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It's (More) for the Alumnus

By Bill Seddon
Editor

Back in the Summer of 1973, when another editor was sadly putting to bed Vol. 51, No. 4 of the Georgia Tech Alumnus, he headlined his column “30” — which, in publishing parlance, means “the end”.

It was the end of an era for the distinguished old magazine.

But some old soldiers don’t just fade away; they stand ready for revival at a propitious time. So it turns out to be with the Alumnus, under a new name: The Georgia Tech Alumni Magazine.

Volume 52, Number 1. If it has any overriding theme, that theme is “(more)". (More), of course, is the opposite of 30, signifying that there is more to come. A whole new era for the magazine of Georgia Tech’s 18,000 dedicated contributing alumni, we have good reason to hope.

The articles in this issue should give you a feel for the fact that (more) applies more than ever to Georgia Tech as an institution, and to the alumni it produces, who serve society in a myriad of ways.

The future building on the past... Bobby Dodd is retiring at the end of this year (page 4), and that may be likened to the end of an institution within an institution; but his legacy will remain, and Tech athletics in the future will build upon the contributions he has made and the standards he has set, just as he was guided by Coach Alex before him.

For SAC 70 (page 19), the future is now. Many of you have waited long and worked hard for a fine student athletic complex (even if working meant only running in George Griffin’s annual SAC races), and finally construction is under way. It will be one of the best of its kind in the nation, and will serve Tech students for generations to come.

What school do you think produces the largest percentage of chief executives of the South’s top 200 companies? You guessed it; a recent survey by South Magazine disclosed that Georgia Tech leads with nearly 10 per cent. But Tech business leaders are not confined to the South... Meet three of them (page 12), Dillard Munford, David S. Lewis, Jr., and Marvin Mitchell.

And meet, if you didn't while you were on campus, Dr. Waldemar Ziegler (page 20), who came to Tech with “idealistic notions” in 1927 and hasn’t abandoned either since.

As for the Alumni-Faculty House... what’s that, you ask? Hopefully it will be one of the next pieces of Tech’s (more) to fit into place (page 18). Funny how much we build on the past. In February, 1910 (see Bob Wallace’s book “Dress Her in White and Gold”) Georgia Tech received the first big gift of its history — $50,000 from John D. Rockefeller toward construction of a YMCA building. Now, one of Tech’s newest gifts is $50,000, along with a $50,000 pledge, from one alumnus, to refurbish that old building and give it new function.

Volume 52, Number 1. And there will be (more). The Georgia Tech Alumni Magazine is back because Georgia Tech and its alumni deserve to have it back. Let us know how you like it.
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This cover illustration of Bobby Dodd was painted by George Parrish and appeared in Atlanta Magazine in 1962.

It's (more) For The Alumnus ........................................ 1

"There is nothing I would change"
Bobby Dodd near retirement ........................................ 4

Making It In Business
Tech alumni head major corporations
across the country .................................................. 12

Definitely not Peanuts
An alumnus runs for president .................................... 14

Alumni – Faculty House in the Future? .......................... 18

SAC 70 in '76 ............................................................ 19

Profile: Dr. Waldemar Ziegler ....................................... 20

The Georgia Tech Alumni Magazine is published twice yearly for active alumni by the Georgia Tech National Alumni Association, Atlanta, Ga. 30332.
An Institution within
the institute is retiring

By Bill Seddon

ROBERT L. DODD, known to some as the Tall Gray Fox, known to all as Bobby, the man who served Georgia Tech 22 years as head football coach, winning six Bowl games in six years and infuriating rival Bear Bryant by holding "drop-the-handkerchief" practices, the man who saw to it that his football players stayed in school and got their degrees, is retiring as Tech Athletic Director in July.

Bobby Dodd and Georgia Tech have been intertwined for the past 45 years, he having accepted employment as a backfield coach in 1930 while still a student at the University of Tennessee. He might have arrived even earlier had not his brother John, a Tech alumnus, warned him that he was "too damn dumb" to make it at Tech as a student.

"In Dodd We Trust" was a campus motto from 1945, when he succeeded Coach W. A. Alexander, until 1966, when he retired as head football coach for health reasons, but retained the post of Athletic Director he had inherited from his mentor when Coach Alex died in 1950.

Dodd's long dedication to one school is a modern sports marvel. During his years as head coach, and even before when he was an assistant, he turned down numbers of offers to go elsewhere, including to the fat city of the pros. He has witnessed countless students, coaches, professors, and even five college Presidents during his tenure.

"I feel that my life has always been very charmed," Bobby Dodd says now as he contemplates the relaxed contentment of retirement. "I was lucky to come to Tech. I married a wonderful girl here (Atlanta's Alice Davis, in 1933), met a lot of great people, and stayed here. There is nothing I would change. I don't even believe I wish I'd won more football games, because you spoil people when you win them all."

He won more than most, compiling a virtuoso record of 165 wins, 64 losses and eight ties, plus nine Bowl victories and four defeats. He was SEC Coach of the Year in 1951 and was named national Coach of the Year by the New York Daily News in 1952. He was head coach (continued)
A rare photograph of Bobby Dodd and his late mentor, Coach W. A. Alexander.

of the College All-Star teams in 1952 and 1953.

Dodd's coaching feats have overshadowed his prowess as a player, which was not slight. He was named to the National Football Hall of Fame in 1961 for his playing achievements.

Dodd's athletic career began on an unlikely note when he was 11 and played end at Kingsport High School in Tennessee. The nearest thing to a football midget, he was too small for a uniform, and dressed out in overalls. His forte was to wander onto the edge of the field, unnoticed by the other team, and catch passes for touchdowns. One such touchdown caused a large disturbance by enraged home team fans.

