## Revolt Rages in South Korea

## Too Many Cars <br> Six City Parking Lots But Still Not Enough



[^0]

14 Nation Meeting In Geneva GENEVA, M-The United
States gave way Monday on a
procedural tangle in hope of procedural tangle in hope of
testing the sincerity of Soviet testing her Khrushchev's peace-
Premier Kil prouncements on Laos.
ful
A 14 netion Aul 14nation conference on the
future of Laos now is-schedulfuture of Lass now is-schedul-
ed to start here today four


Pro-U.S. Group In Charge
$\underset{\text { SEOUL, Korea (7p-An army }}{\text { revolutionary }}$ group headed by revolutionary group headed by
the chief of staff seized Korean the chie of sains befere kere dawn
pubhic build
Monday and announced-amid Monday and announced-amid
fiurries of gunfire-that it had flurries of gunirienethat it had
taken over the Korean goern.
ment. The revolutionaries m . men. The revolutionaries em.
phasized in ther
that they are pro-Americascasts (The revolt apparently came
as a surrise to officias in as a a usprise to officials in
Washington and neitice the
state department nor the de state department nor the de-
fense department had an: com-
ment Informants at the revolutionary committee headquarters
said most
Minister Jombers M. Ghangry's cabiMinister John M. Chan's cabi-
net hat been arrested but the
report lacked limmediate conreport lacked immediate con-
firmation. led by Lt. Gen. Chang Do.
Young took the capital by sur. prise with the pre-dewn broad-
cast that they had seized power
俍 from Chang,
Syngman Rhee.
 prompted exp epliod in of heav gunire during the morning-
the first asting 40 minutes and
the second only a few minutes.
 er the 40-minumite sho came afting spell
in downtown Soond in downtown Seeul.
After that heay. firing only
an occasional shot could be heard in the city until the sec.
ond outbreak of shooting short-
ly ftur 7 . That quickly died down and shot was heard.
REPORTS SAAD only units of the Army and Marine Corps
were involved. Seevar battal. ions appeared to be involved.
The broadcasts of the com. mittee over Seoul radio fur-
nished the only actual informaThion on the situation. Tommittee establitsed its headquarters in
the offices of the Korean aththe
letic afices of of tition Korean ath-
cith City hall in iowntown Seoul.
Mhitary
units took over most
 cies, ice, Nationonal Poorice head
pauarters and the Bando hotel. CHANG and his wife were reported totelu was heavily buardod
by troops and no communica. tions with the buildding were
 told American troops and civil-
ians to stay in their compounds and homes. The revoutuonary committee al.
so had taten over such major
See KOREA Page 4

Humor Mag
Now On Sale
"Chaff, MSU's new humor
and satirical magazine, is or ow
and and saurical magazine, is now.
avaiable at many East
sing stores. Binl Myers, Chaff
and sing stores. Bill Mye
editor,
said

Sunday. | The, new magazine, which is |
| :--- |
| publibshem seven times $\begin{array}{l}\text { yer } \\ \text { on a } \\ \text { on number of campuses, will }\end{array}$ | on a number of campuses, will

be a local prouuct, according to

$$
\mathrm{My}
$$


 ing for good fiction, non-fiction,
cartoons and pootorgaphs He He
said the magazine would change its format if necessary
rather hhan pass up any good material edition will feature
Eumor and satire on tome
hume



A PORTRAIT of a clown, by David Holsworthy, with many sentiments shown in his expression is one of
show at Kresge Art center.

