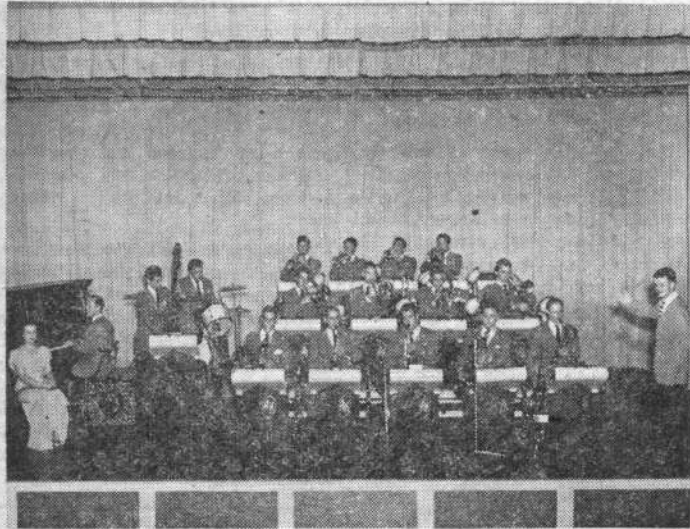


Knights' Music to Climax Gala Weekend



The Auburn Knights, one of the top college bands in the country, will be on hand to provide musical entertainment for the Homecoming dance Saturday night. Brought back by popular request, the band is fronted by Dilson Petrey, pianist, while Bob Ware and pretty Faith Gibson are featured on the vocal side.

Swivet, Newest Campus Magazine, Coming Soon

By Cooper Morcock

The Swivet, Georgia Tech's newest student publication, is expected to make its debut during the week of November 7. The first issue will be a slick-paper magazine containing twenty pages devoted to a broad variety of stories and illustrations. The feature story is by Jimmy Jordan, who, in addition to being a member of the football team, is a member of the publishing board of the new magazine.

The initial issue of the Swivet will cost twenty-five cents and will go to those who sign up in advance for it. The charge is necessary in order to repay the loan granted by Student Council to help the new enterprise get started. The magazine is expected to be self-supporting after the first issue.

A campaign will be made next week throughout the campus, in all departments, dormitories, and fraternities, to give students, employees, and faculty members a chance to sign up for the maiden issue. Under the present budget the number of copies will be very limited and will all be reserved for those who sign up in advance. Members of the staff will deliver the magazine to those who have campus addresses.

Chosen With Difficulty

The name of the publication was chosen with some difficulty. The members of the publishing board had considered so many suggestions that finally none of them could agree with any of the other members. At that point Prof. James B. Haman, the faculty adviser, remarked, "What a swivet!" meaning in effect, "What confusion, what disagreement!" The catchy word meaning "disagreement" evolved as the only name the board members could all agree upon and was therefore accepted.

The Swivet fills a gap in the fields of writing presently covered by the older Tech publications. The Yellow Jacket is devoted primarily to humor, the Blue Print to student activities during the year, The Technique to news, and the Engineer to articles of a technical nature. The Swivet will carry many types of material which would not fit into the schemes of any of the other publications, such as fiction and non-fiction stories, poems, candid camera treatments of various

campus activities, illustrations and sketches, and editorials on controversial subjects and school problems.

No Formal Organization

The Swivet has no formal organization of editors and assistants editors at present. A publishing board of seven members, with Paul Lieberman as chairman, is directing activities connected with organizing the venture and launching the first issue. Members of the board are Business Manager Fred Wolf, Secretary Joe Ford, Pete Brown, Jimmy Jordan, Vann Collier, Ray Auger, and Paul Lieberman, the chairman and organizer of the new magazine.

Present plans call for publication of the Swivet once each quarter. That may be changed later, however. According to Lieberman, enough ma-

(Continued on page 8)

Co-op Succumbs

It is with regret that The Technique has learned of the death on Monday of William H. Dozier, Jr., of 1757 Lawton Avenue, Macon, Georgia. A sophomore co-op student majoring in Chemical Engineering, Dozier entered Tech in September, 1947, after attending Mercer University for one quarter. He was employed by the Union Paper and Bag Company, of Savannah, Georgia, for four quarters, where his record was described as "very satisfactory." Scheduled to return to school this fall, he was advised not to do so by his physician because of a kidney condition, which was the cause of his death. Funeral services were held on Wednesday at four o'clock in Macon.

ANAK Tapping Ceremonies To Highlight Evening's Events

Climaxing the varied events of the Homecoming week-end at Georgia Tech will be an informal dance held in the gymnasium tomorrow night from 8:00 until 12:00. The Auburn Knights, featuring vocalist Faith Gibson, will provide the music for the dance, which will be sponsored by the Bulldog Club.

Highlight of the evening's entertainment will be the formal tapping ceremony of the ANAK society. Four new members will be tapped by president Estes Mann and greeted by vice-president Ewell Pope, secretary "BB" Brown, treasurer Roy Barnes, and Dave Crane.

Tapping Ceremony

The tapping ceremony, which will take place immediately before the intermission, will be preceded by the awarding of two other honors—the trophy by the Homecoming Decorations Committee, and the Giboon, or gold-plated spittoon, by the Ramblin' Reck Club.

The judging for the best decorations for homecoming will take place tonight from 7:30 until 9:00. The theme must be the Tech-Duke game or Homecoming, and no obscenity or profanity is allowed. The point system which will be used allots 30 points for the effectiveness of the theme, 30 points for the originality, 20 for mechanical ingenuity, and 20 for showmanship.

Three Judges

The three judges for the decorations contest, each a prominent Atlanta businessman, are Mr. Ray Lang, Mr. Walter C. Hill, and Mr. Herbert Oliver. The three fraternities receiving the most points in the judging are given a corresponding number of points for the IFC trophy contest.

The Ramblin' Reck parade, beginning at the Delta Tau Delta house at 11:00 on Saturday, will move to the new T.E. building and circle back. The judges will be Mr. Robert Snodgrass (of alligator fame), Mr. Goodloe Yancey, and Mr. Herbert Bandurant.

Second Trophy Sought

A second Giboon, the "floating" prize for the winner of the parade each year, is being sought desperately, but none have been found to date. (Continued on page 8)

Tech Rifle Group Plans Formal Ball

Music by the Ramblers is to be featured at a gala ball to be held at the Crenshaw Field House next Friday evening. The affair is open to all and is being sponsored by Georgia Tech's Pershing Rifle Company.

The ball is to be formal with Army, Navy and Air ROTC uniforms or tuxedos being the uniform of the day. Tickets for the dance, which starts at eight and lasts until midnight, may be procured from Pershing Rifemen, who will be circulating about the campus during the week. The cost for the evening's entertainment will be \$1.50 for students, with or without dates. It is requested that no flowers be purchased for the occasion.

A Tech organization, The Ramblers have a reputation that is rapidly spreading through Atlanta. For those who like the latest jive, the orchestra is hard to beat, while their smooth selections rank first in that department.

