





**Snow-Bunny?**

**Fashions Suggested For Ski Weekends**

Old man winter has indicated that ski-bound coeds will soon be donning their cold-weather apparel. This year winter sport ensembles have acquired a new fashionable emphasis. Casual, smart, and comfortable, they combine glamour with graciousness and ease of wearing. For relaxing in the evening after skiing or tobogganing, striking slacks and sweater and shirt combinations are popular. Cotton blouses, wool shirts or heavy cable knit or cashmere sweaters are worn with slacks or ski pants.

Winter sport coats are now turning to the unusual. Besides the ordinary gabardine waist length jacket, boxy hip length "fit coats" are popular for skiing. Made of leather, they are lined with alpaca wool for extra warmth.

Ski enthusiasts are also favoring overblouses of poplin or ribbed white wool turtle neck sweaters which are pulled out and belted, rather than tucked inside ski pants to give the wearer a sleek, smart appearance.

Tankies fashioned from poplin and worn with a wide belt are also in vogue this year. Blush, worsted gabardine ski pants are increasingly popular because they can be worn with so many various sweaters and blouse combinations.

Ski ensembles have discarded the ordinary jacket and pants attire, and are now emphasizing stylish outfits for winter sports. These outfits lend a glamorous note to the increasingly popular winter resorts.

**Winter 'Lull' Hits Weekend Social Agenda**

The winter "lull" in State's social calendar will prevail this weekend.

Yet for those brave enough to "weather the storm," the Inter-dorm social chairmen's council has scheduled a mixer tonight at Shaw Hall. The informal affair is stag or drag.

Also Newman Hall will hold an open house tonight and Union Board has programmed a dance Saturday night.

Blue and gold colors will adorn the Hotel Olds ballroom Saturday night, as Delta Upsilon observes its fifth anniversary. Gary Cutler's Orchestra will play for the formal dinner dance.

Intermission entertainment will feature the DU Quartet and traditional awards will be presented by the pledges.

**Coed-Workals**  
By NANCY GIBSON  
Dorothy Miller

I recently saw a few men sneering at a TV fashion show. They maintained that fashion is made for one purpose — parting with their money. They just couldn't understand why women are so "crazy" for style changes. Women, according to men, follow fashion trends like sheep. They all have to wear the same mode of apparel. Naturally men are not like sheep. At formal dances they sometimes look more like penguins.

The biggest mystery to men is why women wear such "unusual" hats. But history books remind us that men have worn kilts, powdered wigs and plaid dinner jackets at various times.

I'll have to agree though, men are sensible. They dress for comfort and do not torture themselves with high heels or girdles in an effort to follow fashion.

Instead, they wear suit jackets, shirts and ties in a midsummer heat wave. I've also heard that a few of the prince's charming wear shoulder pads, too. Who's fashion crazy?

**Fromendours, 'Y', CSF To Hold Square Dances**

The Fromendours, YWCA, and the Christian Student Foundation will sponsor four all-college square dances this term. The first is Saturday, with Leroy Sparks from Battle Creek as caller.

Feb. 20, George Betsworth, East Lansing Junior, will call. March 6, Arizona Rice leads, the dances, and the last dance will feature Harold Mott from Flint. Mott Foundation is the caller.

The four dances are scheduled at 8 to 10 p.m. in the People's Church Social Hall.

Among other CSF activities is their rehearsal at 5 p.m. Sunday in the club room. The group will begin work on special study for their February program "Worship in the Fifth Aisle."

Also planned for Sunday are "Chat and Chew," an informal

sandwich hour, to begin at 6:30 at College House. Campus Vespers are set for 7:30 Sunday night in People's Church. There will be a symposium of faculty members in "Why We Worship." Dr. Albert Rubin, professor and director of the psychological clinic; Dr. Orin Smucker, assistant professor of social science, and Dr. David Dickman, assistant professor of English, will speak.

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MEMBERSHIP MEETING  
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**Women's Circle**  
Dancing for Social  
The women's physical education department will offer dance classes to boys and girls from 7 to 10, beginning Saturday, Jan. 23. Creative dance and rhythmic, folk, square and social dance will be taught.

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**Video Station Offers Programs for Women**

By JEAN GREGORY  
Starting Sunday, WKAR-TV, UHF Channel 60, will offer coed-interest programs. In this series is a Sunday afternoon show entitled "Digest." This 4:30 to 4:45 p.m. program will contain news, sports, fashions, and features especially for women.

