

NOVICE DEBATERS ENTERED IN PHILADELPHIA TOURNEY

by Jim Eidam

The Wilkes novice debate team will travel to Philadelphia to participate in the Temple University Novice Tournament this weekend. The 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 tourney are Jean Shofranko and Don Murray, first and second affirmative; and Mary Frances Swigert and Fred Jacoby, first and second negative.

Jean, a Wilkes-Barre resident, is a sophomore English major. Don, a dorm student, comes from Brooklyn, New York, and is a sophomore student, majoring in political science. Mary Frances is a resident of Forty Fort, and is a sophomore English major. Fred, the freshman member of the team, resides in Wilkes-Barre and is majoring in commerce and finance.

Although none of the team has had any previous debating experience, Don and Mary Frances were

participants in the statewide oration tournament, which was held at Wilkes last spring.

In preparing for the Temple tournament, Dr. Kruger, debate coach, has been assisted by varsity team members Fred Roberts and Bruce Warshal, who have coached the affirmative and negative teams, respectively.

The novice team will debate on the national collegiate question, "Resolved: That the Requirement of Membership in a Labor Organization as a Condition of Employment Should Be Illegal."

In addition to the forthcoming novice tournament, the varsity team is preparing for its entry in the New York University Hall of Fame Tournament, which will be held on December 13 and 14.

ANNUAL CHRISTMAS FORMAL WILL FEATURE LEE VINCENT

by Mike Salinsky

Preparations for the annual Lettermen's Formal are in the final stages of completion, according to Ron Rescigno, who is a co-chairman of the affair with Bob Sokol. The dance is scheduled for next Friday, in the college gymnasium on South Franklin Street. Early arrangements indicate that it will be a most memorable event.

Music for the occasion will be provided by the well-known Lee Vincent and his orchestra.

Useful and attractive favors selected by Bob Sutherland, will be given to each girl attending the formal. Moreover, Sutherland has disclosed the fact that the nature of these favors will not be revealed until the night of the dance. The tokens given at the two previous formal were a gold compact and pin, each with a Wilkes emblem.

Walt Glogowski and Bernie Radecki are in charge of the decorations. They have announced that the gymnasium will be decorated in keeping with the holiday spirit. A huge Christmas tree will be featured, with a matching backdrop of Santa and his sleigh gliding over the housetops.

Mike Goobic is in charge of the intermission program, which will feature the traditional singing of Christmas carols by the Lettermen. Singing will be directed by Bob Moran and Millie Gittins will be accompanist. Each Letterman may be distinguished by a gold button-ierre worn on the lapel.

Tuxedos may be rented at group prices at Baum's on South Washington Street or at John B. Stetz, East Market Street. Tickets for the formal can be obtained from any Letterman at \$4.00 per couple. They may also be obtained from Millie Gittins, at the bookstore, who is an honorary member of the Lettermen's Club. Corsages are also available at the bookstore, at group prices.

Mr. Ralston, Mr. Farrar, Dave Thomas, Ron Rescigno, and Bob Sokol will form the receiving line.

Other committee members are: programs, Carl Havira; tickets, George Gacha; refreshments, Dick Wozniak; publicity, Rodger Lewis; and invitations, Dave Thom...

TDR. HOLIDAY SEASON BEGINS WEDNESDAY

by Marion Klawonn

Theta Delta Rho will officially open its busy holiday season next Wednesday evening when the group presents its annual Christmas Buffet. The party will start at 6 o'clock in the upstairs of The Commons and is open to all sorority members.

The sorority members will donate food for the affair. Any member who would like to bring baked beans, cold cuts, salad or cake should see Emma Minemier, food committee chairman. The food can be given to Fred Wall anytime Tuesday afternoon or all day Wednesday.

As in the past, the sorority members have voted to bring Christmas gifts to the party. These gifts, however, will not be exchanged among the members but will be given to children in the local hospitals.

The suggested price of the gifts is between fifty cents and a dollar. Presents for boys should be tied with green ribbon and those for girls in red ribbon. TDR President Peggy Stevens stated that age of the recipient should be indicated on the tag.

