# WELCOME FRESHMEN!

# THE TECHNIQUE

"THE SOUTH'S LIVEST COLLEGE WEEKLY" Georgia School of Technology

SPECIAL ISSUE

THE TECHNIQUE, ATLANTA, GA., SEPTEMBER 21, 1928

PRICE TEN CENTS

# NEW DINING HALL NOW IN OPERATION GEORGIA TECH'S FORTY-FIRST SESSION OPENS

## COLLEGE NIGHT TO BE HELD IN Y. M. C. A. MONDAY EVENING

### Annual Custom Will Modern Dining Hall Introduce Freshmen To Leaders

OPENS AT 7 P. M. IN "Y"

President and Coaches To Lecture

Freshmen! Monday night at seven 7) P. M. at the Tech Y. M. C. A. will e a big spirit meeting to introduce to ou the captains of the teams of baseall, basketball, and football. The heer leaders will be there to give ou singing lessons and how the good ld Tech yells go. Be sure and bring our "T" books as all the songs and ells are in them and you must learn hem before the first game. Coach Alexander will be there and tell what e needs and what he expects to give or this year offering to the athletic lory of Tech.

President Brittain will be present nd will tell of the aims and plans of he faculty for the coming year. ne Pearce of the Military Dept. give a talk on the big Tech army what has to be done this year to Tech back on the Honor list and what it means to Tech.

ats, boys, free eats, come after t and the treat is on the Y. M. C. A. ade Cashion, Secretary is host for occasion and is sure to have ough for all.

### M. C. A. To Sponsor Presidential Straw Ballot

With autumn weather returning our

houghts turn toward school, football, ast year's overcoats, and a desire to vork. In the midst of these confusions nd enjoyments there arises on the orizon another presidential election. It is customary for the party rophets to name the next resident or 1600 Pennsylvania Avenue, Washngton, D. C. Nationally known ewspapers contribute a daily straw allot and the popular creation has ound itself seeping into the colleges

f this nation.

One of the plans of the Tech "Y" his year is to sponsor a presidential traw ballot. Naturally in these limts of Dixie, we are inclined to be nder Democratic atmosphere but his freedom that we enjoy in Tech llows us to dominate our actions. uch a program of straw balloting ill increase a local interest together ith a knowledge of our government nd its functions.

Specific details for the balloting ill be given at an early date. Meanhile begin to weigh the merits of ich candidate and the policies of le parties. Use your own judgment a selection and trust the fearless, nest, able candidate a success Nomber 6, 1928.

### -G.S.T.-NOTICE

This issue of the Technique is a pecial Number and is not included the student activity fee. In order help defray expenses a charge of tivities fee.

# Formally Opened

Housewarming Saturday

The new dining hall will be thrown open at a house-warming and public reception Saturday evening, September 22, from eight to ten o'clock. Alumni, students and friends of the school are cordially invited to inspect the new building on Techwood Drive near North Avenue. The kitchen with its new and up-to-date equipment, including a bakery, a refrigerating plant, and the cafeteria counters will be thrown open for view.

This building is now ready for operation and will be put into use for the students, beginning Monday, September 24th. It will, therefore, be the only opportunity for the public to go through this newest addition to Tech's building program.

For the first time since the school started, all students who wish will be provided with food by the school and at a very low rate of cost.

The building is planned for a cafeteria system, in line with modern practice, and is provided with accommodations for the faculty and guests of the school on the balcony by regular

It is estimated that 1000 students may be served within the space of one

Light refreshments will be served Saturday night to those interested in inspecting the newly completed build-

### **Band Starts Year** With New Uniforms

To Be Displayed at V. M. I.

New uniforms have arrived for the Tech band and are to be issued at an early date. They are white, trimmed in gold, but do not have capes. They are to be given to the old members of the band and to the freshmen who come up to Frank Roman's qualifications.

The first chance to see these new when the Yellow Jackets meet the V. M. I. Cadets on Grant Field. The public and the Tech students will then see Frank's musicians as well United States.

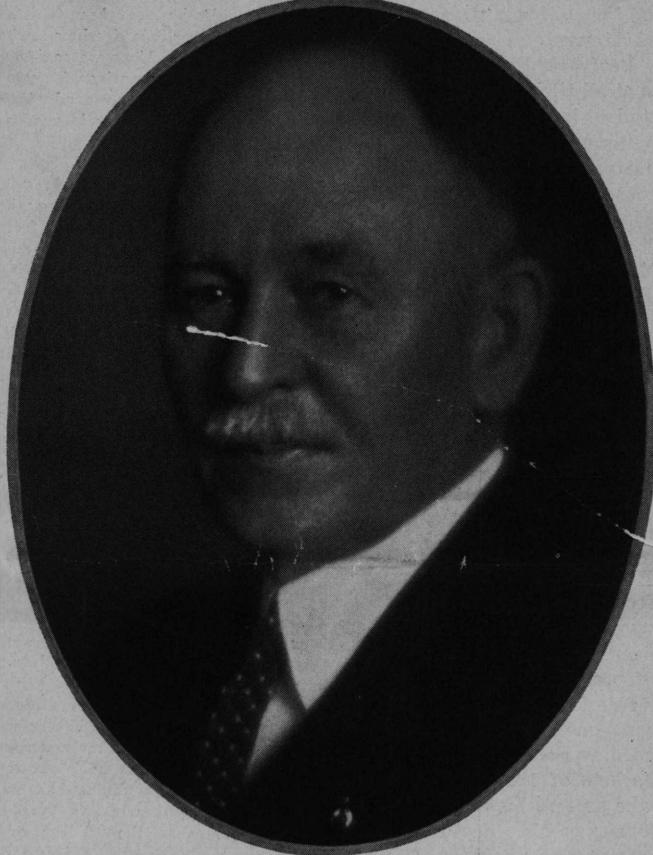
According to Mr. Roman the band this year will be larger than any that Georgia Tech has ever had, despite losses through graduation, faculty rulings and various other rea-

This year, Frank Roman is going to organize a concert band of fifty pieces, which will tour all of the principal cities of the United States. This tour is scheduled to last one

The fife and drum corps, of the navy, will become a part of the Tech Band this year under the direction of Mr. Roman. This corps is the first of its kind in any of the colleges of the South.

n cents a copy is made. Other is one trip this year, that being to the ies of the Technique, during the North Carolina game. It was ruhool year, are provided for in the mored that they were going to Tulane but this proved false.

## President Greets Students



DR. M. L. BRITTAIN, A.B., LL.D.,

## SPENDS SUMMER ABROAD

Brings Back Rare

### LAND WHERE CIVILIZATION WAS BORN

Georgia Tech, has returned from a ing July 15. for the hot-house; and a block of little Moses in the pool," and so on Marathon marble for Grant Field.

In company with Mrs. Brittain they landed last June in Chebourg, touched Suez, and the next day they traveling to Paris, where they saw caught sight of Palestine. From Joand then through the chateau coun- dean hills and fertile fields and ortry and Provence to Avignon whence ange groves until they saw at last phile Gautier-without their baggage. It had gone to Nice instead of Marseilles, and was retrieved in Cairo eight days later.

