

PETERS, GRIFFIN, WOODWARD, INC.

1371 PEACHTREE STREET, N. E.
ATLANTA 9

875-7763

WILLIAM J. STUBBS
VICE PRESIDENT-TELEVISION

April 1, 1966

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

Dear Ivan:

After years of being tormented by my New York associates with the cry of "bush league," we are taking an opportunity to blast them back with some promotion for OUR BRAVES!

WPIX, Channel 11 in New York City, is a station represented by Peters, Griffin, Woodward, in sales and will be carrying the Easter afternoon game from Atlanta "live" to the greater New York area. Attached is a copy of a "press release" that I am having distributed in my New York office next week and, while it is a family joke, I thought you might be interested in knowing that this Atlanta branch office is joining in the promotion, too.

With best regards.

Sincerely,



William J. Stubbs

WJS/mf

Attachment