

1954 WATER CARNIVAL



# FORSOOTH . . . and ALL THAT



JUNE 3-4-5  
FIFTEEN CENTS



...IMPARTIAL JUDGING...

#### IN MEMORY

Robert Coe, cartoonist for the 1953 Water Carnival Program, is among the missing as the parade of floats passes down the Red Cedar this spring. Bob died while still a student at Michigan State college during the past year. This page is hereby dedicated to his humorous cartoons and his inspirational good cheer.

# The Senior Class of 1954 Invites You to Its Water Carnival

## "FORSOOTH AND ALL THAT"

Introducing:

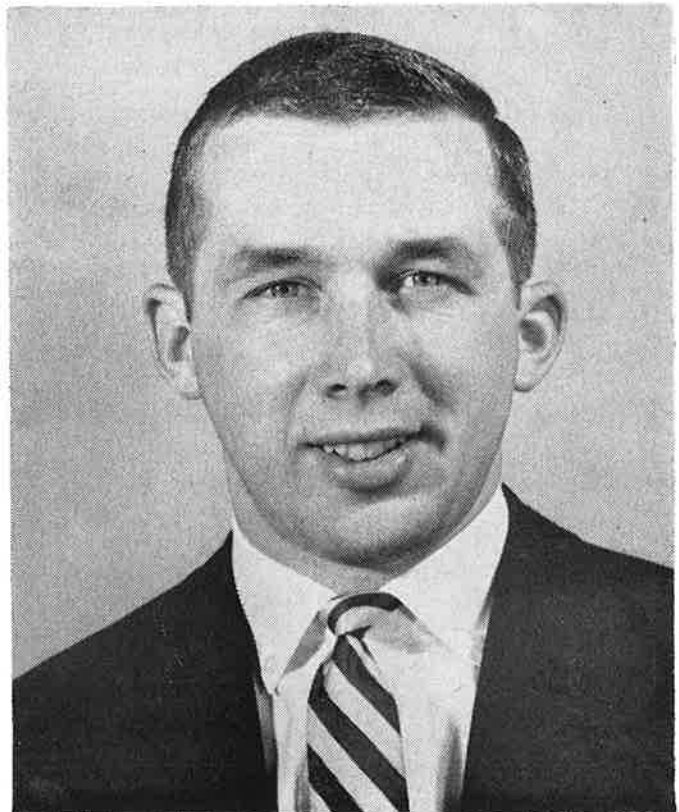
**GENE GERMAN**

**GENERAL CHAIRMAN**

Gene German should stand up and take a bow! He certainly deserves it as he has been one of the outstanding campus leaders in his four years at MSC.

In addition to being General Chairman of the '54 Water Carnival, he is president of his fraternity, Phi Kappa Tau, a member of Blue Key and Excalibur, a cheerleader, and chairman of the Spartan Spirit Committee. Gene has also been Junior Class Vice-President, president of Men's Council, General Chairman of the 1953 J-Hop, and a member of Junior Council, Senior Council, Campus Chest and the Student-Faculty Social Committee.

Congratulations Gene! You've done a fine job. Your work, both on Water Carnival and on other activities, will not be forgotten.



# **The Water Carnival**

## **Wishes to Thank —**

### *The Judges*

**THURSDAY, JUNE 3**

**Mrs. George E. Donnell  
Homer D. Shepard  
Kenneth West**

**FRIDAY, JUNE 4**

**Robert E. Anderson  
Kenneth C. Black  
John M. Patriarche**

**SATURDAY, JUNE 5**

**Adrian N. Langius  
Clarence A. Reid  
Max R. Strother  
Thomas Tryon**

### *For The Trophies*

Hurds  
Louis Shirt Laundry & Dry Cleaners  
Campus Drug Store  
Searles Record Shop  
Campus Cleaners  
Kresge's  
Norm Kessel Florist  
Mahoney Hardware  
H. Gallup Photographer  
Ranney Jewelers  
John Hicks Hardware  
The Smoke Shop  
The Hideaway  
The Spudnut Shop  
Shepard's Shoes

