

Recommendations Made For Council Reorganization

by Donna Brown

The Executive Council of Student Council has announced a series of proposed changes in its organizational plan, gearing it more effectively toward efficient function in the transitional period before the move to Henrietta.

These proposed changes will include reorganization in both the executive and legislative branches of the Student Association, borrowing heavily from the structural plan of our national government.

Under this plan, the Legislative branch of council would become the RIT student senate, made up of Departmental Senators responsible for regulating student activities subject to the rules of the Institute and Student Association Constitution. It would also be responsible for departmental and campus elections, and for promoting and fostering cultural, social

and educational projects and all other activities as stated in the purpose of the Student Association Constitution.

The Vice-President would preside over the meetings of the Senate. His Executive Committee would consist of the presiding officer, the secretary, and five senators elected from the membership of the Senate. Standing committees would consist of Personnel and Public Relations, and any others to be added later.

The present Executive Board would become the Student Activi-

(Continued on Page 4)



RENDERING REVEALED—This is the artists conception of the "L" shaped art and graphic arts facility on the new campus.

Phi Sigma Kappa to Crown Queen at Winter Weekend

The 13th annual Winter Weekend sponsored by Phi Sigma Kappa is scheduled for Jan. 24-26. Snow permitting, the weekend will start with a snow sculpture contest featuring the theme "Cartoon Characters."

All five fraternities are entered in the contest, with the winner being announced tonight at the Snowblast.

Everyone is invited to come and twist and shout in the gym tonight at the biggest beer blast of the year. Word has it that plenty of guys are needed to help entertain the young ladies from area schools who are planning to attend. Price for the blast is \$1.50 stag, \$2 drag.

Tomorrow night is RIT's only formal dance, the Snowball, held this year at Happy Acres Country Club in Webster. The dance is open to Greeks and their pledges only. RIT's Greeks will dance to the music of Joe Bennett's orchestra. Price for the dance is \$3.50.

Highlight of the evening will be the crowning of Phi Sig's new "Moonlight Girl" by reigning queen Joyce Allram.

"Moonlight Girl" of Phi Sigma Kappa is the title given annually to the Phi Sig queen. The title will be bestowed Saturday night at Happy Acres Country Club at the annual formal "Snowball." The "Moonlight Girl" will reign for a year as Phi Sig's queen and will be entered in a national "Moonlight Girl" contest.

Candidates include Lorrie Catallo, a third year Art and Design student from Canandaigua. Lorrie is a member and historian of Alpha Xi Delta Sorority and a member of ISC. She was recently named Winter Sports Queen of RIT.

Sally Hodskins hails from Orchard Park, N.Y., and is a freshman retailing student. After only a few weeks at RIT she was

placed on the Homecoming Queen Court. She places skiing and swimming on the top of her activity list.

Diane Mercomes has been active in many extracurricular activities at RIT including president of Delta Omicron Sorority, Secretary-Treasurer of ISC, three years on Spring Weekend Committee and many others. Diane is a third year School of American Craftsman student from Detroit Mich.

Mary Jane Mikulsiv of Cleveland, Ohio, is a second year retailing student. Among her activities; member of Alpha Xi Delta, Dorm Council and service on the Institute Housing Committee.

Winter Weekend, 1964, will close with the brothers and pledges of Phi Sig enjoying the entertainment of Cecil and Jenks in the apres ski atmosphere of the fraternity house.

Chaplain M.A.C. To Retire in Fall

A familiar face will be gone from the RIT campus next September. The Rev. Murray A. Cayley, D.D., RIT's Protestant chaplain and pastor of the First Presbyterian Church will retire.

He has contributed to the Reporter weekly in his column "Cayley's Corner." Last October, Chaplain MAC published a special hand-made book containing 52 prayers used in unison Sunday services for many years.

During his 24 years in the local pastorate, Dr. Cayley has been active in numerous civic and community organizations. He is the advisor of RIT's Religious Activities Association.

Dr. Cayley came to Rochester from New Rochelle. He is 63.

New Values Placed on 'Weekend'

by Ron Sokolowski

Spring Weekend Committee made three announcements of major importance this week which reflect its already hurried schedule.

Ron Mihills, a third year photography major, and chairman of last year's successful Saturday dance, will again assume responsibility for that event. In 1963, the Midtown Plaza evening, which started many years ago as RIT's senior ball, broke all past attendance records.

