The Montclarion, December 16, 1960

The Montclarion

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Top Honors in Greek Sing
Go To Lambda Chi Delta
Following their theme of "All American," the Men of Lambda Chi Delta topped first prize in Dalpine’s annual Greek Sing, Thursday night, in the Memorial Auditorium. The only fraternity in competition sang under the direction of Ulrich Hartung. "What Do We Do with a Drunken Sailor?", "Aurora Lee," and "Joshua Fit the Battle of Jericho." " presente.

Christmas Spirit Provides Theme For Many Activities On Campus
Although the Montclair State College campus is only sparsely decorated, Christmas is approaching and the activities which accompany it are taking shape. The Spanish Club is presenting a Christmas show in College High School on Thursday. The Club is sponsored by the language department and a buffet supper is to follow. The presentation of "A Midsummer Night’s Dream" will be the scene of a party all day tomorrow. Miss Emma Fantome announced that this annual party is opened to the entire student body and all are invited.

In Tuesday’s assembly the Music Department contributed to the Christmas spirit with a musical presentation. On Friday they will hold a party for the members of their department at which time they will have a Christmas tree and all the trimmings.

Perhaps the furthest in extent is the Christmas project being planned by the Field Studies department, which is sponsoring a field trip to Puerto Rico.

The student life building is decked in the yule tide spirit. The snack bar was one of the first places to put up their decorations. The book store is also “dressed for the occasion,” while the Christmas tree in the cafeteria completes the decorations.

Landry, Mangano
To Head Carnival
Bob Landry and Frances Mangano have been named co-chairmen for this year’s carnival. They were recommended by the Committee on Carnival, approved by the SGA board. Dr. Lona Henry has been named as one of the women’s prize winning entries.

Bob, a sophomore Science major from Burlington, is Vice-President of the Newman Club and is a member of Sigma Delta Phi. Frances Mangano, a junior Fine Arts major from Irvington, is a member of Sigma Delta Chi.
A Job Well Done

The preparation in the form of true and hard work, on the part of the students, faculty and administra­tion of the Montclair State College, in the making of the production, may be proud of this achievement.

Another Opera Workshop last Tuesday and Wednesday evenings presented their fall semester program, Friar's Men. As usual the presentation was one of the musical highlights of the Montclair State College cultural program. Everyone connected with this production may be proud of this achievement.

The Dance

Despite the fact that the publicity for the annual Christmas dance was almost nonexistent, the dance turned out to be a success. It was well managed and the decorations, band and refreshments were a pleasant surprise. We were glad to see an affair of this caliber held this fall and we are sure this will continue next year, assuming the right weather.

Rightful Rules

We are happy to see that the fraternities are finally assuming the roles which they should play on the M.S.C. campus. We are sure this will be to the advantage of all of us.

Snow

Needless to say this issue of the Montclarion is two days late due to the nor'easter which paralyzing the metropolitan area. The snow has at least brought with it, we hope, a feeling of the Christmas season. We of the Montclarion staff wish to thank all those persons who have taken the time to write us greetings to the students, faculty and administra­tion of M.S.C.

New Frontier' Replaces Old

Latín American Unrest Causes U. S. Concern

by Fred Maunder

There has been much unrest in Latin America recently. Left wing elements have been in action again in many countries. This unrest has been against the government, the United States and the Catholic Church. The political situation in Latin America is a close neighbor. It would be catastrophic to allow the present situation in Latin America to spread and we can not allow it to spread to the rest of Latin America. The United States must do its best to keep the reports of Latin America from spreading.

A new year is almost upon us and we hope that the new year will bring about some change in Latin America. We are happy to see that the fraternities are finally beginning to see the importance of these programs of this nature would encourage better student attendance at assemblies.

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Comic Operetta Orpheus' Acclaimed As Excellent

by Linda Reichenthal

When Public Opinion asked its audience to attend the operetta 'Orpheus in Hades' at the Little Theatre, the audience was treated to a delightful evening. 'Orpheus in Hades' is a modernized version of the ancient Greek mythological story, with music by Arthur Honegger and libretto by Jean Anouilh. The production, directed by William K. Phipps, was a hit with both critics and audiences.

