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September 4, 1969

Mr. Charles O. Finley, Jr.
Oakland Athletics
Oakland-Alameda County Coliseum
Oakland, California 94621

Dear Mr. Finley:

With the pennant race so close, Johnson Spink and I know you have a lot on your mind. If deadlines didn't demand this letter it would not have been written.

However, The Sporting News, like other publications, is plagued by deadlines and that's why I'm writing to you now about our World Series Issue, October 18, which deadlines October 1.

As you know, American and National League pennant winners have always used full page institutional ads in our World Series Issues, and if fate smiles on the Athletics I am hopeful that we can count on you to keep up this long-standing tradition.

For your information I have attached a copy of an ad that we carried last year for the Detroit Tigers in our World Series Issue. The St. Louis Cardinals ran a similar ad. The regular rate for a black and white page in The Sporting News is \$1,050 but because of the institutional nature of these World Series ads, the charge in 1969 will be only \$750 as it has been for many years.

As mentioned above, the deadline for our World Series issue this year is October 1. May we plan on carrying an ad for the Athletics if all goes well during the last couple weeks of the season? If so, send layout, copy and cuts to me personally as soon as possible so we can set your ad, send proofs and have everything ready to go. Obviously, if the Athletics are not fortunate enough to win the pennant, there will be no charge for our service and your advertisement would not appear.

We look forward to working with you.

Cordially,

Charles F. Shiels, III
Advertising Manager

CFS:np

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