

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.

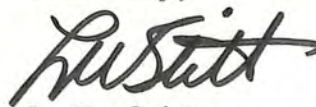
Recently, I received your fine letter expressing the desire that as a part of the Opening Day celebration of Major League baseball in the South, I invite top officials of my company to Atlanta for the week-end of April 9-10-11-12. The idea behind the invitation was great, in that it would give industrial 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

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