

Telefax

WESTERN UNION

Telefax



1236P EST APR 11 66 AB158

SSC56 A SHA158 PD 1 EXTRA CLAXTON GA 11 1130A EST

IVAN ALLEN JR, MAYOR CITY OF ATLANTA

ATLA

DUE TO ILLNESS REGRET TO ADVISE THAT I WILL NOT BE ABLE TO
ATTEND DINNER HONORING THE ATLANTA BRAVES THIS EVENING THANKS
FOR INVITATION. BEST WISHES TO CITY OF ATLANTA AND THE ATLANTA
BRAVES FOR A WINNING SEASON

FRANK M SMITH MAYOR CITY OF CLAXTON GA

12-4

(11)

April 14, 1966

Dear Mayor and Mrs. Barr:

Just a note to thank both of you for giving up your time to spend a few days in the great City of Atlanta. It was certainly a pleasure and an honor to have you at our Booster Club luncheon. I hope by now you have played the record and are wearing our booster caps.

This is a great day for Atlanta, and only your Pirates spoiled our opening, but I believe as the season progresses we will be a contender for the championship.

Again, many thanks for being part of our celebration.

Sincerely yours,

Joe H. Gerson

Mayor and Mrs. Joseph Barr
City Hall
Pittsburgh, Pennsylvania

JOE H. GERSON
739 WEST PEACHTREE ST., N.E.
ATLANTA, GA. 30308

The **EQUITABLE** Life Assurance Society of the United States

TELEPHONE:
875-7396

April 14, 1966

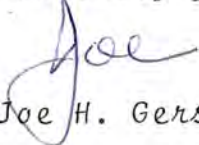
Dear Mayor Allen:

The last few days have been great, and even though we lost the first two I still believe if our pitching comes through the Braves will be a contender.

You are to be congratulated not only for your efforts in building the stadium, but also for all the activities leading up to opening night. I certainly want to thank you for counting me in on so many of these activities. It was a thrill and joy to me.

As I have said many times before, you are the greatest Mayor any town could have and we in Atlanta are fortunate in having you.

Sincerely yours,


Joe H. Gerson

JHG:hh

P.S. Tell Mrs. Barr that our booster cap makes a wonderful golf cap.

LIFE AND QUALIFYING MEMBER MILLION DOLLAR ROUND TABLE



Sears, Roebuck and Co.

ATLANTA, GEORGIA

L. E. SWENSSON
GROUP MANAGER

April 12, 1966

Dear Ivan:

I didn't get to see you after the dinner last night. It was a resounding success and a great salute to a tremendous story. Thanks to you.

Sincerely,



L. E. Swenson

Honorable Ivan Allen, Jr.
Mayor
City of Atlanta
Atlanta, Georgia

Memo From

State Wholesalers

DAVID N. MEYER

11 @ \$165

To:..... Mayor Ivan Allen, Jr.

Re:.....

Dear Mayor:

As advised, you will receive check similar to mine attached, from eight of the nine wholesalers in Atlanta.

The other twelve tickets are attached.

We sincerely hope that the event is going to be a banner one.

Regards

Dave

Office of the Mayor

ATLANTA, GEORGIA

PHONE JA. 2-4463

George A. Royal

*Dixie Bottle & Beverage Co.
600 Worcester Dr, N.E.
Atlanta, Ga. 30306*

~~Mr. H. J. Morel~~
Mr. Robert Moret

*Mayor's Dinner
1.2.4*

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL
CHAIRMAN OF THE BOARD

R. W. McFALL
PRESIDENT

SYMBOLS	
DL	Day Letter
NL	Night Letter
L	International Telegram

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

456P EST APR 6 66 AA605 CTE413
WD357 WW BTB094 GOVT PD BT WASHINGTON DC 6 348P EST
HONORABLE IVAN ALLEN, JR. MAYOR OF ATLANTA
ATLA

BUSINESS ENGAGEMENTS IN THE DISTRICT MAKE IT NECESSARY FOR
US TO FOREGO THE PLEASURE OF ATTENDING THE DINNER MONDAY EVENING
IN HONOR OF THE ATLANTA BRAVES AND WE REGRET THIS VERY MUCH.
PHIL M LANDRUM MEMBER OF CONGRESS (03).

1966 APR 6 PM 5 08
FBI ATLANTA GA

C- 68699

CLASS OF SERVICE
 This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION TELEGRAM

W. P. MARSHALL
 CHAIRMAN OF THE BOARD

R. W. McFALL
 PRESIDENT

SYMBOLS
 DL = Day Letter
 NL = Night Letter
 LT = International Letter Telegram

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703P EST APR 12 66 AA708
 A LLY480 LLZ30 LLZ30 RX DL PD ATLANTA GA 12 NFT
 THE HON IVAN ELLEN, MAYOR OF ATLANTA
 CITY HALL MITCHELL ST ATLA

R

BRAVES - WELCOME TO ATLANTA. THIS IS TO ADVISE THAT WE ARE PICKETING THE STADIUM TO SHOW OUTRAGE THAT MONEY ORIGINALLY APPROPRIATED FOR NEEDED PARKS IN NEGRO SLUM AREAS WERE REAPPORTIONED TO PAY INTEREST BONDS ON NEW STADIUM. THE POOR WHO CANNOT AFFORD STADIUM ADMISSION ARE AGAIN CHEATED.

URGENTLY CONCERNED CITIZENS.

*1. Mrs Ann Drummond
 688-2659*

1. Da by 806p 824p-

*2. Mrs Betty Robinson
 PL 53383*

2. Da by 807p 825p-

PHONE AND RETURN TO FAX DEPT.

FC ATLANTA GA

APR 12 PM 9 19

A- 85067



WHATEVER
YOUR
PLEASURE

THE ATLANTA BRAVES' 1966 HOME SCHEDULE

APRIL

Tues., 12 Pittsburgh (N)
Wed., 13 Pittsburgh (N)
Fri., 22 New York (N)
Sat., 23 New York
Sun., 24 New York (DH)
Fri., 29 Houston (N)
Sat., 30 Houston (N)

MAY

Sun., 1 Houston
Mon., 2 Minnesota (N) (Exhbn.)
Tues., 3 Philadelphia (N)
Wed., 4 Philadelphia (N)
Thurs., 5 Philadelphia (N)
Mon., 9 Cincinnati (N)
Tues., 10 Cincinnati (2-TN)
Wed., 11 Cincinnati (N)
Fri., 20 Chicago (N)
Sat., 21 Chicago
Sun., 22 Chicago (DH)
Mon., 30 Los Angeles (N)
Tues., 31 Los Angeles (N)

JUNE

Wed., 1 San Francisco (N)
Thurs., 2 San Francisco (N)
Fri., 3 St. Louis (N)
Sat., 4 St. Louis (D & N)
Sun., 5 St. Louis

JUNE—(Cont'd)

Wed., 15 New York (N)
Thurs., 16 New York (N)
Fri., 17 Pittsburgh (N)
Sat., 18 Pittsburgh (N)
Sun., 19 Pittsburgh
Mon., 20 Philadelphia (N)
Tues., 21 Philadelphia (N)
Wed., 22 Philadelphia (N)
Fri., 24 Los Angeles (N)
Sat., 25 Los Angeles (D & N)
Sun., 26 Los Angeles
Mon., 27 Chicago (N)
Tues., 28 Chicago (N)
Wed., 29 Chicago

JULY

Thurs., 14 Houston (N)
Fri., 15 Houston (N)
Sat., 16 Houston
Sun., 17 Cincinnati
Mon., 18 Cincinnati (N)
Tues., 26 St. Louis (N)
Wed., 27 St. Louis (N)
Thurs., 28 St. Louis (N)
Fri., 29 San Francisco (N)
Sat., 30 San Francisco (D & N)
Sun., 31 San Francisco

AUG.

Mon., 8 Los Angeles (N)
Tues., 9 Los Angeles (N)
Wed., 10 Los Angeles (N)
Fri., 12 Philadelphia (N)
Sat., 13 Philadelphia
Sun., 14 Philadelphia
Fri., 26 New York (N)
Sat., 27 New York (N)
Sun., 28 New York
Mon., 29 Chicago (N)
Tues., 30 Chicago (N)

SEPT.

Fri., 2 Houston (N)
Sat., 3 Houston (N)
Sun., 4 Houston
Fri., 16 Cincinnati (N)
Sat., 17 Cincinnati
Sun., 18 Cincinnati
Tues., 20 St. Louis (N)
Wed., 21 St. Louis (N)
Thurs., 22 Pittsburgh (N)
Fri., 23 Pittsburgh (N)
Sat., 24 Pittsburgh
Sun., 25 Pittsburgh
Mon., 26 San Francisco (N)
Tues., 27 San Francisco (N)
Wed., 28 San Francisco (N)

N — Night Game
TN — Twi-night Doubleheader
D&N — Split Doubleheader, day and night
DH — Doubleheader

SOON! A NEW SOUTHERN ACCENT on Speed-DC 9 fanJETS

Southern Airways Inc.

Atlanta Airport — Atlanta, Georgia

Office of the Mayor

ROUTE SLIP

TO: Linda

FROM: Ivan Allen, Jr.

- For your information
- Please refer to the attached correspondence and make the necessary reply.
- Advise me the status of the attached.

put in Braves opening
file

Mayor Ivan Allen, Jr.
Mayor's Committee
1300 Commerce Building
Atlanta, Georgia 30303

Dear Mayor Allen:

You can count on me. I am inviting:

(Name)

(Title)

(Firm)

(City)

(Signed) _____

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 229 ATLANTA, GA.

MAYOR'S COMMITTEE

1300 Commerce Building

Atlanta, Georgia 30303



IVAN ALLEN, JR.
MAYOR
ATLANTA, GEORGIA



Moved, left no address
 No street number
 Moved, not forwardable
 Addressee unknown

9832

Mr. J. W. Webb
District Manager
Toilet Goods
Proctor & Gamble Distributing Company
1327 Peachtree Street, N.W.
Atlanta, Georgia

RETURN
TO
WRITER





Office of the Mayor

ATLANTA, GEORGIA

From Betty Robinson

Stadium
Dedication file

do not mark
letter

THE WHITE HOUSE



Honorable Ivan Allen, Jr.
Mayor
Atlanta, Georgia



THE WHITE HOUSE
WASHINGTON

March 8, 1965

Dear Mayor Allen:

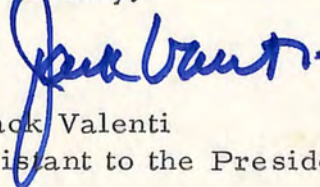
Thank you for your letter of the 2nd to the President inviting him to participate in two important events coming up in Atlanta - the dedication of the new municipal stadium on July 29th, this year, and the opening day of major league baseball there in April of 1966.

The President is appreciative of your interest in writing him about these events and while it is too early to know about the possibilities for the spring of 1966, it is apparent from the schedule that is developing for the summer that he will be unable to accept the July invitation.

Although I do not want to be unduly encouraging about the possibilities for next year, you are welcome to renew the invitation, if you wish, about three months in advance of the date.

With the President's thanks and best wishes,

Sincerely,



Jack Valenti
Special Assistant to the President

Honorable Ivan Allen, Jr.
Mayor
Atlanta, Georgia

THE WHITE HOUSE

WASHINGTON

March 8, 1965

Dear Mayor Allen:

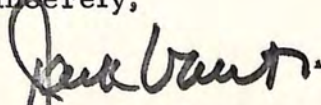
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With the President's thanks and best wishes,

Sincerely,



Jack Valenti

Special Assistant to the President

Honorable Ivan Allen, Jr.
Mayor
Atlanta, Georgia

dinner honoring
the
atlanta BRAVES

MONDAY, APRIL 11, 1966

GRAND BALLROOM

MARRIOTT MOTOR HOTEL

ATLANTA, GEORGIA



PROGRAM

Presiding

THE HONORABLE IVAN ALLEN, JR.
MAYOR OF ATLANTA

Invocation

Welcome

Introduction of Special Guests

Guest Speaker: Dizzy Dean

Presentation of The Atlanta Braves



The Atlanta Braves

William C. Bartholomay, Chairman of the Board

John J. McHale, President, General Manager

Thomas A. Reynolds, Executive Vice President and Secretary

Bobby Bragan, Manager

Henry Aaron	Billy Cowan	Eddie Mathews	
Sandy Alomar	Mike de la Hoz	Dennis Menke	
Felipe Alou	Hank Fischer	Phil Niekro	
Jim Beauchamp	Gary Geiger	Billy O'Dell	
Wade Blasingame	Herb Huppau	Gene Oliver	
Frank Bolling	Ken Johnson	Chi Chi Olivo	
Clay Carroll	Mack Jones	Lee Thomas	
Rico Carty	Marty Keough	Joe Torre	
Tony Cloninger	Denny Lemaster	Arnold Umbach	
		Woody Woodward	
Coaches:	Billy Hitchcock	Ken Silvestri	Whitlow Wyatt
	Grover Resinger	Jo Jo White	

dinner menu

Tropical Fruit Compote

* * * * *

Prime Ribs of Beef au Jus

Duchesse Potatoes

Broiled Tomato Half

Fresh Asparagus au Beurre

* * * * *

Chef's Salad

Dressings

* * * * *

Coconut Ice Cream Ball

* * * * *

Coffee

dinner committee

Mr. Jack Adair
Mr. T. M. Alexander, Jr.
Mr. J. Paul Austin
Mr. Joseph E. Birnie
Mr. Furman Bisher
Mrs. Charles E. Bowen
Mr. W. Lee Burge
Mr. Alvin B. Cates, Jr.
Mr. James H. Finch
Mr. William Frankel
Mrs. T. Richard Garlington, Jr.
Mr. Joe H. Gerson
Dr. Chenault W. Hailey
Mr. George T. Heery
Mr. Scott Hudgens
Mr. Gordon Jones
Mrs. Patricia LaHatte
Mr. Mills B. Lane, Jr.
Mr. Archie Lindsey
Dr. F. Earl McLendon
Mr. L. D. Milton
Mr. James D. Murphy, Jr.
Mr. Jesse Outlar
Mr. Ewell Pope
Mr. William G. Pritchard, Jr.
Governor Carl E. Sanders
Mr. Cecil S. Semple
Mr. O. K. Sheffield, Jr.
Mr. Edward D. Smith
Mr. Augustus H. Sterne
Miss Marjorie C. Thurman
Mrs. James E. Williams

City of Cartersville

Site of Giant Allatoona Dam

CARTERSVILLE, GEORGIA

MAYOR - J. M. TUTTON
CITY MANAGER - R. E. GIBBONS
CITY CLERK - C. L. ELLIS

April 16, 1966

MUNICIPALLY OWNED
WATER, ELECTRIC,
AND GAS SYSTEM

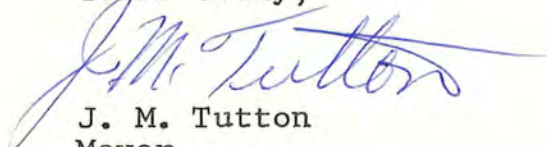
Honorable Ivan Allen, Jr.
Mayor of Atlanta
Atlanta, Georgia

Dear Mayor Allen:

Please accept my congratulations on the wonderful dinner honoring the Atlanta Braves. The entire evening was a huge success and Mrs. Tutton and I thank you for permitting us to be a part of it.

We in Cartersville feel that the Braves and the Falcons partly belong to us too, and I congratulate you and the City of Atlanta on securing major league sports for this area. I am sure that Cartersville and Bartow County will be well represented at all the games.

Yours truly,



J. M. Tutton
Mayor

JMT/fha

DEDICATION PROGRAM
Atlanta Stadium
April 12, 1966

PARTICIPANTS:

Governor Carl Sanders
Mayor Ivan Allen, Jr.
Atlanta Board of Aldermen
Fulton County Commissioners
Stadium Authority Members
Dr. Bevel Jones
Mayor Joseph M. Barr
Rankin Smith
Warren Giles
Bill Bartholomay
John McHale
Milo Hamilton, Master of Ceremonies

1. All those participating in the dedication ceremonies have been invited to a reception at the Braves Offices in the Stadium at 5:45 p. m.
2. Each person has received a letter from Arthur Montgomery notifying them to assemble at the top of the down ramp at Gate K at 6:45 p. m. to be escorted down to the field. Sid Scarbrough, Jim Hay & Ann Moses will direct them.
3. Ceremonies will begin at 7:30 p. m. - The plaque will be on the grass between pitcher's mound and second base. Participants will go on field and line up on either side of it.
4. Milo Hamilton introduced Dr. Bevel Jones, Pastor of St. Mark Methodist Church, and Vice President of the Greater Atlanta Council of Churches.
5. Dr. Jones gives invocation.
6. Milo introduces as a body Atlanta Stadium Authority, County Commissioners Mayor and Board of Aldermen.
7. Milo introduces Arthur Montgomery who unveils plaque.
8. Milo introduces the following who will step forward and give a recognition wave to the crowd:

Governor Carl Sanders

Mayor Ivan Allen, Jr.

(more)

JOINT CITY-COUNTY BOARD OF TAX ASSESSORS

CITY OF ATLANTA - COUNTY OF FULTON

ADMINISTRATION BUILDING

165 CENTRAL AVENUE, S. W.

ATLANTA, GEORGIA 30303

BOARD MEMBERS
CHAS. A. HENSON, JR.
CHAIRMAN
C. F. BOYNTON
VICE CHAIRMAN
SAM CALLAWAY
SECRETARY

April 14, 1966

MEMBERS
INTERNATIONAL ASSOCIATION
OF ASSESSING OFFICERS
GEORGIA ASSOCIATION
OF ASSESSING OFFICIALS
PHONE 572-2291

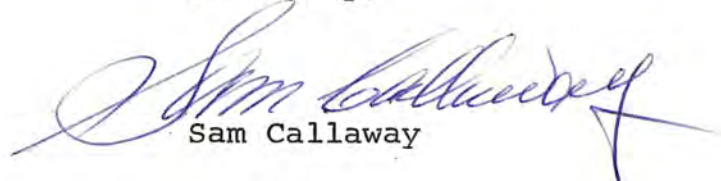
Mayor Ivan Allen
City Hall
Atlanta, Georgia 30303

Dear Mayor:

Please permit me again to say thank you not only for the banquet for the Braves, but for your gracious kindness at all times.

You just seem to have a knack of being a wonderful guy.

Sincerely,


Sam Callaway

CHARLES LONGSTREET WELTNER
FIFTH DISTRICT, GEORGIA

WASHINGTON OFFICE:
1724 LONGWORTH BUILDING
TELEPHONE: 225-3801

Congress of the United States
House of Representatives
Washington, D.C. 20515

COMMITTEES:
BANKING AND CURRENCY
UNAMERICAN ACTIVITIES
SMALL BUSINESS

DISTRICT OFFICE:
327 OLD POST OFFICE
ATLANTA 30303
TELEPHONE: 523-5041

April 12, 1966

The Honorable Ivan Allen, Jr., Mayor
City of Atlanta
City Hall
Atlanta, Georgia

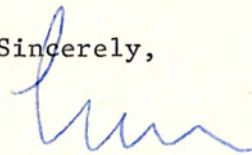
Dear Ivan:

It was a pleasure to join you last night in the festivities welcoming the Braves to Atlanta.

It marks a great day for our city, and one for which you are in no small part responsible.

With best wishes,

Sincerely,



Charles Longstreet Weltner
Member of Congress

CLW:k

File
G

ATLANTA DOGWOOD - BASEBALL PARADE

Parade Time
1:30 o'clock PM

APRIL 12, 1966

Assembly Time
1:00 o'clock PM

FRANK R. FLING, GRAND MARSHAL

DEPUTY GRAND MARSHALS

L. W. McPHERSON
CHAS. C. MARSHALL

J. L. MOSELEY
CHAS. H. LINDSEY

J. ODUS FULLER

J. RICHARD KARRAKER
Chairman of Parade

ARTHUR L. MONTGOMERY, Chrm.
Atlanta-Fulton County
Recreation Authority

EDGAR FORIO, Chairman
Stadium Dedication
Committee

STEVE J. VAN CLEAVE
Parade Director

MOZELLE CHRISTIAN
Co - Director

PARADE ORDER

BY THE AUTHORITY OF THE DOGWOOD FESTIVAL COMMITTEE AND THE ATLANTA STADIUM AUTHORITY COMMITTEE, A DOGWOOD-BASEBALL PARADE WILL BE HELD IN THE CITY OF ATLANTA ON APRIL 12, 1966

J. RICHARD KARRAKER

Chairman

EDGAR J. FORIO

Chairman Stadium Dedication Committee

Steve J. Van Cleave
Director

Moselle Christian
Co-Director

Frank Fling
Grand Marshal

L. W. McPherson

Charles H. Lindsey

Charles C. Marshall

Deputy Grand Marshals

J. L. Moseley

J. Odus Fuller

- A. FORMATION: All units to be in position for parade no later than 1 o'clock P. M.
- B. STARTING TIME: The Parade will start at Peachtree Street and Baker Street at 1:30 P.M.
- C. ROUTE: From Peachtree and Baker Street, South on Peachtree Street to Whitehall Street to Trinity Avenue to Dispersal Area.
- D. DISPERSAL: All Units will disperse as directed by the Atlanta Police.
- E. MARCHING CADENCE: 120 steps to the minute.
- F. INTERVALS: 25 yards between Floats, Units and Divisions.
- G. All equipment too heavy to safely cross the Peachtree-Whitehall Street Viaduct will turn off on Decatur Street. Clear through the Atlanta Police Department.
- H. Deputy Grand Marshal J. L. Moseley will assist the Parade Marshals in Controlling the Parade in route.
- I. The throwing or passing out of candy, gum or other objects from the parade route is prohibited.
- J. Participation in the Parade in no way releases anyone from observing all the laws and regulations of the City of Atlanta.
- K. The Firing of Firecrackers and arms is prohibited without the specific approval of the Police Department.
- L. Failure to obey Police or Parade Officials may be cause for ejection from the Parade.
- M. MAXIMUM HEIGHT OF EQUIPMENT NOT TO EXCEED 13 FT. TO CLEAR OVERHEAD TRAFFIC LIGHTS.

LINE OF MARCH

FIRST DIVISION: Assembly Area: West side of Peachtree Street. Head of Division at Baker Street. All Units enter West Peachtree Street from West Peachtree Place and proceed South to the assembly point as directed by Parade Marshals. Marshals to be assigned at luncheon.

Atlanta Police Motorcycle Escort

Herbert Jenkins, Chief of Police, City of Atlanta

Grand Marshal, Frank R. Fling

Honorable Carl Sanders, Governor of Georgia

His Excellency the Governor of Pennsylvania

Honorable Ivan Allen, Jr., Mayor, City of Atlanta

Honorable Mayor of Pittsburgh, Pennsylvania

Honorable Mayor of Decatur, Georgia

Honorable Richard B. Russell, United States Senator

Honorable Herman Talmadge, United States Senator

Congressman Charles Weltner

Congressman James Mackay

Other Georgia Congressmen who may want to participate in the parade

Honorable Archie Lindsey, Chairman, Board of Commissioners of Fulton County

Chairman of Board of County Commissioners of Allegheny County, Pennsylvania

Honorable Harold McCart, Vice Chairman, Board of Commissioners of Fulton County

Honorable James H. Aldredge, Fulton County Commissioner

Second Marine Division Color Guard

Second Marine Division Band

U. S. Naval Air Station

Float - 50 foot flat bed truck, Sky Anchors Aweigh

Color Guard, miniature model-T, convertible

National Guard Units

Georgia National Guard Units

The Continental Air Command Band

DeKalb County Commissioners - Honorable Brince Manning, Chairman,
along with the other Commissioners

County Commissioners of the Metropolitan Area, including Cobb
County, Clayton County and Gwinnett County

President, Board of Aldermen, Sam Massell

Members, Board of Aldermen

SECOND DIVISION: Assembly Area: West side of West Peachtree. Head
of Division at West Peachtree Place. Marshals will
be assigned at luncheon.

Arthur Montgomery, Chairman, Atlanta-Fulton County Recreation
Authority

Edgar Forio, Chairman, Stadium Dedication Committee

Warren Giles, President, National League

Ford Frick, Former Commissioner of baseball

Lee McPhail, Executive Secretary

William Bartholomay, Chairman of the Board, Braves

Rankin Smith, President, Falcons

Tommy Reynolds, Executive Vice President, Braves

John J. McHale, General Manager, Braves

Dizzy Dean, Movie Actor

Russell High School Band and R.O.T.C. Drill Team

Old Guard Battalion

Braves Officials

William C. Bartholomay, Chairman of the Board, Treasurer
John J. McHale, President & General Manager
Thomas A. Reynolds, Exec. Vice Pres. & Secretary
James Fanning, Assistant General Manager
Dick Cecil, Business Manager
Jerry Sachs, Public Relations Director
Don Davidson, Traveling Secretary -
Bobby Bragan, Manager

Coaches

Billy Hitchcock
Grover Resinger
Ken Silvestri
Jo Jo White
Whitlow Wyatt

Players

Wade Blasingame
Clay Carroll
Tony Cloninger
Arnold Earley
Hank Fischer
Ken Johnson
Dick Kelley
Denny Lemaster
Phil Niekro
Billy O'Dell
Gene Oliver
Joe Torre
Sandy Alomar
Felipe Alou
Frank Bolling
Mike De la Hoz
Eddie Mathews
Denis Menke
Lee Thomas
Woody Woodward
Hank Aaron
Rico Carty
Gary Geiger
Mack Jones
Frank Thomas
Harvey Stone - Trainer
Dave Pursley - Equipment Manager

(Officials and Players will be assigned in their proper position throughout the parade).

Pittsburgh Officials

John Galbreath, President
Joe L. Brown, General Manager
Bob Rice, Traveling Secretary
Thomas P. Johnson, Vice President & Secretary
Harry Walker, Manager

Coaches

Hal Smith
John Pesky
Alex Grammas
Clyde King
Danny Whelan, Trainer

Players

Don Cardwell
Roy Face
Vernon Law
Al McBean
Pete Mikkelsen
Don Schwall
Tommie Sisk
Bob Veale
Wilbur Wood
Jesse Gonder
Jerry May
Jim Pagliaroni
Gene Alley
Bob Bailey
Donn Clendenon
Bill Mazerowski
Joe Pagan
Andre Rodgers
Matty Alou
Roberto Clemente
Jerry Lynch
Manny Mota
Dave Roberts
Willie Stargell

(Officials and Players will be assigned in their proper position throughout the parade).

