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NO. 20



Mr. Harvey Walters is pictured above with his assistant Mr. Thomas Hays and the Georgia Press Association Staff. This office, on the sixth floor, is one of the busiest in the building of the Atlanta Division.

Clearing House

Georgia Press Association Clearing House For Ideas

By GORDON ROBERTS

One of the busiest offices to be found in the Atlanta Division building is that of the Georgia Press Association. This office has the job of handling many of the problems that confront newspaper executives throughout Georgia. For its members, the Georgia Press Association serves as a "clearing house of information about publishing problems."

Daily and weekly newspapers of general circulation, respectability, more than one year old and with paid circulation are eligible to become members and take advantages of services which the G.P.A. has to offer. Of the 198 weeklies and 27 dailies in Georgia, all are members of this cooperative trade association. The trade relations of these newspapers are complex, and it is the task of the Association to offer its services in any given phase of the newspaper industry.

Founded 1887

Founded in Milledgeville, in 1887, the G.P.A. has continued to foster the interests of the newspaper business in Georgia up to the present day. Even though its headquarters are in Atlanta, its contacts are far-flung. The G.P.A. works hand-in-hand with other useful organizations throughout the state, and members may receive services from cooperating associations on a national level. Working in close harmony with the G.P.A., is the School of Journalism of the University of Georgia and the Atlanta Division.

Idea Exchange

"No business can operate in a vacuum, and no brain has a monopoly on ideas." This holds true for the newspaper business, and the Georgia Press Association serves as a middle-man for the exchange of ideas and the best suggestions on how to run a newspaper in Georgia today.

The primary purpose of the G.P.A. is "to protect the interests of the newspaper industry," says Harvey H. Walters, general manager of the Association. The value of the G. P. A. is measured by the extent

to which its members draw on its services, which are there for the asking.

Notable among these services is the Confidential Bulletin, which is mailed to all members giving warnings, new rulings and interpretations on state and federal laws, ideas for advertising, circulation, and news departments, and countless other timely suggestions. The Bulletin has proved helpful in disseminating information on legislation brought before sessions of the Georgia Legislature. Frequently, bills which would have an adverse affect on newspapers have been defeated by this effort.

Advertising Help

Perhaps most helpful in the advertising field is the Georgia Newspaper Directory and Rate Book. This handy guide, compiled by the G.P.A. lists complete information about every daily and weekly paper of general circulation published in Georgia. As an accurate source of advertising rates and mechanical information, it is of inestimable value to member newspapers in preparing their advertising schedules. Advertisers and their agencies may send the G.P.A. a list of all newspapers in which they wish to buy space, and through the services of the Association, orders are prepared, thus eliminating the advertiser's chore of sending an individual order to each paper.

Space does not permit enumerating all the services rendered by the G.P.A. It will suffice to say that the newspaper industry in Georgia finds in the Association a wise and helpful friend, always ready to offer instructive ideas and to combat the problems of the business.

Mr. Walters, from whose office these services originate, has as his assistant Thomas Hays, and the tremendous secretarial job is efficiently filled by Mrs. Melba Rowan.

Mr. Walters is also the head of the Journalism department of the Atlanta Division. The instructors in this department are Thomas Hays and Don Carter of the Atlanta Journal.

Doctor McFarland Marketing Chairman

By JACK THRIFT

Dr. Stuart W. McFarland, Chairman of the Marketing Division, came to the Atlanta Division less than two years ago. During this time, the college and the Marketing Division have grown.

The marketing staff has likewise expanded. On the full-time staff are Dr. Bill R. Moekel, assistant professor in charge of advertising; and Dr. Daniel J. James, assistant professor in charge of selling.

The part-time staff consists of eight instructors: L. L. Antle; James Dornburg; Robert Schaefer; Harry Spitzer; Robert England; Herbert Kane; George E. Maddox; and J. E. Powell.

Before coming to the Atlanta Division, Dr. McFarland was associate professor of marketing at Western Reserve University, Cleveland, Ohio. He taught at that institution for six years. He received his master's degree at Ohio State University and was awarded his doctorate from the University of Pittsburgh, in 1952.

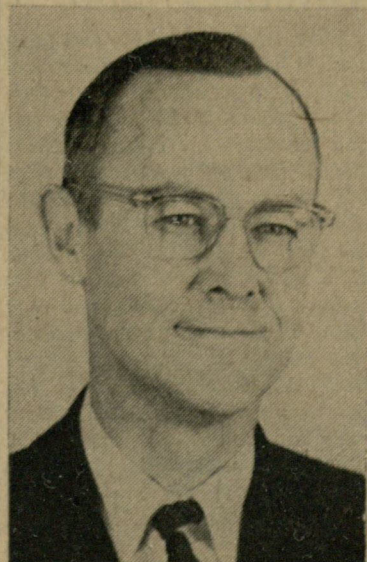
A M A Member

For a number of years Dr. McFarland has been active as a member of the American Marketing Association. He was recently elected a director of the Georgia Chapter of the American Marketing Association. As a member of this chapter, the doctor suggested an annual meeting to be held jointly by men in the marketing profession and students graduating in marketing. This program has been accepted by the organization and the first meeting will be held next May.

The purpose of the annual meeting is to acquaint the marketing student of the Atlanta Division with people in the field of marketing. "This will place Atlanta Division students in contact with marketing men who are in a position to aid the student in getting a job in the field," according to Dr. McFarland.

Research Partner

Besides being chairman of the Marketing Division, Dr. McFarland is also a partner in Southeastern Research Associates, 123 Piedmont Avenue, N. E., and a member of both Delta Sigma Pi and Pi Sigma Epsilon fraternities. He has been invited to speak before the Southern Economic Association's annual meeting in November. Dr. McFarland will speak on "Consumer Preferences."



DR. MCFARLAND

Hypnotic Pose

Rampway Receives Praise And Criticism

By DEWEY TURNER

The 1954 Rampway has been completed and distributed. Students, teachers and administrators have scrutinized the edition with an extremely analytical eye. The yearbook has been both praised and criticized, but praise rests on the heavier side of the scales of opinion.

A few pictures were left out, some names were misspelled and some photographs were not very good. But certain adverse conditions need to be taken into consideration before an honest evaluation of the annual can be formulated.

In the earlier part of the year difficulties developed over the student photographs and later because of misunderstandings, the official Rampway staff resigned.

Thomas Hays

Mr. Thomas Hays of the Georgia Press Association and Journalism Department accepted the responsibility of getting the 1954 yearbook on the stands. In this task, he was ably assisted by Pat McGill, Harold Norris, Clemmie Hackler, Milton Epstein, Jonelle Upchurch, the entire G.P.A. staff and Mickey Allen, the photographer.

Much of the writing and picture captions are the work of Mr. Hays. They are good. And selection of the most representative pieces of material, such as "Up From A Grease Pit," is highly commendable. Random Harvest, the selection of a representative sample of co-eds is a very pleasing showcase for beauties of the Atlanta Division.

The funniest picture caption of the entire book is believed to be the one where Dean Camp is handing out a loving cup. The caption reads, "Dean, the darn thing's empty!" Some students are wondering what French book Mr. Beck of the Language department is using in the picture "Saere bleu!"

