

Events Begin Saturday

375 Athletes Arrive For 38th 'S' Relays

By IVANHOE DONALDSON
State News Sports Writer

Jenison fieldhouse will be the scene of one of the nation's top indoor track programs Saturday, when the 38th running of the Michigan State Relays takes place at 2 p.m.

The preliminaries to some of the running events and the long jump final will start at 1 p.m. The finals of all the running events will start at 7 p.m. The Relays are the oldest and one of the midwest's indoor state track programs. Meet director and MSU track coach Bill Dutton disclosed that 23 cities and universities will send approximately 375 athletes for training for the 18-event program this year.

Pending champions in ten events are due back for attempts to retain titles, including individual and five relay entries.

The two largest squads at the day will be Western Michigan and Michigan with 41 and 38 teams respectively. The large squads are defending champions in a total of five events.

Western has entered the distance medley and the two-mile relay events it won in 1960, with most of the same members doing the running this year. The

defending champions in ten events are due back for attempts to retain titles, including individual and five relay entries.

The sophomore dominated Spartan squad could pull a few surprises of their own in Saturday's competition.

Pacing the home team are speedsters Zack Ford and Don Vroomans and distance runner Gerald Young.

Ford, junior from Glenview, Ill., is a possible scorer in the 75-yard dash, Phil Beck, Jackson junior, Mahine, Verna, Jamaican sophomore and Vroomans are also entered in the 75-yard dash.

Vroomans, a hard running sophomore from Frankenstein, is a dark horse in the rough 300 field. Ford and Beck are the two largest squads at the day will be Western Michigan and Michigan with 41 and 38 teams respectively. The large squads are defending champions in a total of five events.

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JFK Unwraps Recession Plan

12-Day Nightmare Ended

Santa Maria Releases 600 Captives in Brazil

RESCUE BRAZIL (AP) The passengers of the hijacked liner Santa Maria came ashore Thursday with scars and stories per-

speaking their deliverance from a 12-day nightmare of captivity at sea.

Capt. Henrique Galvao sailed his 20,000-ton prize close to a Rio de Janeiro dock, and let the nearly 600 passengers board tugs to go ashore.

The Brazilian government made no announcement, but the best available information indicated it had promised Galvao he could sail out to sea again in defiance of the Portuguese government—if he could muster sufficient crew. Brazil was offering asylum to the 300 or so crewmen, most of them Portuguese, if they wanted to forsake the ship. A Brazilian admiral said the ship might be impounded if it lacked sufficient crew to sail safely out of this port. The U.S. Caribbean command quoted the Brazilian Navy as saying 85 per cent of the crew wanted to quit the ship, and the remaining 15 per cent would not be enough for safe passage. In addition, one ship's turbine was reported in need of repairs.

But Galvao claimed a victory over Portuguese Premier António de Oliveira Salazar.

The laughing, waving passengers had been anxious, fearful and impatient only a few hours before while they waited within tantalizing sight of land.

SOME CRIED. "Get off!" when a lobster boat carrying reporters pulled up along side as the Santa Maria rode at anchor about three miles out to sea.

Portuguese and Spaniards shouted through the portholes of the third-class section that they had been mistreated, were without water and had been given little food.

CYDON FILM TO BE SHOWN

A speech and a film on Ceylon will be featured at the Friday meeting of the International Club, at 8 p.m., room 31 in the Union.

According to Abram Abramovitz, club president, Supulath Samadurai, Ceylonese undergraduate student, will be the speaker. Following the speech, the film "Ceylon My Home" will be shown.

The meeting is open to all interested persons, and immediately after it, a social hour will be held in the U.N. Lounge.

DR. SMYTHE TO LECTURE ON AFRICAN ELITE

Dr. Hugh H. Smythe, a faculty member of the Brooklyn College Sociology and Anthropology department, will speak on "African Leadership and America," 8 p.m., Friday in the Kellogg Center auditorium.

This is the second in a series of lectures that are being presented by the African Language and Area Center (ALAC) and the Political Science Department at MSU.

Smythe, in cooperation with his wife, recently published "The New Nigerian Elite," a book based on study in North and West Africa between 1957 and 1960.

This address will be concerned largely with the Nigerian elite, in which MSU now has a vital interest. Dr. John C. Messenger, assistant professor of social science, said.

Messenger, who is connected with the ALAC, and this is the second of the lectures the center plans to present on Africa over the next two years.

"The center will bring in outstanding men, mostly men who have the deepest interests in African affairs," he said.

Smythe has degrees in sociology, anthropology, and international relations—among them a Ph.D. from Northwestern with emphasis on Africa, and the Caribbean.

A consultant for a number of organizations here and abroad, Smythe has published extensively in American, European, Asian, and Australian journals and has been an editor for "Sociological Abstracts," "The Journal of Human Relations" and "Africa Today."

The ALAC, which began its work in September, hopes to create interest in African courses offered at MSU.

Messenger, who teaches one of the few classes on Africa now available to students, said the center will work toward a full curriculum on African culture.

He said considerable interest has been shown by students to get these classes.



Joblessness Zoomed; Business Rise Due

WASHINGTON (AP)—President Kennedy—disclosing that joblessness zoomed in January—Thursday unfolded a broad range plan to "avert the waste and misery" of unemployment and revive the sputtering economy.

Saying some minor business improvement is expected this year, Kennedy told Congress further deterioration is possible "if we fail to act."

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As might be expected, the Kennedy administration called Kennedy's second nationally televised news conference Tuesday night "an opportunity to set our economy on the right course."

SEN. KENNETH B. KEATING (D-N.Y.) told Senate colleagues Kennedy was "an optimist" who "had a clear-cut program" while Democrats said Kennedy had spelled out "a new frontier" for a "dynamic economy."

