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**Features**—Deviating from the traditional custom of making the Advertising Section the humor section of the book, we are presenting automobiles of unusual design. The portrayals of the ultra-modern in automotive transportation shown throughout the Advertising Section were planned and drawn by George C. Taylor, a Tech Senior in Mechanical Engineering.

**Advertisers**—The BLUE PRINT Staff wishes to urge every Tech student to patronize the advertisers—not only because these advertisers have contributed much to the success of this book but also because they have shown themselves to be loyal Tech supporters. It will be greatly appreciated if Tech students will mention the BLUE PRINT when buying from our advertisers.
FORGET YOUR WORRIES
Roll Your Troubles Away
At Our New Bowling Alleys
Located Next Door to the Georgian Terrace

Conveniently Located
for
Tech Men

Ideal Sport
for the
Girl Friend

BOWL FOR HEALTH'S SAKE
BLICK'S BOWLING CENTER
20 Houston St.
WLnut 5622
The Atlanta Biltmore
Appreciates...

... the patronage of the student body of Tech. To those who are graduating we offer our heartiest congratulations and sincere best wishes for the future; to the undergraduates we express the hope that they will continue to allow us to serve them as in the past.

The Biltmore's convenient location makes it the ideal headquarters for visiting parents or alumni.

RATES FROM $3

ATLANTA BILTMORE
"The South's Supreme Hotel"

Drink
Coca-Cola
Delicious and Refreshing

Pure refreshment
Within eight to twelve hours, heat so intense as to defy description has reduced the raw material to the molten, bubbling mass that flows, hissing, from the Vesuvius-like furnace into a ladle of a size such as the fabled fire-breathing monsters may have quaffed. Before the steel flows from the furnace it is carefully analyzed and tested to make certain that its quality is what it should be.

125,000 tons of steel is the annual capacity of Atlantic Steel Company’s three open-hearth furnaces. The finishing mills convert the steel into the great variety of Dixisteel Products which leave the factory ready for use by the ultimate consumer. However, a considerable portion of the company’s production constitutes the raw material of other manufacturers who form and shape the steel into the conveniences and necessities that they market.

ATLANTIC STEEL COMPANY
ATLANTA, GEORGIA
Georgia School of Technology

"A Technical School With a National Reputation"

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.

Courses in Civil, Electrical, Mechanical, Textile, Chemical, Ceramic, Aeronautical and General Engineering, Architecture, Industrial Management and Chemistry.

Coast Artillery, Signal Corps, Infantry and Ordnance Units of the R. O. T. C., also Naval R. O. T. C.

FOR FURTHER INFORMATION, ADDRESS

The Registrar
Georgia School of Technology

Atlanta — Georgia
THE 25 millionth FORD

Henry Ford and Edsel Ford with the first and 25 millionth Ford cars.

IT HAS never occurred before in automobile history that 25 million cars of one make, bearing one name, have been manufactured under one management. The 25,000,000th Ford car rolled off the Ford Rouge Plant production line on January 18, 1937.

25 million cars since 1903...more than one-third of all the cars ever built...enough cars to transport the entire population of the United States.

The figures represent a remarkable contribution to the social welfare, the industrial stability and the general progress of our country.

People respect Ford efficiency. They know Ford uses fine materials, the best workmanship at good wages, the most exact precision measurements. They know these things are passed along to purchasers in the form of extra value. Naturally, they like to do business with such a company. That is why it has been required to produce 25 million cars.

Naturally, too, they expect more of a Ford car, more this year than last year—more each year than the year before. They have every right to. The experience gained in building 25,000,000 cars enables Ford to produce today a really superb motor car at a really low price—with the beauty, comfort, safety and performance of much more expensive cars.

The 1937 Ford V-8 combines advanced design, all-steel body construction, extra body room, and brilliant brakes with a choice of two V-type 8-cylinder engines—the most modern type of power-plant.

The 85-horsepower engine provides top performance with unusually good economy for its high power.

The 60-horsepower engine gives good performance with the greatest gasoline mileage ever built into a Ford car—and wears the lowest Ford price tag in years.

People expect more of a Ford car because it's a Ford—and they get more, for the same reason. It is undeniably The Quality Car in the Low-price Field.

FORD DEALERS OF GEORGIA
Compliments of . . .

Doctors of Atlanta
Friendly to Georgia Tech

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FOR ALL TEXTILE PURPOSES

CLINTON STARCHES

Manufactured by

CLINTON COMPANY
CLINTON, IOWA

QUALITY SERVICE
“A Company Is Known by the Customers It Keeps”

SEYDEL-WOOLLEY CO.

748 Rice Street
ATLANTA, GA.

Textile Chemicals
Warp Sizings

SOFTENERS PENETRANTS
DINKLER HOTELS

Here are pictured all of the Dinkler operated hotels. In these hotels you will find modern conveniences, even unto air-conditioned bedrooms at both the Tutwiler and the Andrew Jackson.

And in all you will find friendly service.

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INCORPORATED

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President and General Manager

THE ANSLEY
ATLANTA, GEORGIA
CARLING DINKLER
President and General Manager

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3000 Rooms in Southern Hotels

DINKLER HOTELS COMPANY
INCORPORATED

CARLING DINKLER
President and General Manager

3000 Rooms in Southern Hotels
SIGMUND EISNER
COMPANY
RED BANK
NEW JERSEY

W. J. DELANEY, JR.
Captain, 3rd Battalion

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ATLANTA, GEORGIA

Tech Specialist for 28 Years

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TRIO LAUNDRY
JACKSON 1600

The Best Dressed Men Wear...

