



Royal Crown Cola Co. COLUMBUS, GEORGIA

December 1, 1964

Mayor Ivan Allen, Jr.  
City Hall  
Atlanta, Georgia

Dear Mayor Allen:

I want to thank you for the time and courtesies shown to Al Roach and myself this past week in your office. It was a pleasure meeting you after knowing of you for so many years through Ian Stalker. We were raised in the same neighborhood.

Again, I would like to congratulate you, Mayor Allen, on making an outstanding contribution to Atlanta, Georgia, and the Southeast, by bringing the Milwaukee Braves to Atlanta. All of us will benefit from your efforts.

We, of the Royal Crown Cola Co., as I stated in your office, stand ready to do what we can to insure the success of major league baseball and football. We hope you will convey this interest to the Atlanta Braves. They will really belong to all Georgians almost as much as to Atlanta!

Another point I would like to reiterate, Mayor Allen, is our desire as a Georgia company, to sell our products in our capitol city on a non-exclusive basis. We only want the opportunity to have our products available along with other Georgia companies. You have indicated this opportunity is available through the Braves, so we will pursue this course.

Royal Crown Cola Co.

CONTINUING A LETTER TO:

Mayor Ivan Allen, Jr.

DATED

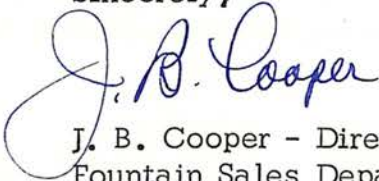
December 1, 1964

PAGE

Two

Again, let me say it was a pleasure meeting you, and we, in Columbus, wish you every success, good health, and a happy holiday season. Kindest personal regards.

Sincerely,

A handwritten signature in blue ink that reads "J. B. Cooper". The signature is fluid and cursive, with the first name "J." and last name "Cooper" clearly legible.

J. B. Cooper - Director  
Fountain Sales Department

JBC:ntg