Carol Hallas, Jim Eidam

**Selected to Positions On Publication Staff**

The Board of Publications has announced that Carol Hallas, senior business education major, as Business Manager of the Beacon for this semester. She is replacing Thomas Myers who graduated in January of this year. Jim Eidam, a member of the Beacon staff, will act as assistant editor.

Miss Hallas served as Assistant Business Manager last semester and is a member of the Education Club and the Senior Executive Council. During her sophomore and junior years, Miss Hallas was a twirler for the band and also a member of the Student Council.

Paula Seltsaver, a junior CAF major, will continue as Assistant Business Manager. Jim Eidam, editor of the Beacon, will remain as the chief editor of the paper, and will continue editing the Beacon until the end of the year. The staff will be responsible for the Beacon’s publication as within the prescribed limits. Circulation entails sending copies of the Beacon to advertisers, subscriptions, and faculty members.

**Manuscript Deadline**

The Manuscript editors announce that February 26 is the deadline for acceptance of contributions for the 1958 publication. Students from every class and department are invited to submit written articles in any literary form for consideration for the 1958 Manuscript. Photographs, paintings, and sculpture, which will be photographed by the staff, will also be accepted for publication.

The student contributions will be evaluated according to literary and artistic standards. As many contributions as meet the standards of the magazine and can be afforded by the Manuscript budget will be published.

The staff is beginning to work with the poems, articles, and pictures that have been submitted and has formed a plan for the magazine. Jim Eidam, the art editor, is designing the magazine covers.

The staff is also planning the next Manuscript evening meeting, which will be held at 7:45 p.m. Wednesday evening at Harding Hall, Feb. 21. Bob Jenkins, program chairman for this meeting, emphasizes that the deadline for the...
We Need Your Help

Editorial

With the appointment of Carol Hallas as Business Manager and Editor, the Beacon staff is not yet complete — we still need your help. Instead of the paper receiving help from a large number of sources on the campus, we have largely depended on a handful of boil students to see us through every week. When the time comes to apply for the top positions on the publication, however, we receive letters of application from nearly anyone who has any idle or occasional time from people we have never heard about.

Now is the Time

Now is the time to start working for a top position, not in April. It is true that the Beacon staff provides a good work experience for the people who deserve the publication's executive positions next year, but we need more members from the freshman and sophomore classes to give us the kind of experience that future editors and business managers will need.

We especially need freshmen, sophomores, and junior men on the publication staff, and there will be an adequate number of editors of that department next semester. It is still not too late to train for his position, as well as any of the others: why not give it a go?

Staff meetings are held every Friday at noon, and we will be happy to welcome any student who wants to learn more about a college newspaper.

by Fred Roberts

An astounding process is being developed by the same Madison Avenue admen who have hired gorgeous gals to sell beer, as well as the College and public opinion specialists to make male feel inadequate without automobiles with three-foot fins. This, the "most hidden hidden," is called subliminal advertising, which can't be escaped, according to long accepted psychological theory, but surprising nevertheless, is that public relations experts are the first to try the process, no public upwelling of indignation.

Subliminal Advertising is the technique of flooding a slogan for the briefest interval over the regular television or motion picture. It happens so fast that the viewer isn't aware he's seen it. By the theory, according to long accepted psychological theory, we can be influenced below (sub) the threshold (limen) of consciousness, and later in a process. And the process actually works.

The Subliminal Projection Company, which claims to have tried this process, used hidden commercials secretly in a New Jersey cinema for six weeks, and after flooding "East Pepper and Coca-Cola" to 46,000 people, sales rose 67.7% and coke went up 18.1%.

On the other hand a local Bangor, Maine television station got negative publicity from its attempt to subliminally advise its viewers to "Write W-Two;" this may indicate as the admen have claimed that subliminal ads are strictly "reminder ads" that will prompt you to do something you want to do. In any case, such Senators as Palmetto's F. E. Jenkins, Javits, and Charles Porter are reassured by the Subliminal Projection Company's Federal Communications Commission letter.

Bill Zimcakiewicz

Welcome.

To welcome the new students who have joined our ivy surroundings and welcome to the new semester. With open mind and open heart, we are looking forward to the anticipation of rising to the future bell. In any event, we hope the change will be better.

