

Twenty Alfred Students Selected for Who's Who

Dean Powers disclosed the names of the students elected to the Who's Who Among Students of American Universities and Colleges. It is an award providing national basis of recognition for college students.

The two juniors selected this year are: Flora Dinucci, president of ISC; and John Karlen, secretary, Varsity A Club; they will serve on next year's selection committee.

Crawford Sets Library Prize For Students

A special competition has been established to encourage students to assemble personal libraries.

The Mary Goff Crawford Student Personal Library Award has been established by Dr. and Mrs. Finla G. Crawford of Andover in memory of his mother who was a student at Alfred University from 1878-1880. Dr. Crawford is chairman of the board of trustees.

Seniors and freshmen will be eligible to compete for three annual prizes by entering their personal libraries in a competition. The senior possessing the best personal library will receive a \$50 award at the annual Honors Convocation which recognizes outstanding student achievement. Prizes of \$15 will be given to the second place senior and to the freshman having the best personal book collection. The library must consist of at least 35 books, owned by the student and in his possession at the University, and accessible to the committee for inspection.

Students desiring to compete for the awards will be able to secure entrance blanks from librarians of Herrick Memorial Library or the College of Ceramics library. The blank giving notice of the student's intention to participate is to be filed with either librarian by Feb. 15. A second blank is to be completed by March 23 listing the books in the student's collection. The award committee will inspect the collection and discuss it with the student between April 6 and 10. Awards will be announced at the convocation, April 16.

Library May Open New Room For Finals Study

Overcrowded library conditions during the final examination period will be partially relieved this semester by the expected opening of the Alfred Dana room for study purposes.

Frances Hepinstall, librarian at Herrick Library, and President M. Ellis Drake have tentatively agreed to open the Dana room, pending final approval by Edward Lebohner, University treasurer.

If opened, the room will probably be furnished with classroom chairs, since it has no furniture of its own. Smoking will not be permitted.

The Dana room is located on the library's second floor, near the stack room.

The seniors chosen are: Barbara Beck, president, Sigma Chi Nu; Linda Coffin, member of Cwens; Ellen Daly, member of Cwens; Richard Edwards, president, Keramos; Otto Eleuteri, president, IFC; Faye Guthrie, member of Varsity 7; Priscilla Humphrey, president, Gold Key; Robert Johnson, editor of Fiat Lux; Kay Jordan, president, WSG.

Also Betsey Kinsey, vice-president, WSG; Alton Lacy, member of Varsity 7; Lawrence Lindstrom, president, Eyes Right Club; Alan Rahm, president, Campus Center Board; Arthur Schulman, president, psychology club; Kathryn Simons, president, SN ANYS; Mark Stett, treasurer, Keramos; Thomas Syracuse, president, Student Senate; Gerald Terwilliger, secretary, student branch of American Ceramic Society.

The students were selected by a panel including Dean Powers; Dean Bechtell; Dr. Seymour Dunn, Dean of the College of Liberal Arts; Dr. John McMahon, Dean of the College of Ceramics; I. Vernetta Grau, Dean of the School of Nursing; representatives of the colleges of liberal arts and ceramics; Thomas Syracuse, president of Student Senate; Kay Jordan, president of WSG; and the two seniors chosen last year for this honor.

This award is based on citizenship and service to the school; participation and leadership in academic and extra-curricular activities; scholarship; and promise of future usefulness.

The Who's Who originated in 1934-5, and now includes 775 colleges and universities in the United States.

Sophomore Comprehensives Not to Be Administered in 1964

Comprehensive examinations will not be given to the sophomore class this spring, said Dr. Seymour B. Dunn, dean of the College of Liberal Arts, in a Fiat Lux interview, last week.

At a recent meeting, the faculty voted to suspend the examination because it was felt that in its present form another comprehensive examination would not supply sufficient additional information for further evaluation of the program. The curriculum committee, Dr. Dunn said, will continue to study results of the examinations given last spring.

There is a possibility that individual departments may give some form of comprehensive exam in their own field. If given, the time, content, and importance of the exam would be left to the discretion of the department concerned.

For the time being, promotion to the upper division of the College of Liberal Arts will be based on credit hours and index. After reaching the upper division, a student must earn at least 54 credits to be graduated. A minimum index of 2.00 and a total of 124 credits are required for graduation.

An official statement from Dr. Dunn concerning the cancellation reads as follows:

By vote of the faculty of the college of Liberal Arts, the sophomore comprehensive examination scheduled for the spring of 1964 will not be given.

Members of the present sophomore class will be classified as upper or lower division students depending upon meeting college standards of credit hours and grade point average.

The future of the sophomore comprehensive examination in the College of Liberal Arts will be the subject of further study. The examination, administered in the spring of 1963, will be used for advisory purposes.

Introduction of the comprehensive examinations was announced in September, 1961, when the College of Liberal Arts was reorganized into upper and lower divisions. The examinations were given for the first time last spring. After the exams, students complained that they had been poorly organized and explained, and contained too many questions on subjects which they had not studied during their first two years.

Last October, Dr. Dunn announced that results of the first exams would be used only to evaluate the future program and to counsel students.

Photo Contest
Open to Feb. 12

Kanakadea is continuing until Feb. 12 its photo contest offering full page reproduction in the 1964 Kanakadea and \$20 as first place prizes for the winning picture. The contest is open to all members of the University community.

Isabel Chicquor, editor-in-chief of the Kanakadea, said the contest was being continued past the original Dec. 13 deadline because of the "disappointing number of entries received."

Pictures for the contest must be submitted at the Kanakadea office or left at the Campus Center desk by Feb. 12. The following rules govern the contest:

Negatives for all pictures submitted must be available to the yearbook.

Pictures must show activities on or near the campus.

There is no limit on the number of pictures that an individual may submit.

The second prize winner will receive ten dollars and have the picture printed in the Fiat Lux. The third best picture will also be printed in the Fiat, receiving honorable mention.

Entries will be judged by the Kanakadea editorial board and John Wood, associate professor of graphic design.

Music Recital

There will be an all vocal student music recital presented by the music department tomorrow at 7:30 p.m. in Howell Hall. The program will include scenes from "Cosi Fan Tutti" and "The Marriage of Figaro" by W. A. Mozart, presented by the Opera Workshop class.

Administration Plans Changes In Alfred's Academic Calendar

Proposals are now being considered to change the academic calendar from its present system to a new one, President M. Ellis Drake said in an interview last week.

A main reason for this change, the President said, was to eliminate the "lame duck session" between the end of Christmas vacation and the beginning of finals.

Several proposals are now being given consideration by a committee which includes President Drake, the academic deans, and members of the University faculty council. After a plan is adopted, it will be given to the faculty for their opinions and approval.

The present system of two semesters a year will be changed to a more adequate one if such a

system can be found and agreed upon, President Drake said. He added that one of the features hoped to be incorporated in the new system is the end of first semester before Christmas vacation.

Several problems, however, stand in the way of immediate action. The problems involved in making a change to a different calendar include reorganization of registration and book-keeping, programming courses, and changing the present athletic program. These and other problems, the President said, make it difficult to adopt most of the plans being considered.

President Drake commented that the issue is continually discussed and it is hoped that a report will be made in the next

Loss of Houses by June 14 Leaves Ag-Tech Fraternities' Future in Doubt

The future of fraternities at the State University Agricultural and Technical Institute at Alfred was left in doubt at a meeting of the school's Interfraternity Council yesterday afternoon.