Pure Oil Company - float

Atlanta Gas Light Company

American Legion Post No. 1 - Color Guard & Drum Corps

The Coca-Cola Company - float

THIRD DIVISION: Assembly area on the west side of West Peachtree Street. Head of column - Mills Street

Parade Marshals:

Kent Cigarettes

400 Club Train - Mr. Townsend

Georgia Chiropractic Association - Posture Queen
Miss Cherilyn Paris

Lakeshore Lancers Marching Band

4 Matched Mules & Dray - Playboy Bunnies

Atlanta Transit System, Inc.

Southwest High School Band

"Charlie the Chimp"

Actors & Writers Workshop Float - "Uncle Remus Tale"

Booker T. Washington High School Band

Booker T. Washington High School R.O.T.C. Unit

FOURTH DIVISION: Assembly area on the west side of West Peachtree Street. Head of column - Pine Street.

Parade Marshals:

R. L. MATHIS DAIRY

High School Band

Tuskegee Institute Air Force R.O.T.C. & Flight Angels

Falstaff Brewing Company

Duggan Enterprises

Atlanta Fire Department - Chief Hildebrand

Northside High School Band & R.O.T.C. Drill Team

Fulton County Forestry Unit - Dogwood Float

"Smoky the Bear"

"Miss Keep Georgia Clean"

Stone Mountain Association - float

Decatur High School Band

Dogwood Festival Queen

FIFTH DIVISION: Assembly area on the west side of West Peachtree
Street. Head of column - Baltimore Place

Parade Marshals:

YAARAB TEMPLE - SHRINE

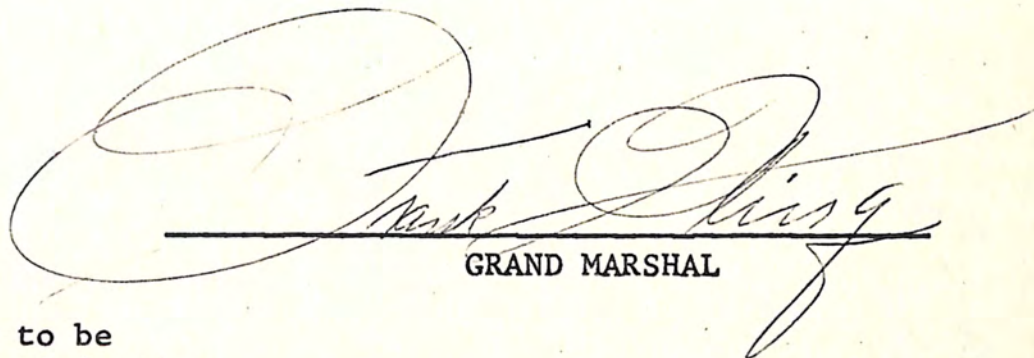
SIXTH DIVISION: Assembly area on the west side of West Peachtree Street. Head of column - Linden Avenue

Parade Marshals:

Fulton County Sheriff's Posse

Anheuser-Busch, Inc. - Clydesdale Horses

Georgia Arabian Horses, Inc.



Handwritten signature of Mark King, written in cursive over a horizontal line.

GRAND MARSHAL

Copies of Parade Order to be mailed to all units participating in the parade

PARADE MARSHALS FOR THE PARADE OF APRIL 12, 1966

Joe Brown

W. C. Sharpton

Jack Summers

Wm. S. Edge

L. C. Dennis

Oscar Sumner

B. B. Holloway

John Haney

Tom Crowe

Louis E. Dupin

S. M. Riggs

Robert Perrin

H. T. Hudgins

Grover Carnes

Carson Dyer

J. Fleck

W. L. Kinney

R. P. Seckinger

J. S. Smith

INSTRUCTIONS FOR PARADE MARSHALS

All marshals are cordially invited to attend a luncheon at Stouffer's at the top of the Merchandise Mart Building at 11:30 o'clock A. M. on April 12, 1966.

All convertibles to be used in the parade will be parked at the Shrine parking lot not later than 10:30 o'clock A. M. for the purpose of having signs placed on these convertibles. They will also be decorated by Shepard Decorating Company.

All convertibles will be parked on the east side of West Peachtree Street beginning at West Peachtree Street and Baker Street. The parade marshals will endeavor to get the cars in the proper position of the parade prior to parade starting time.

Some of the units of Yaarab Temple will participate in the parade, therefore all parade marshals are requested to wear their fez in the parade. It will not be necessary for you to wear your unit uniform.

All marshals will be assigned at the luncheon meeting by Deputy Grand Marshal, L. W. McPherson.

All marshals will receive a copy of the parade order and an arm band at our luncheon meeting.

SCHEDULE - Monday and Tuesday - Braves Events:

Monday

- 6:30 p. m. Reception - Hickory Hill Room - Marriott - in honor of Furman Bisher and his new book "Mirical in Atlanta" featuring Ivan Allen, Jr.
- 6:30 p. m. Reception given by Lockheed and Ga. Industry and Trade honoring out of town press - Twelve Oaks Room - Marriott
- 7:15 p. m. Reception for Braves - Tara Room - Head Table Guests assemble to go to Ball Room.
- 8:00 p. m. Braves Dinner - Ball Room.

Tuesday

- 12:30 p. m. You and Mayor Barr to attend Kiwanas Club honoring Braves at Dinkler Plaza.
- 1:00 p. m. Parade assembles - George has Order of March You and Mayor Barr ride together. You can be there as late as 1:20
- 1:30 p. m. Parade Begins at Baker St. dispenses TrinityAven. there is no official reviewing stand.
- 5:30 p. m. Braves Reception in their offices at Stadium
- 7:15 p. m. Participants in Dedication assemble at down ramp of Gate K.
- 7:30 p. m. Ceremonies begin - See skript. attached



Dear Louise —

Graves

I hope you are enjoying a quiet day today — without phone calls and excitement. The thrill of the last few days will last for a long, long time. You have again been a most gracious and wonderful hostess to us all.

I am going to emulate your effortless ability to be everywhere at the right time. What fun for me to have the pleasure of getting to know you and Ivan — a big baseball bonus!

We're on our way to Sea Island shortly once again in your debt.

Many thanks.

Leslie Reynolds

April 13

Following list to receive "thank you's":

Jimmy ✓ Georgia Package Stores Institute 30 @ \$15 \$450
 28 Third St., NE, Atl. 30308
 J.C. Garner 30 @ 15 450
 (above two had 100 tickets, retd. 40)
 (Garner: 110 Central Ave., SW, Atl. 30303)

Georgia Distilled Spirits Institute (Marvin Brazeal):
 9 distributors each took 11 for total of 99 tickets

231-4518

Dave ✓ State Georgia Wholesalers 11 @ \$15 \$165
 ✓ David Meyer, 436 Armour Cir., NE

✓ National Distributing Co., Inc. 11 @ 15 165 *Alfred A. Davis*
 1455 Ellsworth Ind. Blvd., NW

✓ Empire Distributors, Inc. 11 @ 15 165 *Max Kahn*
 1700 Marietta Blvd., NW

Norace ✓ United Distributors, Inc. 11 @ 15 165
 H.L. Johnson, 184 Walker St., SW

✓ McKesson & Robbins, Inc. 11 @ 15 165

Jim ✓ James A. Stanley, P.O. Box 13107, Stat. K, Atlanta 30324

Bill ✓ General Wholesaler Co. 11 @ 15 165
 William D. Young, 710 Ashby St., NW
 (checks not yet recd. from other 3)

Thank following dept. heads:

Grady Ridgeway, sold 109 tickets (100)
 Chief Herbert Jenkins, sold 20 (20)
 Forrest Gee, sold 20 (30)
 Ray Nixon, sold 6 (10)
 Paul Weir, sold 10 (10)
 Roy Elrod, sold 10 (10)

MAYOR IVAN ALLEN, JR.
HONORING
THE ATLANTA BRAVES
Monday, April 11, 1966, Marriott Motor Hotel Ballroom

No. of Tickets	Name	Manner of Payment
25	Dobbs Houses, Inc.	will mail check
20✓	Airport News Corp.	pd. by check in advance
10✓	Southern Airways, Inc.	will mail check
15✓	Airport Toys, Inc.	will mail check
2✓	Avis Rent-A-Car	will mail check
15✓	Atlanta Airport Transportation	will mail check
2✓	Hertz Rent-A-Car	will mail check
1✓	National Car Rental	pd. cash in advance
3✓	Trans World Airlines	will mail check
10✓	Southern Airways Co.-Beechcraft	pd. by check in advance
4✓	Airways Service, Inc.	cash enclosed
2✓	Airport Barber Shop	pd. cash in advance

NOTE: Received 125 tickets - sold 109.
Balance of 16 tickets enclosed.

Respectfully,



G. H. Ridgeway, Jr.

GHRJr:bjw

Enclosures (16)

General Wholesale Company

710 ASHBY STREET, NORTHWEST
ATLANTA, GEORGIA 30318

April 11, 1966

Phone TRinity 2-3547
Area Code 404

The Honorable Ivan Allen, Jr.
The Mayor Of The City Of Atlanta
City Hall
Atlanta, Georgia

Dear Sir:

With pleasure I am delighted to enclose our check payable to The Atlanta Chamber of Commerce on behalf of support for the honoring of the Atlanta Braves. This represents the purchase of eleven dinner tickets.

It is a real pleasure to be a part of an aggressive city and I compliment you on your programs and if I may be of any help it would certainly be a pleasure to do so.

With best wishes and kind regards, I am

Sincerely,

GENERAL WHOLESALE COMPANY


William D. Young

WDY/as



LIQUOR DIVISION, P. O. BOX 13107, STATION K, ATLANTA 24, GEORGIA

April 11, 1966

Mayor Ivan Allen, Jr.
City Hall
68 Mitchell St. S. W.
Atlanta, Georgia

Dear Mayor Allen,

Attached is check for \$165.00 for eleven tickets
for the Mayor's Dinner honoring The Atlanta Braves.

Sincerely,

James A. Stanley
James A. Stanley, Mgr.

R.S.

From the desk of: **DAN M. PARADIES**

Dear Anne:

This check is for 10 tickets I purchased from Grady Ridgeway. Marvin Shoob purchased five and these were sent to me also. I, in turn, forwarded them to Marvin and he will send you a check for them.

Hope all is going well and I look forward to seeing you soon.

Best regards,

Dan

Airport Jays

10 @ \$1.50

thru Grady Ridgeway

LAW OFFICES
SHOOB, Mc LAIN & JESSEE
FULTON NATIONAL BANK BUILDING
ATLANTA, GEORGIA 30303

MARVIN H. SHOOB
JAMES P. Mc LAIN, JR.
C. JAMES JESSEE, JR.
WILLIS B. HUNT, JR.
GEORGE M. SCHEER, JR.

April 11, 1966

TELEPHONE
404-524-7764

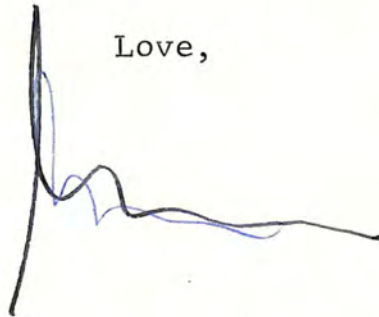
Mrs. Ann Moses
Office of The Mayor
Second Floor - City Hall
Atlanta, Georgia

Dear Ann:

Enclosed is our check for \$75.00 for five tickets to the baseball dinner tonight. I bought these from Grady Ridgeway, and he sent them over to Dan Paradies. Now all I have got to do is get them from Dan.

I hope that you and Judson can get with us some day soon.

Love,

A handwritten signature in blue ink, consisting of a vertical line on the left, a loop, and a horizontal line extending to the right.

MHS:sa
Enclosure

April 8, 1966

56 Dinner tickets at \$15.00 ea.

Ann: If you really want these billed, OK,
, but I think they should be absorbed in
the already out of this world comp. list.

PB

731
Mayor's Dinner Committee
(for all dept heads)

~~56
15
840.00
56
840.00~~

54
15
\$810

Member of the
Associated
Press



THE DAILY ILLINI

Serving Illini Since 1871

620 East John Street

PHONE (Area Code 217) 333-3730

Champaign, Illinois

April 6, 1966

Mayor Ivan Allen Jr.
Atlanta City Hall
Atlanta, Ga.

*Press-Reservation
Box*

Dear Mayor Allen,

Perhaps you remember a year ago at this time when two boys from the University of Illinois, Steve Kaufman and Mike Imrem, came to Atlanta to do a story on the Braves' proposed move there.

Well, Mike and I are planning a return trip this year to do a follow-up story on the move, now that it is a (we hope) reality; we also plan to do a story on the National Football League moving in to Atlanta too. You people have really moved fast this past year.

We will be arriving in Atlanta on Sunday, April 10 and will stay until Wednesday, April 13. Of course, we would like to make arrangements to see you again for another interview; I must say, the interview with you last year was the highlight of our story. We would also like to arrange, if at all possible, to take in the Braves-Pittsburgh Pirates game that Tuesday night as part of our research. I believe it is the home opener for Atlanta and should be a real wing-ding. Do you suppose it possible to arrange for tickets for us if there are any at all available in the city?

Mike and I will call your office Monday morning to see about getting a time to talk to you. We're looking forward to seeing you again.

Sincerely yours,

Stephen Kaufman
Steve Kaufman

April 11, 1966

Mr. John Gilbreath
c/o Atlanta Marriott Motor Hotel
Atlanta, Georgia

Dear Mr. Gilbreath:

Our good friend, R. W. Woodruff, advises me he will not be able to be in Atlanta Tuesday night, and asked that I extend his personal regrets to you.

I look forward to being with you on Monday night at the dinner and the baseball game on Tuesday.

It will be a great pleasure for me if you will let me know if there is anything I may do to be of assistance to you while you are in Atlanta.

With best wishes, I am

Sincerely,

Ivan Allen, Jr.

IAJr:am

cc: Mr. R. W. Woodruff

to

Ga. Marble
John Dent

688-2861

(out of town)

$\frac{1}{20}$

Fur. Fed. Sav.

Hollis Morris

522-2300

(will call)

$\frac{1}{20}$

Frito-Lay
H. R. Lilley

457-4921

(will call)

2
10 Draper. Owens
Jesse Draper

522-9511

Mr. Owens not available
until Monday Morning —

2/10 Davidson-Kennedy Co.
Thornton Kennedy 874-4483

Out of Town

$\frac{1}{20}$

Kroger Co.
W. M. Baker

767-4351

2
10 Hipsecomb-Ellis
R.L. Ellis 521-2162

4/10

(will call)

1/20

Ga. R.R. Lines
Jack Nixon

521-1722

~~Will Call~~

No

April 11, 1966

Honorable Richard Russell
Room 802
Atlanta Marriott
Atlanta, Georgia

Dear Senator:

In case I don't see you in person before the dinner this evening, I am delighted that you are here and would like for you to plan to come to the reception in the Tara Suite at 7:30 p.m. where the head table guests will assemble.

Sincerely,

Ivan Allen, Jr.
Mayor

IAJr:lp

STATEMENT BY IVAN ALLEN, JR.

Tomorrow is Atlanta's big day ... Our Braves come home officially and the whole city will want to turn out to welcome them, I'm sure.

It means a lot to a team to know they're part of the community and Atlantans will certainly want to make the Braves feel the warmth of their welcome.

School Superintendent John Letson has said that all school children who want to attend the parade at 1:30 p.m. on Tuesday, may do so, with permission from their parents. I urge parents and their children to come on down Peachtree and see the big show.

I urge all businesses to let their employees take a late and long lunch hour ... so they too can come say HI' to our Braves. Let's kick off our first big league season in great style and send our team into Atlanta stadium more eager than ever to start with a win for a pennant year.

Remember the parade starts at Peachtree and Baker at 1:30 ... to City Hall. Let's make it a parade they'll talk about for the next hundred years.

WM. B. THOMPSON
POST OFFICE BOX 19795, STATION N
ATLANTA 25, GEORGIA

April 11, 1966

Mayor Ivan Allen, Jr.
Atlanta, Georgia

Dear Ivan:

On account of unforeseen circumstances I will be unable to attend the dinner this evening honoring the Atlanta Braves. I appreciate very much the invitation.

For your information, Our Company is purchasing two Season tickets for the home games of the Braves on a Club level, so some of the personnel of our Company, including myself, will be able to attend all the Home Games.

With kindest regards and best wishes,

Sincerely yours,


A handwritten signature in dark ink, appearing to be 'W. B. Thompson', is written over a horizontal line. A long, thin, curved line extends from the bottom of the signature towards the left side of the page.

The Atlanta Journal

Covers Dixie Like the Dew

* AND *

THE ATLANTA CONSTITUTION

The South's Standard Newspaper

AREA 404 • JA 2-5050 • BOX 4689 • ATLANTA, GA. 30302

April 7, 1966

Mrs. Ann Moses
Office of the Mayor
City Hall
Atlanta, Georgia

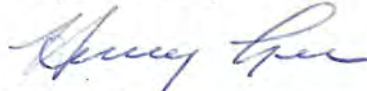
Dear Ann:

Thought you might be interested in an advance copy of the special ATLANTA BRAVES ISSUE, which will appear April 10, 1966 with our newspapers.

I certainly do appreciate all the help you rendered in acquiring the City of Atlanta advertisement and if I can ever reciprocate please let me know.

If you would like extra copies of this issue, please do not hesitate to contact me.

Very truly yours,



Henry Lee
Magazine Advertising Manager

RHL:reb
Enclosure



CITY OF ATLANTA

DEPARTMENT OF
SANITARY ENGINEERING

Atlanta , Georgia 30303

April 12, 1966

S. W. GRAYDON
Sanitary Engineer

R. D. SPEER
Assistant

WILLELA OSBORNE
Office Manager


Mayor Ivan Allen, Jr.
City of Atlanta
City Hall

Dear Mayor Allen:

I want you to know how much my wife and I enjoyed the dinner for the Atlanta Braves last evening. You were most generous to furnish us with tickets for this occasion. It was a brilliant occasion, and I was extremely proud of our Mayor.

I think the stadium should be named "IVAN ALLEN STADIUM."

Cordially yours,


S. W. Graydon
Sanitary Engineer

SWG:mea



*Chambers of
Judge Herschel E. Cole*

*The Traffic Court
of Atlanta
Atlanta, Georgia*

April 12, 1966


Honorable Ivan Allen, Jr.
Mayor, City of Atlanta
City Hall
Atlanta, Georgia

Dear Mayor Allen:

The occasion Monday night at the Marriott was truly a great tribute to Ivan Allen, Jr. This was certainly evident by the overflow attendance and the enthusiasm and gratification of those of us who attended.

It made us all feel proud to be a part of this great City and I am most grateful for your invitation.

Yours sincerely,



Herschel E. Cole

HEC:ph

JACK PAUL ETHERIDGE

FULTON FEDERAL BUILDING
ATLANTA, GEORGIA

April 12, 1966

Hon. Ivan Allen, Mayor
City Hall
Atlanta, Georgia

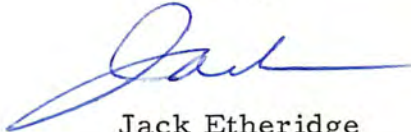
Dear Ivan:

Ursula and I had, thanks to your gracious invitation, a most delightful and exciting time at last evening's banquet.

We know that all of the activity and enthusiasm which now surrounds the coming of the Braves to Atlanta will continue as Atlanta enjoys the benefits and stimulation of being "big league" in yet another way.

Thanks again.

Sincerely,



Jack Etheridge

JE:jd

WILLIAM FRANKEL

ATLANTA, GEORGIA

April 12, 1966

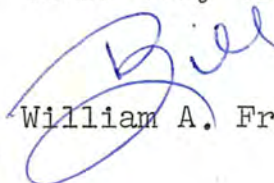
Mayor Ivan Allen, Jr.
City Hall
Atlanta, Georgia

Dear Mayor Allen:

Just a note to thank you for the honor of being one of the committee for the Mayor's Braves Dinner, and for the pleasure of a wonderful evening. Fayne and I thoroughly enjoyed the affair, and are quite sure all the many other Braves and Allen fans did also.

Warmest personal regards.

Yours very truly,


William A. Frankel

April 7, 1966

Hon. Joseph Barr, Mayor
City of Pittsburgh
City Hall
Pittsburgh, Pa.

Dear Mayor Barr:

Mayor Allen asked me to provide the following information relating to your visit to Atlanta next week. Complimentary accommodations have been arranged for you and Mrs. Barr at the Marriott.

10:00 a.m.: Mayor Allen will meet your flight and escort you and Mrs. Barr to the Marriott.

12 noon: You and Mrs. Barr will accompany Mayor Allen to Braves "400" Club luncheon, Dinkler Plaza.

7:30 p.m.: Convene in Plantation Room, Marriott, prior to 8 pm. Dinner honoring the Braves. You and Mrs. Barr will be seated at head table. Black tie for men, long gowns for ladies.

April 12:
Morning is free, and we will be glad to arrange anything you might enjoy.

12:30 noon: "Drop in" at luncheon honoring the Braves, given by the Kiwanis Club of Atlanta, Dinkler Plaza.

1:00 p.m.: Assemble for Parade which begins at 1:30.

5:45 p.m.: Braves Reception, Mayor Allen will escort you and Mrs. Barr, Atlanta Stadium.

7:15 p.m.: Pre-Game Ceremonies, on field. You will be introduced.

8:00 p.m.: Play ball!

Page 2 --

I hope the above will give you the information you need. If we can make any further arrangements for you and Mrs. Barr, please phone this office.

Atlanta is certainly looking forward to having both of you here for this grand occasion.

Sincerely,

Peggy Baker

JOSEPH M. BARR
MAYOR



Long
Allen
CITY OF PITTSBURGH

March 31, 1966

Hon. Ivan Allen, Jr.
Mayor
Atlanta, Georgia.

Dear Ivan:

In line with our 'phone conversation of this morning, Mrs. Barr and I will be taking United Flight Number 473 on Monday morning, April 11th, at eight-thirty and will arrive in Atlanta at ten o'clock.

I understand that you have arranged for accommodations for us at the Marriott Hotel. We are both self-sufficient, so please do not put yourself out. I know how busy you are with the affairs of the City and the extra curricular duties connected with the opening of the baseball season in Atlanta.

We have accepted the formal invitation for the dinner on Monday evening and Alice and I are looking forward to the opportunity of visiting with you and Mrs. Allen at that time.

Our reason for arriving so early is that my wife is not a good flier and the only jet flight we can take, in order to get there in time for the dinner on Monday evening, is at 8:30 in the morning.

I have made arrangements to leave there on Wednesday, April 13th at twelve noon on United Flight Number 384.

I think the advent of Major League Baseball to Atlanta and the whole southeast will be a great boon to our national pastime. I only hope that you are as strong a baseball fan as I am, as the ownership and management of the Pirates are personal friends of mine.

As you are perhaps aware, we are in the midst of building a new stadium in Pittsburgh for the Pirates and the Pittsburgh Steelers Football team.

With kind regards to you and Mrs. Allen, and looking forward to seeing both of you on the 11th, I am

Sincerely yours,

Joseph M. Barr
Joseph M. Barr

Tuesday, April 12th

- 12:30 p.m. You and Mayor Barr to attend Kiwanis Club
 honoring Braves - Dinkler-Plaza
- 1:00 p.m. Parade assembles - George has Order of March
 You and Mayor Barr ride together. You can be
 there as late at 1:20
- 1:30 p.m. Parade Begins at Baker Street - dispenses
 Trinity Avenue - there is no official reviewing
 stand
- 5:30 p.m. Braves Reception in their offices at Stadium
- 7:15 p.m. Participants in Dedication assemble at down
 ramp of Gate K
- 7:30 p.m. Ceremonies begin - see script attached

CALLS FROM ANSWERING SERVICE APRIL 12, 1966

Mr. Warr, 761 - 6753

Mr. Sam McDaniel, Jr. 355 - 8474

Mr. James Wright 799 - 7260

Mr. Mealar 963 - 4026

Mrs. R. P. Grun *j* 755 - 5607

Mrs. Lee Schrier 451 - 4606

Mr. Leo Walkouski from Kenosha, Wisconsin
Operator 61 654 - 3611

City of Atlanta FULTON COUNTY RECREATION AUTHORITY

ARTHUR L. MONTGOMERY
CHAIRMAN

MILLS B. LANE, JR.
VICE-CHAIRMAN

521 CAPITAL AVENUE, S. W.
BOX 6645, LAKEWOOD STATION
ATLANTA, GEORGIA 30315
AREA CODE 404 TELEPHONE 522-7630

March 31, 1966

Honorable Ivan Allen, Jr.
Mayor City of Atlanta
City Hall
68 Mitchell Street
Atlanta, Georgia 30303

Dear Ivan:

I would like to take this opportunity to invite you to participate in the unveiling of the Stadium Dedication Plaque on April 12, 1966. The exercises will be held at home plate beginning at 7:15 p. m. just prior to the Braves-Pittsburgh initial National League game in Atlanta Stadium.

If you will meet at the head of the down ramp at Gate K at 6:45 p. m., there will be an escort there to direct you to your proper position.

I would also, at this time, like to express my sincere appreciation for your assistance in making Atlanta Stadium a reality.

Sincerely,



Arthur L. Montgomery
Chairman

ALM:mw

MINUTES

SPECIAL COMMITTEE ON
DEDICATION OF STADIUM

March 7, 1966 - Office of Mrs. Moses

The meeting was called to order at 4:00 P. M. with the following present:

Mr. Edgar J. Forio, Chairman
Mrs. Ann Moses
Mrs. Peggy Baker
Mrs. Mason Lowance, Jr.

Mr. Jerry Sachs
Mr. Lynn Westergaard
Mr. George Goodwin
Mr. Sidney Scarborough

A general discussion was held concerning the field program for the April 12, 1966 Dedication Game. Each point was discussed thoroughly and the following was accepted as the program, but subject to further revision.

- 64509
- (1) Milo Hamilton will be Master of Ceremonies.
 - (2) Dr. Bevel Jones will be invited by the chairman to deliver the Invocation, 7:15 P. M.
 - (3) Mr. Hamilton will introduce Mr. Montgomery who in turn will unveil the plaque and introduce, as a body, the Authority, Board of Alderman and County Commissioners. Following this these groups will leave the field.
 - (4) Mr. Hamilton will then introduce in order the following for brief speeches.
 - a. Governor of Georgia
Governor of Pennsylvania
 - b. Mayor of Atlanta
Mayor of Pittsburgh
 - c. Chairman, County Commissioners
 - ~~d. Commissioner of Baseball~~
 - e. President, National League *Warren Giles*
 - f. Mr. Montgomery who in turn will introduce Mr. Bartholomay and present something symbolic of the occasion of the Braves' occupancy of Atlanta Stadium.