The Military department is well covered and the military trainees make a stately group of pictures. This department is a tribute to Lt.

Colonel Albert T. Stafford, the former commander, who has just recently been reassigned to another post.

The organizational pictures are much better and more uniform than the regular class pictures. Many of the organizations were photographed by Micky Allen rather than the original photographer, who took most of the class pictures.

The best pictures in the yearbook are of Dr. Sparks and the faculty members at the front of the book.

The mystery of the Rampway is the banquet picture with the double exposure of the little girl.

Cover Tops

The 1954 cover is tops! "Lest They Be Overlooked" is a fine idea that piqued our curiosity.

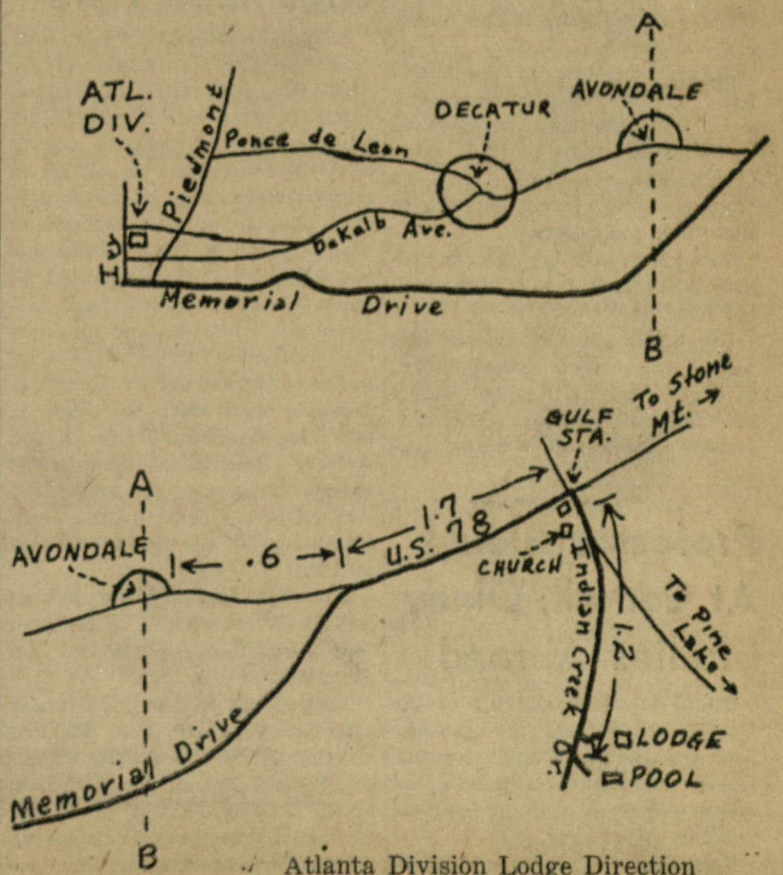
Miscellaneous comments about individual pictures: Samuel Redford, the maddest junior; James E. Paschall, the saddest freshman; Ralph E. Grizzard, Jr., the happiest sophomore; Daniel P. Vaughn, the hypnotic pose; Louise Coker, a freshman with the petite look; Beverly Benton, a sophomore with the nicest smile.

Frank (Bill) Strickland, a senior who resembles a young Secretary Wilson; Hugh H. Richardson, a senior who might double as Harry James; and Frank L. Madden, a freshman with Scott Brady eyes.

Kay Sloan, a junior who gives that gypsy effect; Kathryn Groover, another junior, but this one with an indescribable look; Glenda A. Portman, a sophomore with a loaded laugh about to pop; Mickey Allen—NO photographer should do that to himself; and Linwood Lisle, a freshman who looks to the future.

And Miriam Wilson! Look for yourself!

The 1954 Rampway: A good job for an uphill trip all the way. Some things were learned this year that should make next year's Rampway the best in the history of the school.



Books On Review

By FRANCES SHEDD

Books that receive bad reviews often become best sellers. Of course, the name John Steinbeck (*Grapes of Wrath*), like Hemingway and Faulkner, seems to automatically mean "top ten" whether the review, or the book, be good, bad or indifferent.

When the writer is young or a novice, his work is judged against that of his parallel contemporaries; when he is established, his work is judged against his own earlier work. It is a pretty good system, I suppose, for immediate, short-range criticism like that in this column. At any rate, critics seem to think that readers have a right to expect already good writers to progress, not go back, and to produce more profound or at least more original work. Of course, we all know that writers must eat and that even the best writers notoriously create, at times, less perfect work than they, or we, might desire. Therefore, may I suggest that there are two angles to consider in appraising Mr. Steinbeck's latest novel, *Sweet Thursday*.

First, if one looks at *Sweet Thursday* with the run of the mill monthly output of salable novels, it stacks up "fairly readable and promising". On the other hand, if one insists upon being absolutely honest, the novel loses any sort of point it might have had in its preoccupation with pseudo-sophisticated and bawdy humor and a very worn story that not only lacks conviction but is actually saccharine. One wishes that Mr. Steinbeck were informed of the fact that there are a lot of kind, intelligent people who aren't on the wrong side of law or society. Promoting the cause of the minority is a fine thing when it is correctly proportioned and when the cause of the minority is a particularly worthy one.

Let us all hope that Mr. Steinbeck's time doesn't run out before he has a chance to redeem himself which he, a worthy writer, will do, no doubt, in time.

Dr. Bradley Named Chairman of Annual Williams Reunion

A picnic lunch was spread near a huge tent in the Snellville city park on July 18. Five hundred people were recalling old times and making new acquaintances. The occasion was the annual family reunion of the descendants of William Pittman Williams. Family members had come from all over the southeast and from as far away as Indiana and Wisconsin. The Atlanta Division was well represented. Dr. LeJuene P. Bradley, Director of Guidance of the School of Business Administration, was the chairman of this year's reunion. More than six Atlanta Division students are Williams descendants.

A public address system and printed programs helped the kinsmen to know what events would take place during the day. One of the main attractions was the series of beauty contests. There was a baby contest, and a "Junior Miss Williams" was named. An annual event is the naming of "Miss Williams". Edith Heston, an Atlanta Division student, was chosen "Miss Williams" in 1951.

Another highlight of this year's reunion was the initiation of a chapter of the Sons of the American Revolution.

Several members of the family have become distinguished citizens. Ross Williams is judge of the Superior Court of Dade county (Miami), Fla., and Dr. A. G. Williams was a representative to the State legislature.

The home built by William Pittman Williams in 1820 is still standing near Snellville.

Other Williams descendants who attend the Atlanta Division are: William Norris Wilkerson, Harold P. Williams, Barbara Williams, Jimmie Mason and Winifred Mason.

Professor Blount At Cornell; Olney Studies Abroad

There is much activity in the English department now. Professors are leaving to study for doctorates, and other professors are being added to the ever-expanding department.

Professor Clarke Olney has recently returned from England

where he spent one and one-half months doing research for a biography he is writing on Lord Melbourne (Queen Victoria's Prime Minister, William Lamb). A grant from the University of Georgia and another from the University Center, enabled him to make the trip. Mr. Olney, who first came here in 1948, will join the English department at the University of Georgia in Athens this fall.

