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ATLANTA
MAGAZINE
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A recent decision of the Executive Committee of the Georgia Tech National Alumni Association, approved by the Board of Trustees, has decreed that this issue, summer 1973, will be the last issue of the Georgia Tech Alumnus magazine.

The reasons are primarily two. First, for its programs the Georgia Tech National Alumni Association retains only the first $16 of each alumni contribution, passing the remainder along to the Georgia Tech Foundation for application to the financial needs of the school. During the 26th annual roll call Tech alumni responded even more strongly in dollar amount than they had during the 25th roll call, but the total number of donors dropped slightly. Result: less operating funds for the alumni association during a year of skyrocketing inflation. In addition, data processing expenses increased dramatically during the past year as a result of the alumni association having to find an alternative system when the Burroughs 5500 computer was removed from campus service use. The executive committee was faced with the necessity of cutting expenses.

The second reason was that, in the words of 1973-74 president of the alumni association Tom Patton, "we felt that the Alumnus was costing too much for the benefit derived from it." The committee felt that Tech Topics, which goes to all alumni for about the same total cost as the Alumnus goes to roll call contributors alone, would be a preferable publication from the standpoint of communicating with alumni. An annual directory of donors is being contemplated in addition.

The Alumnus magazine now, in a typical issue, supports 38 percent of its printing cost through advertising. Its net cost—including net printing cost, staff (one part-time editor/ad manager), free-lance payment for articles and photographs, mailing services, and postage—amounts to $24,000 per year or about $1.36 per contributing alumnus. This figure might possibly have been reduced had moves to increase advertising, which included a full-page, four-issue ad tradeoff with Atlanta magazine, been completed.

The Alumnus magazine has just celebrated its fiftieth birthday as one of the oldest and most distinguished alumni magazines in the nation. Though being cut to a quarterly, it had survived the recent trend of many school and industry magazines to go to newsprint "magapaper" tabloid format, a trend that is now reversing itself. Its editors (excluding the present editor for the sake of objectivity) have been some of the finest (Continued)
It's 30 (Continued)

Georgia Tech has produced—Jack Thiesen, George Griffin, Howard Ector, Roane Beard, and of course Bob Wallace, who built it to its highest form. It has attempted through the years to bring a touch of quality to alumni donors as at least a token gesture of appreciation for their interest and generosity.

As you can gather, this editor does not agree with the decision of the executive committee even though he can appreciate the reasons behind that decision. It will be interesting to see how you, the reader, feel.

It may very well be that you don't give a hang. A crushing prospect for an editor to entertain, since an editor tends to identify with his magazine and almost personalize it, but a very real possibility. But most of the great national magazines that have perished in recent years have done so for economic reasons related to their value as an advertising medium, the rising cost of advertising space versus identifiable returns in competition with television, and the rising cost of production and mailing; their readership was just as enthusiastic as ever. Collier's went under while their circulation was still climbing steeply. Some of these economic forces also apply in the case of the Alumnus, but it would really hurt to think that apathy was also a reason. If it were a reason, a change of editorial format or editors would be indicated but not killing the magazine.

Okay, let's assume you do really care. It's an accomplished fact: what can you do now? You're also probably not a correspondence nut who writes letters unless you have something to say. But you can make your feelings known through a letter to the Executive Committee, Georgia Tech National Alumni Association, 225 North Avenue, N.W., Atlanta, Georgia 30332. These fellow alumni are interested in what you think, and if enough alumni clearly want the Alumnus magazine continued they will make plans to re-institute it as soon as possible under budgetary constraints. In your letter you might also elaborate on the type of articles or format you like, how often you think the magazine should be published (if at all), and other suggestions for improvement.

But that leaves the consideration "under budgetary constraints." If the alumni association is to improve its financial situation, more alumni must give than have given in the past. About half of Tech's 37,000 alumni give; exactly 1,500 more would completely finance the Alumnus. You as an individual can encourage Tech alumni you know to give if they haven't given in the past; you don't even have to ask if they are presently giving. Get out and beat the bushes and bring 'em in. Work with your local alumni club through telethons and other promotional activities to raise more money and—most important for saving the Alumnus—bring in more donors. You may have some ideas yourself. If you care, you can help make this year's 27th roll call the year of the Alumnus, the year when Tech alumni all over the nation make themselves heard in a tangible way that they care about their school and their magazine.

If this article is greeted with a deafening silence, however, it will say something about Alumnus readership, and this editor will be forced to agree with the executive committee that their decision was, beyond a doubt, correct.
Underground Atlanta, one of the most innovative real estate and entertainment undertakings of recent years, has added a new vitality to downtown Atlanta—and Tech men have made it happen.
By now everyone has heard of Underground Atlanta. But not everyone is aware that two Tech alumni are at the bottom of it all, if you'll excuse the expression.

Steven H. Fuller, Jr. (Cere.E. '57) is chairman of the board of Underground Atlanta, Inc., and Jack R. Paterson (I.M. '58) is president. Both Phi Delta Thetas, they reunited in 1967, ten years after graduation, to assume K-N Investments, Inc., which had begun the process of acquiring leases on the property that was to become Underground Atlanta. Interestingly, the "N" of K-N stood for Sid Newburger ('60). All through its history Underground Atlanta has been a Georgia Tech story.

At the time they joined forces Steve, originally from Dublin, Georgia, was head of his own moderately successful engineering firm, serving companies all over the United States. In the course of his travels Steve had seen a number of nostalgic renovations - Gaslight Square in St. Louis, Oldtown in Chicago, Larimer Square in Denver; and some attractions that had survived in their original state through the years such as Fisherman's Wharf in San Francisco. He had a pretty good feel informally for what made them work or what made them fail, and with a group of friends had successfully built, then sold, The Chalet in Atlanta as a meeting place for young singles. He was looking around for another downtown investment in the entertainment field, something that would capitalize on Atlanta's growing convention trade.

Jack, originally from Canada by way of Clearwater, Florida, had attended law school at Stetson and Emory and had been engaged in real estate in St. Petersburg and Atlanta since graduation.

As Underground Atlanta neared reality, Fuller had invested in Muhlenbrink's Saloon and P. J. Kenny's Saloon to get things rolling. Their first tenant was, of course, a Tech man - Albert C. Sewell, III (I.M. '58), who is president of Ruby Red's Warehouse, Inc. There was a brief concern over liquor licensing for the area because of its proximity to Georgia State University, but an overflow crowd gave a vote of confidence to Ruby Red's opening night on May 1, 1969, and Underground was on its way. The Wit's Inn, a venerable neighbor of Georgia Tech, was another early tenant; owners Phil and Nancy Erickson were friends of Fuller and Paterson, and the developers had in pre-Underground days even discussed investing in the Wit's End.

Entertainment-type establishments were encouraged first as a quick-payback form of business; restaurants were the second stage of development, and finally the wild array of fascinating shops was added to the area. In this third stage of development another well-known Tech personality joined the party - Donald E. Lillie (Phys. '59), who had for years been a glass blower in the School of Chemistry, opened a glass-blowing craft shop where customers could...
watch artistic creations in glass formed to their specifications. Steve had worked with him as a student. Both Steve and Jack comment on the way they seem to keep running into Tech people; Walker Campbell installed the sprinkler system. Even former neighbor of Pickrick fame, Lester Maddox, now Lt. Governor of Georgia, has a shop in which he sells autographed ax handles, personal recordings, and “phooey” T-shirts.

