

# GEORGIA TECH

FOOTBALL PROGRAM  
1927

Oct. 8

V.M.I.

OCT. 1<sup>ST</sup>

VANDERBILT

Nov. 5<sup>TH</sup>

TULANE

OCT. 8<sup>TH</sup>

L.S.U.

Nov. 12<sup>TH</sup>

ALABAMA

OCT. 15<sup>TH</sup>

OGLETHORPE

Nov. 19<sup>TH</sup>

U. OF N.C.

OCT. 22<sup>ND</sup>

AUBURN

Nov. 24<sup>TH</sup>

N.D.

OCT 29<sup>TH</sup>

GEORGIA

DEC. 3<sup>RD</sup>

Captain Growley



# Southern Hospitality Greet's You



The spirit of welcome at all Dinkler Hotels is symbolic of the glad greeting that awaits at home. For this great chain of hotels, located in the very heart of Southern activities, has spared no effort to exemplify the true, hospitable spirit of the entire South in its dealings with the public.

Where there's a Dinkler Hotel—there's Southern hospitality to greet you.

VANDERBILT

at

NASHVILLE, the ANDREW JACKSON predominates the city's landscape and is near the heart of everything. This is the Dinkler achievement in middle Tennessee upholding the reputation and ideals of Dinkler service.



at

ATLANTA, The ANSLEY and The PIEDMONT offer distinctive Dinkler features. Both are conveniently located in Atlanta's business district, easily accessible to all parts of the city. Ample accommodations for large conventions, including comfortable sleeping quarters, meeting rooms, committee rooms and a large auditorium, are available.

GA. TECH

GEORGIA

at

JACKSONVILLE, The CARLING, the newest addition to the group of Dinkler Hotels, presents the last word in modern American hotel construction. It offers every detail of furnishings and equipment, for the absolute comfort of guests.



at

ALABAMA

BIRMINGHAM, The TUTWILER and The REDMONT express the fame and good repute of the Dinkler Hotels, for here in another great metropolis of the South you are greeted by these two great dispensers of Southern hospitality.

AUBURN

FLORIDA



## The Dinkler Hotels

Dispensers of  
True Southern  
Hospitality



Operated by the  
Dinkler Hotels, Inc.  
Carling L. Dinkler, Pres.



# Georgia Tech

## Thirteenth Annual Football Yearbook



DR. M. L. BRITTAIN, A. B., LL.D.  
PRESIDENT GEORGIA TECH

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Dr. G. H. Boggs .....	Prof. Floyd Fields

Coach W. A. Alexander

## ALUMNI MEMBERS

Mr. George W. McCarty

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also you may see your fa-  
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Way. Popular Prices.

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Carnegie Way

Miss Nellie and Her Revue. Also Billy Snell, Master of Ceremonies

---

## GEORGIA TECH ALMA MATER SONG.

Music by Frank Roman.

Words by I. H. Granath.

Oh Sons of Tech arise, behold!  
For the banner as it reigns supreme,  
For from on high the White and Gold,  
Waves in its triumphant gleam!  
The spirit of the cheering throng  
Resounds with joy revealing  
A brotherhood in praise and song,  
In the memory of the days gone by.  
Oh Scion of the Southland,  
In our hearts you shall forever fly!

We cherish thoughts so dear for thee,  
Oh, Alma Mater in our prayer,  
We plead for you in victory,  
And then in victory we share!  
But when the battle seems in vain  
Our spirit never falters,  
We're ever one in joy or pain,  
And our union is a lasting bond.  
Oh may we be united  
Till the Victory of Life is won!

---

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"Red" Grange

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Leading coaches over the country recommend our basketball equipment—among them Leonard Sachs and "Paddy" Driscoll. Official goods to meet every regulation specification.

## GOLF NEEDS

We carry an extensive supply of correct goods for the golfer. Clubs patterned after those of the best amateurs and professionals—"Bob McDonald" autographed clubs, particularly recommended by "Chick" Evans, famous golfer and former amateur champion.

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Big leaguers like Southworth, Jess Haines and Bob O'Farrell highly commend our professional equipment—not only baseball, but all athletic goods.

Send for our Sporting Goods Catalog 584TK.



"Chick" Evans

**Sears, Roebuck and Co.**  
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PONCE DE LEON AT GLEN IRIS  
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ROOMS WITH BATH FOR 2 PERSONS . . . . . \$5.00 TO \$7.00

SPECIAL RATES OFFERED ON WEEKLY, MONTHLY, AND YEARLY ARRANGEMENTS





### 1927 FOOTBALL SCHEDULE

October 1—V. M. I. at.....	Grant Field
October 8—Tulane at.....	Grant Field
October 15—Alabama at.....	Grant Field
October 22—North Carolina at.....	Grant Field
October 29—Notre Dame at.....	South Bend

*"ASK THE MAN WHO OWNS ONE"*

# PACKARD

**ATLANTA PACKARD MOTORS, Inc.**

**370 PEACHTREE ST.**

**ATLANTA, GA.**



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### New Fall Suits

**\$35 to \$60**

—Break through the line of common-place dress! Such a few yards to go to individuality and smartness! Kirschbaum suits mean sartorial correctness. Pure virgin woolens with two pairs trousers; 2, 3, and 4 Button coats. Sizes 34 to 44.

Our own make unusual value two trouser suits. Excellent fabrics . . . newest styles. Sizes 34 to 44....\$28.50

—MEN'S CLOTHING SECTION  
RICH'S SECOND FLOOR



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—A full-back in men's Fall fashions! With an air of superiority based on genuine merit! The Kirschbaum top coat is always the cynosure of admiring eyes! Overcoats and top coats with box backs. Set in and raglan sleeves.

