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This Is Where Your 'Moolah' Goes—As Research Reveals

By JACK THRIFT

During the Winter quarter, students in Dr. Bill R. Moeckel's "Marketing Research and Analysis" classes completed a research project of interest to the SIGNAL and its readers. They undertook to analyze the market composed of students of the Atlanta Division and the reading habits of the students regarding the UNIVERSITY SIGNAL.

Pressed for time — which is always a limiting factor in conducting a research project — Dr. Moeckel's group completed this task with flying colors.

The marketing students had two objectives in mind in making this study: to provide information about the market that the SIGNAL reaches, and to obtain a term project for fulfilling their course requirements. Dr. Moeckel allows members of his class to choose the type of research they want to do during the quarter. By giving this freedom, he feels that the subject matter will be more interesting to the students.

Random Sample Used

The data which was obtained by this study are valuable to the SIGNAL, the student body, and to advertisers. This information can be interestingly related to potential advertisers who always want to know the character of the market reached by an advertising medium such as the SIGNAL. The SIGNAL now has factual data on the students at the Atlanta Division.

The research group chose the random sampling technique for selecting members of the student body to be questioned. They decided that a 10 per cent random sample would be sufficient, so they used the IBM equipment to select every student card which had a number two in the fourth or last digit of their student number. The sample design consisted of 450 students. Mr. John Shuptrine, Assistant to the Registrar, and his staff in the IBM equipment room provided invaluable assistance in drawing the sample and tabulating the results.

Mail Questionnaire

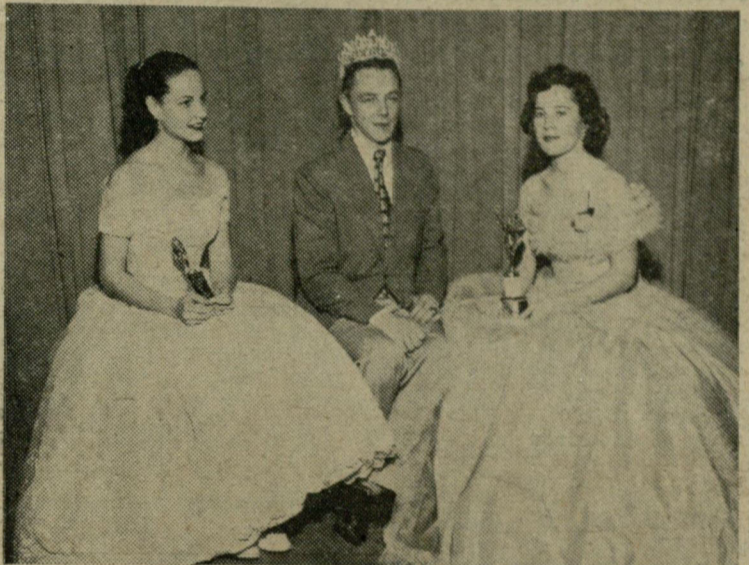
While the sample was being drawn by machine, the research classes devised a carefully considered questionnaire. It was important to get as much information as possible, and, at the same time, to retain the interest of the respondent in order that the maximum number of forms would be completed and returned. The questionnaires were coded and mailed, along with a cover letter, to the 450 students in the sample. A self-addressed envelope was enclosed to make it easier for the individual selected to reply.

One week after the questionnaires were sent out, a follow-up telephone call was made to encourage returns. At the cut-off date, 257 — or 57.1 per cent — of the forms had been returned. This was considered a very good return since a 10 per cent return on a regular commercial survey is considered good.

The results of this study are interesting to observe. The SIG-



Beverly Weigand, the Campus Queen of the Atlanta Division, who almost did not enter the contest.



Ann Chandler, High school Queen, and Day Burnett, Mardi Gras Queen make King Dave Senay proud of his throne.

NAL appears to be a good medium for advertising since 82 per cent of the students read it either regularly or occasionally. It was reported that 30 per cent of the SIGNAL finds its way into the hands of others outside the students of the Atlanta Division.

Restaurant owners should be interested in learning that 92 per cent of the students average eating at least four meals out a week. That equals 16,864 meals a week — and that is a good market for restaurants to approach. Competition in this field has been extremely limited as only one restaurant is a regular advertiser in the SIGNAL.

50% Own or Rent

Another potential field for the advertiser to try to reach is home furnishings. The data indicate that more than 50 per cent of Atlanta Division's student body either own or rent their homes. Plans for making major purchases this year were reported by 55 per cent. Automobiles, homes, furniture, household appliances, sporting goods and insurance were among the items which students are planning to buy during the year.

The largest single potential is in the clothing line. More than 70 per cent of those contacted stated that they plan to spend over \$100 on clothes this year. In line with this, 74 per cent either have charge accounts, or permission to use someone else's account with Atlanta's leading stores. Rich's, Davison's, and Muse's lead with 58, 22.9, and 13.2 per cent, respectively. This shows that Atlanta Division students are buying at these stores. If more advertising were directed to students through the SIGNAL, these stores could gain in the student market. Not only are students making

money and spending money . . . they are also saving money. The banking status of the student body reveals that 85 per cent have checking or savings accounts, or both. The average student has money to spend for necessities, for pleasures, and some left over for saving. Students could be persuaded to spend some of their savings for merchandise advertised in the SIGNAL.

Mr. Businessman, take notice: the student market of the Atlanta Division is a highly potent one. It has a need and desire for your consumer goods and services. It is a market which has the financial backing to make these desires active.

Students whose meritorious efforts were used in making this research survey include from the Day Class: Douglas Bryan, Judson Butler, James Dunlap, Van Leach, Harry Moore, and John Savage.

The following members of the Evening Class worked on the project. Robert Bell, Lamar Cochran, Harrison England, Eddie Haines, Hugh Harvley, Richard Melick, William Murphy, Dan Rencher, V. Roberts, Robert Smith, Jo Ann Teeple, Robert Woody, and Joseph Woolsey.

Dr. Bill R. Moeckel, Assistant Professor of Marketing, directed the project. He has been a member of the faculty at the Atlanta Division for the past year. Dr. Moeckel is a native of Pekin, Ill., and received a B. S. Degree in Journalism, an M. S. Degree in Marketing, and a Ph.D. Degree in Business from the University of Illinois.

Dr. Moeckel said that the classes participating in the project are to be commended on the fine attitude and ability they demonstrated throughout the study.

Beverly Weigand Is Campus Queen

DAD Sponsors Queen

By GORDON ROBERTS

Beverly Weigand was chosen "Campus Queen" of the Atlanta Division in a special assembly held on Wednesday, April 21. Her photograph will be submitted to the Mutual Broadcasting Company as the Atlanta Division entry in the nationwide search for the "College Queen of America." The contest is being held in connection with Mutual's "Queen For a Day" program, and its purpose is to select the outstanding co-ed in the nation in regard to beauty, personality, and charm.

The royal beauty's court consists of the four runner-ups, who are: Mary Elizabeth Berrong, Jeanne Higgins, Day Burnett, and Dorothy Owen.

Miss Weigand, an 18 year old freshman, hails from Decatur, Ga. where she attended high school. She was sponsored by the Delta Alpha Delta sorority of which she is a member. She is a native of Rhode Island, but she has lived in Decatur for the past two years. Upon graduating from high school, she entered the Atlanta Division and was elected Secretary of the Freshman class.

The preliminary judging was held on Tuesday, April 20, at which time five contestants were selected. The special assembly was called in order that the final crowning could take place before the entire student body. The judges officiating at both the preliminary and final judging were Hugh Park of the Atlanta Journal, Rav Moore of WSB-TV, and Bob McKee of WQXI. The preliminaries were judged from the photographs only, but the finalists appeared on stage attired in evening gowns and

were viewed by the judges.

Wednesday's judging climaxed the Atlanta Division's part in Mutual's national collegiate contest to select the "College Queen of America." Miss Weigand's picture, along with others from the colleges all over the nation will be judged as to "beauty, personality, and charm as revealed in the submitted photograph." Mutual will select five from the entrants, and these lucky girls will win an expense-paid trip to Hollywood. At the movie capitol, the five contestants will appear on the "Queen For a Day" radio and television program, and at that time the College Queen will be chosen. The winner will be feted royally as she tours the film city, and she will receive gifts amounting to \$5000.

Here at the Atlanta Division, the Queen and her court will be entertained as guests at the quarterly Signal banquet. The plans for the gala affair are now being made by the committee of the beauty contest, Dr. Henry Malone, Professor Hayes, Dewey Turner, Carol Vansant, and Jack Thrift. The Queen and the four members of her court were given loving cups inscribed with their titles.

Mickey Allen, Signal staff photographer, made pictures of the girls, and the photos were exhibited in Terrace Room 100 for the preliminary. The entrants were Nancy Wallace, Jeanne Higgins, Barbara Brim, Beverly Weigand, Bettye Jo Hickman, Shirley Adams, Day Burnett, Renee Jennings, Mary Elizabeth Berrong, Dorothy Owen, Joann Sayer, and Jane Walker.

Are There Major Differences Between Day, Nite Students?

Day Students More Informed

By MARY ANN HARRIS

In the past the differences between the day and night school students have been cited to be many. Several statements to that effect have been arbitrarily made by students, faculty members, and people outside of the Atlanta Division. Of course both the day and the night schools offer its students what is most required and requested as far as subjects and in extra curricula activity, and both schools are set up to handle the type of student that enters either one or the other schools.

There are some differences in the day and night school students though. Recently in an informal survey of both day and night students, these differences were brought out, but with the understanding that only a small percentage of the day and night school enrollment were interviewed. Contrary to an aforesaid statement that night school students were more interested in obtaining a degree than day school students, it was found that on the whole, more day school students are working toward a degree than night school students. When broken down into components, an almost equal number of male students in both day and night school were interested in obtaining a degree, but that almost all the female students in day school and a little less than half the female students in night school were in-

terested in the degree.

The average over-all ages of students interviewed were the same. The ages of both male and female in both schools ran from 18 to 25.

The marriage status of these students showed a great deal of difference. There were more married male students in night school than in any other group interviewed.

There was a decided difference in the number of students in day and night school that participated in the extra-curricular activities offered at the Atlanta Division. It is understandable that more day school students participate than do night school students, in that all the night school students interviewed had outside full-time jobs.

The general appearance of the day school students contrasted greatly to that of the night school students. A more informal attire was found to be typical of day school students while a more "dressed up" appearance was typical to the night school students.