Naomi Kaufer is general chairman of the affair. Working with her are: Emma Minemier, food; Maryan Powell, gifts; Helen Miller, publicity; and Carol Hallas, favors.

The second affair to be held by the sorority will be the third annual Old People's Party on December 14. This party is given each year for the men and women in the Old People's Homes in this area.

Transportation for the guests will be provided by the men on campus who have cars. Anyone who would like to help drive should contact Pat Yost or Doris Duritz, general chairman of the party.

Also in connection with Christmas, all sorority members are asked to help the Lettermen's Club decorate the gym next Thursday night in preparation for the Christmas Formal to be held on Friday evening. The two organizations will be collaborating with deco-

History Club Dance From 9 to 12 In Gym

Model General Assembly Will be Held at Wilkes During Spring Semester

by Ellie Lazarus

Dave Vann, upon returning from the national CCUN conference which was held in New York City, November 17 to 19, reported the following to the CCUN of Wilkes: after receiving the approval of Dr. Farley and the vote of the national board of directors of the CCUN, it was decided that the 31st annual Model General Assembly of the United Nations for the Middle Atlantic States will be held at Wilkes College. This Assembly will convene during the last weekend in March.

Invitations will be sent to every college and university in the Middle Atlantic States. Each college that sends delegates will represent one of the 82 member nations.

The general theme for the Assembly will be "Strengthening the United Nations". There will be three special committees: the Political, Economic, and Social Committee, the Trusteeship and Non-self Governing Committee, and a Special Political Committee.

The following committee chairmen were appointed to make definite arrangements for Wilkes' role as host of the M.G.A.

Housing: Al Luster and Ellie Lazarus.

Meeting Arrangements: Roman Borek and Nicholas Giordano.

Secretariat: Mary West.

Parking Arrangements: Dave Vann.

Entertainment: Bob Amey.

Map: Herm Feissner.

Art: Hedy Horbaczewski.

Reception: Larry Groninger.

Food: Lois Betner.

Invitations: Nancy Davies.

Stationery: Larry Groninger.

Special Chapel Service: Hedy Horbaczewski, Al Luster, and Ellie Lazarus.

Since there will be over 600 delegates to the M.G.A., housing arrangements must be made and the CCUN is seeking the aid of Wilkes students as well as that of the community.

The group asks anyone who would like to house one or more delegates to notify, as soon as possible, Dave Vann at Warner Hall; Al Luster at 16 Orchard St., Wilkes-Barre; Ellie Lazarus, Rutter Avenue, Kingston; or any member of the CCUN.

We also need volunteers to help in the Secretariat. Anyone who can cut stencils, run mimeograph machines, or type please contact Mary West.

Deadline Set for Proofs

John Scandale, Amnicola editor, has requested that all seniors return their proofs to Berthold Studio by next Wednesday. It is very important that these proofs be returned immediately so that work on the senior index may begin.

rating for a formal. The Lettermen usually help TDR prepare for

Tonight's 'Robert Halley Hop' To Present Popular Recordings; Clarence J. Michael Chairman

by Bill Zdancewicz

Several milestones were laid in preparation for the History Club Dance tonight . . . !

First of all, the air will be filled with music from many of the leading orchestras throughout the nation and also songs from many popular singers! Examples are: the music of Ray Anthony, Lawrence Welk, and Louis Armstrong — and songs of such vocalists as Perry Como, Theresa Brewer, and Patti Page. (We must mention here, that their appearance will be via records.)



Clarence Michael

The dance tonight is being sponsored by the History Club and it marks the first record dance to be featured at the college gymnasium this year. Dancing will be held from nine to twelve.

The title for this affair, "Robert Halley Hop", is quite appropriate, in light of the reasoning of the club members. Keeping in mind the forthcoming formal and increasing expenses of students, the History Club is keeping its "overhead expense" down and passing the savings on to the students. By doing this, they are offering the students quality at a reduced price . . . which, by the way, is a low, low 35 cents!

So, with all the facts compiled, tonight's affair promises to be an interesting and very enjoyable event. As stated by Clarence Michael, general chairman, "We hope to make this affair a 'Robert Halley Hoppin Success.'"

