Trustees' Final Report
Alumni Foundation -- Coach Clay Resigns -- Sports
Employ Tech Men -- Library Addition -- Coaching Staff Announced

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Georgia School of Technology.

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ANNOUNCING

A NEW

TELETYPEWRITER SERVICE

The Bell System offers to the public a new Teletypewriter Service. Any subscriber to this service may be connected, through the teletypewriter "central," to any other subscriber, whether he be around the corner or across the continent. Subscribers can type back and forth by wire, for short or long periods, just as they now hold conversations by telephone.

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HEARTFELT THANKS Georgia Tech alumni, students and friends, throughout the nation and the world are and ever will be sincerely grateful to the retiring and all former trustees of the institution and, with respect akin to affection, will always honor them for their faithful, constructive, and self-sacrificing service to education in general and to the Georgia School of Technology in particular.

The growth of the college under its officers and trustees has been remarkable. Starting with two buildings and five acres of land forty-five years ago, the plant has developed into one of twenty-seven buildings and forty acres, practically in the center of Atlanta and, withal, it has rightfully merited its slogan—"A Technical College with a National Reputation."

In their final and quite conservative report which is printed on the following pages of this issue, the trustees have estimated the monetary value of the college to be over two and three-quarters millions dollars, accumulated and devoted to the State of Georgia, of which, the State has contributed about one-sixth of the amount through appropriations, from the founding of the school to the present time. Surely, a big job has been done, and every honor is due to all who have had a part in the advancement of the institution and in the development of its national prestige.

A note of love and sincerity is evident throughout the entire report of the trustees and it is certain that the many thousand Georgia Tech men and supporters will read the message with profound interest and feeling.

In their concluding remarks, the trustees expressed a confidence that the new board of regents would not suffer our great institution to lose its individuality and high national position.

EMPLOYERS Big business men and Georgia Tech employers, in particular, surely you will employ efficient Georgia Tech men, everything else being equal - and, when they beat equal as they do as a general rule and will be worthy of more than their hire; what an opportunity for you and your business.

The Georgia Tech Alumni Association can supply big business, growing business, and business that should grow, with the names, addresses, and qualifications of men - he men, clean men, those who know and who will keep everlastingly at it and will produce big business for your business, if given half a chance. Men of this type, some younger, some older, experienced in their lines and allied lines of engineering and commerce are available through our offices.

There are no charges to anyone for our employment bureau services and it's more than a service with us - it's that personal warmth of shoulder to shoulder that's in the make-up of all Georgia Tech men. Let's Go! Everybody employed and all wheels turning before the end of spring - such could be adopted as a slogan and the results would be beneficial both to the employer and to the employed.

Big men, big friends, big business, if you haven’t a place open right now, then kindly pass these words on to those who have and write to us when you have an opening - it should be soon. Georgia Tech men are willing, effective and loyal workers, bear them in mind.

"We refer with pride to the visible results of our fostering care and believe that the new board of regents will preserve unimpaired, and even increase in its value to Georgia, this institution so dear to our hearts." So concluded their report, as the trustees retired in the midst of achievement but not without the thanks of a great commonwealth and our everlasting gratitude.
TECH’S TRUSTEES OUTLINE PROGRESS OF INSTITUTION IN FINAL REPORT

Alumni and friends of Georgia Tech will be greatly interested in the following final report of the Board of Trustees:

"On this seventh day of January, those of us who have served as trustees of the Georgia School of Technology, held a final informal meeting in the office of the president for the purpose of transmitting the property in our care to the Board of Regents as provided by section 62 of the act, approved August 28, 1931. The records of the institution show the following property, estimated and appraised values, accumulated since the founding of the institution in 1886:

Real estate, estimated value $444,340.00
Buildings, estimated value 948,500.00
Equipment, estimated value 866,975.00
Endowment, estimated value 497,982.68

Total $2,757,797.68

There are balances due on the Cloudman Dormitory of $37,500; on the Evening School of Commerce Building of $24,023.54, and on the Rose Bowl Field, by the Athletic Association, $55,000, with unrealized assets to cover in part.