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Sgt. Oplinger New ROTC Instructor

Sergeant First Class Horace E. Oplinger is a new member of the Military Department, Atlanta Division, University of Georgia. His duty assignment is Training Aids Sergeant and Instructor in ROTC (Continued on page 9)

Books On Review

By FRANCES SHEDD

Cress Delahanty (311pp.)—Jessamyn West—Harcourt Brace (\$3.75). It has been noted that novels about adolescents are being written and read with undiminished enthusiasm. **Cress Delahanty** is such a novel.

Cress (Cress) Delahanty is not average (to use a word of uncertain meaning), but she is normal (to use a word of misty connotation). At the age of twelve she writes poetry with titles such as "You Do Not Have to Wipe the Noses of Your Dreams"; at thirteen she learns that it is more important to love than to be loved; at fourteen she goes through the agony of not being popular with boys and wonders on occasion if the pattern of her life is being decided at this minute; at fifteen she falls in love with a dying man.

Miss West has created a very believable young girl; she has drawn her with sensitivity and understanding. Miss West, completely objective, does not use Cress as a vehicle to express personal attitudes, but skillfully records and interprets the thoughts, attitudes, reactions, hopes, dreams and disillusionments of an adolescent girl.

Miss West defies precedent in her characterization of Cress' parents who are intelligent, interesting people as well as understanding parents. It has been customary to portray the parents of adolescents as insensitive and unbearably dull individuals. The relationship between Cress and her parents is refreshing.

Although Miss West is understanding in her approach, she is also very adult. She presents the story not as the tragedy of adolescence and its unhealing wounds but as the story of a girl who goes through normal phases and comes out of them a more mature individual.

Atlanta Division Business Library One of Souths Top

The Atlanta Division is proud of its periodical library as being one of the best in the country.

The library is split into two sections. The Business Library, located on the sixth floor has mostly economics, business art, and music periodicals. The main library on the first floor has all other periodicals.

The library first got its start around 1928 when Dr. Sparks and some of his friends donated a few books. (The Business Library was moved to the sixth floor in May, 1950.) Since that time the library has built up so that they are now receiving over 500 periodicals from all over the nation.

The following periodicals are found in the business library:

The Industrial Arts Index is of considerable aid for a listing of articles in engineering, trade, and business periodicals, as it covers this material in great detail.

The Accountant's Index, issued at irregular intervals, indexes mostly literature in accounting, such as books, articles, pamphlets, government publications, and other sources. Indexing is by author, subject, and title arranged alphabetically.

The Public Affairs Information Service Index differs in certain respects from those already mentioned. It is confined primarily to publications in economics and public affairs and covers much material published currently. There is little attempt made to cover all publications, nor does it necessarily index each issue of any publications.

Publications

These are found in the main library:

The New York Times Index list articles appearing in the New York Times, including the New York Times Magazine. Subjects

covered are history, agriculture, religion, science, economics, military affairs, and politics. News is summarized and classified alphabetically.

The Readers Guide is the most popular index for securing the subject titles or articles in periodicals. More than a hundred well-known magazines are indexed in each issue and the articles are catalogued under appropriate headings. Since new periodicals are often added and others dropped, continuity in one particular periodical may be missing. Articles are entered under specific subject headings and authors, insuring ready reference either to a subject or to an individual writer. Thus, two methods are available that are of assistance in a cross reference.

The Education Index gives current listings by author and subject of literature in education. Numerous magazines as well as books and other printed literature, are catalogued so that practically every new publication is listed.

Mr. Noyes reminds the students that the librarians are glad to assist anyone who has a need to use a periodical index. The wide circulation of periodicals, both technical and popular, has stimulated current thinking, has broadened knowledge, and has made information quickly available to many readers.

Members

The members of the library staff are: Miss Alice Hull, cataloguer; Miss Hazel Purdie, in charge of periodicals; Mrs. J. T. Jackson, in charge of circulation, main library; Mrs. Ray Held, in charge of circulation, business library; Miss Frances Paulk, assistant cataloguer; Mrs. J. B. Kincaid, assistant circulation, business library; Mrs. Thomas Chandler, in charge of ordering books.

Atlanta Book Exchange

25 Exchange Place, S. E.

We Buy All Textbooks, Whether used Here or Not — Unless Completely Out of Date

WE BUY, SELL AND TRADE



King David Senay, Queen Day Burnett, High School Queen, Ann Chandler, and court: Shirley Tarvin, Ruth Scott, Dot Owen, and Tycia Curley are pictured at the Mardi Gras as Jim Benton looks on.

Day Burnett Crowned Queen At Mardi Gras Celebration

By CAROL VANSANT

The annual Mardi Gras was climaxed last Wednesday night with the selection of Day Burnett as queen and David Senay as king.

Jim Benton, chairman of the Mardi Gras, crowned the winners and presented them with trophies. Trophies were also presented to each member of the court, Tycia Curley, Dot Owen, Ruth Scott, Shirley Tarvin, and Ann Chandler, who was chosen as the most beautiful high school girl in Atlanta.

The students and friends present for the Mardi Gras were inspired by the colorful affair. The organization's booths and entries were outstanding and one student expressed the majority feeling by saying that "This Mardi Gras was the best and most impressive we've had."

Day Burnett queen of the Mardi Gras, was entered by the "G" Club. After winning she said, "This was one of the most thrilling experiences I've ever had. I feel it is a great honor and I'm proud to represent this title."

Day, a junior in the school of Business Administration, lives with her family on 2275 Rhinehill Road. Beauty contests are actually nothing new to her for she has been in them quite often. In her senior year at high school she was chosen Miss Fulton High and only last year was entered in the Photo-Flash Contest. She is also an active member of both the "G" Club and Chi Rho Sigma sorority. She is captain of the Atlanta Division cheerleaders.

The list of clubs, organizations, and activities of which David Senay is a member are well representative of his popularity. David is a senior and lives at 645 Wilson Road, N. W. He is a member of Sigma Kappa Chi, Delta Nu Alpha, Sword and Shield, Pershing Rifles, Scabbard and Blade, and was recently selected to Who' Who in American Colleges and Universities. He is a Lt. Col. in the Headquarters and Service Battalion.

David said, "I wish to express my appreciation to the students of the Atlanta Division for supporting my campaign." David was entered by three organization, Tau

Mardi Gras Musings

Gordon Roberts walked off with the most sought after prize of the night—a parakeet! Incidentally Gordon named his new pet "Alpha" for the Alpha Epsilon Pi Fraternity.

Delta Lambda Sigma captured the spirit of New Orleans in their "Basin Street Blues Revue". The pantomining done by Bob Schwendick was especially good.

Bill Dyer, basketball pro, conducted the basketball toss ("G" Club sponsored) for the would-be athletes.

Most of the members of the Mardi Gras committee too were busy working with pictures, last minute preparations, etc. to enjoy a whirl at the roulette wheel.

Epsilon Pi, Sigma Kappa Chi, and Twee Wee Clubs.

Delta Alpha Delta sponsored Dot Owen, who lives at 680 Pearce Street. Shirley Tarvin, a freshman of 1428 Bankhead Ave., S. E., was sponsored by Alpha Epsilon Pi; Sigma Kappa Chi entered Tycia Curley, 1258 Portland Ave.; Ruth Scott of Norcross, Ga., was sponsored by Chi Rho Sigma Sorority.

Money collected for votes for King of the Mardi Gras will be turned over to the George M. Sparks Scholarship Fund. A total of \$61.70 was collected. David Senay compiled the highest amount of votes, followed closely behind by Jackie Barber. Other contestants for King were John Kimbro, and Louie Shemaria.

Money collected by the organizations will be turned over to the treasurers of the organizations.

Pierson Named New ROTC Instructor

A veteran of 18 years of Army service, Master Sergeant Warren R. Pierson has recently joined the Atlanta Division ROTC Instructor Staff. Having become eligible for retirement in February, he was separated from service only to re-enlist the following month.

Sergeant Pierson was stationed at Pearl Harbor when the infamous Japanese attack occurred Dec. 7, 1941. But most of his World War II service was spent in Europe as a participant in the Rome-Anzio Campaign and the Anzio Beach landing. He parachuted into Southern France for the assault that was to eventually lead through Central Europe, Ardense-Alsace, and Nazi capitulation in Germany.

Pierson was on duty with the 82nd Airborne Division, Ft. Bragg, N. C. when Korean hostilities commenced. His assignment to Korea soon followed. He was Battalion Executive Officer with the 156th Armored Field Artillery Battalion. Before his assignment to the Atlanta Division Pierson was stationed at Camp Fugi, Japan.

Because of his long and colorful service career the Sergeant will be able to impart much valuable training to the Cadet Corps. He has already joined with Sergeant Loftis in the coaching of the Rifle Team.

Vi Westbrook Is TKE Sweetheart

Chi Rho Sigma sorority has recently and indirectly received three honors. Vi Westbrook, who is president of the sorority was elected Sweetheart of TKE fraternity at Tech. Norma Booth who is vice president, was initiated into Phi Chi Theta, a night school sorority. Martha Thigpen who is an inactive member, chosen Sweetheart of Theta fraternity.



When you pause... make it count... have a Coke



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What Is Psychology?

By PROF. CAMERON FINCHER

What is psychology?

Psychology is probably best defined as the scientific study of behavior. It employs experimental and statistical methods in an attempt to establish functional relationships between the various aspects of behavior. But psychology is also a profession that applies psychological principles to the problems of education, law, health, business, and industry. Many states now require that persons practicing applied psychology within that state be licensed.

But isn't psychology "just plain common sense"?

Psychology has been defined as a course where you study things you already knew in words you never heard before. This stems from the fact almost everyone is an amateur psychologist and somewhat inclined to pride himself on his knowledge of human nature.

Why is psychology not "just plain common sense"?

Because of the way in which psychological principles are developed. Everyone has opportunity to observe the behavior of others and to generalize. But psychological principles of this sort are based on rather casual and too often superficial observations. There is a strong susceptibility to generalize from a few dramatic incidents. The psychologist differs from the layman in his method of developing psychological principles by repeating his observations under carefully controlled conditions and interpreting the results in a more logical fashion. The psychologist applies statistical techniques, interprets his findings in terms of mathematical probability, and eventually draws conclusions based on scientifically obtained data rather than on casual observation.

Why is pseudo-psychology?

When psychologists refer to pseudo-psychology, they are speaking of those "psychological services" offered to the public by practitioners who have had no formal training in scientific psychology and who deceive the public with claims of supernatural powers. These are the fortune-tellers, spiritualists, character-analysts, and faith-healers who are all together too popular with the unsuspecting public. Psychological literature abounds with scientific

investigations that reveal the fallacies of the pseudo-psychologists' claims and the irrationality of their practices. But because belief is so often a matter of preference with the general public, these pseudo-scientists continue with great force and large followings.

