



NAM Promoting Aid For Education Funds

Over 17,000 businessmen throughout the country have received letters from the National Association of Manufacturers, urging them to give financial aid to public and private schools. The campaign was announced by Managing Director Earl Bunting of NAM, who said each letter recipient was asked to undertake a school-aid drive in his own community, and to enlist the aid of other businessmen.

The NAM is concerned over the scarcity of funds available for education when educational needs are expanding and costs mounting even more rapidly, Bunting said.

"The part which our national school system can play in preparing Americans to meet present and future work problems is being jeopardized by inadequate support," he said. "Individual responsibility must be assumed by every citizen in order that a solution will be found to the financial problems of schools.

The organization's board of di-

rectors earlier adopted a resolution urging members to continue efforts to secure adequate local, state and private support for elementary and secondary schools, and to make every effort to increase this support.

"Essential to the perpetuation of the American way of life is a system of education which includes both privately and publicly supported schools, colleges and universities," the resolution asserts. It suggests added support in the form of endowments, grants-in-aid, buildings, payments for research, scholarships to qualified individuals and contributions to reliable organizations that raise funds for education.

General Electric Provides Fellowships To Graduates

The terms of the General Electric Educational Fund established with assets of \$1,000,000 by the General Electric Company make provision for the use of the annual income from 80 per cent of its assets for Fellowships to graduates of the universities, colleges, and technical schools of the United States who need financial assistance, and who have shown, by the character of their work, that they could, with advantage, continue their education by undertaking or continuing research work in educational institutions either in this country or abroad.

Starting in 1952 with each Fellowship the General Electric Company will make a grant of \$1200 to the College or University where the fellowship winner does his graduate study.

These Fellowships are awarded to graduate students for work in the fields of Physical Science, Engineering, and Industrial Management. Since 1923 when the Charles A. Coffin Fellowships were established, 196 such awards have been made. The Gerard Swope Fellowships were begun in 1945, and 43 have been granted since then.

These are the general provisions applicable to the Fellowships.

(1) The amount of each Fellowship granted shall be \$1400 for an unmarried Fellow and \$2100 for a married Fellow. The marital status of Fellows for this purpose shall be that existing on the date of application.

The Fellow, a grant of \$1200 will

(2) In addition to the award to

be made for each Fellowship to the College or University at which the Fellow is studying, this grant to be applicable to expenses of the Fellowship including tuition, equipment, and other costs.

(3) These Fellowships are not intended for those who hold, or expect to hold, any other Fellowship.

(4) The Committee requests that all applications from students now in attendance at an educational institution first be sent to the Dean or Department Chairman of such educational institution at which the applicant is, or has been, in attendance within the year. The Committee desires that the Dean or other College executive in turn file all the applications received by him at the same time, together with a statement naming the two applicants who in his opinion or the opinion of the faculty are best qualified to receive the award.

(5) The applications will in turn be submitted to a committee consisting of representatives from the following organizations: National Academy of Sciences, American Chemical Society, American Physical Society, American Institute of Electrical Engineers, American Society for Engineering Education, and the American Society of Mechanical Engineers.

(6) Applications must be filed with the Committee by February 18 and should be addressed to Secretary, General Electric Educational Fund, Schenectady, New York.

The Georgia Tech administration has announced that applications are available for the GE Fellowships. Anyone interested in applying should inquire in Dean Chapin's office in the Administration building.

Basketball Tickets

Tickets for the next Yellow Jacket basketball game with South Carolina here in the Tech Gymnasium will be available on Thursday, January 24.

Tickets may be procured at the AA office on that date only during regular office hours.

NCAA TV Committee Adopts Football Policy

NOTICE

All veteran students under Public Law 346 or Public Law 16 who plan to be graduated, transfer to another school or withdraw from school 19 March 1952, are urged to secure the official withdrawal papers NOW from Room 102 Knowles building, and get them executed as of 19 March 1952.

