

Official Program  
15c

**GAINESVILLE**

**VS**

**CARTERSVILLE**

**8:00 P. M. CITY PARK**



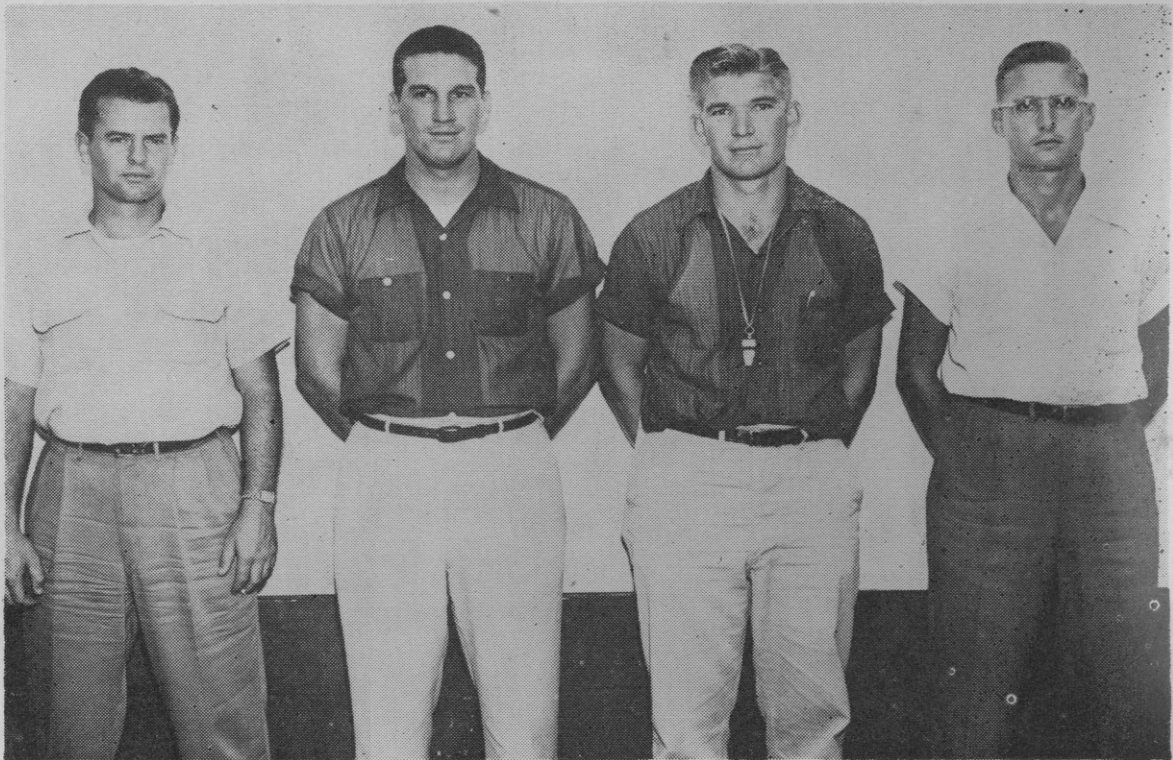
# Crescent ICE CREAM

"Quality Ice Cream Since 1926"

314 West Spring Street  
GAINESVILLE, GEORGIA

Phone LE 4-3538  
LE 4-3539

★  
GHS COACHES



BILL COLLINS

RAY PROSPERI

CLAYTON DEAVERS

GRAHAM HIXON



## Sawyer - Wommack Motors, Inc.

YOUR  
PLYMOUTH  
PASSENGER CARS  
DODGE AND PLYMOUTH  
DEALER  
DODGE PASSENGER CARS



*At The Big Dodge Sign*

DODGE JOB RATED TRUCKS

R. Wynne Wommack

W. Clell Sawyer

415 - 425 East Broad Street

Phones LE 4-5395—LE 4-5396

GAINESVILLE, GA.



