Eco Lessons Cost Us 100 Billion: Baruch

BERNARD BARUCH, in an address before the Baruch School of Business and Public Administration, yesterday said that the United States...
Editorial Page of the Observation Post

Senior Prexy

The Senior class presidency is a job that requires both unique ability and sustained effort. In order to make class affairs a success, he must not only work hard but get a whole group to co-operate.

A member of SPCSA, he will also be called on to make decisions for the benefit of the entire College, and represent adequately the feelings of the student community.

ALLEN BARD, by his past record, has proven himself eminently well qualified for the Senior presidency. As Vice President of Student Council, president of his social fraternity, Sigma Pi Alpha, and a leader on the President's Committee on Community Government, ALLEN BARD is a leader in thought and action.

If he is elected, ALLEN BARD will be more than a ring salesman. In fact, he is called on to make decisions for the benefit of the entire College, and represent adequately the feelings of the student community.

Rings will be sold on a non-profit basis, by Class Council. The Senators and Seniors-to-be have an inherent chance to insure a successful semester by casting their votes for ALLEN BARD.

Letters

To the Editor of OP:

It is with regret that we call your attention to a report of a robbery committed upon a student of this College on the afternoon of April 27, 1954, which appeared in your paper on Wednesday, April 28, 1954.

After a summary of the events culminating in the robbery your report stated: "The assailants in both cases were Negro youths." It is with extreme difficulty that we are able to determine any possible significance of the racial identification other than to characterize the assailants as Negroes.

It may be pointed out that if the intent of the aforementioned characterization is to warn the student body that possible attackers in the future may be perpetuated especially by Negroes, the organization would like to register at this time a grievous protest against the discriminatory intimation inherent in your article.

In addition we would like to call your attention to the fact that no other purpose could have been meant than the one stated above, by identifying the racial character of the assailants.

The maintenance of harmonious relations between the student body and the official organs of our campus depends to a very great extent upon the mutual respect and appreciation for true democratic ideas and ideals. This relationship cannot exist where racial designations are used to characterize people.

We request that a copy of this letter be published in the next edition of your paper, as a description of the affair in your article of April 28th, was inadvertent, and that this mistake is more nearly in keeping with the policy of our institutional publicity organs.

It is hoped that this incident will be settled amicably and that no further action on the part of this organization will be necessary.

Oscar Buckvar

Professor Oscar Buckvar, who died Monday, ranks high as a fighter. All his life, he was deeply involved in the struggle for the liberal creed that he believed was the basis of our society.

His spirited defense of those whose cause was deserving, but whose advocates were few, led Prof. Buckvar to special Government. As Faculty Advisor to Student Council for ten years, he earned the esteem and admiration of generations of student leaders.

Prof. Buckvar spent many hours in the service of the student body. He was chairman of the Student Faculty Lunch Committee in the early '40s after scandal rocked the cafeteria, and headed the Presidential Committee on Student-Faculty Relations just last year.

For all these years of effort Oscar Buckvar received no financial reward. But he won the affection and respect of the student body. That, we feel, may be the best reward for a teacher.

What makes a Lucky taste better?

"IT'S TOASTED" to taste better!

Why do thousands of college smokers from coast to coast prefer Luckies to all other brands?

Because Luckies taste better.

Why do Luckies taste better?

Because Lucky Strike means fine tobacco. And that tobacco is toasted to taste better. "If's Toasted"—the famous Lucky Strike process—brings fine tobacco to its peak of flavor . . . tones up this light, mild, good-tasting tobacco to make it taste even better—cleaner, fresher, smoother.

So, Be Happy—Go Lucky. Enjoy the better-tasting cigarette—Lucky Strike.

Elected...

Dean of Students Daniel F. Brophy was elected chairman of the General Faculty Committee of Five at a meeting last week. The next meeting will be held this afternoon.

