

# Michigan State News

MARCH 10, 1959

EXTRA

## State News is 50 Today

### Began Publishing March 10, 1909

By LARRY GUSTIN

State News Anniversary Edition Editor

Fifty years of continuous publication.

That's the milestone the Michigan State News reaches today.

It was on March 10, 1909, that The Holcad, granddaddy of the present student newspaper, first appeared. The name was changed to Michigan State News in 1925 when the college dropped its "Michigan Agricultural College" label and became Michigan State College.

State News expansion and development has paralleled the growth of the college. The paper improved slowly as M.A.C. gradually expanded during the 1920's. The State News was hard-hit financially during the depression of the 1930's. It was run entirely by women during World War II. And as the college mushroomed during the post-war years, the paper entered its "Golden Age," winning All-American awards year after year.

TODAY THE STATE NEWS occupies a spacious office on the third floor of the new Student Services Building. Associated Press teletypes — one for national and international news and one for sports — clatter in the background as student journalists prepare the next morning's issue. Across the hall, photographers develop and enlarge pictures in a well-equipped darkroom.

Campus Press, a privately-owned East Lansing printing company, recently purchased a rotary press which at one time published the Christian Science Monitor. The new press cuts printing time for about 17,000 issues from six hours to 45 minutes and allows the use of color printing.

These facilities would be the envy of many a small town daily newspaper editor. But facilities are not what makes a good newspaper — either on a professional or a college level.

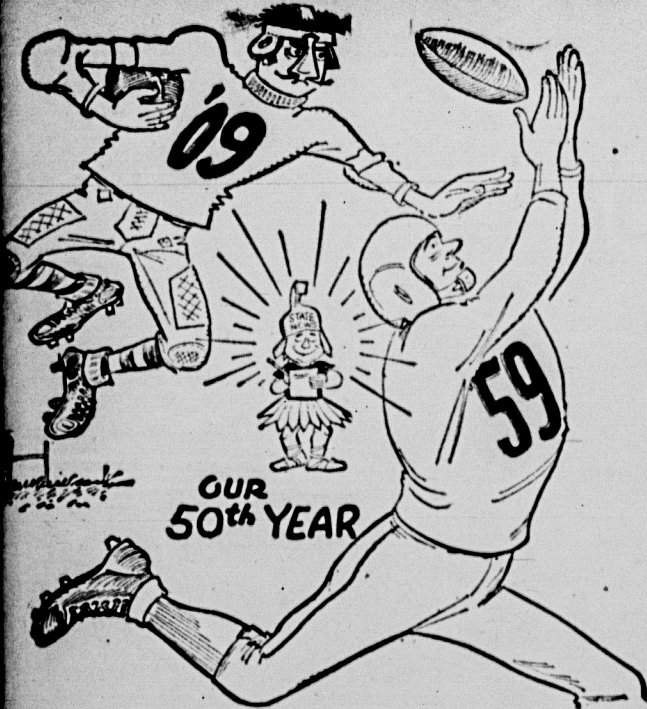
The State News has become an effective voice of the students because, unlike some university dailies, it is not directly censored by the administration. It is true that an "objectional" editorial may mean a visit to the dean's office (although such action is rare), and that the administration has often withheld information from the student reporter. But only the editor reads and okays editorials for publication, and only he is responsible for any consequences.

IF THERE HAS BEEN any one continuing crusade carried on by the paper during its 50 years, it has been freedom of the press. The State News has always resisted efforts to control it in any way. It has also believed that "the right to know" is a part of that freedom.

A major victory along this line occurred last fall when the paper was for the first time allowed to cover State Board of Agriculture meetings. So far it has been unsuccessful in its attempt to report the mysterious meetings of Student Judiciary and its kind of "justice."

The paper has changed in a variety of ways, most of them covered in detailed accounts elsewhere in this special issue. The early Holcads were published every two weeks, and were magazine-like in format. Until 1937, editors were chosen by an all-college election. It wasn't until World War II that the State News, reflecting keen student interest in war developments, began publishing international news from Trans-Press Radio and Associated Press teletypes.

Certainly the semi-centennial of the State News is a fitting time to stop and review its colorful and often exciting history. That is what this issue attempts to do.



1959

### Development in Summary

News milestones, and development in 1909.

The Holcad is born in 1909. It's a magazine-publication with fiction, editorial comment and original purpose is to inform students against bed by the Lansing

Editors, formerly by popular vote, now by competitive system, voted upon by students. By this time, The is a weekly news-

Name is changed to Michigan News as MAC becomes Editorial office is in

1920's—Campus Press over publishing the Press. Publication doubt. Subscription is part student fees, thus being financial sta-

Depression cuts ad- and the use of pic- "Mass" coverage of "Flowing Homecoming (see Haskins story).

First extra in history the acceptance of the American Assoc- of Colleges and Uni-

Although depression per to a weekly, the are able — briefly — it back to a twice-

Editorial office is in of Union Annon- of the Book

Store) after successive shifts from library to old Union, old Music Building, Weather Bureau, State News receives first-class rating in first entry into critical competition. It begins thrice-weekly publication. A Board of Publications takes over the responsibility of choosing editors, ending popular election for the position. Ola Geizer is first woman editor and first editor chosen by the "Pub Board." A. A. Applegate is first faculty advisor to paper. Some big stories in this period (see Sinclair story).

1941—Most of the top editors resign to take other jobs but paper weathers storm.

1942—State News finally becomes a daily, published five times a week. Reduced to tabloid size because of war-time paper shortage. Trans-Press Radio is first wire service. Associated Press membership finally acquired. Students demand international coverage because of war interest.

1943—"Women's era" of State News history begins as men go off to war.

1944-45—Coeds publish extras on D-Day, President Roosevelt's death, V-E Day stories.

Late 1940's—Veterans returns, "Golden Age" of paper's history begins. State News returns to full-size daily, office is moved to third floor of Union. Lushwell A.C. is born. The 1947 flood covered by aerial photography. The staff is more than 100 strong, and a long string of All-American awards begin. Staff publishes

extra after State's entrance into Big 10 is announced. Fairchild photo engraver is installed. The veterans have begun a bright new era, both for the college and for the Michigan State News.

1950—Summer paper suspended after an "inaccurate and unwarranted" editorial calling the American Legion Boys' State a fascist organization.

Early 1950's—Paper increases from four pages to six and eight. "SPARTANS GO TO ROSE BOWL," a stock banner headline, is used for first time.

1955—Tabloid extra is printed after second Rose Bowl trip is announced.

1957—First basketball extra follows State's defeat of Kentucky in NCAA quarterfinals. "Peanuts" popular comic strip, makes debut.

1958—State News moves to Student Services Building. Campus Press installs new rotary press which cuts printing time from six hours to 45 minutes. State News is allowed for first time to cover State Board of Agriculture meetings. Color printing used for first time. First eight-column picture, of Old-Timers' football game, is printed.

1959—Fiftieth year of continuous publication. Associated Press Wirephoto machine is expected to be installed for State News and MSU television use during spring term, bringing photos from around the world immediately to the paper.



# 'Holcad' Formed as Defense

(Dr. Kuhn, a history professor at Michigan State, is Campus Historian and author of "The First 100 Years," a centennial history of the college—ED.)

By MADISON KUHN

In the days when almost every junior — and none but juniors with their dates — went to dance at the J-Hop, the Michigan State News was born. On Junior Hop nights sophomore men sulked on the campus, and stacked furniture to the ceilings in junior rooms. They were only trying to even the score from their freshman year when the juniors were sophomores with paddles, persuading freshmen to "buy" the steam radiators in their rooms, to serenade Prexy, to eat soap, and to swim in the Red Cedar on cold November nights.

Shortly before the junior revelers left Lansing's Masonic Temple following the 1909 Prom, some sophomores opened a track switch on the edge of Lansing, expecting to derail at least one returning street car. Workmen discovered it in time, but Lansing's

press was alarmed. "FATAL RESULTS MIGHT HAVE FOLLOWED ACTS OF COLLEGE HOODLUMS" ran the headline over an article that reported: "The spirit of vandalism again broke out among the students." When "Nineteen 'Intellectual hoboes'" received a lecture rather than a prison sentence from a Lapsing Judge and no more punishment than eviction from dormitories by the faculty, the editor's prose grew purple.

To defend their fair name, the students founded a newspaper — The Holcad — which in 1925 became the Michigan State News.

A generation earlier, in 1881, students launched the Speculum to protest mismanagement in the dining-hall ("Does the steward eat the oysters for which we pay?"). After 15 years of distinguished journalism, the monthly Speculum had been displaced by the President's M.A.C. Record. As a weekly, the "Record" chronicled campus life but it was never a forum

in which students might defend themselves against faculty, board, or the general public.