“We've been accused of being like a southern mafia,” Steve says with a grin.

But it's far from being a closed group. Underground Atlanta, Inc. is now a landlord corporation with a 17-person advisory board from all over Georgia; it operates somewhat like the developer of a shopping center, furnishing space, fronts, and utilities plus supplementary police and sanitation services. The beefed-up security has, in fact, probably made Underground about the safest four blocks in downtown Atlanta.

“We want to appeal to a full spectrum of family from cradle to grave; that's why we never allow embarrassing entertainment,” asserts Fuller. “That's what's wrong with the New Orleans French Quarter now — there's too much of the skin show influence for it to be a good family place. We want good, clean fun, and we've got something to appeal to everyone from rock to jazz to sedate singing and folk music. We want to become an institution in Atlanta, a part of the community with permanence, by maintaining high quality and keeping pricing in line. Underground is still one of the most economical places in Atlanta to have a night out.”

It's a far cry from Jack Paterson's student days when he and friends would drive their dates through the area as a “spooky, mysterious old place, just a dirty old railroad yard.” And just ten years later they would be joining Gen. Sherman in the tradition of urban renewal; “He was the first federal urban renewal in Atlanta, you know,” drawls Steve in his laconic way, a trace of rural Georgia showing. “Actually he was good for the place.” Atlanta had all its old one-story line shacks cleared away to make room for modern development. The cobblestones on the streets of Underground are actually the same ones that felt the thunder of hooves and wagon wheels as Sherman's horde swept into Atlanta. Many establishments, such as Muhlenbrink's and P.J. Kenny's, are on the same spot as their gay-nineties forebears.

Many groups had recognized the historical value of the location, and had tried to arouse interest in its restoration. The Atlanta Women's Chamber of Commerce was cordially turned down when they approached Mills B. Lane with the idea. And it was understandable that most shied away; it was an unconventional undertaking, and the legal problems of leases from the multiple ownership would be formidable. “We didn't know fully what we were getting into; it has been a multi-faceted task of preser-
Underground (Continued)

vation, restoration and development," recalls Jack. Even after Underground was launched there was a shaky period, not because of the operation itself but because of the community uncertainty. Ivan Allen was ending his progressive administration as mayor of Atlanta, rapid transit was uncertain, and the racial climate of Atlanta was an unknown.

But today Underground Atlanta finds itself in a prime location immediately to the east of the projected rapid transit center. It's in walking distance of Georgia State; the state, county, and city governmental complex; the downtown financial district; the Omni; the Coliseum; Atlanta Stadium; Rich's; and the planned world congress center. The expressway is only blocks away, with easy access. The thrust of development, formerly aimed outward from the area, seems to be moving back into balance.

"For a long time Rich's held this area of downtown together," recalls Paterson. "Now Underground is having a significant impact in bringing people back downtown to shop and to just meander."

When you get Jack Paterson talking about the future of Underground, he really comes alive. "The area belongs to the people; as long as we can control it, we will continue to improve the quality of the surroundings. The basic theory of the development is to serve. If you took a poll, I'll bet most people would think it's been a civic endeavor by government instead of by private enterprise. And it has taken all governments working closely together to implement such a plan; but the profit potential is still there."

Surrounding the walls of the conference room are architectural renderings of a proposed pedestrian mall along upper-level Alabama Street, anchored in the center by the rapid transit center. Underground Atlanta will be cooperating with all the other activities in the area in the development, which may conceivable go high-rise above while preserving the historical authenticity of the area below.

"We'll improve the landscaping after the development is complete down here. And I would like to see some sort of civic activity going on all the time of interest to people. We're hoping for this area to become the retail center of the South."

Well, it's understandable that Jack, an I. M., would get into something like real estate development, but how about Steve, who, though receiving the M.S. in I.M., received his B.S. in ceramic engineering?

"I've got a warm spot for Tech," Steve says. "It did a lot for me. It's the best preparation for anything you can do to study engineering and business. It teaches you to think in an orderly fashion, gives you the ability to analyze a problem into smaller parts and solve it instead of panicking. It's sort of like my Marine Corps training was — anything from there is downhill. Tech is its own academic Parris Island."

"Another discipline is the tempting surroundings of Atlanta and the lack of limits on the students. For a guy from a small town, it was a real change. All in all it's terrific training for later life, no matter what field you go into."

"And, of course, what we're doing here is applying engineering and business principles to a historically undisciplined business with high cash flow and high volume."

And what has made Underground so attractive to people? It's almost as if it's struck a responsive chord somehow (that's "natural frequency" to a mechanical engineer). Jack Paterson exhibits one of his student interests — philosophy club — in his answer.

"There's a trend among young people of returning to the earth, a sort of search to find their roots, some clue as to how they have arrived at their present situation. There's an architectural charm and authenticity to Underground, and it seems to appeal to their search for traditional values. There's a basic demand for such; that's why Fisherman's Wharf in San Francisco has always been so attractive. You've got to have something that relates to the past and gives substance to personal values."

That's a tall order for a once-dusty old train yard that was roofed over and forgotten by the streets of a growing city. But Steve Fuller and Jack Paterson are making it work.
Why I.E.s Now Face Atlanta in the Evening

by Susan R. Norton

BEFORE WORLD WAR II industrial engineering was often studied as a branch of mechanical engineering, being offered at Georgia Tech as early as 1924. After the war I.E. began to develop as a separate discipline. Schools and colleges began to offer it as a separate course of study as the demand for industrial engineering graduates grew in industry.

In 1945 Georgia Tech introduced its new School of Industrial Engineering headed by Col. Frank F. Groseclose, a national leader in the field. Programs were built upon the earlier work of scientific managers in the twenties, efficiency experts in the thirties, and production specialists in World War II years. These fledgling programs were modified in the fifties to include both quantitative and human analytical methods then being used in industrial systems.

In the sixties the systems approach to problem solving made industrial engineers concerned with the total environment within which productive enterprises operate instead of being limited to analyzing specific parts of the system. Under the direction of Dr. Robert N. Lehrer the school introduced new programs in operations research and systems engineering; the ability of the industrial engineer as a problem solver was being greatly magnified.

As the need for industrial engineering increases in service industries and in socio-economic activities, further programs are being developed to help the industrial engineer have a greater impact on society. It is not unusual to find today's graduate working in governmental systems, transportation systems, and even churches, in addition to the traditional manufacturing industries.

Tech's School of Industrial and Systems

*From clipboard and stopwatch to remote computer terminal - the modern industrial engineer has become a complete systems scientist.*
Engineering is the largest school of its kind in the nation. Housed in the old A. French building, its faculty of 45 conducts programs for 475 undergraduate and 150 graduate students. Degrees offered include Bachelor of Industrial Engineering, Bachelor of Engineering Economic Systems, Master of Science in Industrial Engineering, Master of Science undesignated (which may be tailored to the Student's specialized academic interests and needs), Master of Science in Operations Research, and the Ph.D.

New directions in the undergraduate program are becoming apparent. The traditional tools are being re-emphasized; more students want to learn time and motion study. Industries are refining their procedures; they need industrial engineers to study the productivity of the individual and how to get the most out of each worker, as well as machines. At the undergraduate level, industrial engineering emphasizes job enlargement, organizational development, and the systems approach to problems with less emphasis on quantitative methods.

