24th Homecoming All Set

ANNOUNCEMENT

SATURDAY DEADLINE

5,000 Exes Expected **For Scheduled Activities**

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See EXES, Page 4

The office of the vice president announces that the Council of Deans has approved the request of Ann Lee Turner, head girl cheerleader, to hold a pep rally at 9:55 am. Friday on the Circle. The rally will last fifteen min-utes.

Stoppers Halt Plungers In Wash Bowl By a 2-0 Score To Bring Record to 3-1

The single scoring play happen-ed when Eva McCright, Rotan senior, was trapped behind the Plunger goal line.

DUTCH ARCHITECT

A reception will be held for Willen Dudok, Dutch architect and town planner, at 6 p.m. Wednes-day in the home of W. L. Brad-shaw, professor of architecture. Members of the campus American Institute of Architecture, area architects, and department facul-ty members and students will be present.

Kappa Phi Kappa

Tod de Kanter, La Fleche, Cleante's servant, Dwayne Carter, Master Simon, Harpagon's agent; Tim Eyssen, a magistrate; Bay-ard Foster, Anselme, Valere's fa-ther; and Ted Kuhrau as Brin-davoine.

The 1,000 spectators, under cheerleaders, the like of which Tech had never seen before. (ex-cept, of course, at previous Wash Bowl games), could not decide whether to watch the game or the cheerleaders.

Yell queens for Horn were Har-vard Weaver and Robert Etter of Wichita Falls, T. K. Knox of Wax-ahachie, and Don Dilley of Bor-ger. Knapp's babbling beauties were Bob Butler, Lubbock, Jim Weaver, Dallas, Joe Westbrook, Wink, and James Kelley, Burkbur-nett.

Half-time activities included marching by the band, under dir-ection of Kathy Phillips, San An-gelo senior; and crowning of the King of the Wash Bowl, T. W. Bridges.



Al Alschuler, Lubbock business-man, donated the trophy present-ed to the victorious Stoppers.

The Sophisticated Stoppers did t again! English, was presented a bouquet of tumbleweeds and crowned with They squeezed a 2-0 victory over the Pink Plungers at the fourth annual Wash Bowl game in Jones Stadium Thursday night. The Horn Hall Stoppers made it three-out of four. In 1950 the Stoppers played at 20-0 game; in '51, the Plungers won on yardage gained; and in '52, the Stoppers came back with a 13-6 win.



Saturday is deadline for 1954 La Ventana class pictures. Photo-graphs are being made at Koen's Studio, 2222 Broadway. The Studio is open daily 9 a.m. through 6 p.m. buy tickets. Interested faculty members are invited to take the train, Cham-bers said Monday. Faculty mem-bers will pay \$15.58 for the train fare and must buy their tickets to the game separately. This is be cause of a difference in price for student and faculty tickets. Performances of 'The Miser' Open Monday Night in Speech Auditorium

Friday. Ticket sales are lagging and students are reminded by J. C. Chambers, Student Council presi-dent, that 180 tickets must be sold to insure the train. C ha mb er s added that if train trip fails this year the rail-road probably will not make such an offer again. Tickets sell for \$17 and include round-trip fare to Houston and ad-mission to the game. The train will leave Lubbock 8 p.m. Friday, Nov. 20 and return Saturday night following the game. game. A baggage car will be added to the train for those who wish to dance while enroute to Houston. Students will also have an op-"The Miser," the speech depart-ment's first fall production, will open at 8:15 Monday night in the Speech auditorium under direction of Ronald Schulz. The play will run through Nov, 14. **'53 Sun Princess**

Students may obtain tickets up-on presentation of activity tickets beginning today in the Speech Building. Tickets for students who do not have activity books are 75 cents.

Vol. XXIX Texas Technological College, Lubbock, Wednesday, Nov. 4, 1953 No. 7

portunity to sight-see in Houston. folowing the game until 10 p.m., time of departure for the train. The Student Council office will be open 2-5 p.m. until Friday for the benefit of students wishing to buy tickets.