Bonner's Sunoco Service  
Jack Hicks Photographer  
Ralph's Cafeteria  
Twichell's Cleaners  
Lawrence Tomita  
Probst Drug Co.  
College Drug Store  
Il Ferno Room  
Wallace Optical Company  
The Style Shop  
Siegel's Town & College  
Time Cleaners  
East Lansing Pharmacy  
Jacobson's Women's Apparel  
Reid's Flowers

**Thanks to Ed Tenney for Water Carnival photography . . . and to Alpha Phi Omega  
for the ushering service**

# ... and so it began

by Marcia Allen

It's a good thing we came early or we would have had trouble getting good seats. Already the crowd was filling the bleachers and the shore along the Red Cedar. I just couldn't imagine what the Water Carnival would be like.

The night was just perfect and the music from the bandstand floating across the water created a romantic atmosphere. Jim was talking with some friends sitting in front of us and I hated to pry him with questions even though this was my first Water Carnival.

I began to wonder, though, just how the Water Carnival had originated. Finally, taking my pride in hand, I posed the question to Jim.

"Well, you'd never believe it," he replied, "but Indians used to paddle their canoes right past this very spot. After the founding of MAC, Spartans continued to enjoy this same water sport. Just for novelty, they began to have canoe-tilts and races which became popular just like our athletic events of today.

"Since water sports were becoming so popular, somebody came up with the idea of having an all-college water event. But then along came World War I and the idea was forgotten. Shortly after the war a group of students presented the first spring pageant along the Red Cedar.

"Then in 1920, the senior class gave a Mardi Gras along with a canoe parade, and so the Spring Pageant became the Festival of May-time. In 1921 canoe tilts continued to be popular and one of the newly developed Canoe Clubs added the activity to commencement week festivities.

"Nobody can decide for sure when the first Canoe Carnival, which had only a few floats, was held; it was either in 1922 or 1923."

By this time, the people sitting around us had begun to listen to Jim's description of the history of the Water Carnival. I could tell they didn't know much about its origin either.

"'Song of Our Times,' was the theme for the first splash pageant," continued Jim, "and individual floats had names like 'Time Out for Tears,' and 'It's Been a Long, Long Time.'"

"Then, about 1927, the seniors who had always handled the Water Carnival, gave the job to the Water Carnival Board, which was appointed by the class president. The theme that year was 'Worship of the Spartan Gods.'

"The next year, the theme was something real elaborate, 'Fantasy of Romantic Figures of History and Folklore.'

"I can't remember some of the themes after that, but in 1934 it was conservative and historical, 'Milestones of Michigan.'

"During the depression, there wasn't much time and money for Water Carnivals, but in 1936 they turned to fantasy again with 'Ballads in Tandem,' using floats like 'Night in Fairyland.'

"In fact, they continued to use these fantasy ideas until 1942. Things were looking pretty black in the world about then and so they used the theme 'All Out for Victory.' This brought an end to the carnivals for the duration.

"So by the time 1947 rolled around, they went all out with the musical, 'Songs We All Know.'

"In 1950, the senior class thought that Life Magazine was going to run a feature on the Water Carnival. The committee spent \$400 to dye the Red Cedar red, and then the photographers didn't show up. The theme was 'Mid-Centurama,' commemorating the past and predicting the future.

"The 1952 'Laugh and Smile Film Antics Style' drew the largest opening night crowd since the Carnival began. 'Go for Broke' was the winning float.

"Then last year, of course, was 'The World We Inhabit,' with the floats representing popular American advertisements. First place went to 'Body by Fisher.'"

A hush fell over the audience as the announcer began to present the first float. I was glad that I'd asked Jim about the history of the Water Carnival, though I was still wondering how he knew so much about it. I sat back and relaxed as the first float rounded the bend.



**DORIS HUMES**  
**RECORDING SECRETARY**

A Music Major from Lansing, Doris has been very active during her four years at MSC. At present she is president of Mortar Board, senior women's honorary, and a member of Kappa Kappa Gamma sorority. In the past she has served as co-chairman of the 1953 J-Hop, president of Tower Guard, sophomore women's honorary, and as a member of Frosh-Soph Council. In addition, Doris is a member of Delta Omicron, music honorary; Kappa Delta Pi, education honorary; Tau Sigma, science and arts honorary; and Phi Kappa Phi.

