Varsity Show Opening Set

Vol. XXIX Texas Technological College, Lubbock, Thursday, March 18, 1954 No. 21

Petitions Ready Monday

Spring Elections Dated for April 14

spring general elections may be taken out Monday from the Student Council office, announces Nina Spearman, Council secretary and chairman of the elections committee. The petitions must be signed and returned to the office by 5 p.m. Monday, March 29.

The election is dated for April 4. Offices to be filled include president, vice president, secretary and business manager of the Student Association. Student Council representative posts include; five Arts and Sciences, two from Agriculture, one from Home Economics, three from Business Administration and three from Engineering. Head boy and head girl cheerleaders will also be chosen. Candidates for president and vice president must have 90 semester hours by the end of this semester. Candidates for secretary, business manager and cheerleaders must have 60 hours, All candidates are required to have a 1.0 overall average, a 1.0 average for the fall and spring semesters of this year, and must have been in residence at Tech since September.

The annual elections issue of The Toreador will be published on April 8, containing pictures and platforms of candidates of platform must be turned in to The Toreador office by Saturday, April 3.

Tryouts Now Being Held for Next Speech Department Play

RUNAROUND

Tonight
Square Dance
7 p.m. Rec Hall
Tomorrow
Sox Hop
8 p.m. Union
Saturday
Kappa Alpha Theta dance
9 p.m. Caprock Hotel
Monday
Varsity Show
8:15 p.m. High School Auditorium
Bridge instruction
7 p.m. Union
Movie
7 p.m. Union
Tuesday
Varsity Show
Chess instruction Union
Beginners Bridge
7 p.m. Union
Wednesday
Varsity Show
Figh School Anditorium



Jones Describes Cycle of Civilization **For Eighth Annual Recognition Service**

'Pardon, Mister Shakespear' to Run For Three Nights Beginning Monday

For Eighth Annual Recognition Service

Ten words which outline the cycle of civilization were dictated to the autlence at Tech's eight annual All-College Recognition is started to the autlence at Tech's eight annual All-College Recognition service yesterday morning by President E. N. Jones, who dilvered the address for the event. Dr. Jones invited his latence to take down these words: Bondage, Faith. Courage. Liberty, Abundhouse to be a started to the service. Music was provided by the Tech Concert Band and by the Festival Chorus. In your death of the Campled and progresses through phases described by the Festival Chorus. In your death of the Campled and progresses through phases described by the Festival Chorus. In your death of the Campled and progresses through phases described by the Festival Chorus. In your death of the Campled and the Campled and the Santa and benedicting by the Festival Chorus. In your death of the Campled and the Campled and the Santa and by the Festival Chorus. In your death of the Campled and the Campled and the Campled and the Santa and the Allen Campled and the Santa and the Allen Campled and the Santa and by the Festival Chorus. In your death of the Campled and the Santa and the Allen Campled and the Santa and the Santa and the Allen Campled and the Santa and

PLEDGES-

'Showboat' To Be

Tom Bridges To Narrate Faust' at Museum Sunday

Officers Elected In Knapp, Horn

Recent elections in the two women's dormitories brought out 280 votes from about 240 girls in Knapp Hall and 212 out of more than 300 in Horn Hall.

New officers in Knapp Hall are Lois Cleavenger, president; Sue Shawver, vice president; Dorothy Beavers, recording secretary; Nancy Roberts, treasurer; Shirley Dupriest, AWS representative; Joyce Wright, big sister-little sister chairman; Edwina Schovajsa, big sister-little sister chairman; and Sybil Emment, social chair-of this were not available by The Toreador deadline.

STUDENTS!

Ray Brooks and His Orchestra

Featuring Vocalists Marilyn Miller and Clyde Hankins

Will Be At The Lubbock V. F. W. Club

34th at Avenue N

Saturday Night

Dancing-9 'til Curfew \$2.50 per Couple



Isn't this why more people want - and buy-Chevrolets than any other car?)

What you want most Chevrolet gives you first



See how Chevrolet stays ahead of other low-priced cars in all the things that mean the most to you. See how much less Chevrolet costs you—it's the lowest-priced line of them all. Come on in and let us show you how you can have the things you want and be a good many dollars ahead with a new Chevrolet. That's promising a lot, but we welcome the chance to prove it!

OUT AHEAD with that bigger, lower look. Only Chevrolet and leading higher-priced cars have Body by Fisher with that big, smooth, low-slung look.

OUT AHEAD with zippy, thrifty Powerglide. It's the first and most advanced automatic transmission in the low-price field. Acceleration is instantly responsive and as smooth as silk. Op-tional on all models at extra cost.

