**A Christmas Message From Dr. Farley**

In this year of uncertainty and challenge, may this Christmas season give us an opportunity to enlarge our vision, increase our faith, and renew our spirits.

Best wishes for a happy Christmas.

Eugene S. Farley

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**Who’s Who’ Honors Seniors**

by Susan Himelfarb

Twenty-eight seniors have been named to the 1969 edition of Who’s Who Among Students in American Universities and Colleges. Nomination to Who’s Who does not rest on academic record alone, although a cumulative average of 2.00 is necessary.

The personal data make a tentative list of campus leaders; this list is sent to department heads for additional comments and suggestions. The list is then sent to the Student Life Committee, which makes the final selections. Being chosen for Who’s Who is in recognition of the individual’s general talent and his service to the College.

The students elected to Who’s Who are:

**Ann Alumbaugh**

The daughter of Mr. and Mrs. C. A. Alumbaugh, 8606 Redwood Drive, Vienna, Virginia, Ann is in the dormitory at 36 West River. A fine education major, she has been an Inter-Dormitory Council for four years and its secretary for one year. A member of the field hockey team, women’s softball, and the Student Life Committee. In her junior year she was chairman of the Men’s Week-End and Hampton Exchange Week-End. She plans to go into teaching or retailing.

**Michael Babuschak**

A fine arts major, Mike is the son of Mr. and Mrs. Peter Babuschak, 93 North Cleveland Street, Wilkes-Barre. He has been on the football team and in the Lettermen’s Club for four years, on the basketball team, and was on the Art Fair Committee. He plans to go to graduate school, and will either teach or work.

**Ellen Belonksi**

Ellen, an English major, is editor of the Amnicola. She has also participated in the English Club. She is the daughter of Mr. and Mrs. Frank Belonksi, 142 Newport Street, Wilkes-Barre. She plans to teach high school English for a year, and then continue her studies.

**James Michael Calderone**

Jim is the son of Mr. and Mrs. Ralph Calderone, Sr., 22 Lighthouse Street, Long Island, New York. He plans to go to law school.

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**Summer Employment**

It has been announced by Myrna Leth that students who want summer jobs can get the latest information from the new 1969 edition of "Summer Employment Directory" just off the press.

Employers throughout the United States and Canada list their 60,000 summer job openings at resorts, summer camps, national parks, summer theaters, ranches and restaurants. Applications are invited now.

Recreational summer jobs are more plentiful than last year. General and cabin counselor in summer camps head the list, with specialty counselors in waterfront, arts and crafts, nature study and riding running a close second. There are also waiter, waitress, service jobs, and numerous others where tips are heavy: designer, technician, actor, musician at summer theaters; and special education student at camps.

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**Tutoring**

Volunteers are needed to help seventh through twelfth grade pupils at tutoring centers throughout the country. Ninety per cent of the pupils are from low income homes and have been referred for tutoring by guidance counselors, clergy or related community agencies. Tutoring centers, which are made possible by a grant from the Office of Economic Opportunity in Washington, D.C., are located in Hazelton, Pittston, Swoyersville, Dallas, Nanticoke, St. Stanislaus Institute in Tamaqua, Dunya, Plymouth, and Wilkes-Barre in the YM-YWCA.

Tutors are needed in all subjects and at all grade levels. Currently, volunteers are especially needed in mathematics and science in the Dallas, Pittston, and Swoyersville centers. Interested students should call the tutoring office located in their Counseling and Guidance Center.

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**Graduation**

Graduation plans may include teaching on the secondary level.

**Jean Marie Chapasko**

Jean is the daughter of Mr. and Mrs. Stephen C. Chapasko, 107 Barnes Street, Ashley. She has been active in the Biological Society, Theta Delta Chi, Student Government, cheerleaders, and Women’s Student Association. She has also been on the class Executive Council, was also Homecoming Queen and Snowflake Queen in 1968, and has been chairman of the Cinderella Ball, Folk Festival, the Student Government Brochure, the school calendar, and has been on the Dean’s List. A biology major, she will continue her education at Woman’s Medical College in Philadelphia.

Michael R. Clark

The son of Dr. and Mrs. Lawrence F. Clark, 263 James Street, Scranton, Mike is a psychology major. He was president of his class for three years, class representative to the Academic Integrity Committee, and chairman of Freshman Orientation, hangout and Big Brother/Sister Week-End. He has also participated in the Biological Society and wrestling squad. He plans to go to medical school after graduation.