"It does not seem just," C. C. Taylor editorialized in The Holcad's first issue, "either to the student body or to the college, when any little trouble occurs, that the college should be advertised by — (the Lansing) press as being lax in discipline, or the students as being a band of hoodlums."

Founded to defy these critics, the paper was tentatively christened The Gander in expectation that it would arch its neck and hiss at the enemy. But President Snyder insisted upon a more dignified name, suggesting "Holcad", a ship that carried news among the seaports of ancient Greece.

The Holcad appeared in March, 1909, as a semi-monthly, slick-paper, 24-page magazine with short stories, occasional essays, editorials, and pages of student, faculty, social, forensic, and athletic

news. The essays and stories gradually disappeared as The Holcad became, in a few years, an eight-page weekly newspaper.

the Fight Song the words: "Their specialty is ball." But those farmers



MAY 12, 1909

An early Holcad cover.

When Michigan Agricultural College was transformed into Michigan State College in 1925, old ways passed. Sports pages no longer chronicled the victories of the "Aggies" or the "Farmers". "Who Can — What Can — Can Can — We Rubes Can" disappeared from the cheerleaders' repertoire. And in

gave way to "Their specialty is ball." And those Spartans proclaimed what had been for forty years — was more than an agricultural college.

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# 'Riot' Was Big Story in 1930

The author of this article, now a public relations consultant living in Chappaqua, N.Y., was editor of the State News for the year 1930-31, Publications Board chairman, member of Pi Delta Sigma and associated with the Sorority Society (now Kappa Sigma Fraternity)—(F.V.)

By JAMES MASKINS

It is difficult on a snowy night in January, 1930, to sit at a typewriter and sift out incidents that occurred during my four years on the Michigan State News (September, 1927, to April, 1931) that might be of interest to current readers of the newspaper.

There were at least three State News "firsts" in this period. It was not until 1928, under Editor John Kelly and Business Manager Wayne Parkwell, that subscription to the State News became a part of the regular student fees. This insured complete coverage of the student body by the twice-a-week newspaper, an important factor in advertising sales.

Then in 1930-31, Business Manager LeRoy Sample revamped the business system and put the paper on a sound financial basis by splitting up the responsibilities for advertising, collections and circulation. This probably saved the publication from going out of business.

It is not surprising that back 30 years ago the State News, the college faculty and the student organizations weren't as well organized as they are today. For example the lack of money in those depression years made faculty members' work-loads so heavy they often

didn't have time to handle supervision of student affairs.

This gave State News editors of the late '20's and early '30's plenty of opportunity to develop judgment and ingenuity.

It was because of this that the third State News "first"—planned "mass" coverage of a news event—came about and it almost cut short this writer's student editorial career and the college careers of a dozen campus leaders.

The story began on a Saturday afternoon in October, 1930. When Bob Monnett, Bucyrus, Ohio, halfback, ran 92 yards to score a touchdown two minutes before the end of the game to give State a 14-7 upset victory over Colgate University, proud undefeated champions of the East. It was a sweet victory. It was the first time the Spartans had beaten a major foe since they upset Notre Dame 12 years before. It probably was State's first recognition nationally as a coming football power.

It was only to be expected that the Homecoming crowd of students and alumni ripped down the goal posts and continued the celebration at campus parties that night. But by Sunday noon our State News staff had good information that there was a move afoot to have a holiday on Monday. An editor I notified the Student Council president who rebuffed me angrily and said "if you want a holiday go see the president yourself." Being a strong believer in the credo that editors should cover and not make the news, I retired to my office atop the Union Building and assigned more

than a dozen staffers to strategic spots on the campus. Yes, we even had a volunteer amateur student photographer on the job.

Promptly at 8 a.m. Monday several hundred students formed in front of the Union and led by an impromptu band marched across campus and called to students to leave classes. One faculty member rushed out into the cold morning hatless and tried to stop the milling crowd.

They ignored him and continued to the old gymnasium building where hastily-summoned Head Football Coach "Sleepy" Jim Crowley and others participated in a rally and successfully urged the students to go back to class before they bring disgrace on the college.

By noon the rumor was out that strong-willed faculty President Shaw were urging President Shaw to expell at least a dozen of the ring leaders. I was pretty sure I was among the group when I went to his office for an interview and he refused to see me.

I returned to my office and wrote a thoughtful "Stop, Look and Listen" editorial cautioning students and faculty that both were at fault but blaming the incident on the weakness of the Student Council. To make a long story short, no one was expelled and the whole matter was written off as just another incident of "student spirit."

Thirty years ago our State News masthead usually carried 40 or 50 names, but usually less than a dozen people contributed to any one of the twice-a-week issues that ran from four to eight pages. Many of the students, including most of the campus

leaders, worked either part or entirely their ways through college and they could contribute fewer hours to the State News. Some of us took the few journalism courses taught by Professors James B. Hasselman and Albert Nelson, but many of our staff came from engineering or agriculture or home economics.

In fact, most of the real inspiration we State News staffers received in those days came in our informal relationships with Mr. Hasselman and Mr. Nelson. (In my own case it resulted in putting together a course that made me the first person ever to graduate from State with a journalism major). These two men had confidence and patience in student editors and even stuck with us when other faculty members wanted to either punish us or cur-

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tail our freedom of the press.

Yes, the memories of this old grad go back to the informal fraternity of State News staffers that worked until 1 or 2 a.m. on Sunday, Monday, Wednesday and Thursday nights to get out the paper.

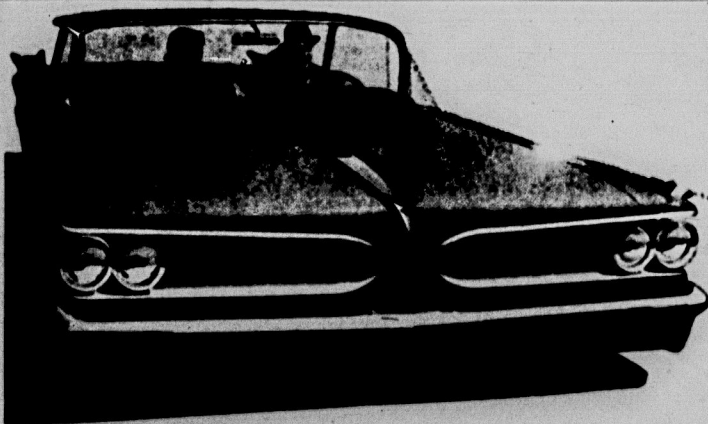
On "General" trucks, a tall, white-haired night watchman at the Union who often broke the rules to rustle left-over coffee and buns for the staffers in the cafeteria. And over in the basement print shop of the Campus Press many of us cut our teeth on makeup problems always with too much or too little for the edition.

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# S' News Life in Mid-30's

(The author of this article was a State News staffer in the years 1933-1936 and was sports editor during part of his tenure. Now living in Birmingham with his wife and two children, he is editorial director of Cees Publishing Company, Detroit, a subsidiary of Campbell Ewald, an advertising agency. Mr. Warner previously worked for The State Journal in Lansing, as correspondent for a string of newspapers and as a freelance magazine writer. He was also public relations director for an aerial survey firm and copy writer for Campbell Ewald. He was an infantry captain stationed in the South Pacific.—ED.)

By JOHN WARNER

A recent distressing event was the request to write this piece about the atmosphere of the State News when I was a staffer there, for over me swept the realization that it was just about 25 years ago (or "a quarter of a century," if you want to be nasty) that I offered myself, body and soul, to journalism, via the State News.

I was a sophomore in the Journalism school then. As I recall, the school had a faculty of only about three, but somehow we managed to learn how to write a sound news story, a readable feature article, a proper headline. Prof. A. A. Applegate and Prof. A. Nelson taught most, if not all, of the journalism courses, and instructors in

other departments of the Liberal Arts College attempted to do something about our education in general.

The State News occupied two rooms in the basement of what then was the Music Building. This was located at the southwest corner of Abbott Road and Grand River Avenue. As we worked we could hear, from the chambers above, the soaring notes of a hopeful soprano, the sawing of a determined cellist, or the labored arpeggios of a harpist, and often all of them at the same time.

If, in our folly, we mimicked the students at the tops of our lungs, as we often did, we were generally given a going over by one or another of the faculty.

One instructor in particular we enjoyed, as he was given to standing at the top of the stairs and shouting at us in a wonderful mixture of English and Russian.

Only a couple of people had keys to our one door, but the ground-level windows were never locked, and so the main body of the staff often came and went through the windows.

