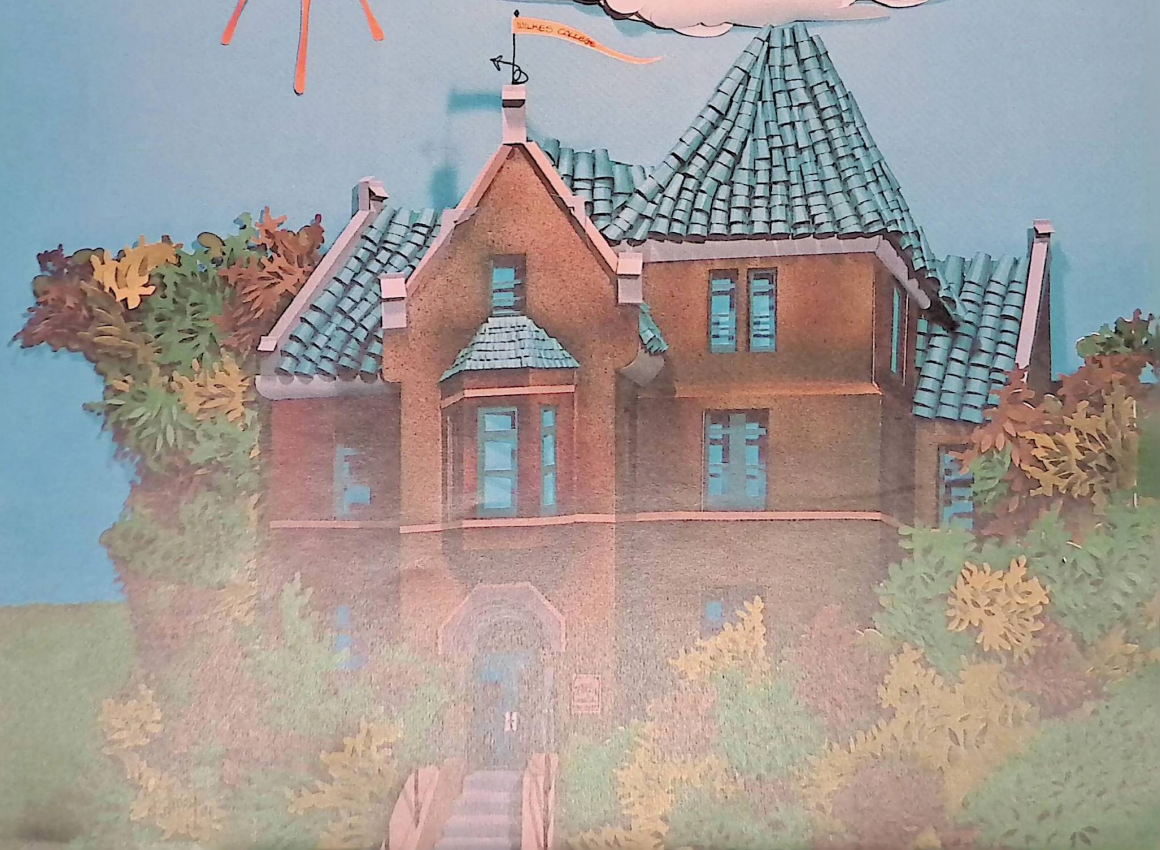


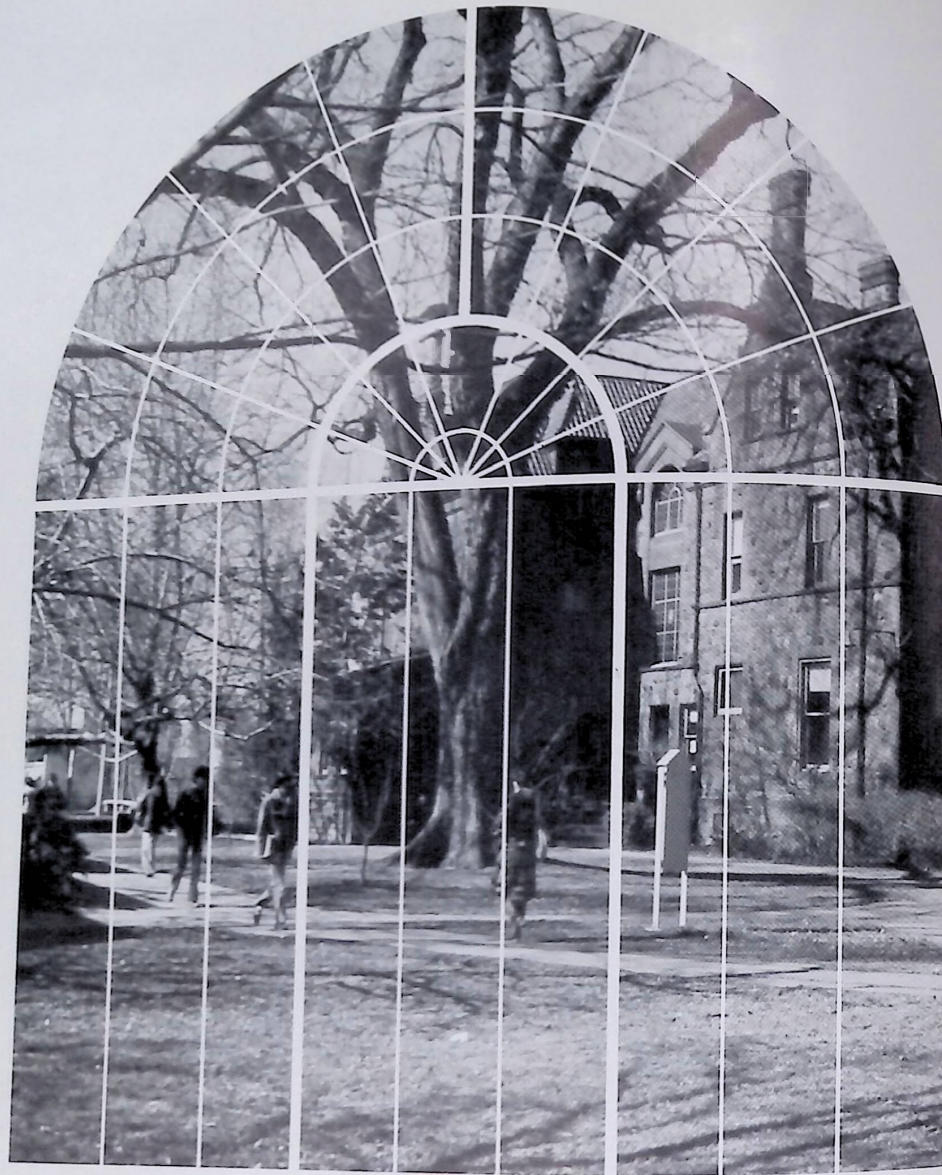
WINTER 1981

# WILKES COLLEGE QUARTERLY

WILKES COLLEGE ARCHIVES  
Eugene Shodden Farley Library







*An Educated Man  
seeks truth, for  
without truth there  
can be no  
understanding.*

## WINTER 1981

Volume 4, Number 3

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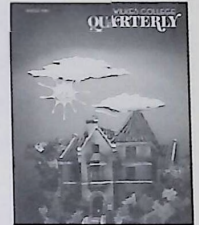
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The WILKES COLLEGE  
QUARTERLY is  
published quarterly by  
the Wilkes College  
Public Relations Office  
and the Alumni  
Relations Office.

# WILKES COLLEGE QUARTERLY

**ON THE COVER** — Artist Ralph Frost, in this stunning portrayal of Kirby Hall, captures all of the tradition and eloquent styling of one of the most historic buildings on the Wilkes campus. With the help of funds from the Alpha Campaign, Kirby Hall has, over the past year, undergone extensive internal and external refurbishment, turning it into a campus showplace.

This issue of *The Quarterly* revolves around this legendary structure. What goes on academically within the confines of Kirby Hall today is looked at, as well as the intriguing development and history which is captured within its walls.



## WILKES COLLEGE ARCHIVES Eugene Shelden Farley Library

**If Only the Walls Could Talk** by: William V. Lewis, Jr.  
On the corner of South and South River Streets stands the impressive structure of Kirby Hall. Bill Lewis, a 1980 Wilkes graduate, gives us a special tour of the building's heritage.

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When was the last time you really read between-the-lines of a magazine advertisement? According to one member of the Wilkes faculty, there is more to an ad than meets the eye.

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A special lecture series honoring a special person has been established at Wilkes. Details and photographs inside.

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Research shows that we are now experiencing a shortage of qualified teachers . . . especially at the elementary school level. One Wilkes faculty member looks at the reasons why.

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## Expression and Articulation . . . The Lost Arts

by: Jane Manganella

As time goes on, educators and employers are becoming increasingly concerned over the inability of today's students to express their thoughts and articulate their ideas. The Wilkes Department of Language and Literature recognizes the problem and has implemented corrective programs.

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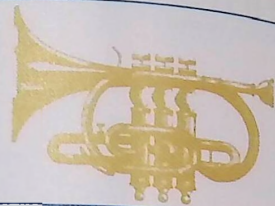
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# collegechronicle



## MOFFATT HEADS ALUMNI DRIVE

Gerald A. Moffatt, a graduate of the Wilkes Class of 1963, has been named chairman of the alumni drive for the 1981 Wilkes College Campaign.

Under the general chairmanship of attorney Eugene Roth, Campaign '81 at Wilkes is designed to assist the College in its commitment to quality education and scholarship assistance for deserving students.

In accepting the chairmanship of the alumni drive, Moffatt said, "As Wilkes strives to maintain its high academic standing as a small, liberal arts institution, it becomes increasingly important to receive continued support from its alumni. With this in mind, I look forward to working with fellow Wilkes



graduates in making Campaign '81 a success."

A partner in the international accounting firm of Arthur Andersen & Co., Moffatt is audit division head for one-third of the New York office practice. He also coordinates the audit practice for the public utility industries in New York, New Jersey, Pennsylvania, Delaware, Maryland, Washington, D.C., Virginia, Puerto Rico and the Virgin Islands.

Moffatt is a member of the Wilkes College Board of Trustees serving on both the Executive and Finance Committees. He is a member of the American Institute and New York State Society of CPA's and Vice-Chairman of the Board of Managers for the West Side YMCA in New York City.

## Your Contribution Could be Doubled... \$\$\$

"Many companies — more than 800 in fact — would like to give money to Wilkes... if only Alumni would let them!"

According to James Aikman, Director of Development at Wilkes, these 800-plus companies participate in a matching gifts program. The companies agree to match gifts of alumni given to their alma maters on a one-to-one basis. This means that the alumnus who gives \$100 to Wilkes can actually double the value of the gift when the company sends its \$100 gift, resulting in a total gift of \$200 for the College.