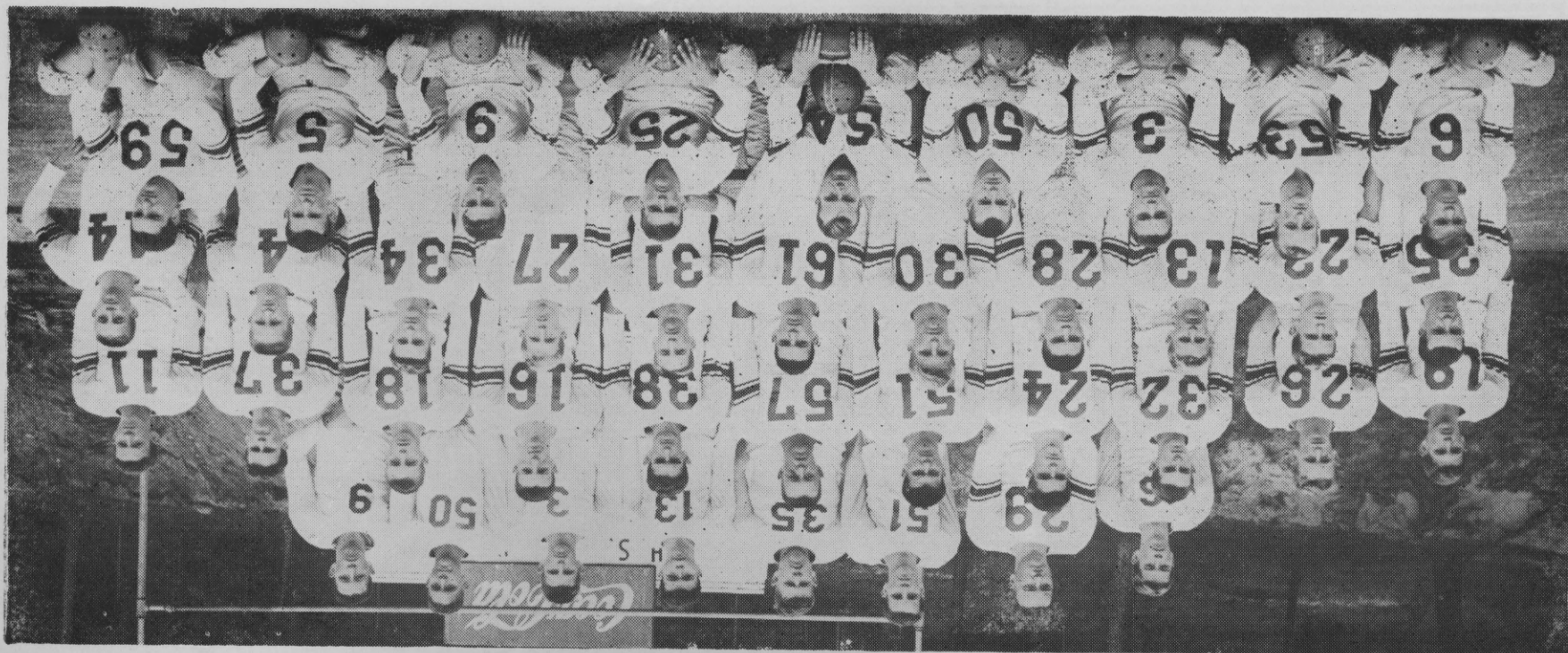
THE STATION WITH THE LOCAL TOUCH

# WDUN

GAINESVILLE'S FAVORITE

From 5:45 A.M. to 12 midnight, listen as thousands of Northeast Georgians do to these local personalities on WDUN: John Jacobs, Jim Hartley, Jay Still, Kermit Reid, Doris Smith, Drane Watson; and hear your top-rated local programs on WDUN: Alarm Clock Club with Jim Hartley, Calling Gainesville, Names In The News, All About The Weather, Mystery Voice with John Jacobs, Second Cup of Coffee with Doris Smith, Ole Jim, The Hillwilliam, Platter Parade with Jay Still, Hillbilly Record Round-Up with Kermit Reid, The Local Angle, Telephone Quiz, Gem Quiz, Drane Watson Show, GAINESVILLE HIGH FOOTBALL GAMES, UNIVERSITY OF GEORGIA FOOTBALL, Touchdown Club of the Air, **plus** other outstanding news, music, religious, and entertainment shows . . . presented from the studios of your SHOWMANSHIP STATIONS. All of this plus ABC Radio Network favorite programs: Don McNeil Breakfast Club, My True Story, Whispering Streets, When A Girl Marries, Double or Nothing, Turn to A Friend, Modern Romances, Lum and Abner, Elmer Davis, Walter Winchell, John Daley, Ozzie and Harriett, Meet Corliss Archer, Philco Radio Playhouse, Bill Stern, George Jessel, Sammy Kaye, Billy Graham, Metropolitan Opera, and other nationally known favorites of radio.

**You'll Enjoy WDUN . . . It's Gainesville's Favorite**



GHS FOOTBALL SQUAD 1953-1954



Official Football Program

of

Gainesville High School

Published by

MATTHEWS PRINTING CO.



## CHAMPIONSHIP CHARACTER, CHAMPIONSHIP TEAMS

Everyone likes to win.

High School football is one of those great activities where, regardless of the score on the field, each player and each spectator is a winner.

For football at Gainesville High school is a character building part of an overall educational program. It is designed to build the youngsters of today into the solid citizens of tomorrow.

The Gainesville athletic code is summed up in four words: "Clear Play, Courteous Applause."

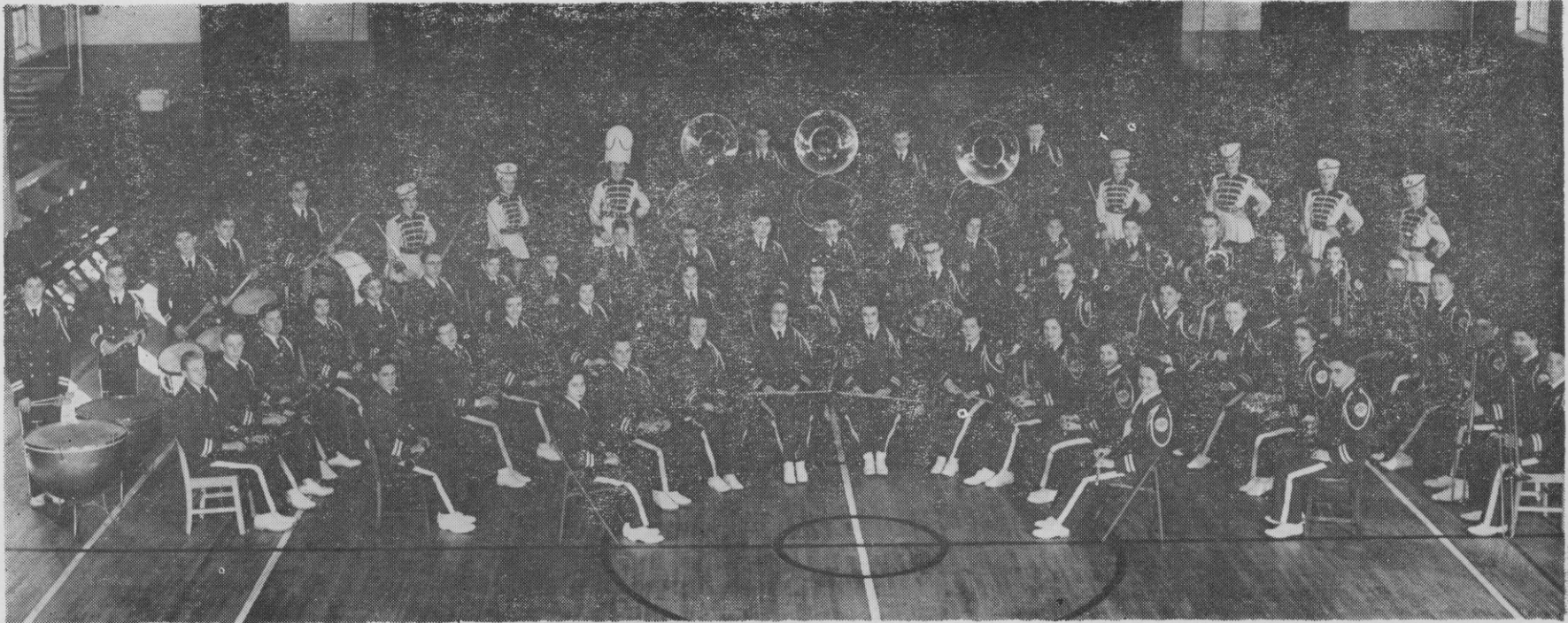
A football player, coming in hard physical contact with his friends all week, and strangers at game time, has to build a will and a stamina for fair play. He has to be taught from the beginning to play a clean game. And once taught, he has a priceless gift to carry through life. For clean play is a way of life, on the football field and off.

And in Gainesville, those who sit in the stands and watch the games are included in the responsibility of the football code. Courteous applause is that quality which makes Gainesville fans welcome in other towns, and which make football fans from other towns enjoy visiting the Queen City of the Mountains.

At game time, it means a team with the ability to put out the supreme effort, even though things might be going wrong. And in the stands it is the ability to cheer the team on when the going is slow, as well as when the scoring is done.

The application of this code through the years has brought many of the Gainesville football greats of the past to be the business, civic and church leaders of today. It is this kind of training which helped one of Gainesville's recent outstanding players to pass up a choice of college football scholarships to study for the ministry at a non-football school.

You are a part of this game and a part of this code. Everyone will be a winner on this gridiron, regardless of the scoreboard, if you will do your part.