Assisting Clarence are the following committees:

Publicity: Dan Lewis, chairman; Gordon Roberts, Richard Davis, Tom Oliver, and Clarence Michael.

Tickets: Bob Davis, chairman; Tom Oliver, Sam Levin, Art Evans, Don Brandt, and Jule Znaniecki.

Refreshments: Tom Jenkins, Art Evans, Josia Mieszkowski, Virginia Valerius, Judy Alincoff, and Ben Jenkins.

DRAMA GROUP CASTS FOR ROLES IN PLAY

Al Groh announced that he is now casting for leads in the upcoming dramatic production, *Witness for the Prosecution*. The play will be presented in January and will be held in the Irem Temple.

This is the second of a series of three plays put on by the Cue 'n' Curtain and sponsored by the Kiwanis.

The first, a musical production, *Paint Your Wagon*, was presented through the cooperation of four campus departments under the direction of Al Groh.

Tickets for the play can be obtained from any member of the Kiwanis or Cue 'n' Curtain.

NEXT ASSEMBLY

The next assembly program will feature the Wilkes-Barre Philharmonic String Quartet composed of Ferdinand Liva, Albert Barbini, Gene Brandstadter and Enzo Liva plus guest artist Robert Olivia. Pianist will be Janet Cornell.

The two feature numbers of the program will be Mozart's *Clarinet Quintet* with Robert Olivia playing the clarinet solo, and Prokofiev's *Overture to *Diaboli Invention**.

C.C.U.N. URGES SALE OF U.N.I.C.E.F. CARDS

Wilkes students are urged to purchase UNICEF Christmas cards. Al Luster, chairman of the CCUN card sale, reports that a variety of original Christmas cards can be purchased from any member of the CCUN.

Season's Greetings is written on each card in the five major languages of the United Nations.

Each box is selling at the price of \$1.25. The sale is being held to promote interest and understanding of the United Nations. The proceeds go to the United Nations Children's Fund.

Psych Class Visit

Members of Dr. Krasno's evening abnormal psychology class toured the Veterans Hospital yesterday. The group especially observed the facilities of the psychiatric department, which is the best of any local hospital. The group had the opportunity to see some of the principles learned in class actually applied.

Members of the class taking the tour were: Ellen Kemp, Marleen Hughes, Ann Richards, Shirley Lisman, Sam Mines, Cliff Kobland, Ike Feissner, and Mike Lozman.

NOTICE

There will be a BEACON meeting today at noon on the third floor of 159 South Franklin Street.

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 of her several weeks ago.

It was clear at the outset that Mrs. Roosevelt was much more articulate and much less evasive and opinionated than most of Wallace's previous guests, but her interview is, 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 no competent judge of his intellect, although it appeared not to be as wide as that of the other leaders of our era, but that he obviously could carry out previously determined policy effectively — witness his World War II triumphs.

She ranked Harry Truman as an above average President who achieved near greatness by making big decisions well. Then Wallace asked if she thought any Republicans or Democrats were in the same league as the men they had just considered. Mrs. Roosevelt understandably would give no direct answer because of the political implications; she did, however, concede the ability of Richard Nixon, which she compared with Truman's, but she also stressed her reservations as to his scruples.

She also reaffirmed her respect for Adlai Stevenson, and in this context she gave Wallace the expected reasons to explain Stevenson's failure to capture the Presidency. In perhaps her only real evasion she claimed never to have thought of Walter Reuther as a Presidential candidate, and she went on to hedge that she thought he could go into the job with a knowledge of the world's people that could make him a great President — she would go no further.

Wallace followed these rather reasonable though unpenetrating and sensation-seeking questions with the kind of asinine groping that unfortunately is so typical of his show: Do we have anything to fear from the Russians? Isn't your husband's claim that the only thing we have to fear is fear itself oversimplified as applied to today? Why do people hate you and your husband?