Professor Paul G. Blount is on a leave of absence from June of 1954 to June 1955. He is working on his doctorate at Cornell. The subject is in the field of the modern novel. Mr. Blount has been at the Division since the fall of 1952.

Additions to the staff are Doctors Raymond A. Cook and Jack Biles, who have previously taught here part-time. Dr. Cook, who was awarded the first Ph.D. in English at Emory, comes to us from the University of Florida. Dr. Biles earned the second Ph.D. to be given at Emory.

"Cooperation"

Ga. Association of Professors Is Organized Here

In May an Atlanta Division University of Georgia Chapter of the American Association of University Professors was organized. Its functions are "to facilitate a more effective cooperation among teachers and researchers in universities and colleges, for the promotion of the interests of higher education and research, and in general to increase the usefulness and advance the standards and ideals of the profession." The officers of the local chapter are Dr. Harold L. Johnson, President; Dr. John P. Gill, Vice President; Professor Hal Hulsey, Secretary; Dr. Gerald Runkle, Treasurer. Dr. Stuart McFarland was elected as the member-at-large to the Executive Committee.

The objectives and purposes of the AAUP are similar to those of Bar Associations and Medical Associations.

The Atlanta Division, University Chapter of AAUP held its last meeting July 14 at 3 P.M. Professor Willard Range, president-elect of the Athens Chapter of AAUP, addressed the group, discussing the history, organization, and projects of the Athens Chapter.

Earth Science 4 To See Ancient Indian Mounds

Plans are being made for a field trip for the Earth Science 4 class who will journey to Indian rock quarries, and other points of interest to the students of geology. The class will leave early Tuesday morning, July 27, under the direction of Harley J. Walker, their instructor. The trip is being made so that the students may gather first hand field information concerning the features of earth science. Mr. Walker will give lectures explaining the various points at which they stop.

Etowah Mounds

The first stop in their itinerary will be the Etowah Indian mounds near Cartersville, Ga. This location is regarded by archaeologists as the best Indian mound site east of the Mississippi. Several artifacts of the ancient Georgia Indians have been unearthed at the Etowah mounds, some of which are believed to be at least 500 years old. The finds are "major developments" in the effort to learn more about the prehistoric history of Georgia. Eventually, it is believed that the 35 acre site will develop into a state park.

From Cartersville, the class will move to Tate, Georgia, the home of the Georgia Marble Company. There a geologic study will be made of the rock formations, and a first-hand view will be given on how Georgia marble is taken from the quarries. Of special interest to Atlanta Division students is the fact that it is from the Tate quarry that the marble for the new academic building, now under construction, comes. Georgia crystalline marble is regarded by scientists as America's finest, and it has been used extensively by leading sculptors and architects for outstanding memorials and buildings.

Textile Mills

The next stop will be Canton, Georgia, where the class will visit the textile mills there. Though not related to geology directly, the students will receive cultural information on their tour through the tremendous mills.

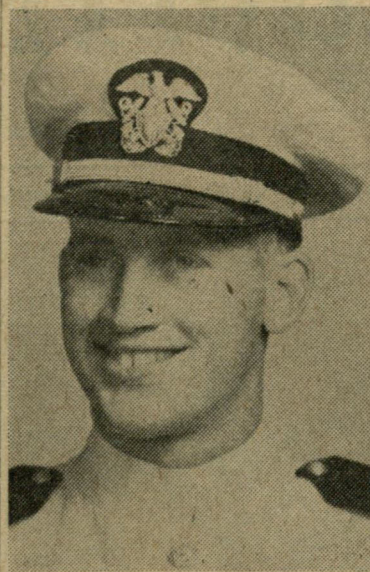
Returning to Stone Mountain via Buford, Mr. Walker will point out various things of interest along the way. At Stone Mountain, he will lecture on the huge granite formation that is the largest single above ground rock in the world.

Returning to Indian Creek Lodge, the class will rest from the trip while chicken is barbecued. After the meal there will be swimming and hand-tennis.

Committee Meets To Organize Veteran's Club

Work is still going on, and progress is being made in the establishment of a veteran's club here at the Atlanta Division. At the second meeting of veterans, held in Room 204F on Wednesday, June 30, the recommendations of the organizing committee were voted upon and accepted. It was decided, by a majority vote, that the club would remain independent and local, while seeking the support of all veteran groups. Previously there had been a suggestion that the club become affiliated with a well known national organization.

The organizing committee was reappointed to draw up the constitution and by-laws of the club and to set up an organizational outline of officers to be elected at the next meeting of all veterans. This committee is meeting regu-



Samuel L. Hardy Is Named Navy Ensign

Newport, R. I., June 4—Graduation ceremonies were held today at the Naval Base for approximately 400 new Navy Reserve Ensigns of the Line. The new officers received their commissions after successfully completing a sixteen week indoctrination course in Naval subjects. Included among the graduates was Samuel L. Hardy, graduate of the Atlanta Division. Mr. Hardy received his BBA in marketing and the Atlanta sales Executive Annual cash award in 1953. Mr. Hardy is the son of Mr. S. R. Harding, 988 Woodlawn Drive, South West Atlanta.

Rear Admiral John C. Daniel, Assistant Chief of Naval Personnel was the principal speaker at the exercises, and presented the new Ensigns with their commissions.

The sixteen week course acquaints the Officer Candidates with a basic knowledge of Navy customs and subjects; a course similar to that taken by NROTC units throughout the country over a four year period. The fast paced courses include: Seamanship, Naval Weapons, Navigation, Operations and Tactics, Marine Engineering, and Orientation; the latter a course covering Naval customs, policy, and law.

These new Ensigns are now qualified to serve as Junior Officers aboard any of the Navy's warships or supporting commands.

Most of the graduates will report to sea commands in all parts of the world, but there are some who will continue study within the Navy's Special Training Program. Approximately 88 officers have been ordered to Navy Flight, Underwater Demolition, Salvage, Submarine, and Explosive Ordnance training schools. Still others will take shorter courses prior to reporting for sea duty.

The Officer Candidate School also presents an indoctrination course of eight weeks duration for Officer Candidates designated to enter the Navy's Supply, Medical Service and Civil Engineering Corps. 50 members of this group also received commissions today.

All applicants for Officer Candidates School must be graduates of accredited colleges or universities with a baccalaureate degree. Unrestricted Line and Staff Corps candidates must be between the ages of 19 and 27.

Early in the Chess Club room, and is now contacting various outside veteran groups in an attempt to incorporate all the better points of their present organization along with ideas of the committee.

Anyone having suggestions and ideas on the organization of the club may contact a member of the committee in the Signal Office, Room 101AB, any afternoon immediately following the 11:00 o'clock classes.

Colonel Pratt to Succeed Stafford

In a letter to Dr. Sparks, Lt. Col. A. T. Stafford, past head of the Atlanta Division R.O.T.C. department, disclosed that his successor was to be Lt. Col. Warren K. Pratt.

While on summer training in Ft. Eustis, Virginia, Col. Stafford made a trip to Washington, and there he learned of his replacement. According to Col. Stafford, who leaves for the Far East in September, Col. Pratt "possesses a good efficiency rating . . . and from his record he should turn in an excellent job." Col. Stafford said that Pratt is presently in Europe and should arrive in Atlanta about August 15.