Two events, which stirred continued controversy in the past, have been eliminated from the program by the committee. Indoor advertising, which had been a major part of the weekend for the short duration of two years, and the Friday night carnival, have both been dropped.

The indoor advertising program was the object of sharp attacks both in and out of the committee as it was felt that the considerable amount of time and effort were not warranted. There did not seem to be any useful gain from the advertising as the intended audience, the student body, could be kept informed and brought into the spirit of the weekend without this waste.

The Friday night carnival also came under the efficient committee axe for basically the same cause. This event which it was felt had magnified itself completely out of proportion to its slight value, fell under the weight of its own cost, both monetary and scholastically. The slight financial cushion on which it had ridden for so long, had become a high price for the scholastic trench into which it had sunk.

Plans for New Campus Building Announced

New campus plans became even firmer last week with the unveiling of plans for the building which will house the College of Graphic Arts and Photography and the College of Fine and Applied Arts.

The basement floor will contain the School of Printing and the Graphic Arts Research Dept. The building's main service entrance is on this level.

Forensic Club Debate Contest Set for Tuesday

The annual RIT oratorical contest will be held at 8 p.m., Tuesday, Jan. 28, in M-219. The contest is open to all students with the exception of members of the Forensic Society. Organizations or groups at RIT may sponsor a speaker if they wish. Ground rules for the contest are: 1. Speech should run approximately 10 minutes. 2. Speaker may not use notes or other aids. 3. Topic may be any subject other than the national debate topic, "Federal Aid to Education."

Representatives of the speech committee and colleges within the Institute will serve as judges.

A trophy will be awarded to the organization or group represented or, in the case of an unsponsored speaker, will be displayed on campus. The winner will receive a gavel as his personal possession.

Application blanks are available on contest posters displayed around the Institute or from Joseph E. Fitzpatrick, Forensic advisor.

The next floor above is on the level of the academic quadrangle. All the common facilities of the two Colleges such as classrooms, lecture rooms, administrative offices, some faculty offices, and exhibition spaces are on this floor.

On the third floor, the "L" is separated into two parts: the eastern leg houses the Department of Photography; and in the west portion of the building, the Department of Fine Arts and the School for American Craftsman combine their major public spaces. These two departments extend vertically in the building and merge together.

The top floor of the building is comprised of studios for the photographic department as well as the painting and drawing studios for the school of Fine Arts.

In integrating these colleges in one building, the educational relationships are enhanced as well as giving flexibility for future use. The floors which have the smallest student population and where students spend longer amounts of time are placed at the top of the building, and the floors which have the largest concentration of students and the most student traffic, i.e. lecture halls, classrooms, etc., are at ground level.

The structure is a simple 34' by 34' square bay which runs through the entire building. The whole building embraces the aca-

(Continued on Page 4).

EDITORIALS EDITORIALS EDITORIALS

A Blowin' in the Wind

In an article in this week's *Reporter*, the head of the Student Health Services sounds off on the problem of student smoking, and about the measures that should be employed to educate and combat this habit. Dr. Victor S. Murphy says that "Because smoking is a personal matter, no campus-wide regulations are in order issued by the administration." He goes on to say that at other schools this problem is being handled by the Student Councils, student groups and the like.

Why wasn't the problem handled in this manner at RIT? For all the progressive thought that this year's Council has given to other problems facing the RIT student, it would seem natural, and indeed more welcome, to receive edicts such as the banning of cigarets from the campus from our own peers.

It surely would a less difficult pill to swallow had student Council initiated action against cigarets. Not necessarily complete banning of cigaret sales on campus, but perhaps a program of information and education about the possible effects of continued smoking. It could have been a worthwhile program and another feather in the hat of Student Council, had they the foresight and the sense of responsibility to their constituents to take upon themselves the measures that Administrative Committee found necessary to perform.

Precarious Pinky Position

The plight of the precarious Pinkertons (Dec. 6 *Reporter*) seems to have changed very little in the interim. Pinkertons still spend the bulk of their nights patrolling the dark alleys and streets on foot or operating from their portable offices, commonly known as automobiles.

And still the fear exists that there is no way to depend on these people, and no sure way to contact them at any given situation.

The *Reporter* understands that negotiations are under way with the administration and those concerned about office space in the Eastman Building. We reiterate the problem only to add urgency to the question and to remind those decision makers of the Institute that the students are still very concerned.

