Top Honors in Greek Sing
Go To Lambda Chi Delta

Following their theme of “All-American Frolic,” Lambda Chi Delta capped first prize in Dalphac’s annual Greek Sing, Thursday night, in the Memorial Auditorium. The only fraternity in competition sang under the direction of Uriel Hartung. “What Do We Do with a Drunken Sailor?” “Mary Lou,” and “Joshua Fit The Battle of Jericho” were hits of the evening.

The Women of KRU and Theta Chi Phi finished in second and third place, respectively. Under the theme of “Perspiration to Inspiration,” KRU gained second with selections of “Have a Banana,” and “Old Heidelberg.” Theta Chi Phi sang these college songs: “Good Morning, Juliet,” “The Whirlpool Song,” and “Throw All Your Love in the Ocean.” Theta Chi Phi also entered in the competition.

The Men of Phi Lambda Pi were unable to compete since their conductor was hospitalized. However, they sung their drinking songs of the spirit of the occasion.

After the concert was concluded, winning posters were awarded as follows:

Clyde Kuemmerle, a sophomore Education Major and third prize winner of $5 to Carol Hulse, a senior Fine Arts Major. Second prize of $10 went to Anita Wagner, a sophomore Fine Arts Major and third prize of $5 to Carol Rule, a senior Fine Arts Major.

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 Carnival Committee, approved by the SGA board. Mr. Leo Henry has been named as one of the Devonaires.

A, a sophomore Science major from Irvington, is Vice-President of the Newman Club and is a member of Paideian League. He is also spiritual leader of Temple Beth Miriam which is in close proximity to his home.

Dr. Jerome M. Seidman, Chairman of the Honors Program Committee, invites the faculty and all interested students to attend the remaining Freshman Honors Seminars.

On January 4, Dr. Hugh Allen will discuss “John Kepler.” On January 11, Dr. B. F. Keyser will discuss “Education as an Institution — A Historical Development.” The seminars will be held at 3:00 P.M. in 300 of the Administration Building.

Previous seminars, which have had the theme “Man’s Search for Truth,” have included the following topics: “The Development of Quantitative Thinking,” “Growth of Knowledge and Development of the Concept,” “Music and Drama” and “Over the Rainbow.”

For Many Activities On Campus
Christmas Spirit Provides Theme

Although the Montclair State College campus is only sparsely decorated, Christmas is approaching and the activities which accompany it are taking shape.

Christmas show in College High School on Thursday. The Club is sponsoring a six-week program of competition, recognition and entertainment through the medium of song for the organizations.

Honor Program Aids Freshman
By Robert N. Willey
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A Job Well Done

The preparation in the form of true and hard work, on the part of the students, faculty, and staff has finally paid off. The annual Christ­mas dance was almost nonexistent the dance curtailed due to poor attendance. Everyone connected with this production may be proud of this achievement.

The Dance...

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Rightful Rules

We are happy to see that the fraternities are finally assuming the roles which they should play on the MSC campus.

Two boxes full of toys were collected last week by the Psi Chi, a service organization. They have been collecting toys recently for a trophy that will be presented to the Psi Chi when they make the greatest contribution to the annual Christmas dance.

We think this was a noble gesture on the part of this fraternity and hope they will continue this tradition next year and make the dance an annual one. Unfortunately the dance wasn’t as well attended as it might have been.

A scholarship for an incoming freshman has just been awarded to our undefeated football team in the name of the SGA. This is the first time a scholarship has been awarded to our undefeated football team in the name of the SGA.

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Gehrlein Elected Girl of the Month

Joan Gehrlein

For the President’s Desk

In a recent issue of the Montclarion, the editor suggested that the Student Life Building be kept open during week-ends. This is a good suggestion, but not a new one. As a matter of fact, two or three years ago the building was kept open on week-ends on a trial basis to see how much use would be made of it. As a result of this trial, it was decided to open the building on a permanent basis because it was found that the expense of keeping it open during the week-ends would be offset by the revenue earned.

Just in case the situation has changed now, we need to know. If it has been decided to open the building on a permanent basis over the week-ends to see how much use is made of it, then the question of the expense will have to be answered. If one might well ask the question the Montclarion editor raised in his recent column, "Is there a need for a Student Life Building?"