The fraternities, which will be closed as housing units as of June 14, 1964, by order of the school administration, have been in communication with Alfred Tech President Walter C. Hinkle about the conditions under which the fraternities will be allowed to continue. President Hinkle explained, when he announced the closing of the housing units of the fraternities that they would be allowed to continue as social clubs on campus.

Presently, the fraternities, which want to pledge this quarter if they can be kept active next year, are waiting for an explanation of their privileges and duties as social clubs living in college operated dormitories. After the administration makes known the situation of the fraternities beyond June 14, the IFC will vote on whether or not pledging will take place.

The lack of pledging at a two year school such as Alfred Tech is tantamount to dissolution of the social club. The fraternity



Theta Gamma shows how it feels about recent Ag-Tech decision ending fraternity housing.

corporation would continue until liquidated.

The decision to disallow fraternities as housing units was made prior to the Christmas holidays by the college's seven member administrative committee. President Hinkle announced the committee's ruling to the Faculty-Student Fraternity Steering Committee. The action was taken be-



Psi D's flag is fixed at half-mast in mourning over fate of fraternity.

cause the school's long range development program calls for all students to live in college residential halls and eat in college operated dining halls. (The Alfred Tech sororities are housed in buildings owned and operated by an agency of the college.)

Fraternity and non-fraternity students at Alfred Tech reacted (Continued on Page Two)

Alfred Is Candidate for 'People to People'

Alfred University is presently a candidate for affiliation with the "People to People" Program. This program supplies campuses with materials, film strips, and speakers on international affairs.

Karen Yorkey of the International Club stated that "the goal of 'People to People' is to stimulate an awareness of the multicultural nature of the world and to involve students in activities which will bring them into contact with students of other nationalities. This is done with the belief that increased knowledge and communication will provide mutual understanding and respect among the students of the world."

The program consists of four major parts:

1. Personal assistance — an American brother or sister for each foreign student.

2. Orientation and hospitality—a program to help the foreign students to become oriented to an American campus. This includes open houses, room visits, and picnics.

3. Special projects and job placement and work on international sports activities.

4. Acquaintance of American students with the fact that the foreign students have needs and problems and to find ways to satisfy these.

There is also a "student ambassador" program which sends American students abroad. Only students who have worked with "People to People" at least six months are eligible.

Miss Yorkey stated that the International Club will be the "People to People" organization on this campus. In order to join the program there must be at least

ten members in the club. Membership is open to all students, American as well as other nationalities. Interested students may contact Miss Yorkey, Box 1514, Alfred; telephone 587-8048.

Is Aid to Colleges Good or Bad?

Federal agencies are supporting colleges and universities to the tune of two billion dollars a year with more than 90 per cent of the money going to about 100 big institutions. Most administrators say this aid is on the whole beneficial, and must increase.

But others believe just as strongly that "federalization and centralization of education are destructive and must be halted." Paul Friggens reports the pros and cons of the situation in a January *Reader's Digest* article, "Federal Aid to Colleges: Boon or Bane?"

He finds most of the money is spent for "costly, mushrooming government-sponsored research" that "lures many of our best teachers away from the classrooms . . . Thus undergraduate education is devalued, and a good many youngsters are shortchanged in their education."

Faculty members receiving grants switch full or part-time to the federal payroll, and report on their project to somebody in a government agency. "A university's control over its own destiny has been substantially reduced," says President Clark Kerr of the University of California.

"Projects are duplicative and uncoordinated," writes Friggens; "extravagance and waste abound . . . since the great bulk . . . is being poured into research for national defense, health, and space; this is creating dangerous imbalance in our academic programs."

Ag-Tech Fraternities Lose Houses by June 14

(Continued from Page 1)

with indignation and there were scattered rumors of a protest rally last Monday or Tuesday evening. Such a rally did not materialize because of the possibility that it would become uncontrollable and hurt the fraternities position, according to Richard Masters, president of Gamma Theta Gamma fraternity and Richard Kulpa, president of Kappa Sigma Epsilon fraternity.

These two fraternities, along with Psi Delta Omega, had long house meetings to discuss the announcement.

The governing boards of each fraternity held meetings at which time it was decided whether the fraternities would vote to continue or discontinue pledging. The governing boards of the fraternities are made up of Alfred Tech faculty members who are board members of each fraternity's corporation.

Last Friday members of all three fraternities went to Hornell to donate blood to the account of Dr. Manolo Rodriguez-Diaz, professor of Romance Languages at Alfred University. Dr. Rodriguez-Diaz had a serious operation prior to Christmas and the Alfred Tech fraternity men gave 89 pints of blood to demonstrate the

ance in our academic programs."

To withstand the dangers implicit in federal involvement, President Robert F. Goheen of Princeton warns, we must have greater private support of education. One proposal is for tax credits. A taxpayer could in effect pay part of his income tax—up to \$100—directly to a college or university of his choice.

Many schools now maintain Washington offices or representatives to seek grants. John A. Howard, the young president of Rockford College in Illinois, calls the clamor for federal funds a "stampede to disaster."

valuable functions that fraternities can perform.

Roger F. Rawe, academic dean at Alfred Tech, indicated in an interview last week that the fraternities would be allowed to move as a body to a wing or a floor of a college operated dormitory.

Although the fraternities are expected to close their houses in June, as directed, some fraternity men have indicated that there is hope arrangements can be made to return the men to

houses in the future. However one student who has had conversation with President Hinkle sees little hope for reversing the order.

Another student indicated that he felt the manner in which the announcement was made was "sloppy" and that the original directive was vague.

Otto Eleuteri, president of the Alfred University Inter-Fraternity Council, said the past week's events at Alfred Tech has no bearing on the fraternity situation at the University.



On Campus with Max Shulman

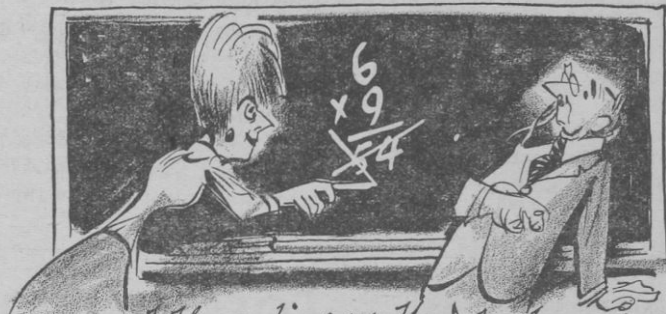
(By the Author of "Rally Round the Flag, Boys!" and "Barefoot Boy With Cheek.")

A GUIDE FOR THE GUIDERS

One of the most interesting academic theories advanced in many a long year has recently been advanced by that interesting academic theorist, E. Pluribus Ewbank, Ph. D. who holds the chair of Interesting Academic Theories at the St. Louis College of Footwear and Educational Philosophy. Dr. Ewbank said in the last issue of the learned journal, the *Mount Rushmore Guide to Scholastic Advancement and Presidents' Heads*, that we might be approaching the whole problem of student guidance from the wrong direction.

