

"ECHO" has been flashing over Lansing this week. The satellite, which is seven times brighter than the North Star, is visible for about 14 minutes each time it passes over. ECHO 1 is a 100 ft. diameter plastic balloon. The reflective surface was achieved by filling the balloon with vaporized aluminum. Photo above was made at 8:37 p.m. Tuesday as the balloon was about half-way through its south to north flight in our sky. (State News photo, 2 minutes at f:4)

num. Photo above was made at 8:37 p.m. Tuesday as the balloon was about half-way through its south to north flight in our sky. (State News photo, 2 minutes at f:4)

Sunbathers:
See Page 2 about 'quickie' tans.

Weather
Warmer, with possible rain.

Michigan State News

Serving MSU For 51 Years

VOLUME 25, No. 55

EAST LANSING, MICHIGAN THURSDAY, AUGUST 18, 1960

PRICE 5 CENTS

35000 Students Seen Enrolled Here By 1970

MSU Will Have Great Impact On Lansing Area

Michigan State may have an enrollment as great as 35,000 students by 1970. And, according to a recent economic and population study of the Lansing area, this may be a conservative figure. Already actual enrollments are exceeding estimates projected in 1955.

ENROLLMENT figures give some indication of the present and future impact MSU will have on the economy of the Lansing area, according to a study recently completed by the Bureau of Business and Economic Research. Not only does MSU itself, through direct expenditures, have an impact on the economy of the area, but students are important customers in East Lansing and Lansing, the study shows.

THE UNIVERSITY spent some \$56 million in 1957-58 for operation and other expenses. A single student at the university spends an estimated \$1,300 a year. All single students spend some \$26 million. Of this about \$4.5 million, or about \$225 per student, was spent locally for goods and services.

MARRIED STUDENTS, the study said, spent more for food, clothing and baby carriages, but no estimate was given of their spending.

Married students represented some 24 percent of undergraduate enrollment in 1958 and about 33 percent of graduate enrollment, according to the study. MSU's building program, past and future, is of great economic importance to the Lansing area, the study showed.

IN THE PAST six years the university has spent more than \$61 million for construction, nearly three quarters of this with borrowed funds. "Although several projects

were completed in the last few years, there is yet an acute space problem and about 25 per cent of the classes meet in temporary classroom buildings," the report said.

HOUSING FOR married students, built during the past few years, included:

The 300 units in 1954, \$3.4 million; Cherry Lane apartments, built in 1955, \$1.6 million; and Spartan Village units, built in 1958, \$5.2 million.

Cost of other major buildings and construction includes:

BRODY MEN'S dorms, \$13.1 million; Anthony Hall, \$4 million; addition to the football stadium, \$400,000; stadium upper deck, 16,000 seats, \$2 million.

The College of Education building and 800 new housing units built in 1958, \$7.5 million. The new men's intramural building, \$4 million.

The \$1.3 million Kresge Art center, completed last year, was a gift to the university.

MORE THAN \$44 million of the \$61 million spent since 1953 has been borrowed and will be paid back out of university revenues. Only \$14.4 million of the cost of construction during this period came from state appropriations.

And, the study said, as much more will have to be spent as the university grows during the next 10 years. To accommodate an estimated 35,000 students in 1970, MSU will have to spend \$60 million more for new buildings.

AT CURRENT costs, some \$4,600 will have to be spent for facilities for each of 15,000 additional students expected to enroll by 1970, the study said. MSU's contributions to the economy of the Lansing area has more than doubled in the past decade, the study said. Part of this has been due to rising costs, but most to the expansion of the university's activities.

OPERATING expenses rose from \$23 million in 1947-48 to more than \$55 million in 1957-58. Another major source of revenue generated by the university according to the study, is athletics.

Football and basketball ticket sales were about \$1.5 million in 1958-59, the study said.

"SEATING CAPACITY of the stadium is 76,000," the study said, "and when even partially filled it represents a sizable source of funds for Lansing-East Lansing restaurants, motels and amusement centers."

Expenditures for continuing education amounts to \$1.5 million annually, about half of this by participants.



College and university editors met on campus last week to study ways and means of improving their publications. Left to right are Beryl L. Reubens, Brandeis University, Waltham, Mass.; Lauretta Akron, and Ralph Sterling, Illinois Institute of Technology, Chicago; and A. Westley Rowland, MSU. Members of the MSU information services staff served as hosts for the meeting, an annual affair for the American College Public Relations Association. (State News Photo by Bob Gurnham)

More East Lansing Parking Areas For Fall

East Lansing will have an additional 243 parking spaces by Sept. 7, according to Gerald Dake, city planner.

"The new parking areas were designed with the student in mind. They use the parking facilities as much as the East Lansing citizen does," Drake said.

Three new areas designed just for students will be located near the University.

THE DAILY lot will have 24 spaces and will solve the parking congestion near Berkeley Hall. It will be located behind the First Church of Christ Scientist.

MAC it will be provided with a 72 space lot near the St. Johns Student center.

The Evergreen lot will be situated directly behind the Grand River Peoples church and will have 87 to 100 parking spaces.

MSU Leads All Schools In Faculty Scholars Abroad

MSU led the nation's colleges and universities in the number of faculty scholars who were abroad in 1959-60. The Institute of International Education has reported.

