

Michigan State News

Serving MSU For 51 Years

VOLUME 52, No. 56

EAST LANSING, MICHIGAN, THURSDAY, AUGUST 25, 1960

PRICE 5 CENTS

Here Aug. 29 to Sept. 2

1,000 Mathematicians to Meet

4-Her's Here Next Week

Thousands of top 4-H Club exhibits will soon be gracing the halls and barns on campus. Occasion will be the 45th annual State 4-H Club show, August 29 to September 2.

Over 2,000 4-H Club boys and girls will bring the results of their project work to the campus for the show, one of the few in the nation held on a university campus.

THE SHOW HAS come to be a highlight of each year's 4-H activities, said Russell G. Mawby, state 4-H Club leader here. It's an opportunity for 4-H members to reflect on their accomplishments of the past year, a chance to recognize outstanding achievements of individuals, and a chance for members to meet with fellow 4-Hers from other parts of the state.

The general public is invited to attend the various show activities, according to Mawby. He called special attention to the evening program in the Auditorium during which outstanding members will be recognized.

Mobile Home Conference Held Here

Mobile homes were discussed when 100 manufacturers, dealers, and park operators met in Kellogg Center August 23 and 24.

Those attending the conference represented most of the north central states. They exchanged information, and discussed developments in marketing, legislation, finances, and other areas of interest.

THE CONFERENCE was divided into three main sections: that manufacturers, dealers, and park operators could learn specific areas.

Jack Hreblitz, assistant to President Hannan, welcomed the group to MSU.

MSU faculty members participating in the conference included Dr. C. M. Edwards, associate professor, mobile homes educational program; and Dr. B. M. Radcliffe, associate professor, department of forest products.

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One of the most important annual events in American mathematics will take place Aug. 29 to Sept. 2 at MSU. That's when 1,000 mathematicians from throughout the nation and from several foreign countries will attend the summer conference of the Mathematical Association of America and Related Organizations.

Meetings will be held in the Physics-Math building, where participants will hear reports on research and new developments from experts in various fields.

ATTENDING THE conference will be members of the American Mathematical Society, the Mathematical Association of America, and the Society for Industrial and Applied Mathematics.

The American Mathematical Society has the longest history of the three groups. It is a research organization.

Featured at the AMS conference will be four "colloquium lectures," a series of talks by a distinguished scholar.

Colloquium speaker for the conference will be Professor S. S. Chern, University of California. A leading American authority on differential geometry, Chern will discuss "Geometrical Structures of Manifolds."

TWO OTHER outstanding speakers will highlight the program. Dr. Paul Halmos, of the University of Chicago, will report on "Recent Progress in Ergodic Theory," and Professor P. E. Conner, University of Virginia, will discuss "Involutions and Equivariant Maps."

There will also be 100 "contributions," participants volunteering 10-minute papers on their studies. The papers will deal with areas of applied mathematics, algebra, statistics and probability, logic and algebra, analysis, geometry, and topology.

Contributors from the MSU division of mathematical and physical sciences include Professors Herman Rubin and Martin Fox, with a joint paper on statistics and probability; Professors John G. Hocking and Patrick H. Doyle, with a joint paper on topology; and Professor Robert H. Gennike, with a paper on algebra.

THE MATHEMATICAL Association of America is a pedagogical organization primarily concerned with the teaching of mathematics and related subjects in colleges and universities.

Highlighting the MAA meetings will be the "Hedrick Lectures," a series of two one-hour talks. The Hedrick lecturer this year will be Dr. Ivan Niven, of the University of Oregon. He will discuss number theory.

Also of top interest to the group will be a panel discussion on "The Role of Abstract and Concrete Approaches in the Teaching of Mathematics."

THE SOCIETY for Industrial and Applied Mathematics is a research organization with members drawn from both education and industry.

The SIAM conference will feature the "von Neumann Lectures," presided over this year by Professor L. V. Ahlfors, of Harvard University. Professor Martin Krasnik, of Princeton University, will also address the group.

Conference officials said more than 600 mathematicians are already registered for the five-day conference, and believe that the total registration may reach 1,200. Among the foreign nations to be represented at the meeting are Germany and Israel.