GAINESVILLE HIGH SCHOOL BAND FOR 1953-1954



# HOYAL F. HUGHES

CONTRACTOR

**BUILDER OF FINE HOMES**

Alterations & Repairs - Business & Home

PHONE LENOX 2-2526



FOR

COMPLETE BANKING SERVICE

SEE

GAINESVILLE NATIONAL BANK

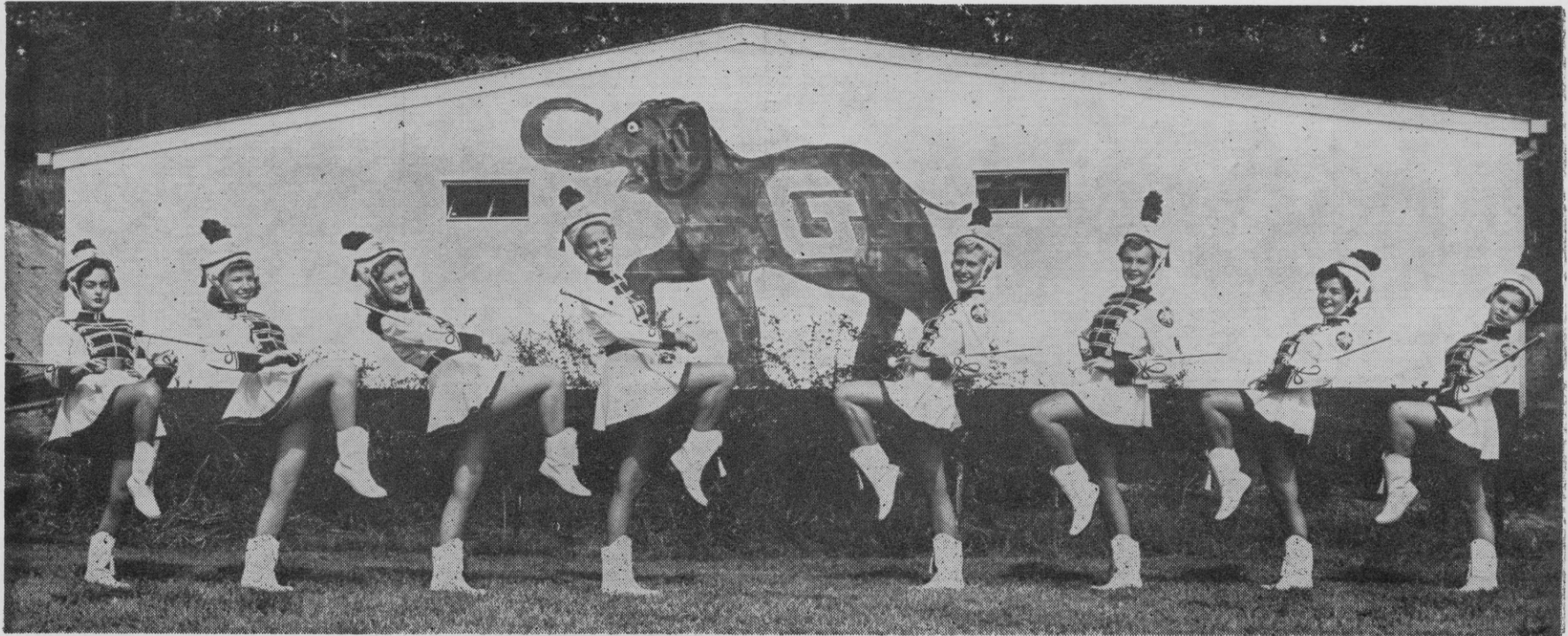


THE CITIZENS BANK



FIRST NATIONAL BANK

MEMBERS OF FEDERAL DEPOSIT INSURANCE CORPORATION



GHS MAJORETTES 1953-1954



## **GAINESVILLE DISPENSING OPTICIANS**

**Optical Prescriptions Filled, Frames Repaired  
Lens Duplicated Custom Built Sun Glasses**

●  
AGENTS FOR

**Famous ZENITH Hearing Aids . . .**  
BATTERIES, CORDS, AND GARMENTS FOR ALL MAKES & MODELS

●  
PHONE LE 2-6955

H. CLAYTON GARRETT, MGR.



## DeLong Motors, Inc.

*Dealers In*

*FARM MACHINERY and FIRESTONE*

*PRODUCTS*

BUICK, GMC TRUCKS, J. I. CASE

GAINESVILLE, GA.

## Pilgrim-Estes Furniture Co.

Incorporated

COMPLETE HOME FURNISHERS

*Philco and RCA Radio and TV*

*Frigidaire and Philco Ranges*

*and Home Refrigeration.*

133-135 N. BRADFORD STREET - Phone LE 4-5388



GARLAND REYNOLDS

The Gainesville Theatres

ROYAL

RITZ

STATE

ROXY

Extends Best Wishes For An Unbeatable

FOOTBALL SEASON

Your Complete Enjoyment Is Our Greatest Pleasure

**The Book Shop**

**Leverett Tractor Co.**

*Your Ford Tractor and Dearborn Farm  
Equipment Dealer*

321 S. MAIN STREET

Phone LE 4-5319

GAINESVILLE, GA.



JOHN SPARKS

**GALLANT - BELK COMPANY**

**Gainesville's Largest and Most Complete Department Store**  
**One of the 300 Belk Stores**

**GAINESVILLE, GEORGIA**



FOR WINTER COMFORT

*Depend on*

## City Ice Company

*for*

- GOOD COAL
- FUEL OIL (PRINT-O-METER) gives positive proof of accurate billing)
- WARM MORNING Coal and Gas Heaters

PHONE LE 4-3677

## Paragon Cleaners

*"You Have Tried The Rest Now Try the Best"*

301 N. SIDE DRIVE

Phone LE 4-7171



JIMMY RICHARDS



*"Where Savings Are  
Greatest"*  
**GAINESVILLE, GEORGIA**

**Complete Boys Department**  
**Modern Girls Department**  
**Highly Styled Ready-to-Wear Department**  
**Very Busy Mens Department**  
**Home Furnishing Dept. in Basement**  
**Work Clothes Dept. in Basement**  
**Shoes for the Entire Family**

**COMPARE OUR QUALITY — COMPARE OUR PRICE!!**

**USE OUR CONVENIENT LAY-A-WAY PLAN**

## The Pine Tree Shop

*INTERIOR DECORATORS*

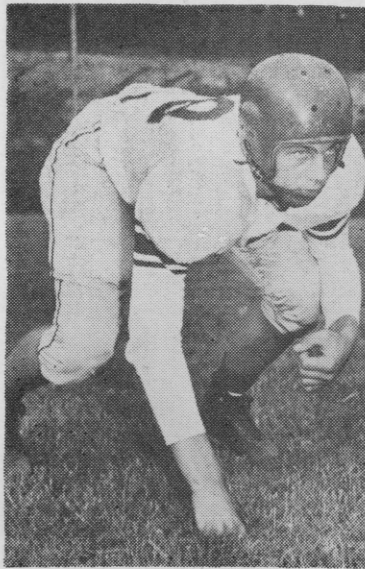
Phone LE 4-4912

GAINESVILLE, GA.

Henry G. Walker - Edward R. Godfrey, Jr.

## W. E. Hood Furniture Company

S. BRADFORD ST. -- GAINESVILLE, GA.



DOUG SMITH

Rhythm Step, Air Step and Mademoiselle Shoes for  
Ladies, Buster Brown and Friendly Shoes for  
Boys and Girls, Jantzen Sportswear and Shoes  
For Nationally Advertised Brands - It's



### MILLNER'S

STYLE CENTER OF GAINESVILLE



## Green's Grocery

FANCY AND STAPLE GROCERIES

WESTERN MEATS — POULTRY

We Deliver

*"Where Spending Is A Savings"*

RIVERSIDE DRIVE

Phone LE 4-5621

## Walton Jackson Co.

BUILDING MATERIAL — FEED

RAILROAD AVENUE

Phone LE 4-5316



ALBEN CARTER



**SAVE TIME**



**SAVE STEPS**



**SAVE MONEY**

**A&P Super Markets**

## H. A. Terrell & Son

WHOLESALE GROCERIES

226 S. Maple Street

Phone LE 4-7357

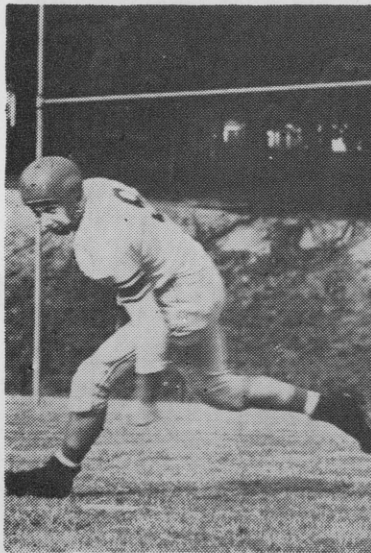
GAINESVILLE, GA.