Page 2
March 7, 1966 - Minutes
Special Committee on
Dedication of Stadium

lights come on
Darkend field - Spot light players
(5) Mr. Hamilton will introduce the players of both teams *Pirates*

(6) National Anthem *3rd Army Band - to enter field behind 2nd + Graves -
color guard to flag staff*

(7) Warm-up *pull in Press box*

(8) Mayor throws out first ball, 8:05 P. M. *to Joe Torre*

Mayor Allen will recognize the mayors present.

Governor Sanders will recognize any other governors present.

There being no further business the meeting adjourned.

Respectfully submitted,

Sidney Scarborough
Sidney Scarborough for
Edgar J. Forio, Chairman

DEDICATION PROGRAM
Atlanta Stadium
April 12, 1966

Participants

ok

- ~~All those participating in the dedication of the Stadium have been invited to a reception at the Braves Offices in the Stadium at 5:45 p. m.~~
- Each person has received a letter from Arthur Montgomery notifying them to assemble at the top of the down ramp at Gate K at 6:45 p. m. to be escorted down to the field. Sid Scarbrough, Jim Hay & Ann Moses will direct them.

- Ceremonies will begin at ^{7:30} 7:15 p. m. - The plaque will be on the ~~field~~ ^{between pitcher + 2nd base} and the ~~following people~~ ^{grass -} will go on the field and surround it: *line up on other side of it.*

Participants -

Governor Sanders

Mayor and Board of Aldermen

County Commissioners

Stadium Authority Members

Reubin Smith

- Milo Hamilton, Dr. Bevel Jones, Warren Giles, Bill Bartholomay, John McHale and Mayor Joseph M. Barr assemble at microphone.

- Milo introduces Dr. Bevel Jones, ^{vice} President, Greater Atlanta Council of Churches ^{pastor} St Mark Methodist Church -

- Dr. Jones gives invocation. ~~(and can leave field)~~

- Milo introduces as a body, Atlanta Stadium Authority, County Commissioners, Mayor and Board of Aldermen, ~~Governor Sanders~~, ending with Stadium Authority Chairman, Arthur Montgomery.

- He introduces who.*
Arthur Montgomery unveils plaque.

- ~~Plaque is rolled off the field, followed by Stadium Authority, County Commissioners, and Board of Aldermen.~~

- Governor Sanders, Mayor Allen, Commissioner Lindsey and Arthur Montgomery join Milo at microphone.

- Milo introduces the following ~~for a one minute or less period.~~

Governor Carl Sanders

Mayor Ivan Allen, Jr.

*John S
who steps forward
& take a bow
turn around & recognize
entire stadium with
and get crowd
waves.*

Mayor Joseph M. Barr
of Pittsburgh, Pennsylvania

Fulton Co. Commission Chairman Archie Lindsey

President of the National League, Warren Giles.

Milo: ~~Present~~ → Arthur Montgomery

12. Montgomery makes presentation of ~~trophy~~ to Bill Bartholomay.
13. Bartholomay responds to Montgomery, ~~accepting the Stadium for the Braves.~~
14. Bartholomay introduces John McHale, President and General Manager
and Rankin Smith - Pres Atlanta
15. ~~McHale comments. . . and all leave field except Milo.~~
All participants remain on field.
16. Mayor Allen uses steps up above Braves dugout where he remains until he throws out ball.
17. Stadium is darkened, Milo introduces each player beginning with the Pirates and each is spotlighted as he comes on the field. 8 - 10 minutes.
18. ~~Third Army Band will be waiting at entrance to stadium, and just before introductions are finished. . . will assemble in formation on the grass in center field behind second base.~~ ^{field}
19. ~~Players return to dugout. . . Color Guard approaches flag staff. . . and Milo asks everyone to stand for the National Anthem.~~
20. ~~All leave field - Milo returns to press box, and Warm up begins.~~ ^{participants by steps over Braves dugout -}
21. ~~Milo announces Mayor Allen will throw first ball. Joe Torre catches~~ ^{PA} ~~Joe Torre catches~~ ^{to start Braves}
Joe Sachs will cue Allen when to throw
22. Ball game begins.
23. During the game, Milo will announce ~~any~~ special guests seated in the Stadium. ^{will be recognized on the message board}

JOSEPH M. BARR
MAYOR



CITY OF PITTSBURGH

March 31, 1966

Hon. Ivan Allen, Jr.
Mayor
Atlanta, Georgia.

Dear Ivan:

In line with our 'phone conversation of this morning, Mrs. Barr and I will be taking United Flight Number 473 on Monday morning, April 11th, at eight-thirty and will arrive in Atlanta at ten o'clock.

I understand that you have arranged for accommodations for us at the Marriott Hotel. We are both self-sufficient, so please do not put yourself out. I know how busy you are with the affairs of the City and the extra curricular duties connected with the opening of the baseball season in Atlanta.

We have accepted the formal invitation for the dinner on Monday evening and Alice and I are looking forward to the opportunity of visiting with you and Mrs. Allen at that time.

Our reason for arriving so early is that my wife is not a good flier and the only jet flight we can take, in order to get there in time for the dinner on Monday evening, is at 8:30 in the morning.

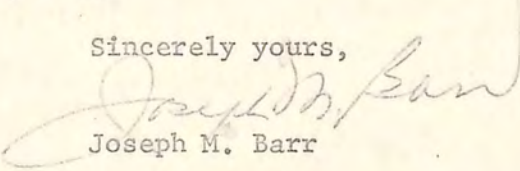
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I think the advent of Major League Baseball to Atlanta and the whole southeast will be a great boon to our national pastime. I only hope that you are as strong a baseball fan as I am, as the ownership and management of the Pirates are personal friends of mine.

As you are perhaps aware, we are in the midst of building a new stadium in Pittsburgh for the Pirates and the Pittsburgh Steelers Football team.

With kind regards to you and Mrs. Allen, and looking forward to seeing both of you on the 11th, I am

Sincerely yours,


Joseph M. Barr

JMB:RME:y

JOSEPH M. BARR
MAYOR



CITY OF PITTSBURGH

March 31, 1966

Hon. Ivan Allen, Jr.
Mayor
Atlanta, Georgia.

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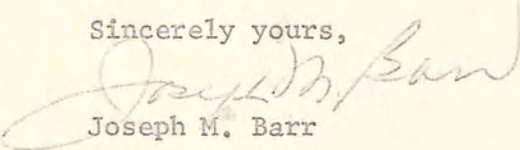
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Joseph M. Barr

JMB:RME:y

April 7, 1966

Hon. Joseph Barr, Mayor
City of Pittsburgh
City Hall
Pittsburgh, Pa.

Dear Mayor Barr:

Mayor Allen asked me to provide the following information relating to your visit to Atlanta next week. Complimentary accommodations have been arranged for you and Mrs. Barr at the Marriott.

- 10:00 a.m.: Mayor Allen will meet your flight and escort you and Mrs. Barr to the Marriott.
- 12 noon: You and Mrs. Barr will accompany Mayor Allen to Braves "400" Club luncheon, Dinkler Plaza.
- 7:30 p.m.: Convene in Plantation Room, Marriott, prior to 8 pm. Dinner honoring the Braves. You and Mrs. Barr will be seated at head table. Black tie for men, long gowns for ladies.

April 12:
Morning is free, and we will be glad to arrange anything you might enjoy.

- 12:30 noon: "Drop in" at luncheon honoring the Braves, given by the Kiwanis Club of Atlanta, Dinkler Plaza.
- 1:00 p.m.: Assemble for Parade which begins at 1:30.
- 5:45 p.m.: Braves Reception, Mayor Allen will escort you and Mrs. Barr, Atlanta Stadium.
- 7:15 p.m.: Pre-Game Ceremonies, on field. You will be introduced.
- 8:00 p.m.: Play ball!

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Page 2 --

I hope the above will give you the information you need. If we can make any further arrangements for you and Mrs. Barr, please phone this office.

Atlanta is certainly looking forward to having both of you here for this grand occasion.

Sincerely,

Peggy Baker

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Page 2 --

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Sincerely,

Peggy Baker

MINUTES

COMMITTEE ON DEDICATION
OF STADIUM

March 1, 1966 - Press Lounge, Atlanta Stadium

Mr. Forio called the meeting to order at 3:30 P. M. with the following present:

Edgar J. Forio, Chairman	William Rawson
Curtis Driskell	Earl Mann
Jerry Sachs	Ann Moses
George Goodwin	Sidney Scarborough
Frank Fling	Jim Hay
Lynn Westergaard	Dick Cecil

Mrs. Moses reported that Dr. Graham would not be available for the Invocation on Dedication Night. That Mayor Allen and Governor Sanders were still endeavoring to have President Johnson present for the Dedication Exercises.

MOTION by Mrs. Moses, seconded by Mr. Goodwin:

That a parade be held on April 12, 1966, and that the parade time be set by the Parade Committee.

ACTION: Passed unanimously.

The chairman appointed Mr. Mann, Mr. Jim Golden and Mr. Forio to a committee to obtain convertible automobiles for the Opening Day Parade.

The chairman appointed Sidney Scarborough to obtain bands for the April 12 parade and that he report to Mr. Fling the names and addresses of the schools and band directors.

The chairman appointed Mr. Fling as Parade Chairman with Mr. Goodwin as Co-Chairman. They may call on any member of the committee for expansion of this committee.

Mr. Goodwin explained in detail the plans for opening the National Baseball League season in Atlanta. Many celebrities and some outstanding functions are scheduled for this great day in Atlanta's history.

Page 2

March 1, 1966 - Minutes
Committee on Dedication of Stadium

It was the consensus of the body that the President of the Greater Atlanta Council of Churches, Dr. Bevel Jones, be invited to deliver the Invocation. The chairman will extend the invitation.

The stadium manager was appointed to apprise the Braves of ticket needs for the opening game.

The stadium manager was instructed to contact the Third Army to ascertain the possibilities of the 3rd Army Band participating in Opening Day activities.

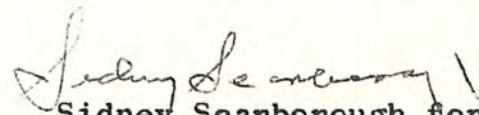
The Braves' announcer, Milo Hamilton, was selected to serve as MC for Dedication Exercises.

The exercises will begin at 7:15 P. M. and the game at 8:05 P. M.

The chairman appointed a committee composed of the Chairman, Mrs. Moses, Mr. Goodwin, Mr. Sachs, Mr. Westergaard and the Stadium Manager for the purpose of finalizing the procedures and program at the actual Dedication Exercises.

There being no further business the meeting adjourned.

Respectfully submitted,


Sidney Scarborough for
Edgar J. Forio, Chairman

April 1, 1966

Mr. L. W. Stitt
569 Loridans Drive, N. E.
Atlanta, Georgia 30305

Dear Mr. Stitt:

Thank you very much for your nice letter of
March 31st.

I am delighted you are going to be able to participate
in our major league baseball celebration and I am
most grateful for your generous comments.

I can see an even greater conflict with the Masters
this year since many people would want to be at home
on Easter week-end and watch the golf match on
television.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

L.W. Stitt
569 Loridans Drive, N. E.
Atlanta, Georgia 30305

March 31, 1966

The Honorable Ivan Allen
Mayor of Atlanta
Atlanta, Georgia

Dear Sir:

This letter is written to express to you my personal sympathy for your seemingly insurmountable task as Mayor of this great city.

Recently, I received your fine letter expressing the desire that as a part of the Opening Day celebration of Major League baseball in the South, I invite top officials of my company to Atlanta for the weekend of April 9-10-11-12. The idea behind the invitation was great, in that it would give industrial and commercial company representatives the opportunity to show off Atlanta - the azaleas, the dogwood, the redbud - all in bloom, a parade, a dinner honoring the Braves, and the magic of Opening Day - what a way to entertain business leaders who control or influence so much of the nation's prosperity. What a way to sell these leaders on Atlanta, on Georgia, and the future of both - a really major league effort and opportunity.

What a shame..... what a pity, that the officialdom of the Augusta National and their management of the Masters are so minor league as to black out television of their event.

My sympathies, Mr. Mayor.....You will have a city full of guests in every hotel, in many living rooms, and minor league Augusta National spoils your beautiful party.

My congratulations for your determined efforts despite the rural legislation and low candle power thinking of some of your inert fellow citizens over the state.

Sincerely,



L. W. Stitt

LWS/bg

March 29, 1966

Honorable Richard B. Russell
United States Senate
Washington, D. C.

Dear Senator:

I, too, am sorry that the President cannot be with us on April 12th and I appreciate all you did to help us.

We are certainly counting on your being here and hope that you will be able to arrive in time for the big dinner on Monday evening, April 12th when we honor the Braves. Naturally we will want you to be our head table guest and say a few words.

The big parade will be at 1:30 on Tuesday in which we will want you to ride. The pre-game ceremonies begin at 7:00 p.m. that night and you are a big part of the program.

Please let me hear from you and let me know if I can make hotel arrangements during your stay in Atlanta.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. George Goodwin

RICHARD B. RUSSELL
GEORGIA

CHAIRMAN:
ARMED SERVICES COMMITTEE
SELECT COMMITTEE ON THE
CENTRAL INTELLIGENCE AGENCY
APPROPRIATIONS SUBCOMMITTEE
ON THE DEPARTMENT
OF DEFENSE

United States Senate

WASHINGTON, D.C.

March 21, 1966

MEMBER:
APPROPRIATIONS COMMITTEE
AERONAUTICAL AND SPACE
SCIENCES COMMITTEE
JOINT COMMITTEE ON ATOMIC ENERGY
DEMOCRATIC POLICY COMMITTEE
DEMOCRATIC STEERING COMMITTEE

APPROPRIATION SUBCOMMITTEES:
AGRICULTURE AND RELATED AGENCIES
DEFICIENCIES AND SUPPLEMENTALS
INDEPENDENT OFFICES
INTERIOR AND RELATED AGENCIES
LABOR, HEALTH, EDUCATION AND
WELFARE, AND RELATED AGENCIES
MILITARY CONSTRUCTION
PUBLIC WORKS

Honorable Ivan Allen, Jr.
Mayor, City of Atlanta
Atlanta, Georgia

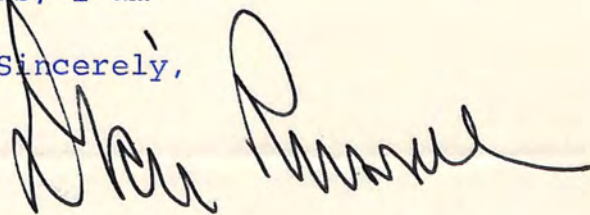
Dear Ivan:

It is with regret that I enclose herewith the response which I have received from Jack Valenti to my endorsement of your invitation for the President to open the Atlanta Braves baseball season on April 12th.

If you extend the invitation to some other public figure and will advise me, I shall be glad to endorse it for you.

With personal regards, I am

Sincerely,



Thank Senator Russell and
tell him we expect to see him
on the 12th &

0 0 0 THE WHITE HOUSE
WASHINGTON

March 18, 1966

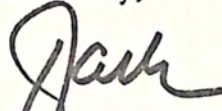
Dear Senator: ^{MAR 21 9 58 AM '66}

This is in further response to your recent letter to the President joining in the invitation extended to him by Mayor Ivan Allen of Atlanta to attend the opening game of the Atlanta Braves on April 12th.

The President appreciated the invitation very much but has written Mayor Allen that he is already committed to opening the baseball season here on the 11th and will be unable to go to Atlanta the following day.

He sends his thanks for your expression of interest in the matter, and warm good wishes.

Sincerely,



~~Jack Valenti~~

Special Assistant to the President

Honorable Richard B. Russell
United States Senate
Washington, D. C.

bc: Mrs. Ann Moses, Mayor's Office
George Goodwin, Bell & Stanton, Inc.
Edgar J. Forio, Chairman, Stadium Dedication Committee
Lynn R. Westergaard, Public Information Officer

March 28, 1966

Dr. William McClelland, Chairman
Allegheny County Board of Commissioners
Pittsburgh, Pennsylvania

Dear Dr. McClelland:

When I called your office today to extend a verbal invitation for you and Mrs. McClelland to come to Atlanta when the Braves and Pirates open on April 12, I was sorry to learn that you were ill. I hope that this letter finds you fully recovered or at least well on the road to recovery. We want you to be in good health for your trip to Atlanta.

The playing of the first major league baseball game in the Southeast in our new Atlanta Stadium is an historic event. Fulton County and the City of Atlanta joined together to underwrite the revenue certificates issued for the construction of our new \$18 million dollar, 55,000-seat Stadium. Many important activities have been planned to honor the Braves and the Pirates and your participation is greatly desired. On Monday, April 11, at 8:00 p.m. a dinner for the Braves will be held in the Grand Ballroom of the Marriott Hotel. We would like for you to be among the head table guests. On Tuesday, April 12, at 1:30 p.m. there will be a big parade in which we plan for you to ride. At 7:00 p.m. we would like you to participate in the pre-game ceremonies at the Stadium. We would like for you and Mrs. McClelland to be our guests and accommodations have been reserved for you at the Marriott Hotel. You may be interested to know that Governor and Mrs. Scranton and Mayor and Mrs. Barr have been invited to participate in the festivities also.

Since Allegheny County and Pittsburgh have been a major league community for many years, I am sure you appreciate the great importance of the advent of major league sports to Atlanta and the Southeast. We want you to join us for this important event and we look forward to hearing from you very soon.

Sincerely,

Archie Lindsey, Chairman
Fulton County Commission

*File
Braves
opening*

cc: Fulton County Commissioners

■ BELL & STANTON INC., *public relations*

■ 2116 PEACHTREE CENTER BLDG., ATLANTA, GA. 30303
404-688-3643

BY: DAVID PEARSON

EXCLUSIVE TO:
SUNDAY JOURNAL-CONSTITUTION
FOR USE MARCH 27

*Full
Braves
Agency*

"Atlanta's official entrance into the major leagues April 12-13 should spark one of the biggest celebrations in the city's history," Mayor Ivan Allen, Jr. said Saturday.

Outlining plans for a spectacular parade, a Braves Recognition Dinner, an official half-holiday and other events leading up to the opening games of The Atlanta Braves' first season in Atlanta Stadium, the Mayor declared:

"We are going to show Bobby Bragan and his players the kind of enthusiasm and support they have in their new home town.

(more)

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"Atlanta has won the fight with Milwaukee. Now the whole country will be watching us. We are going to show the country -- and The Braves -- that Atlanta is big league all the way."

The Braves open the 1966 National League season in a two-game series with the Pittsburgh Pirates, Tuesday and Wednesday nights, April 12 and 13.

Plans for The Braves welcome, spearheaded by Mayor Allen and the Atlanta Chamber of Commerce, are already well under way.

This week the Atlanta Board of Aldermen adopted a resolution proclaiming Opening Day -- Tuesday, April 12 -- an official half holiday. City Hall will close at noon. Atlanta Public Schools will be dismissed at 1:00 P.M. so students can get to the parade scheduled to start at 1:30 P.M.

Fulton County schools will be on spring vacation. Mayor Allen is urging other public, private and parochial schools to declare either full or half holidays.

He said he hopes county and state offices, as well as many business firms, will follow the holiday pattern.

(more)

The Braves will end their spring training with three exhibition games against the New York Yankees, Friday, Saturday and Sunday, April 8, 9, and 10.

On Monday, April 11, The Braves "400" booster club will honor the team and visiting sports writers at a luncheon in the Marriott.

The city's official welcome will begin at 8:00 P.M. Monday when Mayor Allen will host a dinner in the Marriott Motor Hotel honoring Braves officials and the team.

Tickets for the Mayor's Dinner are \$15.00 each. They may be obtained on a first come - first served basis from the Mayor's Dinner Committee at the Atlanta Chamber of Commerce .

Political leaders from Georgia and surrounding states, baseball and other sports celebrities, and Hollywood, radio and TV personalities have been invited to the dinner and other festivities surrounding the opening.

Officials of Atlanta's 4,000 branch offices have been urged to invite their top home office executives to be here for the occasion. Heads of Atlanta-based firms are inviting their branch executives to come.

(more)

The city of Pittsburgh is expected to send a large delegation, including Mayor ^{STEPHEN W.} BARR and Pennsylvania Governor William Scranton.

Travel and sports writers from all over the country have been invited to Atlanta for festivities. Tours are being arranged to show them the greater Atlanta area during dogwood time.

The big parade will be held on opening day, Tuesday April 12, beginning at 1:30 P.M. The route will be from Peachtree and Baker streets to Whitehall and Hunter.

The parade will combine floats celebrating the Dogwood Festival with Shrine marching units, military color guards, and Braves and Pirates players. Local businesses are expected to sponsor several high school bands.

The entire Atlanta area is being decorated by members of the Atlanta Chamber Sports Committee, headed by Bill Pritchard, with support from the Braves "400" club. Anyone wishing decals, posters or streamers for use in the celebrations may obtain them by contacting the Chamber Sports Committee at JA-10845.

(more)

Civic and private clubs throughout the area are making plans to hold special luncheons and dinners on opening day, with members and their families going to the stadium in buses.

"Up till now," Mayor Allen said, "Atlanta's biggest celebration has been the world premiere of 'Gone with the Wind.' I hope that the Braves opening festivities will not only match but surpass that 1939 enthusiasm."

The Braves kick off the opening days celebrations with an Easter weekend exhibition series at the Stadium with the New York Yankees. Tickets are on sale now.

Opening Game ticket sales have reached 40,000, according to Braves Board Chairman Bill Bartholomay. Seats for the Wednesday night game with the Pirates are moving rapidly, although some tickets to both games are still available at the Stadium and the Braves downtown office.

#####

Corrected
Feb. 23, 1966

ATLANTA BRAVES OPENING

ATLANTA STADIUM

April 12, 1966

An Operations Manual
on the Job to be Done
Prepared for The Atlanta Chamber
of Commerce and The Atlanta
Braves by Bell & Stanton, Inc.

February 20, 1966

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#####

Atlanta Braves Opening
OM-1

OBJECTIVES

1. To fill Atlanta Stadium opening night, April 12.
2. To sell a maximum number of season tickets.
3. To obtain maximum interest in the Atlanta Braves -- locally, statewide, regionally through the entire market area, and nationally, It is this year's biggest baseball story.
4. Gaining momentum from all that is done, this operation is a prime generator of maximum favorable attention for Atlanta. Our major objective, then, is to pivot this exciting baseball team and its home city on a 360 degree swing of visibility surpassing any attention any city has received in the past.

INTRODUCTION

Atlanta and the Braves are linked together; what helps one on opening day supports the other. We have a brief period of time in which to build a strong local sense of this joint destiny. We have a brief period of time to help the entire Atlanta metropolitan area re-capture and put on a continuing basis, the sense of active pride in the Braves they had when the team signed to come here, and which was so manifest as the Stadium itself was completed and opened.

All of that was preparation. It was passive, as far as the entire populace was concerned. We asked them to beam with pride, and they did. Now we ask them to move into effective action: to talk up the Braves, to support the Braves, to realize in so doing that all of this effort demonstrates to the nation at large that Atlanta is the city of spirit and "can-do" in the entire United States.

(more)

As in every good thing that has transformed this town, the lead has to come from the business community. The business community is in City Hall. It is in office with the largest plurality ever given a Mayor of a major city. Now that Mayor needs votes again -- in the form of an all-out effort in behalf of Atlanta's reputation when the eyes of the nation are on this city opening night, April 12.

Essentially, that is what the plan of action on the following pages is all about.

Bell & Stanton, Inc.

SUMMARY OF RECOMMENDATIONS

To put across the biggest opening day baseball ever has seen, we can think no little thoughts. However, big thoughts are a futile exercise in mental gymnastics unless supported with practical follow-through. We need the help of all concerned to make certain we have both, for only the thorough execution of this big job in the end will win the day for Atlanta and for the Braves.

1. It is urgent that we get Atlanta into action on season ticket sales. This will take personal contact from the highest levels of the Atlanta business community, directed toward the highest levels of the Atlanta business community, plus efforts at that same level aimed at business leaders in other market cities.

2. We need to start the ball rolling so that every ad carried in the early part of Opening Week refers to the Braves; every downtown office building takes on the challenge of creating banners; every local theatre enters the act; every school and college hereabouts becomes involved, as does every taxidriver, every bus driver, every member of the police force.

(more)

Atlanta Braves Opening
OM-5

(Summary of Recommendations
continued)

In addition to the regularly assigned sports writers covering the ~~Dodgers~~^{Mets}-Braves ~~exhibition~~ series May 22, 23 and 24. ~~March 26, 27 and 28,~~ Bell & Stanton will invite travel and general feature writers to Atlanta at that time. Plans call for them to see a game, be given personalized tours of the city, and be guests at a superb dinner hosted by Atlanta Newspapers, Incorporated and Jack Tarver.

We have already begun working with the national magazines; Look Magazine will be here on assignment right after Washington's Birthday as a first step. We need to get national television, including network news shows. The "Today" Show should broadcast from Atlanta opening day, on the day after, or both. We need more press association series on Atlanta and its team; the hassle with Milwaukee has made this the biggest sports yarn in years.

4. We need to have the cream of Atlanta's business community take on the task of personally inviting the very top leaders of the nation to be their house guests over Opening Day. Every branch of a national firm should have its national president here. This is far more than a baseball game. It is Atlanta's day in the court of public opinion when everything that makes this town great is on display.

(more)

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(Summary of Recommendations
continued)

5. We need help in pulling our loftiest national political leaders here, and that need goes right to the top. We need all southern governors and many mayors here.

6. We need to get glittering celebrities here, and we shall call on Bill Bartholomay personally to guide and help us on that. We will call on Georgia advertisers who use personalities in their campaigns to have those celebrities here. And of course baseball's officialdom is a vital part of the program.

7. We need to mount a Mayor's Dinner on the eve of the Big Game which will show the greatest outpouring of Atlanta's elite--and the nation's well-known figures--that Atlanta has seen since the 1939 premiere of "Gone With The Wind".

8. We need a parade Opening Day afternoon which will be unforgettable in Atlanta's annals. We see this as featuring every high school and college band in the area, each band sponsored by an Atlanta-area business firm; Braves and Pirates stars; the Mayor; The Governor; celebrities.

(more)

(Summary of Recommendations
continued)

The bands later go to the game with tickets paid for by their sponsors. Who ever heard of such generosity and spirit on the part of business leaders? It takes Atlanta to put this over.

9. We need to coordinate with Pittsburgh leaders to get a representative Pittsburgh group here. We need to get plans started as well for the Atlanta leadership to be in New York Friday, April 15, when the Braves open the Mets' home season, and in St. Louis, Thursday, May 12, when the Braves open the new St. Louis stadium.