At least one of them faced directly on Grand River, and so motorists on this heavily-traveled street were often startled to see a small group of young ladies and gentlemen emerge, as if from earth, and go their separate ways.

The staff was small. I can't remember when there were more than six or eight people working in the office at the same time, even on a night we went to press. Getting a paper out twice a week

was a major accomplishment.

I can remember many faces, but not many names. I can recall the four or five of us who frequently sat in a booth at Tony's or Emil's and drank beer and wrote headlines, and then went back to East Lansing and put the paper and ourselves, in that order, to bed.

One editor I worked with most closely was Chuck Palmer, who is now a political publicist in New York, or was last time I heard.

Grace Newins was our star coed reporter, and I think the inventor of the window entrance-exit system. Harry Wismer (later a nationally-known sports broadcaster) wrote sports, as did Bob Herrick. The last I heard of Herrick he was some sort of an authority around The Flint Journal.

Dave Cleary, an editor who enjoyed doing tricks with my copy when my back was turned, is with Young and Rubicam, New York advertising agency.

One memory of Herrick has lasted all these years. He, mind you, had written, and had had accepted, a poem for the Post Scripts department

upon whom we fell with cries and the firm hand of eternal friendship whenever news reached us of their whereabouts. But alas, they always turned out to be something strange, like engineering majors, and after a couple of assignments would be swallowed up by the Hall, never to be seen again.

The paper was printed across Grand River from the offices, at the Campus Press. Here again our working quarters were in the basement. (It occurs to me now that I spent an uncommon amount of undergraduate time in basements.) It ran on a flat bed press that wheezed and sighed but never once broke down. Down in this cellar I spent some of the happiest moments of my life, because I liked the sights and the sounds and the smells.

The paper was always together at night, long after shops along the street had darkened their windows. After the forms were typed and proofs pulled we would make our hasty exit, standing up at a steep angle up table, wait for type to

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## Anniversary Issue

Michigan State News  
March 10, 1959

Editor — Emory Gustin

Contributors — A. A. Applegate, Bill Nowley, James Haskins, John Warner, Jack Sinclair, Sheldon Moxer, Neva Ackerman Meyer, Dave Reed, Donn Shelton, Madison Kuhn and Margaret Fuller.

ment of the Saturday Evening Post, and we who had boxes filled with rejection slips looked upon this feat with envy and awe. I still do.

There were no photographic facilities. We used very few pictures, and the ones we did use were terrible.

Now and then we were able to talk the publicity dept. (now Information Services) out of a professionally-made glossy, usually something to do with sports.

Whatever other pictures we used were taken by amateurs.

re-set and re-proofed, stuck in a knot at the end of the press waiting for the first copies to come off, and the reel off to bed, wondering where in heaven's name we'd find enough stuff to fill the next edition.

I suppose today's State News staffer has a better knowledge of type faces and make-up and syntax and style than we did. He has better quarters and equipment. He has access to more material, and more time to read it for print. There are more of him than there were of us. But we had more fun.

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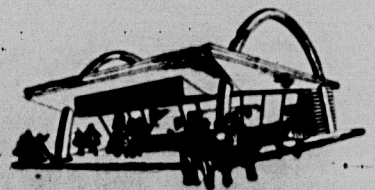
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# 1937 — Year of Big Change; Fever Epidemic Hits MSC

The author was managing editor of the State News when he left in 1941 to go to the Ann Arbor News as police reporter. A year and a half later he joined the Detroit Free Press as an assistant editor and later became state editor. He left the Free Press to purchase a weekly paper, The Harford Day Spring, in 1945. He is still publisher of the paper. Mr. Sinclair is now also a second vice-president of the Michigan Press Association.—ED.)

By JACK SINCLAIR  
The year of the big change was 1937.

That year the State News went from weekly to thrice-weekly publication, acquired its first woman editor and ran on fantastic overtime bills at the Campus Press. At the same time, it began training some men and women who were to make their marks in the newspaper business in the years to come.

The office was in the "basement" of the Union Annex (now the basement of the book store) next to the weaving office. It had private offices for editor and business manager. It also had a storeroom, but the windows opened onto the Union courtyard which provided a handier entrance and (sometimes more important) exit than the door. Oia Gelzer, a Chi O from Woodale, was editor of the State News in its first year on Tuesday, Thursday and Saturday morning publication. She also was the paper's first woman editor and the first editor chosen by the Board of Publications instead of by popular election.

Work on each edition began in earnest the afternoon before publication. It ended about 5 or 6 a.m., somewhat past the midnight deadline. Harold Foster, proprietor of the Campus Press, had amazing patience with the inexperience of State News staffers and was a great help to many of them in learning the newspaper business.

Ralph Norman, the best public relations man I ever had, was State News sponsor. It was his task to pound the overtime problem through our heads. He finally succeeded; we didn't go broke when first couple of thrice-weekly issues. For news, editorial and personnel advice, we'd

have been just without Bert Applegate. He never intruded, but always was handy with help when it was most needed.

Ray Turner, who followed Oia as editor, put photography into the State News. We found a cubbyhole under the stairway to the Union Annex basement and fixed it up as a darkroom. The State News published a four-column picture section, "Pass in Review," once a week, but the prize photo achievement of those days was scooping The State Journal with a picture of the corps sponsor.

ROTC camps sponsor selections always were announced at about 4 p.m. the day before a State News issue. This was too late for the State News to have a cut made until the following edition two days later, but it was just tight for The State Journal to have the picture the next day after the announcement.

One year Dave Telford and I figured out how to beat The State Journal with the picture. We found out who all the candidates were, herded them into a room on the second floor of the Union and started shooting all possible combinations of winners. We had it figured that by taking about 30 pictures, we were bound to have one which contained all the winners.

Dave and I started up all night making prints. Of course, as Dave was correspondent for The Grand Rapids Herald and I was correspondent for The Detroit Free Press, both morning dailies circulating in Journal territory, we also made a set of photos for each of these papers.

We numbered each picture and sent the State News order to the engraver at Lansing. When the corps sponsor winners were announced, we checked our list of combinations, found the right picture and phoned the number of it to the engraver and to the two out-of-town papers. The next day, three morning papers published pictures of State News corps sponsor as ahead of The Journal.

Biggest story of the period was the undulant

fever epidemic. "Fever Stalks MSC Campus" read The Chicago Tribune's banner line. Not until a student died in the college hospital did we learn that there had been an outbreak of the disease and that a number of students were ill with it, but we couldn't find out how many.

The college had cleaned the secreted lid on and we couldn't find out anything about the epidemic until Seth Anderson, a State News associate editor and one of the best newspapermen I've known, called the Ingham County Health department and got the number of undulant fever cases for all Ingham counties.

Then Seth called President Shaw, previous phone calls were unproductive, and announced that unless the college provided more accurate information, the figures he obtained from the county health department would be the one used next morning by the State News. Grand Rapids Herald, Detroit Free Press and any other papers for which State News staffers were correspondents. That was a crowd of 11 a.m. Their must have been some quick decisions, for at 2 p.m. there was a press conference at which all undulant fever cases for State News and county health reporters and all campus correspondents.

While that was the biggest story from the standpoint of off-campus news value, the biggest one from a standpoint of our own accomplishment involved publication of a 9 1/2-inch extra.

State News staffers of the time took their contribution seriously and were not happy to give anything that had never existed before. This policy was the catalyst of some administrative officers, particularly Dennis Egan, Oia and I. They struck back, getting the State Board of Agriculture to take the State News off the fees.

At that time, each student paid 10 cents with his course fees for a State News subscription.

described. Trying to sell and keep track of individual subscriptions to some 6,000 students was an almost superhuman task for a circulation department composed of unpaid students who were supposed to attend classes once in a while. We finally were able to persuade the administration to hold a vote at a spring term registration on whether to return the State News to the fees.

Vic Spaniole and I were the only staffers on campus that vacation. (Vic was business manager and I was an associate editor.) From a friend in the accounting office, Vic learned that the ballot was loaded—that is, if students wanting to keep the paper on fees voted "Yes" the wording of the balloting actually made it a vote to keep the paper off the fees.

The vote itself called for emergency action. We made up a handful of the letters of a miniature State News, explaining the situation. We included the volume and issue number to make it a regular issue, and got the Campus Press to print them. Circulation Manager Ed Morley was notified at home and he got all the State News carriers to

pass out at 6 a.m. the first morning of registration. The special edition was passed out all over campus and the student vote was 9 to 1 to return the State News to the fees.