## Pierce Company

*Plumbing and Heating*

320 W. SPRING STREET

Phone LE 4-5564



WARD ROBOCKER

## Georgia Building Supply Company

BUILDING MATERIALS

Athens Road

Phone LE 4-3595

GAINESVILLE, GEORGIA



CADILLAC

OLDSMOBILE

## Jacobs Motor Company

SALES and SERVICE

540 E. BROAD STREET

Phone LE 4-7371

## Hulsey's

On The Square

Ready-To-Wear Store

Phone LE 4-4421



TOMMY TATE

## JESSE JEWELL'S FROZEN FRESH CHICKEN

Quality Controlled From

Egg to Package



## J. D. JEWELL INC.

WORLD'S LARGEST  
POULTRY PRODUCER

GAINESVILLE

**Mrs. H. J. Harrison**

MILLINERY AND FURS

150 E. Washington Street Phone LE 2-1494

GAINESVILLE, GA.

*The Line-up For Today and Every Day Is*

**Jimmie Reeves Furniture**

117 N. GREEN STREET Phone LE 2-2341



DAVID HARRISON



**ICE & LOCKER CO., Inc.**

Railroad Avenue

Phone LE 4-5296



## Ideal Cleaners & Laundry

DRY CLEANING — ALTERING

HAT BLOCKING — PRESSING

EXPERT CRAFTSMEN

331 Northside Drive

Phone LE 4-5171

GAINESVILLE, GA.

## Piedmont Sheet Metal Works

345 Northside Drive

Phone LE 4-9336

GAINESVILLE, GA.



BRUCE GLOVER

## Gainesville Tire Co.

U. S. GOODRICH

TIRE

DISTRIBUTOR



VULCANIZING — RECAPPING SERVICE

NEW TIRES AND TUBES

226 Grove Street



Phone LE 2-2551

GAINESVILLE, GEORGIA

## Piedmont Drug Company

*"When you need anything that comes  
from the Drug Store" — TRY*

*THE PIEDMONT FIRST*

103 SOUTH BRADFORD STREET - Phone LE 4-3577

## Loans

*"The BEST SERVICE At The LEAST COST"*

JIM TELFORD

## Commercial Finance Co.

117½ N. BRADFORD STREET - Phone LE 4-7061



DONNIE MORRISON

## PACOLET MANUFACTURING CORPORATION

NEW HOLLAND PLANT

GAINESVILLE PLANT



**A. N. Stepp**

FEEDS - BABY CHICKS - LIVE POULTRY

506 DAVIS STREET

Phone LE 4-5064

**David A. Rankin Jr., Autos**

NEW ★ USED

430 E. BROAD STREET

Phone LE 2-1984



**LEONARD PARKS**

1950  
*Winner*  
BOBBY HOWARD



1951

*Winner*

BERT DOSS



1952

*Winner*

JIM PATTERSON



1953

*Winner*

?

**GEM JEWELRY COMPANY**

*Will Present . . .*

a 17-Jewel BENRUS Wrist Watch to the Most Valuable Gainesville High School Football Player. Help the player of your choice win this watch. Vote for your player. Mail in your vote or bring it by . . .

**GEM JEWELRY COMPANY**

“On the Square”



My choice for Gainesville High School's most valuable player is:

Player \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Signed*

## Davis-Washington Company

BUILDING MATERIAL



GAINESVILLE, GA.

## Palmour's

WHOLESALE and RETAIL HARDWARE



Phone LE 2-6202

GAINESVILLE, GA.



PERRY PARKS

## WALLIS SUPPLY CO.

Concrete Blocks

Ready Mixed Concrete

Building Supplies



510 Davis Street

Phone LE 2-6225



## Office Machine Company

H. R. MENDENHALL, Owner

*Royal Typewriters — Victor Adding Machines*

*Cash Registers — Service — Supplies*

113 Brenau Avenue

Phone LE 4-7944

GAINESVILLE, GA.

## John L. Cromartie Company

WAYNE FEEDS — POULTRY SUPPLIES

1207 GROVE STREET

Phone LE 4-9961



ALBERT HARDY

## Dixie-Hunt Hotel

*Completely Modern - Fire-Proof - Reasonable Rates*

AIR-CONDITIONED COFFEE SHOP

Open All Day

WEDNESDAYS, SATURDAYS, SUNDAYS AND  
HOLIDAYS

*Our Banquet and Catering Facilities are Open for*

*Every One*

PHONE LE 2-6261 FOR RESERVATIONS

## Barnes Flower Shop

*"Say It With Flowers - Say It With Ours"*

CUT FLOWERS - CORSAGES - FUNERAL DESIGNS

POT PLANTS

ATLANTA ROAD

Phone LE 4-3336

GAINESVILLE, GA.

*"Powered To Leave The Past Far Behind"*

**Gainesville**

**Lincoln-Mercury Co.**

*"QUALITY SERVICE FOR QUALITY CARS"*

MERCURY—The most challenging new Car of  
any Year.

619 E. BROAD STREET

Phone LE 4-3561

LE 4-3562

**Bailes & McHan**

LUNCH COUNTER

Sandwiches — Regular Dinners

Short Orders — Cold Drinks

*"Where you get only the  
BEST FOOD SERVED*

*with*

*FIRST CLASS SERVICE"*

222 S. MAIN STREET

Phone LE 2-2926



FAT SMITH

**Johnnie Lackey Paint Shop**

*SIGNS MADE TO ORDER*

TRUCK LETTERING

AUTOS - BUS AND TRUCK PAINTING

SIGNS AND SHOWCARDS

Auburn Avenue

Phone LE 2-2303

GAINESVILLE, GA.

**DeLong Home & Auto Supply**

**Firestone**

TIRES - TUBES - HOME AND AUTO SUPPLIES

310 South Main Street

Phone LE 4-5301

GAINESVILLE, GA.



## McRae's Service Station

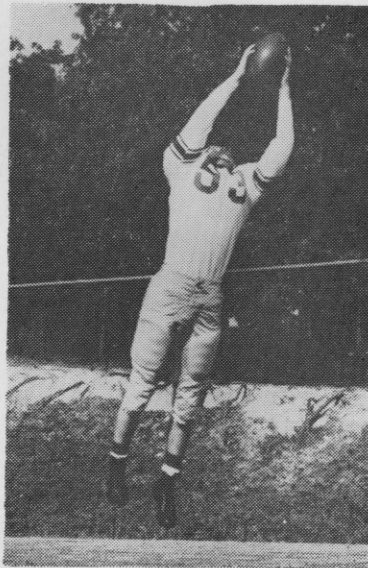
SINCLAIR PRODUCTS

ACROSS FROM COURTHOUSE - Phone LE 4-4105  
LE 4-9143

## Geo. P. Estes Co.

DEPARTMENT STORE

Since 1888



BILLY HOOD

## Farmers Mutual Exchange, Inc.

CO - OP

*Farmers Owned and Controlled*

FEED — FERTILIZER — SEED — SUPPLIES

P. O. Box 548

1123 S. GROVE STREET

Phone LE 2-6291

## Hotel Princeton

*One of North Georgia's Finest*

*Gainesville's Most Progressive*

AIR CONDITIONED COFFEE SHOP

*"FINEST FOODS IN TOWN"*

Every Room With Bath - Some Rooms Air Conditioned

*Fire-Proof — Sprinkler Protected*

Recommend This Friendly Hotel To Your  
Friends - We Will Appreciate It And So Will They

Phone LE 4-5221

## Emmett Furniture Co.

FURNITURE - APPLIANCES

FLOOR COVERINGS

Phone LE 4-7572

P.O. Box 469

ATLANTA ROAD

## Wall Inc.

### Jewelers

104 N. BRADFORD STREET

Phone LE 2-6051



BILL McDONALD

## Law Motor Co., Inc.

STUDEBAKER AND THERMOKING

SALES & SERVICE

1129 West Broad Street

Phone LE 2-6581

GAINESVILLE, GA.