The following year Bobby beat out brother John for quarterback. After John went off to Georgia Tech, Bobby decided he'd try for an athletic scholarship too. But John told him, quite accurately Bobby agrees now, "You're too damn dumb to go to Tech."

"John knew that this was not the place for me to go to school, because I was a terrible student," Dodd recalls. Instead, he went to Tennessee, where Grantland Rice named him All-America as quarterback, he was co-captain of the basketball team, and a three-year letterman in baseball.

He still shakes his head at how finally he did come to Tech. Mac Tharpe, a former player who was assisting Coach Alex, was supposed to scout the University of North Carolina team in a game against Tennessee. But an automobile breakdown delayed his arrival until after the game, so he asked the Tennessee coach for a report. Coach R. R. Neyland told him to see his quarterback, because "he knows how to hurt them."

Tharpe found Dodd in a dormitory and got a better game report than he could have turned in had he seen it. He told Coach Alex,
who quickly decided, “Any player capable of doing that will make some school an outstanding head coach one of these days.” During the Christmas holidays young Dodd was lured to Atlanta, where Alexander and alumnus Chip Robert signed him as assistant coach for $300 a month, with a bonus of $600. “It was more money than I had ever seen,” he remembers, and very soon he carted his belongings to Atlanta, never finishing up or getting his degree from Tennessee.

“It was a fortunate crossroads of my life that brought me here,” Dodd reminisces of that trip to Atlanta, which brought frustration to Tennessee’s Coach Neyland, who also never coached anywhere else but at Georgia Tech. “He wouldn’t let me leave here. I had an offer (in the late 1930’s) to be head coach at Florida, and I wanted to take it, because I was ambitious and thought I knew enough to be a good head coach. But Alex said no, my future was here. You always listened to Coach Alex. I stayed his assistant for 14 years, and I got impatient, but he treated me too good to leave.”

Dodd remembers Alexander as “a man with high ideals, a very dominating person. Once he got provoked with his athletes because they were floundering around, and didn’t want ‘to go to class or get an education. So he didn’t give any scholarships for about three years. The result was we took some bad lickerings in those years. Then he started giving aid again, but only to those who would study. Gradually we built back up until we had a Bowl team in 1939, our first since 1928. We beat Missouri in the Orange Bowl.”

Alexander retired after 24 years as head coach in 1944, turning his fulltime attention to athletic directing, and Dodd’s ambition was finally realized. But his first team, drained by loss of players to the
BOBBY DODD has witnessed a lot of changes in his 45 years with Georgia Tech, in people, in places, in customs.

"I've seen a lot of Presidents go through here," he reminisces. He has served under the administrations of Dr. Marion L-Brittain, 1922-44; Colonel Blake R. Van Leer, 1944-56; Dr. Edwin D. Harrison, 1957-69; Dr. Arthur G. Hansen, 1969-72; and Dr. Joseph M. Pettit, President of Georgia Tech since 1972. "There were a number of big changes under them," Coach Dodd recalls. "When Brittain retired and they brought in Colonel Van Leer, an Army man, he fought harder for funds for buildings and the physical plant. Harrison started upgrading Tech academically. They called it better, but it hurt me because it was harder to get athletes into school. This trend continued with Hansen. And now Dr. Pettit is continuing to upgrade academics."

Among the custom changes he has seen are Tech's acceptance of coeds and black students. He took his team to the 1956 Sugar Bowl to play Pittsburgh, which had a black player, despite protests from the Governor of Georgia and a White Citizens' Council.

But he also remembers when Georgia Tech could not play against Negroes. In 1934 Coach Alex scheduled a game against Michigan — the team that President Ford played on — but found out when he got to Ann Arbor that Michigan had a black player. "The Michigan coach was going to very quietly bench the boy for our game," Dodd recalls, "but the students heard and demanded that he play. Alex knew there would be an uproar back home if we did. Finally a compromise was reached — we benched our regular right end, and they benched theirs, the black player. Our boy resented it very much, and carried that resentment a long time. But that far back we couldn't have played against a black without everybody screaming bloody murder." It is one of Bobby Dodd's few unhappy memories of his days with Georgia Tech.
A number of Bobby Dodd's players and assistant coaches have made their own names in the head coaching ranks, including Pepper Rodgers, left, and Frank Broyles, right.

players to study and to get their 
degrees—pushed a little harder,
he confesses, because he never did 
get his own—and felt an obliga-
tion to help them. If a scholar­
shiped player turned out not to have 
the ability to play, Dodd would let 
him keep his scholarship. Once a boy

Football has changed much 
since Bobby Dodd's coaching days, 
and not always for the better, he 
believes. One thing he misses is 
the quick-kick, now almost extinct. 
"It had a lot of advantages—the 
good punt return man was not 
back there waiting, and there was 
no runback. And the way we 
kicked it we'd get a 30-yard roll, 
ending up with a 60-yard kick 
with no return. The pros changed 
things—with third down on their 
own 10 they'll pass. We wouldn't 
think of it. I think our old philos­ 
ophy is still good. I'd punt more."

Playing for Tennessee Dodd 
once punted out-of-bounds on the 
Alabama one-foot line. Tennessee 
got a safety and won 15-13. As 
coach he placed great stock in 
teaching his punters to kick out- 
of-bounds. "But today they always 
go for the field goal. They don't 
put the opponent in trouble, in a 
hole where he will make mistakes."

College athletes have changed, 
too. "The athlete is much better 
today, a magnificent specimen. 
When I was in college nobody 
weighed over 200, and we never 
heard of anybody 250 pounds who 
didn't waddle. Now our freshman 
team has 10 or 12 players over 
230, yet they run faster than we 
could, and they're stronger. A lot 
of boys are running now what 
would have been a world record in 
my day. And in basketball there 
are players who score more points 
than my whole team."