The procedure is usually very simple — here's how it works: First, plan to participate in Campaign '81 and determine your gift to the College. Report this

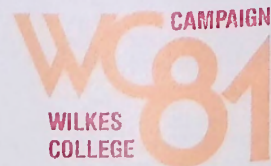
gift to the telethon volunteer who calls you, or return the pledge card you receive in the mail. Then, tell the appropriate person in your firm (usually in the personnel or community relations office) that you would like to have your gift matched. That person will then make arrangements to send your gift to the College along with, or followed by, a second gift courtesy of your firm's matching gifts program.

Last year, 103 companies contributed \$10,415 to Wilkes through matching gift efforts. Aikman feels, however, that even more gifts could be generated if more alumni would take the few minutes needed to learn if their employers participate in the program. "The College loses valuable support in those cases where matching gifts are not received simply because Alumni are not aware of the program," he stated. Some companies like Alcoa, Eaton, IBM, and Xerox will

match gifts on a basis greater than one-to-one, resulting in a tripling or quadrupling of an alumni gift.

Telethon volunteers who will call to solicit telephone pledges will be trained to ask for your employer's name and check for its listing as a matching gift company. Alumni who mail in their pledge cards should add a brief note to the card stating something like "I work with XYZ Company — is it on your matching gifts list?" Development office personnel can then check the company and advise the alumnus of its status.

Matching gifts — a fringe benefit from your company to your College — let's all use it! ○



## NURSING PROGRAM TAKES ON ADDED DIMENSION

On the morning of Tuesday, December 9, 1980, Wilkes College President Robert S. Capin made the official announcement to members of the media and the community:

"Wilkes College is pleased to announce that nursing students from Hazleton (PA) and surrounding communities will be able to obtain a baccalaureate degree in nursing from Wilkes College through course work done primarily in Hazleton." On the morning following the press conference the Hazleton Standard Speaker newspaper projected the importance of the announcement with a front page headline proclaiming "Wilkes Nursing Program Starts Here in the Fall."

The Wilkes Nursing Program: Hazleton, Pa., as it is called, came to fruition following months of planning and negotiation with the Pennsylvania Department of Welfare (PDW), Hazleton State General Hospital (HSGH) and Wilkes. Last year the PDW withdrew its financial support for Nursing Diploma Programs which have been offered at HSGH since 1894. "The withdrawal of funds by the State could have left a very serious void in the education of nursing students from this area," said Mrs. Nancy Super, Administrator of HSGH. "The program will not only bridge the obvious gap, but it will provide students with a quality program that will assure the best in patient care."

Helen O'Bannon, Secretary of Public Welfare for Pennsylvania, said, "The program will respond to both the changing requirements of the nursing profession, as well as to the needs of those in the Hazleton area who are seeking nursing careers. This is particularly important since nursing shortages are of concern to us all."

In explaining the program, Ruth McHenry, chairman of the department of nursing at Wilkes, said, "During the first year, students

(continued on page 6)

At a December press conference, Wilkes President Robert S. Capin (standing) makes official announcement regarding Wilkes Nursing Program: Hazleton, PA. Other officials participating in the announcement include (seated, L to R) Mrs. Nancy Super, Administrator of HSGH; Dr. Gerald Haridagen, Dean of Academic Affairs at Wilkes; Mr. Henry Friedman, Supervisor of State General Hospitals, Northeastern District, DPW; Mrs. Ruth McHenry, Chairman of the Wilkes Department of Nursing; and Mr. Daniel Myers, Chairman of the HSGH Board of Trustees.

## A Silent Look Back...



by Dr. Charles Reif

Although Doctor Grace Kimball was probably known to few people presently on campus, it is altogether fitting and proper that the Wilkes College Family pause a moment to note her passing at noon on January the fourth. As the Professor of Microbiology in the Department of Biology from 1963 until 1975, Grace Kimball imparted the basics of bacteriology to many students. Professor Kimball was a special friend to a small number of people who followed her into the field of microbiology.

Grace Kimball was one of the most well read members of the faculty of Wilkes College. In her library was an extensive section of books on the history of architecture and the history of

science. She was a lifetime member of the History of Science Society, as well as other scientific organizations. An accomplished pianist, Grace Kimball bought a new grand piano after her retirement from the classroom but had little time to enjoy playing it before a terminal illness overtook her. Through her generosity, the piano and a fine collection of sheet music, as well as most of the books on architecture and science have been given to Wilkes College.

Grace Kimball was an interested birdwatcher and frequently noted unusual species of avian visitors in her yard at Shavertown. Because of her small stature and her field of microbiology, within the Department of Biology Grace was affectionately known as "our micro biologist." Grace enjoyed that in-joke and in many ways revealed a delicate sense of humor with those who came to know her. Grace Kimball's years of service, as unheralded as they may have been, were part of the larger ongoing and excellent entity which has been Wilkes College. We should all be aware of the contributions made by Grace and many others through the years. Requiescat in peace, Grace Kimball. ○

Dr. Charles B. Reif is Professor of Biology at Wilkes and joined the College Faculty in 1942. The photo of Grace Kimball used in this article was taken from the 1966 Wilkes College Yearbook.



## WILKES GRAD RECEIVES PRESIDENTIAL RANK AWARD

Mr. Joseph P. Popple, Assistant Director of Budget, Office of the Comptroller of the Air Force, Headquarters United States Air Force, Washington, D.C., recently received the Presidential Rank Award of Meritorious Executive. Popple is a 1956 graduate of Wilkes College where he majored in accounting.

Secretary of the Air Force, Hans Mark, officiated at the Pentagon ceremony presenting Popple a stipend of \$10,000 and a certificate honoring him as a Meritorious Executive.

Popple is responsible for providing the central management direction, career continuity, and financial management expertise required to assure that the development, justification and execution of the Air Force Budget is accomplished in a manner responsive to the mission requirements of the Air Force and the policy guidelines of the President, Office of Management and Budget (OMB), and the Secretary of Defense. The position of Assistant Director also carries with it special responsibilities for the civilian career interests of Comptroller employees Air Force-wide and for the financial management of classified programs which are national and defense-wide in scope.



Mr. Joseph P. Popple, Assistant Director of Budget, Office of the Comptroller of the Air Force, Washington, D.C., and a 1956 graduate of Wilkes, recently received the Presidential Rank Award of Meritorious Executive at a Pentagon ceremony. Pictured with Popple are his daughter Kimberly (left) and his wife Judy who graduated from Wilkes in 1957.

The rank of Meritorious Executive in the Senior Executive Service was conferred on Popple for his sustained superior accomplishment in management of programs of the United States Government and for noteworthy achievement of quality and efficiency in public service.

The Meritorious Executive Award recognizes prolonged high quality accomplishments by a member of the Senior Executive Service (SES). There were only 206 executives throughout the Federal Government who were so recognized.

Popple resides in Oakton, Virginia, and is married to the

former Judy Gommer of Forty Fort, (Pa.). The Popples have two daughters; Holly, a sophomore at Texas Christian University, and Kimberly, a junior at Oakton High School. Popple graduated from West Pittston High School in 1952, Wilkes College in 1956, and George Washington University in 1965 with a Master's in Public Administration.

Headquarters Air Force also announced Popple's appointment as Deputy Comptroller of the Air Force. He assumed his new duties in January and is the Senior Civilian Career Official for Financial Management in the Department of the Air Force.

will be bused from Hazleton twice each week by the College to spend time on the Wilkes-Barre campus for science courses, physical education courses and access to the Farley Library. Courses in English, psychology and sociology will be offered in Hazleton by members of the Wilkes faculty. Nursing courses in the second, third and fourth years will be taught by the Wilkes nursing staff in the Nursing Education Building on the HSGH premises. All clinical practice will utilize hospitals and agencies in Hazleton including HSGH, St. Joseph's Hospital, Home Health Services, mental health centers, nursing homes and clinics.

### CAREER PLANNING CENTER STARTS JLD PROGRAM

The Wilkes Career Planning Center, under the guidance of Gene Domzalski, continues to initiate innovative programs which are aimed at helping students secure jobs in various organizations. The newest program offered to students

is the *Job Location and Development Program* referred to as JLD.

"The purpose of JLD is to identify and develop for our students jobs which are available in the community," says Ms. Karen Alberola, coordinator of the program. "Based on job-matching, this process seeks out students best qualified and capable of filling the employer's needs. Ultimately, the student receives experience and income, while the employer gains a valuable employee without having to spend a large amount of time and money in the search process."

## GIORDANO NAMED TO FINANCIAL AID POST

Wilkes College President Robert S. Capin announced the appointment of Ms. Linda Giordano to the position of Director of Financial Aid at Wilkes effective January 1. Giordano replaces Mr. Richard Raspen who has assumed duties as Director of Alumni Relations at the College.

Giordano has been at Wilkes since 1968, serving as a faculty member in both the Department of Education and the Department of Commerce and Finance. She earned her baccalaureate degree in Business Education and the M.B.A. in Management and Industrial Relations at Wilkes. She is currently pursuing a doctorate at Temple University in Philadelphia.

Prior to her appointment, Giordano worked with Dr. Eugene Hammer, chairman of the Department of Education, in program development in business education. She was instrumental in bringing noted authors and speakers in that field to the Wilkes campus while arranging to have approximately 400 students from local high schools visit Wilkes during the annual Spring Regional



Leadership Conference of Future Business Leaders of America.

As Director of Financial Aid, her duties will include: coordination of all student financial aid programs; responsibility for all College, Federal and State funds which are available to students; meeting with students and parents to explain programs; and visitation to local high schools to introduce students and faculty to financial aid in higher education.



Staff Sergeant Dennis M. Evangelista, (left), a member of the Wilkes College ROTC detachment, was honored recently when he received The Air Force Commendation Medal. Evangelista was presented the medal in recognition of his superior performance and dedicated service to Air Force ROTC and Wilkes College over the last five years. Lt. Colonel Bruce L. Burke, Commander of AFROTC at Wilkes, made the presentation.

### ATTENTION PARENTS!

If this magazine is addressed to your son or daughter who no longer maintains a permanent address at your home, please clip off the address label on this page and return it with the correct address to the Alumni Office at Wilkes College. Thank you for helping us update our records.

## THE WILKES COLLEGE CONNECTION

FOR 24-HOUR INFORMATION ON WILKES COLLEGE EVENTS.

**717-826-1135**

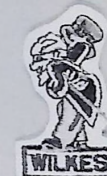
### MOVING?

Please help your Wilkes Alumni Association reduce the cost of postage by telling us when and where you are moving. You can help, too, by telling us of a friend whom you know to be an alumnus or alumna that has moved.