The Institute's annual survey showed that 1,777 faculty members from 339 U. S. colleges and universities were on research or teaching assignments in 87 countries during the 1959-60 academic year.

Michigan State, a pioneer in international education, reported 147 scholars abroad in programs supported by federal or private sources.

THE UNIVERSITY of California was second with 115 abroad, and the University of Michigan third with 54.

Many of the MSU faculty members overseas were participating in the university's advisory programs in South Vietnam, Okinawa, Brazil, Columbia, Costa Rica, Nigeria, Pakistan, and Formosa. Sponsors of these programs include the International Cooperation Administration of the U. S. State Department, private corporations, foundations, the specific governments concerned, and the U. S. Department of the Army.

Sullivan Writes History Volume

Dr. Richard E. Sullivan, associate professor of history, has written the twelfth volume in the Cornell University paper-back series, "The Development of Western Civilization."

Entitled "Heirs of the Roman Empire," Sullivan's volume will be published Sept. 27. It deals with Western Europe, Byzantium and Islam, from 600 to 800 A. D.

"Throughout," says the author, "the essay seeks to stress that the tripartite of the old Roman Empire was an event of capital importance which has left indelible marks on all subsequent history."

HE SAYS he hopes this approach will dispel some of the "Dark Ages" atmosphere long hanging over the early Middle Ages.

The Cornell series is largely used in coursework, at that university and elsewhere. Editor is Edward Whiting Fox, professor of modern European history at Cornell.

Dr. Sullivan, a graduate of the University of Nebraska, received the M.A. and Ph.D. degrees from the University of Illinois.

Cairy Elected To Lead Vet Society

Dr. Clyde F. Cairy, professor of physiology and pharmacology, has been elected president of the American Society of Veterinary Physiologists and Pharmacologists.

Dr. Cairy also holds office as a member of the ten-man council of the American Veterinary Medical Association and is chairman of its committee on nomenclature and advertising.

A member of the MSU staff for 23 years, he is author of several professional articles and "Manual of Physiology for Veterinarian Students."

Born in Iowa in 1913, he received the D.V.M. degree at Iowa State University in 1936 and the M.S. of Michigan State in 1945.

For Next 3 Terms

Lecture-Concert Series Schedule Announced

Jazz pianist Errol Garner, three-day stand in the Auditorium, October 11, with Monty Beller, headliner of the Royal Ballet, headliner of the Lecture-Concert series for the next two years will see presentations by the Ballet of the 1960-61 school year. Twenty concerts and lectures grace the series which runs from October 4 to May 4. The World Travel series will also include 20 offerings, beginning October 1 and running through April 29. The Lecture-Concert series opens on Oct. 4 with a concert by British actor Hugh Miller presents a drama, "Baron Boards and a Passion." Miller is Director of the Royal Academy of Dramatic Art, London. The Royal Ballet opens a

November 2 will be the Israel Philharmonic orchestra. The group will include several works by Israeli composers in their repertoire. Trans-Siberian Broadway No. 11 will be presented November 11 in the Auditorium. A Pulitzer Prize winner, the American Handel play runs a year on Broadway and broke all-house records on last year's tour. "Rendezvous" will be the theme of a lecture November 14 by John Scott, Time magazine editor and foreign correspondent. Burgess Meredith, celebrated American actor of stage, screen, and TV is slated to appear November 21. He and two other artists will present selections from Maxwell Anderson, James Thurber, and James Joyce. An international atmosphere will greet series patrons January 4 and 10. The Canadian players present Shakespeare's "Julius Caesar" on the first date with Russian pianist Dmitri Balaikin performing on the latter.

Legislative Help Needed To Cut Highway Deaths

The traffic safety movement needs the most powerful lobbying force in the country if it is to succeed in minimizing death and destruction on our highways, according to an executive of one of the nation's leading insurance companies.

Speaking last week at a driver licensing colloquium at Kellogg Center, A. E. Spottke, vice president of the Allstate Insurance Company, said that only by enactment of adequate laws which provide for adequate funds and authority can we improve driver fitness and curb the critical traffic accident problem.

By vigorously advocating the driver licensing improvements which common sense tells us we must have, we are giving our public officials the guidance they look for and should have, he said.

STATE SAFETY leaders of the Women's Auxiliary of the American Optometric Association, a national program to be started in Michigan, will be the focus of the colloquium. The program will get the needed attention only when our lawmakers know the public is clamoring for licensing reforms and will support them.

The insurance executive said that the traffic safety movement has been severely handicapped because it has not had the means necessary to get good legislative results. "There hasn't been that organized, concerted effort necessary to influence legislative thinking," he said. "IN TRAFFIC safety, like any other field, if you want good laws - if you're going to get good laws - your most work for them," Spottke declared. "It's a lengthy and it surely has to be done if we are ever to hood down the great annual toll of traffic casualties."

Driver licensing should be the best means of controlling motorists, according to Spottke, for the license should be granted on the condition that drivers are competent, healthy and responsible. But, he added, in some places even a pedestrian passes a stiffer test for a license than a driver handling a 300 horsepower juggernaut.

Spottke applauded women's groups for an outstanding job in getting the story of what is needed right down to the individual. As a practical matter, he said, the saving of human life and resources on our highways must be applied at the state and community levels, he concluded.