How can the Pseudo-psychologist be recognized?

Generally, by his promise of the miraculous and the mysterious. The will to believe that our future can be foreseen or that we can communicate with others across time and space is quite strong in many people. And the desire to analyze character by means of hand-writing, facial features, cranial contours, and body-type is equally strong. Even supposedly intelligent employment managers are sometimes susceptible to the latter. But these are only a few of the "services rendered" by the pseudo-psychologists. It may be that they will offer to develop your mental powers, improve your memory, or help you discover hidden talents that open the door to success. Or perhaps, they will aid in the reconstruction of your personality in ten easy lessons so that you too can be charming, devastating, and magnetic. And most dangerous of all, they may promise alleviation of "psychic illnesses" or even physical ailments.

The layman can easily recognize the pseudo-psychologist by examining his record. The reputable psychologist will have received academic training at a reputable institution. He will hold an academic degree, preferably the PhD, with the greater portion of his work in the field of psychology proper. He will be a member of the professional organization of psychologists, the American Psychological Association, and in many cases he will be certified by that organization as professionally competent. If practicing in a state requiring such, he will be licensed to offer services of a psychological nature (Georgia requires such a license). But most telling of all, his claims will not be staggering or boastful. Perhaps the best policy for the layman who is in doubt is to contact the Department of Psychology at the nearest university and ask for referral to someone capable of rendering assistance.

Prof. Beck Reveals Connection With Federal Pen.

By BETTY HAND

Professor T. T. Beck of the Modern Language Department at the Atlanta Division has become associated with the Federal Penitentiary. Mr. Beck's labor is in the form of censoring letters written in French.

The warden of the penitentiary was recently confronted with a linguistic problem. Some French sailors convicted of violating federal laws were serving their sentences in Atlanta. They were permitted to write home and to receive letters, but all letters had to be in English. This was a problem for the prisoners and an even greater one for their families.

Their wives had to find someone who could read English and someone who would reply in English. Their messages had to be conveyed through a third person who might not have been able to translate them correctly. The language barrier was becoming more and more difficult to overcome and letters were becoming shorter and shorter because of the constraint forced upon the wives by the presence of the third person.

In Atlanta the prisoners became worried, suspecting their wives of infidelity and fearing that they were losing hope. The prison psychologist and warden decided to permit each prisoner to write one letter in French a week and to receive two letters each per week in French if adequate censorship could be afforded. And Mr. Beck was called upon to act as censor.

His service is not translation, but censorship. If the letter is satisfactory and harmless, it is passed. If not it is "blue penciled." He marks the unsatisfactory parts and submits a note about each letter to authorities at the penitentiary. They decide after reading his comments if the letter is acceptable.

Mr. Beck says he is kept completely in the dark, probably to prevent his being prejudiced. He does not know the crimes involved or the length of the sentences.

Since the prisoners have been permitted to correspond in French, their morale has increased measurably and letters are passing freely and have become normal.

Mr. Beck has been sending recent copies of FRANCE-AMERIQUE, NOIR ET BLANC, and LE FIGARO to the prison library so that the prisoners may read about current events in their own language. The prisoners had been lacking French reading matter, the prison library having only American newspapers and magazines. These magazines are provided by the library of the Atlanta Division.

Mr. Beck said that about four years ago there were Puerto Rican prisoners at the penitentiary. Four guards from the penitentiary came to the Atlanta Division at night to study Spanish, and since then there have been no requests that the Atlanta Division translate Spanish for the penitentiary.

Sketch

Corner



By DEWEY L. TURNER

According to Jackie Furr, she is just an average, ordinary sort of girl, but in making the observation she overlooks the fact that the average girl does not major in Management, make the Dean's list every quarter, win the Journal cup for being the best all around student or have a parakeet named "Bootie Boy."



JACKIE FURR

probably one of her happiest tasks.

Jackie is twenty-one, lives at 1225 Graymont Drive and is a graduate of Brown High School. Besides winning the Journal cup at Brown, she was a state officer in the Beta Club and was selected as the school's most athletic.

Mr. Furr, Jackie's father, is with American Telephone and Telegraph Company and, because of the nature of his work, Jackie has lived in most of the southern states and visited a large part of the U. S. and Canada before she was seven years old. In her youthful travels, she says she was most impressed with the San Jacinta monument in Houston, Texas, and the long tunnel from Detroit to Windsor, Canada.

Frank Yerby and Frank Slaughter are Jackie's favorite authors presently, but she says they are subject to instant change if others more favorable appear on the "horizon."

Those who saw the University Players' production, "Mad Woman of Chalot," will remember Jackie in the portrayal of Irma, the waitress.

As for her future: "I hope to go into personnel management or some related work with a progressive Atlanta Company. If necessary I will go to another city or state for the kind of job I want."

And what about marriage? "I hope to be prepared when the proper time arrives," was Jackie's reply.

This is Miss Jackie Furr, the most un-average average girl at the Atlanta Division.

Miss Susan Bloch Gives Recital Of 16th Century Music

Have you been looking for an unusual type of free entertainment? You will find it in room 610 of the Atlanta Division Music Department on Friday, April 23, at 8:30 p. m.

Miss Suzanne Bloch will present a program of Medieval or Sixteenth Century music.

Miss Bloch, lutenist, singer to the lute, player of virginals and recorders is known throughout the United States and Canada for her distinguished performances.

She is an authority on her instruments and the era in which they were played.

Miss Bloch will relate items of special interest of the lute. This instrument of the poet and musician of the earlier days has fallen into neglect with the development of concert instruments of greater power and is seldom heard

because of the difficulties of its technique and notation, and the subtleties of its sound.

According to Miss Bloch, "While my programs are unusual in their presentation of instruments rarely heard, the real interest lies in the literature performed—instrumental music which played a great part in the development of musical forms that flowered later . . . The lute opened a new field for coming generations; and though it faded into obscurity after long popularity, its effect on the development of instrumental style was strong enough to leave its mark for centuries afterward. I consider that the value of this early music played on the proper instruments lies not in its historical authenticity so much as in its power to project us vividly into the drama, humor, and pathos of those days of which it speaks."

April 28 Is Deadline Set For Student Council Nominations

The time is now at hand to think of candidates for Student Body officers.

The Student Council is very much interested in having a vigorous campaign for all offices this spring. For only in this way are the students given the opportunity to select the candidate which they feel is best qualified for the job. We hope that there will be at least three candidates for each office.

Nominating petitions must be turned in by April 28. These petitions should either be turned over to Russell Musgraves or placed in the Student Council box in the school office. These petitions are self-explanatory. However, it might be well to remind the students of the qualifications for the

various offices. The presidential and vice-presidential candidates must have completed 84 hours work before assuming office; have an average of C plus; have had at least three quarters in residence at the Atlanta Division before assuming office, in which 13 hours work was carried each quarter; be regularly enrolled and carrying a minimum of 13 hours in the Day Division at the time of nomination; and should express in writing an honest desire and intention to be in school during the period for which nominated. The other candidates for Secretary and Treasurer must meet the same qualifications except that they may be from any class.

These petitions may be obtained from Dean Camp's secretary.

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AL. 3475

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EDITORIALS

Announcements

How many times have you missed an outstanding event — all because you didn't know about it?

Could it be because your professor forgot to read that announcement?

Classroom studies and lectures are essential in a college. So important it is that every minute of the class period should be utilized to the fullest extent. Yet, the activities of the school and student body are likewise important and necessary to college students.

If announcements are important enough to require a Dean's approval . . . the trouble of mimeographing . . . and the efforts of getting them into the professor's box, then doesn't it seem logical that the announcements are important enough for the professor to take a quarter of a minute of his period to read them to his class?

Is this asking too much?

Thanks!

The Atlanta Division "Campus Queen" contest has ended; it is all over but the shouting. This event captured the interest of the school, and the cooperation from the administration and the student body was such that it enhanced the success of the whole undertaking.

But there is one that deserves a special pat on the back. This is Mickey Allen, staff photographer for the *Signal*. Upon his shoulders rested the responsibility of making photographs of the contestants; without Mickey the contest would not have been possible.

Mickey spent long afternoons behind his camera making the photos and many laborious hours in his darkroom. Though he was burdened with other pictorial assignments which were enough to keep him busy enough, he accepted this added job uncomplainingly.

Mickey is certainly to be commended for a job well done!

Ask And Receive

DEAR EDITOR

There has been talk, polls, attempts at petitions by the students at this school in ill fated attempts to improve conditions here. These conditions can only be improved by the school administration, asking the Board of Regents to grant funds and concessions to correct these faults. All you have to do is ask.

This school can be made into a great institution of learning or it can continue to be a half-baked hurry up poop station of learning. Some measures that would help are:

1. Rename it the University of Georgia at Atlanta. (UGA.)
2. Grant the AB, and BS, degrees.
3. Have an athletic program.
4. Wall lockers. (Carrying books, wet raincoats and hats around is for the birds.)

If we had these things, the school's enrollment would double in three years. It could happen if the school administration would only ask the Board of Regents. They are Georgians of vision, and would grant it, but they have to be asked first.

Don't be so narrow minded that you can see through a key-hole with both eyes. "Ask and ye shall receive."

A STUDENT

UNIVERSITY SIGNAL

24 IVY STREET, S. E.
Atlanta, Georgia

DEWEY TURNER
Editor

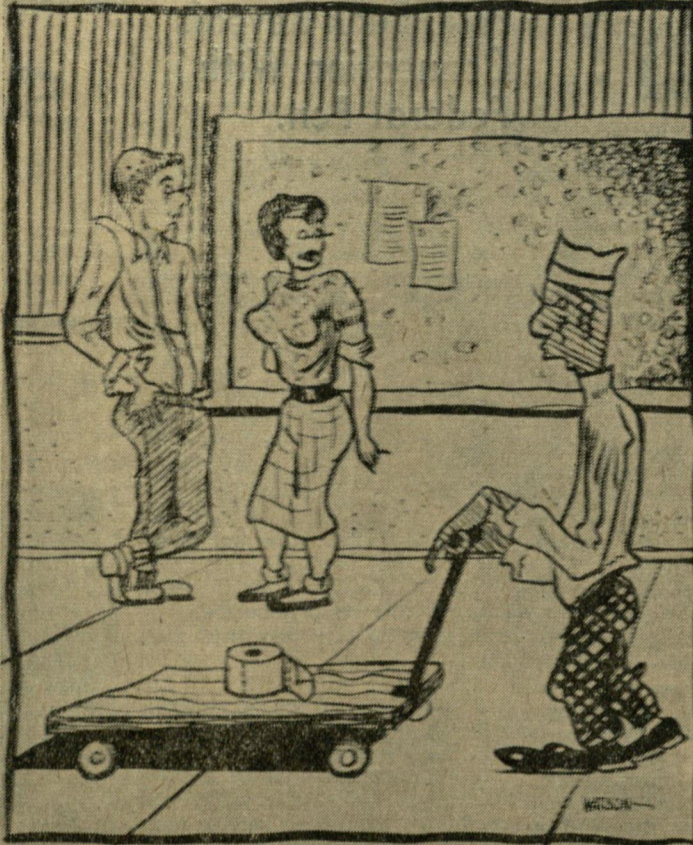
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THAT'S THOMAS, HE'S IN CHARGE OF THE SCHOOL PAPER.

