

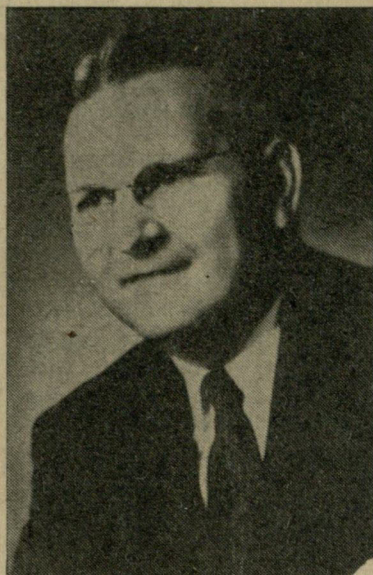
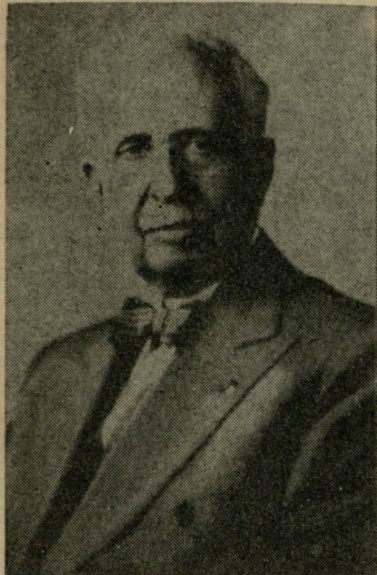
# University Signal

Beacon Light of Student Affairs

VOL. XI

ATLANTA DIVISION, UNIVERSITY OF GEORGIA, MONDAY, OCT. 6, 1952

NO. 2



Retailing Clinic speakers are (left to right) J. C. Penney, Chairman of the Board, J. C. Penney Co.; Marvin C. Lunde, National Advertising and Sales Promotion Director, Sears Roebuck & Co.; Dr.

Ole S. Johnson, Chairman of the Clinic and AD professor; and Gilbert L. Ward, Public Relations Director, S. H. Kress & Co.

## Retail Meet Scheduled For Oct. 15

Completed plans for the Fourth Annual Retailing Clinic to be held at the Atlanta Division, Wednesday, Oct. 15, were announced this week by Dr. Ole S. Johnson, Director of the Clinic and Chairman of the Retailing Concentration at the AD.

Sponsored each year by the Atlanta Retail Merchants' Association in cooperation with the Atlanta Chamber of Commerce, the Georgia Chain Store Counsel and a large number of businessmen's groups and trade associations, the Clinic affords businessmen, college students and teachers of business administration the opportunity to hear some of the nation's most successful retailers.

This year the Clinic will present six outstanding speakers (including one woman from New York and Chicago).

Five workshops on retailing problems, directed by leading merchants of the Southeast, will be offered simultaneously at the one-day session. In addition to the morning and afternoon sessions, those attending the Clinic will hear further talks at both the luncheon meeting and the evening banquet.

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**SCHEDULED speakers are:** J. C. Penney, Chairman of the Board, J. C. Penney Company, New York; Alfred P. Haake, Ph.D., Consultant to General Motors Corporation; Marvin C. Lunde, National Advertising and Sales Promotion Director, Sears, Roebuck and Company, Chicago; Robert A. Love, Ph.D., Director, Mid-Town Business Center, City College of New York; Claire N. Lang, Executive Vice President, Franklin Simon and Company, New York; and Gilbert L. Ward, Public Relations Director, S. H. Kress and Company, New York.

Dean George E. Manners of the School of Business Administration will preside at the opening exercises. The morning session will be directed by Grady A. Lee, President of the Atlanta Retail Merchants' Association.

"Better Retail Selling in '53" is the subject of the keynote address to be given by Marvin C. Lunde.

Having served 21 years in advertising and sales promotion capacities for Sears, Roebuck in Dallas, Kansas City, Oklahoma City and Chicago, Mr. Lunde is now a member of the Board of Directors, Advertising Federation of America, and of the Board of Directors, Sales Promotion Division, National Retail Dry Goods Association. He is also a member of the Committee on Advertising for the U. S. Chamber of Commerce, member of the Chicago Federation of Advertising Clubs, and the Chicago Television Council.

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**BANQUET SPEAKER** J. C. Penney will talk on "Some Lessons of a Merchant." He will be introduced by Charles H. Kellstadt, Vice President of Sears, Roebuck and Company. Toastmaster will be George F. Olsen, Jr., President of Lane-Rexall Stores.

With a lifetime of experience in the department store business, 77-year-old Mr. Penney is well qualified to discuss retailing problems. The J. C. Penney chain, established in 1902, now has more  
(Continued on page 3)

## AD HAS 'IT'

### Philosophy Professor Praises American Campus Enthusiasm

American universities have "it," according to Dr. Herbert W. Schneider, professor of philosophy at Columbia University now on sabbatical leave at the Atlanta Division.

"It," as he defines the term, means "esprit de corps" — a feeling rampant on U. S. campuses, but somewhat lacking in European universities.

In an exclusive interview with the SIGNAL, he stated that U. S. institutions of higher learning are signalized by an enthusiasm that covers both academic and social life on the nation's campuses. They take things in a calmer and more dignified fashion in Europe.

**DR. SCHNEIDER** is in a position to know about this "esprit de corps" since he has taught in universities in both this country and France.

However, after observing the European system while a Fulbright professor at the University of Paris in 1950, he states that French students are becoming interested in this American enthusiasm.

With the exchange of students and teachers after World War II, the business-like atmosphere of European universities is beginning to break down and school spirit is rising. One example of how this works is seen in the new international dormitories at the University of Paris. Each country represented on UNESCO has erected a dormitory to house its students, and these students are fusing their unique customs with those of the more staid French university.

Dr. Schneider firmly believes "that exchange of students and teachers is important. This promotion of international knowledge is fundamental to international understanding."

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**ANOTHER THING** that Dr. Schneider firmly believes in is the growing importance of business colleges such as the AD. He added that he finds the atmosphere at AD stimulating. It offers a chance to observe what is almost the beginning of a new educational trend. As he says, "The possibilities shown in the development of business universities are enormous."

He further stated that the trend today is for small privately endowed colleges to look to the larger state-supported schools for leadership.

Dr. Schneider's career has been outstanding in many ways. He was for some years assistant to John Dewey at Columbia. It was  
(Continued on page 3)



Dr. Herbert W. Schneider, professor of philosophy, now on sabbatical leave from Columbia University.