But again, change is not always 
for the better: "The athlete today, 
however, doesn't have the keen 
desire to play football as the boy 
in my day. Now he has automo-

In 1952, pre-season practice 
another player clearly out-kicked 
Georgia Tech sophomore Pepper 
Rodgers. While the other's place-
ments flew gracefully end-over-end, 
Rodgers' efforts were said to have 
spun crazily like dying ducks, with 
a last gasp making it over the 
crossbar.

On the eve of the first game 
the other coaches were unanimous 
that the other player deserved the 
field goal job. But Dodd was not 
satisfied. He called them in sepa-
rately to ask how they thought 
they could handle it. "I'll try, 
coach," said the first. Then came 
Rodgers. "Coach, how many peo-
ple are going to be in the stands?" 
the fiesty fellow asked. Dodd told 
him 40,000. "I'll kick every one. 
I won't miss," Rodgers proclaimed. 
And Dodd announced, "You're my 
man."

Rodgers went on to become one 
of the great pressure kickers in 
college football, and set an SEC 
record for consecutive extra points. 
And now, of course, he's Georgia 
Tech's head football coach.

Typically he would tell parents, 
"We're not miracle workers but if 
you send us a good boy to Georgia 
Tech, we will send you a good boy 
back home." He also sent home 19 
All-Americas.

Coach Dodd still counts Tech's 
7-6 victory over Alabama and Joe 
Namath in 1962 as his most satisfy-
ing. "There was a lot of rivalry then. 
Coach Bryant and I were friends, 
but we differed greatly. He was for 
tougher practices and more condi-
tioning, yet we both achieved the 
same end, and it sure was a lot more 
pleasant to play here. I told my 
boys, 'You're not going to get your 
head beat in and be browbeated and 
cursed. You're going to be taught 

BOBBY DODD has always had a 
good press. Reporters and sports 
editors always knew he would 
make time for them, and they 
would get a story from him. Jim 
Minter, then executive sports editor 
of The Atlanta Journal, now man-
aging editor of The Atlanta Con-
stitution, wrote on the day Dodd 
retired as head football coach: If 
he'd learned to type, some of us 
would have been out of a job. He 
could do everything else."

Minter gave Dodd the highest 
compliment within a reporter's 
power to give: "When it came time 
to get the news for the paper, he'd 
give it to you straight."
some pride and when Saturday comes you are going to play well."

For pride in playing well, his last team, the 1966 Yellow Jackets, remain one of his favorites. They went 9-1, much better than expected, "simply because they put more into the game than they had to give."

Dodd once said the 1966 team, his last as head coach, was his all-time favorite. He still says so, but adds, "So was '47. And those '50's years when we won six straight Bowls, there were a bunch of favorites in there."

He is equally reluctant to name any "best" players from his 19 All-Americas, but does single out George Morris '52, and Larry Morris, '54, (unrelated), both centers, and halfback Paul Rotenberry, '56. And Clint Castleberry, the "small but terrific" halfback who played only one year — his freshman year — before joining the service in 1943 and dying in World War II.

WITH FAMILY AND FRIENDS

Now Bobby Dodd is facing the happy prospect of relaxing with his memories in retirement, keeping up a heavy tennis schedule, and spending a lot of time with his family.

"I've always been very close to my family, although during football season I didn't get to see as much of them as I'd like. But the kids came to the games and sat on the sidelines and I took them on all our trips and to the Bowls. To this day I am real close with my children. Bob Jr. is 34 and we play tennis and fish and play bridge together; I probably see more of him than his friends his own age do." (Bobby Dodd the younger was a good football player and good student who once wanted to come to Georgia Tech, but was dissuaded by his father. He got a scholarship and played for Florida.)

"On weekends I go up to a lake in Dallas with my daughter Linda and her children and fish and catch bullfrogs and catch rabbits," Dodd continues. "And I play tennis almost every afternoon with my cronies for years — Bitsy Grant, Tom Bird, Hank Crawford and Joe Becknell. Joe and I have a record I am very proud of — he is 37, and we play doubles together in the "Junior Vets" Division, 35-year olds. We've been to the finals of the state tournament two years in a row, and I'm 66."

Dodd plays his tennis at the public Bitsy Grant Tennis Center, where he and Bitsy are regular partners. After tennis, they play bridge for an hour or so until the center closes, for a fifth of a cent a point. Usually Bitsy is his bridge partner against Crawford and Dr. Glenn Dudley.

"I lead a very pleasant life right now," Dodd muses. "I hate to think about leaving Tech. I've been here 45 years. I've been in organized athletics since I was 11 years old. It will be unusual not to have an active association with Tech.

"My health is real good. I've been very fortunate, able to run around and compete in tennis with 35-year olds. My life at Tech has been very happy. I never had a contract, never had to ask for a raise, they always treated me fairly.

"I feel that my life has always been very charmed. I've been lucky, although I feel the Lord has to help you out in certain instances and get you out of some holes. I have no regrets. None whatever. There is nothing I would change."
MAKING IT IN BUSINESS

A recent South Magazine survey disclosed that more chief executive officers of the South's 200 biggest companies attended Georgia Tech than any other school. But, Tech alumni company presidents and board chairmen are not limited to the South—they head corporations across the country. Meet a few.

By Suzanne Jeffrey

DAVID S. LEWIS, JR.

A GEORGIA TECH GRADUATE who has harbored a fascination for airplanes since boyhood is now president of a company that recently made headlines for negotiating "the arms deal of the century."

General Dynamics's David S. Lewis, Jr. has been personally credited in business circles for winning the Pentagon's multi-million dollar order for Air Force jet fighters. That was in January, 1975, five years after he accepted the company chairmanship at a time when General Dynamics Corporation was caught in a financial slump.

Lewis says the $4.3 billion contract to build 650 YF-16 planes injected "new life" into the company's Fort Worth plant and created 50,000 jobs nationwide.