The graduate program offers programs in industrial engineering and operations research, and majors applied to statistics, systems engineering, and human activity systems which include human factors, organizational behavior, and management of improvement. To be accepted to the MSIE program, students must have an undergraduate degree from an accredited engineering program. The MS or MSOR candidate must possess an undergraduate degree in engineering science or in another highly related field. In actuality only a relatively small fraction of all graduate students enter the program with industrial engineering backgrounds. Most are graduates of other engineering fields, physics, or math.

Student enrollment in the graduate program has increased moderately in the past five years from 92 to 132 (25-30 Ph.D.s; 100-110 master's) yet in the next five enrollment is predicted to jump to 200. The job market is now prime for industrial engineers, and should hold that way for some time. The graduate with only an undergraduate degree is more influenced by the state of the economy than is the master's or Ph.D. student. The Ph.D and master's graduate should have an excel-
lent market to enter within the next five years, and should have no problem attaining a satisfactory position.

The faculty interest and research of the School of Industrial and Systems Engineering has shifted considerably over the past 15 years. What was once strictly industrial activity now includes many problem studies in the public institution sector. Interests of the faculty include management science and controls, facilities planning and design, plant location, production systems, inventory controls, and scheduling.

Corporations, foundations, and government grants also sponsor research projects at Tech. For instance, Law Enforcement Administration Agency (LEAA) has sponsored research to design a training model simulation in criminal justice. With changing policies in the criminal justice system, management of the system is of prime importance. The Fulton County government has also sponsored research to design a plan for surplus food distribution through satellite distribution centers; an information system for the operation of road and sewer maintenance; and a method to scale out model cities. Rural redevelopment, transportation systems, baggage handling at airports, educational systems research, the impact of technology on society, and methods to increase productivity and efficiency to make the United States more effective and competitive in the manufacturing process are among other current projects.

One of the most fascinating and unusual research projects being conducted is the systems redesign and evaluation of the American university by means of the tools of industrial engineering. Conducted by Cecil Johnson (Georgia Tech '48), this research will provide a systems design for a performance-acceptance experimental university. Instead of basing an education on time and the number of years spent in school, each student will be individually tested and promoted according to his command and knowledge of each individual course without a time limit; he will take the course until he masters it. The only criterion for admission to the university is the ability to afford it. Dr. Johnson wants the student to realize the cost of an education and will make each student "buy" his course at a price determined by economic factors similar to those determining prices at a grocery store. Hopefully, a student will value this training when he can see the cost before him in dollars and cents.

Dr. Johnson feels that with engineering tools and concepts available, for the good of society and education the educational system should be treated as if it were an industrial product. Why shouldn't class scheduling and registration be as important and smooth as an airline scheduling operation?

This research will never be complete. It is permanently experimental, but Dr. Johnson hopes to provide a vehicle for his students to work with and for society to borrow from.

The American Institute of Industrial Engineers has recently moved its headquarters to Atlanta's Technology Park from New York City. The attractiveness of Atlanta was a factor in the switch, but the proximity of Georgia Tech's Engineering School, the largest such school in the nation, also played a part.

Physical plans for the school include a new building complex to house the College of Industrial Management and the School of Industrial and Systems Engineering. The proposed structure will be located west of the Student Center. Future directions in academics will find less emphasis on the theoretical and more on the practicality and practice. Although no plans have been made to de-emphasize the undergraduate program, the school places high priority on becoming a first-rate graduate research institution.

Diversity, innovation, and a down-to-earth applicability might well summarize Tech's School of Industrial and Systems Engineering. And as the needs of industry, government, education, and society dictate changes in the profession, the school will be found to have anticipated change with academic study and research ahead of its time.
MR. ISHAM MALLIE SHEFFIELD, JR., M.E. 1920, is a solid, cordial gentleman who wears his seventy-plus years with rare grace.

The Georgia Tech of his memory was a small, personal school with professors such as Si Coon, who would once a week or so launch into a full-period lecture on his philosophy of life instead of mechanical engineering. Each year Dr. Coon would ask for volunteers to clean his gutters, rake his yard, and perform other tasks about his home; there was no percentage in it for the students, but he never lacked for volunteers.

It was a school where now-legendary men such as D. M. Smith was known as a flesh-and-blood, fire-eating teacher with a limp... "he gave us hell all the time, but he was a good mathematician." Mr. Sheffield made up time he had to take from school for military duty, but modestly credits his success as a student to the individual coaching D. M. Smith took time to give him after class. And there was Dr. Crenshaw, who would occasionally give a student a boost to make up a language requirement, such as providing 30 study questions from which the final exam was taken. And, of course, Dr. Perry; Dr. Matheson; Dr. Brittain. "We had some great professors, and they all sympathized with us... It was a lot of fun going to school there."

There were only 127 men in his graduating class. There was "Sleepy" Oldknow, Edgar Dunlap, Ira Stearns, Bill Fincher, Shorty Doyal, Emerson Holloman... "Emerson was an honor student. We would all try to catch him before class to get information and answers on the lesson for the day. The smartest boy in the class, though, was named Robert Woods. He seemed to know the answers even before they were put on the board. He died of a brain hemorrhage a few years after graduation."

It was a pleasant time for I. M. Sheffield, those days of rigorous study tempered by humane lenience; days of close comradery with a small class; days of excitement when a small, upstart southern school was teaching the yankees a thing or two about football. He was in the middle of things—active in his social fraternity, Kappa Alpha; agitating for Tech to build a basketball court and become active in a sport he saw becoming increasingly important in intercollegiate competition; joining in all the student activities of the day that made it "a lot of fun going to school there."

In the ensuing years of his career with the firm co-founded by his father that eventually became the Life Insurance Company of Georgia, "Shef" increasingly unfolded as the mellow, sensitive person who would be loved and respected by his associates. In its early days the company dealt almost exclusively with low-income classes, and its reputation for fair and prompt settlements that Sheffield helped form was its chief means of advertisement. In a quiet way he gave an early form of service to society in his fair dealings with blacks.

He spent many years in charge of the Alabama district of his company, and it is said I. M. Sheffield knew every one of his agents personally and his wife and children as well. With such a personal involvement, it was only natural that he share the joys and problems of his men. Many times he counseled and aided in times of sickness, bereavement, marital discord, alcoholism, and weakness of character. "About the only thing I ever found that a man would seem to never break himself from was stealing." Agents handled all customer transactions personally, and the temptation was great. But whatever the human failing, Sheffield was quick with sup-
Man of the Year (Continued)

port, aid—sometimes a loan out of his own pocket—and another chance.

"Nobody's got more enjoyment out of life than I have, and I still do. I enjoy being with people, and I hate to turn down meetings." Just recently he was invited to a meeting in Nashville by a district manager who was once under him in Alabama, one of the many who consider I. M. Sheffield the best of the fieldmen; who recall him hauling tire carcasses with life still in them, in his trunk, to agents in the field during the rubber-rationing days of World War II; who see him as a unifying spirit in a business that often hinges on the morale of its field force.

He didn't lose his human touch in his rise to Chairman of the Board of Life of Georgia, relishing the civic duties that normally fall to such an office. He was a charter member of the Buckhead Lion's Club, is a life director of Georgia's state YMCA (and recently had a new downtown facility named for him), and takes special, very personal interest in the American Cancer Society. (Cancer claimed his first wife, Margaret.) These are just a few of the many activities, and though he is gradually cutting back on his involvement since retirement, he maintains a healthy interest in all.