Ticket Sale for Houston Trip to End;

Council Reports 'Lagging' Response

IS VIVIEN BYOKE Wrien Brake, Pampa sopho-more, was selected to be Tech's in Princess Monday night in student Council meeting. She will be Tech's ambassador at the Sun Carnival in El Paso Jan 1, 1954. Other cocks vying for the honor were: Carolyn Bisby, Ballinger freshman; Nancy Chastain, Breck-enridge sophomore; Revis Gilbert, ballene sophomore; Revis Gilbert, tabilene sophomore; Pat Mansell, Lubbock senior; Betty McGehee, Canyon sophomore; Xoe Merriman, Lubbock sophomore; Marcia Ro-gers, Lubbock sophomore; Nina Spearman, Pampa senior; Janne Wheatley, Lubbock sophomore; Janne Wheatley, Lubbock sophomore; Janelle Williamson, Kermil fresh-man; and Ruth Smalley, Lubbock senior.

Advance performances ville books are 75 cents. Advance performances will be given by the cast Saturday and Sunday. Guest alumni are invited to attend the final dress rehearsal at 8 pm. Saturday and the Cam-pus Club will see a performance at 8 pm. Sunday. Campus Club members may obtain tickets from Haskell Taylor, professor of ac-counting. The cast will tour South Plains towns Nov. 16-23. Towns to be visited are Littlefield, Spur, Floydada, Paducah, Wellington, Memphis and Anton. Fritz Stanley, as Harpagon, the miser, plays the role of a man whose love of money is stronger than any other feeling he has, even for his children. Harpagon is "so greedy that he robs the hay from his own horses" and "so stingy that he never says 'I give you good day' but T lend you good day. ''' Final two cast members have been selected by Mr. Schulz-Carl-ton Holloway as La Merluche and Joyce Selman as Mistress Claude. Other characters in Moliere's satire on miserliness include: Harp-gon's daughter; Dee Bowman, Cleante, his son; John Perry, Val-ere, who is in Jove with Elise; Joan Terry, Erosine, a matchmak-er; Sandra Wright, Mariane, in Jove with Cleante; Jack McCabe, Master Jacques, coachman and cook;

SWING BAND TO PLAY The Ray McKinley orchestra will present two concerts Mon-day under sponsorship of the Un-ion Special Events Committee. The 14-piece band will perform in the Rec Hall from 3:30 to 5:30 p.m., and again at 6:30 p.m., in the Gym. Union Director Bill Scott advis-ced students to wear blue jeans be-cause they will be sitting on the floor in order to allow more stu-dents to attend.

David Clark and Wendell Jones will return from last year's squad. All men interested in varsity tennis should meet Coach George Philbrick at 5 p.m. Monday in the Gym.

INITIATION SET

Sigma Tau Delta, national hon-orary society for English majors and minors, will hold its fall init-iation service at 8 p.m. tomorrow in Room A of the Student Union Building.

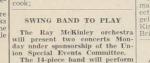
TENNIS WORK-OUTS START

EDITOR'S NOTE This issue of The Toreador has been cut to four pages in prepara-tion for the annual Homecoming cidition which will be published Friday.





SUPREME COURT appointments were announced Tuesday by J. C. Chambers, president of the Student Association. Tory own left to right, are: George Lemon, chief justice; Bob Dickenson; and Charles Harper. Below, left to right, are: Dale Hoover, Margaret Lee and Mona Powell. Not pictured is Howard Wilson. The court interprets the student constitution when controversies



Ex-Cheerleaders To Assist in Rally

the

If you wish to take the special train to attend the official out-of-town game at Houston Nov. 21, you must buy your ticket before Friday.

Is Vivien Brake

the 1953 Homecoming activities commence. Following the pep rally, stu-dents and exes will move across the street and form a circle around the bonfire. The Homecoming bonfire is to be ignited by Red Shirts, fresh-man booster organization making its first appearance at a Home-coming celebration. Added attraction to the bonfire and pep rally will be a fireworks display immediately east of the bonfire — courtesy of Saddle Tramps.