**The People**  
**Who Bring You**  
**"FORSOOTH**  
**AND ALL THAT"**



**JACK WINKLEJOHN**  
**TROPHIES AND JUDGES**

A Light Construction and Lumber Merchandising major from Celina, Ohio, Jack boasts a host of campus activities and services to the college. Among these are president of the Union Board; editor of the Helot, freshman hand-book; and a member of Excalibur, Blue Key, and Sigma Lambda Chi, light construction and lumber merchandising honorary. Jack is also the former Treasurer and Secretary of State Affairs of Student Government and a member of Delta Tau Delta fraternity.



**RON TURNBULL**  
**WATER SPORTS**

A Hotel Administration major, Ron comes from Clio, Michigan. He is a member of the Junior Hotel association and has served on Frosh-Soph Council and Union Board. A member of Alpha Tau Omega fraternity, Ron is a member of the Inter-Fraternity Executive Council and was J-Hop Band chairman in 1953. Active in many campus affairs, he has also worked on Campus Chest and on the Wolverine staff.



**RALPH (Skip) SOMMER**  
**PUBLICITY**

A senior from Ann Arbor, Skip is a Hotel Administration major. He is known by the students at MSC for the role he has played as emcee for many campus events including the 1954 J-Hop and the 1953 Homecoming Queen Try-outs. A member of Kappa Sigma fraternity, Skip has served as its representative to Inter-Fraternity Council and was elected vice-president of IFC in 1953. He has also participated in Spartacade, Men's Council, Green and White Ball, Activities Carnival and Greek Feast.





**ELAINE TAYLOR  
CORRESPONDING  
SECRETARY**

Elaine comes to Michigan State from Berkley and has had a great deal of experience here to qualify her for job as Corresponding Secretary. She was Executive Secretary for the Career Carnival, Index Editor for the 1954 Wolverine, and for the past two years has worked on Spartacade committees. Home Economics is her major, and she plans to be a dietitian. She belongs to the Home Economics Foods and Nutrition club and Alpha Chi Omega sorority of which she is the vice-president.

**SHIRLEY SENTER  
THEME AND CONTINUITY**

Shirley has been active in theme and continuity work for Water Carnival for the past three years. This year as chairman of the Theme and Continuity committee, she will be one of the chief writers of the commentary. An English major from Pontiac, Shirley has also been busy in such activities as Lambda Iota Tau, national literature honorary; Campus Chest; 1953 J-Hop Band committee, the Homecoming committee and the Literature club. She has also held offices in various living units on campus as well as in her sorority, Alpha Phi.

**JIM SPELMAN  
PRODUCTION**

Production Chairman is a fitting job for Jim, because he was the chairman and one of the originators of the new Block "S" last year and as such did much in leading student spirit. Jim is a Social Science major from Elmhurst, Ill. Besides being a member of Sigma Alpha Epsilon fraternity, he belongs to Blue Key, Union Board, and Spartacade and has been a member of Junior Council.



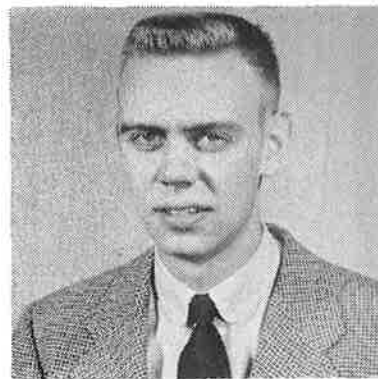
**HOWARD ADAMS  
BAND AND ENTERTAINMENT**

At the head of the Band and Entertainment committee is Howie Adams of Jackson, Michigan. Howie, a Divisional Social Science major, is a member of Sigma Nu fraternity, in which he recently served as treasurer. He is also a member of Senior Council and the Union Board Social committee as well as being general chairman of this year's Senior Ball.