Bruce Comstock

Bruce, a math major, is vice president of his dorm, Zebulon Butler House. He is the son of Mr. and Mrs. Robert Comstock, 206 Delaware Avenue, West Pittston. His activities include class Executive Council, intramural basketball and softball for four years, Lettermen’s Club, in which he has been secretary for two years. He was on the football team for four years, was co-captain of the team in his senior year. He plans to do computer work for a computer corporation, and to eventually become a systems analyst.

William F. Downey

A business administration major, Bill is the son of Mr. and Mrs. Maurice M. Downey, 42 Rugby Road, Binghamton, New York. He has been president and vice-president of the Inter-Dormitory Council, and has been active in the Executive Cabinet of Student Government, class Executive Council, Student Life Committee, and Hampton Exchange Program. He is proctor of his dorm, 262 South River. He plans to go to law school.
A Campus Christmas

Lost and Found

by Ben Lodeski

BOOKSTORE LOST AND FOUND — Once again, it is that “time” of the year. Spirits are bright, parties are plentiful and all sorts of shoppers are searching for “that perfect gift” to give to someone they love.

With all of the hustle and bustle of Christmas in our midst, few people remember to buy a present for themselves. How many of us include ourselves on our shopping list? Actually, who has a better right to receive a gift? Has anyone been more thoughtful toward each of us all year than ourselves?

This year, add a new name to your Christmas list — your own. The present does not necessarily have to be eccentric. As a matter of fact, Miss Millie Gittles from the College Bookstore has the perfect gift for some of you. For the past four months, she has been collecting various articles which may have belonged to you at one time or another.

Millie’s assorted gifts include everything from class rings to notebooks. What boy could resist getting back that bag of smelly gym clothes that he mislaid over two months ago? A more appropriate present could hardly be found elsewhere. What about that over-sensational, high school class ring that you lost a few weeks ago? Wouldn’t you love to retrieve it, if just for nostalgia’s sake? Merely walk into the Bookstore and Millie will hand it to you with a smile and a “Merry Christmas.”

Altogether, Millie has three high school rings, just waiting to be claimed. Also, among her 1968 collection of possible gifts are two old chain bracelets, one friendship ring, twelve different books, thirty-two keys, and a partridge in a pear tree. In order to claim these, though, you would have to be from Woodbridge, Binghamton, Lake Lohan or the initials C.L.S. However, no have four, Millie has a host of other articles in her possession which may interest you.

There are several pairs of gloves and a few scarves for those of you whose hands and necks have been freezing for the last month or so. If your name is Jimmy, you may be interested in a gold identification bracelet. There is one bright blue umbrella for someone who has been dodging the raindrops during the annual November monsoon, and one of your coats might be overdyed to have your elegant “Caravelli” wrists returned.

For the intelligentsia of the College, there are several textbooks and notebooks on hand. Millie has a Project Text for Public Speaking, a set of Mona Lisa history notes and a gold communion goblet. It would be nice if the sophomore who lost his English 151 notebook found it before next month’s final.

Speaking of final examinations, it is a real down to think of how those people who have misplaced their eyeglasses are going to study for exams. Finally, two of the more unique items are a brand new white tab coat and a set of 33½ p.m. German records.

There are only a few of the vast array of choice gifts available at “Millie’s South Franklin Street Conspiracy.” So if you are presently in a dilemma for a solution that might help you feel joyful, drop by the College’s private lost and found gift shop and pick up one of these delightful items. After all, Christmas comes but once a year.

THE BEACON

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THE BEACON

Letters to the editor

Lettermen Formal Praised

Dear Editor:

We would like to extend our sincerest congratulations to Angelo Lovero and the other participating members of the Lettermen who did an outstanding job executing the marvelous Christmas formal last Friday night. It was evident that the dance took a great deal of planning, organization and determination. It was a fine example for other organizations for future occasions of how to make a normally unpopular event a smashing success with twice the expected turnout.

The dance got off to a smashing start with the reasonable cost. Who could pass up a deal for $3.50 when admission is included, and the cost for flowers is eliminated? No matter what kind of financial predicament a group may be in, they can hardly do better by his date for a full evening.