This is the essence of the bold but simple program which we ask Atlanta to support. As we write today, we cannot estimate costs precisely. If all who come to the Mayor's Dinner pay substantially more than the \$7.50 cost per head of the affair, we can obtain part of the needed funds at that time. Atlanta will spend what is needed, regardless of where the funds come from, we are confident of that.

(more)

Atlanta Braves Opening
OM-8

(Summary of Recommendations
continued)

At Bell & Stanton we will not spend any significant amount without prior clearance from the Chamber. One thing must be clear: this over all is Atlanta's challenge, for in saluting the entry of the Braves, Atlanta salutes itself and she shows the nation once and for all, the kind of fibre that makes up this remarkable community.

#

DETAILED PLANS

In the section that follows, we list specific plans, with complete assignments. The Bell & Stanton public relations organization is charged with working closely with the Chamber, with the Braves, and with all other involved groups and individuals. We must see to the action of each committee.

Overall supervision will be the responsibility of the firm's president, Alan Bell, from New York, and of Senior Vice-President George Goodwin from the Atlanta office. The specific Bell & Stanton executive under them will be David Pearson of Atlanta.

Already the Chamber has offered to lend the firm extra manpower as evidence of strong support. Extra people as needed will be employed on a temporary basis if the pace builds up too swiftly. In any event, additional staff from the New York Bell & Stanton office, headed by Executive Vice-President Edward Stanton and by the New York account executive for "Forward Atlanta," Margaret Larson, will be closely involved at all times.

SEASON TICKET SALES

The Assistant General Manager of the Braves, Jim Fanning, has led a task force which already has sold some 3,000 season tickets during the course of an intense area campaign over months. It is only now, after Fulton Superior Court Judge McKenzie has spoken, that it is possible for anyone to be able to go all-out on this. Season tickets should be sold to every business organization in this area, for use of its employees and customers. This sales need comes at a time when the Braves organization must turn its attention more and more to spring training. The community can -- and we suggest, must -- help put across this sales effort.

1. We suggest that Mayor Allen assemble in his office a group of leading businessmen to take over on this project as they would on any emergency, for we approach crisis when we have sold so few season tickets this close to Opening Day of our first Big League season.

(more)

(Season Ticket Sales
continued)

2. Let the group that meets with the Mayor include:

- A. The five major bank presidents
- B. The president of the Sales & Marketing Executives Association

~~C. The Chamber president~~

~~D. The Chamber executive vice president~~

3. If the Mayor agrees, the banks should be asked to use their contact officers, both from the main office and from branches. These officers should contact all corporate customers, urging those customers to buy season tickets to be used by their executives, by their employees, and by their customers.

The contact officers should take specific ticket orders -- with no money changing hands. A senior officer in each bank should receive these orders and should relay them to Mr. Fanning of the Braves, who will fill the orders and bill the purchaser direct.

(more)

Atlanta Braves Opening
OM-12

(Season Ticket Sales
continued)

(NOTE: Bell & Stanton will provide all banks with lists broken down by categories of the firms and individuals who already have purchased season tickets.)

Mr. Fanning, for his part, will supply daily lists of new purchasers to all bank supervisory officers involved.

Mr. Fanning will supply all contact officers with adequate supplies of season ticket brochures and ticket order blanks. He also will see that ticket sales personnel is available at the Stadium to serve purchasers who want to select seats in person.

As a final point:

~~There should be constant press, radio and TV publicity on progress of the campaign, not dissimilar to the UCA thermometer idea.~~

ADVERTISING SUPPORT

Tucker Wayne & Co., as advertising agency for "Forward Atlanta" and for the Braves, is requested to assemble at the earliest moment a gathering of all agencies, all advertising managers, all sales managers of newspapers, radio and TV, all retail sales promotion directors, newspaper representatives and the Georgia Association of Broadcasters to consider the following points:

A. Insofar as is feasible, every advertising message placed locally beginning with Easter Sunday, and continuing through Opening Day (the following Tuesday) should salute the Braves, or otherwise speak of them.

B. We would hope all concerned would explore the possibility of a special section to be run in both newspapers on opening day. This would be something to be pulled out and saved. It would be filled with news and advertising material suitable for such a special section, commemorating the day Atlanta Goes Big League.

(more)

(Advertising Support
continued)

ATLANTA

C. Every store in and around ^A should have special windows and in-store displays to salute the opening of the first season. Tucker Wayne is requested to assign one staff member to stay with this, working separately with the sales promotion department of each major store, and working with managers of others. The Braves will make some display material available, but basically all of this should be put together as the contribution of the stores involved.

1. As a subpoint, stores are urged to consider tying their sales which start on Monday after Easter to the debut of the team. Why not call the events: "Braves Day Sales?"

D. We ask that Tucker Wayne work with the Georgia Association of Broadcasters to prepare a special one-minute promotional film for the Opening Day, and these would be made available at no cost to all TV stations in the entire market area, as well as to as many motion picture theatres as seems feasible (all those in greater Atlanta at least). We would hope these would be run as public service gestures.

(More)

Atlanta Braves Opening
OM-15

(Advertising Support
continued)

E. We specially ask that the advertising agencies of the four sponsors of the Braves -- Coca-Cola, Pure Oil, P. Lorillard, and Falstaff -- work closely with the coordinating committee. Their active help in mounting promotional spot campaigns, advance advertising, and banners, cards, and giveaways would be of great worth to all concerned.

#

DOWNTOWN OFFICES, HOTELS, RESTAURANTS, POLICE

We ask the Chamber of Commerce to assign a staff executive to work closely with all employers of office staffs in the downtown to arrange for display material in the form of banners or window painting to evidence enthusiasm for the start of baseball.

This would be appropriate activity for members of the Junior Chamber to take on, under direction of the "Forward Atlanta" group at the Chamber.

Further, the Chamber should contact the Restaurant Association, the Motel Association and individual major hotels to arrange for lobby displays, special menus keyed to Opening Day, special room notices to be in every guest room each day of the Opening Week.

No group is more important to Big League baseball on a continuing basis than the Police Department. We suggest an immediate meeting held with Chief Jenkins by the executive vice-president of the Chamber, and by representatives of Bell & Stanton, to discuss all matters planned, and to solicit cooperation.

#####

NATIONAL PRESS PREVIEW

after

Two weekends ~~before~~ Easter is, under the circumstances, an appropriate time for having the nation's top travel and general writers come to Atlanta, with their wives, as guests of the city. It would be inappropriate to ask them to be away from their homes on Easter weekend, and the ~~earlier~~ *later* date, while not ideal, would permit their schedule in Atlanta to include attending the exhibition game Sunday, ~~March 27,~~ *MAY 24,* between the Braves and the ~~Dodgers.~~ *METS*

This tour would be low in key, and would give us an opportunity to show Atlanta during the dogwood time, and at the same time let the visitors soak up the baseball flavor. They would be supplied with press kits -- material on all the lures of Atlanta, latest material on the Braves and on the stadium -- would be taken to our major attractions here. But they would not be rushed. They should have time for golf, Stone Mountain, the Cyclorama or for a trip to Lake Lanier's Yacht Club for houseboating and for Saturday lunch.

We suggest they have a Spring Weekend in Atlanta beginning with Friday evening departure from New York, returning to New York Sunday evening, following the ball game.

(more)

Atlanta Braves Opening
OM-18

(National Press Preview
continued)

We would show these people Atlanta and the surrounding areas on Saturday, with the high point being a fine dinner at which the Cox newspapers would be the host. Talks would be given by Mayor Allen and by Ralph McGill, who of course is known and respected by all the journalists attending. The quality of Atlanta that will appeal to the visitors will include their exposure to Atlanta's springtime loveliness, and the Sunday highlight of the stadium and the ball game.

We will have perhaps 80 people in all, 40 writers and 40 wives. We will need hotel rooms; we suggest they all be at one hotel such as the Marriott.

We propose that we be given permission to establish a committee to explore this proposal thoroughly. On this committee should be officials from Delta, from the Marriott, from the Chamber, from Cox newspapers, from the Braves and of course Bell & Stanton.

This is designed to have major travel stories break in key newspapers around opening week of the season, at a time when, hopefully, so much else will be appearing on the new baseball team and its city. This advance exposure is needed to gain the full press coverage.

(more)

PERSON-TO-PERSON VISITS

We ask the president of the Chamber and the head of "Forward Atlanta" to take on the task of coordinating with the business and cultural elite of Atlanta an unprecedented "Red Carpet" invitation to their peers nationally, to come to Atlanta for the Opening Day festivities. These would be friends inviting friends, and the guests for the most part would be houseguests.

Essentially, we seek to have a significant number of the nation's decision makers in Atlanta, not just for the ball game, but primarily to sample Atlanta's atmosphere in springtime and its spirit in general.

To do this properly, we need help from Lockheed to fly in certain of the guests. Others of course will have their own corporate aircraft or will fly commercially. But the availability of JetStar help from Lockheed would be of the greatest help, and would be of worth to Lockheed as well in its role as the greatest single industry in Georgia.

(more)

Atlanta Braves Opening
OM-20

(Person-To-Person Visits
continued)

The guests would come on Monday after Easter, in time for the Mayor's Dinner. If they cannot come until Tuesday, they will see the downtown parade, see the ball game, see the first class facilities in the Stadium and catch the way Atlanta is on the move.

POLITICAL GUESTS

With the active help of Mayor Allen and the Governor, it is hoped that political guests of the first rank will converge on Atlanta, both for the Mayor's Dinner on Monday, and for the game and all that goes with it on Tuesday.

How appropriate it would be if it is the President who throws out the first ball. We know thought is being given to all of this.

On other levels, this occasion is an opportunity for all the Governors of the South, and the mayors of the largest cities of the South, to come to Atlanta officially.

Bell & Stanton suggests it work with the Mayor, and with the Governor, on all aspects of this objective. It fits Atlanta's role of leadership for the entire South, however, for her to think in just such terms as she puts together the official invitation list.

CELEBRITIES AND BASEBALL LEADERS

Top Hollywood and public personalities who also are baseball fans would add much to the excitement and impact of Opening Day. Mr. Bartholomay will be very helpful in this area. He already has offered to help. We'll call on him for an all-out effort to entice to Atlanta the Danny Kayes, the Natalie Woods, and other stars who are red-hot fans.

The Commissioner of baseball, the presidents of both leagues, all team owners, and other such luminaries comprise an obvious invitation list which will be worked out with the Braves, both for the Mayor's Dinner and for Opening Day.

GAIN SUPPORT OF PRIVATE CLUBS

We suggest Mayor Allen appoint private club co-chairmen, one white and the other Negro, to gain the support of all the social organizations serving Atlanta. The men chosen for these roles should be impressed with the need to get on with the task of rallying every social club in Atlanta behind the Opening Day program.

This would include more than decorating the clubs, although that and canvassing the membership in behalf of the events is important.

We believe a need exists for an early buffet the night of the game and that arrangements should be made for buses to take members to the stadium.

#

THE MAYOR'S DINNER

We see the Monday night, black-tie dinner for 1,200 at the Marriott as representing Atlanta's official statement in behalf of the Braves. It should be the very finest of affairs. The list of speakers should be not too long, ~~and we suggest it might be an appropriate place for the sports writers of Atlanta to mark their debut as entertainers, in the tradition of the annual baseball dinners held in other cities. In effect, the Mayors Dinner would mark the first of the series of annual dinners that should be held here for baseball from now on.~~

It may be that one of the celebrities under discussion could entertain at the dinner.

In every way, it should be an affair at which the most polished guest would feel comfortable.

Although the dinner, as we see it, should be at the Marriott, that is only because it has the largest room for the purpose. We would hope all hotels in Atlanta, in their realization of how much the presence of baseball will mean to them, would cooperate in all aspects of the event, and have the menus so publicly state.

(more)

Atlanta Braves Opening
OM-25

(Mayor's Dinner continued)

Therefore, we suggest the Mayor appoint a Dinner Committee which would cut across the hotel community of Atlanta, and which also would include representatives of the Braves, of the Chamber, both sports editors, and the general managers of all radio and TV stations.

We suggest the possibility of charging \$15 per ticket, rather than the actual cost of \$7.50, in order to obtain promotional funds to go toward meeting the City's and Chamber's special April expenses.

#####

THE OPENING DAY PARADE

Think of a parade, wending its way down Peachtree Street from the area of the Capital City Club to Five Points and ending at Hunter Street; a parade bursting with the music of every high school and college band in the Atlanta area -- plus every ball player on the Braves roster, all the Pirates, Mayor Allen, Bobby Bragan, and celebrities.

We think such a parade would be fresh, would symbolize better than anything else the way young Atlanta is taking Big League baseball to heart, and would make great pictures for the national press.

We suggest this be held in the afternoon of the Opening Day game. We see it as being held from 4 to 6 P.M., presenting of course problems of traffic, but with the parade carefully confined to the heart of the city, thus out of the way of home-bound vehicles to a great extent.

All of downtown would be decorated -- if the various committees have done their jobs. It would be Atlanta's great ticker-tape parade, filled with youth and music and heroes.

(more)

(Opening Day Parade
continued)

We suggest that each marching band be the responsibility of an Atlanta business organization which can make as much of the relationship as it wishes. The possibilities for generating good will are considerable. At the least, all members of the marching bands should be given free tickets to the opening game, courtesy of their sponsoring business firm. In some schools this means 100 tickets. The students would sit in special sections, still in their marching uniforms. They would check their instruments at the end of the parade of course, then would have two hours to eat and get to the stadium.

We suggest Mayor Allen appoint a parade committee, to consist of the people who know most in Atlanta about parades. That includes WSB staff, department stores, and of course representatives of the Braves. It would seem to us that Arthur Montgomery, as chairman of the Stadium Authority, might assume responsibility for lining up the sponsoring business organizations. He could be helped in this by Chamber staff, and by committee members from the Board of Education and other school groups including the colleges.

#####

NATIONAL AND LOCAL TELEVISION AND RADIO

We ask that Mayor Allen appoint a broadcasting committee to meet as soon as possible, to lay plans and thereafter to work with Bell & Stanton on all aspects of network TV and radio coverage of the festivities surrounding opening day. The objective would be to use the event itself as the possible news peg which could lead to significant national TV and radio attention to the city of Atlanta.

We would like to call on the active help of all local broadcasters to get this exposure.

Further, we would like the help of WSB in particular in seeing about getting the "Today" show either to originate the morning after the game from Atlanta, or to have a part of the show with an Atlanta dateline. If it is necessary to pay for this, we should find out the costs involved, and then see about obtaining the funds.

(more)

Atlanta Braves Opening
OM-29

(National and Local Television
and Radio continued)

Generally, the networks would cover the event as news, but we should stay flexible in order to help in every way possible. What kind of town is this Atlanta where Big League baseball is making its debut? That is the story underlying the big event itself, and we feel this will have interest to broadcasters.

On local TV and radio exposure, we ask that the committee work with all stations, definitely including those serving all ethnic audiences, to arrange for spring training interviews with players, and then for interviews as the season is about to open. Much of this will flow spontaneously from the Braves own public relations effort but the special broadcast committee should try to be helpful.

THE "AWAY" GAMES WITH METS AND CARDINALS

The Atlanta Braves will open the season for the Mets April 15 and the new St. Louis Stadium for the Cardinals May 12. We shall work with the Mayor, with the Chamber, and with the Braves, on coordinating all aspects of this. Several officials should go to each opening. How helpful it would be if Lockheed could supply a JetStar which would be the official plane flying to both cities.

We shall stay in touch with the Mayor, the Chamber, and the Braves on this, and will approach Lockheed if given permission.

March 23, 1966

Honorable Joseph M. Barr
Mayor of Pittsburgh
Pittsburgh, Pennsylvania

Dear Mayor Barr:

When I called your office to extend a verbal invitation for you and Mrs. Barr to come to Atlanta when the Braves and Pirates open on April 12th, I learned of your vacation in Hawaii. I certainly hope it was a most enjoyable trip, and you haven't unpacked too well, as we are looking forward to having you in Atlanta for this historic event.

Many activities have been planned honoring the Braves and Pirates and your participation is greatly desired. On Monday, April 11th, we are having a dinner for the Braves at the Marriott Hotel. I would like for you to be among the head table guests. There will be a big parade at 1:30 on April 12th in which we plan for you to ride, and the pregame ceremonies which include you begin at 7:00 p.m. that evening. I would like for you and Mrs. Barr to be our guests and have arranged for accommodations at the Marriott Hotel.

Pittsburg having been a major league city for many years, I am sure you know the importance of the advent of major league baseball to Atlanta and the Southeast. It just wouldn't be complete without you and your wife, and I am awaiting the news that you will be on hand to assist me on this occasion.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. George Goodwin

Mr. Ed Forio

Joseph M. Barr
Mayor of Pittsburgh,
Pitts, Pa -

Dear Mayor Barr.

When I called your office to extend a verbal invitation for you and Mrs. Barr to come to Atlanta ^{when} ~~with~~ the Braves and Pirates open on April 12th, I learned of your vacation in Hawaii. I certainly hope it was a most enjoyable trip, and you haven't unpacked too well, as we are looking forward to having you in Atlanta for ^{this} ~~this~~ most historic event.

Many activities have been planned honoring the Braves and Pirates ~~that~~ ^{and} your participation ~~would assuredly be~~ is greatly desired. On Monday, April 11th, we are having a dinner for the Braves at the Marriott Hotel, ~~where I plan for you and Mrs. ----- to~~ I would like for you to be among the head table guests. There will be a pig parade at 1:30 on April 12, in which we plan for you to ride, and the pregame ceremonies ^{when include you} begin ~~at~~ 7:00 p.m. that evening. I would like for you and Mrs. Barr to be our guests and have ~~that~~ arranged for accommodations at the Marriott Hotel.

pittsburgh

/ Having been a major league city for many years, I am sure you know the importance of the advent of major league baseball ^{will be} to Atlanta and the Southeast. It just wouldn't be complete without you and your wife, and I am awaiting to learn that you will be on hand to assist me on this occasion.

cc: George Goodwin -
Ed Ford.

Mayor
City Hall
Pittsburgh, Pennsylvania

Dear

On behalf of the City Government of Atlanta officially and on behalf of Mrs. Allen and myself personally, I extend to you and Mrs. a most cordial invitation to join with us in celebrating the opening of the Southeast's first major league baseball season when your Pittsburgh Pirates meet our Atlanta Braves in our new municipal stadium.

will

I am sure that you/join with me in the thought that the coming of major league sports to this great region that has produced so many outstanding athletes is an event of historical significance and of tremendous future potential not only to our city and our region but to all our sports minded nation. This occasion would be far from complete without you and Mrs. joining with us in the festivities that will precede the game and then in witnessing the first of many contests between the Braves and the Pirates.

Tuesday evening, April 12, is the date set for the game itself, but the festivities will begin on Monday, April 11. Accordingly, Mrs. Allen and I would very much like for you and Mrs. to be our special guests at the Mayor's Dinner honoring the Atlanta Braves on Monday evening, April 11, at the new Marriott Motel. Incidentally, since your city has been one of the great leaders in urban renewal, I think you will be interested to observe that this splendid new hotel represents a \$12,000,000 example of redevelopment by private enterprise in one of our urban renewal projects.

On Tuesday afternoon, at 1:30 o'clock, we would be honored to have you join with us in the great baseball parade for which Atlanta is host.

The climax of the festivities will be a program in the stadium at 7 o'clock Tuesday evening just before the game begins. We would be honored to have you join ~~with~~ us on this program.

Again, I emphasize that the celebration of the advent of major league baseball to Atlanta and the Southeast would be very incomplete without the presence of the Mayor of Pittsburgh and his wife.

So I want to repeat how honored we will be to have you and Mrs. _____ as our guests. Complimentary reservations have been made at the Marriott.

I am keenly awaiting the word that you will be with us and am looking forward to extending a personal welcome when you land at our airport.

Sincerely,

Ivan Allen, Jr.

Hon. xxxxxxxx
Mayor
City of Pittsburgh
City Hall
Pittsburgh, Penna *Sylvania*

Dear xxxxxxxx:

The City of Atlanta extends to you and your wife a cordial invitation to visit our city and join with us in opening Atlanta's first major league baseball season, *as the Braves play the Pirates.*

I do not need to explain the significance of this grand occasion, not only to Atlantians, but to citizens throughout Georgia and the entire Southeast, and we would be honored to have you share with all of us these hours of greatness which forecast the wonderful future of baseball in this area.

On Monday, April 11, Mrs. Allen and I would like you to be our guests at the Mayor's Dinner honoring the ~~new~~ ^{XXX} Atlanta Braves, this event to take place at the new Marriott Hotel. On Tuesday at 1:30 p.m., Atlanta will host the ~~Regmond~~ ^{Braves} great parade and again, we would like you to participate in this event. In conclusion, the pre-game festivities will begin in the new Atlanta Stadium at *7:00 p.m.*, with game time at ~~_____~~. ~~At that moment, we would like you to throw out the first baseball.~~ *We have you scheduled on the program.*

Complimentary reservations will be arranged for your stay at the Marriott Hotel, and you may be sure that Atlanta will make every effort to insure your enjoyment while our guests.

I will look forward to hearing from you.

Cordially,

Hon. XXXXXXXXX
Mayor
City of Pittsburgh
City Hall
Pittsburgh, Penna.

Dear XXXXXXXX:

The City of Atlanta extends to you and your wife a cordial invitation to visit our city and join with us in opening Atlanta's first major league baseball season.

I do not need to explain the significance of this grand occasion, not only to Atlantians, but to citizens throughout Georgia and the entire Southeast, and we would be honored to have you share with all of us these hours of greatness which forecast the wonderful future of baseball in this area.

On Monday, April 11, Mrs. Allen and I would like you to be our guests at the Mayor's Dinner honoring the ~~new~~ Atlanta Braves, this event to take place at the new Marriott Hotel. On Tuesday at 1:30 p.m., Atlanta will host the ~~Braves~~ great Braves parade and again, we would like you to participate in this event. In conclusion, the pre-game festivities will begin in the new Atlanta Stadium at _____, with game time at _____. At that moment, we would like you to throw out the first baseball.

Complimentary reservations will be arranged for your stay at the Marriott Hotel, and you may be sure that Atlanta will make every effort to insure your enjoyment while our guests.

I will look forward to hearing from you.

Cordially,

Hon. xxxxxx
Governor
State of Pennasylvania
State Capitol
Philadelphia, Penna.

Dear xxxxx:

The Mayor of Atlanta, Ivan Allen, Jr., joins with me in extending to you and your wife a cordial invitation to visit our state and our capital city and join with us in opening our first major league baseball season.

Tuesday, April 12, will have great significance, not only for Atlantians and Georgians, but for all citizens throughout the Southeast.

The opening game festivities actually begin on Monday, April 11, with the Mayor's Dinner honoring the Atlanta Braves, and Mrs. Sanders and I hope you will be our guests for this occasion.

On Tuesday, April 12, the great Braves Parade will ride down famed Peachtree Street, beginning at 1:30 p.m., and again, we hope you will participate in this event.

Pre@ame activities will begin on Tuesday evening at _____ in the new Atlanta Stadium, with game time at _____. All in all, these promise to be great moments, and we hope you will be here to share them with us.

I understand that complimentary reservations will be arranged for you at the new Marriott Hotel for your visit, and every effort will be made to ensure your stay in Georgia will be enjoyable.

Your response will be deeply appreciated.

Cordially,

March 21, 1966

Honorable Fred O. Easley, Jr.
Mayor of West Palm Beach
West Palm Beach, Florida

Dear Fred:

Again, may I thank you for our very pleasant visit in your fine city. Inman, Beau and I are most grateful for the many courtesies shown us and for the pleasures of the ball game --

I hear that they won after we departed.

Please express to Mrs. Easley our appreciation for the privilege of meeting her. We are looking forward to you being in Atlanta for the BIG DAY.

Sincerely,

Ivan Allen, Jr.

IAJr:am

L'AIR du Temps

February 28, 1966

Honorable Fred O. Easley, Jr.
Mayor of West Palm Beach
West Palm Beach, Florida

Dear Mayor Easley:

I certainly appreciate your invitation to visit your lovely city and participate in the opening of the Atlanta Braves spring training session.

I would like to be there Saturday morning, review the parade with you and watch the game that afternoon. I will probably bring my son, Beaumont, since Mrs. Allen will not be able to come.

Looking forward to being with you on this most important occasion to our two cities, and to the Southeast.

As my plans are finalized, I will let your office know the time of arrival.

Sincerely,

Ivan Allen, Jr.

IAJr:am

206. =



City of West Palm Beach
West Palm Beach, Florida

OFFICE OF THE
MAYOR

February 25, 1966

The Honorable Ivan Allen, Jr., Mayor
City of Atlanta
City Hall
Atlanta, Georgia

Dear Mayor Allen:

The City of West Palm Beach extends a cordial invitation to you and your wife to visit with us on March 11 and 12, 1966, and help us open the Spring Training season of the Atlanta Braves.

We plan a small party for you all on the evening of the 11th; then, on Saturday morning our Chamber of Commerce is sponsoring an Atlanta Braves Parade and I would appreciate it if you would join me on the reviewing stand. At 1:30 that afternoon the big moment arrives when we would like for you to honor us by throwing out the first ball to start the Atlanta Braves on their campaign for the World Championship for 1966.

Our downtown Holiday Inn, home of the Braves while they are in West Palm Beach, has indicated they will be most happy to have you and Mrs. Allen as their guests while you are in our City.

I sincerely hope you and Mrs. Allen will join us for this occasion.

Sincerely,

A handwritten signature in blue ink that reads "Fred O. Easley, Jr." with a stylized flourish at the end.

Fred O. Easley, Jr.
Mayor

FOE:ps

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(C 102 P2)



*Braves
Opening
file*

Office of the Governor
Atlanta

Carl E. Sanders
GOVERNOR

March 23, 1966

Honorable William W. Scranton
Governor of Pennsylvania
State Capitol
Harrisburg, Pennsylvania

Dear Governor:

The Mayor of Atlanta, Ivan Allen, Jr., joins with me in extending to you and your wife a cordial invitation to visit our State and our capital city for the opening of our first major league baseball season as the Braves play the Pirates.

Tuesday, April 12, will have great significance, not only for Atlantians and Georgians, but for all citizens throughout the Southeast.

The opening game festivities actually begin on Monday, April 11, with the Mayor's Dinner honoring the Atlanta Braves. Mrs. Sanders and I hope you will be our guests for this occasion.

On Tuesday, April 12, the great Braves Parade will ride down famed Peachtree Street, beginning at 1:30 p. m., and, again, we hope you will participate in this event.

Pre-game activities will begin on Tuesday evening at 7:00 p. m. in the new Atlanta Stadium. All in all, these promise to be great moments, and we hope you will be here to share them with us.

