Recognition Service Planned

Plans Progressing for the Ruidoso Leadership Conference March 26

Plans Progressing for the Ruidosc Leadership Conference March 26 Eventor Treat Test statement in least of the reversion of the conference of the property of the conference of the progression of the least of the conference of the progression of the least of the lea Eighth Annual Ceremonies Set for Wednesday; Athletes, Leaders, Scholars to Receive Honors

By The Way ...

Geologists Hear Murry

"Geology and Oil Accumulation of the Central Gulf Coastal" was the topic of Dr. Grover E. Murry, stalk to geology students. Thursday. Dr. Murry, noted lecturer and past professor at Louisiana State University, has animal husbandry for more than the state of the stalk of the stalk

Article Published
Dwayne L. Oglesby, assistant
professor of business law at Texas
Tech, has had a legal article pubhshed in a recent University of
Kansas Law Review. The article,
"What Has Happened to Kansas'
Sterilization Law," is the result
of a research project carried out
during 1953 while Mr. Oglesby
was editor of the Kansas Law
Review.

Baptist Conference Hold
Six Texas Tech students attended the annual Missions Conference at the Baptist Theological
Semmary in Fort Worth Friday
and Saturday. One of the students,
Mary Ann Wilson, received an appointment to Mexico as a summer
missionary.

inthrent to Mexico as a summissionary.

The Eaptist students attending ere Fowell Hinson, Lubbook; lary Ann Wilson, Floydada; J. Jenkins, Lorenzo; Glenn Dawm, Slatoh, Jimmy Whitt, Cleurne; and Don Clark, Irving, Also making the trip were Mrs.

man for the Texas Hereford Association.

Mr. Allen, who graduated from Tech in 1947, was instructor in animal husbandry for more than two years. As a member of the senior livestock judging team in 1946, he was high individual scorer at the Chicago International Livestock Exposition.

His wool judging team placed second in the American Royal livestock judging show last year.

Students Take Flight

Six AFROTC students were taken for a short flight Saturday by Maj. Homer E, Walker, staff officer of the Texas Tech ROTC unit, as part of the unit's flight motivation program. The program is set up so that AFROTC members interested in flight training may become accustomed to flying.

These taking instruction were:

old Agrow presented the medias presented the med

Bobby Waddle, Joe Goodwin, Jimmy Nickell, Fred Willis, Elroy Simnacher, George Christian, and Allen Tomlinson.
Each member flew about 40 minutes in a T-28 trainer, at approximately 11,000 feet. Flying in the local area, they took off and landed at Reese Air Force Base.

Methodists to Speak
Marjore Scales and David Bullen will speak to the Methodist
students at the Student Center
Wednesday night at the regular
Forum. They will discuss their
trip to the Citizenship Seminar
at the United Nations, last Feburary.

PI Banquet
The Plant Industry Club presented medals to members of Texas Tech's national and international champion crops judgination at its annual banquet Friday.

Under New Management of a

Tech Student

FREE

5-cent drinks to Tech Students who visit us Saturday, March 13, between 3 and 11 p.m. (Bring this ad or other student identification.)

SUPER DOG

7th Street and Avenue Q Paul and Jo Ann Parks

Recital Set
Paul H. Laverty Jr., senior
music major from Lubbock, will
present his senior piano recital
at 4 p.m. Sunday in the Music
Building recital hall.
Ned W. Hardin, senior music
major from Lubbock, will present
his senior plano recital the following Sunday at 4 o'clock.

are because the control of the contr Arledge was a student assistant in the department of accounting. She is presently employed as a credit analyst at the State National Bank of El Paso.

Scott Performs

Henry Scott, comedian of concert piano, performed before an audience of about 300 students in the Student Union Ballroom Thursday night.

Scott, noted as the originator of Scott, noted as the originator of and allied arts.