The highlight of the evening was the group of 26 performers from the Society for the Preservation of Barbershop Quartet Singing in America. Their songs were harmonious, and apropos for the occasion. The gentlemen were warm-hearted and very good natured. They were as happy to be there as we were to have them. The audience's appreciation for such fine entertainment was obvious by its great round of applause, causing the performers to sing an encore.

The tradition of the Lettermen's formal was, as usual, a delight to all. It is always a treat to see the body present into the mood for Christmas carrying with his will a touch of the very co-operative and productive in their singing. Perhaps the finest part was when the men were singing "Hark, the Herald Angels Sing" and got stuck on the high notes.

Lombardi Challenges Roke

Dear Editor:

I write this letter for two purposes: 1) to correct a mistake in the Biology Club's letter to the editor of last week (December 13), and 2) to let my position be known on the proposed SOG policy concerning parties being held by clubs, etc., at the same time the SOG Homecoming Dance was held.

First of all, the policy referred to in last week's Beacon by Mr. Roke was not a statement submitted by the Calendar Committee, but rather that of a representative acting outside the auspices of the Calendar Committee. Secondly, my opinion, and that of many other SOG members, is that although we have the delegated constitutional authority to regulate such occasions, we should not strictly so do.

I feel that such regulation would be in opposition to SOG's plan to promote student interest and involvement. Instead, SOG, with the aid of the entire student body, should be able to allow on that group to participate in such type of social activities it wants.
The Return of the Student

by Mary Ann Demko

This week marks the return to Campus of 88 seniors, who for the past year have been teaching at various schools through the WMU-Valleymont program. We hope they will send their emissary of the class, Robert D. King, to us.

Of course, I mean Stata, alias Alice Kringle, alias "Santa"

This sends you into an emu that is upon us once again. Yes, the millionaires and conservationists have again, as usual, agreed to promote us that they will send their emissary of the class, Robert D. King, to us.

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Many-Sided 'Rock' Continues to Grow

by Dadday Brown

Unlike other recent years, the rock music scene of 1968 is difficult to analyze in total because no clear-cut pattern or major influence has been accumulated in any one direction. The weekly magazines, with their lead stories, have predicted a new and louder, harder, greener music. These two camps certainly haven't been alone.

Somehow to the side of these trends stands a third, and continuing, influence, soul music. With the Beatles and Rolling Stones mostly out of the picture, it would be in order to look at the new developments in music. The editors have, therefore, decided to cover the topic of this year's hot bands. This year's bands have developed a new emphasis. They have moved away from the traditional soul music and toward a more rock and roll type of music. This new emphasis has brought about a change in the music itself. The bands have begun to experiment with different styles and sounds, and the result is a new type of soul music that is both more popular and more innovative than ever before. The editors have decided to cover the topic of this year's hot bands. This year's bands have developed a new emphasis. They have moved away from the traditional soul music and toward a more rock and roll type of music. This new emphasis has brought about a change in the music itself. The bands have begun to experiment with different styles and sounds, and the result is a new type of soul music that is both more popular and more innovative than ever before.

The movement toward quiet music was spearheaded by the phenomenal popularity of Simon and Garfunkel, this year's top sellers, and of those universal-appeal acts who appeal to adults and non-rock kids without losing their youthful following. The literary men's continued interest in music is the one LP which has been hailed as a rock classic: "The Wretched LP's". As usual, when a rock act achieves such popular acclaim, the anti-revolt has set in among critics of rock, among whom it is now fashionable to criticize Garfunkel and the Beatles, whose music withstands strident and petty attacks.

A second impressive example of this "gentler" music, one which some rockers find the most appealing, are the Rolling Stones. "Mamas and Papas" last album, Anyone who ever liked this band, beloved foursome should have picked it up, their best record. The hard rockers may howl that most of the songs are "ooh-la-la-las", but the band has made it clear that, as long as they can manage to sell more albums, the magical "Hurdy-Gurdy\" minstrel, Drury. His "In Concert" album, one of the highlights of the year, contains over a dozen songs typical of his act. The producer has been AsAlmost as appealing is the "Hurdy-Gurdy\" man, showing a George Harrison Indian-influence.

The usual gloss on every kind of rock is probably closely related to the heralded, much-exaggerated trend toward country music, which has been one LP which has been hailed as a rock classic: "The Wretched LP's" as usual, when a rock act achieves such popular acclaim, the anti-revolt has set in among critics of rock, among whom it is now fashionable to criticize Garfunkel and the Beatles, whose music withstands strident and petty attacks.