I understand that complimentary reservations will be arranged for you at the new Marriott Hotel, and every effort

Honorable William W. Scranton
Page Two
March 23, 1966

will be made to see that your stay in Georgia will be an enjoyable one.

With kind personal regards, I am

Sincerely,

Governor

CES:bb

bc: Mrs. Ann M. Moses

MINUTES

COMMITTEE ON DEDICATION
OF STADIUM

March 1, 1966 - Press Lounge, Atlanta Stadium

Mr. Forio called the meeting to order at 3:30 P. M. with the following present:

Edgar J. Forio, Chairman	William Rawson
Curtis Driskell	Earl Mann
Jerry Sachs	Ann Moses
George Goodwin	Sidney Scarborough
Frank Fling	Jim Hay
Lynn Westergaard	Dick Cecil

Mrs. Moses reported that Dr. Graham would not be available for the Invocation on Dedication Night. That Mayor Allen and Governor Sanders were still endeavoring to have President Johnson present for the Dedication Exercises.

MOTION by Mrs. Moses, seconded by Mr. Goodwin:

That a parade be held on April 12, 1966, and that the parade time be set by the Parade Committee.

ACTION: Passed unanimously.

The chairman appointed Mr. Mann, Mr. Jim Golden and Mr. Forio to a committee to obtain convertible automobiles for the Opening Day Parade.

The chairman appointed Sidney Scarborough to obtain bands for the April 12 parade and that he report to Mr. Fling the names and addresses of the schools and band directors.

The chairman appointed Mr. Fling as Parade Chairman with Mr. Goodwin as Co-Chairman. They may call on any member of the committee for expansion of this committee.

Mr. Goodwin explained in detail the plans for opening the National Baseball League season in Atlanta. Many celebrities and some outstanding functions are scheduled for this great day in Atlanta's history.

Page 2

March 1, 1966 - Minutes

Committee on Dedication of Stadium

It was the consensus of the body that the President of the Greater Atlanta Council of Churches, Dr. Bevel Jones, be invited to deliver the Invocation. The chairman will extend the invitation.

The stadium manager was appointed to apprise the Braves of ticket needs for the opening game.

The stadium manager was instructed to contact the Third Army to ascertain the possibilities of the 3rd Army Band participating in Opening Day activities.

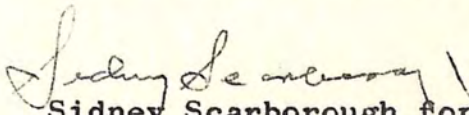
The Braves' announcer, Milo Hamilton, was selected to serve as MC for Dedication Exercises.

The exercises will begin at 7:15 P. M. and the game at 8:05 P. M.

The chairman appointed a committee composed of the Chairman, Mrs. Moses, Mr. Goodwin, Mr. Sachs, Mr. Westergaard and the Stadium Manager for the purpose of finalizing the procedures and program at the actual Dedication Exercises.

There being no further business the meeting adjourned.

Respectfully submitted,


Sidney Scarborough for
Edgar J. Forio, Chairman

opening Day
BRAVES

1. "Today" Show:
They have made a thorough sales pitch to the producer at NBC - and hope to have Cassius this week. The best they hope for is to have Jack Lescault here to tape a "cut-in."

I also asked Don Head to check with NBC and determine if any other celebrities might be in Atlanta April 12.

2. Half Holiday:
Lelson says no - would have to make up the time at end of school and this would be very difficult.

OK on hands.

3. Celebrities:

Red Jay - WAGA - suggests we try to get Dizzy Dean, Falstaff.

We'll call Joe Higgins, WAII - 11

4. Political Invitations:

Mayor of West Palm - assume you mentioned to him while there. If so, I will draft appropriate letter and advise that complimentary room is being reserved at Marriott.

Mayor of Pittsburgh - draft of letter here with

Gov. of Pa. - none contacted. John Harper is having letter come from Gov. Saunders.

4 Complimentary hotel rooms reserved at Marriott through Mr. Ryan.

5. Business Invitations being handled by B+S, most have already gone out.

6. Mayor's Dinner - new dinner committee formed - 12 acceptances thus far.

Invitations being cut next week - engraved.

7. Parade: 1:30 p.m.
Y.Y. has joined forces with Regwood Festival because they had already contacted schools for bands, drums, etc., for floats, and George will let them do all the work. On the whole, this probably is best since George has other problems to see after and the Regwood Committee seems to be pretty good. I am contacting Masley to arrange for ropes for police to control crowds.

8. Radio-TV support:

I think we've done all we should

9. Season Tickets

100 have been sold and confirmed
in past two weeks
40 more came in today.

Banks seem to be getting
on the ball, finally,



CITY OF ATLANTA

OFFICE of the MAYOR

Atlanta, Georgia 30303

IVAN ALLEN, JR.
MAYOR

R. EARL LANDERS
ADMINISTRATIVE ASSISTANT

MRS. ANN M. MOSES
EXECUTIVE SECRETARY

March 18, 1966

Mr. J. W. Webb
District Manager
Toilet Goods
Proctor & Gamble Distributing Company
1327 Peachtree Street, N.W.
Atlanta, Georgia

Dear Mr. Webb:

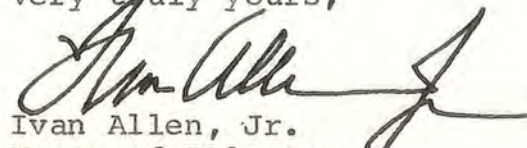
The night of April 12, when our Atlanta Braves open their National League season against the Pittsburgh Pirates, will begin one of the most thrilling chapters yet in the success story of this vibrant, growing city. I am asking you to take an important personal role in a community effort to show the national business leadership, as well as sports followers, the kind of city Atlanta has become.

The eventful days leading up to our major league opening present a rare opportunity for regional executives like yourself to show off our city at its delightful best to the head of your company and others from your home office. It is an ideal time to meet our local leaders and other prominent businessmen and join in the enthusiasm and excitement of Atlanta's entry into the big leagues.

There are many events you will want your home office associates and their wives to attend with you: The Braves vs. Yankees exhibition games, April 8-10; the Mayor's dinner honoring our Braves on Monday evening, April 11; the parade on the afternoon of Opening Day; and the opening game itself Tuesday night. Our "Dogwood City" should then be at the peak of its Springtime beauty.

I am counting on you to make a special effort to have the head of your firm and others from your home office be with us for the celebration of this historic event. Would you kindly return the enclosed card to let me know whom you are inviting, and, at a later date, tell me of their acceptance?

Very truly yours,


Ivan Allen, Jr.
Mayor of Atlanta

March 21, 1966

Mr. Charles W. Adams
The Coca-Cola Company
310 North Avenue, N. W.
Atlanta, Georgia

Dear Charles:

Thank you very much for the clippings about
Atlanta and the Stadium Authority.

I certainly appreciate your bringing this to
my attention as I had not seen it.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Mills B. Lane

Mayor Ivan Allen, Jr.

SEE ATTACHED LIST

March 15, 66

I AM HONORING THE ATLANTA BRAVES AT DINNER, MARRIOTT, APRIL 11th.
WOULD APPRECIATE YOUR CONSENT TO SERVE ON DINNER COMMITTEE.
REPLY TO MRS. LOWANCE, 688-3643.

MAYOR IVAN ALLEN, JR.

City Hall, Atlanta, Georgia

MAYOR'S DINNER COMMITTEE

1. Jack Adair *yes*
Adair Realty & Loan Co.
56 Peachtree Street
2. T.M. Alexander, Jr. *yes*
Courts and Co.
11 Marietta Street, N.W.
3. J. Paul Austin *yes*
The Coca-Cola Co.
310 North Avenue, N.W.
4. Joseph E. Birnie
The National Bank of Georgia
34 Peachtree Street
5. Furman Bisher
The Atlanta Journal
10 Forsyth Street, N.W.
6. Mrs. Charles Bowen,
453 Chateau Drive, N.W.
7. Lee Burge *yes*
Retail Credit Co.
1600 Peachtree Street, N.W.
8. Alvin B. Cates, Jr.
Adams-Cates Co.
Hurt Building
9. William Finch
70 Fairlie Street, N.W.
10. William Frankel
Atlanta Federal Savings Building
11. Mrs. Richard Garlington *yes*
362 Broadland Road, N.W.
12. Joe H. Gerson
739 West Peachtree Street, N.W.
13. Dr. Chenault Hailey
Doctors Building
490 Peachtree Street, N.W.
14. George Heery *yes*
1366 Peachtree Road, N.E.
15. Scott Hudgens
Scott Hudgens Building
Hapeville, Georgia
16. Gordon Jones
Fulton National Bank
Marietta Street
17. Miss Pat LaHatte *yes*
Atlanta Newspapers, Inc.
10 Forsyth Street, N.W.
18. Mills B. Lane *ok. C's Board Meeting that same night so cannot attend but will serve on Committee*
C & S National Bank
Marietta Street
19. Archie Lindsey
1140 Alpharetta Road
Roswell, Georgia
20. Dr. F. Earl McLendon
1370 Sharon Street, N.W.
21. L.D. Milton *yes*
Citizens Trust Company
212 Auburn Avenue, N.E.
22. James D. Murphy, Jr.
Atlantic Steel Service Center
575 Fourteenth Street, N.W.
23. Jesse Outlar
The Atlanta Constitution
10 Forsyth Street, N.W.
24. Ewell Pope *yes*
Pope and Carter
John Hancock Building
25. William G. Pritchard, Jr. *yes*
10 Pryor Street Building
26. Honorable Carl Sanders,
Governor of Georgia
State Capitol

Mayor's Dinner Committee
continued

27. Cecil Semple
Rich's, Inc.
Broad Street
28. O.K. Sheffield
Fulton National Bank
Marietta Street
29. Edward D. Smith *yes*
First National Bank
Marietta Street
30. Augustus H. Sterne
Trust Company of Georgia
36 Edgewood Avenue, N.E.
31. Miss Marjorie C. Thurman *yes*
Bank of Georgia Building
32. Mrs. James Williams
3581 Cloudland Drive, N.W.

March 17, 1966

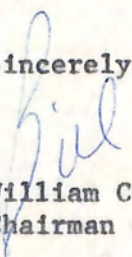
President Lyndon B. Johnson
The White House
Washington, D. C.

Dear Mr. President:

Mayor Ivan Allen has informed me that you will be unable to be with us on April 12 to participate in the dedication of Atlanta Stadium and to view the first Major League baseball game ever played in the Southeast.

I just want you to know how honored the Braves would have been to receive you in our new city and I hope that some time soon we will have the pleasure of your company.

Sincerely,


William C. Bartholomay
Chairman of the Board

WCB:ls

cc: Mayor Ivan Allen, Jr.

OK
FICE

Reggy

March 17, 1966

Mr. Alvin B. Cates, Jr.
Adams-Cates Company
P. O. Box 861
Atlanta, Georgia 30301

Dear Alvin:

Even though you can't be here for the dinner honoring the Braves on April 11th, I should still like for you to serve on the Dinner Committee and use your influence to engender interest in this project prior to your departure.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mrs. Susan Lowance

ADAMS-CATES COMPANY
P. O. BOX 861
ATLANTA, GEORGIA 30301

ALVIN B. CATES, JR.
PRESIDENT


March 16, 1966

Dear Ivan:

As my plans call for my being in Japan on April 11, it will, of course, be impossible for me to be at the dinner for the Braves.

Sorry I won't be here for your first "pitch." I hope that both you and the Braves pitch nothing but strikes from here on out.

Sincerely,


Alvin B. Cates, Jr. 78

ABC:fb

The Honorable Ivan Allen, Jr.
Mayor, City of Atlanta
City Hall
Atlanta, Georgia

THE WHITE HOUSE

WASHINGTON

March 10, 1966

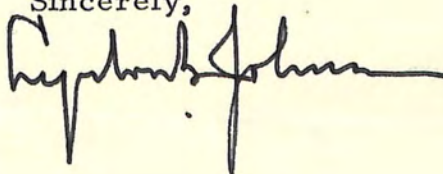
Dear Mr. Mayor:

I am very grateful to you for your warm invitation to watch the Atlanta Braves open the National League baseball season against the Pittsburgh Pirates in the new Atlanta stadium.

This is a visit I would truly love to make, but unhappily I am already committed to the opening of the baseball season here in Washington on April 11. As a result, I have had to carry over many appointments on that day to April 12.

Many times what a President does is often decided by what he must do. Thus, I send you my warmest best wishes for a successful baseball season in Atlanta. Although I cannot be with you in person, my thoughts will be with you.

Sincerely,

A handwritten signature in dark ink, appearing to read "Lyndon B. Johnson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Honorable Ivan Allen, Jr.
Mayor of the City of Atlanta
Georgia

*File
Stadium
decoration*

February 18, 1966

To Mr. Matt McWhorter

and

Members Finance Committee

You are all familiar with the progress that has been made towards finalizing plans for the 1966 Dogwood Festival.

If the Festival is to be perpetuated it must be a success this year. We have received the enthusiastic support of the Women's Chamber, the DeKalb Chamber, the Business and Professional Women's Club, the Atlanta Chamber, the Stone Mountain Association etc. just to mention a few. The representation that we have on our Board of Directors is indicative of the support of the business people.

Our program of events for the Festival we feel is outstanding. But to implement it we must have a budget of approximately \$10,000. With this amount of money we can make a creditable showing and pave the way for greater things in the future.

We ask your assistance in realizing our budget.

Sincerely,

A. J. Crocy

B U D G E T

Printing	\$4,000.00
(Calendar of evebts, logos, etc.)	
Queen & Homecoming Queens.	
Expense - travel, trophy, gowns, etc.	826.00
Parade	
Queens Float	350.00
Postage & Miscellaneous	125.00
*Possible Rental of Theatre	3,000.00
Expense in connection	
with promotion of Premier	(2,750.00)
Deficit (Year 1965)	1,675.00
	<hr/>
	12,726.00

NOTE: There is a possibility that Loes's Theatre could be secured for the premier of Dr. Zhivargo. If this were feasible it would make it possible for us to start next years Festival with available funds. The amount of \$2,750 could come out of sale of tickets.

ATLANTA DOGWOOD FESTIVAL

1965-66 Directors

Lou Corrigan
The Atlanta Magazine
Commerce Building
Atlanta, Ga. Ja 1-0845

Mrs. J. E. Buffington
Georgia Federation of Women's Clubs &
DeKalb Council of Churches
5559 Rock Springs Road
Lithonia, Ga. 482-6322

Gil Campbell, Projects Manager
DeKalb Chamber of Commerce
Decatur Federal Building
Decatur, Ga. Dr. 8-3691

Ernest Camp
Burke Dowling Adams
1750 Peachtree Street
Atlanta, Ga. Tr 5-0121

Mrs. Mozelle Christian, Mgr. Travel Council
Georgia State Chamber of Commerce
1200 Commerce Building
Atlanta, Ga. Ja 4-8481

Don Deaton, Travel Editor
The Atlanta Journal
Atlanta, Ga. Ja 2-5050

Miss Elizabeth Devendorf
Davison's, 180 Peachtree Street
Atlanta, Georgia 522-1300

Ed England, Exec. Sec.
Georgia Restaurant Assoc.
1230 Commerce Building
Atlanta, Ga. 524-0811

Jim Fazholz, Dir. of Broadcasting
The Atlanta Braves
P. O. Box 1122
Atlanta, Ga. 522-7630

Miss Madeline Fry, Tourist Dept.
Georgia Dept. of Ind. & Trade
100 State Capitol
Atlanta, Ga. Ja 3-1706

Frank Griffeth
Burke Dowling Adams
1750 Peachtree Street, N. E.
Atlanta, Ga. Tr 5-0121

Bill Hardman, Mgr. Tourist Divn.
Georgia Dept. of Industry & Trade
100 State Capitol
Atlanta, Ga. Ja 3-1706

B. A. Jorgensen
Sears Roebuck Foundation
675 Ponce de Leon Avenue
Atlanta, Ga. 875-8211

Mrs. Maymie Jones, Attorney
321 Standard Federal Savings Bldg.
Atlanta, Ga. 525-2996

General Harold Maddux, Manager
Stone Mountain Memorial Park
Stone Mountain, Georgia 469-9831

Henry McConnell, Dist. Sales Mgr.
Eastern Air Lines
522 W. Peachtree Street N. W.
Atlanta, Ga. 875-8811

Matt McWhorter
Stone Mountain Plantation
Stone Mountain, Ga. 469-9848

Ed Noble
Lenox Square, Inc.
3393 Peachtree Road N. E.
Atlanta, Ga. Ce 3-6767

Joe D. Oliver, Travel Dept.
C & S National Bank
Broad & Marietta Street
Atlanta, Ga. 588-2201

Ralph Perkin
Seaboard Airline Railroad
P'tree Center Building
Atlanta, Ga. Ja 1-2179

Miss Ann Poland
Public Relations Dept.
Rich's, Inc. (Main Office)
Atlanta, Ga. Ja 2-4636

Harold Random
1758 Colt Drive
Chamblee, Ga. 457-0675
451-4854

Robert R. Richardson, Attorney
William Oliver Building
Atlanta, Ga. 524-7946

Mrs. Billie Tovell
Southeastern Fair Assoc.
P. O. Box 4988
Atlanta, Ga. 622-3511
(Pres. Atlanta Women's C of C)

W. C. Thornton
Thornton & Company
P. O. Box 46
Tucker, Ga. 938-3800
(Pres. DeKalb Chamber of Com.)

Steve Styron
Georgia Hotel-Motel Assoc.
Commerce Building
Atlanta, Ga. 524-0811

Stewart Swift
Pan American Airways
Fulton National Building
Atlanta, Ga. Ja 4-7788

Morris Ward, Commercial Artist
5668 Morosgo Drive, N. E.
Atlanta, Ga. 233-3633

Mrs. Grace Watkins
Greyhound Travel Bureau
81 Cain Street, N. W.
Atlanta, Ga. 525-8066

Charles D. McKinney, Jr.
Melton and McKinney, Inc.
432 E. Howard Avenue
Decatur, Georgia

Mrs. Frank Watkins
Georgia Federation of Women's Clubs,
5th District
2056 Clairmont Terrace
Atlanta, Ga. 634-4855

Mack Widencamp
Atlanta Convention Bureau
1100 Commerce Building
Atlanta, Ga. 525-2088

Reid Williamson, Exec. V. P.
DeKalb Chamber of Commerce
Decatur Federal Building
Decatur, Ga. Dr. 8-3691

Mrs. D. P. Westcott
Georgia Federation of Women's Clubs,
5th District
2706 Winding Lane, N. E.
Atlanta, Ga. 636-2452

ADDITIONAL STEERING COMMITTEE

Louis Manning
W. R. Bean & Son, Inc.
4800 Fredrick Dr., N. W.
Atlanta, Ga. 344-2020

Mrs. Ward Wight, Jr., Chm.
Annual Spring Egleston Tour of Homes
3496 Knollwood Dr., N. W.
Atlanta, Ga. 237-3256

OFFICERS AND DIRECTORS

President	Joseph Crocy, President The Regency at Peachtree Center 823 Atlanta Merchandise Mart Atlanta, Georgia 522-1800
1st Vice President	Don Langland, District Sales Manager Delta Air Lines 1020 Atlanta Merchandise Mart Atlanta, Georgia 524-1548
2nd Vice President	Tom Powers, Innkeeper Holiday Inn Downtown 175 Piedmont Avenue Atlanta, Georgia 688-7420 (Chm. Tourist Comm, Ga. Rest Assoc.)
3rd Vice President	Dr. Robert Buckner, Dentist 542 Church Street Decatur, Georgia 373-7474 (Chm. Tourist Comm, Dekalb C of C)
4th Vice President	Claude Grizzard, Sec. & Treas. Grizzard Advertising 342 W. Peachtree Street, N. W. Atlanta, Georgia 523-8441 (V.P. Atlanta Jaycees)
Secretary	Miss Ellinor Dye, Sec. to Div. Manager Gulf Oil Corporation P. O. Box 7327 Station C. Atlanta, Georgia 876-2421
Treasurer	Charlie Hooper Petroleum Council of Georgia 161 Peachtree Street, N. E. Atlanta, Georgia 525-0452

ATLANTA DOGWOOD FESTIVAL COMMITTEES

PUBLICITY (Advisory) (Joe Crocy, Don Langland, Claude Grizzard)

Don Deaton, Chairman
Lou Carrigan
Bill Hardman
Joe Oliver
Ann Poland
Robert Richardson
Stewart Swift
Ed England
Henry McConnell
Grace Watkins

Activities (Advisory) (Don Langland)

Jim Faszholz, Chairman
Gil Campbell
Mozelle Christian
Harold Maddux
Henry McConnell
Billie Tovell
Grace Watkins
Mrs. Wight
Miss Davendorf
Ralph Perkin

FINANCE (Advisory) (Tom Powers
Claude Grizzard)

Tom Powers, Chairman
Claude Grizzard, Co-Chairman
Frank Griffeth
Maymie Jones
Matt McWhorter
Ed Noble
Reid Williamson
B. A. Jorgensen
Steve Styron
Ellinor Dye

PREMIERE (Advisory) (Dr. Buckner, Tom Powers)

Morris Ward, Chairman
Ernest Camp
Mack Widencamp
Louie Manning

THEME SONG

BEAUTIFICATION (Advisory) (Dr. Buckner)

Mrs. Frank Watkins
Mrs. D. P. Westcott
Mrs. J. E. Buffington

NOTE: EVENTS MARKED WITH AN ASTERISK ARE FREE ADMISSION

Sunday, April 10, 1966 (Easter)

- 5:30 AM Easter Sunrise Service - Top of Stone Mountain
- 6:00 AM *Easter Sunrise Service - Atlanta Stadium
- 12:30 PM - 2:30 PM *"Peachtree Fashion Parade" - Peachtree Street
- 1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Company Starting Point: Peachtree and Broad.
- 1:00 PM - 5:00 PM Antique Auto Dogwood Tour of Stone Mountain Park.
- 1:30 PM Braves vs. Yankees, Atlanta Stadium
Official Crowning of the 1966 Dogwood Queen
- 2:30 PM "Merchant of Venice" Academy Theatre - 3212 Roswell Road
- 3:00 PM *Lenox Square Easter Parade, 6th Annual, Atlanta Symphony Orchestra (Sponsored by Colonial Stores), Televised WATL, Lenox Square Shopping Center
- 3:00 PM - 4:00 PM "An afternoon with Uncle Remus" - Outdoor Play presented by the Workshop Theatre of Atlanta on the Grounds of Stone Mountain Plantation
- EASTER EGG HUNT (All concessionaries) Stone Mountain Park
- 5:00 PM - 6:00 PM Easter Vespers - Hymn Sing on the porch at Memorial Hall - Stone Mountain
- 7:30 PM *Euripides' "Orestes"-Theatre Atlanta-Reader's Theatre & Art Fair, 1449 Ponce de Leon

Monday, April 11, 1966

- 10:00 AM - 4:00 PM Open Hearth Cooking Demonstration-Cook House in Stone Mountain Plantation
- 11:00 AM- 2:00 PM - Guided Tour of Stone Mountain Park Wildlife Ranch with
4:00 PM Uncle Art and his friends - Stone Mountain
- 1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Company Starting Point: Peachtree and Broad Street
- 1:00 PM - 5:30 PM *United Church Women Tour of Churches-Starting at Peachtree and Broad Street
- ALL DAY *Children's Art Show-Greenbriar Shopping Center-On the Mall
- 8:30 PM *Euripides'"Orestes" Theatre Atlanta-Reader's Theatre
1449 Ponce de Leon

Tuesday, April 12, 1966

- 10:00 AM - 4 PM Open Hearth Cooking - Stone Mountain Plantation
- 11 AM-2PM-4PM Guided Tour of Wildlife Ranch Stone Mountain Park, With Uncle Art and his friends - Stone Mountain.
- 1:00 PM - 5:30 Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama, Atlanta Transit Company Starting Point: Peachtree and Broad Street
- 1:00 PM - 5:30 PM *Georgia Federation of Women's Clubs Tour of Homes- Starting at Peachtree and Broad Streets
- 8:05 PM Braves vs. Pittsburgh - Atlanta Stadium
- 8:30 PM *Shakespeare's "Dark Lady of the Sonnets" -Theatre Atlanta- Reader's Theatre, 1449 Ponce de Leon
- ALL DAY *Children's Art Show - Greenbriar Shopping Center - On the Mall

Wednesday, April 13, 1966

- 10:00 AM - 4 PM Open Hearth Cooking - Cook House at Stone Mountain Plantation
- 11:00 AM-2PM-4PM Guided Tour of the Wildlife Ranch with Uncle Art and his Friends - Stone Mountain
- 1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama, Atlanta Transit Company Starting Point: Peachtree and Broad
- 10:00 AM 5:30 PM *Dogwood Golf Tournament, Druid Hills Country Club
- 8:05 PM Braves vs: Pittsburgh, Atlanta Stadium
- 8:30 PM "Merchant of Venice" - Academy Theater, 3213 Roswell Road
- 8:30 PM *"An American Dame" - Theatre Atlanta - Reader's Theatre 1449 Ponce de Leon
- ALL DAY * Children's Art Show - Greenbriar Shopping Center - On the Mall

Thursday, April 14, 1966

- 10:00 AM to 4 PM Open Hearth Cooking in the Cook House - Stone Mountain Plantation
- 11:00 AM-2PM-4PM Guided Tour of the Wildlife Ranch With Uncle Art and his Friends - Stone Mountain
- 1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Company Starting Point: Peachtree and Broad Streets

10:00AM - 5:30 PM * Dogwood Golf Tournament, Druid Hills Country Club

1:00 PM - 5:45 PM *Tulip Show - Rich's Plaza Auditorium - Store for Homes

6:00 PM *Atlanta Dogwood Festival-Shrine Circus Parade-Down Peachtree Street

8:30 PM *Euripides' "Orestes" - Theatre Atlanta -Reader's Theatre-1449 Ponce de Leon

8:30 PM "Merchant of Venice," Academy Theatre, 3213 Roswell Road

8:30 PM "Hedda Gabler," Pocket Theatre, 535 Courtland Street

ALL DAY *Children's Art Show - Greenbriar Shopping Center-On The Mall

Friday, April 15, 1966

9:30 AM - 4:00 PM *Tulip Show - Rich's Plaza Auditorium -Store for Homes

10:00 AM - 5:30 PM *Dogwood Golf Tournament, Druid Hills Country Club

10:00 AM - 4:00 PM Open Hearth Cooking of Plantation Foods Stone Mountain Plantation

11 AM - 2PM-4PM Guided Tour of the Wildlife Ranch with Uncle Art and his friends-Stone Mountain

12 Noon-2PM Spring Hat Fashion Show & Luncheon-Stone Mountain Inn=Main Dining Room

1:00 PM-5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Company Starting Point: Peachtree and Broad

3:30 PM Shrine Circus, Atlanta City Auditorium

7:00 PM - 9:00 PM STAR Banquet, Georgia State Chamber of Commerce, Marriott Hotel

8:15 PM Shrine Circus, Atlanta City Auditorium

8:30 PM "Merchant of Venice," Academy Theatre, 3213 Roswell Road

8:30 PM "Hedda Gabler," Pocket Theatre, 535 Courtland Street

8:30 PM *Shakespeare's "Dark Lady of the Sonnets" - Theatre Atlanta-Reader's Theatre, 1449 Ponce de Leon

ALL DAY *Children's Art Show - Greenbriar Shopping Center -On the Mall

Saturday, April 16, 1966

9:00 AM (ALL DAY) Atlanta Kennel Club Dog Show - Exhibition Hall-Lakewood Park

10:00 AM-5:30 PM *Dogwood Golf Tournament, Druid Hills Country Club

10:00 AM - 5:00 PM Antique Auto Dogwood Tour of Stone Mountain Park - Antique Auto Museum

10:00 AM - 4:00 PM Open Hearth Cooking in the Cook House - Stone Mountain Plantation

11:30 AM - 5:00 PM Egleston Tour of Homes and Gardens - Starting Point - 2494 Peachtree Road, N. W.