Carol Vansant

Variety The Spice Of Life

"Variety is the spice of life" is a familiar saying, but whether it be true or not, to the committee who make and plan the assembly programs it is imprinted heavily in their minds.

If any of you have taken time out from necessary thoughts to think about the variety of educational, political, and entertaining speakers who have appeared in chapel you would appreciate more the efforts of those who select them. They present to you an opportunity of hearing experienced men in the vocational and religious fields.

Whether it was Dr. Henry King Stanford, president of the Georgia State College for Women and former assistant chancellor of the University System, or Dr. Roy O. McClain, pastor of the First Baptist Church of Atlanta, strictly speaking it was educational.

The assemblies of the past year are actions verifying the efforts of the administration and Dean Trotter in attempting to select speakers that the student body would enjoy and appreciate.

Future assembly programs prove to be just as interesting. Adjutant General Ernest Vandiver will speak in the near future as will Dr. George Sparks, director of the Atlanta Division.

To those of you who miss hearing men of their distinction an opportunity of your college days has been by-passed.

Gordon Roberts

Indifference Inexcusable!

May 1 is the last day that Georgians can register to vote in the coming primary and general elections. There will be many citizens who will not meet this deadline.

Sometimes unfortunate circumstances prevent us from registering and, subsequently, employing our right to vote. But indifference is inexcusable! Some of us tend to forget that voting is a privilege enjoyed by few countries in the world today, and we further neglect our duty of exercising this coveted privilege. Too many of us do not realize the importance of voting and assume that our little vote is only an insignificant drop in the bucket. The right to vote is soon forgotten by these lazy, indifferent people, and the election of our leaders is left up to those who take an active interest in their country and state. But when the wrong man is elected to an office, it is from the non-voters — the indifferent ones — that we hear indignant complaints.

Going to the polls involves no great inconvenience, and the reward more than compensates for the time and effort spent. Surely one derives a certain personal satisfaction from knowing that he has participated actively in the election of our leaders. The non-voter, the person who is indifferent to the most fundamental principle of our government, is left only with a feeling of, "Well, my vote wouldn't have mattered anyway." This seems to be the standard cliché of this person.

Let's recognize this as our duty and not join the ranks of the indifferent!

OPINIONS

Jack Thrift

Consumers Influence

When you see the word "marketing," what is the thought that registers?

Is it the farmer taking his products to the store to sell . . . is it yourself going to the grocery store to buy . . . is it the big business sending appliances to stores for you to buy?

If you think of any of these, it is the concept of marketing which most people have.

Marketing is the farmer selling his products, it is you — the consumer — going shopping, it is big business distributing goods for you to buy. It is all this and more.

Marketing entails all the activities after goods are produced until they get into your hands for consumption. In fact, after goods have been manufactured, it is the job of marketing to get those products to the purchaser. So whether you realize it or not, marketing affects your life, and you affect marketing.

Did you ever stop to think why so many different kinds of refrigerators, television sets, women's hats and men's sport shirts are made? Why there are so many styles and fashions in today's car?

There are so many different kinds of so many different products simply because of you — the consumer. Before goods are made, much money and effort are expended in finding out what you want in a product. Your wants and desires vary, so the different styles and models are created and manufactured to try to fulfill your needs, wants and desires. This, too, is marketing.

Tomorrow when you see where stock market prices have changed, where some stores are having sales, or where prices on goods have changed, just think — you, the consumer, caused it.

So, goods are produced because of you. It is necessary that these products be distributed, advertised, sold and usually credit extended to the buyer . . . these are the tasks required of marketing.

Frances Shedd

Stone Mountain Room

The Stone Mountain Room on the seventh floor is a big, bright room with comfortable leather chairs arranged in one end. The room is convenient as well as attractive. One may step from the elevator, enter a door directly across the hall — there is a sign over the door which reads: "Stone Mountain Room." — and find himself in one of the few rooms in the building which have tiled floors.

The room is often used by outside organizations for institutes and similar activities, and, therefore, serves as a form of favorable advertisement for the Atlanta Division. The room was designed to be used to build good will for the school, and no one will deny that this is an excellent way to create good will.

The Stone Mountain Room is large, attractive, and convenient and is therefore the most suitable room in the building for certain types of student gatherings. However, it has been brought to our attention that student organizations are not welcome to use the Stone Mountain Room even when it is not being used by any civic group or other local organizations.

We feel that it is the responsibility of the directors to maintain the best possible relations with the student groups and this responsibility entails giving them access to all available resources. In our opinion the situation can be easily remedied. Furthermore, the relief of this problem could be responsible for the development of a more sympathetic relationship between the administration and the student activity groups.



Mardi Gras captures the real carnival atmosphere with "Teddy" bears, fishing ponds, hot dogs and fortune telling.

Ada Howell Speaks To Business Class

Miss Ada Howell, Placement Bureau Division, was the guest at a coffee which was held on Wednesday, April 14. Miss Howell, in her talk to fifty business education majors, emphasized the many stenographic and secretarial positions open in the Atlanta area. Mrs. Nell Trotter made the preparations for the coffee, and Mrs. Lane who is the acting head for the Business Education Department introduced Miss Howell.

Crimson Key Installs Members

Crimson Key Honor society for women initiated four new members at initiation ceremonies at the home of Jackie Furr. The new members initiated were: Eileen Luck, Selma Cheeley, Addie Mae Gage and Estelle Riddle.

Greek Letter Club News

DELTA SIGMA PI

Kappa chapter of Delta Sigma Pi fraternity celebrated its 33rd birthday on Tuesday night, March 23, with a dinner meeting at Mammy's Shanty. The Atlanta Alumni Club joined with the actives for the event.

More than fifty people were present to enjoy the meal and afterward listen to J. V. Brownlee speak on the subject "Developing One's Personality Through Service." Mr. Brownlee, former Kappa chapter member, illustrated how he had profited from serving in Delta Sig and other similar organizations. He pointed out that he would reap the benefits of the experience gained in his extra-curricular school activities for the rest of his life.

Howard Johnson, past Grand Congress president, awarded W. M. Lozier a plaque from the International fraternity for his work for the Central office of Delta Sigma Pi.

New members now active in the fraternity are Truman Flowers, Allen Lumpkin, J. T. Wilson, Kenneth Posey, Skid Jones, Kyle Cade, Jim Carter, Wayne Crowe, Jack Williams and Bob Maughon. Also initiated as an honorary member was Clyde Jones, faculty member at the Atlanta Division.

DELTA ALPHA DELTA

Delta Alpha Delta recently welcomed eleven new members into

the sorority. The new members are Shirley Adams, Beverly Bush, Louise Coker, Mary Donaldson, Joan Gilliland, Mary Ann Harris, Jane Hatchet, Fracie Hett, Anne Marr, Nancy Orr, and Olivia Ray. The formal initiation took place at a tea which was held on April 11, at the home of Sally Van Buskirk.

DELTA LAMBDA SIGMA

Delta Lambda Sigma Sorority held its regular monthly meeting Thursday, March 4, at 6 o'clock in the Stone Mountain Room. Prior to the meeting, pledging ceremonies were held for two new rushees.

The business meeting included discussion on the sorority's contribution to the George Sparks Scholarship Fund, in addition to future plans for rush functions and the annual house party.

Delta Lambda announces their Spring Formal to be held on April 10 at the Henry Grady Dixie Ball Room. Albert Coleman and his orchestra will play, and following the dance, a breakfast is scheduled at Haley's Penthouse.

KAPPA THETA

Kappa Theta proudly announces the names of the following ten Atlanta Division co-eds, who were pledged at a pledging ceremony held recently: Betty Jean Alexander, Beatrice Foster, Vivian Harper, Nell Harris, Ann Holloway,

Mary Hulone, Louise Schaffler, Carol Sutton, Sue Wariner, and Dot Yeager.

Kappa Theta gave out the sound of "Open Rush Season" at a stag party held April 15, at the home of one of its members, Joyce Dailey. The party was planned to celebrate "Everybody's Birthday" on one big gala occasion. An enormous birthday cake, adorned with a candle for each person present, and gifts for all, highlighted the evening.

On April 24, the sorority will again entertain its rushees and dates in an outdoor fashion—"Treasure Hunt with Dogs" at North Fulton Park. The deciphering of the theme for the evening is being kept in close confidence of the members.

Plans are also under way to make this year's annual Maytime Ball the "largest and unequalled event of the organization's history," said Joyce Cannady, Maytime Ball Chairman.

The interest of the sorority in the George M. Sparks Scholarship Fund was shown recently when the organization amended its constitution to aid its advancement of funds. The amendment reads: "At the end of each Spring Quarter, the Treasurer shall figure the total amount which has been received into the Welfare Fund for the immediate preceding twelve months. Of this amount 10 per cent or \$15, whichever is higher, shall be given to the George M. Sparks Scholarship Fund."

Social Lantern

By MARY ANN HARRIS

"In the spring a young man's love softly turns to thoughts of fancy." This well-worn adage may be a bit confused, but from this corner confusion seems to be the word, feeling, and temperature of the springtime population.

Now that spring has arrived via soft southern breezes, pre-summer tans and pre-season cottons, it is safe to say that the typical atmosphere that goes along with spring has arrived too. "Do you suffer with that muggy, rundown, tired feeling? Ladies, do you wake up in the morning with one eye on the weather report and the other on the unpredicted 'scattered shower' that will no doubt last all day? Men, do you suffer with that incurable disease called 'ess eff' or better known as spring fever? If you ladies and gentlemen do suffer from these things, take it easy. By winter you will be able to restore that spring fever contaminated blood with swimming and all the other things that go along with summer."

Of course the Atlanta Division is no different from any other place in this man's (or woman's) world when it comes to springtime! There has been a noticeable influx of new spring and summer clothes as far as both male and female factors are concerned, and both the night and day school sororities and fraternities have begun their spring rushing and are planning for innumerable parties and formals during spring quarter.