In his anti-recession message to Congress, Kennedy asked swift action to boost social security benefits, raise the minimum wage, extend jobless payments in emergency cases, and set up a program to help cut areas with chronic unemployment.

THE PRESIDENT also served notice on who would send along detailed proposals for permanent reductions in the unemployment compensation system and tax reform bills intended to stimulate business investment and real incomes in the private sector.

He offered no ideas for reducing inflation. Kennedy announced he will establish a presidential advisory committee on labor-management policy.

The committee of 11 drawn from labor management and government will advise on what specific policies essential to cutting inflation, as well as on how programs as automation and robotics that may contribute to inflation can be controlled.

And he announced new steps he is taking with available funds and under his presidential authority to accelerate federal defense and other buying particularly as depressed areas to increase the tempo of road building, air research, civil works projects and energy conservation and to curb price controls.

Kennedy did not say what any of his programs to restore momentum to the American economy "would cost." But he assured Congress "the programs I am proposing will not be themselves prohibitive to the economy." He stressed that D. E. Kenney, his chief economic adviser, will keep him informed during his stay.

One measure seems certain to be included: Kennedy told the Senate and House to call before Congress with budgetary proposals within 30 days.

THIS COULD IMPLY a possible request for a temporary reduction in defense taxes when the Republicans have proposed to eliminate them entirely. Kennedy also proposed an increase in the minimum wage.

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Senate, a previous night at 10 o'clock, voted to pass a bill to extend federal aid to states for a tax cut.

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Hannah, Board of Trustees Want More Money; Appeals Unheard

Pres. John A. Hannah, members of the administration and the Board of Trustees have repeatedly and urgently requested the legislature to specifically allocate funds for Michigan State. This, they say, is absolutely necessary in order that the budget for 1961-62 may be properly arranged. Unfortunately, the requests have apparently not been heard.

In his budget message to the legislature in January, Gov. John Swainson recommended that MSU receive \$31,509,000. The university had asked for \$37,586,732. The only allocations the Governor made were for East Lansing and Oakland. The other requests, for agricultural extension and the experiment station, were not allocated specifically but were lumped with this campus' funds.

After talks with various members of the legislature and the executive branch, Philip May, vice president for finance, said no one would say if the allocations would be made. Until the funds are allocated, or earmarked, the necessary readjustment of the budget by MSU cannot be made.

Michigan State has long been a leader in agricultural experimentation, which is only a small part of the work of the university. If the funds are not earmarked shortly, the university will find itself in an embarrassing position confronting the farmers who look to scientific findings.

We urge the legislature to heed the request of the President, the administration and the Board of Trustees and to earmark the funds asked for.

Cheating: Who Is Responsible?

During final exams last term, a recognized excellent student received an anonymous phone call "Thanks a lot," said the mysterious caller. "I just rode you through the accounting exam. I surely hope you had those answers right."

This particular student received an A on the exam. We presume that the grateful caller also received an A.

This is not a unique incident. There are a significant number of students here who would have trouble making it through exams without the aid of their "friends," perhaps to the detriment of frequent sideways glances at neighbor's papers.

In the exams referred to above, students from several sections were crowded into one lecture hall. It is during these times that some students cheat more easily since poor performance could not easily obscure the exam performance of others. Is the conduct of students in the lecture hall to be made little better by rather about the home at his desk reading?

IN A SITUATION such as this, even the most honest student could not avoid an occasional view of his neighbor's paper unless he wore blinders or looked at the ceiling. Less honest individuals had the opportunity to examine thoroughly the papers of those in front and on both sides of them.

It was almost impossible for any student

to guard adequately against cheating by covering his paper.

Situations such as this are detrimental to poor and excellent, honest and dishonest, students alike. Even when exam surroundings are not conducive to cheating, floating copies of previous tests which will be reused offer dishonest individuals an opportunity to distort curves and lower the ratings of honest students.

WHO IS CHIEFLY TO BLAME? Is it the dishonest student who looks, or the honest student who doesn't conceal his paper sufficiently? Is it the individual instructor who doesn't proctor his exams thoroughly and who uses the same exam repeatedly, allowing copies to escape? Or is it the department which schedules the exams and permits them to be given in such unfavorable conditions?

The Educational Policies committee with student and faculty members recently released a report on cheating with suggested ways for handling the problem. The report must still be presented to the Academic Senate for possible adoption and corrections.

The report will attempt to clarify the views and policies of the university in regard to cheating. This is a rational approach to a persistent problem. We will watch the progress and results of this report with interest.

First, soliciting of any sort, for no matter how worthy a cause, is annoying and tends to remove any charitable idea with simple anger.

Second, Campus Chest has in the same breath that it dropped Spartanaide suggested soliciting. We feel that this definitely shows inefficiency and laziness on the part of the management of Campus Chest. Besides, Spartanaide was an activity in which students could participate and enjoy themselves while helping a worthy cause.

Third, we feel that soliciting in this manner no matter how noble it sounds puts unfair social embarrassment on individuals who cannot afford even a little fifty cents.

Fourth, the spirit of participation as so glowingly defined by Mr. Gustavson cannot hope to be found in door to door indoctrinating.

Fifth, state law forbids soliciting on state property as an offense for annoyance.

Soliciting is going to ruin the worthy Campus Chest because values in the belief of the difference between right and wrong will select soliciting as a cover for inefficient and incompetent management.

BILL DOERNER

Defends Chest

To the Editor:

Mr. Dworken, concerning your letter in this column on January 27, exactly what course in started writing are you taking? A main theme of your letter was that "the sovereignty of Butterfield Hall has been grievously assaulted." It continues in criticism of the "arbitrary and totalitarian association" — the MHA. You fail however, to set forth any more nearly acceptable reason for not cooperating with Campus Chest.

Perhaps you were unaware of the true function of the organization. Campus Chest is the only legal money raising body on campus. It gains funds by voluntary contributions of students.