Campbell, a senior major from East Lansing, will produce a portion of the show. She will give helpful hints to both the homemaker and the new hairdos, vacation make-it-yourself household and fashion accessories.

Today, a television program will interest for student members, "Today's Home," which will be broadcast from 1 to 1:30 p.m. each Tuesday and Thursday.

The first feature of the home series will be "Party Food and Potluck," presented by Knight. It will give viewers for work-saving and community pot lucks. Knight is an extension speaker with the MSC tourist and program.

Monday the show will give tips by Harold Ebbey, an agricultural economist on getting the most from your dollar, plus suggestions from Laurel Fountain, demonstration agent for County. She will talk on the use of hard surface coverings.

On Thursday, Gladys will show tricks for order work to make sandwich-ette in quantity quickly. Throughout the year, Tuesday telecasts of "Tonight" will feature, MSC economics extension speakers. They will give information on home furnishings, family budgets, and home management.

A four-program series, "Raising the Young Child," presented by Mrs. Lennah, an extension family life extension speaker Feb. 9.

Monday will be devoted to giving facts on food prices.

Maret McKeegan, MSC television editor for economics and former home economics editor at WOL-TV at State College, will direct the "Home" show.

"Time," a third woman's feature, will be telecast Monday. The daily show starting at 4:30 will contain beauty and information on buying for men, and data on children's school. In addition,

**CAMPUS VESPERS**  
Presents  
**"WHY WE WORSHIP"**  
(A Symposium)  
Jan. 17  
Social Hall  
People's Church  
Speaker  
Dr. Orin C. Smucker  
MSC Sociology Dept.  
Dr. David W. D. Dickman  
MSC English Department  
Sponsored by Christian Student Foundation  
Dr. J. Johnson



**KAY EYDE**  
... new TV head ...

**Beards Begin to Grow For Forester's Dance**  
Beards are beginning to grow for the annual all-college Forester's Shindig to be held Feb. 6 in the Women's Gym. Johnny Furush and his band will play for the lumberjack event.

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**'Spartanettes' Set Aqua Meet**

"Spartanettes," women's swimming team will challenge the team from the Women's City Club of Detroit, Saturday at 4:30 p.m. in the women's pool.

This meet is the only non-inter-collegiate event scheduled for the coed team. Barb Edwards, Lansing senior, has announced a tentative schedule including: Bowling Green, Purdue and the University of Illinois.

Following the inter-collegiate meets, a Michigan State Women's Swimming Championship has been set for April 10 at the women's pool.

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**THEY STARTED OUT EVEN AT GRADUATION: Why is one doing better now?**

You may not see it in their outward appearances — but there's a big difference between these young men. One has held down jobs in the five years since graduation. He's still looking for a job that offers him a lifetime career. The other has been with a Bell Telephone Company during that time. He's on his way up!

Seventy-five per cent of college men hired by the Bell Companies since World War II are still with those telephone companies after five years! Here's why:

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**You Grow with a Growing Business** — The Bell System is one of the fastest growing businesses in the world. Since the end of World War II, it has spent about nine billion dollars for new construction. The past five years have seen the introduction of network TV transmission, dialing of Long Distance calls and the development of the remarkable transistor. And the next five years will bring many more changes. In addition, each year the number of college people hired is related to estimates of the number of future management positions to be available.

No matter what your military status, it's worth inquiring about Bell System employment opportunities. Visit Placement Offices for the details. See him soon. And be sure to talk to our management specialists when you visit the Campus. They'll help you plan your future.

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ALAN LADD JAMES MASON

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William HOLDEN Eleanor PARKER Jan FORSYTHE

**WKAR-TV**

(Continued from page 1)

Production will include daily market and weather reports and information from MSC specialists, county agricultural agents and weekly State Government news items. The program will be viewed from 7:30 to 7 p.m. Monday through Friday.

A home economics show, "Today's Home," will be telecast at 3 p.m. Tuesday, Wednesday and Thursday. A homemaker's workshop and projects for kids, training meetings will be featured on Tuesday and Thursday. The Wednesday program will offer pointers on consumer buying, information from home demonstration agents, and home economics student activities at MSC.