11AM-2PM-4PM Guided Tour Stone Mountain Wildlife Ranch with Uncle Art and his friends

12 - 2:00 PM "Uncle Remus" Luncheon for Children - Stone Mountain Inn

12 - 5:00 PM Special Show and Treat for Children aboard the Robert E. Lee Showboat Stone Mountain Marina

1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama-Atlanta Transit Company-Starting Point: Peachtree and Broad

2:00 PM *"Planting of Dogwoods" Ceremony-Greenbriar Shopping Center

2:00 PM Academy Theatre's Childrens Presentation 3213 Roswell Road

2:30 PM "Hedda Gabler", Pocket Theatre, 535 Courtland Street

3:00 PM - 4:00 PM "An Afternoon with Uncle Remus" outdoor play on the grounds of Stone Mountain Plantation

3:30 PM Shrine Circus, Atlanta City Auditorium

8:15 PM Shrine Circus, Atlanta City Auditorium

8:30 PM "Hedda Gabler", Pocket Theatre, 535 Courtland Street

8:30 PM "Merchant of Venice", Academy Theatre, 3213 Roswell Road

8:30 PM *"An American Dame" Theatre Atlanta-Reader's Theatre-1449 Ponce de Leon

ALL DAY *Children's Art Show-Greenbriar Shopping Center-On the Mall

ALL DAY *Freethrow Basketball Contest - Lenox Square

Sunday, April 17, 1966

9:00 AM - (ALL DAY) Specialty Club Dog Show - DeKalb County Auditorium

1:00 - 5:00 PM Antique Auto Dogwood Tour of Stone Mountain Park

1:00 - 5:00 PM Stained Glass Exhibit at Antique Auto Museum Gift Shop - Stone Mountain

1:00 PM - 5:00 PM Egleston Tour of Homes and Gardens-Starting Point-2494 Peachtree Road, N. E.

1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Company-Starting Point; Peachtree and Broad

1:00 PM Shrine Circus, Atlanta City Auditorium

12 Noon - 5:00 PM Special Show and Treat for Children Aboard the Robert E. Lee Showboat Stone Mountain Marina

5:00 PM Shrine Circus - Atlanta City Auditorium

7:30 PM *Euripides' "Orestes" Theatre Atlanta - Reader's Theatre & Art Fair, 1449 Ponce de Leon

ALL DAY *Children's Art Show-Greenbriar Shopping Center-On the Mall

Monday, April 18, 1966

10:00 AM - 4:00 PM Open Hearth Cooking at the Cook House, Stone Mountain Plantation

11AM-2PM-4PM Guided Tour through Wildlife Ranch with Uncle Art and his friends - Stone Mountain

1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Company; Starting Point: Peachtree and Broad

1:00 - 5:30 PM United Church Women Tour of Churches-Starting at Peachtree and Broad Street

3:30 PM Shrine Circus, Atlanta City Auditorium

8:15 PM Shrine Circus, Atlanta City Auditorium

8:30 PM *Shakespear's "Dark Lady of the Sonnets" Theatre Atlanta-Reader's Theatre & Art Fair - 1449 Ponce de Leon

ALL DAY *Children's Art Show - Greenbriar Shopping Center-On the Mall

Tuesday, April 19, 1966

10:00 AM - 5PM Stained Glass Exhibit at the Antique Auto Museum Gift Shop - Stone Mountain

10:00 AM - 4PM Open Hearth Cooking of Plantation Foods in the Cook House of the Plantation - Stone Mountain

11AM-2PM-4PM Guided Tour Wildlife Ranch with Uncle Art & Friends - Stone Mountain

1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Company Starting Point: Peachtree and Broad Street

1:00 PM - 5:30 PM United Church Women Tour of Churches-Starting at Peachtree and Broad Street

3:30 PM Shrine Circus, Atlanta City Auditorium

8:15 PM Shrine Circus, Atlanta City Auditorium

8:30 PM Shakespeare's "Dark Lady of the Sonnets" Theatre Atlanta -
Reader's Theatre & Art Fair - 1449 Ponce de Leon

ALL DAY *Georgia Vacation Unlimited Show - Lenox Square Mall

ALL DAY *Children's Art Show-Greenbriar Shopping Center-On the Mall

STONE MOUNTAIN DAY - Official day proclaimed by Commissioner
Brince H. Manning, Chairman of DeKalb County Commissioners.
Special Events and rates throughout Park in honor of the Day.
Special Guest, the Dogwood Queen.

9:00 PM-12:00 PM THE DOGWOOD FESTIVAL QUEEN'S BALL - On top of Stone Mountain,
Public Invited - Call 378-3691 for Information

Wednesday, April 20, 1966

10:00 - 4PM Open Hearth Cooking at the Cook House-Stone Mountain
Plantation

10:00 AM - 5:00 PM Stained Glass Exhibit at the Antique Auto Museum Gift Shop -
Stone Mountain

10:30 AM *Eudora Welty will speak on "Faulkner's use of Local Color"-
Agnes Scott College

11AM-2PM-4PM Guided Tour of Wildlife Ranch with Uncle Art & friends -
Stone Mountain

3:30 PM Shrine Circus, Atlanta City Auditorium

8:15PM Shrine Circus, Atlanta City Auditorium

8:15 PM *Eudora Welty will read from her own works-Agnes Scott College

8:30 PM *Euripides' "Orestes" Theatre Atlanta-Reader's Theatre & Art
Fair - 1449 Ponce de Leon

ALL DAY *Children's Art Show-Greenbriar Shopping Center-On the Mall

ALL DAY *Georgia Vacation Unlimited Show - Lenox Square Mall

Thursday, April 21, 1966

10:00 AM - 5:00 PM Open Hearth Cooking at the Cook House-Stone Mountain
Plantation

10:00 AM - 5:00 PM Stained Glass Exhibit, Antique Auto Museum Gift Shop -
Stone Mountain

11AM-2PM-4PM Guided Tour through the Wildlife Ranch with Uncle Art and
his friends

1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Company-Starting Point: Peachtree & Broad Street

3:30 PM Shrine Circus, Atlanta City Auditorium

8:15 PM Shrine Circus, Atlanta City Auditorium

8:30 PM "Merchant of Venice", Academy Theatre, 3213 Roswell Road

8:30 PM "Hedda Gabler" Pocket Theatre, 535 Courtland Street

8:30 PM *Shakespeare's "Dark Lady of The Sonnet-Theatre Atlanta - Reader's Theatre & Art Fair - 1449 Ponce de Leon

ALL DAY *Georgia Vacation Unlimited Show - Lenox Square Mall

ALL DAY *Children's Art Show -Greenbriar Shopping Center-On the Mall

Friday, April 22, 1966

10:00 AM - 4:00 PM Open Hearth Cooking at the Cook House, Stone Mountain Plantation

10:00 AM - 5:00 PM Stained Glass Exhibit, Antique Auto Museum Gift Shop - Stone Mountain

11AM-2PM-4PM Guided Tour through the Wildlife Ranch with Uncle Art and his friends - Stone Mountain

1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Company Starting Point: Peachtree & Broad Street

6:00 PM - 10:00 PM Sports Motorama - Marriott Motor Hotel

8:05 PM Braves vs Mets, Atlanta Stadium

8:15 PM Concert, "Music of the 20th Century", Emory Univ. Glenn Memorial

8:15 PM "The Tragedy of Tragedies or The Life and Death of Tom Thumb" Agnes Scott Blackfriars - Agnes Scott College

8:30 PM "Merchant of Venice", Academy Theatre, 3213 Roswell Road

8:30 PM "Hedda Gabler", Pocket Theatre, 535 Courtland Street

8:30 PM *An American Dame"-Theatre Atlanta - Reader's Theatre & Art Fair - 1449 Ponce de Leon

8:30 PM Annual Spring Performance, Atlanta Civic Ballet, Community Playhouse, Five New Ballets

ALL DAY *Georgia Vacation Unlimited Show - Lenox Square Mall

ALL DAY *Children's Art Show-Greenbriar Shopping Center-On the Mall

Saturday, April 23, 1966

- 10:00 AM - 4 PM Antique Auto Dogwood Tour of Stone Mountain Park Antique Auto Museum
- 10:00 AM - 5PM Stained Glass Exhibit and Workshop at the Antique Auto Museum Gift Shop - Stone Mountain
- STONE MOUNTAIN HORSESHOW
- 10:00 AM - 4 PM Open Hearth Cooking in the Cook House at Stone Mountain Plantation
- 11 AM-2PM-4PM Guided Tour of Wildlife Ranch with Uncle Art & Friends - Stone Mountain
- 12Noon - 2 PM "Uncle Remus" Luncheon for Children - Stone Mountain Inn.
- 12Noon - 5 PM Special Show and Treat for Children aboard the Robert E. Lee Showboat Stone Mountain Marina
- 1:00 PM - 5:30 PM Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Co. Starting Point: Peachtree and Broad
- 1:00 PM - 10:00 PM Sports Motorama - Marriott Motor Hotel
- 1:05 PM Braves vs Mets, Atlanta Stadium
- 2:00 PM Academy Theatre Children's Presentation-3213 Roswell Road
- 2:30 PM "Peter and the Wolf"-Annual Spring Performance, Atlanta Civic Ballet, Community Playhouse
- 3:00 PM - 4:00 PM "An Afternoon with Uncle Remus" On the Grounds of Stone Mountain Plantation.
- 8:15 PM "The Tragedy of Tragedies or The Life and Death of Tom Thumb" Agnes Scott Blackfriars - Agnes Scott College
- 8:30 PM "Merhcant of Venice" Academy Theatre, 3213 Roswell Road
- 8:30 PM "Hedda Gabler", Pocket Theatre, 535 Courtland Street
- 8:30 PM *Euripides "Orestes"-Theatre Atlanta-Reader's Theatre & Art Fair - 1449 Ponce de Leon
- 8:30 PM Five New Ballets - Annual Spring Performance, Atlanta Civic Ballet - Community Playhouse
- ALL DAY *Georgia Vacation Unlimited Show - Lenox Square Mall
- ALL DAY *Children's Art Show-Greenbriar Shopping Center-On the Mall

Sunday, April 24, 1966

- 12 Noon - 5 PM Antique Auto Dogwood Tour of Stone Mountain Park

12Noon - 5 PM	Stained Glass Exhibit and Workshop, Antique Auto Museum Gift Shop - Stone Mountain
12Noon - 5 PM	Special Show and Treat for Children aboard the Robert E. Lee Showboat - Stone Mountain Marina
1:00 PM - 5:30 PM	Dogwood Sight-seeing Tour of Atlanta including Stone Mountain and the Cyclorama. Atlanta Transit Co. Starting Point: Peachtree and Broad
1:00 PM - 10:00 PM	Sports Motorama - Marriott Motor Hotel
1:30 PM	Braves vs Mets, Atlanta Stadium
2:30 PM	"Merchant of Venice", Academy Theatre, 3213 Roswell Road
3:00 PM	"Ferrante & Teicher", Atlanta City Auditorium
7:30 PM	*Shakespeare's "Dark Lady of the Sonnets" - Theatre Atlanta - Reader's Theatre and Art Fair - 1449 Ponce de Leon
ALL DAY	*Children's Art Show - Greenbriar Shopping Center - On the Mall

All events held at Stone Mountain will be subject to regular Stone Mountain gate requirements during Dogwood Festival period. There will be many free events within the park.

From April 10 through April 24, Atlanta Transit Company will run a special bus tour from downtown Atlanta through scenic dogwood areas to Stone Mountain Park. Busses depart from terminal at Broad & Peachtree Streets at 10:00 AM - 12:00 PM - 2:00 PM - 4:00 PM. Busses leave Stone Mountain to return at 11:00 AM - 1:00 PM - 3:00 PM - 6:00 PM. For free brochure showing route call, 524-2492.

522-7630

April 7, 1966

Miss Joan Eaves
Atlanta Braves
P.O. Box 1122
Atlanta, Georgia

Dear Miss Eaves:

Confirming our telephone conversation
of today, four complimentary tickets for the
opening night game, April 12, were to be mailed to:

Mayor Lee Carter
City Hall
Hartwell, Georgia

Thanks for your help.

Sincerely,

Peggy Baker

FR. 6-4756

Mayor Joseph M. Barr
of Pittsburgh

County Commission Chairman, Archie Lindsey

President of the National League, Warren Giles

9. Milo Presents Arthur Montgomery, who comes to microphone
10. Montgomery to make presentation to Bill Bartholomay
11. Bartholomay responds to Montgomery.
12. Bartholomay introduces John McHale, President and General Manager and Rankin Smith, President, Atlanta Falcons.
13. All participants remain on field.
14. Stadium is darkened, Milo introduces each player beginning with the Pirates and each is spotlighted as he comes on the field.
15. Third Army Band will assemble in formation on the grass in center field behind second base.
16. Color Guard approaches flag staff, and Milo asks everyone to stand for National Anthem.
17. All participants leave field by steps over Braves dugout. . . .
18. Warm up begins.
19. Mayor Allen remains in stands, and PA announcer tells that he will throw first ball to starting Braves catcher. (Jerry Sacks will cue time to throw)
20. Ball game begins.
21. During the game special guests seated in the stadium will be recognized on the message board.

Mayor's Assignments

1. Convene bankers.
2. Issue some political invitations.
3. Convene TV and Radio Committee.
4. Phone Mayor of Pittsburgh.
5. Line up New York trip (with C of C)
6. Meet with John Letson on parade, half-holiday.
7. Convene parade committee.
8. Approve budget - help raise funds needed.
9. Line up private clubs.
10. Set up Mayor's dinner committee.

CITY OF ATLANTA - FULTON COUNTY RECREATION AUTHORITY

ATLANTA STADIUM

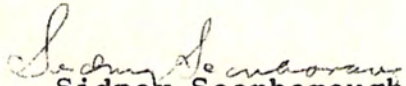
522 - 1967

TO: Members of Dedication Committee

RE: Stadium Dedication 1st

There will be a meeting of the Stadium Dedication Committee on Tuesday, March 5, 1966 at 3:30 P. M. in the Authority Office, Atlanta Stadium.

This is a very important meeting since we hope to finalize all plans for the Dedication Day. Therefore, you are urgently requested to make every effort to be present.


Sidney Scarborough for
Edgar J. Forio, Chairman
Committee on Dedication

Invocation - Mr Bevel Jones - Joris to execute

Nat'l Anth 3rd Army Band - Nat'l Anthem
Jid to check

COMMITTEE ON PROSECUTION
JANUARY 2, 1964
STATION BOSTON

REPLY TO MEMORANDUM TO THE DIRECTOR
ON JANUARY 2, 1964
FROM THE ATTORNEY GENERAL
RE: MARTIN LUTHER KING, JR.
THE MEMORANDUM OF PROSECUTION COMMITTEE

1964 - 1964

STATION BOSTON

THE MEMORANDUM OF PROSECUTION COMMITTEE

The Coca-Cola Company

NEW YORK, N.Y.

EDGAR J. FORIO
SENIOR VICE PRESIDENT

November 24, 1965

ADDRESS REPLY TO
P. O. DRAWER 1734
ATLANTA 1, GEORGIA
TELEPHONE 875-3411

Honorable Ivan Allen
Mayor of the City of Atlanta
City Hall
Atlanta, Georgia

*Sanders
document*

Dear Ivan: Re: Atlanta Stadium Opening Game

As you know, I am chairman of the committee which will handle the opening day ceremonies on April 12.

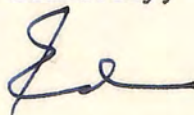
I will not burden this letter with the details of the plans, but Mrs. Ann Moses is familiar with them. However, the committee seeks your help and the help of Governor Sanders in two respects.

First, I understand from Ann that the Governor has handled Billy Graham to the extent that his appearance on the night of April 12 is no major problem. Second, the committee would appreciate the extending of an invitation by you and Governor Sanders to President Johnson for the opening game. In the event the President would accept, we would like to know as quickly as possible, for this would necessitate some additional planning.

We would be grateful to you if you would talk to Carl about both of these contacts and let me hear from you.

All good wishes,

Sincerely,



EJF/j

Corrected
Feb. 23, 1966

ATLANTA BRAVES OPENING

ATLANTA STADIUM

April 12, 1966

An Operations Manual
on the Job to be Done
Prepared for The Atlanta Chamber
of Commerce and The Atlanta
Braves by Bell & Stanton, Inc.

February 20, 1966

XERO
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#

Atlanta Braves Opening
OM-1

OBJECTIVES

1. To fill Atlanta Stadium opening night, April 12.
2. To sell a maximum number of season tickets.
3. To obtain maximum interest in the Atlanta Braves -- locally, statewide, regionally through the entire market area, and nationally, It is this year's biggest baseball story.
4. Gaining momentum from all that is done, this operation is a prime generator of maximum favorable attention for Atlanta. Our major objective, then, is to pivot this exciting baseball team and its home city on a 360 degree swing of visibility surpassing any attention any city has received in the past.

INTRODUCTION

Atlanta and the Braves are linked together; what helps one on opening day supports the other. We have a brief period of time in which to build a strong local sense of this joint destiny. We have a brief period of time to help the entire Atlanta metropolitan area re-capture and put on a continuing basis, the sense of active pride in the Braves they had when the team signed to come here, and which was so manifest as the Stadium itself was completed and opened.

All of that was preparation. It was passive, as far as the entire populace was concerned. We asked them to beam with pride, and they did. Now we ask them to move into effective action: to talk up the Braves, to support the Braves, to realize in so doing that all of this effort demonstrates to the nation at large that Atlanta is the city of spirit and "can-do" in the entire United States.

(more)

Atlanta Braves Opening
OM-3

As in every good thing that has transformed this town, the lead has to come from the business community. The business community is in City Hall. It is in office with the largest plurality ever given a Mayor of a major city. Now that Mayor needs votes again -- in the form of an all-out effort in behalf of Atlanta's reputation when the eyes of the nation are on this city opening night, April 12.

Essentially, that is what the plan of action on the following pages is all about.

Bell & Stanton, Inc.

XERO
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COPY

XERO
COPY

SUMMARY OF RECOMMENDATIONS

To put across the biggest opening day baseball ever has seen, we can think no little thoughts. However, big thoughts are a futile exercise in mental gymnastics unless supported with practical follow-through. We need the help of all concerned to make certain we have both, for only the thorough execution of this big job in the end will win the day for Atlanta and for the Braves.

1. It is urgent that we get Atlanta into action on season ticket sales. This will take personal contact from the highest levels of the Atlanta business community, directed toward the highest levels of the Atlanta business community, plus efforts at that same level aimed at business leaders in other market cities.

2. We need to start the ball rolling so that every ad carried in the early part of Opening Week refers to the Braves; every downtown office building takes on the challenge of creating banners; every local theatre enters the act; every school and college hereabouts becomes involved, as does every taxidriver, every bus driver, every member of the police force.

(more)

(Summary of Recommendations
continued)

In addition to the regularly assigned sports
writers covering the ~~Dodgers-Braves exhibition~~ ^{METS} series
~~MAY 22, 23 and 24.~~
~~March 26, 27 and 28,~~ Bell & Stanton will invite travel
and general feature writers to Atlanta at that time.
Plans call for them to see a game, be given personalized
tours of the city, and be guests at a superb dinner hosted
by Atlanta Newspapers, Incorporated and Jack Tarver.

We have already begun working with the national
magazines; Look Magazine will be here on assignment right
after Washington's Birthday as a first step. We need to
get national television, including network news shows. The
"Today" Show should broadcast from Atlanta opening day, on
the day after, or both. We need more press association
series on Atlanta and its team; the hassle with Milwaukee
has made this the biggest sports yarn in years.

4. We need to have the cream of Atlanta's business
community take on the task of personally inviting the very
top leaders of the nation to be their house guests over Open-
ing Day. Every branch of a national firm should have its
national president here. This is far more than a baseball
game. It is Atlanta's day in the court of public opinion
when everything that makes this town great is on display.

(more)

(Summary of Recommendations
continued)

5. We need help in pulling our loftiest national political leaders here, and that need goes right to the top. We need all southern governors and many mayors here.

6. We need to get glittering celebrities here, and we shall call on Bill Bartholomay personally to guide and help us on that. We will call on Georgia advertisers who use personalities in their campaigns to have those celebrities here. And of course baseball's officialdom is a vital part of the program.

7. We need to mount a Mayor's Dinner on the eve of the Big Game which will show the greatest outpouring of Atlanta's elite--and the nation's well-known figures--that Atlanta has seen since the 1939 premiere of "Gone With The Wind".

8. We need a parade Opening Day afternoon which will be unforgettable in Atlanta's annals. We see this as featuring every high school and college band in the area, each band sponsored by an Atlanta-area business firm; Braves and Pirates stars; the Mayor; The Governor; celebrities.

(more)

(Summary of Recommendations
continued)

The bands later go to the game with tickets paid for by their sponsors. Who ever heard of such generosity and spirit on the part of business leaders? It takes Atlanta to put this over.

9. We need to coordinate with Pittsburgh leaders to get a representative Pittsburgh group here. We need to get plans started as well for the Atlanta leadership to be in New York Friday, April 15, when the Braves open the Mets' home season, and in St. Louis, Thursday, May 12, when the Braves open the new St. Louis stadium.

This is the essence of the bold but simple program which we ask Atlanta to support. As we write today, we cannot estimate costs precisely. If all who come to the Mayor's Dinner pay substantially more than the \$7.50 cost per head of the affair, we can obtain part of the needed funds at that time. Atlanta will spend what is needed, regardless of where the funds come from, we are confident of that.

(more)

Atlanta Braves Opening
OM-8

(Summary of Recommendations
continued)

At Bell & Stanton we will not spend any significant amount without prior clearance from the Chamber. One thing must be clear: this over all is Atlanta's challenge, for in saluting the entry of the Braves, Atlanta salutes itself and she shows the nation once and for all, the kind of fibre that makes up this remarkable community.

#

DETAILED PLANS

In the section that follows, we list specific plans, with complete assignments. The Bell & Stanton public relations organization is charged with working closely with the Chamber, with the Braves, and with all other involved groups and individuals. We must see to the action of each committee.

Overall supervision will be the responsibility of the firm's president, Alan Bell, from New York, and of Senior Vice-President George Goodwin from the Atlanta office. The specific Bell & Stanton executive under them will be David Pearson of Atlanta.

Already the Chamber has offered to lend the firm extra manpower as evidence of strong support. Extra people as needed will be employed on a temporary basis if the pace builds up too swiftly. In any event, additional staff from the New York Bell & Stanton office, headed by Executive Vice-President Edward Stanton and by the New York account executive for "Forward Atlanta," Margaret Larson, will be closely involved at all times.

SEASON TICKET SALES

The Assistant General Manager of the Braves, Jim Fanning, has led a task force which already has sold some 3,000 season tickets during the course of an intense area campaign over months. It is only now, after Fulton Superior Court Judge McKenzie has spoken, that it is possible for anyone to be able to go all-out on this. Season tickets should be sold to every business organization in this area, for use of its employees and customers. This sales need comes at a time when the Braves organization must turn its attention more and more to spring training. The community can -- and we suggest, must -- help put across this sales effort.

1. We suggest that Mayor Allen assemble in his office a group of leading businessmen to take over on this project as they would on any emergency, for we approach crisis when we have sold so few season tickets this close to Opening Day of our first Big League season.

(more)

Atlanta Braves Opening
OM-11

(Season Ticket Sales
continued)

2. Let the group that meets with the Mayor include:

- A. The five major bank presidents
- B. The president of the Sales & Marketing Executives Association

~~C. The Chamber president~~

~~D. The Chamber executive vice president~~

3. If the Mayor agrees, the banks should be asked to use their contact officers, both from the main office and from branches. These officers should contact all corporate customers, urging those customers to buy season tickets to be used by their executives, by their employees, and by their customers.

The contact officers should take specific ticket orders -- with no money changing hands. A senior officer in each bank should receive these orders and should relay them to Mr. Fanning of the Braves, who will fill the orders and bill the purchaser direct.

(more)

Atlanta Braves Opening
OM-12

(Season Ticket Sales
continued)

(NOTE: Bell & Stanton will provide all banks with lists broken down by categories of the firms and individuals who already have purchased season tickets.)

Mr. Fanning, for his part, will supply daily lists of new purchasers to all bank supervisory officers involved.

Mr. Fanning will supply all contact officers with adequate supplies of season ticket brochures and ticket order blanks. He also will see that ticket sales personnel is available at the Stadium to serve purchasers who want to select seats in person.

As a final point:

~~There should be constant press, radio and TV publicity on progress of the campaign, not dissimilar to the UCA thermometer idea.~~

ADVERTISING SUPPORT

Tucker Wayne & Co., as advertising agency for "Forward Atlanta" and for the Braves, is requested to assemble at the earliest moment a gathering of all agencies, all advertising managers, all sales managers of newspapers, radio and TV, all retail sales promotion directors, newspaper representatives and the Georgia Association of Broadcasters to consider the following points:

A. Insofar as is feasible, every advertising message placed locally beginning with Easter Sunday, and continuing through Opening Day (the following Tuesday) should salute the Braves, or otherwise speak of them.

B. We would hope all concerned would explore the possibility of a special section to be run in both newspapers on opening day. This would be something to be pulled out and saved. It would be filled with news and advertising material suitable for such a special section, commemorating the day Atlanta Goes Big League.