Besides all the confusion and change of weather that goes along with spring, there is a more sober and beautiful side of the new season. Spring is the really the awakening season of the year. There are the trees and flowers that blossom forth almost overnight, and of most importance is Easter and the resurrection of Christ that makes spring perhaps the most beautiful season of the year.

Zeta Chi Delta Honored By Parson Randy Griffith

By IAN T. MACAULEY

Several Fridays ago witnessed the attendance of a unique visitor at Zeta Chi Delta's informal smoker in Terrace Room 100. Parson Randy Griffith from Apple-Fork Junction, high in North Georgia's highest hills, was among those present.

When asked for his opinion on the affair, Mr. Griffith let loose with such a meandering commentary that the ears of the interviewing reporter are still tingling from the blast. His conceptions, emmensely condensed, are as follows:

"Well, suh, Thar Ah wuz a standin' thar in the corry-dor out from the lobby in the Atlanta Division's building when alluva sudden two young fellers rushed by me at sich a speed that Ah thought thar was house afire.

"'What evuh's the rush?' Ah cried after them.

"'We're headed for Zeta Chi Delta's smoker!' they yelled back.

"Ah knew it, I thawt to mah-self ther's a Greek whose house is a-fire. Well, suh, Ah followed them boys down a ramp, through some tables until Ah got to a big place in the wall whar thar wusn't any wall a-tall. Any way, thar wasn't anything afire, 'cept I did see a lil smoke in the air. Ah dedooed

that to from all the young feller's—who wuz a standin' in the room—tobackee.

"Well one youngster come up to me, asked me mah name, gave me a smoke, and plum-right-out-in-the open invited me to his lodge for suppah next Satuhdee. Ah didn't say yes, for right about then Ah was beginning to suspicion all them strange thangs. Ah wuz.

"Well, suh, next thing Ah did was to look ovry the place fer a big orange drink. Ah couldn't find none, so Ah settled fer some dark, muddy type of drink. Right about then Ah commenced to hear a commotion ovry in the one corner of the room thet Ah wuz in. Thar wuz some type of conraption a-blaring away such terrifying noises. Then evry now'n then some feller would interupt an' say 'I'll be true to you, I'll be true to you—'. He did! Now, whilst all of this wuz a-going on thar wuz a few boys a dragging a few gals across the room in time with all the racket.

"About thet time Ah decided to leave. Ah did- But afore Ah could git to the door, some youngster come up to me and asked had Ah signed the book. Ah told him 'Ah hadn't, and thet Ah wasn't a-going to commit myself no more. Then Ah left. Ah did.'"

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Campus Queen and her court from left to right: Day Burnett, Mary E. Berrong, Queen Beverly Weigand, Dorothy Owens and Jeanne Higgins.

Art Department To Give Away Perrin Painting

Would you like to own an original painting? Someone is going to and it might as well be you.

The Fine Arts students at the Atlanta Division, seeking to establish a nice recreation lounge, are asking for your help. All you have to do is make a donation to help with their expenses. As a reward to those who help with as much as 50 cents the Fine Arts students are giving to each contributor a free chance on a fine original painting.

The artist is none other than our own, talented, Joseph S. Perrin who has won numerous awards for his work; some of his more recent ones being his selection as an exhibitor in the Southeastern Annual Art Exhibit, and his selection by the University of Florida to have an exhibit, which points up the promising young talent in the southeast area.

Here is a chance to obtain something that should greatly increase in value in the future. The painting, "Still Life with Brushes", may be seen in the lobby. Tickets for donations may be obtained from any Fine Arts student. The winner of the painting will be an-

Never tell a woman her stockings are wrinkled — she may not have on any.



Mr. Perrin of the Art Department shows his painting "Still Life with Brushes" to Nancy Jones.

Cage Stars Feted At Banquet

The Atlanta Division basketball team was feted at a banquet held March 18, 1954. Dr. Sparks, Director of the University, climaxed the dinner with a very impressive speech. Among those present as special guests were: Dean Maylor, Administrative Dean, Dean Camp, Dean of Students, the cheerleaders, and Miss B. J. I. Hart.

Letters were awarded to: Chas. "Boogie" Cawthon, Bill Dyer, Opal Moon, Jimmy Nisewonger, Bob Baldwin, Ray Dempsey, Don Smith, Hommer Hannah, Buddy Fields, Curtis Turner, Jimmy Stone, Harry Reid, W. T. Wilson, Gerald Johnson, Clarence Allen, and manager Morgan T. Gough. "Boogie" Cawthon received the trophy for the most valuable player.

Joe Watson New Signal Cartoonist

Joe Watson, sophomore, is the creator of a new cartoon feature which appears on page 4 of this issue of the Signal.

Joe, an art major, works for the Art Craft Engraving Company and has done display work for Zachery. He plans to work in advertising eventually.

This new cartoon feature will be a regular in the Signal.

Softball Lassies Eager For Play

The softball class, which meets on Monday and Wednesday from 2:00 p. m. to 3:30 p. m. at Piedmont Park, shows prospects of becoming a fine team. The girls display team spirit, ability, and eagerness. Miss B. J. I. Hart, coach of these fine athletes, announced that the Atlanta Division lassies

are looking forward to playing other college teams during the quarter.

Members of the 9:00 A. M. swimming class are working eagerly toward the Senior Life-Saving Certificate, which qualifies person for any life-guarding position, except for special work required for the beach, and camp work.

Everyone is invited to come enter their classes to the gym.

Light Shed On Parking Problem

The following is a part of a letter received by Dean Camp in regard to the school parking problem:

"These parking regulations were change din response to a request from Mr. Frank Wilson, Superintendent of Grady Hospital. Grady Hospital is faced with somewhat the same problem as the Atlanta Division of the University of Georgia. A new hospital building is being erected in the block bounded by Armstrong Street, Pratt Street, Butler Street and Gilmer Street. The work on this block plus space needed for storage of materials on adjacent blocks has or will very shortly result in the closing of parking lots which accommodate approximately 250 vehicles. As you recall, the Atlanta Division recently closed a very large parking lot at the corner of Courtland Street and Gilmer Street to erect its new building. The closing of these parking lots in the neighborhood of Grady Hospital would result in flooding the area with all-day parkers and leaving absolutely no space available for short-time parkers who wish to transact business or visit patients at the hospital. A large portion of Armstrong Street, Pratt Street, Butler Street and Gilmer Street will be barricaded with fences during the construction of the new hospital building. Once this work is underway the present regulations will not be at all superfluous.

Butler Street, Pratt Street and Piedmont Avenue are all heavily used as through streets during the rush hours. We are anticipating a complete ban on parking during rush hours on these streets in the near future. For the time being the time limits are all that have been changed. The majority of the street space in this area has been zoned for one hour parking for a number of years. However, the enforcement has been very lax and it is only in recent weeks due to the construction work which is beginning on the new Grady Hospital that has become necessary to ask the Policy Department to enforce the regulation."

IT'S ALL A MATTER OF TASTE

Late for your date? She hates to wait?
Need something nice to soothe her?
Give her a round, firm Lucky Strike—
They're cleaner, fresher, smoother!

W. T. Donoghue
University of Virginia



When you come right down to it, you smoke for one simple reason...enjoyment. And smoking enjoyment is all a matter of taste. Yes, taste is what counts in a cigarette. And Luckies taste better.

Two facts explain why Luckies taste better. First, L.S./M.F.T.—Lucky Strike means fine tobacco...light, mild, good-tasting tobacco. Second, Luckies are actually made better to taste better... always round, firm, fully packed to draw freely and smoke evenly.

So, for the enjoyment you get from better taste, and only from better taste, Be Happy—Go Lucky. Get a pack or a carton of better-tasting Luckies today.

My roommate was a grouchy soul—
No person could be meaner;
But Luckies made him change his tune—
They're smoother, fresher, cleaner!

Chad Fornshell
Indiana University



When you light a Lucky Strike,
You're sure to recognize
That cleaner, fresher, smoother taste
Collegians idolize!

Jean N. Singleton
San Jose State College



COLLEGE SMOKERS PREFER LUCKIES

A comprehensive survey—based on 31,000 student interviews and supervised by college professors—shows that smokers in colleges from coast to coast prefer Luckies to all other brands! The No. 1 reason: Luckies' better taste!

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LUCKIES TASTE BETTER CLEANER, FRESHER, SMOOTHER

Disc and Data

By WALT GUTHRIE

One of the judges in the Signal's recent "Campus Queen" contest was WQXI's Bob McKee. This delightful unorthodox person holds forth every week-day from five to nine a. m. with "Sunny Side Up", a program designed to extract the early riser from bed as painlessly as possible. Bob has the unique talent of being able to make you laugh at yourself as well as laughing at others. This talent is no accident, for he makes a practice of studying human behavior, particularly noting the everyday problems and petty annoyances that so often attack the poor human. Add to this the gift of a nimble, razor-sharp wit and there you have Bob McKee.

In four short years Bob McKee has risen to the distinction of being the most popular disc-jockey in Atlanta. A large part of this popularity can be directly traced to "Family Circle", his Saturday morning show for high school and college students. Bob receives more mail on this show than any other radio personality in town.

Bob has had his share of amusing and trying experiences too, such as the time he was descended upon by F.B.I. agents demanding to know where he learned the number of aircraft produced per day at Lockheed. It seems that Bob received a fan letter from some Lockheed employees, and while he was acknowledging it he innocently made a wild guess about the production numbers, and hit the exact number.

The "pride of Buckhead" has also become known for the love he has for his work, and the vigor he employs toward it. These qualities can be detected in his bubbling, happy attitude toward everything he does. He firmly believes that the average person knows much more about music than he does, so he never tries to set himself up as an authority on which record will be a hit and which will not; but in reality Bob can pick them as well as anybody in the business!

Bob has, in addition to his many talents, a lovely wife, and two small sons: Hobbie and Chuckie, who seem completely indifferent to their father's success and popularity. Bob's many adventures and successes might include such accomplishments as high school football star, and tail gunner on a B-29 which was in the first bombing raid on Japan.

Completely unaffected by all this praise, Bob dismisses it with one comment:

"My father was a preacher and

my mother was a woman. I guess that's why I talk so much!"