THE SCHWOB COMPANY
91 Peachtree St., N. E.
Corner Mitchell and Broad Sts.
ATLANTA, GEORGIA

Aristocrat The Milk
THAT HELPS BUILD
BODIES AND BRAINS
OF COLLEGE MEN

Aristocrat The Milk
that Helps You Win
the Battles of Life

Triple-Tested for Purity

HUNTER COAL COMPANY
909 Boulevard, N. E.
"37 YEARS SERVING ATLANTA"
Vernon 1166
We Appreciate Tech Business
The PACIFIC MUTUAL Life Insurance Company

Will protect you against—

Accident  Sickness
Death     Old Age

all in one Contract

Emory L. Jenks, '23
GENERAL AGENT
1317 First National Bank Building
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Industrial - Textile Contractors
Supplies and Machinery

ATLANTA, GA.  MAin 3400

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Starches - Dextrines - Gums

PENFORD

Corn Syrups - Corn Sugars

Penick & Ford Ltd. Inc.
CEDAR RAPIDS, IA.  NEW YORK, N. Y.
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Right in the Center of Shopping, Business, Theatre Districts

SERVICE . . . Extra Comforts!

ROBERT FULTON Hotel
GEORGIA TECH CLASS RING
For Any Graduating Year
(Following Information Needed)
Degree  Course  Year  Stone
Size  Green, Yellow or White Gold
Any Special Encrusting in Stone

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Every order must be approved by Alumni Sec.
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H. S. Canfield  1560 N. Decatur Rd.

LIBERTY LAUNDRY
Laundry
GOOD Dry Cleaning Service
Special Rates for Tech Students
Jackson 1827
ATLANTA  GEORGIA

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Fred E. Scanling  HEmlock 0125

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Bring us your Kodak Film for expert finishing
CORRECT DEVELOPING MEANS BETTER PICTURES
Eastman Kodak Stores, Inc.
EVERYTHING PHOTOGRAPHIC
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Incorporated
Cement - Plaster - Lime
All Building Supplies
COAL
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TEXTILE STARCHES
Contribute to General Mill Efficiency and Profits

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DECATUR, ILLINOIS
New York City Philadelphia Boston
San Francisco Spartanburg
Atlanta Dallas Chicago
LUCAS AND JENKINS
FOX THEATRE

The South's Finest

"Where Happiness Costs So Little"
Photography
by
Gaspar-Ware
Atlanta
OFFICIAL SNAPSHOT SUPPLIES
for
BLUE PRINT 1937

Our materials and services have met the exacting requirements of Tech's "Snapshot" Staff.

CORRECT DEVELOPING AND EXPERT PRINTING IS OUR BUSINESS

Leave your film at one of our
SNAPSHOT SERVICE STATIONS
LYLE & GASTON, INC.
Wal. 7288  P. O. Box 4205  Atlanta

Thousands of People Consistently RE-ORDER our Coals—
THERE IS A REASON

ATLANTIC ICE & COAL CO.
Phone MAin 1900

WALTER LONDON
SHELL
Fifth and Spring

THE VARSITY
Good Food - Cold Drinks
PARKING LOT

Barber Shop In Connection

55-61 North Avenue, N. W.

World's Largest Automobile Rental Organization
Hertz Driv-Ur-Self Stations
NEW PASSENGER CARS
Special Rates for Georgia Tech Students
No Red Tape
Hertz Driv-Ur-Self Stations, Inc.
40 AUBURN AVE., N. E.  Phone WA. 8080

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ATTLEBORO, MASSACHUSETTS

Leading Manufacturers of Fraternity and Sorority Insignia
Class Rings and Pins
Commencement Announcements
Diplomas, Favors, Cups
Medals, Trophies

KNOWN WHEREVER THERE ARE SCHOOLS AND COLLEGES
THE MARK THAT IDENTIFIES THE SOUTH'S FINEST YEARBOOKS
COLUMBIA ALKALIES
Set the Standards of Purity

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SODA ASH
WASHING SODA
CALCIUM CHLORIDE
LIQUID CHLORINE

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Columbia Alkali Corp.
NEW YORK, N. Y.
Chemical Division of
Pittsburgh Plate Glass Co.

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Agent—
Seydel-Woolley Company
748 Rice Street
ATLANTA, GEORGIA

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DENMARK'S

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The Fraternity Grocer

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Corner Williams and North Avenue
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FLOR DE MELBA
"The Cigar Supreme"

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Atlanta

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Florsheim Shoes

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Popular Priced Men's Wear
237 Mitchell St., S. W.
ATLANTA, GEORGIA

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Compliments of...
GENUINE PARTS COMPANY
"Largest Parts Warehouse in the South"
281-291 Ivy Street
ATLANTA, GEORGIA

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Compliments of...
THE NEW YORK LIFE INSURANCE COMPANY

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WAInut 5701
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Special Rates for Students

Finest Equipment in the South

TRUCKS FOR STRAW RIDES

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DRIVE-IT-YOURSELF

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National Oil Products Company
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ATLANTA  GEORGIA

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SERVICE STATION

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Where
Good Products and Good Service
Give
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Right in Style

Quality

Price

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The Penn Mutual Life Insurance Company

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Yancey Brothers, Incorporated
Road Machinery and Contractors' Equipment
Caterpillar Diesel Tractors
634 Whitehall
ATLANTA — GEORGIA

STANDARD PHARMACY
Georgia Tech's Official Druggist

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E. F. Cox T. L. White
Corner North Avenue and Luckie Street

The R. E. Jolley Dairy
Supplies Dairy Products to the Tech College Inn

VERnon 1581