Only a few of us were journalism majors in those days, but from the State News staff of that period have come a number of good newspaper men and women, many of them still in the field today, several as publishers. During exam weeks it was customary for a number of staffers to live in the State News office, reading textbooks for the first time, taking turns sleeping on the office tables and keeping the office lullaby with coffee from a small milk bottle kept warm on a radiator. This form of study, the most enabled some of the staffers to even get a diploma. (Some of us didn't, too.)

Salaries in those days were not only smaller but fewer than now, but they were handsome then.

While there were some problems in those days of starting thrice-weekly publication, if anybody were to say we were pioneers, most of us who were on the staff then would only shrug. We were just having fun—all the State News carriers to and learning a lot.

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Every moving part in your Car  
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**THERE'S A TOUCH OF YESTERDAY AT KEWPEE'S**

In the good old days, people knew the best way to relax was with a good cup of coffee.

So, Kewpee's has brewed a relaxing coffee for you. They have combined full rich flavor with fine good taste to give you a "way back when" delicious cup of coffee. Only at Kewpee's do you get coffee that has all the old time pleasure and flavor of pot brewed coffee.

Kewpee's home-made pastries also have old-fashioned taste-tempting goodness. Whether you use pastries for eating plain or for dunking, you will agree there are no finer pastries in town.

Try a "dunking" doughnut and a "way-back-when" cup of coffee at Kewpee's Today.

**KEWPEE'S**

# Paper Becomes a Daily, Gets AP Service

(The writer is now an advertising executive for J. P. Brothers Co., a Detroit advertising agency. He lives with his wife, Neva (a State News editor whose article also appears in this publication) and three children in Birmingham, Mr. Moyer was editor of the State News when it became a daily in 1942—ED.)

By SHELDON MOYER

You could call it a period of uncertainty! After December 7, 1941, the events at Pearl Harbor cast a hesitation and question mark over every move that was made on the MAC campus.

Some students left school early in 1942 to join their choice of the armed forces. Others signed up on a stand-

by basis in the Army's Enlisted Reserve Corps, or the Navy's and Marine's Officer Training Programs. A few were netted by the draft.

But for nearly every male student it was a time to make the most of the time allowed him at Michigan State — before he received his official call to active duty.

Those of us who were active on the State News had another problem.

Up until this time, practically all of the news published in the student newspaper was local in nature. State, national and international news was left for the metropolitan newspapers.

But now suddenly, there was a genuine need and interest among the student

body for up-to-date information — not so much on the war itself — as for information on the draft, the various armed services and other national activities.

At this time the Michigan State News published three

Radio, a news-gathering agency of that day.

A teletype machine was installed in the State News office, and every Monday, Wednesday and Friday the news came in from all over the world

Prof. A. A. Applegate, pursued a membership in Associated Press for school newspaper. We laid plans for expanding publication frequency on a daily basis — five days a week — Tuesday through



PRESIDENT MANNAM — pres. first manager; Len Barnes, editorial director, daily State News in 1942 as (l-r) A. A. Sheldon Moyer, managing editor, look Applegate, advisor; Jean Whiting, business

## 1Hr. Dry Cleaning

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"One Hour Martiniing"



EACH WEEK A

NEW SPECIAL

times weekly and was a full eight-column newspaper. Immediately after December 7, 1941, it became the objective of the student editors to secure a national wire service. Our first effort in this direction enabled us to get the news services of Trans-Press

— from 4 p.m. to midnight — the deadline hour for our Tuesday, Thursday and Saturday editions.

Meanwhile, with the moral support and advice of newly-appointed President John Mannam and faculty-advisor

Saturday. This, too, presented a problem. The war brought a paper shortage, and only way to publish a paper called for a compromise. To expand from to five times a week, we cutting the size of the paper from eight columns to a column tabloid.

The die was cast and during the summer term of 1942 the State News was published three times a week as a tabloid instead of once a week as it had been previous summers. This was a break-in period to fall term when State News finally received its Associated Press service and began publishing five times a week.

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BARB FEARNSIDE, Peg Middlemiss and Barb Dennison — members of the war-time "women's era" staff.



BLOSSOM — the 1928 roadster which was State News "mascot" during the war, was a favorite with Neva Acherman (in picture).

D-Day Extra Recalled

MICHIGAN STATE NEWS  
March 10, 1959 Page 7

# 'Women's Era' Begins as Men Go to War

Mrs. Moyer was editor of the State News during the "Women's Era" of World War II. She has written for the Associated Press, has written freelance articles for a number of magazines including Redbook, and has been a regular contributor to Motor News magazine. Mrs. Moyer is the wife of Sheldon Moyer, a State News editor in 1941, whose story also appears in this edition—E.D.)

By NEVA ACHERMAN MOYER

It took a full scale world war to win the battle of the sexes on the State News.

The keep-the-dames-out-of-the-dormitory-room rule was as strong on college papers as on the big city dailies. The State News was no exception.

Not that the men weren't perfectly willing to let female writers cover the women's era and other less desirable jobs. They even rather enjoyed a pretty face around the place. But the so-called desirable and responsible jobs were exclusive male property.

Not many women tried to break the system. After all, any gal clever enough to pick out the "quick brown fox" on the typewriter realized that the real attraction at the State News was not the promise of literary glory — but the MEN who worked there. (I should know. I met mine there.)

Those two dingy rooms in the basement of the Union Annex (circa the 1940's) were the perfect places to see interesting men. These staff members not only were Men On Campus but they also knew all the other MEN. The contracts were valuable!

World War II changed all that. The big change took place in the summer of 1943. Everyone went home for spring vacation, but only the women came back. The men were in Camp Grant, Great Lakes, Fort Benning, and other similar places.

So for the next three years until the spring of 1946, women ran the State News far better or far worse.

For myself, I was more excited than thrilled when I stepped to the inner sanctum and turned over to me then the first woman managing editor of the State News. I had only wish I were back in the talking stage — bragging how women could run a newspaper if given a chance instead of having to prove it. (Actually, one day, Ole Geizer, a few years before had become editor. The new position of managing editor covered both editorial and business staff.) Whether the women ran the paper as well or better than their predecessors isn't so important now. The paper was run pretty much the same way as it had been. It was the times that were different.

A wartime campus has a few of the situations or incentives which make a student paper particularly good. The usual campus issues were so transcended by the all-out war effort as to seem incidental.

Certainly, that the women were able to continue the State News without missing an issue — in the face of paper shortages, lack of funds, and meager staffs — was in itself commendable.

Financially, we operated almost exclusively in the red despite careful budgeting and the loyal support of Jacobson's, our chief and almost only advertiser.

Where once the presence of large numbers of men had been the big attraction on the State News, now the absence of men on campus brought women to work on the paper. There just plain wasn't anything else interesting to do.

Now, before the men went off to war leaving reams of how-to-do-it memorandums (they didn't trust us at all), they also wrote a few columns on how we would feminize the offices and ruin the slovenly atmosphere.

Contrary to their predictions, the women editors did not hang curtains at the windows nor their nylons up to dry. If possible, the place was messier than before because there were no little freshmen coeds to tidy up. They were all too busy writing headlines.

Oh, about once a month we did get together and rearrange the furniture — a real female prerogative. And you could open any desk drawer and find only one copy pencil, but nearly every shade of lipstick. Once in a while the gal did get on a coat of nail polish while waiting for a galley proof. Not more often than not, they were satisfied to use a little lava soap on their ink-stained pinkies.

The women's regime on the paper also proved that women can get along with each other. Now and then a few strong words might be exchanged — but it never got to the scratching or hair-pulling stage.

The women were pretty successful as substitutes for leg men and sports writers but there was one job for which it was pretty hard to find a stand-in. There just wasn't anybody to walk us home from Press at 2 a.m.

That was where our much-remembered Ileana Elizabeth Conrad (time has, we hope, mellowed all memories of her) stopped in. She averaged for us to be escorted home each night by the Campus Police. She also shook her head over our collec-

tive health because of "such late hours and damp, murky atmosphere." Campus Press was under ground then, in a basement at the corner of Grand River and Evergreen.

No discussion of life on the State News at this time would be complete without a mention of the mascot, "Blossom," a 1928 Model A roadster with four fair tires, a stout heart and an "A" gasoline ration. She belonged jointly to four staff members but was used by everyone for errands, picking up ads, and for general joie de vivre.

During the first year of the female dominated paper, the staff included besides myself, Barbara Dennison as editorial director and Barbara Fearnside as business manager. The third year, Jan Hoops, Marion Heckel and Leone Seastron, respectively held these positions.

By that time, the men had returned to the State News staff, but the three top jobs in 1946-47 were held by Jean Jarvis, Helen Geover, and Dawn Hall.

Other key staff members during the women's regime included Kay Bessner, Barbara Hafford Jones, Dee Dearing, Lois Barnes, Jean Bugal, Betty Jo Cornish, Yvonne Davidson, Emily Kallied, Sylvia Ciernak, Marian Maichele, and Peg Dubry.