## General Council Announces Dates

Oct. 3—Sigma Kappa Chi, rush function at school lodge

Oct. 4—Alpha Kappa Psi

Oct. 10—Sigma Kappa Chi, date rush function outside school

Oct. 11—Delta Kappa, school lodge

Oct. 18—Sword and Shield, school lodge

Oct. 21—Kappa Theta, stag rush function, outside school

Oct. 25—Kappa Theta, date rush function, school lodge

Oct. 26—Delta Lambda Sigma, stag rush function, outside school

Nov. 1—Delta Lambda Sigma, outside rush function

Nov. 8—Chi Phi Theta stag rush function, outside school

Nov. 9—Delta Sigma Pi, outside school

Nov. 14—Sword and Shield

Nov. 15—Delta Kappa, outside rush function.

Dec. 5—Closed Contract Date, Chi Roh Sigma Winter Formal

## Fall Enrollment Data Forthcoming 3900 Predicted

By HARL PARKS

At press time official fall enrollment figures for the Atlanta Division were unavailable; however, a report before registration carried in an Atlanta newspaper predicted a drop of 1,500 for the University System as a whole, and stated that the official anticipated enrollment figure for the Atlanta Division was 3900. A subsequent item from the same source indicated that the registration for Monday, Sept. 17, alone, was 2000 students — a later verification placed this nearer 1500.

Viewing the situation unofficially, a good guess would bear out a figure in the neighborhood of the predicted 3900. This, if it follows, is approximately 900 less than the all-time high of 4,800 students who crowded the halls and ramps in the fall of 1950. Last year's enrollment for the same period was 4,183.

Registration figures for the summer quarter were 937 men and 620 women, making a total of 1,557. This showed a slight decline over the enrollment for the previous summer. The drop felt by many colleges throughout the nation was generally attributed to students coming of draft age entering the army, the progressively decreasing number of G. I. Bill students of World War II, and the low birth rate during the depression.

## Two New Courses Now Offered At AD

A course in landscape architecture is being offered this quarter by the Atlanta Division three mornings a week—Monday, Wednesday and Friday, from 10:00 to 11:25.

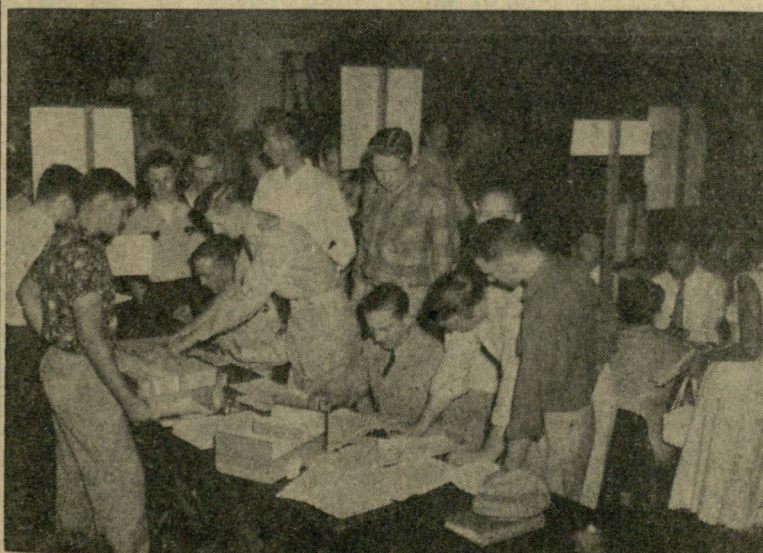
The instructor is Agnes Hornbeck, a graduate of the Department of Landscape Architecture of the University of Pennsylvania. The director of the course is Hubert N. Owens, Chairman of the Division of Landscape Architecture of the University of Georgia. Some of the lectures will be given by Professor Owens.

New in the way of subject matter to the AD, this course of study is patterned especially for the amateur, or home-grown, gardener. The course will be presented in the form of lectures, discussions and field trips. Emphasis will be placed on the development of student's appreciation of outstanding periods of garden design as a background for contemporary landscape architecture, and the application of these principles to everyday gardening problems.

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**SUPPLEMENTING** the lectures will be color slides, movies and exhibits of plans and scale models. Class trips will include visits to well-known estates and other outstanding examples of landscaping in and around Atlanta.

Professor Owens has done much in furthering the acceptance of good landscape practices in Georgia and the southeast.



AD students register for fall quarter — pictured above are some of the more than 1,500 students who signed up for classes during the first day of fall quarter registration.

BILL REESE

# America Needs Eisenhower

(Ed.'s note: This is a guest editorial written by Atlanta Division student Bill Reese, a Navy veteran of World War II. It is the opinion of the writer and does not necessarily reflect the opinions of the Editor or the SIGNAL staff.)

No one today can deny that Eisenhower is capable of leadership in time of crisis. We as Americans are certainly in a crisis. We are farther away from coordination both among ourselves and with foreign nations than at any other time in our history. We seem to have the one-sided viewpoint that no one deserves attention but "me." I think that the average American feels as someone told me not long ago — he said he cared nothing for foreign problems, nothing for the Negro question, but only how he would get along. I thought this a selfish way to sum up our responsibilities. We need to broaden our narrow views and look to the future with a man that can lead all free Americans to a stronger understanding of themselves and others.

**WE NEED** a change in the government. Eisenhower is not only the most popular living American today, but is the best qualified to lead us. There are a great many problems that confront us in our government that Eisenhower will no doubt clear up.

Here are a few: (1) Eisenhower is staking a claim to a great U. S. future that does not include war or economy based on war. (2) He is going to deal with inflation — a grave sin that is confronting our present rate of spending. He has said that no family can withstand the burden of elaborate spending, so why expect the government to. That is, no person can make one dollar and spend two and expect to withstand the outcome. (3) Eisenhower is aware that the United States' long-run position in the world has deteriorated and is in grave danger of further deterioration, especially in Asia and the Middle East. The Korean deadlock has shown that we are unable to make real headway in resolving the world crisis. (4) We have proven our lack of indignation at Communist influence in and on the U. S. Government. Eisenhower has plans to overcome this lack. (5) He will deal rightly towards the corruption that has worked its way into so many government positions. (6) Eisenhower reminds us taxpayers how much of our income the government is taking, and that a large part is no doubt wasted.

**I SINCERELY** believe that these are grave problems which confront us and need to be revised. Eisenhower can and will revise them. He is respected by Democrats and Republicans alike. Both parties sought him. He could have led either group.

The presidency of the United States is now the biggest, toughest political job in the world. Dwight Eisenhower's experience in making decisions in a world contest will prove an enormous advantage. He has charm and the priceless quality of attracting first-rate men to work for him. This quality has been widely tested and proved.

Never before in American political history has there been a first-time presidential candidate who has been as well and favorably known as General Eisenhower. For 10 years every person in every city and town in America has know him.

At home and abroad, American problems are largely those of organization. Ike is one

of the great organizers of the century. On some matters he cannot express himself as well as some known orators, but when he speaks of the fundamentals of his religious and political faith, his words ring as true as any man's.

