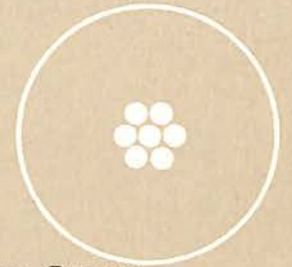


*cc to J. J. ...  
per [unclear]*

SOUTHEASTERN COMMUNICATIONS SYSTEMS, INC. • 1526 HOWELL MILL RD., NW • ATLANTA, GEORGIA 30318 • (404) 351-6453

June 1, 1966

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



Dear Mayor Allen:

I have spent the last two evenings out at our Stadium watching our Braves. The nights were not exactly the Braves' nights, nor the fans'. They were, however, evenings of exciting baseball for baseball fans.

Almost every old-line major league city has had to experience seasons of ups and downs, and yet they have managed to sustain their support for their teams; support in the form of adulating paid attendance at games. The results are evident where a team has not been supported; the team moves out of town, as was the case of Milwaukee.

I was extremely disturbed to see so many people leaving so early during the game and the drop off in attendance Tuesday night over Monday evening. Most disturbing were comments such as, "They ought to go back to Milwaukee, if Milwaukee will take them back." I also hear comments to the effect that Atlanta is a football town and will never support a losing baseball team. We are a major league city at this point only to the point that we now have a major league team. We will be a major league baseball city in fact and deed when the Braves are given real support. Everybody loves a winner, but even winners have to lose sometimes, and at times even for long stretches.

Pro and con opinions about Bragan and individual players are healthy and are a part of spectator sports, but fickleness can only go so far. The very worst thing that could happen is having the Braves win a penant in their first year here. All that can happen after that is for the team to stay status quo or go down.

I think that news media have done a fairly good job of promoting the Braves, but more is needed. The civic leaders who helped bring the Braves to us have to maintain and radiate their enthusiasm. Unfortunately, Atlanta does not have New York's sense of humor that has more than sustained the Mets through several dark years.

Maybe we ought to start opening up our somewhat starched collars and introduce more showmanship into activities at the Stadium. Atlanta is a potpourri of people from all over the country. Why not have "New Yorkers' Night" when the Mets are here, and Philadelphia night when the Phillies are here, etc. We don't have to go to quite the extremes of Bill Veeck, (or do we?) but more color would add to the fun. Anyway, you have to agree that baseball is always good, but we need the fans out there during good times and not so good times.

Let's make each and every Brave feel as big in Atlanta, as big as Atlanta now feels that it is in the world of sports.

Cordially,

SECOM SYSTEMS, INC.



Joseph B. Hinerfeld  
President

JBH/ms

CC: Mr. John Mc Hale  
President  
Atlanta Braves Baseball Club  
Atlanta Stadium  
521 Capitol Ave., S.W.  
Atlanta, Georgia