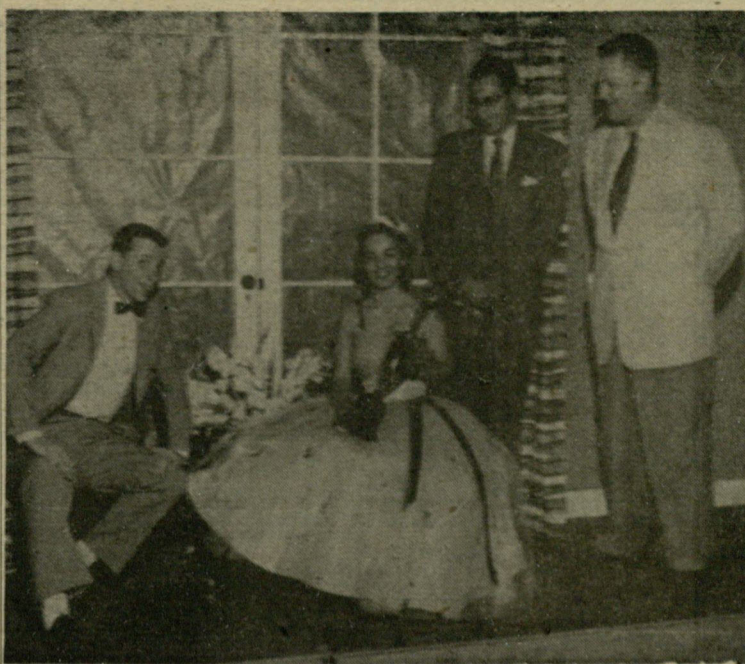
THOUGHTS AT RANDOM

Last time I stated that commercially manufactured Hi-Fi sets were no good. I have found one exception: Hallicrafter's "Virtuoso" . . . it's great! I'm very sorry to hear that business has been on a decline at Paces Ferry Tower Restaurant, but I'll bet that George Shearing's Quintet will give it a shot in the arm.

What has happened to Dave Lyndon and Lee Nance since WATL folded? . . . Stan Kenton has disbanded his orchestra temporarily for a short vacation before he resumes a strenuous recording schedule . . . The best new big band albums are "Ellington Uptown" on Columbia, and "Ted Heath at the London Palladium" on London.

OH IF IT COULD ONLY BE DEPARTMENT:

Stan Kenton and Duke Ellington announce plans to combine hands into one unit. This arrangement will permit the Duke to play piano while Stan conducts and vice versa . . . AH PARADISE!!!



Bob McKee, WQXI, Ray Moore, WSB-TV, and Hugh Park, Atlanta Journal, the three Campus Queen judges, smile on their selection.

Vansant Winner Of New Ford

Carol Vansant, student advisor to the Signal, is now the proud owner of a new baby-blue Ford. Miss Vansant was awarded the Ford for holding the lucky ticket at the Atlanta Cracker ball game at Ponce de Leon Park on Wednesday, April 21.

Carol, an avid baseball fan, attended the game not even dreaming that she might be the lucky winner. Carol, who is a Cracker fan, described the game as "not too interesting" and considered leaving, but was fortunately persuaded to stay.

The ticket had been given to her by a friend believing he was not going to be able to attend the game. But he did make it, and happened to sit right behind Carol. When she offered the ticket back to him, he refused. Ironically, the ticket in question happened to be the winner.

(Continued on page 8)

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Jane Parker BREAD

THE QUALITY LOAF MADE BETTER FOR BETTER HEALTH

FACT #1 TRULY FRESH!

"Squeezing" may fool you because softness is not a true test of freshness. But with Jane Parker Bread there's no need to "squeeze", no need to guess — just look at the date!

The date on the wrapper is your guarantee of "proven-fresh" flavor. This is important because when freshness fades, flavor fades.

FACT #2 EXTRA NOURISHING!

Jane Parker White Bread is ENRICHED for better nutrition, like all modern breads.

The complete list of health-giving nutrients, including generous amounts of Sunshine Vitamin D and healthful calcium, proves that penny for penny Jane Parker gives you more vitamins, calcium, iron and protein than any other of America's 10 leading brands!



FACT #3 GUARANTEED TOP VALUE!

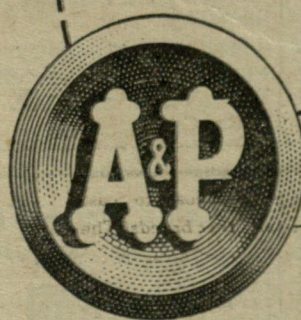
Maybe you don't quibble about pennies when it's quality you want. Fine. But why pay more than you have to?

Jane Parker offers you real savings on a bread that's made of the finest ingredients (we actually pay premium prices for many of the most important ones).

Try Jane Parker Bread — double your money back if you don't agree it's the best bread value!



SAVE UP TO 4¢ A LOAF*
1-LB. LOAF **15c**



Come See...
Come Save at A&P.

A&P FOOD STORES

BUY THE QUALITY LOAF MADE BETTER FOR BETTER HEALTH

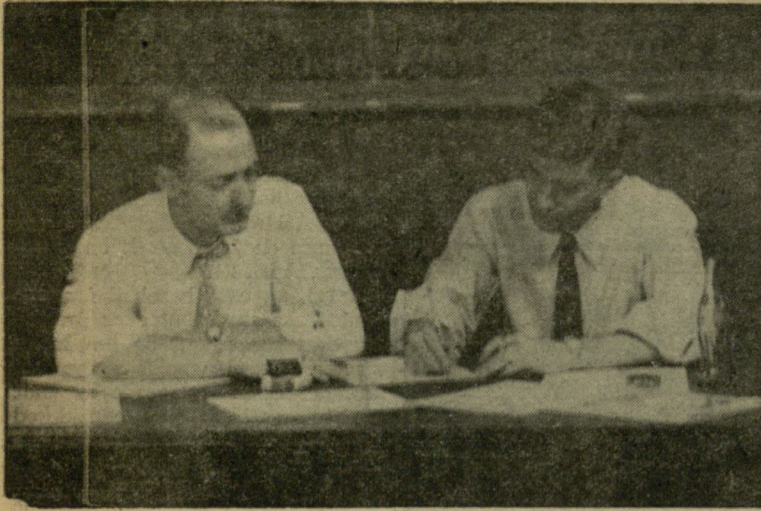
ROTC Announces Addition to Staff

A recipient of seven service honors, First Lieutenant William A. Nicewander was recently assigned to the Atlanta Division ROTC Staff.

A native of Richmond, Virginia, Lieutenant Nicewander has been on duty with the Army since 1942 with the exception of time-out for the completion of studies at the University of Richmond.

Tours of duty have taken him to England, Scotland, Wales, France, Germany and Belgium. Under the Far East Command, he served in Korea with the Seventh Major Port at Pusan and the Twenty first Medium Port at Inchon until June of 1952. Resulting from his Korean service the Lieutenant received the United Nations Medal, Korean Service Medal with three campaign stars, National Defense Service Ribbon, and Korean Presidential Citation. Prior service during WW II gained for him the World War II Victory Medal, European Theatre Medal with three campaign stars, and Good Conduct Medal for service in the European Command.

Commenting on his assignment to the Atlanta Division, Lt. Nicewander said: "I have been favorably impressed with the School and particularly with the Reserve Officers Training Corps. The esprit de corps of the ROTC is outstanding and I feel honored to be associated with such a fine organization."



V. O. Roberts and Melvin Wooddy study statistics in Marketing Survey.

Prof. James H. Dornburg Gets Lockheed Appointment

James H. Dornburg, a graduate of Wabash College and the University of Chicago, has been appointed to the staff of the military operations research division, Lockheed Aircraft Corporation, Marietta, Ga. He will do economic studies and research as an economics specialist.

Dornburg joined Lockheed's public relations staff in June, 1951, after serving two years as an instructor in Emory University School of Business Administration, Atlanta. Born and raised in Illinois, he graduated from Kankakee High School, and Wabash College, Crawfordville, Indiana, where he received a bachelor of arts degree in economics. At Wabash, he played three years of varsity football.

He holds a master of business administration degree from the University of Chicago and is currently working on his doctor of philosophy degree from the same university.

He is a part-time instructor in economics and marketing at the Atlanta Division, University of Georgia, and has conducted several market research studies in the

Atlanta area. A World War II Navy veteran, he is active in the U. S. Naval Reserve as an air intelligence officer, with the rank of lieutenant. He lives with his wife, Ruth, and son, Garry, 8, at 1308 Clairemont Circle, Decatur, Ga.



PROF. DORNBURG



Members of the Dramatic Club as shown rehearsing scene from "The Curious Savage," a play of three acts presented on April 23.

What Is a College Boy?

Between the senility of second childhood and the lighthearted lechery of the teens we find a loathsome creature called the college boy. College boys come in assorted sizes, weights, and states of sobriety, but all college boys have the same creed: To do nothing every second of every minute of every day and to protest with whining noises (their great weapon) when their last minute of inertia is finished and the adult male takes them off to the Employment Office or the Draft Board.

College boys are found everywhere—breaking train windows, tearing down goal posts, inciting riots or jumping bail. Mothers love them, little girls love them, big girls love them, middle-sized girls love them, and Satan protects them. A college boy is Laziness with peachfuzz on its face, Idiocy with lanolin in its hair and the Hope of the Future with an overdrawn bankbook in its pocket.

A college boy is composite—he has the energy of Rip Van Winkle, the shyness of a Mr. Micawber, the practicability of a Don Quixote, the kindness of a Marquis de Sade, the imagination of a Bill Sykes, the appetite of a Gargantuan, the aspirations of a Casanova, and when he wants something it's usually money.

He likes good liquor, bad liquor, cancelled classes, double feature, Playtex ads, girls on Football weekends. He is not much for hopeful mothers, irate fathers, sharp-eyed ushers, AMS constables, alarm clocks or letters from the Dean.

Nobody is so late to rise or so early to supper. Nobody gets so much fun out of girls, smoker, Bright's Catawba. Nobody else can cram into one pocket a slide-rule, a Marilyn Monroe calendar, Kant's "Critique of Pure Reason," a colapsible pool cue, a Mugsy Spaniel record, and a YMCA towel.

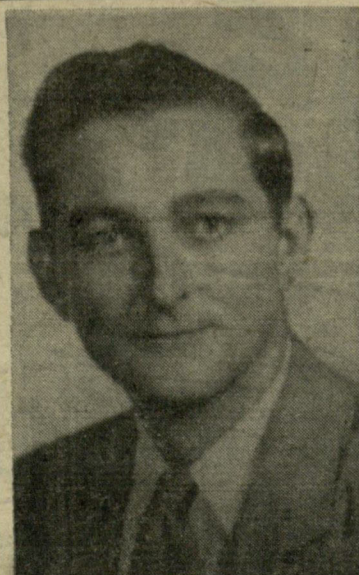
A college boy is a magical creature—you can lock him out of your heart but you can't lock him out of your liquor cabinet. You can get him off your mind but you can't get him off your expense account. Might as well give up; He is your jailer, your boss, and you albatross—a bleary-eyed, no-account, girl-chasing bundle of worry. But when you come home at night with only the shattered pieces of hope and dreams, he can make them mightily insignificant with four magic words: "I flunk-out, Dad."

