

**FROSH DINNER-DANCE
TOMORROW EVENING****Tropical Night Club
To be Theme of Event,
Smorgasbord Featured**

The everyday atmosphere of the Wilkes gym will be transformed into the exotic atmosphere of a tropical night club Saturday night from 7:30 to 12:00 as the Freshman class holds its first dinner-dance.

The dinner will be smorgasbord style, and, according to Bob Evans, no expense has been spared on refreshments. A few examples of what will be in store for the frosh are roast beef with gravy, roast stuffed turkey, baked salmon, brook trout, and chicken salad.

Following the dinner, there will be dancing to the music of Bob Moran and his Ivy Leaguers. The dinner-dance is limited to freshmen and their dates, and the tickets are \$3.50 per couple. No "stags" will be allowed.

Judy Richardson, general chairman of the dinner-dance announced that decorations will feature palm trees, coconuts, netting, and authentic leis from Hawaii for everyone. A semi-circular arrangement of tables will permit dancing in true nightclub style.

News has leaked out that some of the entertainment will consist of the well-known comedy duo of Grace Sheasly and Bob Evans, and the equally well-known orator, Sir Paul Katz the Fifth.

General chairman Richardson has appointed the following committee heads: entertainment, Merle Cohen; publicity, Mary Homan; tickets, Grace Sheasly; arrangements, Bob Evans; decorations, Ed Duncan; and clean-up, Allyn Jones.

Tickets will be sold at the door.

**Janet Cornell Featured
At Music Dept. Recital
Last Sunday Afternoon**

by M. L. Onufer

The music department held another of its Sunday afternoon recitals on March 31 at 4 P.M. in the gym. Featured on the program was Janet Cornell, a freshman music education student. Janet played Liszt's Concerto in E-Flat, the first movement.

Featured along with her were three child musicians from the Scranton area. They were Donna Vanko, four-year-old pianist; Patricia Guido, six-year-old violinist; and William Barbini, eight-year-old violinist.

The college symphonette under the direction of Ferdinand Liva, member of the music department, accompanied the pianists.

A trumpet trio of Carroll Davenport, John Evans, and Agesino Primaticcio appeared on the program. Bernice Mergolies, another Scranton pianist, played Grieg's Piano Concerto in A-Minor.

Other Music Groups

Several musical groups will be performing in various places in the area on Sunday evening, April 7. The De Paur Opera Gala will be held at Irem Temple. The event will begin at 8:30. The Thiel College Choral Club will appear at 8 in St. John's Lutheran Church at Academy and South River Streets.

The Wesleyan University Glee Club will appear at the First Methodist Church in Wilkes-Barre. This event is also scheduled for 8 o'clock.

The Oratorio Society will perform Sunday afternoon at St.



Ira Himmel

**APRIL SHOWERS BALL
SATURDAY, APRIL 27**

The Lettermen will sponsor their second big dance of the '56-57 school year when they present the annual April Showers' Ball on Saturday, April 27.

The Lettermen, well known on campus for their unique decorations, will present another first. This will be the first semi-formal dance to be held on a Saturday evening.

Frankie Reynolds will provide the music for what promises to be one of the nicest semi-formals of the year. Chairman Bill Farish is making plans with his committee heads to make this dance as successful as the Christmas formal in December.

In past years, the 'Shower' has been well attended by both faculty and students. Since it is a semi-formal, a no-corsage ruling will be in effect.

Rodger Lewis, publicity chairman, has been working hard at trying to bring out a large attendance. Working with Rodger on publicity are: George Morgan, Mike Goobic, Dick Wozniak, Ron Rescigno, and John Harvey.

Other committee chairmen are: Bob Sokol and Bill Lloyd, tickets; Ron Rescigno, Tony Bianco, and Art Tambur, refreshments; George Gacha and Sam Puma, decorations.

**PROGRAM OFFERED
BY GIRLS' CHORUS**

The Girls' Chorus provided entertainment at a coffee hour sponsored by the Wilkes Faculty Women on April 3 in the Commons.

The main feature of Wednesday's program was the TDR Song. The song was written several years ago by May Way, a former Wilkes co-ed, and was presented for the first time this year. The girls sang several other numbers, among which were The Old Woman in the Shoe, Blue Moon, Deep River, and Praise Ye the Lord.

The chorus has been singing at many functions throughout the year under the capable direction and with the accompaniment of Marilyn Carl and Janet Cornell, respectively.

Stephen's Church. The program will begin at 4 P.M.

Mr. John Detro, head of the music department, presented an organ recital at St. Stephen's Wednesday morning.

**Chemists' Square Dance
Tonight In College Gym****W.C. DEBATERS ENTER
PA. FORENSICS EVENT**

by Barbara Vose

The Tenth Annual State Forensic Tournament, sponsored by the Debating Association of Pennsylvania Colleges of which Dr. Kruger is president, is being held at King's College Thursday, Friday, and Saturday of this week.

There will be twenty-three representatives of colleges and universities in the state. Wilkes College will have representatives in every event, which include men's oratory and speaking and debate. Donald Murray, freshman, will speak in the men's oratory, and Jesse Choper, who took third place in this event last year, will speak in the extemporaneous speaking. Mary Frances Swigert, freshman, will take part in the women's extemporaneous speaking.

In the debating, the same team who reached the finals last year against the University of Pittsburgh will represent Wilkes. The team consists of Fred Roberts and Bruce Warshal on the affirmative and John Bucholtz and Jesse Choper on the negative.

Of the twenty-three entries, four will be the district representatives who shall take part in the national debate. Other than Wilkes, there are St. Joseph's, University of Pennsylvania, and Pennsylvania State University. The University of Pennsylvania team is coached by a former Wilkes debater, J. Harold "Nick" Flannery, who has the distinction of winning the state men's extemporaneous speaking contest championship for the years of 1954 and 1955.

The events began in the Main Building of King's College opposite the Court House at 7:30 P.M. They will continue all day today and tomorrow. All students are invited to attend and urge the Wilkes team on to victory.

**FUND DIRECTOR SAYS
DRIVE NEARS GOAL**

by Carol Breznay

Russ Picton, director of development and organizer of the Wilkes College Scholarship Fund Drive, has announced that the fund will reach its goal of \$60,000 if all the outstanding cards are turned in. The scholarship committee is now working on a follow-up of cards not yet submitted, and all workers assigned to them are urged to make certain they are reported.

\$57,185.50 has been raised to date. The 250 cards still outstanding will realize a total of \$3,500 when final reports are received.

Mr. Picton remarked that this was the shortest campaign ever held, lasting only 2 weeks. This serves to indicate the interest and support given to Wilkes College in the community.

The campaign closed officially on Friday, March 29, at 1:15 P.M. Mr. F. E. Parkhurst, a member of the board of trustees of the college, served ably as chairman of the 1957 campaign.

The purpose of the scholarship fund is to provide funds for capable students who would be deprived of a college education if financial support were not made available.