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DR. ERNST VICTOR WOLFF

University Mourns

Dr. Ernst Wolff Dies

Dr. Ernst Victor Wolff, internationally famed master of the piano and harpsichord, died Sunday at 70, in his East Lansing home.

Although death struck the last chord, Dr. Wolff's many recordings of the classics, his volumes of personal arrangements and his teaching, implanted since 1917 in MSU students, will live on.

Dr. Wolff was head of piano in the school of music. A native of Germany, he was once called the world's foremost harpsichordist by a London critic. He had performed in numerous concert halls in Europe.

DR. WOLFF CAME to MSU in the summer of 1917 as a guest teacher and remained as a permanent member of the music staff. He often expressed his love for the University's park-like campus.

His death Sunday morning at 517 Highland ave., East Lansing, followed a lingering kidney ailment. Dr. Wolff had advised that funeral services be omitted so cremation was performed this week. Surviving are his widow, Thea, and a daughter, Mrs. Charles Pollock of Okemos.

A University memorial service is planned for early in the fall after classes resume. A memorial fund in his name is also being established by the school of music.

DR. WOLFF HAD studied in the United States and received his Ph.D. from Harvard in 1913. He fled Germany during the early 1930's when Hitler rose to power. He first lived in New York as a private teacher of the harpsichord and appeared in numerous concerts.

He was renowned for his interpretation of Handel and published transcriptions of Handel's work.

IN NEW YORK he made his Town Hall debut in 1930 and then rose to fame on the concert stage in this country. He had recorded many musical compositions for commercial sale and is the author of numerous published interpretations of both piano and harpsichord.

Dr. Wolff had often appeared with the Lansing symphony and played in cities throughout Michigan as well as in Washington, Cleveland, Chicago, Kansas City, and St. Louis.

He was a member of the American Musicology society, the National Music Teachers Association, and the American Association of University Professors.

Here Since 1953

Johnson Accepts Post At American University

Dr. Ole S. Johnson, Director of the executive program in retail management here, has been appointed professor of marketing and director of the marketing program of the school of business administration at American University, Washington, D. C., as of September 1, 1960.

Johnson joined the faculty of Michigan State in 1953 and served for four years as one of a team of professors under an ICA grant who helped establish the first school of business administration at the university level in Latin America in Sao Paulo, Brazil.

He was formerly chairman of the marketing department at the Georgia State College of Business Administration in Atlanta. He has also taught at the University of Pittsburgh and at Jamestown college, Jamestown, N. D., where he served as Business Manager for three years.

IN RECENT years Professor Johnson has served as a business consultant and supervisor of field research in retailing. He is the author of "The Industrial Store," published in 1952, and numerous magazine articles.

He completed his undergraduate work at Jamestown college in 1940, received his MA in Business Administration from Northwestern University in 1941, and holds the degree of Doctor of Philosophy from the University of Pittsburgh, 1951.

A member of the American Lutheran church, Dr. Johnson

was Council Member and Stewardship Chairman at the East Lansing church. He is a member of the American Marketing Association.

Four to Attend Horticulture Meet

Two MSU horticulturists will present papers to the American Society for Horticulture Science when it meets August 28 to 31 on the Oklahoma State university campus at Stillwater, Oklahoma.

Dr. S. H. Wittwer will present a paper entitled "Control of Flowering" to a joint meeting of the Horticultural Society and the American Society for Plant Physiologists. The paper will deal with plant responses to growth regulators.

Dr. H. B. Tukey, head of the department of horticulture, will be chairman of the joint meeting.

DR. A. L. KENWORTHY is the co-author of two papers on plant nutrition that will be presented to a special meeting on plant nutrition.

Dr. Roy E. Marshall, East Lansing, retired assistant director of the Michigan Agricultural Experiment Station and former member of the MSU horticulture staff, will attend the meeting in his capacity as secretary - treasurer of the American Society for Horticultural Science.

According to Atkin Survey

Women Don't Know Bargains

Do women know a bargain when they see one?

"No," says Kenward Atkin, advertising instructor who recently began a survey of women's food marketing behavior.