Attention Seniors

Associate Dean J. J. Pershing has announced that the testing and vocational guidance services of the office of the Dean of Students are available to the seniors and graduate students in the classes of March 1950, June 1950, and September 1950.

It is to be understood by all the seniors and graduate students in the three classes of 1950 that these testing and guidance services are not compulsory, but entirely voluntary on the part of the individual students. However, two advantages of the services are these:

1. The students may secure a valuable self-inventory of abilities and aptitudes.
2. The test scores can be made available to the various visiting company representatives if requested.

Therefore, all seniors and graduate students in these three classes of 1950 who are interested in the testing and guidance services should see Mr. Dougherty in Room 103-A Knowles building to make the necessary arrangements.

Fred W. Ajax,
Associate Dean of Students.

Freshmen to March In Shirt-tail Parade After Jacket Victory

Tech's freshmen will get a chance to display their athletic endurance Saturday if the Jackets beat the Duke eleven in the annual Homecoming classic. A full scale shirt-tail parade is definitely planned by the Ramblin' Reck Club if Tech comes out on top in the game. A shirt-tail parade was strongly suggested by the cheering section after the Auburn game, but this will be the first official parade this year.

As in all home games this year the frosh will form a pathway at the north end of Grant Field for the football team as it leaves the field, the parade will start from there if the occasion calls for a parade. The tentative route of the parade calls for the freshmen to go north on Techwood to 4th Street, east on 4th Street to Spring Street and then south on Spring Street downtown and to Five Points. Arrangements are being made to have a freshman band at Five Points, when the parade arrives, along with the cheerleaders. A short pep-rally will be held at Five Points.

The shirt-tail parade is a traditional Tech custom, and one of the high spots of the Fall quarter of each year, at least for upperclassmen. Severe penalties will be imposed on freshmen caught not participating in the parade. The only excuse for non-participation acceptable to the Rat Court is strong evidence of physical disability.

Flash Card Section Will Assist In Collection of WSSF Funds

By Dick McClosky

The Flash Card Section and the Georgia Tech World Student Fund Committee will cooperate during the Homecoming game in a new fund raising operation, it was recently disclosed. According to the new plan, brochures stating the purpose of, and containing pertinent information concerning, the World Student Service Fund will be distributed throughout the stadium via the football programs. At half-time a speech will be given by Bill Tate, local radio announcer, explaining the need for the funds. The Flash Card Section will then spell out the letters GIVE WSSF, while 200 Tech students begin passing paper cups along every row of seats in the stadium.

The nucleus and directing body of these 200 students will be formed by the Tech World Student Fund Committee, composed of Dean George Griffin, Professors Clay Lewis and Mario Goglia, YMCA Director Robert C. Commander, Committee chairman Estes Mann, Mack Gregorie, Jimmy Biggs, Cuyler Gunn, Allen Crawford, Speer Ezzard, George Nalesnik, and Dewey Williams. This committee has as its primary function the support and control of three funds: The Gene Turner Fund, the Georgia Tech World Student Fund, and the World Student Service Fund.

The Gene Turner Fund honors Gene Turner, Tech Alumnus, who left Georgia Tech in 1913 to go to China as a YMCA world service secretary, since which time his friends and supporters at Tech have contributed much of their time and effort to enable him to perform for some of

China's millions of people a great work of goodwill and Christian service. This year Gene Turner retired and has been succeeded by his son, Gene Turner, Jr.

The Georgia Tech World Student Fund has as its goal the establishment and continuance of goodwill scholarships with technical schools in foreign lands, notably our "brother university," Stuttgart Tech. With the money so far received, and meals which are donated by the fraternities, Tech is sending through school a student from Finland, Johnny Waris, and one from Germany, Max Baecher. It is hoped that by providing the means whereby outstanding students from other nations may attend Tech as our guests, international friendships may be formed, and the cause of professional competence and world peace will be greatly aided.

Contributions to the WSSF are devoted to the alleviation of clothing, food, medical, and textbook shortages of students in war-devastated and substandard areas of the world. This is their contribution to those who need our help in helping themselves, and deserves the wholehearted support of all Tech alumni, faculty, students, and their friends.

WELCOME ALUMNI!

Fence Around Gym Lawn Is Available to Large Groups

Last year the Student Council purchased a temporary wire net fence that will almost completely surround the terrace and front lawn of the gym. This fence was used during the Jesse Duckworth "Spring Frolics" dance so that all the front doors of the gym could be left open. This in turn kept the gym much cooler and also allowed couples to pass freely out and in without having to get a stub or pass.

Since the "Spring Frolics," the fence has been stored by the Athletic Association and has not been used again. Any organization that reserves the gym for a function such as a

dance is entitled to use the fence free provided they put it up and take it down when they are through with it. Coach Roy M. Mundorff of the Athletic Association is in charge of

(Continued on page 8)

School to Unveil Monument Honoring Peters Park Donor

More than sixty years ago, Richard Peters donated four acres of land on which to construct the first buildings of the newly established Georgia Institute of Technology. Through the years his heirs have also contributed considerable land to the school, the most recent being the large tract just north of the gymnasium and known as Peters Park.

On Saturday, October 29, as part of the homecoming ceremonies, school officials, alumni and members of the Peters' family will dedicate to Mr. Peters a large stone monument located in Peters Park, which today contains modern tennis and basketball courts installed by the Georgia Tech Athletic Association.

The brief ceremonies will start at 1:15 p. m. with Oscar Davis, president of the Georgia Tech Alumni Association, introducing W. A. Alexander, athletic director of Georgia Tech, who will pay tribute to Mr. Peters and his family.

Tech Council President Attends Conference of Southern Leaders

By Bruce Kidd

On October 15 and 16, Estes Mann, president of the Tech Student Council, attended a meeting of Student Council presidents of southern and southeastern schools at the University of Florida. During a series of meetings, Mann discussed many problems and systems of schools that approximate the size of Tech.

The council presidents of nineteen southern and southeastern schools such as North Carolina, Virginia, Duke, Alabama, Tennessee and Florida exchanged ideas on school government. As well as attending meetings, the delegates were treated to visits to Jacksonville, Saint Augustine and Silver Springs as well as a tour of the Florida campus.

On Saturday night at half time during the Vanderbilt-Florida game each of the men was presented to the capacity audience in a very beautiful and impressive ceremony. The stadium was darkened and the Florida band members, with lights on their hats, formed a large star. When each man's name was an-

nounced over the loud speaker, he went to the center of the star, and a spotlight was shined on him. Following the game the group was invited to a cocktail party at the Seminole Hotel.

The actual meeting began on Friday morning, October 14, with a 7:30 breakfast followed by a business meeting at 8:30. During this session the presidents discussed honor systems, freshman orientation, and integration of class officers into student government.

Saturday, at another business meeting, Tech was lauded for its lack of parties and machine politics. Tech's council was also found to be more active than most of the other schools in that it has many men on faculty committees. One of the prime advantages that the Tech council has is the money allotted to it from the student activity fee. This assessment amounts to about \$.35 per man.

Student Council Minutes

October 25, 1949.

