

COMPARISON OF AGREEMENTS BETWEEN CITIES AND MAJOR LEAGUE TEAMS

Page Two

<u>CITY</u>	<u>STADIUM RENTAL</u>	<u>CONCESSIONS</u>	<u>OTHER</u>
Los Angeles (Dodgers)	City gave Walter O'Malley 328 acres of downtown property. City built access roads. No rental charged.	Dodgers get all.	Dodgers get all. of parking.
Milwaukee	Same as Atlanta.	Same as Atlanta.	
Minnesota	City gets 7% of paid admissions.	City gets 10%.	
New York (Shea Stadium)	Rental is \$450,000, decreasing \$20,000 annually during contract	Mets get all.	City gets 10% of any pay TV.
Oakland	In third year city would get \$125,000. (This was offer - no team yet.)	To be negotiated.	
San Francisco	City gets \$125,000 or 5% of paid admissions, whichever is greater. Lease is for three years.	Giants get all.	City gets 85.1% up to \$300,000; 95.1% thereover. of parking.
Washington	City gets \$65,000 or 7% of paid admissions, whichever greater.	City gets 13%.	

POPULATION COMPARISONS BASED ON
1960 CENSUS

	<u>City</u>	<u>Metropolitan Area</u>
Atlanta	487	1,017
Baltimore	939	1,727
Cleveland	876	1,797
Houston	938	1,243
Kansas City	476	1,039
Los Angeles	2,479	6,743
Milwaukee	741	1,194
Minneapolis - St. Paul	796	1,482
New York	7,782	10,695
Oakland	368)	
San Francisco	743)	2,783
Washington	764	2,002

COMPARISON OF AGREEMENTS BETWEEN CITIES AND MAJOR LEAGUE TEAMS

<u>CITY</u>	<u>STADIUM RENTAL</u>	<u>CONCESSIONS</u>	<u>OTHER</u>
Atlanta	City gets 5% of first million paid admissions, 7% on million to 1,500,000 and 10% on over 1,500,000. (Contract same as Milwaukee.)	City gets from 10% to 16%, depending on volume.	Parking remains with Stadium Authority. Authority gets 10% of any pay TV (same as New York). Braves will be credited up to \$500,000 moving expenses.
Baltimore	City gets \$75,000 or 7% of paid admissions, whichever is greater.	City gets 10%.	
Cleveland	City gets \$60,000 basic rental against 7% of paid admissions, whichever is greater.	City gets 45%. (Equipment paid for by city.)	
Houston	City gets \$562,500 to \$747,000, depending on income.	City retains all concessions.	
Kansas City	Lease signed at end of 1963 season (lease non-cancellable prior to end of 1967 season) provides: for 1963 and 1964 \$1 per year rental; for 1965 through 1967 \$1 per year plus 5% of all paid admissions if attendance exceeds 950,000. Earlier lease provided \$1,000 rent plus 5% of paid admissions but was cancellable by Athletics if paid admissions fell below 850,000.	City gets 7½%.	

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Washington	City gets \$65,000 or 7% of paid admissions, whichever greater.	City gets 13%.	

May 20, 1966

Mr. Joe H. Gerson
729 W. Peachtree Street, N. E.
Atlanta, Georgia 30308

Dear Joe:

The contract with the Braves is public information and is on file with the City Clerk (Mr. J. J. Little, First Floor, City Hall).

It is an extremely bulky contract and I doubt if you would want to read all of it. It is essentially the best contract in the National League.

I am attaching hereto a summary of the contract which I used during my campaign.

My advice to you is don't get sick listening to sick people. They are simply not worth it.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr:lp



The **EQUITABLE** Life Assurance Society of the United States

HOME OFFICE NEW YORK, NEW YORK

JOE H. GERSON
MEMBER
EQUITABLE HALL OF FAME

739 W. PEACHTREE STREET, N. E.
ATLANTA, GEORGIA 30308
TELEPHONE: 875-7396

May 19, 1966

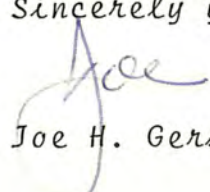
The Honorable Ivan Allen, Jr.
Mayor of Atlanta
City Hall
Atlanta, Georgia

Dear Mayor Allen:

I am so sick and tired of hearing so many people squawk about the contract that the Braves has with the Stadium Authority I wonder if it would be possible for me to secure a copy of this contract. I would just like to give some of these people the correct answer. I hope you will be able to secure this for me or tell me where I might be able to secure one.

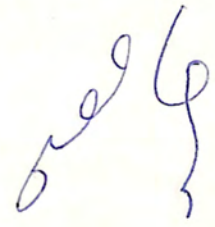
Thank you in advance for any assistance you might be able to give me.

Sincerely yours,


Joe H. Gerson

JHG:hh

May 11, 1966



Mr. William C. Bartholomay
Chairman of the Board
Atlanta Braves
Atlanta Stadium
Atlanta, Georgia 30312

Dear Bill:

I am most grateful for the National League Pass
which you so thoughtfully sent me.

If I can tear myself away from watching the Braves
here in Atlanta, I will certainly make every use of
the pass.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br



ATLANTA STADIUM
ATLANTA, GA. 30312
AC 404-522-7630

May 9, 1966

The Honorable Ivan Allen, Jr.
Mayor, Atlanta
City Hall
Atlanta, Georgia

Dear Ivan:

I am very pleased to enclose a 1966 National League Pass which extends the courtesy of all the parks in our league to you and your guests.

You already have your Lifetime Gold Pass for Atlanta Stadium, but in case your travels ever permit you to see a game in the other cities in our league I wanted you to be sure to have this pass.

With best regards.

Sincerely,

William C. Bartholomay
Chairman of the Board

WCB:ls

Enc.

May 10, 1966

Mrs. M. T. McDonald
P. O. Box 123
Cochran, Georgia

Dear Mrs. McDonald:

This will acknowledge receipt of your letter regarding your class coming to Atlanta and their desire to see the Braves.

I am forwarding your letter to the Braves in order that your request for tickets may be considered. I regret that I have no facilities with which to offer them.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Eddie Glennon

XERO COPY

XERO COPY

XERO COPY

XERO COPY

696

May 12, 1966

Mrs. Norman M. Shipley
101 Chinquapin Drive
Marietta, Georgia 30060

Dear Mrs. Shipley:

Mayor Allen has sent me your letter and a copy of his to you, regarding your request that we sing the National Anthem before all of our ball games at the Stadium.

I believe, we have an honest difference of opinion. I am one who does not believe we should sing it before every game, but I would rather save the singing for special occasions, when we have a large crowd and attendance; when the singing will sound particularly traumatic.

In my estimation, the Anthem is quite a difficult song to sing and we have a rather small attendance people seem to have a great reluctance to stand up and be heard. Therefore, our policy is one of singing the Anthem only on special occasions.

Thank you for your interest and I hope that our reasoning makes sense to you.

Cordially,

Jerald S. Sachs
Public Relations, Director

JSS:paa



ATLANTA STADIUM
ATLANTA, GA. 30312
AC 404 - 522-7630

May 5, 1966

Mrs. Ann Moses
Secretary to the Mayor
City Hall
Atlanta, Georgia

Dear Ann:

Before too much time has elapsed, I wanted to write a note to thank you for the great job you did helping to organize and execute our Opening Days' plans.

There were many times early in our planning when I wondered whether things were really going to get off the ground. But, once you brought your feminine touch into play, we were on our way.

Please accept my personal thanks and those of the ball club for all you did to make our opening a success. I really don't think we could have done it without you.

As I told you in the past, anytime I can personally be of service, please don't hesitate to call on me. It will be a real pleasure to be of assistance.

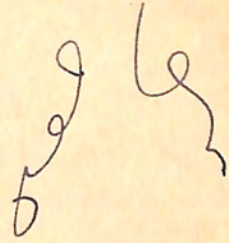
Thanks for being so sweet.

Cordially,

Jerald S. Sachs
Public Relations, Director

JS/kh

May 4, 1966



Mr. A. H. Thorpe
President Local 148
Atlanta Federation of Musicians
622 Loew's Theatre Building
Atlanta, Georgia 30303

Dear Mr. Thorpe:

This will acknowledge receipt of your letter of
May 2nd regarding the Atlanta Stadium and your
suggestion of a benefit for the Atlanta Symphony.

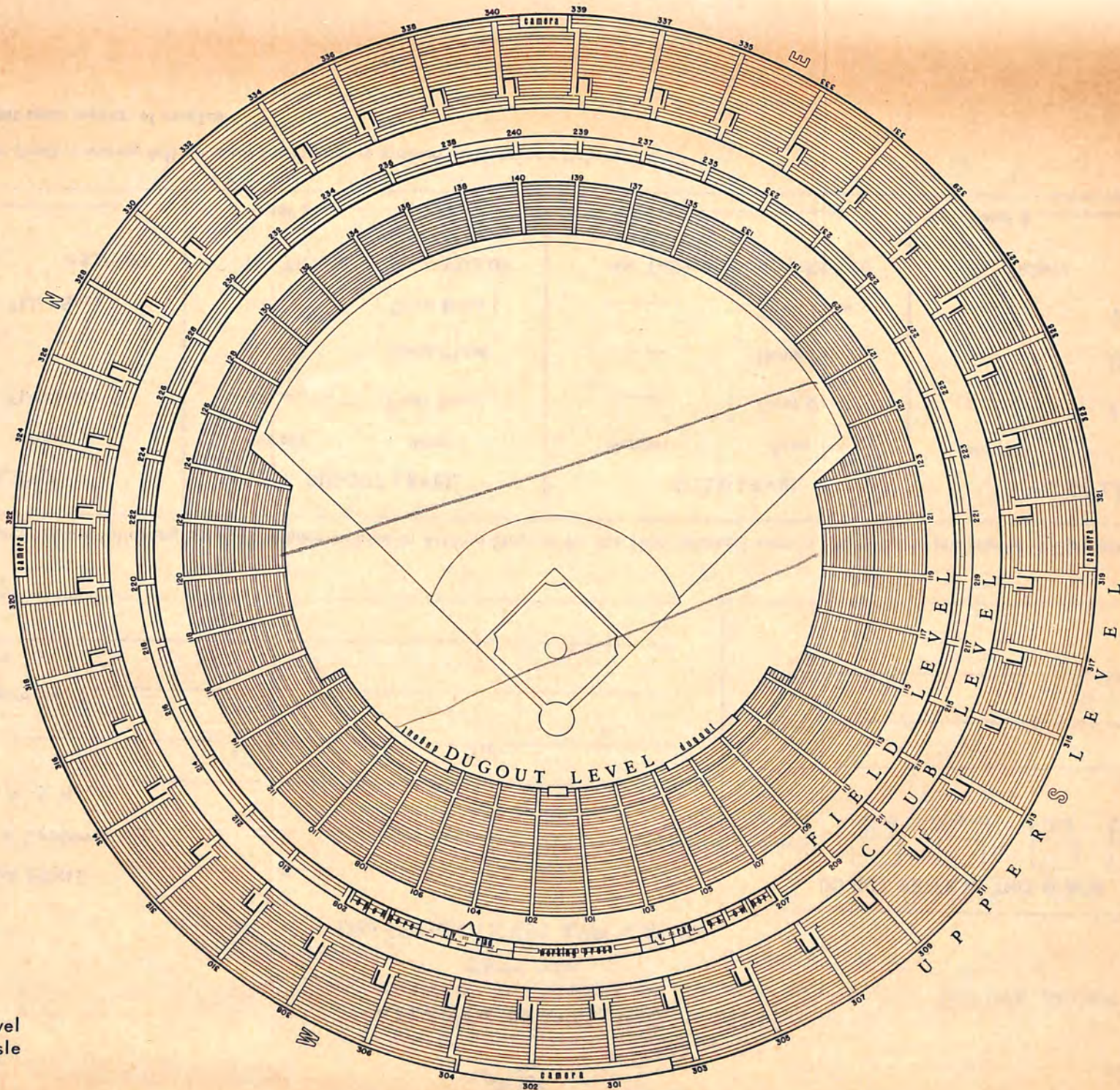
I am passing your letter along to the Braves and
I am sure they will give this every consideration.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC:
Mr. Wm. C. Bartholomay



Loge Area
 The first three
 rows of Upper Level
 extending from aisle
 325 through 332



ATLANTA BRAVES, INC.