"It is doubtful that housewives really know the prices," says Atkin. "They just think they know where the best bargains are."

The housewives interviewed in Atkin's pilot study had definite impressions which stores offered the lowest prices. But they couldn't quote prices from one weekly food ad to the next or compare prices from one supermarket to another.

ACTUALLY, his researchers were able to find less than 2 per cent price difference between markets — or under 30 cents on a \$25 order.

A market classed by the housewives as one of the most expensive offered what were probably the lowest prices in the area. Its unusual architecture, Atkin surmises, served to create the "image" — or mental picture — of a higher-priced market.

Why did the women choose certain supermarkets?

MOST OFTEN they said it was because of low prices, quality of meat, convenient location, cleanliness and attractiveness.

ness, variety of merchandise and quality of produce.

They ranked their "ideal" supermarket for the researchers along a variety of scales, including expensive-inexpensive, clean-dirty, pleasant-unpleasant, friendly-unfriendly, and good-bad, Atkin said.

Then, on the same scales they ranked the actual supermarkets in the area. The supermarket each patronized corresponded closely to her ideal picture. "Each thought of her own store as being the least expensive, the most 'good,'" says Atkin.

This was even the case when there was some evidence to the contrary.

FOR INSTANCE, one supermarket was slightly farther than the others from the apartment development where the survey was made. The majority of housewives rated it more distant. But the housewives who patronized that market ranked it closest.

Atkin's researchers found one supermarket somewhat cluttered. The majority of the housewives surveyed it low on the clean-dirty scale. But the women who patronized that market ranked it cleanest.

Despite each housewife's distinct feeling that her supermarket was most "good," there was

remarkably little difference between the markets involved in the study.

GIVEN ALMOST identical — and desirable — stores, from which to choose, Atkin suggests that women make their choice and then assign themselves logical reasons for having made it. Their choice takes on their "ideal" image.

But he argues that other factors, which women seldom mention or even realize are affecting them, influence their decisions.

For example, while only 4 per cent of the housewives surveyed said they chose to patronize a market because of its trading stamps, the stamps had a strong effect on their shopping behavior.

Wednesday — when double stamps were given — was the favorite shopping day for customers of stamp-dispensing stores. Friday was by far the choice of non-stamp store shoppers.

Atkin said he believed more effective use could be made of the half-billion dollars spent annually on supermarket advertising — and that research tools such as that used in his pilot study are a key to better means of influencing women in their shopping behavior.

Hatchery Meet Slated Here

The latest in poultry vaccination programs will be studied here at the annual Michigan Hatchery conference Sept. 14 and 15.

New information on hatchery operations and the poultry business will be presented to more than 100 state hatchery owners and operators at the two-day educational meeting at Kellogg Center.

ON THE AGENDA are topics related to poultry marketing, the future of egg production, producing started pullets and others.

Clinics will consider genetics, nutrition, lighting, management, records, health, housing, and other aspects of the poultry business.

Sponsoring the conference will be the Michigan Poultry and Hatchery federation, the college of agriculture, and the Cooperative Extension service.

Normal Weather For Weekend

Temperatures through the weekend will average from normal to 3 degrees above normal, according to the five-day extended forecast of the U. S. Weather Bureau. No major day to day changes were indicated.

About one-half inch of rain is expected, with showers forecast today or Friday and again on Monday.

Normal high for the season is 76 to 80. Normal low is 55 to 60.

Here is the designer's drawing of the new classroom and office building being constructed on Farm Lane across from the Auditorium. The \$2,500,000 structure "will not have the fresh and raw look of a new building," Assistant Architect Milton Baron said. "It will have a very mellow effect. The building will belong to the campus." Completion date is set for fall, 1961.

Vets Sign Up

PL 634 and PL 536 (veterans) will sign for checks for the second five weeks during the week of finals, August 28 to Sept. 2, according to the VA office on campus.

Hackel Successful In Early Blood Research

SAN FRANCISCO, Calif.

Laboratory experiments which may inhibit the destructive reaction caused by the Rh factor were reported Tuesday to the American Association of Blood Banks.

Dr. Emanuel Hackel, MSU associate professor of natural science, cautioned that his basic research is only a tentative first step toward finding a way of avoiding birth and blood transfusion complications caused by the Rh factor.

