



Staff Photo—Bill Wilson

A MAN STANDS ALONE AND GAZES INTO FUTURE
Eddie Mathews Gets a Look at New Atlanta Stadium

NAME GAME ENDS: ATLANTA STADIUM

After several months intensive screening of names "good, bad and ridiculous," the Atlanta Stadium Authority has arrived at the title for the new \$18 million dollar arena.

It's to be called, simply ATLANTA STADIUM.

Stadium Authority Chairman Arthur Montgomery revealed the name before an overflow crowd at the annual Atlanta Touchdown Club banquet Saturday night.

Citing the reasons for arriving at the name, Montgomery said, "We appointed Opie Shelton to head the committee and to find a name that would be short, non-controversial, pertain to no particular sport and promote the city.

"The name could be no other than Atlanta Stadium."

"The shortness in the name is obvious. It will be used throughout the nation on radio, television, in the newspapers, and other media. Simplicity, then, is necessary here.

"It's with these things in mind that we arrived at the new name through months of pouring through hundreds of suggestions," said Montgomery.

Montgomery announced that the inspection team had made a recent visit through the stadium and found it to be "right on schedule."

"We have every reason to believe that the stadium will be ready for occupancy by April 9—the date of the Detroit Tigers-Milwaukee Braves exhibition game." —**BLODGETT**