Last year's campaign goal of \$50,000 was exceeded by \$1,000.

**C.C.U.N. AT PRINCETON
FOR MODEL ASSEMBLY**

Members of the Collegiate Council on the United Nations left for Princeton University this morning to attend a Model UN General Assembly scheduled there this weekend.

The Wilkes group, who will represent Morocco, will take a stand on UN issues according to the positions the North African country has taken in the past. Henriette Abenmoha, a native of Morocco, will serve as adviser to the group concerning problems of the Moroccans.

The assembly has also asked the campus organization to send in a resolution on the trusteeship from nonself-governing territories.

Nasser Bonheur has been chosen to serve as chairman of the political committee for the trip, and Gordon Roberts and Dave Vann will act as co-chairmen of the economic and social committee. Henriette Abenmoha and Ahmed Kazimi, president of the club, will lead the trusteeship and ad hoc committees respectively.

After returning from the Model General Assembly, the club will plan a program on UNESCO. Members attending the conference are: Ahmed Kazimi, Nasser Bonheur, Henriette Abenmoha, David Vann, and Gordon Roberts.

**MENTAL HEALTH DATA
GIVEN TO STUDENTS**

by George Morris

At the weekly assembly on Tuesday the student body and faculty were treated to a brief, but vitally important discussion of the Mental Health problem in Pennsylvania by Robert Oliver, Director of the Central Area of Pennsylvania Mental Health Department.

In emphasizing the gravity of the mental health problem, Mr. Oliver pointed out that seven thousand Pennsylvanians can expect to be admitted to mental hospitals as patients in 1957. No accurate estimate can be made either of the lost earning power of the State due to the incapacity of these people or of the personal misery of the families of those who are admitted.

Although the situation is serious in Pennsylvania, Mr. Oliver indicated that a great deal of progress is being made. In 1956, there was a substantial drop in mental patients in the state, more money was appropriated for mental health, and a recruiting program for permanent mental health workers was enlarged.

Recently Gov. Leader asked the State Legislature for \$175,000,000 for mental health. Mr. Oliver added that this sum represents 80 per cent of the total welfare budget and 12 per cent of the Commonwealth's total budget.

Mr. Oliver concluded by saying that as college students it is our duty to increase statewide interest in mental health. We should visit the mental hospitals in this area and observe the progress that is being made so that we can get rid of unfounded fears and stigmas about former psychiatric patients.

We should find out what our community is doing about the mental health problem and finally, we should volunteer our services at hospitals and do our part to lick the mental health problem.

**Wilkie to Call;
Music Provided
By Sharpe Trio**

The college Chemistry Club will sponsor a square and round dance, the Spring Swing, tonight from nine to twelve o'clock in the gym. It has been an annual tradition with the club to sponsor a spring square dance for the past several years.

Harry Wilkie, popular caller throughout the Valley, will make a return appearance to the campus. Wilkie has played a prominent role in the success of square dances sponsored by several Wilkes organizations in the past.

Natalie Gripp, club president, has announced that the Sharpe Trio will provide both modern and country style music, with records to provide dancing during intermission.

This will be the second social function sponsored by the club this year. Early in the first semester, a modern dance was offered to the students at the college. From all indications, tonight's dance promises to be even better than the highly successful dance last semester.

Leslie Barstow, chairman of the refreshment committee, has announced that a large variety of soft drinks will be available for those who may be slightly overheated from the more strenuous square dances.

The following committees have been working hard to make the affair a large success: publicity, Raye Thomas and Pat Levandowski; tickets, Carole Lowcavage; decorations, Sal Valenti; chaperones, Mary Matthey.

**Constitution Committee
Lists Recommendations
On Campus Government**

The Student Council Constitution Study Committee met last Tuesday evening to discuss revising of the present college constitution. The revisions were discussed on a tentative basis and are subject to further ratification.

Les Weiner, former council parliamentarian, was in charge of the meeting. Four committee members were present.

A proposal was made to initiate a Court of Appeals at the college as well as to form an Advisory Council consisting of students, administration and faculty members.

Recall of Student Council officials was also considered in cases where class representatives show inefficiency and/or disinterest.

Voting procedures were also treated at the meeting. One of the main issues concerned the class with which off-semester students would vote. Delaying freshman elections was another problem considered.

The council also decided to include a clause in the constitution providing for presidential appointment of a parliamentarian. The number of students necessary to petition will also be revised.

Tentatively the size of a quorum was changed from eight to ten, and a change of the number of class representatives was also considered.

EDITORIALS —

An Unbroken Promise

It couldn't go on indefinitely. Contrary to the opinion expressed by many campus sages, there are some speakers who know when to stop. This was proved at 11:32 on Tuesday morning, April 2, 1957, in the Wilkes gymnasium.

Mr. Robert Oliver, Central Area Director of Pennsylvania Mental Health, Inc., was the speaker who shocked the estimated 650 students in attendance at assembly, not only with his startling facts and figures on mental health, but also his consideration for theirs. The speaker promised to deliver his talk straight from the shoulder, with no excess padding. He did so.

This honest, straight-forward delivery earns Mr. Oliver a *Beacon* salute, on behalf of all the students of Wilkes. We wish that some of the other "outside" speakers would adopt his "Stand up; speak up; shut up" technique.

"The Time is Now"

Spring is in the air and so is next year's *Beacon* staff!

Next year's staff will not come out of the air, however. The positions will be awarded to those who have contributed their efforts in putting out this year's paper. That's the proper procedure as we see it.

Every year graduation takes its toll and new faces and new hands must be found to replace those who leave. Empty chairs have to be filled. But it's not just filled chairs that produce newspapers, but chairs filled by those who have the ability.

Willing, capable workers are always needed and welcome in the college newspaper office. Journalism cannot be learned in a day. Moreover, it cannot be learned without work. To those of our fearless readers who have continued reading after coming across that terrible word, we say: why not give it a try, if you're still interested?

Next year at this time, when applications are being made for top positions on the newspaper staff, you may be one of those chosen. You can't start at the top, but in a year or two you can be there.

Start going up — NOW!

Philosophical Note

In case any of our campus philosophers have an aversion to reading ads in the *Beacon*, we take this opportunity to point out that one of our advertisers, the Liggett & Myers Tobacco Company, is offering \$50 to the author of any philosophical verse which is accepted in their Chester Field competition.

This strikes us as an excellent chance for the more materialistic type of philosopher (abounding on campus) to lift himself out of his grubby, money-craving rut. And there's no stigma of work attached.

— tim

EDITORS, BUSINESS STAFF
SOUGHT FOR '57-58 'BEACON'

Letters of application for positions on next year's *Beacon* executive staff are now being accepted from students interested in such positions. The jobs of editor, assistant editors, sports editor, business manager and circulation manager will be decided on the basis of these letters.