Our own make special value top coats and over coats. Priced.....\$25 to \$30  
Genuine imported English Aquascutum top coats. Priced....\$40, \$45, \$50



## BROADSTRETE SHIRTS

Registered by M. Rich & Bros. Co.

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Watch your hero of the gridiron in class to-morrow! You would hardly recognize this smartly groomed male as the disheveled but triumphant victor of the game! But that's because he is wearing a Broadstrete shirt and it's easy to be neat.

Maybe you belong to the grandstand cheering section! Then yield to the excitement of a touchdown . . . throw your coat in the air . . . secure of the perfect tailoring of a Broadstrete shirt! Of white English broadcloth with 6 button front. Collar attached and neckband styles. Sizes 13½ to 17.

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Safety Fund:  
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Insurance in Force:  
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Offers a complete Life Insurance Service, including Life, Endowment and Term policies, Corporation, Group, Wholesale and Salary Deduction insurance and the latest Annuity contracts.

## WALTER POWELL

*General Agent*

Mr. Powell was formerly a star athlete at the University of Wisconsin. Later he coached Western Reserve University, the University of Montana and Leland Stanford University. He served as a member of the Football Rules Committee in 1921, and was the originator of the plan to build the Walter Camp Memorial at Yale, which is soon to be completed.

Since 1922 Mr. Powell has served as an official in many of the most important football games in the South.—Editor's Note.

### 1927 Schedule Continued

Nov. 5—Vanderbilt at ..... Nashville  
Nov. 12—L. S. U. at ..... Grant Field  
Nov. 19—Oglethorpe at ..... Grant Field  
Nov. 24—Auburn at ..... Grant Field  
Dec. 3—GEORGIA at ..... Grant Field

# Troy Laundry

Has Served the Student Body for 20 Years  
Good Laundry Work and Dry Cleaning

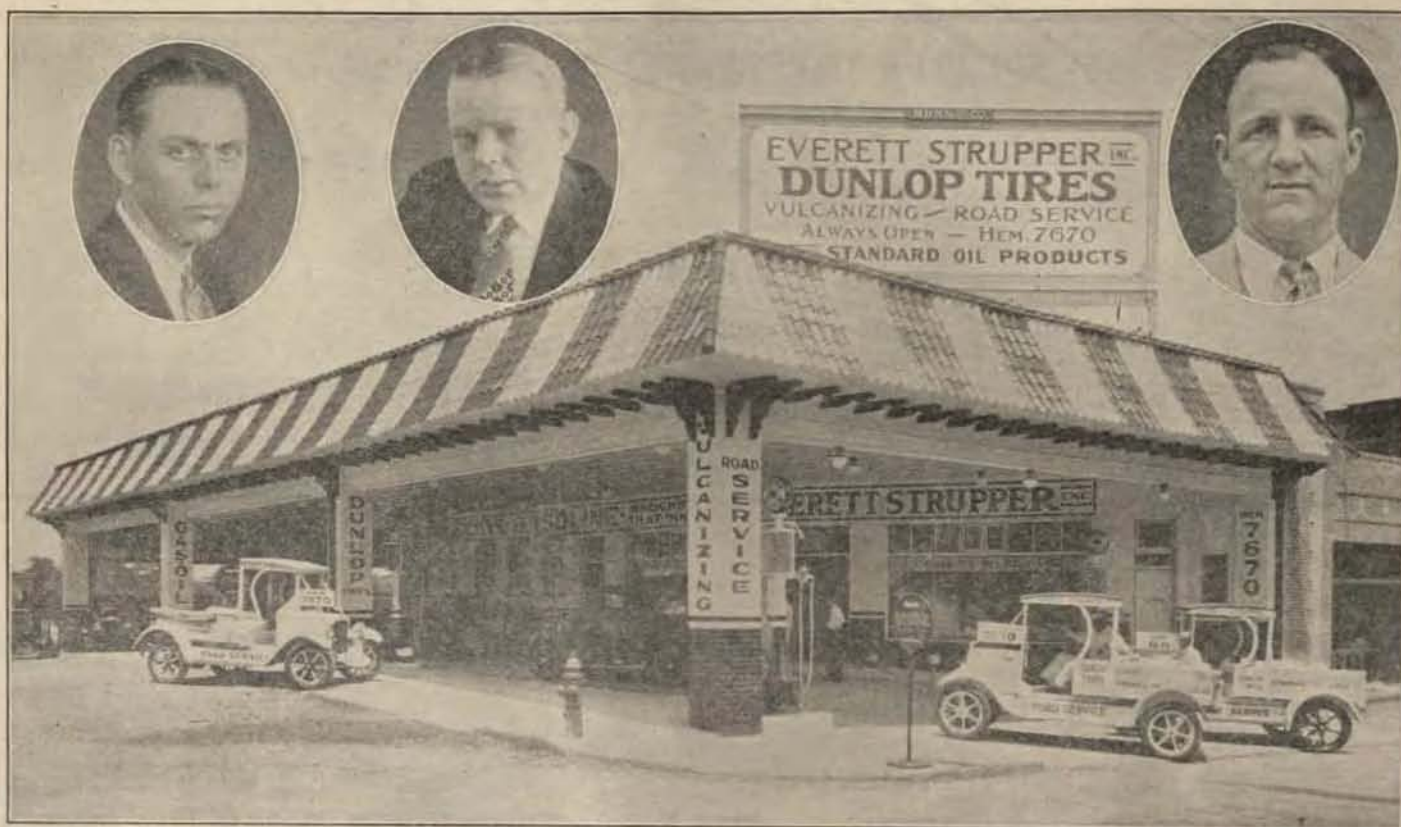
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Inserts, right to left:—Everett Strupper, President; H. H. Fleming, Credit Manager; E. H. Steele, Sales Manager.