I feel that the limited time could have been used more effectively. Wallace asked nothing specific-

ally about her trip to the U.S.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 Gloria Swanson, Lilli St. Cyr, and Mickey Cohen. I do not criticize Wallace for bringing controversial 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 eliciting valuable insights into personality. The Earl Browder, the Harry Bridges, and the Bennett Cerf interviews were very rewarding. But unless the recent competition of Martin Agronsky, Edward R. Murrow, and others can force a reappraisal, Wallace will probably continue to be superficial sensational and in the last analysis insignificant as a creative journalist — perhaps that is what the public wants.

PLANS CANCELLED FOR SPECIAL SHOW

The members of the Student Council met last Tuesday to plan for the student preview of "Around the World in Eighty Days". It was disclosed that King's College and College Misericordia were not able to participate in this program, since they received information concerning the movie too late. Therefore an arrangement for the student preview could not be made.

Joe Oliver (in education class): "If I had one more English course, I'd be qualified to teach English."
Jerry Luft: "Certified, not qualified."

OPEN LETTER To Wilkes Students

Dear Students:

Thank you for your support in helping us complete our two recent surveys concerning the possibility of sponsoring a dance with a "big-name" band. We have discovered that a great majority of those students who took the time to complete the surveys are in favor of having a "big-name" band.

We hope to be able to use this information to its greatest advantage at some time in the future. However, we find it impossible, at this time, to sponsor such a dance which would require financial backing far beyond our immediate class treasury.

Nevertheless, it has been agreed that our class has built the foundation for such an affair. We now intend to submit this information and the results of our surveys to the Student Council with certain recommendations that may enable that organization, with the cooperation of other groups on campus, to combine enough financial backing to make this project economically feasible.

We sincerely hope that we will be able to create enough interest to make this dance possible within this school year.

Respectfully yours,
The Senior Class
Ronald Tremayne
President

PERSONALS

Steve Poleskie spent his Thanksgiving vacation in New York City as guest of Miss Allegra Kent, who recently was promoted to soloist for the New York City Ballet.

While in New York, Steve also visited Russ Evans, who attended Wilkes last year, and his brother, Ronnie, who is a dancer in My Fair Lady. Steve also saw Noel Coward's *Nude With a Violin*.

Kay O'Donnell of the alumni office staff went to New York City the weekend preceding Thanksgiving to attend the christening of her first niece.

Mr. and Mrs. Barry Leinbach attended the Army-Navy game in Philadelphia Municipal Stadium. A younger brother of Barry is a cadet at West Point. Leinbach is a senior majoring in secondary At a recent meeting of the Retailing Group, Beverly Gates was elected secretary for the coming year and Dave Roebuck, treasurer.

Shirley Lisman, senior psychology major, attended the Army-Navy game November 30 as guest of her pinmate, Lt. John Yuscavage, an Annapolis graduate.

Al Kislin, a '57 graduate and a graduate student at the University of Pennsylvania, visited campus during his Thanksgiving recess.

A birthday party in honor of Robbie Stevens, junior English major, was held November 27 at the home of Jackie Oliver, Sprague Avenue, Kingston. Classmates attending the party were: Maryann Powell, Mary Frances Swigert, Alison Rubury, Marian Laines, Marilyn Davis, Marty Wagner, Walter French, Gail MacMillan, Fred Malkemes, Keith Williams, Jim Ward, George Richards, and Roy Morgan.

Senior elementary student Deborah Deisher visited friends and relatives in Haddon Heights and Brooklawn, New Jersey, during the Thanksgiving recess.

Ellen Kemp, junior elementary major from Sea Cliff, New York, was house guest of Karen Karmilowicz, junior secondary education student from Kingston, over the Thanksgiving holiday.

Janice Schuster Lehet, Beacon editor, spent last weekend in Binghamton, New York, visiting her sister-in-law and brother-in-law, Mr. and Mrs. Roy Mills.

Mary Louise Onufer: "If you don't come to my funeral, I'll haunt you."

Tom Myers: "So what'll be the change — it'll be just like old times."



Another Mystery Solved

After an absence of several days, Sam Weckesser-Gore (or Gore-Weckesser) turned up at the Bookstore early Monday morning. It seems that Sam, in display of independence, had gone off on a tear. Perhaps he bit off a little more than he could chew, for he came back a little chewed up himself.

Millie Gittins, Dave Vann and George Elliot (Sam's mouth-piece) befriended the wayward waif and provided him with the services of a physician.