"An ounce of 'protection' is worth a pound of cure" if may paraphrase an old and wise saying. And this was never more applicable than to the safety and peace of mind of RIT students.

RIT REPORTER

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Letters ... Letters ... Letters ...

Dear Editor:

Athletically, RIT seems to be a school of championship complainers. Upon my arrival last year, everyone was complaining about "student apathy": the basketball team went 2-19 and the baseball team went 0-11. This year we are blessed with an undefeated hockey club but this has only raised our championship complainers to new creative heights.

Some of our better complainers (such as Alice Tadt) are picking on the fans attending the home games. Then to climb another step on the ladder of absurdities, the first-string complainers (such as Nick Cerchio) are actually complaining about the way the club is winning.

As to the former, I can only point out the rabid Ithaca fans who, two weeks ago, tossed empty bottles, yelled obscenities and raised a large banner calling for "RIT Blood". Then I could point out the asinine Hamilton fans who, just last Saturday, yelled obscenities, threw paper and sticks, and spit upon our players.

As to the latter, I can only quote Norm MacEachern, as yelled back to the Hamilton fans last week: "Come down on the ice and show us how it's done".

I feel that it's a shame for these guys to travel three hours to a

game, have things from obscenities to spit thrown on them, travel three hours back to more of the same from their fellow students. Let's rally behind this championship caliber club and cheer them on to an undefeated season.

Howie Abraham (Photo 2)

Dear Editor:

In the last issue of the *Reporter* an article appeared which stated that five organizations were suspended by Student Council for the failure to submit their constitutions. Within a few days after this action I received from ASTE, Bowling League, SMPTE and Tau Kappa Alpha-Delta Sigma Rho their constitutions.

Since the Nov. 7 meeting these four organizations have been reinstated by Student Council to their former status. As was stated in the *Reporter*, Student Council does not wish to harm any organization by curtailing their activities except that we will not allow rules to be broken. Once the problem has been taken care of any restrictions will be removed as in the case of these four organizations.

It might be of interest to the student body to know that Student Council is currently helping three new groups to become campus organizations. These are the Scuba Club, International Travel Club,

and a folk singing group. Any student interested in these activities should leave their name in the groups folder by E-125.

James Black
Organizational Affairs
Division

(Continued on page 5)



But
Just exactly
Why are the
Delayed
Dividends of
Downright
Decency
Delayed?
Well —
It is a fact
That most of these
Seem - a - long -
Time - coming -
If - ever!
But
I spend
Most of my days
In court —
In jail —
In hospitals —
(saw-bones and
head-shrinkers)
In counselling —
With sad folk
Who were
Inabighurry.
JUST COULDN'T WAIT!!
The
splendid, clean
Contentment
Of high honor—
Unswerving decency —
Self-sacrifice, unselfishness —
"Whatever things
Are true, honorable,
just, clean, splendid
and worth talking about".
This
Comes slowly
Like the rings
On a tree.

Chaplain M.A.C.

MONOLOGUE

Despite the opinions of others, she has so far been able to keep her pipe lit, and she has had absolutely no trouble purchasing tobacco.

Can you imagine all the girls on campus who normally smoke cigarettes suddenly appearing— all puffing contentedly on pipes?

Oh, we,, I should complain
I don't smoke.

CROSS

by Jerry Lewis



January 11, 1964 is the day the truth was known. The long awaited results of research done by hundreds of scientists concerning smoking and cancer were announced. Smoking had a definite effect in the development of cancer. America was urged to stamp out its cigarettes forever.

On January 14, cigarettes were banned from sale on the RIT campus. This was an alert and meaningful decision on the part of our Board of Trustees. Here is hoping that other colleges will engage the same exemplary attitude in preparing their leaders of tomorrow.

Although there is not likely to be a simple cause and effect relationship between cigarettes and lung cancer, smoking is definitely proven to be a health hazard. As of yet researchers using cabbage leaves, etc., have failed to come up with a substitute for the seemingly socially necessary cigarettes.

The American Cancer Society estimates that over 100 people

a day die from cancer due to smoking. That is almost as many as die in car accidents everyday.

Yet, as cigaret stocks drop and cigar stocks rise, comparatively few Americans have heeded the warning. What is important is that the truth is known. Since the thirties scientists, brave men, have been trying to tell the world the harmful effects of cigarettes. It is significant that on Jan. 11, the truth was known, a truth so powerful that not even an eight billion dollar industry could crush it.