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ON THE LAND MARK AT WHITEHALL AND HUNTER

LARGEST FIRST FLOOR SELLING SPACE IN ATLANTA

## Schedules of Tech's Opponents

FROM  
OFFICIAL INTERCOLLEGIATE FOOTBALL GUIDE

### V. M. I.

Wofford .....	Sept. 17
Richmond .....	Sept. 24
Georgia Tech .....	Oct. 1
Roanoke .....	Oct. 8
Maryland .....	Oct. 22
Davidson .....	Oct. 20
Kentucky .....	Nov. 12
V. P. U. ....	Thanksgiving

### Tulane

Mississippi .....	Oct. 1
Georgia Tech .....	Oct. 8
Miss. Aggies .....	Oct. 15
Vanderbilt .....	Oct. 22
Georgia .....	Oct. 29
Auburn .....	Nov. 5
Sewanee .....	Nov. 12
L. S. U. ....	Thanksgiving

### North Carolina

Wake Forest .....	Sept. 24
Tennessee .....	Oct. 1
Maryland .....	Oct. 8
South Carolina .....	Oct. 15
Ga. Tech .....	Oct. 22
North Carolina State .....	Oct. 29
Davidson .....	Nov. 12
Duke .....	Nov. 19

# DOBBS TIRE CO.

GOODYEAR TIRES

THREE STORES IN ATLANTA

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Branch.....1133 Euclid Avenue, N. E., Tel. Ivy 3939  
Branch.....438 Whitehall Street, S. W., Tel. Walnut 6188





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## The ATLANTA REED

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YOUR TRAY

MUSIC FOR YOUR ENTERTAINMENT

NEAR CANDLER BUILDING ON PRYOR STREET



EWELL GAY, President

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ATLANTA, GEORGIA

Phone Ivy 4285

Night Phones: Walnut 1159 — Hemlock 2980

**SCHEDULE OF TECH'S OPPONENTS**

(Continued)

NOTRE DAME		VANDERBILT		OGLETHORPE	
Coe .....	Oct. 1	Chattanooga .....	Sept. 24	Citadel .....	Oct. 15
Detroit .....	Oct. 8	Ouchita .....	Oct. 1	St. Xavier .....	Oct. 22
Navy .....	Oct. 15	Centre .....	Oct. 8	Furman .....	Oct. 29
Indiana .....	Oct. 22	Texas .....	Oct. 15	Presbyterian .....	Nov. 5
Georgia Tech .....	Oct. 29	Tulane .....	Oct. 22	Mercer .....	Nov. 11
Minnesota .....	Nov. 5	Kentucky .....	Oct. 29	Georgia Tech .....	Nov. 19
Army .....	Nov. 12	Georgia Tech .....	Nov. 5	Chattanooga .....	Nov. 25
Drake .....	Nov. 19	Tennessee .....	Nov. 12	Miami .....	Dec. 3
Univ. Sou. California .....	Nov. 26	Maryland .....	Nov. 19	Johns Hopkins .....	Dec. 10
		Sewanee .....	Nov. 24	Loyola .....	Dec. 17
		Alabama .....	Dec. 3		

*All Atlanta*  
**Goes to JACOBS'**  
**DRUGS :: TOILETRIES**

14 STORES ALL OVER ATLANTA





## You, too Will be Delighted with Atlanta's Newest Hotel

*The Henry Grady, erected on the former site of the Governor's Mansion, represents the true spirit of the New South. It is one of the outstanding developments of Modern Atlanta — typical of the achievements of the South's most progressive city.*

A friendly welcome awaits you at the Henry Grady. . . . where every convenience has been provided to make your visit a pleasure.

Your room will have at least two windows, a ceiling fan, circulating ice water, a private bath with either tub, shower or both, a comfortable bed with convenient reading light. . . . everything to assure you of perfect comfort.

You will find every point of the city's business district easily accessible. The leading department stores and shops are conveniently close by. . . . no hotel in the South enjoys an equally advantageous location.

And you are sure to enjoy the delicious food of the famous main dining room or the popular coffee shop.

Rooms for one, \$2.50 to \$5.  
For two, \$4.00 to \$7.00.  
Suites, \$10.00 up.

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**HENRY GRADY HOTEL**  
The "Friendly" Hotel

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The Henry Grady is especially equipped to handle private banquets and dinners. Excellent service, perfect food and absolute privacy assure the success of such an occasion.

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# GOOD GAS GOOD BEVERAGES

Use Crystal Brand Carbonic Gas (in the Red Drum with the Black Band).  
Pure, sweet, odorless, uniform and full weight. Drums always clean.  
"Overnight Service" from our five plants.