Dr. Ewbank, a highly respected pedagogue and a lifelong smoker of Marlboro Cigarettes, (I mention Marlboros for two reasons: first, to indicate the scope of Dr. Ewbank's brainpower. Out of all the dozens of brands of cigarettes available today, Dr. Ewbank has had the wit and taste to pick the one with the most flavorful flavor, the most filtracious filter, the most soft soft pack, the most flip top Flip Top box: I refer, of course, to Marlboro. The second reason I mention Marlboro is that I get paid to mention Marlboro in this column, and the laborer, you will agree, is worthy of his hire.)

But I digress. To return to Dr. Ewbank's interesting theory, he contends that most college guidance counselors are inclined to take the easy way out. That is to say, if a student's aptitude tests show a talent for, let us say, math, the student is encouraged to major in math. If his tests show an aptitude for poetry, he is directed toward poetry. And so forth.



She set the entire math department agog

All wrong, says Dr. Ewbank. The great breakthroughs, the startling innovations in, let us say, math, are likely to be made not by mathematicians—whose thinking, after all, is constrained by rigid rules and principles—but by mavericks, by nonconformists, by intuitors who refuse to fall into the rut of reason. For instance, set a poet to studying math. He will bring a fresh, unfettered mind to the subject, just as a mathematician will bring the same kind of approach to poetry.

By way of evidence, Dr. Ewbank cites the case of Cipher Binary, a youth who entered college with brilliant test scores in physics, chemistry, and the calculus. But Dr. Ewbank forced young Cipher to major in poetry.

The results were astonishing. Here, for example, is young Cipher's latest poem, a love lyric of such originality that Lord Byron springs to mind. I quote:

*He was her logarithm,
She was his cosine.
Taking their dog with 'em.
They hastened to go sign
Marriage vows which they joyfully shared,
And wooed and wed and pi r squared.*

Similarly, when a freshman girl named Elizabeth Barrett Sigafoos came to Dr. Ewbank to seek guidance, he ignored the fact that she had won the Pulitzer prize for poetry when she was eight, and insisted she major in mathematics. Again the results were startling. Miss Sigafoos has set the entire math department agog by flatly refusing to believe that six times nine is 54. If Miss Sigafoos is correct, we will have to re-think the entire science of numbers and—who knows?—possibly open up vistas as yet undreamed of in mathematics.

Dr. Ewbank's unorthodox approach to student guidance has so impressed his employers that he was fired last week. He is currently selling beaded moccasins at Mount Rushmore.

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Ski Club Trip Called 'Successful'

Seventy students traveled to Denton Hill, Pa., last Saturday for a day of skiing. According to William Clark, assistant dean of students, "the first ski trip was very successful."

The trip was arranged and sponsored by the Alfred Ski Club. The club organized transportation for the skiers and, by providing a central organization, obtained lower-cost group rates.

A two dollar deposit was required of the skiers to guarantee transportation. For all following ski trips, there will be a set deposit rate, the amount to be decided in the future. Of the 65 students who planned to go, only five did not.

Due to the icy conditions at Denton Hill, only one of the 11 ski trails could be used.

The Ski Club was established "for anybody who is interested in skiing—or interested in being interested in skiing," Leslie Mace, publicity chairman, explained during an interview. "The Alfred Ski Club is independent of the Student Senate, and our trip to Denton Hill was not connected with the Senate ski trip."

Dean Clark added: "The club is fully backed by the Campus Center and is intended to organize winter skiing and provide students with weekend skiing opportunities. A minimum of four additional trips will be planned to the many ski areas located within a 60-mile radius of the campus."

The club was formed just prior to Thanksgiving and since that time has sponsored several movies in addition to the trip. Members of the club are presently clearing brush from an old ski trail located on West University Street.

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Village Seeks Laws to Regulate Restaurant Health Standards

At a meeting earlier this month, Alfred village trustees set in motion machinery which could result in health laws for the Alfred health district which includes the town of Alfred and the village of Alfred. Trustees have been concerned about continued reports of less than acceptable health conditions in Alfred's Main Street restaurants.

Reginald J. Sootheran, village attorney, said that he had been in touch with New York State public health officials in Hornell and that as soon as he had their approval of the legislation, he would bring it before the trustees.

Mayor John W. Jacox said that the people who work in local restaurants should have physical examinations before they are permitted to dispense food to the public. Last year, a local restaurant worker was found to be ill with tuberculosis. The Mayor said that college operated eating places generally have good health reports. Rated "excellent" in the most recent reports were Scott's Dairy Bar and the Campus Center.

Columbia Offers African Teaching

For the fourth consecutive year, Teachers College, Columbia University, is seeking American college graduates to prepare for teaching service in the secondary schools of East Africa.

The college has undertaken the recruitment, selection and training of the candidates at the request of the Agency for International Development of the State Department. The teachers are needed in Kenya, Tanganyika, Uganda and Zanzibar.

The East African governments have requested more than 100 teachers in the field of biology, chemistry, English, geography, history, mathematics and physics for employment beginning in the fall of 1964. To date, Teachers College has selected and trained some 400 teachers under this program.

Those interested are urged to apply immediately. Applicants must be United States citizens. Arts and science graduates and graduating seniors with no teaching experience but professionally trained, and certified graduates with no teaching experience and experienced teachers are all eligible to apply for the program.

Accepted candidates will receive training fellowships at Teachers College or Kakerere University, Kampala, Uganda, or at both institutions. Upon completion of training, the teachers will receive two-year appointments as salaried education officers in East Africa.

Although preference in selection will be given to applicants who are single, married persons may apply and, if chosen, will receive travel allowances for dependents. However, it is not possible for both husband and wife to be employed with the project.

A brochure with details of the program can be obtained by writing to: Teachers for East Africa, Teachers College, Columbia University, New York, N.Y. 10027.

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It is likely that legislation, if it is passed by both the town board and the village board, will contain an annual licensing provision, which will give the village board the right to prevent violators from continuing in business.

The Collegiate's owner, John Ninos, said that it is "very easy to let things slide in the restaurant business. As long as these new laws do not interfere too

much in my business they will serve an excellent purpose. I foresee no problems in adapting to the laws. My restaurant and kitchen are not beautifully tiled or finished in stainless steel but my food will always remain of the finest quality."

The owner of the Alfred Lunch, on the advice of his lawyer, declined to comment on the situation.

'Caravan' May Change Format; Student Participation Lacking

The objectives of the "Campus Caravan", the student radio show, have recently come under discussion with an eye toward redesigning the format and production of the show.

Because of a lack of student participation, the Caravan has had difficulty in providing enough good features to fill its present hour program, according to Gene Friedman, student manager of the Caravan. Friedman also said there is a reluctance to fill the hour with music since this is the only radio show presented by Alfred University.

One suggestion being considered by Friedman and Allen Eisbart, who presents the program with Friedman, is to reduce the show's air time to 30 minutes. They are also working with the administration in an effort to move the show from the parents' lounge to another room in the Campus Center where they will have better conditions for pre-

sending the program.

The lounge, since there are restrictions on its use while the Caravan is on the air, provides too much background noise and too many distractions for the students who are broadcasting, according to Friedman.

A definite decision on the fate of the Caravan is expected at the beginning of the second semester, after Friedman and Eisbart have had additional discussions with the administration.

The show is currently broadcast Friday afternoons over WWHG in Hornell.

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Campus Center to Hold Anniversary Party Feb. 7-8

A French night club, dancing, and dinner music will be among the entertainment provided by the Campus Center during its fourth anniversary celebration Feb. 7-8.