Colonel Stafford may justly be proud of the enviable record that has been established during his tenure as PMST at the Atlanta Division. For within the three short years since the installation of the ROTC unit, he has seen it develop into what has been cited by Lieutenant General A. R. Bolling, Commanding General of the Third Army, "for outstanding performance, military appearance, leadership, initiative and enthusiasm for the ROTC program." Past inspectors have been greatly impressed by what has been accomplished in spite of the limited physical facilities. The asphalt drill field, which doubles as a parking lot in off hours and at night, is not as glamorous or as adaptable to good Army instruction as the spacious grassy fields available to most ROTC units. Nevertheless, our cadets through a carefully planned program have not been denied any of the phases of a well-rounded military education. He has worked wholeheartedly with school officials to schedule a program which would meet the needs of the working student.

Many of these cadets are now commissioned in the Transportation Corps and are in competition with West Pointers, CCS graduates, and ROTC graduates of all of the leading universities and colleges of the country. They are doing the job they were trained to do and doing it well.

Colonel Stafford is well liked by the students and faculty of the Atlanta Division. He is a very capable pianist and this, along with his wit and good humor, has added much to many of the social gatherings around the university. He has served as faculty advisor for the Blue Key and as a member of the Decatur Kiwanis Club.

It is with deep regret that we bid Colonel Stafford farewell for duty in the Far East for we feel that we are losing a true friend.

Psychology Source Of Student Dismay

By RON DEVINE

College can be very disappointing and discouraging at times. Take some of the courses we get, for instance. I always considered myself a normal, happy, healthy individual before I came to school. Then I took psychology.

I found out that I was not as normal and happy as I thought. I learned a mass of symptoms and indications of a lot of mental disorders. I began fitting these symptoms to myself. I am psychathenic. I often suffer from attacks of hebephrenic schizophrenia. Personality tests show me to have tendencies toward thievery, lying, and alcoholism.

And on top of all this, I am an introverted, subverted, controverted, maladjusted wreck. In other words, I've had it. Anyone got a spare padded cell?—Reprinted from Maine Campus.

Personality Called Ambiguous Word

By CAMERON FINCHER

What is personality?

Personality is one of the most ambiguous words in the English language and has been defined and re-defined for many purposes. To most of us it suggests the charm and appeal exhibited by the movie stars or perhaps we would say that it is the influence one person has over others. To the more philosophically-minded, however, personality is somewhat of a spiritual entity, "what a person really is". Some students of human behavior regard it as the individual's uniqueness, "whatever it is that makes you different from other people". But none of these definitions are satisfactory for purposes of psychological investigation. They are too vague and far from being comprehensive. When forced to give a definition of personality, most psychologists probably regard it as "the organized pattern of an individual's traits and characteristics".

What are personality traits?

Personality traits are those dimensions of behavior in which people differ and by means of which they can be compared. They are not all-or-nothing characteristics but are possessed by everyone to some degree. They may be scaled in terms of "more" or "less". There has been some rather heated discussions among psychologists as to whether traits are general or specific. Much can be said in favor of both arguments. However, it seems more likely that there is a general-specific continuum on which traits can be located. Some personality traits are quite consistent and manifest themselves as dominant characteristics of our behavior. Others are unpredictable and seem completely dependent upon the particular stimulating situation.

Can personality be measured?

There are several ways of evaluating personality characteristics but not all of these involve measurement. Psychological tests and inventories have been rather successful in measuring certain aspects or dimensions of personality but they have often been criticized as being too analytic or "atomistic". They measure only a few of the individual's traits and do not consider the organization or inter-relations of those traits. Projective techniques, of which the "ink-blot test" is best known, are one attempt to evaluate the organized pattern as a whole. The personal interview is the most commonly used method of appraising personality. Considerable progress has been made recently with the method of behavior sampling. This consists of carefully observing the individual in a situation which has been structured to evoke his most prevalent patterns of response. All of these methods have their short-comings as well as their advantages. Personality as such is much too complex to be treated simply.

New Course Offered

The possibility of a new course being offered is now being discussed around the Atlanta Division. Unless the building strike is soon concluded a course in Brick-laying 101 may be offered in the fall quarter!

Roving Reporter

Sam Sends Us Word From Mississippi, New Orleans

Well, it seems that the writer now has two jobs. One is to convey Sam's message and the second is to translate the messages back into plain English. According to Sam, in his latest report, he got carried away down in the French quarters of New Orleans and now, he has taken on their crazy language.

Sam's trip this time is again in a westerly direction. Only 190 miles out of Atlanta, Sam had a horrifying experience. He ran slam into his brother, Rasputin, and his wife Gretchin. In Sam's own words, "What away to start a road trip." He later escaped however.

At his first two school contacts, State Teachers Colleges in Troy and Livingston, Alabama, Sam made an astute observation. "If you think your teachers and professors are saints you should see them in action while they're in school getting their education—wow!"

Mississippi

A couple of quick stops in Meridian and Ellisville, Mississippi, were markers along Sam's path to Hattiesburg where Mississippi Southern is located. According to Sam, either Hugh Pepper and his football cohorts steamed up the campus or the students all smoke "reefers". The spirit here was exceptional, and student attitude was very friendly. Sam nearly got hoarse returning all the "hellos".

Of course these students had something to be happy about. The girls were all fitted out in brand new, ultra-modern dorms, and the boys were in new quarters under the college stadium. A new swimming pool and a campus golf course were summer highlights.

When they weren't perched under some shady tree, the students lounged in their activities building. However, they aren't satisfied with this building—they have a drive to raise funds for a brand new student center.)

From Hattiesburg Sam swears the 118 miles to New Orleans is all downhill. His car seemed to be pulled by some magnetized force straight toward the city. Later he

found out it was the vice magnet that his "Mommamia" warned him about when he was thirteen.

There was a definite mission for his trip to the city—that being to contact Dillard, Xavier, Loyola, and Tulane. The first two were worked quickly and precisely with no lingering. At Loyola Sam believed he could not remember anything except the famous cathedral. The inner beauty "of the edifices" is comparable to the great cathedrals of the world. The students are indeed fortunate to have such a beautiful place in which to worship.

Bet Greenies

And then Tulane—where the "Greenies" congregate. The only things new there were some snazzy dorms with glass fronts and air-conditioning and a new football coach (put all you've got on the Greenies next year, Pigmy.)

However, the "old" things were not without potency. The student lounge and center had everything necessary for a fine time. Here also, was a student swimming pool and golf course right in the heart of town—quite a nice arrangement.

Student and faculty relations at Tulane are on a definite upturn. The old time spirit has been built up from the informal get-togethers between the two groups. The whole campus, with its new dorms and everying is excellent and rests in a beautiful setting.

Sam just sent a flash! He's through working in New Orleans and is headed toward Dallas.

(Here's hoping he doesn't get buried down in the French quarter on the way out of town.)

A Friend of Sam

Editor's Note:

This concludes the summer columns from our roving reporter. Since this article was written, we have tried without success to reach Traveling Sam. There are rumors in the air to the effect that Sam got stuck in a manhole as he passed through the French Quarter. He was reportedly doing research on a specie of a New Orleans butterfly.