OUT AHEAD with the highestcompression overhead valve engines. Chevrolet's great engines have the highest compression ratio of any leading

OUT AHEAD with bigger brakes. Chevrolet brakes are largest in the low-price field for smoother, safer stops!

SYMBOL OF CHEVROLET OF EXCELLENCE

OUT AHEAD with that smooth and solid big-car ride. Chevrolet's the only low-priced car with Unitized Knee-Action one reason for its finer road-smoothing, road-hugging ride.

OUT AHEAD with automatic power controls. Chevrolet is the first low-priced car to bring you all the latest automatic power features and controls as extra-

SEE YOUR CHEVROLET DEALER FOR ALL YOUR AUTOMOTIVE NEEDS!

Conveniently listed under "Automobiles" in your local classified telephone directory

Thursday, Marc Sorority

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KAPPA ALP

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Sorority News Includes Pi Phi, Kappa Services; Theta Dance, Zeta Presentation Set for Saturday

PI BETA PHI

KAPPA KAPPA GAMMA

Kappa Kappa Gamma last week end.

The week's activities were designed to acquaint pledges with the scholastic goals and achievements, campus and chapter responsibilities, and good citizenship of the sorority.

Activities included a meeting in the home of Mrs. O. B. Chesshir in Idalou on "What Kappa Means To Me,"; a session on "Stars in the Kappa Crown" in the home of Mrs. James D. Baker, 2215 31st St.; a blue and blue party in Mrs. H. J. MacKenzie's home at 3714 27th St. Thursday night.

Frances Keer and Frances Moss were formally pledged at a pre-initiation ceremony Friday night.

Twenty-one pledges were initiated into the sorority as members Saturday afternoon at the First Presbyterian Church. They were Sandra Bailey, Carolyn Coe, Rita Danenberg, Frances Edwards, Jo Ann Estes, Jane Hampton, Huds Hassen, Patricia Hellums, Daisy Holly, Jeannine Hooper, Robinette Huff, Alice Trelan, Patker, Gail Scott, Barbara Stice, Elleen Vaughn, Doris Wampler, Janet Weatherred and Mary Beth Whiteside.

A formal banquet at the Lubbock Women's Clubbouse followers.

KAPPA ALPHA THETA

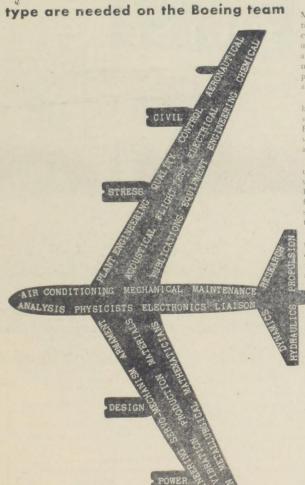
SENIORS

NOW is the time to order . . .

- . SENIOR INVITATIONS
- . ENGRAVED CARDS and reserve your
- · CAP and GOWN for Commencement Deadline For All Orders April 3rd.

Texas Tech College BOOKSTORE

Engineers of virtually EVERY



Mechanical, electrical, civil, aeronau-Mechanical, electrical, civil, aeronau-tical—in fact, graduates in virtually every field of engineering—find reward-ing career opportunities here. There are openings in design, research, in the many phases of production, and for physicists and mathematicians with dvanced degrees.

All engineering careers at Boeing have one thing in common: they provide plenty of opportunity to get ahead. Regular merit reviews are held. Advancement is keyed to your individual all the angleichter and initiative.

ability, application and initiative.

The aviation industry offers you a unique opportunity to gain experience midue opportunity to gam experience with new techniques and new materials. It offers a wide range of application, from applied research, to product design and production, all going on at the same time.

What's more, you can expect long-term career stability in the aviation in-dustry. Boeing, for instance, is now in its 37th year of operation, and actually employs more engineers today than

even at the peak of World War II. even at the peak of World War II. Besides designing and building the world's most advanced multi-jet air-craft (the B-47 and B-52), Boeing conducts one of the nation's major guided missile programs, and such other projects as research on supersonic flight, and nuclear power for aircraft.

and nuclear power for aircraft.

Boeing engineering activity is concentrated at Seattle, Washington, and Wichita, Kansas—communities with a wide variety of recreational opportunities as well as schools of higher learning. The Company will arrange a reduced work week to permit time for graduate study and will reimburse tuition upon soccessful completion of each quarter's work.

each quarter's work.