Thanks for your help! Please clip off the address label below and return it with the correct address to Wilkes College Quarterly, 170 South Franklin Street, Wilkes-Barre, Pa. 18766.

Name \_\_\_\_\_  
(Please use name under which you graduated)  
Street \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Degree(s) you received and the year \_\_\_\_\_

### CREATIVE COLONEL



Have you received your Swiss-embroidered Colonel emblem yet? The 2-inch high blue and gold Colonel will stick on your shirt, cap, lapel or tie and become a special part of your wardrobe.

To receive your emblem stop by the Alumni Office or send us a note telling us what you are doing these days... we will, in turn, send you a complimentary Colonel.

Wilkes College admits students of any race, color and national or ethnic origin.





## Kirby Hall...

### *If only the walls could talk!*

*by William V. Lewis, Jr., '80*

It is a building, more elegant and majestic than most others, and with a sense of heritage surrounding it. It is not a hall of government nor an ancient ruin, but an aura of importance and history emanates from this place. As a silent witness to the

establishment and development of Wyoming Valley, the land — and later the building — has had a key place in our local history. Kirby Hall has been the site of many of the great milestones in our tradition, and the recent renovations

underline the continuing important role that the property will play at Wilkes College and to the Valley as a whole.

Indeed, the story of this historic property seemingly encompasses a synopsis of the early and continuing

development of the area. The story begins with the founding of the Valley, when the site was listed as Lot No. 1 of the town of Wilkes-Barre in Major John Durkee's original town plan. Jabez Sill owned the lot on which he built the second house erected in Wilkes-Barre. This "house" was, in fact, a log cabin where, on April 1, 1769, the first marriage in Wyoming Valley took place. Colonel Nathan Denison, later famous for signing the articles of surrender following the Wyoming Massacre, and Elizabeth Sill were married at the ceremony.

In the early 1800s, the property was sold by the Sill family to Roswell Welles for 200 pounds. Interestingly, the deed contained a clause granting immunity from any claim to the property made under the laws of the State of Connecticut — a reflection on the then contemporary Yankee-Pennamite conflicts that the early Valley settlers faced. Roswell Welles was one of the four attorneys admitted to the bar of Luzerne County when the County was formed in 1787. A graduate of Yale College, Welles was to serve the area in the State Legislature, and later as a county judge. The home Welles built on the site was described as a "double house, ceiled with pine boards and probably never finished in the second story. In front of the home stood the residence of Jabez Fish, on the bank of the river." The Welles home was, in its day, considered one of the social centers of the town. Here Harman Blennerhasset, later implicated in the Aaron Burr scandal, was entertained. Judge Welles died in 1831 and apparently the property then passed through several ownerships. George Bedford, in his *Some Early Reflections*, described the property during the period in this way: "When I first knew the premises the house was in a dilapidated condition and the large lot surrounding it was utilized as a lumber yard and the whole neighborhood was uninviting."

The site was eventually to be acquired by the Stephen



Thurlow family in 1872. The present structure was erected in 1873-74 and occupied by the family in 1875. The building was designed by the New York architect Frederick Withers, a leading architect of the period, and is an example of the monochromatic form of the High Victorian Gothic style of the time. The architect's perspective and several floor plans of the building were illustrated in the December 9, 1876 issue of *The American Architect and Building News*, a leading architectural journal of the late nineteenth century.

In September, 1880, the home was sold to J. Frank Lee for \$40,000. Several years later, in July of 1886, Lee sold the property for \$42,500 to Reuben J. Flick. The Kirby family acquired the property from Flick's widow in October of 1905 for \$55,100. Kirby made several alterations to the building. A stone terrace replaced the frame porch around the front of the building. Also, the interior woodwork and windows were replaced. The Kirbys did, however, leave intact the wall paintings above the wainscoting in the dining room that were supposed to have been the work of Mademoiselle Juliette Gambaro, a French artist who was brought to America by the Thurlow family.

The property remained the home of the Kirby family until

the death of Fred M. Kirby in 1940. Thereafter, his son, Allan, donated the property to Bucknell University Junior College for use as the "Fred M. and Jessie A. Kirby Home of Education." The intended use was to be an art center and library for the College. In giving the property, the Kirbys provided for the use of two rooms on the first floor by the Wyoming Valley Society of Arts and Sciences — a group made up of many area civic leaders. It was this Society that was later to give to Wilkes College the land on which the Dorothy Dickson Darte Center for the Performing Arts now stands.

The need for a library surpassed the need for an art center in Kirby Hall, but, in a way, the Kirby mansion has more than fulfilled its intended mission. The upper portions of the house were used for classrooms, and for several years the top floor of the building served as the President's residence for Dr. Eugene Farley and his family until the College acquired the present Annette Evans Alumni and Faculty House which was then used as the President's home. The removal of the library collection to the Eugene Shedden Farley Library meant a transformation for Kirby Hall into use by the Foreign Language Department. Presently, the Department of Language and



Literature is based in the building.

One of the most historic buildings on campus, Kirby Hall naturally has a number of tales told about it. Supposedly, around the turn of the century, a gambler named Poker Pan was killed in a gambling dispute in what was formerly the music room (now the language lab). Many alumni remember that for years the Kirby's chauffeur, Ted Dugan, lived on the second floor of the rear carriage house, which was later to become the College Commons. The first floor, with its revolving turntable in the floor (used for working on carriages and cars), was used as a garage by the College until the

chauffeur's death. Then the College converted the carriage house into a cafeteria.

Worthy of note in Kirby Hall are the terra cotta wine racks that are still in the basement, a graphic reminder of how life once was. Finally, it should be noted that while Wilkes College occupies the Kirby building, another school, Lafayette College, has one of its rooms. The Kirbys had an exact reproduction of the home's library built in Van Wyck Hall at Lafayette and the contents of the Kirby family library were placed there.

But of all the tales about Kirby Hall, the story of the life of Fred M. Kirby stands out as the most notable. His life reads like a

Horatio Alger story, a young man working his way to the top of corporate and community affairs. Born in Brownsville, New York, on October 30, 1861, Kirby was the son of William and Angeline Slater Kirby. Prior to their marriage, Kirby's father had participated in the California gold rush of 1849. Fred Kirby received his education in public schools and at age 15 became a clerk in a dry goods store in Watertown, New York. Among his fellow employees were F. W. Woolworth and C. S. Woolworth, setting the basis for the later famous and profitable association. For eight years, Kirby worked in the store, until he had saved a few hundred dollars which was to serve as his share of capital in a partnership with C. S. Woolworth. On September 1, 1884, Woolworth and Kirby opened their first five-and-ten cent store at 172 East Market Street, Wilkes-Barre. When the store first opened, the fixtures were rough and unfinished and the counters were made of hemlock planks. Kirby's desk was an old dry goods box which he kept for years as a memento of the difficulties faced in his early business career. Kirby, however, surmounted those difficulties because after three years he purchased Woolworth's portion of the firm. In 1888, he brought his father in as a business partner. The firm continued to prosper and by 1911, 96 stores east of the Mississippi River were in operation. In 1912, Kirby merged his five-and-ten cent stores with those of the Woolworth family and became a vice-president and director of F. W. Woolworth and Company.

Kirby's other business interests were numerous. He was a director or officer of many business organizations, including: the Miners' Bank of Wilkes-Barre; the Second National Bank of Wilkes-Barre; the Lehigh Valley Railroad; the U. S. Lumber Company; the Mississippi Central Railroad; the International Equities Corporation; and the Metropolitan Life Insurance Company of New York.



Many, however, remember Kirby because of his tremendous support of civic, humanitarian, and philanthropic causes. His gift to Wilkes-Barre of Kirby Park and the Angeline Kirby Health Center stands out among his many good works. He was also a significant contributor to Wyoming Seminary and Lafayette College. His generosity is seen in the donation of his country estate in Glen Summit for use by the Episcopal churches of the area. Kirby even turned his yacht, "Suzanne," over to the U. S. government during World War I at no cost, for use by the coastal patrol service. And, of course, his generosity gave us what is now Kirby Hall.

Honored for his service in so many endeavors, Kirby received the Distinguished Achievement Medal of the Pennsylvania Society, thus joining the ranks of other noted recipients including Andrew Carnegie, Henry Ford, and Andrew Mellon. Another outstanding tribute on the part of Wyoming Valley was "Kirby Day," an event during which local ceremonies and publications were dedicated in appreciation for the work of Fred M. Kirby. Also, on July 4, 1978, through the generosity of the Kirby Foundation, more than 8,000 local citizens and visitors viewed a pageant reenacting the Battle of Wyoming, presented by the Wilkes College Dorothy Dickson

Darte Center for the Performing Arts along the dike at Kirby Park.

Preceded in death by his wife, Jessie, Fred Kirby died on October 16, 1940, at his Glen Summit estate. Thus, the story of his life ended, but his fame and labors are still very much alive for the people of Wyoming Valley.

Of course, it was in Kirby Hall that F. M. Kirby formulated many of his ideas and plans for his community. "If only these walls could talk!" would be a fitting statement to be made in the building. The site has been a silent witness to events ranging from Indian settlements along the river to General Sullivan's Revolutionary encampment across the road, from steam boats cruising up the Susquehanna to the arrival of the first railroad train to come into the Valley on the adjacent corner in 1843. Here in 1905 President Theodore Roosevelt spoke on the River Common — the river water of many floods inundated its grounds. It has also witnessed the growth of a College and the intellectual development of many minds.

It seems fitting that a place so endowed in history and purpose should now serve as a hall of education. Indeed, it appears that destiny has directed this land to become part of an institution of learning. As if almost by an invisible force, Wilkes College acquired the property and Wilkes College holds as a goal for its students the constructive participation in the social, economic, cultural, and political life of the community. This institutional commitment is consistent with the Kirby family's philosophy. It is a quiet inspiration to those who learn here. Thus, Kirby Hall shall continue in its role — a source and symbol of our heritage and our progress.

*The author wishes to express his sincere appreciation to Ron Andrews '70, for the use of his scholarly and distinguished studies of the architectural history of the area.*





# A Picture Is Worth A Thousand Words...?

by Randy Xenakis

It has been said that advertising makes you think you've longed all your life for something you never even heard of before . . . while that may or may not be true, advertising does play a special role in the lives of each and every one of us. Advertising impacts us individually and it can be used as a gauge which portrays images of family life in America. This is at least one theory that is supported by Dr. Bruce W. Brown, Assistant Professor of Sociology at Wilkes. Brown, who joined the Wilkes Faculty in 1978, has been researching and analyzing this interesting theory for the past three years.