P. O. BOX 1122 ATLANTA, GEORGIA 30301
TELEPHONE 522-7630

Tel: (404) 522-7630

1966 SEASON TICKET APPLICATION

PLEASE TYPE OR PRINT

Name (Individual or Company) _____

Street Address or P. O. Box No _____

City _____ State _____ ZIP _____

Company Representative _____

Title _____

Date _____ Tel. No. _____

DO NOT WRITE IN THIS SPACE

Level: Club Dugout Field Loge

Aisle: _____

Row: _____

Seats: _____

I desire to purchase the following baseball season tickets in Atlanta Stadium for the 1966 baseball season. My seating preference is indicated below.

CLUB LEVEL		DUGOUT LEVEL		FIELD LEVEL		LOGE LEVEL	
Number	Area	Number	Area	Number	Area	Number	Area
_____	First Base	_____	First Base	_____	First Base	_____	First Base
_____	Third Base	_____	Home Plate	_____	Home Plate	_____	Home Plate
_____	Third Base	_____	Third Base	_____	Third Base	_____	Third Base
No. Tickets	@ \$375.00	No. Tickets	@ \$375.00	No. Tickets	@ \$250.00	No. Tickets	@ \$250.00
Total \$	_____	Total \$	_____	Total \$	_____	Total \$	_____

Enclosed is a check covering full payment for the above ordered 1966 season tickets.

I agree to remit upon receipt of invoice.



ATLANTA STADIUM
ATLANTA, GA. 30312
AC 404-522-7630

To Leggy

March 9, 1966

Mayor Ivan Allen Office
City Hall
68 Mitchell Street
Atlanta, Georgia 30303

Attention: Mrs. Ann Moses

Dear Mrs. Moses:

Enclosed are two copies of our Braves' personnel.

Sincerely yours,

Eddie Glennon
Manager Area Sales & Groups

EG/elb
Enclosure

HOME ADDRESSES - ATLANTA BRAVES PERSONNEL

Feb. 17, 1966

Bill Adair	2499 Echo Drive, N.E., Atlanta	(coach -Richmond)	634-9812
Carolyn Barnett	617 Handley Ave., S.W., Atlanta	(Receptionist)	755-7443
Bill Bartholomay	Landmark Apts., #1802, 215 Piedmont Rd. N.E.		522-8673 *
Billy Blevins	440 Mead, S.E., Atlanta	Chairman of board Stadium Maintenance	627-0646
Emma Lou Boss	106 Park Lane, Thomaston	Secretary-John Mullen & Ray Hayworth	647-7897
Tom Brennan	2808 Cheryl Drive, East Point	Tickets	761-2848
Bill Brokaw	4695 Santa Fe Trail, S.W., Atlanta	Tickets	344-2461
Austin Brown	1068 Dean Dr., N.W., Atlanta	Tickets	351-3985
Jack Carlin	3491 Glenwood Rd., Apt. 4, Decatur	Stadium Operations	284-7923
Richard Cecil	4524 East Brookhaven Dr., N.E., Atlanta	Bus. Mgr.	233-8413
Joe Champion	156 Battlefield, S.E., Atlanta	Mail boy	688-4812
Don Davidson	2581 Hawthorne Dr., N.E., Atlanta	Dir. of Team Travel	938-8576
Faith Davis	3619 Atlanta Avenue, Hapeville	Tickets (Secretary)	766-7692
Joan Eaves	4308 John Wesley Drive, Decatur	Sec-Public Relations	284-7831
Jim Fanning	3200 Lenox Rd., N.E., Apt. F-206, Atlanta	Asst Gen Mgr.	237-7830
Jim Faszholtz	6275 Aberdeen Dr., N.E., Atlanta	- Dir. of broadcast-	255-8825
Eddie Glennon	430 Glencourtney Dr., Sandy Springs	Mgr. Area Sales & groups	252-1824
Shirley Glitz	3200 Lenox Rd., N.E., Apt. F-210, Atlanta	groups	237-5120
Ken Grantham	3363 Gilbert Rd., S.E., Atlanta	Secretary-J. McHale	361-3849
Jim Hay	3317 Chamblee-Tucker Rd., Chamblee	Tickets	457-5265
Ray Hayworth	Landmark Apts., #1408, 215 Piedmont Rd. N.E.		522-8921
Wally Higgins	1229 Oakview Rd., Decatur	Dir. of scouts Superintendent	377-5389
Mabel Holliday	1585 Princess Circle, N.E., Atlanta	-Accounting	
Ernie Johnson	7215 Duncourtney Dr., Sandy Springs	Assoc dir of Broad-	252-1445
Robert Johnson	714 Bryant St., Apt. 8-A, Atlanta	groundkeeper casting	688-7045
Pat Knight	1729 Ellington St., S.E., Decatur	Secretary-D.Cecil	289-8968
Bill Lucas	3775 Gordon Road, Apt. C-9, Atlanta	Public Relations	755-8287
John McHale	2875 Wyngate Road, N.W., Atlanta	President	351-2629 *
Lil Merrill	3058 Howell Mill Road, N.W., Atlanta	Sec-Earle Yerxa	351-2170
John Mullen	6565 Sentry Hill Trail, N.E., Atlanta	Mgr. Farm Sys-	255-4658
Pat Pickett	1870 Burning Tree Drive, Decatur	Tickets-Sec.	377-4307
Jerry Sachs	3200 Lenox Rd., N.E., Apt. E-303, Atlanta	P. Relations	233-7237
Gene Sammon	Landmark Apts., #2009, 215 Piedmond Rd. N.E.	Mgr.	522-0620 Stadium cl.
LaShon Strilla	2030 Peachtree Rd N.W., Apt. 304, Atlanta	Secretary	355-0247
Frank Summersell	2411 A Old Stone Mountain Rd., Chamblee	=Controller	451-5139
Paul Snyder	3365 Chamblee-Tucker Road, Apt. 5, Chamblee	-Stadium	938-9387 operations
Nancy Todd	1876 Georgiana Drive N.E., Atlanta	Secretary	634-1939
Earle Yerxa	2637 Old Hapeville Road S.W., Apt. 1-B	=Mgr. Advertisi-	767-0712 & Mail order.
Margaret Yerxa	"	accounting	
Munson, Larry	4301 Linda Wood Drive - Nashville, Tennessee	37215 (announcers)	
Hamilton, Milo	435 Riverside Parkway, N.W. 30328	Atlanta, Ga.	"

* unlisted

May 2, 1966

Mrs. Norman Mercier Shipley
101 Chinquapin Drive
Marietta, Georgia 30060

Dear Mrs. Shipley:

I certainly appreciate your note regarding the singing of the Star Spangled Banner at the Atlanta Stadium.

Although it is played on the organ prior to each event, I am sure the Braves will also give favorable consideration to your suggestion. I am passing it along to them.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Jerry Sach



Press Notes

BRAVES ANNOUNCE GOOD NEIGHBOR PROGRAM

The Atlanta Braves announced today the establishment of the Braves' Good Neighbor Program, a charitable project to be sustained by the proceeds of the annual Braves-Minnesota Twins exhibition game. This year's exhibition game, the third of a series with the American League Champions, is scheduled for Atlanta Stadium, Monday, May 2 at 7:30 P.M. The game will be played in Atlanta and the Twin Cities on alternate years.

The aim of the Braves' Good Neighbor Program is to promote, create and sustain recreational facilities in the needy neighborhoods of Atlanta.

Chairman of the Board Bill Bartholomay, commenting on the Braves' Good Neighbor Program added: "The Braves are proud to be in a position to extend a helping hand to the families living in Atlanta's underprivileged areas. We feel the most effective assistance that we can provide to our neighbors can come in the improvement of existing recreation areas and in the creation and maintenance of new facilities. We sincerely hope that in time the Braves' Good Neighbor Program will increase in scope and will become the most unique program ever implemented by a big league ball club."

The Braves' Good Neighbor Program is a continuation of Braves' charitable ventures, which over the past 14 years has been responsible for the donation of more than \$700,000.

#

April 28, 1966



Mr. Robert E. Yde
Mobile Jazz Festival
P. O. Box 1098
Mobile, Alabama 36601

Dear Mr. Yde:

This will acknowledge receipt of your letter regarding the interest of the Mobile Jazz Festival to move to another city.

I am passing your correspondence along to Mr. Richard Cecil of the Atlanta Braves who also has the responsibility for promoting entertainment events in the Atlanta Stadium.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Dick Cecil

6
April 28, 1966

Mr. Julian M. Asher
1265 McLynn Avenue, N. E.
Atlanta, Georgia 30306

Dear Mr. Asher:

This will acknowledge receipt of your letter of April 26th telling me that the family of Felipe Alou will be arriving in Atlanta.

I am passing this information along to the Braves "400" Club as we certainly want to make all the players and their families feel most welcome.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Joe Gerson

Mayor Allen's statement on Braves Good Neighbor Program:

"I want to congratulate the Braves for adopting their forward-looking Good Neighbor Program. There is absolutely no question that the improvement of recreational facilities and programs in Atlanta's underprivileged areas is vital, if we are to curb juvenile delinquency and help our youth to grow into good citizens.

"We should all make an extra effort to get out to this game Monday night. Not only will it be a thrill to watch our team slug it out with the champion Twins, but we will each join the Braves in becoming good neighbors in Atlanta."

April 28, 1966

Mr. Jim E. Priest
7th Administration Company
7th Infantry Division
APO San Francisco, California
96207

Dear Mr. Priest:

I appreciate your letter of April 17th regarding the Court Order from Milwaukee.

I believe you can be very confident when you come home in August of seeing the Braves play in the magnificent Atlanta Stadium. We have the team and a contract for twenty-five years.

I am enclosing a Braves schedule for your interest.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

Enclosure

7TH ADMINISTRATION COMPANY
7TH INFANTRY DIVISION
APO San Francisco 96207

17 April 1966

Mayor. Ivan Allen
Executive Office
City Municipal Headquarters
Atlanta, Georgia

Dear Mayor Allen:

From an article (UPI) in the Pacific Stars & Stripes Newspaper, Saturday, 16 April 1966, I read of Circuit Judge Elmer Roller's decision ordering the Atlanta Braves to return to Milwaukee unless the National League agrees to expand to include Milwaukee in 1967.

I am confident from the many excellent accomplishments your administration has done that your diligent efforts will focus once again in any area you deem assistance can be rendered to the Atlanta Braves from your capacity as Mayor of our metropolitan city.

I have talked with many fellow citizens, who are also in the Armed Forces and stationed here, and I found pride and high spirit in support of the Atlanta Braves.

Realizing of course, this case will possibly go to many Circuit and Federal Courts for decisions to be made. I am hopeful our season schedule will not be effected by Judge Roller's recent decision.

In conclusion, we fellow Georgians here cannot physically be of assistance to you or our fellow citizens due to our absence. However, I assure you, sir, when I arrive home in August this year if home games are scheduled I will be there with great enthusiasm.

Sincerely yours,


JIM E. PRIEST

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MILWAUKEE BRAVES, INC.

Officers

William C. Bartholomay ----- Chairman of the Board
John McHale ----- President and
General Manager
Thomas A. Reynolds, Jr. ----- Executive Vice President
Louis R. Perini ----- Chairman of Executive
Committee
John J. Louis, Jr. ----- Vice President
Charles W. Olson, III ----- Vice President
Daniel C. Searle ----- Treasurer
Ralph Delforge ----- Secretary and Ass't. Treasurer

Directors

B.I.I.
OK
Bartholomay, William C.
(Wife's Name - Sally)

X Business: ~~Alexander & Alexander~~ *Suite 1059*
~~2 N. Riverside Plaza~~ *175 W. Jackson Blvd.*
Chicago, Illinois 60604
Phone - 372-0221

Home: 1350 N. Greenbay Road
Lake Forest, Illinois
Phone - Ce 4-1724

Bowman, Duane F.
(Wife's Name - Olympia)

No
Business: Bowman All Star Dairy
P. O. Box 352
Madison, Wisconsin
Phone - Alpine 5-0016

Home: Maple Lawn Heights
Madison, Wisconsin
Phone - Alpine 6-3001

Del
OK
Coleman, Delbert W.
(Wife's Name - Marge)

Business: Seeburg Corporation
1500 N. Dayton
Chicago, Illinois
Phone - Mi 2-0800

X Home: 1055 Sheridan Road
Winnetka, Illinois
Phone - Hi 6-2352

DirectorsFitzgerald, Edmund B., Jr.