MEMO

. . . for leisure-time reading. The Varsity has just received a shipment of books for its Modern Library. You now have over 200 different titles to



1305 COLLEGE

How the stars got started... I STARTED SMOKING CAMELS AFTER

Jane Greer says: "I was a band singer when a picture magazine asked me to pose in the new WAC uniforms. Hollywood saw my picture, liked it and overnight I was in movies. From then on, it was hard work and perseverance."

TRYING MANY BRANDS. I FOUND CAMELS' MILDNESS AND FLAVOR TAMELS MILDRES

FAR MORE ENJOYABLE THAN
THE REST. YOU WILL, TOO!
WHY DON'T YOU TRY
CAMELS TODAY?





START SMOKING CAMELS YOURSELF!

And Flavor CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!

Thursday, March

Pi Beta P At Tradit

UNION BIRTHD

REMEMBER THE

0

h 11, 1954

Pi Beta Phi to Present Pledges Pirate Cove Setting Alpha Chi Omega At Traditional Dance Saturday

Planned for Dance Presentation Set

Home Ec Society Holds Ceremonies



INTERESTING, RESPONSIBLE WORK: Perhaps a Commercial Manager, the company's representative and spokesman to as many as fifty thousand customers. Or a Transmission Engineer, helping to provide the telephone needs of an entire state. Or a Supervisor in the Traffic Department, responsible for the speed and quality of local and long distance service in several cities and for the personnel relations of a large number of employees.

WE MAKE SURE THERE ARE PLACES TO GO: The number

ARTS, SCIENCE, BUSINESS ADMINISTRATION AND ENGINEERING GRADUATES are among our particular needs. The specific degree is not as important as the total effect of your college training.

NO MATTER WHAT YOUR MILITARY STATUS, contact your Placement Officer soon for details on the opportunities for employment with the Bell System.



BELL TELEPHONE SYSTEM

DRY FOLD - 8c Lb.

The Service That Washes, Dries and Folds

Your Entire Laundry

ONE DAY SERVICE

Shirts - 20c



2415 MAIN - DIAL 2-7112

Weather Forecast . . .

Some Techsans were predicting recently that yesterday's election for an engineering representative to the Student Council would be a sort of barometer, indicating how much enthusiasm there would be this spring for the general elections.

Using yesterday's balloting as a means of predicting the political weather, we forecast a becalmed lull for Tech.

A total of 191 votes were cast for the three candidates. According to a report published in The Toreadar of Feburary 18, there were 1,122 students registered in the Division of Engineering. You can figure the percentage if you care to.

stated that they were anticipating this "turn away" crowd beforehand.

R. W. Armstrong To Speek of Americonism Lecture Series
The next speaker in the current We of ne sof ay atternoon American history lecture series on campus will be R. Wright Armstrong, vice president of the Fort Worth and Denver Railroad," will be given at 2 p.m. Wednesday in the museum auditorium. Mr. Armstrong, veteram of two world wars, is president of the West Texas Chamber of Commarce.
The present Americanism lecture series is intended as an enrichment for the sophomore history course. The Institute of Americanism, directed by J. Evetthaley, sponsors the series.
Judge E. E. Towns, lawyer from Houston, will be the speaker of the series March 24.

TO GO TO COLORADO
Approximately 20 mechanical engineering students are making plans to attend the American Society of Mechanical Engineering students are making plans to attend the American Society of Mechanical Engineering students are making plans to attend the American Society of Mechanical Engineering students are making plans to attend the American Society of Mechanical Engineering students are making plans to attend the American Society of Mechanical Engineering students are making plans to attend the American Society of Mechanical Engineering students are making plans to attend the American Society of Mechanical Engineering students are making plans to attend the American Society of Mechanical Engineering students are making plans to attend the American Society of Mechanical Engineering students from the speaker of the series March 24.

To speakers from each school will write technical papers and discuss them with the delegates. According to Prof. Louis J. Powers, head of the mechanical engineering department, the speaker of the series of the

TECHnicalities

RALPH SHELTON

is spring of the general elections.

