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WILL FEATURE LEE VINCENT
by Mike Tallan
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WILTJE COLLEGE
WILKES-BARRE, PENNSYLVANIA
FRIDAY, DECEMBER 6, 1957

NOVICE DEBATERS ENTERED IN PHILADELPHIA TOURNAMENT
by Jim Edson
The Wilkes novice debate team will travel to Philadelphia to participate in the Temple University Novice Tournament, which is open to students with no previous debating experience, will include four rounds of debate.

The four students who will represent Wilkes at this tournament are Jean Shooford, Don Murray, Jeanette Gittins, and Mary Frances Swigert and Fred Jacoby, first and second respectively.

Jean, a Wilkes-Barre resident, is a sophomore majoring in English. Her team, composed of four students, is a part of the Temple tournament, Dr. Kruger, debate coach, names team members the Formal. Moran and Gittins are team members the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal. Moran and Gittins are the Formal.

Although none of the team has had any experience in the sport, the team is collectively prepared for the tournament.

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History Club Dance
From 9 to 12 In Gym

Model General Assembly
Will be Held at Wilkes During Spring Semester
by Ellie Lazarus

Dance

Clarence Michael

CCUO. URGES SALE
OF U.N.I.C.E.F. CARDS
Wilkes students are urged to purchase UNICEF Christmas cards, Al Luther, chairman of the CCUO, card sale, reports that a variety of original Christmas cards can be purchased from any member of the CCUO. Head was given by Helen Miller, student editor, who emphasizes the importance of the sale.

Clarence Michael

Psych Class Visit

By Mike Tallan

A group of students from the psychology class attended the annual Christmas Formal to be held on Friday evening. The two organizations

Settled Deadline for Proofs

Johnny McEntire, an editor, has requested that all students return their proofs to Berthold Stukenberg, who is the owner of the Lettermen's Club. Important that these proofs be returned immediately so that work on the senior index may begin.

Clarence Michael

Our Acrobats on the Wall

Four members of the Acrobats on the Wall, a group of students who perform at the annual Christmas Formal, are in charge of the decorations for the formal. They are:

Ray Stetz, Mike Tallan, Joe Stetz, and Bill Zdanowicz.

Drama Group Casts

The Drama Group has cast the play "The Night of the Iguana," which will be presented next week in the college auditorium.

The role of "The Night of the Iguana" will be played by John Scandale, a senior. Scandale, who has been a member of the Drama Group for four years, said that he is looking forward to his role in the play.

Next Assembly

The next assembly will feature the William Shaler High School String Quartet composed of Robert Babine, Gene Brant, and Elio Lava, plus guest artist Robert Oliver.

The two feature programs of the evening will be the orchestra's "I Want a Small Car," and the Madrigal Singers' "O Come, All Ye Faithful."
THE ROVING CHIMERA

by Fred Roberts

This week, I would like to consider critically the Saturday evening Mike Wallace Interview program, and particularly his interrogation of Eleanor Roosevelt, keeping in mind the views I expressed in previous weeks.

It was clear at the outset that Mrs. Roosevelt was much more articulate and much less evasive and opinionated than most of the panel guests, but her artfulness was, on the whole, representative of the Mike Wallace approach.

She answered very frankly his request to compare President Eisenhower with Gandhi, Churchill and her husband. She explained that not knowing him personally, she was not competent to judge his intelligence, although she knew and tried to be as wide as that of the other leaders of our era, but that she obviously could carry out previously determined policy effectively — witness the World War II triumphs.

She ranked Harry Truman as an above average President who achieved much, more so than Roosevelt, and was very critical of her husband’s administration, saying that he had not been as successful. She also expressed her consideration for the two other presidents, saying that they were both good men, but that she preferred Roosevelt.

Wallace asked her if she thought any Republicans or Democrats were in the same league as her husband, to which she just answered yes. Mrs. Roosevelt explained that he was very private, and did not discuss his political opinions; she did, however, concede that her husband was a liberal, which she compared with Truman’s, but also stressed her reservations as to such comparisons.

She also reaffirmed her respect for her husband for his integrity in a political context she gave Wallace the expected reasons to explain Stevenson’s failure to capture the Presidency. In perhaps her only real contribution to the debate, she claimed never to have thought of Walter Reuther as a Presidential candidate, and although she knew of him, she said he could go into the job with a knowledge of the labor movement that could make him a great President — she would go no further.