Six months later General Dynamics received a $2.6 billion order for 350 more YF-16s from four nations of the North Atlantic Treaty Alliance — Belgium, Holland, Norway and Denmark. It was a blow to the YF-16's competitor, the French Mirage I, Lewis points out. On June 10, 1975, Defense Secretary James R. Schlesinger signed the accord concluding the European purchase. Future purchases by other nations are anticipated.

"For stability of the company, you can't beat government business in hard times," Lewis has said of the deals.

Since October, 1970, Lewis has been chairman and chief executive officer of General Dynamics Corporation, this year listed 98th among Fortune's 500. He became president in April 1971.

Prior to joining General Dynamics on the recommendation of a man who controlled enough stock to hold five seats on the board of directors, Lewis had worked his way to the top at McDonnell Aircraft Corporation in 24 years: He started with the firm as an aeronautical engineer in 1946 and had no less than eight titles of increasing responsibility before being appointed president in 1962, a position he continued to hold in the new McDonnell Douglas Corporation, formed in 1967 by the merger with Douglas Aircraft Company.

While the 58-year-old Lewis knew early in life that he wanted to be an aeronautical engineer and sought a degree from Tech for that reason, he had no idea where his ambition would lead. "I never visualized where I might be. I'm a lot further along than I would have anticipated."

Today he is president of the world's largest submarine company and highly diversified manufacturer of aircraft, coal, asbestos, construction materials and ships. One of the company's products, a liquefied gas ship, is "three times as long as Grant Field," according to Lewis.

The son of a civil engineer born in North Augusta, S. C. and raised in Charleston, Lewis attended the University of South Carolina from 1934-37 before transferring to Tech, where he received his B. S. degree in aeronautical engineering in 1939. His first job as an aerodynamicist was with the Glenn L. Martin Company in Baltimore, Md., (continued on page 22)
DILLARD MUNFORD

"THE MAIN THING I learned at Georgia Tech was that I damn sure didn't want to be an engineer."

The Tech alumnus who made that remark inherited the humorous outlook of his grandfather, Charles Henry Smith, a writer from Georgia who used the pen name of Bill Arp.

Indeed, at 57 Dillard Munford is no mechanical engineer, although he received an M.E. degree from Tech in 1939. Rather he is president of Munford, Inc., a $238 million business that operates Majik Markets, World Bazaars and Wish Bone Fried Chicken stores in 22 states—not to mention Munford Do-It-Yourself stores, gasoline stations and refrigerated warehouses.

Munford credits Tech for instilling in him a sense of self-discipline.

"I'm not sorry that I went to Tech. It offers good discipline and training no matter what business you enter. I earned more money in my last year at Tech as editor of the Technique, as a basketball player and as an employee of the Athletic Association than I did during my first two years out of school," Munford recalls.

Much of the money he made in college was used to repay a loan that had financed his education.

The son of a farmer from Cartersville who graduated from Tech in 1903, Munford decided early in life that he wanted to be his own boss.

"I always figured I wanted to try my hand at running a business," says Munford.

(continued on page 22)

MARVIN G. MITCHELL

A TECH ALUMNUS who is now a corporate executive has discouraged his son from seeking a position with the company he heads.

"I wouldn't let my son work for Chicago Bridge and Iron," says Marvin G. Mitchell, chairman and president of the firm.

He believes the legacy of self-determination is one of the most valuable gifts a parent can impart to his offspring.

"It's a great feeling to know that you can make it on your own," reflects Mitchell. "For him—or anyone—it is the best thing in the long run."

Marvin G. Mitchell, III graduated from Tech in 1968 and is now a sales engineer for Anning-Johnson Company, a commercial specialty subcontractor in Atlanta.

A product of Georgia Tech and the Great Depression, the elder Mitchell remembers how it felt to be raised at a time when Americans were consumed by the need for financial security.

That need pervaded every facet of life, including life as a student on the Georgia Tech campus.

The pressure to compete for a diploma and the job after graduation began to be felt, he says, when students were reminded that "One out of three of you won't be here at the end of the year." It was a bleak prediction of what would certainly ensue if a student didn't take the challenge of education seriously.

"I knew it was strictly up to me to make the choice about what direction my life would take," Mitchell recalls.

He remembers being awed by the bustling city atmosphere of Atlanta after growing up in the tiny South Georgia town of Quitman, where his father owned a modest hardware store to support his wife and five children.

In 1939 he graduated from Tech with a degree in Civil Engineering and used the placement services of Tech, "pretty primitive at that time," according to Mitchell, to land his first job in Birmingham, Ala.

"Tech was one of the few schools then that made any effort at all toward finding employment for their graduates," says Mitchell.

The placement procedure in those days was a relatively impersonal operation in which students' resumes were mailed to companies seeking employees. Mitchell recalls

(continued on page 24)
It was a Sunday evening at the Omni in Atlanta and an already bustling full house of young people were stirring in their seats in unstifled anticipation of a rock concert by the Allman Brothers. Backstage, the brothers Allman and their musicians were having a jazzy jam session to heat up for the show. Everyone present looked the part — long hair, pop modern dress, flamboyant — except one; the gentleman sharing the bench with the piano player wore a dark blue suit, blue shirt, and an Establishment tie.

But Jimmy Carter was popping his head in perfect time to the music.

Later, after the former Governor of Georgia had chatted with and charmed nearly everyone in the room, Greg Allman expressed pride in Carter's fierce campaign for the Presidency and asked him to stick around to meet his new wife, Cher. As it happened, Carter didn't wait to meet the famous television star; it was Sunday, getting late, and he needed his rest. But the main reason was that his mission was accomplished; he had spent thirty minutes with a famous band which reaches millions of young voters and he had made his customary impact.