Beginning with this issue, the Beacon's face will be changed a little. A new column, hereafter known as The Beacon Monitor, will present bits of information about campus personalities, activities, successes, and other happenings here.

Our thanks to Steve Polaski for designing the appropriate masthead for this column. The abstract design represents one student to another person, and the reporter on hand to get all the low-down.

Thanks once again Steve.

Good Times

The Winter Carnival is over but the memories linger on, and we might add, pleasant memories. Student Council reports that participation in the carnival pulled such crowds that very good and everyone seemed to have enjoyed himself. Portions of the Carnival were televised and shown over WMTV the same night on the Campus.

By the way — Several weeks before the Carnival, the Student Council met and they had a long discussion as to the selection of a suitable mascot for the effort. Finally the selection was down to two: Pocono Dude Ranch and P.M.I.

The debate went from deciding on one, then the other, and back again, but we can tell you that the men were married for both, but P.M.I. was declared the winner by one vote. (Funny though, had the other resort had all the snow? Oh well, snow-k!)

The Party's Over

Our congratulations to Marion J. on her fine article about the lap-board party. A record crowd attended the party every day. After the party was over everyone for party, most feeling dejected that they didn't win. As it turned out, just about all of those attending received their prizes at the beginning of this week.

No "B"

Overheard in the cafeteria after an exam:

Soph: "Hope we don't get B's on our mark down?"

Worry?

Teacher: Take 13% from 25% and what's the difference?"

Class Dunce: "You're a very funny guy, who cares anyhow?"

They Sound Aliens

(Two girls discussing Home Economics Class)

This class was unattended. I went to the gym and worked out on the bars.

2nd girl: "I went to the box to work on Jim!"

A college senior entered the court clerk's office and asked for a marriage license. The clerk said: "Where is the bride student?"

There was no election. She just appointed herself.

Imports are High

The Collegian reports that this fall's woman was paying her nephew's college bills, and her visitor asked her if it was very expensive.

Well, she said, "languages run pretty high at the school. My check this month covered $10 for English, $20 for Latin and $10 for Scotch."

Better

Student: "What's that on my paper?"

Prof: "I told you to write plainly."

Any News?

This column welcomes information for future publication, whether it be fact or fiction, quotable quotes, or any items which would be of interest to the student body. Information can be sent to me written or typed and there is no limit on the length. (3rd floor), or it can be put in the Beacon box mail (Chase Hall).

Doddle's Dilemma

(Question left over from last issue)

Planted in the middle of a circular pond a certain lily grows to double its size every day and covers the entire pond in 35 days.

After how many days did it cover half the pond?

Answer: 17

ENGAGEMENT

Kasar®-Marin

Mr. and Mrs. Joseph Maxon of 121 McCawley Court, Exeter, announce the engagement of their daughter, Bettol, to George Ka-

Cincinnati, Ohio, have received Mr. and Mrs. Maxon, 15 Maplewood Street, New City, New York.

Bettol is a senior testa-

student majoring in medical steno-

Karas received his col-

degree in engineering from Pennsylvania State University, Wilkes-Barre Center. He is em-

employed as a lab technician for the Cincinnati Corporation, Science Divi-

sion, Ohiocio, U.S.A.
'BOOSTER' DOUBLE BILL WEDNESDAY

Matmen at CCNY; Cagers Play Here Tomorrow Evening

by Dick Myers, Sports Editor

Next Wednesday night the Lettermen are sponsoring a "Colonels' Booster Night" on the occasion of the Wilkes-Lycoming basketball and wrestling doubleheader.

According to Attorney Lewicki, chairman of the affliliate, Bob Morin will bring his entire band, all quilty attired; Millie Griffiths' crew of cheerleaders will be on hand; and a dance will follow the contests, lasting until 11:00 P.M.

ALL THREE SQUARES IN RECENT ACTIVITY

Since the intramural season opened last fall, the Colonels' Booster Club has been staging events to draw fans up to the remnants of the New Year's Eve parties - hats, noisemakers, etc., and urge all students, faculty members, and friends of the Colonels to "Let Your Hair Down" night.

The Colonels' Booster Club is sure to be returning for the final twin-bill of the season. Excitement will begin with the wrestlers meeting the Warrior matmen at 7:00 p.m.