Scheduled for publication in the Fall of 1981, Brown has authored his second major publication which is entitled *Images of Family Life in Magazine Advertising: 1920-1978*. (His first book, co-authored with Murray A. Straus and entitled *Family Measurement Techniques*, was published by the University of Minnesota Press in 1978.) Under the production guidance of the Praeger Publishing Company in New York City, this new book, according to Brown, will explore and bring to light "empirical evidence regarding how cultural values concerning family life have changed over time and over the family life cycle."

A perplexing question at this point, if not an obvious one, is, what does advertising have to do with family life? When we open a magazine and see a full-page advertisement with mom, dad, and the kids frustrated because of ring-around-the-collar, are we seeing an image of our most sacred social institution — the family? Brown, who has his Ph.D. in Family Sociology from the University of

New Hampshire, can, and has, in his book, answered these and many other questions.



While Brown could have chosen alternate methods of researching how family life has changed over this 58-year period, he decided to research and evaluate magazine advertising because he felt that medium to be the most effective. Says Brown, "I could have analyzed changes in family life by researching diaries, old letters, photo albums, and/or advice articles relating to the topic; however, these items cannot depict cultural values of the past as accurately as magazine advertising."

How does advertising come by this seemingly awesome power? "It's relatively simple," says the 28-year-old sociologist who has

spoken several times at national level conferences on the topic of family history. "Advertisers spend a lot of time and money researching what people like and don't like prior to releasing an advertisement. Advertising must be sensitive to the audience . . . it must be in line with the cultural value system if it is to be successful."

Brown's book, which will be comprised of some 180 pages in hardcover form, has a family flavor of its own. Anna, his wife of seven years and Research Assistant, is the co-author for the book's second chapter.

The book opens with a chapter entitled, *The Study of Family Life*, where the author reviews and critiques existing literature on family life. The chapter also reviews how the book goes beyond existing literature on the subject. Says Brown, "Many books, journals and articles have been published on the subject of changes in family life, but none offer empirical evidence which is based on an extended historical and life cycle analysis of all family members."

The second chapter discusses the history of magazine advertising in America and reveals why advertising is a reflection of cultural values. Following a chapter on data collection and analysis, the author looks at family roles, family companionship, and family intimacy. "These chapters are the heart of the book," he says. What roles have family members played in magazine advertising? What were the relationships and degree of companionship and intimacy, and how have they changed over time and over the family life cycle? Finally, what is the future of family life? These questions and many more are looked at and answered in Brown's book.

The next time you look at a magazine advertisement stop and ask yourself if you are seeing a reflection of your own family life style. If you answer yes, then perhaps Brown's book can explain why. If you answer no, the book just may offer you a whole new outlook on advertising . . . and your family.

## Former Law Clerks of Judge Rosenn Establish Lecture Series at Wilkes



Among the law clerks honoring Judge Rosenn at the reception were, from left to right, first row: Linda Fisher, Judge Rosenn, Diana Donaldson. Second row: Richard Gelfond, Steven Cohen, Clarence Kegel, David Thomas. Third row: Virginia Sikes, Timothy Hardy. Fourth row: Richard Matasar, Ronald Krauss, Craig Blakeley, Harrison Cohen. Fifth row: William Robertson, Norman Monhait, Richard Schifter, James Sandman, Jeffrey Goldsmith, Daniel Koffsky. Sixth row: Michael Schler, Joseph Seiler, Fred Magaziner and Fordham Huffman.



Pictured with Judge Rosenn at a reception given by Wilkes President and Mrs. Robert S. Capin are, from left to right: Benjamin Badman, chairman of the Wilkes Board of Trustees, Mrs. Badman, Judge Rosenn, Mrs. Rosenn, and President and Mrs. Capin.

Last November, the Honorable Max Rosenn, Judge of the United States Court of Appeals, 3rd Circuit, received a surprise announcement from his former law clerks, that they had established in his name, with the assistance of members of his family and friends, a special lecture series at Wilkes College.

Named in honor of Judge Rosenn on the Tenth Anniversary of his high court appointment, The Max Rosenn Lecture Series in Law and Humanities will provide Wilkes with annual lecturers who are nationally recognized as outstanding speakers, leaders and authorities in law and the humanities.

The Honorable Judge Rosenn is a member of the Wilkes College Board of Trustees and received his undergraduate degree from Cornell and the L.L.B. from the University of Pennsylvania. He is a member of the Board of Editors of the Journal of American Law & Medicine and is a member of the Federal, American and Pennsylvania Bar Associations. He is also a Fellow of the American College of Trial Lawyers and the International Academy of Trial Lawyers and former Chairman of the Board of Trustees for the Wyoming Valley Hospital. He also serves on the Board of the B'nai B'rith Foundation of the United States and the Jewish Community Center. Judge Rosenn is a consultant to the Pennsylvania Supreme Court Criminal Procedural Rules Committee.

Official announcement of the Rosenn Lecture Series was made at a surprise reception honoring the Judge and his wife, Tillie, at the home of Wilkes President and Mrs. Robert S. Capin. Judge Rosenn was also feted at a formal dinner attended by his former law clerks, his present staff and family at the Westmoreland Club in Wilkes-Barre.

The Lecture Series is scheduled to begin this Spring and will be open to the entire community at no charge.



## Where Have All The Teachers Gone . . . ?

by Randy Xenakis

In the late 1960s and early 1970s, it was commonplace to hear a high school senior or a first-year college student say, "I want to be a teacher after I graduate." Today those words are a little more difficult to come by. Why? There are several reasons.

Dr. Joseph Bellucci, associate professor of education at Wilkes, refers to an article published last year by the National Center for Education Statistics (NCES) for answers. The article, in part, states, "Between 1979 and 1988, a 14% reduction in secondary school classroom staff is expected. This decline is expected during the same period in which the number of elementary school staff is projected to rise in response to increasing enrollments at this level."

According to Bellucci, the teaching field and those aspiring to become teachers reached its saturation point in the early 1970s and, as a result, caused skepticism in the minds of many college bound students. "There was no incentive to become a teacher in the early to mid-70s," says Bellucci. "Jobs were scarce and the salaries were not keeping pace with salaries of other professionals."

Statistically, Bellucci reports that between 1969 and 1973 25% of all college students were enrolled in Teacher Education Programs. Today, that figure has plummeted

to 6%. "The current projection of possible teachers is not nearly enough to replace present or anticipated demand," says Bellucci. "The death rate of teachers, coupled with those who retire or leave the profession, far outnumbers the present available teaching roster."

NCES reports, "The total demand for additional elementary/secondary school teachers includes first-time and returning teachers needed to respond to enrollment changes, lower pupil-teacher ratios, and staff attrition. From 1969 to 1973, the cumulative demand for additional school teachers was estimated at 990,000 and during the next five-year period, 1974 to 1978, the total demand dropped to an estimated 819,000. For the current five-year period, 1979 to 1983, the demand for additional teachers is expected to decrease further to 622,000, through the following 5-year period, 1984 to 1988, it is projected to increase to 861,000."

Bellucci cited some specifics which led to the boom of aspiring teachers during the late 1960s and very early 1970s. "Personally, I think the Vietnam War played a strong part in the influx of teachers during that time. Students were given draft deferments for going to college and did not have to serve in the armed forces if they entered the teaching profession. Naturally, teachers were in abundance." Bellucci went on to

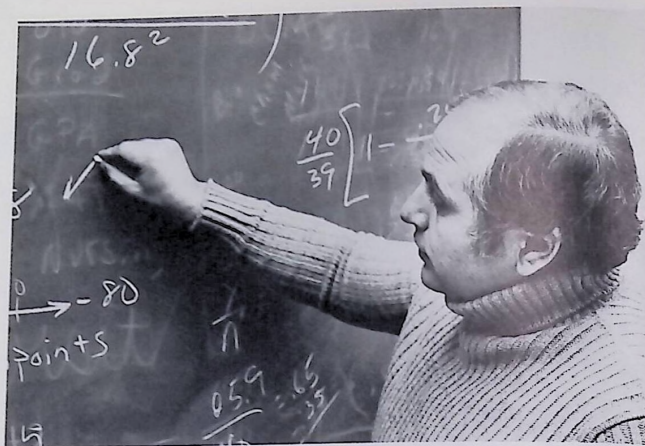
say that during that wartime period, there was a decrease in the total number of new births . . . "another reason the teaching population far outweighed the student pool," said Bellucci. Today, many of the Vietnam War era students and soldiers are starting families of their own, contributing to what is being termed a new "baby boom"—consequently, the need for more teachers.

The statistics are supported by current trends. "We get calls on a weekly basis from schools throughout the Northeast requesting teachers who can teach science, mathematics, or business education . . . like other schools, we just don't have any," reports Bellucci.

Bellucci contends that if Wilkes had 100 students who were certified to teach these courses, he could place every one of them.

Getting back to the root of the problem, the College Placement Bureau reports that nearly three-fourths of today's college students attend college because they seek high-paying jobs. "The measure of success today is based on salary and not social conscience as was the case in the 1960's," says Bellucci. "And," he continued, "we all know that being an elementary school teacher is usually done out of love and not for money . . ."

○



## thegallery



The Sordoni Gallery has joined with other galleries and individual art buffs to start a foreign travel program. This hopefully will be the beginning of an ongoing cultural experience for art lovers. A trip to Wales-Scotland is scheduled for July 6-17. Charles Davies, president emeritus of the Welsh Society in Philadelphia, will play host to the group for the ten-day stay.

For membership information and a brochure write: Cara Berryman at the Sordoni Gallery, Stark Learning Center, Wilkes College, Wilkes-Barre, Pa. 18766. Tours closer to home include "Paris on the Potomac" on April 15 and 16. This trip to Washington, D.C., will trace the French accent in our nation's capital.

## Scheduled exhibits in the Gallery:

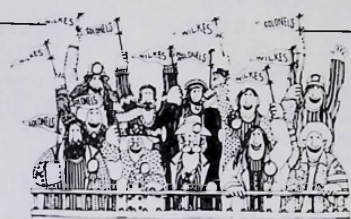
Through March 8  
Regional Scholastic Art Awards

March 15  
Wilkes College Art Faculty Exhibit  
through April 5

April 12  
A Major Exhibit entitled  
"Students of 'The Eight'"  
through May 17

May 24  
Wilkes-Barre Architecture  
through June 21

## sportsupdate



### GREEN BAY "COLONEL"?

by Eddie White, III

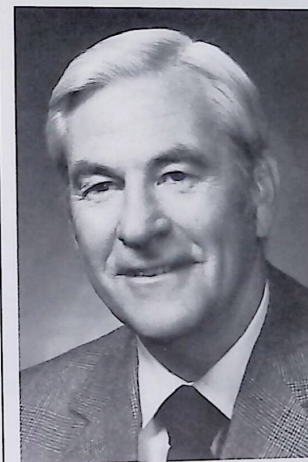
A 1951 Wilkes graduate and former assistant football coach will celebrate his 25th year as a member of the Green Bay Packers administration this winter. Tom Miller, who earned his degree in business administration, is currently co-general manager in charge of business for the National Football League franchise.