New Diet

Said physician confirmed the suspicion that Sam's ear had been host to a canine's choppers and provided the necessary medicants. The doctor also cleared up another mystery — Sam does not have worms!

Since Sam is an independent cuss, 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 rebels.

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

Who Won?

Sam had no comment when asked about the particulars of his altercation; he simply shambled off with a disdainful look that said: "You should see the other guy!"

Dorm Plans Feast

Thanks to the prowess of a couple of Gore Hall's woodsmen, the men of Gore Hall are going to have a Venison Party in the Dining Commons before the Christmas vacation.

The two Nimrods are Larry Pugh, senior C & F major from Hunlocks Creek, and his roommate Ken Evans, sophomore Electrical Engineering student from West Pittston. Each shot a four-point buck on opening day.

The scene of the kill was Arnold's 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.

Welcome Back

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

Also we'd like to urge Mrs. Joan Ostrowski to get well soon, following an operation at the Mercy Hospital. Joan 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 seems that Dr. Farley nearly received a check for \$10,000,000 plus his regular salary last payday.

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

Campus Candid

Louis Stilp, frosh Electrical Engineering major, "celebrating" Thanksgiving Eve on a date. He had a flat tire and couldn't unlock the car's trunk to get the spare.

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 to protect the guilty!)

Joe Ludgate roots the Colonel hoopsters on thusly: "Hurl that spheroid through the hoop."

Uncle 'Santa' Is Coming

Attention all ex-GI's! Your Santa Claus and mine, Everybody's Rich Uncle, will come early this month. Plan to greet his emissary 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."
Whereupon the bartender shook his head sadly and replied: "I'm sorry, but the law doesn't permit me to serve mynahs."

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."

"Yaas," wailed the unhappy Frau, "but this time he took his bowling ball with him!"

We Missed It, Almost...

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

For a complete rundown of what's going on in these new fields, Motivation Research and Depth Approach Advertising, see Vance Packard's book, *The Hidden Persuaders*.

The book is a study of what has been accomplished in this new area of study, projected plans for its future and a look at new ethical problems created by the program.

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

We Don't Want Any!

Please, please, positively and absolutely no morbid jokes. We are definitely not interested. NONE! NONE! NONE!

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.

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Editorial and business offices located on third floor of 159 South Franklin Street, Wilkes-Barre, on Wilkes College campus.

Mechanical Dept.: Schmidt's Printery, rear 55 North Main Street, Wilkes-Barre, Pa.

All opinions expressed by columnists and special writers are not necessarily those of this publication but those of the individuals.



SPORT DOUBLEHEADER HERE TOMORROW

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 line 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 fierce defensive play stopped several of the Greyhounds' backs before they could get scoring drives under way and his fine offensive drive opened gaping holes in the Hounds' line to enable Colonel ball-carriers to run through.

The Clarks 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 536 minutes out of the 540 played by the team throughout the season.

Pete came to Wilkes highly recommended by former Wilkes (continued on page 4)



Pete Winebrake

Wilkes Whips Warriors On Wednesday, 74 - 59, After Downing Bombers

by Al Ullman

The Colonels waited ten years to do it, then went about it in very thorough fashion, trimming 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 Mikolanis followed closely with 14 and Eddie Birnbaum added 11 points to his usual all-round fine team leadership.

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

Last Monday evening, several hundred fans were present for the cage season's opener. They were joyous and 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 corners. Ithaca 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 Mikolanis picked up the loose balls and swished them through the hoop.

Ed Birnbaum directed the attack; George Morgan kept the Bombers busy guarding him, allowing the outside men to shoot.

Mainly through the efforts of Ithacan Dick Slomkowski, the half-time score was knotted at 45-45. Slomkowski scored 18 in that half from all angles and ended with 26 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 Morgan got loose under the boards and began hitting. He scored 22 points in the second half and ended with 28. Bernie Radecki had 22, Gacha scored 19, Fran Mikolanis 18, and Birnbaum hit five out of eight attempts for 10.

Bob Turley, who played only a few minutes, chipped in with three points, two of which put the Colonels at the century mark.