During the celebration several different activities will occur simultaneously in the Center.

Friday night, the cafeteria will be transformed into a French night club. Student and semi-professional entertainment will be provided in the "night club"; at the same time, a dance will be in progress in the Parent's Lounge.

In the cafeteria Saturday night, dinner music will be provided by Dave Miller's Jazz Group, and another dance will be held. At this dance, there will be a hootenanny. Saturday night, women will have a 2 a.m. curfew.

In addition to planning for its anniversary celebration, the Campus Center Board has been working on its second semester program and is trying to initiate several new activities for the new semester.

In the future, the Board is planning on running a College Bowl contest, with representa-

tives from the various residences taking part.

In the spring of this year, they hope to provide bicycles to be rented out from the Center. Alan Rahm, student representative to the Board of Governors, pointed out that this is not an absolute plan, because of possible problems resulting from insurance laws.

Next year, the Center hopes to build a toboggan slope, and is planning on broadening its indoor recreational facilities by putting pool tables in the Saxon room, and by allowing more of the rooms in the center to be used for student activities.

Rahm said that the success of these new innovations will depend on the cooperation of the student body, and he added that, although the Board felt that the center was now "more than adequate" in providing for students' needs, the new improvements should make it even better.



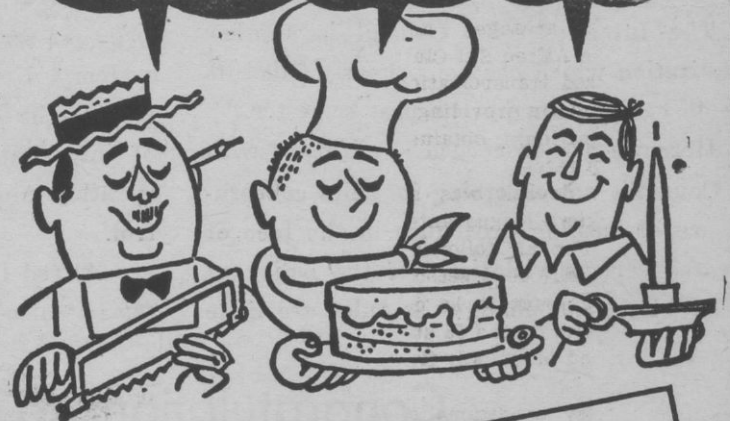
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Editorial . . .

"Alfred is a student-centered University. It is distinguished by a well-developed plan of student government and student participation in university government and policy making."

The paragraph quoted above, taken from the 1963-1964 edition of the Alfred University catalogue, gives a false impression of the

situation which has existed at Alfred during this past semester.

First, let us say that it is at best extremely difficult for students to participate in "university government and policy making." But in the spirit of this statement it is certainly possible for students to be kept adequately informed of university plans by the administration.

More Information from Administration

Our biggest complaint, then, lies with the administration for a disgraceful lack of communication with the students of the University.

For some time the administration has been considering revision of the academic calendar, yet no statements have been issued to keep students informed of the direction in which plans were leading. This planning has been under way for several months. In an interview about this question, President Drake declined to mention specific new calendars because he felt it was not necessary and would only confuse the situation. We maintain that in the future students should be fully informed of such plans, as they certainly affect students as much as any other University group.

A second area of administration silence which should be corrected concerns plans for expansion of the University's physical plant.

Everyone knows that there is a Master Plan Committee in existence to consider expansion, but do we have any concrete idea

of what it is considering? If there are concrete ideas we see no reason to keep them secret. Have specific buildings been given priority? If so, what are they?

As future alumni, present students are expected to contribute to the growth of the University; now is the time to build confidence in that future growth.

Of particular interest to every student is progress on raising funds for a new infirmary, yet so far developments in this area have been kept secret.

We realize that several meetings of the President's Student Advisory Committee have been held this year. Such meetings can be beneficial as an exchange of ideas between student leaders and President Drake. Until such time, however, as the administration voluntarily conveys plans for such things as calendar change and physical expansion to students in general, such meetings with student leaders are little more than pleasant chats. Their value to students does not extend past those directly participating.

Will Senate Sleep Forever?

During the past semester, we have also been wondering if initiative and leadership have been completely lost in the Student Senate, or if they may possibly be salvaged during the coming months.

As the representative of all the students, the Senate should take an active role in seeking information concerning future University

plans. If the Senate continues to operate as it has recently, we propose it merge with Alpha Phi Omega. The financial resources of the Senate combined with the dedication to service of APO would make a most worthy organization. It is time to stop kidding ourselves that the Senate represents "student government at Alfred University."

Alfred Needs Stronger IFC

The Interfraternity Council is another organization which has not properly filled its role on campus during the past semester.

Here we are concerned specifically with the Council's not enforcing its rules concerning proper rushing procedure in the face of repeated serious violations. If the policy of the IFC does not change, its rules are little

more than scraps of paper and the fraternity system suffers. Respect for the IFC is essential; if the IFC does not have some control of inter-fraternity affairs, then the administration must inevitably assume such control.

Alfred University needs a fraternity system; it also needs a stronger IFC.

Congratulations to ISC

Last week, Intersorority Council announced a revision of sorority rushing and pledging rules which will eventually strengthen the sorority system. Adoption of a

2.00 minimum index as prerequisite for pledging increases the academic integrity of the houses; the IFC should follow with a similar ruling.

Harmful Decision at Ag-Tech

The decision of the Ag-Tech administration to ban fraternities as living units is an unfortunate one which will have an immediate detrimental effect on social life at the institution. The social role of fraternities at Alfred assumes greater importance than it would at a city institution when the limited non-fraternity opportunities are recognized.

The offer made by the Tech administration of sections on the new dormitories for the fraternities is unsatisfactory; it shows little understanding of the role of a separate residence in fraternity life.

In the academic field, we do not feel that this change in fraternity affairs will necessarily raise the academic standing of the members.

The plight of the Tech fraternities may not have a direct bearing on University fraternities, but we trust that the house closing has emphasized fraternities must be more than centers of social recreation and advancement for individual members; they must prove their value by making a positive contribution to the community in which they exist.



—MOVIE REVIEW—

Happiness Is a Kitchen Sink

—by Steve Skeates—

A 27-year-old French girl leaving home and going to England to have an affair isn't the most logical basis for a story. But since it was this piece of illogic, this change (from English girl to French girl) in the original "L-Shaped Room" story, that got Leslie Caron into a British Kitchen Sink drama, one can't complain, can one? In fact, I wouldn't have minded if the story had her come to a place like Alfred. Her performance was that superb; so superb, in fact, that every girl I asked refused to comment on the film, saying that they identified too much to be able to give a fair evaluation. Such a statement is in itself about the best evaluation that can be given to a performance.

In light of this, it is strange that many critics, including Jean Walrath, have said that while this film was interesting, it gave the viewer little chance to identify. However, these are older critics, representing a generation that prefers to identify with the glamorous and affluent world of Doris Day. It's not that they can't identify, but that they don't want to.