Mr. Francis J. Salley, adviser to the student newspaper, will accept the letters for forwarding to the Board of Publications. Letters may be sent to him through the mails or deposited in his slot in the mail room. The deadline for applications for the 1957-58 staff is April 29, 1957.

The positions on the editorial staff of the paper offer many opportunities to learn different phases of journalism. Valuable practical experience can be gained.

The editor is responsible for everything in the newspaper. He should know different styles of writing, what to look for when reading copy, proof reading, dummied pages and layout. No matter how much he learns, there is always some new trick of the trade which comes up.

All of the tasks of the editor can't be listed here; it can be said that the job is one of the most interesting and useful experiences a student can have.

Assistant editors are responsible to the editor and assume many of his functions to help carry the load. All of the tasks of the editor fall into the hands of the assistants to some degree at one time or another.

The sports editor operates nominally on his own, with his own policies (as much as possible) and little supervision from the editor.

The business manager is responsible for all advertising, purchasing and billing. Acquiring all supplies for the staff, advising the editor on financial matters and preparing estimates of income and expenses are all part of the business manager's job.

The circulation manager and his

assistants are responsible for the delivery of papers to various locations about campus and the mailing of them to subscribers, advertisers and other colleges.

These are some of the jobs that go into the production of the *Beacon*. In order to continue to serve the students of the college, the paper is going to need the students of the college.

If you are an underclassman and have had no experience, don't despair of getting one of the positions. Don't try to start at the top, however. If you'd like to be editor or business manager as an upperclassman, start now by taking a job on the news staff, business staff or circulation staff of the paper.

ALL-COLLEGE PARTY
OUTDOORS NEXT FRI.

Theta Delta Rho will present its annual All-College Punch Party on Chase Lawn next Friday. This affair will be held from three to five o'clock and it gives the students and faculty a chance to mingle and become acquainted in a more friendly atmosphere than that of the classroom.

Chairman of the party, Beth Reed, announced this week that she has appointed the following committees to assist her and co-chairman Margaret Smith. The committee chairmen are: refreshments, Barbara Vose; invitations, Barbara Saxe; publicity, Janice Reynolds; house, Rita Matiskella; clean up, Joan Llewellyn.

In case of rain (or snow) the party will be held upstairs in the Commons.

SPRING FASHION SHOWING
PRESENTED BY SORORITYLIVA WILL PERFORM
AT WORLD PREMIERE

Ferdinand Liva, member of the music department, will tour England and the Continent this spring to make guest appearances with some of the famous European orchestras. Among these are the Royal Philharmonic in London, the Amsterdam Philharmonic in Holland, and the Berlin State Opera Orchestra in Germany.

Liva will begin his tour in May. During his London tour, Liva will present the world premiere of two modern tone poems, one written by a Pennsylvania composer.

Liva will also introduce Mucrino,



Ferdinand Liva

a work written by the Italian composer, Arduino Gentile. Several of his works have been presented on the Wilkes-Barre Philharmonic's programs. He will also introduce *Pygmalion*, written by the Philadelphia composer, Romeo Cascari-

Besides his teaching duties at the college, Mr. Liva gives private lessons. He is also conductor of the Wilkes-Barre Philharmonic.

He has been at Wilkes since 1949, and in 1955 took over the direction of the Mixed Chorus. Prior to his coming to Wilkes, Mr. Liva taught at the Country Day School and College Misericordia.

"Red" Thomas: "Did you hear the explosion?"

Keith Williams: "What explosion?"

"Red" Thomas: "I just bombed an accounting test."

— WILKES COLLEGE —

Beacon

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LOWE IS PRESIDENT
AT FRIDAY'S DANCE

Sam Lowe, popular campus personality, was elected Mr. President last Friday night at the first college Presidential Ball which was sponsored by the Sophomore Class. Lowe was one of ten nominees seeking this title. The other nominees were: Paul Katz, Tom Lally, Ed McCafferty, Dave Polley, Bob Sokol, Dave Vann, Neil Dadurka, Don Reynolds, and Tom Myers.

Mr. President, a junior music major, is best known on campus for his work as director of the Male Chorus. Lowe, a past member of the Student Council, is vice president of his class and an active member of the class council. He is also a member of the college band.

Various gifts, donated by local merchants, were presented to Mr. President and his First Lady. Lowe received a shirt, two sets of cuff links and tie clasps, a watch chain, and a wallet.

Jean Broody, the First Lady of the affair, received a Wilkes College key, a travelling case, and a bouquet. The dates of the other nominees received similar keys.

The stores contributing were: The Hub, Key Stores, Gross Novelty, Shiner's Gift Shop, and a Friend.

Final voting for the title of "Mr. President" took place as the couples entered the gym for the dance. Each ticket had a space for two votes — in case a couple disagreed as to whom they wished to vote for, separate votes could be cast.

Lowe, a resident of Warner Hall and a former Valley resident, now lives in Philadelphia.

CHEERLEADERS CONTINUE
TO HOLD THURSDAY DRILLS

Judy Menegus and Alison Rubury, next year's returning cheerleaders, announced that tryouts for new cheerleaders are still being held. To date, about twenty girls are trying to obtain one of the open positions.

Judy announced that tryouts will be held, as usual, on Thursdays at eleven o'clock in the gym. After Easter vacation, the winners will be selected. Judy also stated that it is still not too late to try out for the squad.

Many Popular Styles
Modeled by Students
In European Settings

Theta Delta Rho presented its annual spring Fashion Show last Wednesday night in the gym before a crowd of approximately two hundred.

The show was centered around a European tour theme and featured scenes such as beginning the journey, life aboard ship, a cocktail party, a tour of Paris, and a day at the beach.

The clothes for the production were furnished by the Hub Varsity Shop and the Hub Women's Shop, and were selected with the needs of the college student in mind. The outfits ranged from bathing suits, Bermuda shorts, and tailored suits to cocktail dresses, evening gowns, and tuxedos.

The girls' clothes were of a variety of colors, styles, and materials. Cottons, silks, rayons, and nylons were all shown in black, white, pink, blue, lavender, and others with both sheath and full skirts.

In the way of men's clothes, Ivy League suits, jacket and slacks combinations, and completely washable nylon suits were featured.

The final scene depicted the students at the end of the tour back on board ship. Romantic Europe, it seemed, had inspired the romantic interests of some of the tourists, and consequently, an informal shipboard wedding was planned. The fashion show ended amid showers of rice.