(Wife's Name - Elisabeth)

No

Business: Cutler Hammer, Inc.
315 North 12th Street
Milwaukee, Wisconsin
Phone - Br 1-7800

Home: 7644 N. Beach Drive
Milwaukee, Wisconsin
Phone - Fl 2-7415

Harper, H. M. Jr.

(Wife's Name - Ellen)

OK

Business: H. M. Harper Co.
8200 Lehigh
Morton Grove, Illinois
Phone - In 3-4100

X

Home: 429 Sheridan Road
Winnetka, Illinois
Phone - Hi 6-6044

Hellman, Warren

(Wife's Name - Chris)

OK

Business: Lehman Brothers
One William Street
New York 4, New York
Phone - Bo 9-3700

X

Home: 92 State Street
Brooklyn 1,
New York
Phone - Ma 4-6566

Lombardi, Vince

(Wife's Name - Marie)

No

Business: General Manager and Head Coach
Green Bay Packers
349 South Washington
Green Bay, Wisconsin
Phone - Hem 2-4873

Home: 677 Sunset Circle
Green Bay, Wisconsin
Phone - Hem 7-5932

Directors

OK

Louis, John J., Jr.
(Wife's Name - Jo)

Business: ~~135 S. LaSalle Street~~
~~Chicago, Illinois~~
~~Phone - De 2-2731~~

X Home: 1000 Hill Road
Winnetka, Illinois
Phone - Hi 6-6604

9/25

McHale, John
(Wife's Name - Patty)

Business: ~~Milwaukee Braves, Inc.~~
~~County Stadium~~
~~Milwaukee, Wis.~~ *Atlanta Stadium*
Phone - 414 We 3-8650 *Atlanta Ga*

Home: 1625 Notre Dame Court
Elm Grove, Wisconsin
Phone - Su 6-8082

*Box 1122
ATLANTA ?*

OK

Olson, Charles W., III
(Wife's Name - Mary)

Business: C. W. Olson & Company
175 W. Jackson Boulevard
Chicago, Illinois
Phone - Ha 7-0480

X Home: Clover Lane
Northfield, Illinois
Phone - Hi 6-5161

OK

Palmer, Potter
(Wife's Name - Polly)

Business: ~~135 S. LaSalle Street~~
~~Chicago, Illinois~~
~~Phone - Fr 2-4151~~

X Home: 1310 N. Greenbay Road
Lake Forest, Illinois
Phone Ce 4-3187

70 Fairlie St.

Directors

Parker, Daniel S.

(Wife's Name - Sally)

No

Business: Parker Pen Company
219 East Court Street
Janesville, Wisconsin
Phone - Pl 4-7711

Home: Route 1, Milton Junction
Wisconsin

Perini - Louis R.

(Wife's Name - Florence)

OK

Business: Perini Corporation
Mont Wayte
Framingham, Mass.

X

Home: 32 Mangus Avenue
Wellesley Hill,
Mass.

Price, Charles H.

(Wife's Name - Janice)

OK

Business: Price Candy Company
2 West 39th Street
Kansas City, Missouri
Phone - We 1-4422

X

Home: 3500 W. 69th Street
Kansas City, Missouri
Phone - En 2-0205

Puelicher, John A.

(Wife's Name - Jimmie Ann)

No

Business: Marshall & Ilsley Bank
721 North Water Street
Milwaukee, Wisconsin
Phone - Br 6-7700

Home: 8550 N. Green Bay Road
Milwaukee, Wisconsin
Phone - Fl 5-6613

Directors

Tom
 (OK) Reynolds, Thomas A. Jr.,
 (Wife's Name - Susie)

Business: Winston, Strawn, Smith & Patterson
 38 S. Dearborn Street
 Chicago, Illinois
 Phone - Fi 6-3600

X Home: Pebblefork Lane
 Northfield, Illinois
 Phone - Hi 6-4281

(OK) Searle, Daniel C.
 (Wife's Name - ~~Diane~~ *Dain*)

Business: G. D. Searle & Company
 P. O. Box 5110
 Chicago 80, Illinois
 Phone - Or 3-3200

X Home: 200 De Wendt
 Winnetka, Illinois
 Phone - Hi 6-1936

Simpson, Joseph W., Jr.
 (Wife's Name - Mydelle)

No
 Business: First Wisconsin National Bank
 743 North Water Street
 Milwaukee, Wisconsin
 Phone - Br 6-6100

Home: 8127 North Gray Log Lane
 Milwaukee, Wisconsin
 Phone - Fl 2-0142

(OK) Skakel, Rushton W.
 (Wife's Name - Anne)

Business: Great Lakes Carbon Corporation
 18 E. 48th Street
 New York 17, N. Y.
 Phone - El 5-6200

X Home: 71 Otter Rock Drive
 Greenwich, Conn.
 Phone - To 9-1064

Directors

Sullivan, John W.

(Wife's Name - Susie)

Business: Skil Corporation
5033 N. Elston Avenue
Chicago, Illinois
Phone - Av 6-2000

X Home: 2131 Drury
Northfield, Illinois
Phone - Hi 6-3545

Wilson, Carlton P.

(Wife's Name - Barbara)

Business: Robert W. Baird & Company
110 East Wisconsin Avenue
Milwaukee, Wisconsin
Phone - Br 6-0525

Home: 7335 North River Road
Milwaukee, Wisconsin
Phone - Fl 2-9362

April 18, 1966

Mrs. Muriel Skokan
1328 S. Maple
Berwyn, Illinois

Dear Mrs. Skokan:

Thank you for your nice letter about the Atlanta Braves. We are all very excited and looking forward to a successful season.

With best wishes, I am

Sincerely,

Ivan Allen, Jr.
Mayor

IAJr/br

April 18, 1966

Handwritten initials or signature

Mr. Ralph M. Feller
LOOK
488 Madison Avenue
New York, New York 10022

Dear Mr. Feller:

Thank you for the advanced copy of the May 3rd
LOOK containing the story about the Atlanta Braves.
I know our citizens will anxiously await its arrival
of the news stand.

I am most grateful to LOOK for this fine coverage.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

LOOK

A PUBLICATION OF COWLES COMMUNICATIONS, INC.

488 MADISON AVENUE NEW YORK NY 10022 MU 8-0300

EDITORIAL INFORMATION SERVICES

April 14, 1966

Mayor Ivan Allen, Jr.
City Hall
Atlanta, Georgia

Dear Mayor Allen:

The events leading up to the acquisition of a major league baseball team by Atlanta and the prominent role you played in this accomplishment are discussed in an article in the new issue of Look.

I thought you might enjoy reading the article (P. 61) and that you might want to call it to the attention of other Atlanta citizens who have had a special interest in the new stadium and the Braves.


This issue of Look will be out Tuesday, April 19.

Sincerely,

Ralph M. Feller
Ralph M. Feller

RMF:mk
enc.

*Thank
you
attent*



April 18, 1966

Mr. Ivan Kuhnes
349 Oswego
Park Forest, Illinois

Dear Mr. Kuhnes:

Thank you for your nice letter about the Atlanta Braves. We are all very excited and looking forward to a successful season.

With best wishes, I am

Sincerely,

Ivan Allen, Jr.
Mayor

IAJr/br

Gill - Bones
This was not released

I am glad that the former chairman of Atlanta's police committee and former member of Atlanta's finance committee has again had an opportunity to ~~vib/~~ voice his old objections to the building of the Atlanta Stadium and to the method of financing between the City, ~~of Atlanta-Fulton County~~ ^{the} ~~Recreational~~ ^{and the Stadium} Authority.

Had Alderman Gilliam been able to prevail in the past against the unanimous approval of the Board of Aldermen, we would now be without a new stadium, the Atlanta Braves and the Atlanta Falcons. His judgement, constantly wrong in the past, still guides him.

I have complete confidence in the Authority and the members who compose it. They are able citizens who have been appointed by the governments of the ~~state~~, city and county. They have done an outstanding and commendable job, and certainly have the full support of the great majority of all Atlanta citizens.

Full knowledge of the contractual relationship between the Stadium Authority and the Braves has been made public at all times. The news media have been offered complete copies of the contract, and it has received full and wide public coverage.

Alderman Gilliam's charge ^T that there is ~~any thing~~ ^{something} sinister about this contract is as absurd as his present efforts ^T to injure Atlanta's fine success in major league sports.

He has made mention of the responsibility of the Stadium Authority to indemnify the Braves or the National League as to legal costs in their move to Atlanta. I heartily concur and support our defense against Milwaukee and Milwaukee County in ~~our~~ ^{their} efforts to break our contract and take the Braves back.

Whatever money Milwaukee wants to spend to attempt to break our contract will be matched by Atlanta in offsetting such attempts. We have the Braves and have them for 25 years, and are perfectly willing to match dollar for dollar what Milwaukee is willing to spend foolishly to try to get them back.

09 9 21 y n n o 5 6 ()
h e l e o . . . y n p o y y
n e a d e w h a l e n o

I am glad that the former chairman of Atlanta's police committee and former member of Atlanta's finance committee has again had an opportunity to *vib/* voice his old objections to the building of the Atlanta Stadium and to the method of financing between the City of ~~Atlanta - Fulton County~~ ^{the County + the State} Recreational Authority.

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April 21, 1966

Mr. J. L. Amason
Davis Mechanical Contractors, Inc.
P. O. Box 1847
Greenville, South Carolina

Dear Mr. Amason:

Thank you very much for sending me the clipping from the Greenville News about the Braves.

I agree with you that it is a rather trite article, but on the other hand, the favorable national coverage far outweighs the few of this type.

With appreciation for your bringing this to our attention, I am

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

DAVIS MECHANICAL CONTRACTORS, INC.

AIR CONDITIONING, ELECTRICAL AND MECHANICAL CONTRACTORS
INDUSTRIAL AND COMMERCIAL

MAIN OFFICE
P. O. BOX 1847
GREENVILLE, S. C.

April 19, 1966

PLEASE ADDRESS
ALL COMMUNICATIONS
TO THE COMPANY

Ivan Allen, Jr., Mayor
Atlanta City Hall
Atlanta, Georgia

Gentlemen:

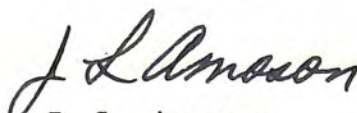
Please find enclosed an article which was printed in the Greenville News on Wednesday, April 13, 1966 regarding the welcome which Atlanta extended to the old Milwaukee Braves.

The writer is an old Atlanta resident and has been extremely interested in Atlanta's recent progress in the sports field. We were very pleased, along with a number of other people in this area, to see Atlanta obtain major league baseball. However, we were somewhat perturbed to see that the Braves received such a "Restrained Greeting".

Surely this article must have been written by someone who hated to see the Braves move south, as I find it somewhat difficult to believe. It is sincerely hoped that my feelings are correct with regard to this matter.

Very truly yours,

DAVIS MECHANICAL CONTRACTORS, INC.


J. L. Amason

JLA:ilt

Enc.

April 21, 1966

Mr. James A. Bryant
The National Observer
11501 Columbia Pike
Silver Spring, Maryland

Dear Mr. Bryant;

Thank you for the copies of the April 18th National Observer containing your story about the Braves. I also appreciate your letter and your generous comments about Atlanta. I certainly hope that your career will bring you to our city, if not permanently, for frequent visits.

I am most grateful for the article and I think it is excellent. It certainly doesn't make Atlanta look like a bad baseball town and let me assure you that I am very pleased with it.

With best wishes, I am

Sincerely yours,

Ivan Ellen, Jr.
Mayor

IAJr/br

THE NATIONAL OBSERVER

DOW JONES & COMPANY, INC., PUBLISHERS

11501 Columbia Pike - Silver Spring, Md.

April 19, 1966

Mayor Ivan Allen, Jr.
City Hall
Atlanta, Ga.