Spottke urged that successful citizen groups must lead the way in creating public understanding and acceptance of intelligent driver control measures.

By vigorously advocating the driver licensing improvements which common sense tells us we must have, we are giving our public officials the guidance they look for and should have, he said.

SPOTTKE URGED the public to demand from their legislators laws which will put the proper tools in the hands of our officials to raise the performance standards of drivers and erase the threat of the traffic disaster.

One of America's greatest concert soloists will appear February 15. Igor Gorkin is a favorite of American radio listeners and one of the most respected performers in the concert world. He debuted with the NBC Opera company in a coast-to-coast concert on "La Traviata" in 1957.

Pianist John Browning will appear February 20. He won the Steinway Centennial award. Metropolitan Opera star Victoria De Los Angeles will perform March 6. She is recognized as one of the great singers of the 20th Century.

If you like dancing, mark March 6 on your calendar. That's when the Joe Limon dance company moves into the Auditorium. The group was recently chosen for the third time to represent American artistic achievement in dance on the International Exchange program. Limon is considered the top male dancer in the Americas. The Concertgebouw orchestra of Amsterdam will appear April 17.

For those students who are "way out there," a must lecture is slated May 4 when Werner von Braun talks on "Why Must We Conquer Space?" The outstanding scientist is director of the Development Operations division of the Army Ballistic Agency.

Rounding out the local season will be the National Ballet of Canada. Critics have labeled the group as one of the finest ballet companies on the American continent.

Football Coach Hospitalized

Burt Smith, Spartan football line coach, was in satisfactory condition in Sparrow hospital Wednesday where he was taken Monday afternoon with a kidney ailment.

Smith was passing a kidney stone, Dr. James Feurig, Olin Memorial Health center director, said Tuesday night.

Feurig said he expected the stone to pass through the urinary tract within 48 hours. If the stone did not pass, a surgical intervention would be necessary, he said. It is hoped that Smith will be back at his desk next week, Feurig said.

The Spartan coach was in Three Rivers attending a high school football function when stricken, and was flown back to Lansing by private plane for treatment.

State's opening practice is scheduled for Sept. 1. There will be a photography session the afternoon of Aug. 31.

Michigan State News

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Bill Pamerleau
Bill Kielman
Al Ferdi
Summer Editor
News Editor
Advertising Mgr.



'Ol Sol Still Tops Quickie Sun Tans Losing Popularity

BY OWEN KING
State News Picture Editor
That lucky 'ol sun hasn't lost any of his luck—at least on this campus.
Man has invented artificial devices to perform almost every function of the sun, yet 'ol Sol is still in there plugging.
Bottled "quickie" sun tans constitute the most recent threat to 'Sol's meridian.
BUT SPARTANS have decided there's no substitute for the real thing.
George Hyman, owner of Hyman's Drug store, said he believes that artificial tans are no more than a fad.
"I've seen a lot of products come and go since I've been in the drug business," he said, "and I believe these quickie sun tan preparations are going to go soon."
OTHER DRUG stores in the community reported that bottled sun tan sales have fallen off considerably since the initial flurry this spring when the products first hit the market.
Tanning lotions which have added the artificial tanning ingredient have become more popular than those without it, one pharmacist observed. This seems to indicate that the ingredient is acceptable as a supplement, though not as a substitute.
ONE DRAWBACK of the tanning lotion type is a reported unnatural color.

20 States To Send Tractor Drivers Here

The best 4-H tractor drivers from 20 midwest states will compete here for top honors in the Central U.S. 4-H Tractor Operators' contest on August 31 and September 1.
This contest will be held in conjunction with the annual State 4-H Club Show on campus. The Michigan entrant will be chosen at the State 4-H Tractor Operators' contest August 30.
THESE OPERATORS' contests close out this year's 4-H tractor program. This program, sponsored nationally by the Cooperative Extension Service and the Standard Oil Foundation of Chicago, is designed to teach farm boys and girls tractor safety, and how to care for and maintain service, and operate a farm tractor properly.
Events during the regional contest will be held in Kellogg Center with the driving contest in Jensen fieldhouse. Entrants will be required to complete a written quiz, show the steps in servicing a tractor, and demonstrate operating skill with both a live and a four-wheel tractor attached.
EACH CONTESTANT will get a certificate of participation, with trophies to be presented to each of the top four winners.
Co-chairmen of the event are Robert G. White, extension agricultural engineer, and C. Dean Allen, assistant state 4-H club leader, both of MSU.

IM Teams In Final Week

IM softball teams are preparing for the final week of action before playoffs begin Monday August 29.
The schedule for the coming week is:
Monday, Field No. 1, MSD's vs. Math; Field No. 2, Dairy vs. Chemistry; Field No. 3, Abbot 1 vs. DTS.
TUESDAY, FIELD No. 1, Leftovers vs. Ag Econ; Field No. 2, Phillips vs. G. D. J.; Field No. 3, Bio Research vs. Cryptogens.
Wednesday, Field No. 1, MSD's vs. Highway Research; Field No. 2, BB's vs. D. P. S.; Field No. 3, Phillips vs. Abbot 2.