The meeting was called to order at 6:35 by President Estes Mann. Those absent were Judy Attaway, Fuzzy Field, Bill Jett, George Kirkpatrick, and Ashley Vincent.

George Nalesnik reported that progress was being made in the attempt to secure funds for the Radio Club.

Elam Anderson reported on the Publications Board Meeting. A committee was appointed to investigate the questions of salaries to be paid various members of the staffs of the student publications. The committee consisted of Lamar Jordan, chairman; Bob Lee, Elam Anderson, David McBrayer, Ken Brown, and John Tolan.

Members of the Student Welfare Committee gave the following reports:

Bruce Sams stated that Mrs. Davis of the Davis Apartments had said that she was not going to file any complaints to the school against students.

Herb Bradshaw reported that the garbage disposal situation in back of Brittain Dining Hall would be taken care of by Dining Hall employees in the future.

Ken Brown reported that plans are being made to move Sideways' grave and to protect it suitably.

Sam Mitchell informed the council that Dean Narmore had said that drill period was changed so as to give the students classes in the morning. He felt that they were more capable of learning at this time.

Jim Pruitt reported that there has been no satisfactory solution of the parking problem at Burge Apartments and explained the situation to the council. The problem will be given further consideration.

Lamar Jordan reported that Professor Groseclose of the I.E. Department has studied the Post Office congestion problem and has recommended to the Administration that an extra door be put in the East side.

Ken Farmer announced that the Loan Committee would meet this week to discuss plans to promote use of the \$50,000 in loan funds which Mr. Anthony has called to the council's attention.

Ed Gothard reported arrangements that are being made for the Freshman elections. He also said that any Freshman, regardless of quarter or point average, is eligible to run.

The motion by Austin West that \$100.00 be appropriated to cover the cost of a Student Council section in the Blue Print was taken from the table and passed.

Lee Hunter moved that flowers be sent to the funeral of Bill Dozier, a Tech student from Macon, Ga. The motion was tabled. The flowers will be paid for from personal funds until the motion is passed.

Jim Pruitt asked the Welfare Committee to investigate the quality of the milk being served in Brittain Dining Hall.

Ken Farmer volunteered to investigate the complaint that the parking areas were not well-defined and that tickets were being given for parking on grass which was not marked as a No Parking Zone.

The meeting was adjourned at 7:50.

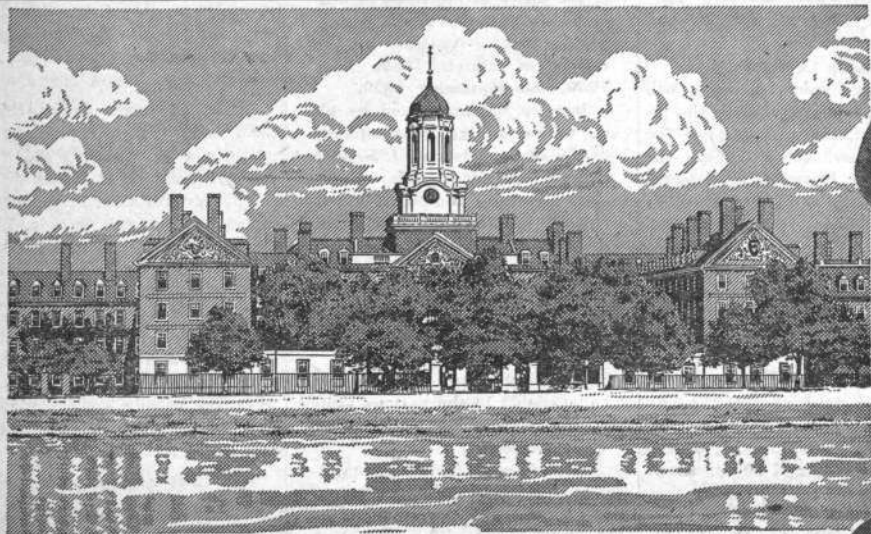
Respectfully submitted,
Bruce Sams, Secretary.

WGST

The Ga. Tech Station

920 ON YOUR DIAL

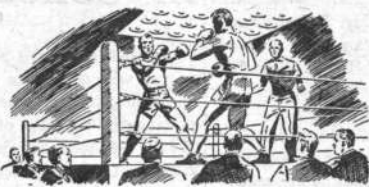
Tops in MBS and Local Programs



Major Ed Wall, Harvard, '40 -Flying Executive, U.S. Air Force!



Born in Newark, N. J., he moved to Boston at an early age, graduated from the public Latin high school in 1936, entered Harvard the same year, where he majored in economics and government.



"Active on the campus" — he played football, earned his letter on the boxing team. He worked part-time in a variety of jobs from bouncer to baby sitter, received his AB degree in 1940.



He enrolled in Harvard Law School, left at the beginning of the war to become an Aviation Cadet. In December, 1942, he won his pilot's wings, received a Reserve commission as Second Lieutenant.



Assigned to anti-sub patrol duty, he flew B-25's and B-17's before going overseas in 1944, where he flew 30 missions as a B-24 pilot. Shot down over Germany, he was a prisoner of war for 3 months.



Back in the States with his English wife, he earned his Regular commission. Then he returned to Harvard under the Air Force college training program, receiving his LLB degree in 1949.



Now, he is confident about his future and security. As a pilot and legal officer of Bolling Air Force Base, D. C., Major Ed Wall is a typical U. S. Air Force flying executive . . . with a challenging career.



If you are single, between the ages of 20 and 26½, with at least two years of college, consider a flying career as an officer in the U. S. Air Force. You may be able to meet the high physical and moral requirements and be selected for training as an Aviation Cadet. If you do not complete Aviation Cadet training, you may return to civilian life or have opportunity to train at Officer Candidate School for an important officer assignment in non-flying fields.

Air Force officer procurement teams are visiting many colleges and universities to explain these career opportunities. Watch for their arrival—or get full details at your nearest Air Force Base, local recruiting station, or by writing to the Chief of Staff, U. S. Air Force, Attention: Aviation Cadet Branch, Washington 25, D. C.

U. S. AIR FORCE

ONLY THE BEST CAN BE AVIATION CADETS!

Junior Class Plans Dance; Ajax Speaks on Attitudes

By Bruce Kidd

Thursday afternoon the junior class held its first meeting of the year. The major issue of business was a dance to be held Saturday night, November 19, in the gym. Dean Ajax gave a stirring and interesting talk on the student's attitudes when he leaves school and enters industry.

The class voted unanimously to co-sponsor a dance with the senior class for the night of the South Carolina-Tech game. It will be a Sadie Hawkins dance, and everyone planning to attend was urged to come in costume. However, costumes will not be required for admittance. It was emphasized that the junior and seniors class were just sponsoring the dance and that it would be open to all students.

Sadie Hawkins Race Planned

In keeping with the dance, a Sadie Hawkins footrace is planned for half-time of the game. No detailed plans have as yet been made since the class had to vote for the activities before further action could be taken.

The juniors thoroughly enjoyed an informative and thought provoking speech on student attitudes. One of the main points he made was for the student not to look for security in picking a job. He stated that a man must show enterprise in order to earn security. He said that the only things that are secure are being born and dying. He said a student must strive to maintain a flexible, liberal and tolerant outlook at all times.

