Jerry Zinszweber
Ed Downey, Dane Wood, and John Stockton, three graduating seniors on the Rose team, condemned the way Rose was to victory and a new school record. At the final gun Rose tallied 106 points.

Starting guards Dane Wood and Jim Brown helped the Engineers jump to a quick 5-1 lead after less than two minutes of play, butPixelFormat3786855203455_1_1-3786855203455_1_1ais, the Engineers had led for the first 10 points, making the half score 45-37.

A single student for five hours, on a day for six days. The trends now favoring the Engineers, Wood and John Stockton, their consistence shooting from the corners and in the middle kept the Engineers' defense confused and disorganized throughout the game. Wood scored 24 points on 10 fielders and four foul shots. Jim Brown added 13 points, and his chancing scoring in the third quarter kept the Engineers' hopes alive. Tom Curry added 11 points in the second half. The team beat the Engineers a second time, by 106-88.

The Indianas began the game with a 10-point lead, but a Rose team of three seniors would not let them get away. This year the Rose team is out of its way to help them get settled, interview for jobs, and get along in the atmosphere. Tom Curry added 11 points and 18 rebounds to the team effort. The free throw line was good for 57.1 percentage. The strongmoms in the Rose effort were Dane Wood, Ed Downey, and John Stockton. Their consistence shooting from the corners and in the middle kept the Engineers' defense confused and disorganized throughout the game. Wood scored 24 points on 10 fielders and four foul shots. Jim Brown added 13 points, and his chancing scoring in the third quarter kept the Engineers' hopes alive. Tom Curry added 11 points in the second half. The team beat the Engineers a second time, by 106-88.

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TWO GREAT SHOWS

Rose Reel's Spring Film Series has shown two very good films in 431 Madison Ave., New York 17, N.Y. Member, Indiana Collegiate Press Ass'n.

EDITOR-IN-CHIEF: Ron Turaski
ASSOCIATE EDITOR: Bruce LeRoy
BUSINESS MANAGER: Bill Allard
ADVERTISING MANAGER: Bill Morey
FEATURE EDITOR: Bill Morey
ART DIRECTOR: Bob Runyan
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PHOTOGRAPHER: MODULUS Photography Staff

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MEADOW GOLD DAIRY

Servicing

ROSE CAFETERIA & STUDENT CENTER
With High Quality
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“IF IT'S MEADOW GOLD IT'S MIGHTY GOOD”

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THE ROSE TECH EXPLORER

True Meaning Of Conservative

An excerpt from Senator Carl T. Curtis' brilliant definition of a conservative follows:

“A conservative is one who seeks to conserve the forces of progress. A conservative believes in the dignity, nobility, intelligence and destiny of the individual; that the individual, with the aid of Divine guidance plus education, vision and hard work, can meet his responsibilities both to himself and to his fellowmen. A conservative believes in a minimum freedom for government, and that government should not interfere with the free enterprise economy. He believes that individuals can be trusted to own, sell, or dispose of their property by their own wishes, and that the government should be limited to laws that are directly related to the public good, and not to a private profit or to the one or two per cent who control the world of business. He believes in the American way of life, and does not wish to see American democracy changed by any temporary trend or movement. He does not wish to see socialism or communism or any other form of totalitarianism become the rule in America.”

THE ROSE TECH EXPLORER—March 20, 1964

Newspaper

Fruitless Oil Search

NEW YORK (UPI) — Some $12 million has been spent during the past ten years in attempts to find oil in the state of Oregon — so far without success, according to a publication of the American Petroleum Institute.

ROSE POLY BOOK STORE

Compliments of

ROSE POLY’S

HEADQUARTERS FOR FINE JEWELRY

And at HILLMAN’S you will find the finest selection of award trophies for all events.

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No matter what your watch needs may be, Hillman’s have the parts to fit them and your budget, in the Wabash Valley’s best selection.

YOU CAN CHARGE IT AT

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612 WABASH

How Many And How Often Could Anyone Fill This Bill?

The Rose Lament

Dear Old Rose, the home of those doomed to love and sex, hate and suffering, of continuous depressions, short-comings, and failings. Rose is that school devoted to the testing of the brains breaking point through the outlandish cruelty of severe mental torture; the halls of death for such effervescent things as personality and the thirst for knowledge. In the end, though, thou slayer of men, thou shall not have my soul, for such a trophy will never be conquered through hatred and fear.