Kresge Art Show Exhibits Sculpture, Ceramics, Painting | - Sixteen graduate students | term is displaying a small col- |
| :--- | :--- | :--- |
| have put together the art show |  |
| hates making up the 16 are |  |
| lection of his work in the small |  |
| James Cagle, Albert Brunelle, |  |




 gallery
IN ADDITION, each of the
ten students hoping to
William Arscott, Phyllis Wil ten students hoping to receive
a degree at the end of spring

## New Parks To Serve 140,000 More People

 Campers, picnickers, bath-ers, and others will find some water, showers, and toi-
welcome additions at a number
lets have been added to the
 000 campers turned away in
1960 because of a lack of facili- the Lower Falls. At Van Riper, ties, it should de cheering to to the central shelter building has
learn that 765 new campsites
undergone a face-lifting are ready to serve approxi- the bathhouse sewage system tors at these parks.
UPPER PENINSULA: Fayette, 60; Muskallonge Lake, 90; $;$ has been completed on Hamlin $\begin{array}{ll}\text { Porcupine Mountains. } 2 \text {, (out. } \\ \text { post); and Van Rip er, } & \text { 2. }\end{array}$ Northern Lo wer Peninsula: : Wormo is underway at a new pic-
Bay City, 50 ; Benzie, 25; Har-
nic area adjacent to the parkrisville, 80; Higgins Lake, 25;
Interlochen, $80 ;$ Muskegon, 50 ; area. Hot water has been
added to a campground toilet Orchard Beach, 10, and Silver building at this park and also
Lake, 20. Southern Lower Pen-
at Orchard Beach park. insula: Proud Lake, 45; Lake-
A new panoramic entrance
route to the Crooked Lake picAt Holly recreation area, -a nic site, improved parking faveloped with 155 sites to re-- launching ramp at the lake, a
place the old temporary camp-

remodeled bathhouse at Big | ground on Wildwood La ke $\begin{array}{l}\text { Portage Lake, a more conven- } \\ \text { ient boat launching site at }\end{array}$ |
| :--- | SOME OF THE tables, along Sugarloaf Lake, and a new with picnic stoves, will be group cilable at Muskallonge Lake outdoor center highlight imand Fayette in the upper pen-

provements in Waterloo recre-
asula two of the state's newinsula, two
est parks. Michigan.

ED $7-1668$

WKAR Returns Resort Show Vacation time is being fea
tured on WKAR radio with the familiar program, "The Week
in Michigan," weekly present The program, which is de
signed to spotlight Michigan's
vacation

NECK ACHE FROM KEEPING YOUR NOSE TO THE GRINDSTONE? -
${ }^{\text {Have }}$ A GIANT SANDWICH ${ }^{\text {Break }}$
CALL US AND WE WILL DELIVER SUBMARINE, HAM OR ITALIAN SAUSAGE ON GIANT BUNS.

CASA NOVA NO. 2 moy chiosose the hotel
dose to everything on - $\begin{gathered}\text { close to overyhthing on } \\ \text { Mi i higan Avenue's }\end{gathered}$ - Applial Municipat Pork

- Writo for
detaile

Allerton Hotel


JUDY BROKENSHIRE as Lalume and Charles Mattes as the poet, Haji, in a
scene from the all--⿰naiversity production of "Kismet," to be presented in the
'Kismet's' Record Needs No Critic Aid




Night Staff Dr. Barnett To Speak




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## College Men

 Summer JobsFULL TIME WORK THIS SUMMER, EARN $\$ 4,000$ BETWEEN MAY AND SEPTEMBER
$30-30$ $\$ 1,000$ CASH SCHOLARSHIPS AND GRANTS TO THE COLLEGES EARN IN EXCESSS OF $\$ 133$ A WEEK travel to resort areas, plenty of time for BOATING, SWIMMING \& GOLF
WIN AN, ALL EXPENSE PAD HOLIDAY TO LONDON FOR A WEEK
SOME QUALIFIED STUDENTS MAY WORK OVER-SEAS FOR THE SUMMER BASIC REQUIREMENTS: 1. Over 18 years of age. . At least 6 months of college 3. Neat App

THose students who qualify may continue THEIR ASSOCIATION NEXT SUMMER ON A part time basis
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W0 5 -4153