Especially Georgia Tech. He has served Tech as a member of the Board of Trustees of the national alumni association, and as a member of the board and president of the Georgia Tech Foundation, Inc. Complimenting the foundation board, he points out the priceless advice from counselors with the trust departments of banks, corporate officers, and other professionals who give freely of their time and expertise to Georgia Tech. "It was a real honor that they selected me chairman. I felt that I was not doing a good job at times, but I had been in Atlanta a long time and I was available," he modestly demurs. His record speaks otherwise, of course. "Since being named to the board, I found how really willing Tech folks are to work. If you ask them to help, they don't ask questions; they do it."

"But I told my wife, Marion, that the Alumni Distinguished Service Award has got to be the most meaningful award I've ever received." No mean statement for a man who has been name a life member of the Jaycees, who was named Salesman of the Year by the Atlanta Sales and Marketing Executives Club, and who has received other honors from institutions of higher learning.

"I've always been proud, throughout my 50 years in business, to be able to say that I'm a graduate of Georgia Tech. People take notice, and it's helped me all through life."

But perhaps the most significant commentary of I. M. Sheffield's worth as a person is a simple note recently received by the Life of Georgia claims department. He left Montgomery, Alabama in 1936, and through the years had lost touch with Sullivan Cooper, a hospital worker in Montgomery who bought a policy from him. Cooper was a man who liked people, who made himself at home with everybody, and everybody knew him; in fact, the Montgomery Advertiser printed a long editorial about him when he died. The note from Cooper's wife that accompanied the claim statement said simply, "If Mr. Sheffield is still around, give him my regards."

"I appreciated that," says I. M. Sheffield with a soft smile. And somehow you know that he really means it. □
The 1973 Spring Commencement Address

by Senator Sam Nunn, ’60

Today each of you is about to start out on a journey. Ahead stretches a world of unparalleled opportunity — opportunity for mediocrity or excellence — you have a world to choose.

Our modern society has made it easy for people to be failures without ever knowing it. We have been institutionalized to the point where it is difficult to hold people responsible for what they do or fail to do. And so, if they choose businessmen can cheat their customers, workers can turn out shoddy products, bureaucrats can twiddle their thumbs and shuffle papers, students can get by without studying and teachers can get by without teaching, and there isn’t much that anyone seems to do about it.

It is easy to just sail through life today, tacking whenever the breeze changes and hiding in the harbor if the wind gets a little strong. It is easy to let other people make most of our decisions for us, to do what “everyone” does instead of doing what’s right. Go along, few people will criticize you for not rocking the boat.

Every generation of Americans has produced a convenient excuse for those who have dropped out of the race for excellence. Those “dropouts” of my generation said, “What’s the use — the bomb will blow up the world anyway.” Many of these people today look around and see that the world has not blown away — but their lives have.

It doesn’t take a soothsayer to predict that many on the current scene will excuse their own apathy and mediocrity by pointing at Watergate and saying, “Why the effort. Our nation is corrupt and crumbling.”

While recent events are depressing and we all wish this tragedy would disappear, our nation is proving its strength by cleaning its own house. A nation equal to this task has a solid foundation. Those who sell it short today will be scrambling to cover their bets tomorrow. Yes, the ship of state will sail on. Excellence or mediocrity — you have a world to choose.

Whether you will lead mediocre, dull lives or exciting productive lives depends on how long you keep your desire and your capacity to learn. Some people have it as long as they live. Until the day they die they keep a sense of wonder, of curiosity, of zest. They care about things. They reach out. They love others and they love life. They risk failure. They discover new things about themselves.

You are very sure now that you’ll be that kind of person. But take a look at some of the people you know who are 20 or 30 years older than you. How many of them have lost their zest for life? Or their curiosity? Or their capacity to care and their sense of morality? Or their willingness to learn new ways? They were once as eager and open and ready to learn as you are. Could it be that what life did to them it will do to you also?

We build our own prisons and serve as our own jail-keepers. Despite your youth, most of you have been building your prisons for some years now. The prisons are constructed of habit, apathy, fear, selfishness, and self-deception. But if we can build them ourselves, we can tear them down also. We can free ourselves of the habits and attitudes that lead to aimless mediocrity.

When you reach the age of 30, ask yourself how long it’s been since you’ve developed a new interest. At the age of 40, ask yourself how long it’s been since you have made a new friend. At the age of 50, ask yourself how long it’s been since you’ve gotten into an argument.
with someone of fundamentally different views and come out thinking the other person was perhaps right. These events should happen throughout life’s journey — not just to young people.

You should ask yourself periodically how long it’s been since you have failed at something. If it is long, you are in poor shape. To achieve excellence requires not just a dedication to succeed, but also a willingness to risk failure. If you are sufficiently adventurous, sufficiently willing to try new things, you will stumble often. It’s the price of growth.

One of the enemies of lifelong motivation is a rather childish conception we have of the kinds of rewards life has to offer. We insist on imagining that there is some tangible, concrete, finite, describable goal toward which our efforts drive us. We want to believe that there is a point at which we can feel that we have arrived. We want a scoring system that tells us when we’ve piled up enough points to count ourselves successful.

We scramble and sweat and climb to reach what we thought was the goal, and when we get to the top we stand up and look around and chances are we feel a little empty. We wonder whether we climbed the right mountain. The problem is that it is wrong to think that life is a mountain that has a summit. It isn’t and it hasn’t. Nor is it, as some suppose, a riddle that has an answer, nor a game that has a final score. Rather, as the great novelist Thomas Wolfe once wrote, “It is not the end of life that counts, but the journey.”

The really important tasks in life are never finished — interrupted, perhaps, but never finished.

Life is an endless unfolding, and if we wish it to be, an endless process of self-discovery, an endless and unpredictable dialogue between our potentialities and the life situations in which we find ourselves. By potentialities, I mean not just intellectual gifts, but the full range of one’s capacities for learning, sensing, wondering, understanding, loving and aspiring.

It is sad but true that most human beings go through their lives only partially aware of the full range of their abilities. That is because it takes effort to achieve excellence, an effort too few people are willing to make. It is not easy to set high standards and then live up to them. On the other hand, our society makes it easy for us to be lazy and get away with it.

Yes, our society offers limitless opportunities for laziness, mediocrity and incompetence. But, I hope, instead, that you will engage yourselves in a lifelong pursuit of excellence. None of us can be perfect, but all of us can strive to be the best possible person that we can be by taking advantage of our talents and opportunities.

Have you ever noticed the enthusiasm and energy of people who love what they’re doing, or believe in what they’re doing? They never seem to tire. Obviously, all of us cannot spend all of our time pursuing our deepest convictions, but everyone, either in his career or in his part-time activity, should be doing something that is related to his deepest values.
They Walked Away Into Legend...  
in memory, tall, tall men all  
by Lynn Hogan

KNOCK ON DOORS of memory of any Tech fan of 70 years plus — and ask what to him was the great year at Grant Field.

Instantly he will recall the year of the first great intersectional victory (41-0 over Rose Bowl team Pennsylvania): a major step toward national championship — the first for a Southern school.