James Earl Carter, Jr., who attended Tech in 1942, will have made 250 speeches in forty or more states by the end of this year and the impact he has upon audiences has surprised even his most severe critics. While still Governor in 1972 he made up his mind to run for the Democratic nomination for the Presidency and he has been running hard.

He says the decision was simple: He wants to be President, saw no Democratic candidate with a better chance than he, and decided to hit the trail early and with force. (More objective observers feel that Carter saw no other course for his continuing political future. He couldn't succeed himself as Governor, was unwilling to run, Maddox-style, for Lieutenant Governor, and saw no chance to unseat Herman Talmadge in the U.S. Senate.)

Born in 1924 near Plains, Georgia — population 700 — Carter set an early pattern of diligence and consistency. Though born in the heart of the Black Belt at a time when blacks were not even allowed to knock on the front door, Carter refused to serve on the White Citizen's Council and voted with his family against segregating the Baptist church. After serving in the Georgia Senate he jumped into a "hopeless" campaign for Governor in 1966. Since John F. Kennedy still evoked a popular image, Carter's advertising counselor, Gerald Rafshoon, affected a Kennedy image for his candidate, and Carter ran a surprising third. John Dennis of The Nation says of him now: "He looks as Kennedy might have looked had he worked for a living."

Carter has worked for a living. A peanut farmer who earned roughly $80,000 last year, he grew up working the land with his hands and on a recent weekend was relaxing in Plains by doing the same thing. He was the first of his family to graduate from high school, and his is the fifth generation of Carters to live on this land. He received an appointment to the U.S. Naval Academy from Congressman Stephen Pace (Tech, Class of 1912) and prepared for Annapolis with three quarters at Tech. A superior student at both schools, he graduated from the academy in 1946 and ranked 60th in a class of 823 cadets.

"I wasn't a member of a fraternity at Tech," he says, "but I had most of the benefits. My navy supervisor thought I ought to concentrate on my studies and thought a fraternity might be distracting. I had the best of both worlds by living with the KA's.

"My biggest adjustment at Tech was not so much to the school as to living in the big city of Atlanta. As it turned out, I loved every minute of it."

After graduating from the Naval Academy he remained in the service for eleven years. He became known as one of Admiral H. G. Rickover's "boys" and studied advanced physics at Union College in Schenectady, New York. His father died in 1953 while Carter was commanding the atomic submarine "Sea Wolf" and he retired from the Navy to work the farm in Plains. He had already married the former Rosalynn Smith, whose family has...
Definitely Not Peanuts

Townsend

even deeper roots in Georgia, and they banked $200 from the first year of farming.

Following his healthy showing in the 1966 Democratic primary, Carter ran for Governor again in 1970 and was elected against strong opposition. His four-year tenure was marked by forceful executive management and controversy, and the two were in some ways intertwined. As Governor, he set about a massive reorganization of the state's cumbersome bureaucratic agencies. Teams of businessmen and government specialists visited more than thirty states to study structural and management improvements before Gov. Carter made his move. When he did, it was with typical drive and force: During his administration, state agencies were reduced from about 300 to 22.

The biggest single strike was to combine welfare, health, and related matters under the large banner of Human Resources. The Carter administration broke up Georgia's huge warehouse for the insane in Milledgeville (which housed as many as 12,000 patients at once) and, despite some spirited opposition, moved about half of the patients into small scattered community centers.

His administration doubled the number of alcoholism clinics and established the state's first drug-abuse treatment centers. He moved strongly in the field of prison reform, the hiring of qualified blacks, and instituted a pilot kindergarten program. But the big move was the establishment of the Department of Human Resources, a giant with more than 15,000 employees. The idea proved controversial from the start and its ultimate wisdom is still to be determined.

In his inaugural address, Carter laid a foundation which drew applause from the national press and from most Georgians. The key words were:

"I say to you quite frankly that the time for racial discrimination is over. . . . No poor, rural, weak, or black person should ever have to bear the additional burden of being deprived of the opportunity for an education, a job, or simple justice."

In his formal opening speech as a Presidential contender, Carter identified himself as "a farmer, an engineer, a businessman, a planner, a scientist, a Governor, and a Christian." No one who knows him can doubt those credentials; the only question is whether they are sufficient, along with his drive, to get him nominated.

He is a tireless and extraordinarily effective campaigner who has set aside 250 campaigning days for himself and another 100 days for his charming and attractive wife. Carter is best before small groups; he is not a Rooseveltian speaker. At 51, trim and in excellent physical condition, he is up with the chickens and still believes in meeting factory works at the gate. Using that old-fashioned device and possessing a valuable knack for getting on television, he has left a great many states in a good frame of mind. Following his natural political instincts and the advice of a sound staff, he has been impressive in dealing with the political leaders in state after state. He still has a way to go, but he has been able to soften the doubts of many old pros in the national press. Whereas the writers first wrote him off with a grin, most— from the Wall Street Journal to the syndicated columnists—now consider (continued)
Jimmy Who: "a farmer, an engineer, a businessman, a planner, a scientist, a governor, and a Christian."

(PHOTOGRAPHS BY CHARLES RAFSHOON)

16 GEORGIA TECH ALUMNI MAGAZINE
him to be at least a serious candidate and an effective campaigner. While most consider his chances of nomination to be, at best, "distant", not one who has spoken with him personally considers him to be insincere, nor does anyone regard him as simply a "favorite son".

Nor is he running for President merely in the hopes of getting on the ticket as Vice President. "I intend to be President," he says flatly. "I'm the only Democrat who can really challenge [George] Wallace, and I plan to do that in his home state, my home state, and wherever he runs. I am not interested in being Vice President."

Some see that as a standard political disclaimer, but close supporters believe it. One key staff member put it simply: "He's giving two years of his life to this campaign, and so are some of the rest of us. . . and not for a lot of money. I wouldn't do that if I thought he was running for Vice President. Besides, look at his history. Jimmy never has been one to settle for a second spot."