For full details on opportunities at Boeing and for dates when interviewers

consult your PLACEMENT OFFICE, or write:
RAYMOND J. B. HOFFMAN, Admin. Engineer
Boeing Airplane Company, Wichita, Kansar.

BOEING

TECHnicalities

RALPH SHELTON

Toreador Editor

Students of beginning psychology at San Diego State College were asked recently to write down what they considered to be their most valuable asset. Two answered "intelligence."

Both of them misspelled it.

A speech student at Kansas State College—with the help of a tape-recording of a telephone conversation—has talked his way out of the rap on four of six cam-pus traffic violations.

pus traffic violations.

Through his recordings, he was able to prove to the judge that the campus police have no system of putting chalk marks on tires and that they couldn't tell for sure whether or not a car had been moved from one parking space to another. Since his tickets were given for overparking in 15-minute zones, he simply claimed he had moved his vehicle to another spot every 15 minutes.

Two colleges recently held campus-wide elections concerning the sex of cheerleaders—with completely opposite results.

At the University of Pittsburgh, where male cheerleaders have been the rule, 90 per cent of the undergraduates voted to admit women. At Baylor University, however, students voted two-to-one to keep women out of the cheerleading ranks.

At the University of Alberta, three radioactive chickens have been stolen from the university's

Techsan Wins In Essay Contest

"The present day marginal producer, with obsolete machinery, is dying the economic death of those unable to survive," Joe D. Rankin, Texas Tech senior engineering student wrote in his prize winning essay sponsored by American Textile Reporter to mark the American Textile Mechinery Exhibition, April 26-30 at Atlantic City.

American Textile Mechinery Exhibition, April 26-30 at Atlantic City.

Ten winners of the essay contest, one from each of the schools comprising the National Council of Textile Education were announced today. Rankin was the only winner west of the Mississippi River. In the contest more than 400 textile college students wrote on "Why Textile Management and Personnel Should attend ATME of 1954.

Each of the ten school winners will receive \$100 and an all expense trip to Atlantic City as guest of the Exhibition Committee on "Textile Career Day," Wednesday, April 28, when special attention will be devoted to the students in attendance.

In addition, each of the inschool winners becomes eligible for the first prize winner will be announced March 25.

"Now that general business is leveling off," the Tech student

*toreador

THE TOREADOR, student new paper of Texas Technological College is published each Wednes-day on the campus at Lubbock by the associated students of the

The column this week should probably be used to discuss some of the great issues confronting Tech students, such as the coming elections and integrity concerning mid-semester quizzes.

The Great Issues type column, however, is hard on the readers, so we've decided just to peas on some bits of rews from on the readers, one we've decided just to peas on some bits of rews from an intercollegiate press service that the Denver Clarion, student newspaper of the University of Denver, was recently taken over for one issue by the female members of the staff, who put out the paper "female style." The special issue was rinted on pink paper.

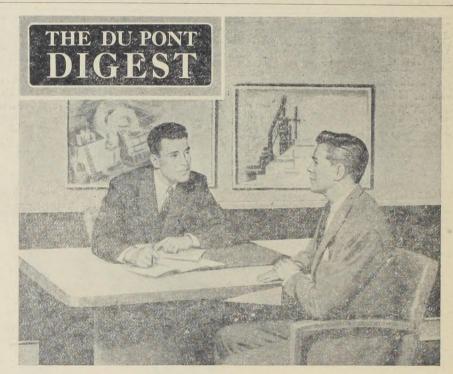
A congressional investigation is anticipated.

Students of beginning psychowho will have your best interests at heart, one who richly deserves the job? Want a candidate who will campaign the way you think a candidate ought to?

Petitions will be available Monday. Here's hoping you get elected.



Have to give the old boy credit for trying to pep up a mighty dull course



What do YOU look for in an employer?

Undoubtedly, you'll want most of the following characteristics:

- 1. Job satisfaction—the chance to do work you really enjoy
- 2. Recognition—the assurance that good work will be noticed, appreciated, and properly rewarded.
- 3. Opportunities for advancement—a growing company can provide them. 4. Security—the knowledge that a company is both stable and progressive.
- Pride—a feeling that your company is respected by the public and produces goods which contribute to a better way of life.
- ${\bf 6.}. Good\ companions hip-a\ factor\ which\ contributes\ greatly\ to\ happiness\ on\ the\ job.$
- Good pay—not in salary alone, but also in terms of vacation plans, pensions, and other benefits.
- 8. Safe working conditions.

How can you obtain this kind of information in advance?

One of the best ways is to discuss the matter with an acquaintance already working for the company you are considering. You will also find it helpful to consult your college placement officer, your professors and company representatives visiting your campus.