On the lighter side, college students seem to have found a new winter pastime. In the thirties students gained attention by eating live goldfish; in the fifties, students saw how many people they could cram into a phone booth. Now in the sixties they are sliding down snow covered hills in cafeteria trays. The University of Maryland reports missing over 4,000 trays. What would Mr. Nichols say about that?

Cigaretts-Signal Fires Burn Brightly

by Ron Sokolowski

In view of the recent near-hysterical bans on smoking, it is interesting to note the world has gone through this particular phase of condemnation since the 17th century. In 1624, King James I banned smoking in England and revoked the charter of the Virginia Colony for the elimination of what he termed the "precious Stinke!" He claimed that smoking was a "custome Lothsome to the eye, hateful to the nose, harmful to the Braine, dangerous to the Lungs, resembling the horrible Stigian smoke, of the Pit that is bottomless".

During this same time, the New England colonies banned the use of tobacco and labeled it in their usual fashion of the times, the "devil's pastime."

Why then the sudden upsurge in recent years in the determination of many Americans to eliminate the need for an ashtray?

As in all fields of endeavor, the introduction and refinement of research methods has made it quite impossible for medical wives' tales and similar falsities to last any longer than a cancer victim's lung. Surveys and medical studies have not only pointed the finger of nicotine guilt toward the cigaret, but have also guided the force of its destruction.

The reasons for the increase in the interest in cancer is well shown by its startling upswing in the last 30 years, where even when such causes as population

increase are taken into consideration, the cancer death rate is up 1000 percent. This rate increase is directly attributable to the tremendous surge in the lung cancer rate.

Cigaret smoking is not only held liable for the increase in the lung cancer rate, but other diseases such as coronary artery disease, chronic bronchitis, and emphysema, with a result being a significant reduction in life expectancy among cigaret smokers. The degree of the above is clearly shown by the American Cancer Society survey results below:

Percentage of American men aged 35 who may be expected to die before the age of 65.

Non-smokers	23 percent
Cigar-Pipe Smokers	25 percent
Cigaret Smokers..	
less than 10 a day	27 percent
10-19 per day	34 percent
20-39 per day	38 percent
40 or more per day	41 percent

From the results of this and other surveys conducted by varying groups over the past decade the evidence has strongly built up to the point where it can be regarded as completely sound and thorough. As in all scientific research, there are cases one can point to where the smoking habits of an individual are not the cause of premature death, but judged upon a statistical basis, these exemptions do not substantiate as they did previously, doubts concerning the dangers of the habit.

As with any controversial issue, no matter how sound the evidence presented may be, there are cases where the evidence is contested. In the cigaret-cancer issue, spokesmen for the tobacco industry as well as a few scientists insist that the conclusiveness of



THE DRAG—Is it a friend, or a dangerous foe?

the arguments presented is not satisfactory. Their major arguments, as well as answers, derived from the health authorities are as follows:

1. The Cause of Cancer is Unknown so How Can One Say That Smoking Causes Lung Cancer?

Ultimate causes of cancers are not known, true. However, ultimate causes for many of the diseases which have and still do plague the world are not known, and yet contributory factors for their removal have been significantly dealt with. Cases to consider are insulin for the treatment of diabetes, vaccination for smallpox, water purification for the prevention of cholera and typhoid fever, uses of citrus juices for the prevention of scurvy, etc.

2. Evidence is only Statistical and Therefore Inconclusive.

In an institution of technology where we come into contact with the statistical methods of scientific endeavor, this should not even be a question. Dr. Warren Weaver, president of the Alfred P. Sloan Foundation, and former director for Medical Sciences of the Rockefeller Foundation has stated, "The automatic discarding of evidence because it is statistical is unscientific and wholly unwarranted. Statistical evidence is, in essentially all nontrivial cases, the only sort of evidence we can possibly have." A case in point here would be the development of the Salk vaccine and the type three oral poliomyelitis vaccine, as well as the recent thalidomide drug controversy.

3. There May Be a Genetic Factor Which Causes a Person To Smoke and also Causes Him To Develop Lung Cancer.

This seems to be a hypothesis

without evidence, as it can hardly support the increase in lung cancer (out of proportion to the population increase), as well as the parallel between lung cancer and the increase in smoking. The strongest evidence to contradict this seems to be the reduction in lung cancer deaths among former cigaret smokers who have discontinued the habit.