1. Students to be graduated will fill out discontinuance forms.

2. Students transferring to another school or to on-the-job training will also fill out discontinuance forms.

3. Students interrupting training will fill out interruption forms.

These papers, having been executed by the students now, will be reported to the Veterans Administration from day to day, so that there will be no delay in the Veterans Administration Office receiving due notification.

Fred W. Ajax,
Coordinator of Veterans Affairs.

Positions Available For Radio Worker On Station WTJY

By R. Matzner

Any student interested in gaining valuable radio work experience and maybe picking up a little spare cash on the side is urged to drop a card in the campus mail addressed to Georgia Tech Post Office Box 910.

A campus group is preparing to organize a campus radio station which will broadcast exclusively to Georgia Tech. One of the big bottlenecks presently facing this group is a lack of personnel. Any Tech student who is willing to devote some spare time to any phase of radio work, broadcasting, engineering, selling, advertising, or any of the other jobs associated with station operation can be of great assistance to the station.

All that is necessary to make an application is to drop a slip of paper addressed to Box 910 in the campus mail. It should contain the applicants name, address, box number, and experience in radio work if any.

The radio station hopes to gain clearances and begin operations soon, so students interested in working should put in their application as soon as possible.

The station will be run on a strictly commercial basis, with profits going for its maintenance. Salaries will probably be paid to holders of more important positions.

1950 Attendance Drops; New High Sought in '52

Everyone interested in college football was very likely equally interested in the schedule of games televised last fall by Westinghouse, in co-operation with the NCAA Television Committee and through the facilities of the National Broadcasting Company television network.

Westinghouse felt that the most attractive schedule possible had been arranged, one offering interesting fare for football fans everywhere.

In order that you may more thoroughly understand the problems that faced the NCAA initially, and Westinghouse and NBC later, the following material is provided.

The NCAA

1. What is the NCAA?

The NCAA was formed in 1906 and today numbers within its membership well over 300 colleges and universities.

2. Why did the NCAA appoint a Television Committee?

As you know, the NCAA noted a drop in football attendance when 1949 figures were compared to 1947 and 1948.

College football attendance increased substantially in the seasons of 1947 and 1948. Following the 1949 season, the NCAA appointed an eight man Television Committee under the chairmanship of Thomas J. Hamilton, Director of Athletics at the University of Pittsburgh.

TV Committee Job

3. Was the TV Committee's specific function to improve attendance at games?

Not specifically. Naturally, the NCAA, as a whole is vitally interested in maintaining attendance at the highest possible level.

However, the exact task of the Television Committee was to determine, as accurately as possible

and as quickly as possible, what effect televising had on game attendance.

Basic decision confronting the TV Committee was whether to permit (1) no television or (2) uncontrolled television or (3) televising under scientifically controlled conditions.

4 Why is the maintenance of maximum attendance so important?

Football receipts furnished the funds for many college teams other than football, including, in many instances, funds for intramural programs. This is true in large universities and small colleges alike, although in varying degrees. As a result, many college boys are able to participate in varsity baseball, crew, tennis, squash, swimming, golf or other sports because their university is able to field a team, supported in large or small part by proceeds from the football season.

NCAA figures show that football receipts at the average college, support 72% of the entire varsity and intramural athletic program.

5. Aren't there factors other than television, affecting football attendance?

Absolutely. Weather plays an important part; past performance of competing teams; proximity of other attractions of an athletic or non-athletic nature; ticket prices; seat locations and many other factors. (Continued on page four)

DramaTech Entertains Vets; Presents Play at Hospital

By Russ Leverette

The nineteen year old Korean veteran rolled his head back and let out a hearty laugh. He's a "double amputee"—both his legs have been amputated.

Next to his wheelchair was a "rolling bed," upon which lay another young Korean veteran. This one lay flat on his back, in a cast up to his waist. On his face was a smile.

There were other patients around them, some in wheel chairs, some able to walk, and there were smiles on many faces. Some were old men, veterans of World War I, and some were young boys, veterans of more recent wars.

This was the audience at Lawson General Hospital which saw a group of Techsters put on a play last Friday night. This was the audience that the actors wanted to applaud and thank for their efforts.