In memory he will see them again, the light-foot lads of 1917: Coach Heisman's magicians of the jump shift — that beguiling showpiece of football legerdemain (outlawed 50 years ago)... He will see them again, as something of a portrayal of poetry in motion, with reminders of the grace and the precision and the faultless timing of a smoothly drilled ballet team — and then, as a suddenly exploding fierceness of force: a Golden Tornado that flattened all in its path, to compile a season total of 491 points to 17 for nine opponents.

Responsible for 10 of those points was Buck Flowers, 150-pound Davidson sophomore — the only runner to breach the Engineers’ previously-impenetrable defense line. To pursue engineering studies Flowers transferred the next year to Tech, becoming one of Southern football’s all-time greats and a figure in the National Football Hall of Fame.

After the Davidson game (32-10), the Golden Tornado roared on at will, felling Washington and Lee (63-0), Vanderbilt (83-0), Tulane (48-0), and the once mighty Carlisle Indians, 98-0.

Finally, only the Auburn Plainsmen stood in the way of Tech’s first perfect season. (The Engineers were unbeaten in 1915 and in 1916 — they had won the Southern championship in 1916 — but they were tied once in each of those years.)

Two weeks before the Plainsmen, stalling Hall of Famer “Chic” Harley, had tied Ohio State, 0-0. They came to Atlanta with high hopes of “holding Tech.” But the Tornado struck swiftly, scoring 33 points in the first quarter, and going on to close the season with a 68-7 rout of Auburn.

To summarize: Among Tech fans, young and old, some disagreement arises naturally as to which was the greatest team — the Golden Tornado of 1917, the southern champions of 1920, the Rose Bowl victors of 1928, or the national champions of 1952.

But — as to the great year, sentimental fans of 70 years plus, with certain ingrained memories, will be almost unanimous. Rising from the ashes of 1864, Atlanta 53 years later had grown into the cosmopolitan commercial center of the Southeast, numbering among its residents thousands from the East and Midwest. And with these northern-bred friends, the young Tech fan of 1917 might have joked politely about Sherman having careless with fire; but still, he remembered. In childhood he had heard the stories of the sorrowful legend of the conquered South. Too, still around Atlanta were aging grandmothers who, as young women in 1864, had heard the departing cries of Wheeler’s horseman: “Farewell sisters! We have to leave you in the hands of the enemy.” And likewise, in 1917, men still walked the streets of Atlanta who, as youngsters with Lee’s invincibles, had walked the dusty roads to Gettysburg and the muddy roads back. Probably few of these 1917 elderly had more than passing interest in football, but certainly to most of them Tech’s 41-0 victory had prideful meaning: Again we had marched across Pennsylvania.

From football’s inception, top Eastern teams over the many years had dominated the game although in years before World War I stars of the West and Midwest had arisen brightly (Oregon, Pacific Coast champion, dropped Penn, top Eastern team, in the 1917 Rose Bowl game.) But in the public mind, and largely in the sports
columns, the East still held top interest. Therefore, when Penn came South in 1917 to play Tech, it brought with it the Rose Bowl aura and the glamor surrounding a top Eastern team. It also brought such name stars as No. 2 All American Howard Berry, strong runner and great kicker; All American end Heine Miller, and highly respected quarterback Bert Bell. Remembering Joe Guyon’s gala days at Carlisle, northern sports writers looked to Grant Field to see what would happen. They didn’t have to wait long. A fired-up Engineer defense smothered the Penn running game, and when the Tornado took the ball, it almost blew Penn off the field. Highlight of the Tech scoring was the 80-yard touchdown run by freshman fullback J. W. (Judy) Harlan, later to become celebrated as “Judy the Juggernaut,” All Southern fullback, and a hero of classic proportions to the student body.

Northern reporters quickly made the tag Golden Tornado known to the nation. When the season had ended, the striking power to the Tornado particularly had impressed Grantland Rice, foremost sports columnist of his time. Writing in the Saturday Evening Post, Rice said that in selecting an All American eleven, he would start by picking the Tech backfield.

1916 — THE EVENTFUL YEAR

But if 1917 was the great year, many of today’s old fans will recall 1916 as the eventful year, the year of the unusual, the season national records were set which stand to this day; and as the year of an innovation that was to have profound effect upon future grid play.

In 1916 Heisman introduced platooning to football. Platooning, as Dean Griffin notes, was one of several Heisman innovations, but it was the one to have most significant and most lasting effect since it was, in time, to change football’s offensive and defensive
But in 1916 the “air pocket kick” that missed, rather than platooning, was a three-day topic of conversation.

play patterns by introducing alternating squads of offensive and defensive specialists.
— In 1916 Jim Preas, in one game (actually he played in only two quarters), kicked 18 consecutive PATs — a record never equalled in major college competition.
— In 1916 Tommy Spence, later killed in World War I, added five successive conversions in the same game to Preas’ 18, for a team total of 23 consecutive conversions for a single game, a record still unequalled.
— In 1916 came the 222-0 score against Cumberland, a national record for a major football team.
— In 1916 Bill Fincher started a career total of 122 PATs out of 136 attempts, a total for years unequalled in collegiate play.

But in 1916 the “air pocket kick” that missed, rather than platooning, was a three-day topic of conversation.

Now commonplace with air travellers, the term air pocket probably was heard little beyond the classroom in 1916. But an air pocket at a particular moment of a particular day chanced to be at a particular spot just above the south goal crossbar at Grant Field, and it cost Tech its first perfect season. Washington and Lee had brought down a formidable team featuring a strong runner on sweeps, Cy Young (now in the National Football Hall of Fame), and a stout defense anchored by Pierotti. Sweeps by Young, who often used lateral pitchouts, were effective until the Engineer defense solved the maneuver. From then on, Tech was on the offensive: a pass from Strupper to end Si Bell was the key play in the Tech score. Jim Preas converted. Finally, with the clock ticking away Tech’s chances of victory, the Engineers mounted a determined drive that carried 60 yards. Then, with time left for only one play, the Tech men rushed into formation for a field goal attempt. Center Pup Phillips made a perfect snap and Fullback Tommy Spence kicked from the 30-yard line. The ball sailed straight and true. But then, it seemed to have stopped as abruptly as if it had struck an invisible wall. For one split instant it had, seemed to hover without motion, then came an abrupt drop. The ball struck the crossbar and bounded back as an incomplete kick.

“Air pocket!” cried Jack Thiesen (E.E 1910 —then, in 1916, six years away from becoming Mr. Alumnus.) “Air pocket,” muttered Heath Lewis (Virginia), sometime game official at Grant Field in 1916-17. “Air pocket,” the words echoed, and then, inevitably the question (but not by Tech men), “Air pocket? Wottenell’s an air pocket?!”

With that disappointment behind them, the 1916 team went on to finish the season strongly, downing Tulane 45-0, Alabama 13-0, Georgia 21-0, and Auburn 33-7, to win the Southern championship.

Unbeaten (but tied), they, too, walked away into legend, with considerable achievement behind them: they had originated platooning; they had set three national records which stand to this day; they had started a fourth which stood for many years, and they had closed the season with a scoring point total of 421 to 20.