— Bill Reese

DICK SLATE

# Polio Can Strike Anywhere...

The dread disease, polio, is again on the increase. As of September 20, 35,610 cases were reported in the United States.

As has been said before, "It can strike anywhere before you know it." Many unfortunate people have had their lives literally torn apart at the seams, because of this disastrous disease.

**AT PRESENT**, I think I am safe in saying that there is no known preventive cure for the disease, poliomyelitis. However, much has been done to rehabilitate polio victims. An organization which is now doing excellent work in helping to get the kids back on their feet, is the Sister Kenny Foundation.

That brave, courageous nurse from Australia has proved to the world that she has a very effective method of (1) hot packs and attendant procedures to lengthen shortened muscles, and (2) neuro-muscular retraining to restore normal use of affected parts. The Kenny method may help take the crutch away from the polio-afflicted.

**YOU** may be saying now: "Well, that's all fine and good, but what can I do?" Here's the answer: Give . . . give as much as you can, but give. Send your dough to the Sister Kenny Foundation, National Headquarters, 2400 Foshay Tower, Minneapolis 2, Minnesota, so they can take the blow out of polio.

There are 52 weeks in every year. All of these weeks are, more or less, alike to the average person, with the exceptions of maybe Easter or Christmas weeks, when we indulge in a little extra fasting for the one and feasting for the other. There is, however, another week of great import; one which requires neither fasting nor feasting, but rather alert minds and prompt action — Fire Prevention Week.

**BEGINNING** on October 5 and running through October 11 this week is one in which we, as a nation, are awakened to the necessity of clearing our attics of trash, of eliminating all of those non-essentials that clutter hall closets, and of being careful not only our own backyard, but also of that empty lot across the street.

Just because we have a special week set aside for fire prevention doesn't mean that on October 12 we can go back to those old habits of hoarding newspapers and magazines until next October 5 rolls around.

**THE TRUE** idea and reason for Fire Prevention Week is to decrease fire disaster throughout the year and to keep it on the decrease every year thereafter.

We of the Atlanta Division can not only help make this a successful Fire Prevention Week, but we can help stretch it into a "Fire Prevention Year." So remember to be careful when you throw away that dead match. It may be "playing possum."

The conceited young man had been in the hospital for some time and had been extremely well looked after by the pretty young nurse.

"Nurse," said the patient one morning, "I'm in love with you. I don't want to get well."

"Dont worry," replied the nurse cheerfully, "you won't. The doctor's in love with me, too, and he saw you kissing me this morning."

The reason a dog has so many friends is that he wags his tail instead of his tongue.

# Atlanta Division 'OK' On Fire Measures

By CARLA HANCOCK

In observance of Fire Prevention Week the Atlanta Division's Administration has disclosed a list of safety precautions and improvements made throughout the school's building within the past year.

During an interview with Mr. Lavroff, Treasurer of the AD, we were told that three major changes have been made in our main building alone.

Panic hardware has been installed on all outside doors to insure quick and safe exit from the building. A new system of electric exit signs have been arranged so that the signs are visible from practically every point along the rampways. Automatic fire alarms now dot the walls throughout. In fact, if one will just take the time to notice, these little red boxes may be found in the vicin-

ity of the landing of each rampway.

**WHILE** on the subject of our rampways, we would like to take this opportunity to point out how much protection is derived from these unique passagesways where steps would hinder and slow down emergency clearance of the building; these rampways provide for speedy exit.

Among many minor improvements is that of the automatic fan system. In case of fire, the hall fans may be automatically turned off. Iron stair rails have run been run from the main floor to the roof garden. Our halls, and many rooms, have been cleaned and painted.

The side front steps and doors also have been rearranged, and are now safe and easy to ascend and descend. Becoming involved with the doors at the same time one was going up or down the steps was a daily hazard, and we are indeed grateful for this change.

**MR. LAVROFF** also directed our attention to the cleaning and painting of the Division's auditorium. An automatic fire alarm has been installed in this building too.

AD's ROTC and shop buildings have received their share of improvements this year. These buildings have been completely renovated. They have been cleaned and painted, fire alarms run throughout, sairsways enclosed with glass, and a sprinkler system has been set up.

There have been many other minor precautions taken by the Division, and we would, if space permitted, like to name them all. However, if what we have listed above doesn't convince the reader that this school is safe, then the reader is a hard man to convince.

# Fashions — The Season Is The Reason

By NANCY DICKSON

What does this season offer to those with a knack for originality and a flare for clothes that are all their own?

Well, it's just amazing how some well-proportioned figures handle what looks like the neat, soft wool-jersey sport dress, so popular for casual wear.

You're on your way most anywhere with a knitted hat tilted an angle, and swinging an over-the-shoulder bag. Release the striking leather belt around your waist and your slim, trim, little number takes the shape of a pillow-case. Yes, it's all in what you do with the pleats and puckers.

**BE SMART**, from the standpoint of individuality and economically too, by planning your sport wardrobe around the idea of interchanging accessories. You'll have a hundred and one changes; that way you'll keep your friends guessing how you manage to keep from wearing the same outfit twice. In reality, it's a check sport-coat from last year's suit, in keeping with the style and color combination of this year's skirt.

The weskit and the straight skirt creates the illusion of a close-fitting jumper. Team with a tailored cotton blouse and you have a different ensemble. If you want to get fancy, this same style is quite effective in black velvet.

If you're buying a casual suit for the football season, why not consider one of the three-piece suits.

**YOUR COAT** will be loose-fitting, of a heavy tweed or poodle cloth, that you can throw on over a wool-knit suit, a wool sport dress, or match it to another suit of a solid color.

You're well on your way toward two outfits for the price of one, and we haven't finished yet.

The odd jersey blouse which your suit carries might just be what you need with the check coat and plain skirt already mentioned and don't forget your suit that you may want to match with one of the new fall sweaters of a stripe or diagonal pattern with the large batwing sleeves; or with the weskit which served as a jumper at one time.

Keep your keen sense of contrast in mind, and don't allow an old outfit that you may have worn the same way season after season to continue to look the same. A small accessory was the detachable collars and cuffs, sewn or buttoned-on vestees, a scarf at the neck, or a removable dicky.

# Poetry Contest

The National Poetry Association cordially invites all college students to submit original verse to be considered for possible publication in the Annual Anthology of College Poetry.

**OVER** a hundred thousand manuscripts have been submitted to the Association in the past ten years. Of these, about four thousand have been accepted for publication.

Rules are simple—as follows: Manuscript must be typed or written in ink on one side of a sheet.

Student's name, home address, name of college and college address must appear on each manuscript.

**STUDENTS** may submit as many entries as they desire. Theme and form may be in accordance with the wish of the contributor. In order to give as many students as possible an opportunity for recognition and because of space limitations—shorter efforts are preferred.

Entries should be submitted to the National Poetry Association, 3210 Selby Avenue, Los Angeles 34, California.

