

May 27, 1966

Mr. Herb Lyon  
The Chicago Tribune  
435 N. Michigan  
Chicago, Illinois

Dear Mr. Lyon:

I have seen your column of May 8, 1966, in which you noted, "The Atlanta Braves' owners have this new heap-big headache: Powerful Crackertown biz, civic, and political leaders are suddenly pressuring 'em to quit selling choice box seats to Negro fans. The Braves Big Chief are totally ignoring this nonsensical pitch."

Herb, I do not know where you got your information but, it is completely falacious. I spoke to John McHale about this, before attempting an answer, and he tells me that there is absolutely not one shred of truth in this statement.

I think that Atlanta has taken a bum-rap. For a guy who has spent just about all of his growing years in the north, I find Atlanta to be as progressive, if not more so, in the area of racial integration, than in most northern cities in which I have lived; including Chicago.

I really think you've thrown the city a curve ball.

Sincerely,

Jerald S. Sachs  
Public Relations Director

JSS;paa