



2-23-1976

William E. Dauer to George Moscone, 23 February 1976

Chamber of Commerce

Follow this and additional works at: <https://scholarlycommons.pacific.edu/mayor-moscone>



Part of the [History Commons](#), [Political Science Commons](#), [Public Affairs](#), [Public Policy and Public Administration Commons](#), and the [Sports Management Commons](#)

Recommended Citation

Chamber of Commerce, "William E. Dauer to George Moscone, 23 February 1976" (1976). *Mayor Moscone*. 27.

<https://scholarlycommons.pacific.edu/mayor-moscone/27>

This Letter is brought to you for free and open access by the The George Moscone Collection at Scholarly Commons. It has been accepted for inclusion in Mayor Moscone by an authorized administrator of Scholarly Commons. For more information, please contact mgibney@pacific.edu.

WILLIAM E. DAUER
executive vice president



February 23, 1976

The Honorable George Moscone
Mayor, City and County of
San Francisco
200 City Hall
San Francisco, CA 94102

Dear Mr. Mayor:

I hope you will convey to the National League owners that the San Francisco Chamber of Commerce is prepared to embark upon an all-out merchandising program for the sale of Giants season tickets.

As soon as the sale to Messrs Lurie and Short is consummated, we will begin our industry-wide contact of companies. All sales efforts will be made on a person-to-person basis.

Our board of directors has authorized an expenditure of paid advertising in our newspapers to promote baseball interest through: (1) a downtown baseball parade the day before the season's opener, (2) recruiting members into the Giants booster organization, (3) encouraging "industry days" at the baseball park, (4) promotion of special game packages, and (5) merchandising daily game attendance.

We are calling our volunteers together on Monday, March 1 to organize all of these activities. In addition we have contracted with Beyl, Boyd and Turner to lay out our advertising program this week.

We want the National League office and club owners to know that there is a new baseball spirit in San Francisco, and we intend to provide the dollars and manpower to make this once again a first-class baseball city.

Very sincerely,

A handwritten signature in cursive script, reading "William E. Dauer", is written over the typed name. The signature is fluid and matches the printed name.

William E. Dauer

WED:pf