Secrets Of The Penny-Farthing

A charge of intellectual cowardice has been leveled at the advertising critics of a honorable profession by a very distinguished academician — Professor George J. Stigler, Director of the Walgreen Foundation, Graduate School of Business, University of Chicago. Prof. Stigler has castigated the perennial fallacies of the critics in this way:

“The more sophisticated intellectuals have argued that people are told what they want by the market place—that advertising skillfully degrades and distorts popular desires. It is unfair to criticize the market place for fulfilling these desires, when clearly the defects of any lie in the popular tastes themselves.

“Consider it a cowardly concession to a false extension of the idea of democracy to make sub rosa attacks on public tastes by denouncing the people who serve them. It is like blaming the waiters in restaurants for feeding us food we don’t like.

“The advertising industry has no sovereign power to bend men’s wills. It is in itself a completely neutral instrument and lends itself to the dissemination of highly respectable articles. While the automobile industry tells us not to drive while drinking, the bourbon industry tells us not to drink while driving.

“Our colleges use every form of advertising and indeed the typical university campus would never stop Diogenes in his search for an honest man.”

Since many of the attacks have emanated from campuses Prof. Stigler’s spirited defense of advertising, especially the final haymaker, should clear jibe-towers of myopic misconceptions of the truly indispensable role of advertising in our free enterprise economy.

NATIONWIDE FOOD SERVICES
Div. of Automatic Canteen Co. of America

Servicing

Cafeteria & Student Center
One of over two hundred operations
— Nationwide

Dick Hockefelder — Manager

ROSE POLY BOOK STORE
Your Official School
Jeweler and Sportswear Department
Mrs. Gillaspie — Manager

Books — Fraternity Decals
Pencils — Cokes and Candy
Paper — Sweatshirts

Fill This Bill?
Fraternal News

ATO News

Saturday, February 15, found Taus on every downtown street corner in Terre Haute and the various shopping centers around Terre Haute. With the help of the women from the Chi Omega sorority, the Ross Taus competed against the ISC Taus and the Gamma Phi sorority to see who could collect the most money in a successful Heart Fund Drive. The ISC Taus won by a close margin. Frosty noses and frozen toes were sported by all.

Socially the Taus have been sleeping, or so it appeared at the pajama date party held on February 22. Decorations included wall to wall mattresses in the chapter room. If you are thinking any bad thoughts, ask the chaperones, Mr. and Mrs. Badisher, Mr. and Mrs. Haugerty, and Prof. and Mrs. Sapp. Rich Reeves seems to be "tight" of these mixers—an anyway he keeps humming to Union Hospital for treatment.

The Taus now have eighteen pledges. The new men who have pledged since rush are: Ned Badisher, Bill Day, Reddick Horns, Wally Long, Roy Mueller, and Joe Peters. Johnson Hauger's name went on the chapter rolls when he went active March 1.

The Taus have been looking forward to Super Day on March 2, where they will be co-hosts with the ISC Taus. Meetings, a lunch, a banquet, a dinner, a ring contest, and a dance will make an interesting and worthwhile weekend.

Jim Honeycutt was tapped for Blue Key Thursday, and Lindy Roddy was tapped for Tau Beta PI.

Sigma Nu News.

Sigma Nu, behind the able coaching of Mike Johnson won the interfraternity basketball trophy for the third consecutive year. Following the example set by the active chapter the pledge chapter defeated ATO to win the pledge tournament.

Congratulations to Commander Ed Downey who was recently married in the former Miss Shirley Drumb. Making plans to take the fatal step are brothers Larry R. Hall, Jim Brown, and Dave Holbaugh who plan to be married soon, Brothners Forrest, Doody, Johnson and Overseas also were recently engaged. A little less romantically shackled are Brothers Brest hollow and Joe Thurston who recently lost their pins to members of the fair sex.

At the Spring Honor Convocation brothers Jim Brown, Bob Clark, Dave Hall and Joe Grifflin were tapped to the active pledge class. Also honored were the dozen of the brothers who were named to the Dean's List for outstanding academic achievement.

On the social scene we have mixers planned with Chi Omega, Alpha Sigma Alpha, AO Pi and Sigma Kappa sororities from ISU. Also coming soon to Sigma Nu's spring weekend will be in about 6 weeks.