Miller, who as a student at Wilkes was assistant coach to George Ralston and a member of the professional Wilkes-Barre Bullets team, played NFL ball right out of high school. After graduating from Milton High School, he entered the Navy.

Upon discharge, he played three years as an end for the Philadelphia Eagles (1942-44). After spending the 1945 season with the Washington Redskins, he completed his NFL career with the Packers in 1946.

"When I left the Packers in '46, I wanted to get a college degree and coach somewhere," said Miller. "And that's when I found Wilkes — when I went to Wilkes-Barre to play for the Bullets."

"Tom was a good fella," says Ralston, noting that Miller was one



of only two assistants the Wilkes dean ever had as the first head grid mentor. "He really helped us the two years he was with us and Tom was a fine gentleman."

After leaving Wilkes in 1951, he coached football and basketball for a year at the National Agricultural College (now Delaware Valley College) before moving to Drexel where he coached football, baseball and basketball until 1955.

In 1956, Ralston received a call from Miller who was out in Green Bay, Wisconsin. He was being interviewed for a job with the Packers and needed the dean's reference. "I remember that day like it was yesterday," recalls Ralston. "Tom said 'George, if I get your recommendation, I'll get the job.' I was thrilled to be able to help him."

That year, Miller started what is now 25 years of service to the Packers. He was publicity director of the Green Bay team from 1956-65. Then he was named Assistant to the General Manager until 1975, when he was promoted to his present position.

Ralston remembers a time, some 15 years ago, when a group of Wilkes alumni were meeting in the Washington area. "That weekend the Packers were coming to town to meet the Redskins," says Ralston. "And ol' Tom took care of the boys. They were allowed to sit on the bench and that's when Vince Lombardi was coaching," adds Ralston, who played against Lombardi and Fordham in his college days.

Miller says he feels the Packers will be back in the thick of things in the NFL race very soon. "We should be on our way up in the next



few seasons. We have some good draft choices available and we have a lot of young talent," adds Miller, who is co-general manager along with Bob Harland.

"I think the club helped Bart Starr by taking a lot of responsibility from him this past year," Green Bay let Starr go as far as general manager in charge of player development is concerned. The former Packer quarterback will now concentrate on coaching.

Ralston remembers watching the first Super Bowl and seeing the films of when the "Pack" arrived back in Green Bay following its win. "There, coming off the plane carrying the Super Bowl trophy with Lombardi, was ol' Tom."

The Wilkes graduate is hoping to repeat that performance in the near future with Bart Starr.

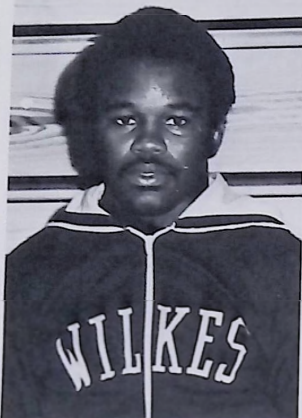
#### NELSON — WILKES OPEN CHAMPION

For the second straight year, Wilkes crowned an individual champion in its 48th annual Open Wrestling Tournament. Sophomore Lenny Nelson recorded a 5-0 record enroute to the prestigious individual title in the 142-pound class.

Missouri captured the team championship with 95 points in the tournament tabbed, "The Rose Bowl of Wrestling," by *Sports Illustrated* magazine. Rounding out the top five

were: Nebraska 48½, Coach John Reese's Wilkes Colonels 41¼, Trenton State 36½ and Rider 28 points.

Nelson, out of Richland, New Jersey, has been one of the top performers for the blue and gold this winter. Following the holiday break, Lenny was 7-3-1 in duals and 12-3-1 overall. As a freshman last winter, he garnered an 11-4-3 overall mark and placed fifth in the Eastern Intercollegiate Wrestling Association (EIWA) Tournament.



"Lenny has really been wrestling well for us this year," said Reese, who entered his 28th year at the

helm of the Colonels with an impressive 286-60-8 career coaching slate. "He was unstoppable in the open tournament and we're looking for a good performance from him in the Easterns."

The 5-6, 142-pound pre-law major started the year with a 2-0-1 record including a win over Lehigh's Tom Sloan. He then suffered two losses — to Auburn's Earnie Blazeoff and Clemson's Tom Carr — before getting back on the track and winning five of his next six bouts, including the last four in a row at press time.

Lenny hails from Buena Regional High School in Buena, New Jersey. A resident of Richland, N.J., he earned four letters each in wrestling and football while in high school. He was a three-time District Champion and finished third in the New Jersey High School wrestling championships.

Last season, Bryan Billig copped an individual title for Wilkes in the Open and that was the first championship for the Colonels since the early 70's when Mike Kassab recorded the feat. Named "Outstanding Wrestler" of this season's tourney was Kent State's heavyweight Ray Wagner. Wagner also was the high-point award winner and received the Manny Corriaran Award for greatest number of falls in least aggregate time. Auburn's Clar Anderson was tabbed as the outstanding freshman.

J. David Roebuck '60  
Joseph P. Rogan '52  
Elva Lorraine Rogers '45  
Eugene L. Rogers '40  
Janet Rogers '49  
Gerard Francis Rogers '51  
Kenneth H. Rogers '80  
Mr. & Mrs. Edward Joseph Roke '70  
'72 (Jeanette N. Melick)  
Emil Roman '72  
Mr. & Mrs. Michael Roman '70 '70  
(Patricia Snarski)  
Alexander Romane '70  
Mr. & Mrs. Joseph John Romanick  
'48 '49 (Mary Theresa Sleva)  
Sylvia M. Romanoski '68  
Taghi Roohafza '74  
Mr. & Mrs. James J. Root '71 '76  
(Mary Lou Anne Gottlieb)  
Robert H. Ropine '51  
Mrs. Howard A. Rose '77  
(Karen McGirr)  
Harvey I. Rosen '63  
Mrs. Lois Rosen '49  
(Lois Mae Lurie)  
Elliot Rosenbaum '70  
Mineete S. Rosenblatt '37  
Joseph Michael Roski '54  
Ruth Rosner '40

Mariann Rosnick '65  
Mrs. Jeanette Griffith  
Saums Ross '44  
Rachel Evelyn Rosser '36  
Raymond R. Rovinsky '47  
Joseph T. Rowinski '50  
Chauncey Rowlands '50  
Cled P. Rowlands '53  
Jay Kenneth Rubin '75  
Roy A. Rubury '48  
Jay Gordon Ruckel '68  
Joseph Ruder '76  
Mrs. R. Lorraine Shimalla Rudy '70  
James M. Ruhf '42  
Frederick Charles Rummage '52  
Rosemary Catherine Rush '66  
Allen Alex Rusin '36  
John M. Russell '51  
Mrs. Raymond Russin '55  
(Patricia Ann Fox)  
Henry A. Russotto '54  
Helen M. Rutledge '57  
Arlene Ann Rybak  
Anthony B. Rydzewski '70  
Michael G. Saba  
Raymond G. Saba '57  
Sandra Jean Sabbatini '77  
Mrs. Louise Wintermute Saia '71  
Allen I. Saidman '67

Dana Sheila Saladon '64  
Mrs. Luis J. Saldarriaga '58  
(Phyllis Judge)  
Gerald Francis Salio '72  
Mr. & Mrs. Armando Robert  
Sallavanti '68  
Philomena Mazza '77  
Robert S. Sanders '52  
Antoinette Nancy Santarelli '68  
Eugene Dominic Santarelli '68  
John Santo '60  
Dr. Ambrose Saricks '35  
Joseph Michael Sarnecky '65  
Kenneth Steven Saslaw '74  
Mrs. Sheldon Saters 44  
(June A. Gates)  
John A. Saucrunas '52  
George Saunders '55  
Mrs. Patricia Wallace Savage '69  
Joseph John Savelli '59  
Richard E. Savner '49  
Samuel Sawka '50  
Mostyn Saye '50  
Gail Schaffhauser '58  
Bernard Schechter '55  
Robert Schechter '62  
William J. Scheible '42  
Janis Lee Schiller '70  
Augustine Paul Schintz '54

## ALUMNI NOTES

### 1935

**DR. EDWARD G. HARTMANN**, the foremost Welsh-American historian in this country, is the recipient of the 1978 Ninnau Citation and also named as one of the initial directors of the National Welsh-American Foundation. He is an author of note, publishing several books relating to Welsh immigration and activities in the United States. He is presently Professor Emeritus of History at the University of Suffolk, Boston, Massachusetts. He is now serving in an advisory capacity at the university.

### 1951

**DR. WILLIAM G. KASATUS**, Vice-President and National Medical Director for Laboratory Procedures, Inc., a subsidiary of the W.E. Upjohn Award which honored him for his significant contributions of bringing the laboratory to a position of prominence in industry. He and his wife, Balbina, have two children and reside in Wayne, Pa.

### 1952

**DR. ROBERT J. SHEMO** was awarded a Fellowship in the United States section of the International College of Dentists. Dr. Shemo resides in Wyoming.

### 1955

**JOSHUA JAY KAUFMAN** had the pleasure of being the lecturer at a lecture sponsored by the New York Law School and the American Management Association. The lecture entailed estate planning from initial client interview to estate closing.

**ROBERT J. SABATINO** has been named acting associate director for academic affairs at Penn State/Wilkes-Barre. He and his wife, Anita, have three children, Maria, Lisa and Daniel.

### 1956

**JOSEPH JABLONSKI** received his Doctor of Education in May, 1980 from Temple University. Joseph is teaching in the public schools in Levittown, Pa., where he resides.

### 1957

**JOHN L. COATES** has been named president of LaBar Enterprises, Inc. John resides with his wife and four children on Covered Bridge Farm, near Fowlersville.

**ATTY. EUGENE ROTH** has been honored as a Distinguished Pennsylvanian by the Greater Philadelphia Chamber of Commerce. Roth is a graduate of Wilkes and Dickinson School of Law. He is a member of the Board of Trustees of Wilkes College.

### 1960

**RICHARD J. (DICK) MYERS**, director of marketing at Martz Trailways, will leave his post to head up a newly-formed tour company service in Atlantic City. Dick, his wife LOIS '57, son Richard Jr., and daughter Ellen reside in Nanticoke.

### 1964

**MIMI WILSON** has been appointed marketing director of Shenango Valley Mall, Hermitage.

### 1965

**LT. COL. JAMES JENKINS** was recently promoted to his present rank with the U.S. Air Force. He is stationed in Hawaii as a command pilot. He and his wife, Leslie, have a daughter, Karon.