Some people even commended the behavior of the team after reading the report in the Plaindealer. These people saw the players that night and said they were orderly.

Canton Paper Slams MSU Pucksters

A weekly newspaper in Canton, N.Y., the St. Lawrence Plaindealer, reported on Nov. 26, that the Michigan State hockey team, known as Spartans, "had their heads turned by their intoxication and their mean deportments" after their game against St. Lawrence University at Appleton Arena Saturday night.

The real Spartans, a team of people of sound discipline and valor, would never know that their name had been used to smear the youth who were neither discipline nor sportsmen.

According to Cunningham, the players did take two bicycles and a car window, tapped over an oil tank and staggered to their school bus to go home.

The paper stated, in an editorial, that these incidents were drunk, stale bicycles and a car window tapped over an oil tank and staggered to their school bus to go home.

Canton will be just as happy

as a much quieter place if they never come back, the editor said. Eric Hennem said

A REPORT such as this is a

"We're Here For The Post-Inaugural Non-Gala"



Letters to the Editor

Protest & Defend Solicitation

Protests Chest

To the Editor:

In regard to the editorial which slammed our president Charles Loveland, the men of Butterfield are seriously considering filing a libel suit. Mr. Loveland's stand was ordered by a unanimous vote of the Butterfield general council. This was a stand representative of the entire hall.

We are not opposed to Campus Chest as the nonbasic interpretation of the infamous Bob Gustavson suggests. We are opposed to the slights who seem to be trying to run this worthy organization.

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PHILIP B. KLEINBERG

By Kavanaugh

To the Editor:

Though too busy by far to answer a prank in the use of his God-given right.

Good breeding demands no boosters I think
And not play reclusive in my plight.

To my Webster-read friends
Read past the first line;
And my use of the word "passion"
is clear.
This meaning is found in "unstrung" number 9.
So the Bible's not banned, shall we shun?

The "censorship kick" was many-
faced sometime,
Perhaps in your subconscious mind.

I never mentioned the word, too
imploring God's grace!
I must say you were not very kind.

It's amusing no-end to my "teen-
suspicion" crew.
To see you admit that we're right.

For by "suspicion" us you enter
our pews.
Move over we're packed in too tight!

You further prove what I al-
ways contend,

That we all play censor sometimes.

Except for the man with no
values to tend.

And he will find fault with my rhymes.

Public office is out, but I really
don't mind.

For my vocation is free from
recession.

But I'll never desist from fight-
ing/through kind)

The exploitation of sex on
concession.

The Church in our land has a
function you see.

To censure—not censor—the
saint and the thief.

To teach morals to men whether
mighty or me.

And whether wealthy or men on
relief.

For both of us live in the land
of the free.

And your opinions I ever will
treath.

With courtesy, which I also ex-
pect from you.

Because Democracy is a two-
way street.

FR. R. E. KAVANAUGH

On HUAC

Student Refused Speech on HUAC

Reprinted from the Michigan Daily
By Kenneth McElroy
Assoc. City Editor

McCarthyism is not dead; there still exists in the minds of people an irrational fear of communism, of Communism. It is still not accepted as even safe, for one to speak out against the actions of J. Edgar Hoover, head of the FBI, or the House Un-American Activities Committee. If he does, he will be branded as best as a Communist.

This was all brought to light quite clearly when I and a friend traveled to Battle Creek to speak out against the film "Operation Abolition" which deals with the demonstrations against May HUAC hearings in San Francisco. I spoke at the program sponsored by the PTA.

The person in charge of the program feared my presence on the panel, which was to speak out against Communism, would cause disorder and disturbances. My representative, August Johnson (R-Mich.), a member of HUAC, said that if I spoke on the panel that he would leave Washington to speak against me.

FINALLY THE PTA decided against having me appear on the panel, but assured me that I would present fairly both sides of the public safety as opposed to private rights in regards to the Communist threat and HUAC.

After the movie was shown, the audience said, as do Hoover and the Committee, that students involved were either Communists or Communist dupes and that the Communist threat be combated at all costs. The side of the people who believed they were demonstrating against force in the United States, HUAC, that is, mental to true democracy and freedom of speech was not given.

Following the panel discussion the audience asked if there were any questions from the audience. I stood up and gave the students a speech against the film that has been repeated in Washington Post, the Reporter and other publications.

Following the meeting, I was subjected to comments such as "Why don't you go to Russia to talk to Khrushchev. He'll take your side" or "You should run out of town on a map." In a democracy, you can't talk that way.

IT'S VERY EASY to live and succeed in a University community and when you do, the time believing that others understand agree with you. But once you remove yourself from the artificially well-informed community and support yourself to a typical meeting of the town the situation is radically different.

In a town such as Battle Creek users of the town, most of the citizens are men who work in one of the factories or factory workers. Their access to information excludes their newspaper and magazine publications.

For them the Communist Party is not real as they hear someone say or in a position of some influence and that there is a very real danger. They do not know what they are told by other statements passed by the government.

For these reasons such a movie as "Operation Abolition" commands great attention and most reverent respect. After all, the movie was approved by a committee of the government could it not tell the truth?

WHEN THEY hear statements under accepted belief their automatic reaction is that these were spoken by some wise old or his due. They do not question the facts as presented. This tends to force them to disbelief totally. This is the tendency on the part of most to believe in the individual in the sake of loyalty to the safety of the nation. Far from being able to restrict freedom in the case of the U.S. something that few will deny. Whether or not there is sufficient danger to abridge of liberties I believe is another question.

"Operation Abolition" and publication of the Hoover Report and others are not to be made public the public that such a suppression of personal freedoms.

As long as people remain upright and possible for personal liberties to be removed the name of freedom.

Michigan State News

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**Prof to Keynote
Chicago Seminar**

George F. Jennings, associate professor of business administration, is stated to be the key speaker Friday at a management seminar in Chicago.