Dear Mr. Allen:

I enjoyed meeting you when I was in Atlanta last week to see the Braves' welcoming festivities. It must have been a great day in your life, and in the life of Atlanta. Being a native Georgian, I share your pride.

Enclosed are a couple of copies of my story on the Braves. The story appears on Page 17. I tried to be as fair as possible, and the story is not trying to make Atlanta look like a bad baseball town. It is simply trying to convey the fact that major league baseball in the Southeast is a new sport, and will take time to develop.

I think you agree that football is the prime sport in Atlanta, as it is throughout the area. The Braves will probably have a rough time with attendance until they establish a Southern tradition. However, I'm sure that they will be proud of Atlanta as their home.

You, sir, have my admiration for all you have done for sports and for your city. I have been sorely tempted to move to Atlanta myself, but my profession is such that Atlanta really cannot compete with Washington in a news sense. Maybe someday I will move there. In the meantime, I take pride in the city almost as though it were already my home. All the best to your fair city.

Sincerely,

James A. Bryant
James A. Bryant

*6/1/66
6/1/66
6/1/66*

April 11, 1966

Mr. Johnny Applegate
c/o Atlanta Americana
Atlanta, Georgia

Dear Johnny:

The added duties and responsibilities will prevent my accomplishing you personally to the opening game tomorrow, but I am sending you two tickets from ~~my~~ private stock and I look forward to seeing you there.

Sincerely,

Ivan Allen, Jr.
Mayor

IAJr:am
Enclosure

The Atlanta Journal

Covers Dixie Like the Dew

* AND *

THE ATLANTA CONSTITUTION

The South's Standard Newspaper

AREA 404 • JA 2-5050 • BOX 4689 • ATLANTA, GA. 30302

April 8, 1966

Mayor Ivan Allen Jr.
City Hall
68 Mitchell Street, SW
Atlanta, Georgia 30303

Dear Ivan:

I thought you'd like to see the ad we'll be running
in the New York Times, Wall Street Journal and Advertising
Age when the Braves play in New York April 15.

Regards,

Pat LaHatte

Mrs. Patricia N. LaHatte
Promotion Manager

PNL/cs

Enclosure



CITY OF ATLANTA

MUNICIPAL COURT

General Division

165 DECATUR STREET, S. E. — JACKSON 4-7890

Atlanta 3, Georgia

EDWARD T. BROCK
Associate Judge

T. C. LITTLE
Associate Judge

ROBERT E. JONES
Chief Judge

April 8, 1966

Mayor Ivan Allen, Jr.,
City of Atlanta,
City Hall,
Atlanta, Georgia.

Dear Mr. Mayor:

Thank you so very much for the tickets to the dinner honoring the Atlanta Braves. You are wonderful to include me in your invitations and I am most appreciative of your thoughtfulness; however, I am leaving for New York on Monday at 12:45 P.M. to meet with the National Crime Consultants to do a two-day study of the New York Court Clinic, together with Dave Beecher of E. O. A.

I am also to appear as a speaker on Thursday, April 14th, before the Annual Meeting of the National Alcoholism Association at the Waldorf-Astoria.

I called your office to try and talk with you and explained the situation to them, and was advised to have the judge who will preside in my place during my absence to use the tickets and attend the dinner.

Thank you again for the invitation.

Sincerely,

R. E. Jones, Chief Judge,
MUNICIPAL COURT, General Division,
City of Atlanta.

REJ/dj



BRAVES "400" CLUB

BOB STOKES
Executive Secretary
1222 Peachtree St., N.E.
OFFICE HOME
874-9745 457-0805

OFFICERS

PRESIDENT — JOE GERSON
739 W. Peachtree St. (30308)
PHONE HOME
875-7396 355-7127

VICE-PRES. — STEVE SCHMIDT
Box 972 (30301)
522-8883 636-7777

VICE-PRES. — BILLY GIBSON
2000 Fulton National Bank Bldg.
522-3865 237-3413

TREASURER — ED HARRIS
523 Whitehall St., S.W. (30303)
521-3366 344-5672

SECRETARY — J. L. JERDEN
319 Ten Pryor St. Bldg. (30303)
523-6504 237-0142

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873-1916 237-0847

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24 Ivy St., S.E.
523-6046 255-9640

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526-6594 794-1874

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526-6594 794-1874

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875-6661 355-2366

McCREADY JOHNSTON
710 Rhodes-Haverty Bldg. (30303) v
522-4771 237-2445

SIDNEY SCARBOROUGH
4610 Club Terrace, N.E. (30319)
522-1967 237-8328

ELMER MORROW
2494 Woodridge Dr., Decatur, Ga.
443-9120 634-0703

ART COLLIER
1611 West Peachtree St. (30308)
872-1141

8 April 66

Dear Mayor Allen;
Someone call my office and wanted to know what our motto, "Dedicated to the Welfare of Baseball" meant? I would say, support the Braves on down to the little leagues & Boy Club & Children's Homes!!
I believe the encluse copies will explain!

See you Monday!!

Sincerely,
Joe Gerson



**Georgia Baptist
Children's Home, Inc.**

HAPEVILLE
BAXLEY
MEANSVILLE

291 PEACHTREE STREET, N. E.
ATLANTA, GEORGIA 30303
TELEPHONE 577-1910

MRS. C. STEADMAN BURGESS, JR.
PRESIDENT OF THE BOARD



JOHN C. WARR
GENERAL MANAGER

APRIL 5, 1966

MR. JOE GERSON, PRESIDENT
BRAVES 400 CLUB
739 WEST PEACHTREE STREET, N.W.
ATLANTA, GEORGIA

DEAR MR. GERSON:

ON BEHALF OF OUR BOYS ON THE HAPEVILLE CAMPUS
PLEASE EXPRESS TO THE BRAVES 400 CLUB OUR DEEP
APPRECIATION FOR THE BASEBALL EQUIPMENT WHICH
THEY GAVE TO OUR HOME. REEDER & MCGAUGHEY, INC.
DELIVERED THIS EQUIPMENT TO OUR CAMPUS.

THE BOYS ARE ALREADY USING THE EQUIPMENT. WE
ARE ALL MIGHTY, MIGHTY GRATEFUL!

OUR YOUNGSTERS WILL HAVE MANY HAPPY HOURS ALL
SUMMER BECAUSE OF THE THOUGHTFULNESS OF THE
MEN IN THE CLUB. WE WANT EACH MAN TO KNOW OF
OUR GRATITUDE. THANK YOU FOR YOUR HELP!

SINCERELY,

JOHN C. WARR
GENERAL MANAGER

JCW:RM

January 10, 1966

6
7

Mr. Joe H. Gerson
739 W. Peachtree Street, N. E.
Atlanta, Georgia 30308

Dear Joe:

I should be delighted to accept the position of
an Honorary Director of the Braves "400"
Club.

I think you are doing a splendid job and I look
forward to our continued close relationship.

Sincerely,

Ivan Allen, Jr.
Mayor

IAJr/b r

XERO COPY

OFFICERS

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JOHN M. HENSON
Vice President
SAM E. HOUSTON
Vice President
O. M. SIMS
Vice President
DR. WILLIAM C. WARREN
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HERMAN B. GUINN
Executive Director

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JUDGE W. W. WOOLFOLK

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South Fulton
W. H. MURDEN
Whitehead
GEORGE POPE
Warren
R. O. SUTTON
Carver

XERO COPY

XERO COPY

XERO COPY

XERO COPY

METROPOLITAN
ATLANTA BOYS' CLUBS, INC.

311 WALTON BUILDING
609 PHONE 521-1110
ATLANTA, GA. 30303



April 1, 1966

Mr. Joe H. Gerson
President of Braves 400
739 West Peachtree Street, N.W.
Atlanta, Georgia

Dear Mr. Gerson:

We would like to join with the 6,285 boys in expressing our appreciation to you and each member of the Braves 400 that made possible the athletic equipment for our boys.

Your personal interest in young people has been very much appreciated by all of us.

We would like for you to see each of our Boys' Clubs and see our boys in program.

Sincerely,

Herman B. Guinn
Executive Director

ch

A COMMUNITY CHEST AGENCY OF YOUR UNITED APPEAL

JOSEPH B. WHITEHEAD MEMORIAL
BOYS' CLUB

1900 Lakewood Avenue, S.E.
627-4617

SOUTH FULTON BOYS' CLUB

633 East Walker Avenue
College Park, Ga.
767-1786

VIRGIL WARREN MEMORIAL
BOYS' CLUB

790 Berne Street, S.E.
622-1358

GEORGE WASHINGTON CARVER
BOYS' CLUB

481 Thurmond Street, N.W.
523-2695

REV. JOHN C. MOORE
Superintendent

REV. JACK W. NICHOLS
Asst. Superintendent

DRAKE 8-5494
DRAKE 8-5495

Methodist Children's Home

of The North Georgia Conference
500 Columbia Drive — Decatur, Georgia

April 4, 1966

PLEASE PROVIDE FOR THE HOME IN YOUR WILL

Mr. Joe H. Gerson
739 West Peachtree St., N.W.,
Atlanta, Ga.

Dear Sir:

Thank you so very much for the gift of baseball equipment that we recently received from Reeder & McGaughey.

Please express our appreciation for this gift to the members of the Braves 400 Club. We are very grateful for this interest in our children.

Sincerely,

John C. Moore

John C. Moore
Superintendent

JCM:nb

TRUSTEES

GEORGE F. LONGINO, JR.
Chairman
College Park

GEORGE F. RICHARDSON
Vice-Chairman
Atlanta

C. H. BLOUNT
2nd Vice-Chairman & Treasurer
Decatur

MRS. ALVA G. MAXWELL
Secretary
Marietta

Jack Bandy, Dalton
Dr. Needham B. Bateman, M.D., Jonesboro
Judge Samuel Boykin, Carrollton
Thomas J. Brown, Calhoun
Rev. W. C. Budd, D.D., Atlanta
Rev. Charles B. Cochran, Marietta
Rev. Frank Crawley, Atlanta
James Dellinger, Cartersville
H. A. Edwards, Augusta
Marshall Evans, LaGrange
Ira H. Hardin, Atlanta

Rev. Zach C. Hayes, Cartersville
Hugh Howell, Sr., Atlanta
Homer Hutchinson, Griffin
Judge G. Conley Ingram, Marietta
Rev. Cullen B. Jones, Decatur
Otis H. Jones, Decatur
Dr. William King, Griffin
N. Baxter Maddox, Atlanta
Grover Maxwell, Augusta
Joseph L. Morris, Atlanta

Rev. T. Cecil Myers, D.D., Atlanta
Rev. Frank Prince, Athens
Rev. Rembert Sisson, Decatur
Rankin M. Smith, Atlanta
James L. Starnes, Atlanta
John Stiles, Athens
Rev. John Tate, D.D., LaGrange
Rev. Gordon Thompson, Jr., Atlanta
Troutman Wilson, Athens
Ed L. Yeargan, Rome

AUTOMATIC
SPRINKLER SYSTEMS
GRINNELL
DIAPHRAGM VALVES
PIPE HANGERS
AND SUPPORTS

FILE

GRINNELL  COMPANY
INC.

PIPE, FITTINGS AND
VALVES
PLUMBING AND HEATING
MATERIAL
PREFABRICATED PIPING
AND SUPPLIES

EXECUTIVE OFFICES PROVIDENCE, R. I.

645 NORTHSIDE DRIVE, N. W. - P. O. Box 4719
ATLANTA, GA., 30302

IN REPLY REFER TO-

April 8, 1966

Hon. Ivan Allen, Jr.,
Mayor of Atlanta
Atlanta, Georgia 30303

Dear Mr. Allen:

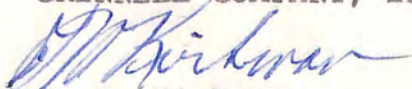
We appreciate very much your letter of March 17 concerning the events and the opening of the baseball season between our Atlanta Braves and the Pittsburgh Pirates.

We invited the management from our Home Office in Providence, Rhode Island but regret to advise that no one from the Home Office will be able to attend. Our manufacturing divisions including the one in Atlanta were on strike for nearly six months and only returned to work last week. The problems arising from such a long shutdown and trying to get back into production are so great that our top people from Providence are too pressed to get away at this time.