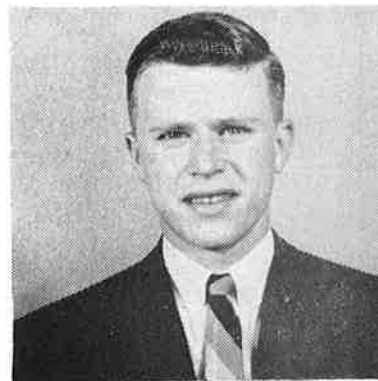
**DAN SUNDT  
BUSINESS MANAGER**

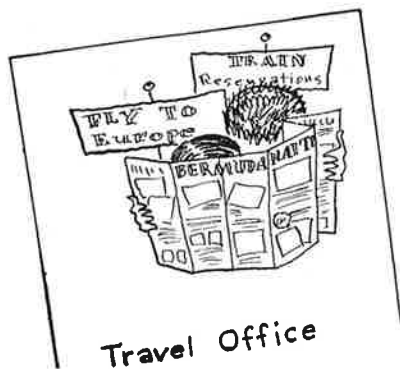
Since entering MSC, Dan, who hails from Wilmette, Ill., has contributed much to its betterment. Among his many accomplishments are such things as Treasurer of the Senior Class, Vice-President of Union Board, chairman of the Union Board Social Committee, and a member of Senior Council. Dan also must divide his time to include his participation in Sigma Nu fraternity and Excalibur, senior men's honorary.



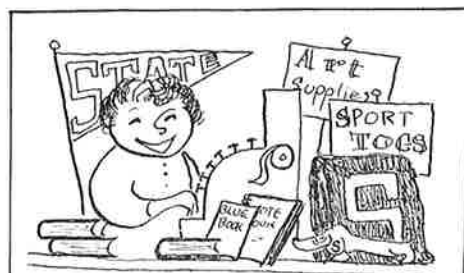
**BILL SHANNON  
TICKETS AND PROGRAMS**

A Personnel Management major from Niles, Bill has been active in campus affairs during all of his four years at Michigan State. Besides working on Water Carnival, he is president of Blue Key, junior-senior men's honorary; a member of Excalibur, senior men's honorary; Scabbard and Blade; a past president of Men's Council, Seniors' Editor for the 1954 Wolverine; and one of Phi Kappa Tau fraternity's representatives to Inter-Fraternity Council. In addition to all these things, Bill has also worked on Activities Carnival, Career Carnival and Campus Chest.

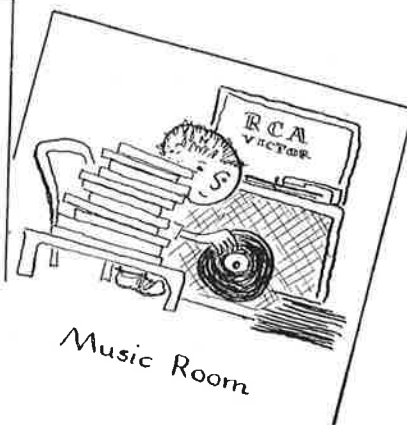




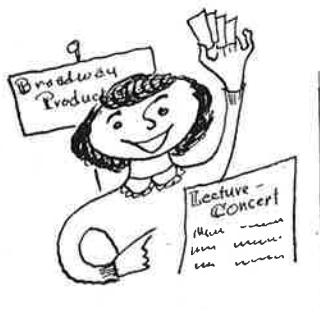
Travel Office



Bookstore



Music Room



Ticket Office



Desk



Barber Shop



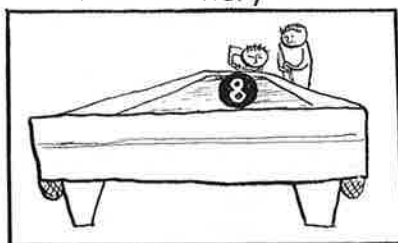
Art Gallery



Grill



Bowling Alleys



Billiards Room



Union Board



Cafeteria

S. Snyder

At Your Service . . .

**College Union**





## Hear Ye!

Behold, the students of Michigan State college, under the direction of the Class of 1954, present for you "Forsooth and All That," the newly discovered play of William Shakespeare. After extensive research into the private letters and diaries of Shakespeare, we bring you this comedy.