## wYANDOTTE, MiCHIGAN PONTIAC, MiCHIGAN

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FLint, michigan
CE 9.8046


Sputnik Stirs $\begin{aligned} & \text { as arge Washington served } \\ & \text { as asch in Alexandria, va. }\end{aligned}$
Translation
Gathering
When the USSR sent its first
Sputnik into space, libraries
throser Spu ingout the country were
throushout
pressured to obtain translations pressured to obtain translations
of Russia's scientific maga-
zines, said Dr. Richard Chapin, zines, said Dr. Richard
director of libraries.
The university library now
receives more than 50 Russian
periodicals, most of which are perailable in the science division
ave
of the libry of the library. Others,
Physics-Math library.
Recently, Dr. Mladen Kabal-
in, science librarian, compiled In, science librarian, compiled
data concerning these periodi-
cals into a university library
bill bulletin.
The bulletin includes the tilles numbers, the dates, or volumes
of the first translations, first of the first translations, first
issues received, and their loca-
tions.

## AUSG Tax

 Under FireA special session of Student
Congress will be held in the Congress meeting room after
the regular session Wednestay night.
The special session, open to
all members of the all members of the studen
body, will be concerned with
the 25 cent stud body,
the 25
tax.

## BULLETIN:

Shell's Springtime Car Conditioning Special now only $\$ 8.95$ at

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Here's what you get:
$\checkmark$ Shell $\mathbf{X}-100^{9}$ Premium Motor Oill refiil Cooling system drained and flushed Radiator rust inhibitor added
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U. S. Jurist Blasts Eichmann


 Justice Michael A. Musman- Musmanno was questioned
no
no preme court, an authority on
the extermination campaing, to whether Eichmann
to
could hove have disobeyed orders momong men than among the extermination campaign;
testified that such Nazi big: $\begin{aligned} & \text { could have disobeyed superiors to ship Jews off }\end{aligned}$ (women,

coiffure

for summer '61
...soft and
pretty. Come in
and let one of our expert stylists create
a version most flatter
ing to you for the fun season


## MARY CHESS


$\square$

## Coed of the Week

## Near Alaska

## Russians May Have New Missile Bases

WASHINGTON (\$) - Military fures the Soviet Union is capaleaders believe they know the ble of producing up to 200 stra-
locations of 37 Soviet missile tegic missiles by the winter of launching pads, including one
less than 500 miles from Alas-
And they figure the Russian $\begin{aligned} & \text { States had an estimated } 59 \\ & \text { ready-to-shoot missiles, includ- }\end{aligned}$ And they figure the Russians
have 35 to 50 loang-range war
ing 32 of to-shoot missiles, includhave 35 to 50 long-range
rockets ready to shoot.
At least 10 of the reported
missile pads have been indenmissile pads have been inden- zine, "there is some evidence
tified as launch sites for the that the USSR is prepared to T3 missile, which carries a fire strategic missiles from
mobile launchers mounted on
thermonuclear warhead. thermonuclear warhead.
Further, the United States The rail-mounted missile is
has determined the location of believed to be a boost-glide has determined the location of
14 Russian missile and rocket beeved to be a boost-glide
weapon, known as , the T4A. Ractories.
fissile and rocket
weapon, known as, the
This missile is boosted upward
by a rocket enine
 Military Review, a magazine
published by the the U. The arre a range in in not known
out command and general staff
ollege at
Fort
Leavenworth,
strategic $\begin{array}{ll}\text { The magazine noted that the } & \text { bly_can travel } 1,500 \text { miles or } \\ \text { more. }\end{array}$ tata have been compiled from In spotting the launching
nclassified sources and add- pads, the magazine noted that ed, "because of a tight soviet $t$ all are located within the Soviet zontrol over military informa- Union with the exception of one
tion, this data is derived from
at Seroc, 20 miles north of
atar sources which are not neces.; Warsaw, Poland.
sarily accurate or complete."
sarily accurate or complete." MOST OF THE Russian
In addition to estimating the Russians have ettween 35 and
00 long range missiles ready to
cated past of appear to be lo
tains, the Ural mounShoot, the military_review fig. $\begin{aligned} & \text { tains, though there is a launch- } \\ & \text { site Anady in Siberia }\end{aligned}$ Vice President Takes Trip HONG KONG (P)-Vice Presi-
dent Lyndon B. Johnson shooed off-British security officials