The seminar is sponsored by the American College of Hospital Administrators. Jennings will review research and findings from his recently published book, *An Anatomy of Leadership*.

The management seminars are integral part of the College's fourth annual Congress of Administration.

The three-day management seminar will be attended by such 1,000 administrators from the United States and Canada.

**Sorority to Hold
Concert Sunday**

Members of the Phi Mu Alpha Sinfonia, Music Fraternity, will present a concert by American composers on Sunday, January 3, at 4:00 p.m. in the music auditorium. The public invited.

The Phi Mu Alpha wind Ensemble will play "Antiphony for Bass" by Kechkey, "Fandango" by Perkins, and "Intermezzo Band" by Thompson.

CAMPUS CLASSIFIEDS

DEADLINES: 1 p.m. Day Before Publication for Tues., Wed., Thurs., and Fri. Editions. Deadline for Mon. Edition: 1 p.m. Fri.

ED 2-1511

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1960 CHRYSLER, one owner. Good engine, heater, radio, clock and heater. Underbody well upfitted with leather trim. Cheap. ED 405 after 6:00.

1961 PLYMOUTH. Four-door. Six cylinder. Good running condition. \$350.

1961 FORD - White Fairlane hardtop. 2-door. Special engine. Stick shifter. Best offer. Call TU 2-3121.

1961 PLYMOUTH. radio, heater, good tires (2 more). Starts & cold mornings. \$3,000 miles. Present motor. \$175. ED 2-8951.

1961 FORD. Two-door station wagon. Radio, heater, snow tires. \$250.

1961 STUDERAKER. Standard 10 with overdrive. Two door hardtop. Red, new. \$200. Call TU 2-3122.

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1961 NEW BATTERY. Guaranteed to last. For \$15. Call Bestman A. Direct Fresh.

1961 FILM WITH developing and printing. The minimum. Kodak film and developing prices, color and black and white. March 1961. Post Office Box 100. By Prender.

DARK RANCH MINK COAT. \$125. Will sacrifice \$75. ED 2-7722.

CARTEL PIZZARO. accordion. 1960 - 150 bass buttons. \$100. Call 210 ADAMS AV. ED 2-7722.

KOFA BED. Excellent condition. All leather. White cabinet. \$100. Call ED 2-8907.

Information Notices

Friday

INTERNATIONAL CLUB-8 p.m. 31 Union talk and film on Ceylon, refreshments.

ST. JOHN'S STUDENT CENTER-8 p.m. coffee hour.

TOWER GUARD, MORTAR BOARD, SWL-9 a.m. 8-11.

KOREAN CLUB-7:30 p.m. 429 Hillcrest St.

HILLEL-Hillel House, 10 a.m. Sabbath services.

ST. JOHN'S STUDENT CENTER-9 p.m. movie, "Has Anybody Seen My Gal?"

FORESTY CLUB-8 p.m. Forestry Log cabin. American and Foreign dance.

Train

(Continued from page 1)

THE WRECK occurred about 12:15 p.m. at the Jennifer Park junction, about 25 miles northeast of Baltimore and about 15 miles northeast of Washington. It had left Philadelphia at 11 a.m. and was due at the dock about 1 p.m.

Rescue workers found several hours to rescue two of the bodies trapped in the twisted mass of metal. Baggage racks were torn loose and bent and cabin seats were blown apart.

Both the engineer and the fireman, William Charles Wyant, 42, of Philadelphia escaped without serious injury.

Saturday

ST. JOHN'S STUDENT CENTER-8:30 p.m. free dance instructions.

HIGH LIFE CLUB-8 p.m. UN Lounge, refreshments.

TOWER GUARD, MORTAR BOARD, SWL-9 a.m. 8-11.

KOREAN CLUB-7:30 p.m. 429 Hillcrest St.

HILLEL-Hillel House, 10 a.m. Sabbath services.

ST. JOHN'S STUDENT CENTER-9:15 p.m. record dance "Swinging Easy With Ray Anthony."

Sunday

DESERET CLUB-2:30 p.m. 149 Highland Ave. "What the Mormons Believe."

LUTHERAN STUDENT ORGANIZATION-6 p.m. basketball games, talk by Miss Dot Albrecht.

HILLEL-Hillel House, 10 a.m. Sabbath services.

LUTHERAN STUDENT ORGANIZATION-5:30 p.m. supper and program "Russia and American Education" by Dr. Lorraine Peltz.

CHANNING-MURRAY FELLOWSHIP-7 p.m. art room Union. "Can We Describe Religious Beliefs?"

ST. JOHN'S STUDENT CENTER-5 p.m. "Operation Understanding," explanatory tour of Church, film, supper served, all welcome.



RELIGIOUS ADVISOR ON CAMPUS—Dr. Albert T. Mollegen, shown here with Augustus Caine of Owen Graduate Center, has been on campus for the past four days discussing the nature of religion.

Spring Sports

**Fashions to Be Shown
At Henry Ford Museum**

It may be winter outside. The spectrum of spring colors but spring will be very much in according to the experts, runs evidence at the advance show through a maze of pastels with shades of women's sports fashions in green and gold predominating at the Henry Ford Museum's 1961 "Sports in Review" on Friday. The collection of more than 200 outfit, is described as the most colorful and gay in

The fashion show will be presented by a Detroit designer. A show will be given against a screen with a Detroit selection consisting of nearly 50 of the garments. British designs of lawn sports and competition garments.

The exhibition of sports wear United States brought together in the show, will be held for the tenth annual show at the Smithsonian Institution and Henry Ford Museum. Several hundred attire suitable for sports are making premier appearance game of tennis and swimming and all famous makes

of tennis, parades, vintage cars starting with a collection of sports wear during 1960 Spanish Grand Prix, trace the history of sports and show a history and development of the various sports and competition cars.