4. Evidence is not Supported By Animal Experimentation.

It is a failing of modern science that the laboratory mouse cannot be trained to smoke cigarettes as man does in order to observe the effects of the habit. (Maybe mice don't listen to the commercials offering the pleasantness of springtime and the health and vitality of the Grand Prix driver!). This however would not be conclusive as many of the diseases which plague man (smallpox, typhoid fever, measles etc.) do not have any effect upon the laboratory animal.

5. How Could Cigaret Smoking Affect so Many Parts of the Body as is Claimed?

It would be difficult to find a physician who would not support the facts that poisons of any nature do not only affect a single portion of the anatomy, but rather the whole workings of man.

6. Not All Cigaret or even Heavy Cigaret Smokers Develop Cancer.

Less than two percent of persons infected with poliomyelitis (continued on page 6)

Advertising Boosts Tobacco's Youth and Adventure Theme

by Ron Sokolowski

Of all the companies which advertise in the mass media, few can match the cigaret manufacturer in his determination and lavishness. In recent years, the cigaret manufacturers have spent well over \$150 million dollars annually, on their campaigns to reach the american puffing public. It seems rather strange that such a fortune would be spent on such a product which serves no useful purpose, as well as falling under the weight of medically unfavorable comment in the last decade.

The cigaret manufacturers are a strange lot on the basis of the medical findings of recent weeks. The link between cigarettes and cancer is statistical only, they say, and has not been absolutely proven.

According to L. S. Bruff, vice president of Liggett & Myers Tobacco Co., the cigaret ads are not designed to encourage smoking, or to encourage the adoption of the habit by the young, but rather to switch brands of present smokers. A close look at the recent campaigns by these companies seem to dispute Mr. Bruff's comments however.

Pall Mall shows us a young vivacious girl lying in the grass, expounding upon the mildness of a cigaret. R. J. Reynolds has young couples running through the most lush green "springtime" surroundings, while other manufacturers display beach parties, ice cream parlors, get-together of the gang, etc. The selection of the models seems hardly to be an accident. Quoting Daniel Ladd, Director of P. Lorillard Co., "Basically, the image we want for cigarettes

is that they are used by a fun-loving active group." Most cigaret companies argue that these models are used to present a youthful attitude to the smoker over 30, for an emphasis upon psychological sales.

The cigaret companies seemingly go all out to make certain that they reach the young smoker who is just beginning to form brand loyalties. Advertising in school publications comprised 40-100 percent of campus newspaper advertising income, contests offering prizes as lush as sports cars, student representatives paid by the companies to give pep talks on a brand, pass out cigarettes, check on local stores, etc., all seem to be doing little to win over the 30-plus-year old to another brand.

Despite protests from coaches ranging from the Little League up through Olympic teams, the manufacturers have always used the sports-hero figure as a major sales bid for their wares. Coaches have gone so far as to complain that they have lost young men who might have been outstanding athletes to the cigaret machine. It is not hard to understand a youth's ques-

'Smoking ... A Personal Matter'; Bears Re-evaluation by Consumers

by Dr. Victor S. Murphy, M.D.
RIT Student Health Service

For many years smoking cigarettes has been accepted as part of the way of life of people throughout the world. With the recent publicity concerning smoking and its relation to disease, has now come when each one must examine the evidence, re-evaluate the habit, take a good look at himself, and make a new decision regarding the part cigaret smoking is going to play in his life.

The evidence relating smoking to lung cancer, heart disease, and chronic respiratory disease is piling up. The recent report by Dr. E. Cuyler Hammond, ScD director of statistical research for the American Cancer Society,

tioning of a coach when his hero in the professional or collegiate sports circles is "hawking cancer sticks" for an ad agency.

Can the bright sparkling world of the cigaret ad have an effect upon youth? Dr. Paul V. Lemkau, professor at Johns Hopkins University's School of Hygiene and Public Health, states, "There can be no doubt that the ads have a definite effect upon the potential starting smoker. They play, naturally, on all the changes that can appeal to the adolescent—glamorous sexuality, rugged maleness, and, perhaps particularly, the freedom to decide what to do—drive a sports car, go fishing, etc.—as though adulthood were free of responsibilities and restrictions."

to the American Medical Society on the relation of smoking to disease in 36,975 smokers as compared with an equal number of non-smokers showed a definitely higher death rate in the smoking group especially from lung cancer and heart disease.