The performance at Lawson was a new experience for the dramatists. In the first place the set was too big for the stage, and so

it was put on the floor—right down with the audience. Secondly, the audience was smaller than that which usually sees a play—patients and nurses together numbered just over fifty. There had been some reluctance to do the show because of the date. With final exams starting them in the face, the cast could have used the time for study; but afterwards they knew their decision was the right one.

By providing a few laughs, a few pleasant hours, DramaTech has made a small payment on the debt to these veterans; the gesture was noble, and appreciated. The return for their effort, however, was twofold, for by doing something for others they profited themselves.

THE Technique

"The South's Liveliest College Newspaper"

Member Associated Collegiate Press

Member Intercollegiate Press

Telephone ATwood 9160

Box J—Georgia Tech

Published semi-weekly except weekly from June 15 to September 15 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

YELLOW JACKET

...seeks interested faculty advisor.

Last week, Associate Dean John J. Pershing presented the following motion to the Publications Board, of which he is chairman:

I move the following actions be taken with respect to the Georgia Tech Yellow Jacket: (1) The publication of the Yellow Jacket be suspended until the opening of the Fall Quarter of 1952, or until the committee to be named as recommended below brings out a report. (2) A committee be appointed jointly by the Student Council and the Student Activities Committee of the faculty. A study of the future of the Yellow Jacket as an official student publication is to be made by this committee and a report made to the Student Council and the Faculty Student Activities Committee for final decision. (3) The failure of the retiring editor of the Yellow Jacket to live up to his responsibilities should be brought to the attention of the Student Trial Board.

The absurdity of such a motion, particularly the last section, was demonstrated when a vote was called for following a lengthy discussion. The mo-

tion received not one favorable ballot.

We do not wish, however, to waste this space in pointing out the lack of feasibility of this motion. Rather, we want to try to perform a service to a publication which has in many ways been of service to the student body.

Needless to say, the Yellow Jacket is treading on thin ice. The reasons offered for the present position of the publication are numerous. We believe that one of these explanations is more sound than some of the others. The Yellow Jacket is in need of an interested and faithful faculty advisor.

This is the aim of this editorial—to try to interest some member of the faculty in adding this job to his present duties. The man who accepts the position will probably be one who already has just about all that he can handle with his teaching, etc. But he will be one of the several men of the faculty who sincerely have the interest of the student body at heart; one of the faculty who realizes the importance of extra-curricular activities, especially, at this institution; and who will see fit to give a little extra of his time to insuring that the graduates of Georgia Tech have a more well-rounded education.

—WmED

Hollywood

... plans second attempt to expose fraternity hazing.

Recently editorials have been appearing in the Technique and other college newspapers throughout the country concerning fraternity initiations. When discussing this subject, we recall the 20th Century Fox production "Take Care of My Little Girl" which so exaggeratedly described sorority hazing.

It seems that it is now the fraternities time for the "Hollywood Treatment." The latest characterization of the supposed evils of college life is the motion picture "For Men Only," which the director, Paul Henreid, describes as "a story of adolescence and of the dreadful hazing that still goes on in many fraternities."

Merely out of curiosity, it was our experience to see "Take Care of My Little Girl." The acting was good, and we enjoyed Jeanne Crain especially—but the plot of the movie stretched so much of the truth and was so exaggerated that watching it was actually irritating. As a matter of fact, the news-reel was more educational than the feature film. If this new production is in any way what it promises to be, we want no part of it.

This type of production not only ridicules fraternity and sorority life, but leaves a harmful impression of the general values of these groups. The objec-

tive of financial gain often ends up by "making mountains out of molehills." So it is in this case, where some unnoticed, isolated incident is turned into an issue.

It has also come to our attention that this editorial is exactly what the producers of this movie want! According to Hollywood's "Variety," in its October 25 edition, the plans of the movie's publicists are to improve upon the poor box-office receipts achieved by "Take Care of My Little Girl" by stirring up a controversy in order to arouse public interest in the film. The distributors expect fraternities and college newspapers to take a dim view of the picture and hope that it will be blasted from all sides. Thus, the resulting publicity, they hope, will arouse curiosity on the part of the general public.