"Starting with two buildings and five acres of ground, this college—in reality a technical university—has grown until it now has forty acres in the heart of Atlanta and twenty-seven buildings with equipment and endowment valued in excess of two and three-quarters millions of dollars, as is shown in detail by the attached statement.

"Of this amount, during these forty-five years, the state has given, through appropriations, the sum of $468,750—less than one-sixth of the total—while the balance of over two millions of dollars has come from our own care and through the efforts of our presidents and other officials mainly from appropriations and gifts from the United States Government, city of Atlanta, Fulton County, educational foundations, business establishments, individuals, and our Athletic Association.

"It is with pride that we point to this manifestation of public favor during the years of our guardianship, and this is also shown by the fact that we have a larger student body than any other state college. This should call for double the maintenance of a college with half as many bona fide students, not counting, of course, extension or short-term students of a week or two.

"Within the last few months we have received the gift of a well-equipped building for the classes of our Evening School of Commerce, presented to the Georgia School of Technology and to this state by the business men of Atlanta under the leadership of Mr. R. R. Johnson. This property, appraised at $80,000, is said by experts to be unusually well arranged for its purpose, and indicates the well-deserved favor this institution has earned among the business men of Atlanta and vicinity. You will observe the economical and business-like management shown in conducting our summer school with over 600 students, and our two evening schools with approximately that enrollment each, on a self-supporting basis, without calling on the state for a dollar for the maintenance of this extension work.

"During these years of our care, Georgia Tech has, through high scholastic standards, won favor and approbation abroad as well as at home. It is not an extravagant assertion, but a mere statement of fact, that the Georgia School of Technology is famous all over this land, as well as in Europe and South America. The government itself indicated this feeling five years ago by the selection of this school as the only one south of the Potomac to do its Naval R. O. T. C. work.

"No less significant was the selection of this institution last year by the Guggenheim Foundation, over the applications of the other twenty-seven leading southern colleges and universities, because of the high standards here and the belief in Georgia Tech as the leading engineering school of the south. This high standing has been acquired through the years by careful attention to our special field and patriotic oversight, and we feel confident that the new board of regents will not suffer this, our best nationally known institution, to lose its individuality and high position.

"We refer with pride to the visible results of our fostering care and believe that the new board of regents will preserve unimpaired, and even increase in its value to Georgia, this institution so dear to our hearts.

Board of trustees, the Georgia School of Technology:
ALUMNI ASSOCIATION TRUSTEES TO INCORPORATE ALUMNI FOUNDATION

At the last annual meeting of the National Alumni Association, a plan was adopted whereby a corporation, to be duly chartered for the purpose of receiving gifts of money or property, which, in turn, was to be devoted to purposes directly relating to student activities on the Campus at Georgia Tech. The plan included the selection of a Board of Trustees from the active Alumni of Georgia Tech, to whom would be intrusted the responsibility of operating the Trust so organized.

All legal steps necessary for securing the charter of the Trust have been taken and it should be issued shortly, thus making the plan effective. The Trustees selected by the Association have consented to serve; they have held two informal meetings for the consideration of matters pertinent to the organization of the Trust and have had the helpful advice and legal counsel of Robt. T. Jones, President of the Alumni Association. The Board of Trustees will be incorporated under the name of Georgia Tech Alumni Foundation, Inc.

As an integral part of the program of this Trust, two of our prominent Alumni, Messrs. Phillips and Strupper, have been active for several months soliciting life insurance contracts from the large body of our Alumni. Each purchaser of a policy thus sold is requested to authorize the Insurance Company to pay over to the Trust each year such dividends as may be declared on this particular policy. In this way, the Trust is assured of a steady income at no hardship on any alumnus as the assured simply pays the premiums each year and retains the power of naming his own beneficiary for the principal sum. Messrs. Phillips and Strupper have sold to date quite a number of such policies and have found a very cordial response from the Alumni. As is proper, they earn a commission for themselves, which is paid by the Insurance Company in the same manner and amount as is customary with the Company. The policy holder pays only the regular premium established for insurance at his age and the Trust receives the dividends each year.