A lotal of 191 votes were cast for the three condidotes. According to a report published in The Torcador of February 18, there were 1,122 students registered in the Division of Engineering. You can figure the percentage if you care to.

BACKTALK

DEAR EDITOR:

DEAR EDITOR:

This is not a complaint aimed at the editor or your staff, but as few students and department and the editor or your staff, but as few students and began the editor or your staff, but as few students and percentage in the Division of Engineering. Although we don't care to argue the students and department and the gramman and the purchasing the students are the correct as the search of the students of the partments, many as a shring example why more students do not participate the care that there are the students and the purchasing the students are the correct as the specific of activity ticleds.

The students do not participate the students are the correct as the specific of the students and the purchasing time time to not participate the students are the students and the students are the students and the students are the students and the students and the students and the students are the students and the students are the students and the students and the students are the students are the students and the students are the students are the students are the students and the students are the students and the students are the students are the students and the students are the students and the students are the students and the students are the students are the students are the students are the students and the students are the



DO WHAT THY MANHOOD BIDS THEE DO. FROM NONE BUT SELF EXPECT APPLAUSE; HE NOBLEST, LIVES AND NOBLEST DIES WHO MAKES AND KEEPS HIS SELFMADE LAWS.

Someone took four hub caps and a pair of fender skirts recently from Ray Holden's car—but not without paying for them.

—but not without paying for them.
Holden, Ag major from Fort Worth, had welded several razor blades beneath the rear fenders and skirts of his car, which was parked near Bledsoe Hall at the time of the theft. Blood was found under the car, Helden said.

seven other major colleges and universities of Texas were represented at an AWS leadership elimic last week at Southern Methodist University.

Tech representatives were Gwen Williams, Lena Schmidt, Shirley Massey. Sue Duggan and Miss Trenees Freese, sponsor.

Miss Freese, moderated a faculty panel in a discussion on "A Look at Student Organizations and Their Leaders." A student panel discussed "What Price Student Leadership?"

Museum Presents Murphy Museum Presents Murphy appeared as the guest artist on the Museum Williams, Lena Schmidt, Shirley Massey. Sue Duggan and Miss Frences Freese, sponsor.

Miss Freese, sponsor.

Beginning of intramural softschool of Music at Louisiana State University. At present he is ball play has been postponed from march 15 to March 23. Lights are being put up and additional diamonds are under construction. Island, N. Y.

THE TOREADOR, student newspaper of Texas Technological College is published each Wednesday on the campus at Lubbock by the associated students of the College.

EDITORIAL OFFICES:
Journalism Building Rooms 103, 105

TELEPHONE: 5-8541
Editor: extension 424
Business Manager: extension 425
Night Editor: 5-8548
RALPH SHELTON Editor Margaret Wood Society Editor CHARLES MAPLE Bus. Mgr.

RETURN FROM CHICAGO
Henry McCarty, director of West Texas Cooperative Audio-Visual Services, and Dr. Horacc.
Hartsell, associate professor of the National Education Agency's division of audio-visual instructions in Chicago More they are the National Education Agency's program speaker.

SERVICE-

Thursday, March 11, 195

Job Interviews Business, Econo

Psychology Head To Br Chimpanzees to Campi

Disciples Fellowship Mer Affend State Meeting at Ho

rch 11, 1954

Job Interviews Set for Engineering, Business, Economics, Science Men

Five companies have announced job interviews to be scheduled through Thursday, according to Mrs. Jean Jenkins, Placement Service director.

Tomorrow, the Oklahoma Natural Gas Co. will interview 1954 graduates majoring in chemical, civil, electrical, industrial, mechanical and petroleum engineering. This company is interested in production of gas and oil, in processing, transporting, storage and distribution of natural gas to industrial, commercial, and domestic consumers in Oklahoma. Juniors who are interested in summer employment are invited to make appointments.

Tuesday, Deere and Co, will interviews the Consumers in Oklahoma. Juniors who are interested in summer employment are invited to make appointments.

ployment are invited to make appointments.