WHAT WOULD HAPPEN IF ALL ADVERTISING STOPPED

Source would begin cancelling orders. Very quickly, manufacturers would close down plants and lay off millions of employees. Volume production would be a thing of the past, and no price would rise fast.

When a week, radio and television stations would close up shop for lack of revenue. The ability of newspapers and magazines to perform their full and functions would be seriously impaired. And the cost per copy would soon rise for those that tried to keep running only on circulation revenue.

This alternative to advertising can hardly be the goal of the critics of advertising. Without advertising our national economy, our national life, would be bleak indeed. In many ways, advertising is the power plant of our society.

MORE CUSTOMERS FOR MORE PRODUCTS—American creative genius and wonderful ability for organization have resulted in a tremendous flow of goods of all kinds. This created a crucial need for masses of people anxious, willing and able to buy and consume these goods. Only a society with a constantly rising standard of living can provide the customers. These customers have to be sought, taught and often persuaded to move higher in the scale of living. This is the job of advertising.

Advertising not only gives people news about new products, but provides the urge for people to buy and enjoy these products. The wider and deeper the penetration of our products into the life of America, the greater the need for more production. This means more jobs. More jobs mean more people able to enjoy what we make. More people buying means more, still more production. And so on and so on. The result is that more Americans can enjoy more of the fruits of their labor than people in any country anywhere in the world can enjoy them.

ADVERTISING LOWERS PRICES—Does advertising raise the cost of goods? On the contrary. Through newspapers, television, magazines, radio and billboards, an advertiser can talk to a prospect for a tiny fraction of a cent. Advertising is the quickest and cheapest way of reaching large numbers of people. It enables the advertiser to reach his market (customers) inexpensively and thus increase his total production, thereby reducing the cost of making and selling each unit.

THE CULTURAL EFFECTS OF ADVERTISING—It's because of advertising that our mass media of communication can afford to command the finest talent for bringing to the

American people information, education, entertainment and recreation which is otherwise available to just a few people.

Advertising helps to cultural contribution to another world. Advertising is also a measure responsible for better living, technology, more leisure for more people. This creates opportunities for educational and spiritual activities equal to any in any other country. While millions and millions of dollars appropriated by Americans for cars, houses, electric equipment and the pleasure of leisure, there is a growing hunger for improvement of the mind and the aesthetic environment.

WHAT ARE THE NEEDS OF THE PEOPLE?—Critics of advertising sometimes claim it for creating dissatisfaction in people's minds with what they have, and persuading and convincing them into buying what they neither need nor want. But what are "needs"? The "needs" of people in underdeveloped countries are not the same as ours today. We don't usually "need" electric rooms, electric refrigerators, vacuum cleaners, television sets, shampoo, beauty treatments, packaged goods, or even automobiles. But would the critics of advertising stop encouraging people to want a better life?

Would they have the millions of people who create, produce, and market the so-called "non-essentials" thrown out of jobs? Do they want us to go back to the more primitive living of other countries?

ADVERTISING—PUBLIC SERVANT—Frequently, the advertising industry is called on to direct public-service jobs—for the Government as well as for private public-service organizations. This is done through the Advertising Council, a non-profit organization supported by American business and advertising media. Here's what President Eisenhower said to the Advertising Council in Washington several months ago:

"For eighteen years you have been conducting the nation's conscience in areas where the voluntary work of great numbers of people has been necessary in order to promote worthwhile causes. I know you have been a much-needed contribution, organized charities, safety, prevention of accidents, and more recently in giving your efforts to the job of putting out to our people the need for self-discipline if we are to avoid debasement of our currency and prevent inflation."

"And I think no other body has done more in this regard in trying to inform America across the board of these things than The Advertising Council."

Candy

AVAILABLE AT THE

CARD SHOP

ACROSS FROM HOME EC. BLDG.

BONNIE D.—The costume is too small for the Miss Grey. Find a 31.

LENE, TODAY, positively your best chance to take her to the BEACH-DIG. 4th floor Hall. ED 2-3122.

REAL ESTATE

DOWN THE HILL, south, will move into the 2 bedroom ranch house attached. 2nd garage. 30 ft living room, dining room, choice location. E. Lansing. Call R. Frank now. IV 5-4000. Walter Heller Co. Realtors.

BUILDER-OWNER DESPERATE

Needs sale. Has reduced price. 3000 sq. ft. 3 bedrooms & bath. A large sunroom & fireplace. 2nd beautiful sunroom. Fireplaces. 2 car attached garage. Screen porch will get a new roof. If you want to live in a home like this, call IV 5-4000. Walter Heller Co. Realtors.

TACOMA HILLS - 3 year old split level, 3 bedrooms, sunroom den & level. 2 baths, 2 baths, double garage. Top quality wood carpeting, paneled walls, fireplace. Kitchen with built-in oven. Large sunroom. First floor laundry. Finished rec room. 2-car garage. Immediate possession. ED 2-4528.

3 BEDROOM HOUSE garage near University in Red Cedar. 600 sq. ft. 3 bedrooms. Finished basement recreation room, gas heat, 1200 Liner. Phone ED 2-4528.

MUST LIQUIDATE Owner less

pour gas heat, 1200 Liner. Phone ED 2-4528.

DRAPES and carpeting go. D. Weller Co. Realtors. IV 5-4000 or ED 2-4528.

CHOICE E. LANSING location. 4 bedrooms. 2 baths. 2 living rooms with fireplace. Dining room, kitchen with built-in

DRAPES and carpeting go. D. Weller Co. Realtors. IV 5-4000 or ED 2-4528.

... CAMPUS CLASSIFIEDS ...

BUY ... SELL ... RENT ...

... QUICK RESULTS ...

PX STORE IN FRANDOR

Open Mon. thru Fri. 8 a.m.