# For Ye Who Would Abandon All Care

Any students desiring to work on the staffs of the RAMPWAY or SIGNAL, should immediately contact Editor Vivian Conklin, or Business Manager Herb Stem, of the RAMPWAY, or Editor Dick Slate, or Night Editor, Jackie Bachelor, of the SIGNAL.

Office hours are to be posted on their respective doors. Past experience is not necessary to work on these publications. Staffs will be completed soon, so drop in to-day.

**UNIVERSITY SIGNAL**

ATLANTA, GEORGIA

Published bi-monthly under sponsorship of Student Councils of the Atlanta Division, University of Georgia.

Distribution Free to Students

EDITORIAL DEPARTMENT

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 Night Editor \_\_\_\_\_ Jackie Bachelor  
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Co-Business Managers — Madelyn McIntosh and Ann Snyder

National Advertising Representative, National Advertising Service, Inc., 420 Madison Avenue, New York 17, N. Y.

**Member Intercollegiate Press**

## Campus 'It'

(Continued from page 1)  
there that he developed his interest in social theory and political philosophy.

IN 1930 he made a special study of the Fascist social and political theories in Italy. Returning to this country after several years, he organized a course in comparative religion taught from the philosophical angle rather than the theological.

Later he was instrumental in the organization of the country's first graduate course in religion at Columbia, and of the International Congresses of Religion.

He is also well known as the author of "Making the Fascist States," "The Puritan Mind," and many other books on philosophy.

Dr. Schneider has recently accepted a post on the UNESCO staff in Paris as head of the Division of Philosophy and Humanities. He will take up his new duties in March 1953.

## Retail

(Continued from page 1)  
than 1,600 stores in all 48 states. Mr. Penney is widely known as the "man with over a thousand partners" and as the "Golden Rule merchant." He is noted as a public speaker, the author of many articles (including his autobiography, "Fifty Years With the Golden Rule"), and is one of the country's outstanding Christian laymen. He is greatly interested in youth organizations and lends his support and influence to farm and community development.

At the luncheon session, Dr. Alfred P. Haake — author, lecturer and Consultant to General Motors Corporation — will be introduced by Charles Jagels, President of Davison's, Inc. Dr. Haake's subject will be "We Can Still Save America." Robert N. Snodgrass, Chairman of the Forum Committee, Atlanta Chamber of Commerce, will be Toastmaster.

Dr. Haake has had wide experience in the three sides of the economic picture — labor, management and politics. He will interpret the fundamentals involved in today's complex economic, social and governmental problems.

As a lecturer of considerable charm, Dr. Haake has spoken in practically every state in the nation. He is Mayor of Park Ridge, Ill., a civic leader in many fields, and is Chairman of the Layman's National Committee, New York City, an organization which strives to strengthen active interest in the spiritual life of the United States.

**OF INTEREST** to the ladies will be the talk on "A Woman's Place in Retailing," by Mrs. Claire M. Lang.

Mrs. Lang has had a phenomenal rise in the field of retailing since her start with Franklin Simon and Company in 1936. She came to this country in 1913 from Budapest, Hungary, and has worked in many capacities in the retailing field since becoming the widow of a mining engineer. She is a member of the Board of Directors, Franklin Simon and Company.

Other speakers and their subjects are: Dr. Robert A. Love, "Business Outlook for '53;" and Gilbert L. Ward, "A Practical Public Relations Program for Your Store." Dr. Love's talk will be a forecast of business conditions for the coming year.

Workshop moderators will be: Richard H. Rich, President, Rich's, Inc. — Home Modernization; Oby T. Brewer, President, George Muse Clothing Company — Wearing Apparel; George L. Rankin, Vice President, Southern Division, Great Atlanta and Pacific Tea Company — Food and Drugs; W. F. Miller, General Merchandise Manager, Sears, Roebuck and Company — Durable Goods; and H. W. Graves, Division Manager, Standard Oil Company — Petroleum, Automobiles and Related Products.

## Art Directors Club to Offer Seminar Series

The Atlanta Division, presents, along with The Art Directors Club of Atlanta, Inc., ten weekly Seminars of Business Art. Planned for workers and students in the fields of advertising, marketing, merchandising, design and art, the series will last from Sept. 30 to Dec. 2, 1952.

Above all, this is not a drawing class. It is presented from a practical level by successful professionals who have specialized in their lecture subjects.

**THE SEMINARS** are programmed to afford a greater understanding of the problems of art and design in practice between the buyer, user, planner and designer. Both businessmen and artists are to be acquainted with more uses of art as a tool of commerce. Case histories of successful programs are to be reviewed, and current problems will be discussed.

Each lecture is coordinated to present a series as a basic theory for students or workers, covering the how, where and why of business art.

**THE SEMINAR CALENDAR** begins with C. R. Taaffe, Art Director of Tucker Wayne & Co., on Sept. 30, speaking on, "Art and its Relation to Business". Marshall Lane, Coca-Cola Company Art Director, on Oct. 7, will present, "Artists as Business Men".

While on Oct. 14, "The Art Director" will be discussed by James L. Battle, Art Director and partner of Liller, Neal & Battle, Adv. He is to be followed on Oct. 21, by William Woollen, Art Director, and partner of Mozley, George & Woollen, Adv.

The Freitag Advertising Company's Art Director, Harold Torgeson, will speak on "Production Methods" on Oct. 28. A double billing of Arthur Swanson, of Swanson Studios, and George Zell, of Zell Mfg. Co. begins the month of November in the series. Nov. 4, Swanson and Zell will both present, "Industrial Applications."

With only two more meetings to go, "Visual Persuasion" will be the topic on Nov. 18, of Artist illustrator, J. Pat Denman and J. W. Bradley, of Bradley & Sons, Photo-engravers.

David M. Reese, lecturer, Atlanta Art Institute, on Nov. 25 will lecture on "Fine Art In Business."

**A FULL-DAY** institute and exhibit on Dec. 2, with luncheon and dinner with the following distinguished speakers: Leo Lionni, Fortune Magazine, Egbert Jacobson, Container Corp. of America, and Dino Olivetti, Olivetti Corp., will be the high-light of the series. A forum program is to be announced later.

## Army Establishes New ROTC Merit Certificate

The establishment of a Certificate of Meritorious Leadership Achievement to be awarded to an outstanding ROTC cadet at graduation has been announced by Third Army Headquarters.

This certificate is designed to recognize the development of leadership qualities shown by a cadet throughout his ROTC career. It will be awarded annually to the graduating cadet who has exhibited the high standards of discipline, initiative, stability, application, physical conditioning and mental and moral fibre required for a junior officer of the U. S. Army.

Only graduating cadets who accept commissions will be under consideration to receive the certificate.

## WHAT'S COOKING In the Organizations

The Chess Club will meet at 10:00 a. m. Tuesday, Oct. 7; in room 212. This is the first chess club in the Atlanta Division's history.