Cagers Won By Two Points

Both teams will play tomorrow. The basketball squad will host the tough Elizabethtown Blue Jays, currently in top spot of the Northern Division of the Middle Atlantic Athletic Conference. The matmen will be facing off against Juniata, the last year's startling 27-13 win over a strong CCNY club.

The January slate is sure to test both squads at speed.

Two persons will be admitted on a single activity pass, so all things point to a big night of fun, frolic, and plenty of sports thrills.

Wilkes Led in Most Recent Action

Dick Myers will bequip the running. He scored a point 12 minutes before the end of the first half. Wilkes closed the gap to one point, 35-31, two minutes before the end of the first half. They won, however, 61-53.

Swimmers Submerged

The powerful, experienced Red Devils of Dickinson showed no mercy in submerging the green Colonels squad by a 18-8 score. Wilkes has not had varsity swimming for nine years and after additional training and more reasonable opposition, the team could well improve promising signs of future greatness.

Matmen Roll On

Making up for a close, 18-15 win last year, John Reese's sensational grapplers gave their fans easy breathing as they swept seven consecutive bonus points, including one at the one minute mark in the first period. The Colonels' 18-15 total puts them in the No. 44 for the conference games. Game time tomorrow is 8:00 P.M.

Bobby Morgan, leadoff man for the matmen, holds the lead point for the team with 23 points on four pins and a decision.

Bobby Morgan is the 'Tiger of the mats,' Wait Glogowski, who has been named the tournament's most valuable player, was the only Colonels' scorer with nine points. Morgan and Bob Sislian two. Bob Morgan is the most varied up score. He has picked up points in nearly every manner possible. He has one hit, one default (he pinned the man he faced in the tourney, four times), two decisions and a draw for a total of 18 points.

Dave Thomas and Mary Antionne each have scored 16, Joe Morgan back, Bob Sislian 12. Joe Morgan won in two decisions. Jim Ward, who holds several Wilkes records, in- cludes the powerful number of points scored in one season, has earned in three decisions and two pins for 19 points.

Keith Williams has the most varied score. He has picked up points in nearly every manner possible. He has one hit, one default (he pinned the man he faced in the tourney, four times), two decisions and a draw for a total of 18 points.

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For All Your School

And Personal Needs

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and EAT

at

Fowler, Dick

and Walker

THE BOSTON STORE

Dinl VA 3441

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Absence-minded Professor

Not so absence-minded when you get right down to it. He remembered the most important item - the Coke! Yes, people will forgive you almost anything if you hand them their favorite sparkling drink - ice-cold Coca-Cola. Do have another, professor!

Drink Coca-Cola

SIGN OF GOOD TASTE

Bottled under authority of The Coca-Cola Company by KEYSTONE COCA-COLA BOTTLING COMPANY INC. WILKES BARRE, PA.

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PARK SHOP

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BAUM'S

Chuck Robbins

SPORTING GOODS

28 North Main Street
MODEL GENERAL ASSEMBLY WILL BE HELD AT WILKES

The G.C.U.N. will hold a Model General Assembly at Wilkes on March 28, 29, and 30. The gathering will be composed of 450 students representing forty colleges and universities in the United States. Plans have been made according to the general theme, "Strengthening International Understanding through Education." During these three days the general sessions will be held at the gym and will follow the United Nations model as closely as possible. The committees which will be set up are Political, Economic, and Social, and the Special Political. Questions such as Hungary, and the Cyprus problem have been formulated for discussion.

Each college represents a specific country, and the participants form their own viewpoint on the problem being discussed. Russia is represented by St. Peter's College, New Jersey; the United States by Princeton; France by Boston University; and the United Kingdom by Allegheny College, and Indiana University of Pennsylvania.

Don Murray is head of the Wilkes representation of G.hana, which is the home country of Seth Anah, advisor to Wilkes delegates. Schools have formed their policies, in regard to the problems, in accordance with information obtained from various embassies of the individual countries.

Members of the Wilkes chapter of the CCUN have been working diligently to make the Assembly a success. At present they are seeking places where the guests may stay.

Co-chairmen of the Housing Committee are Al Lester and Ellie Lazarus. They urge students who may have vacant rooms in their homes to contact a member of the CCUN, in order to sign their name and address and place it on the CCUN mailbox located in the faculty mailbox.

