GEORGIA TECH
Football Program
1927

V.M.I. Oct. 1st
VANDERBILT Nov. 5th

TULANE Oct. 8th
LSU Nov. 12th

ALABAMA Oct. 15th
OGLETHORPE Nov. 19th

U. OF N.C. Oct. 22nd
auburn Nov. 24th

N.D. Oct 29th
GEORGIA Dec. 3rd

Captain Crowley
Southern Hospitality Greets 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.

at

NASHVILLE, the ANDREW JACKSON predominates the city's landscape and is near the heart of everything. This is the Dinkler achievement in mid-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. A ample accommodations for large conventions, including comfortable sleeping quarters, meeting rooms, committee rooms and a large auditorium, are available.

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

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

The Dinkler Hotels

Dispensers of True Southern Hospitality

Operated by the Dinkler Hotels, Inc.

Curling L. Dinkler, Pres.
Georgia Tech
Thirteenth Annual Football Yearbook

NINETEEN HUNDRED TWENTY-SEVEN SEASON

DR. M. L. BRITTAH, A. B., LLD.
PRESIDENT GEORGIA TECH
COMPLIMENTS OF
King Hardware Co.
TEN STOES IN ATLANTA
Sporting Goods Headquarters of the Southeast
We Supply Georgia Tech

KING HARDWARE COMPANY
MAIN STORE 53 PEACHTREE STREET
Georgia Tech Athletic Association

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Dr. J. B. Crenshaw .............................................. Director of Athletics
Dr. W. Vernon Skiles ...........................................
Dr. G. H. Boggs ...................................................

Coach W. A. Alexander

ALUMNI MEMBERS
Mr. George W. McCarty

Mr. L. W. Robert, Jr.

COACHING STAFF
W. A. Alexander ........................................... Head Coach
R. A. Clay ...................................................... Baseball and Freshman Football
William Fincher .............................................. Football
Don Miller ...................................................... Football
Hank Bjorkman ................................................. Football
Mack Tharpe .................................................... Football
Dr. J. B. Crenshaw ............................................ LaCrosse
Harold E. Barron .............................................. Track
Roy Mundorff .................................................. Basketball, Freshman Baseball
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Atlanta Radiator Co.

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W. T. SPEER, Proprietor

ATLANTA, GA.
FEATURING Joe Robkin and his Orchestra nightly, also you may see your favorite vaudeville star.

Dining, Dancing Entertainment. Wardrobe check free.

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

HERREN’S ARCADIA RESTAURANT

FEATUREING a cordial atmosphere, and above all, the delectable food cooked and served in the Herren Way. Popular Prices.

Corner Peachtree and Carnegie Way

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!

Mortgage Loans Insurance Surety Bonds

EDGAR DUNLAP INSURANCE AGENCY
Established 1895

Engineering inspection and insurance reports rendered without cost to the Assured.
Equipped with the experience and personnel to give the most intelligent and complete service.

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A COMPLETE LINE of QUALITY SPORTING GOODS
Used and Endorsed by Nationally Known Players and Coaches

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As used and endorsed by such famous players as the "Four Horsemen," Chuck Carney, Eddie Hunsinger, Moon Baker and "Red" Grange. Footballs, football pants, helmets and shoulder pads, certified with his signature.

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

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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.

BASEBALL
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.

Sears, Roebuck and Co.
RETAIL DEPARTMENT STORE
PONCE DE LEON AT OLEEN IRIS
YOUR EVERY NEED at MONEY SAVING PRICES

Hotel Georgian Terrace

PEACHTREE AND PONCE DE LEON AVE.
Four Blocks from Grant Field
Atlanta's Most Exclusive Hotel

ROOMS WITH BATH . . . . . . . . . . $3.50 TO $5.00
ROOMS WITH BATH FOR 2 PERSONS . . . . $5.00 TO $7.00

SPECIAL RATES OFFERED ON WEEKLY, MONTHLY, AND YEARLY ARRANGEMENTS
### 1927 Football Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Opponent</th>
<th>Location</th>
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<tbody>
<tr>
<td>October 1</td>
<td>V. M. I.</td>
<td>Grant Field</td>
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<tr>
<td>October 8</td>
<td>Tulane</td>
<td>Grant Field</td>
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<tr>
<td>October 15</td>
<td>Alabama</td>
<td>Grant Field</td>
</tr>
<tr>
<td>October 22</td>
<td>North Carolina</td>
<td>Grant Field</td>
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<tr>
<td>October 29</td>
<td>Notre Dame</td>
<td>South Bend</td>
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</tbody>
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"Ask the man who owns one"

**Packard**

Atlanta Packard Motors, Inc.

370 Peachtree St.

Atlanta, GA.
A GOAL FOR SMARTNESS
KIRSCHBAUM SUITS AND COATS

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

New Fall Coats
$35 to $50
—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

—MEN'S CLOTHING SECTION
RICH'S SECOND FLOOR

BROADSTRETE SHIRTS

$1.95
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.