$$
\begin{aligned}
& \text { Japan and on the Sakhli } \\
& \text { Islands, due north of Japan. } \\
& \text { The sites near Japan ar }
\end{aligned}
$$ and played tourist for five The tall Texan is on an unoficial visit to Hong Kong ant the

nidway point of a South Asian midway point of a South Asian
our aimed at reassuring antiCommunist governments in $\quad \begin{aligned} & \text { em Sovetsk, Luga, Minsk } \\ & \text { Kalinin }\end{aligned}$ his critical area of United
States support.
States support.
Jonnson said on his arrival
oy plane from Formosa that he heral, however, the
launch sites appear to be wide-
lig dispersed, including three was here to rest and "do some el dispersed, including three garding the balance of our mis-
sion-a mission to the strong-sion-a mission to the strong
points of freedom in Asia.:
GOV. SIR ROBERT BLACK
welcomed he and his wife, Lady Bird. Airport ceremonies
were brief and the Vice Presi$\mathrm{p} . \mathrm{m}$. A few minutes later while most everyone assumed of has resting anter the rigors, Johnson slipped
of trip of the hotel, waved awa hovering security officials and went on a s
ping tour.

## Inter-Varsity

Meeting
The Graduate Inter-Varsity
Christian Fellowship is soring a meeting at $7: 30$ tonight
in the Seminar Room, Owen Dr. Robert DeHaan, chair man of the psychology, depart-
ment at Hope College, Holland ment at Hope Coliege, Holland,
M. h. will talk on "The Bible
Speaks on Psychology," The speaks on Psychology," Th
meeting is open to everyone. Komsomolsk the magazine as omsomolsk and Nikolaev
Siberia and Okha, Terpeniye There On of is a heavy concentra thern Russia at Kuressaar ntercontinental-range launc
sites along the extreme south
itn ern borders-at Mu r g h
Alma $=$ Ata and Irkutsk.

## RREST <br> EXCLUSIVE! <br> Adm. 90e This Pieture



Revolt Rages in South Korea

(Continued from Page 1) cities as Pusan and Taegu.

There was no confirmation his from any other source seffrcers issuung orders and buildings and in were of company grade. Seou People tranony grade. the streets in their night clothes in an ef
fort to get word on the developments.
BROADCASTS told residents
The radio also announced the
use of private also cars would be
banned for the present vate vehicles continued to erate on the city's streets.
Informants at revolutionary yommittee headquarters said
young . Marine brigadier gen-
gas a top leader in the


They said the main force of They said the main force
the troops was the Third Ma-
rine brigade and that the Marines marched into Seoul from
Kimpo, about 20 miles northKimpo, about 20 miles north-
west of the capital.
They said the Marines They said the Marines were
joined by two. Army Reserve
divisions and identified the units as the 30th and 33 rd.
One Korean news agency

$$
\begin{aligned}
& \text { coiectio earnings } \\
& \text { Diorio was granted a defer- } \\
& \text { red prison sentene in court to. } \\
& \text { and en a } 12 \text {-year-old breaking } \\
& \text { haterng charge-which } \\
& \text { he thought was forgotten. }
\end{aligned}
$$ One Korean news agenc ment by Gen. Kim declaring: worse. We acted and we suc-

ceeded."
THEFERENCE to the
 general conditions -in South
Korea politically, economically
and in regard to reunification