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### SCHEDULE OF TECH'S OPPONENTS

(CONTINUED)

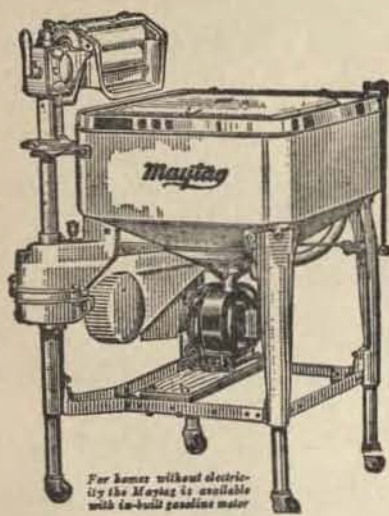
ALABAMA	AUBURN	L. S. U.
Millsaps ..... Sept. 23	Stetson ..... Sept. 24	S. W. Louisiana ..... Oct. 1
Vanderbilt ..... Oct. 1	Clemson ..... Oct. 1	Alabama ..... Oct. 8
L. S. U. .... Oct. 8	Florida ..... Oct. 8	Auburn ..... Oct. 15
Georgia Tech ..... Oct. 15	L. S. U. .... Oct. 15	Arkansas ..... Oct. 29
Sewanee ..... Oct. 22	Georgia ..... Oct. 22	Tulane ..... Nov. 24
Miss. A. & M. .... Oct. 29	Howard ..... Oct. 29	
Kentucky ..... Nov. 5	Tulane ..... Nov. 5	
Florida ..... Nov. 12	Miss. A. & M. .... Nov. 12	
Georgia ..... Thanksgiving	Georgia Tech ..... Thanksgiving	Other games not announced.

## WHY THE WHIPPET IS TODAY'S FINEST LIGHT CAR

Lowest priced car with 4-wheel brakes.	§ Low center of gravity.
Unequaled economy on gas and oil.	§ Narrow body pillars for greater vision.
Modern engine—modern chassis.	§ Oversize tires and snubbers.
Exceptional power in proportion to weight.	§ Easiest of all cars to drive.
Speed of 55 miles per hour.	§ Adjustable steering wheel.
More leg room than any other light car.	§ Force-feed lubrication.

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ATLANTA





Endurance, Speed and the Altogether Spectacular  
Performance of the

**Maytag**

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Accounts for the Genuine Eagerness to Own It.

*Let us send one out on Free Trial Demonstration*

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Phone Walnut 0996

## SIX YEARS RECORD OF THE GOLDEN TORNADO

1921			1922			1923		
Tech	Opponents		Tech	Opponents		Tech	Opponents	
42	Wake Forest	0	33	Oglethorpe	6	33	Oglethorpe	14
41	Oglethorpe	0	19	Davidson	0	10	V. M. I.	7
70	Davidson	0	33	Alabama	7	7	U. of Fla.	7
69	Furman	0	0	Navy	13	7	Notre Dame	35
48	Rutgers	14	3	Notre Dame	13	0	Alabama	0
7	Penn State	28	19	Georgetown	7	21	Georgetown	7
48	Clemson	7	20	Clemson	7	3	Kentucky	3
21	Georgetown	7	17	North Carolina State	0	0	Auburn	0
14	Auburn	0	14	Auburn	6			
<hr/>		<hr/>	<hr/>		<hr/>	<hr/>		<hr/>
360		56	158		59	81		73

# STANDARD COAL COMPANY

HIGH GRADE STEAM AND DOMESTIC

# COALS

STANDARD  
SIGNIFIES  
SERVICE

OFFICE 308-11 PETERS BLDG.

WALNUT 5757



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## *Here's How!*

**D**ID you have to come to the game an hour early to find a parking place for your automobile? Are you going to have to fight your way through that traffic tangle after the game?

Street cars and coaches offer the solution. No traffic worries. No parking troubles. On Plum Street, two short blocks away, are many special cars waiting to take you back to town. Two short blocks in the other direction, on Spring Street, is a coach line, offering special service. And just beyond that are the West Peachtree and Peachtree car lines, also operating special cars.

*Try it next week and see how  
much more convenient it is!*

GEORGIA  
POWER  COMPANY

*A CITIZEN WHEREVER WE SERVE*



# ROBERT AND COMPANY

INCORPORATED

ARCHITECTS AND ENGINEERS  
ATLANTA

## SIX YEARS RECORD OF THE GOLDEN TORNADO—(Continued)

1924			1925			1926		
Tech	Opponents		Tech	Opponents		Tech	Opponents	
19	Oglethorpe	0	13	Oglethorpe	6	6	Oglethorpe	7
3	V. M. I.	0	33	V. M. I.	0	13	V. M. I.	0
7	Florida	7	16	Penn. State	7	9	Tulane	6
15	Penn. State	13	23	Florida	7	0	Alabama	21
0	Alabama	14	0	Alabama	7	19	Washington & Lee	7
3	Notre Dame	34	0	Notre Dame	14	0	Notre Dame	12
28	L. S. U.	7	7	Vanderbilt	0	7	Vanderbilt	13
0	Vanderbilt	3	3	Georgia	0	13	Georgia	14
7	Auburn	0	7	Auburn	7	20	Auburn	7
82		78	102		48	87		87

# N. R. GLENN & CO., Agents

## INSURANCE

Perfect Protection, Health and  
Accident Policies

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MODEL NUMBERS MEAN MILES PER HOUR

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The income from your job or profession is the result of your personal effort.

But the income from your investments — if well chosen — goes on year after year without any effort on your part.

You cannot make any better choice than the Columbia Building and Loan Association, offering Safety and Profit.

## COLUMBIA BUILDING AND LOAN ASSOCIATION

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127 Carnegie Way

Atlanta, Georgia

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### Important Changes in Football Rules

1. GOAL POSTS—The goal posts have been moved from the goal line to the end line.
2. DELAYING GAME—A delay of more than thirty seconds in putting the ball in play after it is ready for play, or a team remaining more than 15 seconds in a huddle, may be considered as prima facie evidence of intentional delay of the game.  
The captain may now claim time out only three times in each half instead of four times as formerly.
3. SHIFT PLAYS—In all shift or huddle plays, the players must come to an absolute stop and remain stationary in their positions and without movement of the feet or swaying of the body, for a period of approximately one second. This period may be conveniently measured by rapidly counting "1-2-3-4". In case of doubt the penalty shall be enforced. The penalty for violation has been increased from 5 to 15 yards.

