

No college on the O.U. campus observes
as many customs as the College of Engineering. Most
of the traditions are displayed in mid-March when

The Engineers Celebrate Week, Pick a Queen

BLACK-ROBED Loyal Knights of Old Trusty pulled up to the curb, leaped from their car. With precision they placed Old Trusty, a small cannon, in front of the Union Building, positioned themselves for firing and a boom split the night air.

Norman residents, awakened by the blast, philosophically accepted the interruption of their sleep. The Engineers were celebrating their annual week in mid-March and a little noise was to be anticipated.

The firing of Old Trusty is a tradition of long standing at the University. And so are many other customs practiced by the Engineers during their Week. Among traditions familiar to former students and still in evidence in 1957 are the following:

- 1) Arranging for the *Oklahoma Daily* to be printed on green paper;
- 2) Selecting, electing and crowning an official queen;
- 3) Changing campus street lights from amber to green;
- 4) Selecting the outstanding senior to serve as St. Pat;
- 5) Firing of Old Trusty;
- 6) Dancing and dining at a dance and banquet, and
- 7) Growing beards for a beard-growing contest.

To this list, far from complete, the students of '57 added a practice they hope will be continued by their successors. For the first time an official flag, a white shamrock

on field of green, fluttered in front of the College of Engineering.

Perhaps the most time-consuming and certainly the most spirited tradition is the race for Engineers Queen. Early in the year potential campaign managers scan the co-ed crop for nominees. She must be attractive. She must have a fine personality. She must want to work hard for the title.

Once a campaign manager is satisfied that he has a good candidate, he begins getting signatures on a nominating petition. Thirty or more students must want a girl to run before she is officially in the race. But the maneuvering to this point has been simple compared to the campaign that follows.

A smart campaign manager lines up support for his candidate that cuts across school lines within the College. He introduces her to the membership of the Engineers Club at a special meeting. He escorts her to radio and TV stations. He introduces her to every engineer he can find available. And prior to the day of election he is responsible for constructing a booth for last-day electioneering.

The 1957 Queen's race produced five candidates. After the student ballots had been tabulated, the winning nominee was Cecile Hooven-Roberts. The play-by-play account of how the Engineers pick a queen is on the following pages.

Engineers Queen for 1957 is Cecille Hooven-Roberts. Miss Roberts is a Norman junior. Appealing portrait was done by Mel Newsom.





Pat Hosford (right) with queen candidate works for votes over coffee in the Union cafeteria.

ENGINEERS PICK A QUEEN

Winning Campaign Manager

Picking winner in annual Engineers Queen race is always a dubious proposition. Here's how winning manager gathered votes for his candidate.

During the campaign week, Pat Hosford didn't know whether he had a winner or not. He had observed all the ground rules for a campaign manager. His candidate was a well-known campus personality. She was popular and pretty. But would the students in the College of Engineering vote for her? He didn't know.

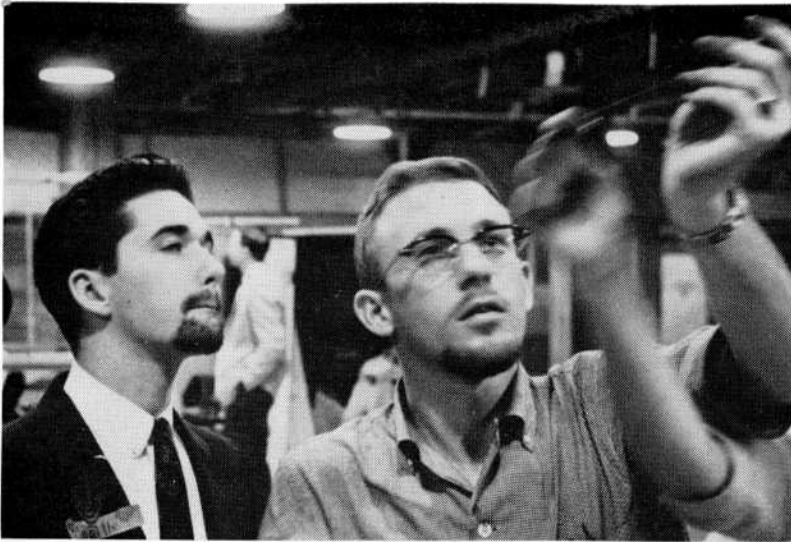
Hosford, a senior engineer from Ft. Worth, shepherded his candidate from Union coffee shop to engineering laboratories. Wherever he could find a group of engineers, he introduced his choice. Co-managers worked with him. All were publicly optimistic about the outcome. But when the final results vindicated Hosford's judgment and hard work, he was too tired to celebrate.



Hosford visited labs in search of precious votes.



The manager and his candidate looked for votes in the stairway of the College of Engineering.



Hosford helps construct Queen's booth where final votes are won on election day.



Rival campaign manager talks with Hosford in Union.



Winning queen with her campaign manager pours coffee and passes out cookies on day of election in final bid for votes.

Girls Run Close Race

QUEEN CANDIDATES undergo a severe test. From their nomination until the balloting is finished, they must "run scared." Every person they talk with may be a potential voter.

The issue can be decided the last day. From early in the morning to late afternoon, the candidates hand out coffee and cookies and project their personalities with the refreshments. The right word, the proper smile, the correct amount of individual attention can cause a vote to be marked favorably.

This year, due to cold weather, the campaign booths were constructed and positioned in the basement of the Engineering Building. There, throughout the day, the four candidates on this page competed with the winner, opposite page, for votes.

It was hard to tell whether the engineers or the candidates enjoyed the day more. Moving from booth to booth the uncommitted voter expected and received unlimited attention. And the candidates gave every outward sign of enjoying the effort.



On election eve, candidates all attended rival's reception. Sue Riddle is pictured here as she tries for votes under competitor's campaign poster.



Anne Hesse projects personality with refreshments at her booth. Cold weather forced election day campaign inside.



Betty Beard, talking with potential voter, followed same formula as other candidates: coffee, cookies and smiles.



With best smile forward, Patty Garber entertains engineering students at her booth on election day. The queen race was a close and spirited one.

Queen Cecille follows tradition of having first dance following coronation with St. Pat —Bat Shunatona. She was crowned in formal ceremonies, all part of engineer traditions, at the 1957 Engineers Dance.