The selection of an employer is one of the most important decisions you'll make. It justifies considerable thought and effort.

SOON AVAILABLE for student ASME chapters and other college groups, a 16-mm, sound colormovie—"Mechanical Engineering at Du Pont," For further information, send post card to E. I. du Pont de Nemours & Co. (Inc.), 2521 Nemours Building, Wilmington, Delaware.



BETTER THINGS FOR BETTER LIVING

Watch "Cavalcade of America" on Television

Thursday, N Varied J

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Dr. John C. e foreign lang Il be the spe

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rch 18, 1954

Next Week for 1954 Tech Graduates

Job interviews scheduled for metal week have been amounted metal to the placement Service. Believed, oil of the placement Service in the placement Service in the placement Service. Believed to the placement Service in the placement Service. Service in the placement Service in the placement Service. Service in the placement service in the placement Service. Service in the placement service in the placement service in the placement service in the placement service. Service in the placement service in the service in the service posts of the service posts of the service in the service posts of the service in the service posts of th

The organization also began plans to sponsor the annual dinner in honor of Tech's newly-commis-sioned army lieutenants.

Dr. John C. Dowling, head of the foreign languages department, will be the speaker at the Sigma Delta Pi initiation and banquet at 6 p.m. Tuesday in the Student Union Building.

Special guests will be Dr. and Mrs. Dowling, and Dr. and Mrs. Dowling, and Dr. and Mrs. C. B. Qualia. Mrs. Eunice Gates, foreign language professor, is sponsor of the club.



By The Way ...

Tech Granted Clear Title To 6,000 Acres at Pantex

Voyage Opportunity Offered Ever thought of working on board ship to finance a trip to Europe?

of the 1954 student sailing sored by Study Abroad, Inc.
Duties would include assistance with the program of lectures, discussions about European countries and shows, dances, moving pictures and shipboard discipline.
For further information, qualified applicants may write to the Castel Felice Staff Council, Study Abroad, Inc., 250 W 57th St. New York 19, N. Y.

Speech Model.

C ESQUIRE, INC.



"—on the other hand, this F just might reflect a pretty poor job of teaching!" $\ensuremath{\theta}$

Texas Tech's seismograph out of operation for about three years, dents by Bishop Newell Booth of according to Dr. William B. Arper, assistant professor of geology. The machine has been on the Tech campus for approximately five years, but due to difficulty of obtaining a trained seismologist has remained out of use for most of this time. A seismograph is a machine which registers the shocks and undulatory motions of earthquakes and other earth disturbances.

Arican missions. The talk is the feature of the weekly forum beginning at 7:15.

Last week's forum, a discussion on "Ego and Temptation," was led by Kim Loveless, Lubbock arts and sciences sophomore.

by Dick Bibler

Seismograph Not Working
Lack of a seismologist has kept
Texas Tech's seismograph out of
Operation for about three years,
dents by Bishop Newell Booth of

Reese Men Complete 39 Per Cent of Courses Taken

RED CROSS AIDED

RED CROSS AIDED

Five Tech social fraternitihave volunteered for Red Crowork in the current drive. A groof Tech men headed by J. '
Chambers, president of the Stdent Council, have started persoal solicitation for Red Cross menberships and contributions.

The fraternities participating is
clude: Alpha Tau Omega, Kapy
Sigma, Sigma Alpha Epsilon, P
Delta Theta and Kemas. Oth
campus organizations include the
Baptist Student Union, the Wesle
Foundation and Alpha Phi Omeg
service fraternity.

Tech women students assiste
the Red Cross Monday night. The
made house-to-house calls for cotributions.

Organizations represented an



Page 10 Journali Is Succi

18, 1954

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Journalism Prof Is Successful as Feature Writer

"Hogs on the South Plains" is the title of Mrs. Louise C. Allen's latest article appearing in the March issue of The Progressive Farmer. Not many women go into agricultural journalism, but Mrs. Allen thinks it's fun.

A magazine article writer in her spare time, Mrs. Allen is known on the campus for her work as assistant professor of journalism. Her courses include instruction in magazine article writing, and in agricultural and home economics journalism.

agricultural and home economics journalism.

Is Magazine Correspondent
"T became interested in agriculture from being around it all my life." she explained. She has written for agricultural journals such as Farm and Ranch, The Sheep and Goat Raiser, Country Gentleman, Southwestern Crop and Stock and the Progressive Farmer.

Gentleman, Southwestern Crop and Stock and the Progressive Farmer.

Mrs. Allen is now correspondent for The Progressive Farmer.