These complications often result when Rh positive blood and blood containing Rh antibodies are mixed. The antibodies attack the blood cells. This happens occasionally to newborn infants and can be fatal unless the baby receives a transfusion.

Dr. Hackel has found that the reaction can be partially neutralized in test tubes by the addition of certain derivatives of RNA (ribonucleic acid). Apparently, the antibodies attack the RNA rather than the blood cells.

If numerous other obstacles can be overcome, Dr. Hackel said, it may someday be possible to give one or more RNA derivatives to a pregnant woman whenever it is suspected that she is going to pass on Rh antibodies to a fetus with Rh positive blood. In theory, the RNA would neutralize the antibodies before they could be passed on to the unborn child.

At present, Hackel said he believes the importance of his research rests largely with other, more subtle contributions to understanding the chemistry of life.

The work might eventually lead to chemical identification of the Rh factor, he said. It might also help scientists who want to know the chemical process by which DNA (deoxyribonucleic acid), the substance of genes are understood to be made, eventually produces blood factors, proteins, fats and other components of living things.

THE ABILITY of RNA to inhibit the attack of Rh antibodies on Rh blood cells, Dr. Hackel explained, indicates that the Rh factor is at least partially similar in structure to RNA. It may also be that the RNA molecule is a major part of the Rh molecule.

Since the step from DNA to RNA is a relatively simple one, either of the possibilities suggests the chemical pathway by which genes determine the Rh factor.

Dr. Hackel's work is supported by a grant from the National Science Foundation. The sci-

entist is assistant to the dean of MSU's University College.

THE RH COMPLICATION at birth may come about when the father's blood cells contain the Rh factor and the mother's do not. That is, he is Rh positive and she is Rh negative.

If she receives the Rh positive blood, either through a transfusion or from giving birth to a baby which inherited her husband's blood type, she may build up Rh antibodies. If she then becomes pregnant, the may pass these antibodies to the fetus.

The antibodies will not affect the newborn child unless he has inherited his father's blood type. If the baby has, he will likely require a transfusion to be saved from the destructive attack of Rh antibodies on his blood cells.

Before the Rh factor became understood some 20 years ago, its effect, called erythroblastosis fetalis or hemolytic disease of the newborn, was a frequent cause of infant mortality.

Ag Economist Tells Impact Of Program

To assess the impact of the farm price-support program, a Michigan State agricultural economist has determined the amounts of various price-supported crops that were actually available in commercial markets for particular crop years.

The study by Dale Hathaway relates for the first time the total effect of purchases, sales and exports by the Commodity Credit Corporation to estimates of farm production.

Market prices, probably, are most influenced by the amount of a product actually in commercial channels, Hathaway said. He believes that the MSU statistics more nearly give a true picture of these amounts than any measure now available.

THESE STATISTICS cover the 1943 to 1956 period. Tables for the 1957 to '59 period will be completed this fall, Hathaway said.

The net effect of the CCC support program has been to reduce the domestic market supply in every crop year except 1950, he said.

CCC acquisitions amounted to 9 per cent of total farm output in 1948 and about 5 per cent in 1949. The demands created by

the Korean War reduced CCC purchases. However, in 1952 they rose sharply and in 1953 they amounted to more than 10 per cent of farm output. Acquisitions continued high in 1954, 1955, and 1956, Hathaway said.

PRIOR TO 1955, the support program by and large had the effect that would have been achieved by maintaining farm output at about 1947-49 average levels. In 1956 and 1957 the supply available to the market increased substantially despite a buildup of CCC stocks, Hathaway said.

Exports gave an important outlet for surplus CCC stocks during most of this period. With the exception of the 1955-56 period, CCC disposal of products in the U. S. market have never exceeded 2 percent of net farm output.

Exports accounted for one-half or more of CCC disposal at every farm year but 1953 during the 1949-56 period. While domestic disposals have not increased substantially since 1953, exports from CCC stocks exceeded 1953 levels by 17 times in 1956, Hathaway said.

THE STUDY COVERED corn, wheat, cotton, rice, peanuts, tobacco, dairy products, potatoes and other crops.