THE CAST OF CHARACTERS

In the Grant Field dramatis personae of the 1916-1917 era (as cast by sentimental fans rather than by sports specialists), top role for 1917 must go to the fabulous Joe Guyon, who had been All American with the Carlisle Indians, then (in Guyon’s heyday) the scourge of the East. At Tech he again won All American status, perhaps the only man to do so at two schools. On the war-drained team of 1918, Heisman used Guyon variably to bolster defense — sometimes as linebacker and sometimes as tackle, to which he was named in one All American selection. At Tech, his play for years was used by Southern sports writers as a measuring yardstick: “greatest defensive back since Guyon,” or “greatest blocker since Guyon.” Particularly, Guyon was remembered for his ability to keep his footing in contact. John S. Counselman (VPI) headlinesman in the Tech-Auburn game of 1917,
Fincher went on to become twice All American. Known afar as the rock of the Tech line, his great strength became legendary.

...said he saw Guyon shunt three men out of Strupper's path. Asked how he rated Guyon as the all-around player, Counselman answered, "As of now, the greatest." After his grid days ended (1918), Guyon played pro baseball with Little Rock, in the Southern League. To diamond paths he took football running habits and, as the late Bill Keefe, New Orleans sports writer said, "Woe to the baseman who, to take a throw, had to stand somewhat in Guyon's path. That baseman might find himself bouncing off into left field while the ball rolled in the other direction. When Guyon hit a man, he rattled his eye teeth or worse." Guyon suffered severely crippling injuries in an automobile accident, in Louisville several years ago and died in 1972.

Others, alphabetically, in the star-spangled cast of 1916-17 include:

Bill Fincher — who as a freshman in 1916 became a standout guard while starting his PAT kicking record, a career total of 122 out of 136 attempts. (With Fincher in 1916 from old Tech High School came Alton Colcord, Bill Simpson and Wally Smith, who, as freshmen, also made the 1916 Tech squad.) Playing later at tackle and end, Fincher went on to become twice All American. Known afar as the old rock of the Tech line, his great strength became legendary. But to those of us who had known him longer, his feats were events of confident expectation. Heck, in old Tech High days, we had seen him stop a charging Model T! (To Bill, an incident of 1915 most likely was something of a streetside jest, but to the few onlookers it was a memorable feat of strength. A fellow student rolled up, boasting of the "souped-up" power of his Model T — vintage uncertain. Bill laughed, called to a lesser chap to take the other side, braced himself, bowed shoulders, took hold, and said, "Let go!" The driver charged with all he had, with engine sputtering and roaring, but the "souped-up" T was held by Fincher for no gain.) After his playing days ended, Fincher served for years on the coaching staff. Now 76, he lives in retirement in Atlanta.

Buck Flowers — Then on opposing side (Davidson), he belongs in the cast because of the indelible impression he made on Tech fans of 1917. (Buck transferred to Tech the next year.) Against the previously impenetrable Tech defense of 1917 Buck was the Houdini-like escape artist — the will-o'-the-wisp of twisting, tantalizing runs, one of which set the stage for the Davidson touchdown and another of which brought them within range for a Flowers drop-kick for three points (for 10 of the 17 points scored against Tech in 1917). Later acclaimed by Coach Alexander as the greatest punter Tech ever had and as the best back that he [Alex] ever coached, Flowers, like Guyon, was named in 1967 to an All-South team selected by veteran southern sports writers. Now 74, Flowers, a retired insurance executive, resides in Birmingham, Alabama.

George Griffin — Dean Griffin's bantering story of his grid career is that, in Heisman's own words, Griffin was "a great disappointment" to the coach. To which, if Coach Heisman still were with us, old Griffin fans might answer with something like the blurted-out words of the cub reporter to a federal judge concerning a citation: "Judge, you made a hell of a mistake!" And old fans will remind us that Griffin was in there and running in historic moments of football; that when Heisman introduced platooning, Griffin was there, running for two touchdowns; and that, when eligibility had ended, Griffin was chosen by Coach Alexander (then Heisman's successor) to be freshman coach and track mentor. But the greater achievements were to come. In time the "engineer turned schoolmaster" became the celebrated dean known to students as Mr. Georgia Tech, and to alumni as the Grand Old Man of Georgia Tech.
Old fans will remind us that Griffin was in there and running in historic moments of football.

Flying into New Orleans airport some years ago from some far place, a young Tech man by chance met an old Griffin fan. Said the young man: “I hear Dean Griffin is retiring. Who’s taking his place?” Answer: “George Griffin’s place always will be wherever George Griffin is.” And so it is. Dean Emeritus Griffin still goes to North Avenue, as he has for half a century — to help others.

**Judy Harlan** — A freshman from old Tech High in 1917, Judy became Tech’s No. 1 fullback. Stepping into the hard task of filling the gap left by Tommy Spence, Judy performed notably — particularly in the “I,” blocking with, or for, Guyon or Strupper. In 1918 he played with Great Lakes Naval School, returning to Tech in 1919 to become one of the fabulous figures of Tech football history: “Judy the Juggernaut,” the line plunger almost unfailingly good for “must” yardage to keep a drive rolling. And, like Guyon, he was to be long remembered as a blocker. Years after playing days had ended Dr. Sam Murray, quite a Tech fullback himself in his time (1924-26], was asked about a certain strong runner of the early 1930’s. Murray answered: “He’s good. But if I were playing again, I would have one wish — never to see bearing down upon me a more fearsome picture of power than Judy Harlan blocking for Red Barron.”

**Everett Strupper** — Speedy and elusive, Strup was acclaimed by many as Tech’s greatest runner of the pre-World War I days. His scoring high mark came, of course, in the Cumberland game (1916) when he ran for eight touchdowns in two quarters (that was the game of the first platooning). But it was in 1917, most fans believed, that Strup really came into his own behind the sharp blocking of Guyon and Harlan. Before the 1917 Auburn game, John Counselman was asked by Plainsmen supporters if he believed they could stop Strupper. Answer: “No. To gain, Strupper needs only two steps on the defense, and Guyon can give him that.” In the Auburn game, Strup closed out a memorable career. Strup also was something of a name figure in basketball, playing with the Atlanta Athletic Club. He has been dead for a number of years.

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Naturally, the spirit of Georgia Tech had to burst into song, and it did so emphatically in an air that is a “must” in any Tech cast:

*The Rambling Wreck* — Out of the South, some years after the turn of the century, a school song suddenly seemed to ride the winds across the land. It was a song of rollicking rhyme and lively tune to lift spirits and lighten hearts. And when the Golden Tornado burst across the national football horizon, that song became known on every campus, and to grid fans afar. Its name? But naturally — The Rambling Wreck from Georgia Tech. Several stories have told as to how the Rambling Wreck came into being, circa 1893. But one fact is certain: it grew out of the hearts and imaginative spirits of Tech students. To some fans, in their growing mellowness, passage of time has given to the Rambling Wreck something of a dual character; still primarily, of course, that of the battle song — but also, more quietly, that of the song of nostalgic memory. Whether heard in fervent chant, or to flare of trumpets and roll of drums, it is now, as it was in beginning and ever shall be, the fighting song to fire the hearts of the White and Gold. But sung in quiet of evening by Tech fans afar who knew it of old, it summons up, like the Proustian cup of tea, remembrances of times past when they were young and merry of tongue — when skies were alight with youthful dreams, and all life lay glowingly ahead. A school song quite like it anywhere else? That, one can hardly imagine.
As reported in June 1973 Tech Topics, SAC (Student Athletic Complex) week was a student-alumni venture designed to call attention to the need for intramural facilities on the Tech campus. Culminating five years of efforts by student leaders, with aid from the administration and alumni, SAC attained tangible reality shortly after the week of athletic competitions between students.