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## CAPITAL CITY

### DRY CLEANING SKILL

## IS CONVINCING!

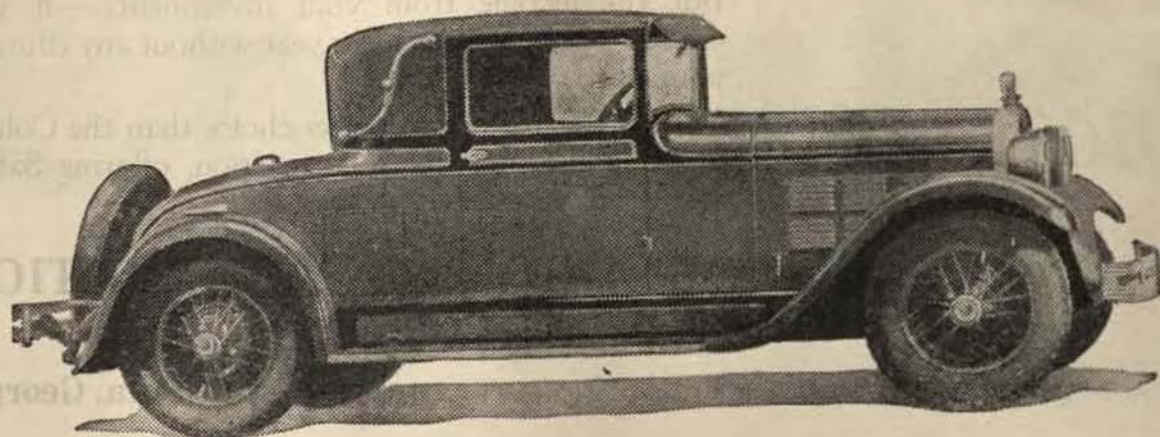
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Distinctly a Dodge creation—a new type body. Unbelievably fresh in beauty. Thrilling in performance. Strikingly smart and novel in design. Six-cylinder engine packed with power. Lightning pick-up. Sweeping get-away. Seventy miles—and more per hour. Forty-five in second speed!

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*For the College Woman*

CORRECT ACCESSORIES *for the* COLLEGE MAN

THE TEA ROOM

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Completely Outfitting the Boy



WHOLESALE ONLY



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H. G. Lewis & Company

Blanche Marie Hosiery Shoppe

157 Peachtree St.

230 Peachtree Arcade

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Atlanta, Georgia

#### CHANGES IN FOOTBALL RULES (Continued)

4. **FUMBLING PUNTS**—When a punt is fumbled before the receiver gains possession and control of the ball, it is a free ball and any one of the 22 players may recover it for his side. However, the side that kicked the ball cannot advance the fumbled punt by picking it up and running with it, but must take it at the point recovered, first down.
5. **INCOMPLETED BACKWARD PASS**—Any player may at any time hand or throw the ball in any direction except toward his opponents' goal. If any such pass made on first, second or third down strikes the ground within the field of play, the ball is dead. It shall belong to the side which made the pass at the point where it first strikes the ground. On fourth down the ball shall go to the opponents at the same point, unless the team putting the ball into play has made the required distance. The pass from the snapper back to put the ball in play is excepted from this rule.

C. A. RAUSCHENBERG, JR.  
PRESIDENT

HOWARD GELBERT  
VICE PRESIDENT

G. FRANK GARRISON  
SECRETARY-TREASURER

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**SURE INSURANCE  
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# New Franklin Airman

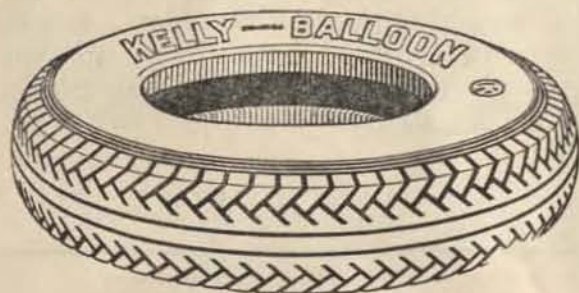
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## THE NEW RULES EXPLAINED

By ED DANFORTH

*Sporting Editor, Atlanta Georgian.*

Not since the forward pass was written into the rule books away back when you and I were young Maggie and went buggy riding on Sunday afternoons, have so many revolutionary changes been made in the national autumn mania.

It appears that the rule-makers, tiring of making minor revisions in the penal code and the approved method of wearing nose-guards, suddenly closed eyes and blazed away with both barrels.

The results of their rule-changing cannot be forecast; until actually tried through a whole season no one can tell whether the changes are useful and interesting or futile and boring.

One thing is certain: never before in the history of the game is there such a need for an understanding of the rules in the public mind, if any. This year so much is left to the officials' judgment, so much hinges on moves that escape the notice of the man in the grandstand, that haste in declaring an official in error will be very unfair.

The major changes are five in number.

1. The goal posts have been moved ten yards back of the goal line.

Look out there and see it for yourself! That is one rule that is easy to understand. It is a good rule for it gives a wretched punter a chance to kick from behind his goal line without hitting the posts and puts a premium on goal kicking from the field. The point after touchdown is not much harder—a thirteen-yard place kick is about as easy as one of 3 yards anyhow.