Lilliefors Gets Post-For Aging

Dr. Manfred Lilliefors, lecturer in the school of social work, has been appointed the first executive director of the Michigan Commission on Aging.
The Commission was formed July 11 to succeed a legislative advisory council and a temporary commission appointed by the governor.
The Commission is to function largely behind the scenes, according to Lilliefors.
"It is what others do, not what we do, that will count," he said.
THE FUNCTIONS of the Commission include conducting and encouraging studies of the aged, co-ordinating and reviewing programs, and making recommendations to the Michigan legislature.
The first major activity of the group will be a public meeting at Lansing's Civic Center on September 21 and 22. Anyone interested in the problem of the aged may attend.
The theme of the Lansing meeting will be "Age with a Future in Michigan."

Five Golfers Tie

Five golfers placed in the number one and two positions in the recently completed Faculty Golf Tournament held at the Forest Akers course.
Tying for the top spot in the tourney with scores of 74 were Jack Breslin and Fred Williams. Breslin is an assistant to President Hannan and Williams is an assistant professor of history.
Number two spot laurels were shared by three golfers. They are Burt Smith, John Todd, and Jack DeHart. All shot 76's.
Eleven faculty and staff members participated in the meet.

CAMPUS CLASSIFIEDS

DEADLINE: 5:00 p.m. Tuesday for Thursday paper, Bills payable 8-12 and 1-5 Monday through Friday.
ED 2-6141 EXT. 2615

AUTOMOTIVE

1959 NASH RAMBLER V-2 power steering, power brakes, automatic transmission. Clean beautiful economical miles. Rescued and Knight Auto Sales, 1200 E. Michigan Ave., phone IV 2-6141.

1953 PLYMOUTH 4-door standard transmission, radio. Clean transportation, set like new. Rescued and Knight Auto Sales, 1200 E. Michigan Ave., phone IV 2-6141.

UNUSUAL 1956 Chevrolet 4-door sedan. Standard transmission with radio. Another economical buy. If you are looking for a late model that is easy on mileage—this is it. Rescued and Knight Auto Sales, 1200 E. Michigan Ave., phone IV 2-6141.

FAMILY STUDENTS attention—1957 four-door station wagon, 2100 series. You can afford this beautiful family car. Not new but looks it. Drive it, you will see. Rescued and Knight Auto Sales, 1200 E. Michigan Ave., phone IV 2-6141.

36 MG's, green wire wheels. New engine, fuel and carburetor in excellent shape. Call ED 7-1961.

35 MG T.F. red wire wheels classic style in excellent shape. Call ED 7-1961.

HOUSING

APARTMENTS
CLEAN FURNISHED 2 room apartment for two adults. University approved, private entrance and bath. \$80 call IV 3-3534 after 5:30.

MALE STUDENT to share apartment. Call ED 7-1621 4 p.m. to 9 p.m.

ROOMS
APPROVED rooms for men, single and double for summer and fall. 811 W. Grand River, East Lansing. TF 2-1827 or IV 7-0618.

ROOMS FOR MEN—summer and fall, close to campus. Private shower and entrance parking. \$5.50 and \$6. ED 2-1827 or IV 7-0618.

ROOM FOR THREE in new home. Tub shower. Private entrance. Call ED 2-1123.

TWO VERY PLEASANT rooms with board and laundry for four Christian men students. Short drive from campus. Twin beds. Private bath and phone. ED 2-1110.

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New Owner, North U.S. 21 Available Space—8 or 10 foot length, convenient location. IV 3-3172

FOR SALE

USED refrigerator, electric and gas, washing machines, Rescued and Knight Auto Sales, 1110 E. Michigan, 2-4226.

STUDIO COUCH, green and brown, green casual chair, Simmons' bed, twin beds. Make me an offer. K. G. Linko ED 7-9338 or extension 2137.

TABLES, CHAIRS, Postoria store, ware, dehumidifier, cards, clothes, dryer and other items. 603 Grove St. East Lansing.

SUMMER CARNIVAL OF VALUES
Shop Now and Save
Save on clothes, lawn care, desk sets, tape recorders, and many other items. Rescued and Knight Auto Sales, 1200 E. Michigan, 2-6141.

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EAST LANSING BRICK, nearly new, three bedrooms, fireplace, gas, with apartment now rented. phone evenings. IV 5-0927.

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WILSHIRE ROAD, Haslett 3 bedrooms, 2 1/2 baths, finished recreation room. The owner, an MSU instructor, leaving State. Will sell for \$50 down, reasonable monthly payments. Call L. D. Hagan, broker, IV 2-3119.

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Museum Members Back From Texas Expedition

Two museum staff members returned recently from Texas with material for a desert life habitat display for the University museum.
Victor H. Hogg, artist, and Henry W. Kippell, designer, who had been at Black Cap reserve in Big Bend National park in western Texas, returned with a large collection of plants and small animals.
HOGG SAID the most spectacular find was a 10 foot yucca or Spanish dagger plant.
The men collected yucca, agave, various kinds of cactus, and dried specimens of grasses, cats claw, and creosote bush.
Deer, ringtail cats, spotted skunk, lizards, rattlesnakes, and a variety of insects were also collected.
THE MEN made sketches and photographed scenery for the background of the habitat display.
Hogg said one of the highlights of the trip was a stop at a limestone quarry at Richards, a village near Fort Stockton, Oklahoma. They collected 350 pounds of clay from old cave deposits which Hogg said contained literally thousands of fossil bones. He said the clay would be worked this winter.
IN SOME chalk in Kansas the men found several specimens of fish and big sea lizards. Hogg said they should be valuable for research at the museum.