The immortal lines of this renowned writer have been compiled into a witty play of twenty-eight acts. As to the plot, well as William said of it, be it a "Mid-summer Night's Dream" or a "Winter's Tale," it is "Much Ado About Nothing," but it is a "Comedy of Errors," "Measure for Measure," and presented "As You Like It" in hopes to arouse in you the "Tempest" of laughter. The scene is set, the lights are low, behold the orchestra plays, so on with the show!

DEAN LIDGARD



For Youth

Loves Labours Lost

Delays

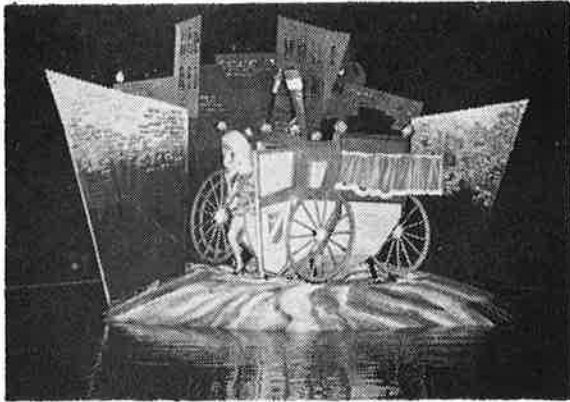
If music  
of Lov







# 1953 Water Carnival Winners



**1st PLACE**

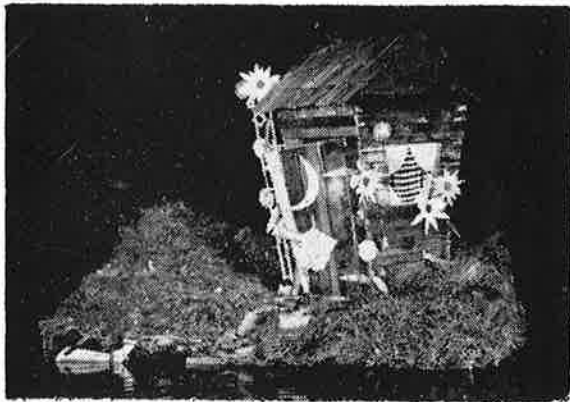
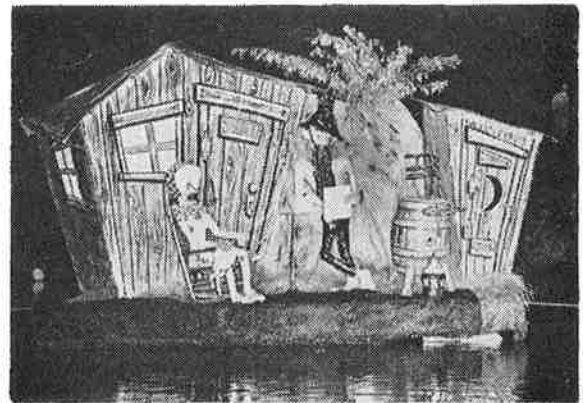
**BODY BY FISHER**

**Sigma Kappa — Kappa Sigma**

**2nd PLACE**

**TWICE THE SHINE IN  
HALF THE TIME**

**Alpha Xi Delta — Theta Chi**



**3rd PLACE**

**MADE IN 1820 AND  
STILL GOING STRONG**

**East Landon — Psi Upsilon**

**4th PLACE**

**A WOMAN NEVER FORGETS  
A MAN WHO REMEMBERS**

**Alpha Gamma Delta — Lambda  
Chi Alpha**



Photos by Chuck Pardon

# PARADE OF FLOATS

Music — Tommy Aquino and His Band  
Announcers — Bob O'Hara and Brick Rider

## 1. KING AND QUEEN FLOAT

## 2. "As You Like It."

Kappa Delta  
Nan Coutchie

Phi Kappa Tau  
George Clute

## 3. "What Fools . . . These Mortals Be!"

Asher Student Foundation  
Jim Wegner

W. Landon  
Angie Jakobowski

## 4. "Love's Labours Lost."

Alpha Chi Omega  
Gretchen Hobighorst

Delta Tau Delta  
Bill Miller

## 5. "He Hath Eaten Me Out of House and Home."

Abbott  
Bobbie Olson

E. Shaw  
Kenny Deal

## 6. "To Be or Not to Be."

Pi Kappa Phi  
Dick Helser

Alpha Xi Delta  
Dot Efthemiou

## 7. "Out, Damned Spot!"

Snyder  
Joe Myers

E. Yakely  
Norma Bowman

---

## *ACT I — Dee Meyer Sings*

---

## 8. "The Comedy of Errors."

Psi Upsilon  
Karl Rundquist

Gamma Phi Beta  
Judy Bean and Betty Kraus

## 9. "The Evil That Men Do Lives After Them."

Alpha Epsilon Phi  
Harriet Beloff

Theta Sigma  
Ronald Johnson



10. "Why, Then the World's  
Mine Oyster."