Our generation is different. We realize that there is no real meaning, no actual story underneath all the glamour and sophisticated sex play of a Doris Day film. (The average American film can be summed up with one simple statement: it had nothing to say, but it said it well). Besides, films like "La Dolce Vita" have ruined the appeal of affluence for us. In spite of (or more likely: because of) the poverty and squalor, the Soho (the setting for most British Kitchen Sink dramas) has a certain charm (at least on the screen). It is here that a person can accept himself and others for what they really are, human beings. Ridiculous ideals, which say that a person must live up to being what he cannot possibly be or else be ostracized, are done away with. The result is a sense of peace that even an unwed pregnant French girl can enjoy.

This film was the best Kitchen Sink drama since "A Taste of Honey," to which it was quite similar. "A Taste of Honey" was a bit superior because it showed less yet said just as much. Director Bryan Forbes cut himself a bigger slice of life than he needed. All that is necessary is a taste.

Fiat Lux

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Alfred University's Student Newspaper

Alfred, New York, Tuesday, January 14, 1964

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Comments

by Howard Paster

The faculties of modern American universities are suffering from an internal conflict between institutionalized conservatism and persistent change, according to Dr. Clark Kerr, president of the University of California.

Perhaps it is this conflict that accounts for a continued lack of public comment by our faculty members on matters of general interest to the university, including calendar changes, fund-raising, and the priority list for new university buildings.

A story on the front page of today's Fiat Lux indicates that the faculty will soon be asked to make recommendations to the administration on a plan for calendar revision. More and more schools are apparently switching to a trimester system, quarter system, or two semester system with a study period between the Christmas holiday and the start of the second semester, at the end of January.

If the faculty were to make their recommendations to the administration available to the students, in a general statement indicating the view of most of the professors, this would, by precipitating discussion, make it possible for the students to be both informed and aware of pending decisions. Then along with the faculty the students could make educated suggestions about the program they would like to have at Alfred.

The inclusion of the students in discussions leading to administrative decisions should provide increased acceptance of those decisions as well as better understanding. If the faculty, as a unit, not as individuals, were to be more vocal during the process of decision-making the students voice would have added meaning.

This should ultimately result in a proportionate relationship between the three forces in the university: student, faculty, and administration. However, this is not a suggestion that students make administrative decisions and the faculty make known the minutes of their meetings.

If there is a moderate increase in the formal exchange of opinion in the university community, there should be no one who will be the losers. All should be the victors.

Thanks to Administration

Dear Editor:

Following President Drake's announcement that classes would not be held Monday, Nov. 25, we sat, listening to people complain about the futility of holding class for one day, the inability to concentrate on studies, and the desire to be with one's family during such a trying time. Many students were stranded here because their rides had left, while they had to stay for the few remaining uncanceled exams. Why were some tests cancelled while others were not? Such were the complaints.

Why not do something besides complain? But do we dare approach the administration; would they listen to us, the students? It was well worth a try. We drew up the following petition:

We the students of Alfred University request that students be dismissed from school until Dec. 2, 1963, due to the following circumstances:

1. We as students are deeply grieved over the death of our President John Fitzgerald Kennedy, therefore finding it difficult to concentrate on studies.
2. Tuesday is a light day of classes for students and only two are scheduled for Wednesday.
3. Most scheduled examinations have been cancelled, such as physics, history, and civilization exams for Wednesday.
4. The majority of students will have left the campus by Sunday morning, leaving many students without transportation for the Thanksgiving vacation.

Would the students "bite" as well as "bark?" Almost all the students we contacted were eager to sign, but a few remarked, "you're wasting your time." We

got as far as Barresi where we were "caught." A chance call from Dean Powers gave us our opportunity to present the petition sooner than anticipated. At our request he was even willing to leave his guests in order to listen to our arguments.

We met him in his office. Here in a relaxed atmosphere where we freely discussed our petition, realizing that the alleged barriers between student and administration were nonexistent, Dean Powers not only listened, but also acted immediately in our behalf. He contacted President Drake, who, reconsidering his previous decision, consulted with several deans and faculty members. After much deliberation they upheld their previous decision.

Although our petition did not attain its immediate purpose, we feel that it did attain a far greater result. We realized that students could expect cooperation from the administration if they approached the administration with sound ideas and the right attitude. The administration is willing to listen to the students and appreciates any worthwhile suggestions. Perhaps this incident is a stepping stone to greater understanding and cooperation between the students, administration, and faculty, and by it, more students will be encouraged to act rather than complain when a situation warrants action.

Finally, we would especially like to thank Dean Powers for his time and effort in the students' behalf.

Pat Ciardullo
Betsey Kinsey
Janet Ozard
Margaret Young

(Continued on Page 6)

Campus Pulse

by Karen Bale

Question: How do you feel about the new I.S.C. rushing rules?

Judy Honigstock, Theta, Soph.



"The 2 index is a good idea because we can't take all the freshmen into the houses and this limits the number that we have to consider. A girl who really wants a house will work for it and if she doesn't have a 2 point index she shouldn't take time from her academic work to rush anyway."

Sandy Smith, Sigma, Soph.



"I think the new rules are very fair and improved a lot. The two point is a good idea because rushing is so time-consuming that only those with pretty good indices should go through it. It might be a good idea for the fraternities to have a similar rule. It would be more incentive for the boys."

Sandy Smith, Theta, Sr.



"Girls without their index now have something definite to work for due to the new rushing rule. Other aspects of rushing such as not talking to freshmen at certain times are infantile. I know it's supposed to eliminate dirty rushing but we should be adult enough not to want to anyway."

Carol Gregg, Omicron, Soh.



"The 2 point idea is good for most students except possibly nurses and engineers who seem to have especially difficult courses. Also nurses won't have another opportunity to rush as next year they will be on affiliations. On the other hand a sorority takes quite a bit of time and a certain academic standard is necessary."

Nancy Keller, Omicron, Soph.



"I don't feel that the new rushing rules are a good idea. Students are here to learn to grow and to become mature. I believe that allowing every girl to go through pledging is a part of this growth. It is up to the individual to realize that she is here primarily to widen her horizons academically."

Mary Ann Hard, Sigma, Jr.



"From a nurse's standpoint I don't think that the 2 point is a good idea. If a nurse isn't in a sorority she has that much less contact with Alfred when she is away on affiliation."

Stella McCluskey, Freshman



"In a way the 2 point isn't fair because it is a high index and a freshman has a lot to adjust to and there is a lot of pressure to get into a sorority. On the other hand the idea is good because there are only three sororities and it will cut down on the number of girls who are hurt because they don't get into one."