In the meantime they went to Monte Carlo, where Mrs. Brittain found one of Jenny's shops and bough a frock which made the loss The band is only going to make of baggage less terrific, and then they sailed past Corsica to Naples and Mount Vesuvius and Pompei. Reembarking, they voyaged through the strait of Messina — Homer's Scylla

Dr. M. L. Brittain, president of and Charybdis—to Alexandria, land-

three months trip to the birthplaces They found camels not uncomfortof civilization. The itinerary of his able riding, and saw the wealth of uniforms will be on October the sixth, trip reads like a page from some King Tut, and rode up the Nile to rare old history. With always the the spot where Pharaoh's daughter beautification of the campus upper- made her strange discovery. Here Dr. most in his mind, Dr. Brittain has Brittain showed that he is collegiate given a copy of the "Dying Gaul," as well as academic-minded, for he dressed as any college band in the done in Carrara marble, to the new wrote in his dairy a verse about Dining Hall; Corinthian melon seeds "Pharaoh's daughter on the bank,

They Touch at Suez

On the eighteenth of July they such historic sights as the Place de nah's Toppa they rode, on an imperla Concorde and the Folies Bergere, fectly sanitary train, through the Juthey embarked on the yacht Theo- Jerusalem - tawny and golden beneath a blue, unclouded sky.

They went to Bethlehem the next day, and when they came out of the Church of the Nativity, built on the traditional birthplace of Jesus, Dr. Brittain passed a carpenter's shop, which lost an opportunity to impress him because a workman inside was whistling "Valencia."

They saw the fields where Ruth gleaned and David watched his father's flocks, and where a band of

(Continued on Page 7, Col. 1)

### **Registration Records Expected To Be Broken**

FRESHMAN CLASS LARGE

Classes Start Monday, September 24

The Georgia School of Technology entered upon its forty-first year of active educational service on Wednesday, September 19th, with indications that enrollment will be the largest in the history of the school. With the registration period only half gone, the number of students already registered exceeds the registration of the same time last year.

By the end of this week it is expected that figures will be available on the total enrollment of the school. The Freshman class will without doubt break all previous marks for high registration. Before freshmen registration was under way, au tions had been pouring in to t istrar's office. The Regist ports a larger number of the for this year than previously.

Georgia School of Technology was formally opened on October 7, 1888. On November 24, 1882, the General Assembly of Georgia passed a resolution to consider the establishment of a technical school in Georgia. In 1885 the law was passed and on October 20, 1886, Atlanta was chosen as the location ,and on October 7, the installation ceremonies were held in Atlanta.

### New Athletic Field Purchased By **School**

The purchase of a ten-acre tract extending from Fifth to Eighth street, between Cherry and Fowler streets, has been announced by Dr. Brittain. The initial payment of \$15,000 has been made on the \$82 000 tract, which is now formally a part of Georgia Tech.

It was pointed out that acquisition of the additional land will be a great stimulus for intra-mural athletics and will provide facilities for their

In connection with the deal, it is proposed to close the present Sixth street and lower the field to one level. The consequent grading will be a job of considerable proportions and with the cost of building the grandstands will involve expenditures of about \$45,000, making the entire project cost about \$125,000, it is believed. The completed plant will be one of the largest athletic centers in the South and one that will compare favorably with any in the na-

In addition to construction of the 7,000 seat grandstand, the plans call for building of a permanent baseball diamond, a freshmen baseball field, a practice lacrosse field, two baseball diamonds for fraternity and other teams, and two football practice gridirons. The field is also to be used as a drill ground for the Tech R. O. T. C. regiment which is now using Grant Field for that pur-

## The Technique

THE SOUTH'S LIVEST COLLEGE WEEKLY

GEORGIA SCHOOL OF TECHNOLOGY, ATLANTA, GA.

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### WELCOME FRESHMEN

Welcome Freshmen! Welcome to Georgia Tech! It is impressive to see so many of you treking about the campus, for each freshman composses a part of the Class of 1932. You are now at the entrance of a new and different experience, four years of college life that leads to your life work and success. What are you going to make of it? Success or Failure?

Be a freshman. Don't try to conceal the fact that you are a beginner. Every college man was at some time a lowly freshman. Wear your little yellow cap with your head up, for in the years to come you will look back with pride on the time when you were required to carry it about on your head.

ve every tradition your hearted support, obey aperiors, support the team field, work hard in the classroom, engage in campus activities—in short grasp the spirit of the school of which you are a part, and play the game to the limit. Meet your fellow students and mingle with them in campus activities. This will contribute a large share toward enjoyment of your college education.

Before you are two great fields of college endeavor: studies, and activities. Studies must e put before everything else for eorgia Tech requires that to renain in school a student must teep up in his class work. To fail scholastically will mean both disappointment to you and your ople at home who have based their hopes on you. Get started early. Engage in some form of an activity. There is the Y. M. C. A. with Mr. Cashion as Secretary, that needs men to engage in its line of work which inthere are dramatic and glee cludes the Fres-hman "Y" Club, clubs, and the literary activities including the debating team. The campus publications need students to carry on their work on which there are two lines of endeavor, editorial and business.

A majority of the student body are engaged in some from weighted a hundred times. Too of athletics. There is football, much of optimism among the basketball, baseball, track, tennis, swimming, golf, and lacrosse that offer many opportunities. Select the team in which bers of the team. you are interested and try out for it. You do not have to be a former player, but stick with the game, train and give it everything possible. Aside from the by the experience of others, and varsity teams, there is the scrub team and military athletics put determination and a high which offer many opportunities. sense of sportsmanship.

Now that the time is ripe, get started to your work. Open up your college career with definite aims in view, and give your four years the best that's in you. Work hard and play hard.

378.05

### **FACULTY ADVISERS**

In the faculty advisers the new men have one of their most of trouble, but at times when helpful counsel is needed to make a decision. The newcomer by making the acquaintance of his time of need, a big brother in which he can confide his troubles.

Freshmen, take advantage of the opportunity for a conference with these men who understand you and are willing to offer their aid and advice to help you. Look up your adviser and introduce yourself, secure his help when necessary, by all means be candid with him and do not hesitate or be backward, in explaining the matter in which you wish assistance.

Professor Field, Dean of Men. is at all times ready to meet the student in his office and privately discuss a subject. In your department you will find professors who act as advisers and who are ever willing to assist students. Dean Noel and Judge Merriwhether of the Commerce the instructors in the various other departments of the school can give you valuable advice. Remember, do not wait too late for their help. They are YOUR advisers.

### ON AVOIDING OVER CONFIDENCE

Preparations for the coming football season are well underway as the 1928 Golden Tornado nears the end of the third week of practice. Tech hopes to have a fine football machine this season—one that will carry on the good work so well done by the Jackets of 1927. But—the man who suffers his enthusiasm and loyalty to his school to lead him into thinking now that Tech has a walkaway in all its conference games this year is sorely disillusioned.

It is a natural tendency for Tech men to let their optimism and loyalty reach the heights of fortune-telling even before the start of the season, but, according to all the teachings of history, such a course usually breeds disaster. Even in such modern times as December, 1927, it has been our privilege to view the result of over-advertising a good football team.

