

HEERY AND HEERY· FINCH, ALEXANDER, BARNES, ROTHSCHILD AND PASCHAL
Associated Architects and Engineers

Fifth Floor
70 Fairlie Street
Atlanta, Georgia 30303
404 524-1768

March 5, 1965

Mr. Arthur Montgomery
Atlanta Coca-Cola Bottling Co.
864 Spring Street, N.W.
Atlanta, Georgia

Dear Arthur:

We would like to suggest that some public relations planning might be desirable in connection with the opening of the stadium.

As you know, the first exhibition game on the 9th of April is scheduled about a week before the stadium is supposed to be completed. There are going to be a lot of loose ends, and we would hate to see the public get the wrong impression. Therefore, it might be worth quite a bit for everyone concerned to have the public prepared as well as possible.

Paving of parking areas and public concourses will probably be the main headaches. Also, while the work on concession stands, etc., has proceeded as fast as possible after final decisions were received from the Braves, there will be a number of such items that will not be completed by the 9th.

Also, on a public facility like this, you always want to have a small attendance "shakedown", but in this case, the opening day may be the biggest crowd of the year.

We will be glad to be of whatever assistance we can.

Sincerely yours,

HEERY AND HEERY . FINCH, ALEXANDER, BARNES, ROTHSCHILD & PASCHAL


George T. Heery

GTH:psm

cc: Mr. Mills B. Lane
Mr. Robert R. Richardson
Mayor Ivan Allen ✓
Mr. John McHale