Overseas bankers

NEW YORK (UPI) — First National City Bank of New York has 1,000 workers in its overseas branches, for example 246 in Caracas, 137 in Hong Kong and 262 in Paris.

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Western Indiana's Largest Import Auto Dealer

Authorized Dealer For:

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Splitfire
Jaguar XK-E
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Complete Sales & Service

East Wabash

Terre Haute, Ind.

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Flattop Specialist

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Appointments Available

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Of Terre Haute

181 N. 13th. Free

Parking For 30 Cars.

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29c 10 Gallons Gas

49c 5 Gallons Gas

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$1.65 1 Gal Gas

$2.49 Free Gas

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Ever see the "Progress Corps" in action?

Its members are at work all over the free world, helping millions of people to progress toward better lives.

In India, West Germany, Italy, and in the United States, they're building nuclear power plants, launching extra-high-voltage equipment for huge dams to harness these nations' hydroelectric power. For Malaysia, they're supplying high-power diesel locomotives... for Norway, a marine engine room to power one of the world's largest supertankers.

The members of the "Progress Corps" are the men and women of General Electric, working to provide the key to progress—low-cost electric power and better ways of putting it to work. Many are engineers. Many others are international lawyers, physicists, financial specialists, marketing experts.

General Electric is growing both at home and abroad. If you'd like to grow with us, talk to your placement director. He can help qualified people begin their General Electric careers.

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VISIT GENERAL ELECTRIC PROGRESSLAND • A Walt Disney Presentation • AT THE NEW YORK WORLD'S FAIR
PLEDGE TOURNAMENT

The Sigma Nu's made a clean sweep of interfraternity basketball by defeating the Alpha Tau Omega pledges, 27-15, in the pledge tournament. Sigma Nu jumped off to an early lead and was five points ahead at the first whistle stop, 13-8.

Most of the first quarter scoring was done by two men with Mike McGee bagging four baskets for Sigma Nu and Gib Bowsworth hanging in seven of the Tau's eight points. Roy Mueller helped the Tau's close the gap to two points at the end of the first quarter behind the deadly shooting of Rich Melton who had 11 of the twelve points. Lambda Chi then went cold in the second and third quarters, scoring only a total of six points.

Attention advanced to the final game by Downing Lambda Chi Alpha center in the week 38-34. Lambda Chi jumped off to 12-6 lead at the end of the first quarter behind the deadly shooting of Rich Melton who had 11 of the twelve points. Lambda Chi then went cold in the second and third quarters, scoring only a total of six points.

McGee and Dave Honey did most of the scoring for the Sigma Nu's by netting 19 and 16 points respectively. The hot hands for the Taus were pretty evenly matched, trailing baskets with each other. The Sigma Nu's made a clean play of their shields but ended up with the losing end 85-76.

Rose jumped off to an early lead, and couldn't maintain it as the Oakland defense lightened up. Only three points separated the teams going into the second quarter. Then the Engineers started having trouble pulling down rebounds. On top of this, the Oaks suddenly started hitting and began pulling away. They scored 35 points in the second quarter and held a 43-30 advantage at halftime.

In the third quarter, the teams were pretty evenly matched, trading baskets with each other. The Rose offense finally caught fire at the start of the fourth quarter. The Engineers began chipping away at the 30 point Oakland lead, and needed in narrowing it to 8 points with 1:17 left in the game. But the Oaks could come no closer in the final three minutes of play.

Duane Wood won high point honors for the game with 39 markers. He hit 9 of 18 from the field, and 11 of 13 from the foul line. His 11 foul shots is a season high for the team.

The Oaks, remembering their record shattering 43 point performance in their previous encounter, had their defense key on Ed Downey. As a result, he was held to eleven points.

 Sigma Nu and Gib Bosworth bang- ing in seven of the Tau's eight points. Roy Mueller helped the Tau's close the gap to two points at the first whistle stop, 13-8.

The concert will begin at 3:00 p.m. on Sunday, March 22, Mrs. Richard Pao in Concert

The Senior Auditors captured first place in the Intramural Basketball Tournament with a 47-40 victory over the Sophomores. The win allowed the Seniors to gain revenge for an earlier season loss suffered by them to the Sophomores in league play. High point man for the game was Larry F. Hail with 13 points. Bud Weiser and Larry B. Hall scored 21 and 19 points respectively for the Seniors.

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