Kappa Theta Has Pledging Ceremony

After a regular business meeting held March 4, at the school, Kappa Theta Sorority held a formal pledging ceremony for the following ten Atlanta Division girls:

Betty Jean Alexander, Beatrice Foster, Vivian Harper, Nell Harris, Ann Holloway, Mary Hulone, Louise Scheffler, Carol Sutton, Sue Wariner, Dot Yeager.

A formal initiation for the pledges will be held during the Spring Quarter. The sorority, also, announced its plans for the Mardi Gra festivities—A Little American in Paris Atmosphere.



Doctor Moeckel who supervised Recent Marketing Survey.



Pictured are left to right: Jim Dunlap, Van Leach, John Salvage and Doug Bryan who were participants in the recent Marketing Survey.

Versatility Keynotes University Signal Staff Members

By FRANCES SHEDD

One finds in every group of people who work together certain individuals in that group who stand out for one reason or another. The Signal staff is such a group and has its outstanding individuals. Some are outstanding because they seem particularly adapted to their positions on the Signal staff.

Walt Guthrie

Walt Guthrie, who writes the Signal's music column, plays trombone around town and has also worked in radio for three and a half years. He has been record librarian for WQXI and WATL, special assistant to the program director at WQXI, and program assistant at WATL-FM. Walt warns, "Don't be impressed with the fancy titles because my job consisted in doing anything anybody else was too lazy to do."

Walt, a journalism major who plans to go into radio, is a member of the University Players and names drama second only to music ("especially jazz") in his interests. He lists writing third and revealed that he writes some science fiction.

Ian McCauley

Ian McCauley writes science fiction, too. In fact, he and Walt are collaborating on a science fiction novelette.

Ian edited a science fiction enthusiast magazine called "Cosmag" for the Atlanta Science Fiction Organization. The circulation of the magazine was approximately 500.

Publishing is nothing new to Ian, a journalism major. When he was 12 he reported for, edited, and published a community newspaper called the "Ansley Park Review". Morgan Blake, the late Journal columnist, was one of his subscribers.

Jack Thrift

Jack Thrift, the Signal business manager, has also had experience in publishing. When he was in Korea he published and edited a daily newspaper which was distributed at his base. The base commander referred to the paper as the single most important morale booster at that base. Jack also published a newspaper at Hunter Air Force Base on his return to the states.

Jack, an advertising major, has work as advertising copy writer and salesman at WAYX in Waycross, Ga.

Mickey Allen, Signal photographer, has been taking pictures for the last nine years. According to Mickey, it started as a neighborhood fad but has developed into a practical hobby.

Mickey Allen

Mickey took the pictures for the Bass High annual his senior year there. He was also photographer for the Bass High newspaper and he is the photographer for the '53-'54 Rampway.

Mickey has worked for a professional photographer and in a processing plant and plans to study photography at R.I.T. eventually.

Dewey Turner

The editor of the Signal, Dewey Turner, describes himself, "I am a dreamer, a neophyte; I have accomplished nothing."

Dewey, a business major—"in case I get hungry"—wants to become an established fiction writer. According to Dewey, he hasn't time to write much now but does manage to write an occasional short story or poem.

He considers his latest poem, "The Weeping, Lonely Night", his best. He says of the style he employs in writing poetry, "I hit my readers with impressions and run."

He has recently completed a personality sketch on Atlanta's Mr. Toymaker which he hopes to sell to a national magazine. Dewey has also recently written a poem entitled "The Fall of Life" which Quixote Magazine has expressed an interest in.

Other Members

Carol Vansant has been offered a summer job with a newspaper; Gordon Roberts, managing editor of the Signal was editor of the Phoenix News, the newspaper of his ship when he was in the navy; Jerry Kilgore writes commercial teen-age fiction. The list seems endless. Practically every member of the staff at the Signal has done something which makes it possible for him to serve the students and school better through the student's newspaper—the University Signal.

Vansant Winner

(Continued from page 7) When Miss Vansant's name was announced over the public address system, she was "overwhelmed with surprise." "I still can't believe it. It's almost like a beautiful dream," said Miss Vansant with rapturous delight.

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Does this seem to be just the thing you've been looking for? Then just read the following.

(1) Bring the professor newspaper clippings dealing with his subject. Demonstrates fiery interest and gives him timely items to mention to the class. If you can't find clippings dealing with his subject, bring in any clipping at random. He thinks everything deals with his subject.

(2) Look alert. Take notes eagerly. If you look at your watch, don't stare at it unbelievably and shake it.

(3) Nod frequently and murmur, "How true!" To you, this seems exaggerated. To him, it's quite objective.

(4) Sit in front, near him. (Applies only if you intend to stay awake.) If you're going to all the trouble of making a good impression, you might as well let him know who you are, especially in a large class.

(5) Laugh at his jokes. You can tell. If he looks up from his notes and smiles expectantly, he has told a joke.

(6) Ask for outside reading. You don't have to read it. Just ask.

(7) If you must sleep, arrange to be called at the end of the hour. It creates an unfavorable impression if the rest of the class has left and you sit there alone, dozing.

(8) Be sure the book you read during the lecture looks like a book from the course. If you do math in psychology class and psychology in math class, match the books for size and color.

(9) Ask any questions you think he can answer. Conversely, avoid announcing that you have found the answer to a question he couldn't answer, and in your younger brother's second-grade reader at that.

(10) Call attention to his writing. Produce an exquisitely pleasant experience connected with you. If you know he's written a book or an article, ask in class if he wrote it.

Young Teachers Are Badly Needed In Georgia

Georgia education leaders say young folks are not entering the teaching profession nearly as fast as they are needed. And the State Department of Education has figures to prove it.

A statistical study of Georgia's teachers revealed that:

In the ranks of white male teachers, there is only one at age 19; two at age 20; eight at age 21.

The figure jumps to only 38 at age 22, then rises gradually to a high of 221 at age 27. Then the figure tapers off as the age rises to 74. There is one white male teaching who is that old.

The statistics also show that there are many more women teachers than men — 13,840 to 3,358 white teachers.

And the same problem of not enough young folks going into the profession holds true for women.

Among the white women teachers, there are four who are 19; 22 who are 20, and 148 who are 21.

The figures rises sharply to 531 at 24, tapers off, then goes back to 500-plus in the middle 40's. Then there are five at 74.

Which all averages up to an age of 39 for Georgia's average teacher. That's counting whites and Negroes.

White women average 42, men average 35. Negroes average 36 and 34 for women and men respectively.

Mrs. Ivella K. Mills, director of field service for the Georgia Education Association, said the figures "show a real need for young teachers in the profession."

She named as reasons many are not becoming teachers:

1. Teachers "are expected to do a superhuman job" teaching too many pupils.

2. Not enough pay.

3. Not enough job security — for example, no money to back up a bill providing sick leave for teachers.

She said the state needs 1,000 teachers a year for replacements alone. And she said, an additional 1,000 are needed to handle added students.

The reason for that, she said, is that there were 30,000 more students in October, 1953, than in the same month of 1952.

Vienna U. Opens Summer School

The University of Vienna Summer School at Schloss Traunsee, Gmunden, Austria, will offer courses open to American students from July 26 to September 5.

Designed to promote better understanding between Europeans and Americans, the curriculum will include law and political science, liberal arts, and German language. Courses will be conducted in English. To be eligible for entrance to the three or six-week courses, American applicants must have completed at least two years of college work by June. Closing date for admission is May 30.

In addition to course work, the summer school's \$200 tuition will include trips to Salzburg and the festival, and to nearby places of interest.

Eight scholarships are available to well-qualified students who would be unable to attend the summer school without financial assistance. Applicants for these awards or for general admission should write to the Institute of International Education, 1 East 67th Street, New York City. The Institute is screening applications for this program in the United States.

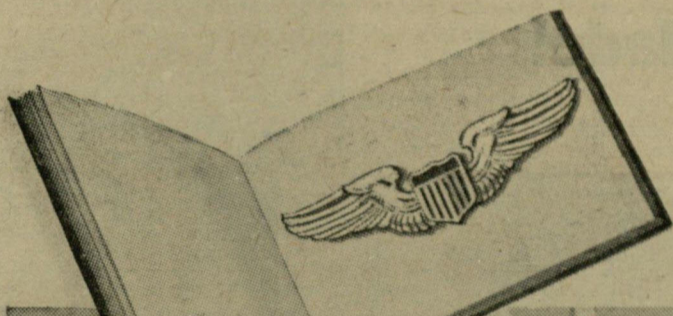
Science Fiction Contest Opens

By 2054, the United States will be the United American Empire, consisting of all North and South America, and one of the three nations on earth. Space travel will create new problems with a race among the three nations for the colonization of the habitable planets. The average life span will be 114 years.