Wallace followed rather reasonable though unpreoccupied and non-aligned questions, with the kind of steady grilling that unfortunately is so typical of his shows. He grew by more and more, beginning his question about fear from the Russians? Isn’t your husband’s concern about the thing we have to fear is itself the question of the day? You just talk about the day today? Why do people hate you and your husband?

If answered because answered time could have been used more effectively.

Wallace asked nothing specifically about her trip to the U.S.R., her work for the U.N. or civil rights. Certainly these queries were relevant.

This line of inquiry calls to mind the ridiculous interviews of such people as sworn, Lillie St. Cyr, and Mickey Cohen. I do not criticize Wallace for bringing conscientious figures before the public — it is very much to his credit that he gives them a chance to be heard; but I do find it very sad that Wallace allowed his reporting technique to corrupt a news form that can be operated so well on television.

It must be admitted that in some cases Wallace, almost in spite of himself, has been very successful in distracting the public from his personality. The Earl Browder, the Harry Bridges, and the Bennett Leanza were very rewarding. But unless the recent competition of Martin Angstrom, Edward R. Murrow, and others can force a reassessment, Wallace will remain a political sideshow sensational and in the last analysis insignificant as a creative journalist — perhaps that is what the public wants.

WILKES COLLEGE BEACON

A newspaper published each week of the regular school year by and for the students of Wilkes College, Wilkes-Barre, Pa. Subscription: $1.50 per year.

Editor
Janice Schuster Lehot
Assistant Editor
Morton Kirwonn
Assistant Editor
Mary Louise Osmler
Sports Editor
Ken Lisk
Business Manager
Thomas L. Myers
Assistant Business Manager
Carol Holsos
Managing Editor
Paula D. Meister
Faculty Adviser
Mr. J. J. Solley

Editorial and business offices located on third floor of 150 South Main Street, Wilkes-Barre, Pa.

All opinions expressed below are those of the individual writers and are not necessarily those of this publication but those of the individuals.

OPEN LETTER

To Wilkes Students

Dear Students:

Thank you for your support in helping us complete our two recent fundraising drives — the possibility of sponsoring a dance with a "big-name" band. We have discovered that a good majority of the students who took the time to complete these drives were actually looking forward of having a "big-name" band.

We hope to be able to use this increased interest to increase our budget at some time in the future. In the meantime, we hope that you will, this time, to sponsor such a dance and ours in the near future.

It is not said that our class has built the foundation and the budget to maintain this program. We will make every effort to increase our operation of other groups on campus, to combine enough financial aid to be able to make this project economically feasible.

We sincerely hope that we will be able to create enough interest in student government so that an event could possibly within this school year.

Respectfully yours,

The Senior Class Representative

PRESIDENT

WILKES COLLEGE BEACON

Another Mystery Solved

After an abberation of several days, Sam Weckesser-Gore (or Gore Hill) was observed unmasked at the Bookstore early Monday morning. It seems that Sam, in display of independence, had gone off on a tear. Perhaps he hit off a little too much before he started his experiment, for he showed up himself.

Mike Gillins, Dave Vann and George Elliot (Sam’s mouth-piece) were befuddled the wayward way and provided him with the services of a physician.

New Diet

Said physician confirmed the suspicion that Sam’s ear had been broken in the Army-Navy game and prescribed the necessary medicaments. The doctor also cleared up another mystery — Sam does not have worms.

Since Sam is an independent ass, he pays the price for his independence. His eating habits are irregular and when he eats, he overloads. Sam’s stomach is like anyone else’s, when he overloads it, it revolts.

Therefore, the doctor recommended an occasional milk of magnesia, to make him feel good again.

Sam had no comment when asked about the particulars of his alteration; he simply shimmied off with a disdainful look that said: "You said to see the doctor.

Dorn Plans Feast

Thanks to the prowess of a couple of Gore Hill’s woodsmen, the men of Gore Hill are going to have a Venice Party in the Dining Commons before the beginning of vacation.

The two Nimrods are Larry Pugh, senior C & F major from Upper Darby, Pa., and Steve Womack, a junior Electrical Engineering student from West Pitston. Each shot a four-point buck on opening day.