Regular reports are made by the CCC on its price-support activities. With these crops and other reports are made by the Department of Agriculture on estimated farm production. But there has been no way to relate these different reports, he said.

In the MSU study, a series of tables and indexes was worked out so that the available commercial market amounts of each crop could be found from these existing reports.

Results of the study are in a technical bulletin published by the agricultural experiment station.

Letter

Dear Editor:

re: "Football Coach Hospitalized," State News, Aug. 18, 1960.

We were disgusted that the State News would reveal such embarrassing personal details of Burt Smith's health to the uninterested campus public on the eve of the 1960 football season.

Though we sympathize with Mr. Smith's agony, surely there are other more appropriate and subtle means of publicizing this campus' greatest varsity sport—football. Or is this a foreboding of things to come for the Spartans in the Big 10 this fall? Thank you.

D. Disenchantment (female) Fans

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NIGHTS & SUN. — ADULTS 70c KIDDIES 20c

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MICHIGAN STATE NEWS

To Plan Utmost Use Of Schools

With the mighty wave of post-World War II "war babies" taxes on campus planning from the U. S. Office of Education, Washington, D.C., outlined present and future needs throughout the nation.

To this end, some 50 business managers and presidents of colleges and universities from the midwest states met here Aug. 23 and 24 to lay plans for the future.

The conference is sponsored by the college of education and the Educational Facilities

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Zwarschewitz at Law Conference

Dr. Hendrik Zwarschewitz, of MSU will participate in the 37th annual conference of the American Business Law Association at Burlington, Vermont, August 23 to 25.

Read the Classifieds

Michigan State News

Published at East Lansing, Michigan, on class days Monday through Friday during fall, winter and spring terms; weekly during summer term and a special issue between summer and fall terms. Second class postage paid at East Lansing, Mich.

Mail subscriptions payable in advance for one term \$5; two terms \$9; three terms \$13.

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121 M.A.C. Avenue

Fr. R. Kavanagh, Fr. T. McDevitt

Sunday Masses

7:30 - 8:15 - 10:00 - 11:30

(Baby sitting at 8:45 & 10:00 Masses)

Daily Masses 6:45, 7:30 & 8:00 A.M.

Confessions: Daily 8:00 A.M. & 5:30 P.M. (after Rosary)

Saturday 4:30 & 7:30-9:00 P.M.

8:15 P.M. Sunday Forum

CATHOLIC STUDENT ORGANIZATION MEETS SUNDAY

8:00 P.M.

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Boars Sell Well At Swine Show

Strong out-of-state interest here recently was evident at the auction sale. The sale was the wind-up of the 15th annual swine day at the Michigan Swine Evaluation station, MSU.

COOL Air Conditioning
GLADMER THEATRE
TODAY and FRI: 6:50 to 5:30

ALFRED HITCHCOCK'S
"PSYCHO"
ANTHONY PERKINS — JANET LEIGH
Shows at 1:20, 3:15, 5:15, 7:20, 9:15 P.M.

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AND
SOMEONE ELSE'S WIFE...



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heavens
and
hells
of
marital
infidelity!



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7:25, 9:40 P.M.

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VIRGINIA BRUCE • KENT SMITH
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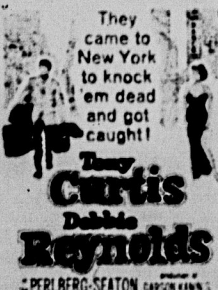
STARLITE
2 Miles Southwest of Lansing on M-78

HELD OVER!