Zeta Tau Alpha  
Judy Evans

Zeta Beta Tau  
Bob Abram

11. "Me-thought Me Saw a  
Thousand Fearful Wrecks."

Alpha Omicron Pi  
Helen Smith

Alpha Chi Sigma  
Bob Hill

12. "O Brave New World."

E. Mayo  
Phyllis Head

W. Shaw  
D. M. Arnold

13. "We've Seen Better Days."

Delta Sigma Pi  
Don Sevick

N. Williams  
Charlene Brown

14. "So Shines a Good Deed  
in a Naughty World."

Alpha Tau Omega  
Dick Gamelin

Delta Zeta  
Pat Murphy

---

**ACT II — Tom Ward Sings**

---

Water Sports  
INTERMISSION

15. "Much Ado About Nothing."

Beta Theta Pi  
Bob Sackrider

Chi Omega  
Justine Ray

16. "This Is the Night."

Gilchrist  
Merrilyn Lester

Butterfield  
Dave Klinke

17. "A Horse! A Horse! My  
Kingdom for a Horse."

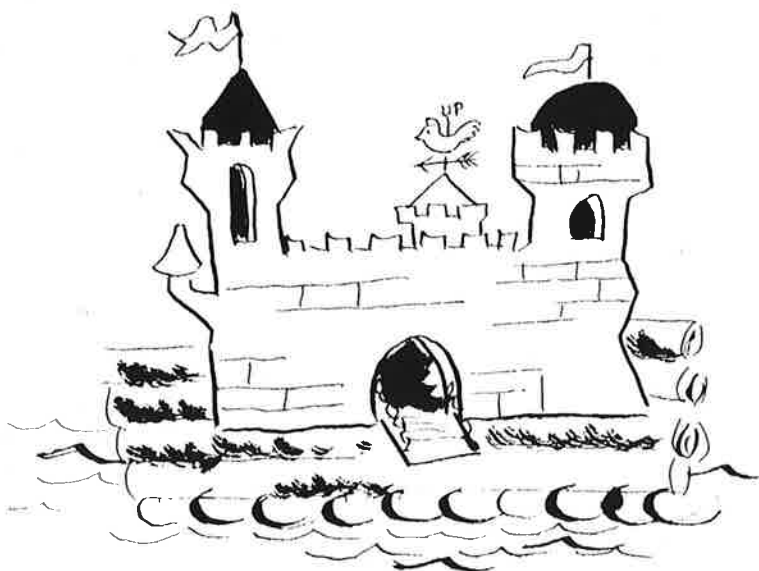
Phi Kappa Sigma  
Chuck Alden

S. Campbell  
Margaret Rinehart and  
Melvina Keener

18. "Delays Have Dangerous Ends."

Delta Chi  
Bob McClellan

Alpha Phi  
Helen Gavney



19. "The Play's the Thing."

Delta Upsilon  
John Tanton

Delta Gamma  
Ann Rutledge

20. "Though This Be Madness, Yet  
There Is Method In't."

Kappa Sigma  
Roger Lowe

Sigma Kappa  
Sidney Coles

---

*ACT III — The Four-Fifths Quartet Sings*

---

21. "Mid-Summer Night's Dream"

Mason Hall  
Sally Stearns

Sigma Chi  
John Bishop

22. "This Above All; . . . to  
Thine Own Self Be True."

Delta Sigma Phi  
Dick Waugh and  
A. J. Richter

S. Williams  
Nancy Dee Robinson

23. "There Is a History in All  
Men's Lives."