Past Tech cheerleaders will be invited to assist in arousing pre-game enthusiasm at the pep rally 7 p.m. Friday, in the Gym when the 1953 Homecoming activities commence.

Page 2

Wednesday, November 4, 1953

PI BETA PHI

Pi Beta Phi sorority initiated two pledges taken in open rush last Wednesday. The new pledges are Bette McGehee, Happy soph-omore, and Anne Von Roeder, Snyder junior.

Wednesday, Noven

Tech To

Arizona

rech held the hij kie Parker to an a three yards rushin Cats Hit St

East that game is ther problem faces ow-how to stop the by Wildcats of Ariza low start this season it their stride last allow

MEM

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at ease in whate you come against. you come against. We know this bi you a lot of trou a few embarassim We know it will v we hope you'll ETIQUETTE to wor The price The price

and can be Texas Tech BOOKST

Delta Gamma and Alpha Chi Omega Twelve Honored By Phi Eta Sigma Accept 37 Rushees in Colonization

Delta Gamma Delta Gamma colony comprises Patti Price, 2509 26th St., a trans fer member of the sorority, and 17 new pledges. They are: Nancy Dodd, Perryton, Joanne Schovajsa, Amherst, Marianne Randals, Sny der, all seniors; Betty Hickerson, Amarillo, Peggy Hope, Fori Shallowater, juniors; Am Akers, Anson. Keva Watson, Rotan, Mari Lou Bellinger, Silverton, Diana tym Daugherty Midland, 3411 47m, St. Carolyn Bigby, Ballinger, Yota anda Elias and Carolyn Huggins, Plainview, Donnie Gaunt, Midi and, Nancy Gibson, Amarillo, Wilda Wells, Fort Stockton. Pledges are wearing bronze.

Ireshmen. Pledges are wearing bronze, pink and blue ribbons pinned to-gether by tiny anchors, suggesting the sorority pin, which is an an-chor and a shield. The miniature anchors are worn only by colon-izing groups; the regular pledge pin is a shield. Working with the new group will be Miss Jane Mathews, Spokane, Wash., a DG field secretary who will remain on the campus for the next several months.

months. Here during the past week in the interest of forming the colony were Mrs. Daniel C. Hay of Santa Monica, Calif., national vice presi-dent of Delta Gamma, and Miss Roberta Abernethy. Columbus, O, national executive secretary. Arriving in time to attend the pledging services Thursday night at Lubbock Country Club was Mrs. L. Russell Wildasin of Day-ton, O, national president.

Mrs. J. O. Denton, 2220 30th St., is president of the local al-umnae group.

Alpha Chi Omega

Alpha Chi Omega Colony is com-prised of 22 new members. Con-nie Haynes, 1904 24th St., senior in the Home Economics Division, has been elected president of the new pledge group, Her panel of-ficers will include: Erma E. Fol-ley, junior, 2315 17th St., vice president; Jimmie Faye Maxwell, freshman from El Paso, secretary; Jamie Lou Kellar, senior from Kilgore, treasurer; and Jenelle Williamson, Kermit freshman, his-torian. torian.

Others are: Isabel V. Knight, Del Rio senior; Dorothy Clements, 1806 16th St, and Barbara Blume, Turkey, both juniors; Shinley Ann Parker, Rotan, Bernadyne Wea-therford, Odessa, and Anita Pow-ers, 2809 24th St., all sophomores.

ers, 2009 24th St., all sopnomores. The freshmen contingent in-cludes: Paula Angle, 3718 24th St., Patricia Howard, 1309 58th Place, Juanita Henderson, 216 First St., Delores Kuhlmann, 3719 28th., St., Joan Myrick, 2803 33rd St., Patricia Senter, 3413 31st St., Earlene and Mary Blackmore, Canadian.