## Uniform

### Printing & Supply Division

RIVERSIDE DRIVE

INSURANCE PRINTING & SERVICE





PAINTS

ROOFING

BUILDING SUPPLIES

1125 S. MAIN STREET

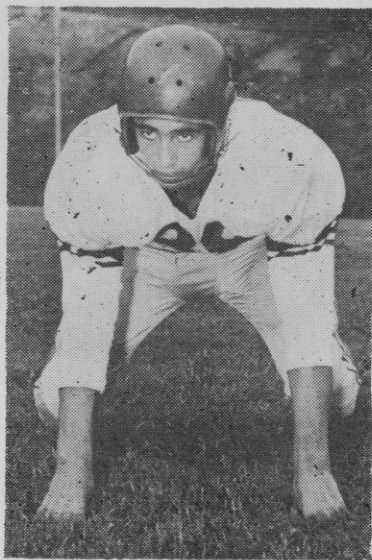
Phone LE 4-3551

## Western Auto Associate Store

*"WHY PAY MORE?"*

229 S. MAIN STREET

Phone LE 2-1151



BUBBA PALMOUR

## H. B. Lenderman

SHELL SERVICE STATION

Corner W. Broad and West Avenue

Phone LE 2-1046

## Imperial Pharmacy

GAINESVILLE'S SELF-SERVICE

DRUG STORE

AND

GAINESVILLE HIGH SCHOOL'S

BEST FRIEND



### REFEREE'S SIGNALS



Defensive holding



Illegal forward pass



Penalty refused, incomplete pass, missed goal, etc.



Illegal use of hands or arms



Off-side or violation of free-kick rules



Interference with fair catch or forward pass



*Delicious*

## GAINESVILLE HIGH

### PROBABLE STARTING

53 HOOD LE	59 PINSON LT	54 PATTERSON LG	5 PARKS C AARON 31 FB CONLEY 50
			LHB JUDSON 34

### SQUAD ROSTER

NO.	PLAYER	P	WT.	NO.	PLAYER
3	Aaron	B	163	26	Richardson
4	Maness	B	150	27	Sparks
5	Parks	C	175	28	Herrin
6	Smith, Bob	B	145	29	Snellings
9	Robocker	G	150	31	Carter
11	Richards	B	148	32	Patterson, J.
13	Owens	E	138	33	Pirkle
16	Harrison	E	150	34	Judson
18	D. Smith	T	150	35	Reynolds
19	Coven	B	130	37	Sexton
21	Russell	C	165	38	Palmour
22	Paris	B	140	50	Conley
24	Edmondson	C	155	51	McDonald
25	Glover	T	170	53	Hood

## CARTERSVILLE

LE E. Collins 92	LT J. Cline 99	LG M. Windsor 94	C E. Wade 91 QB J. F. Harris 86 FB H. Green 90
			LHB J. Cagle 88

### SQUAD ROSTER

30	John Benton	G	56	Clyde Jackson	HB	86
32	Robert McKay	G	59	Lawson Davis	C	87
45	Darrell Greene	HB	60	Max Davis	T	88
46	Ray Bell	HB	63	Kenneth Brown	FB	89
48	Jerry Benton	QB	67	Ronald Weaver	E	90
50	Steve Bruce	FB	68	Kenneth Ross	C	91
54	Robert Ed Hicks	HB	85	Aaron Otting	HB	92

SCORE	1	2



# LE HIGH SCHOOL

## STARTING LINE-UP

5	9	25	31
PARKS	ROBCKER	GLOVER	CARTER
C	RG	RT	RE
QB			
AARON			
31			
FB	RHB		
CONLEY	SMITH		
50	6		

## QUAD ROSTER

PLAYER	P	WT.	NO.	PLAYER	P	WT.
Richardson	E	140	54	Patterson, Jim	G	185
Parks	E	160	59	Pinson	T	225
Erin	B	180	61	Morrison	E	189
ellings	T	195		Parks, P.	G	155
rt	E	165		Pinson, B.	B	137
tterson, J.	T	165		Van Horn	T	190
kle	E or G	165		Hardy	B	140
son	B	155		Smith	T	200
ynolds	G	155		Taylor	E	150
xton	E	148		Reynolds	E	135
lmour	T	150		Morgan	T	156
nley	B	150		Adams	B	120
Donald	G	185		Hoffman	E	145
od	E	147				

## RTERSVILLE

	C	RG	RT	RE
or	E. Wade	J. Potts	R. Lyerla	J. Cowan
	91	93	97	98
QB				
J. F. Harris				
	86			
	FB	RHB		
	H. Green	A. Otting		
	90	85		

## QUAD ROSTER

HB	C	T	FB	E	C	HB	QB	HB	HB	QB	FB	C	E	G	G	G	T	T	E	T
86	87	88	89	90	91	92	93	94	95	96	97	98	99	Johnny Potts	Mac Windsor	Blocker Shaddon	Roy Aaron	Richard Lyerla	Joel Cowan	Joe Cline
Joe Frank Harris	John Moorehead	Jackie Cagle	Gerald Wade	Harry Green	Eugene Wade	Eugene Collins														

1	2	3	4	TOTAL



## REFEREE'S SIGNALS



Time out



Illegal motion or formation at snap



Clipping



Safety



A score



Delay of game or excess time out

*Refreshing*





GAINESVILLE, GA.



## Chapman Pontiac Company

123 N. Green Street

Telephone LE 2-6248

LE 2-6247

GAINESVILLE, GA.



EARNEST BLACKWELL

## KLECKLEY'S

208 S. MAIN STREET

Phone LE 2-1601

## Twin Oaks Hatchery, Inc.

905 Grove Street P.O. Box 398 Phone LE 4-9075

GAINESVILLE, GA.



## North Georgia Veterinary Supplies

R. M. ABERCROMBIE, Manager

GAINESVILLE, GA.

Telephone LE 4-9001  
LE 4-9002

## First Federal Savings and Loan Assn.

SOUND INVESTMENTS *and* HOME LOANS



Phone LE 4-7301

108 S. MAIN STREET



TOMMY AARON

## Southern Shoe Store

ON THE SQUARE

*Shoes For Entire Family — Why Pay More*

*When you can get top quality Shoes for less.*

## Little New Yorker Shop

*"A LITTLE BIT OF NEW YORK IN DIXIE"*

Ready-to-Wear

MILLINERY

DIXIE-HUNT HOTEL ARCADE

Phone LE 2-1011

**Nalley Discount Company**

**Mather Furniture**

**Company, Inc.**

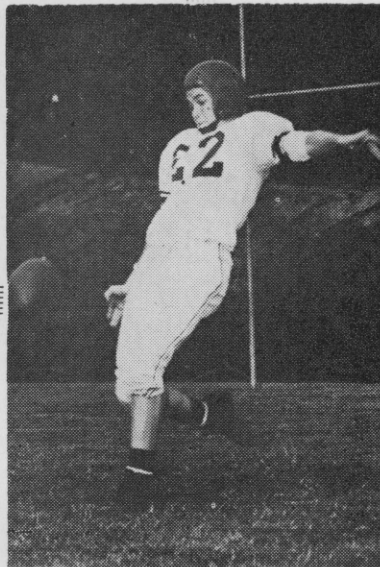
FURNITURE — APPLIANCES

*Gainesville's Newest and Most Complete  
Furniture Store.*

Across from Court House

Phone LE 4-7145

219 S. GREEN STREET



TOM PARIS

**Stewart L. McCrary Co.**

*"North Georgia's Largest  
Pulpwood Dealer"*

CARTERSVILLE, GA.