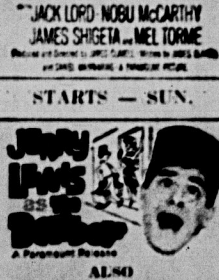
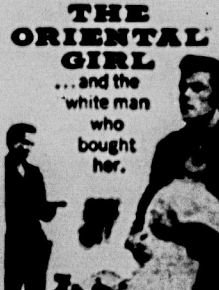
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SATURDAY

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State Fair Sets 10-Day Schedule

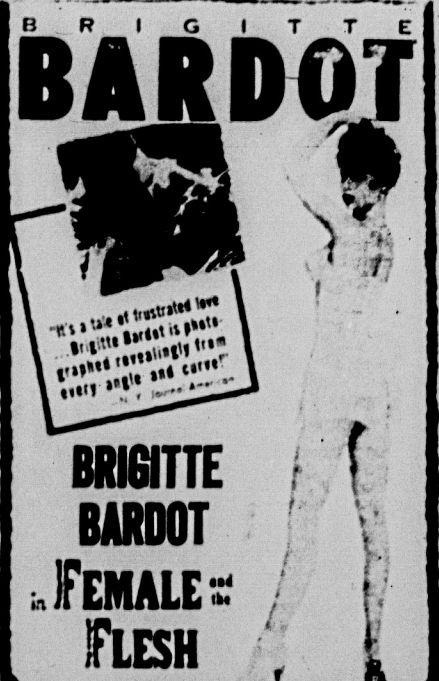
A major change in the format of the Michigan State Fair will go into effect this year.

FOR THE FIRST time in 111 years, the State Fair program will be extended to one night. The State Fair has been opening its 10-day run on the Friday before Labor Day with a downtown Detroit parade and ribbon cutting ceremonies on that first Friday morning. This has resulted in many functions of the Fair not getting fully under way until Friday noon.

THIS YEAR, however, the State Fair commission has approved General Manager Donald L. Swanson's proposal to hold the parade Thursday night, September 1, followed by a Grand Opening program at the grandstand.

Therefore, early Friday morning, Sept. 2, will see the State Fair begin complete operation for 10 full days. There will be free admission to the grounds for the grand opening program Thursday night.

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Both pictures spoken in ENGLISH

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"YOUNG MAN

WITH A HORN"

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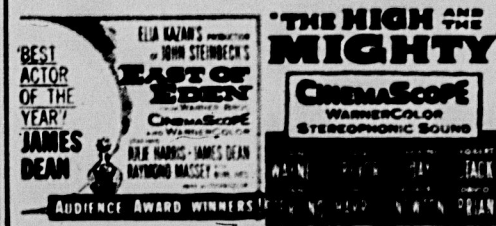
Laurence Olivier in

"THE PRINCE

AND

THE SNOW GIRL"

STARTING WEDNESDAY



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DRIVE IN THEATRE
THUR. THRU. TUES. (2) FRIST RUNS

HIT NO. (1) SHOWN AT 8:10 — AND LATE

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Directed by LARRY DONALD • Screenplay by LARRY DONALD • Produced by LARRY DONALD • Released by LARRY DONALD • Artists

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

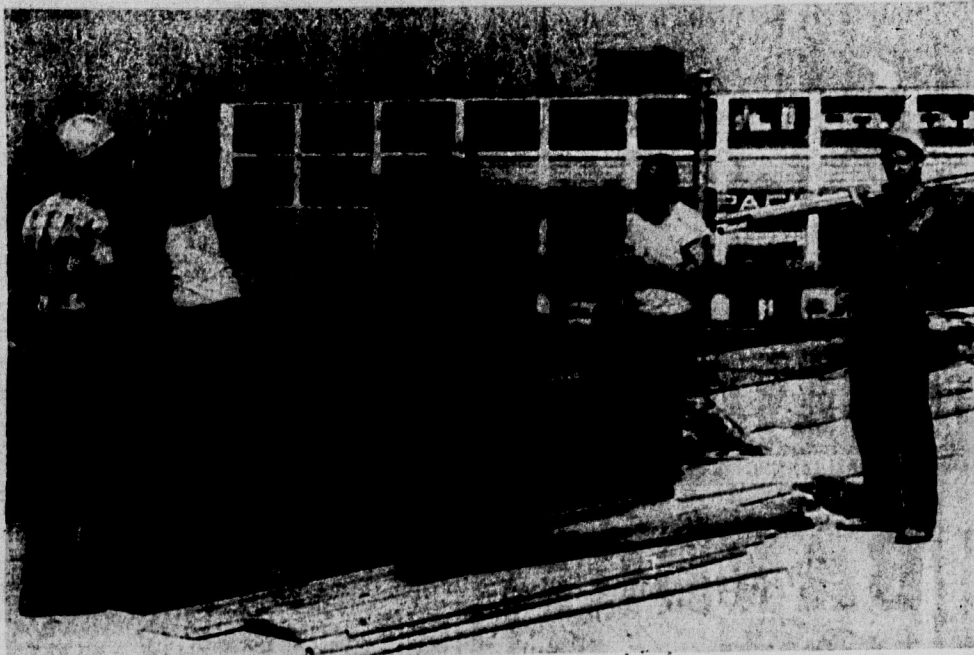
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GRIDDERS BUILD BRAWN — Head Football Coach Duffy Daugherty is known as a stickler for having players report to fall practice in condition and with a minimum of excess poundage. The laboring Spartan grid performers above will probably meet Duffy's demands. They're working on heavy construction on the expressway overpass in Grand Rapids.