Anyone who is interested in becoming a ground floor member of this organization, is urged to answer this opportunity promptly, by attending the forthcoming meeting. Ambition will suffice for experience.

Dr. Enos H. Wicher, the Title Holder of this year's State Chess Championship, has offered his able assistance in promoting this worthy endeavor.

The Art club held their first meeting of the year, Tuesday, Sept. 30.

A few of the activities planned for the future are: a Christmas dance, a weiner roast, and a Lantern dance.

All students interested in Art are invited to join. Meetings are held on Tuesday afternoons at 5:30. Incidentally, officers will not be elected until the next meeting.

The Gamma Alpha Colony of Alpha Epsilon Pi is proud to announce the recent pledging of the following: Irving Borstein, Arthur Clein, Melvin Dolob, Norman Silver and Louis Taratoot.

A formal pledge affair is in the offing. Formal initiation will be held Monday, Oct. 6, for neophytes Burton Curton Clein and Charlie Copeland.

A joint rush social was held at Savannah Beach during the summer. Hosts were the Atlanta Division, the University of Georgia, Emory, and the Georgia Tech Chapters. Present from the Atlanta Division were Paul Klein, Bob Tuck, Billy Orkin, and Jerry Fields.

The International AEPI Convention held on Labor day week-end in Atlanta was attended by the Gamma Alpha colony and its brother chapters from Tech, Georgia and Emory. They were represented by Master Paul Klein and alternate Bobby Tuck.

The Fourth Anniversary Banquet and Dance, which will be held in mid November, is now being planned. At this affair the new sweetheart will be announced.

AEPI will have a touch football team and the team plans to journey to Athens to play their brother chapter there. Any teams at the Atlanta Division desiring to play AEPI may contact Paul Klein or Alan Gillman.

Sigma Kappa Chi Fraternity finished last year with a wonderful record of achievements.

The new 1951-52 saw the "Kaps" in a number of diversified activities. Those which merit special recognition were:

The raising of over \$1000 for the Cerebral Palsy Drive and the 100 per cent representation by the fraternity in the Atlanta Division's blood drive.

In sports, the fraternity enjoyed an undefeated football season; highlighted by the 0-0 tie with Sigma Nu of Georgia Tech. The softball season heralded an undefeated team also, with the last game being won 17-4 over Pi Kappa Alpha of Emory University.

Socially speaking, our functions were many and acclaimed by all as being quite successful.

This year, 1952-53, finds Sigma Kappa Chi still growing in strength. Last week the "Kaps" attended the first in a series of weekly school dances. A rush function was held at David Senay's home Saturday night. Brother Roy Bleasoe is to be congratulated on his appointment as Cadet Colonel and Commanding Officer of the Atlanta Division's ROTC Unit. Roy also received the Distinguished Military Medal for outstanding military student.

Newly installed officers for the forthcoming year are: John Greene, president; Bob Callahan,

vice president; "Tex" Julian Fridel, secretary; Charles Freeman, treasurer; Larry Gisi, sergeant-at-arms.

Plans for the Delta Lambda Sigma get acquainted tea to honor first quarter women students are being formulated. It seems the tea this year will be bigger than ever due to the increase in enrollment. This tea will be on a Sunday afternoon during October.

The first big event of this year's rush season will be a luncheon at the Paradise Room. Plans for the second rush function are yet to be made.

Delta Lambda Sigma will continue with its last year's charity project of helping a needy family.

July 19, 1952 was an important date for Phi Chi Theta. Four new members, Mary Alice Horton, Sylvia Sangster, Jane Martin and Jo Baker, were initiated into the sorority; new officers for the year 1952-53 were installed, and Mrs. Mamie K. Taylor, well-known Atlanta businesswoman and leader in many worthwhile enterprises was initiated as a new National Honorary member.

The colorful and impressive ceremonies were held at the Atlanta Athletic Club. Members and their guests enjoyed a lovely dinner and a very inspirational address by Mrs. Taylor. Among other guests, was Mrs. Mariette Pilon, a practicing attorney from Paris, France, whose wit and charm added to the enjoyment of the occasion.

New and old members of the Epsilon Chapter organized and began making plans for the year 1952-53 at a luncheon-meeting Saturday, Sept. 20, at the Pershing Point Hotel. This was the first regular meeting of the new year.

Not a group to waste time in approaching their objective, Epsilon and Alumni Chapters coordinated their efforts and planned a house-party at the Flying S. Dude Ranch for the week-end of September 27-28. Sunday afternoon found the "tenderfeet" reluctant to leave, having enjoyed a variety of entertainment, including horseback riding in the moonlight, dancing at the lodge, hiking, bridge and delicious food.

With the summer over and another school year under way, the girls of Delta Alpha Delta Sorority look back on their vacations with happy sighs. The annual dance held May 30 was both a climax to the school days and a beginning of summer merriment. Throughout the summer there were the regular meetings, several trips to the beach, and a very special trip to California by Betty Wood, who was selected to compete in the Miss Universe contest. Swimming parties, spend the night sessions, meetings with alumnae, and of course the exciting parties better known as "showers" were also held. There were quite a few to whom we said "Good-bye" this summer: Jackie

Hunnicuttt, now Mrs. Nick Neel; Freda Stevenson, now Mrs. Frank Freeman; and Ann Jackson, Mrs. Fred Jones.

Activities for this year started Wednesday, Sept. 24, with a Howdy Doody get together held in room 205 from 10:00 to 1:00. All freshmen girls or anyone interested were invited. Several more parties and get togethers will be held in the coming weeks.

Prof. Bill Harp of the Drama Department will be faculty advisor. Liz Lumpkin, Representative to General Council, with Virginia Burns as alternate. Sorority mother for the coming year will be Mrs. Fred Pittman. Meetings will be held at 10:00 each Monday.

Officers for the year are Elizabeth Lumpkin, president; Jackie Furr, vice president; Jean Higgins, secretary; Betty Jean Parham, treasurer; Edwina Pittman, scribe; Pat Stanford, sergeant-at-arms; and Virginia Burns, chaplain.

The DAD's want to extend a hearty welcome to the Zeta Chi Delta social fraternity which has been organized in the day school. A lot of luck and success to the Zeta Chi Deltas.

Chi Rho Sigma Sorority announces that its Fall Quarter rush season was a great success. The first in a trio of parties to which all interested day school students were invited was a coke party held in room 205 of the Atlanta Division from 10-1, Tuesday, Sept. 22. Friday, Sept. 26, a square dance for members and rushees was held in the school cafeteria, beginning at 9:30 and lasting until 12. The next party honoring the rushees was a Chuck-Wagon supper, Tuesday, Sept. 30, at Indian Creek Lodge. The final rush function will be a tea held on Oct. 4, to which rushees will be invited by invitation only.