Tuesday, Deere and Co. will interview majors in mechanical engineering for product design and business administration for sales training as territory managers. Tuesday, The Western Co. will hold a general meeting at 5 p.m. in the West Engineering Building, Room, 202, for majors in chemical, electrical, mechanical, industrial and petroleum engineering and physics and chemistry. On Tuesday and Wednesday, the company will interview the above majors. Their operations are carried on in West Texas, New Mexico, Oklahoma and Kansas, and are concerned with oil well servicing, perforated, and electronic logging.

On Wednesday, the Creole

On Wednesday, the Creole Petroleum Corp. will interview accounting, economics, physics, petroleum geology and chemical, civil, electrical, mechanical and petroleum engineering majors. This company has openings only for single men. Positions are located in Venezuela in the cities of Caracas and Maracaibo. The field districts are in both Eastern

Psychology Head To Bring Chimpanzees to Campus

Chimpanzees to Campus

Two chimpanzees are coming to Texas Tech this summer. Dr. Sylvan J. Kaplan, newly appointed head of the psychology department, will bring them to use as subjects of a research on the effects of X-rays.

Dr. Kaplan is at present technical director of the Primate Laboratory of the Balcones Research Center in Austin, where heads a 100-man staff. He is 34 years old, married, and the father of two children. Dr. Sylvan received his B.A. and M.A. at the University of Texas and his doctorate at Stanford. He has studied and taught at five other colleges and universities.

The two chimpanzees won't see much of Texas Tech and vice versa as they will be kept away from the public under controlled experimental conditions in a temporary structure adjacent to the Tech testing and Counseling Center.

Disciples Fellowship Members Aftend State Meeting at Hawking

Approximately 22 members of the Texas Tech Disciples Student Fellowship attended the state conference Friday through Sunday at Jarvis Christian College at Hawkins.

The Rev. Wayne Selsor, campus minister at Texas Tech for Christian Churches of West Texas, is state sponsor and attended the conference.

state sponsor and attended the conference.

Students attending were: Bob Richards, Lubbock; Bob Willoughby, Guymon, Okla.; Mava Cartinght, Lubbock; Fappe Wolford, Welch; Charles Pipes, Pampa; James Walton, Alvarado; David Jones, Dallas; Tom McKelvy, Kermit, Alathia Baldwin, McVim Deardorff, Paula Angle and Pat Scott, all of Lubbock;
Fred Williams, Pampa: Roger Coil, Midland; Travis Hext, Brady, Bud Davis, Post, Richard McKinney, Irving; Jack Grimes, Johnny Matson, Walter McKenard Charles Sanders, all of Dallas; and Keith Smith, McAllen,

Photographs of Many Subjects
On Display in the Union Building
A new group of photographs is on display in the Anniversary Room of Teeh's Student Union Building.

The northern end of the Tech on display in the Anniversary Room of Teeh's Student Union Building.

The parking problem will be near future.

The parking problem will be near a several studies of children and animais. Some are serene while others have a mote of humor.

The ree exhibit is sponsored by the traveling salon of Photography magazine. Professional and amateur work is represented. The combined 2-nillion-dollar time the parking problem that occurs durbable to combined 2-nillion-dollar time the parking problem that occurs durbable to combined 2-nillion-dollar time the parking problem that occurs durbable to combined 2-nillion-dollar time the parking problem that occurs durbable to combined 2-nillion-dollar time the parking problem that occurs durbable to combined 2-nillion-dollar time the parking problem that occurs durbable to combined 2-nillion-dollar time the parking problem that occurs durbable to combined 2-nillion-dollar time the auditorium-coisseum and join Jones Stadium on the west, It will facilitate the parking problem that occurs durbable to combined 2-nillion-dollar time the auditorium-coisseum and join Jones Stadium on the west, It will facilitate the parking problem that occurs durbable to combined 2-nillion-dollar time to horticulture and park management.

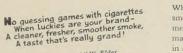
The parking problem will be near future.