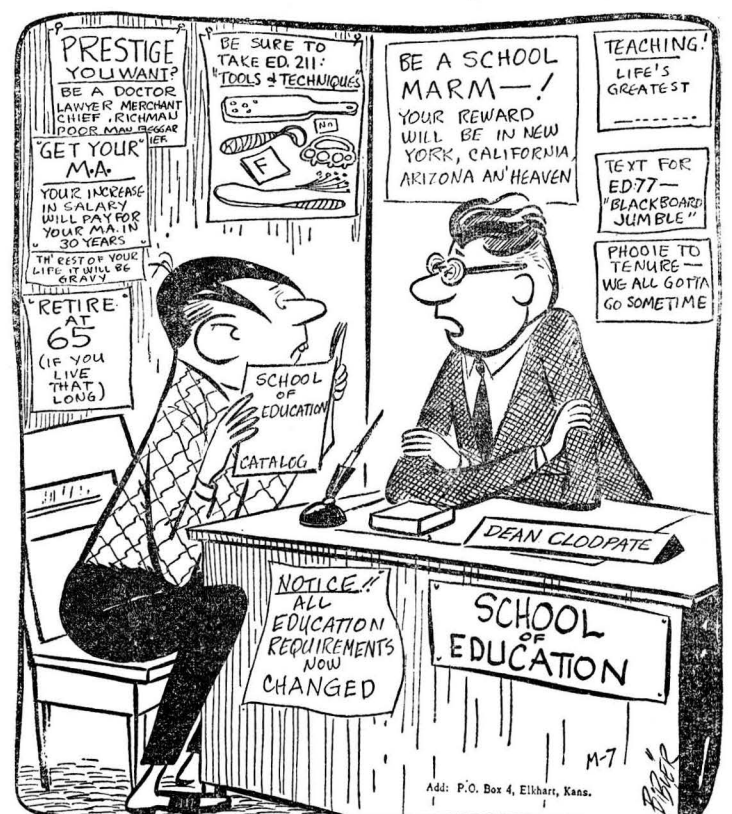
Entertainment was prepared at the end of the fashion show in the form of two vocal soloists and a trumpet trio. Wayne Walters and Jean Pyatt did excellent jobs with songs such as *Hello Young Lovers*, *Some Enchanted Evening*, and *On the Street Where You Live*, while the trumpet trio consisting of Jack Evans, Carroll Davenport, and Agnesino Primatic did a fine job with Leroy Anderson's *Bugler's Holiday* and others.

The entire evening was rounded out when the girls served punch and cookies to a very appreciative crowd.

Audrey Cragle did a nice job of narrating the entire show. The models consisted of Jackie Oliver, Mary Homan, Marv Lou Spinelli, Judy Menegus, Barbara Ritter, (continued on page 6)

LITTLE MAN ON CAMPUS

by Dick Bibler



O'TOOLE PAINTINGS DISPLAYED AT GALLERY BY ART LEAGUE

The paintings of Cathal O'Toole, chairman of the art department, are being displayed in a one-man show of oils, watercolors, and prints sponsored by the Art League of Wyoming Valley. The showing began last Monday in the Little Gallery, 41 West Market Street, and will end tomorrow. The gallery is open daily from 11 to 5, and there is no admission charge.

Before coming to Wilkes in 1950, Mr. O'Toole studied art at the University of Glasgow, Scotland, and in the United States studied at the schools of the National Academy of Design. He has studied under Leon Kroll and Hans Hoffman in New York, and under Andre L'Hote and Stanley W. Hayter in Paris.

Mr. O'Toole worked in the commercial field and taught at Finch Junior College and Columbia University.

Throughout his entire artistic career, Mr. O'Toole has been the recipient of many awards. He has received a Pulitzer travelling scholarship, a fellowship to the Louis Comfort Riffany Foundation, and in 1944 was elected a National Academician as a painter.

He has received invitations for three years to the Carnegie International Exhibition in Pittsburgh and twice to the Corcoran Gallery of Art, Washington, D. C. His

works have been included in the Survey of Contemporary Print Making in the United States, the New York World's Fair, and the Golden Gate Exhibition in San Francisco.

Two pictures in the present exhibition have won prizes. Influences was granted an anonymous prize by Allied Artists of America in 1941 and Things Around Us received the Carl J. Blenner prize of the Salmagundi Club in 1949.

UTILITIES WORK

Connection for new water and gas service for Wilkes College is being made by the Scranton-Spring Brook Water Service Company. These new lines will service the college's science building which is now under construction. The work is being done on South River Street between Northampton and South Streets.

Quiz Winner O'Hanlon To Discuss Shakespeare At Tuesday's Assembly

by Toni Scureman

Redmond O'Hanlon, a New York policeman, has not only proved that Shakespeare can be fun, but also has won fame and a small fortune on the popular TV quiz show, "64,000 Question", with his knowledge of the Stratford bard.

Wilkes is most fortunate in having the country's most popular Shakespeare expert to speak at next week's assembly. Throughout the country Mr. O'Hanlon has been giving lectures which have been exceptionally well received because of his complete mastery of the subject and his entertaining manner of delivery.

In his lectures Mr. O'Hanlon reveals the humor in Shakespeare's plays which a reluctant student might easily miss. He has been compiling a "Dictionary of Shakespearean Word Play" in which he classifies more than 35,000 puns he has uncovered.

Mr. O'Hanlon give a delightful dissertation on the fascinating heroines which appear in the famous dramas. He also delves into the battle over the authorship of

RETAILERS CONDUCT SURVEY ON TRAFFIC NEEDS OF CITY

What is the purpose behind the traffic survey being conducted by the Retailing Group of Wilkes? How will it affect the student body? These questions have been asked by many at Wilkes.

The main purpose of this survey is to examine the existing traffic conditions, parking and transportation characteristics, and to relate them to the needs and requirements of central city of Wilkes-Barre.

EDUCATION CLUB SOCIAL

The Education Club will hold a social meeting on Tuesday, April 9 at 7:30 in the cafeteria. Beth Reed, chairman of the social committee, stated that the seniors who now are student teaching will be the guests and will tell the group of their experiences in the classroom. This is the first of the monthly socials which the club hopes to have.

Shakespeare's works comparing the testimony of the opponents.

His treatment of the dramas is without doubt an informative aid in the layman's understanding of Shakespeare. Whether the students are familiar with the playwright's works or not, they can not help but find the lecture entertaining and most interesting.

Those students who drive cars to school have realized the need for more efficient traffic conditions. The general public, civic groups, and business firms have also been interested in improving traffic facilities.

During the survey, the group has polled a number of areas. Just what did they hope to gain by each phase? By asking bus riders questions concerning the use of public utilities, they hope to increase the use of this service by transit companies. They hope to show the results to the transit officials, thereby, to begin attempts at a solution.

By questioning business firms, determination of parking requirements for principals and employees of these firms as well as facilities for commercial parking could be established.

The club has also made a thorough investigation of public parking facilities. The results will be used to reduce the inefficiency of them.

The pollsters stressed the fact that traffic conditions affect all of us whether we drive daily or not. No one likes to drive in heavy traffic; no one likes to be concerned with inadequate parking facilities.

This study is based on the premise that in order for a city to grow it is dependent on attractive transportation conditions into and within the city. To keep pace, roadway and transit needs must be recognized and met.