Watch Out For Too Much Sun

It's that 'ol 'ol sun again, up to his summer tricks.
Burning, itching, and itchy skin are the red-skinned students caught by the villain.
They're asking what to do about it.
DR. JOSEPH CEMNYCZ, staff physician, gives one piece of advice to students: "Don't let it happen in the first place."
He suggests taking the sun a little at a time by gradually increasing the length of exposure or sunbathing either very early or late in the day.
ANOTHER precaution he recommends is the use of an oil on the skin to distribute the sun's rays evenly to all parts of the body.
But if it's too late, there's little to do except drink lots of liquids and wait for the sore skin to heal.
BECAUSE it isn't the sun's heat but its ultraviolet rays that do the damage, you can be burned without realizing it, Dr. Czemycz said.
By then, vital body fluids have been lost and should be replaced by drinking more liquids than usual.
To prevent severe burn, sunbathers should know that harmful rays can be reflected from water, sand, and minute droplets in the air—whether there's a brilliant summer sun visible or not, Czemycz said.
THE BURNING ultraviolet rays are most intense from 11 a.m. to 2 p.m.
Aside from temporary physical discomforts of too much sun there can be more vital skin damage.
It has been learned that the north and south distribution of skin cancer follows the north and south distribution of ultraviolet light, Dr. Czemycz said.
SOME HAVE reported producing skin cancer in mice 100 per cent of the time by using ultraviolet light, he said.
There's one consolation. Most doctors say one overexposure may seem serious, but it's not too serious. They're worried about athletes, cowboys, and dealers who spend much of their time outdoors.
But for all tan-seekers the advice is the same:

Three Vets At Denver Meeting

Three MSU Veterinarians are participating in the 97th annual meeting of the American Veterinary Medical Association in Denver, Colo. this week.
The four-day meeting is divided into six sessions covering the major areas of veterinary interest. They include: general practice, small animals, surgery and obstetrical, public health, regulatory veterinary medicine, and two sections being addressed by MSU veterinarians.
DR. ROBERT F. LANGHAM, veterinary pathology professor, spoke Monday to the section on research on skin neoplasms of the dog.
Dr. Clyde F. Cairy, professor of physiology and pharmacology, spoke Tuesday on a comparison of several drugs in treating acute barbiturate depression in the dog.
More than 4,000 veterinarians are attending the sessions.

Visiting Faculty Member Gives Gerontology Talk

A visiting MSU faculty member addressed the Fifth International Congress of Gerontology last week in San Francisco.
Mrs. Barbara E. Shenfield, professor at the University of London, was a lecturer in the school of social work during the first five-week session.
While on campus, Mrs. Shenfield prepared a tape that will be broadcast over WKAR this fall.
Her latest book, "Social Policies for Old Age," is being printed in Japanese.

Counts Named To Fraternity Post

Dr. George S. Counts, distinguished professor of education at MSU, has been named to the Phi Delta Kappa Commission on International Education for the next two years.
The largest professional education fraternity in the world, Phi Delta Kappa has more than 80,000 members. It is connected with 125 colleges and universities

Attend Church This Sunday

EAST LANSING CHURCHES

ST. JOHN CHURCH & CATHOLIC STUDENT CENTER

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212 J.A.A. Avenue
Sunday Masses
7:30 - 8:15 - 10:00 - 11:30
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Daily Masses 6:45, 7:20 & 8:00 A.M.
Confessions Daily 8:00 A.M. & 5:30 P.M. (after Rosary)
Saturday 4:30-6 A.M., 7:30-9:00 P.M.
8:15 P.M. Sunday Forum
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10 a.m.
First room through high school age

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All are welcome to attend Church Services, and visit and use the Reading Room.

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Rev. E. EUGENE WILLIAMS
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11:00 A.M.
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7:30 P.M.
"CHRIST IS OUR PEACE"
Speaker
Rev. Eugene Williams
OTHER SERVICES
9:15 a.m. Sunday School
Classes for University Students
7:00 p.m. Wednesday Evening Service

METHODIST CHURCH OF EAST LANSING

and
WESLEY FOUNDATION
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George I. Jordan
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9:30 a.m. Red Cedar School
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On Sever Dr.
11:00 a.m. WESLEY HOUSE
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Nursery for both Services
Church School
9:30 a.m.
WELCOME

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Rev. Robinson G. Lapp, Minister
GUEST MINISTER
Rev. William Hobbs
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9:30 a.m.
9:30 a.m.