The officers of your Alumni Association and the Trustees of your Trust unite in urging each Alumnus as the assured simply pays the premiums each year and retains the power of naming his own beneficiary for the principal sum. Messrs. Phillips and Strupper have sold to date quite a number of such policies and have found a very cordial response from the Alumni. As is proper, they earn a commission for themselves, which is paid by the Insurance Company in the same manner and amount as is customary with the Company. The policy holder pays only the regular premium established for insurance at his age and the Trust receives the dividends each year.

The officers of your Alumni Association and the Trustees of your Trust unite in urging each Alumnus to support this movement and to demonstrate a practical interest in and appreciation for the efforts of Messrs. Phillips and Strupper. They represent an Insurance Company of large financial responsibility and in addition to performing a worthwhile service to you they are helping to make possible a plan which it is felt will likewise perform a worthwhile service at Georgia Tech.

We bespeak for each of them your attention and support.

[W. H. Glenn, 1891]

[Editor's Note]: We are greatly indebted to the members of the Alumni Trustee Board for the foregoing. The members composing the Trust, as announced in our June, 1931 issue, are as follows:

- George T. Marchmont, 1907
- Robert Gregg, 1905
- Frank H. Neely, 1904
- Y. Frank Freeman, 1910
- W. H. Glenn, 1891
- Floyd W. McRae, Jr., 1910

WELDING CONFERENCE MEETS AT TECH

The second annual welding conference, attended by representatives from many large companies in the United States, was held at Georgia Tech on January 27th and 28th. The welcome address to the conference was delivered by Dr. M. L. Brittain in the Physics building lecture room. This address was followed by a series of eleven different lectures covering the various phases and new methods of welding.

In addition to the regular sessions of the conference, an informal dinner was given at the Tech dining hall at which time Roy LeCraw, president of the Atlanta Chamber of Commerce and graduate of Tech in 1920, made the principal address. The Tech "Y" Singers furnished music for the occasion and a talking picture was shown by F. R. McClain, of the General Electric Company.

Some of the larger companies taking part in the conference include:

- Hedges-Walsh-Weidner Company, of Chattanooga, Tenn.;
- American Brass Company, Ansonia, Conn.;
- Bird-Potts Welding Engrs., and Burdett Oxygen Company, Atlanta;
- Lincoln Electric Company, Cleveland, Ohio;
- Westinghouse Electric Company, Pittsburgh, Pa.;
- General Electric Company, Schenectady, N. Y.;
- Aluminum Company of America, Pittsburgh, Pa.;
- Air Reduction Sales Company.

LIBRARY ADDITION NEARING COMPLETION

The addition to the Georgia Tech Carnegie Library on the Tech campus is nearing completion, and the building is promised to be ready for occupancy on March 1. The new part of the building will house approximately 40,000 volumes within its three stories.

Appreciation has been expressed for the generosity of the late Mr. George Hillyer and Mrs. Hillyer for the donation of books. The Tech library was very fortunate in obtaining two valuable sets of books donated by Mrs. Hillyer. They are "The Engineering Index," from 1919 to 1927 and "The Transactions of the American Society of Mechanical Engineers" from 1903 to 1927.

The new addition to the library follows the general plan of architecture used in the other new buildings on the campus. It is modern in every respect and furnished Tech with one of the most adequate libraries in the south.

GEORGIA TECH ALUMNUS JOINS FACULTY

Mr. Charlton D. Keen, B. S. in Com., 1925, and now connected with the Groves-Keen Advertising Agency, has replaced Professor R. C. Brewer in the capacity of head of the Journalism and Advertising department at Georgia Tech.