It Takes Many Odd Kinds To Compose Student Body

Brooklyn Polytechnic
By JERRY GOODMAN

THE GENIUS—Just sits there. Doesn't move until professor makes very profound statement which no one understands; then he slowly shakes his head up and down. He wouldn't lend his homework to his mother. Strives for an 8.1 average. Has no friends except other geniuses. Knows about girls from movies.

THE WATCHDOG — Waits for professor to leave out a subscript or forget to dot an "i", as a buzzard waits for its prey to collapse. Corrects most insignificant error and goes to bed, feeling he has benefited society. His latest craze is measuring square-root signs over fractions to see whether they extend far enough over the denominator.

THE FRATERNITY MAN — Cannot study alone. Is never seen in school; he lives at the frat house. Works hard all semester and tries to get as much out of the course as possible, but never fails to take advantage of the complete file of notes and tests that his fraternity brothers have compiled. His gregariousness compels him to sit in the back row during tests.

THE NOTE-TAKER — Sits and

takes notes all period. Takes notes when professor talks about the trip he took last summer. Averages 200 pages per subject per semester. Secret ambition is to learn shorthand. His nightmare is about running out of ink. Come time to study for a test, he borrows somebody else's notes. Can't read his own.

THE APPLE POLISHER — Sits in the front row at all times. Always has a textbook ready in case instructor should ask for a copy. At home he practices facial expressions in a mirror. His best is "enraptured interest" which he uses during lecture. Gets convulsions when professor tells jokes. Is surprised at his final mark; always gets one grade lower than he thought he would.

THE NONCHALANT TYPE — Takes no notes. Always eats lunch in class, even if it is the only class he has that day. Sometimes reads a paper during lecture, stopping only to look at his watch. Cuts classes habitually, often coming in only for tests. Gets third highest marks in class. Brings gorgeous girls to all school dances. Is secretly hated by all.

Sketch Corner



By DEWEY TURNER

Mr. John E. Clayton is a teacher with a Sergeant York personality, a ready grin and a stern reprimand when it is needed. He is a lanky product of Forsyth County, Georgia, a graduate of the Atlanta Division and a study in contrast.

Mr. Clayton meets you with a grin on his face and a gleam in his eye. When he leaves you, you have the feeling that he was glad to meet you, and you may think he is happy-go-lucky without a serious thought in his mind, which would be a false impression. Actually, Mr. Clayton graduated from the Atlanta Division with a near A+ average and as top honor graduate of 1949. He is a member of Delta Sigma Pi, Intermural Key, Sigma Pi Alpha, Delta Mu Delta, and he received the Faculty Award from the Division as the most cooperative student. He was also awarded the Delta Sigma Pi Scholarship Key for the highest scholastic average in business studies.

John Clayton looks like a top-notch fisherman, but he admits he likes golf best; he resembles the typical bachelor as pictured in Post and Colliers, but he happily announces that his main interests are two young ladies—Martha, his wife, and Martha Jane, a daughter who will be three in October.

While working for his B.C.S. here, Mr. Clayton was co-editor of the Signal during 1947-48 and in 1949, he was selected Editor-in-Chief. Of current interest now that the new school building is nearing completion; John Clayton and C. L. Jones are partially responsible for the acquisition of the property on which the building rests. These two were the leaders in the project, and in this self-appointed capacity, contacted all those people who could help or had any legal connection with the property—including the Mayor of Atlanta.

Mr. Clayton has an M.B.A. degree from the Wharton School of Commerce and Finance at the University of Pennsylvania and except for two languages and a dissertation, he has earned a Ph.D in transportation and economics. Besides teaching here, he taught at Drexel Institute of Technology in Philadelphia and the Wharton School of Pennsylvania.

While at Drexel, Mr. Clayton was treasurer of the Drexel Men's Faculty Club; at the Wharton School, he was a member of the Dean's Advisory council and at the University of Pennsylvania Graduate School of Arts and Sciences, he was President of the Graduate Economic Society.

John Clayton is truly a study in contrast: he has a somewhat shy, English manner, and yet his record shows him to be an excellent follower, a superior leader; he is considerate toward his students, but he doesn't hesitate to caution a student to "get on the ball and straighten up."

Mr. Clayton advises his students to "Work hard, get all you can out of a college education. Let class work come first, but participate in as many extra curricular activities as possible for this is where you come to know people."

While John Clayton was Editor of the Signal he wrote a serious article calling for cooperation among the students. In a later issue he penned a comedy article on the grass-hopper gulping craze which hit the nation. This, to the writer, is John Clayton, a pendulum, a personality well worth knowing.

Human Bonds For Brotherhood

By Auburn Green, UGAA Employee

Brotherhood had its origin when man was first projected upon this scene.

It means the bond that holds the human family together.

It is a quality which exists today, whether we realize it or not. It is the most important single thing in this world of conflicting desires and emotions.

This is the quality that causes men to weep unashamed when in stress or strain any member of our human family may fall a victim of some unbrotherly act.

But to think of your and my neighbor only in times of stress, whether it be far or near, is not enough. We must think and act in terms of brotherhood every single day of our lives.

Lack of brotherhood is what's

keeping the world in a chaotic condition. The lack of willingness on the part of other countries to practice just a small amount of Christian brotherhood towards others is heart-breaking, to say the least.

But it is not hopeless.
(Feb. 1951, Signal)

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EDITORIALS

Coming Election Merits Consideration

People constantly complain about the weather. This grouchy indolence is not restricted to meteorology. Almost anytime, anywhere one can hear heated discussions on the subject of politics. People do a lot of talking, but they don't always follow through with action.

At the present time, when all the campaign promises are being made, practically everybody is interested. Each person chooses his side and prepares to defend it, come what may. Everybody wants to get into the act, whether he knows what is going on or not.

In the confusion of all the name calling and mud slinging, the basic qualities of the candidates are sometime lost. The result is that, when election day arrives, all that the average person knows about one candidate is what the other candidates have said about him. Sometimes people wait until the night before the election to decide which candidates will receive their votes. They make up their minds then by looking at the candidates' pictures and deciding which one looks the nicest. Or, more practical minded citizens vote for the candidate who has made the most mercenary campaign promises. Example—one candidate has stated that, when he is governor, his wife will gladly cook hoecakes for anyone who visits them at the Governor's Mansion.

If we want to achieve a good result from the coming elections, we must begin now to consider carefully each candidate and what he stands for. An intelligent vote depends on one's taking, with a grain of salt, all the psychologically well planned campaign statements. One must study, rather, the basic ideals and the past records of the candidates.

The time to begin this study is now. Take advantage of the next two months. Prepare yourself so that on election day, September 15, you will not only vote—but vote wisely.

Future Solution To Heat Problem

Newspapers, radio, television, and our own sense of despair prepares us—or should—for the inevitable "scorchers." The high is rarely as low as 90° and is more often 98°. Rain offers little relief. We think of Yuma, Arizona, where the temperature is usually 110°+ and where we aren't. It doesn't help. We drink ice cold water, tea, cokes, beer, etc. and dream of arctic icebergs in an effort to forget the smothering fact that surrounds us.

Platitudes—"Is it hot enough for you?"—begin to irk. We remain undecided as to the effect less studious friends' queries have on us, "You aren't going to school this summer! Not in this heat?" And flatly, "You're crazy!" We begin, sadly, to agree.