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Rev. Robert L. Moreland, Minister
241 Wainbridge Drive, E. L.
SUNDAY PROGRAM
E. L. Jr. High School,
815 Abbott Rd.
9:30 A.M. Worship and Church school for 4B Grade and under
7:30 P.M. ADULT STUDY
SERMON
"MAKING HARBIS BELP"

SOUTH BAPTIST CHURCH

SOUTH WASHINGTON AT MOORES RIVER DRIVE, LANSING
HOWARD F. SUGDEN, D. D. Pastor
DESMOND J. BELL, Assoc. Pastor
10:00 A.M. BIBLE SCHOOL
Call IV 2-3287 for transportation Morning & Evening
11:00 & 7:00 P.M. Speaker
Dr. W. Wilbert Welch
President Grand Rapids Baptist Theological Seminary
8:30 P.M. ADULT YOUTH FELLOWSHIP DISCUSSION AND RECREATIONS

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10:00 a.m. — Worship Service

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Summer Worship Service at 10 a.m.
Paul Morrison, preaching
Sunday School at 10 a.m.
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SUNDAY
Sunday School 9:45 A.M.
Morning Worship 10:00 A.M. & 11:30 A.M.
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MEMBER SERVICE
WEDNESDAY 7:00 P.M.
Transportation Lansing International House 9:30 a.m. Sunday or call IV 2-6019 for a ride.
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Campus Pastor: Donald W. Herb
Resident Pastor: Charles Elmshick
ED 2-3211 or ED 2-7728
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Evening Worship — 7:00 p.m.
Prayer Meeting Wed. Evening-7:30
"The Church of the Light and Life Hour"
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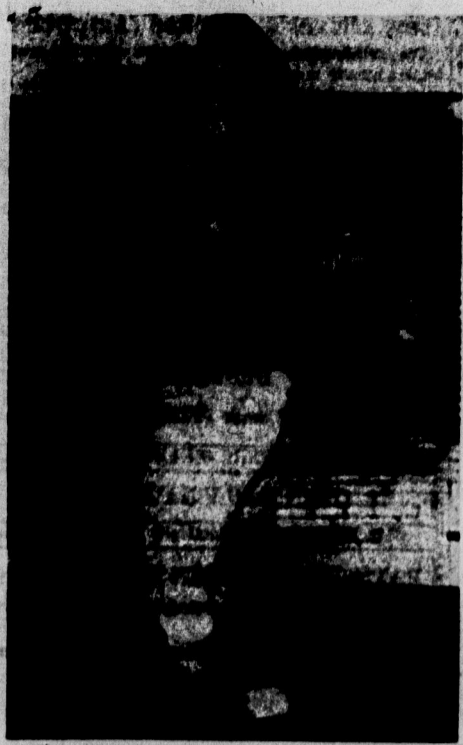
WOULD LIKE to have furnished apartment Sept. 31 to Sept. 23. ED-2-9003

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WANTED—Ride to Phoenix, Arizona or vicinity about Sept. 1. Help share driving and expenses. Call Ronald Weas, University, ext. 2578, 8 August 20, 21, or 22. Call ED 2-0114

TRANSPORTATION

WOULD LIKE to have furnished apartment Sept. 31 to Sept. 23. ED-2-9003



Dean Look

Football Always Secondary So Look Went To Baseball

LINCOLN, Neb. (AP)—Big Ten football has it over Class B baseball like a tent says Dean Look, former MSU quarterback who has switched to a baseball career.

Look is an outfielder with the Lincoln Chiefs, a Chicago White Sox farm team in the Three-I league.

"Playing in the Big Ten is like being on the first string," says Look. "Here, it's like being on the fourth string."

THE BIG difference is travel. The Spartans flew to all their football games but in baseball the Chiefs travel by bus.

"Seventeen hours on a bus is a long time," reasons Look. "That's how long it takes when we go from Green Bay, Wis., to Topeka, Kan."

Look signed a \$50,000 bonus contract after the last football season, and has no regrets about skipping his final season of baseball with MSU.

"I HAD NO obligation to play college baseball," says Look. "I had an obligation in football and when I finished that I felt it was easy to sign."

Look trained with the White Sox in Sarasota, Fla., last March, was signed to a San Diego contract but opened the season with Lincoln.

THOUGH FOOTBALL has brought him fame, Look admits the gridiron was secondary to baseball. In East Lansing, everyone knew him when he walked down the street. But now that it's different in baseball it doesn't bother him.

"I played football when I found I could get an education that way," he says. "But I always intended to play baseball professionally."

Look was drafted by Detroit of the National Football League and Denver of the American Football League. There is little chance he will sign with either. His baseball contract prohibits it, especially since he is under a bonus arrangement.

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Fitzgerald Park, Grand Ledge
Nightly thru Sunday August 21

'JANUS'
sparkling comedy of a wife's charming duplicity
PROFESSIONAL NEW YORK CAST
Curtain times: weeknights 8:30
Saturday 8:40, Sunday 7:30
NA 7-5265 for reservations

819 Billion Needed Stress Needs For Higher Education

The inadequacy of American allotments for higher education have built up to a gigantic bill payable "tomorrow," a federal specialist declared recently in an address at Kellogg Center.

"Nearly \$19 billion is needed by colleges and universities in the next 10 years for instructional, residential, research, and related facilities," said John B. Rork, specialist in campus planning for the U. S. Office of Education, Washington, D. C.

RORK, ADDRESSING the Conference on Planning and Use of University Instructional Facilities, raised the problem, but did not come up with any solutions.

He simply outlined the situation as revealed by a recent U. S. Office of Education study. The speaker pointed out that the number of young persons seeking a college education soared from about two million in 1931 to about three and one-half million in 1959. By 1970, he added, this figure will mushroom to six million.

BUT THE population increase is only part of the problem, Rork emphasized. In addition, he noted, the proportion of young people who apply for college entrance is accelerating.

students are staying in college longer in order to earn more advanced degrees, and private and governmental agencies are more and more providing for qualified students who need financial help.