Nevertheless, the former Governor has not issued a Sherman-like statement on the Vice Presidency, perhaps because such a statement would be unacceptable to his growing body of political supporters.

His biggest problem may be money, but he's doing better than some even in that important category. Carter has raised more than a half-million dollars through the first nine months of his campaign and showed a $14,000 deficit — relatively minor — during the third quarter. He is making significant progress in qualifying for matching federal money in several states.

The next biggest problem would have to be George Wallace. Wallace still leads in the polls and, at the same time, is bringing in contributions as though he were minting the money. But Wallace could also be the prime reason for Jimmy Carter becoming a leading candidate instead of a "dark horse": If he can beat Wallace in the Southern states, or even make a strong showing in Alabama, Georgia, and Florida he would have to be considered a serious alternative to the Alabama Governor. And Carter thinks he can do just that.

He isn't boasting when he says it, just confident: "I am the only candidate who can beat Wallace in the South."

One citizen who emphatically believes in him is a delightful septuagenarian down in Plains, Georgia, Mrs. Lillian Carter. His 77-year-old mother fully expects Jimmy Carter to be the next President of the United States. Of course, she is a lady with more than average spunk. Mrs. Carter served two years as a nurse in India in the 60s; very few such ladies who are nearing seventy join the Peace Corps. Still exceptionally alert, she asked in a recent conversation: "Tell me, if not Jimmy— then who? Can you name me a better man?"

There is no question that he sincerely believes that he can be elected, and some people who once snickered at the notion are beginning to agree. When he first ran for Governor in 1966 there were a lot of people in Georgia who were saying, "Jimmy Who?". The staff immediately made up campaign buttons with "Jimmy Who?" on them and made good use of the phrase. The same thing could happen in New Hampshire and a few other states.

In any event, this Georgia Tech alumnus is making his name known throughout the country.

Jimmy Who, indeed. ▲
A Georgia Tech Alumni-Faculty House looms over the horizon.

A committee of the Alumni Association Board of Trustees is exploring various sites, designs and functions for the Alumni-Faculty facility, which will probably be accomplished through remodeling of the old Tech YMCA building on North Avenue.

Cost estimates have not yet been set, but range upward from $500,000. One alumnus has donated $50,000 for the project and has committed another $50,000 for it.

Many details remain to be settled, Committee Chairman Robert E. Eskew says, but he is hopeful that construction will begin during this fiscal year.

Among the design and function questions the committee is grappling with are whether the Alumni-Faculty House should have sleeping accommodations, full food and beverage service or catered service, and certain administrative offices. Opinions from all alumni are invited.

Pictured on the steps of the YMCA building are committee members (top row, left to right) Otis A. Barge, Jr., James D. Blitch, III, Alumni Association Executive Secretary W. Roane Beard, Jere W. Goldsmith, IV, (bottom row) Thomas H. Hall, III, David M. McKenny, Robert E. Eskew, and Campus Architect David Savini.
Patience be rewarded — the start of construction on Georgia Tech's long-awaited Student Athletic Complex (SAC) was a cause for celebration October 7.

SAC is being built on 14 acres between Tech Parkway and Ferst Drive, south of Sixth Street. Expected completion date is early Summer, 1977.

The Callaway Foundation is contributing $2.5 million toward construction, with the State of Georgia putting up the remainder of the $5.4 million total allocated for construction, architects' fees and other expenses. The facility will be named the Fuller E. Callaway III Student Athletic Complex, after the Georgia Tech alumnus.

Participating in the Oct. 7 ceremony on the SAC site were University System of Georgia Chancellor George L. Simpson, Jr.; Georgia Tech President Joseph M. Pettit; Fuller E. Callaway, Jr.; Carey Brown, former Student President who led the first movement for the SAC facility; and present Student President Steve Fox.
Dr. Waldemar T. Ziegler likes to reminisce about the days when he knew personally many of the men whose names are immortalized on the buildings at Georgia Tech.

"The history of Tech is embodied in those names. They made it what it is," says the 65-year-old Regents' Professor of Chemical Engineering, who has spent 34 years of his life at Tech as a student and a professor.

Dr. Ziegler first came to Tech as a freshman in 1927 and left five years later with an undergraduate degree in Chemical Engineering. He was one of seven sons of German immigrants, all of whom graduated from Tech. His brother Frank played fullback for the Yellow Jackets in 1947-49.

For her role in increasing Tech's ranks, Mrs. Elizabeth Ziegler, the professor's mother, was made an honorary alumna of Tech. His father, Theodore Ziegler, now deceased, was a mechanical engineer born in India of German missionary parents.

After receiving Master's and Doctoral degrees in chemistry from Emory and Johns Hopkins University respectively, and working as a research chemist during World War II, Dr. Ziegler returned to Georgia Tech as an associate professor in 1946.

The slight, gray-haired educator recalls the "idealistic notions" that were a factor in his decision at age 36 to accept a teaching position at his alma mater.

"I wanted to return to teaching and contribute my efforts toward the South," says Dr. Ziegler. In his talks with Dr. Jesse W. Mason, former head of the Chemical Engineering School for whom Tech's new Civil Engineering Building is named, and Dr. Gerald Rosselot, a past director of the Engineering Experiment Station, Ziegler "got the feeling I would be able to do what I wanted to do and I have been delighted ever since."

What he has enjoyed doing for the past 29 years is teaching and advising students and conducting research, concentrating on thermodynamics and cryogenics, the study of the properties of materials at low temperatures. One current application of his field lies in the design of space equipment, though Dr. Ziegler counts himself among that breed of scientists who are primarily interested in learning more about the universe, "research for research sake," rather than applying it to a specific problem.