AL-ley Chatter

Overheard in the locker-room: George Gacha standing, dripping wet after his shower, on the scales: "Look coach, I lost six pounds getting into shape for the season." Little Coach Eddie Davis looked up and replied, "I lost six in the first half tonight."

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

Mary Louise Onufer: "The correct word is 'whom'."

Carl: "Who!"

Mary Louise: "Whom!"

Jim Eidam: "Who let the owl in?"

Matmen Begin Season at 6:30 In First Meet with Moravian; Cagers Play Dickinson at 8:00

by Dick Myers, Sports Editor

Tomorrow night at 6:30 the championship Wilkes wrestling team will open its 1958 title defense, with the Moravian Greyhounds providing the opposition, in the first part of a sports doubleheader.

CAGE LEAGUES BEGIN INTRAMURAL ACTION

by Jim Hennighan

The Intramural basketball season got underway last night with six games played at the gym, too late for printing of scores in this week's Beacon.

The response has been good this year; there are two leagues of eight teams who will play a round robin schedule with final playoffs to decide the College champions.

In the National League, next week on Monday, December 9, the Civ/Vets meet the Blackhawks and the Meathounds play the Neki Hoki at 7:00 P.M. At 8:15 the Nifty Five will meet Club 20 and the Rejects face the Wilkes Collegians' Gold team.

In the American League on Tuesday, the 10th, Gore Hall will play the 7 plus 1, the Phonies will test the DRL Hombres at 7:30 P.M. The Faculty Five will meet the Ashley Aces, and the Outcasts will take on the Collegians' Blue team, at 8:15.

I-M BOWLING SEASON NEARS COMPLETION

Going into the last round of play in the Wilkes intramural (fall) bowling season, the Rose Tatoos and the Sandbaggers are tied for first place in the College League, while the Aces have edged to a 1/2-game lead in the Campus League.

On November 24, in the College League, the Sandbaggers took a forfeit win over the Faculty, led by Dan Lewis' 190-544.

The Uzzies took three points from the Bagelbenders. High man for the series was John Sapiego with 158-450.

The Rose Tatoos tightened the race with a three-point win over the Teetotalers. George Gacha of the Tatoos led the way with 180-506.

(continued on page 4)

The second feature of the night will be the second home game of the basketball team which will meet the Dickinson Red Devils.

The Moravian matmen are making their first appearance before local fans, since this is the initial meet between the two schools.

The Colonels will lead off with Bobby Morgan as probable starter in the 123-pound class, "Skeeter" Williams at 130, Jim Ward at 137, Joe Morgan at 147, Dave Thomas at 157, Marv Antinnes at 167, Walt Glogowski at 177, and either Bob Sislian, Jim Thomas, or Bob Morris at heavyweight.

Other possible starters are: Basil Smith, 123; Frank Rossi, 167 or 177; and Mike Armstrong at 130 or 137. Eliminations were held at a time too late for results to be included in the Beacon.

The cagers, fresh from their impressive home win over the Ithaca Bombers by a 100-87 score, will treat the home fans to another look at one of the finest small college teams on the East coast.

In their first showing last Monday, the cagers exhibited a remarkable accuracy from the floor, hitting for better than 55 per cent of their shots, a large number of these coming from beyond the 20-foot range. This demonstrates that the Colonels have begun to widen their offense and a look at the scoring distribution shows the value of such tactics.

George Morgan hit for 28 points, Bernie Radecki electrified the crowd with his accuracy in ringing up 22, Gacha had 19, Birnbaum 10, and Mikolanis 9. The starters all split the scoring in a well-balanced team effort, promising great things for the rest of the year.

This is the first of two doubleheaders. The next will be on February 5, when the Lycoming Warriors will bring their cagers and grapplers to the gym.

The twin bills were well-received last year and a large crowd is expected to watch the two Blue and Gold squads try to better the 1957 records tomorrow night.

There will be one more doubleheader, on the road. That will be on January 4, when both the wrestlers and cagers will take on the Flying Dutchmen of Hofstra at Long Island.