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Andy Matviak, John Marfia Serve As Leaders For Colonel Wrestlers

The Colonels grapplers are currently engaging in the school’s most competitive dual-match schedule in Wilkes history. Contacts with the likes of Springfield, Lock Haven, East Stroudsburg, New York Maritime, Hofstra and Central Baptist promise to test the Colonels’ endurance and strength throughout the season.

Leading the Colonels’ thrust this year, as in the past two campaigns, will be seasoned veterans Andy Matviak and John Marfia. Matviak captured third in both the 110 and 123-pound classes with Marfia falling in the 130-pound division last year. The two former Easton Area High School grapplers are entering their third year of varsity competition and sport a combined log of 42 wins and only seven losses. Adding to theColonels’ edge is the fact that both are currently holders of the second-place honors in Middle Atlantic Conference competition, both placed third in the 1987 Wilkes Open, and both finished eight at the NYC Wrestling Division finals last year. Coach John Reese offered the following comments regarding these two talents, “These two guys never give up…they never know when to stop and I have never heard them say no. They have developed into fine wrestlers and both will be valuable assets to our team this season.”

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LUCINO

NOTICE

 Intramural basketball team rosters must be submitted to the Athletic Director’s office, second floor, Wecker Hall no later than December 9. The league will begin play after the holiday vacation.

Andy Matviak

Cagers Enter Holiday Tourney At East Stroud

by Rick Bigelow

The cages of the Elizabethtown College Grizzlies entered their second consecutive holiday tournament this year when they traveled to the Philadelphia area for the Poccon Classic Basketball Tourney on December 20, 27, and 28.

Also participating in this year’s classic will be the Elizabethtown Grizzlies, University of Maine, Muhlenberg, Kutztown State, Middlebury (Vermont) College, King’s College, and host East Stroud.

First-round paintings find the Colonels pitting against the Grizzlies with King’s and Kutztown State, Maine. The Grizzlies out-clashed with 121-99. The Colonels shot 48% of their field goals with 23 points. Mike Means, 6’ 10”, led the Grizzlies in scoring with 21 points. However, the Colonels dominated East Stroud, 136-20, in the second game.

The Colonels shot 64% of their field goals with 33 points. Craig de Jonge led the Grizzlies in scoring with 21 points. However, the Colonels dominated East Stroud, 136-20, in the second game.

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Colonels Record Three Wins; Prepare For Wilkes Open

The six-man official team that served in the Los Angeles Rams-Chicago Bears game two weeks ago made a mistake. They slipped down from the Rams during the final minutes of their crucial 17-16 loss to the upstart Bears. What action did the commissioner of football take? Why, he punished the officials because it was their responsibility to keep proper track of the down. How? He publicly ridiculed them and disciplined them by publicly announcing their suspension. Rozelle later announced that none of the six would be assigned to any more games this season.

I feel such action was too harsh and far too strong for what had occurred on the playing field. Also, Rozelle ruined his "perfect image" and possibly jeopardized other parts of the sports. None of the officials were a group of the most dedicated men associated with sports and have gotten less than any other group connected with it. Why didn't Rozelle stand behind his men?

He could have admitted a mistake had been made. After all, these six men are human beings—to err is human, to forgive is divine and, added Rozelle, chose not to forgive these men. He could have talked to the officials in private and really taken a look at them. Contidentally, if necessary. Why did he choose to publicize them, to mark them forever in the eyes of the public as the men "who deprived the Rams of a chance to tie the Colts in 1968."

This wasn't the first time this season a group of officials had cheated a team out of a down or five yards—all done unintentionally. Where was Rozelle when this happened? About a few years ago when the officials MISTAKENLY ADJUDGED A FIRST down. GOOD when subsequent films showed it did not split the uprights in that situation. Only four other teams have fit Rozelle better.

As commissioner, Rozelle is supposed to represent 26 football teams. After this latest fiasco, I really have my doubts if he is actually performing his rightful duties.

How did Rozelle act when the Rams hired George Allen, their present coach, away from the Chicago Bears? He did nothing—George Halas took the matter to the courts. Rozelle has done M. Rozelle fine the Rams for interfering with Hallay's property? Why? Could it be that since M. Rozelle was once employed by the Los Angeles Rams, he felt some loyalty to the organization?