One pathologist recently said, "I have never yet seen a case of lung cancer in a non-smoker." When statistics reveal that there are almost as many deaths in the United States from lung cancer as there are from auto accidents in one year, about 40,000, this connection between disease and smoking can no longer be overlooked.

The problem is forcibly brought home every time a case of inoperable lung cancer is reported. Only then does the realization come that the life of a husband and father might have been spared if only he had not been addicted to ground up tobacco leaves in a roll of white paper.

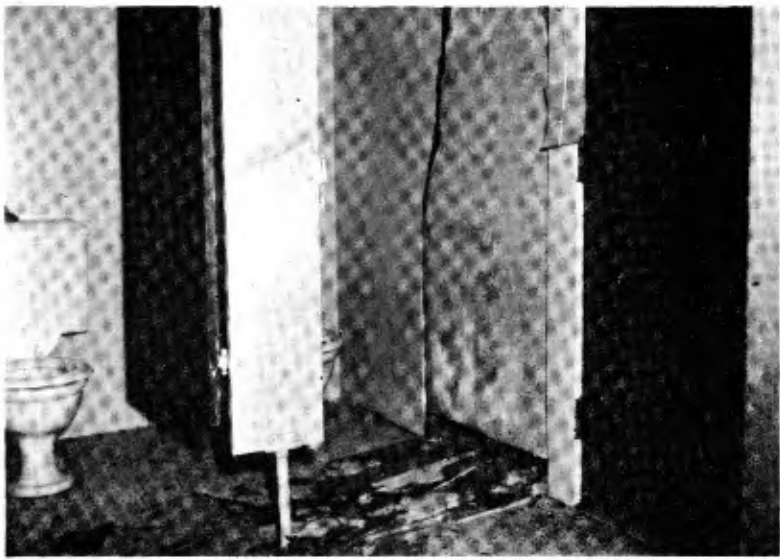
How many times has a college student ever stopped to consider how smoking started with him? When he started did he want to become popular, or to be like someone else, or to be sophisticated, or to be like dad, or to be just a little naughty? Did he have a valid reason for starting? Are there valid reasons for continuing? Can the cost be rationalized while borrowing for tuition? Is the risk of disease to be taken lightly? Does the similarity of the smoking habit to morphine or heroin addiction have any meaning? Are the stained hands, the bad breath,

the burned holes, the impaired senses of taste and smell compatible with the picture of the person he would like to be. The time spent in college should not only be used to develop a fine mind, but should give each student a chance to stand off and evaluate himself, his habits, his philosophy of life, and to make some real decisions regarding what kind of a person he is going to be. It takes plenty of will power to stop smoking, but there is nothing like exercising a little will power to strengthen a personality.

Some colleges are starting to take action, not by administrative edict, but by student promotion. Student Councils are backing educational and informational programs, or are recommending bans on the sale of cigarettes on campus as at Springfield College, or are posting warning signs near vending machines as at the University of Pittsburgh.

In some places it is even becoming popular not to smoke. Such could happen at RIT if enough students were to think seriously about the problem.

Because smoking is a personal matter, no campus-wide regulations are in order issued by the Administration, but if the students acting through their representatives in the Student Council were to start an anti-smoking campaign, there would be considerable impact on student attitudes and behavior in this regard. Such realistic activities would certainly receive the whole hearted backing of the administration.



DOWNFALL — Part of the wall in the third floor bath area in Kent Hall collapsed last Monday. No one was injured. (Photo by Paula Donley)

CAMPUS INTERVIEWS

February 14, 1964

ENGINEERING SCIENCES

ALL DEGREE LEVELS

- Mathematics
- Electronics
- Mechanical
- Industrial
- Engineering Physics
- Statistics

RESEARCH AND DEVELOPMENT

- Computer Technology
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Hootenanny! SC Sponsored

Somewhere around the campus right now, two soloists and five groups are fervently practicing, sharpening their musical talents for the forthcoming Student Council sponsored hootenanny.

This full evening of "folk song" entertainment will include a number of new and exciting features of special interest to all students. Highlight of the "hoot" will be a group sing-along for contestants and the audience, followed by a dance until curfew, with WITR, the campus radio station, supplying the music.

Friday, Jan. 31 is the date set for the hootenanny to be held in the Ritter-Clark Gym from 8:30 p.m., until 12:30.