Professor Brewer, away on a leave of absence, is spending his time at the Billings Hospital, Chicago, undergoing treatment. This was Mr. Brewer's first year on the Tech faculty, and during his short stay he has made numerous friends who wish him a speedy recovery.
ALUMNI PROMINENTLY MENTIONED

William C. Franklin, of the class of 1926, was recently named a member of the firm of Biggs, Mohrman & Co., one of the new firms to open on Wall Street in New York City. After graduation Franklin was connected with the Nunnally Candy Company of Atlanta, later being transferred to Ohio. He has spent the past three years travelling throughout the country analyzing copper, steel, and automobile companies for the John W. Pope Company.

Robert W. Dinsmore, B. S. in Commerce, '25, is now connected with the Special Pennsylvania Rubber Company, of Atlanta, Georgia.

T. A. Middlebrooks, B. S. in C. E., '28, is now employed by the U. S. Engineers, in the Vicksburg district, in charge of Soil Mechanic Studies. After leaving Tech in 1928, he spent the following two years continuing his education in post-graduate work at M. I. T. He specialized in that institution's newly established course in Soil Mechanics.

Stephen C. May, B. S. in M. E., '25, is now District Manager of the Iron Fireman's Mfg. Company, Portland, Oregon. During the past four years Mr. May as District Manager pioneered this product in the South, where he developed thirty-five dealer's organizations, and won two national prizes this year out of two contests conducted in this field.

Albon C. Cowles, B. S. in C. E., 1916, divisional booker for Publix interests in Alabama, Florida, Georgia, and Tennessee, has had the state of Virginia added to the booking list under this supervision.

The district booking office in Washington, D. C., will come under Mr. Cowles' jurisdiction as a part of his promotion. Divisional headquarters will remain in Atlanta. Mr. Cowles, by this recent appointment heads all Publix theatres from Miami to Washington.

J. W. Ivey, Jr., B. S. in T. E., 1926, is now employed by the Mathieson Alkali Work, Inc., New York City. He is at present working through their Southern District office at Charlotte, N. C. as technical representative.

David I. [Red] Barron of the class of 1922; and his brother, Carter T. Barron, B. C. S., 1926 are both prominently mentioned in Atlanta news of January. The two brothers, famous for their football prowess, received big promotions on the same day. Red Barron has been made manager of the Atlanta Crackers' baseball team, replacing Johnny Dobbs. Carter Barron, well known theater executive of Atlanta, was promoted to managership of the Loew Theater interests in Washington, D. C.

James R. Hicks, B. S. in M. E., '30, is now an instructor in Mechanical Engineering at Columbia University, New York City.

MARRIAGES AND ENGAGEMENTS

Brooks-White

Mr. and Mrs. Edward Brooks announce the engagement of their daughter, Evelyn Sarah, to Mr. Boyd Franklin White, the marriage to be solemnized early in February. Mr. White received his B. S. in Commerce in the class of 1923.

De Saussure-Heath

Mr. and Mrs. Richard Champion De Saussure announce the engagement of their daughter, Sarah Clarke, to Mr. Cornelius Elliott Heath, the marriage to be solemnized Tuesday evening, February 9, at 8:30 o'clock, at St. Luke's Episcopal Church. Mr. Heath graduated with the class of 1924, receiving a B. S. in Mechanical Engineering.

DEATHS

Robson Dunwody, class of 1909, died at his home in New Orleans recently after a brief illness. Mr. Dunwody formerly resided in Atlanta. Funeral services were held January 8th at Spring Hill with Dr. R. O. Flinn officiating, and burial was private. Mr. Dunwody moved to New Orleans nineteen years ago, and was the head of Dunwody & Co., naval stores dealers, at the time of his death.

COACH "KID" CLAY RESIGNS AT TECH

After fifteen years of service with the coaching staff of Georgia Tech, Coach "Kid" Clay has severed his connections with the school. In a formal statement from the Georgia Tech Athletic Association, shortly after the January Alumnus went to press, Coach Clay's resignation was announced.