Another point Dean Ajax stressed was that a man should not allow himself to get an attitude of selfish cynicism. You should look for opportunities. Put yourself in the company's position and ask yourself if you really do have the qualifications for the job. The world does not owe anyone a living.

Must Show Enterprise

He also emphasized the fact that a new man on a job must show enterprise, that is a willingness to dig in an work. He stated that a college education merely gives you a foundation. A company still has the job of training you to fit into its organization. Tech, he stated, has a good reputation in that its graduates are not afraid to get their hands dirty, to work or to learn. He stated that Tech does not produce tuxedo engineers as several eastern schools are noted for doing.

The final point he brought up was courtesy. In any situation, don't be

afraid to overdo courtesy. He gave an example of a senior who wanted a job with one definite company. The company took twelve men to visit the factory but he was not on the list. So he sat down and wrote a letter of thanks to the interviewer for the time he spent on him. The interviewer immediately wrote back, invited him to the factory, put him in charge of the group and eventually gave him the job. It was the first time in fifteen years of interviewing that he had received a letter of thanks.

The Newly Expanded School of Chemistry Offers BS, MS, PhD

By Tom Jenkins

Looking in the Tech catalog, the student sees that the School of Chemistry now offers courses of study leading to three degrees: B.S., M.S., and Ph.D. The research laboratory has been working to capacity. In order that the thirty-two graduate students now enrolled in the school might do research, part of the graduates prepare notes in the library. While these students are doing preparatory work in the library, the rest of the graduate students are doing the actual experiment.

Many Qualified Profs

Twenty full time professors and eighteen graduate assistants comprise the staff of the School of Chemistry. These men are well qualified to direct the studies and classes. This is due to the viewpoint expressed by these instructors since they represent a cross section of the schools in the nation.

Of the twenty full time professors, there are fourteen with Ph.D. degrees representing fourteen different schools—Johns Hopkins, Columbia, Wisconsin, Virginia, Texas, North Carolina, Tennessee, Rutgers, McGill, California, Stanford, California Institute of Technology, Illinois, and M.I.T.

New Staff Members

New staff members added to the School of Chemistry this year are Dr. R. F. Sessions, Ph.D., from Stanford; Dr. Lloyd Frasier, Ph.D. from California; Dr. Jack Hine, Ph.D. from Illinois.

The School of Chemistry is on the accredited list of the American Chemical Society, the world's largest body devoted to a single science. Students of chemistry may participate in a student affiliate chapter of A.C.S., an active chemistry club, and Alpha Chi Sigma, the School of Chemistry's honorary society.

Plans Are Complete For Band Parades At Away Fracas

Plans are now being complete by the Georgia Tech band to hold parades through the center of town in Knoxville, Tennessee, and Birmingham, Alabama, when the Jacket grid squad journeys to those places, it was disclosed recently by Ellis Pierson, band member. All students who are planning to attend these games are urged to participate. The parade will be similar in nature to the successful event held at Durham last year, in which, stated Pierson, about fifteen student cars took part. It is hoped that this year's events will be even bigger due to the relative nearness of Knoxville and Birmingham.

In both cities the parade will be led off by the band, followed by the cheerleaders, then the band's three

(Continued on page 8)

Reorganized Auburn Knights Star Faith Gibson, Bob Ware

By Bill Dean

One of the main events of the Homecoming week-end will be the Homecoming Dance sponsored by the Bulldog Club. Music for the dance will be furnished again this year by The Auburn Knights Orchestra. According to advance information, the Knights have made a few improvements over last year's band including a reorganization of the brass section. The present band is composed of 18 pieces and features Faith Gibson and Bob Ware on the vocals.

The Auburn Knights, who have been playing at all the large colleges and universities in the south, were organized in 1928 and have been playing every year since, except for a four year lay-off during the war. Down through the years the band has been somewhat of a proving ground for young musicians. Among those who have graduated from the Knights into name bands are: Irby Green, with Gene Krupa; Jimmy Simms, formally with Stan Kenton; Arty DePew, with Raymond Scott;

Jerry Yelverton, formally with Les (Continued on page 5)

CAMPUS GRILL

Corner of Spring and North Avenue

Special

Lunch and Supper 50¢

Choice 1 Meat, 3 Vegetables Hot Rolls

Open 6:30 A.M. to 8 P.M.

Special Breakfast, 30¢



WITH SMOKERS WHO KNOW...IT'S

Camels for Mildness!

Yes, Camels are SO MILD that in a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days, noted throat specialists, making weekly examinations, reported

NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!



COX MUSIC SHOP

Latest with the HITS on Decca, RCA-Victor, Columbia and Capitol

VOICE AND PIANO RECORDING

Sheet Music • Radio Repairs

161 Peachtree Street
Main 2378

CALIFORNIA CAFETERIA

FIFTH and SPRING

DELICIOUS MEALS

10% DISCOUNT TO TECH STUDENTS

LEARN TO DANCE!

ENROLL BEFORE
NOVEMBER 1ST
FOR FALL CLASSES
COMPLETE COURSE IN
BALLROOM DANCING

75¢ Per Lesson

THIS LOW PRICE IS A SPECIAL PRICE
FOR TECH MEN

**FRED
ASTAIRE**
DANCE STUDIO

104½ FORSYTH

AL. 1611



THE Technique

"The South's Liveliest College Newspaper"

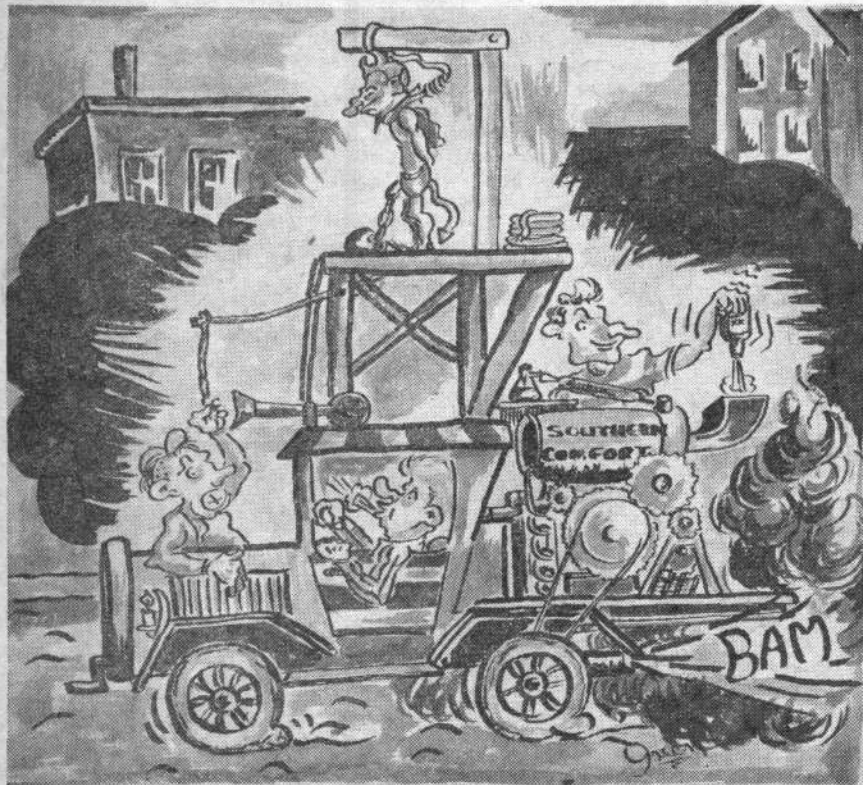
Member Associated Collegiate Press

Telephone ATwood 9160

Published semi-weekly by the students of the Georgia Institute of Technology, 225 North Ave., N. W., as an expression of student news and opinion only. Letters to the Editor and signed articles represent the views of their writers and not necessarily those of the editor.