Please accept our thanks for the invitation and we certainly wish all our people could participate in this exciting event.

Very truly yours,

GRINNELL COMPANY, INC.



G. M. Kirkman
Branch Manager

GMK:EM



FILE

The NATIONAL LEAGUE OF
PROFESSIONAL BASEBALL CLUBS
CAREW TOWER
CINCINNATI 2, OHIO

DAVID J. GROTE
DIRECTOR OF PUBLIC RELATIONS

April 7, 1966

Secretary to
Mayor Ivan Allen, Jr.
Atlanta, Georgia

Dear Madam:

Much to my regret I now find I will not be in Atlanta
for the Braves' Opening game.

Would you please cancel my earlier acceptance of the
invitation to attend Mayor Allen's dinner on April 11.

With best wishes.

Sincerely,

David J. Grote

DJG/bd

Atlanta
Motor
Lodges, Inc.



120 NORTH AVENUE, N.W., ATLANTA 13, GEORGIA

TELEPHONE 873-4516

File

Howard Johnson's Motor Lodges

NORTHWEST FREEWAY AT NORTHSIDE DRIVE
U.S. 41 & Interstate 75
Atlanta 18, Georgia
875-9131
TWX-AT-969

NORTHEAST FREEWAY AT N. DRUID HILLS RD.
Interstate 85
Atlanta 19, Georgia
636-8631

SOUTH FREEWAY AT GEORGIA AVENUE
Interstate 85 & 75
Atlanta 15, Georgia

TIFTON, GEORGIA
U.S. 41 & Interstate 75
382-2650
TWX-8395

Corsair Motel

Jekyll Island, Georgia
NE 5-2292

Cotillion Motel

on S. Freeway at Lakewood Ave.
U.S. 41 & 19
Atlanta 15, Georgia
766-8395

Tech Motel

on N. Freeway at North Ave.
U.S. 78 & Interstate 75
Atlanta 13, Georgia
873-3721

April 8, 1966

Honorable Ivan Allen, Jr.
Office of the Mayor
Atlanta, Georgia 30303

Dear Ivan:

Mary Cam and I are certainly looking forward to attending your dinner for the Braves.

This is a great moment for Atlanta, and I want to play a tangible part in it by buying my own tickets as well as 10 more for friends. I have made it a "political" rule not to accept more than I can consume in one sitting (your fellow Democrat, Paul Douglas, originated this approach). And I can't eat \$30.00 worth of food!

I am forwarding my check to the Dinner Committee at the Commerce Building.

Sincerely,

Kiliaen V. R. Townsend

KT/wm

025

FILE



OFFICE OF THE MAYOR
CITY OF SAINT LOUIS
MISSOURI

A. J. CERVANTES
MAYOR

April 8, 1966

Honorable Ivan Allen, Jr.
Mayor, City of Atlanta
City Hall
Atlanta, Georgia

Dear Mayor Allen:

I regret to inform you that Mayor Cervantes will be unable to attend your dinner honoring the Atlanta Braves Monday evening, April 11.

The Mayor and his family are presently in Miami for a brief vacation and will not return to Saint Louis until that evening.

On his behalf, I would like to express best wishes to your ball club in its first year at Atlanta.

Sincerely,

A handwritten signature in cursive script, reading "Robert W. Duffe".

ROBERT W. DUFFE
Executive Secretary
to the Mayor

April 11, 1966

Mr. Hix H. Green
41 North Avenue, N. E.
Atlanta, Georgia

Dear Hix:

I am most grateful for your response to our request
to support the dinner honoring the Braves.

We are most grateful for your check for \$50.00 and
I shall look forward to seeing you on Tuesday night.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

HIX H. GREEN
41 NORTH AVENUE, N.E.
ATLANTA, GEORGIA

April 8, 1966

Mayor Ivan Allen, Jr.
City Hall
Atlanta, Georgia

Dear Ivan:

In reply to your telegram, I regret that I will be unable to handle a table for your dinner for the Atlanta Braves but I certainly want to take part in the celebration.

My check for \$50.00 is enclosed to help with the expenses.

With every good wish, I am,

Sincerely yours,



Hix H. Green

HHG/ae
encl.

P.S. I'll see you on the night of the 12th.

April 4, 1966

Mrs. Cobbie Landers
24 - 17th Street, N. E.
Atlanta, Georgia

Dear Mrs. Landers:

This sill acknowledge receipt of your letter of
March 31st expressing a desire to sell gifts at
baseball games at the Atlanta Stadium.

Since the Atlanta Braves have the concessions,
I am forwarding your letter to them for reply.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Dick Cecil

April 4, 1966

Mr. William J. Stubbs
Peters, Griffin, Woodward, Inc.
1371 Peachtree Street, N. E.
Atlanta, Georgia 30309

Dear Bill:

Thank you very much for the Press Release about
the Braves-Yankee game to be televised on Sunday,
April 10th.

With best wishes, I am

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

PETERS, GRIFFIN, WOODWARD, INC.

1371 PEACHTREE STREET, N. E.
ATLANTA 9

875-7763

WILLIAM J. STUBBS
VICE PRESIDENT-TELEVISION

April 1, 1966

The Honorable Ivan Allen, Jr., Mayor
City of Atlanta
City Hall
Atlanta, Georgia

Dear Ivan:

After years of being tormented by my New York associates with the cry of "bush league," we are taking an opportunity to blast them back with some promotion for OUR BRAVES!

WPIX, Channel 11 in New York City, is a station represented by Peters, Griffin, Woodward, in sales and will be carrying the Easter afternoon game from Atlanta "live" to the greater New York area. Attached is a copy of a "press release" that I am having distributed in my New York office next week and, while it is a family joke, I thought you might be interested in knowing that this Atlanta branch office is joining in the promotion, too.

With best regards.

Sincerely,



William J. Stubbs

WJS/mf

Attachment



Press Release

PGW ... ATLANTA

In co-operation with WPIX-11, the New York Yankees, the Atlanta Braves, Inc., the Atlanta Stadium Authority, the Milwaukee County Board of Commissioners, and a host of others

is proud to present

THE ATLANTA BRAVES

VERSUS

THE NEW YORK YANKEES

in exhibition, Sunday, April 10 (Easter Day), 1:30 PM

direct from the beautiful new Atlanta Stadium in
BUSTLING, BOOMING, BIG-LEAGUE ATLANTA

Be sure to have a case of Ballentine Beer, a box of White Owl Cigars, and a tankful of Flying "A" gasoline on hand for your family and multitude of friends who will fill the bleachers in your living-room.

Also, since there will probably be an overnight survey, be doubly-certain to have a demographically correct viewing audience which includes a sky-diving grandmother, two astronauts, a twelve-year-old PhD, three cats and one hundred pot-hole inspectors.

STAY TUNED IN FOR ATLANTA
HOME OF THE BRAVES

(AND THE FALCONS)



ROBERT M. STOKES • OFFICE OF THE EXECUTIVE SECRETARY

March 1, 1966

To The Membership of The Braves "400" Club, Inc.:

At the request of Mr. Joe H. Gerson - President at our Board of Directors meeting held at the Atlanta Stadium Lounge on February 23, 1966 I am enclosing the following certain items which we all feel will keep you abreast of all our future functions:

1. Minutes of the Board of Directors Meeting held on February 23, 1966.
2. Schedule of activities and luncheons during the 1966 season.
3. Atlanta Braves Home Schedule.

Invoices will be mailed to members who have not yet paid their 1966 dues - I urge those of you who have not responded to our previous request to please forward your check in the amount of \$10.00 made payable to the Braves "400" Club, at your very earliest convenience - we will sincerely appreciate your endeavor to this end.

Membership cards are being mailed out daily to those members who have paid their 66' Dues. Mr. Gerson advised us at the Directors Meeting that he expected shipment on our caps on or about March 1st.

Remember your dues if they have not been paid - your going to enjoy this season's slate of activities!!!!

Respectfully yours,

Robert M. Stokes
Executive Secretary

RMS/vd

Dedicated to the welfare of Baseball



BRAVES "400" CLUB

OFFICERS

PRESIDENT — JOE GERSON
739 W. Peachtree St. (30308)
PHONE HOME
875-7396 355-7127

VICE-PRES. — STEVE SCHMIDT
Box 972 (30301)
522-8883 636-7777

VICE-PRES. — BILLY GIBSON
2000 Fulton National Bank Bldg.
522-3865 237-3413

TREASURER — ED HARRIS
523 Whitehall St., S.W. (30303)
521-3366 344-5672

SECRETARY — J. L. JERDEN
319 Ten Pryor St. Bldg. (30303)
523-6504 237-0142

HONORARY DIRECTORS

MAYOR IVAN ALLEN
GOVERNOR CARL SANDERS
EARL MANN
ARTHUR MONTGOMERY

DIRECTORS

BILL BASS
P. O. Drawer 1734 (30301)
875-3411 Ext. 544 938-6509

GENE McDERMOTT
600 Worcester Dr., N.E. (30306)
873-1916 237-0847

JACK WILLIAMS
24 Ivy St., S.E.
523-6046 255-9640

AL THOMPSON
Peachtree Center Bldg.
526-6594 794-1874

HUBERT M. JACKSON
Peachtree-7th Bldg. (30323)
526-6594 794-1874

BOB MONTAG
1365 Peachtree St., N.E. (30308)
874-9762 255-9038

JOE PITTARD
225 North Ave., N.W. (30332)
875-6661 355-2366

McCREADY JOHNSTON
710 Rhodes-Haverty Bldg. (30303)
522-4771 237-2445

SIDNEY SCARBOROUGH
4610 Club Terrace, N.E. (30319)
522-1967 237-8328

ELMER MORROW
2494 Woodridge Dr., Decatur, Ga.
443-9120 634-0703

ART COLLIER
1611 West Peachtree St. (30308)
872-1141

BOB STOKES
Executive Secretary
1222 Peachtree St., N.E.
OFFICE HOME
874-9745 457-0805

SCHEDULE OF ACTIVITIES AND LUNCHEONS FOR THE BRAVES "400" CLUB DURING THE 1966 SEASON.

1. Trip to the Atlanta Braves spring training March 12 to March 19, 1966.
(Please let us know of your intentions.)
2. Welcome "Atlanta Braves" Luncheon - April 11, 1966. Special guests - All Braves, Commissioner Eckart and Mr. Warren Giles - Speakers - Allen - Montgomery - Bragan - Bartholomay and McHale.
3. Los Angeles Dodgers and Braves - World Champion Luncheon - May 31, 1966. Special Guests - High School All Stars - Dodgers - Braves. Featured speakers - Alston - Mays.
4. Chicago Cubs and Braves - Luncheon, June 28, 1966. Featured Speakers - Leo Durocher and Bobby Bragan.
5. St. Louis Cardinals and Braves - Luncheon, - July 27, 1966 - Welcome former Crackers. Special guests - Schults - Shannon - McCarver - Bucheck - Gagliano - Featured Speakers - Schoendist - McCarver.
6. San Francisco Giants and Braves - Luncheon, - September 27, 1966. Braves "400" Club annual player of the year award - plaque will be based or awarded on a vote of our "400" exclusively. Featured Speakers - Mgr. Alston and Willie Mays.
(a) Eddie Matthews appreciation night at stadium. Plaque will be presented for player of the year both at luncheon and at the stadium.
7. We are considering an affair with all Braves personnel and the "400" Club at the stadium lounge on a date to be announced.

Steve Schmidt - Vice Pres.
Billy Gibson - Vice Pres.
Bob Stokes - Exec. Secy.

Committee on Arrangements

MEETING OF BOARD OF DIRECTORS
BRAVES "400" CLUB, INC.
February 23, 1966

PRESENT:

Officers -

President - Joe Gerson
Vice-Pres. - Steve Schmidt
Vice-Pres. - Billy Gibson
Treasurer - Ed Harris
Secretary - J. L. Jerden

Directors:

Bill Bass
Art Collier
Gene McDermott
Jack Williams
Elmer Morrow
Joe Pittard
Sid Scarborough
Al Thompson

President Gerson started the meeting discussing committee reports. Steve Schmidt, Program Chairman, gave the following report:

- 1 - Proposed five luncheons during the 1966 season as follows:

April 11th	-	Braves vs. Pittsburgh
May 31st	-	" vs. Dodgers
June 28th	-	" vs. Cubs
July 27th	-	" vs. Cardinals
Sept. 27th	-	" vs. Giants

At each of these luncheons special guests of the teams will be invited.

