

# BENARD SOUTH

332 PIEDMONT AVENUE, N.E.  
ATLANTA 12, GEORGIA, U.S.A.  
PHONE JA 4-2026



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November 11th, 1964

Mayor Ivan Allen, Jr.  
Atlanta, Ga.

Dear Ivan:

I want to congratulate you on the closing of the contract to bring Major League Baseball to Atlanta to be played in the new stadium you have championed all these months. Yours has been a worthy task and I am certain that history will prove this to be one of the finest steps forward that Atlanta has ever undertaken.

It has been my pleasure to view ALL of the largest stadiums in America and quite a few overseas. One day I read a list of all the largest stadiums in America with the capacity of each listed. I had been in all of them from the Rose Bowl in Pasadena to the Yale Bowl in New Haven and including the Sesqui-Centennial Stadium in Philadelphia, Soldiers Field at Chicago, Orange Bowl, Sugar Bowl, Los Angeles Coliseum, Univ. of California at Berkeley, California. I have witnessed Major League Baseball games in 95% of all the National League and American League baseball parks including the Milwaukee park and my experience leads to the conclusion that the good that will come to Atlanta in the building of the new and modern stadium is incalculable.

I peddled Coca-Colas in Ponce de Leon park in 1919 and made the handsome sum of \$3.65 on the last day of the season when the Crackers defeated New Orleans in a battle for the pennant before some 13,000 fans. Most of this profit came from selling Coca-Cola bottle crates for the rightfield standees after we sold out of cold drinks. I mention these things to indicate that I am really not a novice when a discussion arises concerning the subject matter. I was present the day Arthur Montgomery presented the Stadium plan to the Board of Aldermen when the general public was invited. Mr. Montgomery made as fine a presentation on a subject as I have ever heard. The two of you have done something for Atlanta of which you can well be proud!

Cordially yours,

Copies to: Mr. Arthur Montgomery  
Judge James C. Davis, Atlanta Times