Why?

by Ali Khali Galied

A shock! A Shame!
A barbaric and paralyzing act.
An idiotic deed
to kill the Ideal.
Hate pulled the trigger hastily
and hunted hope;
this made the hikers,
whose only light was
the shooting star
dumfounded, groping and grumbling
in the darkness.
Man with all his tools.
with all his talent,
couldn't save him.
And yet man's aim
is the mighty journey to the moon.
A shock! A shame!
A boisterous stream, with boulders
and pebbles in its bed,
vowed to reduce all to
a base-level,
shied away from uprooting
the 'unshrinking' shady tree.
Subliminal violence took an awful
imported axe and abruptly
chopped the cherished.
In a welter of minutes,
it joined the majority, and
was floating in the unfathomable
foaming main stream.
None dreams of building a dam;
None dares rescuing a friend.
A shock! A shame!
It ceased to drizzle in an
autumn morning.
A breeze pressed the boughs
and the persistent leaves
which stuck on the trees
fell.
A hunter, hurting neither for
food nor for fun
crept stealthily behind bushes;

he fired, fired, and fired again.
A bullet cracked the skull
of the buck
and the antelopes, bothered by
the absence of the pace-maker
bounded thrice and looked
back.
"All that lives must die,"
but it's "a fault to nature,
to reason most absurd."
The old ones dismayed by
the sudden, untimely death,
watered their shaggy cheeks
and soaked their sagging muscles.
The youngsters realized how
disillusioned they were,
In their world of sunshine
and fresh grass, and
quivering, questioned 'WHY?'
A shock! A shame!
Yesterday he was a vigorous
is.
and today he is merely
a was!
No more a blowing trumpet
to make us aware of the
blemishes of our age;
No more a rocking chair
to creak;
No more familiar gestures
to follow;
No more a slicing fore-finger
to assault the audience;
No more New England humour
to haunt the hearts;
No more snatching of tie-pins
to cause an International
Incident;
No more! Forever no more!
But comfort and consolation is
found
In the bold track he blazed
with bravery.

titillations

Married

Richie Raskin, '64, Tau Delt, to Judy Stark, '64, Theta
Jack Prior, '63, Delta Sig, to Sue Burke, '65, Sigma
Walter Scott, '63, Delta Sig, to Kay Jordan, '64, Omicron

Engaged

Harold Popp to Priscilla Humphrey, '64, Omicron
Jerry Hunt, to Fran Liebler, '63, Omicron
Bob Conde, '63, Kappa Psi, to Carole Skinner, '66, Sigma
Jerry Quinn, '64, Kappa Psi, to Sheila MacLaurin, '64, Sigma
Bill McGauhey to Mary Espenmiller, '64, Sigma
Dick Turecek, '63, Lambda Chi, to Sharon Hogue, '64
Neil Smith, '64, Lambda Chi, to Stephanie Roache
Paul Kaplan, '63, Tau Delt, to Martie Stiker, '64, Theta
Dick Cooley, '63, Lambda Chi, to Boo Beason, '64, Sigma

Pinned

Peter Wunsh, '64, Phi Ep, to Barbara Levy
Tom Carter, '65, Kappa Psi, to Carol Scott
Paul Leipold, '64, Kappa Psi, to Betsey Conover, '64, Omicron
Donald Howig, '64, Kappa Psi, to Marion Frey

Lavaliered

Mark Stiegler, '67, Kappa Psi, to Judy Langer, '65, Omicron

Around the QUADS

by Rhoda Feinberg

Hofstra Bans Physical Hazing

Physical hazing has been abolished by Hofstra's Interfraternity Council according to a recent issue of the University's student newspaper, **The Hofstra Chronicle**.

Stating opposing points of view on the proposal, several members of the council felt that the object of hazing entailed forming a strong bond between brothers. However, according to Hofstra's IFC President, the council's action was the result of "a genuine desire for the improvement of the fraternity system at Hofstra."

The administration of Hofstra wished to continue their practice of non-intervention in fraternity matters, the paper said. One letter to the council from the assistant dean of students said that the administration considered Hofstra's student body to be mature, intelligent and self-governing men "who can bury and forget injurious hazing traditions and practices."

Fiat Proves Its Humanity

(Continued from Page Five)

Dear Editor:

In the Dec. 10 issue of the *Fiat Lux*, in the article concerning fraternity tapping, the humanity of the *Fiat Lux* staff is grossly apparent.

Fraternity tapping is an important event in the life of most college men. It is the responsibility of a college newspaper to record accurately the facts of such an event, including a reasonable attempt at spelling names correctly.

The names of 13 of Kappa Psi's 30 new pledges were spelled wrong. The name of another was excluded. The names of two new honoraries were also left out.

Our pledges are proud of having their names associated with Kappa Psi. However, we protest as they do when we see their names misspelled beyond recognition.

Below is the correct list of Kappa Psi's new pledges and honoraries:

G. Barnum, C. Cameron, T. Carges, W. Cruzan, C. Dustin, J. Giampa, R. Galusha, R. Grover, J. Hammond, W. Hammond, C. Junker, S. Lundstedt, J. MacBeth, T. Marsham, R. Merchant, J. Miller, R. Minervino, J. Minkel, J. Moore, A. Pasto, M. Reimer, D. Reubens, L. Shuler, D. Smith, M. Stiegler, R. Trezise, W. Tollerup, R. Truesdale, C. Tucker, E. Unger.

Two honoraries tapped were R. Borst and D. Clancey.

Dear Editor:

As the March of Dimes drive is about to begin, somehow my thoughts strayed to the young men and women now attending college. Going into the village, I can't help but feel a little sad that this part, probably the "best years of our life", is now in the past for me. But for you, it is a gay time, despite the many hours put into hard study to assure a fine and profitable future. It is this future that prompts me to write this letter.

A few years ago when someone would come to the door to collect for "this or that" my sentiments were usually "Boy, if this keeps up, they'll soon be taking up a collection for me!" Not much

thought, I'm afraid, was given to what these collections were used for. Then two years ago, a sweet little girl was born to me. She didn't gain weight. When she was three months of age, and contracted pneumonia, I was told she had an enlarged heart, a hole in her heart, was mentally retarded, and would not live long. A cruel blow to someone who loves children. After two years of much sickness and hospitalization she, although an invalid, is still with us even at a scant 13 pounds, 7 oz. There is no answer to what the future holds for her.

Since this baby, I have become vitally interested in the work of the March of Dimes. Through this National Foundation, polio is practically a thing of the past,

having been reduced by 99%.

Great strides are being made in studies of arthritis, which knows no age barriers. A painful disease which one day will also be a thing of the past.

One baby in every sixteen has a birth defect. Intensive scientific research about the causes, means of prevention and correction thereof, are being sought.

You, as future parents, should give deep thought not only to your business capabilities, but to the families you will one day have. Through your support to the National Foundation—March of Dimes—program, you are helping yourself to a brighter future.

Betty Matison
(Mrs. A. W. Matison)

Cynicism Charged On Alfred Campus

I read the account of the 50th anniversary celebration of *Fiat Lux* with amazement. Can it be that the irony of the paradox escaped your attention? To quote from the reporter, "Mr. Opatowsky, your guest speaker, deplored the 'attitude of cold cynicism on the part of southern politicians.'"

Are you not aware of deplorably similar attitudes and practices on your very campus, as evidenced by the local chapters of Greek letter organizations.

I suggest there is no single project toward which your energies should be directed for investigation, edification, publication, and extermination. For a government—a nation—no longer unified and broadly based—becomes a precariously balanced mud pie top, easily toppled and disintegrated at the slightest external or internal pressure. If the trend from rationalization and condonation of bias and bigotry—of personal and social immorality—are not reversed even on college campuses which are the training grounds of our future leaders—if pre-eminence of reason and intelligence are not recognized and accepted—if the validity of the application of knowledge and truth in the direction of our daily lives is rejected—there remains room only for despair, despair for the future of our nation, for our form of government, for our freedom, for our people, for our children, for us.

Apprehensively yours,
William E. Edison

Exhibit Postponed Until February

The Cultural Programs Council has announced postponement until February of a lecture and exhibit program on pottery and sculpture.