"They didn't think I could do it, so they put me on a six-month probation period." She found that farmers went to greater length to explain methods and procedures to her than they would have to another farmer or someone they thought should "know all about it."

thought should "know all about it."

The first magazine article she sold was about a ranch. "It was fun. I got \$15 and was just tickled to death. There was a girl at Tech then who was a roper. The head of the College News Service suggested that I do a feature on the whole family." The Madera family lived on a picturesque ranch from which one could view three states and two nations and was surrounded by a legend of a lost gold mine and romances straight from the Old West. The article appeared in the August, 1939, issue of Farm and Ranch entitled "Frontier Romance Not Entirely Vanished."

Aspires To Write Fiction

Vanished."

Aspires To Write Fiction

"I'd really like to write fiction,"
Mrs. Allen added, "but so far I've
never written anything good." Her
ideal "beat" would be writing features for a large area. Now she is
writing a column called "Lipstick
Logic" which appears in several
weekly newspapers. "It's just
human interest stuff. I thought it
might help me get a little of the
reportorial sound out of my writing."

Mrs. Allen thinks that journalism is the best possible training for girls planning to raise a
family. "It gives you a greater interest in politics, international
affairs, and people. Then, too, you
can always stay at home with the
children and do freelance writing
on the side."

SURVEY LAUDS FORUM

SURVEY LAUDS FORUM

Texas Tech's South Plains Forum is one of the best known panel discussion programs on the air according to a recent listener survey among Lubbock citizens. Of those who could name discussion programs on the air, 39 per cent mentioned the South Plains Forum and 26 per cent named Town Meeting of the Air.

The Forum, in its first series of thirteen broadcasts, was heard by between 2,400 and 4,300 persons. J. C. Chambers, senior at Tech, conducted the survey from names selected at random from the telephone directory. Eightynine per cent of those interviewed at the time of the South Plains Forum, 9 a.m. Monday, were not listening to the radio.

South Plains Forum is under the direction of Dr. Per Stensland, head of the Adult Education Program at Tech.

The Texas Tech Concert Band The Texas Tech Concert Band recorded a volume of Texas Tech school songs recently for an RCA Victor subsidiary. Among the songs recorded was "Tech Fight Song," written by Fred Waring for the college.



BARBERS EVERYWHERE RECOMMEND 針 WILDROOT CREAM-OIL TO REMOVE LOSE DANDRUFF 🗈 KEEP HAIR WELL GROOMED 🟠

Today's Chesterfield is the Best Cigarette Ever Made!



Union Building Birthday Observed; Cake Lighted by President Jones

Thursday, March 18, 1954

paper birthday cake. Kay Carter and his orchestra played.

Mr. Cole Honored

At intermission, cake and punch were served in the Anniversary Room, and President E. N. Jones lighted the candle atop the paper cake signifying the first birthday of the structure. He also paid tribute to W. C. Cole, manager of Tech Bookstore, who is directly responsible for having the Union Building constructed.

In 1949, Mr. Cole had the idea of issuing bonds to pay for such a building. It was Mr. Cole, also, who, noticing nearly \$150,000 in the Bookstore ledgers, pledged future profits from the bookstore campus concessions for the payment of the bond.

Other Contributions Made

To help in the project, the Extudents Association and other organizations contributed and the college appropriated \$50,000 for furnishings and equipment. The building was completed Feb. 12, 1953, and was officially opened a month later.

At present, the building contains a snack bar to seat 165, a ballroom to hold 400 couples, acard room to seat 48, a game room containing five ping pong tables

Field Home Economist Will Give Meat Cookery Lectures Monday

Field Home Economist Will Give Meat Cookery Lectures Monday
Miss Rossie Ann Gibson, a field home economist of the National Live Stock and Meat Board, will conduct a meat cookery demonstration in HEI67 from 2 to 4 p.m., Monday.

The demonstration, which will stress facts about the preparation of meat for the table, will be under the auspicies of the department of foods and nutrition. Miss Gibson will give the audience asteon, preparation, and serving of meat. New cooking angles will be presented and the nutritive value of meat pointed out as the demonstration proceeds.

One of the main features of the program will point to economy in meal planning, and attention will be called to the number of cuts of meat available on the market. The public is invited to attend this demonstration according to the department of foods and nutrition.

IT'S A BARGAIN!

IT'S A BARGAIN!

Sock and Buskin, college dramatic club, will accept new members this semester without the traditional tryouts. Also, dues will be \$1 instead of the regular \$2 fee. Students interested in theatrical activities such as acting, makeup, stagecraft and directing are eligible for membership. Those interested in joining should see Huda Hassen, president, or Miss Annah Joe Pendleton, sponsor.