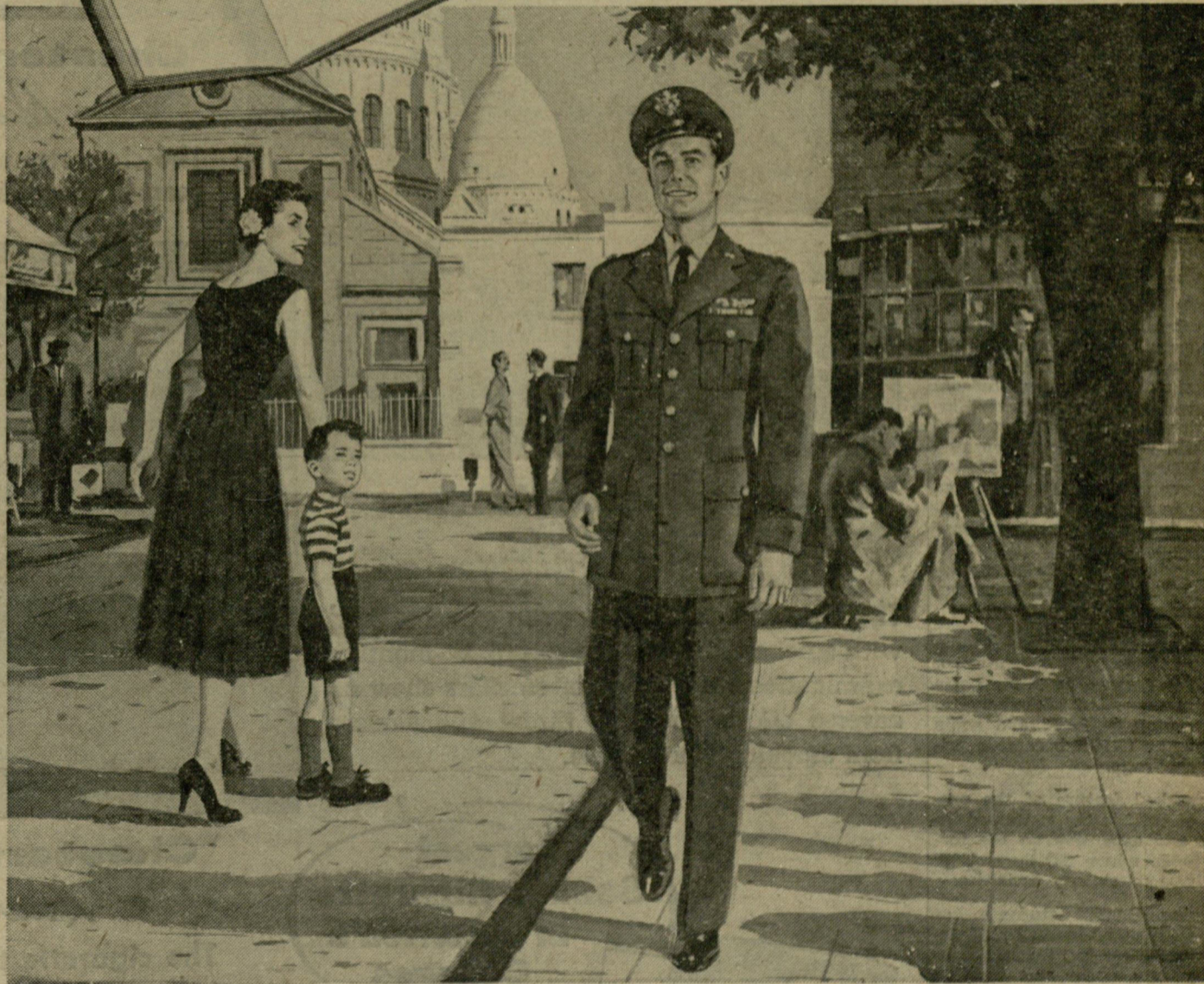
These are some of the prediction made by students in the \$2,000 collegiate science fiction contest sponsored by IF Magazine. The contest is for non-professional undergraduates in the United States and Canada, who are interested in writing their ideas in novelette form. The closing date is May 15.

Contest rules may be had by sending a post card to IF Magazine, Kingston, New York. Winners will be announced in the first week of September. Manuscripts will be judged on ideas and imagination rather than actual writing skill.

(From Florida Flambeau)



Your Wings are your Passport



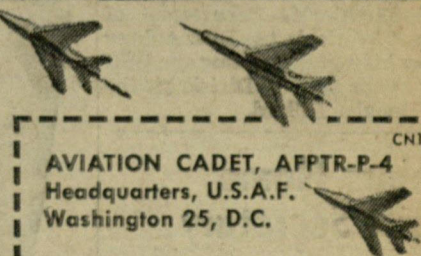
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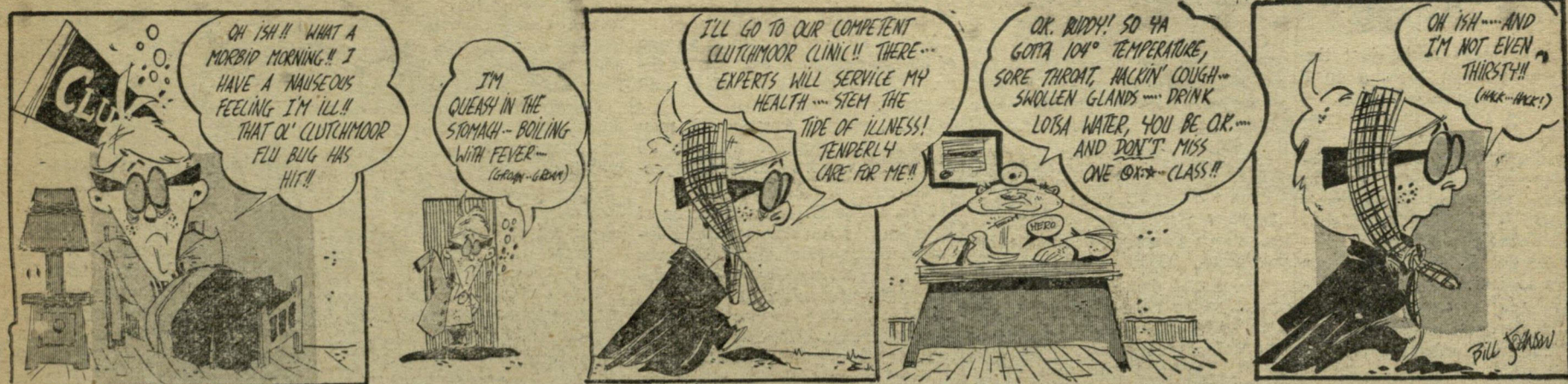
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ARNOLD

BY BILL JOHNSON



Many Inspired By BSU Activities

Baptist Student Union is one of the largest student movements of the nation reaching back about a quarter of a century, according to denominational leaders.

Organization of BSU was begun when denominational leaders saw the need to reach and enlist students in religious activities. In 1919, when an appeal was made to the denomination for such a co-ordinated student movement when denominations had already taken action.

When such a program was begun, Dr. Frank Leavell served as the first south-wide secretary of student work. An Atlantan, Dr. John Caylor, led and assisted in pioneer BSU work as a student secretary.

An Inter-Board Commission sponsored the work until 1928 when the student work was transferred to the Baptist Sunday School Board located in Memphis, which later moved to Nashville, Tennessee.

In Birmingham, Alabama, April 28-31, 1926, the first All-Southern Baptist Student Conference was held. The second meeting was in Atlanta in 1930 with 1,531 messengers attending. Other quadrennial meetings followed.

The first summer meeting of students was held at Ridgecrest, North Carolina in 1926. Fifty students came for the retreat in the mountains. In 1953, at Ridgecrest, more than 60 overseas students were guests, a venture toward international understanding and good will which is being repeated this year. Registration totaled 2,700, representing 22 states and 18 foreign countries. An annual retreat is held each summer at Baptist assembly camps at Ridgecrest and Glorieta, New Mexico. Glorieta is Southern Baptists newest assembly camp.

BSU work was carried to Japan and China in 1936. The work spread to Europe in 1937; Latin America presented a challenge to the program in 1938; and again in 1940 the Orient became a primary challenge.

A marked feature of the progress of BSU is the continued interest and expansion on the foreign fields where Southern Baptists have missionary activities.

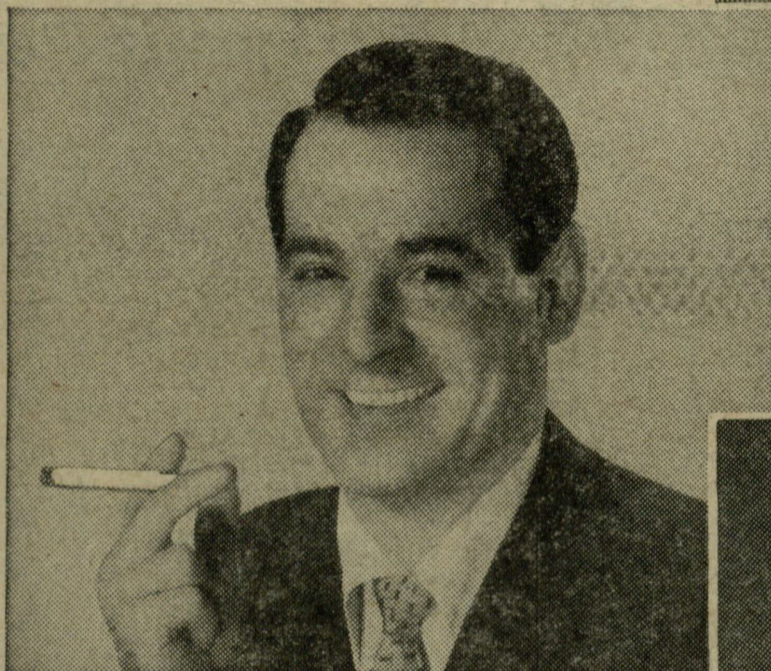
Serving Baptist students as south-wide secretary is Dr. Kearnie Keegan; serving Georgia Baptist students, under the direction of the Southwide Department of Student Work, is the Rev. Aubrey L. Hawkins, and directing the BSU work at the Atlanta Division is the Rev. Douglas Dillard.

Juniors Name Thrift Secretary

Jack Thrift was elected Secretary of the Junior Class at a meeting of the class on Tuesday, April 13.

Also at this same meeting Jack Thrift, Ken Peet, and Viera Westbrook were elected as a committee to choose and award the contract for their Senior Rings. This Day School committee is to meet in conjunction with one from the Night School Junior Class.

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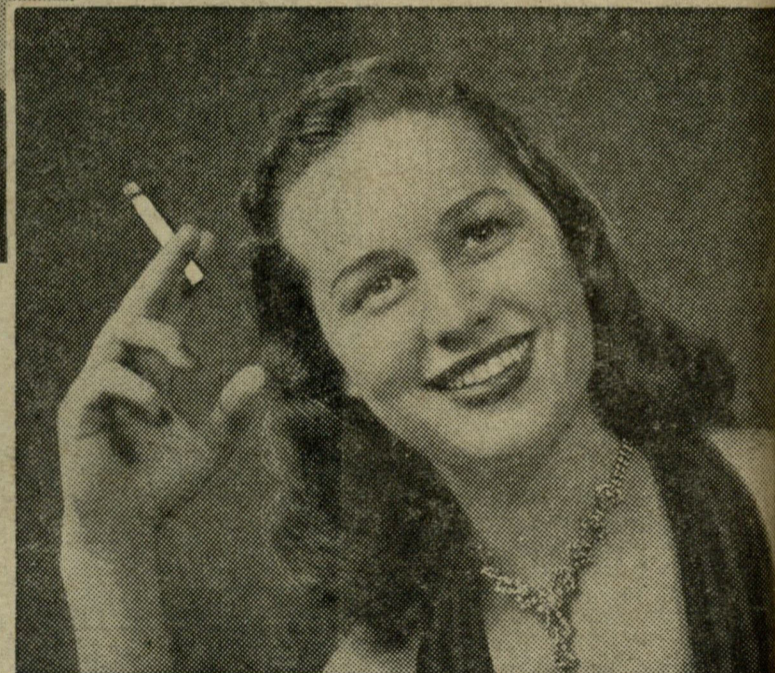
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