A suggestion for the future that might help us to face the heat with a little more enthusiasm is: think what a delight, what a treasure the new air-conditioned building will be next summer!

Let's lift our noble heads defiantly and dream of the day when our "Jeeze, is it ever hot!" will become "Man, this air-conditioning is the greatest!"

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Frances Shedd

What Symbolizes Progress?

In a recent issue of a popular magazine there appeared an article on Dr. Albert Schweitzer. Dr. Schweitzer is a surgeon, a churchman, and a brilliant organist. Much of his life has been devoted to religious and medical work in Africa. Dr. Schweitzer was awarded the Nobel Peace Prize for 1952.

A few weeks later there appeared in the same publication a letter to the editor expressing one reader's reaction to the story on Schweitzer. This reader objected to Dr. Schweitzer's being called the greatest man of the 20th century, asking, "Why isn't Albert Einstein, who gave us the Atomic Age, the great man of the century?"



SHEDD

There could be many answers to this question. Perhaps none of them would be adequate. Both Einstein and Schweitzer have been unselfish in giving of themselves and of their talents. It is a moot question as to which of these two men is greater. If we measure greatness in terms of accomplishments or progress vs. pseudo-progress, the underlying problem becomes evident: what represents true progress and what does not?

Einstein's theories have thrown science centuries ahead. The reaction of men to these new ideas has not been so advanced. Schweitzer has changed the way of life of a few natives. The cynics remark smugly, "Those fools don't realize that the natives are better off than we civilized folk who work our heads off discovering new ways to kill each other."

It is obvious that we do have much to learn. Rational people should realize that progress itself isn't objectionable; it is the lack of the ability to evaluate progress that creates disharmony and eventual contempt for humanity.

Dr. Schweitzer's greatness lies in his ability to coordinate scientific development with the sciences of tolerance and understanding. Progress, then, involves more than "discovering new ways to kill each other." Progress involves learning to live with each other in the atomic age.

Jack Thrift

Ode To Conceit

By JACK THRIFT

There was a girl I know
Who not more than a mile ago—
Told me I was conceited.
I looked all round and up and down
Mid moods of a smile, then of a frown—
Yet couldn't see the thought of me,
Being branded as conceited.
She called me "Mr. Importance" for free
And only five minutes before, you see—
I had serenaded her with "Me, Me, Me,"
Told her how happy she must be
'Cause I had chosen her for me—
And she calls me conceited.
I took her out, I was real nice
I hugged and squeezed her once or twice—
Or eleventeen times or more
I took her home as the clock struck "four",
Was met by Papa at the door.
I was raked over, up and down,
Amid the violence of his sound . . .
In this cruel way I was mistreated,
And still she dares to say . . . "conceited."
If I am filled full of conceit
I hope I do not waste it,
For 'tis a shame to have so much
And not to care to share it.

OPINIONS

Dewey Turner

Taboo, Mindanao

The year was 1945 and the place: Taboo, Mindanao. The war was over in the Philippines and left remaining was a devastated land with hungry people and incomplete families.

Taboo was so small it hardly needed a name, but its size was unimportant for it was a village with happy, smiling people. The bare bellies of the dark children were bronze as they bounced through the doors of the huts into the sunshine. The bamboo huts on eight foot stilts created a peculiar picture on the tiny strip of sandy beach, especially when the glowing, red sun began to set.

The people in the village had seen the Japanese come and go. They had seen painful, twisted faces of people being tortured—sometimes it was members of their own family, and sometime their own faces were contorted with fear and pain. Almost without exception every cheek in the village was sallow and emaciated. The children's bellies were round and extended from eating an almost complete diet of coconut food. And yet these people smiled, played games, laughed at themselves and tried to make it pleasant for the twenty-eight Marines who operated a radar unit next to the village.

The Princess, wife of the village chieftain, made rope sandals to sell, boys gathered bananas, girls made coconut candy, the older men went boar hunting, and the mothers washed. Life progressed and improved steadily, and the people smiled.

The radar men had been on the island only a few months, but when the Marines boarded the L. S. T. to leave, it was like the separation of relatives or friends. Both peoples had gained a respect and admiration for each other. The Marines carried away from that little strip of land a part of each villager of Taboo, and they left a part of themselves.

I wonder what the people of Taboo are doing now? I wonder if any of the twenty-eight Marines left as much good on the island as they carried away?

Gordon Roberts

Race Begins With Bang

This is it. Amid barbecues, courthouse lawn speeches, and sweat soaked politicians, the gubernatorial race has begun. Candidates for the state's highest office have loosened their collars, and gotten right down to the business of campaigning. Well-aimed brickbats have begun to fly through the air, and the voter, the citizen, consciously concerned with the commotion, has begun to sit up and listen and make his choice. This is difficult, because at times it is hard to peer through the political fog that envelopes any election.

As in any election anywhere, the candidates tend to get carried away by their convictions, and in the heat of their campaigns, their statements

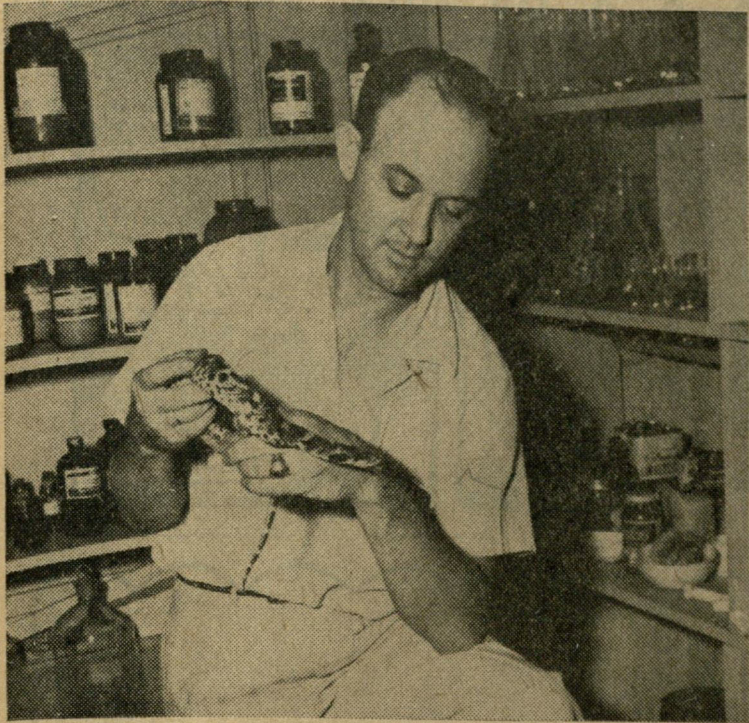


ROBERTS

of policy become almost illogical regarding certain planks of their platforms. So concerned with saying what the people want to hear, they appear to temporarily shelve correct reasoning. The U. S. Supreme Court has inadvertently laid the basic plank in their platform. The timeliness of its decision gave the would-be new governor of Georgia just enough time to write his campaign speeches for the impending election. Had the Supreme Court decision been a few months later, perhaps the race for governor might not have taken the aspects that it has now.

