

\$50 TUITION INCREASE APPROVED

A \$50 tuition increase that will bring the total semester costs to \$925 — or \$1,850 per year — was announced during the week in a letter sent out to the parents and students of Wilkes College.

The \$1,150 fee for room and board at the college will remain the same even though college officials have noted increases in various direct and fringe services provided in this category.

Approval for the increase came at the recent meeting of the Board of Trustees, which first heard the reasons for the needed boost in tuition and then accepted a call for a vote by Board Chairman Louis Shaffer.

The new tuition rate — which when combined with room and board will put the total academic year costs for two semesters at an even \$3,000 — will go into effect in September of this year.

Notice of the tuition hike was made by Dr. Francis J. Micheline, president of Wilkes College, who personally wrote to almost 3,000 students and their parents, explaining the reasons for the increase.

In his letter, Dr. Micheline wrote in part:

"I am sure you are aware of the financial pressures faced by all institutions of higher education as a result of continued inflation and rising costs of operation. We have attempted



Atty. Louis Shaffer

students will remain at \$60 per credit hour."

to keep our increase as small as possible to avoid hardship on our students and their parents while at the same time recognizing the need to meet those expenses necessary to provide the highest quality education at Wilkes College.

"We have actively supported the legislation that created and annually funds the Pennsylvania Higher Education Assistance Agency. This agency is responsible for administration of the State scholarship and loan program that has been so valuable to our needy students. There are also a variety of Wilkes College scholarship funds and work opportunities as well as Federal Economic Opportunity Grants and Loans available to assist in meeting financial need.

"Please do not hesitate to consult with our Financial Aid Office as you plan the financing of your education. Room and board charges for 1972-73 will remain at present levels. The tuition for part-time

The \$1,850 two-semester cost at Wilkes College continues to be lower than most colleges of its size and considerably lower than the majority of private colleges and universities throughout the nation.

BEACON

Vol. XXIV, No. 21

WILKES COLLEGE, WILKES-BARRE, PA.

March 23, 1971

REVISED VISITATION POLICY IN EFFECT

SG And Class Offices

Recent Election Results

Results of the recent elections were announced last week for positions in the junior and senior classes, for key student offices and for sophomore, junior and senior Student Government representatives.

In the election for class offices, Junior Richard Lack defeated incumbent Carole Lowande for president. Lack is a business administration major from Saugerties, New York. Richard A. McGuire, a political science major from Wilmington, Delaware, was elected vice president. Mindy Miller, a political science major and Lebanon resident, was elected secretary and Wilkes-Barre resident Theresa Roccograndi, an elementary education major, was elected treasurer.

There was no change in the officers of next year's senior class and the president and vice president ran uncontested. Joel Fischman, a history major from Wilkes-Barre, was re-elected as president. Fischman has held this office for four years.

Galicki Reelected

Mocanaqua resident Frank Galicki, a history major, was re-elected as vice president. Randy Wells, a psychology major from Lebanon, Pa., and Duryea resident Stanley T. Polak, who is pursuing studies in accounting, were elected secretary and treasurer, respectively.

Elected as Student Government representatives for the sophomore class are Maureen Kortbawi, a history major from New Brunswick, New Jersey, Kit McCarty, an English major from Amber, and Kathy Moran, a resident of Rochester, New York. Lakewood resident Linda Tyson, a mathematics major, and Brynley James, a philosophy and religion major from Kresgeville, have also been named.

Junior and Senior Classes

The junior class will see the return of Lee Auerbach, Peter Jadelis and Ann Schifano, as Student Government representatives, as well as new-comers Michael A. Caravella and Gregory Hollis.

Auerbach is an accounting major from Fairlawn, N.J.; Caravella is from Rahway, N.J., and is pursuing studies in business administration. Hillsdale resident Greg Hollis is a physics major; Peter Jadelis is a resident of Kenilworth, N.Y. A local girl, Ann Schifano, of Pittston, is an elementary education major.

The senior class Student Government representatives are all previous members of the governing body. Michael Barski, a Mocanaqua resident and history major, and Robert Linaberry, an accounting major from Montrose, were among the re-elected representatives.

Also re-elected were William Nichols, a philosophy major from Kingston, Josie Schifano, a Pittston resident majoring in elementary education, and Howard Tune, a history major from Woodbridge, N.J.

• • • • •

There will be a special election edition of the **Beacon** Thursday, April 6, announcing the platforms of candidates running for the office of Student Government President. Election for that office will be held Wednesday and Thursday, April 12 and 13. Student Government officers will be elected at a special Student Government meeting, Wednesday, April 19.

Students are also reminded of the upcoming Inter-dormitory Council elections which will be coming up in April. Nominations for the IDC officers will be held Monday, April 3, at the regular IDC meeting. IDC elections will be held the following Monday, April 10.

Regulations Finalized By Board Of Trustees

The long-awaited revised visitation proposal, which includes visitation in women's dormitories, was put into effect for the first time yesterday.

According to Miss Jane Lampe, Dean of Women, visitation in women's dormitories will be run in compliance with the rules and regulations of the policy. During the hours which each individual dorm decides to initiate visitation, there must be a student on duty, insuring that the sign-in sheets are being used.

Failure to comply with any of the agreements surrounding visitation will result in action by the Judicial Court.

The following is a copy of the proposed revision of the agreement for dormitory visitation which was passed by the Board of Trustees:

Proposed Revision of the Agreement for Dormitory Visitation.
subtitle, "Provisions of this Agreement."

Submitted to: The Council of Deans, and Dr. Micheline

Accepted by: I.D.C. and Student Government

Submitted by: George Pagliaro, Mark Paikin, and Stephanie Pufko

Date: February 13, 1972

The provisions of this proposal shall be:

1. The visitation policy now operating in the men's dormitories shall be extended to include the women's dormitories, but visitation hours on Sunday shall be extended to 12:00 midnight in both male and female dormitories.

Therefore, this section of the agreement shall read:

Hours of visitation shall be: Fridays — 5 p.m. til 2:00 a.m. Saturday; Saturdays — 12 noon til 2:00 a.m. Sunday; Sundays — 12 noon til 12 midnight.

When the presence of a third party inconveniences a roommate, the third party shall withdraw.

Additional rules and regulations governing these policies will be adopted by the I.D.C. and the Council of Deans.

This agreement will be in effect during the fall and spring semesters.

2. Visitation shall be established Monday through Thursday within the hours of 6 p.m. and 12 midnight for all dormitories. These hours will operate under the same rules as weekend visitation.

3. No dormitory shall be bound to have visitation on any day, or for the full hour allotment of any day.

A. The days and hours of visitation an individual dormitory shall have, within the limits established by this proposal, shall be determined by the students who reside in that particular dormitory.

B. All these decisions shall require the approval of two-thirds of the individual dormitory's population. (This provision shall not be construed to mean two-thirds of those residents at a particular dorm meeting, but, rather, a clear two-thirds of the entire dormitory population by secret ballot.)

C. The New Men's Dormitory shall vote as one living unit to avoid the inherent problem of varied hours within one structure.

(Continued on Page 2)

DINNER-DANCE IS A HUGE SUCCESS



One of the most colorful and best-attended social events of the current collegiate year was held last Saturday evening in the Crystal Ballroom of the Hotel Sterling when the freshman and sophomore classes of Wilkes College presented their annual semi-formal dinner-dance.