The great stabilizing force all through these times was Prof. A. A. Applegate whose confidence in us gave us the necessary self-confidence to do the job. Another big booster (once he got used to the idea) was the late Harold Fuller, owner of the Campus Press.

The paper closely followed the war news with AP coverage and analyses by various faculty members. We even attempted to keep students informed about the war on every front by publishing AP battle maps. Unfortunately, these usually appeared upside down.

Our greatest coup was the State News D-Day extra, a never-to-be-forgotten experience for all of us. For months, all the world had been waiting for the invasion of the continent by Allied troops. Along with most other newspapers, we made careful plans for this great event. Background material and pictures were set up in type and we rehearsed carefully what we would do when the big flash came.

When at last, very early on the morning of June 6, 1944, the teletype bells began clanging wildly, every staff member was called into action (we dared not leave anybody out). As a result, we were falling over each other in excitement and virtually pushing the linotypists over the finish line.

When the paper finally came off the presses about 3 a.m., we each grabbed as many copies as we could carry and began distributing them to dormitories, sorority houses, Air Force barracks and up and down the streets of East Lansing — shrieking the news so loudly we hardly needed to hand out the paper. We stopped traffic on Grand River passing out copies to early morning commuters.

Since our paper was on the streets before either the Detroit Free Press or the Lansing State Journal arrived and before most students and local residents had turned on their radios, we scored a real "heat" with our extra. That, coupled with the general joy that the big "push" had finally started, made it a huge triumph.

It wasn't until later that we discovered we had broken the story down the wrong side of the page. It made reading the front page a little like getting through a mine. Subsequent extras were put out when President Roosevelt died and on V-E day.

It would be nice to say that the women who proved themselves on the State News all turned out to be internationally famous reporters and writers. All of them did take jobs in journalism after finishing school, and most of them did rather well.

There were a couple of Associated Press reporters, an assistant editor of Ladies Home Journal, a news editor of WXYZ, several society editors of daily papers, and at least one editor of a country weekly. A few of the women went into advertising and public relations and several became high school journalism teachers.

Ultimately, though, we all achieved great success.

Every single one of us got MARRIED.

Nowadays, except for occasional free lancing, our writing consists mainly of grocery lists and PTA news letters.

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**Harold A. Shneider,**  
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O. D.

- Eyes Examined
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## Congratulations

to the State News,  
an MSU institution for 50 years

from Ray Zeffler,  
fast becoming a fine tradition at Michigan State

"for the man who cares to wear the very best"

EAST GRAND RIVER ON THE CAMPUS



State News representatives at Ann Arbor in 1919 U of M - MSC game.



Action during first Lushwell

## Paper Wins All-American Awards

# 'Golden Age' of State News

(A native of Marquette, the author worked as night editor and manager during part of his career on the State News between 1946-1950. Previously with the 51st Infantry Division during World War II, he was stationed in New Caledonia, Lyte and Japan. Mr. Reed worked on several papers, including the Hillsdale Daily News, before purchasing the Galien River Gazette in 1953. He is married to Dorothy Anne Lansing, a June '50 graduate of MSC, has two children "and a cat named Sam." —ED.)

By DAVE ROOD

Returning veterans made olive drab the fashionable color scheme at Michigan State in 1945-46, but they also brought a sparkle and polish to the Michigan State News that brought the once-venerable Holcad national honors and recognition.

The post-war surge began in the fall of 1945, with Jean Jarvis and Helen Gover in charge of the News as editor and business manager. The surge turned into a tidal wave the next year as thousands of ex-GI's made their way to East Lansing for a crack at higher education. Bill Johnston of South Haven and Tom "Hermie" Riordan of Detroit took over as manager and editor, the State News changed from a five-column tabloid effort into a big, bright, full-size eight-column newspaper, and the post-war "Golden Age" had begun.

Sigma Delta Chi, national journalism honorary fraternity, was also revived that fall of '46, and it shared the rapid growth enjoyed by the student newspaper.

There were handiaps, of course. Too many students, and too many neophyte journalists, were crowded together in the few rooms of the basement of the east wing of the old Union building. These few rooms had to serve as quarters for both the State News and the entire Journalism department, with the Union Cafeteria above serving as an escape hatch for the overflow.

The State News was printed across the street in East Lansing, in the old quarters of the Campus Press, then located in the basement now occupied by the Foxhole F-X. Each night student editors and writers would descend into the subterranean cavern for a frenzied make-up session with the printers that often

lasted well-past midnight.

TWO MEN PLAYED MAJOR ROLES in this post-war boom, and without these two men the News could never have reached whatever peaks it did attain.

A. A. Applegate, variously referred to as "Triple A," "Hert," or "Mr. A," headed the Journalism department at MSC then, and under his kindly genius the East Lansing school developed a well-earned reputation for developing top-grade newsmen — newsmen who are still earning recognition in the Fourth Estate a decade later.

Applegate was, and still is today, a "newspaperman's newspaperman." Known to publishers in every corner of that state, and beloved by his students, he developed the Michigan State Department of Journalism into one of the best in the Midwest.

Bert did not "control" the State News. There was no immediate faculty rein on the student publication, although a faculty advisor was available if ever needed. Bert did help guide it, however, by counsel and suggestion.

Enjoying this freedom from faculty censorship, the State News was truly the voice of the student. It could—and often did—take direct opposition to measures of the administration, and it was one of the few collegiate publications in the nation to enjoy this unique position.

The second man playing a major role in the post-war State News was Harold Fuller of the Campus Press. Student editors, managers and reporters arrived and departed, but Harold took them all in his stride. A man of rare patience and understanding, he took the well-marked copy into his cavernous domain each night for composition, and humored and cajoled his young Pulitzer through the amazing and confusing printing process until the final product emerged with the dawn's early light.

Each year brought new student faces, and new student ideas, and Harold would patiently accept the transition and confusion just as he accepted the fact that his pipe, a constant companion, could never remain lit for any appreciable period of time.

Harold's death early in the '50's came as a shock to his friends and to the host of ex-students he had befriended during his sessions with the State News. Each knew that the State News and the Campus Press would continue on, but each also knew that from now on something

would be missing, and that with Harold Fuller gone, the State News had lost a truly beloved friend and advisor.

THE POST-WAR BOOM had its lighter moments. They included the time Helen Gover, manager of the State News, was elected MSC Turtle Queen, and the newspaper sponsored the entry of "Quincy" in the Intercollegiate Turtle Derby at the University of Detroit. Quincy, alas, was never heard from again.

It was in 1946-47 that the State News opened their Lansing bureau at the Towne House, and a TGIF, or Thank Gawd It's Friday, subsidiary was established within those hallowed walls.

In the spring of 1947 the usually dormant Red Cedar river went on a rampage, and the State News was there, renting an airplane to send photographer Al Bransdorfer aloft with his camera, and running a supplement on the flood featuring his aerial photos.

THAT FALL OF 1947 found the State News established in new—but still temporary—quarters in the basement of the Union Cafeteria. Al Berglund, a refugee from Newberry in the Upper Peninsula, took charge as managing editor, with Pat McCarthy of East Lansing as editor.

Berglund and McCarthy were in charge of founding the State News Literary Supplement, a tabloid issued once each term and featuring the creative writing efforts of MSC students.

It wasn't until the fall of 1948 that the State News found permanent quarters. Then it moved into a new five-room suite on the third floor of the rebuilt Union Building, along Publications Row and directly across from the Student Council offices.

A. Bill Sonneborn of Detroit and Phil Spelman of South Haven moved into the top jobs on the State News that fall of 1948—a year that saw some major changes and events for both the State News and Michigan State.

In December the Big 10 conference was meeting in Chicago to vote on accepting a new member. Michigan State had the inside track, but there was some competition from Pittsburgh, and the campus waited expectantly for news from the Windy City.

The State News didn't wait. They sent two reporters—"Andy" Anderson and Ron Linton—to cover the meeting. In East Lansing State News staffers were hard at work setting up a four-page

extra, and when the phone call came from Chicago, they were ready. The State News was on the street with its extra that evening, just short hours after the first word, scoring a complete beat on every newspaper in the state.

including the Journal, and they did a brisk news in downtown that evening. First copies, proclaiming "Big 10" were ready.

Extra public







game in '49. Lushwell won, 20-19.

After the game, players and supporters pose for historic (?) picture.