—MEN'S FURNISHING DEPT.
RICH'S STREET FLOOR

M. RICH & BROS. COMPANY
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
Beck Bros.
210 Houston St. Phone Wal. 4908
ATLANTA’S MOST MODERN

DUNLOP TIRES

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Road Service, Vulcanizing, Gas and Oil Washing, Polishing, Greasing

Call Us for Service

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Everett Strupper, Inc.

536 Spring Street, at Merritts Avenue
EVERY GOOD WISH FOR GEORGIA TECH!

J. M. HIGH Co.
45 Years of Faithful Service and Value-giving

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

<table>
<thead>
<tr>
<th>V. M. I.</th>
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<td>Sept. 24</td>
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<td>Georgia Tech</td>
<td>Tennessee</td>
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<td>Sept. 24</td>
<td>Oct. 8</td>
<td>Oct. 1</td>
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<tr>
<td>Georgia Tech</td>
<td>Miss. Aggies</td>
<td>Maryland</td>
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<td>Oct. 1</td>
<td>Oct. 15</td>
<td>Oct. 8</td>
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<tr>
<td>Roanoke</td>
<td>Vanderbilt</td>
<td>South Carolina</td>
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<td>Oct. 8</td>
<td>Oct. 22</td>
<td>Oct. 15</td>
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<td>Maryland</td>
<td>Georgia</td>
<td>Ga. Tech</td>
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<td>Oct. 29</td>
<td>Oct. 22</td>
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<td>Davidson</td>
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<td>North Carolina State</td>
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<td>Nov. 20</td>
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<td>Sewanee</td>
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<td>Nov. 12</td>
<td>Nov. 12</td>
<td>Nov. 12</td>
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<td>V. P. U.</td>
<td>L. S. U.</td>
<td>Duke</td>
</tr>
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<td>Thanksgiving</td>
<td>Thanksgiving</td>
<td>Nov. 19</td>
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</table>

DOBBS TIRE CO.
GOODYEAR TIRES

THREE STORES IN ATLANTA
Main Store... 398-400 W. Peachtree N. W., Tel. Ivy 5646
Branch........ 1133 Euclid Avenue, N. E., Tel. Ivy 3939
Branch........ 438 Whitehall Street, S. W., Tel. Walnut 6188
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ONE OF THE LEADING DOWN TOWN HOTELS

YOUR BUSINESS APPRECIATED

H. A. TISDEL, Manager

GREETINGS TO FOOTBALL FANS

CORNER PEACHTREE & ELLIS STREETS

The ATLANTA HARNESS
... AND...

The ATLANTA REED

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THREE HUNDRED COMFORTABLE CHAIRS

COURTESY MAIDS TO CARRY YOUR TRAY

MUSIC FOR YOUR ENTERTAINMENT

NEAR CANDLER BUILDING ON PRYOR STREET
### Schedule of Tech's Opponents (Continued)

<table>
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<th>NOTRE DAME</th>
<th>VANDERBILT</th>
<th>OGLETHORPE</th>
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<tr>
<td>Coe</td>
<td>Chattanooga</td>
<td>Citadel</td>
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<td>Ouchita</td>
<td>St. Xavier</td>
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<td>Navy</td>
<td>Centre</td>
<td>Furman</td>
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<td>Texas</td>
<td>Presbyterian</td>
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<td>Tulane</td>
<td>Mercer</td>
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<td>Kentucky</td>
<td>Georgia Tech</td>
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<td>Army</td>
<td>Georgia Tech</td>
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<td>Drake</td>
<td>Tennessee</td>
<td>Chattanooga</td>
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<td>Univ. Sou. California</td>
<td>Maryland</td>
<td>Nov. 25</td>
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<tr>
<td></td>
<td>Sewanee</td>
<td>Miami</td>
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<td></td>
<td>Alabama</td>
<td>Johns Hopkins</td>
</tr>
</tbody>
</table>

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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J. F. DeJarnette, Manager.
E. P. Simmons, Asst. Mgr.

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The Friendly Hotel

When in Atlanta — Enjoy the Advantages of the Henry Grady
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.

CRYSTAL CARBONIC LABORATORY
Atlanta Birmingham Memphis Jacksonville Charlotte

SCHEDULE OF TECH’S OPPONENTS
(CONTINUED)

<table>
<thead>
<tr>
<th>ALABAMA</th>
<th>AUBURN</th>
<th>L. S. U.</th>
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<tbody>
<tr>
<td>Millsaps</td>
<td>Stetson</td>
<td>S. W. Louisiana</td>
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<tr>
<td>Vanderbilt</td>
<td>Clemson</td>
<td>Alabama</td>
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<tr>
<td>L. S. U.</td>
<td>Florida</td>
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<td>Miss. A. &amp; M.</td>
<td>Howard</td>
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<td>Kentucky</td>
<td>Tulane</td>
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<td>Florida</td>
<td>Miss. A. &amp; M.</td>
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<tr>
<td>Georgia</td>
<td>Georgia Tech</td>
<td>Nov. 12</td>
</tr>
</tbody>
</table>

Other games not announced.