## LUCON ${ }^{\text {瞥 }}$

INFORMANTS at committee headquarters said Marine units
encountered some resistance
from Korea rom Korean Army military poMarines entered the city.
Meanwhile in Honoulu de-
posed Syngman Rhee of South Meanwhile in Hone
posed Syngman Rhee of South
Korea was under sedation MonKorea was under sedation Monday and was not coup of the re-
ported military coup.
Mrs. Rhee told the Associat-
ed Press she knew nothing d Press she knew nothing
bout the coup except what she hout the coup except whitat she
had heard through local tele-
phone calls. Asked if Rhee would have Asked if Rhee would have
any comment, she said "I'm ny comment
sure not."
Irish Sweepstakes Winner Gets Pardon From Sentencé

$$
\begin{aligned}
& \text { Sweepstakes ticket is } \\
& \text { sail Wednesday to ir } \\
& \text { collect his earnings. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { he thought was forgotten. } \\
& \text { Judge William Mackenzie } \\
& \text { cautioned the defendant, "Mr. }
\end{aligned}
$$ things, but we had to do it now before the situation became

$$
\begin{aligned}
& \text { whith Rhode Island courts } \\
& \text { know that today you are facin } \\
& \text { the possibility of going to jai }
\end{aligned}
$$

$$
\begin{aligned}
& \text { the possibility } \\
& \text { for } 30 \text { years." }
\end{aligned}
$$

"THE APARTMENT" Shown 2:55 $-7: 30$
"ELMER GANTRY" 12:30 $-5: 00 \cdot 9: 30$

is Starts Thursday is

$\begin{aligned} & \text { PRETTY PETITE PAT-Pat FIfe, Houston Texas junior is this week's Co-ed of } \\ & \text { the Week. State News photographer Mark Krastof caught the sultry mood of }\end{aligned}$
$\begin{aligned} & \text { the Week. State News photographer Mark Krastof caught the sultry mood of } \\ & \text { Pat's brown eyes in these pictures taken with the stadium as backdrop. Pat is }\end{aligned}$
Par's brown eyes in these pictures taren with the stadium as backirop. Pat is
was a finalist in the Miss Lansing contest and also rumner-up in the Miss. MSU
$\begin{aligned} & \text { contest and a member of the queen's court. Pat is majoring in radio and televi- } \\ & \text { sion and works for WKAR radio. Extracurricular aetivities include Pan-Hellenic }\end{aligned}$
Council and Junior Council. Her other interests are taste for classical music
$\begin{aligned} & \text { and playing the clarinet. This summer she plans to work for radio station KYOK } \\ & \text { in Houston, Texas in the advertising department. }\end{aligned}$

## FANTASTIC <br> NEW

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change in climate."

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The screen's 12 million dollar spectacle! thousands in the cast! years in the making!


 , Doars Open 12:15 Feature 12:30 - 3:25-6: 6:15 9: $: 15$ TODIY LAST TMES


Brogan To Speak Tonight Professor Denis Brogan, pro-
fessor of government at Cam-
bridge University and bridge University and Michi-
gan State's distinguished progan thate's distinguished pro-
fessor, will speak in 33 Union
at 8 p.m. at 8 p.m.m.
Brogan's topic is "American
History as Seen from Britain." Brogan's lopic is America
The lecture is spon Britain."
Then The lecture is sponsored by
the History Department and the the History De
History Club.

Dads Visit Nursery
The Quonset Cooperative
Nursery winl hold "Daddy's
Night" Night" from 6:30 to 7:30 p.m.
tonight. Faculty members thighe children are enrolled in
whe school are invited to
the the school are invited to see
their children in nursery school
activit their childr
activities.