# begins With Returning Vets

... Hannah's home by  
... and Henry Corrado.  
... we presented the  
... to Uncle John, who  
... a brief speech to  
... and molsy crowd of  
... students that had  
... . Triggered by the  
... State enters Big 10.

news and the extra, the celebrating students went off on a happy foot that overflowed into Grand River Avenue and East Lansing, and all was confusion for a few hectic hours.

## SEVERAL SHORT WEEKS

LATER, during Christmas vacation, 1948, the Campus Press moved from its basement location to a new home on M.A.C. in a garage just half a block from Grand River. A new eight-page press was installed at the same time.

State News coverage expanded that year, as Ron Linton and Jeff Riker began regular coverage of the state capitol and legislature. In the spring of 1949, when I became manager, we were expanding our picture coverage by the installation of one of the first Fairchild photo-electric engravers in the state and new darkrooms in the Union Building.

News coverage was also extended to East Lansing, where Gordon Reynolds covered the police and fire departments. Gordon made history of a sort one day in the State News office when, hearing sirens and police cars screaming down Grand River, he ambled to the phone, called East Lansing Police Chief Charles Pegg and queried in the best tradition of the Front Page, "Hello, Pegg? Whattie blowin' them sirens for?"

The State News also made expansion plans in the direction of East Lansing during this span, hoping to secure paid subscriptions from faculty members and residents of the community, but this grandiose plan was cut short by an edict from the administration, and so rather than lose its treasured independence in student affairs, the State News dropped the scheme.

Tom Nicholson of Pittsburgh joined me in the top job of the State News for the fall term of 1949 as editor, following Spelman's graduation that spring, and he later took over the job as manager after my graduation at the end of the winter term, 1950.

DURING THESE "GOLDEN AGE" years following 1945, the State News won top honors on a national scale, qualifying for an All-American honor rating from the Associate Collegiate Press for five straight years, an award that placed it among the top 10 college papers in the country. Publishing five mornings a week and printing more than 14,000 copies, the State News was a member of the Associated Press, the Inland Daily Press and the Associated Collegiate Press. More than 100 full and part-time student staff members participated in the publication.

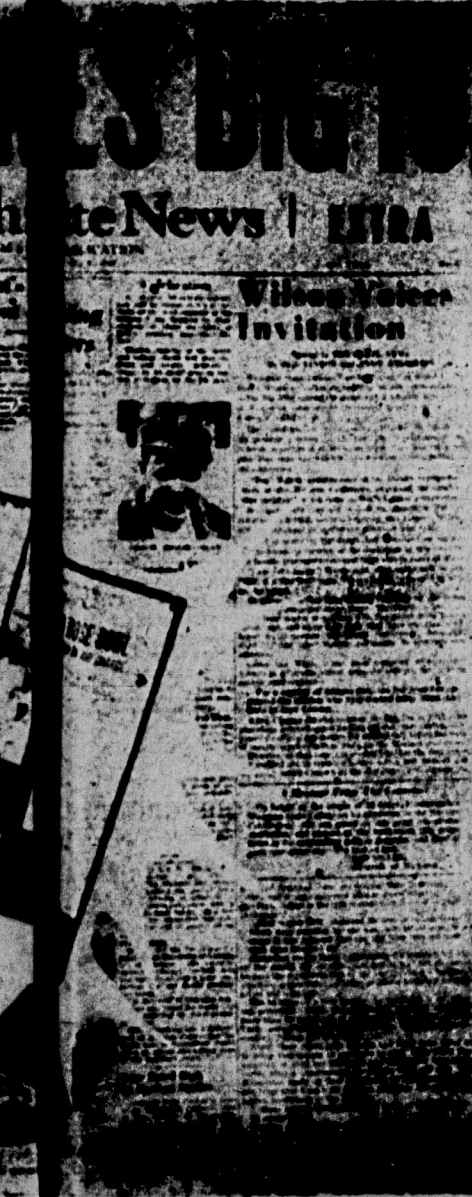
The veterans' numbers

started to dwindle by 1950, and several years later there was little left of their stamp on the State News. The paper drew a suspension during that summer of 1950 as the result of an editorial attack upon the American Legion and their Boys' State, and that fall a publication faculty advisor was installed in a full-time position along Publications Row. Several years later Bert Applegate was forced into retirement, and the final spark that made the State News sparkle went with him.

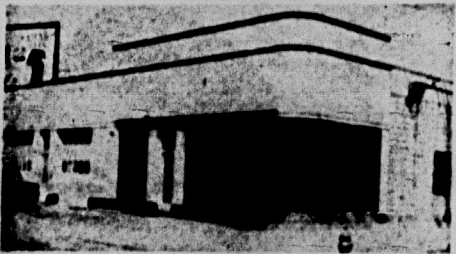
The post-war State News was an unusual paper, but those were unusual times. It took a man like Bert Applegate to recognize that special quality that could come from

mature students operating a daily publication with over 14,000 readers, and Bert had the good sense and understanding to let them fight their own battles and find their own way, while teaching them and showing them the ways and wherefores of their profession.

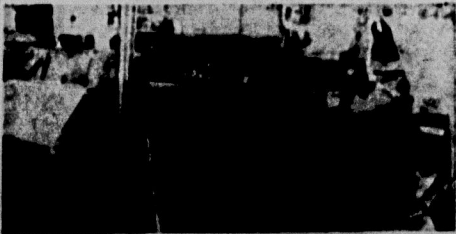
State News alumni from that post-war period are spotted all over the nation today. At least half-a-dozen have become publishers of their own newspapers, and scores of others hold top edition jobs on newspapers and periodicals of every size and description. They are good newspapermen today because of what they learned from Bert Applegate and the State News, and they know it.



AT CAMPUS PRESS — Chuck Jones, Don O'Neil and Foreman Tom Westfall put State News "on stone."



EXTERIOR — of Campus Press on M.A.C. Avenue between 1949-1958. A former gas station and garage, building will be razed soon.



FLATBED PRESS — printed the State News from 1949 until 1958 when rotary took over. Another flatbed preceded this one.

# Veterans Form Lushwell AC

**EAST ACRES — (ULP) —** It was a brisk clear evening in September, 1948. A hardy group of stalwarts trotted out onto Old College Field and a new era in sports was born.

A few lines of type in the next day's State News revealed to a complacent public one of the best kept secrets of our time. Intensive practice sessions behind the 119th Field Artillery armory in Lansing and loud talk in Mac's, Rays, Emil's and other assorted training places had paid off in Lushwell AC's debut in active athletic competition.

Striking with pent up fury in the opening minutes of the first quarter, the Lushes piled up an impressive 2-0 lead against the Els (a local semi-pro outfit) and then settled down for the eventual 26-2 verdict.

Appalled by this turn of events, Athletic Director George Krause and Head Coach Bill Howley decided on a change in basic philosophy.

"What good is an iron man team, when there's more lead than iron showing?" they cried, as nearly as anyone

could tell. "We'll platoon 'em'."

They launched a recruiting campaign the likes of which Kenneth L. "Tug" Wilson had never seen. Convinced that "Pub Row" hid a wealth of talent, they snapped up every available man on the State News, Spartan and Wolverine. A few innocent bystanders were swept along with the crush, but their cries soon died out.

This flood of Lushes took the pressure off the other eight bruised charter members — Hal Willard, Mel Oestrike, Bill Bates, Pete Serences, Ed Wenzle, Hugh Simons, Don Casson and Chet Kowalski — but did little to alter the outcome of intramural games.

In the next two games, the Lushes again rolled up 2-0 leads, which prompted the board of directors by majority vote to adopt the slogan, "Safety First." At the same time, directors beat down opposition and adopted Four Roses as the group's flower, and "Close Cover Before Striking," as a general admonition, but refused to ac-

cept black and blue as the team's colors.

"Lushwell", of course, comes to us from ancient sources. Space does not permit a full explanation, but it is alleged that Luther D. Ardfarb, legendary Lushwell hero, provided some inspiration. Old hands say, however, that at the charter

meeting, when the name was selected, two players who owned orange softball sweaters with black L's insisted that the name start with L, so they could wear their sweat-

shirts. The meeting then adjourned, and has since remained, a name to be reckoned with in Michigan State intramural annals and a few other places. With such a vast pool of manpower available, teams were entered in every sport. Results continued somewhat monotonous, however.

Each new game brought out new names or added luster to old ones. Lushwell all-time greats include Al Selby, Dave Rood, Tom Nicholson, Bob Sigmund, Felix Racette and many many others.

Least the impression be given that Lushwell is a muscle-bound group, it might be wise here to mention the works of Tom "T-Cat" Corners, saxophone-playing composer of such song hits as "State News Blues," "Lushwell Blues," "Lullaby of Lushland," "Lushwell Rock," "Stranger in Lushland," and some others.