We wonder if the SGA is aware of the situation in connection with opening the building? To answer this question we must listen to the voice of experience.

Whether we like it or not, if any kind of building of this kind cannot be left open without some organized opposition. From our experience, we have learned that this rule must be followed everywhere else.

We should like to think you will be willing to sit down on the floor and do the same in order that you might get the feeling of the responsibility that comes with the work of running an organization.

As administrators, teachers, and students keep in mind the advancement of the SGA, and the three times in the past when it has been profitable, we hope that the SGA will be able to use the money that has been collected so far.

The Dance...

The Opera Workshop last Tuesday and Wednesday evenings presented their fall semester program, Orpheus in Hades. 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.

Another

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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 whistles to children's ears. "Kid, there is no Santa Claus, only your old man's money. Badger him kid; make him happy!"

News Notes

by Flo Turnquist


Soused holiday atmosphere continued at Sigma Chi A-3 September 22. Boro Wilday, Pat Harrington, Diana Marana, Frances Martoglio, cor­

From left to right are John Sils (Anthony Parisi), Pluto (Edward Perretti), Euridice (Lucille Noto), Jupiter (Dr. Edwin Fulcomer), Juno (Dorothy Landwehrle), Orpheus (Urlich Hartung) and Public Opinion (Full Morris)

The Manipulators

by J. F. Brown

In the Hidden Persuaders, a startling book on the new science of advertising, Vance Packard presents the methods used by the advertisers to ensnare us. He is forcing us to react in a pre-arranged manner that will turn us into a profit for them. He points out that the gimmicks designed for certain population groups—men, females, adults, juveniles and even numbers of certain income brackets. As an example, why is Mississippi not a Mister Miss Rheingold and not a Mister?

The packaging of a product has a great effect on the brands of people they buy. It is known that women respond to packages wrapped predominantly in red, while men prefer blue. The arrangement of brands on a shelf can also influence the way in which they will shop. Naturally lazy, the human is content to choose the brand with the largest and most attractive female instead of reaching for a handsome baby-faced boy. Although the main part of the book explains advertising campaigns and slogans, the sections dealing with elaborately planned ad campaigns give you an idea of the lengths to which the consumer is held by advertisers. Packard has used this book, among others like them who attempt to explain how the methods of persuaders be used effectively in advertising methods.

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MSC Court Team Loses Three; Jayvees Win First Out of Five

by Mike Felsen

The Montclair State Junior Varsity basketball team easily rolled over the Jersey City Jayvees, 80-51, last Friday. This marked their fifth win in seven outings.

Montclair opened the game with a jump shot by Joe Le Mark, who scored the first three points for his team, at the foul line and held a three-point lead through the first quarter when the C.J. Jayvees failed to break a ten-point deficit for the remainder of the game.

High scorer for Montclair was Frank Vorto, as he netted 17 points, including an additional note—not only was his high-scoring Joe Le Mark out with an injury, but also three of his four co-captains were limited action during the second half of the game with illnesses by a margin of 28 points.

Guiding the Jayvees to their fifth victory was Coach Gerry Edwards, his third season of V.C. basketball for Coach Edwards. He now has compiled a respectable record of 51 wins and only five losses, including the five-two record of this year.

Last Saturday in the press in the time of 4:08, 137-lb. Ed Bouchard, a freshman lightweight Bob Weir of Yeshiva University in the opener, Montclair State slate at 2 wins and 3 losses at this early stage of the season.

This Sunday, the Indian bowlers beat the LaSalle State University, 14-11, as they piled a respectable record of 51 points and 43 fouls for 19. Reaching the championship meets did not end there as he has also been a National Gymnastics Champion in free-calisthenics and tumbling.

In February 1938 Tony entered Punahu and became a member of the "M.T." student body through the merger. He will be one of the few students ever to receive a degree in three-and-a-half years.

Montclair State is currently located in second place in the standings of the Eastern Intercollegiate Bowling Conference behind Newark Rutgers. Both squads share identical 22-8 marks, but Newark has a higher match average, putting them in the place position.

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Bowling Team Tied For First In EIBC

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