In 1969 Dr. Ziegler received Tech's Outstanding Teacher Award and in 1953 was recipient of the prize for excellence in research given annually by the Georgia Tech Chapter of the Society of Sigma Xi. He is a member of the board of directors of the National Cryogenic Engineering Conference.
On one wall of his office hangs a portrait of Albert Einstein, the scientific genius whose "search for understanding was concerned with very fundamental things out of which have come some surprising applications," Dr. Ziegler declares.

No less an influence in molding his life was John Lawrence Daniel, a former dean of Tech's Graduate School, for whom the Daniel Laboratory Building which now houses the physical education department is named. Daniel, who encouraged him to apply for a fellowship, was "responsible for my going to graduate school," Ziegler says. "I found out it was really what I wanted to do—I just didn't know it at the time."

A favorite poem of his is one by Robert Frost, "The Road Not Taken." "Looking forward, one can't anticipate what will happen, but looking back I can see these things all fitting together," he muses.

In the years since Ziegler arrived at Tech as a professor, he says the thrust of Tech's purpose has changed from primarily a teaching orientation to one where "the graduate program in research is viewed as an integral part of what Tech is all about."

The role of research, he recalls, first came into its own with the succession of Blake R. Van Leer as the fifth president of Tech in 1944.

"It's difficult for people to appreciate how Tech was years ago, compared to how it is now," asserts the amateur historian. "We are still way behind many other universities in terms of research. It's hard to catch up in thirty years with schools that have been around much longer," he believes.

The physical complexion of Tech has changed notably since 1925 from a small, rather unimpressive campus to the sprawling 276 acres it encompasses today. He remem-

(continued on page 24)
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David S. Lewis
(continued)

where he worked until 1946 when he moved to St. Louis, Mo. to become chief of aerodynamics with the McDonnell Aircraft Corporation.

Lewis' oldest son, David S. Lewis, III, is a senior in aerospace engineering this year at Tech. "He'd like to take my job if he could get it, but it's not good to start out that way," Lewis believes. He expresses pride in his children, who "are all interested in participating, in things other than themselves."

A broader problem than the energy shortage, he maintains, is the lack of understanding in the American economic system exhibited by many elected officials and the public in general. "If Americans could understand the complexity of where we are, they would rebel," he declares.

He says he respects consumer advocates like Ralph Nader, who will be the keynote speaker at Georgia Tech's Intersect '75 program on October 31, but feels the public should be exposed to "both sides" of an issue, whether it be consumer protection or any other object of controversy.

When Lewis isn't representing his company, favorite forms of relaxation include reading, playing golf, and travelling. Business-oriented material consumes a considerable amount of his reading time, but he also enjoys history and spy novels. A seasoned traveller who has journeyed many times to Europe and the Far East, the soft-spoken, distinguished-looking businessman prefers his Sea Island, Ga. home to any other place he's visited. There his family occasionally escapes the feverish pace of St. Louis city life.

Lewis is a director of the Bank America Corporation and the Ralston Purina Company and a fellow of the American Institute of Aeronautics. He is a member of the executive committee and the board of governors of the Aerospace Industries Association and a member of the National Academy of Engineering. He is active in civic affairs in St. Louis, where he moved General Dynamics' headquarters from New York in 1971.

Currently he is also a member of Tech's National Advisory Board.

Lewis and his wife Dorothy have four children: Susan (Mrs. Robert M. Lindblom), David, Robert and Andrew.

Dillard Munford
(continued)

Today he is chairman of the board, president and chief executive officer of Munford, Inc., a diversified chain of retail stores and service outlets operating in 22 southeastern and midwestern stores, employing over 6,500 persons.

Since 1946 the history of the company has been one of steady growth.

Munford notes that "the bottom of my business life mentally" was early in his career as an entrepreneur, when fire destroyed the company's first office building, a poorly constructed edifice on Confederate Avenue. "We were back in business within 33 days, but it took 33 years off my life," he quips. Newspaper headlines carried the story of a $1 million fire based on the "facts" given to a reporter by a fireman at the scene, he relates.

Munford's luck seems to have changed for the better after that episode. Initially a manufacturer of rock wool insulation, the company expanded into contracting and later into retail stores.

The first Munford Do-It-Yourself Store, opened at Piedmont and
Cheshire Bridge Road in 1952, featured primarily “leftovers” like insulation and floor tile from the company’s large construction projects. “We found out people didn’t want them,” says Munford, who eventually got out of contracting and made the sale of hardware and building materials part of his business.

When sales were faltering in those early times, signs like one placed in a Buckhead store reading “We guarantee your work — if not completely satisfied we will refund your money on all materials” helped boost business. “It was psychological, but it worked,” says Munford of his ad campaign.

In 1962 Munford Company was merged with Atlantic Ice and Coal Company of Atlanta, which was selling ice and coal in mule-drawn wagons in 1909. Atlantic eventually became Jackson-Atlantic, Inc., with the acquisition of Jackson’s Minit Markets, and in 1971 stockholders approved the change of the corporate name to Munford, Inc.

The company’s present office building on Brookwood Drive, NE, is located on the site of one of Atlanta’s several barns that once housed as many as 200 mules.

Munford, Inc. operates over 1,375 Majik Markets alone, and lately has been opening stores at the rate of 100 per year, with current sales up 10 per cent over last year and recent expansion into yet another state, Pennsylvania.

A dairy-processing operation, Farmbest, is the company’s newest acquisition, expected to increase total sales to $350 million in 1976.

A self-avowed advocate of one’s “corporate obligation to the city and the community,” Munford is immediate past chairman of the Metropolitan Atlanta Commission on Crime and Juvenile Delinquency and a trustee of Morris Brown College, in addition to holding other positions.

He has had first-hand experience with crime. Last year Munford, Inc. lost $500,000 from thefts and $3 million at the hands of its employees, the executive says.