Entered at the post office in Atlanta as mail matter of the second class. Accepted for mailing at special rate of postage provided for in Section 1106, Act of October 2, 1917, authorized April 3, 1922.

Subscription rates \$1.00 per quarter



IT'S THE BIGGEST EVER

Welcome, alumni, to a really gigantic Homecoming weekend.

Welcome home, alumni, to the biggest Homecoming weekend Tech has ever had.

The various activities for Homecoming this year have been extremely well-planned and should all prove well worth enjoying. The full schedule of activities during the weekend will be covered on other pages but here we'd like to touch briefly on a few of the biggest events.

Friday night will find twenty-six fraternity houses lit up and decked out for the Homecoming Decorations Contest with the decorations centered around the Saturday gridiron tussle between the Yellow Jackets and the Blue Devils of Duke. As usual the Bulldog Club is sponsoring the event with the fraternities vying for the top three ratings. The winner will receive a handsome trophy and the second and third place fraternities will receive points to be applied toward the IFC Cup. Judges for the contest are outstanding businessmen—Mr. Ray Lang, president, Ray Lang, Inc.; Mr. Walter H. Hill, chairman Retail Credit Co., and Mr. Robert Oliver, district manager, Raymond Concrete Tile Co.

Outstanding event on the Saturday morning agenda is the Ramblin' Reck Parade, a function which is quite unique to this institution. About twenty fraternities and organizations are expected to enter ancient vehicles depicting a theme again centered on the football game. Judges for the contest will be Mr. Robert Snodgrass, president of the Atlas Auto Finance Company;

Mr. Herbert Bondurant, vice president of the Southern Railway Company, and Mr. Goodloe Yancey, president of Yancey Brothers Company. The winner of the contest will receive The Gibboon, a glorified gold-plated spittoon.

Of course the big event of the entire weekend is the mighty encounter on Grant Field between Coach Bobby Dodd's flyweights and the Duke Blue Devils. We feel confident that alumni and students will leave the game feeling much better than did Florida's supporters at their Homecoming last weekend.

Climax of the weekend will be the Bulldog Club Dance that night with the Auburn Knights providing the music. Highlights of the evening will be the tapping of four men by ANAK, senior honorary, and the presentation of awards to winners of the Decorations Contest and Ramblin' Reck Parade.

An informal committee of four students started work last spring to get Life Magazine to cover the weekend. We had high hopes for we feel that it is of sufficient uniqueness and interest to rate national coverage. However, Life could not fit the story into their program. Perhaps next year negotiations will be more successful. The Atlanta Journal Sunday Magazine will cover the weekend with Miss Carolyn Carter handling the affair. It should make a nice spread.

—DWU.

TECHNIQUE PLATFORM:

1. Student voice in matters of student interest.
2. Encouragement of school spirit.
3. Better orientation and vocational guidance.
4. More participation in the intramural sports program.

5. Promotion of active campus organizations.
6. Erection of an adequate library.
7. Erection of a Student Union Building.

The Technique will at all times attempt to represent the best interest of the students in current discussions and controversies.

Editor	Don Usher
Business Manager	Dick Fox
Managing Editor	Mack Gregorie
Associate Editor	Lenny Frieden
News Editor	Bill Shepherd
Feature Editor	Bruce Kidd
Sports Editor	Don Judd
Asst. Sports Editor	Bert Edleson
World Events Editor	Joe Blanks
Advertising Manager	Austin West
Asst. Advertising Manager	Bill Weiller
Asst. Advertising Manager	Tom Smith
Circulation Manager	Jim Burke
Asst. Circulation Manager	Bruce Smith
Collection Manager	Bob Gibson
Merchandising Manager	Garner Hallman

Upon the Broad Shoulders

... of council's Welfare Committee rests a great responsibility.

Through the years the Student Welfare Committee of Student Council has had a tremendous job. Upon their shoulders rests the responsibility for investigating all forms of student grievances all the way from complaints which affect only one student to complaints concerning the entire student body. Gene Damon did a fine job last year as chairman of that committee. This year Bruce Sams has the task and we are confident that with the aid of the members of his committee, he too will turn in a top notch performance.

That confidence was borne out in the first report of the committee Tuesday night which covered the investigation of six grievances. First in order of business was the complaint by residents of two dormitories of carelessness in the use of garbage cans and in the collection of garbage from the dining hall. The committee reported that a new man has been handling the task and that greater care would be taken in the proper disposal of garbage from now on.

In regard to an editorial in The Technique concerning the inconspicuous environment surrounding the grave of Side-

ways, it was reported that the grave will be moved to the small island between the Old Shop building and the Administration building. This is necessitated by the building of a wider sidewalk by the post office which will be completed soon. Four iron posts with connecting chains will be used to safeguard her final resting place.

The committee also reported that considerable investigation is continuing in an effort to gain greater parking space for the residents of Burge Apartments. Negotiations with the Police Department have reopened McAlfe Street for parking. Investigation was also made into reasons behind the scheduling of military drill in the afternoon. It seems that scholastic records indicate that grades of students in early afternoon classes are considerably lower than the grades of those in morning classes. In an effort to aid students scholastically, the drill was scheduled in the afternoon to allow more time for scheduling morning classes. The administration has decided that it's more profitable for students to drowse as they drill than to drowse in lecture periods.

In regard to an editorial concerning the crowded post office conditions, the committee reported that Professor Frank F. Grose-close has made a survey of the building and has recommended that a third door be added at the north-east entrance. Two of the doors will be exits and the third will be an entrance. It was also recommended that students aid in alleviating the condition by securing their mail as expeditiously as possible and move on. Students are also urged not to stand around the writing desks but to secure their copies of The Technique from the desks and then leave the building.

In connection with this committee, we'd like to urge all students who have complaints to submit them to their Student Council representative for reference to the committee. Students may rest assured that all complaints will be investigated.

—LSF.

—DWU.

Yella Jerket?

We welcome a brand new YJ.

Tomorrow morning the newly rejuvenated Yella Jerket will make its appearance. Under the leadership of editor Wayne Coloney, the staff has been laboring tediously since school opened endeavoring to bring a high caliber humor magazine to the students. The staff has undergone an extensive program of reorganization and no stone has been left unturned to assure success.