The event marked the beginning of the spring social events which will conclude with Commencement in June. During the dinner hour local folk artist Ted Bird entertained and later, Moses, a well-known local rock group, provided the music.

Among the participants in the evening's festivities were many members of the faculty and Administration as well as out-of-town guests of the students.

Shown left to right are: Steve Apaliski, president of the freshman class; Kit McCarty; Gary Horning; Frances Scharaldi, general chairman of the dance; Wilkes College President and Mrs. Francis J. Michelini; Carole Lowande, president of the sophomore class; and Joseph Deddy.

It Seems To Me

by Marietta Bednar

An often overlooked or perhaps conveniently forgotten aspect of campus life are campus-wide campaigns. There are relatively few implicitly stated guidelines to follow and even then, there is no escaping the topic of ethics in each campaign.

Just how far should we, as a college campus, go with our politics, our campaigns and our election coverage? This is a question that is difficult to answer, especially with the huge amount of diversity prevalent on the Wilkes College campus.

Candidates for campus offices, have a certain degree of ethics to live up to. These of necessity cannot be exactly the same as those of the campus' Joe Doe, who can fade into the background at any given moment, and not have to face accusation or semi-trial conditions by his peers.

Student offices, by their very nature of responsibility, demand intelligence, practical knowledge and a degree of experience. While all this may sound like a difficult or unfair order for the average college student, the candidate will soon realize that he has to face some entirely unprecedented problems and situations. No one can tell another candidate exactly what to expect from his term in office. Each and every situation will be different.

Along with the obvious requirements for offices comes a not-so-obvious, but, nevertheless, essential part of a character — a natural power for observation, reasoning and acting. This is where the ethics of campaigning come into the picture. By the very fact that a given candidate has put his name on the ballot for office, it is safe to assume that all of his actions will be open to interpretation by the student body. If a candidate has acted irresponsibly in his campaign tactics, is it not, therefore, safe to assume that he will follow much the same course of action when in office?

Any student who once in office uses his powers to selfish, or unfair advantage, has left himself open to not only criticism, but has betrayed a deep trust the student body has placed in him by nature of his election.

Freedom of speech is unquestionably a right given to everyone in our nation, and the college campus is definitely no exception. What should be guarded against in campaigns on the campus is the unfair use of this "right." No individual should have the right to use his "freedom" to destroy the other candidate.

Every candidate should live up to the socially established codes of sincerity, truthfulness and accuracy. If a candidate promises something in his campaign policies, it should also be his responsibility to live up to these promises and to give the student body a fair shake in every deal. Slogans should be accurate and not stretch the truth in any way.

Every one of us has seen the campus with election signs up everywhere, hanging from dorms, the commons, trees, fliers on the lawns, signs plastered on doors, etc. In many respects, it would seem that we tend to go a little overboard in our presentation of elections to the student body. It would be a fair assumption that the student body of Wilkes is not illiterate, we can read. The over-saturation of campaign material on the college campus sometimes proves to bring negative results, aside from the fact that they destroy or detract from the beauty of the campus.

Impartiality also enters the campaign picture in many ways. Each candidate should honestly make the effort to make a distinction between the facts or actual achievements or weaknesses of his opponent and his opinion of his opponent's character. An individual should not make it a practice of stating, in any manner, charges which could be construed as affecting the opponent's character or reputation.

One of the strongest arguments against any of the above suggestions for campus campaigns is the national picture, which cuts down opponents on the basis of actions and moral convictions. Maybe it is slightly naive to think that the college campuses should promote something that our nation has failed to do since its beginning.

But perhaps it is still best to consider one final point — Who says we have to be like the rest of the nation?

LIVING PROPOSAL ATTACKED

Student Government Representative Pete Jadelis reported at a recent Student Government meeting that the Off-Campus Living Proposal had been changed without the knowledge of the governing body.

The dormitories must be relatively filled before students will be permitted to live off campus. Also, those who do wish to live off campus must be in good academic standing. Jadelis argued that this was an infringement upon students' rights.

Conversely, Dean James Moss stated that the college was not interfering with students' rights because the legal responsibility belongs to the school. He cited a Michigan court decision which upheld his claim.

Concert Committee Chairman Bob Linaberry, who was also acting president during the meeting, announced that there are going to be reserved seats at the POCO concert. "It's going to cause a lot of problems, but we hope we can figure them out."

WCLH is now operating at its

VISITATION POLICY (From Page 1)

D. All rules made under No. 3 will be posted in lounge areas and entrances.

4. Quiet hours will remain in effect, and shall be enforced, Sunday through Thursday, for the hours established.

5. No portion of this policy can be construed as limiting the authority of the college to maintain security and control as necessary to fulfill its responsibilities.

maximum. Radio Committee Chairman Dave Bickel reported that they have a staff of 25 and are operating five hours a night on a regular basis with seven hours of rock music on Saturday. Bickel expressed a hope of increasing the rock schedule even more.

Student Government agreed to use the \$25 it had set aside for its office refurbishing for paint to cover the walls at the construction site. Linaberry felt it was like reading an old newspaper.

Lee Auerbach announced that the Concert and Lecture Series is going to try to secure four or five

speakers a month next year. Among them might be another hypnotist!

The Math Club was granted \$75 for a booth at the Cherry Blossom Festival, prizes for their math contest and some mailing costs. Prizes to be awarded will be books.

The Young Republicans were given \$240 and the Biology Club was given \$66. The Young Republicans want to send representatives to a mock political conference and the Biology Club will be attending a conference at West Point.

Notice:

The removal of all election posters is now the responsibility of the candidates. Please help keep the bulletin boards a little less cluttered.

Student Teachers Observed



Backing up some 129 Wilkes College student teachers who are currently "out in the teaching field" to gain the necessary experience to qualify them for the profession is a staff of educators who have many years of actual classroom training and experience.

The Wilkes College Education Department, under the chairmanship of Dr. Eugene Hammer, keeps in constant touch with the schools which have accepted student teachers for training in four categories — non-graded elementary, standard elementary, secondary arts and music, and academic secondary.

Making constant inspections through visits to the schools are these Wilkes education faculty members. Left to right, first row: Robert DiSible; Mrs. Lily Bynon; George Siles, supervisor of elementary student teachers; Mahmoud Fahmy. Second row: Richard Fuller; Edwin Johnson, supervisor of secondary school student teachers; and Robert A. West, director of student teaching. (Photo by Paramount)

Man Who Runs The Campus City

NELSON CARLE - 'JACK OF ALL TRADES'

Think of someone who has time for just about everything, from a deep concern for students to the collection of antique time pieces, and chances are you'll think of Nelson Carle, director of maintenance on the Wilkes College campus.

A maintenance man's job is never done, and Carle proves this by the amount of time he dedicates to his job, seven days a week, holidays occupying a major portion of the time.

Each college or university community is equivalent to a miniature city that is in constant need of repair and supplies. Currently under "Mayor" Carle's jurisdiction are 60 campus buildings with their surrounding grounds, the athletic fields, 75 women who perform housekeeping duties, 42 men whose responsibilities range from security to plumbing and 10-25 part-time students who help with maintenance of the school.

Stressing the fact that the Wilkes students are his primary concern, Carle referred to his job as one that he "enjoyed thoroughly." He has to — emergencies always have a way of falling on those "odd hours of the morning."