(more)

(Advertising Support
continued)

ATLANTA

C. Every store in and around ^A should have special windows and in-store displays to salute the opening of the first season. Tucker Wayne is requested to assign one staff member to stay with this, working separately with the sales promotion department of each major store, and working with managers of others. The Braves will make some display material available, but basically all of this should be put together as the contribution of the stores involved.

1. As a subpoint, stores are urged to consider tying their sales which start on Monday after Easter to the debut of the team. Why not call the events: "Braves Day Sales?"

D. We ask that Tucker Wayne work with the Georgia Association of Broadcasters to prepare a special one-minute promotional film for the Opening Day, and these would be made available at no cost to all TV stations in the entire market area, as well as to as many motion picture theatres as seems feasible (all those in greater Atlanta at least). We would hope these would be run as public service gestures.

(More)

Atlanta Braves Opening
OM-15

(Advertising Support
continued)

E. We specially ask that the advertising agencies of the four sponsors of the Braves -- Coca-Cola, Pure Oil, P. Lorillard, and Falstaff -- work closely with the coordinating committee. Their active help in mounting promotional spot campaigns, advance advertising, and banners, cards, and giveaways would be of great worth to all concerned.

#

DOWNTOWN OFFICES, HOTELS, RESTAURANTS, POLICE

We ask the Chamber of Commerce to assign a staff executive to work closely with all employers of office staffs in the downtown to arrange for display material in the form of banners or window painting to evidence enthusiasm for the start of baseball.

This would be appropriate activity for members of the Junior Chamber to take on, under direction of the "Forward Atlanta" group at the Chamber.

Further, the Chamber should contact the Restaurant Association, the Motel Association and individual major hotels to arrange for lobby displays, special menus keyed to Opening Day, special room notices to be in every guest room each day of the Opening Week.

No group is more important to Big League baseball on a continuing basis than the Police Department. We suggest an immediate meeting held with Chief Jenkins by the executive vice-president of the Chamber, and by representatives of Bell & Stanton, to discuss all matters planned, and to solicit cooperation.

#####

NATIONAL PRESS PREVIEW

after

Two weekends ~~before~~ Easter is, under the circumstances, an appropriate time for having the nation's top travel and general writers come to Atlanta, with their wives, as guests of the city. It would be inappropriate to ask them to be away from their homes on Easter weekend, and the ~~earlier~~ *later* date, while not ideal, would permit their schedule in Atlanta to include attending the exhibition game Sunday, ~~March 27,~~ *MAY 24,* between the Braves and the ~~Dodgers.~~ *METS*

This tour would be low in key, and would give us an opportunity to show Atlanta during the dogwood time, and at the same time let the visitors soak up the baseball flavor. They would be supplied with press kits -- material on all the lures of Atlanta, latest material on the Braves and on the stadium -- would be taken to our major attractions here. But they would not be rushed. They should have time for golf, Stone Mountain, the Cyclorama or for a trip to Lake Lanier's Yacht Club for houseboating and for Saturday lunch.

We suggest they have a Spring Weekend in Atlanta beginning with Friday evening departure from New York, returning to New York Sunday evening, following the ball game.

(more)

Atlanta Braves Opening
OM-18

(National Press Preview
continued)

We would show these people Atlanta and the surrounding areas on Saturday, with the high point being a fine dinner at which the Cox newspapers would be the host. Talks would be given by Mayor Allen and by Ralph McGill, who of course is known and respected by all the journalists attending. The quality of Atlanta that will appeal to the visitors will include their exposure to Atlanta's springtime loveliness, and the Sunday highlight of the stadium and the ball game.

We will have perhaps 80 people in all, 40 writers and 40 wives. We will need hotel rooms; we suggest they all be at one hotel such as the Marriott.

We propose that we be given permission to establish a committee to explore this proposal thoroughly. On this committee should be officials from Delta, from the Marriott, from the Chamber, from Cox newspapers, from the Braves and of course Bell & Stanton.

This is designed to have major travel stories break in key newspapers around opening week of the season, at a time when, hopefully, so much else will be appearing on the new baseball team and its city. This advance exposure is needed to gain the full press coverage.

(more)

PERSON-TO-PERSON VISITS

We ask the president of the Chamber and the head of "Forward Atlanta" to take on the task of coordinating with the business and cultural elite of Atlanta an unprecedented "Red Carpet" invitation to their peers nationally, to come to Atlanta for the Opening Day festivities. These would be friends inviting friends, and the guests for the most part would be houseguests.

Essentially, we seek to have a significant number of the nation's decision makers in Atlanta, not just for the ball game, but primarily to sample Atlanta's atmosphere in springtime and its spirit in general.

To do this properly, we need help from Lockheed to fly in certain of the guests. Others of course will have their own corporate aircraft or will fly commercially. But the availability of JetStar help from Lockheed would be of the greatest help, and would be of worth to Lockheed as well in its role as the greatest single industry in Georgia.

(more)

Atlanta Braves Opening
OM-20

(Person-To-Person Visits
continued)

The guests would come on Monday after Easter, in time for the Mayor's Dinner. If they cannot come until Tuesday, they will see the downtown parade, see the ball game, see the first class facilities in the Stadium and catch the way Atlanta is on the move.

POLITICAL GUESTS

With the active help of Mayor Allen and the Governor, it is hoped that political guests of the first rank will converge on Atlanta, both for the Mayor's Dinner on Monday, and for the game and all that goes with it on Tuesday.

How appropriate it would be if it is the President who throws out the first ball. We know thought is being given to all of this.

On other levels, this occasion is an opportunity for all the Governors of the South, and the mayors of the largest cities of the South, to come to Atlanta officially.

Bell & Stanton suggests it work with the Mayor, and with the Governor, on all aspects of this objective. It fits Atlanta's role of leadership for the entire South, however, for her to think in just such terms as she puts together the official invitation list.

CELEBRITIES AND BASEBALL LEADERS

Top Hollywood and public personalities who also are baseball fans would add much to the excitement and impact of Opening Day. Mr. Bartholomay will be very helpful in this area. He already has offered to help. We'll call on him for an all-out effort to entice to Atlanta the Danny Kayes, the Natalie Woods, and other stars who are red-hot fans.

The Commissioner of baseball, the presidents of both leagues, all team owners, and other such luminaries comprise an obvious invitation list which will be worked out with the Braves, both for the Mayor's Dinner and for Opening Day.

Atlanta Braves Opening
OM-23

GAIN SUPPORT OF PRIVATE CLUBS

We suggest Mayor Allen appoint private club co-chairmen, one white and the other Negro, to gain the support of all the social organizations serving Atlanta. The men chosen for these roles should be impressed with the need to get on with the task of rallying every social club in Atlanta behind the Opening Day program.

This would include more than decorating the clubs, although that and canvassing the membership in behalf of the events is important.

We believe a need exists for an early buffet the night of the game and that arrangements should be made for buses to take members to the stadium.

#

THE MAYOR'S DINNER

We see the Monday night, black-tie dinner for 1,200 at the Marriott as representing Atlanta's official statement in behalf of the Braves. It should be the very finest of affairs. The list of speakers should be not too long, ~~and we suggest it might be an appropriate place for the sports writers of Atlanta to mark their debut as entertainers, in the tradition of the annual baseball dinners held in other cities. In effect, the Mayors Dinner would mark the first of the series of annual dinners that should be held here for baseball from now on.~~

It may be that one of the celebrities under discussion could entertain at the dinner.

In every way, it should be an affair at which the most polished guest would feel comfortable.

Although the dinner, as we see it, should be at the Marriott, that is only because it has the largest room for the purpose. We would hope all hotels in Atlanta, in their realization of how much the presence of baseball will mean to them, would cooperate in all aspects of the event, and have the menus so publicly state.

(more)

Atlanta Braves Opening
OM-25

(Mayor's Dinner continued)

Therefore, we suggest the Mayor appoint a Dinner Committee which would cut across the hotel community of Atlanta, and which also would include representatives of the Braves, of the Chamber, both sports editors, and the general managers of all radio and TV stations.

We suggest the possibility of charging \$15 per ticket, rather than the actual cost of \$7.50, in order to obtain promotional funds to go toward meeting the City's and Chamber's special April expenses.

#

*Frank King
Chm*

THE OPENING DAY PARADE

Think of a parade, wending its way down Peachtree Street from the area of the Capital City Club to Five Points and ending at Hunter Street; a parade bursting with the music of every high school and college band in the Atlanta area -- plus every ball player on the Braves roster, all the Pirates, Mayor Allen, Bobby Bragan, and celebrities.

We think such a parade would be fresh, would symbolize better than anything else the way young Atlanta is taking Big League baseball to heart, and would make great pictures for the national press.

We suggest this be held in the afternoon of the Opening Day game. We see it as being held from 4 to 6 P.M., presenting of course problems of traffic, but with the parade carefully confined to the heart of the city, thus out of the way of home-bound vehicles to a great extent.

All of downtown would be decorated -- if the various committees have done their jobs. It would be Atlanta's great ticker-tape parade, filled with youth and music and heroes.

(more)

Atlanta Braves Opening
OM-27

(Opening Day Parade
continued)

We suggest that each marching band be the responsibility of an Atlanta business organization which can make as much of the relationship as it wishes. The possibilities for generating good will are considerable. At the least, all members of the marching bands should be given free tickets to the opening game, courtesy of their sponsoring business firm. In some schools this means 100 tickets. The students would sit in special sections, still in their marching uniforms. They would check their instruments at the end of the parade of course, then would have two hours to eat and get to the stadium.

We suggest Mayor Allen appoint a parade committee, to consist of the people who know most in Atlanta about parades. That includes WSB staff, department stores, and of course representatives of the Braves. It would seem to us that Arthur Montgomery, as chairman of the Stadium Authority, might assume responsibility for lining up the sponsoring business organizations. He could be helped in this by Chamber staff, and by committee members from the Board of Education and other school groups including the colleges.

#

NATIONAL AND LOCAL TELEVISION AND RADIO

We ask that Mayor Allen appoint a broadcasting committee to meet as soon as possible, to lay plans and thereafter to work with Bell & Stanton on all aspects of network TV and radio coverage of the festivities surrounding opening day. The objective would be to use the event itself as the possible news peg which could lead to significant national TV and radio attention to the city of Atlanta.

We would like to call on the active help of all local broadcasters to get this exposure.

Further, we would like the help of WSB in particular in seeing about getting the "Today" show either to originate the morning after the game from Atlanta, or to have a part of the show with an Atlanta dateline. If it is necessary to pay for this, we should find out the costs involved, and then see about obtaining the funds.

(more)

Atlanta Braves Opening
OM-29

(National and Local Television
and Radio continued)

Generally, the networks would cover the event as news, but we should stay flexible in order to help in every way possible. What kind of town is this Atlanta where Big League baseball is making its debut? That is the story underlying the big event itself, and we feel this will have interest to broadcasters.

On local TV and radio exposure, we ask that the committee work with all stations, definitely including those serving all ethnic audiences, to arrange for spring training interviews with players, and then for interviews as the season is about to open. Much of this will flow spontaneously from the Braves own public relations effort but the special broadcast committee should try to be helpful.

THE "AWAY" GAMES WITH METS AND CARDINALS

The Atlanta Braves will open the season for the Mets April 15 and the new St. Louis Stadium for the Cardinals May 12. We shall work with the Mayor, with the Chamber, and with the Braves, on coordinating all aspects of this. Several officials should go to each opening. How helpful it would be if Lockheed could supply a JetStar which would be the official plane flying to both cities.

We shall stay in touch with the Mayor, the Chamber, and the Braves on this, and will approach Lockheed if given permission.

MINUTES

DEDICATION COMMITTEE

October 26, 1965 - Stadium Authority Office - Atlanta Stadium

Chairman Forio called the meeting to order at 3:30 P. M.
with the following present:

Chairman Edgar J. Forio
Curtis Driskell
Lynn Westergaard
Dick Cecil
Jim Fanning
Sidney Scarborough

Chairman Forio opened the meeting with a brief resume of
past activities and of those planned for the future.

Chairman Forio appointed the following to the Stadium Book
Committee:

Earl Mann
William Rawson
Dick Cecil
Sidney Scarborough

Chairman Forio appointed the following to the Invitation
Committee:

Opie L. Shelton
Jim Fanning
Plus others to be appointed
by Mr. Shelton

Chairman Forio appointed the following to the Parade Com-
mittee:

Frank Fling
Jim Fanning
Austin Brown

The following individuals were named to coordinate all ac-
tivities with the Braves:

Jim Fanning
Dick Cecil

Page 2
October 26, 1965 - Minutes
Dedication Committee

Chairman Forio appointed the following to the Program Committee:

Mrs. Ann Moses
Lynn Westergaard
Ernie Johnson
Sidney Scarborough

Chairman Forio appointed the following to the Plaque Committee:

Mr. Arthur L. Montgomery
Mayor Ivan Allen, Jr.
Commissioner J. H. Aldredge

The sketch of the plaque will be turned over to Mr. Montgomery for approval by his committee.

Mr. Fanning was instructed to invite the National League president and commissioner of baseball to the dedication activities and ask that they be prepared for not more than a two minute talk.

Mr. Fanning and Mr. Cecil were asked to consider an individual to serve as master of ceremonies - possibly the Braves main announcer.

It was the feeling of the body that Dedication exercises would begin at 7:15 P. M., April 12, 1966, with the game starting at 8:00 P. M.

It was agreed that some of the Chamber of Commerce Committees, especially the Sports Committee, could well serve the activities of this committee and would be invited to do so.

It was the consensus of the body that Atlanta Falcon representatives would be introduced during the dedication program but would not be called upon for comment, and that the Program Committee be so notified.


Chairman Forio announced that there would be a meeting in early January to coordinate the activities of the various committees.

Page 3
October 26, 1965 - Minutes
Dedication Committee

Mr. Westergaard was asked to get in touch with Mr. Fling and request that he begin preparations for a mammoth Opening Day Parade.

There being no further business the meeting adjourned.

Respectfully submitted,


Sidney Scarborough
for Edgar J. Forio
(Chairman)

MINUTES

DEDICATION COMMITTEE

August 24, 1965 - Press Lounge, Atlanta Stadium

Chairman Forio called the meeting to order at 2:45 P. M. with the following present:

Members

Chairman Edgar J. Forio
Mrs. Ann Moses
Ernie Johnson
Earl Mann
Lynn Westergaard
Sidney Scarborough

Others

Dick Cecil

Chairman Forio briefly explained that the 1966 Dedication Ceremony would be somewhat different from the Inauguration Ceremony held at the first game played in the stadium. The ceremony should acknowledge the various governments and many individuals who participated in making the stadium a reality and Atlanta a major league city.

It was the consensus of the group that if in the Mayor's opinion the President of the United States should be invited to participate that such an invitation should be extended by Mayor Allen.

Participants in the dedication activities should include the following:

1. Mayor Allen and Board of Aldermen
2. Fulton County Commissioners of Roads and Revenue
3. Governor Carl Sanders
4. Members of City of Atlanta and Fulton County Recreation Authority
5. Certain representatives of the Atlanta Braves
6. Certain representatives of major league baseball
7. The choir from Big Bethel Church of Atlanta
8. Dr. Billy Graham

Speakers would include the following but not necessarily in the order named.

1. Dr. Graham, Invocation
2. President of United States
3. Governor Carl Sanders

4. Mayor Ivan Allen
5. Chairman Fulton County Commissioners
6. Chairman Arthur Montgomery
7. Representatives of Atlanta Braves
8. Commissioner of Baseball
9. President of National League

Opening ceremonies would require approximately 30 minutes with the following activities:

1. Invocation
2. National Anthem
3. Unveiling of Dedication Plaque
4. Speakers

Mr. Opie L. Shelton was appointed Chairman of the Invitation Committee.

The Braves announced that opening day would be April 12, 1966 with the decision as to whether the game will be played in the afternoon or evening to be announced later.

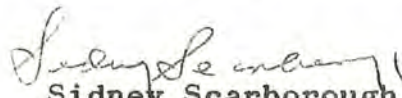
Should there be a day game, the committee would endeavor to have the businesses of the city participate by closing at an early hour.

The question of an opening day parade was not fully resolved at this meeting. However, should there be a parade, Mr. Frank Fling would be invited to be the Parade Marshall.

Chairman Forio will consult with Authority Chairman Montgomery on all matters discussed by the committee so that complete coordination of all activities might be accomplished. Such matters to include cooperation with the Braves; certain authority of Chamber of Commerce Committees; and coordination of governmental agencies and matters of protocol.

There being no further business the meeting adjourned.

Respectfully submitted,


Sidney Scarborough
For Edgar Forio
(Chairman)

Stadium Dedication

MINUTES

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Others

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Page 2
August 24, 1965 - Minutes
Dedication Committee

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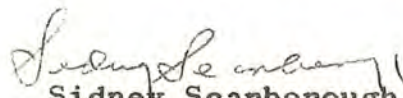
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There being no further business the meeting adjourned.

Respectfully submitted,


Sidney Scarborough
For Edgar Forio
(Chairman)

8/24

Ann

CITY OF ATLANTA-FULTON COUNTY RECREATION AUTHORITY

ATLANTA STADIUM

522 - 1967

TO: Members of Dedication Committee

RE: Stadium Dedication

There will be a meeting of the Stadium Dedication Committee on Tuesday, August 24, 1965 at 3:00 P. M. in the Press Lounge, Atlanta Stadium.

Mr. Forio urgently requests that all individuals receiving this invitation try to be present.

Sidney Scarborough
Sidney Scarborough for
Edgar J. Forio, Chairman
Committee on Dedication

Yankees - 9th no
opening of 66 season
April - 12th - opening
(Pittsburgh) - ~~_____~~ -



Ernie to advise ad on date
& last contact Graham

CITY OF ALABAMA-FULLON COUNTY RECREATION AUTHORITY

unveil plaque on field
into all gov't bodies

check ~~makalia Jackson~~ news
member President (Big Bethel choir)

Open - invitation chm -

1 AOB (Parade?) mark flying

(Talk to Joan about closing last day
opening day)



Fact book about slide
actual dedicatory program in score card

Oct 11 - Gen. Salvador Armas -

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522 - 1967

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Sidney Scarborough for
Edgar J. Forio, Chairman
Committee on Dedication

WANDA ANN MERCER
MONTREAT, NORTH CAROLINA

*File
Stadium
dedication*

May 12, 1965

Dear Governor Sanders:

Your letter to Mr. Billy Graham, notifying him of the cancellation of the dedication of the Atlanta Municipal Stadium on July 29, arrived in his absence. However, I have told Mr. Graham of your letter, and he asked me to write to you on his behalf to thank you for letting him know so quickly of this change in plans and to assure you that he will be happy to be with you for the dedication in 1966 if it can be arranged on a date when he is free to come to Atlanta.

May I suggest that you have someone in your office get in touch with Mr. Walter Smyth who is in charge of our Atlanta office to work with him in arranging for a date next year? Mr. Smith can be reached at 766-5221 in Atlanta; his mailing address is Post Office Box 20809, Atlanta, Georgia 30320.

Sincerely yours,

Wanda Ann Mercer

Secretary to Billy Graham

The Honorable Carl E. Sanders
Governor of Georgia
Atlanta, Georgia

WANDA ANN MERCER
MONTREAT, NORTH CAROLINA

May 12, 1965

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Sincerely yours,

Wanda Ann Mercer

Secretary to Billy Graham

The Honorable Carl E. Sanders
Governor of Georgia
Atlanta, Georgia



Office of the Governor
Atlanta

Carl F. Sanders
GOVERNOR

April 28, 1965

Dr. Billy Graham
Montreat, North Carolina

Dear Billy:

It was indeed a pleasure to receive your letter recently advising that you would be available for the dedication of the Atlanta Municipal Stadium on Thursday evening, July 29.

For many reasons, this activity has been postponed and the formal dedication of the Stadium will be held in April of 1966, the night of the first game of the season at which time the Atlanta Braves, formerly Milwaukee Braves, will play their initial game.

Therefore, I would like to advise you of the cancellation of the date of July 29, and on behalf of the City of Atlanta and the entire State, extend you an invitation to be with us on the occasion of the dedication in April, 1966. I regret that no actual date can be furnished you at this time, but as soon as it is tied down, we will be back in touch with you.

I regret that you will be unable to speak at the Prayer Breakfast in '66, but sincerely understand your busy schedule.

As you know, the entire State is honored to have your offices located in Atlanta, and it would indeed be my personal pleasure when you are visiting in the Atlanta offices, to have you drop by and visit with me, or if possible,

Page Two
April 28, 1965
Dr. Graham

to have lunch or dinner with Mrs. Sanders and me at
the Mansion.

With kind personal regards and best wishes, I am

Sincerely,

Governor

CES:yr

bc: Honorable Ivan Allen, Mayor ✓
City of Atlanta
City Hall
Atlanta, Georgia

DRAFT - News Release after 6:00 p.m. Saturday, April 3, 1965

(by Stadium Authority)

*File
Stadium Dedication*

Georgia's Governor Carl E. Sanders, Atlanta's Mayor Ivan Allen, Jr. and Fulton County Commission Chairman James H. Aldredge will highlight the opening game ceremonies at the Atlanta Stadium at 7:10 p.m. on Friday, April 9th. ~~when~~ Brief ceremonies will precede the first of three exhibition games between the Milwaukee Braves and Detroit Tigers.

Stadium Authority Chairman, Arthur Montgomery and Mel Allen, Braves radio-t.v. announcer will be masters of ceremonies.

Stadium opening plans were announced by Edgar Forio, chairman of the inauguration and dedication committee. He said that formal dedication of the stadium will come later this year.

All those employed in the construction of the stadium have been invited to attend this opening game as guests of the Braves. More than 30,000 persons are expected for the opening night. Other participants in the opening game ceremonies will be Dr. Pierce Harris, pastor First ~~President~~ Methodist Church and former professional baseball player; ~~M/~~ William C. Bartholomay, Chairman of the Braves and John McHale, the Braves' President. The Murphy High School Band will ~~provide music~~ *play the Star National Anthem* and the Boy Scouts will ~~furnish the color guard.~~ *7-2-6-6-2-1*

~~Insert
Stadium authority officials repeated their request that those attending the exhibition games not to drive to the stadium because the spring rains have made stadium parking extremely limited. They also said that no parking would be allowed on the streets in the vicinity of the stadium.~~

The Atlanta Transit System will operate shuttle busses at standard fares throughout the downtown area to the stadium. Transfers from regular transit lines will be accepted on the Stadium Shuttle busses.

Atlanta taxi firms will operate to and from the stadium in the downtown area at a flat rate of 50¢ per person.

insert
Sid Scarbrough, Stadium Manager, pointed out that there will be some 25,000 downtown commercial parking spaces available. Parking facilities in the vicinity of City Hall and the State Capitol will also be available. Parking on the streets around the stadium will be prohibited in order to allow maximum traffic flow. Busses, including busses from other cities, will be given the right of way.

Saturday's exhibition game will start at 7:30 p. m. and the Sunday game will be at 1:30 p. m.

add:

Approximately 1,200 parking spaces in the immediate area of the stadium will be available for the earliest arrivals.

MINUTES

DEDICATION COMMITTEE

March 24, 1965 - Trust Conference Room, C & S Bank

Chairman Forio called the meeting to order at 3:30 P. M. with the following present:

Members

Edgar Forio
Earl Mann
J. H. Aldredge (Alan Kiepper)

Others

Eddie Glennon
Ernie Johnson
Mrs. Ann Drummond
George Goodwin
Sidney Scarborough

Mr. Johnson explained that the date of the Houston Stadium dedication had not been set since the President would participate and had not announced the exact date. It would be either April 9, 1965 or April 12, 1965. Mr. Johnson was instructed to keep in contact with Houston officials and notify the Chairman or Stadium Manager once the date was set.

Mr. Forio stated that should Houston's dedication date be April 12 he would endeavor to obtain his company's plane and transport the committee to Houston to observe their dedication ceremonies.

It was the consensus of the body that a presentation to Mr. Montgomery by the Sales Executive's Club should not be a part of stadium inauguration activities on April 9, 1965. It was felt a presentation at this time would detract from the honor Mr. Montgomery was receiving.

Mr. Forio announced that he and the Stadium Manager would call on participants in the inauguration activities to acquaint them with their respective duties.

The Stadium Manager announced that Boy Scout Color Guards and the Murphy High School Band had been obtained for the April 9 activities.

Mr. Forio instructed Mrs. Drummond, Mr. Goodwin and Mr. Johnson to prepare publicity releases for the April 9, 1965 inauguration activities, and to include in such releases the dedication date of July 29, 1965.

Inauguration activities were discussed and the following was agreed upon:

- 1- At 7:15 P. M. Mel Allen will open the activities from the field and will introduce the players of both teams.
- 2- Mel Allen will introduce Dr. Harris for the Invocation.
- 3- Mel Allen will introduce the National Anthem with the band and color guard being in place on the field.
- 4- Mel Allen will introduce Chairman Montgomery.
- 5- Mr. Montgomery will make remarks including introducing Stadium workers who will be guests of the Braves.
- 6- Mr. Montgomery will introduce Mr. Bartholomay and Mr. McHale, one of whom will deliver brief remarks concerning the occasion.
- 7- Mr. Montgomery will introduce participants in "First Ball" activities. Following this ceremony the game will commence.

It was the feeling of the body that the Braves should be requested to issue invitations to members of the Board of Aldermen and the Fulton County Commissioners of Roads and Revenue to be their guests on April 9 and July 29, 1965.

The Stadium Manager was instructed to contact Tommy Reynolds and ascertain the status of the Dedication Program. Should the Authority have program rights, then the program committee will proceed to make the necessary plans for producing such a program. Consideration will be given to having the proper lay-out made by printing experts. The possibility of having area Jaycees sell ads was discussed and authorized if possible to work out a contract with them.

Page 3
March 24, 1965 - Minutes
Dedication Committee

Mr. Montgomery will extend invitations to Dr. Graham and Miss Dobbs for the July 29 dedication. Others who might have connections with these persons shall be contacted to help in making their presence a reality.

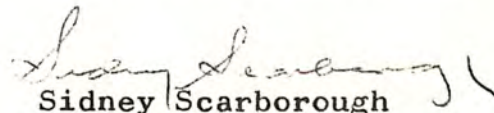
It was decided to delay further plans for the July 24 date until after the Houston dedication and our own Inauguration.

Mr. Forio expanded the publicity committee to include the following:

522-7632
Mrs. Drummond
Ernie Johnson
George Goodwin OK
Sidney Scarborough OK

There being no further business the meeting adjourned.

Respectfully submitted,


Sidney Scarborough
for Edgar Forio
(Chairman)


Handwritten scribbles and initials, including a large 'E' and 'st'.