- 2 - Proposed the Club give a Player of the Year award at the end of the season and that a committee be appointed to establish the criteria for selection and the selection process.

The motion was made by S. Scarborough and seconded by Gene McDermott that above proposals be accepted. The report was approved by the Board. President Gerson appointed committee of Gibson, Morrow, Williams and Scarborough, with Billy Gibson as Chairman, to handle the award. It was moved by Ed Harris, seconded by Al Thompson, that the president work out details of the location of the luncheons. This motion carried. Suggestion was made that the player receiving the award be given a permanent plaque and that another plaque be put in the Braves' office carrying each year's winner. One other suggestion is to issue a booklet of tickets to all luncheons rather than do it all by ticket sales at each luncheon.

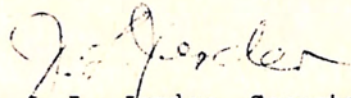
Bob Stokes made report on the West Palm Beach trip and advised about 12 to 18 people would be going. Bob has checked the airlines and railroads regarding a group rate and found them to be impractical with the number we have going.

President Gerson appointed a committee of Ed Harris, J. L. Jerden and Bill Bass to serve as an auditing committee to make periodic reviews of the books. Motion made by Harris, seconded by Gibson, that a new checking account be established requiring two signatures on any check. The President, Treasurer and Executive Secretary all will be authorized to sign checks. This motion carried.

A report on membership was given. Recommendation was made that the dues be invoiced to each member rather than requested in letter.

Charter Membership Certificates were discussed. Ed Harris will get the design from Larry Werber and get these printed.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "J. L. Jerden".

J. L. Jerden, Secretary

ATLANTA BRAVES

HOME SCHEDULE

<u>Date</u>	<u>Team</u>	<u>Starting Time</u>	<u>Date</u>	<u>Team</u>	<u>Starting Time</u>
April 12	Pittsburgh	8:05	June 29	Chicago	1:35
April 13	Pittsburgh	8:05	July 14	Houston	8:05
April 22	New York	8:05	July 15	Houston	8:05
April 23	New York	1:15	July 16	Houston	1:15
April 24	New York (DH)	1:35	July 17	Cincinnati	1:35
April 29	Houston	8:05	July 18	Cincinnati	6:00
April 30	Houston	8:05	July 26	St. Louis	8:05
May 1	Houston	1:35	July 27	St. Louis	8:05
May 3	Philadelphia	8:05	July 28	St. Louis	8:05
May 4	Philadelphia	8:05	July 29	San Francisco	8:05
May 5	Philadelphia	8:05	July 30	S. Francisco (2-D&N)	1:15
May 9	Cincinnati	8:05			8:05
May 10	Cincinnati (TN)	6:00	July 31	San Francisco	1:35
May 11	Cincinnati	8:05	August 8	Los Angeles	8:05
May 20	Chicago	8:05	August 9	Los Angeles	8:05
May 21	Chicago	1:15	August 10	Los Angeles	8:05
May 22	Chicago (DH)	1:35	August 12	Philadelphia	8:05
May 30	Los Angeles	6:00	August 13	Philadelphia	1:15
May 31	Los Angeles	8:05	August 14	Philadelphia	1:35
June 1	San Francisco	8:05	August 26	New York	8:05
June 2	San Francisco	8:05	August 27	New York	8:05
June 3	St. Louis	8:05	August 28	New York	1:35
June 4	St. Louis (2-D&N)	1:15	August 29	Chicago	8:05
		8:05	August 30	Chicago	8:05
June 5	St. Louis	1:35	Sept. 2	Houston	8:05
June 15	New York	8:05	Sept. 3	Houston	8:05
June 16	New York	8:05	Sept. 4	Houston	1:35
June 17	Pittsburgh	8:05	Sept. 16	Cincinnati	8:05
June 18	Pittsburgh	8:05	Sept. 17	Cincinnati	1:15
June 19	Pittsburgh	1:35	Sept. 18	Cincinnati	1:35
June 20	Philadelphia	8:05	Sept. 20	St. Louis	8:05
June 21	Philadelphia	8:05	Sept. 21	St. Louis	8:05
June 22	Philadelphia	8:05	Sept. 22	Pittsburgh	8:05
June 24	Los Angeles	8:05	Sept. 23	Pittsburgh	8:05
June 25	Los Angeles (2-D&N)	1:15	Sept. 24	Pittsburgh	1:15
		8:05	Sept. 25	Pittsburgh	1:35
June 26	Los Angeles	1:35	Sept. 26	San Francisco	8:05
June 27	Chicago	8:05	Sept. 27	San Francisco	8:05
June 28	Chicago	8:05	Sept. 28	San Francisco	8:05

Ticket Prices: Field Level - \$3.50; Reserve (Upper Level) - \$2.00; General Admission - \$1.00

Zimmermann, Bruce
2859 N. Marietta Ave.,
Milwaukee, Wis. 53211

Mr. Ivan Allen,
Mayor, Atlanta, Georgia

Dear Sir;

Baseball is a wonderful game, and it can provide many hours of family entertainment. Professional Baseball offers the citizens of the particular area an outstanding show of skill and cunning. The fans of Wisconsin thought so, as they proved with attendance of 18,000,000 for thirteen seasons. Georgia will undoubtedly do just as well, if not better with their team.

Please let me speak frankly and honestly with you about one particular team; the Braves Baseball Club. While I feel you (Atlanta) deserve a team, I also think that you deserve a team better than the Braves. I speak not of playing performance, but rather of ownership performance. Even though you are entirely welcoming the team, you must have some well founded doubts about the caliber of ownership that comes with it. Owners that lie, deceive, hide, and keep quiet about problems are not too desirable. For your own sake, I hope the Braves become locally owned soon.

You must realize that the court action taking place here in Milwaukee is only natural considering the circumstances. Considering the fight we are putting up to keep baseball, we really can't be that poor of a baseball town. Thank you.

Yours truly,

Bruce Zimmermann
Bruce Zimmermann

Friday, February 18th

6

Ann,

Tom Ferguson called long distance from W. Palm Beach, Florida
and photo
to request a biographical sketch/on Mr. Allen. He says this is in
connection with the Braves' spring training opening game there
on March 12th. The Mayor of W. Palm Beach is going to write
us a letter, but he is getting some information lined up before hand.
He is on some sort of committee. Do you want me to do this?

Betty

Tom Ferguson
Perini Land and Development Company
P. O. Box 1071
W. Palm Beach, Florida

Send

February 15, 1966



Mr. J. R. Simmons
Advertising Manager
Atlanta Daily World
210 Auburn Avenue, N. E.
Atlanta, Georgia 30303

Dear Mr. Simmons:

Thank you for your letter telling me of the "Welcome Braves" edition of the Atlanta Daily World to be published on Sunday, April 10th.

Please reserve a full page at \$344.40 for the City of Atlanta. Mr. Robert Lowe of Lowe and Stevens will furnish you the copy prior to your dead-line of April 1st.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Bob Lowe

W. A. SCOTT, II, Founder

C. A. SCOTT, Editor-General Manager

Atlanta World

Published Every Morning Except Monday, at 210 Auburn Ave.

Affiliated Semi-Weeklies

MEMPHIS WORLD

BIRMINGHAM WORLD

210 Auburn Ave., N. E.

Atlanta (3), Ga.

Phone: JACKSON 1-1459

February 14, 1966

City of Atlanta
The Mayor's Office
Attn: Mrs. Ann Drummond Moseley
City Hall
Atlanta, Georgia

Dear Mrs. Moseley:

We, like everyone else in Atlanta and the Southeast, are so enthusiastic over the Braves Baseball team coming to the city that we decided to do a special edition for their arrival on April 12, 1966.

Sunday, April 10th, the Atlanta Daily World is publishing a "Welcome Braves" edition, crammed with pictures, stories, and figures, showing the full impact of the event. We are anticipating a tremendous response to the event and feel certain that you would want to be a part of this historical event as it occurs.

Cost for a page in this edition, which is being printed in offset, will be \$344.40 (this covers 168 inches of space). Cost for lesser space will be \$2.05 per column inch. Deadline for submitting copy will be April 1st.

In a few days a representative will call on you to discuss your participation in this event. With best wishes, I am

Cordially yours,

J. R. Simmons
Advertising Manager

JRS/rs



ATLANTA BRAVES

P.O. BOX 1122 ATLANTA, GEORGIA 30301

TELEPHONE 522-7632

February 14, 1966

Dear Mayor Allen:

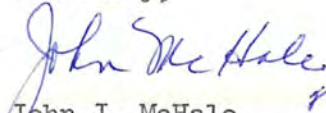
Knowing of your participation and great interest in the new Atlanta Stadium the Atlanta Braves are happy to provide a Stadium guest card for all regularly scheduled National League games for your use.

A special telephone number in our ticket office will be sent to you in order that you may call us when you wish to attend a game. If you will identify yourself and your guest card number, we will be very happy to leave two reserved seats for you to any National League game.

Because of our calling this spring training luncheon at such an early date, our printer has not been able to deliver your leather-encased guest card and schedule. It will be here shortly and we will have it to you in plenty of time for the season.

I hope you will be able to enjoy many happy days at the Stadium.

Sincerely,


John J. McHale
President

Hon. Ivan Allen, Jr.
City Hall
Atlanta, Georgia



This is to certify that

Hon. Ivan Allen Jr

*is an honorary member of the Atlanta Braves
starting lineup, with a lifetime contract, qualified
to play his position and manage the club from
the stands, and entitled to the courtesies and
privileges due his position.*

The Atlanta Braves

John J. McAlle

Handwritten signature

February 11, 1966

Mr. William C. Bartholomay
Atlanta Braves
Commerce Building
Atlanta, Georgia

Dear Bill:

I have read your letter of February 10th very
carefully and with great interest.

As I understand this, it will be furnish to Alan
Bell when he gets here, and I will take every
action to be of assistance.

Sincerely,

Ivan Allen, Jr.

IAJr:am



ATLANTA STADIUM
ATLANTA, GA. 30312
AC 404 - 522-7630

February 10, 1966

PERSONAL & CONFIDENTIAL

Mayor Ivan Allen, Jr.
City Hall
Atlanta, Georgia

Dear Ivan:

I want to thank you for taking the lead in setting up Tuesday's meeting to see about coordinating our forces between now and the opening of the season. I attempted to articulate the Braves position properly, but I thought a letter might help as a guide for Bell & Stanton in developing their program. The points discussed at the meeting were as follows:

1. Season Ticket Campaign

The results to date are disappointing but not disheartening. The Wisconsin litigation has created serious doubts, particularly in Atlanta, about whether the Braves will ever play a game here and this has hurt our business tremendously. We have also run into serious legal complications in publicizing our Stadium Club and even though this facility is for the exclusive use of season ticket holders, we are put in the most awkward position of not being able to announce plans for the Club or solicit membership. I reconfirmed this position with our lawyers after the meeting and they feel very strongly that there be no publicity until the present hearing is terminated.

The Falcon's most successful campaign has hurt the Braves season ticket sale in a number of ways. For example, nobody has any doubts as to whether the Falcons will be able to play their schedule here, as opposed to my estimate that 75% of the companies we solicited have serious doubts as to whether the Braves will open the season in Atlanta. Of course, the low price of football season tickets

Mayor Ivan Allen, Jr.

February 10, 1966

Page 2

makes for a much easier promotion. Nonetheless, I hope I made it very clear that the effect of the Falcon campaign on the Braves campaign will only take place this year since Rankin and I have agreed not to overlap in future years.