In the face of this approaching tidal wave of students, Rork stated, it has been found that more than 22 per cent of the existing buildings on today's college campuses are rundown, obsolete and should be replaced.

ILLUSTRATING the drastic need for new colleges, Rork cited the government's report which estimates that between 14 and 20 new medical schools must be built in the next 10 years if the existing population-physician ratio is to be upheld. And in addition, he said, at least 20 new dental schools must be built in the same period.

Rork warned that time is short and urgency is a great factor, since there is a time lag of 10 years between the planning of a school and the production of the first graduating class.

ANOTHER AREA of great concern, he said, lies in the staffing of these schools. It is estimated that by 1970, 284,000 faculty replacements and 182,

000 faculty additions will be needed to handle the students by scheduling rooms after regular hours.

The speaker noted that some schools are meeting today's needs by adding classrooms in their existing structures and basements, teaching rooms because increasingly rigid partitions, reserving areas of standards will tend to weed out, eliminating low-ability students in their freshman courses and experimenting next year rather than giving them a second chance. And fall-semester plans some are fine-tuning will find it very difficult if necessary, he said, to try to enroll in other schools, he added, longer school hours and to die.

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"THIS IS A SHOCKER . . . Good for-thrills and a provocative psychological premise . . . Hitchcock combines a meaty melange of melodramatic tricks . . . it is fascinating!" — Bosley Crowther, N. Y. Times

ALFRED HITCHCOCK'S DEVOUD POSITION

SHOWS START AT — 1:20, 2:15, 5:15, 7:30, 9:45 p.m.

NEXT ATTRACTION: "STRANGERS WHEN WE MEET" with KIM NOVAK

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A motion picture for everyone ever caught in the joy of the chase . . . the excitement of the rat race!

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technicolor

with JACK OAKIE / KAY MEDFORD / DON PICKLES / JIM BRIDGES
SAM BUTLER - GERRY BAYLOR - Directed by Robert Wise. Screenplay by Loren Lott. Based on the Play & Paramount Picture.

HIT NO. (2) SHOWN ONCE T 19:25 P.M.

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FRI. SAT. FEATURETTE "RHAPSODY IN STEEL" color

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BACK TO SCHOOL Fashion Show

7 p.m. THURSDAY - AUG. 18 - MALL.

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ATTENTION SPARTAN VILLAGE!

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FAIRWAY GOLF RANGE
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EAST LANSING - PHONE 50-5000

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OPERATION PETTICOAT
Plus Jeff Chandler
Jane Russell
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STARTING FRIDAY

Jack Lemmon Henry Fonda James Cagney in "MR. ROBERTS"	Grace Kelly Ray Milland in Alfred Hitchcock's "DIAL M FOR MURDER"
---	---

COMING WEDNESDAY

Kirk Douglas Boris Day Lawren Bacall in "YOUNG MAN WITH A HORN"	Marilyn Monroe Laurence Olivier in "THE PRINCE AND THE SNOG GIRL"
---	--

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A Safety On America's Highways - A Universal-International Release

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SAT. EXTRA DUSK - TO - DAWN 5 HITS
4TH. SAT. THE NAKED AN IN THE DEAD
5TH. SAT. DAVID LADD IN RAYMIE
FREE COFFEE AND DONUTS TO ALL
SUNDAY AND MONDAY — 2 DAYS ONLY

THE STORY OF RUTH

2ND. FEATUR — DAVID LADD IN RAYMIE
TUE. AND WED. — BUCK NIGHTS
DOLLAR PER CAR LOAD — LOADER UP

LANSING
FRI. THRU. MON. (2) FIRST RUNS

They said she was guilty as sin... the naked shameful life of a "GOOD-TIME GIRL"

STARTING **TERRY MOORE** **DEBBA PAGET**

why must I die?

HIT NO. (2) SHOWN ONCE AT 10 P.M.

UNTAMED MAIDENS CAPTURE THEIR MATES!

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Start Wed. 8-24th STEVE REEVE
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Feature shown at 1:15, 3:55, 6:35, 9:20 P.M.

Seen! Marilyn Monroe "LET'S MAKE LOVE"

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THE STORY OF RUTH

SUN. — MON. AND TUE. ONLY
An Epic of Faith, Love and Devotion!

THE STORY OF RUTH



Looking their best — Mary Hanlon and Dick Russel

Back to School Fashion Show Set at Frandor

A "Back to School" fashion show will be held in the mall of the Frandor shopping center tonight at 7 p.m.

Co-ordinating the fashion show is Miss Joanne Jewett, director of a Lansing finishing school and model agency.

Fashions to be shown will include styles for students of all ages.

A "price is right" contest will be held in conjunction with the fashion show, according to Stan Golden, president of the Frandor Merchants association.

THOSE ATTENDING the fashion show will be asked to estimate the total value of all the "Back to School" fashions and other items that will be shown, Golden said.

Those who estimate the total closest to the real value, without going over it, will receive one of the four complete wardrobes being offered, he said.

GOLDEN ALSO announced the appointment of Donald T. Balasky, MSU senior, as the new

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CLEARANCE SALE!
SPORT COATS
Values to 24.95
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BUT NOW AND SAVE
LEN KOSITCHEK'S VARSITY SHOP
228 Abbott Rd.
East Lansing

promotional manager for the Frandor Merchants' association. He will direct a major portion of institutional Frandor advertising.