We trust that Georgia Tech fraternity men will not be "taken in" by this publicity scheme and will not support this picture by attending it.

We also hope that this editorial does not contribute to the possible success of his picture by giving it the publicity that its press agents desire. Therefore, we urge all fraternity men not only to ignore the movie, but also to ignore this editorial.

—PB

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. Promotion of more interest in Student Government.
 7. Erection of a Student Union building.
 8. Promotion of a successful Trial Board.
- The Technique will at all times attempt to represent the best interest of the students in current discussions and controversies.

Editor — William Dean
Business Manager — George Puca
Managing Editor — Marshall Graham

Associate Editor — Paul Berg
News Editor — Ed Epstein
Asst. News Editor — John Abner
Features Editor — Tom Jenkins
Sports Editor — Gene Lorenz
Advertising Manager — Tommy Severinghaus

Make-up Manager — Louis Hochstaedter
Asst. Make-up Manager — Herb Hicks
Circulation Manager — Harold Goldstein
Asst. Circulation Manager — Hugh White
Collection Manager — Don Gordon
Asst. Collection Manager — John Shelly

STAFF

FEATURE: Russ Leverette, Bill Ross, John Redmond, Tom Quinn; NEWS: Norman Tarlin, Jerry Lavinsky, Harvey Hochman, John Langford, John Hagedorn, Fred Bennett, Gene Alford, Alon Miller; SPORTS: Hal Graham, Rudy Matzner, Leon Sherman, Mark Myers, Ken Read, Barry Ottinger, John Polsgrove; ADVERTISING: Frank Monger, Brad Bennett; EDITORIAL ASSISTANT: Charlie Conners; STAFF PHOTOGRAPHER: Cheeley Photos.

SPRAYBERRY'S AT 888 PEACHTREE

Monday thru Friday
7:30 A.M. to 8 P. M.

Sunday
11:45 A. M. to 8 P. M.

Enjoy an excellent meal in air-conditioned comfort.

We Bake Our Own Pastries and Breads
Soft Drinks, Sandwiches, etc., at the Soda Fountain

We are available after 8 P. M. for private parties
and banquets up to 150 people.

Telephone: ATwood 7270

Techwood Theatre

Wed.-Thur., Jan. 23-24

"SAHARA"
and
"SON OF DRACULA"

Fri.-Sat., Jan. 25-26

"PITTSBURGH"
and
"DESPERADOES"

Sun.-Mon.-Tues., Jan. 27-28-29

"HOMETOWN STORY"
and
"ARIZONA"

The Frazier Dance Orchestra

The Swing Kings

★ Floor Shows ★
If Desired

Twelve Piece Orchestra
(Smaller or Larger, As Desired)

Raymond 5068
1386 Sylvan Road, S.W.

WANTED: Personable young
man interested in teaching
dancing. Experience desired
but not essential.

Apply in Person

Fred Astaire Dance Studio

3188 Roswell Road

Cherokee 7479



TUXEDOS

for RENT
and for SALE

Superbly Tailored
New Drape Models
in Complete
Range of Sizes

ATwood 1132

Uniforms Inc

610 W. PEACHTREE
Corner North Ave.

The Ice Cream Served
in the Georgia Tech
Dining Hall

Is Made By

JERSEY ICE
CREAM CO.

784 N. Highland Ave., N. E.

Those Who KNOW

Go to The Pickrick

STEAK—CHOPS—CHICKEN

LUNCH—DINNER

Hot Dogs—Sandwiches—Bar-B-Que

Car and Table Service

Air Conditioned Dining Room

THE PICKRICK

891 HEMPHILL (Luckie at 8th Street)

"Picknick at The Pickrick"

Three Marks Fall As Tarheels Sink Tech

By Ken Read

The mermen of Georgia Tech were left in the wake of the University of North Carolina as the stellar Carolinian juggernaut splashed to an easy 54-30 victory and broke three pool records here Friday night.