The West Notch, near Red Rock. Larry got his at 7:15 a.m. and Ken downed his about 1 p.m. Each buck weighed about 140 pounds.

We’re happy to welcome the following face of Mrs. Jean Jones back to the Finance Office. She had worked there for many years and has returned following a long absence.

Walter McConnell and Mike Roberts got well soon, following an operation at the Mercy Hospital. Jone also works in Finance.

With the Finance Office having such a difficult time with illnesses, it has been having a hard time keeping up with things. It hopes that Dr. Forley nearly received a check for $10,000.00 plus his regular salary last payday.

The error was caught in time, we were told. Hurry back, Mrs. Connolly.

CAMPUS CANDIDA

Louis Stulp, fresh Electrical Engineering major, "celebrating" Thanksgiving Eve on a date. He had a flat tire and couldn’t until the car’s trunk was got on the road.

Peter Gale, querying: "Do you believe in retroactive birth control?"

The Senior Co-ed who said: "All I know about sex I’ve learned from books, dirty jokes and Ralph." (Only the names have been changed.)

Joe Ludgate roots the Colonel lookouts on: "That is an absurd thorough."" Andrew Jackson’s "'Somes' is Coming"

Attention all ex-GIs! Your Santa Claus and mine, Everybody’s Rich Uncle, will come early this month. Plan to greet his emmissary at your doorstep one week from today. That’s this week’s tip.

Scattershots

The average girl would rather have beauty than brains, since the average man can see better than he can think.

Then there’s the story of the man who went into a bar with a bird on his shoulder. He stepped up to the bar and ordered a beer. The innkeeper complied with his request.

The bird then spoke up: "I’ll have one too."

"You’re welcome," said the bartender, "but you hear my head and replied: "I’m sorry, but the law doesn’t permit me to serve сочие.""

A wife was bewailing the fact that her husband had left her. A neighbor consoled her: "Don’t take it so hard. After all, he’s done that before."

"Well, well, an unhappy Frau, ‘but this time he took his bowling ball with him!’"

We Missed It. Almost. . .

Tuesday’s assembly may have been one of the other one of the or our readers, or even both, so must pass this along.

For a complete rundown of what’s going on in these new fields, check out Sunday’s edition of both Approach Advertising, see Vance Packard’s book, The Hidden Persuaders. The book is a study of what has been accomplished in this new field, and exposes it as part of new ethical problems created by the project.

We weren’t at the assembly, so we cannot comment on what Mr. Greenspan said. We weren’t there, but we didn’t miss it.

We Don’t Want Any. Please, please, positively and absolutely no Morris jokes.

When too many windmills, NO WIND.  WIND.  NO WIND.
PETE WINEBRAKE GETS AWARD ON BRILLIANT PLAY AT GUARD
by Bob Sutherland

Pete Winebrake was chosen "Athlete of the Week" for games played in the period ending November 23. Pete was selected for his sparkling play in the Moravian game.

The six-foot, 176-pound guard is the first freshman to get the award this year and is also the first line man to be honored.

His forceful defensive play stopped several of the Greyhounds' backs before they could get scoring drives underway. Also, his driving ability, in which he drove open gaping holes in the Hounds' line to enable Colonel ball-carriers to run through.

The Clark Summit native has been a 60-minute man in the last eight games, and played all but two minutes of the season opener at Hofstra; a total of 336 minutes out of the 340 played by the team throughout the season.

Pete came to Wilkes highly recommended by his high school coach.

WILKES WHIPS WARRIORS ON WEDNESDAY, 74-59, AFTER DOWNING BOMBERs BY LIFE AND TIMES

The Colonels waited ten years to do it, then went about it in very thorough fashion. Winning the Lycoming warriors, 74-59, Wednesday night at Williamsport.

"Big George and Little George" (Morgan and Gacha), that is, handled the bulk of the scoring with 22 and 16 points. Fran Mikolas followed closely with 14 and Eddie Birnbam added 11 points to his usual all-round fine team leadership.

The Colonels now have two wins in their first two games of this season.

Last Monday evening, several hundred fans were present for the cage's season opener. They were joyous to see they had something to be happy about; their Colonels were playing top-notch basketball, winning 100-87.

During the first half most of the scoring was done from the outside, and the Horace was strong on rebounds, forcing the Colonels to make their first shots count, which they did with amazing accuracy.