Printed in the interest of wider understanding of advertising by

The Michigan State News

Degrees Drop: Students Freeze

It was so cold Thursday that your lettuce stand in front of your house exudes from ears left by the cold.

When it's get much colder you would have to go to frost or gingersnap instead of eating for dinner.

Even though temperatures got down to zero outside it was not zero inside it. And according to the mother lode, "the living is the cold again," he said.

Egypt exports grain tons of grain annually to Rome in the days of the Roman Empire.

Farm Related Jobs Go Hungry Annually

Farm-related jobs are increasing at least twice as fast as the number of people qualified to fill them. Vern Fries, coordinator of agricultural student programs at Michigan State University, told an MSU Farming Week audience Thursday.

"Agriculture is still the only job and the most important of agriculture is not to grow your money," he said.

Employment figures related to agriculture were not available, but the number of students who did not find work annually is not small.

Wesley Foundation Opens New Center

Methodist students are beginning their first full term in the new Wesley foundation student center building, 1118 S. Harrison rd., across from the Cherry Lane Apartments.

The center completed at a cost of \$319,749, has some 30 rooms including a round, distinctive chapel, assembly room and stage, classrooms, offices, social and counseling rooms, library, kitchen, lounge, nursery for small children of married students, and other units.

Ground was broken for the building Oct. 4, 1959. Students began using the assembly room and classrooms for meetings and worship services at the start of the fall term.

The chapel of the Apostles was dedicated Oct. 9. It was given to the foundation by the First Methodist Church of Lansing in memory of Bishop Dr. Stanley Clegg, who died last year.

The lounge was completed in December in time for students to hold their Christmas party and light the Christmas tree.

Rev. George J. Jordan, executive director of the Wesley foundation, said plans for the lounge are still needed for the lounge, religious library, classrooms and conference areas. Stage equipment and the installation of a public address system throughout the building also are planned.

Mr. Jordan said that foundation staff hopes to set up a small general library area where any students could come and study.

Another \$10,000 would be needed to add to these facilities and to begin landscaping on the side and back lawn areas of the building, Mr. Jordan said. The front landscaping already is completed.

Funds for the building and its operation have come from Methodists throughout the state area, churches, students, family and friends and grants from foundations amounting to \$75,000.

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from the Kresge foundation. Why is there a need for such an expensive building?

"Demand is the reason," Mr. Jordan said. "Even though we're the newest religious organization on campus, we had some 1,000 students who came during 1959-60 and there are to at least part of our programs about 3,800 Methodist-preference students here."

"We simply didn't have the room before for all those who wanted or might have wanted to participate."

Until the fall term, Methodist students had used the Wesley house, 343 Park Lane, an old residence, for their activities. It is still being used for some meetings and classes.

"We hope," Mr. Jordan said, "that the new center will become base for reaching out to the campus community in a more vital way. We certainly anticipate that the new facilities will bring an expanded program and participation."

Regular foundation activities now include a Sunday evening Forum program preceded by a supper study classes, recreation and social activities. Wednesday communion breakfast, a Pancakes luncheon, married students' programs and meetings and projects of the men's and women's service clubs.

Newest addition to the pro-

grams is the Inquiry series had used a theater and an ele-

mentary school for services.

The church and the founda-

tion building also

is being used by the East Lansing Methodist church until it constructs a new sanctuary and classroom building adjacent to

the student center. The church

our physical facilities are growing in order to provide

university students with an opportunity for spiritual, social

and intellectual growth —

undergirding education with

Christian life and purpose."

PROGRAM INFORMATION CALL ED 2-5817

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EAST LANSING PHONE ED 2-2814

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THE BEST IN FOREIGN FILMS — EXCLUSIVE LANSING AREA
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**"ONE of the FILM EVENTS
OF THIS YEAR!"** — See it for yourself. There are no other pictures like his. It is a fine thing to have a man like Ingmar Bergman making movies somewhere in the world today. — Peter Weiss, N.Y. Per

**INGMAR BERGMAN'S
THE VIRGIN SPRING**

with MAX VON SYDOW
BRIGITTA VALBERG
GUNNEL LINDBLOM
BRIGITTA PETERSSON
AND A GREAT CAST

COMING SOON: "TUNES OF GLORY" — ALEC GUINNESS

LUCON

EAST LANSING • PHONE ED 3554

NOW SHOWING!

Feature Today

12:30 - 2:35 - 5:20 - 7:45 - 10:15

NO MAN LOVED MORE SCANDALOUSLY...

played more
divinely
...lived more
fabulously
than
FRANZ LISZT!



CAPUCINE

plus Cartoon - Novelty - News

Plans Begin For Museum Planetarium

Preliminary planning of planetarium has been started by the administration and the campus architect's office.

The planetarium will serve as an addition to the present museum and will accommodate 200 to 300 people.

Construction will probably start later this year. It will take approximately 18 months to install equipment after the planetarium has been built.

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ELVIS PRESLEY
FLAMING STAR

ORDER YOUR MSU RING NOW!



in blue, green, or

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Next to State Theater
East Lansing

TODAY IS...SUPER BARGAIN DAY...2 FEATURES

EXPOSED!

AT LAST THE SCREEN HILARIOUSLY REVEALS THE TRUTH ABOUT HUSBANDS AND WIVES WHO TRESPASS IN SUBURBIA! THIS IS HOW THE WEDDING CAKE CRUMBLES!

BOB HOPE BALL PANAMA & FRANK THE FACTS OF LIFE *

RUTH MUSSEY DON DE FORE LOUIS AVE MELVYN FRANK ROMAN PANAMA

CO-FEATURE TODAY ONLY!

ANTHONY QUINN in "THE SAVAGE INNOCENTS"

MICHIGAN

Savage Innocents at 1:20 - 5:10 - 9:05
Facts of Life at 3:10 - 7:00 - 10:35
Box Office Closes at 10 p.m.