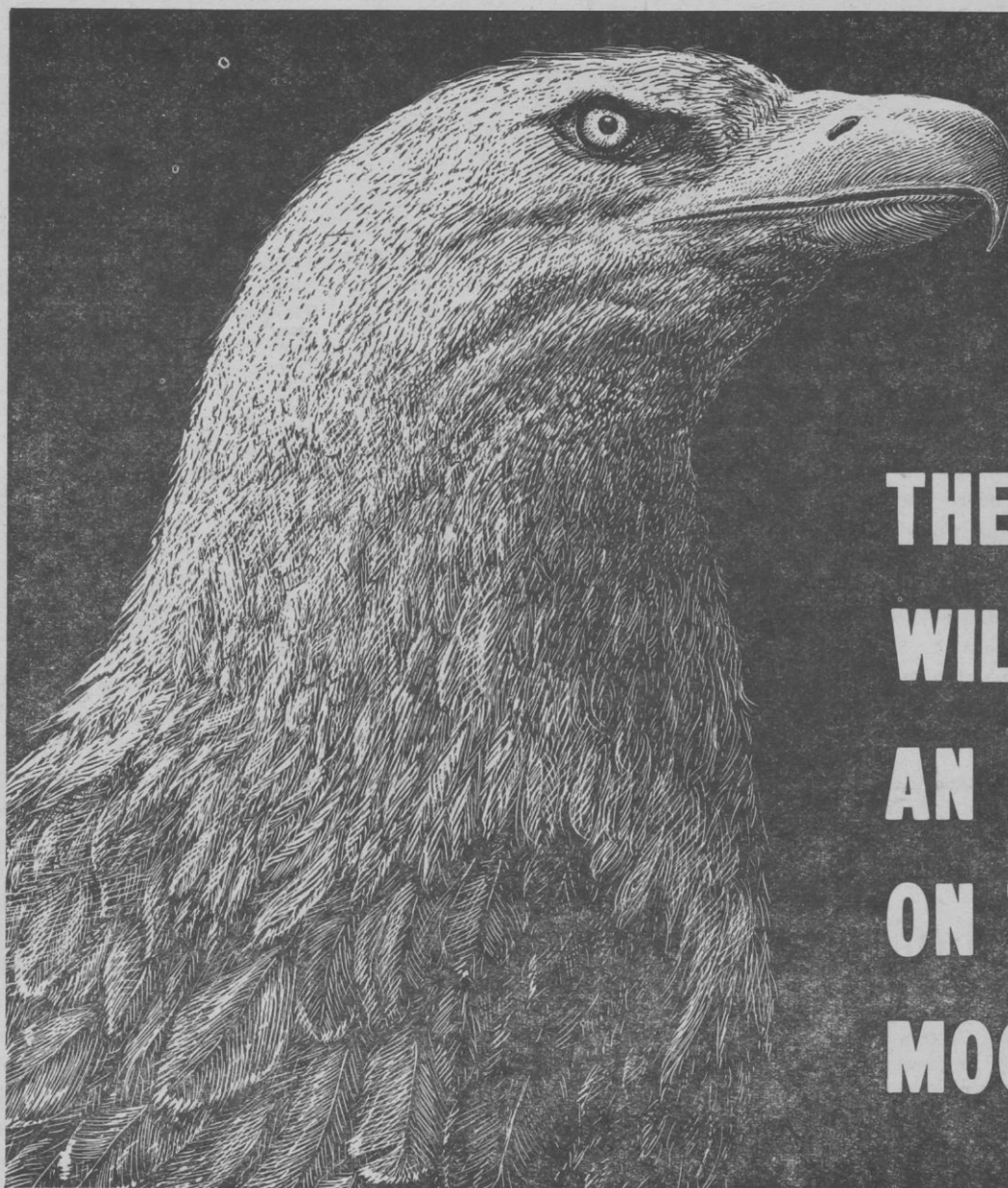
Norman Schulman of the Toledo Museum of Art, William Wyman of North Weymouth, Mass., and Harris and Rosalyn Barron of the Massachusetts College of Art will exhibit work at the Campus Center here from Feb. 24 through March 6. The three well-known American potters and Mrs. Farron, who is an architectural sculptor, will give a public lecture at the Campus Center, Feb. 24, at 8:15 p.m., on the eve of the opening of their exhibit. The program will be open to the public without charge.

Prior to the postponement the event had been scheduled for Jan. 13.

Republicans

All those interested in forming a Young Republicans Club are urged to attend a meeting Thursday at 7 p.m. in Room A of the Campus Center.

Support March of Dimes



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Trackmen Face Buffalo; Matteson, Sevene Star

Alfred University track team impressed in the first indoor meet of the season against Buffalo State last Saturday.

Chuck Matteson, sophomore from Niagara Falls, won the pole vault at 12 feet 6 3-4 inches and barely missed in his try at 12-9 for an indoor record.

For the varsity, Bob Sevene won the mile in 4:29. Larrie Sweet, former Alfred star now with the Baltimore Olympic Club, won in 4:28.6, but was running as a "guest" entry.

Bob Beck of Alfred won the 60 in 1:17.4; Ed Mills the 40-yard hurdles in 5.5; Jack Hedlund the shot put at 42 feet, 6 3-4 inches; Paul Kellish the high jump at 5-10; Ross West the freshman mile; Bill Forsberg the freshman two-mile in 10:36.1; Doug Chamberlain the freshman 1000 in 2:27.2.

Alfred runners will compete in the Toronto Telegram Games Jan. 24 at Maple Leaf Garden in Toronto.

Students Donate Blood To Aid Dr. Rodriguez-Diaz

Friday 108 pints of blood were donated for Dr. Manolo Rodriguez-Diaz at the Red Cross Blood Bank at Bethesda Hospital in Hornell.

Dr. Rodriguez has been hospitalized since Dec. 13, he was operated on for an aneurism. The operation was the first of its kind in this area. Teflon tubes were used to replace some of his arteries.

During his operation Dr. Rodriguez was given 12 pints of blood and afterward needed two more transfusions.

President M. Ellis Drake requested students and faculty of Alfred University to donate blood Friday for Dr. Rodriguez. The Bethesda Hospital reported that Friday's response was the greatest they have ever had for a Blood Bank.

Mrs. Rodriguez-Diaz said they are "very deeply grateful for what the administration, faculty, and students did."

It is not yet known when Dr. Rodriguez will be discharged from the hospital but his condition Sunday was reported as very satisfactory and he was walking around.

College Students Get Heart Advice

College students of all ages were put on notice this week that it's not too early to be concerned about the health of their hearts.

An article in the January *Reader's Digest* noted that scientists are becoming convinced that coronary disease, the ailment which leads to heart attacks later in life, actually can begin in youth.

Astounding evidence of this fact was gathered during the Korean War, when many American soldiers who were killed were found to be suffering from early stages of coronary disease, although their average age was just 22 years!

This evidence helped reverse the earlier idea that heart attacks develop suddenly as an inevitable result of aging, the *Reader's Digest* article reports. Instead, the conviction grew that although the average age of a male suffering a heart attack is 55, the disease leading to the attack begins years earlier, in the 30s and even the 20s.

With this knowledge doctors have been able to establish a "Coronary-Profile"—an actual physical and environmental picture of the man most likely to have an attack. Moreover, they can even predict with uncanny accuracy at what age such an attack is likely to occur.

Here's how doctors say the typical heart victim looks. He is square and solid of build, has muscular features and a firmly set jaw. He is shorter than average with large bones and joints. Although not overweight he may appear so.