The first annual football clash between Lushwell and the Student Council's Little Hoover AC came in 1949, when determined Lushes proved the two-platoon system superior to the three-subcommittee technique with a 20-17 win over the hapless politicians. The Lushwell-Student Government "Shovel Bowl" classic has become an annual event. Luther D. Ardfarb, Lushwell's first All-American, still gives inspiration through his portrait in the State News office.



LUTHER D. ARDFARB

meeting, when the name was selected, two players who owned orange softball sweaters with black L's insisted that the name start with L, so they could wear their sweat-

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A Mile Of Fashion For The

## QUEEN ANNE HEEL PUMP

**\$4.99**

New curved "Tito heel" sets off shining black patent... the pump's pearl-bow rolled pearl-trimmed.

by Doris Deb

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Your Colleagues of Tomorrow!  
**CONGRATULATIONS**  
For a HALF CENTURY of  
Enthusiastic Service

## Michigan Press Association

MICHIGAN STATE NEWS  
March 30, 1950 Page 10

CAMPUS CLASSIFIEDS . . .  
LOW COST . . .  
HIGH READERSHIP . . .

LIVE IN  
BRODY GROUP?

Just Across the Street

SPARTAN  
BARNER SHOP

117 N. Harrison  
1 Block North of  
Kelllogg Center



# State Goes to Rose Bowl And MSC is Now MSU

The writer was State News editor-in-chief in 1956-57, and had previously served as managing editor, city editor and sports editor. After graduation in 1957, he was a reporter for the Pontiac Press and later sports publicity director at Wayne State. Now publicity director for WJRT-TV, Mr. Shelton lives with his wife, the former Barbara Zeuge (also an ex-State News staffer), in Flint — ED.)

By DONN SHELTON

Michigan State grew by leaps and bounds in the mid-1950's, and the State News kept pace with every leap, every bound.

When Michigan State "went national" and journeyed to California for the 1954 Rose Bowl game, the State News was there to record every win, every pass, its first national assignment.

The State News class of 1955 left behind a new name for the school, and a policy that set the tone for the new name. Even before the state legislature officially made it Michigan State UNIVERSITY, the paper went on record as refusing to include the title MSC or the word "college" in editorial copy.

For the 1955-56 year, something "extra" was added, an extra for the second Rose Bowl trip — a neat little tabloid that kept a dozen people up all night. And of course there was the national assignment again to cover the Rose Bowl.

Art Underwood was editor-in-chief that year and I was managing editor.

Michigan State was growing and the paper continued to grow with it as the previously commonplace four-page papers gave way to more frequent six-page efforts and occasional eight-page editions.

By the 1956-57 year, I was editor-in-chief and Hal Bateman moved to managing editor. Four-page papers were officially banned, making six-pagers the commonplace and eight-pagers more frequent.

The paper maintained its proud All-American rating throughout the mid-50's, scoring twice each year as one of the nation's top collegiate papers.

The 1956-57 editions took on a new look as the familiar column rules were omitted to give the paper a brighter look. The change went unnoticed by students but the paper won a typography award from the professional Inland Daily Press Association for its new look.

The State News published a two-page extra following State's upset basketball victory over Kentucky in the NCAA

quarter-finals at the end of winter term, 1957. Joe Hoffman covered the game by phone from Lexington, Ky., and local staffers and photographers handled the "panty raid" which developed on campus by exuberant fans who had heard the same via radio.

The mid-1950's also produced a major crop of newspaper men and women.

Jack Kole, editor-in-chief in 1955 completed a master's degree course at the Medill School of Journalism at Northwestern and moved to the

McWane Journal. Managing Editor Bob Herman moved to the Racine Journal and Editorial Assistant Waki Olesky to the Chicago Tribune.

The class of 1956 sent both Art Underwood and Sports Editor Jack Berry to United Press International while Hal Bateman also joined the UPI along with Jerry Jennings, editorial page editor.

Staff members of the class of 1957 who moved to daily or weekly papers after graduation included Joe Hoffman, Jan Klouser and Audrey Macknesh (now with an advertising firm).

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THE

STATE NEWS  
ON ITS

50th  
BIRTHDAY



New office in Student Services Building.

## New Office, New Press

# Facilities Improve During Late 1950's

By LARRY GUSTIN

State News Anniversary Edition Editor

In office and mechanical facilities, the State News probably made its greatest advances during the years since 1955 when I arrived at Michigan State.

An Associated Press sports teletype was added, the office and darkroom moved from the third floor of the Union and new quarters in the Student Services Building, and Campus Press moved from M.A.C. Avenue to the old St. Thomas Aquinas Church where a high-speed rotary press was installed, replacing the old flatbed. Photos from around the world will be immediately available to the paper when the Associated Press Wirephoto machine is set up spring term.

The new Student Services office was modern, spacious and efficient, but lacked the "lounge" atmosphere of the Union editorial office, where many on the present staff began their college journalism careers under the editorship of Art Underwood and Dean Shelton.

These include Hardy Christ, Pete Walters, Jim Hyde, Larry Wroblewski, Dave Rogers, Joyce Riggs, Mary H. and others.

Bel Bateman, a walking record book when it came to track, taught most of us the newspaper business when he was sports editor and managing editor.

Gene Bitinger, editorial page editor under Shelton, gained a kind of immortality with his nationally-carried feature asking for a wife so that he could vote under peculiar East Lansing election rules.

Joe Hoffman, the paper's garrulous basketball reporter, was more than a sportswriter. He promoted — and succeeded — basketball's first pep rallies.

When the paper printed a basketball extra following State's victory over Kentucky in the 1957 NCAA quarterfinals, it also included stories and pictures of an uproarious "party raid" which was started by boisterous students.

Several of the "victims" were suspended from school, and when I wrote an editorial chastising the administration for its action, Dean King summoned me to his office for a tongue-lashing. MacKenzie wrote a follow-up editorial attacking the dean, and for a few days we thought we or the paper, might be suspended.

"Peanuts," the popular comic strip now seen daily in the State News, was first published spring term of 1957.

During my year as sports editor (1957-58), I successfully campaigned for the support of the newest varsity mascot cover, but was unsuccessful in efforts to save varsity boxer Pete Walters and I. "The Gold Dust Twins" covered Indianapolis 500 in 1956 for the paper, and I covered second Sugar Ray Robinson-Carmen Basilio fight with first-hand accounts.

Bel Reiter and Hale Framm, respectively, followed Shelton as editor. Framm gained a major victory when the paper was finally allowed to cover State Board of Agriculture meetings.

Another milestone while he was editor was the first paid to use color — a green headline and cartoon with Hardy Christ's pre-Michigan football game story.

When the editor and managing editor-elect failed to meet their grades fall term of 1958, Christ stepped in as managing editor and Bill Callahan became editor-in-chief.

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UNION BUILDING



# Applegate Led Expansion

MICHIGAN STATE NEWS  
March 10, 1959 Page 18

The author played an important part in the development of the State News for 20 years — between 1936 and 1956. As a journalism professor and State News advisor he guided young reporters and editors during the years of the paper's greatest advances. Mr. Applegate is now retired and lives in Florida—E.D.)

By A. A. APPLGATE

It was a fascinating and rewarding experience to watch and to be a part of the development of the State News from a five-column, four-page weekly paper to an eight-column multiple-page publication. The change in size is significant only as indication of the way the State News kept pace with the growth of Michigan State. The aims of the paper remained constant — news of interest to and affecting students, and service to the college.

When I first visited the State News one snowy January night in 1936 I found the office in a cubbyhole in the basement of the old weather Bureau building, the long removed. Equipment consisted of a battered desk, a worse battered typewriter, and a splintery table at which staff members worked. The editor was elected on a popularity vote by the entire student group. It was a situation in which almost any change would be an improvement, despite the fact the students had been wise — not lucky — in their selection of editor.

Three steps were necessary immediately if the same errors in the paper were not to be committed in perpetuity: creation of a control board for publications, selection of staff heads on a merit basis, and the appointment of a faculty advisor to the State News. President Shaw created the board and at my request appointed me advisor to the State News. Those were the beginnings of a program that was to bring All-American ratings year after year to the State News, and a recognition of the paper as a laboratory in teaching journalism.

If all the changes that were made had come within a year or two they would have seemed so drastic that I doubt their acceptance. Spread over a 20-year period, however, they were a logical, orderly development.