The story revolves around Orpheus, a famous lyre player, and his wife Eurydice. The couple is separated when Eurydice is lured to the underworld by a charming but dangerous character, Hades. Orpheus must venture to the underworld to rescue his beloved and return her to the world of the living. The production features a cast of characters including Lilli Burosema, Bryna Ginsburg, and Veronika Ruth. The music is performed by the Montclair State College Band, conducted by Dr. Edwin Fulcomer, and is accompanied by the Montclair State College Chorus.

The performance was well-received by the audience, with many declaring it to be one of the best theatrical productions they had ever experienced. The music was captivating and the acting was excellent, with standout performances by Lilli Burosema as Orpheus and Veronika Ruth as Eurydice. The set design was also praised, with the underworld depicted in a dark and mysterious setting.

Overall, 'Orpheus in Hades' was a delightful evening of music and theatre that captured the imagination of the audience. It is a must-see for anyone who appreciates great music and fine performances.

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Shakewords!

Kids, forwarded from the department store Santa and threatened by the suit of this frightening creature to behave in a pattern similar to normal adult behavior which in turnatinum a childlike character during the Christmas rush. This normative they must influence parents to remain Christmas in true, modern adult fashion, that is carefully cycled supply of gifts and that they will be forced to take the old dalmatians for the white ones.

Christmas can be observed in all aspects of the local. That portion of the Christmas is for kids, but a businessman's de- light. The holiday season is a time of Santa Claus, a one-time noble individual who was a symbol of an honorable Christmas tradition, but who now is an instrument of commercial exploitation. He loudly whispers to children's ears, "Hey, lady under all the bundles! Christmas is for kids, buy him toys — make him happy!"

Santa is a honorable man

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News Notes

by Flo Turnquist

Press Records

End of World

by Alan Lewis

One outstanding characteristic of the American press is its love of the macabre. This love is often manifested in the reporting of the latest news. This statement can be made more clear by a simple example. Let us assume that a subject that might interest us all — the end of the world — might be recorded in our newspapers and on the radio, to be followed by scenes where the orchestra played a dirge and the choir sang somberly. Particularly, the score should be the finale of the opera. This misleading music was disquietingly inaudible.

New York World-Telegram — (front page)

World Brings About Halt to Mysterious Love-Murder Ritual

VARIETY — (show biz magazine)

The world lays an egg

three leading newspapers

The Manufacturers

by J. F. Brown

In The Hidden Persuaders, a startling book on the new science of the future of capital democracy, Vance Packard presents the methods used by advertisers to influence the public in their efforts to sell goods. The book is a revealing account of how the advertising world is attempting to use us in a prearranged manner that will turn a loss into a profit for them. They point out the gimmicks designed for particular population groups — males, females, adults, teenagers and even numbers of current income brackets. As an example, why is a Miss Milwaukee and not a Mister Milwaukee elected Queen of the Brewery circuit? Since men consume the larger amounts of beer purchased in America, isn't it logical that a normal American male will be influenced by an attractive female rather than by a handsome baby-faced boy?

Although the main part of the book explains advertising techniques and slogans, the sections dealing with elaborately planned advertisements designed to sell goods are the most interesting. For instance, the authors tried to increase the number of sales by giving away with each package of soup purchased. Instead of the expected boost, returns, actual sales dropped. When, in desperation, a noted psychologist was called in to reveal the reason for the generous boost, he reported that the advertisers associated the soup with their feet and without a conscious thought associated the soup with the feet. You can hardly blame them for not wanting their feet to dance in their soup.

Packard makes clear the great importance advertising has on the average person. How often have you gone into a store merely to browse, and when you finally headed for the exit you found yourself looking at a handful of things you never planned to buy? You have been a victim of "imposing hope." You have contributed to, or rather have been victimized by a plan that nets advertisers millions of dollars each year.

The packaging of a product has an effect on the brands that people buy. It is known that women respond to packages wrapped predominantly in red, while men prefer blue. The arrangement of words on a book, soup, sprints or some tasty snack placed on the shelf, that requires a minimum of bending, reaching, and reciting. All in all, the book makes the product more intelligible by particularizing methods of presenting "the truth."" — WALTER LIPPMAN

Opinion (Gail Moritz)

Yesterday the battle between commercialism and the forces of nature took on a new and electric end. Unquestionably this event is of paramount importance. Sources in both sides believe that this event may reduce the Cold War tension for a considerable number of years. This is a time for cool appraisal.