Theta Xi  
John Pughe

W. Yakely  
Sue Kurky

24. "Ambition Should Be Made of  
Stern Stuff."

Kappa Alpha Theta  
Jody Jordan

Lambda Chi Alpha  
Byron Cook

25. "To the Wars, My Boy, To  
The Wars."

Pi Beta Phi  
Pat Carney

Sigma Alpha Epsilon  
Chuck Loisel

26. "Youth Is Full of Pleasure, Age  
Is Full of Care."

Phillips Hall  
Danny Sawyer

N. Campbell  
Ann Ketcham

27. "If Music Be the Food  
of Love, Play On!"

Kappa Kappa Gamma  
Dorothy Jolgren

Sigma Nu  
Bob Fallon



28. "Better a Witty Fool  
Than a Foolish Wit."

Alpha Gamma Delta  
Johnny Vanderschaaf

Alpha Gamma Rho  
Marty Behlmer

29. "Get You Hence for I  
Must Go."

Delta Delta Delta  
Marty Behlmer

Theta Chi  
Johnny Vanderschaaf

**THE END**



***A Must for Every MSC Home!!***

the perfect gift  
for graduation . . .

78 RPM Album Set  
\$2.75

Long Play Edition  
\$2.75

The Spirit of the  
Spartans in Music



See them at the **UNION BOOK STORE**



*Order Your June Wedding  
Cakes Now*

## Hoeflinger's Bakery

214 Abbot Road

Phone ED-2-2413

## *Water Sports Program*

### **THURSDAY:**

**Doubles Canoe Race**

**Intermission**

**Log Burling**

### **FRIDAY:**

**Mixed Doubles Canoe Race**

**Intermission**

**Canoe Tilting**

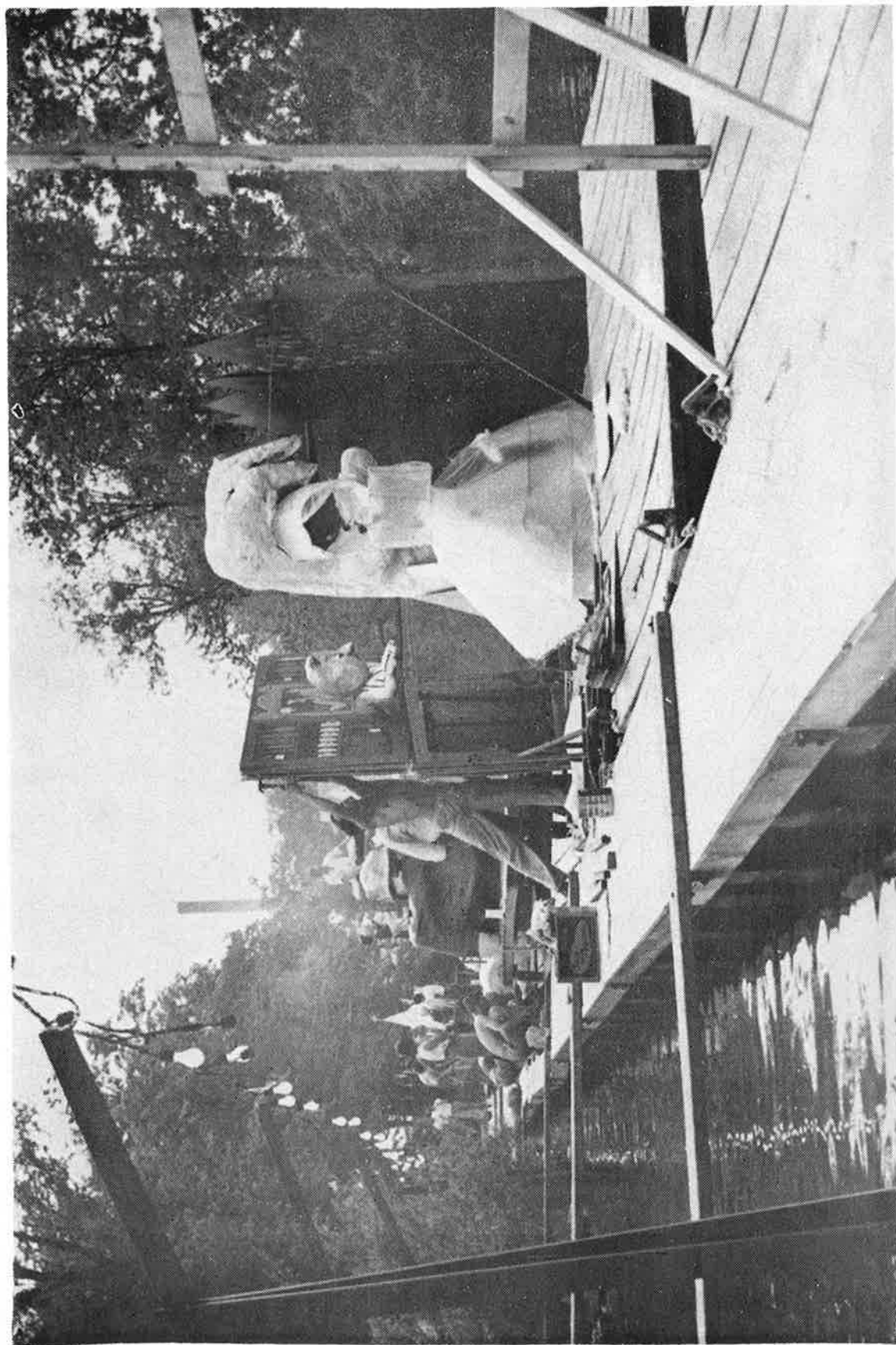