Bernie Radecki kept shooting and hitting from the right corner. George Gacha threw his tantalizing one-hander from the left, while Fran Mikolas picked up the loose balls and switched them through the hoop.

Ed Birnbam directed the attack. George Morgan kept the Bombers busy guarding him, allowing the others to shine.

Mainly through the efforts of Ithaca Dick Sliomkowski, the half-time score was posted at 44-38. Sliomkowski scored 18 in that half from a bucket and ended with 20 for the night.

In the first few moments of the second half, Wilkes took a five point lead and stayed in front throughout the game. The Colonels' accuracy was undiminished and George Gacha, with his accuracy, kept the boards and began hitting. He scored 22 points in the second half and ended with 32. Bernie Radecki had 22, Gacha scored 19, Fran Mikolas 19, and Birnbam five out of eight attempts for 10.

Bob Turley, who played only a few minutes in the first half, Wilkes led a five point spread and stayed in front throughout the game. The Colonels' accuracy was undiminished and George Gacha, with his accuracy, kept the boards and began hitting. He scored 22 points in the second half and ended with 32. Bernie Radecki had 22, Gacha scored 19, Fran Mikolas 19, and Birnbam five out of eight attempts for 10.

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AL-LEY Chatter

Over in the locker-room George Gacha standing, dripping wet after his shower, on the scales. "Lester, you just gain weight, you're getting into shape for the season." Little George Davis looked at him and replied, "I lost six in the first half tonight."

Carl Ernst: "I knew a fellow who...

Mary Louise Ouzner: "The correct word is 'who'."

Carl Ernst: "Yes, I'm all right.

Mary Louise: "Whom?"

Jim Ridam: "Who let the owl in?"

What Makes Pop Corn Pop?

Popping corn contains water. When the water gets hot enough, the kernel explodes. Result: popcorn.

We're not passing this information along as a public service. Actually we're up to the same old game.

You bet, popcorn makes most people thirsty. Fortunately, when most people get thirsty they hanker for the good taste of Coca-Cola.

Wouldn't you like some popcorn right now? C'mon now, wouldn't you?"
RETAILING GROUP SPONSORS SPEAKER

by Bill Zdanevich

Larry Greenspan of the Green- span Advertising Agency, ad- dressed the students at this year's Penn- day's assembly program which was sponsored by the college Retailing Group. A graduate of Harvard, the speaker lectured on consumer brand preferences.

His address, entitled "Everybody Eats, But Whose?", revolved around the factors that influence a consumer of goods, but that differ in the way that they affect the brand preference of each.

The speaker prefaced his remarks with a corollary of buying preferences to that of the "Goldilocks and her pantry." The com- petition of the two being that where a choice is involved, individual tastes vary. To clarify this, the speaker related his individual tastes of the consumer, manufacturers seek ways which will present the best impact of their merchandise to the consuming public.

Since the consumer is the main element of the life of a business, his brand choice is important to both manufacturers and retailers. No gainsaying understanding of these preferences, Greenspan mentioned research that has been done by companies and also mentioned two newer techniques being used. The first of these being the "Depth approach," in use about five years.

He illustrated this idea in relation to buying a car. As a pro-pective consumer "window shops" for a car, his desire for the mer- chandise forms a picture of self-esteem, romance, adventure, etc. However, if he decides to buy, the picture most likely will change to more concrete desires, thereby affecting his brand and style preference.

The second method of determining why people buy, concerns a rather new approach, known as "Motivation Research." Through this type, manufacturers and retailers gain a clearer and more personal understanding of brand preferences. The speaker illus- trated this approach with the sub- threshold technique of flashing an advertisement on the movie screen to influence the audience to pur- chase the product.

Further examples of motivation research were also given; the tattoo being symbolic of masculinity (used on a cigarette ad.) and the large groups used on the popular, well-known oleomargarine. The speaker mentioned several companies, and their efforts to increase their sales through accurate use of motivation re- search.

Concluding his remarks, Green- span stated that throughout our land, hundreds of salesmen will burn the midnight oil to discover ways to increase consumer brand preference for their products.