Staff members of the MSC Agricultural Experiment Station will stage a half-hour show, "Research for You," at 3:30 p.m. Sundays. The first 13 weeks of the program will feature developments in nutrition, showing soil, plant, animal, and human relationships. Following this series other research in agriculture, home economics, veterinary medicine, and arts and sciences will be presented.

In addition, Dr. Arnold B. Hunter, Station director, will present a series of 12 educational lectures, beginning on January 14. A program, "Ladies First," will feature beauty tips, demonstrations on styling for the home, and data on children and their schools.

Children's shows such as "Toy Shop" and "Children at Play" are scheduled, together with programs allowing for active participation by the children.

Outstanding films arranged for Sunday afternoon telecasts include the Academy Award-winning, "Seven Days to Noon," Richards said.

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THE BIG MUSICAL MIRACLE OF THE YEAR!

**DONALD O'CONNOR**  
**JANET LEIGH**  
-Buddy Hackett  
LORI NELSON - BOB HOPE

**Knee Socks May Go Out of Style During Weekend**

These socks may be in style, but according to weather reports they won't be as necessary today and Saturday as they have been most of the week.

A high of 30 degrees and a low of 24 expected for today show the weather is warming up gradually. Continuing the climb, Saturday's temperature will range from 26 to 30 degrees.

Marring this good news will be the rain or snow predicted for both days.

**Travelogue to Go Into Old Mexico**

Student ID cards will be passports for a south of the border travelogue on Mexico Saturday at 8 p.m. in the Auditorium.

Neil Douglas, explorer and author, will give the World Travel series film-lecture. His background includes five expeditions to Mexico, where he studied the life and natural phenomena of the area.

**Arnold Air Society Sets First Meeting**

The Arnold Air Society, advanced AFROTC organization, will hold its first meeting of the term Sunday at 2 p.m., at the Cadet Wing Headquarters.

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**TONIGHT!**

**MSC's 25th Fraternity Settles House Problem**



**Organization Duties Taken by Maguire**

**Coed Legislator to Work With Executive Department**

Mary Jo Maguire, chairman of the Student Congress business and state affairs committee, has taken over operation of the government's department of organizations.

The department head position was vacated last week when government president Dave Hyman fired Bob Boughner.

According to Hyman, who announced Miss Maguire's job at the Congress meeting Wednesday night, she has not been appointed an executive secretary but is merely working with the executive department.

Hyman expects to make an appointment, in keeping with a new policy to bring Congress members into the work of the executive branch.

Both the elections commission and the Spartan Spirit division are in line for a similar reorganization, bringing legislative members into executive work, Hyman said.

Heading the list of Miss Maguire's new jobs is bringing the department files up to date. Records of many organizations are about one year behind.

The ultimate plan, according to Miss Maguire, is to set up an organizational board consisting of one member from each interest area to work with the government.

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**Triangle Club To Go 'Active' Spring Term**

A new fraternity, the Triangle Club, has completed negotiations for a house and will start operations next term.

Currently meeting at the single Club, the group will move to the Triangle fraternity building on Homi Kapadia, 1015, India senior who is the secretary of the organization.

Cost of the house, located at 1214 E. Grand (next to the Delta Sigma House), is \$14,500. A down payment of \$500 will be made today.

The Triangle Club has had existence about a year and was opened last term. Fraternity standing when officials approved the charter. The fraternity is a dual-professional group for engineering and architecture students.

Contacts were made last term with the chapter and a meeting was held last Sunday to arrange a loan from the national office.

Present at the meeting was held in the Union, student leaders of the faculty and national officers, including the president, vice president, executive secretary and field secretary. William B. James and arranged 15 game.

Final approval was given day when Robb Gardner, assistant dean of students, met with Tom Duten, director of housing, inspected house.

Composition of activities pledges, the fraternity started a club last winter term. A class of five members organized the organization.

This week, members have been cleaning up the house in preparation for next term. At the same time, the house is under way.

Financial arrangements payment have been completed on a long-term mortgage under which the fraternity pay \$115 a month rest of per cent interest on the increasing principal. The final organization will complete the \$2,500 loan by 1961.

Initiation for pledges will be held Saturday at 6 p.m. in the Union, with a banquet afterward for the Poplars immediately afterward. Guest speaker will be national vice-president.