GAINESVILLE, GA.

Phone 918-W

LE 4-4682

**Pete Tankersley's**

**Lunch**

**&**

**Billard Parlor**

224 S. MAIN STREET

Phone LE 4-9484

*"Where Friends Meet"*

MODERN BILLIARD TABLES — FINE FOODS



## Turner and Wood

### Insurance Agency

P. L. TURNER, JR. — JOE T. WOOD

Post Office Box 303

Ground Floor Jackson Bldg. Phone LE 2-2015

GAINESVILLE, GA.

# DAIRY QUEEN

## Love at First Bite!



Enjoy Tempting  
DAIRY QUEEN  
Sundaes  
Malts • Shakes  
Quarts • Pints



BOB SMITH

## Whatley's Pharmacy

RELIABLE DRUGS

PRESCRIPTIONS

Phone LE 2-6222

GAINESVILLE, GA.

## Ward's Funeral Home

834 S. Main Street

Phone LE 4-5351

GAINESVILLE, GA.

## Carl Lawson Insurance

THE AGENCY OF SERVICE

INSURANCE OF ALL KINDS

Princeton Hotel Bldg.

109 N. MAIN STREET

Phone LE 4-9942

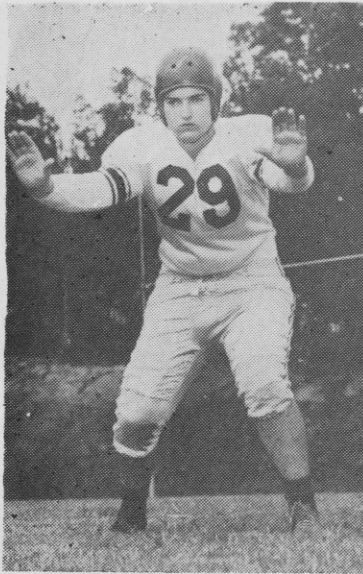
## Jewell Tanner's Cafe

### Billiard Parlor

*"We Specialize In Fine Foods"*

118 N. BRADFORD STREET

Phone LE 4-5616



WALTER SNELLINGS

## Propes Furniture Company

Incorporated

FURNITURE — PIANOS

Atlanta Road

Phone LE 4-4581

GAINESVILLE, GA.

## Jackson's Flowerland

W. WASHINGTON STREET Phone LE 4-3626

LE 4-3627



NEED FUEL OIL?

FOR QUICK DELIVERY — Call LE 4-4264

**H. F. Hughs, Agent**

STANDARD OIL PRODUCTS

●  
GAINESVILLE, GA.

**R. L. Courtenay & Co.**

JEWELERS

*Watch and Jewelry Repairing*

GAINESVILLE, GA.

Phone LE 4-9665



DOUG HERRIN

**CHICOPEE MANUFACTURING**

**CORPORATION**

**Chicopee, Georgia**

## Goforth Hardware

HARDWARE ★ SEEDS

SPORTING GOODS

*"See GOFORTH'S First*

220 S. BRADFORD

Phone LE 4-5161

## Wayne Distributing Co.

WAYNE FEEDS

MYRTLE STREET

Phone LE 4-3674

LE 4-3675



J. C. MANESS

## OWEN OSBORNE HOSIERY MILLS

INCORPORATED

Subsidiary of

CHADBOURN HOSIERY MILLS, INC.

*Manufacturers of*

*FAMOUS LARKWOOD LADIES HOSIERY*

**Gainesville, Georgia**



*For A Store House Of Fine Furniture*

*See*

## **Martin Furniture Company**

*"YOUR HOME IS OUR BUSINESS"*

Norge Appliances ★ Floor Coverings

121 NORTH BRADFORD STREET - Phone LE 4-5238

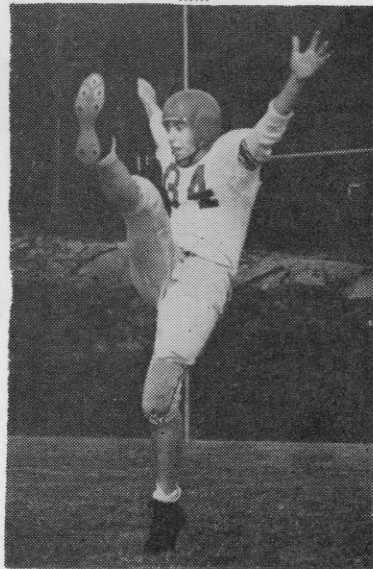
## **Holland Cabinet Shop**

*FOR FINE CABINET WORK*

Call LE 4-9446

200 Park Hill Drive

GAINESVILLE, GA.



RONALD JUDSON

Gainesville High Teams are Outfitted with  
The Best In Sports Equipment  
Supplied by

## **PARIS-DUNLAP HARDWARE COMPANY**

WHOLESALE ONLY

825 South Bradford Street

Gainesville, Ga.

## Geo. W. Moore & Sons

**BUY MOORE COAL**

Phone LE 4-5436

405 W. RAILROAD AVE.

## Hawkins Plumbing Co.

307 NORTHSIDE DRIVE

Phone LE 4-7264

GAINESVILLE, GA.



JIM PATTERSON



© LOCAL TRADEMARKS, Inc.

HE THINKS OUR SERVICE SPLENDID,  
THAT'S WHAT HE TOLD HIS SPOUSE,  
HE'S GLAD SHE DOES HER WASHING  
NO LONGER IN THE HOUSE

## MORGAN'S LAUNDRY & DRY CLEANING

210 GROVE STREET

Phone LE 4-9566



## Collegiate Grill

*DELICIOUS*

SANDWICHES — HOT DOGS — HAMBURGERS

FRENCH FRIES - MILKSHAKES

FROSTED MALTS

*Take Some Home*

220 S. Main Street GAINESVILLE, GA.

## Frierson-McEver Company

*MEN'S WEAR*

HART SCHAFFNER & MARX

ARROW

McGREGOR

STETSON

FLORSHEIM

HICKOK

JANTZEN

106 W. WASHINGTON STREET Phone LE 4-9521



STEVE TAYLOR

## B.-T. Feeds, Inc.

DISTRIBUTORS OF PROVICO FEEDS AND PROVICO CHICKS

820 Grove Street

LE 4-7601

GAINESVILLE, GEORGIA

## Glaze Transfer

30 Years Service in Gainesville - Trained Personnel

LOCAL AND LONG DISTANCE MOVING

*Insured Carriers*

Agent North American Van Lines

Phone LE 2-6075

GAINESVILLE, GA.