Mr. Rozelle is also an ex-employee of the Dallas Cowboys organization. Mr. Rozelle also permitted the Cowboys to hire George Allen away from the Cowboys after a court ruled he was the property of the Houston Oilers. In fact, Neely's signature on a legal contract was offered in evidence to the NFL officials.

Personally, I am making no allegations whatsoever. I am not making myself liable for a law suit, but the fact of the matter still remains.

The irony of the whole situation was Saturday when the Baltimore Colts defeated the Rams in their head-to-head encounter, 28-24. How can Mr. Rozelle change that to favor the Rams?

If the Middle Atlantic Conference follows the example of the East and forms Wilkes College athletic teams in 1969. During ECAC's recent convention, the minimum male undergraduate enrollment for freshman competitive teams was increased from 300 to 380. One meet in June, 1969 and if the officials adopt similar legislation, all systems will go for go in 19 for the preceding Colonels.

Of course, if the officials choose to disregard an ECAC action, they will only be sealing their own graves. The MAC is an extremely large conference where the officials are less likely to make the divisions that much weaker. Only time will tell.

Wilkes College joined mighty Penn State in dominating the 1968 Associated Press All-State Football Team adding laurel to the already brilliant accomplishments of this year's mighty gridiron.

Catching the nod on the first team are: Split end Joe Skvarka, tackle Bruce Constock, and safety Joe Wiendl. Landing second team berths are: guard Angelo Lovenzo, defensive end Joe Roberto, center Jack Sadowski, left tackle John Fritts, and left guard Ron Marfia, from the Colonels.

The scheduled game between Susquehanna University and the Colonels on Friday evening has been rescheduled for Tuesday, February 11.

Dick Cook Adjusts To New Position

by Stan Pearlman

Another great year of collegiate football has come to a close, and now it is time to turn the sights on the next year's prospects. The record and results of this season should be looked at in order to project the teams and players for 1969.

ROSE BOWL: Ohio State vs. Southern California

This is a battle of two teams with satellite branches that should prove to be more than enough in this battle for the title. Ohio State coach Woody Hayes can count on Rufus Mayo and Dave Cottle to lead a strong Buckeye to victory, while USC coach John Raimey has to make a slight adjustment to the Trojan defense to fit the Ohio State offense. The balance should prove to be more than enough in this battle for the title. Ohio State coach Woody Hayes can count on Rufus Mayo and Dave Cottle to lead a strong Buckeye to victory, while USC coach John Raimey has to make a slight adjustment to the Trojan defense to fit the Ohio State offense.

Predicted score: Ohio State 24, Southern California 17

ORANGE BOWL: Kansas vs. Penn State

All-Americans Ted Kwiatkow and Dennis O'Keefe should lead the Lion defense, which is very powerful. The Lion offense, on the other hand, is not as strong as the Orange Bowl's. Kansas coach Glen Mason is not only the superior coach in this game, but he also has the advantage of playing in a high-scoring Jayhawk machine. Bob Dole, governor of Kansas and former Collegian Columnist, is said to be a great coach. His knowledge of the game, backed by an excellent passer and scrambler—if the Lion defensive line can keep Mason's offense out of their pockets, he might give it a long shot at making another Orange Bowl. The Lion defense remains the important in this one, but I cannot see it any other way.

Predicted score: Penn State 20, Kansas 10

SUGAR BOWL: Georgia vs. Kansas

This game will match the highly potent offensive attack of the Kansas Jayhawks against the defense of the Georgia Bulldogs. The Georgia defense, led by Bill Stanfill, Georgia yielded only 9.8 points per game to its opponents, but the back's should be able to cross the goal line often.

Predicted score: Georgia 28, Arkansas 7

COTTON BOWL: Tennessee vs. Texas

This game should be the "game of the year," and the outcome definitely be close. Defense might be the determining factor as both teams are capable of winning. Tennessee, the pride of the SEC, has many weapons. Texas, on the other hand, has its opponents to six per game.

Predicted score: Texas 21, Tennessee 14

GATOR BOWL: Missouri vs. Alabama

Both of these teams have absorbed defeat at the hands of the superb team, Missouri fell to Oklahoma, 28-14, and Kansas, 21-19. Alabama lost to Tennessee, 39-13, and Mississippi, 10-9. Again, the defense should determine the outcome.