**GARY G. POPOVICH** has been promoted to Data Systems Division Programming center manager at International Business Machines Corporation in Poughkeepsie, New York. He and his wife, Joan Marie, and their two children reside in Wappingers Falls, New York.

### 1968

**CHARLES GREGG** has become wire editor for the Times Leader's wire service. He resides in Plymouth, Pa.

**EDWARD J. PODEHL** was recently appointed Vice President and Assistant



The SOUTH RIVER STREET REVIVAL has been compiled by Regina White of the Alumni Relations Office. The information contained in the Alumni Notes was received between October 2, 1980 and January 20, 1981. Please send any information of marriages, births, and promotions to: Alumni Office, Wilkes College, Wilkes-Barre, PA 18766.

## MISSING ALUMNI

David T. Richards '51  
Hayden Richards '39  
John D. Richards '56  
Mrs. William Richards '77  
(Dorothy Cooper)

Mr. & Mrs. Charles Gerald  
Riedinger '65 '64  
(Barbara Ann Kashinski)  
Howard Lawrence Rifkin '73  
Joseph John Riillo '74  
Eugene T. Riley '57  
Harry Wilbur Rineheimer '43  
William John Rinkin '57  
John A. Rinko '61  
Ralph A. Rittenhouse '60  
Claire P. Roane '73  
William J. Roarty, Jr. '69

Dr. Frederick J. Roberts '59  
Gordon J. Roberts '67  
Mrs. Jeffrey Roberts '66  
(Carole Leslie Mayer)  
R. Joyce Roberts '61  
Richard David Roberts '77  
Dean E. Robinson '41  
Thomas John Roche '75  
Carol Marie Rodzvilla '71  
Mrs. Janet Spencer Roe '70  
(Janet Spencer)



Controller in the Finance Department. Edward and his wife, Elizabeth, have three children; David, Daniel and Sarah.

G. MATT MORAN and his wife, Jacquelyn, announce the birth of a son, Matthew, November 5, 1980. They also have a daughter, Jennifer, age 5. Matt is the Eastern Regional Manager for Fiberfil Division, Dart-Kraft Inc. and is residing in Lancaster, Pa.

IVAN and JILLIAN (GOLD) SCHONFELD '69 wish to announce the birth of a son, Faron Blake, on December 30th, 1979. Mr. Schonfeld is the Executive Director of the Jewish Federation of Allentown. The couple also has two daughters, Toby Lee, 8 and Brandi Heather 5½. The family resides in Allentown, Pa.

**1969**  
RICHARD T. SIMONSON has been promoted to the post of group controller of the division serving the fire protection, safety and security markets at A-T-O. He received his M.B.A. from Wilkes in 1978. Richard, his wife Susan and their two children reside in Summerville, S.C.

Lory and DAVID GOLDEN are the proud parents of twin sons, Richard Louis and Alexander Harry. They were born October 10, 1980. David is currently Vice President of Schultz Menswear, in Atlantic City, N.J.

A son, Timothy, was born to GEORGE and CAROL PAWLUSH '79 on November 23, 1980. George, an administrative staff member at the College for 11 years, left Wilkes in June to become director of information services at the newly constructed NPW Medical Center in Plains Township. Timothy joins an older brother, George IV.

**1970**  
PHYLLIS SUN CHENG is now Assistant head of technical processing in the Portsmouth Public Library in Portsmouth, Va.

JUDITH VERVERS CRUSE has been certified to teach Levels I and II in ballet by the Cecchetti Council of America and is on the staff of the Deborah Anthony School of Dance in Altoona, Pa.

DEMETRIOS PAPADEMETRIOU is now Editor of the International Migration Journal at the center for Migration Study located in Staten Island.

TOM SELECKY has accepted the position of Conference Assistant at Clayton Hall at the University of Delaware. Tom and his family are making their home in Newark.

**1971**

RITA H. STETTEN has been promoted to senior commercial officer at First Pennsylvania Bank in Philadelphia. She resides at 525 Sylvania Avenue, Folsom, Pa.

SHARON SUSAN FORLENZA and John C. Stevens were recently united in marriage. Both Dr. and Mrs. Stevens are assistant professors at Wilkes College. John in the department of philosophy and Sharon in the department of nursing. The couple resides in Wilkes-Barre, Pa.

**1972**

JOHN G. MANDELL, JR. received his Master of Business Administration degree from George Mason University in Fairfax, Va. He is currently employed as a budget analyst with the General Services Administration and resides in Centreville, Va. with his wife Mary.

FRANK KILLIAN has accepted an executive position in the Department of Policy Service at American Independent Insurance Company in Wilkes-Barre, Pa.

**1973**

JIM BOHNERT, senior commercial package underwriter with Selected Risks Insurance Co., was awarded the professional insurance designation. Chartered Property Casualty Underwriter (C.P.C.U.) at national conferment ceremonies in Honolulu, Hawaii.

RONALD DeCANIO is now a Special Agent with the U.S. Secret Service. Ron and his wife, JANE (MOLININI) DeCANIO '74, have a son, Dan, and will be residing in Hingham, Mass.

BRIAN M. FINN has been promoted to Revenue Agent with the Internal Revenue Service in Jenkintown, Pa. Brian resides in Horsham, Pa.

DEBORAH BOYER and Steven Webster were recently married. Deb is a Special Education teacher. The couple is residing in Readers, Pa.

DR. ROBERT GOLDSTEIN and his wife, SUSAN PEZZNER GOLDSTEIN '74, announce the birth of a son, Benjamin Alan, on June 17, 1980. The couple also has a daughter, Sharon, age three. Dr. Goldstein is chief resident in general surgery at Montefiore Hospital, Bronx, New York.

**1974**

RICHARD CURRY has been named assistant manager of the Schuylkill Sears Store in Frackville, Pa.

A daughter, Rebecca Sarah, was born to STEVEN and LINDA GROSSMAN on September 27, 1980. Steven is em-

ployed in the Marketing Department of the Northeastern Bank in Scranton.

LINDA (HALL) and STEPHEN RILEY announce the birth of a son, Shane Patrick, on March 20, 1980. The family resides in Ipswich, Ma.

**1975**

RAYMOND BARTOSH has been named to Mercy Hospital's (Wilkes-Barre) staff as Director of Fiscal Affairs. He and his wife Karen reside in Wilkes-Barre with their two children.

DR. RICHARD CLOMPUS has completed the Family Practice Optometry Residency Program at the University of Alabama in Birmingham. He is establishing a private optometric practice in West Chester where he resides with his wife, Linnea, and daughter, Alisha.

GEORGE C. REAVY has received his Ph.D. in business and economics from Lehigh University's Department of Finance & Management. George, his wife Antonette and their five children reside at 12 Ridge Street in Wilkes-Barre, Pa.

MR. & MRS. KENNETH GARDNER announce the birth of their first child, a son, Kenneth, on November 3. The family resides in Ithaca, New York.

A son, Steven Charles, was born October 19, 1980 to DAVID and BARBARA SMITH THORNE. This is their first child. Barbara is a Utilization Review Coordinator at Jeanes Hospital, Philadelphia and David is a cost accountant at Tinius Olsen Testing Machines, Horsham. The couple resides at 28 Russell Road, Willow Grove, Pa.

**1976**

PAUL MACIK has been appointed assistant supervisor of the tissue culture department of Flow Laboratories, Inc. Paul and his wife, JANET MARKOWITZ MACIK '76, reside at 4707 Commons Drive, Annandale, Virginia.

DOROTHY REESE MIRMAK was promoted to nursing management specialist at Westminster Community Hospital, Westminster, Ca.

JEANNE NORCROSS and William Kravitz were recently wed. Jeanne is employed by Frank E. Baldwin-Kinback, Inc. and as a substitute teacher. William is currently pursuing a degree at Wilkes.

A daughter, Sarah, was born on November 17, 1980, to WILLIAM and BEVERLY (PISTON) LIPSKI. Bill and Beverly are teachers in the Wyoming Valley West District. The family is residing in Plymouth, Pa.

## Raspen Ready to Serve Alumni in New Role

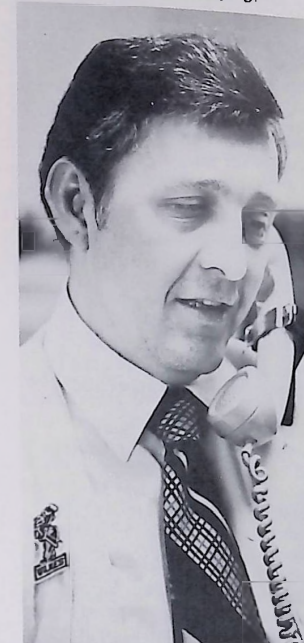
**Editor's Note:** On January 1, Dick Raspen was appointed by Wilkes President Robert S. Capin as Director of Alumni Relations. As a Wilkes graduate and former Director of Financial Aid at the College, Dick brings into the position a certain dedication that overflows with enthusiasm. What follows are some of his comments on his new challenge.

A United States Navy veteran and a native of Nanticoke, Pennsylvania, Richard Raspen received a Bachelor of Science degree in Business Education from Wilkes in 1967 and a Master of Business Administration degree in 1977. He holds a Master of Education degree from Bloomsburg State College.

Dick is a well-known member of the Wilkes College family, having served as Director of Financial Aid since 1967. In that position, he was responsible for the administration of aid programs worth over \$6 million a year touching the lives of 80% of the Wilkes student body. "One of the many challenges of this new position," said Raspen, "will be to use my knowledge of the alumni and capitalize on their familiarity with me to maintain alumni interest in the College while supporting the needs of our programs."

"While Wilkes is a relatively young institution, our graduates have achieved positions of high importance and great responsibility in numerous areas of our society. Through the Alumni Association we will be calling on these individuals for leadership and support," he noted. Alumni have many ways in which they can support their alma

mater — fund raising is one of them. "There is no question that without the financial help of alumni and friends the College would find it difficult to maintain its academic and scholarship programs for students. This being the case, we will be approaching alumni in the future to not only maintain, but to increase its financial support for our mission," reports Raspen. The new alumni officer continued by saying,



"Alumni can also help in other ways, such as identifying prospective students for the College through the Alumni Referral Program, counseling undergraduates interested in particular fields through the Career Assistance Program, participating as volunteer fund raisers during our community campaigns and alumni telethons, and by accepting leadership positions in special geographic

regions to coordinate alumni activities within those regions."

With the realization that Wilkes continues to exert a dynamic and positive influence on private higher education in today's world, regional vice-presidents and permanent class officers will be asked to strengthen the role of their constituents by planning activities at regional levels. While many of these activities are social in nature, alumni will at the same time, be kept up-to-date on what is happening on campus and informed of the changing needs of the College.