Student Wins Jingle Prize

A student at the College is primitive by the pen. Eli Hour- witz, a Bio major and prolific poet, saw opportunity to gain here with his talents. He entered the Lucky Strike Jingle Contest which offers a $25 prize to jingles which he considers worthy to print. Hourwitz composed a quatrain lauding Lucky Strike cigarettes and gained the prize. The winning verse is:

Old Epicurus once said:
Just pleasure counts with me
And the best of pleasures is the taste
Of LS/MPT.

This verse will be duly includ-ed in a forthcoming Lucky Strike ad. Eli doesn’t smoke.

Allen Bard

"35 Pres. Candidate"

Your Society Passport

College Printing & Typing Service

complete low-cost service

JOBS-FINDING RESUMES $1.89 or $2.39 for 100

Masters & Doctors Theses

$1.89 or $2.39 for 100

Electoral Circuit Special

$2.59 for 100

Students Division of Labor

$2.59 for 100

Young Republican Club

$2.59 for 100

Young Communist Club

$2.59 for 100

Young Socialists

$2.59 for 100

Young Communist Club

$2.59 for 100

Sociology Society

$2.59 for 100

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Lavender Baseball Team Encounters NYU Today

By JERRY STREAR

Oh, somewhere in this happy land the sun is shining bright. The birds are singing somewhere, and somewhere hearts are light. But there is no joy in Beaverville these days. The Lavender pennant hopes are dwindling out.

Despite yesterday's ten inning 7-6 victory over Wagner, the Beavers, currently three-and-a-half games off the torrid pace being set by St. John's, must make a frantic, if not unrealistic drive for the Met championship, which they won so handsomely last season. The Lavender "nine" was virtually eliminated by Hofstra last Thursday, 6-2. It was their third consecutive Conference defeat. To make a quick estimate of comparative counts, St. John's had the nod again tomorrow. The second. The defending champions have managed to salvage two league games, both against Wagner College.

NO CIGARETTE EVER WENT SO FAR SO FAST!

NATION-WIDE DEMAND FOR LM DROPS PRICE!

Save Up to 4¢ a Pack
- 40¢ a Carton

Since L&M Filters were put on sale across the country they have gained a nation-wide demand never before equaled by any other cigarette in so short a time.

Already, thousands of big-city dealers report—L&M their largest selling filter cigarette!

Why have L&M Filters rolled up sales records like this? Because for the first time filter tip smokers are getting what they want... much more flavor and aroma with much less nicotine.

"L&M Filters came as a wonderful surprise. I had no idea a filter cigarette could taste so good... and filter so thoroughly, As far as I'm concerned, this is it!"

Patricia Morison

FROM L&M TO YOU

JUST WHAT THE DOCTOR ORDERED

1. THE MIRACLE TIP... L&M's exclusive filter tip contains Alpha Cellulose... for most effective filtration. Selects and removes the heavy particles, leaving you a Light and Mild smoke.

2. PUREST AND BEST filter made. Exclusive with L&M. Result of 3 years of scientific research... 3 years rejecting other filters. This is it!

3. MUCH MORE FLAVOR... MUCH LESS NICOTINE L&M Filters are the first filter cigarette to taste the way a cigarette should. The premium quality tobaccos... and the miracle filter work together to give you plenty of good taste.

Erica's Highest Quality and Best Filter Tip Cigarette

Millermen Face Hofstra At Lewisohn 'Ballyard'

By JOE MARCUS

A sizzling lacrosse team will play host to Rutgers University today at Lewisohn Stadium. The Beavers are seeking to avenge 3 beatings that the Scarlet inflicted on them in the last three years. Coach Leon Miller regards the Rutgers team as one of the top teams in the East. Nine members of last year's squad are back in action this year. The Beavers' attack, which didn't materialize against the Scarlet, was turned into life last Saturday as the Lavender stickmen tallied 19 goals against Lafayette. Arnie Levinson tallied five goals to "up" his season's total to 16 markers.

Friedland Excels

Hal Friedland scored the times against the Leopards, who Al Squidla and Milt Pertin as shared in the Beavers' offense. Other outstanding performances were turned in by Charlie Ross and Ralph Keller. Bruce Bezak will again be in the Beaver net