The Braves recognize the football history of Atlanta and we know that there is a big job to be done in order to share the limelight with Georgia, Georgia Tech and NFL. This situation has been successfully overcome in other cities, notably Los Angeles and San Francisco, and in a very short period of time I am confident that the Braves will receive this kind of acceptance in Atlanta. I can tell you that the relationship between the Braves and the Falcons is excellent and Rankin and I will see that it remains so. The Braves have spent over \$50,000 in the promotion of season tickets already and we are now at a point where it's unrealistic to assume that we can do much more to promote this type of business without assistance. The only way to generate additional business would be for civic groups to get together and, after reviewing our season ticket list, actively solicit all businesses who have not ordered as well as any companies who have responded in a nominal way. I do not know whether any one organization is willing to take on this vast project. If there is, we would obviously cooperate in every way.

2. Opening Day Plans

The Braves agree that Bell & Stanton is the logical coordinator for Opening Day plans.

It's my understanding that Opie Shelton will ask them to prepare a program which will be submitted to us within the next ten days. This program will insure that the park will be sold out for April 12 and they will be given full authority to execute their program. The Braves will spend \$10,000 towards this campaign with the understanding that we have already spent or committed a great deal of these monies for newspaper ads, radio and TV spots, etc. I understand that the additional funds will come from civic and business organizations who, other than the Braves, will most directly benefit from a successful program.

3. Stadium Club

The Braves definitely need help in making the Stadium Club a success, particularly in light of the unknown problems which have arisen in connection with this project. I believe it's in the spirit of our original intent that Atlanta Stadium have a first class club and there is no doubt in my mind that without this facility season ticket sales in the long run will be affected drastically. Virtually every baseball

Mayor Ivan Allen, Jr.
February 10, 1966
Page 3

stadium now constructed or under construction (with the notable exception of Milwaukee) has such a facility, and I might add it's usually part of the original cost of construction. In this case the Braves have undertaken the financing of this club, but we never expected that the cost of obtaining a liquor license would be so substantial (primarily because of the expense of litigation). At this point, we have a \$450,000 commitment which we have undertaken knowing full well that the liquor question remains unsolved, but I am certain that you gentlemen will assist in overcoming this embarrassing situation promptly. I feel that we have demonstrated our good faith in proceeding with the Club on schedule and Atlanta is too proud of a city to allow harrassing litigation of this kind to exist.

We will need members and it's important that we have the assistance of the leadership of this city in attracting a membership of at least 1,000 for the Club. Within the next few days I will be sending you a membership brochure which we intend to use immediately after the litigation and I would hope that the business community will get behind this Club. I assure you it's tastefully designed and will be the finest facility of its kind in any stadium in the United States. The annual dues will be \$150 or less for a corporation and less for individual memberships. The maximum initiation fee for corporations will be \$500 and \$250 for individuals. I hope you can tell me who might be able to help me on this membership drive since from the Braves standpoint I am taking this project on personally.

I am enclosing a confidential report on our season ticket campaign prepared by Jim Fanning of the Braves organization. He had the responsibility of directing this campaign which I believe is the most extensive program ever attempted by a Major League baseball team in a new city. I hope this approach will lay the groundwork for a much more successful result in future years when the harrassments are terminated. I would appreciate any comments you might have regarding the Fanning report.

With best regards.

Sincerely,



William C. Bartholomay
Chairman of the Board

WCB:ls

Enc.

cc: Mills B. Lane, Jr.
Arthur Montgomery
Opie Shelton

Bob Richardson
Allan Bell
George Goodwin

SEASON TICKET SALES REPORT

by

JIM FANNING

February 9, 1966

A review of the season ticket sales campaign for 1966 officially began on October 27, 1965, at which time players Eddie Mathews, Hank Aaron, Tony Cloninger, Billy O'Dell, Ty Cline, Bob Sadowski, Denis Menke, Mike de la Hoz, Mack Jones, Managers Bobby Bragan and Bill Adair, coaches Billy Hitchcock, Whitlow Wyatt and JoJo White and scout Dixie Walker came to Atlanta for three days of press conferences, hospital visits, radio and TV interview shows.

Beginning November 1, players Ty Cline, Bob Sadowski, Mike de la Hoz, Denis Menke, Jim Beauchamp, Mack Jones and Manager Bill Adair commenced season ticket sales duties. Bobby Bragan joined this force shortly thereafter. On December 13 Phil Niekro began full-time and on January 6 John Riddle, Baltimore Orioles player, began full-time season ticket work.

On January 17 the Braves employed two professional telephone solicitors whose assignment it is to merely determine the season ticket interest of prospective buyers and make appointments for the players.

All Braves front office personnel, including John McHale, Bill Bartholomay, Eddie Glennon, Austin Brown and Bill Brokaw have been active in sales.

In November the Braves sent personal letters, jointly signed by 6 players, to each Dunn & Bradstreet listing from the Million Dollar Directory and the Half-Million Dollar Directory in Atlanta and in the Atlanta area within 30 miles.

Personal telephone contact was made in each case, followed by one of three different personal letters depending upon the interest reaction.

This staff next pursued from 500 to 600 telegrams that were sent to Chicago and received by the Milwaukee Braves on the dates of October 15 through 21, 1964. These wires were directed to Bill Bartholomay and each wire was one of encouragement to move to Atlanta and each was a pledge of support upon arrival.

Lists of Atlanta's larger employers, such as Fortune Magazine's List of "500" and Atlanta Headquartered Firms With Branches Elsewhere were received from the Chamber and many other lists and booklets of manufacturers and businesses were obtained and pursued. The Dunn & Bradstreet Service was purchased to stay abreast and pursue prospective buyers. Books such as the Atlanta Merchandise Mart Directory and Manufacturing Guide have been used.

After reviewing categories of season ticket purchasers, such as automobile dealers, realtors, mortgage companies, banks, etc., the Yellow Pages were used to canvass other companies in the same categories for possible sales.

A season ticket brochure was introduced at the Marriott Exposition where the Braves had a booth and display, manned by above listed Braves personnel during the 6-day affair, November 1 through November 6, 1965.

To coincide with the press conference of October 27, the Braves announced the 1966 season ticket promotion in an 8" x 12" newspaper ad in both the Atlanta Journal and Atlanta Constitution. The ad included a coupon. The response was nil.

Occasional stories commenting upon the major league players and their activities appeared in local newspapers. Many radio programs hosted the Braves personally or by tape to disclose season ticket information - WQXI, for instance, hosted our group, panel-style, different times on full 1 hour shows.

A new three-fold brochure was introduced to the public as a first-class mailer and as a mail filler or handout. One hundred thousand of these brochures were printed. Ten thousand of these for mailing (bulk permit) were delivered and approximately 8000 were mailed - 4900 were mailed to manufacturers throughout Georgia. Approximately 60,000 of the overall have been distributed. Various other means were used to put the brochure in the hands of the public, such as mailing to Special Trade Contractors, state of Georgia, Wholesale Auto Parts, Wholesale Jewelers, Hardware Wholesaler, Contractors, etc. as per the Braves library. Each address on various streets were sent brochures -- streets such as Douglas Road, N.E.; Perimeter Highway, N.E.; Hammond Rive, N.E.; High Point Road, N.E.; Glen Forest Road, N.E.; Benton Woods Drive, N.E.; Royal Vista Drive, N.E.; Glenn Courtney Drive, N.E.; Glenridge Drive, N.E.; Headland Drive, East Point; Habersham Road, N.W.; West Paces Ferry Road, N.W.; and West Wesley Road.

The Braves mailed approximately 7000 multi-fold Christmas cards to season ticket purchasers, season ticket prospects and fans in the Atlanta area.

In October a business reply mail card was made available by various clubs to their members, in which interest in season tickets could be acquired either by asking for a Braves representative to call or indicating a need for further information.

All telephone inquiries result in the mailing of a full compliment of season ticket information.

Our Braves players, attired in blue blazers and insignia, canvassed many of the downtown buildings; including Peachtree Center Building, First National Bank, Healey Building, Lenox Towers, Bank of Georgia, Merchandise Mart, Southern Savings Bank, Fulton National Bank, Peachtree Tower, Hurt Building, First Federal and Standard Federal.

The downtown ticket office has been open as a convenient walk-in information office where season ticket brochures and literature, handout press guides, applications, etc. are available. Braves players hosted autograph sessions there, as well as assisting in staffing the office.

Throughout the fall the Stadium was open-house on weekends with Braves players and staff operating from the Advance Ticket Window Booth available to tour interested persons through the Stadium, discuss seating possibilities, etc. The Stadium parking lot message board carried players names who were hosting the Stadium. This Fan-a-Gram board has been used during the sales campaign as a ticket 'pitch' and 'soft sell'.

Our additional exposure included various shopping centers in which interested persons hosted us, opportunities to be on remote-control radio broadcasts from specific stores and special promotions, (Jones & Menke - General Electric; Cloninger - Jewelry) etc.

The use of the stadium parking lot by R.M.'s buses afforded a chance to hand out thousands of styrofoam balls, yearbooks, etc. Players, including Bobby Bragan, participated. Newspapers carried the picture.

The sales approach has included the following up of legitimate leads either in person or by telephone; initial contact in person and by telephone - cold; personal letter and brochure, newspaper and radio announcements, personal appearances and stadium open houses, mailer cards and cooperation of clubs.

The 400 Club has been hosted at the Stadium and has been hosts for the Braves on another occasion, and ticket sales assistance has been petitioned of this group. The Press Lounge is also used to host various groups and for press announcements. The Piedmont Driving Club, Capitol City Club and Cherokee Town and Country Club sent season ticket applications to all of their members. Ninety-eight percent of the applications were returned. However, very few sales have been made to date.

A card filing system of season ticket purchasers, companies having refused, companies interested but in daily sales only or group order specifically, has been assembled.

Service clubs, banquets, church, school and sports events locally and in the area have been handled by the entire Braves staff, directed by the Braves staff.

Speaker's Bureau. Thus, an opportunity during the past months of this busy scheduling has afforded further approach to prospective buyers.

The Chamber of Commerce mailed a four-color season ticket brochure to its 4000 plus members in Atlanta, and the chambers of commerce of numerous cities in the southeast received a substantial number for their respective members. Response, as of February 8, has been 31 returned cards, of which 13 have resulted in the sale of 26 season tickets.

Various small towns in the area have been visited and interested persons have often escorted our players to the most likely season ticket prospects. Carrollton, Georgia, for instance, escorted 3 of our players 1 full day and part of another in which season ticket response was good.

The above listed sales staff and the professional telephone solicitors have staffed a battery of telephones (8) to sound out fan interest and season ticket prospects.

In summation, almost all of our season ticket sales since November 1 have been made as a result of personal contact and a careful personal sales visitation in which the person or firm selected the preferred location.

Jim Fanning

February 10, 1966

↙ Mr. William C. Bartholomay
Atlanta Braves
Commerce Building
Atlanta, Georgia

Dear Bill:

I have enjoyed looking over the report prepared by Mid-Continent Surveys and I would recommend that you make a complete copy available to the Atlanta Chamber of Commerce for their records.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br



News Release

IVAN ALLEN, JR.
Mayor of Atlanta

For further information call — Ja 2-4463

Mrs. Ann Drummond
Executive Secretary

STATEMENT BY MAYOR IVAN ALLEN, JR.
FEBRUARY 8, 1966

Judge McKenzie's order in Fulton Superior Court ends for all time, so far as Atlanta and the Southeast are concerned, any question about the future of the Atlanta Braves.

They are our baseball team! They are our Braves!

The Braves have said so; the National League -- in a magnificent solid stand -- has said so; the one court that has legal jurisdiction over them has said so.

From here on the success of the Braves and the success of Atlanta and the Southeast as a showplace for major league baseball is up to the people of Atlanta and Georgia.

As mayor of Atlanta, I am determined that we are all going to show the whole country -- and especially Milwaukee -- that the Braves' move to Atlanta was the best thing that has happened to baseball since Ty Cobb.

When the Atlanta Braves open against the Pittsburg Pirates on April 12th, every seat in Atlanta Stadium is going to be full. Then Atlanta Stadium is going to be full the next night and again when they come back from their first road trip.

I want the sports writers in Milwaukee and Chicago and New York who have been crying about the Milwaukee fans -- who let the Braves down except when they won pennants -- to come down here to our town and see real baseball fans cheering a real baseball team, season after season, never deserting them, win or lose.