EASTERN EDUCATORS TO MEET AT WILKES

The Eastern Conference of the Pennsylvania Business Educators Association will be held Saturday at Wilkes. The theme of the conference will be "A Forward Look at Business Education".

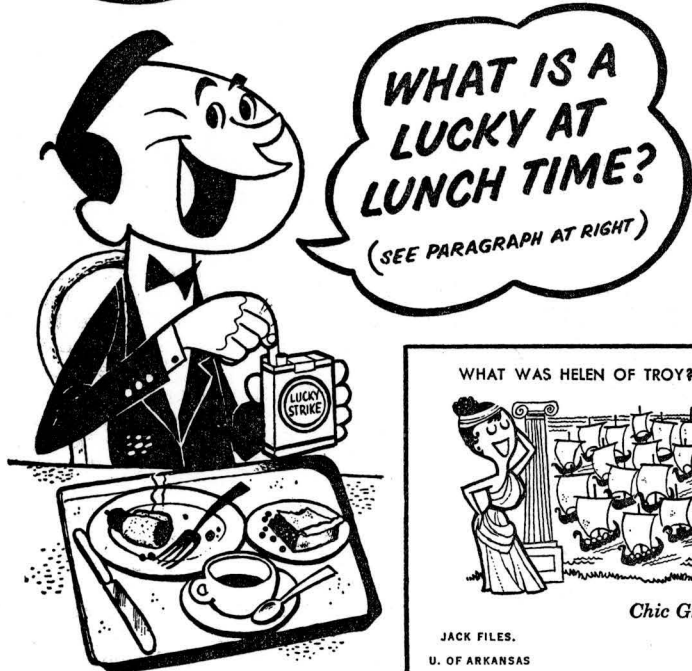
The sessions will open with a general meeting at 9:30 A.M. Kenneth Shultz, William Penn High School, York, president of the association, is chairman of the one-day conference.

Featured speakers at the conference will be Dr. Hamden L. Forkner, professor of education, Teachers College, Columbia University, New York City, who will discuss: "Is Business Education an Isolation Booth?" and Dr. Eugene P. Bertin, assistant executive secretary, Pennsylvania State Education Association, Harrisburg, who will discuss: "Is Business More Than Bread".

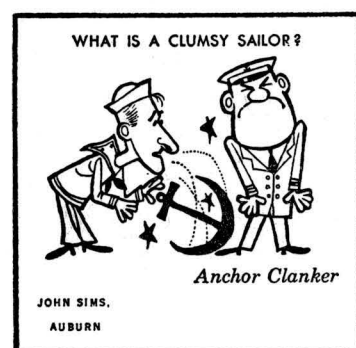
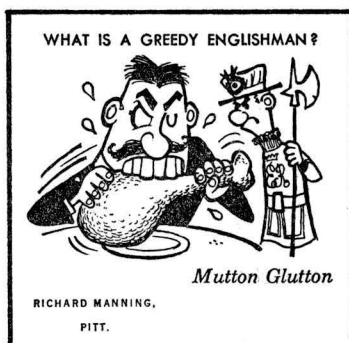
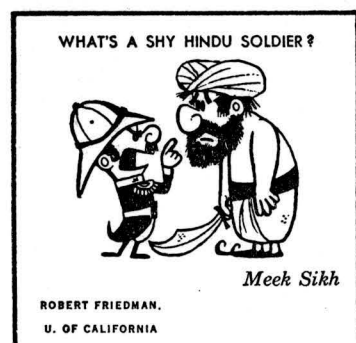
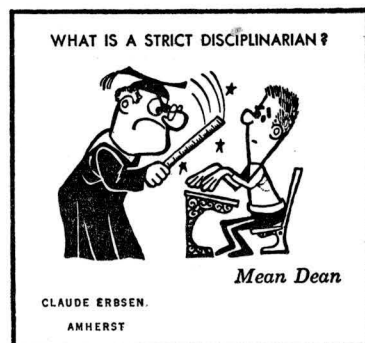
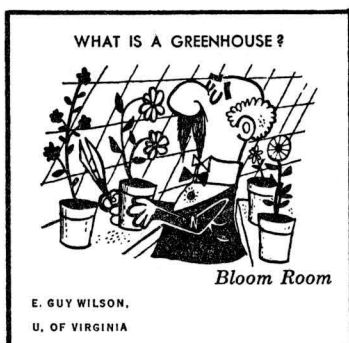
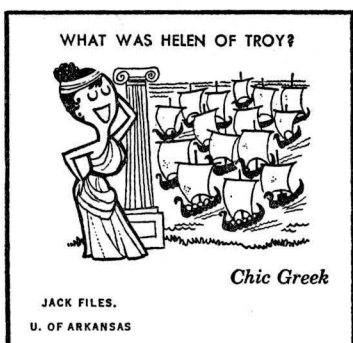
Individual sessions will include: typewriting, office practice, and sales, general business, bookkeeping, and shorthand.

Luncheon will be served in the college cafeteria.

Sticklers!

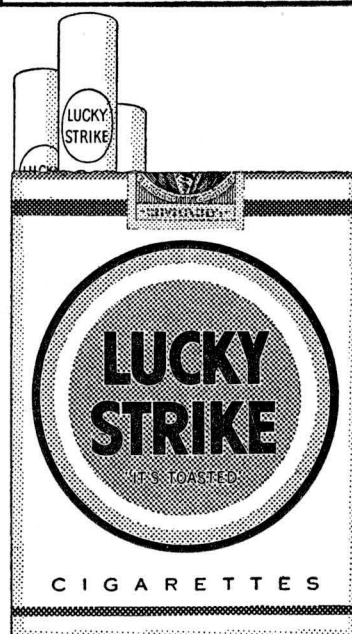


WHAT A MENU! A dank frank, an ol' roll, a pallid salad, and a dry pie. Let's face it, friend—your lunch-time fare needs brightening! Recipe: light up a Lucky! It won't make a filet out of that frank, but it's a *Noon Boon* nevertheless. A Lucky, you see, is all cigarette—all great smoking, all the way through. It's made of fine tobacco—mild, good-tasting tobacco that's **TOASTED** to taste even better. But why wait till noon to try one? Right now, you'll say Luckies are the best-tasting cigarette you ever smoked!



STUDENTS! MAKE \$25

Do you like to shirk work? Here's some easy money—start Stickling! We'll pay \$25 for every Stickler we print—and for hundreds more that never get used. Sticklers are simple riddles with two-word rhyming answers. Both words must have the same number of syllables. (Don't do drawings.) Send your Sticklers with your name, address, college and class to Happy-Joe-Lucky, Box 67A, Mount Vernon, N. Y.



Luckies Taste Better

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COLONELS DROP FIRST GAME, OPEN HOME STAY TOMORROW

Coach John Reese's worst fears were realized on Wednesday evening when his team went down to a stunning 13-4 defeat in a darkness-shortened five-inning contest at Moravian.