Of all the figures of southern collegiate baseball activity "Kid" Clay is perhaps the best known. He undoubtedly will remain, in some capacity, connected with the national pastime. When questioned as to his future plans Coach Clay said that he had none at the present, but that he intended to remain in baseball.

In 1920 Clay was appointed head baseball coach, which position he held up to the present time, and at the same time was made assistant football coach to William A. Alexander, who that year became head football coach.

From 1920 to 1927, Clay did all the football scouting for Tech and served as coach of the scrubs. In 1926, he took over the freshman football team as well and handled them from that time through the season just ended.

Clay's baseball teams won four southern baseball titles during his eleven years as coach. Titles were won in 1921, 1923, 1925, and 1926. He also has sent numerous stars into professional baseball, among them, Red Barron, Steady Thompson, Bob Reeves, John Brewer, Tobe Edwards, Ed. Crowley, Tom Angley, Joe Palmasino, Dick Florrid, Bob Parham, and Scott Pullen.
COACHES FOR 1932 ANNOUNCED

At its last meeting the Tech Athletic Association announced the coaches for the coming year. Despite the resignation of Coach Kid Clay no new coaches will be added to the staff, the extra burden to be assumed by the coaches now under Coach Alex.

The athletic activities will be curtailed for the spring and the remainder of this year. The rebuilding of the gymnasium despite the deficit faced because of the fall in the football attendance will be undertaken. Every effort will be made to have the structure rebuilt during the coming season.

The definite announcement that Bobby Dodd will be the head varsity baseball coach is perhaps the most important change. Bobby Dodd, new to the Tech Staff, has proven very popular with both the coaches and the school and his efficiency has warranted his appointment to the new post. He is now freshman basketball coach, backfield coach, and varsity baseball coach.

Professor Denison has assumed the charge of the golf squad and will attempt a revival of the game at Tech. Denison has great prospects as several champion golfers entered Tech this fall.

The swimming team is now being coached by Kenneth Thrash, assistant freshman football coach. The remainder of the staff will remain at their old posts for the remainder of the year.

BOXING PRACTICE UNDER WAY

With three weeks of hard exercises and road work behind, the boxing class of Coach Mike Chambers is rounding into shape rapidly. It won’t be many days now before the leather will begin to fly in the brand new ring in front of the coaches office.

According to present plans, temporary stands will be erected about this new outdoor ring to accommodate the crowd for the first tournament, which will be held shortly after the mid-year exams are over. This, as you know, is to determine who will be members of the regular squad.

Quint Adams and Elmo Fryer are working to get in perfect condition for the attempts they will make at berths on the Olympic Boxing Team. Fryer is several pounds over the welterweight limit right now and is doing his best to rid himself of the excess poundage. Both of these boys are very clever boxers and are hard hitters. Last year they were without doubt the best fighters on the squad. If they have improved any, Mike’s ambitions for them as Olympic boxers should not prove without grounds.

It looks like there will be plenty of competition for the heavyweight crown, even if Lackey is unable to defend his crown. Dean and Shaw, frosh football stars, look mighty like they could do some pretty good scrapping. Shaw has had some experience, having been champ in high school.

AMIS RESIGNS AS FURMAN COACH

“Dad” Amis, former Jacket football star, will not return to Furman as head coach next season, according to a recent report.

The former Tech center has been coaching the Purple Hurricane since the departure of Billy Laval, who went to South Carolina. His teams have ranked with the best in South Carolina grid circles.

Before going to Furman, Amis coached the Howard Payne College eleven in Texas, where he built a team that swept to a pair of Texas association championships. His work in Texas drew the attention of Furman heads and with the departure of Laval he was called nearer home to mold elevens for the Hurricane.

