



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:

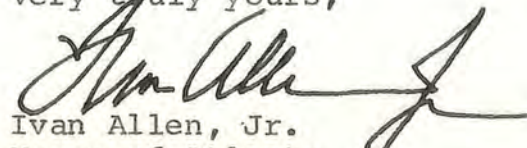
The night of April 12, when our Atlanta Braves open their National League season against the Pittsburgh Pirates, will begin one of the most thrilling chapters yet in the success story of this vibrant, growing city. I am asking you to take an important personal role in a community effort to show the national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