In the first inning, third-sacker Bob Sokol was safely perched on first base thanks to a Moravian error. Freshman Ralph Hendershot, in his first at-bat in his college career, whacked a home run that sent Wilkes into a short-lived 2-0 lead.

The Greyhounds took advantage of the shaky Wilkes pitching corps, waiting Eddie Birnbaum out for twelve bases on balls, and collecting a grand total of ten hits.

They scored six big runs in the first inning, three in the second, two in the third, then finished their scoring in a big fourth inning attack. In that frame, Greyhound catcher George Hollendersky hit a triple with the sacks loaded. A

three-run homer by left-fielder Tony Matz completed the tallies for the Bethlehem nine.

Hollendersky had a perfect day at the plate, getting three safeties in three at-bats.

For the Colonels, first baseman Mike Dydo and Sokol each contributed two hits to the Wilkes total of six.

Freshman "Porky" Hoats, in the brief appearance he made, showed poise and style and promises to be a great help to the hurling woes of Coach Reese.

Ron Rescigno, at his shortstop position for the third straight year, played his usual fine game in the infield and contributed a hit to the Colonels' attack.

WANTED: MALE OR FEMALE, qualified to instruct swimming, for summer employment. Contact Miss Leibman at the Jewish Community Center.

HANDICAP BOWLING TOURNEY ENDS; R. WEINSTEIN, TREMAYNE CHAMPS

Golfers Prepare to Go To Country Club for Pre-Season Practice

Golf coach John Curtis has announced that arrangements are being made for the golf team to get workouts on the home course, the Irem Temple Country Club. New equipment will arrive soon, and the men will be able to get out on the links for some practical drills on the use of the greens.

Curtis has said that the team is getting into shape and shows promise of becoming a contender for the Middle Atlantic crown. Especially heartening for the coach is the continuing improvement of

(continued on page 5)

RAIN HALTS TENNIS FOR ANOTHER WEEK

Old Man Weather has dealt the Wilkes tennis team a cruel blow. The managers of the City Parks system have not been able to get the courts into playing condition to date, and will probably not be able to do so for another week or ten days.

A tentative match with the Rider College team has been cancelled, leaving the team with its original schedule of three meets.

The first of these will be on April 20 at the Kirby Park courts, should the grounds be in playing condition by that date.

They will follow with a road

(continued on page 6)

Weinstein, Gacha Win Mixed Doubles Award; Bates, Scandale 2-nd

Rose Weinstein came away from Sunday night's bowling on the Jewish Community Center alleys the proud owner of two more trophies. Besides the team championship won at the beginning of the three-event tournament, Rose took the Women's All-Events title and first place in Mixed Doubles. George Gacha was Rose's partner for the mixed doubles event.

Bill Tremayne also collected his third trophy by winning the All-Events. Bill already had won the first place Male Doubles and the second place Team trophies. This is the second consecutive year that Tremayne has taken home the All-Events award.

Second place All-Events awards went to Ann Bates and Paul Schecter. Ann also placed when she and John Scandale came in second in the Mixed Doubles race.

Weinstein and Gacha rolled a tremendous 1134 three-game series to win by 23 pins. Gacha had a 220-590 while Weinstein added a 237-544.

John Scandale and Ann Bates bowled 218-569 and 201-540, respectively to capture the second place trophies.

Tremayne rolled a 567 series on Sunday night to give him a total of 1796 pins which was 100 over his nearest opponent in the fight for the All-Events crown.

Paul Schecter edged out Tom Myers by 6 pins for the second place All-Events trophy. Paul's 536 series gave him a 1096 pin total.

Rose Weinstein's 237 game was the deciding factor in the female competition for the winner of the All-Events trophy. Leading by only 9 pins before the meet, Rose fell behind by 24 pins after the first game. Rolling a 237 and a 163 for the last two games, Rose won the title by 13 pins with a total of 1136 for the two events.

With an 1123 series, Ann Bates became the winner of the second place All-Events trophy.

The duo of Dick Myers and Jane Keibel, with their 1096 series, took third place in the Mixed Doubles competition. Myers rolled a 203-567 while Keibel rolled a 179-529.

Fourth place went to Bill Tremayne and Pat McFadden with their 1067 series.

Silver cups were awarded to those individuals who bowled an exceptional game and who did not win another trophy. The winners of these cups and their scores are: Pat McFadden, 145; Marie Real-muto, 141; Karen Karmelowitz, 120; Marleen Hughes, 113; Elaine Williams, 109; Ken Selady, 202; Hall Shaver, 192; Tom Jones, 185; Barry Miller, 183; and Les Weiner, 160.

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But first, what does a Systems Analyst do? "Briefly, we study a customer's present system—payroll, inventory control, billing or whatever—and convert it to a mechanized system using either conventional IBM business machines or IBM's high-speed electronic computers."

Tom works out of the IBM Baltimore Office with some of America's



Studying customer's present system

biggest companies as his customers. Graduated from Johns Hopkins in August, '55, with a B.S.I.E., he came immediately to IBM. During his training period, Tom studied IBM's Punched Card and Electronic Data Processing Machines. He learned their uses, their applications, and was instructed in the theories and methods of data processing.

Diversified Assignments

A leading aircraft company was Tom's first major assignment. "My job there," he explains, "was to analyze the application of IBM's latest electronic computer—the 705—to regulate the flow of materials and machines used to fill Government contracts."

Then came a short, but highly satisfying assignment. At the Bellwood Quartermaster Corps, Tom set up a "SOAP" system (System for Optimum Automatic Programming) de-

signed by Tom as "converting the flow of instructions and information into the most efficient operation for an IBM magnetic drum computer. Bellwood," Tom points out, "is the Inventory Control Center for all



A problem in inventory control

Quartermaster centers in the country. The new system will achieve balanced supply and demand of material throughout the entire U. S.—will save money for the Government—and relieve many men from the drudgery of details."

For the past six months, Tom has been working with the Statistical Services Division of Headquarters Air Research & Development Com-



Explaining IBM's 705 electronic computer

mand. "We are designing and implementing a system to link eleven reporting centers to Headquarters by wire transmission," Tom reports. "Data transmitted to Headquarters by this system will be coordinated and then processed by an IBM 650 electronic computer."

"What's it like to be A SYSTEMS ANALYST AT IBM?"

Two years ago, college senior Thomas Wheeler asked himself this question. Today, a Systems Analyst in IBM's Data Processing Division, Tom reviews his experience and gives some pointers that may be helpful to you in taking the first, most important step in your business career.

Why Tom chose IBM

How does a senior like Tom, who was interviewed by at least twenty companies while in college, select his future employer? "In my case," Tom says, "the choice was easy. IBM offered the best opportunities. I knew IBM sales were about doubling every five years—and when I considered the tremendous growth potential of the electronic computer field—I had no trouble making up my mind.

"Besides, I was impressed by the caliber of IBM personnel. They had a broader outlook and an approach to



At the control panel of IBM's 650

business which I can best describe as professional.