Dr. Murray Banks, psychologist-entertainer, will speak on "Just in Case You Think You're Normal" Tuesday, Feb. 11, at 8:30 p.m., in Alumni Hall. Alfred University students will be admitted by ID cards. Other students will be admitted by tickets, costing 50 cents. All tickets are available at the School of Nursing or from Kathy Simmons (587-8053).

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Varsity Loses to Buffalo State; Downed Twice in Holiday Games

It seems that Alfred's basketball Saxons have a habit of bringing out the best in their opponents. At least it seemed that way last Saturday night as Bob Baker's forces lost for the fifth straight time. Buffalo State was the 71 to 60 home court victor.

Howie MacAdam's Orangemen opened up a 41 to 27 halftime advantage on the strength of some red-hot marksmanship—50 plus percent. They cooled off enough in the second stanza so that at one point the Saxons closed to six at 41 to 35, but Buffalo once again found the range and Alfred got no closer.

Overall, Buffalo State shot 45 per cent from the field. This is about 20 per cent higher than they have been shooting. What is more remarkable is that Alfred played good defense, limiting the winners, by and large, to outside

Ed Mandell once again came through with a superlative effort, scoring 34 points on nine of seventeen from the field and 16

of 19 from the foul line. The high-scoring junior ranks as one of the top 30 foul shooters in the country. Mandell scored 19 of his markers in the first half to keep Alfred in the ball game.

Lefty Dick Emer and backcourt ace Charlie Mancuso led the Orangemen with 17 and 15 respectively. Buffalo State now stands at five and six.

The loss made Alfred two and seven at the halfway point in the season. Tonight the Saxons journey to Geneva to try and repeat against Hobart's Statesmen.

Holiday Games

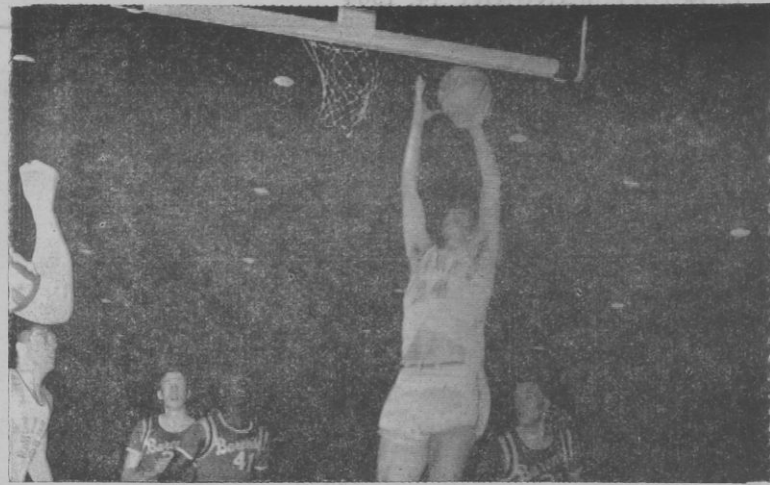
Ed Mandell's 41 point performance against C. W. Post College highlighted an otherwise lackluster Christmas basketball trip for Bob Baker's Alfred Saxons. The Purple and Gold bowed to the Pioneers 76 to 68 after dropping a 97 to 73 decision to Upsala's Vikings. The two defeats gave Alfred a two won and five lost slate going into the new year.

A 6-0 junior from Oceanside, Mandell hit on 18 of 30 field goal attempts and five for six free throws to become the second player in Alfred history to hit 40 or more. He was one point shy of Steve Steinberg's all-time record set against Hartwick during the 1961-62 campaign.

Working from the high post, Mandell scored most of his points on turn around jump shots. Post tried collapsing three men on him but to no avail. The near record display put Mandell over the 20 p.p.g. clip.

Keith Tombs and Frank Romeo comprised the backcourt which set up Mandell brilliantly. Tom Maciocca, John Daum and Joe Drohan controlled the backboards against the undefeated Pioneers.

The halftime score was knotted at 36 and the game was nip and tuck until the final minutes when Frank Townsend, All-Met selection, put it on ice for the home team. Townsend was high for the winners with 27 and Mike Brandeis followed with 24.



The freshmen whipped Corning Community College, 100 to 43 Wednesday to become the first team in Alfred basketball history to score 100 points in a game, and edged Buffalo State 64 to 62 Saturday. Gary Gross of Emporium, Pa., is leading the freshmen (now 6 and 2 on the season) with a 16 point scoring average and 16 rebound average.

Varsity Basketball

Jan. 14 Hobart	8:30 Geneva
Jan. 18 LeMoyne	8:15 Alfred
Feb. 8 Allegheny	7:30 Alfred
Feb. 14 Colgate	8:15 Alfred
Feb. 15 Harpur	8:00 Binghamton
Feb. 18 Brockport	8:30 Brockport
Feb. 22 Rochester	8:15 Alfred
Feb. 28 Clarkson	8:00 Potsdam
Feb. 29 St Lawrence	8:00 Canton

FRESHMAN BASKETBALL

Jan. 14 Hobart	6:45 Geneva
Jan. 18 Manlius	6:30 Alfred
Feb. 14 St. Bona.	6:30 Alfred
Feb. 15 Open	
Feb. 18 Brockport	6:30 Brockport
Feb. 22 Rochester	6:30 Alfred

ISC Announces Rush System Change in 1964

The Intersorority Council announced a change in rules for the 1964 rushing season at a meeting of all sorority women Jan. 6.

The demise of one of Alfred's sororities last spring, in addition to the Council's constant efforts to make the system more "effective", necessitated such a change, according to Flora Dinacci, ISC President. Following are some of the revised rules.

This year freshman women must have a 2.0 index to be eligible for pledging. This is the first year that a minimum index has been required. Each house may pledge one-third of those women eligible, as long as this number does not exceed 35. In previous years, each house could pledge one-fourth of the freshman women.

There is to be no talking between sorority women and freshman women at fraternity parties and other social functions during the rushing season.

The rushing period has been reduced from three weeks to two and one half weeks. The number of parties has also been reduced.

The Saturday parties have been replaced by Friday evening parties.

This year, there is a "complete silence" period from the last rush party Thursday, Feb. 27, through pledging on Monday evening, March 2, with the exception of Preferential Sunday, March 1, from 2 to 4 p.m. A "complete silence" is defined as not even saying "Hello."



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Something wonderful's happened to Ford Motor Company cars! Under the freshest styling seen in years, there's a new kind of durability and vigor that more than meets the demands of today's and tomorrow's high-speed turnpike driving conditions.

What's the secret? Quality engineering for total performance. Quality engineering so outstanding that Ford Motor Company received the NASCAR Achieve-

ment Award for engineering excellence which "superbly combines the prime essentials of great automobiles—performance, reliability, durability, comfort and safety."

Total performance makes a world of difference. Bodies and frames are solid and quiet even on the roughest roads. The ride's so smooth, so even-keeled, it seems to straighten the curves and shorten the miles. And nothing matches the spirit, sparkle and stamina of advanced Ford-built V-8's and thrifty Sixes. Total performance is yours to enjoy in all our 1964 cars—from the frisky Falcon to the matchless Lincoln Continental.



MOTOR COMPANY

The American Road, Dearborn, Michigan

WHERE ENGINEERING LEADERSHIP BRINGS YOU BETTER-BUILT CARS