Officers of the group include Kapadia as president, Robins, St. Louis senior, president; Joe Placenti, N. Y. junior, treasurer; Reynolds, Howard City junior, sergeant-at-arms; Ron Buffalo, N. Y. junior.

Faculty advisers for the fraternity are Charles Harris, of the department of applied mechanics; James Apple, professor of mechanical engineering; Matthew Huber, assistant professor of civil engineering.

**DiMag**

(Continued from page 1)

The crowd was so large Judge had to ask for the noise abated and came at 3:45 p.m. COT they were married. The crowd went wild. The observed for a minute as the couple came out.

Joe kissed Marilyn beautifully but very well. Photographers. He did a goodly without too much. As the couple left, saying "We've got to put a mile behind us," the judge regretfully.

"I forgot to kiss the bride," I'm sorry."

**Wolverine**

Michigan State's basketball team, which describes as "a big game we can get by, out for finishing high in conference will be matched by Newell said.

That playing on a home court always is an advantage and the Spartans hope to win in Jenison following Michigan contest.

Wolverines are showing interest in the basketball game of the Spartans in the start of the season.

were edged by powerful 63-60, on a last second shot. This alone is an indication of their power.

Factors in the Wolverine basketball fortunes in the hands of three sophomores, Newell describes as three finest second-year men in the country.

Williams, 6'3" center from Louisville, Ky., is one of the players to play for Michigan.

Tom Duten, director of housing, inspected house.

driving type of athletes things done," Mike Chicago and is an excellent from any spot on the field.

Barron, also from Chicago, is the third member of the sophomore starters. He has more than 10 points in seven college games.

Three, along with veteran Ray Pivchevich and Paul Groffsky at forward make up the Michigan team that has since he came from the west coast four years.

Spartans took both games the Wolverines last year, 66-64 at Ann Arbor and 65-52 in Jenison.

Injuries and ineptibilities have hit State at the guard positions. This situation has forced Newell to go with four forwards and a center.

Actually, guard Keith is a forward, but moved him up front to play for Julius McCoy and take advantage of Mack-Matthew Huber, assistant professor of civil engineering.

Newell has been forced to strengthen his guard. Al had never played until the last few games.

an entirely different situation. Newell said. "Playing for us play with your back to most of the time, but that spot you're facing it."

Ferrari and Mackhouse he plans to start McCoy and Hartman at forwards and Armstrong at center.

**DiMag**

(Continued from page 1)

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# Spartan Cageers Face Wolves in 'Key Game'

## Three Sophomores Termed Reason for Michigan's Rise

Michigan State's basketball team, handicapped somewhat by trouble, shows the University of Michigan's cage squad may have a key game in what Coach Foy describes as "a key game."

"We can get by, our chance for finishing high in conference will be much better," Newell said.

He added that playing on a home court always is an asset and the Spartans hope to win in Jenison following the Michigan contest.

Wolverines are showing signs of improvement since the start of the season.

They were edged by powerful Michigan on a last second shot. This alone is an indication of their power.

Factors in the Wolves' basketball fortunes include three sophomores, Newell describes as three best second-year men in the West.

Williams, 6'9" center from Louisville, Ky., is one of the stars to play for Michigan in the second round of the tournament.

Coach Charles R. Schmitter's sophomores will open their 1954 season in a triangular meet with Detroit and Wayne at 1:30 p.m. Saturday in the University of Detroit Fieldhouse.

The three-cornered meet will include football, soccer and sabre bouts.

Jack Moffet, Kalamazoo senior, is the Spartans' lone letter-winning holdover from last season when the MEC sabremen tallied a 5-5 record.

Minor letter-winners returning this season include Junior Jim Benton of Milwaukee and senior Bob Pfeil from Niles.

Moffet, who excels in soccer events, is again expected to lead the Spartans with that weapon.

According to Coach Schmitter, both Detroit and Wayne have improved their squads and are expected to offer competition of the first order.

## Fencing Team Opens Season With Tri-Meet

Coach Charles R. Schmitter's fencers will open their 1954 season in a triangular meet with Detroit and Wayne at 1:30 p.m. Saturday in the University of Detroit Fieldhouse.

The three-cornered meet will include foil, epee, and sabre bouts.

Jack Moffet, Kalamazoo senior, is the Spartans' lone letter-winning holdover from last season when the MEC sabremen tallied a 5-5 record.