Records Topple

Buddy Baarcke, a hairs breadth in front of Heerman also of North Carolina, broke the only individual record, swimming the 200 yard backstroke in 2:19.9 which breaks the pool record by about nine seconds and the Southeastern Conference record by seven seconds.

The other records broken by the outstanding Carolinian squad were the 300 yard medley relay in 2:59.1 and the 400 yard freestyle relay in 3:40.

Thrasher Wins

Jim Thrasher, Tech co-captain, took Tech's only first place of the night, since the Tarheel who placed ahead of Thrasher was disqualified for an illegal turn.

Only a very few of the events were close enough for spectators to become excited about, but nevertheless the meet was a satisfaction to the Carolinians and Flats as well. Although the Tars swamped the Jackets, they did it with a stellar exhibition of aquatic might.

Results

300 yard medley relay: Carolina (Baarcke, Wall, Evans) 2:59.1 (Pool record).

220 yard freestyle: Milton, Carolina; DelaGuardia and Johnson, Tech. 2:18.

50 yard free style: Levy, C.; Thrasher, T.; Ambler, C. 24:2.

150 yard individual medley: Tinkham, C.; Shephardson, T.; Buhler, T.; 1:42.6.

Diving: Kelso, C.; McKenzie and Stribling, T.

100 yard free style: Thrasher, T.; Bradis, C.; Brown, T. 55.6.

200 yard backstroke: Baarcke, C.; Heerman, C.; Strickland, T. 2:19.9 (Pool record and Southeastern Conference record).

200 yard breaststroke: Higgins, C.; Childress, T.; Margeson, T. 2:44.

440 yard freestyle: Shannon, C.; DelaGuardia, T.; Johnson, T. 5:10.

400 yard freestyle relay: Carolina (Tinkham, Edwards, Evans, Heins). 3:40 (Pool record).

Coach Dean Issues Track Tryout Call

Track practice has already begun and anyone interested in Track is invited to report to Coach Dean any afternoon between 3:00 and 4:00 o'clock at Grant Field.

Wildcats Tear Up Jackets, 96-51

They came to see the great Kentucky Wildcats and none of the hot, spirited throng went home disappointed. The famed Kentuckians swept by Tech Monday night 96-51, though a revitalized bunch of Jackets, led by Captain Teeter Umstead, put on a stirring second half.

Formula

Coach Adolph Rupp, happy in a business-like sort of way, said after the game, "When Ramsey's up in the twenties, the team goes

good." Simple enough formula, for the 6-3 forward poured through 25 markers to lead the night's scoring column and spurred his mates to a wide-margin victory.

A 35-point shellacking leaves no doubt as to which was the better squad, but the Jackets were fighting all the way. "I think the boys

(Continued on page 4)

GRADUATION INVITATIONS

DIPLOMAS AND CERTIFICATES
DANCE, RECEPTION AND VISITING CARDS
ENGRAVED STATIONERY FOR SCHOOLS AND COLLEGES

J. P. STEVENS ENGRAVING CO. 110 PEACHTREE STREET ATLANTA, GA.

CURB SERVICE

The best food service available at Ga. Tech and the University of Georgia

THE VARSITY

All Glasses Mechanically Washed and Sterilized

Our Small Variety Insures Freshness

Be Happy- GO LUCKY!



LUCKIES TASTE BETTER!

It takes fine tobacco to give you a better-tasting cigarette. And Lucky Strike means fine tobacco. But it takes something else, too—superior workmanship. You get fine, light, mild, good-tasting tobacco in the better-made cigarette. That's why Luckies taste better. So, Be Happy—Go Lucky! Get a carton today!

It's good to smoke a Lucky Strike!
It's pleasure without flaw—
'Cause Luckies always are so free
And easy on the draw!

George A. Taylor
Northwestern University

L.S./M.F.T.-Lucky Strike Means Fine Tobacco

I'm quite an athlete in school,
And many I have raced.
There's just one thing that can't be beat—
It's Luckies' better taste!

Harris Freedman
La Salle College

I always smoke those Lucky Strikes—
Their better taste is grand;
I buy 'em by the carton,
So they'll always be on hand.