Carle worked as a "right hand man" for the Bedford family for 41 years, prior to joining the Wilkes College family. His duties were similar, though not as extensive as the ones he now assumes. He still maintains an office in Bedford Hall, now owned by the college, where he does an entirely different kind of directing — the buying and

shipping of wheelchairs for the Wilkes-Barre Wheelchair Club.

Carle and his wife, Lucille, have been carrying on the wheelchair project on the wishes of the late Bedfords who set aside a special fund for people in need of wheelchairs all over the world. With a great deal of pride, Nelson Carle stressed, "we have sent wheelchairs to just about every foreign country you can imagine."

Requests for the wheelchairs come from individuals at home and from all parts of the world. Passing by Bedford Hall, chances are you'll see wheelchairs on the side by the garages. In his "spare time" Carle manages to handle the requests for wheelchairs and prepares them for delivery. He maintains the original office in Bedford Hall that he had when he was employed by the Bedfords, in order to carry out this project.

Clocks are a favorite hobby of Carle's and one look at his office on West Northampton Street will prove this contention. Carle is able to point out clocks that were

special gifts from members of the Wilkes family over the five years he has been with the college. Probably the oldest clock on campus is the grandfather clock in Bedford Hall, which dates back 200 years.

Carle stressed the importance of the students on campus, and this feeling he extends primarily to foreign students who come to Wilkes with little or no money. Maintenance employs between 10 and 25 students throughout the year, and Carle manages to extend a little of his own hospitality by personally helping the foreign students get adjusted to a new country and helping them to get financially adjusted to the new surroundings.

The Carles live at 119 Carey Avenue, within close calling distance for those campus "emergencies."

When questioned about the most valuable man on campus, the reply was quick and to the point — Dr. Michelini. The maintenance crew did, in fact, present the College President with a gold master key at his inauguration in 1970.



Nelson Carle and Charles McAndrew

Exchanging Views

by Gary Horning

Recent reform on the Wilkes College campus has led many, including myself, to believe that maybe there are some people in Weckesser Hall listening to student ideas. With this in mind I would like to propose, or shall I say renature, a new concept.

During the past year many social reforms have been adopted by the college as we surge into the modern era's more comfortable life style. Now I should think is a better time than any to start thinking about much-needed academic change on our campus.

More than a year ago a committee was formed to investigate, initiate and construct a teacher evaluation form for Wilkes College. Despite the runarounds that certain members of the college have been prone to come forth with concerning the matter, students on the committee itself have expressed their utter contempt for the lack of effort being offered the project. Some of these students want out simply because they can't see any reason for accepting the responsibilities of a committee member, when its ultimate aim is to kill a proposal.

Speculation leads to many fallacious, preconceived notions but how can anyone stand back and view the current situation with less than disdain for its producers. It has been more than a year on the drawing board and has made little more headway than a dead-end street.

My purpose in writing this column is not to condemn the people in charge of teacher evaluation but rather to remind them that the students and faculty of Wilkes have not forgotten that the proposal is out in the wings somewhere. And I might add that some faculty members are anxious for evaluation of their talents by the students and are growing wary of opportunities to do such.

Several faculty members have subjected themselves to their own evaluation sheets while others have used forms derived at other schools. In asking why they did such, I received replies that they felt it was the moral thing to do, the only way to improve themselves and/or the only means of seeing whether they were "good" at their profession.

It should be stressed that a good evaluation has built-in "checks," evaluates performance not personality and emulates sincere reactions on the part of students. I think that some teachers who might fear being evaluated might be surprised at just how well their students respect professional capabilities.

A good example of such occurred in the Commerce and Finance Department where a teacher (who shall remain anonymous) subjected himself to an in-depth evaluation used at another institution. My first reaction was questionable but I do remember myself thinking the man was crazy. You see he was, by his own admission, hardly well liked by his students. The evaluation, however, was one in which it was impossible to judge the personality of the professor. Only his teaching capabilities came under evaluation. When I inquired as to how the evaluations went, the reply was "very well."

Thus, any teacher is in the business to improve other people. It seems quite ambiguous that one devoted to such improvement should not quest

(Continued on Page 6)

Student Interest Needed For Amnicola Survival

by Anna Ostapiw

Can a yearbook with a \$2700 deficit at the beginning of this academic year break even while maintaining the same quality it has in the past?

The answer is yes if the name of that yearbook is Amnicola and the editor is Barbara (Bobbie) McNicholl.

Bobbie reported that the ads were the life savers for the Amnicola this year. Letters were sent out to faculty members and government officials, such as Representative Daniel Flood, for patron ads. Letters were sent out to parents asking them to buy a yearbook as a gift for their son or daughter. The yearbook received 125 positive responses.

When asked if the yearbook was going to be published in future years, Bobbie responded in this manner:

"Definitely next year. But real student interest will determine if we have a book in the following years."

It was thought at one time that the Amnicola would be published for the last time this year. To clear this statement Mr. Thomas J. Moran, a member of the Student Publication and Broadcasting Committee, was consulted. The purpose of this Committee, which was appointed by Dr. Francis Michelini, is to review the present and future affairs of the three college publications and its radio station.

The Committee is "not entertaining any ideas of dropping the yearbook now." The

Committee at all times "wanted to find ways to keep the yearbook going." It was "on the positive side" at all times. The Committee always kept a close watch on the situation of the yearbook.

The key to the yearbook situation as stated by Moran is, "the seniors and other students have more hindsight than foresight." The students don't realize that the yearbook becomes more valuable over the years. The

yearbook's "value point grows instead of diminishes." It might not seem important now, but in 10 years the book may prove to be helpful or even valuable.

Members of the Committee are: Professor Welton Farrar, Chairman; Dr. Angel Belic; Dr. Joseph Bellucci; Professor James Berg; Dr. Patricia Boyle; Chester Colson; Dr. Stanley B. Kay; Dr. William Stine; Thomas J. Moran; Wendy Adleman; and Bob Leach.

Wilkes Band Concert Slated For Tonight

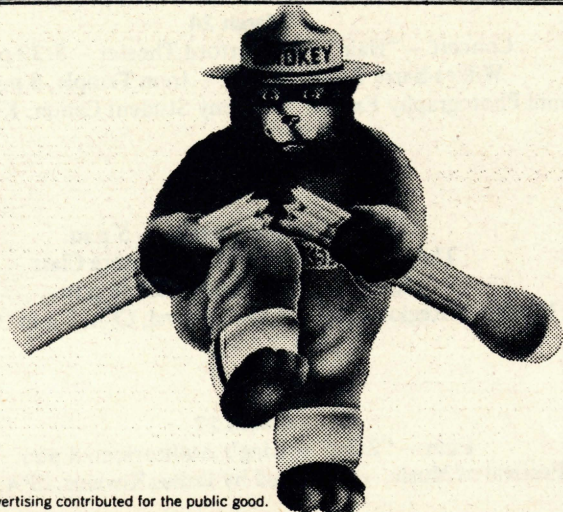
The Wilkes College Concert Band will present its next concert of the year this evening at 8:30 in the Dorothy Dickson Dart Center for the Performing Arts. As usual, the concert is open to the public free of charge, and no tickets are required.