Visitors interviewing for the new colony included Mrs. Darrell R. Nortdwall. Larchmont, N. Y. Na-tional Panhellenic Council repre-sentative for the sorority, and Mrs. Arthur C. Cope, Boston, national secretary and chairman of expan-sion. On Thursday night at a des-sert party in the home of Mrs. Maurice J. Healy, 3607 27th St.

Board of Directors Te Meet

Tech's Board of Directors will meet at 9:30 a.m. Saturday in President Jones' office. Members and former members of the board and their wives will be guests at a dinner in Drane Hall at 7 p.m. Friday. The 64-voiced Tech Choir will sing several numbers.

Pig Roast Planned

Plans for the annual Aggie Club pig roast were made at the club's regular Tuesday night meeting. The pig roast will be held Nov. 17 in the Livestock Pavilion west of the Speech Building.

Thirty seven rushees have been accepted to Delta Gamma and Alpha Chi Omega sororities. Dur-ing the past week national offi-cers representing both sororities have been on campus to select the nucleus for new chapters to be installed next March. Delta Gamma Delta Gamma

ors. Thompson's design will be en-tered in state competition in Aus-tin Nov. 6. Prizes of \$400 will be awarded at a dinner held for the designers during the state conven-tion of the Texas Society of Architects

We're not so formal way out west-We're casual as can be; But we know, just like everyone, That L.S./M.F.T.!

Mary Ann Schauermann Colorado State Collego

a dinner in the Caprock Hotel. Gerald Don Abell of Levelland, Jerry C. Brown of Lubbock, Monty Dean of Lubbock, Robert J. Dinjar of Richardson, Bill Godwin of Pasadena, W. C. Green of Pene-lope, Leon P. Harp of Abernathy, Ellis Huddleston of Knapp, Lynn Libby of Redwater, Monte Wise of Quitaque, and Jimmie W. Wygal of Ralls were in the group.

The program began with the invocation by Douglas Degge fol-lowed by a welcome to initiates from James G. Allen, dean of stu-dent life. Charles Holmquest in-troduced the speaker, Dr. G. E. Giesecke, Tech vice president, The meeting closed with a round-robin of introductions.

Officers of the honorary schol-astic fraternity for underclassmen are Glenn Rainer, president; Deg-

SNEED HOLDS PARTY

Sneed Hall had a party in the dining hall Thursday evening. En-tertainment included a male quar-tet, skits by pledges of all soror-ities, and a small dixieland band composed of dorm men. The pro-gram was sponsored by the Sneed Hall Dormitory Association.

LATEST COLLEGE SURVEY SHOWS LUCKIES LEAD AGAIN

Last year a survey of leading colleges throughout the country showed that smokers in those colleges preferred Luckies to any other cigarette

This year another nation-wide survey - based on thousands of actual student interviews, and representative of all students in regular colleges-shows that Luckies lead again over all brands, regular or king size ... and by a wide margin! The No. 1 reason: Luckies taste better. Smoking enjoyment is all a matter of taste, and the fact of the matter is Luckies

taste better-for 2 reasons. L.S./M.F.T. -Lucky Strike means fine tobacco. And Luckies are made better to taste better. So, Be Happy-Go Lucky!

Can't orate like Cicero-Ny salesmanhip lacks pressure; But Luckies sell themselves because They're cleaner, smoother, fresher

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Sandra Moshman Columbia University

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Wednesday, November 4, 1953

November 4, 1953

taken in open rus ay. The new pledges cGehee, Happy sope

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THE TOREADOR

Page 3

Tech To Have Hard Job Saturday; Arizona Primed for Homecoming

With a 27-20 upset victory over, the Musissippi State Maroons un-preparations this week for the store of Arizona at 2.30 ptr. State. Tadawin Jones Staturday was tradawin Jones Jones Jones Jones Jones tradawin Jones

Tech held the highly touted Jackie Parker to an average min-us-three yards rushing. Cats Hit Stride