April 1, 1965

Mr. Edgar J. Forio
City of Atlanta Fulton County Recreation Authority
P. O. Box 1734
Atlanta, Georgia 30301

Dear Ed:

This will confirm our telephone conversation this morning regarding the addition of Lynn Westergaard, our Public Information Officer, to the Publicity Committee of the Dedication Subcommittee of the Recreation Authority. I believe that Lynn can make an important contribution to the work of the Committee. I have asked him to get in touch with the other members of the Subcommittee in order that he can be brought up to date on where matters stand and also offer his services.

Thank you for making this addition. We are looking forward to an outstanding inaugural ceremony next Friday night.

Sincerely,

Jas. H. Aldredge, Chairman
Board of County Commissioners

P

cc: Mr. Sidney Scarborough
Mr. George Goodwin
Mrs. Ann Drummond
Mr. Ernie Johnson
Mr. Eddie Glennon
Mr. Earl Mann
Mr. Lynn Westergaard

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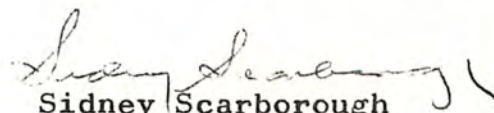
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Sidney Scarborough

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Respectfully submitted,


Sidney Scarborough
for Edgar Forio
(Chairman)

*File
Stadium Dedication*

March 29, 1965

Mr. Edgar Forio
Senior Vice President
The Coca Cola Company
310 North Avenue, N. W.
Atlanta, Georgia

My dear Mr. F.:

I have checked into the availability of Matewilda Dobbs, and should like to give you the following information.

She has a sister living in Atlanta, Mrs. Robert Jordon, who talked with her in Stockholm. She is free on July 29th, would like to come to Atlanta, in fact, she is most enthusiastic.

When the invitation is extended it should also go to her agent as the same time. In the letter to the agent, it should be explained that Miss Dobbs is free and has expressed a desire to come. It would be necessary that we pay her expenses (which might be considerable since she lives in Stockholm).

Her agent is:

Miss Nancy Tuttle
Columbia Artists Bureau
165 West 57th Street
New York, New York,

and Miss Dobbs address is (by the way she is married and uses the name of Mrs. Dobbs):

Mrs. Matewilda Dobbs
Vastmannagaten - 50
Stockholm (Va.) Sweden

Cordially,

Ann Drummond

March 11, 1965

Mr. Arthur L. Montgomery
Coca-Cola Bottling Company
864 Spring Street, N. W.
Atlanta, Georgia

Dear Arthur:

This is in regards to your letter from Jack Haynes relative to the commemorative plaque for the Stadium.

I should think we would leave the design and inscription to the discretion of the architects since they have had considerable experience with such designs. I would think, however, that this plaque would be installed and actually unveiled as part of the dedication exercises on July 29th.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Ed Forio

IVAN - PLEASE DO THIS ANY WAY YOU WISH.

ARTHUR

HEERY AND HEERY · FINCH, ALEXANDER, BARNES, ROTHSCHILD AND PASCHAL

Associated Architects and Engineers

Fifth Floor
70 Fairlie Street
Atlanta, Georgia 30303
404 524-1768

February 17, 1965

Mr. Arthur Montgomery, Chairman
The Atlanta and Fulton County Recreation Authority
c/o The Atlanta Coca-Cola Bottling Company
864 Spring Street, N. W.
Atlanta, Georgia 30308

Re: Atlanta Stadium

Dear Arthur:

During our regular progress meeting this morning we discussed the need for some sort of commemorative plaque which would list the names of those responsible for the Stadium. This could take the form of a bronze plaque mounted on a stone base located between the two center flag poles at the Capitol Street entrance.

We will be glad to work up an appropriate design if you desire. It will be necessary for the Stadium Authority to decide upon the text of the plaque including the names of individuals and organizations to be included.

Since considerable time is required to cast such a plaque and since necessary foundations can best be provided before the concourse slab is poured, we suggest that appropriate action be taken as soon as possible.

Sincerely,

HEERY & HEERY · FINCH ALEXANDER BARNES ROTHSCHILD & PASCHAL


Jack D. Haynes

JDH/sg

cc: Mr. Sidney Scarborough

FABRaP

Heery and Heery

JV

63495a

February 15, 1965

TO: Mr. Forio

RE: Meeting of sub-committee on Stadium Dedication

Reccmmendations:

(1) Dedication Date - June 14, 1965 - Braves vs. White Sox

(2) Ceremony for April 9, 1965 - Braves vs. Tigers

- a. Invocation - *Dwight Harris*
- b. National Anthem (High School Band)
(Boy Scout Color Guard)
- c. Mayor Allen and J. H. Aldredge *and Gov.* to participate in "First Ball" activities.

(3) Activities for June 14, 1965 *July 27 or 29*

- a. Master of Ceremonies - A. L. Montgomery
- b. Invocation - Dr. Billy Graham
- c. National Anthem - Miss Matewilda Dobbs
Third Army Band
Marine Color Guard
- d. Brief Talks
Senators Russell - Talmadge
- e. Invite Congressmen - Local Officials and such others as selected by committee to attend and participate.
- f. "First Ball" - Mayor Allen

(4) Committees

- a. Program - *Earl Mann, & Sid*
- b. Publicity - *ANN - Bill - Stanton*
- c. Decoration
- d. *invitation - Opie*

Sidney Scarborough

See to contact Pres

*crackers
for
opening
crackers
Apr 17
Braves vs.
International
League All-Star*

Wilson

RESUME OF INFORMAL MEETING TO
DISCUSS DEDICATION OF STADIUM
(Sid Scarbrough, Ernie Johnson, George
Goodwin and Ann Drummond - 2/4/65)

1) Souvenir Program ?
Committee for Program
↑ Eric Mann

In discussing the appropriate date to hold dedication ceremonies, it agreed that the first game to be played on April 9th, would not be the appropriate time. The reasons brought out included the fact that many areas of the stadium would not be completed, the landscaping would not be in, the weather is apt to be inclement, and the operation of the stadium itself would not have reached the point of refinement desired for such an important occasion. It was the general concensus, however, that at the April 9th game the following brief ceremony would be appropriate.

Utilizing a member of the Braves staff as master of ceremonies, a local high school band (Murphy High was suggested) could be used to play the National anthem, a Boy Scout color guard to present colors, the highest ranking clergy to give a brief invocation, and Mayor Allen to throw out the first ball. If two people could be utilized for "the first ball bit", The Chairman of the Fulton County Commissioners should share the honors with the Mayor.

Since the important exhibition game between the Braves and White Sox is scheduled for June 14, and since this is also Flag Day, the middle of the summer and approximately two and a half months of operating the stadium, it was our feeling, with the Mayor's enthusiastic concurrence, that this would be the best date to dedicate the stadium.

In discussing the format of the ceremony, the following suggestions were made. First, that no more than 45 minutes be allowed . . . that Arthur Montgomery serve as Master of Ceremonies. . . secure the Third Army Band, and the Marine

Corps color guard, invite Matewilda Dobbs (a native Atlantian with the Metropolitan Opera) to sing the National Anthem; invite Dr. Billy Graham to deliver the invocation and invite Senators Russell and Talmadge, our Georgia Congressmen State and local officials to attend. It was felt that only persons asked to speak (less than one minute each) would be the Governor, and the two Senators. Mayor Allen specifically requested the honor of throwing out the ball.

Adopting the June 14th date as the Dedication would permit time to prepare an outstanding souvenir program, and explore the possibility of securing several sponsoring Atlanta firms who would buy large blocks of tickets for special guests and their company associates.

If this suggestion is pleasing to the Stadium Authority Dedication Committee, it would be extremely important to get an early commitment from Dr. Graham and Miss Dobbs.

14 June 1954
Stadium Authority
Dedication
Committee
Foot & Street

Handwritten notes and signatures, including a date "6/14" and several illegible signatures.

Corps color guard, invite Matilda Dobs (a native Atlantan with the Metropolitan
 Opera) to sing the National Anthem; invite Dr. Billy Graham to deliver the
 invocation and invite Senators Russell and Talmadge, our Georgia Congressman
 State and local officials to attend. It was felt that only persons asked to speak
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 Committee, it would be extremely important to get an early commitment from
 Dr. Graham and Miss Dobs.

7th
 J. J. [unclear]
 [unclear]

Hill -
 Ann Little -
 Ellen -
 Darby -
 Foote & Davis

[unclear]
 [unclear]
 [unclear]
 [unclear]
 [unclear]

City of Atlanta

FULTON COUNTY RECREATION AUTHORITY

70 FAIRLIE STREET, N.W. - FIFTH FLOOR, FAIRLIE BUILDING - ATLANTA, GEORGIA

ARTHUR L. MONTGOMERY
CHAIRMAN
MILLS B. LANE, JR.
VICE CHAIRMAN

AREA CODE 404
TELEPHONE 524-1768

February 9, 1965

Mrs. Ann Drummond
Mayors Office
City Hall
68 Mitchell Street
Atlanta, Georgia

Dear Mrs. Drummond:

The committee designated by Vice-Chairman Lane to discuss details of stadium dedication will meet Monday, February 15, 1965 at 3:30 P. M., Guest House, 15th Floor, Commerce Building.

Mr. Forio is very anxious that you attend this meeting so that dedication plans may be firmed-up.

Sincerely,

Sidney Scarborough
Sidney Scarborough
Stadium Manager

SS:pt

C: Edgar Forio ✓
Arthur Montgomery
Opie Shelton ✓
Earl Mann ✓
Ivan Allen *and*
J. H. Aldredge - *McCart*

RESUME OF INFORMAL MEETING TO
DISCUSS DEDICATION OF STADIUM
(Sid Scarbrough, Ernie Johnson, George
Goodwin and Ann Drummond - 2/4/65)

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If this suggestion is pleasing to the Stadium Authority Dedication Committee, it would be extremely important to get an early commitment from Dr. Graham and Miss Dobbs.

March 11, 1965

Mr. Edgar J. Forio
The Coca-Cola Company
310 North Avenue, N. W.
Atlanta, Georgia

Dear Mr. Forio:

Since the meeting on February 15th of the Stadium Dedication Committee, I would like to bring you up to date on several thoughts we have had as well as the action we have taken.

1. On March 2nd Ivan extended an invitation to the President of the United States and a copy of that letter is attached. Attached also is copy of response just received.
2. I am also enclosing a copy of a letter from George Heery offering his idea about public relations planning.
3. We are working very closely with the Sports Committee of the Atlanta Chamber in welcoming the Braves on April 9th and I think this will prove to be a valuable experience in the planning for July 29th. I am enclosing a copy of the correspondence with Jack Williams.
4. Regarding the publicity for the actual dedication, I would suggest that after the opening game on April 9th we call a meeting with George Goodwin of Bell and Stanton, Ernie Johnson of the Braves, the public relation representative from Heery and Heery and your Committee. The by-laws of the Atlanta Advertising Club prevent them from assuming the over-all responsibility for a project such as this. However, from our experience with the Bond Issue, I believe they would be delighted to serve in an advisory capacity.

Sincerely,

Ann Drummond
Executive Secretary

AD/br

HEERY AND HEERY· FINCH, ALEXANDER, BARNES, ROTHSCHILD AND PASCHAL
Associated Architects and Engineers

Fifth Floor
70 Fairlie Street
Atlanta, Georgia 30303
404 524-1768

March 5, 1965

Mr. Arthur Montgomery
Atlanta Coca-Cola Bottling Co.
864 Spring Street, N.W.
Atlanta, Georgia

Dear Arthur:

We would like to suggest that some public relations planning might be desirable in connection with the opening of the stadium.

As you know, the first exhibition game on the 9th of April is scheduled about a week before the stadium is supposed to be completed. There are going to be a lot of loose ends, and we would hate to see the public get the wrong impression. Therefore, it might be worth quite a bit for everyone concerned to have the public prepared as well as possible.

Paving of parking areas and public concourses will probably be the main headaches. Also, while the work on concession stands, etc., has proceeded as fast as possible after final decisions were received from the Braves, there will be a number of such items that will not be completed by the 9th.

Also, on a public facility like this, you always want to have a small attendance "shakedown", but in this case, the opening day may be the biggest crowd of the year.

We will be glad to be of whatever assistance we can.

Sincerely yours,

HEERY AND HEERY . FINCH, ALEXANDER, BARNES, ROTHSCHILD & PASCHAL


George T. Heery

GTH:psm

cc: Mr. Mills B. Lane
Mr. Robert R. Richardson
Mayor Ivan Allen ✓
Mr. John McHale

HEERY AND HEERY· FINCH, ALEXANDER, BARNES, ROTHSCHILD AND PASCHAL
Associated Architects and Engineers

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70 Fairlie Street
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404 524-1768

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George T. Heery

GTH:psm

cc: Mr. Hills B. Lane
Mr. Robert R. Richardson
Mayor Ivan Allen ✓
Mr. John McHale

File

MINUTES

COMMITTEE ON DEDICATION
OF STADIUM

February 15, 1965 - Guest House, 18th Floor C & S Bank

Mr. Forio called the meeting to order at 3:30 P. M., February 15, 1965 with the following present:

<u>Committee Members</u>	<u>Others</u>
Mr. Forio	Sidney Scarborough
Mr. Shelton	Ernie Johnson
Mr. Mann	
Mr. McCart (Aldredge)	
Mrs. Drummond (Mayor Allen)	

Mr. Forio opened the meeting and explained that he had appointed a sub-committee consisting of Mrs. Drummond, Goodwin, Johnson, and Scarborough to study the dedication program. He then presented copies of the sub-committee's report to the committee and called for discussion.

In the discussion that followed, it was decided to inaugurate the Stadium on April 9 and formally dedicate the Stadium on either June 14 or July 29, 1965. Some discussion was had about delaying it until 1966 but was discarded by the committee. There was some discussion about the opening of the Cracker season on April 17.

The following appeared to be the consensus of the body:

- 1- The Cracker's opening game ceremonies would be strictly a Cracker operation and the committee would make no recommendations.
- 2- April 9, 1965 (Braves vs. Tigers) would be observed with the following ceremonies.
 - a. Invocation - Dr. Pierce Harris
 - b. National Anthem - High School Band
 - c. Color Guard - Boy Scouts
 - d. "First Ball" activities, Governor Sanders, Commissioner Aldredge and Mayor Allen.

- 3- It was the consensus of the body that President Johnson should be invited to participate in stadium dedication ceremonies and that the dates of June 14, 1965 and July 29, 1965 would be presented for his consideration

Mr. Forio appointed the following committees:

- 1- Program

Chairman Earl Mann
V. Chairman Opie Shelton
Sidney Scarborough

- 2- Publicity

Mrs. Ann Drummond
Others to be added

- 3- Invitation

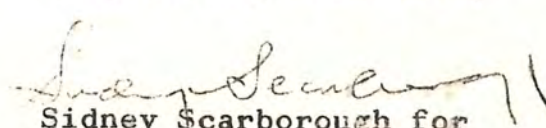
Opie L. Shelton

- 4- Plaque

Mayor Allen
Arthur L. Montgomery

There being no further business the meeting adjourned.

Respectfully submitted,


Sidney Scarborough for
Edgar Forio

March 2, 1965

The President
The White House
Washington, D. C.

Dear Mr. President:

Two of the most important events in the South's distinguished athletic history will be the dedication of Atlanta's great new municipal stadium on July 29, 1965, and the opening day of major league baseball in Atlanta during April, 1966.

It will mean so much more if you could join the people from all over our region to celebrate the South's ability to handle major league sports.

While the stadium dedication will be an occasion of great local pride, the actual beginning of the twenty-five year baseball contract with the former Milwaukee Braves will command more attention as it assumes regional, even national scope. Therefore, you may prefer to give more serious consideration to that event.

The City of Atlanta would be honored to have you present on either of these occasions, and I will hope for your consideration of this possibility.

Respectfully,

Ivan Allen, Jr.
Mayor

IAJr:ad
bc: Arthur Montgomery
Edgar Forio

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Respectfully,

Ivan Allen, Jr.
Mayor

IAJr:ad
bc: Arthur Montgomery
Edgar Forio

Dear Mr. President:

Two of the most important events in the South's distinguished athletic history will be the dedication of Atlanta's great new municipal stadium on July 29th, 1965, and the opening day of major league baseball in Atlanta during April, 1966.

It is my earnest hope that you might find it possible to be present ^{on} ~~for~~ one or the other of these occasions.


While the ^{stadium} dedication will be an occasion of great local pride, the actual beginning of ~~major league~~ ^{the former M. Braves 212 No} baseball in Atlanta in April of next year will command more attention as it assumes regional, ~~even~~ national scope. Therefore, you may prefer to give more serious consideration to that event.

The City of Atlanta would be honored to have you present on either of these occasions, and I will hope for your consideration of this possibility.

Dear Mr. President:

The most important event in the long record of athletics in the south will be the dedication of Atlanta's new great municipal stadium and ~~the~~ the opening day when the former Milwaukee Braves arrive here in April, 1966.

It is our earnest hope that one ~~one~~ or the other of these occasions that you find it possible to be present.

~~The present plan is~~ ^{We} to dedicate the stadium at a special game between the present Braves and the International League All-Stars on July 29th ~~1965~~. ^T ~~The actual arrival of the Braves here for~~ opening day in April 1966 has not yet been scheduled. 

I would appreciate it if you would ~~th~~ treat this purely as an informal inquiry as to the possibility of your being here on either of these two occasions.

I would take the further liberty of recommending that you consider more seriously the opening of major league baseball in the Spring of 1966 when the Braves open their twenty-five year contract

Dear Mr. President:

As an active sportsman and enthusiastic sports spectator yourself, I feel certain that you appreciate even much more than I how much the coming of major league baseball will mean to the Southeast.

It will mean ever so much more if you could join with the people from all over our region to celebrate this climatic event in the South's long and exciting sports history - an event that was not possible until Atlanta's magnificent new municipal stadium came into being as the first facility in the Southeast capable of handling major league sports.

Accordingly, on behalf of the people of Atlanta and the Southeast, I would like to extend to you a most cordial invitation to honor us with your presence on one of the two occasions when the coming of major league baseball to the Southeast will be celebrated.

The first celebration will be on July 29, 1965 when our Atlanta Stadium will be dedicated with an exhibition game between the Milwaukee Braves and the International All Stars.

The second - and much greater celebration - will be when the baseball season opens in the spring of 1966. On that date, the Braves will begin their 25 year contract as the Atlanta Braves - the first major league baseball club ever to be domiciled in the Southeast and, as such, bring regular major league baseball to our region.

I most earnestly hope that you will be able to be with us on one of these occasions.

Sincerely,

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- 1- Program

Chairman Earl Mann
V. Chairman Opie Shelton
Sidney Scarborough

- 2- Publicity

Mrs. Ann Drummond
Others to be added

- 3- Invitation

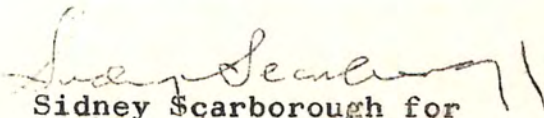
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Mayor Allen
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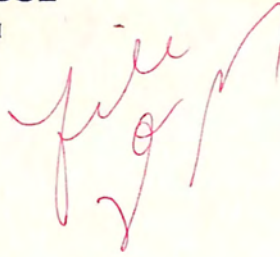
There being no further business the meeting adjourned.

Respectfully submitted,


Sidney Scarborough for
Edgar Forio

THE WHITE HOUSE
WASHINGTON

March 1, 1966



Dear Senator:

Thank you for your letter of February 28 to the President regarding the invitation that will be extended him to attend the opening game of the Atlanta Braves.

I am sure that the President will appreciate your joining in this invitation, and your letter is being referred to his appointments secretary.

Sincerely,

Mike Manatos
Administrative Assistant
to the President

Honorable Herman E. Talmadge
United States Senate
Washington, D. C.

3/7

*Slender
Medicine*

February 22, 1966

The President
The White House
Washington, D. C.

Dear Mr. President:

I will be in Washington on March 7 and 8 in connectinn
with my appointment to the National Advisory Council
on Extension and Continuing Education.

I should be most grateful to have an opportunity to
come by your office to deliver a personal message
of considerable importance at that time.

With highest personal regards, I am

Sincerely,

Ivan Allen, Jr.
Mayor

IAJr:am
bc: Bill D. Moyers

February 22, 1966

Mr. Bill D. Moyers
Special Assistant to the President
The White House
Washington, D. C.

Dear Mr. Moyers:

I will be in Washington on March 7 and 8 in connection with my appointment to the National Advisory Council on Extension and Continuing Education.

I would appreciate it very much if you could make arrangements for me to see the President for, perhaps, five minutes.

On April 12, the Atlanta Braves will play the Pittsburgh Pirates in the new Atlanta Stadium, initiating major league baseball in the southeast. I would like to deliver a personal invitation to the President for him to be here at that time. This would probably be the most appropriate and most important time during the coming several years for the President to visit this area.

I am certain that both Senators Russell and Talmadge and several members of the Congressional delegation will come down that afternoon or early evening, attend the game, and return to Washington that night.

If you would like to have additional information, I would appreciate your calling me.

Sincerely,

Ivan Allen, Jr.

IAJr:am
Enclosure

February 22, 1966

The Honorable Richard B. Russell
United States Senate
Washington, D. C.

Dear Senator:

It was good talking to you today, and I am most grateful for any assistance you can render ahead of time in arranging for The President to be in Atlanta on April 12th when the Braves open.

Attached is copy of my letter to the President as well as the transmittal letter. I hope to deliver the invitation personally on March 7th.

Gratefully,

Ivan Allen, Jr.
Mayor

IAJr:am
Enclosures

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Ivan Allen, Jr.

IAJr:am
Enclosure

*File - Media
Secret*

ASSIGNMENTS

1. Press kit - B & S, Atlanta Braves
2. Press invitations - B & S, Atlanta Braves
3. Press tours - Sports Committee, Georgia Press Association
4. Press party - Atlanta Braves
5. Today Show - WSB-TV (Mayor to Leonard Reinch)
6. Press wire service stories - B & S
7. Regional press offices (Time, Newsweek, etc.) - B & S
8. Industrial editors - B & S, C of C
9. Negro market - Sports Committee (with help from B & S)
10. College editors - B & S, C of C
11. Traffic handling - Atlanta Transit System
12. Convention and Trade Shows - C of C
13. Half holiday - Mayor (with help from B & S)
14. State Chamber - C of C (Atlanta)
15. Celebrities - B & S, Atlanta Braves, Forio
16. Political invitations - Mayor, Governor (with help from C of C)
17. Baseball invitations - Atlanta Braves
18. Business invitations - C of C
19. TV personalities - TV stations (urged by Mayor)
20. Pittsburgh delegation - Sports Committe, Mayor

Assignments

Page Two

21. Mayor's dinner - C of C
22. Easter Parade - B & S
23. Professional clubs - B & S, C of C
24. Braves sponsors - Atlanta Braves (with help from B & S)
25. Parade - (parade committee headed by Frank Fling)
26. Radio and TV support - Sports Committee (with help from Mayor)
27. Georgia Press Association - B & S, Atlanta Braves
28. Advertising - Tucker Wayne and Sports Committee
29. Reverse to New York - C of C, Mayor
30. Season tickets - Mayor, B & S, Atlanta Braves
31. Atmosphere - Sports Committee
32. School participation - Mayor, Sid Scarboro
33. Budget - B & S, C of C, Atlanta Braves, Mayor
34. Supporting advertising - Tucker Wayne
35. Braves Days Sales - Sports Committee
36. Radio and TV promo spots - Tucker Wayne
37. Hotels, motels, restaurant support - Sports Committee
38. Private clubs - Sports Committee (perhaps mayor)
39. Ticket sales - Atlanta Braves

RICHARD B. RUSSELL, GA., CHAIRMAN

JOHN STENNIS, MISS.
STUART SYMINGTON, MO.
HENRY M. JACKSON, WASH.
SAM J. ERVIN, JR., N.C.
HOWARD W. CANNON, NEV.
ROBERT C. BYRD, W. VA.
STEPHEN M. YOUNG, OHIO
DANIEL K. INOUE, HAWAII
THOMAS J. MCINTYRE, N.H.
DANIEL B. BREWSTER, MD.
HARRY F. BYRD, JR., VA.

LEVERETT SALTONSTALL, MASS.
MARGARET CHASE SMITH, MAINE
STROM THURMOND, S.C.
JACK MILLER, IOWA
JOHN G. TOWER, TEX.

United States Senate

COMMITTEE ON ARMED SERVICES

WILLIAM H. DARDEN, CHIEF OF STAFF
CHARLES B. KIRBOW, CHIEF CLERK

March 2, 1966

Hon. Ivan Allen, Jr.
Mayor, City of Atlanta
Atlanta, Georgia

Dear Ivan:

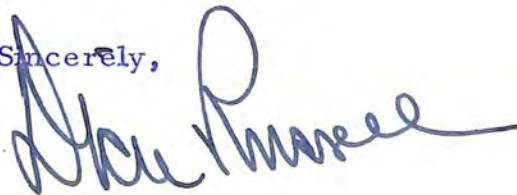
Permit me to acknowledge and thank you for your letter enclosing the copy of your letter to the President, extending the cordial invitation for him to be in Atlanta on April 12 when the Braves open.

I have been glad to endorse your invitation to the President and, needless to say, I hope that he will find it possible to accept. I shall also speak to him about this when the occasion presents itself.

It was good to talk with you and I hope to see you when you are up this way.

With personal regards, I am

Sincerely,



*Full
Stadium
dedication*

IAJr

February 28, 1966

Mr. George Goodwin
Bell & Stanton
Peachtree Center Building
Atlanta, Georgia

Dear George:

I will be glad to try to do these things, however,

I cannot take over the whole promotional program.

I will need more detailed information than just

this.

Sincerely,

Ivan Allen, Jr.

IAJr:am

Attachment

Telefax

WESTERN UNION

Telefax



608P EST APR 11 66 A0410 B0621

B AHC074 FD FAX AM NEW YORK NY 11 513P EST

MAYOR IVAN ALLEN JR

MARRIOTT HOTEL

ATLA

HEARTIEST CONGRATULATIONS TO YOU AND THE CITY OF ATLANTA ON
THE EVE OF THE OPENING OF THE ATLANTA BRAVES 1966 SEASON AS
A MEMBER OF THE NATIONAL LEAGUE ON BEHALF OF ORGANIZED BASEBALL,
I SALUTE NOT ONLY THE GREAT METROPOLIS OF ATLANTA BUT THE ENTIRE
SOUTHEAST AND WISH YOU A SUCCESSFUL BASEBALL SEASON

WILLIAM D ECKERT

COMMISSIONER OF BASEBALL (34)

620P