The relationship between city government and business, he feels, is a “terrible” one, so that participation in politics is “something you have to do.”

Munford has also supported Democratic candidates like state Sen. Herman Talmadge, who received Morris Brown College’s first Man of the Year Award October 10 at a $100-a-plate dinner at the Marriott Motor Hotel.

The Majik Market mogul has garnered the respect of his peers.

He has served as International President of the Young Presidents’ Organization and as Southern Division Vice President of the National Association of Manufacturers. He is a member of the Chief Executives Forum and the State Commission on Compensation for Georgia.


When Dillard Munford needs to relax, he has a variety of options. He might attend an Atlanta Flames game (he is one of eight owners of the NHL hockey team) or go hunting for grouse in Scotland. He also enjoys tennis, golf and fishing.

Munford still returns to Tech’s campus annually to participate in the Industrial Management Seminar and to speak to Mechanical Engineering students.

The Tech alumnus lives in Atlanta with his wife, the former Lillie Shepherd Davis. They have five children and "three and a half" grandchildren. His brother Sims was an M.E. graduate in Tech’s class of 1935; his son-in-law is also a graduate of Tech.

GEORGIA TECH ALUMNI MAGAZINE 23
placed by elevators. "It was less impersonal then," reflects the soft-spoken professor.

Even after he retires in two or three years, Dr. Ziegler says he will continue to write up his research and possibly conduct further experiments. To date he has authored or co-authored more than forty publications.

In his retirement years the Regents' professor says he will have more time for other activities he relishes, including photography and traveling. Over the years Dr. Ziegler has had considerable opportunity for extensive travel in the United States and in Europe. He is a former consultant for the National Bureau of Standards in Boulder, Colo.; a "large contingent" of Zieglers still reside in West Germany; and his eldest son John, a Tech graduate, received his doctorate in mathematical physics from the University of Dublin, Ireland this summer.

The professor is a member of Georgia Tech's Executive Board, vice-chairman of the Georgia Tech Athletic Association and chairman of its finance committee; and a member of the Board of Directors of the Georgia Tech Wesley Foundation.

He had the honor of representing the faculty of Georgia Tech at the inauguration of Dr. Joseph M. Pettit, President of Tech, on May 17, 1972.

Dr. Ziegler calls himself "an inveterate accumulator of things." He hastens to add that most of these things, like a piece of green marble he brought back from Ireland, are particularly valuable for the memories they evoke.

Another son, Robert, is studying medicine at Duke University and his daughter Ellen lives in Canton, Conn. He and his wife, the former Martha Ellen Holt, reside in College Park.

The professor is a member of Georgia Tech's Executive Board, vice-chairman of the Georgia Tech Athletic Association and chairman of its finance committee; and a member of the Board of Directors of the Georgia Tech Wesley Foundation.

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Waldemar Ziegler
(continued)

bers when commencement exercises were held "among the trees" in front of the Administration Building, which once boasted "a marvelous circular staircase" now re-

Marvin G. Mitchell
(continued)

that he received several offers, including one from a government agency that paid more money than the job he accepted.

The job he accepted was with the corporation he now heads, where he started as a Junior Engineer and steadily advanced to the position he holds today. In addition to Birmingham and Chicago, he has moved with the company to Baton Rouge, La., Tulsa, Okla., and Atlanta.

Once a man of ambition reaches the top rung of the corporate ladder — what then?

When Mitchell became president of Chicago Bridge and Iron in 1969, he received a "letter of condolence" from a friend commiserating with him over the fact that there would be no more promotions. Now, says the company executive who also became chairman in 1973, "I just do the best job I can."

Chicago Bridge and Iron no longer builds bridges, having found the business to be unprofitable by the early 1900's when the company began producing elevated water tanks. Now the firm is engaged in the design and construction of metal plate structures such as oil storage tanks, with offices in the United States, Japan, Canada, Australia, Germany and Brazil and construction headquarters in 20 other countries. Since 1960 the company has expanded its research into new areas — cryogenic storage systems for liquids and gases, reactors and containment vessels for nuclear power plants, and structures for offshore and underwater oil storage and drilling.

Mitchell, who recently testified before the U.S. House Ways and Means Committee on export taxation, says he participates in the political process "when I think I know something about it." He claims government is "always a decade behind" constantly-changing economic realities. "Not all Congressmen live in the real world," he asserts. The Republican supporter whose party loyalty vacillates on occasion says he feels no em-
From the birth of an idea at a luncheon meeting in January, 1974 to a lively club with an active membership of over 500 by December—That's the Georgia Tech Yellow Jacket Club. The purpose of the Yellow Jacket Club is to actively support the total athletic program at Georgia Tech. Membership is open to everyone and you don't have to be an alumnus to join. During the Club's first year of operation, we supported athletics at Tech in these areas:

- Donated the juke box for the Football Locker Room
- Co-sponsored the Spring Football T-Night Game
- Played an active part in the Recruiting Program
- Sponsored the 1st Annual Georgia Tech Basketball Banquet
- Organized several out of town football trips
- Sponsored the 1st Annual Georgia Tech Football Banquet as speakers

The 1975 Membership Drive began July 1 and, from all indications, we will have 1,000 active members to greet the Bull Dogs on November 29. The following officers and committee chairman were elected to guide the club this year.

President: Kim King
Vice President: J. Randall Carroll
Vice President: Jim Bell
Secretary: Steve Whisenant
Treasurer: Ronald E. King
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Public Relations: Turner Warmack
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Slinger Comm: Gary Deiters
Special Projects: Ty Sigmund, Jr.
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Recruiting Comm: Massey Clarkson
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Your membership entitles you to be a part of and attend Club functions, such as:

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- See films of out of town games
- Cocktail party prior to the Georgia game

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