Predicted score: Alabama 17, Missouri 16

Basketball

(Continued from page 4)

During the first 60-64 lead by the 11-minute mark in the initial half of action, the Associated Press poll of over 300 voters elected Dick's Carolina Conference championship in the 100-pound category and was later honored as the conference's outstanding junior. Dick and his wife, the former Patricia Stickler, are now residing in Austin. Dick is continuing her education while Dick entertains plans of obtaining a teaching position. Dick's long-range goals call for a career as a collegiate wrestling coach.
Many-Sided ‘Rock’

(Continued from page 3)

Finally, I would like to comment on two of 1968’s best albums that (again) not enough people at Wilkes know about. Like the Band’s “Big Pink,” the first album by Blood, Sweat and Tears is regarded as one of the year’s peaks. I have yet to hear or read anything against it. A little soul, a thrillig big-band brass sound, some lovely melodies, and tasteful jazz-flavored solos are all highly recommended works.

The ex-leader of B.S.&T., organizer Al Kooper, participates in the other LP, “Super Session,” with ace rock guitarist Mike Bloomfield and Steve Skiles. This landmark get-together can serve multiple purposes, again sometimes veering toward soul, occasionally to country-Dylan, and frequently to lower-class “after-hours” jazz improvisation. Both albums display an unusual amount of variety.

Soul Music

Our third major category, soul music, was supposed to be the hip thing in 1968, but it had a pretty rough year. Many buyers preferred white blues as punched out by Cream or Joplin, the soul-psychadelic dynamite of Hendrix and the exciting Chambers Brothers, or even the simpler (sometimes scorned), but really pleasing innovations brought by the Rascals. Until November, in fact, there were few soul records on the charts at all. The last six weeks have seen a sudden rash of soul hits.

Aretha Franklin, of course, continued to turn out million sellers (seven to date), but many people feel her style is starting to stagnate and needs expansion. Otherwise, there were only a few scattered hits by the late Otis Redding, Percy Sledge, Arthur Conley, Sam and Dave, Archie Bell, and the usual James Brown, in the soul department. Another favorite, Dionne Warwick, has moved toward a more sophisticated, rhythm-and-blues image.

Motown

I did not expect to say anything about my old friend Motown in this article because so many of its records were on top charts, but the last few weeks have suddenly changed all that. Most everyone in the music business thought the sun had set on Motown this year. The company was plagued on all sides by a series of flop records by its major stars (only one big hit: “I Wish It Would Rain”), by lawsuits and dissension among writers and singers, and by attacks in the narrow-minded underground press.

Just when it appeared down for the count, Motown suddenly delivered five knockout punches which soared to the top of the charts and started a new image for the Company. Moving away from its stereotyped arrangements and lyrics, it released what has been called the first progressive soul single (Temptations, “Cloud Nine”). Other sparkling innovations brought gold records to the latest Supremes, Marvin Gaye, and Stevie Wonder records, as well as the overwhelming Supremes-Temptations dux.

Moreover, the great “TCB” television special carried the message to millions who had not seen the Supremes or Temptations in person. Starting 1969 on a new and exceptionally high platform, Motown needs only to retaliate the sagging sales of Four Tops, Smokey Robinson and Martha and the Vandellas in order to take care of business for a few more years.

Predictions

So that is 1968, by any standard a surprising and rewarding music year. Now, what about 1969? I’ll close with a few predictions and wishes for the new year.

I think the return to basic rock roots (exemplified in the new Beatles and Stones) will continue, but I hope the trend to country music runs out of steam. As usual, Bob Dylan is about ready to surprise us again with his next big trend, and Janis Joplin will continue as a super-belting-with-her-nose star. The Doors will seem to be losing some of their audience and will decline unless they come up with something new. Furthermore, there is a growing movement toward more white blues by the likes of Steppenwolf and Canned Heat.

Surely, the least of my least favorite trend of 1968—the purely teeny-bopper stuff, now known as “Bubble Gum” music. Having successfully killed off the Monkees, we suddenly found ourselves surrounded by the likes of “Simon Says,” “Yummy, Yummy, Yummy,” “Chewy, Chewy,” and the Archies—products which represent the most serious threat to rock as a respectable art.