

Davidson, Lang, Nelson, Bisbee

PUBLICITY COMMITTEE

George A. Nelson, C.E. '35 Manager
 Harold W. Davidson, C.E. '34 Ass't. Manager
 Hugh Bisbee, E.E. '35 Scribe
 Russell Lang, Ch.E. '35 Scribe

The A. T. A. A. Publicity Staff, under the able leadership of George Nelson, has this year assumed an important place in the Armour Tech Athletic Department. These men are responsible for the newspaper publicity accorded all home contests.

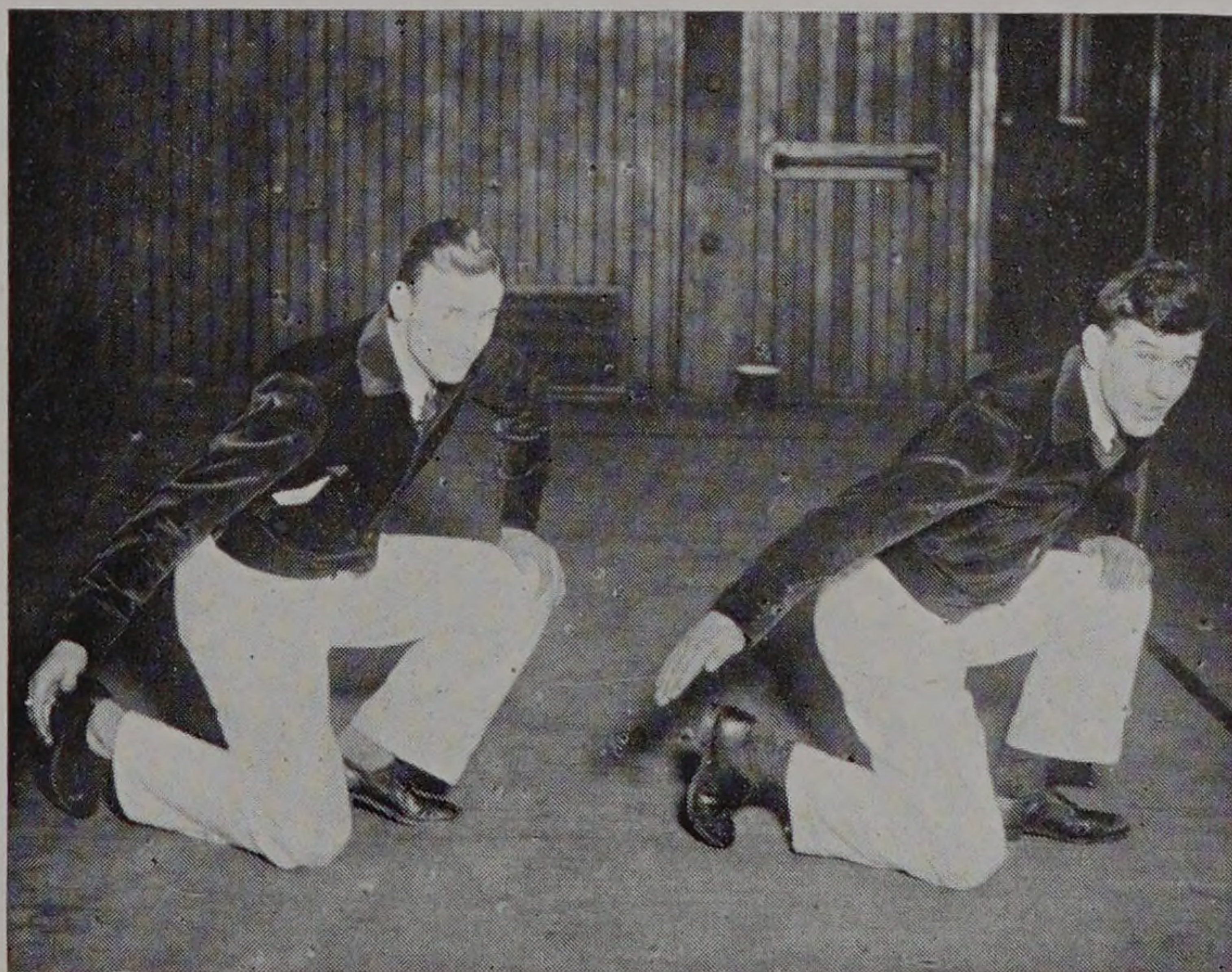
It has been the aim of the present staff to cover every athletic event involving a Techawik team on its home ground, such coverage being deemed necessary to achieve the repeated recognition of the daily papers.

The success of this work was due in no small measure to the cooperation of an alumnus, Mr. George Oppen, C.E. '10, a consulting engineer, who allowed the men to use his office in the Wrigley Building. This enabled the staff members to submit their reports to the papers much more promptly than would have otherwise been possible.

YELL LEADERS

Frank Koko
 Joseph Bacci

No small part of the excellent showing made by the Armour teams this year is due to the fine work of the two yell leaders, Frank Koko and Joe Bacci. The yell leading of these two men at the pep assemblies before the games helped to swell the attendance and to create an added interest in the teams among the student body. The importance of these two men in the athletic activities at Armour cannot be over-estimated. What is it that makes a team fight an uphill battle but the knowledge that fellow classmates are standing on the sidelines watching and cheering for it to come through and win. It is the job of the cheer leaders to let the team know that the students are backing them and when Joe and Frank are leading the cheers the team is never allowed to forget that win or lose they are still Armour men.



Koko and Bacci Lead the Yells