Cats Hit Stride But that game is history. An-other problem faces the Raiders now-how to stop the fast improv-ing Wildcats of Arizona. After a slow start this season the "Cats" hit their stride last week. While the Raiders were playing in Miss-issippi, Arizona knocked off the Buffs of West Texas 39-6. This is actually a more impressive score than the 40-14 win by Tech over West Texas since the Wildcats held the Buffs to one touchdown while Tech allowed two scores. While Tech was able to stop, Parker, Mississippi State's All-merican candidate, the boys from Tucson boast another star that may prove harder to stop. He is

MEMO

TO men who can't be bothered with "all that etiquette non-sense" FROM the staff of ESQUIRE MAGAZINE, editors of "ES-QUIRE ETIQUETTE"

who has an etiquette book of her own.)
3. how to make a million dol-lars, break 70 on the golf courses or marry a beauti-ful heiress (But it may keep you from making a fool of yourself while you're trying.)
with the help of experts in every field—experts who form our board of advisory editors—we have ruthlessly cast aside all forms which no longer make sense in the world of to-day.
We've been especially rough on sense in the world of to-day. We've been especially rough-on those lady-like rules which are not comfortable and natural for a man to follow. In their place, you will find new and current guides on everything from tip-pling to tipping, from courting to sporting

rusning offense with 534 yards net gain on 91 rushes. The speedy 160-pound senior who received All-Border Conference honors last year may be higher than third in the nation now. He made 146 yards in 15 carries a-gainst the Buffs. There's further proof that the Wildcats are not a one-man team. Bobby Fry a returning letterman from the 1952-33 squad, will be at a starting wingback position. Glenn Bowers, 235-pound junior, will bear watching. At Fall Strength

 will be ar watching.
 At Fall Strength

 The Wildcats were hampered by injuries but appear to be at full strength for this game. Quarterback Barry Bleakley has recovered from the injury to solar plexus muscles received in the Marquette game and is expected to be in top form. Don Beasley, Wildcat fulback, who has seen only limited action since receiving a knee injury in the Coloradgame, will start the Raiders.
 Featured act of the show will be a Hawaiian water ballet with solo and group formations. Aquamatis fielded in the act are: Jean Collett, Frances Traweek, Geraldine Starnes, Anne Witty, Shrley DeShazo, Charlene Will-hamson and Kitty Anne Logan. Clown diving, aquatic sturts and a trampoline act will add to the theratiment.

 Spolling the Homeeoming for the raiders isn't Arizona's only reason for winning. Last year Tech beat the favored Wildcats, at Tucson.
 Clown diving, aquatic sturts and a trampoline act will add to the presented by Bob Shackel-tord.

 Saturday will mark the third time that Arizona has been Techs gade as they were called then, start and the solution of swimming strokes ford.
 Minission will be \$1.20, tax included.

 BAM HOUSTON BIFERS
 The Picadors, Raider freshmen footballers, took a 19-6 licking by

gade as they were called then, SAM HOUSTON RIFLES Sam Houston Rifles, Army ROTC drill unit, will march with the Tech band during hall-time activities of the Tech-University to Arizona game Saturday after-noon.



ENGINEERING

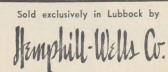
GRADUATES



When asked about their overwhelming preference for Arrows, most students replied they like Arrow shirts for their smarter collar styles and better all-over fit. The largest Arrow selection in years is now available at all Arrow dealers.

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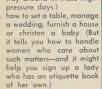


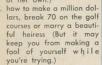


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Page 4

Intramural Games Larsen Selected To Head ROTC Voluntary Drill Unit Shut-Outs Prevail

Shut-outs were featured in Tech's intramural touch football games Sunday.

games Sunday. Kappa Sig blanked Kernas 6-0 as Carl Kennedy and Bob Waddle starred for the winners. Outstand-ing for the losers were Dan Roark, Fulton Smith and John Ochsner, Ivan Sorenson and Rama Oakes played stellar, roles for ATO as they shut out Phi Psi 17-0. Stars for Phi Psi were Malcolm Young and Tom Ireland.