Losing sight of the fact that there is a law to be obeyed, a law handed down from the highest court in the land, each candidate (with one exception) vows that segregation in Georgia will never end if he is elected governor. One candidate declares that he would rather go to jail than see segregation end; another implies that Georgians who are in favor of non-segregation are fit subjects for psychiatric treatment; one states that social equality is impossible; and then of course, there is the absurd private school plan.

These are just excerpts from the tirades launched in this heated race. Like most office-seekers, these men know the secret of saying what most of the people like to hear, no matter how illogical or evasive it may be. This wins votes, but it doesn't bring the answer to a serious problem any closer.



Mr. Robert Reiber shown above with the Biology Department's pet hawknose snake.

Biology Department Collects Specimens For New Museum

By CAROLYN REGISTER

The skeleton of a horse will soon take up residence in the third floor biology department. This is only one of the many specimens being prepared by students for a new departmental museum. For the last two or three years, students and faculty members have been energetically scouting the countryside for specimens.

According to Mr. Robert Reiber, Head of the Department of Biology, the museum will be composed of invertebrate and vertebrate animals, from sponges to man. The specimens will be well preserved, labeled and classified and will be used for teaching purposes. The specimens are being collected and prepared here, rather than being bought from biological supply houses. This is being done so that the specimens in the museum will be representative of animals found in this vicinity.

Local Plants

The emphasis on local materials can be seen in the botany laboratory, also. In this clean, well-lighted room, which looks very much like a greenhouse, are many plants which have been collected from various parts of the state.

One animal which seems to be especially popular in the Biology Department is the snake—dead or alive. The current pet is a hawknose snake, commonly called a spreading adder, which is very much alive. This type of snake is characterized by its peculiar defense mechanism. When he is bothered, old hawknose expands like a balloon. Menacing as he looks, he really isn't dangerous. If he continues to be bothered, he just gives up and runs away.

Research Work

Two biology professors are currently doing research work. In the field of botany, Mr. Paul Kolter is working on "The effect of radiation on moss spore germination." Dr. Julian Darlington has been experimenting with "The anesthetic effect on flatworms." For this work, Dr. Darlington spent a month at Highlands Biological Station collecting flatworms.

The Biology Department has five full time faculty members and plans to add another, Dr. Helen Jordan, in the fall. Four students are employed as laboratory assistants. Their tasks range from assisting in lab courses and grading papers to preserving specimens.

A total of thirteen courses is offered in botany, bacteriology, zo-

ology and nursing biology. In the coming year, the department plans to offer two new courses. One will be a course in the identification of flowering plants, for the benefit of students who wish to go farther into botany than the first courses. The other new course will be a zoology course in the histological technique, which is desired by professional people. At the Atlanta Division, students can complete all the biological science courses needed to meet pre-professional requirements.

Mr. Reiber, who takes quiet pleasure in rolling his own cigarettes, stated that, if students wish to contribute specimens for the museum, anything that walks, crawls, or just hangs around will be gratefully accepted.

Rampscenes

Male student shouting to another at top of ramp:

"Hey, has sexy gone up yet?"

* * *

Clipped engagement announcement with attached condolences to former boyfriend student pasted on Cafeteria window.

* * *

Journalism student answering query as to whether he would attend Press Institute Dinner in Athens: "What? and prostitute my talent?"

Cherokee Indians

Cherokee Culture Advanced Steadily Until 19th Century

By DR. HENRY MALONE

When the term "American Indians", is mentioned, most people think of tomahawks and scalp, of tepees and wigwams, of Crazy Horse and Geronimo. They recall tales of Custer's inglorious defeat on the Little Big Horn in 1876; and they remember Pocohontas saving the life of John Smith.

But who thinks of early Indians having a written language and a newspaper? . . . Or who imagines farming Indians living in houses, eating out of chinaware, using knives and forks, and sleeping on feather-beds? . . . Or who visualizes voting Indians sending delegates to a legislature or to a constitutional convention?

During the earlier centuries of their development, the Cherokees' life was very much like that of other Southern Indians. They lived a primitive forest existence in the rugged mountains of the Blue Ridge. During the eighteenth century they were still dependent upon the woods and streams for their livelihood, although a rude agriculture provided corn and a few vegetables. Elected town chiefs held the reins of government. Often the greatest influence was exerted by medicine men.

White Man Comes

When the white man arrived, he presented a dangerous new threat to existence, and the Indians found themselves caught between the pressures of land-hungry settlers and diplomatic intriguers. By the end of the American Revolution nearly all effective Cherokee military resistance was defeated. More important, the Indians had been driven in a southwestward direction out of their traditional hunting grounds into the fertile valleys centering roughly in North Georgia. Most Cherokees settled and began to farm.

This was the turning point in Cherokee development.

The new trend toward a peaceful way of life was aided by friendly white men who entered the Cherokee lands as traders, craftsmen, missionaries, and government agents. Each group brought new ideas for Cherokee changes. Traders and artisans residing in Indian villages since late in the seventeenth century suggested new ways of living, and gave the Cherokees mixed-breed descendants who led the way in the adoption of innovations. Missionaries and teachers promoted religious and educational

advancement. Also contributing greatly to Cherokee progress was the United States government, which sent agents with tools and equipment to teach the white man's agricultural and domestic methods to the Cherokees.

Thus exposed to important white influences in the 1790's and early in the 1800's, the Cherokee existence underwent striking social, religious, political, and economic changes.

Literary Progress

An astonishing literary progress accompanied Cherokee developments in political science. Cherokee, like other American Indian tongues, had always been a spoken tongue. But early in the 1820's a remarkable achievement sharply accelerated Cherokee educational and literary development. A half-breed named Sequoyah invented a syllabary of 86 characters which was quickly adopted by the nation. Within three years more than half the tribe had acquired a working knowledge of his symbols and were enjoying the pleasures and advantages of a written language. With the aid of missionaries the Cherokee Council acquired in 1827 a national press with type cast in both Sequoyan and English characters. The following year saw the appearance of America's first Indian newspaper, the *Cherokee Phoenix*. The six-year career of this milestone in American journalism provided for Indians and whites alike a graphic demonstration of Cherokee progress; while the press itself was busily engaged in printing more than 225,000 pages of literary and religious matter.

Social and economic progress did not lag behind. The rising prosperity which followed adoption of the white man's ways resulted in improved dwellings and increased comforts. The more affluent Cherokees, who were usually mixed breeds, built homes which often rivaled the dwellings of upper class whites. Probably the most imposing residence in the entire nation was the two-story brick mansion of Joseph Vann near present-day Chatsworth, Georgia (now being restored by the Georgia Historical Commission). When land-hungry Georgians forced him to move away in 1834, Vann sold his house and improvements for \$28,179.25!

The Cherokee Nation of Indians were thus by the mid-1830's progressing far, if peculiarly, along the "white man's road" to civilization. Their recently adopted agrarian culture had helped to foster commerce and business activity. A nationalistic and benevolent legis-

Doctor Bowman Speaks to ADUG Students, Faculty

On July 7, at 10 A.M. Dr. Neil Bowman addressed members of the faculty and student body of the Atlanta Division on the subject, "A Test For Democracy."

Dr. Bowman has been staff speaker with the National Association of Manufacturers since 1944, and in this capacity he has addressed numerous schools, conventions, and business groups.