Photos by Dreyfus

Virgil Smith [r], winner in the age 36-45 class, in a straining photo-finish edged student Pat McEwan for sixth place; their times were both 17:38. Virgil is a professor of aerospace engineering, and he's a regular among the lunchtime faculty masochists who burn up the Grant Field track.
faculty and alumni when the State Board of Regents approved initial funding for the start of construction at a site on the west campus. This Alumnus photo feature recalls the competitions with anticipation that the event, culminated by the George C. Griffin Cross-Country Race, will become a regular and popular spring tradition at Tech.

Student Scott Stewart's training period for the race paid off; he was winner in the "open" category (29 and below). Youngsters entered in the "open" class took the first five positions at the finish line.

H. T. Marshall (20:55) finished first in the over-45 category and 32nd in the race overall, just ahead of H. H. Jenkins (20:57), who ran in the 36-45 class. Mr. Marshall, head of financial services, seldom misses his lunchtime five-mile run, sometimes out to the Tech crosscountry track at the Atlanta Water Works, around a few times, and back again.

(Continued)
Chief official of the race, Dean of Students Emeritus George C. Griffin, presented the trophy for the ladies' division to Janine Pardee. She was in a group of three ladies who ran closely throughout the race; the other two women participants, faculty member Julie Gwynn (whose husband also participated) and Dianna Shelander (first woman member of a Tech varsity athletic team—swimming), finished three positions behind them.

Harvey Iglash, math prof, finished first in the age 30-35 category. In preceding weeks Harvey and Virgil Smith (36-45 winner) had kidded each other, as they puffed around the track at lunchtime, about which one would finish first. As it happened, Harvey finished five places behind Virgil in 11th place. The next year should see this develop as one of the more vigorous rivalries to watch during next spring's event.
Football '73
by Dave Kaplan

GRANT FIELD, home of the Yellow Jackets, is peaceful again. The goal posts are down and stored, the great football battlefield at rest. Where last season over 300,000 fans sat and cheered and smiled and wept, only the night watchman passes now and then. And the place seems eerie after the clatter of the Yellow Jackets facing the likes of Tennessee, Clemson, and South Carolina.

The year 1972 is now but a memory, a very pleasant one at that; the ups and downs of the Rice game and the Tennessee game, the Michigan State game and the Duke game. And the Liberty Bowl, which had to be one of the highlights in college football history, in light of the pregame circumstances. A Hollywood script writer could not have devised a better thriller.

And 1973 . . . it's lurking just around the corner, and again Grant Field will be seething with excitement when the Jackets open their home schedule on September 22nd against national champion Southern California. And Bill Fulcher . . . he'll be back, in his second year as head football coach, as will Randy Rhino, an All-American as a sophomore, and "Mr. Clutch" Jim Stevens, and another Jim named Robinson.

Coach Fulcher proclaimed spring practice successful, though injuries plagued most of the practice sessions. Coach Fulcher's post-spring observations went this way:

"Judging from spring practice, Georgia Tech should have another good football team. We'll certainly have one of the most interesting schedules in Tech history. We definitely play a much tougher schedule than in 1972, facing 1972 national champions Southern Cal, 8th ranked Tennessee and 5th ranked Auburn in the first six weeks of play next fall.

"Looking down the list of players not returning, we will have to find replacements at key positions on both offense and defense. The entire 'strong side' of the offensive line has been lost to graduation. Capable replacements for tight end Mike Oven, tackle Rick Lantz, and guard Glenn Costello must be found before next fall. Also gone are fullback Rob Healy, an outstanding blocker and tough competitor, and quarterback Eddie McAshan.

"The graduation of Joe Gaston, Tim Macy, and Tommy Beck at tackle and defensive end Brad Bourne leave gaps on the defensive line of scrimmage, and Gary Carden will be sorely missed at linebacker.

"It's hard to make up the loss of fine performers, but it always helps make you a little more optimistic when proved performers return to the lineup. Offensive starters Jim Robinson and Jim Owings at wide receiver, guard John Sargent, center Pete Geren, and tailback Greg Horne all return. Quarterback Jim Stevens, the Liberty Bowl's 'Most Valuable Player', will also be back. Backing him up following the end of spring practice were sophomore-to-be Rudy Allen, Joby Leahy, and Tommy Turren-

Jim Stevens, the Liberty Bowl's "Most Valuable Player," returns in top form for 1973.
tine, all talented quarterback candidates.

"Adding depth and speed to the backfield is sophomore Cleo Johnson, who was moved to tailback in the spring. He should give Tech the break-away threat that was lacking last season.

"Returning to the defensive unit are end Beau Bruce and linebackers Joe Harris, Bruce Elliott, Steve Putnal, and Witt Wisman. Safeties Scott Bridge and Gary Faulkner, with defensive backs Mike McKenzie and All-American Randy Rhino, leave the secondary intact.

"Although we have lost a number of fine football players, there are still many exciting names returning. Our staff is hopeful that many of last year's freshmen and possibly a few incoming freshmen will help us in our weak areas.

"I'm looking forward to the 1973 season with reserved optimism, and I'm hopeful things will fall into place for us next fall."

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As with all human beings, coaches seek to become something better. It's a plus for Georgia Tech that the likes of Frank Broyles, Pepper Rogers, Ray Graves, and John Robert Bell have gone on to become successful head coaches. Now former Tech offense coach Steve Sloan, one of the finest young coaches in the country, is head coach at Vanderbilt. Former Tech line coach Rex Dockery went with Sloan, and Bill Lewis, coach of the defensive backs, accepted a similar position at Arkansas.

But their replacements are proved and successful coaches.

Bill Pace, who comes to Tech from Vanderbilt by way of the New England Patriots, will head up the offense. Pace headed the Arkansas offense under Broyles for five years. The Razorbacks, with Pace calling the offensive shots, were the nation's highest

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**GEORGIA TECH 1973 FOOTBALL SIGNEES**

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<tr>
<th>BACKS (INCL. OFFENSIVE, QUARTERBACK, &amp; DEFENSIVE BACKS)</th>
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<td>Clarksdale, Miss./Lee Academy</td>
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**RECEIVERS (INCL. TIGHT ENDS & SPLIT ENDS)**

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**LINEMEN (INCL. OFFENSIVE, DEFENSIVE & LINEBACKERS)**

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<td>210</td>
<td>Chattanooga, Tenn./Baylor Prep</td>
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**PUNTERS & KICKERS**

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<th>PUNTERS &amp; KICKERS</th>
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<th>WT.</th>
<th>HOMETOWN/HIGH SCHOOL</th>
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<tr>
<td>Gil Sturtzel</td>
<td>6-0</td>
<td>190</td>
<td>Louisville, Ky./Waggener High</td>
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Bill Pace will head up the Tech offense for 1973.

point producers in 1965. His imaginative offensive game plans, unique rapport with the players, and extensive football knowledge make him a welcome addition to the staff.

Franklin Brooks, a Tech graduate and former Jacket player, has taken over the offensive line duties, while Buddy Bennett will coach the defensive backs. Bennett tutored the secondary at Tennessee, and that season his Vol backs led the nation in interceptions. He came to Tech by way of Arkansas and private business.

The final addition to the staff, Robbie Franklin, formerly of Western Kentucky, will take over the defensive scout team, specialty teams, and scouting responsibilities.