"My future? It looks good—very good. I've already received two generous raises in less than two years, and at the rate IBM and the electronic computer field are expanding, my future is both assured—and rewarding!"

IBM hopes this message will help to give you some idea of what it's like to be a Systems Analyst in the Data Processing Division. There are equal opportunities for E.E.'s, I.E.'s, M.E.'s, physicists, mathematicians, Liberal Arts majors, and Business Administration graduates in IBM's many divisions—Research, Product Development, Manufacturing Engineering, Sales and Sales Assistance. Why not drop in and discuss IBM with your Placement Director? He can supply our brochure and tell you when IBM will next interview on your campus. Meanwhile, our Manager of College Relations, P. H. Bradley, will be happy to answer your questions. Just write him at IBM, Room 11904, 590 Madison Ave., New York 22, N. Y.

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SPORTS SPURTS

by DICK MYERS, Sports Editor

The deadline for entries in the Eastern Intercollegiate Bowling Conference individual match singles championship is Monday, April 15. Two men on campus so far have expressed a willingness to represent Wilkes in these events. They are Bill Tremayne, Intramural All-Events Handicap Champion; and Pete Perog, member of the First-place Rose Tattoo's of the Handicap Tournament and of the Mixed Masters, champs of the Fall term league.

These men would like to hear from any other interested parties. The tourney will hold elimination rounds on May 4 and 5. Sixteen men will qualify to enter the semi-finals. The eight winners will then meet in head-to-head competition, bowling under the Peterson point system.

The school of the winning bowler will receive the beautiful 22-inch V. Loria Collegiate Trophy, which becomes permanent if won three years in succession. The winning bowler will receive a smaller replica of the trophy for permanent possession, in addition to a gold medal.

Speaking of bowling tournaments, the Intramural bowling has come to an abrupt end, with still four or five weeks left in the term. A few individuals have expressed a desire to get in a little more competitive bowling before the summer vacation begins. Due to the limited time remaining, any bowling will have to be started immediately.

A tournament could be run on the same basis as the Easterns mentioned above, with the top man being declared the Wilkes College champion bowler.

Depending on the number of bowlers, an entrance fee could be set to purchase trophies for the winners and runners-up. Anyone ready to do a little more bowling this year, contact this writer before next Wednesday.

THE SILENT SPORT

If it's good enough for the Sports pages of the New York Times, it should be worthy mention in the Wilkes Beacon. The "it" in this case being chess.

With considerable interest being shown in the endless games observed on campus, perhaps a tournament in this less strenuous sport would appeal to the members of the student body.

Several of the players have mentioned such a proposal from time to time, and we feel that perhaps some action can be initiated if the matter is given a bit of publicity.

Failing in this goal, it may be possible for the devotees of "moody

GOLFERS TO PRACTICE

(continued from page 4)
the inexperienced men on the squad.

The announcement that the men will soon be working out on the Irem greens should heighten interest in the pre-season activities, since it means that the men will be able to get some real experience with intra-squad competition.

The rules under which meets will be held show that the old best-ball partner system will be abolished this year. Instead, the six team members will tee off in order of their placement in qualifying eliminations, under individual match play rules. There will be one point for the first nine holes, one point for the second nine, and one point for all 18 holes. The possible score, therefore, will be 18 points per contest.

Coach Curtis is still looking for team members. Anyone interested in trying out for the team may see Mr. Curtis in his office on the third floor of Chase Hall, or may contact any member of the team.

checkers" to band together into a formal campus organization devoted to the instruction of novices, lectures, intra-organizational competition, and perhaps even intercollegiate games in the future.

Just a suggestion.

PLAY BALL! . . . WITHOUT UMPES?

Once again, a call for arbiters in the intramural softball league. Today is the deadline for the team rosters, and if no volunteers present themselves, umpires will have to be recruited from the ranks of the players themselves. This is, for obvious reasons, a bad policy.

These games are usually "played" in the loosest sense of the word, and there is as much horseplay as ballplay in some of the games, so that people who feel that they jeopardize their popularity by acting as umpires are on the wrong track.

There is always a great deal of fun in intramural sports, and the umpires need not be left out of it. Seriousness is a fine and necessary thing, but so is fellowship and good fun. Anyone who participates in this softball league will be able to find for himself a healthy portion of both.

Weather, Lack of Strong Pitching Still Pose Very Serious Problem, Hitters Display Power Potential

Coach John Reese and his trouble-beset baseball team got a brief respite from the weather man on Tuesday afternoon. The day-long rains thoroughly soaked the playing field at Artillery Park, and caused the postponement of the scheduled contest with Gettysburg.

The weather has been a deterring factor in the team's progress since the initial call for practice, but this was one time that Coach Reese was glad to see the overcast skies.

The main problem now is right-handed pitching. George Gacha, under the double burden of a heavy scholastic schedule and a sore throwing arm, has had to take leave of absence from squad. Reese is now left with only two strong pitchers, southpaws Eddie Birnbaum and Boyd "Porky" Hoats.

Freshman Hoats is a graduate of Meyers High School, and has shown some promise. Other pitchers are Ray Yanchus, John Washinski, and Paul Rekalaitis. These men may come along well with a little

more experience, but the immediate problem facing the team is the lack of power-pitching.

Tomorrow afternoon the team opens a five-game home stand at Artillery Park at 2 P.M. against Dickinson, a team which is fresh from a 3-2 win over Lafayette earlier this week.

With the weatherman again flexing his muscles and dumping loads of unwelcome snow over the state, there was some doubt that tomorrow's game would be played when the Beacon went to press.

On Wednesday afternoon at 4:00 P.M., the Colonels will open a four-game home stand against Rider College of New Jersey.

The Rough Riders have been reported as having a strong left-handed batting order, no welcome news to Coach Reese's diminished pitching staff.

The bright star on the Colonels' horizon is Ralph Hendershot who homered his first time at bat in a college game against Moravian on Wednesday afternoon.

The Colonels have shown that they can hit the ball; with any breaks from the belabored mound staff, the team should be able to win a few key games and turn in another winning season.

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One-Act Plays Presented Before Big Audiences



Members of Cue 'n' Curtain's three one-act productions which were presented Monday, Tuesday, and Wednesday evenings are: Seated, Shirle Barody, Mary Lou Spinelli, Barbara Vose, Daisette Gebhart, Pat Ide, and Merri Jones. Standing, Gene Stickler, Steve Poleskie, Steve Cooney, Merle Cohen, Bill Schlingman, Larry Amdur, Dave Kistler, and Peter Gale.

Performances Rated 'Pleasing'; Barbara Vose, Bill Schlingman Show Highly Promising Talent

Cue 'n' Curtain's three one-act plays were seen by an estimated 225 students, faculty members, their guests and families on Monday, Tuesday and Wednesday nights.