(Continued on pages following Lineups)

---

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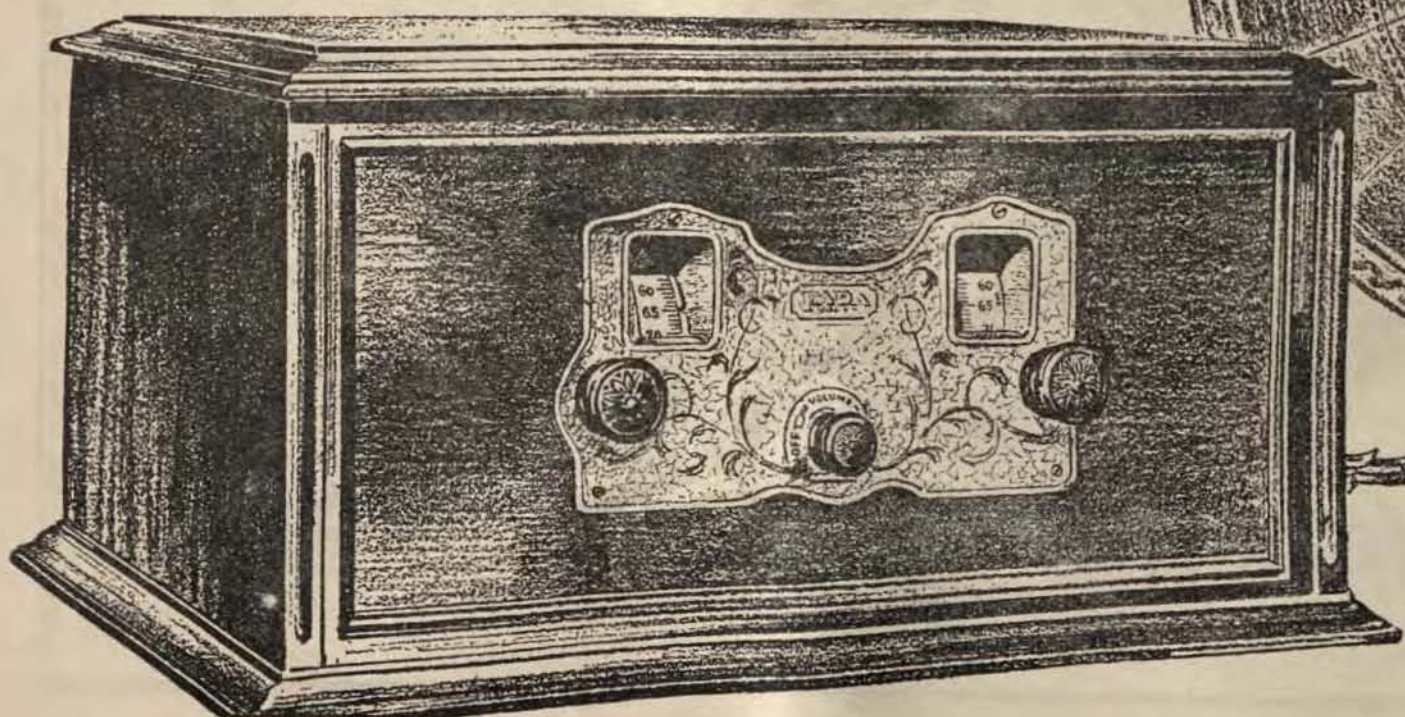
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INFORMATION AS TO NEW RULES, SCHEDULES OF OPPONENTS, RECORDS AND OTHER FOOTBALL DATA WILL BE FOUND ON PAGES THROUGHOUT THIS BOOK.

### OFFICIALS TODAY'S GAME

Hutchens, Referee  
Perry, Umpire  
Black, Head Lineman  
Foster, Field Judge

### GEORGIA TECH LINE-UP

1—Heeke	10—Russell	17—Speer
2—Hood	11—Read	22—Alexander
4—Largen	12—Sprick	25—Fitzgerald
7—Queen	13—Frink	26—Smith
8—Diekman	14—Bullard	27—Lewis
9—Holland	15—Jetton	28—Faisst

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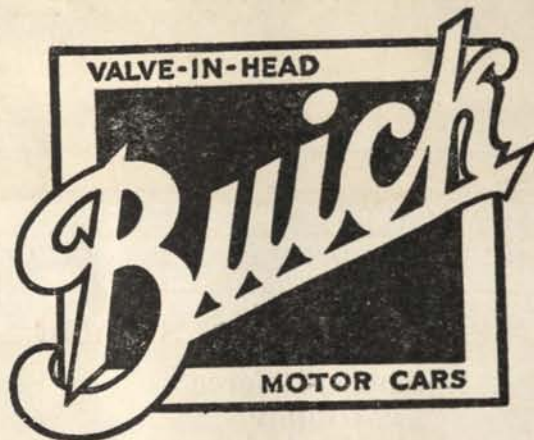
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**WE SPECIALIZE IN FACE BRICK  
"WILLIAMS BRICK ARE BETTER BRICK"**

**GEORGIA TECH LINE-UP—Continued**

29—Durant  
30—Randolph  
33—Von Weller  
35—Thomason  
36—Lillard  
37—Rusk  
38—Horn  
40—DeVaughn  
41—Thrash

42—Crowley  
44—Oltz  
45—Gaston  
46—Bunch  
49—Keener  
50—Muse  
51—Drennon  
52—Waddey  
53—Schwartz

55—Sloan  
60—Parham  
61—Westbrooke  
63—Kent  
64—Shulman  
65—Watkins  
66—Martin  
71—Pund  
72—Mizell



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*Who's Next? And What's the Score?*

# Daniel Bros. Co.

Have Provided This Page  
For Your Convenience

## SCHEDULE 1927

GEORGIA TECH VS.