The parking problem that occurs durbable to suffer the auditorium-coisseum and join Jones Stadium on the west, It will facilitate the parking problem that occurs durbable to suffer the auditorium-coisseum and join Jones Stadium on the west, It will facilitate the parking problem that occurs durbable to suffer the near future.

The parking problem will be near future.

The parking problem that occurs durbable to suf





Phil W. Elder Oklahoma University

smoke for one simple reason . . . enjoy-ment. And smoking enjoyment is all a matter of taste. Yes, taste is what counts in a civarette. And Luckies taste better.

Why shucks, they just taste better. matter of taste. Yes, taste is what counts in a cigarette. And Luckies taste better.

Two facts explain why Luckies taste better. First, L.S./M.F.T.—Lucky Strike means fine tobacco . . . light, mild, good-tasting 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.

COLLEGE SMOKERS PREFER LUCKIES A comprehensive survey—based on 31,000 student interviews and supervised by college professors—shows that smokers in colleges from coast to coast prefer Luckies to all other brands! The No. 1 reason: Luckies' better taste!

I've always heard that taste will tell; And now I know it's true— The better taste of Lucky Strikes Will sure convince you, too!

LUCKES TASTE BETTE

Thursday, March 11, 195

Tech's Opponer

In Oregon Regi

Lose Tournamer

Signal Corps Will Begin Summer Camp Preparations This Week End

Tech Club Offers Flight Instruction

Executive Opportunities For College Men

For College Men
Ray Day, Regional PersonManager for Montgomery
rd and Company, will visit
campus Friday, March 19,
the purpose of interviewing
te graduates who are inested in the Retail Managent Field as a career,
ntgomery Ward has over
Retail Stores and needing men to train for Departth Head, Assistant Manager
Manager positions in these
Manager positions in these

Receiving and Shipping 2	weeks
Inventory Records and	
	weeks
Merchandise Reptenishment . 3	
Advertising and Display 1	
	weeks
Store Catalog Dept 2	
	week
	weeks
	week
Budgeting and	
Expense Control 1	
Personnel	week
Primary consideration of	those
selected will be their pe	rsonal
qualifications - appea	rance
character, background	n n c

NEW RENTAL

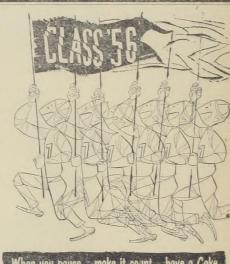
Only \$ 5 PER MO. OR \$15 FOR 3 MO. RENTAL CAN BE APPLIED TOWARD PURCHASE

To Speak at Tech

Prof. Allan Nevins Color Slides Add Life to Tech Scientific German Courses and Assist Students

Students Collect Books for Africa

For MEXICO car trips We arrange everything in advance CHARLES MUMM TOURING SERVICE Laredo, Texas



When you pause...make it count...have a Coke



COCA COLA BOTTLING COMPANY, LUBBOCK, TEXAS

Warmup Jackets Stoler March 3 Still Missing

Scientific

tudents

vance SERVICE

Raiders Lose to Santa Clara in NCAA

Tech's Opponents Score 73 Points Cavazos Will Play In Oregon Regional Playoff Tuesday On Chicago Team

exas Tech's women's riflet is making plans to fire alder-to-shoulder matches nst women's teams from Ar-ton State College, Tarletor e College and Texas State ege for Women in early April

HOBBY JEANS

SPORTS . HOBBIES . PLAY

BROWNS Varsity Shop HOBBY JEANS

They're just in . . . and men . . . they're sensational!
New styles—new fabrics . . . new colors . . . and every
one a winner. Yes, Hobby Jeans are perfect for dozens
of sports and leisure-time activities. Grip-ease elastic
waist (needs no belt) and big roomy pockets fore and
aft, Don't delay. See them today!