This is the kind of spirit you find in Atlanta . . . whether it's about baseball or business . . . civic pride or crime prevention. . . Dogwood blossoms or daily bread.

- PAGE TWO -

This spirit is also enthusiasm -- and I would like to see every Little Leaguer and every fan . . . and every housewife and every businessman, buy a ticket to see the Braves. I hope every business organization will support our team and buy season tickets and extra tickets to opening games.

Time is drawing close, and you had better move fast, from what I have seen with major league sports in Atlanta, the tickets might not last.

I wouldn't want anyone to miss this great sport experience and I know you wouldn't want to miss giving the Braves a genuine Southern welcome.

Further, I am asking the City Attorney to look into this matter and remain constantly vigilant in the protection of the rights of Atlanta citizens to the privileges of major league baseball as contracted for with the Atlanta Braves for the coming twenty-five years.

-30-

issuing a temporary restraining order which was binding on all Defendants duly served and all other persons acting in concert with said Defendants and with knowledge of said order.

At the same time, the Court ordered the said Defendants duly served to show cause before the Non-Jury Division of this court on February 15, 1966 why the restraining orders thus issued should not be continued and made permanent and why all other relief sought in the petition should not be granted.

Thereafter, the Plaintiff filed a Motion for Summary Judgment, with supporting evidence, and this Court, at the request of the Plaintiff, set said matter down for a hearing on the Motion for Summary Judgment, which hearing was held on the 4th day of February, 1966 beginning at 9:45 A. M.

There appeared at said hearing attorneys for the Plaintiff, for the ATLANTA BRAVES, INC. (hereafter called the "BRAVES"), and the NATIONAL LEAGUE OF PROFESSIONAL BASEBALL CLUBS (hereafter called the "NATIONAL LEAGUE"), as well as individuals connected with the above referred to parties. Evidence was presented, both by affidavit and by oral testimony, and argument was made by counsel for the respective parties.

At said hearing Plaintiff asked for, as it is entitled to receive, a ruling of the Court on the question of

of the Plaintiff's Motion for Summary Judgment, including a judgment declaring the rights of the Plaintiff in a certain Lease Agreement pursuant to Georgia Code Annotated, Section 110-1101, and incidental injunctive relief pursuant to Georgia Code Annotated, Section 110-1102 including an injunction permanently enjoining the parties served from breaching said Agreement in the event that said Agreement is declared valid, legal and of full force and effect by this Court.

In essence, the evidence showed that (1) on October 20, 1964 the BRAVES entered into a contract with the Plaintiff, leasing the Atlanta Stadium for the purpose of playing therein Major League Professional Baseball; (2) that thereafter, to wit: in August, 1965 suit Number 332-626 was instituted in the Circuit Court of Milwaukee County, Wisconsin seeking, among other things, an injunction enjoining the BRAVES from performing pursuant to said Lease Agreement, and; (3) that, subsequently, a "Memorandum Decision and "Order" was filed in the Circuit Court of Milwaukee County, Wisconsin on January 26, 1966 enjoining the BRAVES and the NATIONAL LEAGUE in certain particulars.

This Court is reluctant, as any court should be, to pass an order which might conflict with an order of a court of another sovereign state. This judicial reluctance cannot, however, justify this Court's shirking, however distasteful, a duty imposed. The parties to this suit have prayed for,

and are entitled to, an explicit and prompt ruling on the questions now before the Court.

This Court must, of necessity, recognize the fact that as a result of the entry of said Memorandum Decision and Order of January 26, 1966,, the Plaintiff's rights under its Lease Agreement are, in fact, directly and immediately threatened thereby entitling the Plaintiff at this time to a final and binding order. Having invoked the legal, as well as the equitable powers of this Court, the Plaintiff has a right to expect whatever protection this Court can properly and legally afford.

NOW, THEREFORE, IT IS HEREBY ORDERED, ADJUDGED AND DECREED:

1.

Said Lease Agreement between the BRAVES and the Plaintiff, dated October 20, 1964, as amended, is a valid, binding, legal contract and same is hereby expressly declared to be of full force and effect.

2.

The finding above set forth includes an express finding that said Lease Agreement was executed in, and is to be performed, within the territorial confines of the State of Georgia and is, in fact, a Georgia contract. It follows, therefore, that any construction of its terms must be

determined under the provisions of Georgia law. This Court rules expressly that Paragraph 25.8 (c) of said Lease Agreement does not relate to orders or decrees of a court of law or equity. This so-called "escape clause" is subject to no other construction when the Agreement, taken as a whole, is considered. The Court finds further that the above referred to paragraph pertains and relates only to the possible creation of a Federal regulatory body or like public authority established by the Congress of the United States specifically to govern the affairs of professional baseball and to edict orders, directions and regulations of such a public authority if such an authority should, during the twenty-five year period covered by said Lease Agreement, be duly and legally established. The only legal construction possible, under the laws of this State, is that said clause does not refer to orders or decrees such as are illustrated by the Memorandum Decision and Order of the Circuit Court of Milwaukee County seeking to prevent or restrain the BRAVES from playing their home baseball games in Atlanta Stadium, Atlanta, Georgia during the 1966 baseball season or thereafter.

This subject was expressly dealt with in Section 2.1 of the Lease Agreement relating to the 1965 playing season. The Defendants availed themselves of its provisions as long as the BRAVES had any contractual commitments to Milwaukee County. Any other construction of Paragraph 25.8 (c) would

violate that cardinal rule of construction of the law of Georgia which provides that contracts are to be construed so as not to reject any part thereof. Even if this were not true, the uncontradicted evidence before this Court shows conclusively that this was, in fact, the intention of the parties.

3.

Consequently, this Court is constrained to find that said Lease Agreement is a valid, binding contract, notwithstanding said Order dated January 26, 1966. The BRAVES, as a party to said Lease Agreement, has no legal right to avoid any of the terms or obligations of a valid, pre-existing contract by reason of the issuance of said Memorandum Decision and Order. It stands without question that no court can require a party not to enter into a valid contract when such contract has already been executed, become effective and pursuant to which contract there has been substantial performance by the parties.

4.

This Court takes express note of the fact that the foregoing Memorandum Decision and Order of January 26, 1966 does not, as of this date, attempt to prohibit the BRAVES from scheduling and playing its 1966 regular home games in Atlanta, Georgia. Said Order goes no further than to require that the BRAVES shall be prohibited from (a) contracting in future with respect to the 1966 baseball season in Atlanta.

Georgia, unless it includes in such contract a right to avoid the same if the Milwaukee Court enjoins the BRAVES from exhibiting its home games away from Milwaukee in the future, and; (b) requires the BRAVES, the NATIONAL LEAGUE and its members to make tentative and conditional arrangements for exhibition of the BRAVES home games in Milwaukee, if required to do so by said Milwaukee court in the future, and; (c) ordering that the BRAVES, the NATIONAL LEAGUE and its members make plans for expansion of franchises so as to permit an expansion team of competitive quality to play in Milwaukee in 1966.

5.

Notwithstanding the facts referred to in Paragraph 4 above, this Court, in view of the relief requested and still vigorously sought by the State of Wisconsin in that case, that the BRAVES be prohibited from playing their 1966 home games in Atlanta, Georgia, further finds that pursuant to the terms of said Lease Agreement, Plaintiff has a lawful contractual right to have said Defendant BRAVES schedule and play its home games with other teams of the NATIONAL LEAGUE in Atlanta Stadium during the entire present term of said Lease and has a further right to have the NATIONAL LEAGUE, and its individual corporate members, schedule and play all games designated in the presently published NATIONAL LEAGUE schedule as home games of the BRAVES

with the Atlanta BRAVES in Atlanta, Georgia during 1966 and during the remaining term of said Lease.

6.

Incidental to the Declaratory Judgment herein entered and in order to preserve Plaintiff's rights, it is further ORDERED that the Defendant BRAVES, its Officers, Directors, Agents, Servants, Employees, Players, and all other persons acting in concert with them, are hereby permanently enjoined from taking any action which would impair the performance by said BRAVES of the terms of said Lease Agreement and they are hereby permanently and specifically enjoined from taking any action or making any arrangements for the scheduling ^{or} ~~of~~ exhibition of BRAVES home Major League Professional Baseball games at any place other than Atlanta Stadium, Atlanta, Georgia for the 1966 baseball season and during the term of said Lease.

The above injunction, enjoining the Defendant BRAVES from breaching any of the terms of said Lease Agreement is predicated, in part, on the uncontradicted evidence that the Plaintiff has no adequate remedy at law in that connection in view of the irreparable nature of the damages which would ensue if said BRAVES, in their present financial condition, were to breach the terms of said contract herein declared valid and lawful.

7.

Consequently, the Defendant NATIONAL LEAGUE, its members and all persons acting in concert therewith, are hereby permanently enjoined from taking any action which would, in any wise, impair the full and faithful performance of the terms of the said Lease Agreement and from taking any action or making any arrangements which would in any way, alter, amend or otherwise change, as to location in Atlanta, Georgia, the home schedule of Defendant BRAVES as presently published (and attached to Plaintiff's petition) for the 1966 baseball season, thereby impairing the terms of said Lease Agreement between Plaintiff and BRAVES.

8.

Plaintiff's application for any and all additional injunctive relief as may be required or sought by Plaintiff, in addition to the permanent relief granted herein, will be considered by this Court, upon motion of Plaintiff with notice to Defendants served, after giving all parties a reasonable opportunity to be heard.

IT IS SO ORDERED this 8th day of February, 1966.

S/ Sam Phillips McKenzie
Sam Phillips McKenzie, Judge
Superior Court, N. J. C.

GEORGIA STATE AFL-CIO

CHARTERED BY AND SUBORDINATE TO AMERICAN FEDERATION OF LABOR AND CONGRESS OF INDUSTRIAL ORGANIZATIONS

DISTRICT VICE PRESIDENTS

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1ST DISTRICT

MRS. JIMMYE HATCHER
2ND DISTRICT

RALPH C. TOWNSON
3RD DISTRICT

J. W. HARDEGREE
4TH DISTRICT

MRS. MARTHA TRUE
5TH DISTRICT

MORGAN BOWEN
6TH DISTRICT

A. J. SCOTT
7TH DISTRICT

H. G. FITZPATRICK
8TH DISTRICT

OTIS CHILDERS
9TH DISTRICT

J. HAROLD DYE
10TH DISTRICT



15 PEACHTREE STREET, N. E.
ROOM 208
ATLANTA, GEORGIA 30303
525-2793



EXECUTIVE COMMITTEE

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SECRETARY

MRS. LOUISE DEAN
TREASURER

January 12, 1966

The Honorable Ivan Allen, Jr.
Mayor
City of Atlanta
City Hall
Atlanta, Georgia

Dear Mayor:

Attached is copy of letter to Mr. John McHale of the Atlanta Braves, which is self-explanatory.

Any assistance you can give Mr. Graf in his effort to help the retarded will be appreciated.

Sincerely yours,

W. H. Montague, Sr.
President
Georgia State AFL-CIO

WHM:s

opeiu #21

afl-cio

cc: Mr. G. Thomas Graf
Mrs. Liane Levitan

January 12, 1966

Mr. John McHale
President and General Manager
Atlanta Braves, Inc.
P. O. Box 1122
Atlanta, Georgia

Dear Mr. McHale:

We, in Labor, would like to solicit your serious consideration of the request made by Mr. G. Thomas Graf, Executive Director, Atlanta Association for Retarded Children, Inc., that the Braves play a benefit game to assist financially in the construction of a proposed adult activity center.

At the present time, no such facility exists in Metropolitan Atlanta, or in the entire State of Georgia, for the training of post school age retardates who are not capable of effectively functioning in a vocational rehabilitation workshop setting or competitive employment.

I am sure many worthy causes have requested your organization's assistance, but I believe the Atlanta Association for Retarded Children's proposed adult activity center is one of the most needed. I have had experience trying to help the retarded children, and sincerely hope you will give Mr. Graf's request for an exhibition game the consideration it deserves.

Cordially yours,

W. H. Montague, Sr.
President
Georgia State AFL-CIO

WHM:s

opeiu #21 afl-cio

cc: ✓ Mayor Ivan Allen, Jr.
Mr. G. Thomas Graf
Mrs. Liane Leveton