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**ARROW**



For the championship of the Midwest, the Michigan State swimming team will meet a group of the nation's elite swimmers at Columbus, Ohio, Friday.

This week, from 1953, the team of the Michigan State Swimming Club has been the best in the country. It has won a number of national titles and a number of 1953 team titles. It is expected, he said, that the team will be in good shape for the meet.

### MUSICAL HIGHLIGHTS

There is the last day in the musical season at the University of Michigan. The musicals are scheduled for 11:30 p.m. on Friday, Saturday, and Sunday. The musicals are "The Sound of Music," "The King and I," and "The Music Man."

## MSC Meets Wisconsin Swimmers

Michigan State's swimming squad plays host to Wisconsin in the Johnson Gymnasium pool Saturday.

The Spartan swimmers cracked three Illinois pool records in gaining a 51-32 win over the Illinois last Saturday, but only one Jenison pool shark is in any serious danger of being rewritten this weekend.

John Daback swam a 2:22.8 for the 200-yard breaststroke, bettering Illinois' Bob Clements, who set the mark last year. The Spartan record for the event is 2:30.5, set by Dave Seibold in 1949.

Meet-wise the Baegers probably don't have the depth to seriously challenge the Spartans. The Cardinal swimmers will offer plenty of competition in the free style events, however, with twins Robert and Raymond Kelbe in the key roles.

In the sprint for Michigan State, Tom Parotto, Jack Beattie, Bob Hesse, Russ Palmer and Chuck Baldwin are expected to stand up to plenty of points.

McCaffrey said he thought Beattie, a sophomore, looked good in his losing effort at Illinois and that he might develop into a consistent swimmer.

## Tourney to Decide Varsity Ring Berths

The All-Varsity Boxing Tourney, after an abbreviated single-match opener Thursday, will burst into full swing with a 9-bout card at 8 p.m. Saturday in Jenison Fieldhouse.

The admission-free contests, to determine which fighter gains the varsity slot in each of nine weight divisions, are expected to provide Spartan fight fans with a satisfying sneak preview of the 1954 team.

In Thursday's lone bout, lightweight letter-winner Max Jarwick of Detroit rallied after a weak first round to gain a unanimous three-round decision and the 125-pound varsity position over Bonfield sophomore Max Coon at Jenison's boxing room.

Southpaw Coon easily took the first round with a barrage of hard left hooks to the head and body. But Jarwick, showing amazing recuperative powers, came on to win the second and third rounds with a display of sharp left and right hooks and crosses to the head and mid-section.

Eight of the scheduled nine bouts will determine a winner. However, the ninth, a featherweight encounter between Spahn's Bill Greenway and Chicago's Bill Lynch, a Spartan football varsity guard, has been tabbed an exhibition (no decision).

Greenway was awarded the 116 pound crown on Friday earlier this week when his scheduled opponent Mike Falgout was scratched with an abscessed tooth.

## Michigan Hockey Coach Importing of Canadian Players

ANN ARBOR (AP) — Michigan hockey coach Vic Heyliger Thursday jumped into the middle of the hot argument over use of Canadian players on American college hockey teams.

He did so even though Michigan was not named specifically by Eastern collegiate hockey coaches who recently blasted Western schools for "importing" too many Canadians.

Harvard coach Seth Green and Williams and Bates college coach John Kelly made the charges primarily against teams in Colorado and North Dakota. Williams said the NCAA Hockey Tournament at Colorado Springs in March would not be "an American college championship between the east and the west but simply Canadian teams against American teams for a U. S. title."

Heyliger, whose teams have won four of the last six NCAA titles, vigorously defended the widespread use of Canadians. Fourteen of the 17 team members of his Michigan squad are from Canada.

"I feel that the Canadian hockey player has done a good job of influencing and improving our college hockey team," said Heyliger.

He said he knew the teams were true of Canadians at such eastern colleges as St. Lawrence, Clarkson and Bowdoin. Bowdoin's Technical Institute.

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New Showing

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Dorothy Malone

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Edmund Green

- also -

**"Half a Hero"**

with

Red Skelton - Joan Hagan

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EVERYTHING MUST GO

**NAME YOUR OWN PRICE!**

No Reasonable Offer Will Be Refused

Everything On Sale!