We buy and sell all kinds of  
Used Cars and Parts  
Make B & G Parts Company your  
headquarters for Parts

## B & G Parts Company

JOHN D. BLACK, JR., OWNER

703 S. BRADFORD STREET

Telephone LE 4-4371

●  
ATHENS ROAD

Telephone LE 4-3441



TOM PINSON

## Carroll Daniel Construction Co.

GENERAL CONTRACTOR

Athens Road

Phone LE 4-5922

GAINESVILLE, GEORGIA



## Gainesville Florist

For The Unusual In Flowers

"HOME OF FINE FLOWERS"

111 South Sycamore Street

Phone LE 2-2525

GAINESVILLE, GA.

*Flowers Telegraphed Anywhere*



# SAUL'S

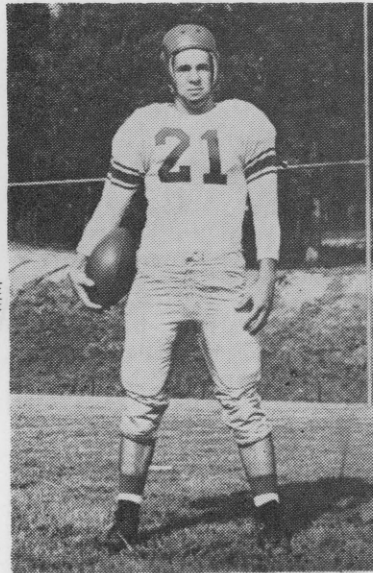
has

## Barbizon

Body Contour\* Dress Sizes

### UNDER

### WEAR



FRANK RUSSELL

WELCOME VISITING

LEGIONNAIRES



PAUL E. BOLDING

POST NO. 7

THE AMERICAN LEGION

RIVERSIDE DRIVE

GAINESVILLE, GA.

*Let People You Trust*

*Protect What You Have*

## Loudermilk Insurance Agency

CITIZENS BANK BUILDING

Phone LE 4-3646

LE 4-3647



WALTER TAYLOR

## Guy Staton Auto Exchange

*AUTOMOBILES*

Scott-Atwater Outboard Motors

*We Finance Our Own Sales*

315 W. BROAD STREET

Phone LE 2-1981

## Hardy's Studio

COMMERCIAL AND PORTRAIT PHOTOGRAPHY

*Eastman Kodak Dealer*

S. MAIN STREET

Phone LE 2-2426

**SEE** J. D. Ragan  
**State Farm Agent**  
**FIRST** for all **THREE!**

**AUTO**



**LIFE**



**FIRE**



Call LE 2-1031



## Sidney O. Smith, Inc.

INSURANCE

117 N. Bradford Street

Phones LE 4-9058

GAINESVILLE, GA.

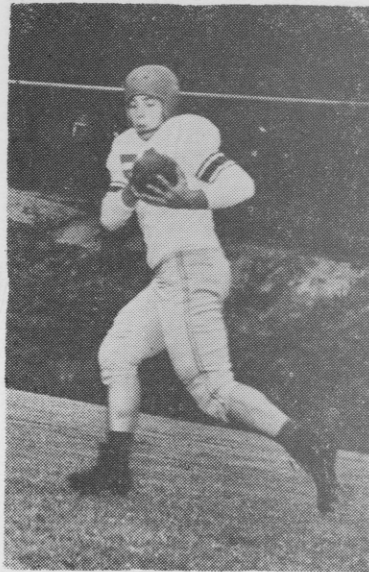
LE 4-9059

## Cake Box

BIRTHDAYS, WEDDINGS and PARTY ORDERS

A Specialty

*"We Feature Light Lunches"*



REESE CONLEY

## GEORGIA BROILER, Inc.

FRESH KILLED OR QUICK FROZEN POULTRY

Phone LE 4-5321

P.O. Box 596

Railroad Avenue

GAINESVILLE, GEORGIA

## Parks Feed Store

LIVE AND DRESSED POULTRY  
BABY CHICKS      POULTRY SUPPLIES

PHONE LE 2-6274

Box 650

415 Parker Street

GAINESVILLE, GA.

## Tuxedo Feed Store

115 RAILROAD AVENUE

Phone LE 4-7516

## Tuxedo Hatchery

1003 PINE STREET

Phone LE 4-5536



AUSTIN EDMONDSON

## COCHRAN'S GROCERY

Complete Grocery Service

AA WESTERN MEATS

Courteous Service our Specialty

FROZEN FOODS — FRESH PRODUCE

- WE DELIVER -

Thompson Bridge Road

Phone LE 4-7011



**Adams Transfer  
and  
Storage Company**

Local and Long Distance Moving, Packing,  
Crating and Storage.

Agents For ALLIED LINES INC.  
*"World's Largest Movers"*

1101 S. MAIN STREET

Phone LE 4-3608

**Avion Restaurant  
and  
Motor Court**

222 E. Broad Street  
GAINESVILLE, GA.



**RONNIE COVEN**

**GAYBOURN MILLS, INC.**

**GAINESVILLE, GEORGIA**

Subsidiary of

**CHADBURN HOSIERY MILLS, INC.**

Charlotte, N. C.

THE GAINESVILLE

# FAIR

GAINESVILLE'S NEWEST DEPARTMENT  
STORE

*On The Square*

## Piggly Wiggly McKibbon, Co.

GAINESVILLE'S LARGEST HOME OWNED  
SUPER MARKET

... serving Gainesville and Northeast Georgia  
for 26 Years.



LEE SEXTON



**GAINESVILLE FORD CO., INC.**

North Georgia's Largest Ford Dealer

**GAINESVILLE, GEORGIA**





# GAINESVILLE MILLING CO.

RALPH CLEVELAND, PRESIDENT

G.M.C. FEEDS

. . . have what the whole world is seeking -  
QUALITY AT LOWER PRICE

- First in Quality
- First in Results
- First in Sales

The Number One Feed  
In The World's Number One  
Broiler Area



In '53 - Feed G.M.C.