Perhaps in the very near future, this latest effort of the Jerket staff will force us to revise our esteemed spelling of the publication name. We hope so, anyhow, as we express our most earnest desire that the Jerket will prove entertaining and enjoyable to both students and faculty.

—LSF.

—DWU.

The New Grading System

... was designed to help the students in a two-fold manner.

All over the campus the past few weeks, students from the lowly frosh all the way to the high and mighty seniors have been debating the question of the new grading system which went into effect September 15. From the highest wheels to the lesser "also-rans", we've heard many such comments as "I need a 2.0 average to graduate now", "They're going to erase all the F's from my record", and "My double-A's won't count any more" (heard very seldom!).

Having considered all the confusion that has resulted from the new system and being quite perplexed over the whole thing ourselves, we of the "South's Liveliest College Weekly" decided to investigate and find out just what the new changes were.

First of all, we feel it only fair to make a most vital statement—those troublesome letters that rest between E and G in the alphabet, known in the best circles as F's, are not going anywhere, anywhere, that is, except on our permanent record cards!! Yes, it's all true, the new system is merely for the purpose of determining our graduating average, and our regular normal point averages will still remain in effect. Here is the whole story.

The new system was arrived upon by a committee appointed by the faculty to revise our present system. After considerable study of contemporary grade structures, the new plan was adopted to bring Tech closer in line with other engineering schools. At present, a 1.8 average is required for graduation and point averages are figured on the basis of total hours scheduled. Under the new system, the requirements for graduation will be based on the total credit hours passed. A student must have earned twice as many quality points as hours passed which for graduation purposes is a theoretical 2.0 average but which does not necessarily affect your regular point average.

Throughout a student's college career, his point average will be computed from

the total hours scheduled, just as it has been in the past. All those F's and FF's will be right there on his record when selections are made for Tau Beta Pi, ODK, Phi Kappa Phi, the Dean's List, and the many other honorary groups which are awards to those who have demonstrated their ability and diligence through high grades. When the time for graduation rolls around, however, the "credit hours earned" and "quality points earned" columns on the record cards will be examined and if a student has at least twice as many quality points as hours earned, his worries are over, and he is all set to graduate. As for AA's, they won't be given in the future, but no one is going to erase those made in the past. They still count on the records.

This change in the system was designed and instituted to serve a two-fold purpose. It will benefit those students with poor high school backgrounds that cause them to get off to a slow start, and it will aid those veterans who were in school prior to their service entry and who just gave up on everything when they knew they were to be drafted. Under the new method, they are not penalized for their poor grades in their early scholastic days when their graduation time rolls around. In addition, the new system has allowed Tech to require a C average for graduation in the true sense of the term. Previously, it was said that a C average was necessary, but actually only a 1.8 was sufficient which, of course, is not a C.

We hope that these facts will tend to clear up the grading problem and that everyone will now be able to understand the system. All students now have their choice of graduating under this system or the old one, except the freshmen who entered in the fall. Under these rules, everyone benefits by the graduation average and no one loses ground since the old point averages still stand on the books.

—LSF.

1949 Blue Print Awarded NSPA First Class Rating

The 1949 Blue Print received the National Scholastic Press Association rating of First Class. This rating is determined by comparing the Blue Print with other books on its own classification, according to the type and enrollment of the school and the method of publication.

The rating which a year book receives from the NSPA cannot be compared to a previous year's rating because there are no specified standards from year to year. The rating a year book receives is determined by comparing it with other yearbooks in its classification for that particular year. The critics consider the technical side only as it effects the final result—the appearance and desirability of the finished book. The yearbook is broken down into sections which are rated by a point system and the total points determine the final rating. The 1949 Blue Print missed the highest rating, All-American, by only sixty-five points which was the difference between 3200 points and the 3135 which it received.

Receives Excellent Rate

The 1949 Blue Print, as a whole, received excellent ratings on its choice of design, pattern, and theme along with excellent organization, readability, purpose, material and technical quality. Many particular excellent points were pointed out in the rating of the sections of the book. The faculty caricatures brought very high praise along with the candid sketches of some members of the senior class. Color employed on several pages also received very favorable comment. The title page, introduction, and views of the school received high ratings as did the division pages.

Faculty Section Rated

The faculty section identifications and captions, pictures, layouts, and coverage rated excellent. The senior class section and the under class received excellent ratings on almost all points such as pictures, display, and coverage. The organizations and activities sections for the most part were rated excellent especially on pictures, technical quality, headings, identifications and captions, and coverage. The athletic section was also rated excellent on most points such as individual pictures, action shots, records, headings, and especially on coverage. School life coverage rated excellent for the most part with the fraternity life coverage receiving special mention.

The 1950 Blue Print editor, Hank McCamish, stated that the many good points would be maintained along

Fence—

(Continued from page 2)

the fence and permission to use it must be granted by him.

Last year Bryan Brown, chairman of the Student Council Social Committee, as well as President Blake R. Van Leer, Dean George C. Griffin, and Professor James H. Gailey of the School of Architecture investigated the possibility of erecting a permanent cyclone fence in front of the gym. This plan was vetoed by Professor Gailey because it would appear unsightly. With the limited amount of money the council had to spend, a temporary fence seemed more feasible.

The fence that was finally devised consists of angle iron posts and chicken wire. The cost of this style fence amounted to about \$190. It was

Alpha Pi Mu, National Industrial Engineering Honorary Fraternity, will sponsor a smoker on Tuesday, November 1 at 7:00 p. m. in the lounge of the A. French building. All Industrial Engineering seniors with a 2.50 point average and juniors with a 2.68 point average are invited to attend.

Blue Print Space

All organizations which want space in the 1950 Blue Print and have not been contacted, please either contact Charlie Bobo, Box 828 or send an authorized man by the Blue Print office to sign the contract by October 31. The Blue Print office is in the basement of the YMCA.

also brought out that this style of fence should prove to be satisfactory because any organization large enough to require the gym for a dance could get enough men to put it up without taking too much time.

Auburn Knights—

(Continued from Page 3)

Lawrence, Dean Hudson, and Johnny Brown and Glenn Miller. Elliott Long, among others, have stated that they considered the Auburn Knights the top college band in the country. The band is fronted by Dilsen Petrey, the pianist, and Jimmy Taylor, who have also helped make up the band library of special arrangements to fit their instrumentation.

The price of admission to the dance, which is informal, is \$1.50 date or stag.

ORCHID CORSAGES	\$2.00
FOOTBALL CORSAGES	\$1.00
ROSE CORSAGES	\$2.00
GARDENIA CORSAGES	\$1.50

IVEY'S

1287 CLIFTON ROAD

DEarborn 3200

ATwood 3036

After 7:00 P. M. Call EMerson 5062

THIS IS IT, MEN!

A rich, rugged gabardine shirt — by **ARROW**
Several solid colors

COMPLETELY
WASHABLE



ARROW "GABANARO" \$5.00

ZACHRY

85-87 Peachtree St.