MOVIE NEXT MONDAY

"Belles on Their Toes" starring Jeanne Crain will be next week's Student Union movie at 7 p.m. Monday.

Livestock Judging Team Wins At Oklahoma City Stock Show

Ar Oklohoma City Stock Show
Tech's livestock judging team
won the college division of the
Oklahoma City Fat Stock Show
last week-end.
Three members of the team,
composed of junior students, also
placed first, second, and third in
individual scoring. They were J.
D. Jones, Jayton, first; Ralph
Willingham, Rotan, second; and
Jerry Vines, Brownwood, third.
The Techsams compiled 4,188
points—116 points better than
Texas A&M, their closest competitor.
Other members of the team included Thomas Mason, Tahoka;
Joe LaGendre, Shreveport, La;
Lawrence Downe, Justin; Joe Ash,
Bronte; Garland Reese, Plainview;
Hugh Lackey, Camp Wood; Myrom McCartor, Perryton; and F.
A. Newsom, Alpine, Stanley Anderson, assistant professor of animal husbandry, is the team coach.

Height To Play Major Role In Locally Formed Group

How tall are you?

A new club is now being formed in Lubbock in which height is an important factor. It is the Autenna Club, formerly known as the Tip-Toppers before it disbanded several years are.

fore it disbanded several years ago.

Miss Lois Karsevar states that it will be a social organization for tall men and women for the purpose of cultivating friends.

Requirements are that the women be 5 feet 11 inches in stocking feet, and 18 years old. Men must be 6 feet 2 inches in stocking feet and 20 years old. Men and women interested and with the requirements may call 2-7524, 2-6911, or 4-5870 for further information.

In cigarettes you look for taste-Now here's a tip you'll like: Go out and buy that fresh white pack Of smoother Lucky Strike!

Jerry Kass Columbia University

Speech Students Go To Tournament

A group of Tech students return

A group of Tech students returned Sunday from Winfield, Kan, where they attended the 22nd Annual Forensic Tournament at St. John's College. They were accompanied by Dr. P. Merville Larson, head of the speech department.

Jo Ann Miller, Big Spring freshman, reached the final round of elimination in four divisions of participation, winning third in the final round of radios speaking and fourth in the final round of oratorical declamation. She was eliminated in the final rounds of poetry and Bible reading.

The men's debate team of Richard Bell and Bob Richards was eliminated in the quarter finals by Southwest Missouri State College.

Other Tech students attending the tournament were Winona Richards, Melba Watzon and Sandra Yarbrough.

The students also took part in imprompt speaking, extemporaneous speaking, story-telling and dramatic reading. Participation in the contests was limited to freshmen and sophomores. Schools from Kansas, Colorado, Nebraska, Oklahoma, Missouri and Texas were represented.

City Club's invitation to good going ...

Win a Chevrolet Corvette



in the big, easy

City Club shoe contest!

NOTHING TO BUY—ENTER NOW. SIMPLE RULES OF THE CONTEST:—

1. In 25 words or less tell why "I like City Club Shoes . . ."

2. Send in as many entries as you wish, but each must be on a separate piece of paper. Print you name an advantage see carly.

3. It is not necessary to use an Official entry shank but handy entry blanks may be procured at your City Club Dealer (they carry an extra advantage—see note above).

4. Mail all entries to Peters Shoe Company, Dept. C3, Box 5995, Chicago 77, Illinois.

5. Contest starts March 15—ends May 15, 1954. All entries postmarked before midnight May 15 and received by May 22 eligible.

6. Entries will be judged on originality, aptness and sincerity by the Reuben H. Donnelley Corp. Judges' decision final. Duplicate prizes in case of ties. No entries returned. Entries and ideas therein become property of Peters Shoe Company to be used as it sees fit. Winners will be notified by mail.

7. Conest open open to employees of Peters Shoe Co., of City Club Dealers, of their Advertising Agency, nor their families.

5EE your City Club deeler. Or for name of your necrest dealer, write:

IT'S ALL A MATTER OF TASTE

In plane or train, in boat or car, while traveling through the day, For cleaner, fresher, smoother taste Smoke Luckies all the way! When you come right down to it, you smoke for one simple reason . . . enjoyment. And smoking enjoyment is all a matter of taste. Yes, taste is what counts Keith L. Monroe Michigan State College in a cigarette. And Luckies taste better.