In case of rain, the fashion show will be held Friday at 7 p.m.

Warm, Showers For Weekend

Temperatures will average slightly above normal through the weekend, according to the five-day extended forecast of the U. S. Weather Bureau.

About one-half inch of rain is expected, with thunder showers Thursday or Friday, possibly continuing through the weekend.

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Many Changes Made

WKAR Is 38-Years-Old Today

"Radio enthusiasm is spreading through the nation like whooping cough through a kindergarten; it has taken the place of prohibition as the foremost topic of dinner-party conversation."

The year was 1922 and the enthusiastic author was writing about the new miracle of radio in the June issue of the American magazine.

It was also 38 years ago on August 18th that MSU's radio station WKAR was granted its first federal license to operate a broadcast transmitter. The station is one of the three oldest outlets in Michigan.

BEGUN AS AN experimental station on the top floor of the Wood Shop on campus, WKAR and WKAR-FM have come a long way since 1922. The station's present plant and equipment are valued at \$235,000.

"Radio will not only keep the dishes hot but it can help baby to sleep. It is useful in keeping the down-to-earth Babe Ruth in his 1922 article."

Radio can do a lot of things. Station WKAR has proved during its 38 years.

AN ANALYSIS of a typical week of WKAR programming shows that 41 percent of the total hours on the air are devoted to news, education and information. Music, largely classical, semi-classical, and standard, makes up the remaining 33 percent.

Thanks to WKAR tape recording service, one might hear a series of programs developed at MSU in places as far away as Los Angeles. Some 6,000 tapes go out yearly to other

While In Hawaii

Harpers Teach And Learn

Dr. Ernest B. Harper and his wife have recently returned from teaching at the University of Hawaii. Director emeritus of MSU's school of social work, Harper taught graduate research and an advanced undergraduate course in Honolulu.

On the faculty of communication arts at MSU, Mrs. Harper taught a freshman course in basic communication skills at the University of Hawaii.

"It is especially interesting for someone in the social sciences to have an experience of being a 'haole,' the Hawaiian term for the white 'foreigner' on the islands," Harper said.

"IN HONOLULU, about 85 percent of the population is oriental, including 40 percent Japanese. Today, anyone who has more than two racial backgrounds is scientifically termed a 'Cosmopolitan.' Actually, many Hawaiians are mixtures of five or six different races."

About one-third of Hawaiian marriages today are inter-racial, Harper said.

BUT THERE are conflicts underneath, according to Harper. For example, there are separate chambers of commerce for Chinese and for Japanese.

"There are undercurrents of difference," he said.

Harper found it especially interesting to study the operation of standard Anglo-American

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EAST LANSING

radio stations, commercial as well as educational.

In 1922 as in 1960, the antenna was a comb. As Mr. Harper wrote 38 years ago:

"AN OBSERVER walking through any community can usually pick out radio homes by the antennae" — but a census of homes with antennae would be far from complete. Through a new invention called a "loop antenna" — it is possible to receive messages without external wires."

Station WKAR's recently installed FM antennae perches atop a 1,000 foot tower, one of the highest in Michigan. Station officials estimate the coverage area includes almost 350,000 FM equipped homes with over a million listeners.

The station's list of awards and honors is impressive. Included is the "Oscar" of the broadcasting industry, the George Foster Peabody award. Other awards include the School Bell award, National Safety Council award, the Alfred P. Sloan award, Michigan Medical Society award, and many others.

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LAST 3 DAYS!
Ingham County Fair
Giant Midway
Harness Racing — Thurs, Fri., 2 p.m.
Thursday — 7:30 p.m. —
4-N Parade, Talent & Style Show
Friday — 8:00 p.m. —
Don Flosser Auto Thrill Show
Saturday — 12:30 p.m. —
Heavyweight & Lightweight Horsepulling
8:00 p.m. —
Golden Gloves Boxing Exhibition

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Lamb Feeders Meeting Slated

Annual outlook meeting of the Michigan Lamb Feeders association is set for Thursday, August 25.

Lamb feeding and marketing specialists will discuss all phases of the business — the one afternoon session. Starting time is 1:15 p.m. in Anthony Hall auditorium on the south campus.

Special topics for discussion will include research, feeding research results, supply and price situation, the packer's role in lamb production, impact of the revised grading standards, and the Michigan and national lamb advertising program.

FEEDER AND fat lamb market men will be on hand to take part in the discussions.

New Driver's License Tamper-Proof

Temperance groups and tavern owners, usually at odds with one another, have joined in praise of Michigan's new "tamper-proof" driver's license.

The crisp easy-to-read black-on-grey driver's license replaces the white-on-black photographic license which was relatively easy to alter or falsify.

Letters received by Secretary of State James M. Hare from both bar owners and church groups applaud the license as a device for helping to keep people under 21 years of age out of bars and taverns.

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'the name that made PIZZA famous in Lansing'
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Follow the pattern for fashion in lively new SLACKS for fall
We believe that clothes for leisure should look completely different from business apparel. That's why we hail the fashion trend to patterns (ranging from subtle to downright bold) in comfortable slacks. Just for fun-try a pair!
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