Asked to comment on what changes he sees necessary in the office, Raspen replied, "Very few. Rick (Rees) and Gordon (Roberts) each contributed their expertise to a well-organized office, and their programs and personalities will remain an important part of our alumni operation. With direction from Dr. Thomas Kelly, Dean of External Affairs, and with the assistance of Ms. Tanya Hallez, the involvement of alumni will continue to grow. New approaches, new ideas, and new methods will be introduced, and, as in the past, successful ones will be retained while less-successful ones will be revised and changed. I would also hope that my many friends within the Alumni Association will provide ideas and suggestions for future activities and indicate their willingness to help the office render services to alumni," concluded Raspen.

Dick is now a resident of Hanover Green, (Pa.) and is active in many community and church-related organizations. He and his wife, Ann Marie, have three daughters: Janice, Class of '91, Jean, Class of '93, and Jill, Class of '96.

Raspen succeeds Mr. Gordon Roberts who left to pursue career opportunities in teaching.

**1977**  
JOHN J. GALLO, JR. recently joined the staff of United Penn Bank as a Vice President in the Trust Division. John, his wife Barbara, and son Matthew reside in Conyngham.

1st LT. JOHN J. HARPER has recently been reassigned to the Air Force Satellite Control Facility at Sunnyvale Air Force Station in Sunnyvale, California as a Space Systems Analyst.

RICHARD G. RASPEN has been appointed as Director of Alumni Rela-

tions here at Wilkes College. He previously served as Director of Financial Aid at the College.

NANCY ANNE EVANS and George Rodriguez were married in August. Nancy is a professional flutist and

*continued on page 22*



# Expression & Articulation... The Lost Arts

by Jane Manganello

College professors throughout the United States are dealing with a common problem . . . the apparent inability of a significant number of students to express themselves in either oral or written reports. The problem is not a new one, in fact, there are many educators who are encouraged because it is now accepted and recognized and is slowly being alleviated on college campuses.

The need to deal with it is vital, because no matter what area of study the student chooses, he or she must be able to translate thought to word or to paper. Logically, what does it matter how much knowledge one has in any area if that knowledge cannot be imparted. This does not imply that the vast majority of students are deficient in the art of communicating, but for those who are, it limits them in whatever they undertake either academically or socially.

What caused the void? There are endless theories as to the cause of the problem and most of those are endlessly debatable. However, several educators agree with historian Barbara W. Tuchman, who states in a New York Times article, that somewhere in the recent past there was a "deterioration of standards." Basics, it seems, were neglected at the elementary or secondary levels and colleges are now experiencing the result of trends in education during the 1960's which contributed to the deterioration.

Whatever the reason, this information leads to the real purpose of this article — how the Wilkes College Department of Language and Literature is combating this national problem. The answers received from Dr. Thomas Kaska, chairman of the department, are gratifying.

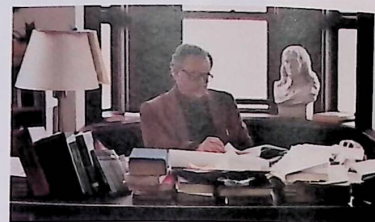
In a time when words such as negotiation, arbitration and communication are of prime

importance, students are fortunate to have the broadly-based program designed and implemented by the Department of Language and Literature. A program which prepares them mentally and morally for roles as members of a complex society.

According to Kaska, "The Department is a multi-discipline one, created in response to a need, a 'marriage of convenience' which seems to be working." The "marriage" which combined the Department of English and the Department of Foreign Languages, generated majors in Communications Studies and Theater Arts.

Kaska's philosophy is in keeping with that of the College and holds to the notion that . . . the truly educated student in the Liberal Arts "should know a little about everything and a lot about something." He feels that it is essential to be able "to think clearly and critically and to write and speak gracefully and effectively," no matter what field of endeavor one pursues. In this vein, the program is designed to cover several facets, from English literature to career oriented courses in communications, including: broadcasting, journalism and public relations.

"The program in English at Wilkes is doing comparatively well," Kaska said, "the department has about seventy-five majors. Nationally however, the discipline is doing badly. A recent study published by the American Council on Education and the University of California reports that of college freshmen in 1969, who indicated a probable field of study, English was the choice of 6.1% of the women and 1.7% of the men. In 1979 the figure for women was 1.2% and for men 0.6%. Enrollments in English at Wilkes have steadily declined."



Dr. Thomas Kaska, Chairman of the Department, at his desk in Kirby Hall.

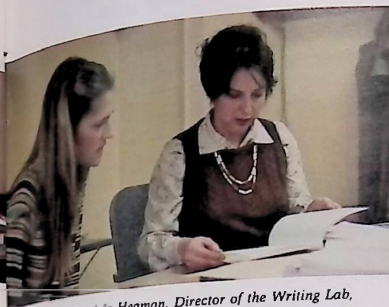


Student actors performing at the Dorothy Dickson Darte Center. The play was an original entitled "Flood" by playwright Philip Bosakowski.

Kaska continued to say that if the situation does not reverse itself, "English at the college level will face the dreadful possibility of a loss of identity as a discipline in its own right — as a community of scholars, who study literature for its own sake — as a source of pleasure and as an index to cultural values. It faces, in other words, the possibility of becoming a 'service' department."

However, the department has done and is doing a number of things to stabilize enrollments. One of these is the Creative Writing Program. Each year, enthusiastic students are given the opportunity to meet nationally and internationally known writers both in the classroom and on a consultation basis. In addition to these

writers-in-residence, the program also brings distinguished authors to campus to read from and discuss their works. Students may major in English and do a concentration in creative writing. Now in its fifth year, the program is funded by the Allen Hamilton Dickson Chair of English and assisted by generous grants from the National Endowment for the Arts.



Dr. Patricia Heaman, Director of the Writing Lab, talks with student assistant Daria Morris.



Dr. Lee Terry, a member of the English faculty, with students.

Referring again to the most basic problems and challenges for his department, Kaska said, "The most severe challenge we face is that of teaching writing. Fortunately, Wilkes, unlike so many other schools, did not abandon its composition requirement and all students are required to fulfill a two-semester, six-credit sequence in composition. We have had to, over the past decade, face the problem of declining verbal aptitude and as you know, our experience is true to the national experience."

One of the solutions used to face this particular problem was the creation of a writing laboratory. Judging from the traffic in and around Room 257 of the Stark Learning Center where the lab is located, it is a popular solution. That popularity is due in part to the need it fulfills. Here students may come

for tutoring and individual help enabling them to become more proficient in areas of writing. The consistency of the popularity has much to do with Dr. Patricia Heaman, director of the lab.

Daria Morris, who works as a tutor and student assistant to Heaman says, "She is so approachable and is willing to help any student including the tutors who work with her. We have such great rapport with her that we benefit as much as those students who come in for help. Interaction between Dr. Heaman and her students is really priceless."

Heaman feels that the lab is successful since there are approximately 250 to 300 students who come for help each semester. Of these, more than half come in on their own. She states, "This is, for them, another way of learning. In class they are handing a paper in and getting a paper back; here in the lab, they articulate their problems to someone and get a personal response." The lab is fully equipped and is staffed by carefully selected student tutors.

Kaska said that the department is currently reviewing its whole effort and "believes that the job of teaching writing must be shared by the College as a whole."

In the area of career oriented courses, the department, in its effort to serve student needs, initiated a new major last year in Communications Studies. This major seeks to develop the awareness of those students who will deal with historical and cultural concerns, and to develop their skills in writing and in speaking. Though comparatively new, the program has been recognized by Project Quill, an organization which supports creative efforts on campuses to generate new ways to link disciplines and professions to produce a truly educated person.

Specifically recognized was a course entitled *Communications in an Open Society*. This course is being team taught by professors from the departments of English, Political Science, History, Sociology and Anthropology and is designed to explore the problems and nature of meaning, the ethical and legal implications of mass communication and the problems of persuasion and propaganda. In other words it will focus all that the student

has learned in professional and liberal arts subjects upon the significance of communications in our society. Guest lecturers in media professions will be invited to campus and students will do internships in professional atmospheres. All of which will contribute significantly to their own professionalism.

A unique part of the Department of Language and Literature at Wilkes is the Theater Arts Program. Theater Arts students are offered a two-fold advantage over those attending other colleges in Northeastern Pennsylvania: the highly skilled theater faculty who teach performance, production, design and criticism and . . . the unique part . . . the excitement of applying the knowledge in the professional setting of the fully equipped, 500-seat Dorothy Dickson Darte Center for the Performing Arts.

Students who select this major will be required to study in three main areas: literature, criticism and history; technical theater, and performance.

Four major productions are staged each academic year, and students are involved in all aspects of these productions; as actors, directors, technicians, and set and costume designers. Jay Siegfried, director of theater, has plans for bringing summer theater workshops to the Center for the Performing Arts as an inducement to young people who want to do summer theater without having to go to a metropolitan area.

Under an English curriculum which guides the student from the very basics in a writing lab to classics in literature; a Communications Studies program which strives to educate young minds to assimilate, analyze and ethically report public issues; a Theater Arts program and Speech Division to teach social presence; a Modern Foreign Language program to familiarize students with customs and culture outside their own sphere; and most important an excellent faculty who are dedicated to the task, the Wilkes College Department of Language and Literature is certainly dealing with the problem. With programs such as these, it may well hold the key to the revitalization of the humanities at Wilkes College.



flute instructor and she is also employed as a computer operator with New Jersey Bell Telephone. The couple resides in Somerset, N.J.

**BARRY ALLEN PEZZNER** and Abby Coblentz were married recently. Barry is employed with Pezzner Brothers, Inc. and is currently pursuing his M.B.A. degree at Wilkes. The couple is residing in Forty Fort.

**JOAN MARIE STEMPIN** and **CHESTER F. DUDICK, JR.** were married in October. Joan is employed by United Penn Bank as a systems analyst. Chester is employed by the law firm of Hourigan, Kluger, and Spohrer Associates. The couple is residing in Wilkes-Barre.

**MARCY ELLEN STERN** and Alan H. Weinberg were recently wed. Marcy is employed as a teacher associate by Luzerne Intermediate Unit. She is also pursuing a teacher certification at Marywood. The couple will reside in Wilkes-Barre, Pa.

**JOANNE ENGLT KAWCZENSKI** and her husband, Brian, had their first child, a son, Matthew Brian, on September 19, 1980. Joanne is presently an assistant cashier at First Eastern Bank.

1978

**BRUCE DRUM** has been promoted as assistant personnel manager at Lasko Metal Products. West Chester Plant.

**PAULA (STRINOSKI) DRUM** is an office claims representative for Employee Insurance of Wausau. The couple resides at 331 Barker Circle, West Chester, Pa.