Amis began his coaching career as freshman and scrub coach at Georgia Tech after completing his playing time. His success with the young Jackets led the Howard Payne heads to give him a contract after receiving his diploma from the engineering institution.

Amis graduated from Tech in 1921 from a course in Special Textile. The same year he was named All-Southern center by a majority of the judges. He is placed in the same niche with Pup Phillips, Al Loeb, Claise Frye, Owen Poole, Peter Fund and other great Tech centers.

TWENTY-SIX FOOTBALL LETTERS AWARDED

Under the new system, inaugurated by Coach Alexander this year, of awarding varsity letters to all men playing in varsity games 100 minutes or more, twenty-six varsity gridsters received their big gold T’s. The following are the men named by Coach Alex for the award: Nebielt, Murray, Jones, Laws, Kroner, McKee, Cain, Tharpe, Fincher, Ezell, Lackey, Slocum, Viereck, Williams, Isaacs, Goldsmith, Cherry, Milligan, Davis, Peterson, Hart, McArthur, Flowers, Barron, Galloway, Peeler, and Clingan. Clingan, only playing 65 minutes, was awarded his letter for his “battle in the hospital.”

“Ditty” Murray at last received the long worked for and well earned reward for his services. “Ditty,” sometimes termed the world’s greatest substitute, has served five years on the fields of old Georgia Tech.

STAR PREP ATHLETES ENTER TECH

Hoot Gibson and Pug Boyd, All-Southern prep end and halfback, respectively, from Tech High, have matriculated at Georgia Tech and will enter the regular spring term, February 4.

In addition to the Tech High stars, Fulton Britton, star tackle of a Birmingham high school eleven and an excellent track man, has announced he will enter Tech very soon. He is an exceptionally good discus man and will help Ed Hamm’s track squad.

Three other Smithie stars, Billy Street, John Hadley and Byron Beard, along with Gannon, Rice and other G. M. A. stars, are expected to enter Tech during the fall term.
Courtmen Win 4, Lose 2

The Jacket basketball quintet, under the tutelage of Coach Roy Mundorff, is looking like a real contender for Southern Conference honors on the court this winter.

The first engagement of the season was with the soldiers down at Fort Benning, Georgia, which Tech won handily by a score of 42 to 20. Although the team looked mighty ragged in certain departments at different stages of the game, enough power was shown in sports to give the Jackets the decision. Bill Perkins and Hugh Gooding were the stars of the evening.

Florida was next on the card, with the tilt being fought out in Gainesville. The Jackets gained a 7 point lead before the Gators tallied. Florida then came up and nearly overtook the Jackets. Slocum, Perkins, and Gooding scored in quick succession to stave off the Gators and Tech led at the half 19 to 14.

In the second half Tech increased its score to 41, while Florida was only able to add enough to its score to make the total 32. Perkins, Gooding, and Slocum were the big guns for Tech.

Coach Mundorff next took his squad over to the lair of the Auburn Tiger, where the Jackets felt their first sting of defeat by a score of 25 for Auburn to 23 for Tech. Each team scored ten field goals, but the Jackets realized only 3 points out of 9 free throws, while Auburn made five of its fourteen count. Gooding for Tech deserves the individual honors, with Perkins running him a close second.

In their initial appearance at home the Jackets soundly trounced the Vandy team by a count of 45 to 27, at the City Armory court.

A new star was uncovered in this fray, when one Hyman [Little Kitty] Katz literally ran away with the show by scoring 21 of Tech's total points for the evening. Gooding played a good floor game, gaining possession of the ball time after time just when it seemed that Vandy would work it down the court for a score.

Macon and the Mercer Bears was the Jackets next objective, where they were nosed out in a close and hard fought battle by a score of 40 to 39. At the half the Jackets led by a slight margin, which was relinquished soon after the second period began. In the
last few minutes of play Tech was again in the lead by a lone point, only to have it overcome by a Mercer filed goal which won the game for the Bears.