John Van Pelt, Carl Ince, Ro-bert Manning and John Pittman led Phi Delt past Sigma Nu 8-0. James White and Danny Owen were outstanding for the losers.

The only Fraternity League game in which both teams scored was PiKA's 20-6 victory over SAE. PiKA was sparked by Ray Marsh, James Daniel, James McGee and Paul Griffith.

In an Independent League gam e Chowhounds defeated th the

In an Independent League gan the Chowhounds defeated to Dairy Maids 32-0. The schedule for touch football is: Nov. 6. Gordon vs Drane Nov. 8. Sigma Nu vs ATO Kemas vs Phi Deit Pick vs Phi Deit State State State Nov. 10 Chowhounds vs WSF Nov. 11 Steed vs WSF Nov. 11 Steed vs WSF TOLCH FOOTBALL STANDINGS Dorn League Touch Tour League Water Wy

Drane Bledsoe No. 2 Gordon Bledsoe No. 1 No. 1 Fraternity League Team PiKA ATO Kappa Sig Sigma Nu Phi Delt SAE Kemas Team Chowhounds Dairy Maids Wesley Foundation

Cadet 1st Sgt. Charles V. Lar-sen will serve as unit commander of the Sam Houston Rifles, vol-untary ROTC drill unit, accord-ing to Maj. Richard E. Brown, assistant professor of military science and tactics. Cadet 1st Lt. Cecil A. Dillard has been named assistant unit commander and Cadet Capt. Rama G. Oakes will serve as first ser-geant. Oakes was selected at a meet-

geant. Oakes was selected at a meet-ing of the unit Friday night, but voting for unit commander result-ed in a tie between Larsen and Dillard Larsen was selected in a runoff following Monday's drill period.

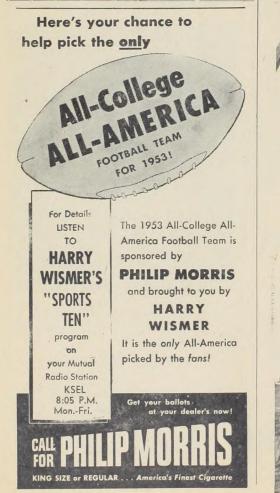
EXES-

Judges of the parade will be five members of the Lubbock Art Guild. Organizations entering in com-petition will be judged on the fol-lowing basis: student construc-tion, originality, beauty amount of work done, and over-all ap-pearance. Organizations entered in the

or work cone, and over-all ap-pearance. Organizations entered in the beauty group are: Sigma Nu, Kappa Alpha Theta, Kappa Kap-pa Gamma, Sigma Alpha Epsilon, Delta Sigma Pi, Delta Delta Del-ta, Fi Beta Phi, Zeta Tau Alpha, FTA, Delta Gamma, Gargoyle Club and Block and Bridle. Organizations entering floats in the humorous category are: Fi Kappa, Pre-Law, ASME, Phi Del-ta Theta, Rodeo Association, Phi Kappa Pri, FFA, Signal Club and AIIE. Floats entered by organizations

Rappa FS, FFA, Sighi Cho and AHE. Floats entered by organizations in the descriptive group are: Al-pha Phi Omega, Aggie Club, Kap-pa Sigma, Baptist Student Union, Press Club and Theta Sigma, H. E. Club, Alpha Tau Omega, Dis-ciples Student Fellowship, Ke-mas, Air Force ROTC, Wesley Fo und ation, Infantry Club, Double-T Club and Phi Gamma Nu.

Nu. Organizations entering the com-petition whose type of float was unknown at press time are: Alpha Chi Omega and Geology Club.



THE TOREADOR

PARADE-

and recreation majors' and min-ors' coffee following the game at 3320 23rd St.