## NOW OPEN

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GEORGE SAIMES
most improved varsity bac
Giants Romp to Win Over Cubs, 14-1
 Leagen leauting Giants National
-haed
day chicago cubs 141 yester-
 runs with two homers and
double, giving him nine homers for the ear and the lea
RBI leadership with 28 .
Mike McCormick scattered
eight hits in breezing to his eight vistory against one loss.
forth
After 411 inninins Mile Atter 41 innings, Mike'searned
run average is a sizzling 1.32. Dick Elsworth, the Cub's
starter, pitched to six Giants and didn't get anyone out. He
took his third straight loss. $\underset{\substack{\text { Matty } \\ \text { brother, socked } \\ \text { Alous } \\ \text { Felipe's } \\ \text { first Major }}}{\text { Kid }}$
 inning. Felipe's blast
fourth of the season.
 Felipe also got two singles out of it as McCormick retired
and $\operatorname{Jim}$ Davenport had three hits for the Giants.
The Cubs bothered McCor. Big 10 Standings Baseball Standings

| Michigan | 8 |
| :---: | :---: |
| Indiana |  |
| Minnesota | 9 |
| Illinois | 7 |
| fowa |  |
| MSU |  |
| Purdue |  |
| Northwestern |  |
| Wisconsin | 3 |
| Ohio State | 2 |

Sport Shorts
Michigan State has annual
scheduled fo ot ball dates scheduled
against Michigan, Notre Dame, Northwestern, Indiana
Purdue through 1966.
Michigan State has had 34 individual wrestling champions
in NCAAA, NAAU and Big Ten
competition since

Honor Gridders For Spring Work

## -



 =
 ,
 Monday, July 31. The National
League won both games last
year, $5-3$ in Kansas City and year, $5-3$ in Kansas City and
$6-0$ in New York.
On the basis of performance
to date, the only American League reporter would be cen-
ter fielder Mickey Mantle of national Le a a u e repeaters
would be Eddie Mathews of Milwaukee at third base,
Roberto Clemente of Pits-
R Roberto Clemente of Pitts-
burgh in-right Field, and Willie
Mays of San Francisco in cenburgh in-r
Mays of
ter field.

> ter field. The biggest disappointments among last year's All-Stars among last year's All.Stars
have been Bill Mazeroski and
Roger Maris Roger Maris. Both are flirting
with the 200 mark. Del Cran-
dall and Frank Malzone have dall and Frank Malzone have
been sidelined most of the sea-
son with injuries. The biggest surprises have
been Frank Bolling, Wally been, Jim Gentile, Johnny
Moon, Jole, Steve Boros and Zoilo
Temple MSU-U-M Game - Bolling, acquired from De. Here We Come! troit in a winter deal involving
six players, not only has filled
the second base gap with the social committee o
Frosh-Soph Council has plan
Braves but has been hitting the second base gap with the Frosh-Soph Council has plan-
Braves but has been hitting ned a trip to the Michigan-
around Braves but has been hitting
around a trip to the Michigan-
league's leaders in one of the
lits and MSU football game in Ann Abruns. . . Moon, a left-handed batter,
has had phenomenal success
with the left field has had phenomenal success
with the leff field scren at the
Los Angeles Coliseum. He has
hit nine of his 10 home runs
hine Los Angeles Coliseum. He has
hit nine of his 10 home runs
over that screen. He also leads
the league with a 375 batting over that screet. He also lead
the league with a .375 batting
average and is among the lead average and is among the lead-
ers in runs batted -in, runs
scored and hits Gentile, who recently struc two consecutive grand slam
homers, is the American

Tickets for the excursion will | on sale today at the ticket |
| :--- |
| should. |
| sep |



SUPER SMOOTH SHAVE
New "wetter-than-water" action melts beard's tough. New "wefter-than-water" action matis beard's tough. ness-in seconds. Remarkable new wetter-hina-water
action gives Old Spice Super Smooth Shave its scientific approximation to the feather-touch feel and the efficiency of barber shop shaves. Melts your b
towels and massage-in seconds.
Shaves that are so comfortable you barely feel the Shaves that are so comfortable you baroly feel the
blade. A unique combination of anti-evaporation agents bades. Aupique combination of anti-eyaporation agents relatherings no dyy spots. Richer and creamier...gives you
the most satistying shave...fastest, eleanest-and most the most satisfying shave...fastest, clean
comfortable. Regular or mentholated, 1.00 .