Two facts explain why Luckies taste better. Two facts explain why Luckies taste better. First, L.S./M.F.T.—Lucky Strike means fine tobacco. .. light, mild, goodtasting tobacco. Second, Luckies are actually made better to taste better . . . always round, firm, fully packed to draw freely and smoke evenly.

So, for the enjoyment you get from better taste, and only from better taste, Be Happy—Go Lucky. Get a pack or a carton of better-tasting Luckies today.



It's easier than you think to make \$25 by writing a Lucky Strike jingle like those you see in this ad. Yes, we need jingles—and we pay \$25 for every one we use! So send as many as you like to: Happy-Go-Lucky, P. O. Box 67, New York 46, N. Y.



Where's your jingle?

LUCKIES TASTE BETT

Now

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COACHIN

OFFICE

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Page 9

1995, Chicago

Spring Training Football Game Now Slated for 2 p.m. Saturday

Tech has changed the date of its Red Raider Round-Up spring training football game from Fridge and the work of the Raider Study at 12 pm. Alter Westley of Littlefield and day anglat until Saturday at 2 pm. Alter Westley of Littlefield and day anglat until Saturday at 2 pm. Alter Westley of Littlefield and day anglat until Saturday at 2 pm. Alter Westley of Littlefield and day the weather will be more favore able on Saturday attentoon.

The Red Raider squad will be disabled to the Whites will be gaard Howard Hurt of Borger captains the Reds selection of coaches from the Tech staff will be made Thursday. In the past, the Whites have won three and tied one. In 1951, the Whites won 25-19. There was a 20-20 draw and a 7-0 White victory in 1852. Last spring, the Whites won 25-19. There was a 20-20 draw and a 7-0 White victory in 1852. Last spring, the Whites won 25-19. There was a 20-20 draw and a 7-0 White victory in 1852. Last spring, the Whites won 25-19. There was a 20-20 draw and a 7-0 White victory in 1852. Last spring, the Whites won 25-19. There was a 20-20 draw and a 7-0 White victory in 1852. Last spring, the Whites won 25-19. There was a 20-20 draw and a 7-0 White victory in 1852. Last saturday will be 31 for adults, and 50 cents for 180 miles and 1852. Last spring, the Whites edged the Reds 13-12.

Tech was defeated in a tennis and third restrict will be fairly will be 31 for adults, and 50 cents for the Whites edged the Reds 13-12.

Tech was defeated in a tennis and the little will be 31 for adults, and 50 cents for the Whites will probably star End will be 31 for adults, and 50 cents for the winners, while Raymond Lunn should be 31 for adults, and 50 cents for the Whites will be a starters for the Reds include Ends R. D. Brasishaw of Tech will be 31 for adults, and 50 cents for the Whites will be a starter for the Reds include Ends R. D. Brasishaw of Tech will be 31 for adults, and 50 cents for the Whites edged the Reds 13-12.

Tech was defeated in a tennis for the Reds include Ends R. D. Brasishaw of T

Most of Tech's entries in the Southwestern Recreation track meet at Fort Worth Saturday will be in the Freshman division. Participation i n the spring football game here Friday night will keep out of action several possible entrants. Only upper-classmen entered at Fort Worth will be Don Covey of New Deal and Ray McDonald of Blanket. In the Border Olympics last week Covey was second in broad jump and McDonald tied for second in high jump.

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Coach Landon Westbrook is entering in the freshmen division, Homer Staggs of Brownwood and Lyndon Waldrop of Bronte in the pole vault, Charles McMurry of Trinidad and Scotty Woodfin of Anton in the Sprints, James Buriette of Anton in the 490 and half mile, Tom Joiner of Houston in the half, Allen Hood of New Deal in the hurdles, and Buck Johnson of Muleshoe in the mile.

COACHING CO

COACHING CLINIC HELD

The second intra-squad scrimmage of the spring football training season at Tech vied with Coaches L. R. "Dutch" Meyer of Texas Christian University am Cooper Robbins of Odessa as the fourth anual Texas Tech coaching clinic came to a close last week. The clinic opened with a talk by Coach Wyatt Posey of Tech, Ioliowed by Coach Robbins and Coach Meyer, the two lecturers on this year's program.

OFFICERS ELECTED

Kappa Phi Kappa, men's education fraternity, will install the
following oficers on March 28:
Wyatt Burkhalter, president; Don
Wortham, vice president; Hardy
Clemons, secretary; and Joe Sanders, treasurer, These officers were
elected last week. A sponsor and
other officers will be elected
March 28.
Don Wortham is representative
to the BSO retreat at Ruidoso.