Alpha Phi Omega — regular meeting following the bonfire in Ad260. Tech Geology Club—coffee in Science Building, 9-12 a.m., Sat-

Theta Sigma Phi—coffee for all journalism exes in Journalism Building immediately after the

journalism exes in Journalism Building immediately after the parade. Kappa Alpha Theta—coffee in Student Union Building, 9-10:15 a.m., Saturday. Phi Kappa Psi—smoker in Ivy Room of Lubbock Hotel, 6:30 p.m., Saturday. Deuta Sigma Pi—reception at Caprock Hotel, 7 p.m., Saturday. Phi Delta Theta—party in the Comanche Room of Caprock Ho-tel, 7-9 p.m., Saturday. Sigma Nu—party at Mackenzie Spina Staturday. Sigma Nu—party at Sigma Nu—party at Mackenzie Spina Staturday. Sigma Nu—party at Mackenzie Spina Staturday. Sigma Nu—party at Mackenzie Staturday. Sigma Nu—party at Mackenzie Staturday. Sigma Nu—party at Mackenzie Staturday. Block and Bridle—breakfast for former members in Meat Lab, 6:30 a.m., Saturday. Pi Kappa Alpha—reception at K. N. Clapp party house, 4502 a.m., Future Teachers of America— Breakfast at Massey's Cafe, 6:30 a.m., Pi Kappion Tau—coffee in Pe-Pi Epsilon Tau—coffee in Pe-Pi Epsilon Tau—coffee in Pe-Pi Epsilon Tau—coffee in Pe-Stature Teachers of America— Pi Epsilon Tau—coffee in Pe-Diamerica Staturday.

a.m., Pi Epsilon Tau—coffee in Pe troleum Building, 8 a.m., Saturday Architects reunion — classe

1951-1953 Caprock Hotel, 9 a.m., Saturday.
Home Economics—coffee honor-ing new dean of H.E. division
9 a.m., Saturday in the dining room of the H.E. Building.
Pi Beta Phi-tea for Pi Phi and Ko Shari alumnae at Lub-bock Women's Club, 5 p.m., Saturday.
Three fraternities have schedulde initiation ceremonies during the Homecoming activities: Phi Don Friday; kappa Sigma will stage an ilitation at 8 a.m., Sunday; and Phi Less and the Plains-man Hotel.
Spech department — dress re-hearsai of "The Miser," 8 p.m., Speech Building.

Phone 2-3058

Texas Tech vs. University of Arizona Homecoming Parades, Rallies, Floats & Dances Xmas Ornaments Artificial Flowers Ribbon Foil Icicles, Crepe Paper Angel Hair Ribbon 10% Discount to all Tech Organizations GOSSELIT. OPEN DAILY A TEMS INSTITUTION ! 'TILL 9 P.M.

2000 HOMELESS ... LINES DOWN

2420 Broadway

Gale winds ripped through Alabama and Georgia last spring, de-

URGENT ... REPAIR QUICKLY.

stroying 500 homes, leaving 2000 homeless, killing and injuring 382. Thousands of telephones were out of order-hundreds of poles damaged and destroyed. Communications had to be restored quickly. They were! Here's how:

- Engineering teams rushed to the stricken area. In hours, they
 determined material and men needed to restore service.
- 2. Based on these reports, equipment as far off as Chicago and New York-began rolling toward the area.
- Telephone crews arrived from as far away as Atlanta and Bir-mingham engineering and accounting forces, construction, cable testing and repair teams.

4. Red Cross, hospital and other essential installations were rushed. 5. The public was informed of progress by daily newspaper and radio releases.

Result: in 3 days, Columbus, Georgia-which suffered 10 million dollars property damage-had half its out-of-order telephones work-ing and Long Distance service nearly normal. In another 3 days substantially all service had been restored.

Planning and co-ordination among many telephone people with a variety of skills made this quick recovery possible. It illustrates vividly the teamwork typical of Bell System men and women.

There's room on this team for a wide range of college graduates— business and liberal arts, as well as engineering. Plan for your future by getting details now about job opportunities in the Bell System. Your Placement Officer has them.



Wednesday, November 4, 1953