Not only will such hospitality be appreciated by those of the UN, but it is an opportunity to be of service to the community. People are looking for homes to which they have been assigned. The general arrangements committee is headed by Roman Borek.

A few of the students participating in the Assembly are: Dave Van, Secretary; Dr. Paul Grinnger, Under-Secretary; Mary West, Head of the Secretariat; Philip Eyrich of Allegheny College, President; Lon Betner, Treasurer.

Toni Streuman, junior English major, accompanied her sister, Blanche, who was roommate in the Kingston Centennial Contest last summer, to New York City two weeks ago. While in New York she saw Eugene O'Neill's drama for the first time, Long Days Journey into Night; the Broadway musical, The Belle and the Bull; and also the New York City Ballet; the United Nations; and the Latin Quarter.

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Millie Clifton, Manager

FRIDAY, JANUARY 5

WILKES COLLEGE BEACON

BEACON TO CONDUCT CONTEST TO FIND 'BEST-DRESSED GIRL'

by Mary Louise Gunther

Some Wilkes co-eds will have the opportunity to be one of ten winners in the annual Best-Dressed Girl contest sponsored by Glamour, one of the nation's more popular fashion magazines. The Beacon is co-operating with the national publication for the second consecutive year.

The purpose of this contest is to find the ten best dressed co-eds on the nation's campuses. The rules in the Glamour contest emphasis, however, that expensive wardrobes should not be the criteria for selection. Glamour wants girls who dress not only neatly but impeccably, according to the styles on their campuses and yet within a college girl's budget.

According to the rules of the contest, a judging committee composed of Janice Lehot, chairman, Marion J. Klawon, Carol Hallas, Mary Louise Onifer, Dick Myers, and Jim Eidam will meet during the week to select ten nominees for the Wilkes representative in the contest. The names of those candidates will be announced in next week's Beacon and final voting will be held the following week in The Commons. Any suggestions for nominees should be given to the members of the judging committee.

Three pictures of the Wilkes winner will be sent to the national contest. These will be judged along with pictures of the winners from other participating colleges and universities. Last year's contest on campus ended in a three-way tie between Nancy Frey, Mary Homas, and Lynne Boyle. Lynne Boyle was elected winner in a re-election.

(continued from page 2)

The ROVING CHIMERA
tune to use his rational judgment to question the sales pitch because he doesn't even know when he is being sold. This makes the new process unacceptable, at least without strict regulation, to those of us who resent most adamant tactics of any type.

For those who find sublime advertising not objectionable, I suggest a continued watchfulness against "out of the blue" inclination to rush out and buy Spam, Cigars, or chlorophyll pills, because it has come out of the blue alright, but through the TV set.

TAXI DRIVING, at best, is a checked career. Some days, nothing seems to click—including the meter! Traffic crawls, motor stalls, horns bleat, bumphers meet. What a moment to reach for a Lucky—and discover (horror!) you're fresh out. That's when the most genial driver turns into a Crabby Candy. And why not? He's missing the best taste going—a cigarette that light as they come. Luckies are all light tobacco—good-tasting tobacco, toasted to taste even better. Try 'em yourself. And step on it!

DON'T JUST STAND THERE...

STICKLE! MAKE $25

Sticklers are simple riddles with two-word rhyming answers. Both words must have the same number of syllables. (No drawings, please!) We'll shell out $25 for all we use—aid for hunches that never see print. So send stacks of 'em with your name, address, college and class to Happy-Joe-Lucky, Box 67A, Mount Vernon, New York.

WHAT IS A TAXI DRIVER WHO RUNS OUT OF LUCKIES?

Lucky Strike

WHAT IS A GOOD-NATURED EARS?

WHAT IS A KID'S PLAYGROUND?

WHAT IS MASCARA?

Lucky Strike

Chipper Clipper Tobacco Coal.

WHAT IS A DOG GROOMING?

WHAT IS DEFLATED DIRIGIBLE?

WHAT IS AN ECONOMY?

WHAT IS A GOOD-NATURED EAR?

WHAT IS AN ECONOMY?

WHAT IS A DOG GROOMING?

WHAT IS A CO-ED WARDROBE?

WHAT IS A CO-ED WARDROBE?

WHAT IS A CO-ED WARDROBE?

WHAT IS A CO-ED WARDROBE?

WHAT IS A CO-ED WARDROBE?