Half the coaches' fight lies in building up a proper morale among the teammen, but in the face of overconfidence their teachings can easily go for naught. If the student body causes Coach Alexander to be confronted with this sinister mental influence, his task is Tech men is contagious and soon translates itself into overconfidence on the part of the mem-

To avoid letting history reenact in our case tragedies which have befallen others, each man must keep his head, benefit in the place of overconfidence



N. D. P. III.

The Frosh!

could such a bunch have come from beneficial aids, not only in time and why? Oh, well, college is more departed by that time but that will or less a mill into which all of these not help the numerous students who To all our darling freshmen, youngsters will be mixed and ground will be deprived of their jobs by these out into some kind of a finished product. It is surprisingly to see just what four years of college life does for anything that happens now. Wodesignated adviser will have, in for a man. Look at the present men, women, women. They are the senior class. Remember when they downfall of many a man. So may were. How dumb and ignorant were hope the plan of using the young those boys that came to Tech in 1925 ladies at the mess hall will be given and how many there were of them. much consideration, before it is ac-Now we see just a remnant of that tually put into operation. large freshman class that is beginning to really look polished. But what became of the large portion of an appropriate uniform. For many the Class of '29? Some were kicked years now we have seen the Tech out of school for not studying and band parade gallantly on Grant various other reasons, some left because of finances and a few just the walls of the Stadium and woncouldn't hold out under the strain. dered why the school did not dress Those that have weathered the storm their loyal music makers in some fithope to be rewarded in June. May ting attire. Other schools with elabtheir struggles have not been in vain. orate uniforms have heretofore strut-So to the dear little freshmen who ted at the home of the Golden Tornare so full of ambitions we say that ado but this year at the V. M. I. there are three alternatives for you: game we will behold, for the first He stood and posed Extrication, quitation. or graduation. time, our band in a real uniform for And the greatest of these is gradua- display. Considering the favorable

### Beat 'Em

The Co-ops have been makin gthe could not have been made. best of their freshman during the past few days. Shrieks and yells from the Co-op house and territory surrounding this palatial abode, during department and many other of the night hours caused the hearer to believe that a bloody massacre was in effect -- Cioser investigation indicared that it was just the Co-op Sophs dwelling upon the Frosh with brooms and what-not. Then came the police from out of the night and stopped this mild form of manslaughter. These dispensers of law and order in emerging from their tin type acted queer and it was rumored that they had just gurgled a Canada Dry or Canadian something.

Girls! Girls! Girls!

What is our school coming to? When we arrived back to commence our studies once again we were startled to hear that girls would soon surround the institution. Girls in the various offices, mainly in the athletic office ,was not so bad but when rumor has it that there will be numerous and flapperish girls to hash out the food in the luxurious dining hall and when we see, with our own eyes, a thrilling Summer out in the open feminine touch to the student rob- spaces as a tractor salesman among bery then it is too much. Next there farmers.

Such a motley crew of freshmen mestic science at our institution and we have never seen before. Where may be feminine athletic coaches. One can never tell. May be we will have girls, and can the authorities blame the students, especially the freshman, were freshmen and what a sight they the poor freshmen be forgiven. We

At last the band is going to have The swimers swishing Field, heard their echoes ring against impression and comment that will be brought about, a wiser investment

### Help, Police!

Frank Roman, mæstro of the Tech band, reported to the police department that several drums and other band instruments had been stolen from the Tech band. A typewriter was also taken out of the Technique office. The loss of the musical instruments was reported to the police and as no action was taken by them we do not think it would do much good to report the typewriter missing.

This is more or less a surprise and disappointment to Judge's many friends, for doing the last year or two it has seemed to be an old custom for all the professors of the Commerce Department to get married; and everyone seemed to think that Judge had held out on them long

will be girl instructors teaching do-

The Band Grows Up

Judge Meriwhether Return—Alone Again Professor E. B. "Judge" Meriwether returns from his vacation in the wilds of Illinois without having taken a plunge into the proverbial Sea of Matrimony.

enough. But yea, not so.

Judge tells us that he spent a very

THE CLASS OF '32

Here's to you—a welcome, To you, and you, and you; To all you lowly frosh-The Class of Thirty-two.

And here's to you a warning, To you, to you, and you; All dressed in pink and blue.

Forget not, that Tech has Sophs, Juniors, and Seniors, too-That qou are only lowly frosh, And dressed in pink and blue-The Class of Thirty-two.

G.S.T.

### I ENVIED HIM

Here and there; All eyes upturned As he climbed the stair-To the board.

Huge shoulders-broad. Hips so slim-And as I looked I envied him-Jim Mac Sword.

Upon the board; His shoulders broad-I'll tell the world I envied him!

"What shall it be?" Said Jim Mac Sword-"A Dolphin!" they cried. As he tested the board— How I envied him.

He stood—then raised Upon his toes; Three steps forward— There he goes: Jim Mac Sword!

It seemed to me That Fate was cruel, That Jim commanded Such a jewel, While I could hardly swim-I envied him!

The spring was good-It threw him high; Plainly I saw With envious eye-My rival, Jim I envied him.

Then down he plunged While they all cheered, And but for her-I would have jeered-Jim Mac Sword On my word!

"All that goes up Must surely come down," And down came Jim I hoped he would drown envied him-Confound him!

Of course he hit; I saw with lust My rival Jim-Hit a belly-bust; I laughed at him-Poor Jim!

the basement of the Y. M. C. A. build ing at 4 o'clock p. m., Monday, Ser tember 24, for the business staff, an 4 p. m. Wednesday, September 2

The Technique offers an exceller opportunity to engage in a stude activity and at the same time giv experience in newspaper work at better acquaintance with the school Rewards for constant work on t paper are membership in Pi Del Epsilon, national honorary journali tic fraternity and the right to we the Technique Key.

There are two main departmen to the paper, namely Editorial a Business. If you are interested either of these two departments, 1 port to the Technique offices at the designated times and receive instru tions concerning the work.

With a few exceptions the Tec nique is published every Friday du All Freshmen who are interested ing the school year and its purpo

# CAMPUS CALENDAR

Friday, September 21: Registration.

Saturday, September 22: Registration. Dance at Garber Hall Sunday, September 23: Sunday School at Tech Bible Classes...... 9:45 A.M. Monday, September 24: Regular classes begin...... 8:00 A.M. Technique Business Staff Meeting in Technique Offices...... 4:00 P.M. Football Practice ...... 4:00 P.M. for the editorial staff. Tuesday, September 25: Football Practice 4:00 P.M. Wednesday, September 26: Editorial Staff Meeting in Technique Offices...... 4:00 P.M. Football Practice .......4:00 P.M. Thursday, September 27: Football Practice ... 4:00 P.M

### **IMPORTANT**

Friday, September 28:

Football Practice

Students desiring The Technique mailed or sent to an address should sign up for the paper at the Y. M. C. A. desk, giving complete name and address of recipient.

### Freshmen Urged To Try Out for the **Technique**

.. 4:00 P.M.

in working on The Technique, the is to serve the school in the san official school paper, are urged to manner in which the daily newspap report to The Technique offices in serves the community.

### Big Increase in Co-op Faculty Adds Many Dept. Announce. New Men to Roster

CHEMICAL INSTALLED

All Incoming Frosh Placed Prof. McDaniel, of the Co-op Dertment, reports a large increase in e enrollment of the Co-op Departent this year. According to Mr. cDaniel, some five hundred applicaons were made for admittance to e freshman class. Because of indequate provisions, however, some ree hundred of these had to be arned down. This year, says Prof. CDaniel, fewer boys from outside ne State of Georgia were accepted han ever before. Only those stuents whose records in high school rove them worthy of acceptance, ere admitted.

Employment conditions are very cute this year and a great many of ne largest industries are working

## **TECHNIQUE EDITORIAL STAFF**

Candidates and Old Men

Report at 4:00 P. M. Wednesday

### September 26

To Technique Office in

Basement of Y. M. C. A.

The ever increasing need for an enlarged faculty and the highly efficient men required to fill the vacancies has been realized for the scholastic year

on half-time. This of course, makes it slightly difficult to find jobs for all of the boys, but this has been done and all of the incoming freshmen have been placed.

The Louisville and Nashville Railroad, one of the endorsers of the Cooperative plan, has made arrangements to take on more co-ops this year than formerly. Western Electric, Central of Georgia Railroad, and the Columbus Electric and Power Co. have started a new organization for co-operative students. Their plan is to work the students in all of their various departments so that by the time of their graduation they will have served in all divisions of their employer's company and will thus be a good all-around permanent em- fessor.