★ Sport Coats ★ Winter Jackets ★ Suits ★ Belts ★ Hats  
★ Pajamas ★ Shirts ★ T-Shirts ★ Shorts ★ Sweaters ★

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Everything On Sale

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**Len Kositchek's VARSITY SHOP**

223 E. GRAND RIVER, EAST LANSING

**VanDervoort's**

Spartan Sports Headquarters



**Gregg Hickory Skis**

Quality hickory skis at special low prices! Meet all sking conditions. Ridge top, steel edged, complete with attached cable bindings. Guaranteed camber and tip. Available in all lengths now at VanDervoort's, East Lansing.

**\$23.95**

**SPECIAL PURCHASE**



**REGG SUISSE**—multi-laminated flat top. Plastic bottom, steel edged. The plastic bottom ski for the money on today's market.

**\$29.95**

**SPECIAL PURCHASE**



**SAVON**—12 piece laminated ski, plastic bottom with steel edge, flat top. Available in 67", 69" and 71" lengths.

**\$39.95**

Reg. 49.95 \$15.95

**VanDervoort's**

Look! all the colors and patterns you want... in Arrow Sports Shirts




We have Arrow sports shirts for every occasion in your wardrobe. They are made of the finest quality materials and are available in a wide variety of colors and patterns. They are also available in a variety of sizes and styles. They are the perfect choice for any sports enthusiast.

**\$5.00**

**ENT**

typewriter

and keep up with your work

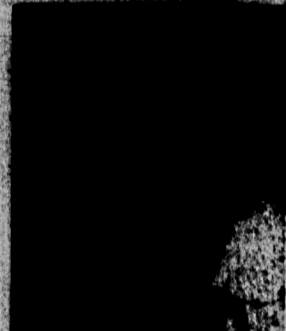
Available at all Arrow dealers.

Meet the Experts

# Top Talent Guides Station



**JAMES DAVIS**  
.. in charge of operations ..



**KENNETH RICHARDS**  
.. manages programs ..



**JAMES FERRERA**  
.. heads production staff ..



**DR. DONALD PASH**  
.. producer-coordinator ..

PHOTO PAGE  
DAVE FOUSER,  
PHOTO EDITOR  
JAN. 15, 1954

BERNARD L. HUNTER  
.. TV development ..

.. WKAR program to TV ..

.. a long fall from the  
.. 64 foot TV tower.



Rob Downey, news editor, will interpret daily news events.

A TV director checks studio with a production technician.

Dr. McKee will help bring classes to the masses.

The 21-foot mobile unit will provide more complete TV coverage.

Dr. Hunter, Secretary McDonel, Comptroller ... President's assistant Donison examine the plans for tower construction began.

.. long meeting ..

.. manager, instructs ..

## Officials WKAR

### Education Ba Program

.. educational ..  
.. dedication ..  
.. programs ..  
.. program in the WKAR ..  
.. were Gov. ..  
.. Williams, state ..  
.. educational and televi ..  
.. city and school ..  
.. from Lansing and ..  
.. and representatives ..  
.. state and local orga ..

.. in the ceremony ..  
.. Men's Glee Ch ..  
.. presented three numbe ..  
.. Marine color guard.

.. John A. Han ..  
.. at the dedication ba ..  
.. The purpose of Michi ..  
.. College when establi ..  
.. years ago was to help ..  
.. of Michigan learn to ..  
.. effectively and to learn ..  
.. enjoyable lives. T ..  
.. is the greatest tool ..  
.. to carry out the prog ..  
.. for all the peopl ..

.. C. Doerfer of ..  
.. Communications C ..  
.. spoke at the banquet ..  
.. dedication ceremony. He ..  
.. officials that televi ..  
.. them with a promi ..  
.. duty and that he ho ..  
.. great success.

.. telegrams ..  
.. Sen. Homer Fergu ..  
.. National Broadcasting C ..  
.. and Iowa State Coll ..  
.. in educational t ..

.. than 50 television ..  
.. reached the first ..  
.. from the southeast ..  
.. Center.

.. approximately 250 to 300 ..  
.. founded the WKAR ..  
.. held Saturday ..  
.. afternoons, accordi ..  
.. Davis, operation ..

.. in Lansing-East L ..  
.. was reported only ..  
.. According to rep ..  
.. the college station ..  
.. was received here ..  
.. was estimated by ..  
.. Tomlinson, preside ..  
.. said Sunday.

## Key, AWS Helot Sales

.. will go on ..  
.. book ..