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| season."Associated Women Studentshas the widest scope of any cam- |  |
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PLAYERS TALENT SOUGHT

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Ag Formal Sports Dude Ranch Theme 'At Door' Ballots Pick
Queen; Committeemen



## Knock Opens Movie Series

Camel-Hair Coat
Brings Cyclones
Good Luck
SCHULZ DISCUSSES




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## ARCADE

rent cars


## Here's what a large publishers'

 representative says about college newspapers tion midway between an activity and $\alpha$ career. The happy-go-lucky days that marked the early college newspaper have ended. The student paper has set itself up in business, and it has had to assume the obligations of a business towards its customers-both readers and advertiers." ${ }^{\text {* }}$

Yes, the happy-go-lucky days are gone for good, and college
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