WANTED

WANTED

College students. Part-time opportunity to earn an average of \$52 per week on flexible program to fit school schedule. Excellent experience. Free training. Car necessary. Will also have full-time positions available this summer. Write Box 4185, Tech Station, giving experience etc.

ER, HER!



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We will monogram your Stationery with your Fraternity or Sorority Greek letters free of charge.

Drop in to see us today. Book and Stationery Center

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ENGINEERING SENIORS ...

North American Aviation Los Angeles will interview here

APRIL 2



Shooting to break 100...90...80...or to take a title?

Spalding's sensational advance in clubs — new '54 Synchro-Dyned woods and irons — can do more to save you strokes than any other clubs you ever played!

Reason? Try a few swings – and see. Every wood, every iron now has identical contact feel. You naturally swing freer, improve timing . . . get the ball away straighter and for more distance.

Will you shoot better golf consistently? Ask any golfer who owns a Spalding Synchro-Dyned Top-Flite set... and then have your professional fit you.

TOP-FLITE

REGISTERED GOLF CLUBS
SOLD THROUGH GOLF PROFESSIONALS ONLY

REGISTRATIONS ACCEPTED NOW

Fort Worth Artist Named Instructor Signs 74 Delegates At SMU In Dallas For Painting Workshop in May-June

Bror Utter, nationally known fort Worth artist, will be guest instructor for a painting workshop May 30-June 19. The workshop will be sponsored by the South Plains Art Guild and will be in the Historical Gallery of the Museum.

A watercolor demonstration by Mr. Utter will begin the first day and will be open to the public. He will also present a one-man show in the Rotunda Gallery on the same day. Registration should be completed then, according to Mrs. William A. Wilbanks, workshop chairman.

Beginning, intermediate and advanced students may register now by mailing deposits to South Plains Art Guild Workshop, 3022 20th St. Information about pregistration may be obtained from many member of the workshop committee. Children's fees are \$15 and adult, \$10.

Five sections are open. Pupils of the fifth and sixth grades will receive six lessons in tempera or showcard colors on Wednesdays and Saturdays for a \$10 fee. Junior and senior high school students will have both morning and after-

Training Session

Signs 74 Delegates

Fifty organizations had agreed on March 10 to send delegates to the leadership training session at Ruidoso, N. M., according to Glenn Rainer, chairman of the executive council.

At a Board of Student Organizations Incheon, Rainer also said that about 24 of the organizations luncheon, Rainer also said that about 24 of the organizations have agreed to send an alternate representative as well as a regular delegate. No. 4 in German, Musical director and conductor of the orchestra is which Rainer said may be filled on a first-come-first-serve basis.

Also during the luncheon, J. C. Chambers, president of BSO, read a letter from Nancy Roberts, secretary of the Rodeo Association, who expressed the organization should be concerted in the proposed propose of the students, who will have agreed to send as a regular and bear the secretary of the Rodeo Association, who expressed the organization should be concerted in the proposed proposed that some concert is scheduled to stop at the April 29, 30 and May 1. However, with such activities as the Ruidoso Leadership Program as responsibilities, the members of the BSO decided to recomend that some other organization sponsor the barbecue.

The Texas Tech Concert Band recorded a volume of Texas Tech School songs Sunday and Monday or an RCA Victor subsidiary, Among the Songs recorded was "Tech Fight Song," written by Fred Waring for the college.

A CAMPUS-TO-CAREER CASE HISTORY



My first
assignment
assignment
Bell Labs"

Fresh out of school Bob Wilson, '53, was put to work on a Transistor project at Bell Laboratories. He explains why he never had time to be awed.

(Reading Time: 39 seconds)

"In some ways it was hard to believe. I had received my B.E.E. at the University of Delaware in June, 1953, and a week later I was working in the worldfamous Bell Laboratories.

"But I didn't have time to be awed because they put me right to work. They gave me responsibility fast.

"My group was working on the experimental application of transistors to carrier systems. My assignment was the electrical design of a variolosser for the compressor and for the expandor to be located in the terminals.

"The supervision I received and the equipment I had were tops. I quickly discovered that I had to rely on my ingenuity as much as on the college courses I had taken. Perhaps that's one reason for the great new discoveries continually turned out by the Labs.

"Now, I'm in the Communication Development Training Program, continuing my technical education and learning what all the Laboratories sections do and how their work is integrated.

"In a year I'll be back working with the group with which I started.'

Assuming responsibility fast is a common experience among the engineering, physical science, arts and social science, and business administration graduates who join the Bell System. Bob Wilson went with Bell Laboratories. There also are job opportunities with the operating telephone companies, Western Electric and Sandia Corporation.



