



Queen candidate Joan Everett, Winnipeg, Canada, gives out cookies and a vote-gathering smile.



Free coffee was a sure vote-getter. Mary Miller, of Oklahoma City, makes her pitch for votes.



Jennie Lou Grimmitt, Sherman, Texas, followed the same formula as the other candidates. Something was different, however. She was elected Queen of the College of Engineering.

They Pick a Queen

During a hectic campaign, four candidates and their campaign managers fought a battle for votes, but only one could win.



QUEEN JENNIE LOU
... Long Live the Queen

WELL in advance of the traditional Engineers' Week, a few engineers are busy. They are looking for the perfect candidate for Engineers' Queen. It's a matter of personal initiative. Any engineering student can pick a nominee and campaign for her, if he is prepared for the ordeal. It works this way:

Once a likely candidate has been found, the engineer begins his campaign. First he tries to line up as many top students as possible to support his queen. It is preferable if there is good representation from each school within the college on the campaign committee. Then through a few hectic days he guides his candidate from coffee table to coffee table; from meeting to meeting—anywhere that a vote can be found, there is also the alert campaign manager and his potential queen.

On the day the votes are cast, the lawn in front of the Engineering College takes on a carnival atmosphere. Booths are set up and gaily decorated for each candidate. There, throughout the day, she reigns without portfolio but with coffee and cookies—anything to attract a few more votes. Then it's all over and a new queen has been selected.

This year four young ladies competed for the title. The last-minute cookie and coffee campaign is pictured with three of the candidates in evidence, and the eventual winner. A fourth queen prospect, Norma Haddad, Claremore, is not shown.