The program is as follows: Le Journal Du Printemps,

Johann Caspar Ferdinand Fischer; Theme and Fantasia, Armand Russell; Symphony in B Flat, Paul Hindsmith; Hammersmith, Prelude and Scherzo, Gustav Holst; Toccata, Fisher Tull; Toccata Marziale, Ralph Vaughn Williams; Danza Final (From "Estancia"), Alberto Ginastera.

PATRONIZE

OUR ADVERTISERS



Advertising contributed for the public good.

the Clothes Horse

76 South Main St., Wilkes-Barre • 136 No. Washington Ave., Scranton

Shop at ...

GRAHAM'S

For Your School Supplies



See us at our new location

106 SOUTH MAIN STREET
WILKES-BARRE

Phone 825-5625

Editorially Speaking

The Eugene Farley 'Social Hall' More Courses Suggested

Wilkes has done an excellent job of misnaming one of its principal buildings. The one we are referring to is the Eugene S. Farley Social Hall, more commonly known as the Eugene Shedden Farley Library.

The student body wants a place to meet and socialize — all well and good, but use another building for that purpose, not the library. A college is established for the

distinct purpose of educating young adults. The responsibility for that education should also rest on the individuals who are attending the institution of higher learning.

This is one area where Wilkes is lacking most at the present time. While we profess to be a liberal arts institution dedicated to the

goals of higher learning, we refuse to allow a suitable atmosphere in which this learning can take place.

Numerous complaints have been raised about the noise level in the library, yet few will admit that the students themselves are responsible for the noise level which has

gotten all out of proportion. They have created a situation in the library that is suitable for the exchanging of books and socializing, not much else.

Granted that during the day, there are relatively few places for the student population to go in between classes. And the library naturally assumes the role of a hang-out until the student's next class. What

these same students are apparently ignoring is the fact that there are day and dorm students with major reports due, and even graduate students who have the right to utilize the library during the day.

Each one of us, as college students, has experienced the panic of last-minute research for various reasons, and has appreciated the fact that there was some silent retreat in

which to accomplish an intensive and extensive amount of work. The amount of noise in the library at any given time could very well mean the difference between a good grade and a poor presentation.

No one likes to be short-changed commercially. Here, in the case of the library, we are short-changing ourselves — academically.

Library personnel should not have to play police and maintain a suitable atmosphere in the library. We are at the stage in our

educational growth where we should act responsibly and be our own police force, acting to keep the noise in the library down, for our own good.

The college looks with pride (as well they should) to the new medical program which will begin in September. Not only will it fill a void in the medical programs of this area, but it will also put Wilkes one step higher on the ladder of growing private liberal arts colleges. No one can deny that this is a step in the right direction.

What we question, however, is the lack of new innovations within the present curriculums. All the standard traditional courses are there; every major is covered adequately. But standard traditional courses have never been known to cause a great stir of intellectual activity among students.

Where are the exciting, new, perhaps even experimental courses that add so much to a student's field of study?

Where are the courses that students will take for the sheer enjoyment of it? Why are most major fields so structured and rigid that even when the student has an opportunity to take several courses outside his major there are very few courses that look appetizing enough to try?

Granted, there has been talk of a few new courses for next fall, and also of a Drama major and a Communications Arts major. Trite as the expression is, talk is cheap.

If progress has been made along these lines, why not let the students know what they can look forward to within the next few years? And why not let them know how long they will have to wait?

Or has all the talk been just that: talk?

Wilkes is supposedly a liberal arts college, but there is a great emphasis on the sciences. The Hahnemann Medical Program is evidence of that, and no one is arguing that the sciences aren't important. What we do argue against is the seeming lack of importance placed on some of the other departments.

The students have been accused of thinking only of their social concerns. But there are very few students who do not realize the importance of a strong department in their field. And at Wilkes, some departments offer very little beyond the bare necessities.

Why not reevaluate the nature of some of the courses and try to provide courses that go beyond the standard traditional material?

NOTICE

Find out what it is like to be an oppressed Jew. See "The Fixer" starring Alan Batis. It will be shown free of charge Tuesday, April 4, in Stark 109.

NOTICE

Any student who now lives at home or in off-campus accommodations, but who wishes to live in a College residence hall next year, should report immediately to the Housing Office.

Arrangements for living in a residence hall must be made prior to May 1 in order to guarantee that residence hall space will be available.

NOTICE

A rock festival is being offered at the McGovern Headquarters on 91 S. Main Street, Friday night at 8 p.m. Entertainment will be spontaneous. Bring your instrument. Meet student delegates committed to George McGovern.

Folk Music Set For WCLH

To the editor:

Find out what folk music is all about. Tune in to the newest student-produced show on WCLH-FM "Folk Music from the British Isles."

Judy Collins, Joan Baez, Simon and Garfunkel, The Clancy Brothers and the Irish Rovers are a few of the artists featured.

Scottish music, especially from the rocky Hebridean Islands (where the most beautiful lilting melodies in British balladry arose), Welsh, Irish and English folk music are regular features of the program. Obscure artists such as Kenneth McKellar and A. L. Lloyd will highlight the show as well as documentary recordings of actual Scottish Highlanders singing ballads and chants that have been carried down in their original form since the medieval ages.

The Pennsylvania Irish of the anthracite coal regions in the state, especially the "Molly Maguires" originated a great deal of American-Irish folk music which will be presented on the show.

Along with the music, a series of short commentaries will introduce the music in its historical and cultural backgrounds. The show will be regularly presented at 8 p.m. Monday nights on WCLH-FM.

Any student to sell records (Joan Baez, Judy McKellar, etc.) I came at Delaware station, third floor records should condition.

Wendy

The And T

Dear Leo Petrosky "Everybody said the old lady cow!"

In searching apply to your On I came across bee. The bee was business flitting clover when he horse. In the horse bee became drop sleep. When horse was gone.

Got it, Leo? You've but now lie in it.

EDITORIAL

We bet your wicked "write" Palooka?



March 23

Seminar — "What's in a Lake?" — Dr. Charles Reif, CPA, 11 a.m.
Men's Intramurals — Gym, 6:15 p.m.
Band Concert — Ray Nutaitis, Director, CPA, 8:30 p.m.
Art Exhibit — Linda Dan and Avis Clingerman, Conyngham Annex

March 24

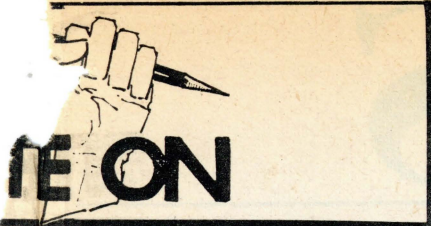
Concert — "Hair" — Comerford Theater — 8:30 p.m.
Wilkes-Barre Ballet Theater — Irem Temple, 8 p.m.
Alumni Photography Exhibit — Sheeny Student Center, King's College

March 25

Spring Vacation Begins — 5 p.m.
Theater Presentation — Sophomore Class — King's College Auditorium, 8 p.m.
Northeast Region Junior Music Festival, CPA, 7 a.m. to 4 p.m.

March 27

Film — "Zulu" — King's Auditorium, 8 p.m.
Festival of Music — sponsored by Dallas Kiwanis, CPA, 8 p.m.



nt on campus wishing
for the show
ollins, Kenneth
asked to contact
Hall, or at the
r Dart Hall. All
be in good

Pax Anyone?

Vale, Petrosky!
Et tu, Leo?