TUXEDOS TO RENT
Special Price To Students
BAUMS
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LEWIS- DUNCAN
Your SPALDING-BRAWINGS AND WILSON Distributors
Reversible Wool Jackets With WILKIE Lettering

LEWIS-DUNCAN SPORTING GOODS
11 E. Market St., 2-0220

Engineering Club Takes Field Trip

The Engineering Club and their advisor, Mr. Greenwell Thomas made a field trip November 27 to radio and 2V station WKYE.

The engineers were taken on a tour of the radio and television studios and control rooms where a demonstration of the production and direction of a live television program was shown to the group. Luckily for the engineers, products resulting from the partic- ular program, Kitchen Magic, were presented to them at the end of the show.

The group was also shown how television commercials were ar- ranged and made as well as some of the backgrounds of technical work in colored television.

When you talk about a person behind his back it usually means he's ahead of you.

I'm Bowling
(continued from page 3)

Last Sunday, Campus League action, the Campus Raglers took the measure of the Spunikas, 8-1, with Pete Mahon hitting 185-460 for the victors, and Emil Petrasek 175-431 for the losers.

The Aces ended up in a 573-573 tie for the third match but took 234 points from the Foul Ups. Barry Miller had 200-544 for the winners, John Rentchler led the Foul Ups with 188-460.

Sunday, December 8, the College League concluded with the Faculy playing Rose Tatoos, Sandbaggers vs. the Bagbenders, and the Top- totters vs. the Krascy.

On the following Sunday, the Campus League winds up with the Aces meeting the Goatmen, the Campus Raglers playing the Bohe- mians and the Foul Ups bowling the Spunikas.

Colonelettes Set for Opening Game

The Wilkes College Colonelettes will travel to College Misers' next Wednesday night to open their 1958 basketball campaign. The girls have been practicing hard and have what looks like the winning combination for this season. Although the gals have never managed to turn the tables on 'Misery,' the team feels that there is no time like the present for an upset. The 'Colonelettes' chances for a good season have been bolstered by the return of six of last year's starters. Adding to the team's strength is a group of ten enthusi- astic freshmen recruits.

The guards, as in the past, are the strong point of the team. Led by stellar guard Barbara Federe, they will use the man-to-man tech- nique in trying to hold the opposi- tion's score down. Returning guard Karen Karmilowicz and freshman Ellie Lazarus are probable starters. Mary Darling, Elise Omonack and Sharon Parnett will probably see plenty of action as guards during the game.

Several freshmen forwards have ca- used keen competition for starting positions for the Colone- lettes' offense. The frost, Nancy Davies, Syl Jackman and Bern- ily Major, have been playing hard and fast in practice and have hopes of doing some scoring against Sillis- cordia.

Returning forwards Janet Cor- nwell, and Marion Klawonn have had to do a "little extra" in order to hold their positions on the team. Marion was last year's individual game high scorer with 16 points against M arywood in a losing cause.

With plenty of reserves and high spirits, the Colonelettes should turn in a creditable job.

Pete Winemba, (continued from page 4) tells of the backfield see "Pinkie" Pinkowski, now head coach at Clark's Summit.

While at the upstate school, Pete won three letters in football, played in the Lions Club "Dream Game," was All-Scholastic in Lackawanna County, and received Honorable Mention for All-State honors.

He prepared for college by fol- lowing a college prep course at Clark's Summit and is enrolled at Wilkes in the Business Administra- tion course. He lives in Butler Hall.

Pete is also known as a quite a baseball player, having won two letters while catching for the high school team. He expects to try out for a position on the Aces' nine when Spring rolls around.

Any Normal Dorm'll be full of Lucky smokers! You can count 'em by earloads on any campus — and no wonder! A Lucky, you see, is a light smoke—the right smoke for everyone. It's made of nothing but naturally light tobacco ... golden rich, wonderfully good-tasting tobacco that's toasted to taste even better. Find a set of dorms without Lucky smokers, and you've stumbled on a mighty Odd Quad! Don't you miss out— light up a Lucky. You'll say a light smoke's the right smoke for you!

Students! Make $25
Do you like to shirk work? Here's some easy way—start Stickling! We'll pay 85c for every Stickler we print—and for hundreds more that never get published with simple rule: two-word rhyming answer. Both words must make sense and be two words. (Don't do drawings.) Send your Sticklers with name, address, college and class to Happy-Jo- Lucky, Box 67A, M.V., V.S.A., N.Y.

Light up a light smoke —light up a Lucky!