Lois Jaral
Santa Barbara College

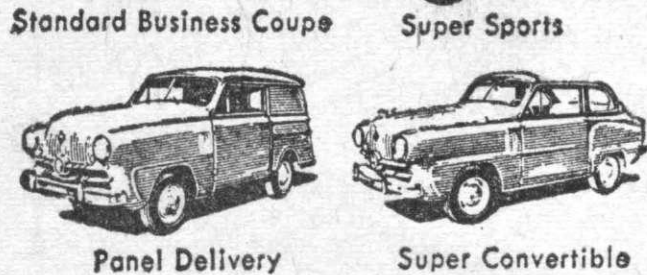
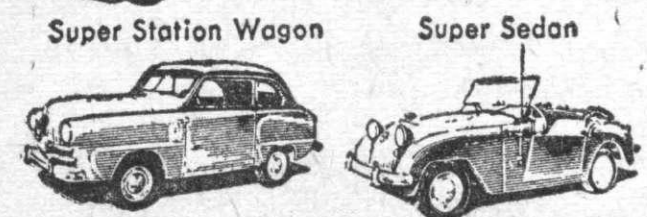


PRODUCT OF The American Tobacco Company



See-DRIVE-the most improved cars

THE CROSLLEY MODELS



You have to drive a new Crosley to know the car as it is today. Powerful engine with 7.8:1 compression ratio, hundreds of improvements. New interior and exterior features and styling. Super models have roll-down windows, fold-up rear seats, major upholstery improvements. All models, Super and Standard, now equipped with big Bendix 9 inch hydraulic brakes, hydraulic shock absorbers, heavy duty front axle, cast iron block engine and so many other improvements you'll have to come in to see them all.

And Crosley is the car for economy! Still 35 to 50 miles on a gallon of regular gasoline. Still the only new car you can buy for less than \$1,000. Check with us. You'll see that Crosley price is lowest, down payment is lowest, monthly payments are lowest.

CROSLLEY a FINE car
"You see them everywhere"

LAYFIELD MOTORS, INC.

COMPLETE AUTOMOBILE SERVICE

Established 1924

141-3 MARIETTA STREET, N. W.

ATLANTA 3, GA.

It Isn't Too Late . . .

**PREPARE
NOW!****FOR FUN ALWAYS**

Meet me tonight at Fred Astaire Studios . . .
Learn the Foxtrot, Rumba, Samba and all the
other dances. Your next step to Popularity.

2 Can learn the new steps

for the price of **1**

Decide right now! Make a date for your
FREE LESSON and **DANCE ANALYSIS**

Studios Open 10 a. m. 'til 10 p. m.

Fred Astaire **DANCE STUDIOS**
3 Convenient Locations:
104½ Forsyth St., Downtown. AL. 1611

Kentucky Game—

(Continued from page 3)

played a fine game," said Coach Hyder, "and I feel they even outplayed Kentucky in the third quarter."

Teeter Great

Teeter Umstead undoubtedly played one of the finest games of his career, and surely the best he's been on home hardwood so far this season. Not only his 18 points, which made him Tech's high man, but also his spirit, drive, determination and above all teamwork marked him as the shining star of the White and Gold.

Center Bill Cline, still playing under pain, was obviously hampered in his movements. Peden Templeton, Eric Crake and new-

comer Gene Anderson contributed good basketball. Pencil Pete Silas dumped in 13 points, second high Jacket, and again showed his mastery off the boards for Tech.

A sore ankle didn't keep Cliff "The Cat" Hagan from living up to his press name. He darted, twirled and sprang just like a feline in faking his defensive man out. Hagan scored 22 points, second high for both teams.

Rapid Start

Any team that can get away to the sensational start the Wildcats did Monday night has broken the game wide open and can just about coast in. Hitting five of their first six shots, while Tech stood scoreless, the Ruppmen shot off to a 10-0 lead. They widened it to 13-0 before Umstead dropped in a free throw. Four more rapid field goals boomed the Kentuckians 19 points ahead, and everyone knew the Cats had sewed up another win. Kentucky now has a 13-2 record. Tech stands 4 and 6 so far.