Pax,
Chuck

Students Ruin Graffiti Work

To the editor:

The graffiti board is dead!

Whether Rich Lack is a good candidate for president or not, his publicity crew did not have to destroy the graffiti board outside the Stark Hall construction site to get him elected.

Remember the notable quotables from Thoreau, and the Dylan and Simon and Garfunkel lyrics, and the original artwork? A friend commented to me that some of the graffiti was researched in the library before being placed on the fence.

Alas, a fading memory is that partition which once publicly hinted that Wilkes did contain a few conscientious esthetes! Unfortunately Rich Lack's publicity crew is not a member of that minority. Let's hope Rich Lack is not like his friends.

Wendy Woods Adleman

your bread,

Sincerely,
Joe Palooka

NOTE
pewriter has a
ross - huh,

Cheap Thrills

March 31

Deadline for Manuscript Material, photographs and art work

April 3

Classes resume - 8 a.m.

Pre-registration for Juniors through April 7

IDC Nominations

Art Exhibit - Ann Marie Saporito and Nanette Vacher -
Conyngham Annex

April 4

BEACON meeting - Shawnee Hall - 11 a.m.

Baseball - Lycoming - Home

Golf - Haverford - Home

April 5

Incoming Freshman Tea - CPA, 2 p.m.

March of Dimes Cavalcade of Music -

King's College Gym, 8 p.m.

Hamid Morton Circus - Kingston Armory -
afternoon and evening performances



by Rick Mitz

Dear Aunt Lucy,

When you called last night, you probably wondered who that loud voice was who answered the phone and what that barking was in the background.

Wilbur, my first college roommate, is staying with me again. We used to room together in one of those super-small dormitory rooms with paper-thin walls, dead, girl - get off the bed, Pad - bed girl - stay, Pad tiny dressing stalls, indoor-outdoor linoleum tile - you - good girl, good girl - let me scratch your belly - know, a typical college dorm. I remember my first day at the dorm, wondering what my roommate would be like. I arrived three hours before he did and I guarded the bed near the window, making sure I'd get custody of the top three dresser drawers so I shouldn't have to bend over more than necessary.

And then Wilbur arrived, with a knapsack and a menagerie of cats, hamsters, birds, gerbils, chameleons, fish. Wilbur was an animal freak. I'd wake up in the middle of the night and find Wilbur's ten gerbils stuck between my toes, his four cats taunting the mynah bird, which was cawing obscenities that made the college newspaper look innocent. But Wilbur didn't have a dog. And now after three years of being away from that zoo, I am coming with Wilbur again. And not alone.

"I always wanted a dog," he explained when he arrived here. "You know, I used to see those movies like Rin Tin Tin, Lassie and National Velvet -"

"National Velvet was a horse -"

"I know, but I used to squint my eyes real tight and it looked like a dog. I always wondered what Elizabeth Taylor was doing riding a dog. Of course I called the SPCA immediately -"

"- anyway, I finally got a dog a few weeks ago. She's sitting on your table - didn't you notice?"

Devouring my table was the biggest sheep dog I had ever seen; so large that even Richard Burton would be afraid to ride her. And if I hadn't noticed the dog, I certainly noticed the little Remembrances she had left from the door to the table, a la Hansel and Gretel, without the fairy tale charm.

"Her name is Paddington," Wilbur said. "But you can call her Pad."

"Pat?"

"No, Pad. Consider her your third roommate."

"But will she pay rent?" I asked as Wilbur walked away.

When Wilbur first got Pad, he lived in one of those apartment complexes (Withering Arms Terrace East) for swinging singles and young harried marrieds with

paper-thin walls - just like the dorm. Robert Cher, a jealous young husband, and his wife, Pat, lived next door to Wilbur.

But Wilbur was preoccupied, trying, in his unique booming voice, to teach Paddington tricks. "Roll over, Pad - sit, girl - lay down, Pad - fetch, Pad - play dead, girl - get off the bed, Pad - bed girl - stay, Pad how does that feel, Pad? - up, Pad - "and on and on - until Robert Cher came bounding into Wilbur's apartment.

"Okay, where is she?"

"Who? Who?" Wilbur asked twice.

"My wife. My wife," Mr. Cher answered twice. "I heard you calling her, you disgusting wife-snatcher, telling her to lay down and roll over and get off your bed -"

"Better off than on, eh?"

"Okay kid," Mr. Cher said, grabbing Wilbur. "Where is my wife?"

"Beats me -"

And he did. And as he did, Wilbur tried to mumble something about "a dog, a dog -"

"Oh, yeah? I'll teach you not to call my wife a dog -" And he did teach Wilbur. An eye, an ear and a nose worth.

And Wilbur moved out. Quickly. And moved into my place. Quicklier. So you see, Aunt Lucy, that's what Wilbur and his dog are doing here.

So now Wilbur spends his days at the doctor (a good eye, ear and nose man) and looks for a new apartment, although he doesn't seem to be in too much of a hurry.

And I spend my days with an unruly dog named Paddington, wishing that Liz would leave Dick and ride away on Pad into the sunset until a big The End flashes across my mind's screen and that this whole mess - Remembrances and all - is over.

I haven't gotten around to telling my newly-wed neighbors, Pad and Leonard Meister, about the dog yet. I've been too busy with the dog, trying to teach her to behave - you know, "lay down, Pad - stay, Pad - sit, girl - roll over, Pad - get off my bed, Pad -"

Oh, now she's jumping on my desk and I think she wants some attention. "Do you want me to rub your belly, Pad?"

Hey, someone just came in the apartment - It's, it's Mr. Meister - He's coming at me -

IDC To Help Fund Regatta

by Charles Reichers

In an attempt to help out the dorms prepare rafts for the regatta, IDC recently announced that they would help defray the costs if Student Government is unable to do so.

Lee Auerbach pointed out that since this is a dorm activity and because SG has been somewhat erratic in their funding lately, it was time for IDC to step in.

It seems that a chronic absenteeism problem exists. IDC President George Pagliaro remarked that on March 15, five dorms were absent. The offenders are mainly from the New Men's Dorm.

Until the necessary equipment is installed in Stark, inter-campus telephones are out of the question. It was reported that an additional panel would be installed to meet the demand.

Pagliaro also expressed his thanks to all those who worked for the passage of the new visitation policies. Special thanks went to Mark Paikin, Stephanie Pufko, Wilkes President Francis J. Michelini, the deans and the Board of Trustees.

There was some favorable reaction to the idea concerning a square dance.

A Coffee House is planned for April 8. There will be a 50-cent admission charge.

Applications for the Bicycle Road Rally will close April 2.