## POULTRY ENTERPRISES INC.

*Live Poultry, Dressed Poultry and Frozen Poultry*

Pine Street

Telephone LE 4-7348

GAINESVILLE, GEORGIA



## MARTIN FEED & POULTRY COMPANY

*Baby Chicks, Feeds and Supplies, Hatchery*

1219 South Main Street

Telephone LE 2-6238

GAINESVILLE, GEORGIA



## MARTIN MOTOR COMPANY

THE LEADER FOR 19 YEARS

*THERE'S NO PLACE LIKE FIRST PLACE  
THE MOST BEAUTIFUL BUY OF ALL*

Phone LE 4-3601

GAINESVILLE, GEORGIA



DAVID OWEN





GAINESVILLE NO. 1126

BENEVOLENT AND PROTECTIVE

# ORDER OF ELKS

UNITED STATES OF AMERICA

1533 Riverside Drive

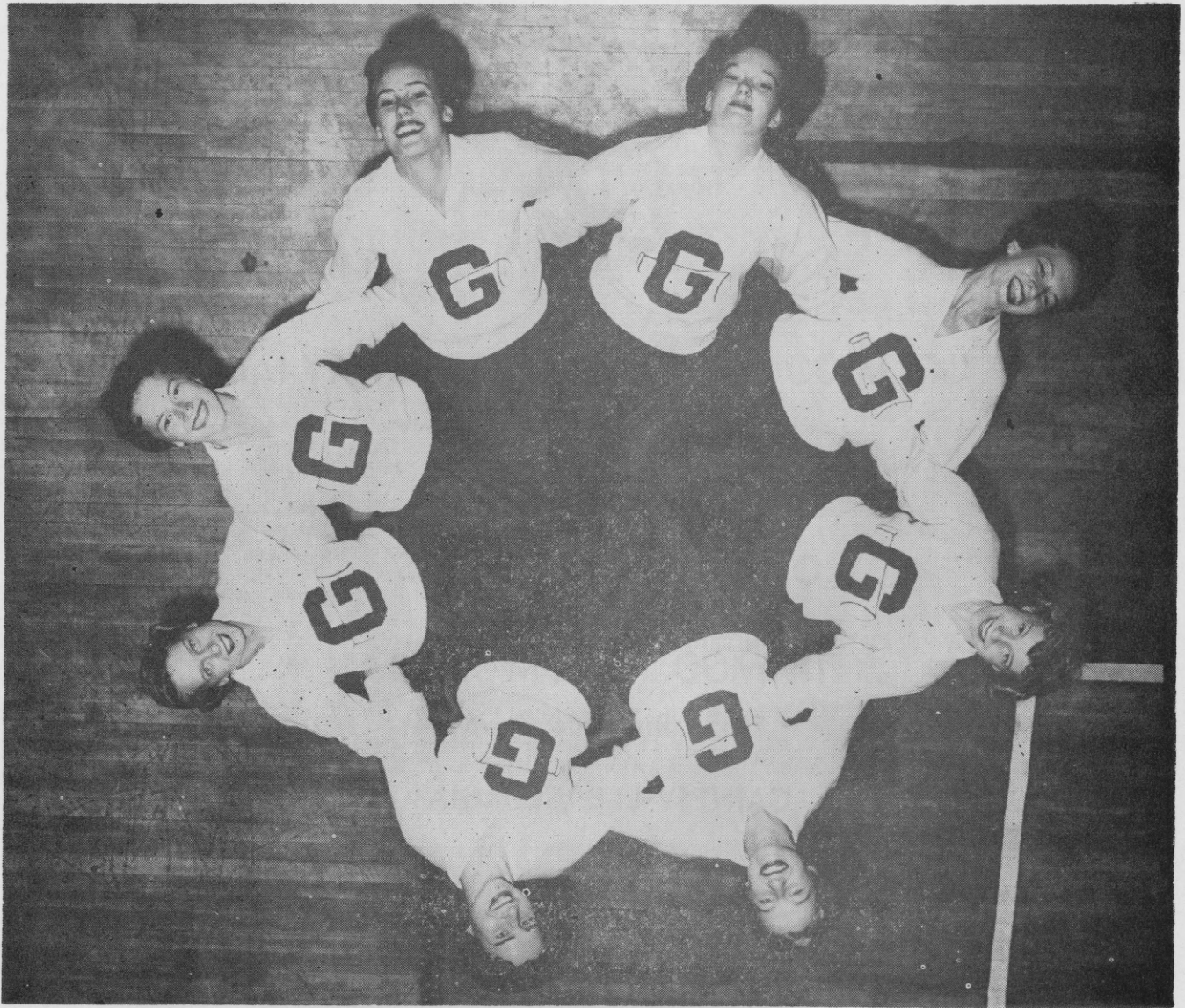
GAINESVILLE, GEORGIA



BING CUMMINGS

GLENN OLIVER

DON WHITMIRE



GHS CHEERLEADERS FOR 1953-1954



# GORDON BROS.

FORMERLY THE HUB

ON THE SQUARE

PHONE LENOX 2-2136



ROSTER OF THE GAINESVILLE  
JUNIOR CHAMBER OF COMMERCE  
FOR 1953 - 1954

ADRIAN BENNETT	ED. LITTLE
JOHN D. BLACK, JR.	HARRY E. MARTIN
ARNOLD BOYD	SYLVAN MEYER
DR. PIERPONT BROWN, JR.	J. C. MORRISON, JR.
MILON CHRISTMAN	JACK McKIBBON
ED. CHAMBERS, JR.	ED. NIVENS
JAMES A. DUNLAP	FRANK K. NORTON
CHARLES FARR	JACK PRINCE
CHARLES FRASCH	CARRY PAYNE
CHARLES FRIERSON, JR.	DAVE RANKIN
GLENN GILREATH	PERRIN REYNOLDS
CHARLES HEARN	GORDON SAWYER
BILL HENNEN	SIDNEY SMITH, JR.
HEYWARD HOSCH, JR.	WAYNE STATON
ED. HUGHS, JR.	J. H. TELFORD, JR.
JOHN BURL HULSEY	WINSTON THOMPSON
WALTON JACKSON, JR.	L. R. TOWSON, JR.
JOHN W. JACOBS, JR.	DR. HERB VALENTINE, JR.
ED. JARED	MAX WARD
PAUL JOHNSON	JACK WEBSTER
RICHARD KENYON	CLAUDE WILLIAMS, JR.
CARL LAWSON	JOE WOOD



**... IN APPRECIATION ...**

The Gainesville Junior Chamber of Commerce wishes to take this opportunity to express our appreciation to the merchants whose names appear throughout this program in helping us to present to you this football program. The proceeds received from advertising in this program will be used in the City Park Improvement Program and Youth Activities of The Junior Chamber of Commerce of Gainesville, Georgia.



**GO OUT AND  
SUPPORT  
YOUR HOME  
TEAM**



**"Highways Are Happy Ways"**

**When You . . .**



For Comfort, Courtesy, and Convenience - whether in local rides or special out-of-town trips - rely on

**CITY COACH LINES, INC.**

Four Mainliner Highway Busses are at your service for Charter Trips Anywhere - Anytime.

**CITY COACH LINES, INC.**

. . . SERVING GAINESVILLE, BRASELTON, HOSCHTON, WINDER, MONROE, SOCIAL CIRCLE & HUB JUNCTION

**Go By Bus**



**322 W. SPRING STREET**

Phone LE 4-5278

**Also Trailway Bus Depot**

Prompt Personal Service

**Phone LE 2-2481**

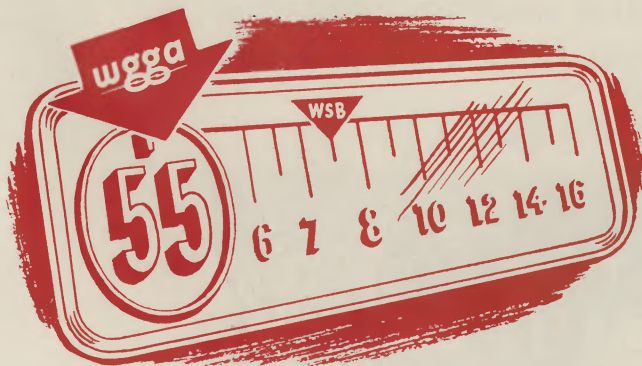
*Matthews Printing Company*

FOR QUALITY PRINTING

119 N. MAIN STREET

GAINESVILLE, GEORGIA

AMERICA'S MOST POWERFUL HOMETOWN STATION



... always Your **FIRST**  
Choice for Sports!

- **Georgia Tech Football**  
Saturdays
- **The Bobby Dodd Show**  
Fridays — 7:15 p.m.
- **The Sports Review**  
Mon. thru Sat. — 7:35 a.m.
- **Sports on Parade**  
Mon. thru Sat. — 6:30 p.m.
- **Football Scoreboard**  
Complete scores from throughout the nation after Tech's Saturday games.

**wgga**  
55