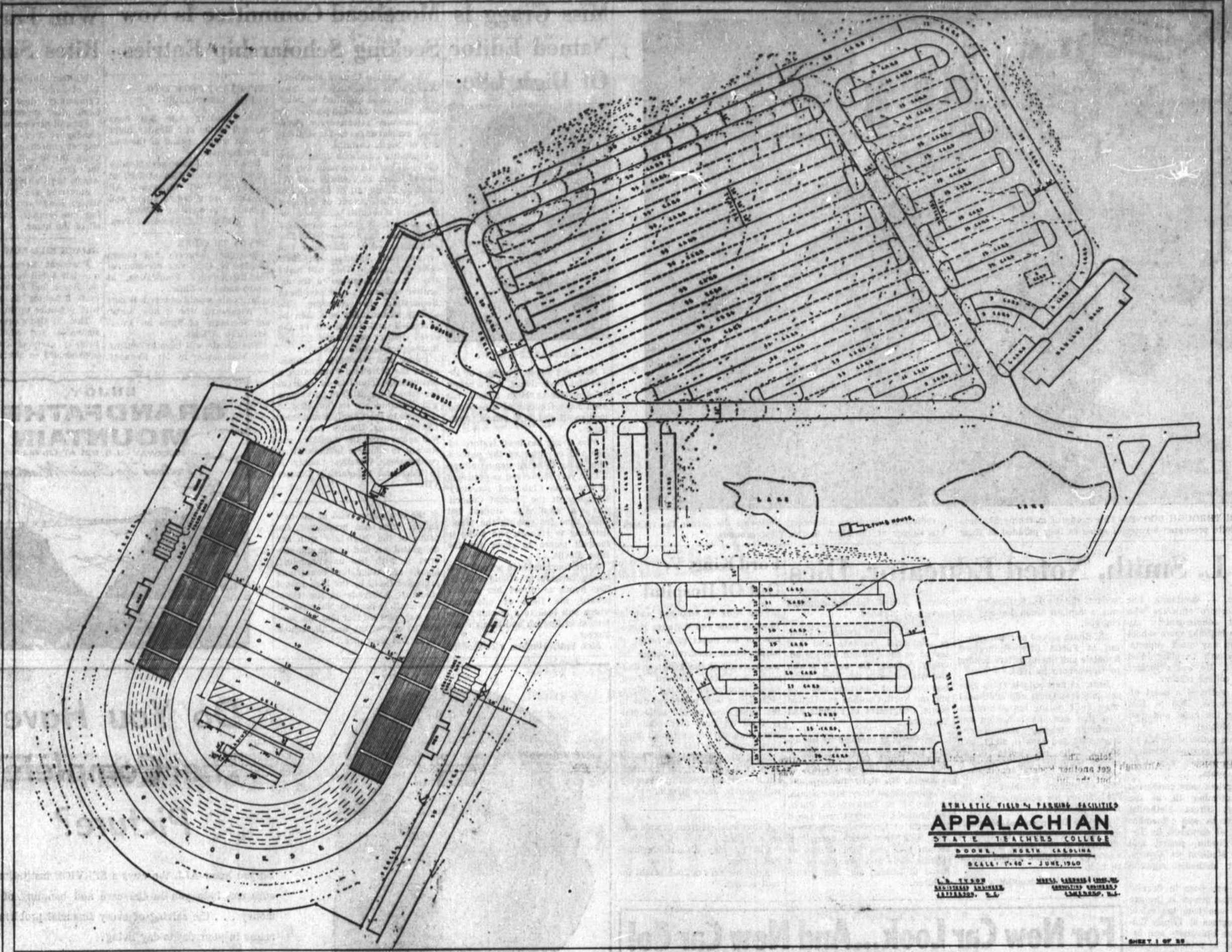


STADIUM FUND DRIVE KICKS OFF



This plan shows that a quarter-mile track will circle the athletic field and a field house will locate at one end of it.

Areas behind Newland Hall (center right) and Justice Hall (lower right) will provide ample parking space.

Driveways to the parking facilities flank two spring-fed lakes. Architects say site is one of America's prettiest.

YOU'RE INVITED TO BUY SEATS

Plans were announced today for a big campaign to raise funds to complete Appalachian's new Football Stadium.

This to be a beautiful natural horseshoe-type field lying behind Newland and Justice Halls in a setting of large oaks rising above a thick undergrowth of rhododendron and mountain laurel.

Work on this huge project was begun early last spring. First, trees were cut. Large concrete pipes were installed to carry the water from the small streams which flowed through the area. Since then mammoth machines have moved thousands of yards of dirt and rock in shaping what will be one of the prettiest outdoor arenas in America.

When completed this all-purpose field will have 5,000 permanent concrete seats on each side of the lighted football field. There will be an official quarter-mile track, a field house, press and guest boxes, adequate rest room facilities and new electric scoreboard. Parking areas are now being graded to take care of upward of one thousand cars.

It will be a multi-purpose stadium which can comfortably accommodate not only athletic and field events, but activities such as May Days and student convocations.

Due to the lack of land space on the campus proper, the new Science Building must be placed on the present college field. The overall cost of this attractive addi-

tion to the rapidly growing Appalachian campus is estimated at around \$400,000. Of this amount, \$240,000 has been appropriated by the State of North Carolina to cover much of the cost of grading and preparing the field. However, since it is against State policy to furnish spectator facilities, the funds for the construction of seats, lights, a field house, and the like, must come from other sources.

Thus, for the first time in the history of

the institution, alumni and other friends will be called upon to contribute funds for a capital improvement.

Much enthusiasm has been expressed already in this large undertaking and unsolicited gifts amounting to several thousand dollars have already been received — others have indicated their intention of contributing.

The kick-off of this campaign will parallel the beginning of Appalachian's 1961

football season and everyone will be given the opportunity to participate.

Contributions, large and small, will be funneled through the Appalachian Heartline and all Heartline funds during the coming year above the amount required for normal alumni services will be used to complete this project.

Funds will be solicited from not only individuals, but also from family groups, business concerns, larger corporations and foundations.

It is estimated that it will cost approximately \$20 per seat to provide the extra necessary improvements to make this a really first class stadium. Thus, for example, a gift of one hundred dollars will buy five seats. Some families have already pledged one seat for each member. It is easy to figure that if our alumni were to average a gift of one seat each, our campaign would be a success.

A special committee from the Board of Trustees consisting of Kidd Brewer, George Corn and E. G. "Red" Lackey has been appointed by Trustees Chairman, William J. Conrad, to assist Bob Allen, Campaign Director, and other college officials in planning and executing the Stadium Fund Drive.

To Direct \$160,000 Campaign



Bob Allen
... campaign director



Kidd Brewer
... trustee from Raleigh will help pull ropes again as '37 photo shows he can do.



George Corn
... trustee from Shelby was star footballer at ASTC in early 40's.



E. G. "Red" Lackey
... trustee from Winston-Salem and past alumni president will drive hard.