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PROFESSIONAL BASEBALL CLUBS

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11th March, 1958.

Mr. J. G. Taylor Spink,
The Sporting News,
2018 Washington Ave.,
St. Louis, Mo.

Dear Taylor:


Your editorial about the sports bills which are going before congress was certainly a wonderful service to baseball. I hope that the major league owners will show a lot more consideration and appreciation for your efforts on their behalf than they have for the minor leagues, who also do everything they can to help the majors when they are in a jam, but who get no help in return.

The Sporting News does a tremendous job covering and boosting baseball, in fact it is almost unbelievable the large amount of expert opinion and coverage that is contained in your publication. Without the Sporting News most of us would be in absolute ignorance of what has been going on in many sections of the country.

If the major league owners were smart and appreciated the great publicity that you give to baseball, they could well afford, on their big days, to place a copy of The Sporting News in every seat, and for this service to their fans, I believe they would receive great reward. Certainly every fan that goes to that game and takes home a copy of The Sporting News is going to know a lot more about baseball and acquire a great deal more interest than those who have not had a chance to read this great publication. I certainly would like to see the major league clubs try out this idea because I think it would be the cheapest and best publicity that they could get.

Taylor, I want you to understand that I am absolutely sincere in the above statements and I believe that if the right men were approached they could be easily sold on the value of this plan. With very best regards and wishing the greatest success to the Sporting News, I am,

Sincerely yours,


Frank J. Shaughnessy,
President

FJS:bc