

# THE MUNICIPAL AUDITORIUM

KANSAS CITY, MISSOURI

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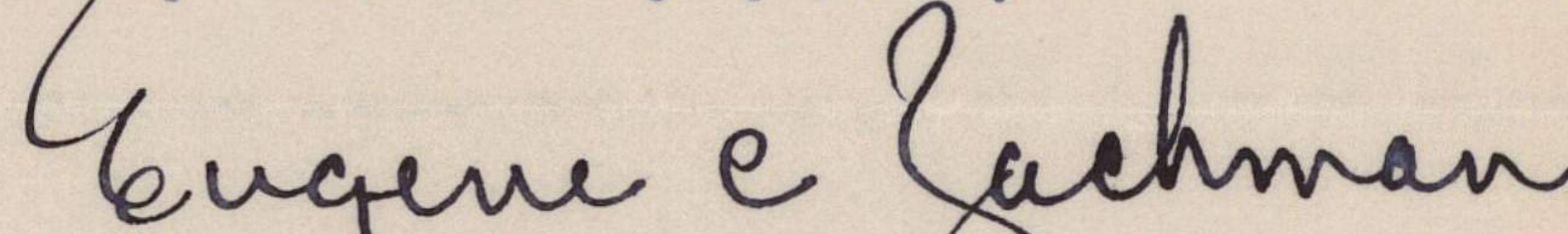
For your information, the Naismith League this year is using the Arena this year on a percentage contract, and it has proved very satisfactory both to the League and to the Building.

In answer to your second question regarding the price of the tickets, the \$80.00 price would be on the pink ticket which you mentioned. The embellishment on the other ticket is an artist's job, which would boost the price up possibly 20 or 25%, since it has to be done to order.

Personally, I would think the expanded small size ticket, which can be supplied at about \$30.00 a set, would be satisfactory for your needs. We can obtain this ticket at such a low price, because it is the one we always use for events in the Arena. We have these tickets printed 40 or 50 sets at a time, thus getting a wholesale rate on them, and then when an event is booked into the Arena it is necessary for the ticket Company only to imprint on one set of the tickets, the name of the event and the date. That is the reason that we get so low a price.

I hope that I have answered your questions fully. If not, don't hesitate to get in touch with me.

Very sincerely yours,



Eugene C. Zachman, Manager  
Municipal Auditorium

ECZ/DS