Several new companies have fallen of the boys over in the Commerce Department. The Atlanta and Lowry National Bank and the Federal Reserve Bank are among the new ones. According to the professors in the Commerce Department, the students have been doing exceptionally well in both studies and in their instructor. work.

The first section of the engineering co-ops is already here. They will go to work on the date that the second section comes to school, which will be on September the twenty-

There has been several additions to the various departments. This step will create greater individual instruction to the student.

The new men authorized to their position come to us as men of experience, having served successfully elsewhere in their respective capacities.

The faculty and students of Ga. Tech extend to them a cordial welcome and trust that a mutual cooperation will result in a greater understanding of mankind.

The new roster under the various departments are given below:-

Architecture—F. T. Ablson, assistant professor. H. Mc. Martin, instruc-

Biology-E. G. Lower, instructor. Ceramic—One addition but selection

unknown at present. Chemistry-Dr. A. Mc. Whiter-assistant professor. C. B. Weiss, instruc-

Commerce—E. B. Sanders, assistant professor. P. H. Holmes, assistant pro-

E. E. Dept.—No changes.

English—J. P. Riebel, instructor, J. in line and agreed to employ many H. Russell, instructor. J. H. Walker, instructor. T. R. Bain, instructor.

> Experimental Engineering — Frank Barrick, instructor.

Mathematics—C. W. Hook, instruc-

Modern Language—E. F. Bradley,

Physic—Dr. U. S. Herod, assistant professor. F. E. Hull, assistant professor. E. F. Prosser, instructor.

Military—Major O. H. Longino. Captain J. W. Nicholson.

Navy-Lieu. D. L. L. Maderia.

### POLITICAL BULL SHOOTING **ENGAGE SUMMER SCHOOLERS**

DISCUSS ISSUES IN SEMINAR ROOM

Supporters of the two major party candidates for the president have entered into much debate during the summer school. Each morning a number of students would gather in the English seminar room in the Tech Library and the conversation would inevitably turn to politics. To hear the strong arguments advanced and to see the spirit with which the Hoover and Smith tickets were upheld and denounced by their supporters would make a newcomer feel that the outcome in November depended solely upon the results of the voting of Tech students.

Charges of bigotry, intolerance, corruption, narrow-mindedness, and religious prejudice, etc., were flung at supporters of one candidate by the adherents of the other. Counter charges of incapability, wetness, temporal ambitions, etc., were directed against the first candidate.

won't we?'

### Textile Men Hold **Annual Meet at** Georgia Tech

Atlanta was host to textile men from all over the state on Tuesday at the annual convention of the Textile Operating Executives of Georgia. The meeting was held in the chemistry building at the Georgia School of Technology. Approximately 150 managers, superintendents and others met for the discussion of technical problems delating to mill operation.

Means of increasing efficiency, reducing waste and increasing production were discussed at the convention. The first session opened at 9:30 o'clock, followed by a "Dutch" luncheon served in the new dining hall at Georgia Tech. The afternoon session concluded the meeting.

Technical subjects of weaving, slashing, spooling and warping were And so the battle raged merrily. covered in informal discussion under Magazines of strong convictions, such the leadership of some of the promias "Nation," "The Republic," "Time" nent operating executives of the etc., were consulted for points and re- state. Frank K. Petrea, superintend, partee. Neither side gained an inch. ent Swift Manufacturing Company, No one was convinced against his will, Columbus; Frank E. Heymer, superso all are of the same opinion still. intendent, Eagle & Phenix Mills, It apparently rests upon the eligible Columbus, and George S. Elliott, asvoters of Georgia Tech to settle this sistant superintendent Pacolet Manuimportant question for the country. facturing Company, New Holland, "We'll show 'em on November 4th, were in charge of the respective discussions.

## SIGN UP FOR THE TECHNIQUE AT "Y" DESK



The Newest Style Notes for the Collegiate!

2-Trouser All Wool Suits \$28.50 and \$35

The Peak Lapel **Double Breasted** 

Coat and Vest

**Brown and Greys Lead New Shadow Stripes** 2 Button Coat

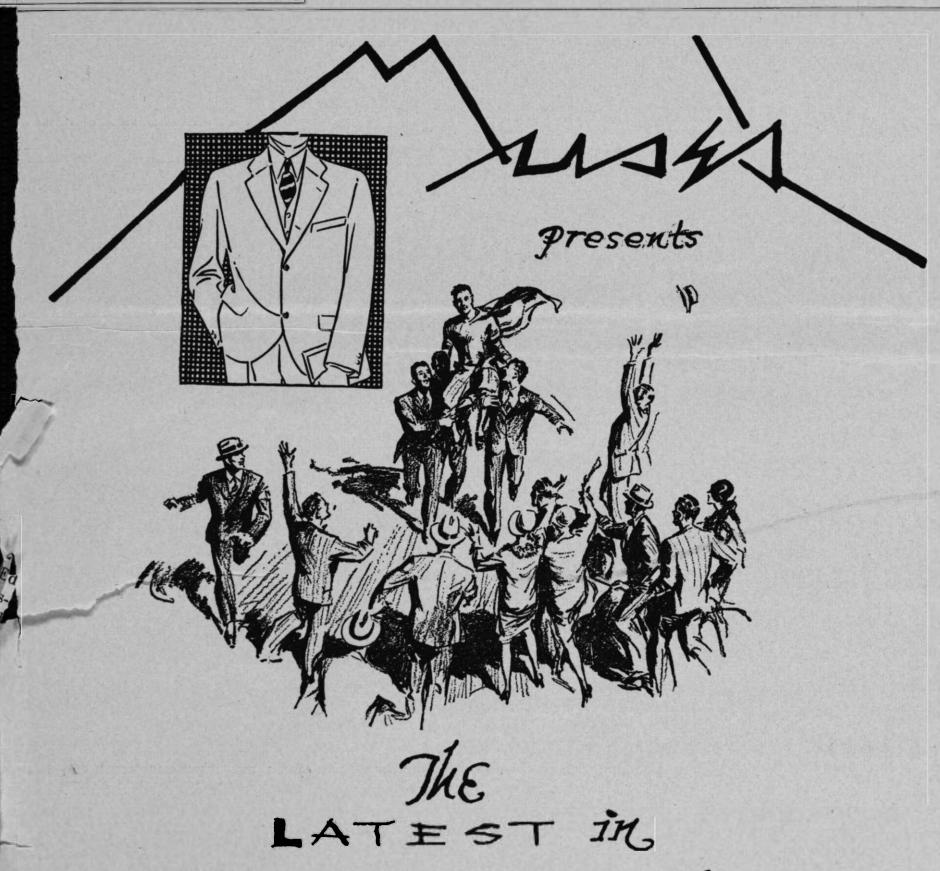
-Kirschbaum and our own dependable makes in expertly tailored all wool suits feature all the newest style points for the collegiate.

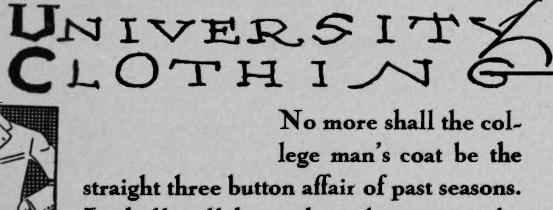
Suits for \$28.50 and \$35 with two pairs of trousers that will stand hard wear, keep their shape, and give you that feeling of being well dressed.

Fall's Newest Felt Hats, \$4, \$5 and \$6 Stetson's in the newest shades and shapes, \$8.50

MEN'S CLOTHING DEPT. RICH'S SECOND FLOOR.