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## CHEOTERFED KING

## Out of Country Is JFK's First Trip

WASHINGTON UR-President ters of common interest to a
 to nourish good relations be-
tween the Unit wary audience.
Canada, two old neighbers and and
Card a less drastic stand than Canada, two old neighbors and
allies.
Kennedy chose Canada a less drastic stand than
the United States has adopted Kennedy chose Canada for
his first trip out of the country
in dealing with Cuba
Minister Howard C Freneign since he topo office in JJanuary.
THE STATE VISIT is the
分 first of two on Kennedy's the Kennedy administration and he may undertake another tro
less formal meeting in Europe
KENNED with Soviet Premier Nikita SS . Prime Minister John Canadian
Khrushehev Khrushehev.
Kennedy plans to leave May $\begin{aligned} & \text { baker have arrang Ged piefen } \\ & \text { discussions for } 2 \text { 2h h hours tomor }\end{aligned}$ K1 for Paris and talks way
31.
President Charles de Gaulle. Reports have circulated here. Cuba and the OAS, they are
that the possibilitites of a Kenne- Loes, therplore the crisis in
Lanada is one of dy-Khrushchev conference fol-
lowing the three-day Paris visit lowing the three-day Paris visit
are under serious considera-
tion. In Canada, Kennedy will set
forth the U.

## Honorary Initiates 13

 Initative, and fellowship, 13 Kinney also introduced the
engineering students and one
incoming officers of the fratfaculty member were initiated incoming officers of the frat into Phi Lambda Tau, an En- pa, Cedar junior, President gineering Honorary.
They were: J.W. Donnell
Vice President Ron Harness,
Vist Lansing senior, Regis (faculty member), James G. Pilarski, E. Lansing junior, rePayne, Wayne junior, Lee A. Sprow, Croswell sophomore,
Edward $\mathbf{W}$. Allis, Hovell jun. ior, Richard
sing junior.
John C. Nelson, Grand Rapids junior, Harold R. Chappell, les F. Perry, Battle Creek senior; Donald E. E. Lutz and John
R. Rowe, East Lansing juniors: R. Rowe, East Lansing juniors; sing senior; Joseph E. SchramM. Kalamazoo senior; Villis
 Hong Kong junior.
A banquet in their honor was
given by Phi Lambda Tau at given by Phi Lambda Tau at
mbers Restaurant in Holt. Embers Restaurant in Holt
Guest speaker, Jack Kinney
director director of the placement bur-


TUESDAY, MAY 16-7 p.m. to 10 p.m.
Here's the sale you've been waiting for . . . Come in and scoop up a wardrobe of new sumimer fashions? ENTRANCE THROUGH THE BACK DOOR ONLY!

| Spring \& Summer Dresses $\$ 3 \text { - \$5 }$ | Slips, Dacron-Cotton- $\text { Nylon } \quad \$ 2.98 \text { ea. }$ |
| :---: | :---: |
| Spring Suits, Selected | or 2 for $\$ 5$ |
| Group $50 \%$ off | Cotton Dusters $\quad \mathbf{\$ 4 . 4 4}$ |
| Rain Coats \$3 | Nylons, Reg. 1.65 a pr. |
| Spring Coats \$7 | 3 pr \$2.75 or $\$ 1.19 \mathrm{pr}$. |
| Blouses \$2-\$3 | ported Cashmere |
| Skirts \$2-\$3 |  |
| Slacks \& Jamaicas \$8-\$3 | Bras \& Girdles |
| Knit T-Shirts \$2 | - $10 \%$ |




WHO WILL BE THE LUCKY WINNER TODAY-ArIyn Griefendorf, member of
ROTC Corps Sponsors and Miss MSU, gives John Couch, Battle Creek senior,
a congratulatory kiss. Couch's company, E-3, won marching honors in last week's
a congrauiatory kiss. Couchs company, e-s, won marcming hos ors Sinast wrigade
ROTC parade. Observing the procedeure at the right is James Van Stee, Brigate
Chief of Staff, and behind stand cadets who seem to be somewhat envious.