Maxie Baughan is now assistant head coach, assuming many administrative duties plus his primary job of heading up the Tech defensive unit.

The recruiting program of any major college football power is the means by which the school rejuvenates its football ranks. Tech's 1973 crop of freshmen looks like a good one.

... So all in all, Georgia Tech Football 1973 looks like a banner year, a good year for pleasant memories, a year to look forward to Saturday afternoons at Grant Field, a year to whistle "Ramblin' Reck", a year for the Yellow Jacket.
My Dear Mr. Moon:

I read all of the issues of your publication with a great deal of interest and satisfaction. I was especially absorbed with the Winter 1973 issue, as it contained several articles of my long-standing friends and acquaintances, about which I might add a few grains of wisdom (?) or humor (?) gleaned from past contacts with them.

I read and have re-read several times, the one written by Lynn Hogan on “Buck Flowers and The Origin of the Quick-Kick”. Among the few faculties I still possess at age 81 plus, is a photographic memory or flash-back of scenes involving Georgia Tech's football games even back to the 1911-1914 era and even the names of many of the players not only playing on the football teams of that era but the names of those in preceding years, such as: “Lobster Brown”, “Twenty Percent” (John) Davis, “Bum” Day, “Piggy” Hightower, etc. etc. I did not know “Buck” during his playing years at Tech, but after graduation, he joined the W.T Grant (Retail Stores) organization, and the place where he had to work denied him the privileges of sunlight and fresh air and eventually would have been harmful to his health. “Dummy” (David Christian) LeBey was Manager of the Loan Department for Adair and persuaded him to transfer and he soon learned the real estate loan business, became an expert in appraisals, etc. When the original Adair Company folded, Metropolitan Life (who it had represented) requested Dummy to organize a Company as its Loan Correspondent in Georgia and Florida, which was done with continued success. Buck ultimately joined Metropolitan, I believe, for a time in the New York office but later was appointed its Southeastern representative with office in Birmingham, where he retired several years ago, full of honors and white hair. Buck had a heart ailment during his latter years which retirement seems to have warded off any fatal results. Some 12 or 15 years ago, I had an extra ticket to the Tech-Bama game to be played at Legion Field and called Buck up and offered him the ticket. He, of course, would have had a complimentary ticket or tickets from Tech or Alabama, but he excused himself by saying that his physician has warned him against getting caught in crowds, excitement, climbing up and down in stadiums or elsewhere. I haven’t had an opportunity in a great number of years of either seeing or talking to Buck and I like to remember him as an apple-cheeked healthy young man. Ralph Flowers is an outstanding example for our youth today in every category that could be named.

With best wishes and kindest regards, I wish to remain,

O. M. Fuller, Sr.
Atlanta

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Get your ticket order in now for Georgia Tech's 1973 home games opener against Southern California, the nation's number one 1972 college football team, and for the six other outstanding contests on Tech’s attractive home schedule.

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1973 GEORGIA TECH FOOTBALL ORDER FORM

SEASONS TICKETS (ALL HOME GAMES) @ $49

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INDIVIDUAL GAMES @ $7

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<tr>
<td>Sep. 15</td>
<td>S. Carolina</td>
<td>Columbia</td>
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<tr>
<td>Sep. 22</td>
<td>S. California</td>
<td>Atlanta</td>
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<td>Sep. 29</td>
<td>Clemson</td>
<td>Atlanta</td>
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<td>Oct. 6</td>
<td>Army</td>
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<td>Oct. 13</td>
<td>Tennessee</td>
<td>Knoxville</td>
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<td>Oct. 20</td>
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<td>Oct. 27</td>
<td>Tulane</td>
<td>New Orleans</td>
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<td>Nov. 3</td>
<td>Duke (H.C.)</td>
<td>Atlanta</td>
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<td>Nov. 10</td>
<td>V.M.I.</td>
<td>Atlanta</td>
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<tr>
<td>Nov. 17</td>
<td>Navy</td>
<td>Jacksonville</td>
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<tr>
<td>Dec. 1</td>
<td>Georgia</td>
<td>Atlanta</td>
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Handling Charge $ .50

Total $

(Note: Certain games will be sold out early – order immediately and avoid disappointment.)
Dear Mr. Moon:

I am a U.S. Foreign Service Officer, posted at the American Consulate General in Casablanca, Morocco. I am also an Alumni of Tech, and I was struck by two photographs which appeared as covers on recent issues of the Alumnus. The first is a picture of the 'Reck in all its glory and the second is a picture of the Tech tower which appeared on the cover of the latest Alumni Directory. The Consulate General here in Casablanca will be moving into a beautiful new building in about a month, and I would like to keep a little bit of America in my office there. I am very proud of Georgia Tech and would like to hang a couple of pictures like the two I have mentioned in my new office. Could you tell me if reprints, suitable for framing, of these two pictures are available and how much they cost, including shipping?

They can be shipped via the FPO address I have given above.

I would be very grateful for any help you could give me.

William C. Mims
E.E. '69
Casablanca, Morocco

(Mr. Mims was provided the prints courtesy of Tech-ed.)

TECH-S.C. GAME BUFFET

The Greater Columbia, S.C. Georgia Tech Alumni Club invites all Tech alumni to attend a reception and buffet prior to the Tech-South Carolina football game on Saturday, September 15, 1973. Festivities should begin around 5:00 p.m. on September 15, at Hier's House on the State Fairgrounds adjacent to the Carolina football stadium in Columbia. Setups will be $1.25 to $1.50 each with a buffet cost of $4.50. All alumni desiring to attend should contact Bill Rodgers, Bonitz Insulation of South Carolina; 644 Rosewood Rd., Columbia, S.C. 29201, (AC/803/256-9956). The football game starts at 7:30 p.m., September 15.

Employment Opportunities

We are an established recruiting and consulting firm managed by a TECH engineer. Our client companies have exceptional line management and engineering staff positions for professionals with ChE, ME, EE, CE, IE, and Computer Science backgrounds. Most positions are for new or expanding divisions, plants, engineering/consulting offices, edp systems depts, etc, with companies having impressive growth and profitability records within the refining, chemical, fiber, computer, electronics, equipment manufacturing, etc. industries. Each contact is made selectively (you are in control) and held in strict confidence. Our client companies assume all placement fees and relocation expenses for both domestic and international locations. Send resume or handwritten experience outline in confidence and our Houston director, J. L. Gresham, BChE, MBA—will contact you at home to discuss your interests. Member AIChE.

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Whenever and wherever the Georgia Tech football team plays, Yellow Jacket Confidential will be there to report all the action. Your subscription will bring to you an accurate report of every game plus a lot of inside information on the Jackets that no other publication can furnish. It starts with the opening game of the season and is mailed each Monday thereafter through the eleven game schedule. You also get a "bonus" issue if the Yellow Jackets play in a bowl game and the final edition each year after the spring practice "T-Game."

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SUMMER 1973
Announcing a new service of interest to the alumni of Georgia Tech

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Corporations and associations engaged in technical scientific or business operations need the support of a communications firm that understands their field—a firm that can assume full responsibility without the necessity of prolonged explanations. Call today for a personal appraisal of your needs for—

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- media relations
- news releases
- marketing
- product brochures
- user manuals
- stockholder periodicals
- speeches
- scripts (movie, radio, TV)
- technical articles
- technical reports
- technical writing and editing
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