For Early Drills

State Invites Back 78 Gridders

Michigan State will pin her, through the whole squad, but hopes for football success this fall on a squad of 78 men invited to return for early drills.

Practices start Thursday, Sept. 1. The opening contest on the rugged nine-game schedule is on Saturday, Sept. 24, against strong Pittsburgh in the Steel City.

Letters of invitation to the 78 went forth this week from the office of Head Coach Duffy Daugherty.

"I TOLD THEM we expect every one of them to return ready to go full tilt on opening day of practice," said Daugherty. "I reminded them that a definite weakness last season was a lack of interior line speed, and that the answer to the problem lay with the new sophomores and improved conditioning of the veterans. Of course, that need for good conditioning and speed extends

All expect to see heavy duty this fall. The bronzed Spartans are, left to right, Ed Youngs, George Stevenson, (back to camera) Tony Kumiega, Ron Ross, Ron Kapach, and Jason Harness. Both Harness and Budde are slated to start on MSU's defensive unit. Harness at end and Budde at tackle.

O. James Kanicki, Bay City; Kenneth May, Marshall, Mich.; Donald Palmer, Port Huron; Donald Richmond, Washington, Pa.; Clifford Root, Pine Bluff, Ark.; Nelson Secor, Northville; Robert Swast, Chicago, Ill.; Mickey Walker, East Detroit; Thomas Wincek, Chicago, Ill.; Edward Young, Jackson, Mich.

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IM Playoffs Next Week

151 softball teams end play Thursday and there is a good chance that at least two of the three blocks in the league may end in ties.

In Block 1, the BB's are slated to play DPS. The latter team has forfeited all its games so far, and if it does so in the last game, the BB's will end up tied for first place with the Cryolites.

Block 2 sees Daley and Madigan facing each other. If Daley wins, they will win the block championship. If they lose, a tie with Chemistry will result.

PHILLIPS PLAYED Abbot 2 Wednesday night. If Phillips wins the game, they will be tied with the Leftovers for the block title. If they lose, Leftovers are champions.

Playoffs begin Monday and will continue through Thursday. Games begin at 6 p.m. at the IM field. All teams involved in playoff activity should check with the IM office for the game schedule.

Press Day Slated Next Wednesday

Press Day for Michigan State football this fall will be Wednesday, August 31. Starting time will be 1 p.m.

Although drills won't begin until the following morning, the entire squad will don game uniforms for a giant picture-taking session in Spartan stadium. More than a score of newspaper, wire service, magazine and television cameramen regularly attend the affair.

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Here's How To Take Out Rust From Clothes

Rust spots can ruin the appearance of a dress or a towel. These stains may be caused by contact with metal objects or from water with a high iron content.

Goodyearne Baker, home management specialist at MSU, says rust stains need special treatment. You can buy a commercial rust-remover solution or you can make your own.

Oxalic acid crystals are available at the drug store. Make a solution by mixing one tablespoon of the crystals in a cup of warm water. Moisten the stain with the solution and keep the stain wet until it is removed. For a stronger treatment, heat

the solution and apply in the same manner.

FOR A STUBBORN stain, place oxalic acid crystals directly on the stain. Moisten with water as hot as the fabric will allow to stand a few minutes. Or dip the fabric in hot water. Repeat if necessary. Do not use this last method on nylon.

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