During the summer the Chi Rhos held several parties, beginning with a houseparty at Lake Burton in June. In July a hayride was given for the members by the Spring Quarter pledges of the sorority. In August a combination swimming party and watermelon cutting was held at Indian Creek Lodge. The last summer party was a dance held in honor of the members who were married during the summer or who are attending a new school this fall.

New officers for the sorority are Betty Gresham, president; Dana Burnett, vice president; Viera Westbrook, secretary; Day Burnett, treasurer. and Dot Owen, scribe.

Sword and Shield is proud to announce that all members of the fraternity finished ROTC summer camp in fine condition, although a few lacked sleep at the

(Continued on page 5)

### 'RELAX AT BIGTOWN'

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# literary section

AN OUTLET FOR STUDENT CREATIVE WRITING

## Mine Takes a Quieter Type of Courage

By CARMINE THRASHER

The letter inside made my bag heavy as I pulled out the bottom drawer of the drab green desk (why is everything about the Army drab green?) and lowered it to its accustomed place beside the brown paper sack. The two of them (handbag and lunch sack) could almost tell the story of my present life. The big blue suede bag is made big to hold all the million and one things a business girl finds necessary to carry around. Lipstick — exactly the right shade for a brunette, keys — one of them a key to a post office box in a small eastern town, billfold — inside, the photo of a boy in a uniform standing under a road sign that reads "San Antonio, 3 Miles" and with the scrawl "Love, John" across the lower righthand corner, and a bright colored identification card issued by a military agency, reading "Mary Jones, Typist, 5'6½" . . ." The brown paper bag, holding the never-varying lunch of two sandwiches and an apple.

The letter had come the night before. Carefree, fun-loving, impulsive John had never seemed more serious than he had in that letter.

"Twelve of the fellows in our outfit have been alerted. They will get another 5-minute alert and then move. I suppose I'll get mine any day now."

What could I say to him? What could I write back to give him courage? Do words even exist that can convey love and cheer in the face of the inescapable hell of war?

I looked at my desk and my incoming basket and knew again I hated every scrap of paper — every line of type. Then, as I had done so many times before, I forced myself to begin another day.

Noises and sounds and smells of the office — never changing. Phones ringing and people with worried faces grabbing the receivers as though to stop their ringing by the pressure of their hands, and as though the messages they brought could erase the worry from their faces. The sound of typewriters — silly girls — kids, really — pounding on the typewriters with fingernails too long and too red — listening for the tinkle of the bell that meant the end of the line, then throwing the carriage with such unconscious force that you wonder whether their silly giggles are real or if they are just fronts for a violence born out of a misery that you thought was yours alone.

You envy the trains, their freedom and power as they rattle by outside. And cigarette smoke — already beginning its daily mission of clouding the air. Perhaps this is well if the smoke-screen can obscure some of the hate and evil undercurrents that are felt. High heels clacking back and forth. The Lieutenant watching the swinging hips above. Shrill laughter in response. The sound of file drawers being pulled out and slammed shut — the sound of my own original and six carbon copies being sucked into the machine before me. All so — familiar and efficient and — stifling.

"Jones!" It was Millican, a member of the cult of "Career-minded" old maids who are so starved for affection, it sticks out all over. She was calling me.

"Jones, beginning now — and from now on — you're to do Miss Jackson's typing when you're not working for Miss Gray."

"Miss Millican, does that mean permanently?" I should have known better than to speak.

"Yes."

"Well, I'm sorry but I don't want

that job." Millican's eyes opened wide. "I don't like that type of work. When I finish my regular work I won't be idle; I'll move around and help anyone who can use a little help, but I can't stand typing form letters with seven carbon copies all day long. Besides that's not the job I was hired to do."

Oh, Lord, I'm not even making a dent in that ironbound mask of authority. But, Millican, can't you see — routine is killing all the imagination and initiative I ever had. That stack of form letters is always amply replenished before I can get to the bottom. Can't you see what's happening to me? I'm getting dull. I can't think as fast as I used to — because I never have a chance to think. I can't even talk as well — I never need to talk. Please let me do something that will use what little sense I've got left before I lose it, too!"

"You don't want to — I'm sorry, Miss Jones, but we're all doing things we don't want to do."

She turned to her grinning "Yes-Man" typist, a phlegmatic dishwater blonde and said, "I surely hope Sally here doesn't get an idea that she's too good to type lots of form letters and carbon copies; she might find herself out of a job. That'll be all — Miss Jones."

Back at my desk, I could hear Millican telling the episode to Payne, making it a hilarious satire of the funny little typist who didn't like to type. I knew she was just getting it in shape for the Major.

I could hear the owner of the high heels snickering.

Oh, you dumb gal. You never have to take any of that because you don't have the brains to think. There's any course of action open to you except what you're told to do — much less the guts to stand up for what you want.

I felt a dozen curious eyes. I felt my heart hurting inside. I had tried once again to break through — to reason with Millican. And I had failed again. The knowledge of my failure raced with lightning sharpness through my being. I felt all my senses screaming for the blessing of a good cry. But crying was a luxury my price could not afford. I felt my hand touch the carbon paper — the black, sticky stuff — and I lifted my eyes to the page. I felt the mechanical rise and fall of my fingers.

John, what kind of inspirational letter can I write to you — you, who may be sent to fight in a matter of days — wearing a cocky grin and a drab green uniform? Would it be any comfort to you to know that I have my battles, too — to know that I can't paint anymore — I never get any new ideas; I can't read anymore — I'm too tired? I can't even enjoy a movie because of the headaches and eyestrain that are by-products of my job? I'm not even sure that I can love you anymore — I might not have that much emotion left. Would it help you to know that I need courage, too, to keep doing a job I hate, because it's the only kind of work I'm fitted for, because it may be bringing you and our future closer?

Darling, the only difference between your needs for facing death and mine for facing this kind of a life is that mine takes a quieter type of courage.

## One Thing Education Could Mean

By PEGGY CROWDER

Let us forget, for the time being, the everyday fundamentals of education — reading, writing, and arithmetic — and think of education in the term of our understanding and tolerance of our fellow-man. For in the true sense of the word, this is the highest type of education obtainable and perhaps the one to be most valued.

When I speak of understanding and tolerance of our fellow-man, I mean all mankind; no matter what his religion may be and no matter what their race. We are all aware that our creation is the work of God and that we are all derived from the most humble of substances — dust. The fact we seem to overlook is that we were created equal; each race with its own characteristics and each person with his own individuality.

By educating ourselves with the various characteristics and mannerisms of all peoples, we may put aside all prejudices and ill feelings. Let us consider these differences thoughtfully, and then try to discover why we are so concerned over them.

Just the fact that a person is different can cause resentment. Probably the saddest thing that can happen to a child is for him to realize that he is "different." There is no sadness as pathetic as being different, one apart, one misunderstood.