M. RICH & BROS. CO





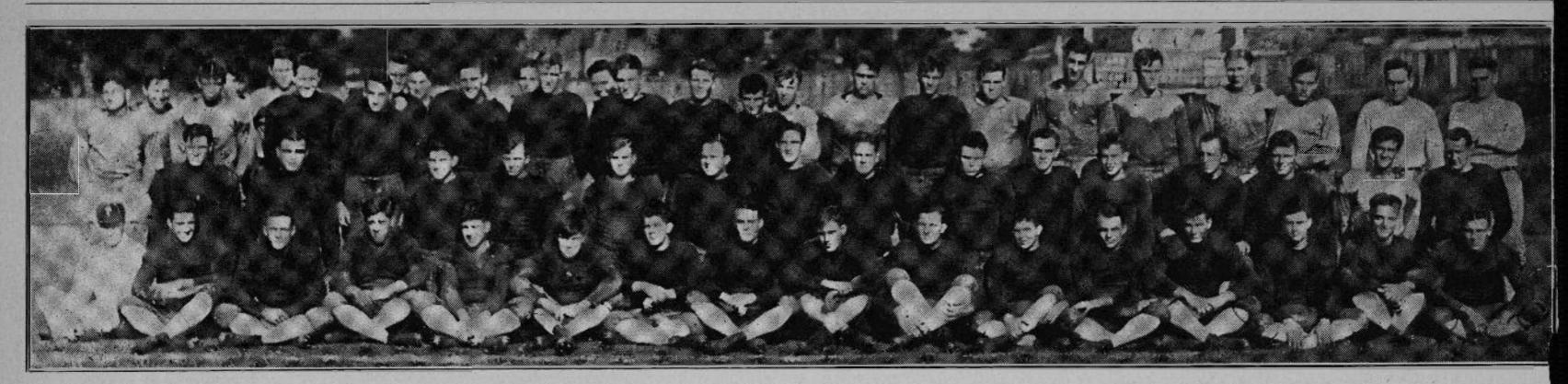
It shall still have three buttons, to be sure. But now the top button remains carelessly open. the lapels rolling gracefully to the button below. That's the edict.



\$35 6 \$50 with one and two

# SPORTS ED HAMM BREAKS RECORD SPO

# SOUTHERN CONFERENCE SWINGS INTO JACKETS PUT THROUGH STRENUOUS PRACTICE



THE GOLDEN TORNADO

### GEORGIA TECH FOOTBALL SCHEDULE

Oct. 6, V. M. I.—Atlanta. Oct. 13, Tulane—New Orleans. Oct. 20, Notre Dame—Atlanta. Oct. 27, North Carolina—Chapel Hill.

Nov. 3, Oglethorpe—Atlanta. Nov. 10, Vanderbilt—Atlanta.

Nov. 17, Alabama—Atlanta.

Nov. 29, Auburn—Atlanta. Dec. 8, Georgia-Atlanta.

### **Minor Changes Made** In Football Rules By Committee

Vague Points Cleared Up

Heartfelt cheers will issue from bloody noses than ever before. the throat of the weary spectators at

From their standpoint, absolutely no changes have been made. In 1927 in which to become familiar with the so many radical changes were introduced that many of the season ticket year's rules. holders were in a complete fog until the end of the season as to just what was what on the field, and as a result, there were more black eyes and

The committee has confined its efthe grid games of the country when forts wisely to a clearing up of points they see just how little the master in the rules which were adding gray minds forming the rules committee hairs to the pates of the officials at have altered the pastime this year. an alarming rate, leaving the man

in the stands with another season new plays made possible under last

Only three major changes have been written into the code, and these, as said, have no effect on the game as seen from the stands. Last year the committee added the backward or lateral pass to the game in order to give it a new and open feature. Many back field fumbles made their appearance in the records as incomplete passes under this rule, and with the abolishment of this angle in mind, a new definition of the lateral pass was placed on the books, under which the ball must travel a distance of approximately two yards or more through the air. An incompleted backward pass may be recovered by either side but advanced by neither. In case the ball has not traveled the required two yards, either team may recover the same and run with it.

The new code states that either a muff or a fumble of a punt by the safety man may be recovered by the kicking side but not advanced by them, thus doing away with the unearned touchdown to a great extent. This law may be due for a change soon, however, since under it the safety man is allowed to catch the punt, advance it some 40 or more yards and fumble when tackled with the kicking team only able to recover at this point. Complaints are certain to arise soon, and the Western Union wires may carry a new ruling.

The goal posts have been definitely ruled out of bounds by a rule which that a ball not in the possession of a player (other than a kicked ball which later scores a goal) crosses the bar or strikes agoal post, it will be considered as out of bounds, with with an opponent until the ball ha that rule governing.

lot of discussion recently, and has self. been favored with another new ruling. Under the old code, the offen- This season all players must come sive linemen were permitted to take to a measurable stop. Penalties wil opponents before the pass has been no doubt be profuse early in the year made. This has long been regarded but they will dwindle as the lines as unfair ,and when brought to the become more experienced in their attention of the committee a provision was speedily made whereby no changes which will draw the attenplayer of the passer's side who has tion of the coaching staffs and the crossed the line of scrimmage either officials, the more important of the before or after the pass has been new rules are as outlined in these thrown may in any way interfere paragraphs.

### **Southern Conference Prospects Good**

Tech Working for V. M. I. Opener

If one may believe the words of

Knute Rockne and others of his conferees who stand at the top of the coaching heap throughout the coun try, the Southern Conference is to place the year 1928 in bright figures in the history of the cir If one may believe the reports fi ing in daily from the camps of schools composing this circuit w large squads are working out in efforts to build winning comb tions, Rockne's statement is to confirmed. And how! In the w

of the immortal collegian.

Down here on Grant Field prime object of consideration for sons of the White and Gold are nig through daily manouvers w are calculated to produce a flee Yellow Jackets with a sting that going to prove obnoxious to the o members of this Southern loor Coach Alexander and his staff anything to say about the man The third week of practise is well under way at present, and from the standpoint of the observers, the coaches, and the men in jerseys, al looks bright for the Tornado of 1 The post so capably filled by Crowley last year is giving the ter minds most trouble, but this Glenn Holland seems the logical candidate for Ed's shoes, and wil fit into them very well if he keep to the pace he has set thus far. Fran (Continued on Page 8, Col. 1)

been touched except in an actual a The screen pass has come in for a tempt to catch or bat the ball him

> The shift has also been cleared up arts. While there are many other

### DANIEL'S-Make Your Headquarters Here-DANIEL'S



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THE TECH SHOP

## RESHMAN FOOTBALL CANDIDATES CALLED

### Large Squad **Expected to Try-Out for Team**

Freshmen wanted. 'Nough said. and the job—to play football for ur eminent coaches, Alva Clay and Mack Tharpe, and for the grand ole' Gold and White of Georgia Tech. Requirements — none, except a little brawn and a fighting heart—no experience necessary. All equipment will be furnished to the Baby Jackets, so there is no use to wear any of the necessary regalia — and get that straight. Tux, however, would not be advised by this correspondent as you candidates might happen to get them dirty.

Come one—come all, and the more the merrier. Let's turn out another championship rat team!

Freshman schedule follows:

October 13-Monroe A. & M.

October 27-Auburn. November 9-Mercer at Macon.

November 24-Florida. December 1-Georgia at Athens. -G.S.T.-

### Special Train To N. Orleans

A special train will be run to New Orleans for the Tulane game leaving Atlanta at 8:00 Friday night, and is good until the following Monday. Ticket \$18 and berth \$5. Seniors apply to the Dean for permission to go and then make your reservations at the Athletic Office in the Commerce Building.

A special train will also be run to accommodate the party of sport fans going to Chapel Hill for the North Carolina game. Further announcements will be made in a later issue of the Technique.