PAGE THE PRESIDENT President Abraham Lincoln

1. The Railroads
2. The Kindergarten
3. Old Rough and Ready
4. The Rough Riders
5. President Arthur
6. Little Red Riding Hood
7. Buffalo Soldier
8. Old Abe Lincoln
9. Andrew Jackson
10. Santa Claus
11. Long Tom
12. Man from Missouri
13. Source of Hyde Park
14. Eighty Days
15. Duke Ellington
16. Last of the Crooked Hairs
17. Old Public Functionary
18. Old Dark Horse
19. Old Three Stars
20. Old Tip
21. Sage of Montpelier

Watch Carrols Windows For Clues To Solution

on Monday

Carrols DRIVE-IN

2900 E. SAGINAW ST.

Between WJIM Country House and Frandor

(Employees of Carrols or the State News ineligible)

Van Hoosen Will Hold Party Sat.

Van Hoosen hall has invited the men and women of Owen graduate dorm to join them at a skating and dancing party Saturday evening from 7:30 until 12 midnight.

According to Mary Ellen Graham, social chairman at Van Hoosen, the group will skate on the Red Cedar behind Van Hoosen from 7:30 until 12 midnight, Sunday evening from 7:30 until 9 p.m. and will be warmed up with hot chocolate and hot dogs. An informal record dance will then take place in the recreation room of Van Hoosen until 12 midnight. Refreshments will include cookies baked by the girls of the living unit.

"Greenfield Village" is the theme of the Beattick party which will be held Saturday evening at the Sigma Phi Epsilon house.

Theta Chi fraternity will treat their dates to a "Rowdy Night" dinner and a toboggan party Saturday evening.

The dinner, according to Wayne White, Theta Chi's social chairman, will be very informal and relaxed. He compared it to Friday night in the men's dorms and when they are able to eat without coats and ties.

At 7:30 p.m., the Theta Chis and their dates will go to Bancroft Park to toboggan, returning to the house later for hot chocolate.

Mason hall and W. Shaw will have a "Monte Carlo du-Cafe" theme for their street cafe, gambling party Friday evening. The party will be held from 8 p.m. until midnight in the lower lounge of Mason.

Barb Jackson, Mason's social chairman, said that one room would be used for a gambling cassino and another for dancing.

The house of Phi Sigma Kappa will be covered with socks Friday evening in the theme of their party Friday evening from 8 p.m. until midnight. The Brothers and their dates will dance in their socks to records, pop corn in the fireplace and be entertained by a folk-singing alumna.

"My Blue Heaven" is the theme of the pajama party Friday evening at the Alpha Sigma Phi house, according to Hank Kopek, social chairman.

Decorations will be "bedroom style" and the music will be provided by a stereo.

Delta Sigma Pi fraternity will hold its annual Rose Dance at Holiday Inn Saturday evening from 8 p.m. until 12 midnight.

The queen of the fraternity and two members of her court will be chosen. Entertainment will be provided by the band of Dick Dee.

Chi Omega and Sigma Chi will battle in a hockey game Saturday morning and then enjoy lunch together.

Fraternity Elections

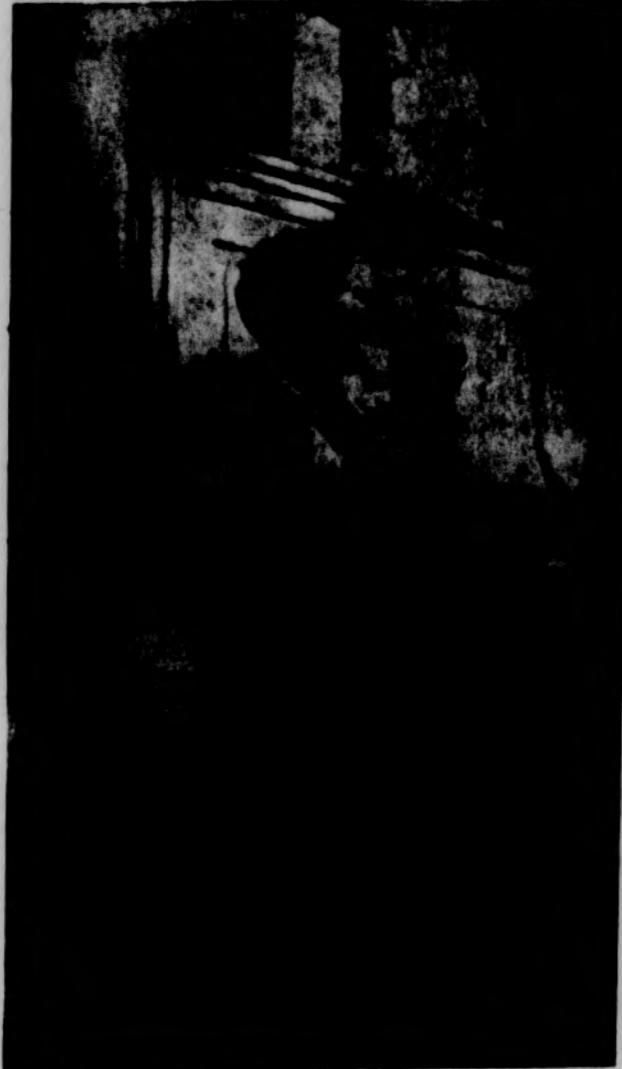
Delta Upsilon recently elected James Wilson, Gastonia, N.C. graduate, as its new president. Other officers are vice-president Larry Anderson, Grossie Isle, sophomore; secretary, James Held, Mount Clemens sophomore; and Jack Suter, W. University, Ohio Senior.