BEACON

Editor-in-chief	Marietta Bednar
Managing Editor	JoAnn Gomer
News Editor	Mary Covine
Exchange Editor (features)	Gary Horning
Photo Editor	Janice Yarrish
Cartoonist	Randy Steele
Business Manager	Barbara Zembrzusi
Assistant Business Manager	Ginny Zembrzusi, John Pisano
Make-up Editor	Larinda Dyson
Sports Editor	Steve Jones
Typists	Mariea Barbella and Cyndy Marple
Copy Readers	Randy Steele, Molly Moran, Pat Moran
Staff Writers	Larinda Dyson, Randy Steele, Charles Reichers
	Ray McNulty, James Kelly, Robert Roary, Andrew Petyak
	Stacy Kelly, Phil Corso, Robert Schumacher, Jim Godlewski
	Barbara Zembrzusi, Molly Moran, Kathy Mansbery, Ruthanne Jones
	Tony Nauroth, Mary Ellen Burns, John Pisano, Charles Abate
	Pat Moran, Janice Yarrish, Anna Ostapiw, Mariea Barbella, Cyndy Marple
Advisor	Mr. Thomas J. Moran

Editorial and business offices located in Shawnee Hall, 76 W. Northampton St., Wilkes-Barre, Pennsylvania 18703. Published every week by the students of Wilkes College for the students, faculty and Administration. Second class postage paid at Wilkes-Barre, Pennsylvania. Subscription Rate: \$4.00 per year. BEACON Phone - (717) 824-4651, Ext. 263; if no answer, call Ext. 336 or 338.

SPORTS

Circle K Sponsors Basketball Tournament Event Held At Wilkes Gym

The Warrior Key Clubbers of Wyoming Area High School were crowned team champions Saturday afternoon at the Fifth Annual Wilkes College Circle K - Key Club Basketball Tournament, conducted in the college gymnasium.

Enroute to their second Key Club title in four years, the Warriors whipped Dallas, 47-34; and then laced Coughlin, 56-40, in the finals.

Paul Tamalenus paced the Warriors from the scoring field, dropping home 30 counters to completely demoralize last year's titlists from Coughlin. Steve Baloga had 15 points for the Crusaders.

Past winners of the annual event, sponsored by the Wilkes Circle K Club, include Dallas, 1968; Wyoming Area, 1969; West Side Tech, 1970; and Coughlin, 1971.

Other Key Clubs taking part in this year's event were West Side Tech, GAR, Meyers, Valley West and Dallas.

Serving as chairman for the tourney was Blase Gavlick, current treasurer of the Pennsylvania District of Circle K International. Wilkes chapter members assisting were John Rajchel, Jim Castellani, John Menta, Simon Markovich, John Welker, Mike Mariani, Barry Williams and Mark Zabriski.

Finals:

WYOMING AREA

	fg	f	t
Tamalenus	14	2	30
Amico	3	2	8
Chiavacci	2	0	4
Chiampi	1	0	2
Hoover	3	1	7
Kashuda	1	0	2
Palmeri	0	1	1
Nosck	0	0	0
Smith	1	0	2
Nerozzi	0	0	0
Total	25	6	56

COUGHLIN

	fg	f	t
Teller	4	3	11
Baloga	7	1	15
Janiszowski	0	0	0
Sterba	0	0	0
R. Ungvasky	4	2	10
S. Ungvasky	0	0	0
Hudak	2	0	4
Total	17	6	40

Gridders Schedule 9 Games

For the first time since 1960, the Wilkes College football Colonels will return to a nine-game schedule for the fall grid campaign.

The 1972 Colonel card, recently released by Athletic Director John G. Reese, lists the return of three Middle Atlantic Conference rivals plus the initial appearance of a perennial eastern power.

Returning to the fold after a few years of absence are Susquehanna, Upsala and Lebanon Valley. The addition of the trio will enable the Wilkesmen to be eligible for MAC "Northern Division" championship honors.

Due to insufficient conference tilts, Wilkes has not been involved in a circuit race since 1969 when they won their fifth straight and final "Northern Division" title.

Kings Point, Lambert Bowl recipients in 1969, will duel the Blue and Gold in Wilkes-Barre on November 18 in the first meeting ever of the two ECAC "Division 111" powers. The Colonels captured Lambert laurels in 1966 and 1968.

Remaining intact from last year's slate are Lycoming, Moravian, Ithaca, Indiana St. (Pa.) and Delaware Valley.

Wilkes College grid mentor Roland C. Schmidt enters his eleventh season at the Colonel helm with a 53-24-1 log. The Wilkesmen recorded a 6-2 log in 1971.

The complete Wilkes grid slate:



Key Club coaches gather in the gymnasium lobby prior to the start of last Saturday's Fifth Annual Wilkes Circle K Tournament. Pictured left to right, first row — Don Delaney, Meyers; Mark Kunkle, Dallas; and Joseph Chacke, West Side Tech; second row — Stanley Waskiewicz, Wyoming Area; Steve Baloga, Coughlin; Tom Monahan, Valley West; and Blase Gavlick, Wilkes project chairman. Wyoming Area emerged as team champions for the second time in five years.

Spotlighting

CAPTAIN JOE GREENLEE

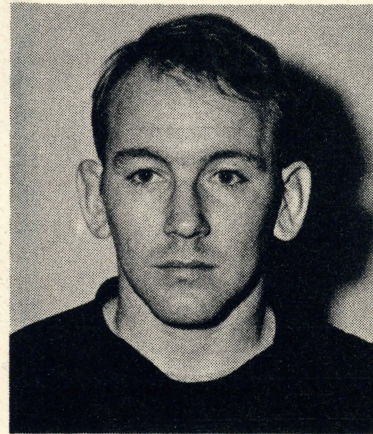
by Kathy Davies

"Dedication, the willingness to sacrifice, both mentally and physically, produces the champion." Those are some of the thoughts of Captain Joe Greenlee, presently assistant Wilkes Wrestling coach.

A native of Waynesburg, Pennsylvania, Captain Greenlee received honors as a wrestling stand-out while attending the University of Iowa. He placed fourth and third, in his sophomore and junior years respectively, in the Big Ten Conference, but was unable to compete in his senior year due to injury. After graduation in 1966, he remained at Iowa as assistant coach for one year.

Completing a tour of duty in Japan and South Vietnam, Captain Greenlee is presently stationed in the intelligence branch of the Wilkes-Barre Army Center.

Commenting on the past 9-3 season, Captain Greenlee felt that Wilkes was one of the better teams and the successful season was attributed to team effort. "The younger boys came through when it was needed, as well as the more experienced wrestlers." Captain Greenlee predicts the future will be more of a success and hopes to see



Joe Greenlee

the Wilkes schedule include more Western and Mid-Western schools.

In his closing remarks, Captain Greenlee agreed with Coach Reese that stressing of fundamentals is one of the most essential coaching techniques. But he added, "The final decision of victory or defeat lies within the individual. The coach can only direct but the athlete must make the choice." With the experience and philosophy that Captain Greenlee has acquired, one can only realize that he will be sought by many to head their wrestling programs.

EXCHANGING VIEWS (From Page 3)

for self-improvement. I see the proposed evaluation as a step towards the improvement of Wilkes as an educational institution. I also encourage the committee assigned to teacher evaluation to come forth with a quality questionnaire which will aid in the further development of our institution.