WM. KONDRAT SPEAKS TO RETAILING GROUP

by Bill Zdancewicz

Mr. William Kondrat, merchandising manager for Sperry and Hutchinson (S & H green stamps), was the principal speaker at an open-forum Wednesday evening, at Sturdevant Hall. The Forum was sponsored by the Retailing Group.

The opening address was given by Mr. Eric Stein, moderator of the discussion. He explained many interesting aspects concerning trading stamps. Joel Rosen, retailing student, then presented current material about trading stamps, and presented a resume' of the recent article which appeared in Life magazine concerning this issue.

Mr. Kondrat opened his address with background information about the S. & H. Company. In regard to dislike of some persons toward stamps, the speaker mentioned three past sections of our economy. The department stores, mail order houses, and large chain food stores, each were attacked during their formation, but all three succeeded mainly because the general public wanted them.

He mentioned several advantages to retailers in carrying stamps: increase in sales volume, increase of profit margin, aids in building steady customers, and because they are given on cash sales, the stamps bring in more cash business.

The speaker stressed, that stamps alone do not increase sales volume—good merchandising, good management, and good promotions are also needed.

Throughout the forum, the speaker answered questions in the light of his company, S. & H. Following the open forum, Mr. Stein and Mr. Kondrat discussed current legislative actions concerning this issue. The worth of a business, as stated by the speaker, is proven best by public acceptance.

SPRING FASHION SHOW

(continued from page 2)

Marianne Levenoskie, Nancy Frey, Lynn Goeringer, Barbara Cahill, Nancy Schooley, Maryann Powell, Doris Djurica, Marion Christopher, Helen Miller, and Lynn Boyle.

Modeling the men's clothes were Morgan Davis, Neil Dadurka, Bill Farish, Dave Polley, Bill Rinken, Frank Rossi, Charles Robinson, and Bill Lloyd.

Co-chairmen of the event were Natalie Barone and Gwen Evans. Their committee chairmen consisted of Helen Miller, publicity; Barbara Drasher, programs; Ruth Younger, stage; Jean Pyatt, entertainment; Peggy Stevens, refreshments; Pat Hemingway, tickets; and Francine Bishop, properties.

RAIN HALTS TENNIS

(continued from page 4)

match at Bethlehem against Moravian on April 26.

The season will end in Scranton in a return match against the Royals.

An all-female cast, headed by Merle Cohen, struggled with the very difficult *March Wedding*. The vehicle itself is not a very good one and the limited time at the disposal of Director Andy Evans further hampered the student thespians.

A steady improvement could be noted from first performance to last indicating that the players and director were doing their best with a difficult piece.

The *Maker of Laws* was highly enjoyed by all three audiences. The cast starred Steve Cooney in the title role, as King of Egypt. Steve's portrayal of the king who loses the game (although playing with his own rules) provided one of the highlights of the three-day stand.

A big talent discovery was made as Barbara Vose appeared on the stage for the first time. As Sitara, witty and graceful Queen, Barbara showed great poise and considerable native talent. Her improvement from the first to last performance indicates a big future in campus productions.

Submerged also featured a first for another promising actor. Bill Schlingman, freshman, had the audience in the palm of his hands with his intense portrayal of a cowardly submarine sailor. The role called for exacting emotional displays, which Bill carried out deftly.

On the whole, the three plays provided a pleasing and stimulating hour of entertainment for those in attendance.

'Amnicola' Payments Due

Frank Cuscela, AMNICOLA business manager, has announced that the deadline for payment of yearbook patron subscriptions has passed and that many students have not paid their bills. Cuscela urges these students to contact their class representatives and meet their obligations.

MUSICIANS HONORED, MORAN INSTALLED

Four Wilkes College band members traveled to Indiana (Pa.) last Thursday to attend the Pennsylvania Interscholastic Band Festival. John Uezen, oboe, and Janet Jones, French horn, received the honor of being made principles for their respective instrument sections at the festival.

A second honor was brought home by the group when Bob Moran, director of the college band, was re-elected secretary-treasurer of the Pennsylvania Bandmasters Association. The Association held meetings while the band was rehearsing for the concert which they presented Saturday night.

Mr. Mark Hindsley, conductor of the University of Illinois Band, was guest conductor of the festival in which one hundred thirty-five students from colleges all over Pennsylvania participated.

Mr. Moran and the group came home on Sunday.

Those attending from Wilkes were: David Larish, Robert Olivia, John Uezen, and Janet Jones.

ED. CLUB TO ATTEND ESSTC CONFERENCE

by Ruth Younger

The Education Club is making plans to attend a joint conference of classroom teachers and Future Teachers of America chapter members at East Stroudsburg State Teachers College on Wednesday, April 24.

Cars will leave Sturdevant Hall, South Franklin St., at 8 A.M. The conference will be in session all day.

This Spring Conference is anticipated to be very helpful for future teachers because they will hear discussions by teachers who have had experience in the classroom.

Discipline problems and personality problems in the schools concerning student-teacher relationships will be discussed by all the conference delegates.

All students are welcome to go to this conference with the Education Club. The cost of the conference will only be \$2 per person which includes his dinner and his

SAM Tours Tungsol Corp.

The Society for the Advancement of Management (SAM) recently took a field trip to the Tungsol Corporation in Weatherly, Pennsylvania. The fifteen members of the group who attended left campus at twelve and began their tour at one o'clock.

The club was first taken on a tour of the plant, after which a discussion period was held. During this the members of the club had an opportunity to ask questions of such company officials as the personnel manager, industrial engineer, chief accountant, and production engineer on the functioning of the plant.

The trip was one of many similar trips held by the club along with their policy to learn more about the practical functioning of management.

registration fee.

Those who are interested should contact Joseph Ludgate, President of the Education Club.

LAST CALL FOR TEAM ROSTERS IN SOFTBALL

John Reese, Director of Intramural Activities, has announced that today is the last chance for team rosters to be submitted for softball. Mr. Reese has reported that as of Monday, eight teams were entered.

Still to be found are men who are willing to take over the chores of officiating these games. Any potential umpires on campus are urged to see Coach Reese in his office before 3:30 P.M. today.

Also lacking is a Student Director of the league. Interested parties may see Mr. Reese at any time.

Tentative schedules have already been made, but the final schedules for release will not be made until it has been determined that all the team entries have been made.

As soon as these schedules have been completed, team captains will be notified, and the Beacon will publish the lists.

If the weather permits and the rosters are completed, Mr. Reese promises that competition will begin next week. Tuesday has been set as the target date.

PLACEMENT OFFICE NEWS

A representative from the State Department will be on campus Tuesday, April 9, to speak to all juniors and seniors. A group meeting will be held at 11 A.M. in Hollenbeck Hall. Please report to the Placement Office to register for the meeting.



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But would you give me one small kiss?"
"And why should I do such a thing?"
"Because, my dear, today it's spring
Because there's romance in the air
Because you are so very fair!"
"There's a lot in what you've said.
Okay, kiss me . . . go ahead."

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