By education, one can broaden his mind to the point where prejudices seem trivial and one can accept a person purely on the basis that he is another human being. What difference does it make if he is yellow or black or white? What is the great difference in going to a Protestant, a Catholic, or a Jewish church? After all, we are all worshipping God. Let us try to accept our neighbor, give him a hand, or at least allow him a place in our world.

Think what a wonderful world this would be if everyone who claims he is "educated" really grasped the meaning of that word and truly had a liberal education.

## Pass in Review

### THE HIDDEN FLOWER

By Pearl S. Buck

(New York: The John Day Co.  
308 p. \$3.50)

After reading the first few pages of Mrs. Buck's latest novel, *The Hidden Flower*, her choice of subject matter was somewhat disappointing. It seemed to be a theme which of late has been overworked; that of racial intermarriages. However, on further perusal of the story, it soon became evident that this was not just another humdrum love story written merely to entertain.

The family of Doctor Sotan Sakai had lived in California for many years. When Pearl Harbor came, the Sakais, like all other Japanese in this country, were given the choice of either a detention camp in Arizona, or of returning to Japan. Doctor Sakai, much to his wife and daughter's sorrow, chose his native land.

The main theme of the book begins five years later. The war is over and Japan occupied. Josui Sakai, the daughter, has reached 20 and has grown very beautiful. Doctor Sakai has decided it is time for her to marry. Realizing her attractions he is fearful of what may happen if she goes too long without the protection of a husband. He has in mind Kobori, the son of one of his wealthy friends.

In the meantime, Josui has met and fallen in love with Army Lt. Allen Kennedy, a young Virginia aristocrat. They soon marry, much against the wishes of Doctor Sakai, and return to the States.

Josui is, of course, not accepted by Allen's family, just as Allen had not

been welcomed into hers. Whereupon they (Allen and Josui) are forced to create a world of their own.

This is a story which begins in an atmosphere of bitterness, and ends in much the same way, but with the situation in reverse.

— By Carla Hancock

## The Greatest of These

Cold metal of guns glistened in the firelight.

Weary soldiers were embossed in fitful sleep.

Peace reigned while masters plotted the destruction of mankind.

Dew was falling heavy and cool. Men?

Yes, some were men, but there were striplings who, if not men now, soon would be.

Darkness came slowly as a panther creeps upon an unsuspecting rabbit.

There was a feeling of hope, despair, and loneliness running through the hearts of a few men who could not sleep.

By the fire there was one whose expression at this time was one of love — a smile played over his lips as he thought of a tender moment of the past. He leaned against a camouflaged helmet as it were a comfortable overstuffed chair.

He had a knee propped up with a well used clip board resting on it.

On the clip board was a piece of paper. And in his hand he held a pen.

He was writing a letter — "My Dearest Darling . . ."

The pale street light was reflected in a small pool of water which remained in the street after a light shower. The sun had disappeared in the West, and night, soft as velvet, covered the city. Lights in the windows of the houses blinked out at the darkness.

On a quiet street, an ordinary street, a house sat back from the sidewalk — white frame, clean, green shutters at the windows.

A few trees stood in the yard, and showed by their opening buds that spring was on her way.

A girl sat by the window in her room.

She moved to raise the window, and her movements indicated that her thoughts were not of material things.

The light in her eyes showed a feeling which came from her heart.

A soft breeze through the open window played with loose strands of her hair.

She was smiling. And in her hand she held a pen.

She began to write — "My Dearest Darling . . ."

— Libba Boulware

## Memories

By CAROLYN HECK

Like a mason with his bricks I stacked my memories one by one

and Laid them in a secret cache — Lest a stranger's laughing eyes Mar the lovely thoughts inside and

When the dreams of yesterday Had each one been fulfilled I took the keys

To the rosewood box and

Slowly turned the lock and

One by one My memories grew still

— Carolyn Heck

## Phudie Duddy

"The greatest moral and political philosophy in America"—guess you students of the finer things know that today there is more and more discussion as to what is right and what is wrong than ever before in our generation. This question as to Right and Wrong is not only a moral question, but is much connected with political philosophy — especially this close to our national election. As one of the greatest philosophers today (I insist THE), I will expound my theories in this and the next few articles.

You see, my daughter has her heart set on a fine education, but no high school in the city will accept her for more than a day or two. (She got her grammar schooling in Juarez.) In order that she might get educated, I work an underhanded political "deal" with your Dean Bryant. Dean Bryant's office is very close to Dr. Spark's office (just across the little hall by the library). Was a very simple deal; my lovely daughter, she to go to AD and my very sought-after syndicated column appears in that low, vile publication known as the *University Signal*. The only reason I let myself do it was because my pretty baby wanted to go to school, and I could make the deal morally correct even if there was a shadow cast by its political side.

Moral philosophy, as I see it, boils down to the basic rule "it is not so much what you do as why you do it." Many lesser philosophers disagree with my theories on morals, but you being intellectual university students will certainly readily see the merits of them. Let us apply my case just mentioned to morals. Ignore the act, then consider the why. Well, my daughter wanted to go to school and I wanted a change to aggravate you with these fine ideas on right and wrong.

Second, I could ignore the political shadow as morals are greater and more basic than state. Who of you then say I am wrong (Dr. Runkle can't play—unfair). But don't take my case alone, apply your own moral problem to it—

## Real Estate Course Begins This Tuesday

The fall course dealing in the fundamentals of real estate will begin at the Atlanta Division on Tuesday, Oct. 7.

Thereafter, the courses, sponsored by the school of business administration of the university, in cooperation with the Atlanta Real Estate Board and realtors of the state, will continue once weekly beginning at 6:30 p. m. through Dec. 11.

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**PROF.** Einar Rasmussen will teach the basic course on "Real Estate Principles" each Tuesday evening of the series, and Josiah Sibley will handle the more advanced course, "Real Estate Appraisal."

Mr. Sibley is president of the Georgia chapter, American Institute of Real Estate Appraisers (MIA).

Those who plan to take the course may obtain information from William P. Layton, Co-ordinator.

Assisting Mr. Sibley as visiting lecturers will be Wheat Williams, chairman of the education committee of the Atlanta board; Warren P. Hunnicutt, MAI, St. Petersburg, Fla.; William P. Oliver and Joseph S. Shaw, both members of the Appraisal Institute.

## Signal Salutes Student Credit Union Workers

The Student Credit Union, an organization which for many years has given a helping hand to students in financing their college career, is this week spotlighted by THE SIGNAL.

Many Atlanta Division graduates in responsible positions throughout the world today look back with gratitude to the organization that helped to lighten the burden of their financial difficulties in obtaining a college education.

Organized under AD Treasurer, V. V. Lavroff, the Union functions almost independently. The members of its staff are AD students who are capable of maintaining the Credit Union with a competence that is commendable. Bill Sherman is in charge of the Union. Staff members are: Nancy Collier, secretary; Richard Warf, assistant to Mr. Sherman, and Gordon Chisholm, night manager.