GOLF — Roland C. Schmidt, coach

APRIL 4	HAVERFORD	H	2:00
APRIL 6	LYCOMING	H	2:00
APRIL 10	LEBANON VALLEY' FRANKLIN & MARSHALL (tri.)	A	1:30
APRIL 13	MUHLBERG, URSINUS (tri.)	H	2:00
APRIL 14	EAST STROUDSBURG STATE	A	1:30
APRIL 17	SUSQUEHANNA	A	1:00
APRIL 20	SCRANTON, KUTZTOWN STATE (tri.)	H	2:00
APRIL 25	SUSQUEHANNA, UPSALA (tri.)	A	1:30
APRIL 27	BLOOMSBURG STATE	H	2:00
APRIL 28	MORVIAN	A	1:00
MAY 5	ALBRIGHT, JUNIATA (tri.)	A	1:00
MAY 8	BINGHAMTON STATE	A	2:00
MAY 11	SCRANTON	A	1:00

READ THE

WYOMING VALLEY

OBSERVER

WANTED:

CAMPUS REPRESENTATIVE OR ORGANIZATION TO EARN HIGH COMMISSIONS

Selling Ski Trips,
Island Flings,
Flights to Europe, etc.
CALL OR WRITE

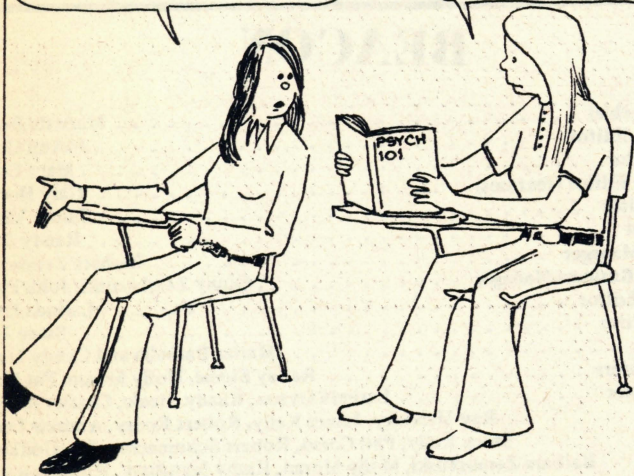
NATIONAL STUDENT
TRAVEL SERVICES

2025 Walnut St., Phila., Pa. 19103
(215) 561-2939

the Wroost Wreader

WATCH OUT FOR DAVE!
ONE PSYCHOLOGY COURSE
AND HE'S READY TO
START ANALYZING YOU!

HMMM — JUST
HOW LONG HAVE
YOU HARBORED
THESE FEELINGS OF
BEING THREATENED?



PRESENTED BY **Wrangler Wroost**
A DIVISION OF APPAREL AFFILIATES, INC.
"HEADQUARTERS FOR WRANGLER JEANS"
Downtown Wilkes-Barre and Downtown Scranton



Doug Krienke Gains 'All-American' Laurels

Coward's Corner

Earns 12th Place Finish In Diving Competition

by Coward Hosell

"Coward Hosell and Stellar Steve here, bringing you campus sports buffs a final wrap-up of the IBL basketball season."

"That's right fans, today Coward and I will tell you of the IBL All-Star game. We will also give you the final rankings of the top 10 teams along with the Top 10 Scorers. So let's begin."

"Speaking of the All-Star game, Stellar, it's a shame that out of the 24 players selected for this most prestigious game only 13 saw fit to appear."

"Yes, Coward, I guess no matter what you do to stir things up on the old campus, there still remains the apathetic few who show no interest."

West All-Stars 68
East All-Stars 60

"Stellar, it was a keyed-up West team that took an early first quarter lead to upset the favored East in the Second Annual Intramural All-Star Game."

"That's right, Coward, the 'Beelphazoar Duo' of John Pisano and Dean Russler scored 26 and 16 points respectively to keep the West out of range of the East squad led by Rich Combellack with 22."

"The East squad was in trouble from the outset as big Jeff Grandinetti collected his fourth foul early in the second quarter and was forced to sit out most of the game. That left the East without a center and forced Lynn White and Bruce Brier to do the boardwork, Stellar."

"For the victorious West, Coward, Mike Barski and Bob Scale did the ballhandling while Russler and Kim Buckland did yeoman's work off the boards. This combined with Pisano's hot hand spelled a well deserved victory for the West."

EAST			WEST				
fg	f	pt		fg	f	pt	
Grandinetti	2	2	6	Russler	5	6	16
Giberson	0	0	0	Pisano	12	2	26
White	2	4	8	Scale	2	5	9
Brier	3	1	7	Barski	1	2	4
Combellack	9	4	22	Horan	1	0	2
Page	3	1	7	Buckland	5	1	11
Bright	4	2	10				
	23	14	60		26	16	68

"Stellar, the winner of the IBL scoring title this year is Diaz's Jeff Grandinetti, who hit the nets for 30.8, he also set a new one game mark of 54 points in one contest. Tom Motichka of the Bearcats beat out Dirksen's Bill Winter for the No. 2 spot 25.2 to 25."

"The remainder of the Top Ten is: Roy Suda, 12 Tones, 22.2; Tom Page, Slocum "A", 22; Bill Blannett, Logan's Heroes, 21.2; Bob Singer, Phillies and Bill Horan, Muskies, 19.3; Dave Bright, Cogs, 18; and Rich Combellack, Moc Maulers, 17.8."

Tennis

Schedule

APRIL 6	MORAVIAN	H 3:00
APRIL 8	SCRANTON	H 2:00
APRIL 13	URSINUS	H 3:00
APRIL 19	MUSHLENBURG	A 3:00
APRIL 22	SUSQUEHANNA	A 2:00
APRIL 25	BLOOMSBURG	H 3:00
MAY 1	SCRANTON	A 3:00
MAY 3	LYCOMING	H 3:00
MAY 13	ALBRIGHT	A 1:30

GRIDDERS (From Page 6)

Sept. 23, Susquehanna, away; Sept. 30, Lycoming, home; Oct. 7, Moravian, away; Oct. 14, Upsala, away; Oct. 21, Ithaca, home; Oct. 28, Indiana St. (Pa.), away; Nov. 4, Lebanon Valley, home; Nov. 11, Delaware Valley, away; and Nov. 18, Kings Point, home.

X - COUNTRY NOTICE:
Monday and Wednesday practices at 4 p.m. will be held in Kirby Park for any interested participants in cross country. Those who would just like to keep in shape are welcome to run with the squad.

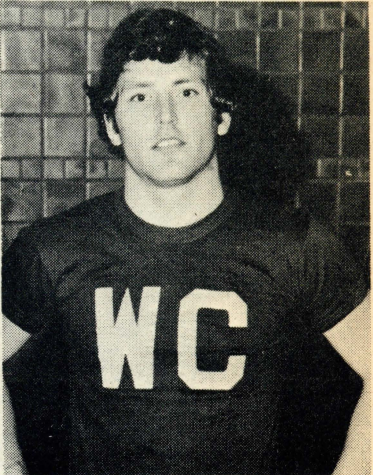
Stellar diver Doug Krienke became Wilkes College's first swim All-American last week when he finished in twelfth place in the diving competition at NCAA College Division Swimming and Diving Championships.

The event was held at Washington and Lee University in Lexington, Virginia, with participants from across the nation entered in the competition.

At the close of the qualifying rounds, Doug, accompanied on the trip by Coach Corba, was perched in the 11th position, ahead of last year's second and fourth place finishers. At this point he already had his "All-American" status achieved because the top 12 qualifiers are automatically sent into the finals and bestowed with the All-American label.

Doug finished with a total of 348.58 points in the one meter diving event.

Considering the facilities he had for training, Doug's performance must be deemed one of the most awesome accomplishments in Wilkes sport history. The diving board at the YMCA Colonel training site was broken most of the season, so Doug was forced to practice alone at the King's pool where encouragement and discipline were bound to be less. But he managed to push himself and fulfilled his last year's prediction of becoming an All-American.