In Dr. Bowman's speech a plea was made for preservation of our free enterprise system. In his words, "We need articulate leadership and we need less griping and groping and more grouping."

According to the Doctor, "Simple words and simple slogans are needed to tell simple stories" in order to do a proper job of salesmanship. He thinks there should be less abuse of our language in our selling campaigns if we are to go forward with a good selling program.

In the speech the students were cautioned that America is being "Outsold and sold out" by countries such as Russia and communist China and, "We must outsell this competition" if we are to protect Americanism and our free enterprise system.

Dr. Bowman spoke of our future gain in population and the "Increased yearnings" produced by "Increased earnings." Students were told that "You must dig deeper if you want to go higher" and "Let us look ahead, keep our head and we're bound to get ahead."

Dr. Bowman closed his humorous and informative speech with a very timely piece of advice, "NOW is all the time you have!"

A Saying

A famous writer recently put it: "In addition to the Golden Gate Bridge, Mark Hopkins, and the Earthquake, the city of San Francisco also produced my mother-in-law. And with this last mentioned accomplishment, it jumped the gun on Oak Ridge, Tenn., which did not get around to the atom bomb until some sixty-five years later."

lature seemed to be looking toward a day of great prosperity. Perhaps these Cherokees might indeed have found that flourishing status, if the white man toward whose culture they were striving had not poured into their lands and forced them to seek new homes in the West.

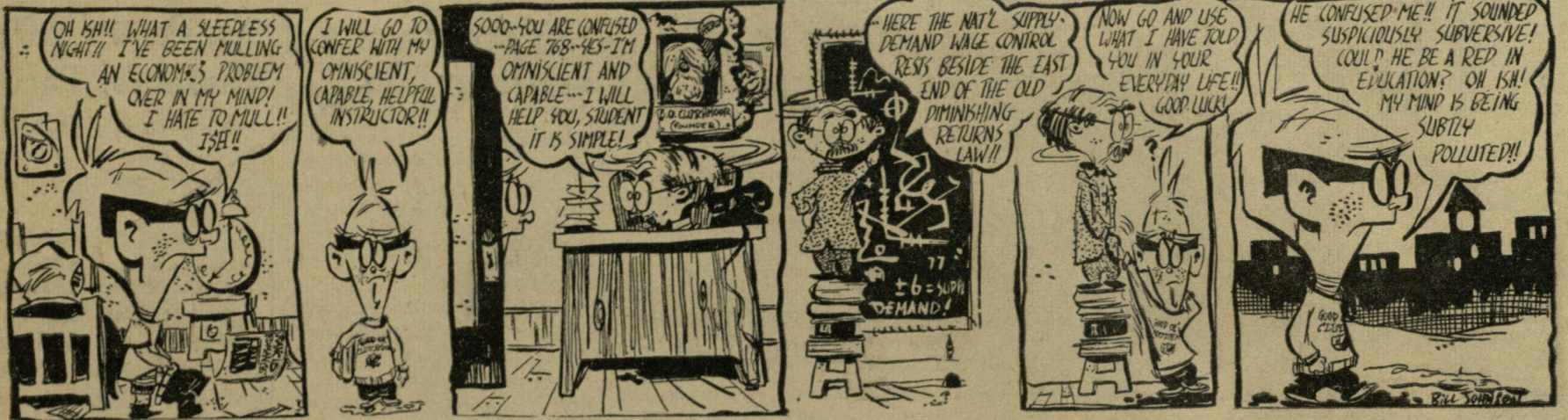
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X X X By BILL JOHNSON

Fish Caught By Dozen At Alpha Kappa Psi Lake

Thirty minutes from downtown Atlanta, near Duluth, Georgia, is a beautiful 82 acre plot of land with a picnic area, shade trees, a twelve acre lake and probably a million fish. The property belongs to Alpha Kappa Psi fraternity, a National business and professional fraternity of the Atlanta Division.

The fraternity has not owned the property very long, but improvements are being made steadily by Alumni members and all other members who feel like "pitchin in." Weeds are being pulled, boats have been purchased, roads have been improved and, in a few days, a lodge will come to rest on a small hill overlooking the lake.

The lodge is a wartime ward, which has been purchased from the company clearing away the Lawson General Hospital World War II service facilities. The building is 112'x25½' and has a large assembly room. The lodge will be situated parallel to the lake and will have an enclosed end porch and a long side porch overlooking the lake.

Painting-Digging

Pi chapter fraternity members, Pi Alumni of the Atlanta Division and members of the Emory chapter will be digging holes, laying concrete blocks and painting the lodge as soon as the building is delivered.

In the meantime, fish are being pulled from the lake by the dozens and all participants seem to be having a wonderful time. The lake has been well stocked with Bream and Bass. (Bass are biting minnows and Bream go for worms. Little success has been had with artificial bait as of now.)

Approximately fifty-six students in the School of Business at the Atlanta Division and seventeen members of the faculty are members of Alpha Kappa Psi.

The lodge should be finished and ready for a house warming by the beginning of the fall quarter.

Two Professors Of Marketing To Leave In Fall

Dr. Daniel J. James and Dr. Bill Moeckel, Professors in the Marketing Department, are leaving the Atlanta Division, University of Georgia, this fall. Dr. James received his Bachelor of Business Administration degree at Eastern Illinois College and his Doctor of Philosophy degree at the University of Illinois. Dr. James has been an assistant professor of Marketing at the Atlanta Division since September, 1952. He has accepted

the position of full professorship with the College of Business Administration at the University of Arkansas in Fayetteville.

Dr. Moeckel began teaching at the Atlanta Division in September, 1953. He received his Doctor's degree at the University of Illinois. Dr. Moeckel will teach Advertising at the Ohio State University in Columbus.

New Nursing Program Leads To B S Degree

ATHENS, Ga.—A new program for prospective nurses leading to the bachelor of science in nursing degree will be inaugurated at the University of Georgia this fall by the Franklin College of Arts and Sciences.

Designed specifically for students who want to do nursing on the "first level," the program provides for six quarters of study on the University campus and ten quarters of work at the Eugene Talmadge Memorial Hospital in Augusta. The course, not including specialized training, can be completed in four calendar years.

Miss Louise Grant, head of the University's department of nursing emphasized that the new program will not interfere with the programs in nursing and nursing education already underway at the University. These include the centralized teaching program under which students take courses at the Atlanta Division of the University and training in three Atlanta hospitals, and the nursing education program which trains graduate nurses for teaching.

Plan Financed

The Board of Regents has appropriated \$80,000 to finance the B. S. nursing program during its first year of operation. In addition the Board plans a budget of \$176,000 for the program in 1955-56 during which time it will be expanded to include work leading to the bachelor of science degree for registered nurses who have no college degree but who wish to enrich their backgrounds culturally and professionally.

Miss Grant points out that the University's new program for training nurses will help answer an ever increasing need. The lack of clinical facilities, specifically a large general hospital in which nurses could be trained, has prevented an extensive increase in nursing courses within the University System before, she said.

The Eugene Talmadge Memorial Hospital being built in connection with the Medical College of Georgia, Augusta, is scheduled for completion in 1955. It will provide facilities for clinical education in all areas, medical and surgical, including specialties such as tuberculosis, communicable disease, obstetrics, and psychiatry.

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