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

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WILKES-BARRE

RETAILING GROUP SPONSORS SPEAKER

by Bill Zdancewicz

Larry Greenspon of the Greenspon Advertising Agency, addressed the student body at Tuesday'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 idea that everyone is a consumer of goods, but that differences exist as to the brand preference of each.

The speaker prefaced his remarks with a correlation of buying preferences to that of the "Goldilocks Nursery Rhyme". The connection of the two being that where a choice is involved, individual tastes vary. To satisfy these individual tastes of the consumer, manufacturers seek ways which will present the best impact of their merchandise to the buying consumer.

Since the consumer is the main element of the life of a business, his brand choice is important to both manufacturers and retailers. To gain an understanding of these preferences, Greenspon 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 prospective customer "window shops" for a car, his desire for the merchandise forms a picture of self-esteem, romance, adventure, etc. However, if he decides to buy, the picture most likely will change to more concrete reasons and thereby affect 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 a more personal understanding of brand preferences. The speaker illustrated this approach with the sub-threshold technique of flashing an advertisement on the movie screen to influence the audience to purchase the product.

Further examples of motivation research were also given; the tattoo being symbolic of masculinity (used in a cigarette ad.) and the large clover used on the package of a well-known oleomargarine. The speaker mentioned several companies, and their products, who have increased their sales through accurate use of motivation research.

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

ENGINEERING CLUB TAKES FIELD TRIP

The Engineering Club and their advisor, Mr. Cromwell Thomas, made a field trip November 27 to Radio and TV station WBRE.

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, the products resulting from the particular program, Kitchen Magic, were presented to them at the end of the show.

The group was also shown how television commercials were arranged and made as well as some of the background 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, in Campus League action, the Kampus Keglers took the measure of the Sputniks, 3-1, with Pete Maholik hitting 165-460 for the victors, and Emil Petrsek 173-451 for the losers.

The Aces ended up in a 573-573 tie for the third match but took 2 1/2 points from the Foul Ups. Barry Miller had 209-534 for the winners, John Rentschler led the Foul Ups with 185-490.

Sunday, December 8, the College League concludes with the Faculty playing Rose Tatoos, Sandbaggers vs. the Bagelbenders, and the Teetotalers vs. the Uzzies.

On the following Sunday, the Campus League winds up with the Aces meeting the Goofers, the Kampus Keglers playing the Bohemians and the Foul Ups bowling the Sputniks.

COLONELETTES SET FOR OPENING GAME

The Wilkes College Colonelettes will travel to College Misericordia next Wednesday night to open their '57-'58 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 enthusiastic freshmen recruits.

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

Several freshmen forwards have caused keen competition for starting positions for the Colonelettes' offense. The frosh, Nancy Davies, Sylvia Trewern and Beverly Major, have been playing hard

and fast in practice and have hopes of doing some scoring at Misericordia.

Returning forwards Janet Cornell, Grace Sheasley, Bernadine Vidunas 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 15 points against Marywood in a losing cause.

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

PETE WINEBRAKE

(continued from page 3) backfield ace "Pinky" Pinkowski, now head coach at Clarks 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 following a college prep course at Clarks Summit and is enrolled at Wilkes in the Business Administration course. He lives in Butler Hall.

Pete is also known as 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 Colonels' nine when Spring rolls around.

Sticklers!

WHAT IS A CAMPUS AREA WITHOUT LUCKY SMOKERS?
(SEE PARAGRAPH AT RIGHT)

WHAT IS A CANDY-CHEWING SISTER?

WILLIAM MACURDY, DARTMOUTH
Nibbling Sibling

WHAT IS A LACKADAISICAL MOB?

MARJORIE ECKHERT, CORNELL
Bored Horde

WHAT'S A FLOWER THAT DIDN'T BLOOM?

GERALD FEDDERSEN, RUTGERS
Dud Bud

WHAT'S AN AGILE SECRET AGENT?

RONALD RILEY, BOSTON COLLEGE
Spry Spy

WHAT IS A GATHERING OF PHI BETES?

PIERRE VAN RYSELBERGHE, U. OF WASHINGTON
Smarty Party

ANY NORMAL DORM'LL be full of Lucky smokers! You can count 'em by carloads 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!

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