Men . . . Get "Hep" To Real Comfort . . . Wear

Fencers To Go To Fort Worth

COLLEGE MEN If you own a car and want

to earn \$37 to \$52 in your spare time, we would like to talk to you. We will also have full-time positions available this summer. Write Box 4185 Tech Station giving full details as to

"Arrow Gabanaro Fits Perfectly"



According to college men, Arrow "Gabanaro" is the best-fitting sports shirt on this and every campus — with built-in comfort . . . neater, smarter lines. "Gabanaro" features a wide range of colors in washable rayon gabardine.



Sold exclusively in Lubbock by

Jemphill-Wells Co.

ROBISON, REED HONORED

OPEN

To the Roscoe Willing and Scholarship in Formanian and the college-sponsored trip.

April 15. Students majoring in foreign languages will be accepted to apply.

The scholarship consists of \$30 a month for nine months from the estate of the late Roscoe Wilson, former member of the Board of Directors of Texas Tech. Mrs. Celene Pierce holds the scholarship this year.

The applicant should submit a letter in his own handwriting to Dr. John C. Dowling, head of the department of foreign languages. In addition, the student should ask three persons to write letters in support of his application. These persons should be a professor from another department at Texas Feech, a teacher from the applicant's high school, and either a unister or a family friend.

Ivan Storensen was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was a selected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are:

Sergeant was elected applain of Phi Kappa Psinity at a meeting her officers are was elected applain of Phi Kappa Psinity at a meeting her officers are was elected applain of Phi Kappa Psinity at a meeting her

Ivan Storensen was elected chaplain of Phi Kappa Psi fraternity at a meeting March 3, Other officers are: Joel Lee Lackey, sergeant at arms; Howard Thomas, messenger; Zane Dalton, historian; and Joe Holt, reporter.

Preparations are under way for the Air Force ROTC ball which will be held April 3, according to Maj. Homer E. Walker, Air Force staff officer with the local ROTC unit. The ball will be held in the Student Union Ballroom.

GUADALAJARA
SUMMER SCHOOL
The accredited bilingual summer school sponsored by the
Universid ad Autonoma de
Guadalajara and members of
the Stanford University faculty
will be offered in Guadalajara,
Mexico, June 27-August 7. Offerings include art, creative
oviriting, folklore, geography,
history, language and literature
courses. \$225 covers six-weeks
tuitton, board and room. Write
Prof. Juan B, Rael, Box K,
Stanford University, Calif.

Westminster Student Fellowship To See
New Mexico Missions During Easter
An extense guident due of the persibility of the persib

Billy Jones To Enforce
Low East, West of Pecos
Mind yore manners, podner, or Sheriff Billy Jones, law East and west of the Pecos, will be on yore trail.
Jones, senior from Mercury, has been named sheriff for Texas Tech's annual Western Days celebration. The rough-and-ready fete this year will be April 29-30 and May 1, according to an announcement from the sponsoring organizations, the Rodeo Association and Block and Bridle club.
Events this year will include: three night performances of the rodeo in Jones Stadium, a parade on the opening day (Thursday), Block and Bridle breakfast Friday, a dance following the Friday breakfast, contests for sororities and fraternities.
Exact times and places of the events are yet to be fixed. The Rodeo Association today asked, through The Torcador, for suggestions from students on suitable fraternity contests.
Penalities will be assessed by the Western Days Sheriff against students and faculty not entering into the spirit of the annual celebration. Exact penalties have not been decided.
Earl Foreman of Denton will supply the stock for the rodeo.



First Feature-1 Time Only





Due to the extreme popularity of "The Sea Around US," we are admitting college students to this program for \$1.00 per car. This offer is good March 12-15. Notice: "The Savage" will play Friday and Saturday only. Box office opens at 6:30 p.m. Students must have their library card or activity card for identification.

Will be on the campus on

Employment Opportunities

VENEZUELA

Representative of

Creole Petroleum Corporation

Wednesday, March 17

to interview unmarried graduates with majors in

Engineering, Physics, and Geology.

See your Placement Director for interview schedules.