RICHMAN’S CLOTHES

Let us show you a Twice-worn made of fine unlined worsted—Shiner suits trimmed, beautifully made and perfectly in fit and style—including a dress coat for $22.50. We are sure it will be convincing proof of our great values.

Any Business Suit, Overcoat, Tuxedo and Full Dress Suit

$22.50

THE RICHMAN BROS. CO.
206 S. Washington Ave.

all reduced

...and a Telephone man brought them together

In the Bell System research and development we are devoted to engineering invention. These methods are applied to the commercial side of the business, to make advertising easier and more effective.

We are qualified telephone distributors, with all conventional business by trade and profession, but quick and easy reference.

Or take this other side of the commercial department. Telephone men evolved advertising and merchandising. They saw the prospective purchasers of advertised products offered but not known where to be found. They developed a plan to locate them through their brand name of local.—Where to Buy B? discovered in a genuine service to buyer and seller alike.

BELL SYSTEM

119th F. A.

ARMOR DANCES

Pep Up Your Step
TRI DANCING

FRIDAY NIGHT
Social Hour
MEN 40c; LADIES 4c

SATURDAY NIGHT
Park Floor
Tonight—Visit Dr. Laddie’s

THE CHANTICLEER ORCHESTRA

Leonard’s

near postoffice

CAPITAL and SURPLUS

$141,500.00
First Week of Term Finds Social Activity in Full Swing

The brilliant array of events in Ms. Laura Kimbrell presided at the annual meeting of the East Lansing Social Club Tuesday night. The second meeting of the year was held in the Alumni Lounge of the Union and was attended by about 20 members. There were several outstanding events on the program. These included a trip to the Hillel House for dinner, a trip to the Westin House for a social evening, and a dance in the Union. The dance was a great success, and the atmosphere was filled with merriment.

Other activities of the week included a trip to the State Theatre to see the movie "The Jungle Book," a trip to the State Park for a picnic, and a trip to the Museum of Natural History. These events were well attended, and the club members enjoyed themselves thoroughly.

The club members also had the opportunity to meet and socialize with many of the other members of the college community. The week was a great success, and the club members look forward to many more exciting events in the future.

The Michigan State News

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HUNGRY?

EAT--

Mary Lee Candy, pound 39c
Lamb's Golden Faux, pound 39c
Lamb’s Peanut Casserole, pound 2.99c
Hamb’s Liedchen Hot Dog 29c
Fresh Salted Peanuts, pound 39c
Peanut Brittle, pound 39c
Choco-De-Corn Crackers, pound 39c
Box Cereal, Fresh and Delicious 50c to $1.00

Columbia Records

FOR DELICIOUS

Shafter’s Bakery

Dine and Dance at Foo Ying Cafe

2979 S. W. Washington

Special Evening Dinner, Sat.

Dancing 6-8, also 10-12 at 12:30

Sunday Concert 1-3-6-8

WESTERN COLLEGIAN ORCHESTRA

Annual Sale

Suits & O’Cotes

$29.50  $39.50

VALIET TO 10 CENTS

Lewis Bros. College Shop

UP FROM THE OXCART

GENERAL ELECTRIC

YESTERDAY the antelope, deer, and fowl of grass and

production. The great exportation of the world.

significant outstanding feature in industry was the

in general. The great Electrical System of the

in the world. General Electric has developed and

in the production of these products. The construction

in the industry. The man who came every year to

in the production of these products. The construction
SPARANS BREAK EVEN IN HOLIDAY GAMES BY TRIMMING STRONG OHIO WESLEYAN TEAM IN FINAL

In a close match, Spartans weathered the storm of Ohio Wesleyan's late rally to earn a 65-62 overtime victory in the opening game of the winter season at the Mead Student Center in Athens.

Wild lightning meets his master...

Reduced to his effort during a thunderstorm, and standing in the still air after the storm, he found himself in the eye of the vortex, unable to move.

Lightning has long been a costly raider of power lines...