-G.S.T.-

### **New North End Seats** Of Stadium To Sell For \$1

The seating capacity of Tech's Stadium has been increased. At the open north end of the horseshoe has been constructed a wooden stand that will accomodate approximately 5,000 more spectators. These seats afford a very good view of the field and are

### Bobby Jones Retains Ed. Hamm Breaks **Amateur Title**

**Defeats British Champ** In Finals

Before a gallery of 5,000 golf fans Bobby Jones, Georgia Tech's most illustrious golfer, blasted the British champion, Tom Perkins, out for his fourth amateur golfing championship.

With the exception of one match, with R. R. Gorton, of the Brae Burn Country Club, every one of Jones' triumps were overwhelming. Bobby trounced John Beck, British star, 14 and 13, in the third round; Phil Finlay, 13 and 12, in the semi-finals, and utterly walked over Tom Perkins, 10 and 9 in the finals.

Never has the opposition proved so helpless in an amateur championship. Jones played like a machine, showing no mercy even when his opponent was hopelessly down. Perkins won only two holes, halved thirteen, and the rest were taken by Bobby.

The play, hole by hole, was uninteresting, and the score will suffice to show the statistics of the play.

Morning Round Jones, out ......644 453 434 —37 Perkins, out ......444 x6x 435 -.... Jones, in ......433 454 444 —35 —72 Perkins, in ....544 654 434 —39 —.... Afternoon Round

Jones, out ......434 653 424 —35 Perkins, out ......444 853 654 —43

Besides winning the amateur championship four times, Bobby Jones has annexed two National Open championships. His mark of 285 for a 72-hole record will probably stand for years to come and may never be equalled.

to be sold for the amazingly low price of \$1, except for the Georgia out to the effect that Hamm's broad game, at which, they will sell for the jump record has been bettered, but regular price of \$3. These seats are with the improvement that Ed showopen to everyone who wishes to pur- ed last year, and the prospects of the chase them and are not to be sold be- coming year ,he should be able to fore the day of the game.

## World's Broad Jump Record

The representatives of the White and Gold played an important part in the American victory in the 1928 Olympic Games held at Amsterdam, Holland, this summer. The outstanding performer was Ed Hamm, who broke the world's record in his most brilliant event, the broad jump.

Ed, while in school, participated in the century and the 220-yard dashes, as well as the broad jump. His high mark of the year came at the Southern Conference track meet at Birmingham. In this meet, Hamm equalled the Southern mark in the 100-yard dash, broke the 220-yard record, and broke the Southern broad jump distance, coming within four inches of the world mark on this occasion.

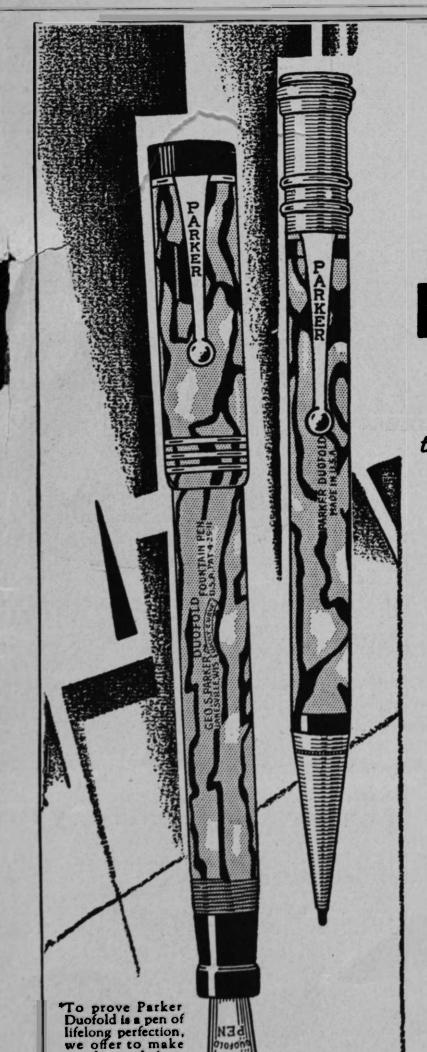
Continuing his assault on the records, Ed ran clean through the Olympic try-outs, both in Atlanta and at Boston, where the finals were held. He was easily the outstanding performer in the event, in spite of the fact that the present title-holder, De Hart Hubbard, was also jumping.

While the United States track athletes were going down to defeat at the hands of foreign stars, the American field team, ran away with their events, taking the majority of the first places. New world records as well as new Olympic marks were made, Hamm breaking the broad jump record against the most brilliant athletes of the world.

Hamm is expecting another big season this year. There is a rumor raise the mark again.

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good any defect, provided complete pen is sent by the

owner direct to the factory with 10c for return postage and

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Non-Breakable Barrel-Pressureless Touch and \*Guaranteed Forever Against All Defects

Here's a new De Luxe Duofold Pen in Black-and-Pearl, offering the handsomest writing equipment any lady or gentleman can possess.

Crystals of silvery pearl and Parker Permanite Material (Non-Breakable) must be delicately arranged to produce the moderne effect of this unique

Costly to produce—though not high-priced to you —and very beautiful.

Not duplicated anywhere else. A masterly achievement in a pen. Senior size, \$10; Junior Size, \$8.50; Juniorette or Lady, \$7.50. Pencils to match, \$3.50, \$4 and \$5.

Dealers are showing the new pens and pencils separately and in perfectly matched pairs, for the first time this year.

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Duofold De Luxe

## Soundings From The Flats

open their season in advance of the Tech clash when they will meet the Richmond College eleven on September 29. The first game should give some indication of the strength of the Flying Squadron which from the reports of practice is indicated to be very strong. This opening game will come one week later than ever before, due to the ruling made last year extending the opening date a week and allowing play through the first week of December.

An important change has been made in the arrangements of the Cake Race which is to be held this year on October 22d. The cake race is alwas made due to the fact that the practices.

Tech's first grid opponents will Yellow Jackets are the hosts to the Southern Conference Cross-Country Meet this year, with the hopes of finding some good material which can be developed in time for this meet. This should serve as enough notice to all freshmen to begin work at once in order to be in form by the 22d, as they are all required to participate.

Coach Alexander wishes to announce an important change regarding the students attending football practice. Students may attend any of the practices provided they will come to the last entrance on the Techwood Drive side of the Stadium and present their pass book and receipt, both of which may be required. ways very important to freshmen as Students are warned about lending well as upper-classmen. This change their pass books to anyone for the

### FOOTBALL TICKETS V. M. I. .....\$2.00 Tulane ...... 3.00 Notre Dame ...... 3.00 North Carolina ..... 2.50 Oglethorpe ..... 2.00 Vanderbilt ...... 3.00 Alabama ..... 3.00 Auburn ..... 2.50 Georgia ...... 3.00

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### **TECHNIQUE BUSINESS STAFF**

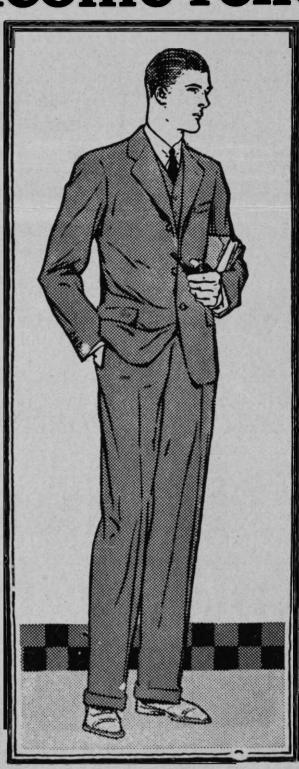
Old and New Men Meet at

Technique Business Office

In Basement of Y. M. C. A.