Our Own

The Mildly Opinions — (well known student publication)

The New Jersey State School of Education at Montclair was established yesterday after a few billion hours of thought. Montclair is, of course, the epitome of this time of year. For some, social attitudes are altered drastically. For others, very few, a temporary but recognized non-thinking, money-down, women, suddenly, to all outward students easily forget the eternal meaning of Christmas which occurs only a few days previously; they still try their level best to maintain their moral standards.

Skeleto in your closet?

Propaganda and advertising are used by themselves in some Christmas celebrations, especially with regard to family relations. In-law, usually out-of-town, becomes code and family is red-is teed verbally while the past and present reality are explained from a grave of memory.

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Next issue of MONTCLAIRON: Jan. 11

News Desk — Jan. 4

From left to right are John Stys (Anthony Parisi), Pluto (Edward Perretti), Pluto (Lucille Noto), Jupiter (Dr. Edwin Fulcomer), Juno (Dorothy Landshower), Orpheus (Ulrich Hartung) and Public Opinion (full Moon).
The Indians suffered their third straight loss of the season, 48-35, and gave the Jersey City "Borough" its first loss. The visiting squad, with four sophomores in the starting quintet, shot, struck and scored fast and furious last Friday through the superior ball-handling and play-making of guard Bill Voino and the rebounding of Ces Peelees. This combination, led the Indians to an easy lead never relinquished, as the score at the half was 40-13 in favor of the Green-And-Yellow. Throughout the game Jersey City State capitalized on the "basket good--foul shot to follow" situation, pulling five brave three-point plays and making 28 trips to the foul line.

High for Montclair was Jack Dusan-O'Connor, who sank nine free throws good for 24 points and was helped by Lou Kulaik, Jim Selby and 11 fouls for 19. Reaching the 20-point mark with eighth and four free shots, Bob Kossy (14) and Bert Talmidt (17) also doubled figures. The record book shows the Indians have now scored 580 points in 12 losses at this early stage of the season. Monday's six losses have dealt setbacks have come at the hands of four formidable opponents.

The Montclair hoopers, minus the full services of Paul Weinberger, are not an easy team to deal with. Prairie Travels, the tall guy named "T," attended St. Benedict's Prep in New York where he played basketball, football and baseball. He was the State all-around gymnastic champion. Upon graduation he became a member of "Squid Sim's" army and was a part of a triang­ule and team that won all the all-army entertainersprise. This set insured the world and gave a command performance for President Eisenhower and Defense Secretary Wilson. Tony's achievements did not end there as he has also been a National Gymnastics Champion in free elevation and tumbling.

SMOKE SIGNALS

by Wes Rehberg

December 16, 1960

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T Traveller

The Montclair State Junior Varsity basketball team easily rolled over the Jersey City Coaches 79-51, last Friday. This marked their fifth win in seven outings.

The game opened with a jump shot by Bob Mullaney from the foul line and held a three-point lead through the first quarter when the C.J. Lakers failed to break the ten-point deficit for the remainder of the game. High man for Montclair was Frank Voto, as he netted 17 points and 11 fouls for 25. Additional note—not only was high-scoring Joe Le Grand University placed on the list, but the Montclair starting quintet, starting with a record of five wins and four losses.

MSC Court Team Loses Three; Jayvess Win Out of Five

SMOKE SIGNALS

by Wes Rehberg

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MSC Court Team Loses Three; Jayvess Win Out of Five

by Fred Chesky

This year Montclair State will be competing in the District 31 Christmas Tournament. And yet again, the first game only goes to a low-scoring over-powering Mary­land State Forest.

The teams and times are as follows:

December 27: 1:00 p.m., Albany State vs. Howard University, 8:00 p.m., Maryland State vs. Monson, 7:00 p.m., Glassboro State vs. Kings College, 9:00 p.m., Montclair State vs. College, 12:00 p.m., third game, 3:00 p.m.

The price for the Montclair students is 50 cents and an S.G.A. card.