The next game was played in Atlanta at the City Armory when the much talked of Grayson Athletic Club journeyed up for a battle with the engineers. Tech drew first blood with a free throw which netted one point. Then for the next few minutes the Grayson boys put on an exhibition which looked much like the Celtic attack, scoring 7 points before the Jackets regained their senses. At this juncture Gooding and Katz were inserted into the fray, whereupon the rally was halted and the Jackets started a spree of their own which finally ended in a 52 to 27 score in their favor. Katz was the leading scorer for the Jackets with 16 points. Perkins and Gooding were close behind with 14 and 12 respectively.

Tech Wins from Georgia; Loses to Bama

Led by Hugh Gooding, star forward, Coach Mun-dorff’s five swept to a 30 to 20 victory over their old rivals, the University of Georgia, at the Atlanta Auditorium, before some 5,000 basketball fans on Saturday, January 30. This was the first of a three game series to be played between the two schools.

The Bulldog score was held down by the close guarding of Davis, McArthur, and Poole, Tech guards. At the half Tech was in the lead 13 to 10. Gooding was the individual star of the evening with a total of 13 points to his credit.

A trip to Birmingham on Wednesday, February 3, proved disastrous to the Jacket quintet when they were defeated by the University of Alabama by a score of 34 to 19. At the half score was 14 to 9 in favor of the Tide. Gooding led the Tech scorers with 7 points; Perkins was next with 6.

VARSITY TRACK PRACTICE BEGINS

Tech's varsity track season opened immediately after the exams on February 4th. Coach Ed Hamm called out one of the best opening squads that Tech has had in some years. Practically all of last year's letter men are returning together with several stars of last year's frosh squad.

Doug Graydon, who has been out of athletic competition because of an injured knee sustained over two years ago, will be ready for action. Graydon holds plenty of records in the javelin throw and also is a good broad jumper. He will be a sure point getter in the field event. Dean Kelley, freshman, brings a great record to the varsity. Great things are expected of Laforge and Foxhall in their last year performances on the cinders. Both these boys are good men and should garner plenty points before the curtain falls on another track season. Hugh Stubbins is another veteran dash man who is back for the spring program. Vierieck, speedy football end, will take part in track activities.

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It is important for us to keep organized. Pay your dues now; if unemployed, we'll stick with you regardless.

G. R. CARY, '24, Engineer

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Equipment Furnished for Using Coal, Natural Gas or Oil
Complete Engineering Service Installation in All Southern States

MONCRIEF FURNACE COMPANY
ATLANTA, GA
Speed with safety and dependability is the essence of airplane service. To-day's ship is safer in fog and darkness. Its "eyes" are in its instruments, and the equipment of a new monoplane recently purchased by General Electric is unique in that the instrument panel is almost completely electrified.

The ship is equipped with many electric devices: automatic steering, radio apparatus for communication and contact with directional radio range beacons, and a sonic altimeter to give accurate indication of height above the ground, regardless of visibility. The 300-horsepower engine is equipped with a G-E supercharger.

Other General Electric apparatus on the ship includes an electric engine-temperature indicator and a selector switch, a magneto compass, a card compass, a drift indicator, a turn indicator, a tachometer, an oil-temperature indicator, an oil-pressure indicator, a voltmeter, control pulleys, landing lights, and an oil immersion heater.

These developments in air transportation were largely the accomplishments of college-trained engineers who received preliminary experience in the Company's Testing Department. Hundreds of college graduates join the ranks through this department, which trains them for electrical leadership on land, on sea, and in the air.
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The best defense is the attack. The best time to attack is when you're feeling good. You feel your best when refreshed. Q.E.D.; also, Eh, Voila! — Coca-Cola!

Refreshment—that's the true inward meaning of Coca-Cola. Ice-cold, sparkling, delicious—an all-day drink, pure as sunlight. For millions of people, every day, Coca-Cola is the first thought and the last word in wholesome refreshment.

The Coca-Cola Company, Atlanta, Ga.