Doug Krienke

Doug wishes to thank his many fans and especially "Minno" (Jim Phethean) for their moral support at MAC's and his all around backing.

The top two finishers qualified for the Olympic trials, which is Doug's next objective. He intends to try to make the 1976 U.S. Olympic Team. At the rate the senior two-time MAC diving champ from Plainfield, New Jersey, has been making his predictions become reality, it may not be so impossible as it seems.

NOTICE

Intramural Softball rosters must be turned in at the Intramural Office, 2nd Floor, Weckesser Annex by 4 p.m. Wednesday, April 5.

PIZZA CASA

24 Public Square, Wilkes-Barre

RESTAURANT - COCKTAIL LOUNGE

—Specializing In—

Home Made Italian Foods, Ravioli's, Gnocchi's, Macaroni, Lasagna, Spaghetti, Tripe, Home Made Chili

—also—

Steaks, Chops, Sea Foods, Pizza Baked Fresh from Oven to You, Take-Out Orders, Budweiser and Michelob on Tap.

Phone 824-3367

DIAMONDS

5%

Over Costs

TO

WILKES COLLEGE STUDENTS

VAN SCOY

The Diamond King

Corner South Main Street and Northampton Street

Datemaker

get with Fashion's "Ups" and "Downs" at

Datemaker

Here is where it happens!

61 SOUTH MAIN WILKES-BARRE

Two Off Campus Bookstores...

Barnes & Nobel College Outline Series

Full Line of School Supplies

Cards and Gifts for All Occasions

DEEMER'S

Student Accounts Available

251 WYOMING AVE., KINGSTON — 6 WEST MARKET ST., WILKES-BARRE

SPECIAL SCHOLARSHIP OFFER.

CLASS OF '74 ONLY.

Scholarship Includes: 2-year tuition...free! \$100 monthly. Book allowance, lab fees, etc.

How to qualify:

Just send in the coupon, or talk to the Professor of Aerospace Studies on your campus. (If you're class of '75, next year is your year.)

Department of Aerospace Studies
Wilkes College
Wilkes-Barre, Pa.

Please send me more information on your 2-year scholarship program.

Name _____ Birth Date _____

Address _____ Sex _____

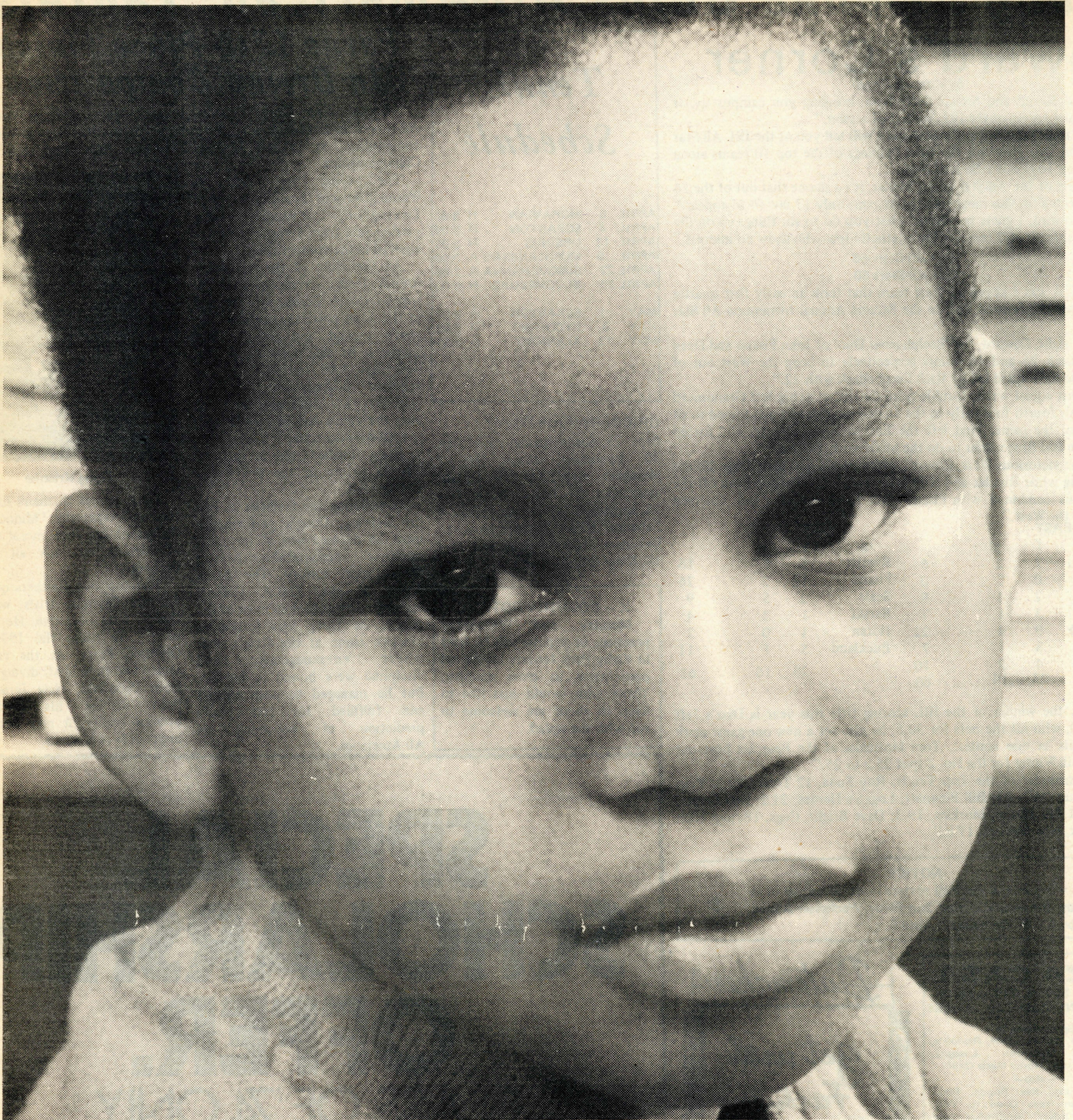
City _____ County _____ State _____ Zip _____

Present College _____ Future College _____

I understand there is no obligation.

FIND YOURSELF A SCHOLARSHIP IN AIR FORCE ROTC.

2-NR-32



Pictures talk. Some little boys don't.

Some inner-city ghettos have special schools. For little boys who don't talk.

Not mute little boys. But children so withdrawn, so afraid of failure, they cannot make the slightest attempt to do anything at which they might fail.

Some don't talk. Some don't listen. Most don't behave. And all of them don't learn.

One day someone asked us to help.

Through Kodak, cameras and film were distributed to teachers. The teachers gave the cameras to the kids and told them to take pictures.

And then the miracle. Little boys who had never said anything, looked at the pictures and began to talk. They said "This is my house." "This is my dog." "This is where I like

to hide." They began to explain, to describe, to communicate. And once the channels of communication had been opened, they began to learn.

We're helping the children of the inner-city. And we're also helping the adults. We're involved in inner-city job programs. To train unskilled people in useful jobs.

What does Kodak stand to gain from this? Well, we're showing how our products can help a teacher—and maybe creating a whole new market. And we're also cultivating young customers who will someday buy their own cameras and film. But more than that, we're cultivating alert, educated citizens. Who will someday be responsible for our society.

After all, our business depends on our society. So we care what happens to it.



More than a business.