Monday, Sept. 24 at 4 P. M.

# Welcome fellows!



Copyright 1928 Hart Schaffner & Marx

After you get your schedule straight, come down here and let us show you the new

Hart Schaffner & Marx College Clothes Fall

one or two trousers

ZACHRY

116 PEACHTREE ST.

# ALONG THE AVENUE

the public.

ing taste. Ted Weems and his band perplexing situation. gave the inspiration (as they say in the sassiety columns) for one of luckiest bunch that has entered this had in all these many full moons and the usual courtin' and what-have-you took place.

you could get a date at seven-thirty brains and be served by sirens more

With the opening of school ,inter- for eight o'clock. Now when the marest in the social and scandalous hap- ket gets that flooded or the supply so penings in and around the school and far exceeds the demand, then we along the avenue becomes of prime have an economic crisis. How such importance to those thousands of conditions can be changed has not prom trotters and their escorts and been solved by the most politicalet cetera. And to gather the various minded of the dames of our most fair plots and ideas we find entering the and popular young damsels. But with scene-lo! the scandal monger. That the opening of summer school and is a terrific word to apply to such the approach of regular school the innocence and purity and chastity as market has again become very stable is housed in this noble breast of ye and the demand will now exceed the humble correspondent. But such is demand and the pendulum has swung the price of glory and the price which the full length of its arc and is at we must pay for the satisfaction of the other extreme. Some way must be found. Maybe the Class of '32. Out of the tangles and mazes of the that illustrious group of young of old. But times change very little varied social whirl of the summer scions who will be the residents of and the last commencement, must be "Ye Goode Shippe Knowles," and the woven a complete story of love and Halls of Mr. Harris and Mr. Brown romance to requite the most exact- can help to solve that peculiar and

the souls and ambitions of some of the best feetballers in the Southern It has come to our attention too, states is to become a school of jellies City suffered very much for the few happening when these rats get to weeks that elapsed between the clos- "dine" in a hall more elaborate than ing of school and the opening of sum- the famous Biltmore and have beaumer school. It even got so bad that tiful music wafted to their vacant

beautiful than tempted Ulysses on his little jaunt. But the redeeming feature of the whole thing is the fact that the boys will get a real meal every now and then among favorable surroundings and not down in the basements among the other rats. Dr. Brittain brought a copy of the "Dying Gaul" from his tour this summer for the hall. This is deeply symbolic of the situation. The old Garlic is dying and new ketchup is blossoming

Some of the college bells have rung for the last time! Some of the prides and joys of the frat dances and garbers have gone the way of all feminine flesh and have decided to make their debuts. It is indeed lamentable that such beauty and fair maiden should be beguiled into such an atrocious step and should place themselves upon the open market as the slaves and the flareback to the old days is slow but sure.

The newest addition to the beautiful fraternity row (?) of Georgia Tech is the recently completed home This year's class is by far the of the Chi Phis. Our fervent hope and prayer is that they will have the best set of parties that Tech has famed institute in years. To think enough money left to give those pricethat this school which has nurtured less tea dances after the afternoons enterdown Grant Field way. But the whole school rejoices with them in the acquisition of such a palatial resithat the pink market in the Gate and cissies. That is exactly what is dence and we hope that they enjoy it. (Not the paying for it.)

The first dance of the season was given by the Chi Beta Sigs last week at their new house on North Avenue. These are co-op students and they are making plans for petitioning a national.

Well, boys and girls, these little tales will appear with some semblance of regularity from now on. We hope that they will be successful in placing you easily in the arms of Morpheus. Watch carefully for the next episode next week.

## THIS IS FELT HAT WEEK



## Shuffle the "Dogs"

Might as well be behind in your classes as out-of-step with fashion . . . when the signal is given to "shoot the old kelly."

Remember . . . this is Felt Hat week —time to get under a NEW top.

Plenty at \$5, others up to \$15 About 40 different styles and colors.



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### College Fraternity Pins PLAIN AND JEWELLED

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# College

# Suits

The New **Fall Styles Are Distinctive** and Smart

Constructed of Double Service Cloth. Pat-

terns are Confined and Styling Exclusive.

College Days Are Here— **Select Your Suit Tomorrow** 

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able you will find Koehring Heavy Duty equipment.

One of these typical projects is the disposal plant at Sioux Falls, South Dakota, where a Koehring No. 301 Heavy Duty Shovel did the excavation work and two Koehring Heavy Duty Mixers produced the re-mixed concrete.

The large view gives a comprehensive idea of the entire plant while the smaller illustration in the upper left shows the Heavy Duty Shovel excavating part of the 100,000 yards which were moved on this job. The Koehring mixers, shown in the oval inset, turned approximately sixty carloads of cement, together with proportionate amounts of sand and crushed stone, into dominant strength concrete.

In thousands of places the story of Koehring equipped jobs is the same as that in Sioux Falls-Koehring dependability wins.

KOEHRING COMPANY MILWAUKEE, WISCONSIN

> Manufacturers of Pavers, Mixers - Gasoline Shovels, Cranes and Draglines.

DR. BRITTAIN SPENDS SUMMER ABROAD Continued from Page 1)

where Moses saw the Promised name. and the site of the cities of the plain.

the Good Samaritan inn, and while some of the party went wading in the River Jordan, Dr. Brittain observed that it looked about as clean as the Oconee river at Athens. Ga.

Mount was preached they had their most impressive view of Palestine. and they saw the Sea of Galilee.

On July 24 they traveled to Da- to Crete and through the Agean Sea They visited Gethsemane and the pearl of the East, and they

Abana, from the shores of Lebanon— They went to Jericho, dining at a river which the citizens love be- luckily, various consequences. cause of the beauty. Little canals carry streams from the river into and saw the beautiful cathedral parks — sometimes underground, there, with its 2,000 towers which are sometimes above, to the city parks. like frozen music and they saw D' They saw the strange city of Baal- Vinci's workmanship. From where the Sermon on the bek, the sungod's city, and traveled on to Beirut, where they once more and to Interlaken, and finally returnboarded the Theophile Gautier, sail- ed to Cherbourg where they boarded ing the route Paul took via Cyprus the Cunard line Alaunia.

mascus, past Druse prisoners watch- to Gallipoli. They saw the Trojan ed over by Nubian guards. They plain as they traveled to Constantierds watched their flocks by remembered Damascus had once been nople, along the Bosphorus to the Black Sea, and baack through the lount of Olives and Mount Nebo agreed that it was worthy of this Dardanelles, and Dr. Brittain remembered in his dairy the two super-Through Damascus flows the River men, Leander and Richard Halliburton, who swam the strait, with, un-

They reached Milan on August 19,

They traveled to Lake Maggiore

-hotter than Sahara

Romance sweeping from Arabian sands to Parisian Boulevards—

Charles Farrell Greta Nissen

"FAZIL"

Synchronized with FOX MOVIETONE

RIALTO

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THE GEORGIA SCHOOL OF TECHNOLOGY offers to young men of ability and ambition a training which will fit them for positions of responsibility and power.

The national reputation of this institution is based not on claims, but on results. Its greatest asset is the record which its alumni are making in the productive work of the world. Georgia Tech graduates succeed because they have been trained both to think scientifically and to work efficiently.

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You have chosen wisely in your selection of a College-Now for your entertainment—The METROPOLITAN reflects the period thru which you are now passing—youth and pep.

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Meet the Jackets and their visitors every Friday nite "ENTERTAINING YOU"-CARTER BARRON, Mgr.



