

FORWARD

Atlanta proudly acknowledges its title of unofficial Capital Of The Southeast. Our's is an enthused and energetic city. We are enjoying remarkable progress because we have plotted our course carefully.

Our preparations to accommodate a professional football team have been thorough. We have not only a young, sports-minded population, but new and impressive facilities.

While Atlanta is unique among the South's major cities, it typifies all of them in one respect: We want professional sports. Like our neighboring cities, we produce a significant number of athletes each year who, following graduation from colleges or universities, pack-up to thrill sport fans in far away places.

These athletes participate in professional football, basketball and baseball. Despite our capacity for producing them, we have so far been able to enjoy their performances only through news dispatches and broadcasts from cities in the North and in the West. Atlantians want a professional team of their own, and steps have been taken to enhance their prospects. A twenty-five year contract has been signed with the Milwaukee Braves of the National League to play baseball in Atlanta beginning in 1966.

We feel fortunate indeed that Cox Broadcasting and WSB Radio and WSB Television in particular, are playing a leading role in our city's quest for professional sports. We are further pleased that they have directed their interest toward securing an American League team.

Ivan Allen, Jr.
Mayor, City of Atlanta