Oct. 1—V. M. I. at Grant Field  
Oct. 8—Tulane at Grant Field  
Oct. 15—Alabama at Grant Field  
Oct. 22—N. Carolina at Grant Field  
Oct. 29—Notre Dame at South Bend  
Nov. 5—Vanderbilt at Nashville  
Nov. 12—L. S. U. at Grant Field  
No. 19—Oglethorpe at Grant Field  
Nov. 24—Auburn at Grant Field  
Dec. 3—Georgia at Grant Field



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## SCORES 1927

Tech	V. M. I.
Tech	Tulane
Tech	Alabama
Tech	N. Carolina
Tech	N. D.
Tech	Vandy
Tech	L. S. U.
Tech	Oglethorpe
Tech	Auburn
Tech	Georgia

And we've also provided the South's Greatest Showing of  
**DANIEL'S COLLEGE CLOTHES**

*With Two Pair of Trousers*

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AT  
MUSE'S

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## TULANE LINE-UP

4—Lodrigues  
9—Menville  
10—Al Stoessel  
11—Pizzano  
12—Browne  
14—Walker  
15—Maier  
17—McCarroll  
18—Banker  
19—Jones  
20—Hooper  
21—Butaud  
22—Baumbach

25—Evans  
29—Hardie  
30—Rucker  
31—O'Pry  
32—Eskridge  
33—Kirchmeier  
34—Oelkers  
36—Walls  
62—H. Law  
Blake  
Lessell  
Sentell  
Ryan

Ford  
Harper  
Bourgeois  
Fischer  
Whatley  
Ellis  
Spiess  
McGehe  
Blue  
Messina  
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GAME

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in  
"Paid To Love"**

NEXT WEEK

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"The Chinese Parrot"**

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The cream of the picture market—selected on merit alone!

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Matinees, 35c  
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CARTER T. BARRON,  
Assistant Manager

**UNIVERSITY OF GEORGIA SCHEDULE  
1927**

Oct. 1st—Virginia.....at Athens  
Oct. 8th—Yale.....at New Haven  
Oct. 15th—Furman.....at Athens  
Oct. 22nd—Auburn.....at Columbus  
Oct. 29th—Tulane at New Orleans

Nov. 5th—Florida at Jacksonville  
Nov. 12th—Clemson.....at Athens  
Nov. 19th—Mercer.....at Athens  
Nov. 24th—Alabama at Birm'gham  
Dec. 3rd—Ga. Tech.....at Atlanta

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## FOOTBALL FASHION NOTES

By "BABY LO," Fashion Expert



Fashions for Football—alluring sound. When beauties enswathed in modish wraps are brought to the gates of the stadium in luxurious motor cars.

Fashions change with the changing weather. The opening game comes when the days are still warm, so that in the football grand-stands the eyes may feast on beauty still wearing the modes of late summer. If the temperature is very uncertain and the thermometer is jumping up and down with indecision then wear the two or three ensemble. This is always good. The new fall Vogue has given us a beautiful three piece suit with jacket or sweater-coat which is just the thing for general football wear. These suits should vary with individual personality. This means that more feminine elegance and the more important mode will be more largely and generally expressed.

### "Regenstein's Smart Styles"

## REGENSTEIN'S FASHIONS BECKONS

to a Brilliant Season of Sports and Winter Modes

### MISSES and WOMEN'S APPAREL and HATS

A STORE FULL OF SMART NEW APPAREL

BAGS—

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A grand display of Fashion's Newest Modes—every department, every shelf, every display window is full of fine new fall apparel. Frocks, suits, coats, furs, undergarments, millinery, hosiery, jewelry and novelties. They're all here, many of them but just unpacked and countless others arriving daily. Come now and choose your new wardrobe, from this fascinating array. Everything that is new and smart is here.

Featuring Small Sizes: 13½ to 22½  
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FURS—

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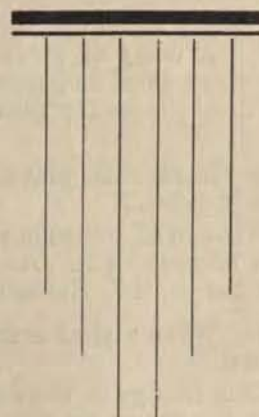


*Pour  
la femine  
distinguee*

*Imported Models  
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*Georgia*  
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*Erlanger Theatre Building*



*Prices Never Excessive*

#### TO THE FOOTBALL FANS

Our Football Yearbook is published in its present form largely by the support and co-operation of the progressive business firms of Atlanta and Georgia, who choose this medium to place themselves before you. Every firm represented is deserving of your attention and we ask that you READ THE ADVERTISEMENTS.

Thrifty men and women find that it pays to read advertisements. It enables them to know that they are not overlooking anything. It enables them to know where to go to get some desired product, to get "this" or "that". Without its direction they would overlook much and consequently lose a great deal. They would live in ignorance of many things that might add materially to their wealth, health, and happiness.

If you do not know all of these concerns call and get acquainted; if you do know them it is not necessary for us to go any further, only to say that they stand for YOU, GEORGIA TECH, ATLANTA, and the SOUTH.



## Extra Rich Merita Bread

is one food that contains a balanced amount of milk, vegetable shortening and other ingredients that go to make up muscle, bone and nerve energy.

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# American Bakeries Company





## EXPLANATION OF RULES (Continued)

2. A delay of more than 30 seconds in putting the ball into play after it is ready for play, and a delay of more than 15 seconds in the huddle are ruled "intentional delay" and subject to penalties.