**FUNCTIONING** as a financier, the Union advances funds totaling 60 per cent of a student's bill to those students desiring aid in tuition and in purchasing ROTC uniforms. Requirements for loans are very simple: (1) you must be currently enrolled in the Atlanta Division, and (2) you must have previous membership in the Union or have a co-signer. The co-signer must also be in attendance at the AD. The Credit Union will advance to any so qualified student \$12 for one subject, \$23 for two subjects and \$27 for three subjects.

The charge for all of this is very small — only 50 cents. The repayment plan is very liberal and one of five plans may be used, that is to say, the loan may be repaid all at once or spread out over five different payments.

For the convenience of all, the Credit Union is located on the main floor, opposite the library, and is at your disposal during all school hours.

drinking, smoking, or what have you. Ignore the act and criticize the "WHY". If you are clever, you can make everything you do right and everything your neighbor does wrong, even "bird-dogging." Anyone unfamiliar with the term please ask any Sigma Kappa Chi.

That's the low-down on why my daughter skips from grammar school to college and why my column will appear in the SIGNAL. Oh, by the way, don't you tell daughter that the only reason she is in school is because of a "deal". You don't tell her and she will never know—can't read.

Gotta go now, but remember what my old basket-weaving prof from Oxford always said—"Tell the truth, swaggle-tooth."

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## Organizations

(Continued from page 3)

end of six weeks. The fraternity lost four of its members during the summer. Major Kuhn has been transferred to another post; Frank McCormick is now attending Oglethorpe; and the last two members, Second Lts. Keller and Rogers were left behind at Fort Eustis.

At this time the fraternity is happy to announce its new faculty advisor, Major Paul Dirkes.

President Jim Benton announces that the Military Ball, sponsored by Sword and Shield, will be even bigger and better than last year. The Ball will take place sometime during the winter quarter. At this time the new officers will take over for the fourth coming year.

## Georgia Tech To Be Deferment Exam Test Center

Draft deferment tests will be given Dec. 4 at Georgia Tech. The Atlanta Division and Emory will not be used as testing centers as was formerly done last quarter.

In order to qualify to take the exam, a student must (1) be a Selective Service registrant, (2) be under 26 years of age, (3) be a full-time college student studying for a degree (not a diploma or a certificate), and (4) must not have previously taken the test.

Dr. Bailey M. Wade, head of the Department of Psychology, said that the test asked for general information and that no studying was necessary. However, Dr. Wade says that the applicant should familiarize himself with the new type multiple-choice quiz.

All eligible registrants who wish to take the test should apply immediately to your local draft board and to Dr. Wade. Pamphlets of sample questions can be obtained.

Further information can be obtained by calling Dean Pershing at Georgia Tech.

## ROTC Enrollment

Reserve Officer Training Corp cadets may now enroll in the Army extension courses. The Atlanta Division's Military Department has received notice from the Department of the Army that basic course cadets may enroll in the 10 series, and the advance cadets may enroll in the 20 series of the Transportation Corps Extension School.

All applications for enrollment must be approved by the P.M.S.-& T. Further information may be obtained at the Administrative Office of the AD's Military Department.

## AD 'Get Acquainted' Dance Draws Large Attendance

By George Ross

One of the largest crowds in several years attended a "Get Acquainted" dance at the Atlanta Division last Friday night.

At this dance, the AD Swing Band made its debut with lovely Carol Connor, the daughter of an Atlanta Division professor, as its vocalist.

The band, headed by Warren Little, a fine drummer and enterprising member of the music department, specializes in smooth, danceable music on the order of Ray Anthony, and "gone" and "crazy" music in the Les Brown and Stan Kenton fashion. Very soon, though, the band will play its own original arrangements—some of which have been created

by Jack Almand, a local TV and radio celebrity.

There were many old and new faces seen at the Get Acquainted dance, and many of them were very beautiful, such as Nan Young, popular new day school student and daughter of our own Scotty Young. Others seen having a gay time were Faye Adair, Dan Laughlin and Dink Pittman, and Gloria Campbell, with several of her boy friends, as well as many members of Sigma Kappa Chi and Alpha Kappa Psi, two notable AD fraternities.

Observers feel that the dances will be a tremendous help in building campus life and the school spirit which we so greatly need.

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Still Thing of Future

**Building Plans Pending Completion; Definite Time Limit Will Be Set**

The new two-and-a-half-million dollar three-story structure slated for the Atlanta Division is still a thing of the future. For the moment, plans are pending the completion of detailed drawings by the architect, Cooper, Bond, and Cooper, so indicated Administrative Dean T. W. Mahler in an interview with the SIGNAL.

"The engineering phases are drawing to a close now" and "this should be done sometime between October 15 and October 30," he stated. As for the big mystery question—when, this is dependent on a number of variables, chiefly: final approval of detailed specifications, letting and acceptance of bids, availability of materials, and, primarily the facilities of the contractor.

\*\*\*

THE DEAN added that "a definite time limit will be set" and as a pure guess on his part that "certainly by the fall of '54 would be the latest—it could be somewhat earlier."

Letting of bids is expected to take place any time between the middle of November to the month of January. Already, some progress has been made during the summer on drilling tests for the foundation.

As for the plans themselves, one architectural feature has been changed to include a big glass doorway with a stairway arrangement immediately behind it—this is expected to become one of its most outstanding centers of interest. Also included in the plans are flexible rooms—rooms which can be enlarged to meet the needs of a large assembly hall or remain a small classroom, depending upon the needs of the moment. This is accomplished by using folding sound-proof doors which easily can be set up.

\*\*\*

PRESENT PLANS call for air-conditioning, sound-proof classrooms, a student activity space, a faculty lounge, and expanded library and eating facilities. The new building is expected to seat a maximum of about 2,600 students at one time. This means that a regular three-class evening school load of 4,500 could be handled without difficulty, not including the use of the present location, he stated.

The science laboratories and about half of the faculty offices will remain in the old building which will have expanded facilities for use by the fine arts departments, Dean Mahler added.

**High School Games Open To Division Students**

Sid Scarborough, Director of Athletics for the Atlanta Public Schools, notified the SIGNAL that high school football games will now be open to Atlanta Division students at the student-ticket price of 50 cents. Previously, student-tickets were not on sale at the gates of Cheney, nor Grady stadiums.

To avoid confusion, one must present his AD identification card at the gate when purchasing a ticket.

**Sam Saltzman**  
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**POLIO FACTS**  
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**SISTER ELIZABETH KENNY**

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**BOTH** are exactly the same in all respects. There is absolutely no difference except that king-size Chesterfield is larger—contains considerably more of the same tobaccos—enough more to give you a 21% longer smoke, yet costs little more.

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