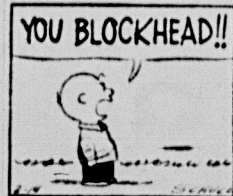
Some of those developments were (I am writing entirely from memory and without access to records): setting up a head chart, making a style book, establishing a system of staff promotions, appointment of a photographer, coverage of East Lansing news, setting an advertising rate based on Audit Bureau of Circulation standards, membership in the Associated Press, publication of national and international news, crea-

tion of a graduate manager post, setting up a darkroom and engraving service, and finally, when student publications became so large as to demand it, the employment of a full-time faculty director of student publications. Many of these developments came on the initiative of students, some at the suggestion of the advisor; all of them to make a better paper or to provide better experience for students.

A few highlights: Coverage of the dunking of sitdown strikers in the Red Cedar when they attempted to close down East Lansing; the all-female staff that put out such excellent papers during the war years; extras the night of D-Day, following the death of President Roosevelt, the declaration of peace, and the admission of Michigan State to the Big 10.

As advisor I was never a censor of the State News, nor was there ever any need for me to be. Each editor stood on his own feet, came to me for advice if he saw fit, and always knew he would have to defend any stand he took. There was no attitude of 'know-it-all' or 'know-it-less' but a respectful relationship between a young newspaper editor and an older one, working together.

Editors of the State News without exception, I believe, felt an obligation and a desire to serve the college instead of taking a narrower viewpoint that theirs was a student obligation solely to other students. That desire to serve the college once in a



CHARLIE BROWN congratulates State News.

while led to misunderstandings off campus, especially among those persons who did not realize the State News was not the voice of the college administration. Almost without exception, however, the position of the State News was respected by administrative officials. When the editor was in error it was because of insufficient knowledge of facts, or because of youthful impatience and enthusiasm. Sometimes the administration listened to, and followed the suggestions of the editors.

On one occasion the editor and sports editor conducted a secret poll, gave me the ballots to lock in a safe, and presented the result to the president. The result of the poll was never made public, and so far as I know, only President

Hannah, Bill Johnston, Tom Jordan and I know it. But it did provide the president with useful information.

One morning after the publication of a biting editorial criticizing the college for increasing some fees without what the editor considered sufficient notice to students, a member of the faculty asked me who the new editor of the State News would be. When I told him there would be no change he said "You don't mean to say President Hannah will let the editor remain after this morning's editorial?"

I answered, "I'll bet you a coke President Hannah won't say anything at all." Not only was nothing said; the increase in fees was postponed a quarter.

In fairness I must include the occasion of the shutting down of the summer session State News, which gave rise to a lot of protests by blasting hearts and to finger pointing by such newspapers as the Milwaukee Journal. Boys State, under the auspices of the American Legion, was in session on campus, at the invitation of the college. A graduate of the college, recently discharged from military service, wrote an editorial attacking the American Legion, and the college for permitting Boys State to use college facilities. The editorial was filled with misstatements and distortions. How it got into the paper I don't know. The editor said he didn't see it, but had sent over another editorial.

The American Legion was insulted understandably, and demanded some action by the college. Rather than take any punitive action against the editor, the college suspended publication of the paper for the remaining three issues of the summer session. The editor of the State News acknowledged the action was temperate. As for me, I had no defense for the paper. What had been done could not be defended. I felt, however, that somebody had double-crossed the editor because I had and still have confidence in him, now a by-line reporter on a metropolitan newspaper.

Eventually student publications became big enterprises, involving the expenditure of hundreds of thousands of dollars. Enrollment in journalism had increased to 900 students (163 in one graduating class). Attracting student publications required more time and attention than I could give. A full-time director of student publications was necessary. After searching for advertising in Editor &

Publisher and Publishers Auxiliary and finding nobody I heard about Bill McLeath and was fortunate to be able to attract him to the Campus. He has continued to be an advisor.

During those years of close working relationships with the editors of the State News I saw raw, callow, shy, freshman reporters grow into poised newspaper men and women, and upon their gradua-

tion I was happy to be able to follow them in their progress toward success. About two dozen of those student staff members own and publish their own newspapers. Others are city editors, managing editors, editors. All of them, I think, have carried into their career some of the things they learned, some of the ideals they formed when they were on the State News Staff.



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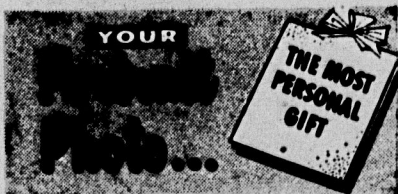
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**50th ANNIVERSARY**

### State News' First Color Advertisement

This tabloid supplement of the Michigan State News makes several milestones of its own. The Knapp's advertisement on the back page is the first color ad in our history and one of the first color ads ever run in a college newspaper.

This is the first tabloid the State News has attempted with its recently-installed rotary press, and the first since the 1958 basketball cover. It is the largest tabloid published by the paper in years. And this marks the third time we have used color.



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- two 8x10 portraits
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By and large these institutions have all but disappeared from the American scene. They've been replaced with shine and glitter and efficiency, the likes of which would have sorely stretched the imagination of even the biggest dreamers at the turn of the Century.

This change was inevitable, and for the most part we're better off for it. But, still, did you ever long for a little taste of what it was like "way back when"?

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# Campus Press Expands With New Equipment

By MARGARET FULLER

Merger with the East Lansing Press in 1937 brought the Michigan State News one step away from daily publication. Up to then the State News had been printed twice a week. When the two newspapers were combined, the State News began printing three times a week. Efforts to merge the two newspapers had started back in 1919. At that time the

ing World War II. The working days and nights for Campus Press employees often were long. In 1944 Frank Fuller, who had served as president of the Campus Press since its incorporation in 1925, died. His son, who had been secretary-treasurer of the corporation, succeeded him as president. Having worked in the office since 1939, Mrs. Harold J. Fuller became secretary-treasurer.

the expanding production needs of the newspaper, a third Linotype was added to the composing room. The Campus Press moved to 220 M.A.C. Avenue and installed a faster newspaper press.

In 1952 Harold Fuller died. His widow succeeded him as president of the corporation, and his son, Gill Fuller, became secretary-treasurer. The two have continued to direct the business to the present.

As the State News continued to expand, it became necessary to produce the newspaper faster. This meant faster machinery.

The Campus Press bought the former St. Thomas Aquinas Church at 405 Abbott Road. A pressroom was added to the rear of the building and an office to the front.

A rotary newspaper press capable of printing a 48-page newspaper was installed. The press, which at one time printed the Christian Science Monitor, cut the time required to print the State News from six hours to 45 minutes. It also made

four-color printing, theoretically, anyway, available to the student newspaper.

Over the years the Campus Press has come to specialize in printing newspapers and other publications. The Spartan, the Veterinarian, and the Spartan Engineer have been printed there.

Under the direction of Day Foreman Leburn H. Ward

MICHIGAN STATE NEWS, March 10, 1959 Page 15

and Night Foreman Thomas I. Westfall, Campus Press printers daily transform student ideas and copy into finished publications.

For many students the Campus Press has served as a laboratory. There, often for the first time in the students' lives, they have worked directly with printers.



The big, high-speed rotary press.

State News was called the Holcad and the East Lansing Press was a budding three-month-old East Lansing Community Life.

The East Lansing Business Men's Association had published the first issue of Community Life on Jan. 10, 1919. The newspaper for several months was written and edited on a volunteer basis by officers of the association and other East Lansing citizens.

Overtures made by Community Life to combine the two newspapers were turned down by the students. A letter to the Holcad reprinted March 21, 1919, in Community Life expressed the student objections in this way:

"If the Holcad is to unite with the Community Life, we see no other than two alternate possibilities — the paper will become wholly a student newspaper or wholly an East Lansing paper."

Publication of Community Life was taken over Sept. 1, 1919 by Frank H. Fuller and his son, Harold J. Fuller, when they bought the Campus Press. Frank had been a printer for many years, and Harold recently had been discharged from the army following World War I.

The Campus Press at that time was located in the basement of the building now occupied by Ehinger Realty Co. The Fullers expanded the printing plant and in less than a year were forced to look for larger quarters.

The printing firm moved to a building located on the present site of S. S. Kresge Co. In eight years the Campus Press outgrew this building and moved to the Abbot Building.

It was during this period that the State News first was printed at the Campus Press. Originally a hand-fed cylinder press was used to print the weekly newspaper.

To speed up production a flat bed newspaper press was installed in 1929 after the Campus Press had moved to the Abbot Building. This facilitated the State News changing to twice-a-week publication.

With the merger of the State News and the East Lansing Press in 1937, the student newspaper began publication on Tuesday, Thursday, and Saturday mornings. A few years later Wednesday and Friday issues were added, making the newspaper a daily.

To join the State News on a daily basis, a night shift was added to the Campus Press staff working under the direction of Harold Fuller. Printers were of a premium der-

With World War II over and students flooding the campus, the State News increased in size and circulation. To meet

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