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Suits \$40, \$45, \$50 Overcoats

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The character of the suits and overcoats tailored by Charter House will earn your most sincere liking.

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Give yourself a flying start with these high class writing tools

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all especially appropriate for college men and women. But they are only part of the famous Wahl-Eversharp line of pens, pencils and sets. Any color, any size, any style.

You can give added zest and inspiration to your college work by equipping yourself with modern tools. These jewel-like pens and pencils make writing an actual pleasure.

The pens offer a choice of the Wahl 14 points. You pick the point that fits your writing stroke.

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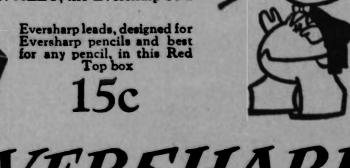
> > WALLY SEZ:

Here's the new student desk set with metal base, pin and clip tray and pencilgroove, walnut colored pen with signature nib

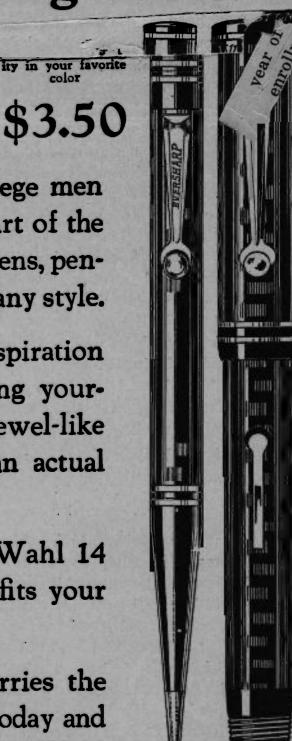
ountain pen in

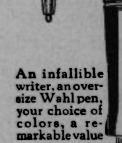
wood color. You pick the point that fits your writing

> My grandpop spluttered through on mid-Victorian instruments of torture but I'm there with the 1928 Wahl stuff. Selah! -WALLY, the Eversharp Kid



PENS AND PENCILS





# Ceramic Students Active During Summer

Ceramic Journal Tells of Work

Ceramic students have accomplished much during the past summer. Most of the students have worked at some ceramic trade during the vacation period and have gained considerable valuable experience along that line. The department requires each student to work twelve weeks at some ceramic occupation before graduation. This requirement makes for better prepared graduates and leads to a co-ordination of theory and practice which would not otherwise be obtained.

The story of the work of four Tech students and one professor in an important original investigation of firing conditions in tile manufacture was the feature article of the current issue of the Journal of the American Ceramic Society. Professor W. H. Vaughan was the author of the article and the results of his research were received with widespread interest throughout the industry.

The department has acquired many new molds during the summer. Many artistic pieces were designed and molds cast out of plaster for future use. The large terra cotta mosiac tile which is for the new dining hall was made in the department under the direction of Professor Gailey of the Architectural Department.

### Prof. Sparks Directs Commerce Evening School

At the end of the scholastic year last June Professor G. M. Sparks was appointed Director of the Evening School of Commerce.

Professor Sparks was unanimously recommended for the position by the Commerce Faculty and then appointed by Dr. Brittain.

It is believed that under Professor Sparks' administration the Evening School will enjoy the most successful last year its so-far existence. The total the number of the Evening School for passed the half-thousand mark.

### SOUTHERN CONFERENCE PROSPECTS GOOD

(Continued from Page 4)
Waddey will hold down the other flank, barring accidents, with the reserve ends coming from among a group made up of Keener, Jones, Von Weller and Herron. Spear and Watkins, and Maree and Thrash will be Bill Fincher's two pairs of tackles from present indications. Drennon, Westbrook, Kent and Brooks will be at the guards during the season. Capt. Peter Pund will perform in the center of the line, with Rusk and Law doing relief work.

In the back field, Don Miller's biggest task seems to be the choosing of just who he will play. He has a wealth of material from which to pick. Last year's sophomore combination, Thomason Number One foursome, with Durant at quarter, Thomason and Mizell at the halves, and Randolph at full has returned in full force. Faisst, Horn, Fitzgerald, Smith, and Schulman of the reserves. together with the graduates from the yearling squad, notably Dunlap, Lumpkin, Flowers and Isaaacs, will give Don sufficient power to advance the ball by any legal known means. Will Tech be on top? That is for the future to decide, but with this material and the old Jacket fight the White and Gold should not miss that peak by much.

The fact that every other school in the Conference is making the same type of predictions will make for the best year in the history of football in the South.

From Athens we hear that the Georgia Bulldog is beginning to growl and will soon be ready to sink his teeth in the opposition with much spirit. Coach Mehre has a lot of veteran material on hand from which to mold his team, and is well-pleased with the outlook in Georgia's version of the "Classic City." His squad has been out for practically three weeks, and has two weeks left in which to round into final shape for the opener with Mercer at Athens. The new tadium is to be dedicated on October 7th with Tulane as guests.

From over in Alabama come re-

# Freshman Caps on Sale at Y. M. C. A.

Freshman, your caps are on sale at the Y. M. C. A. It might be well to state for the benefit of those who do not know that it would be extremely beneficial for them to get these caps, to get them soon, and wear them constantly! Wearing these caps is an old Tech tradition and every Frosh must start off right by getting the spirit. For the benefit of those Frosh who are tardy in purchasing these caps, or who may show restiveness in wearing them, a special organization is formed. This organization is called the Vigilance Committee and any freshman who does not buy a cap and wear it will find himself in extremely hot water when brought before them.

These caps can be purchased from Glenn Holland, Frank Player, or Bob Durant at the Y. M. C. A. building for \$1.50 each FROSH!—BE SURE AND GET ONE!

ports that both 'Bama's Crimson Tide and the Auburn Tigers are in for another real season. The lads at University are progressing well under Wallace Wade's leadership, though the loss of Brasfield, if permanent, will hinder the Crimson's chances for a good record. George Bohler, starting his first year with the Tigers, has a large outfit in uniforms at hard work, and is putting in some hard licks in an effort to put Auburn in the fore. In fact, every team which has been heard from has predicted a perfect season on the gridiron. Tulane, the Mississippis, the Carolinas, and the schools in Virginia, Maryland, Tennessee, and Kentucky are all issuing statements which suggest that the South is going to figure importantly in the nation's football standings when December rolls around.

Chocolate Milk 5c

Five Points Cigar Store



I resenting ....

# CHARLIE CHAPLIN

in the blindfold cigarette test

Famous star selects OLD GOLD

"One cigarette of the four I smoked in the blindfold test was like shooting a scene successfully after a whole series of failures. It just 'clicked' and I named it as my choice. It was OLD GOLD. Which clears up a mystery, for the supply of OLD GOLDs in my Beverly Hills home is constantly being depleted. It seems that Strongheart and Rin-tin-tin are the only motion picture stars who don't smoke them."

Charle Chafles



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Made from the heart-leaves of the tobacco plant



MR. CHAPLIN was asked to smoke each of the four leading brands, clearing his taste with coffee between smokes. Only one question was asked: "Which one do you like the best?"

## How does OLD GOLD do it?

What's the secret of OLD GOLD'S winning charm? The answer is very simple. Three types of leaves grow on the tobacco plant . . . coarse, heavy top-leaves, irritating to the throat . . . withered ground-leaves, without taste or aroma . . . and the heart-

leaves, rich in cool and fragrant smoking qualities. These golden-ripe heart-leaves give OLD GOLDS their honey-like smoothness. That's why so many people choose them. And that's why you too can pick them . . . even in the dark.

CHARLIB CHAPLIN

. . . movie favorite the world over, in one of his best-loved pictures

-"The Circus."

SMOOTHER AND BETTER-"NOT A COUGH IN A CARLOAD"