Three cheers for that rule! Any rule to speed up the game and get it over with before dark is a good one.

3. In all shift plays, the players must come to a full stop for one second—long enough for an official to count "1-2-3-4."

Wisdom of this rule remains to be settled by a season of play. Some elevens have dropped their shift plays on account of it. At least the rule assures we will have intelligent officials for they must be able to count as far as "4." Stammering officials are out of luck this season.

4. When a punt is fumbled, the side putting the ball into play cannot recover and run for gains or a touchdown.

This change in the rules is not as formidable as it seems. In the rule books the change was made in the rules for onside players and is confusing to read. It is fairly clearly stated above.

If the safety man fumbles a punt, an opposing end can scoop it up or fall on it, but the end may not dash off for a touchdown or a long gain. However, if the safety man fumbles a punt, a player of HIS OWN team may pick it up and gallop away as far as he can. The rule is designed to encourage the catching of punts on the run instead of allowing them to bounce. It is doubtful whether the rule will increase the number of punts so played.

The rule also is tricky in this respect. If the safety man catches the punt, runs a couple of steps, is tackled and fumbles, it is a free ball in the broadest sense and an opposing player may pick it up and run for a touchdown. The line of demarcation between a fumbled punt and a punt that is first fairly caught then fumbled is so slight that spectators often will differ with official rulings, especially if the home team gets the adverse break.

5. A fumbled backward pass, except a snap from center, is a dead ball on first, second or third down and belongs to the side putting the ball into play.

There's the other line of dynamite in the rules. Briefly that means that the boys can shoot the works on double passes and triple passes back of the line of scrimmage without fearing loss of the ball by fumbling. It means that where the quarterback takes the snap from center and passes it to a fullback hitting the line or a halfback circling the ends the ball cannot be lost if fumbled.

A halfback can start on an off-tackle play and when about to be tackled can make a backward pass to a teammate who can sell out around the end.

A backward pass can be made anywhere on the field at any time by any player to any other. The lid is off! It costs nothing if you drop it!

Yet—there are difficult points here, too. If the receiver of the backward pass actually gets possession of the ball, in the judgment of the official, and takes a step or two with it, then fumbles when tackled, the ball goes to the recovering side.

That is where many an official will suddenly run into more unpopular notice than the average murderer ever encounters.

The public had best leave interpretation of these new rules to the officials. They have been studying them night and day ever since last spring and will be in a position to see what happens.

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They permit faster time on the roads, yet smoother, more comfortable traveling is enjoyed. They allow split second acceleration in traffic, yet the flow of power is even, steady and noiseless.

They're as powerful as the guards, as fast as the ends, as smoothly perfect as the back-fields—and plus this, they're as good looking as the sponsors.

"Nash has again led the world in motor car values."

Stop in on your way home and see the new models. They're on display at the corner of Peachtree Street and North Avenue.

# MARTIN-NASH MOTOR Co.

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*R. H. MARTIN, President*



*"Every Woman Wants Elegance Without Extravagance"*

## LEON FROHSIN

225-27 Peachtree Street

*Exclusive Feminine Apparel*



### FASHION NOTES (Continued)

All dresses are to be selected so as to give more youthful charm to the wearer. No young girl should wear too much black, although the close fitting black velvet is especially good. Flat pleats are worn this fall, preferably on the side of the skirt. All skirts are to be longer and the extremely short dresses of the Spring season have become very poor taste. For sports wear tweeds, homespun, cheviot, and English woolens are all good.

Your furs are particularly good this season with goat leading as the sport fur. It may be either long and curly, or shaved to make a flat sleek fur. The short fur jacket is to be worn as a part of an ensemble. This becomes beautiful with all the rich, tan shades of autumn leaves whose shades are designed especially by Mother Nature for her sport loving children in the fall. Beige seems to head the list in popularity.

The chief aim of all the season's styles is to combine youth, sobriety, and important elegance into one's general appearance.

## *A Forward Pass...*

ALLEN'S MAKES A STRATEGIC MOVE, GAINING VALUABLE GROUND IN ATLANTA'S NORTHWARD PROGRESS.

ALLEN'S GOAL IS WHAT IT ALWAYS HAS BEEN—TO JUSTIFY ITS REPUTATION AS STYLE HEADQUARTERS FOR WOMEN WHO ARE IN THE KNOW.

*J. P. Allen & Co.*

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## "TIME OUT!"

The sports coat that goes to the football game must be light enough for October's bright blue weather, warm enough for November's grey days, and smart enough for the after-the-game festivities. Lewis' fur-trimmed coats meet all these requirements.

# HG Lewis & Co

70-72 Whitehall Street



### FOOTBALL FASHIONS (Continued)

Heavier coats will be worn as usual, the wrapped coat still as good as it was in the Spring. One important fashion of this year gives a slight flare from the shoulders all around that closes diagonally. Much fur is used for trimming. This coat may cover the sheer dress, which you prefer to wear to the tea dance after the game at one of the frat houses or the fashionable hotels, instead of the sport frock which may be worn. The tea dances will bring together the selected belles in much less formal attire than will the evening affairs. These dresses should be very individual. Geometric lines are good with odd yokes and little original details at the wrist. Everything fits snugly at the hips and blouses a bit above the hips, and flares or breaks into plaits or drapery below. This drapery is responsible also for most of the uneven hemlines so smart at present.

All hats will be small and preferably of the same shade as the dress as much less combination of color will be used this year than last. Should it rain a bright hued slicker with a small rain hat will, of course, insure the most comfort.

*To be well dressed is to be properly dressed.*

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The Symbol  
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