### **SATURDAY:**

**Gunwal Pump**

**Intermission**

**Centipede Race**

**Excalibur Tapping**



... behind the scenes at the Water Carnival

# VanDervoort's

213 east grand river . east Lansing

## *trophies for champions . . .*

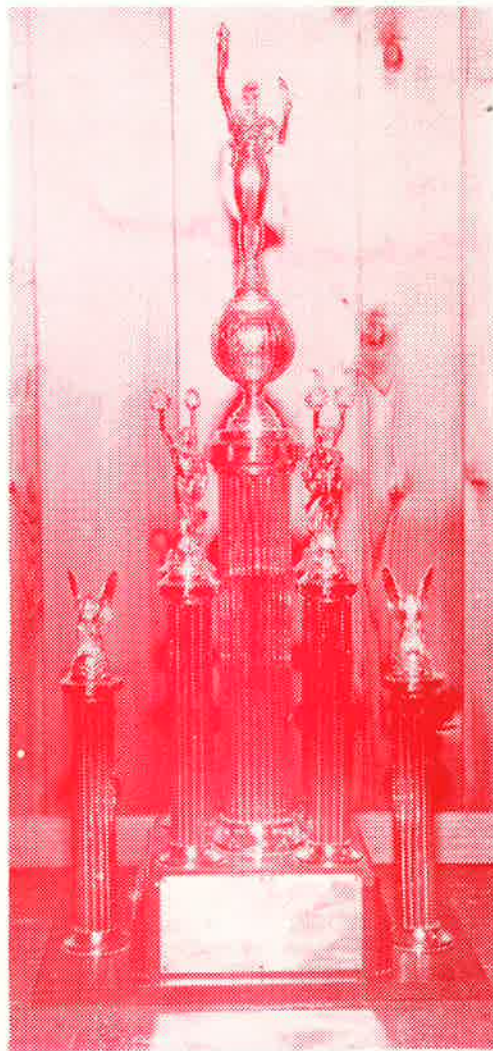
The entire group of trophies to be awarded this year's Water Carnival winners were purchased through VanDervoort's, your campus sports specialist. Each trophy was specially produced for the occasion from drawings and specifications set up by the Water Carnival trophy committee. We are quite proud of the finished products. They are truly a group of championship trophies . . . graceful, modernistic, beautiful in every detail.

## *trophies for all occasions . . .*

At VanDervoort's you can find trophies for all occasions, styled by Dodge and Noble, the world's leading trophy manufacturer.

The next time your house or organization is in need of awards, remember VanDervoort's. There you have an unlimited selection of outstanding trophies . . . all available to your group at Van's "house discount."

Call on us anytime for a free estimate on your trophy requirements.



## VANDERVOORT'S

"the home of great names in sport"