ARROW UNIVERSITY STYLES

ARROW HAS THE GIFT OF GABARDINE



Arrow "Gabanaro"
Sports Shirts \$5

See your Arrow dealer right away for the season's smartest sport shirt—Arrow's "Gabanaro." It's made of a rich, soft gabardine, in a wide choice of solid colors and is completely washable.

DO CLOTHES MAKE THE MAN? No, but they help with the women. Send for your free copy of "The What, When and Wear of Men's Clothing." Address: College Dept., Cluett, Peabody & Co., Inc., 10 E. 40th St., N. Y. 16, N. Y.

ARROW SHIRTS

TIES • UNDERWEAR • HANDKERCHIEFS • SPORTS SHIRTS

GOOD FOOD?

FAIR PRICES?

Ask the Frats That
Trade With

MERLIN
Wholesale Grocery
MAin 5831

LOUIS MERLIN, '35

EVANS FINE FOOD

Restaurant At 798 1/2 Peachtree St., N. E.

800 Peachtree Bldg.

290 Ponce de Leon Ave., N. E.

Weekend Intramural Schedules

FOOTBALL		
SUNDAY, OCTOBER 30 1:00 P. M.	SUNDAY, OCTOBER 30 2:15 P. M.	SUNDAY, OCTOBER 30 3:30 P. M.
Theta XI vs. Phi Sigma - Kappa	Chi Phi vs. Kappa Alpha Pi Kappa Phi vs. Phi Kappa Sigma	Phi Delta Theta vs. Sigma Chi
Geechie Club vs. Brown Theta Chi vs. Delta Tau Delta	Phi Gamma Delta vs. Phi Epsilon Pi	Sigma Nu vs. Tau Epsilon Phi
ATO vs. Beta Theta Pi	Wesley vs. Newman	AEPI vs. Phi Kappa Tau Smith Dorm vs. Callaway
VOLLEYBALL		
MONDAY, OCTOBER 31 5:30 P. M.	TUESDAY, NOVEMBER 1 4:30 P. M.	WEDNESDAY, NOV. 2 4:30 P. M.
Alpha Tau Omega vs. Phi Delta Theta	Theta Chi vs. Lambda Chi Alpha	Smith Dorm vs. Glenn Dorm
Kappa Alpha vs. Delta Tau Delta	Sigma Phi Epsilon vs. Phi Gamma Delta	Wesley Foundation vs. Geechie Club

WELCOME TECH

"PICKNICK AT THE PICKRICK"

For Fine Food At Popular Prices

STEAKS • CHOPS • CHICKEN • LUNCH AND DINNER

Pit Cooked Bar-B-Que — Sandwiches of All Kinds

Walnut Sundaes — Banana Splits

TABLE SERVICE — CAR SERVICE

THE PICKRICK

891 Hemphill Ave., N. W.

5 Blocks North of Tech

New York TD Club
Honors Dean Hill

The New York Touchdown Club, the first in the nation, will honor one of its founders and charter members, when it presents to Georgia Tech at homecoming ceremonies on Saturday, October 29, a plaque in honor of Dean Hill, captain of the 1911 Georgia Tech football team.

The presentation is to be made in Peters Park, just north of the gymnasium, at one o'clock. R. J. Thiesen, secretary of the Georgia Tech Alumni Association, will introduce the president of the New York Touchdown Club, H. E. Surdam, Brooklyn, N. Y., who will make the presentation. The plaque will be accepted on behalf of Georgia Tech by Dr. Phil B. Narmore, executive dean.

Eventually, the plaque will be placed in a new field house which is planned for the future.

Duke's Long Distance Runners
Meet Tech Harriers Saturday

By Eben Tilly

Tech's undefeated cross country squad, led by veteran distance man Red Smith, will meet the Duke Blue Devils Saturday at 10 o'clock on the improved Water Works Course. Tech has lost to Duke by a narrow margin for the past two years: 26-30 in '47, and 26-29 in '48. Standouts for the Blue Devils are Griffin and Spach, who returned from last year's varsity squad, and Marshall, brought up from the freshman team. The Tech team this year, is the strongest in some years and Saturday's contest promises to be a thriller.

In the opening meet of the season, the Jackets trounced the Georgia Bulldogs by a score of 50-15. Red Smith finished first in this contest, ahead of teammates Johnny Stowers

and Roy Cooper. The first seven places were copped by Techmen.

Red Smith broke his own course record with a time of 23:24.5, as the Techsters downed Florida, 35-23, Monday. Lagassee of Florida, and Cooper of Tech, who placed second and third respectively, also finished under the old record of 24:20.6.

The Tech squad, coached by Dean George Griffin, is composed mostly of members of the track squad. Johnny Stowers, quarter mile ace and Roy Cooper, two miler, have run well in meets this year as has half miler Bob Renshaw.

The Tech home course, which is in an around the Atlanta Waterworks on North Side Drive, has been changed slightly.

"I KNOW YOU'LL

LIKE CHESTERFIELDS...

THEY'RE MUCH Milder.

IT'S MY CIGARETTE."

Janis Carter

FEATURED IN

"MISS GRANT TAKES RICHMOND"

A COLUMBIA PICTURE



A *Always* Buy CHESTERFIELD

They're Milder! They're TOPS! — IN AMERICA'S COLLEGES
WITH THE TOP MEN IN SPORTS
WITH THE HOLLYWOOD STARS



SPORTS CHATTER

By Bert Edleson
Assistant Sports Editor

Welcome to Your "Alma Mammy"

WELCOME ALUMNI, "Ramblin' Recks", Tech versus Duke football. All this adds up to one thing, Homecoming. Therefore, I would like to take this opportunity, on behalf of The Technique Sports Staff and myself, to welcome all the old grads back to their "Ole Alma Mammy". We hope that you enjoy your visit and plan to return again in the near future. We also hope that our gallant Yellow Jackets will put up the type of fight that is typical of all Tech teams and trounce the Blue Devils as the crowning point of a most enjoyable weekend.

Just in case some of our Alumni and students haven't been keeping too close a tab on our Engineers during their present grid season, it may be of interest to know that the past two weeks, the player of the week for the S.E.C. has been a Techman. Last week Bobby North was the coaches choice for his outstanding play against Auburn. This week, Coach Bobby Dodd's protege, Jimmy Southard, was the outstanding man in the Conference. Jimmy won this honor for his superb signal calling against the Gators last Saturday in Gainesville.

Flash-Card Section Now Active

Another interesting point for our esteemed alumni to observe is the newly formed flash-card section. This is the second year for the section. Of course it is not up to the standards of the University of Southern California, but it is definitely on the way up. Fred Wolf, president of the White and Gold Club, which sponsors the section, has received many words of congratulations, one of which was a letter from Tech President Colonel Blake R. Van Leer. Fred asked that these congratulations be passed on to the members of the section, as they are the ones who deserve the credit.

The greatest criticism of the flash-card section is that the men are not lining themselves up on the man in front of them. If this were done, there would be very little desired of the section. From there on it would simply be improvement on the present system. The following are the tricks to be executed at the game tomorrow: At the end of the first quarter, HI GRADS; during the second quarter, YEA COACH DODD; at the beginning of the half, GIVE WSSF; during the half, in conjunction with the band, a red feather will be formed. During the third quarter, BLUE DEVIL; at the end of the third quarter, RECK'EM TEK; and during the fourth quarter, either PORE DOOK or BEET DOOK.