**SEND HOME
A COPY OF
THE TECHNIQUE**

**Winter Enrollment
Shows Large Drop
Over Last Quarter**

By Jerry Lavinsky

After the usual hustle, bustle, and extreme confusion of registration, the registrars' office proved its survival and released the latest figures on the number of students still making an attempt at that ever-in-demand engineers' degree. The registrars' office has also announced a change in the present classification, which will be welcomed by most students.

The most significant figure on the registration list is the overall total of enrolled students. Last quarter the total number of students was 3,573 and this quarter the total is 3,060. This shows a decrease of 513 students that either graduated or dropped by the wayside. The previous senior class numbered 758 and is now 577. There has also been a decrease in graduate students from 124 to 123.

The enrollment respectively of last quarter classes are as follows: freshmen, 1,012 to 900; sophomore, 690 to 632; and the junior class from 862 to 800.

The registrars' office announced that a change would be made in the IBM system of classification. In the quarters to follow, new identification cards will be given to each student showing what class he belongs to according to his number of hours passed. This will eliminate confusion about a student's present standing.

TV Regulations—

(Continued from page 1)

tors have a very real influence on attendance.

6. Why did the NCAA, through appointment of this Committee, focus attention specifically on the television of games?

The Television Committee in the summer of 1950 asked the National Opinion Research Center of the University of Chicago to collect available information on the seasons of 1947, 1948 and 1949. Facts learned from this preliminary survey and studied with data collected on the 1950 season justified the TV Committee's decision to gauge television as a factor in attendance in 1951. In addition, the Committee sought to determine, if possible, just how much of a factor it was and may become.

7. What were some of the facts leading to this decision?

a) Although, as mentioned above, college football attendance, generally, dropped perceptibly in 1950, it dropped most severely in TV areas. And, significantly, gains were registered in non-TV areas.

b) Recognition by the NCAA Committee that to approach maximum accuracy a more comprehensive survey under "laboratory" conditions should be made during the 1951 season.

All NCAA member colleges filed data on the 1951 season, including attendance figures, with the NCAA. The information thus gathered will be analyzed by the NORC.

9. Then the small college, although its games are not televised, also constitutes a factor?

Absolutely. Although the larger universities classified by the NCAA as "major" account for 89% of all football attendance, those colleges furnishing the remaining 11% are important to the problem. In addition, the NCAA is attentive to those colleges who are not members of the NCAA, but who also face attendance problems.

NOW ON DISPLAY

ALLURING NEW INTERIOR COLORS

NEW ROYAL-TONE STYLING

NEW IMPROVED POWER-JET CARBURETION

GORGEOUS NEW EXTERIOR COLORS

New Centerpoise Power

Chevrolet

Brilliantly NEW for '52!

LOWEST PRICED IN ITS FIELD!

This great new Styleline De Luxe 4-Door Sedan lists for less than any comparable model in its field (Continuation of standard equipment and trim illustrated is dependent on availability of material.)

It's Big... Bright and Beautiful!

Come, see the finest of all Chevrolets . . . brilliantly new for '52 in all these exciting ways:

Vivid New Royal-Tone Styling . . . with Bodies by Fisher that set the standard for beauty.

Radiant New Exterior Colors . . . widest and most wonderful array of colors in its field.

Alluring New Interior Colors . . . with two-tone upholstery and trim harmonizing with body colors, in all De Luxe sedan and coupe models.

New Centerpoise Power . . . engine is cushioned in rubber to bring amazing new smoothness of

operation and freedom from vibration to low-cost motoring.

New, smoother, softer ride for all passengers. All these and many other advantages are yours in the '52 Chevrolets at lowest prices and with outstanding economy of operation. They're the only fine cars priced so low. See them now!

Extra-Smooth POWER-Glide

with New Automatic Choke, gives finest no-shift driving at lowest cost. (Combination of Powerglide Automatic Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.)



**The Only Fine Cars
PRICED SO LOW!**

MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

SEE IT AT YOUR CHEVROLET DEALER'S