**Marine 1st LT. EDWARD J. FINN** has reported for duty with 1st Marine Brigade, Kaneohe Bay, Hawaii.

**RICHARD M. BARAN** was recently wed to Frances Anne Bliss. Richard is employed as a materials scientist at Allied Chemical Research Lab, Buffalo, N.Y. The couple resides at 169 Palmdale Drive, Williamsville, N.Y.

**MICHAEL ALAN HELLER** was married to Barbara Lukasik in August. Michael is a store manager for the

Gordon Jewelry Corporation in Laurel, Maryland, where the couple resides.

**JOHN K. SUCHOSKI** was married to Mary Nowicki in October. John is employed as an auditor for Blue Cross. The couple is residing in Plains.

**MARY BETH VANYO** recently became the bride of James M. Syracuse. Mary Beth is employed as a medical technologist at Wilkes-Barre General Hospital.

**DAVID K. WHITMER** was recently wed to Linda L. Mikina. David is an electrical design engineer at Acme Electric Corporation, Cuba, N.Y. The couple resides in Cuba, N.Y.

## Dear Relative . . .

by Betsy B. Condon



Do you know that you and I have a relationship? Hmm-mm. You may not be my cousin, although I

have slews of those, nor any of the other types of kith and kin available, but dear reader . . . WE have a fiduciary relationship!

As I was perusing a Glossary of Terms used in estate planning, I found: "Fiduciary - an individual or a trust institution charged with the duty of acting for the benefit of another party as to matters coming within the scope of the relationship between them." I'm not your guardian, agent, attorney, partner nor trustee, but I do have the responsibility of giving counsel to you which could be beneficial in your estate planning . . . so, taken generally, I've got a fiduciary relationship with my readers.

I also have a fiduciary relationship with another group of persons, the Wilkes College Planned Giving Advisory Committee. However, in that relationship it is their duty to act for my benefit so that I am able to carry out my job duties with the best guidance possible.

In the last Quarterly I mentioned resource literature I use in the planned giving program . . . in this edition I want to introduce the real-live-persons who lend it support and advice. A college development firm lists as a major reason for the success of programs such as ours: "An Estate Planning Committee of Volunteer Professionals . . . who can provide help in communicating with

prospective donors and create the community climate in which such a program is recognized and encouraged as a useful method of college support."

In addition to President Capin, Dr. Thomas Kelly (Dean of External Affairs), and the Director of Planned Giving who writes this column, our Committee is composed of eight very busy men and women. They form a topnotch group representing diverse professions related to estate planning.

**Lonnie Coombs** is a CPA, partner in his own Wilkes-Barre firm, board member and past president of the area Accounting Association and the state Institute of CPAs, as well as serving on the board and past president of United Cerebral Palsy.

**Lonnie** writes: "The advent of a sound ambitious planned giving program at Wilkes signals the beginning of a strong financial future for the College. I am proud to be a part of the process to ensure that stability." After reading about the persons who are contributing their time to that insurance, you will see why the compliment is returned. We are proud to have them as the charter members of our Advisory Committee.

**Virginia Masters**, loyal and enthusiastic, drives from East Stroudsburg to our meetings. A First Eastern Bank V.P. and Trust Officer, Ginny's "bio" is replete with 25 years of banking activities and leadership . . . current emphasis on trusts and estate planning. Among her board memberships are: Pleasant Valley Manor, YMCA, and the Torch Club.

**Frank Henry** and **Richard Maslow** are successful businessmen on a national scale, Wilkes Board members, and full-time family men who share a second educational interest in Wyoming

Seminary. **Frank**, President of Frank Martz Coach Co., has long been a volunteer leader for the YMCA and the Salvation Army. **Dick**, President of Metropolitan Wire Corp., is currently the Chairman of the College's Development Committee giving strong impetus to Wilkes' advancement. As progressive executives, **Frank** and **Dick** would agree that the College's planned giving program is laying a foundation for the future . . . that makes good business sense!

**Gerald Moffatt**, a partner in the widely esteemed accounting firm of Arthur Andersen & Co. in New York City, is Vice Chairman of the YMCA Board there and also gives leadership to the Central Park Community Playground. **Jerry** cites planned giving's two-fold help: "A donor's contribution earns him a personal financial return and helps insure the future of our institution as a high caliber liberal arts college."

**Esther Davidowitz** adds leadership to Wilkes' Academic Affairs and Development Committees as a Trustee, while also being involved with the Continuing Education Program and a special program sponsored by the Council of Jewish Women which is held at the College. The Chairmanship of Temple Israel's Art Committee is one of **Essy's** volunteerships . . . and, most important, she's the mother of four sons.

**Harry Hiscox**, as a devotee of the arts, serves on boards such as the Historical Society, Children's Museum Advisory Committee, Wyoming Valley Oratorio Society and the N.E. Penna. Philharmonic. A partner in the Rosenn, Jenkins and Greenwald law firm, **Harry** drew up Wilkes' Pooled Income Fund a decade ago, and I've been especially grateful for his expertise.

**Thomas Kiley**, former Board Chairman of the First Eastern Bank and a Wilkes Trustee Emeritus, has been a prime mover for getting this program off the ground and of inestimable help to the person responsible for levitating it. The Chamber of Commerce, Salvation Army, and United Way are a few of the community groups to which he's given his know-how and special brand of energy.

One of my committee experts, **Ginny Masters**, reminds us: "Despite inflation and high taxes, Americans contributed an unprecedented \$39+ billion to charitable institutions last year. If you wish to make a substantial gift to Wilkes, but can't afford to give up income-producing assets, consider a "deferred gift". It may provide income for you and for a relative or friend before eventually passing to Wilkes. The tax advantages include: immediate income tax deduction, no capital gains on appreciated property, and a possible estate tax deduction." Deferred gifts are planned gifts!

The individuals mentioned above share your fiduciary interest in Wilkes. They welcome an opportunity to enhance your financial planning.

To: Director of Planned Giving  
Wilkes College  
Wilkes-Barre, Pa. 18766

- ☐ I am interested in learning more about pooled income funds
- ☐ I wish to record that I have arranged for a bequest to Wilkes College

name \_\_\_\_\_  
address \_\_\_\_\_  
phone \_\_\_\_\_  
date \_\_\_\_\_

1979

**WILLIAM A. BARRON** has been promoted controller at St. Regis Paper Co.'s packaging plant in Valmont Industrial Park. William resides in Sugarloaf with his wife, Joanne.

**MARCK A. MOLITORIS** has been promoted to chief accountant in St. Joseph Hospital's administrative staff. Mark resides in Hazleton with his wife, Lynn, and their son, Stephen.

**THOMAS W. ROBERTS** has been named vice president and director of marketing of the Northeastern Bank of Pennsylvania. He and his wife, Betty, and their two daughters, Elizabeth and Sarah, reside at 265 N. Maple Avenue, Kingston.

**DR. SANDRA LEE ARGENIO** became the recent bride of Thomas Sperrazza, Jr. Sandra is presently a resident physician at Geisinger Medical Center, Danville.

**KATHLEEN MARIE CROMER** and Anthony Martino were married recently. The couple resides in Wilkes-Barre, Pa.

**DAVID JOHN FRITZGES** and Linda Diane Kretchmer were united in marriage. David is employed as a sales representative by CFS Continental, Allentown. The couple also resides in Allentown.

**THOMAS F. RASH** and Beth Ann Sawka were recently married. Thomas is employed by Atlas Chain and Precision Parts, West Pittston. The couple resides in Lee Park.

**Karen** and **DAVID EDWARD DUDICK** announce the birth of their first child, a son, David Edward, Jr., on September 30. David is employed by General Mills Inc., as a sales representative in the Buffalo area where the family resides.

1980

**LEE ANN EARL** has accepted a graduate teaching assistantship at SUNY (State University of New York) Binghamton. She is currently pursuing a Master's Degree in Mathematics at SUNY.

**SUSAN EASTWOOD** has been notified she has completed the examination for registered nurse licensure in Pennsylvania. She has been employed at Geisinger Medical Center as a nurse in the intermediate coronary care unit.

**MARIE KACZENSKI** has joined the Ferroxcube Corporate Research and Engineering Group as a Ceramic Engineer. She is also co-author of several technical papers.

**DIANE R. MARCINKO HOJNOWSKI** has passed the State Board Examination for Registered Nurses. She is employed at Wilkes-Barre General Hospital in the medical-surgical unit.

**JUNE ANN RYAN** has passed her New York State Board for registered nurses. She is presently employed at Mount Sinai Hospital, New York City, in the cardiothoracic surgery department.

**SHARON NICOLE WEISS** has been notified that she has passed her New York State Boards for registered nurses. She is presently employed at Mount Sinai Hospital in New York in the intensive care unit.

**CLIFFORD JONES, JR.** and Janice J. Jesikiewicz were recently married. He received his B.A. in History and Education.

## in memoriam

**William Lyman Hale '61**, of 263 Luvaine Drive, Buffalo, New York passed away after a brief illness. William, a native of Wilkes-Barre, graduated from Wilkes in 1961 with a Biology major. He received his Master's degree from the University of Buffalo and was a candidate for a Ph.D. He served on the faculty at the University of Buffalo for the past ten years.

Surviving are his wife, Susan Richardson Hale, and three children, Cindy, Marsha and James, all at home. Mr. Hale was a nephew of Ruth W. McHenry, Chairman in the Department of Nursing.

**Robert C. Kundreskas '63**, was killed in a traffic accident in Southgate, England on November 1, 1980. At the time of his death, he was an instructor of Early Music at Trinity College.

Note: Contributions to a class fund in memory of deceased friends and/or relatives are always appropriate. Gifts are acknowledged to the donor as well as to the family of the deceased and are always appreciated by your College. Contributions and inquiries may be sent to: Wilkes College Alumni Office, 170 S. Franklin Street, Wilkes-Barre, Pa. 18766.





**M**ore than 13,000 students have passed through the halls of Wilkes College over the past 48 years. During that period of time many friendships have developed and long-lasting relationships established. During the nearly five decades of educational service, the College has been sensitive to the needs of the students and the community. To be effective, the College has, during this period, expanded its programs, strengthened its curriculum, maintained a strong faculty and made a continuing commitment to the students and community it serves.

While change is necessary to keep in step with the times, Wilkes College has not changed the one thing it has offered since 1933 — **Quality.**

Wilkes College . . . a special place with special people. There is no better way to prepare for tomorrow.

**WC81** CAMPAIGN  
WILKES COLLEGE

*A commitment to  
quality education  
and scholarship  
assistance for  
deserving students.*

Wilkes College Quarterly  
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