Auburn Over Vanderbilt

As is the case every week, I get laughed at. I'm beginning to get used to it now, so I will make no excuses for last week, which left me with an overall average of 65.00000%. I'll just take right off by picking our Yellow Jackets to put the finishing touches on a perfect homecoming weekend by topping the Blue Devils of Duke. In the Southeastern Conference contests, I'm picking the Crimson Tide of Alabama to spoil Georgia's homecoming by taking the Bulldogs into camp. Louisiana State should win over Old Miss's Rebels, Tulane over Mississippi State, and I'm going to pick the Auburn Tigers over the Vandy Black Knights.

Around the South, Miami over Detroit, Kentucky over Cincinnati, Charlie Justice over North Carolina over Tennessee, Florida over Furman, Maryland over South Carolina, and Wake Forest over Clemson. In the Southwest, Kansas over Kansas State, Arkansas over Texas A & M, Rice over Texas Tech, and S.M.U. over Texas. In the East and Midwest I like Dartmouth over Yale, Harvard (with no wins) over Holy Cross (also with no wins), Penn State over Syracuse, Michigan State over Temple, Minnesota over Purdue, North Dakota over Nebraska, Northwestern over Ohio State, Mighty Michigan over Illinois, Wisconsin over Indiana, and Iowa over Oregon.

All undefeated teams should manage to get through this week without any scars. The nation's number one team, Notre Dame should have no trouble with Navy, but don't sell the Middies short as the Irish will know they played football. Number two team, Army, will have a nice practice against V.M.I., while the third rated Oklahoma Sooners take Iowa State in hand. Baylor should handle T.C.U., Cornell over Columbia, Pennsylvania over Pittsburgh, Santa Clara over Stanford, and Rose Bowl bound California over U.C.L.A. In another West Coast meeting, Southern Cal is my choice over Washington.

Wade Brings Potent Duke Squad To Flats for Homecoming Game

Billy Cox Leads Dukemen; Doddmen Ready for Fray

By Fred Tallant

After turning in their best performance of the season last week in vanquishing the Florida Gators, 43-14, the White and Gold gridders of Georgia Tech this Saturday set their sights on the Blue Devils of Duke in the Yellow Jackets annual homecoming contest. Having topped Wallace Wade's charges for three straight years, the Engineers will be trying for number four this week-end.

Picked by most pre-season experts as second to only the Tarheels of North Carolina in the Southern Conference, Duke has won four victories and dropped one this season, amassing one hundred seventy-one points to their opponents forty-eight. In their initial tilt, the Blue Devils rolled roughshod over Richmond, 67-0. Following this opening conquest came a 21-0 victory over a powerful Tennessee eleven, a 14-28 loss to the Middies of Navy, a bare 14-13 decision over North Carolina State, and, last week, a resounding 55-7 slaughter of Virginia Tech.

The Yellow Jackets have scored one hundred twenty-six points so far this season against sixty for their adversaries, tramping over Vanderbilt, Washington and Lee, Auburn, and Florida, while dropping a single tilt to Tulane for a 4-1 record.

Billy Cox Leads Devils

The big gun in Wallace Wade's single wing attack is tailback Billy

Cox. Cox ran and passed for 134 yards last week in the Blue Devils 55-7 massacre of VPI, scoring twice on runs of thirty and forty-four yards. Another explosive threat in the Duke backfield is wingback Jack Friedlund, who also tallied two TD's against Virginia Tech on sprints of nine and forty yards.

Bobby Dodd's Engineers are in their best physical condition since the opener against Vandy. Back at the helm directing the Jackets' attack will be Quarterback Jimmy Southard, chosen "player of the week" last week for his near perfect signal calling performance against the Gators. Barring injuries in this weeks practice sessions, the Yellow Jackets will enter the Duke fray with every man ready to go.

In the way of variety, Wallace

Wade now uses two completely different offensive units. Besides his single-wing team, Coach Wade also works one squad from the "T", with signal-calling done by George Skipworth of Columbus, Georgia. This variety of offenses should prove very interesting to players, coaches, and spectators alike.

YOSHINUMA'S RESTAURANT

744 W. Peachtree St.

Chop Suey
Chow Mein
and
American
Food

Best Steak IN TOWN
PHONE
EMerson 2233

It would be silly to waste all this valuable space, just to tell you that we have a new complete selection of sport shirts, slacks and jackets. You know that already, don't you?

Van's Men's Shop

Your Friendly Store for Style and Quality

970 Peachtree, N.E. (Tenth Street Section)

ATwood 6737

STEAKS VE. 5477

VICK'S DELICATESSEN

555 PEACHTREE ST.

We Specialize in
Italian Spaghetti

PIZZA ON FRIDAY NIGHT

TECHWOOD THEATRE

North Ave. at Techwood Drive

Saturday, October 29

"ROLL THUNDER ROLL"

with JIM BANNON

and
"DAUGHTER OF THE JUNGLE"

Plus: SERIAL and CARTOON

Sunday-Monday, Oct. 30-31

ABBOTT and COSTELLO

in

"AFRICA SPEAKS"

Plus: SELECTED SHORTS

HESTERFIELD LAUNDRY

"the

ampus
leaners"

2 Days Regular Service On Cleaning

3 Days Regular Service On Laundry

ONE DAY SERVICE

By Request

In by 9:00 A.M.—Out by 5:30 P.M.

130 NORTH AVENUE (Next to the Techwood Theatre)

Our Work is of the Highest Quality

NOTICE NOTICE NOTICE

All accounts with the College Inn will close on November 23rd. These accounts will not be reopened until the beginning of the winter quarter. You are requested to anticipate your needs and secure your addition supplies and books as soon as possible.

Thank You

GEORGIA TECH COLLEGE INN

(Owned and Operated by Georgia Institute of Technology)

Swivet—

A vintage advertisement for 'THE TECH SHOP'. The ad is framed by a border of dollar signs (\$). At the top, the headline reads 'You Don't Get A "Slax Around at Dick's"'. Below this, a paragraph states: 'No Siree! You Can Select From An Ample Assortment of Popularly Styled, Handsomely Tailored, and Nationally Advertised Hubbard, Campus and Topcraft Dress Slacks in All the Favored Colors and Fabrics'. To the right of this text is a black and white illustration of a man in a light-colored button-down shirt with a pocket and dark trousers, standing with his arms outstretched. Below the paragraph, the price range 'Only \$5.95 to \$13.95' is listed. Further down, it says 'All Rayon, Part and All Wool, Gabs, Bedford Cords and Flannels'. Below that, it states 'Of Course All Alterations Are FREE'. The bottom section features the phrases 'BEST VALUES' and 'HANDIEST SHOPPING' on either side of the large, bold text 'THE TECH SHOP'. At the very bottom, the address '49 NORTH AVE., N.W.' and the tagline 'Your Campus Men's Store' are printed.