## Services Rendered By Greeks

## Sororities and fraternities who

 participated in community pro-ject last weekend put in a full jorning's work according to Gay Birchard, co-chairman of the project. Tom Baldwin as sisted her as co-chairman. The group that went to the Williamston and Lakee Lamsing
Completely cleaned out the
lomider lodges, painted thed.
reseeded a field.
At St. Vincent's Home soror
ity and fraternty members dus a driveway. The Greeks plant-
ed 250 rose bushes around the ed 250 rose bushes around the
Ingham County medical hospi-
tal.
At-Urbandale the groups cleaned up dump areas. With
the use of dump trucks, they
hauled oway the track.
Those who went to the Schoo
Those who went to the Schoo
for the Blind, Lansing Gencra
hospital and the Co
for the Blind, Lansing Gencr
hospital and the Communit
Chest building did general yar
Spartan Hi Wagon Sets Open Rush
Eighteen members of Spartan Hil Wagon will be selected 7 p.m. on the Union sun perch. Spartan Hi Wagon sends sturdents to meet new faculty mem. cors and welcome them to the Peampus.
iving units, student services vomen's division and the Union concourse. They shoula be completed and brought to rush $w$
the applicants.

Mrs. Hannah Serenaded Mrs. John A. Hannah, first red by a serenade presented by Theta Chi fraternity Sunday As recent winners of this | work, wailding did general yard | year's inter-fraternity Council |
| :--- | :--- | :--- |
|  |  | work, washed windows and

painted fences. Advertising? Phone 2643.

# ADVERTISING 

Power, magic, wizardry, enchantmentto the amateur no word seems strong enough to describe the undeniable accomplishments of advertising.

But from a professional viewpoint, advertising merits somewhat more sober terms. As a matter of fact, the making of successful advertising is a difficult business requiring both skill and experience.

It is true that advertising will speed up sales and secure a larger volume in a shorter time for a manufacturer or merchant with foresight, courage and financial resources to carry definite business policies to completion.

But no amount of advertising can keep selling a product that cannot be sold without advertising.

It is certain that advertising ean and does create valuable good-will for a brand, trademark or store. Witness the actual money value of any well-advertised name.

But it is equally certain that back of that name there must be honesty, fair,dealing, and full value for the price asked. Advertising an unworthy product simply means that a larger number of people will presently discover its disadvantages.

But the greatest value of advertising is not to the advertiser but to the public.

Practically everything you buy would cost you more if there were no advertising. Because without advertising to inform the public, there couldn't be mass production as we know it today, with all its economies and advantages.

Imagine what would happen if all advertising stopped!

Many stores would be-forced to cut or cancel orders through lack of demand. This would carry back to the manufacturers and they would begin laying off people.

Newspapers, and magazines would cost you more, be much thinner, or go out of business because there would be no advertising to help pay the cost of publishing. And you would n't be able to get your favorite radio or TV programs because they would be off the air.

There's no doubt that advertising has been a part of the great growth of this country. In the years to come, it will help to make it a better, more prosperous country for everybody.
N. W. Ayer \& Son, Philadelphia.


[^0]:    reads mbsshae from president. at cuban raily -Dr. Lais Conte Aguert, Cuban exile leader, reads a special message from President Kennety, after a large motoreade to Palm Beach was canceilied. A smaller delegation of
    about Wi Cubnon mothers motored up and met with presidential aides later Sunday.
    (AP Wirephoto)