The newly elected Phi Tau president is Doug Watson, Elmhurst, Ill. senior. Dick Bunting, Blissfield junior, is the new vice-president; Jack Jandzinski, Elma, N.Y. sophomore, secretary; and John Fox, Lansing senior, the new corresponding secretary.

Gamma Mu chapter of Alpha Kappa Psi, professional business fraternity elected Tim Durbin, Midland junior, as its new president.

Others officers are John Bond, Logan, Ohio sophomore as vice-president; Bob Sheldon, Midland sophomore, secretary; and Mike Conway, Detroit junior, as the new treasurer.

Mr. Paul E. Sands, graduate assistant of personnel and production administration is the faculty advisor for the group.



Play Among Pre-Schoolers

ABOVE—The laboratory preschool has various activities for its children. Ann Krumboltz, left, daughter of Mr. and Mrs. John Krumboltz, 812 Lantern Hill, and Catherine Wylie, daughter of Mr. and Mrs. Charles Wylie, 312 Clarendon rd., play a game that teaches finger manipulation.

LEFT—Peer Brunschweiler, son of Mr. and Mrs. Dieter Brunschweiler, 446 Kensington, teaches the group a song. -State News photo by Mark Krastof.

Pre-School Is Unusual Lab

By MARCIA BAKER
State News Women's Editor

The laboratory pre-school has been useful not only to students on campus, but also to the families throughout the East Lansing area.

sing and Lansing area. The pre-school, which is under the administration of home management and child development in the College of Home Economics, is used for observa-

tion purposes for students who wish to gain experience in their associations with the children and as a research laboratory.

IT PROVIDES valuable experience for the children enrolled, for in few other places could they have such a varied program of activities.

Outside, there is a well-equipped playground which provides an opportunity for vigorous play. Art, music and literature are daily experiences at the school, and trips to points of interest on campus create a vivid interest in the outside world for the child.

The staff of the preschool consists of the instructor in charge a consultant on educational policies, one head teacher for each group of children and an assistant teacher.

The school is used by students who are usually Home Economic majors, but some students from the College of Education and Psychology departments do their observation work at the preschool.

The beginning student in home economics writes reports of her observations and discusses these with classroom instructors. Those who are par-

ticipating in the teaching program-junior status-of the school, observe and participate for a few hours a week under close supervision of the head teacher of the group.

SENIORS majoring in child development do their student teaching at the pre-school and are given more responsibility.

Yoshito Yokochi, a teacher from Nagoya, Japan, recently began her teaching at the pre-

Michigan State Coeds Serve on Mademoiselle Fashion Board

Representatives of Mademoiselle's national College Board will include 10 MSU co-eds this year.

Mary Ann Des Rochers, Bridgeport junior; Diane Linda Upham, Sturgis freshman; and

Mary Isabel Woods, Lansing junior, are the underclassmen included in the group.

Seniors chosen are Sue Dindwille, Detroit; Janette Filley, Dowagiac; Claireen Hamilton, Marshall; Joan Hutchinson, Detroit; Susan Marie Price, Marneock, N.Y.; Norma Rutkosky, Grand Rapids; and Judith Turner, Lansing.

The guest editors will be brought to New York for four weeks in June to help write, edit and illustrate Mademoiselle's August College issue.

Their transportation will be paid to and from New York and they will receive a regular salary for their work.

In addition to their work on the magazine, guest editors will interview outstanding men and women in their chosen field to help clarify their career aims.

Each girl will complete an assignment that will help her explore her interests and abilities in writing, editing, fashion, advertising or art, in competition for the 20 guest editorships to be awarded by the magazines at the end of May.

Pinnings

ALPHA CHI OMEGA

Diane Mehling, sophomore, to Don Delozier, Grosse Pointe sophomore and Psi Upsilon, Nancy Westphal, Marquette senior, to Al Schmitz, Mansfield, Ohio senior and Phi Kappa Psi.

DELTA TAU DELTA

Jim Wise, Allegan junior, to Lori Bonine, Kalamazoo sophomore; Bob Howe, Pontiac senior, to Karen McCurry, Birmingham sophomore; Larry Morris, Midland junior, to Carol Carr, Grand Haven sophomore and Alpha Phi.

ASHER HOUSE (WOMEN)

Diane Cook, Lansing senior, to John Klarich, MSU graduate and Phi Kappa Psi.

Miss Yokochi said that the major difference in the American and the Japanese child is that the American is more able and more encouraged to express himself.

She said that she noticed this especially when the children are eating lunch.

CHILDREN in Japan are expected to remain silent throughout the meal, while the American child asks many questions about the food. It would be possible for the Japanese children to ask the same questions if they were given the opportunity, Miss Yokochi said.

Any child between the ages of two and a half and five is eligible to enter the pre-school. These children come not only from faculty families, but from East Lansing, married housing, Lansing and other nearby areas.

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Russian Club Meets

The Russian club which was organized fall term, recently held its first organization meeting and elected new officers for the remaining part of the academic year.

The new president is Iggy Guro; vice-president, Gal Palenske; secretary-treasurer, Ziga Kuzen; and publicity chairman is Lawrence Radick.

Meetings of the club are held every other Wednesday.

Those who are interested in acquiring a better understanding of Russian culture and civilization are invited to attend. A knowledge of Russian is not necessary.

FOR FREE

1/2 GALLON OF COKE, ROOT BEER, OR ORANGE
WITH 2 REG. ONE ITEM PIZZA
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Outstanding opportunity to give a welcome lift to your mid-winter wardrobe! Famous

maker lambswool/fur blend sweaters

color-coded to slim wool skirts you've

loved at much higher prices! Paired or

parted, they'll take you right through

spring in these ice cream colors: sugar

blue, parfait, banana, lime ice,

vanilla, strawberry, butter pecan,

black and camel. Skirts in

solids, bold and shadow

plaids. Sizes 8-18.

Novelty and classic

cardigans and slip-ons. 36-40.

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