WHY THE WHIPPET
IS TODAY’S FINEST LIGHT CAR

Lowest priced car with 4-wheel brakes.
Unequaled economy on gas and oil.
Modern engine—modern chassis.
Exceptional power in proportion to weight.
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Narrow body pillars for greater vision.
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ATLANTA
Endurance, Speed and the Altogether Spectacular Performance of the

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Aluminum Washer

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Georgia Tech

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859 PEACHTREE STREET

Hemlock 1350
599-601 PEACHTREE STREET
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PROPERTY MANAGEMENT
INSURANCE

Wynne-Claughton Bldg. Phone Walnut 0996

SIX YEARS RECORD OF THE GOLDEN TORNADO

<table>
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<th>Year</th>
<th>Tech</th>
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<tr>
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STANDARD COAL COMPANY
HIGH GRADE STEAM AND DOMESTIC
COALS

STANDARD SIGNS SERVICE

OFFICE 308-11 PETERS BLDG. WALNUT 5757
HOME?—TO TOWN?

Here's How!

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

<table>
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<th>Year</th>
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127 Carnegie Way

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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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THE TEA ROOM
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Famous all over the South

THE BOYS SHOP
Main Floor
Completely Outfitting the Boy
CHANGES IN FOOTBALL RULES (Continued)

4. FUMBLED 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.
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SEVEN YEARS ON
North Avenue (Between the "Peachtrees")

VULCANIZING STANDARD OIL ROAD SERVICE
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)
Isn't this common sense?

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A complete demonstration will be yours without the slightest obligation.

Listen to Fada Harmonated Reception. You will say, as soon as you hear the voice of the announcer "At last—he sounds human".

The glorious tone quality, the pure clarity, the rich timbre will convince you. And at prices so regulated as to fit the purse—lean or fat.

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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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GA. TECH M. E., 1912
Phone IV y 1860
330 PEACHTREE
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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

CRASHING THROUGH . . . with the right model at the right time. That's a habit with us here at Eiseman's. "Yellow Jackets" know they'll get exactly what they want in style, fabric and handcrafting in

Kuppenheimer Good Clothes

EISEMAN'S

56-58 Peachtree "Thru to Broad"
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
Nov. 19—Oglethorpe at Grant Field
Nov. 24—Auburn at Grant Field
Dec. 3—Georgia at Grant Field

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

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DANIEL’S COLLEGE CLOTHES
With Two Pair of Trousers

$25  $30  $35

Daniel Bros. Company
Quality – Satisfaction – Service

Founded 1886  For Forty-one Years  45-49 Peachtree Street

READ THE ADS
THERE ARE MUSE SHOPS IN HOTELS BILTMORE AND HENRY GRADY

<table>
<thead>
<tr>
<th>MUSE'S</th>
<th>FINE MUSE STYLE</th>
<th>THE STYLE CENTER OF THE SOUTH</th>
<th>MEET AT MUSES</th>
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<td>PEACHTREE :: WALTON :: BROAD</td>
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TULANE LINE-UP

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<tr>
<th>4</th>
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<tr>
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<td>Baumbach</td>
<td>Ryan</td>
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HALL DAVIS

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Only Two Super-Sixes

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You May Choose from the Most Modern Creations in

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Headliners of the vaudeville world—five of these big-timers every week!

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George O'Brien
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The cream of the picture market—selected on merit alone!

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Managing Director

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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 Birmingham
Dec. 3rd—Ga. Tech at Atlanta

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at
158 EDGEWOOD AVENUE

WA. 2245

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Sizes to heat from one to ten rooms.

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Ace Springs
Beauty Rest Mattresses

General Electric Refrigerators
Sellers Kitchen Cabinets
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Terms to Suit Your Convenience

College Savings

ED and AL MATTHEWS

WA. 2245
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—
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.

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JEWELRY—

NOVELTIES.

FURS—

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DRESSES—

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for Misses and Little Women.

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Whitehall St.

REGENSTEIN'S
"55 Years in Atlanta"

Atlanta, Ga.

READ THE ADVERTISEMENTS
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.

MADE BY

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.
Faster! — Faster!

Just as the new rules have speeded up foot-ball so have the new Nash models speeded up motoring.

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.**

**PEACHTREE AT NORTH AVENUE**

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.
"The Store all Women Know"
“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.

TEL. WALNUT 8918

WILLNER'S FURS

The Leading Exclusive Furriers in the South

Fur Coats and Neckpieces in the Parisian Fashions

REPAIRING, REMODELING, STORAGE AND DYEING

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THE public expects motor car manufacturers to keep abreast of the times, and to make their product constantly better. We are earnestly striving to do so.

You will find improvements, applying to both bodies and chassis, in all of the latest Paige sixes and eights now on display. And you will find ten of the twenty Paige models selling at lower prices. New color combinations, applied by an advance process, add to the appearance of the cars, and to the durability of their finish.

We invite you to inspect these latest Paige cars, to consider their value, and to enjoy a demonstration.

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