Student Council has provided funds for prizes to the top folk entertainers of the evening as chosen by the judges. Awards of \$50, \$30, and \$20 will go to the first, second and third place positions respectively.

The banjo and guitar strumming vocalists will be singing a variety of tunes including "C C Rider," "Soft Blows the Summer Winds," "So Soon in the Mornin'," "Darlin'," "House of the Rising Sun," "Amanda Blaine", and many others. Most outstanding feature of the evening: free admission!

Council Remake

(Continued from Page 1)
ties Board, consisting of eight members responsible for enacting the legislation passed by the Senate. It would also be able to enact on its own behalf as defined by the Constitution.

The Student Activities Board would consist of the vicepresident, the secretary and the Chairman of Freshman Council, plus seven Directors. The Social and Cultural Directors would have duties similar to those they now possess. The Publicity Director would be responsible for all public relations for the Student Activities Board and would have charge of a Publications Committee. Student Activities Board budget and other financial responsibilities would be invested in the Financial Affairs Director. Campus Organizations would be handled by the Organizational Affairs Director, the Student Union Director would be responsible for the proctors and activities at the Student Union facilities. Such activities as athletics, awards, civic affairs, council banquet, Homecoming Weekend, and the blood drive would be the responsibility of a Student Affairs Director.

Within a short time after this initial presentation a revised constitution will be made available. Through such changes as those outlined, Student Council hopes to improve and strengthen the structure of the organization.

WAC Officer Explains Career Opportunities To Food Adm. Women

Captain Barbara Davis of the Women's Army Corps visited the Food Administration Dept., last week to explain three major programs the Army has to offer men and women interested in working in Food Management.

The first program that was introduced was the Summer Practicum which consists of a months training in a hospital during the summer as a dietitian for either a junior or senior. The Student Dietitian Program differs from the first course in that it offers, for a qualified girl only, a paid salary while in college then a tour of duty after graduation.

Men and women who are officer material can spend a six months internship at a hospital such as Brock or Walter Reed Hospital completely paid for after working a year under the American Dietetic Assoc. After the six months they are commissioned a second lieutenant in the Army Medical Corps.

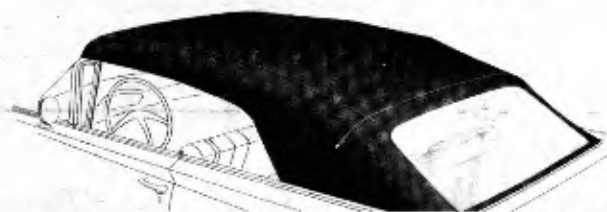
New Campus Plans

(Continued from Page 1).

democratic quadrangle; and as the building rises in a series of steps from the quadrangle, it expresses its use and student population on each level.

It should be noted that one of the two main approaches from the parking area passes through an opening in this building, and the path of circulation touches the Fine Arts court as it enters the academic quadrangle. This is the largest single building in the new Institute and is compared with and scaled to other elements of the Institute. It is planned for function, unity, continuity, and flexibility for the future.

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Student Discount

Theta Xi to Bring Rooftop Singers

Kappa Mu Chapter of Theta Xi Fraternity has verified existing rumors that big name entertainment would appear on the RIT campus during Winter Quarter.

As part of their 18th annual Sweetheart Ball which begins February 14, the fraternity will feature the Rooftop Singers in concert at the Ritter-Clark Gym at 8 p.m., Sunday, Feb. 16, as the Finale to the weekend.

The weekend, which is open to all students, "will set a new standard of excellence for Greek sponsored college weekends", said Jim Williams, weekend chairman.

"Also featured at the Sunday concert will be the drawing for the winners of the fraternity's tuition raffle, tickets for which are currently being sold Williams concluded.

The Rooftop Singers are well known among college students as one of the foremost groups in the folk-music field today.

Letters . . .

(Continued from Page 2)

Dear Editor:

In the Jan. 17 issue of the Reporter a letter from Alice Tadt appeared decrying the unsportsmanlike conduct of RIT's "adult students."

Several RIT students attended the hockey game at Hamilton on the following day and witnessed a far more juvenile display of unsportsmanlike conduct than ever seen at the Ritter-Clark rink. This included the Hamilton students throwing broken sticks and other objects on the ice, and hazing the goalie from behind the goal.

If this display is any example of the conduct of the schools in the E.C.A.C. the RIT students would stand out as a shining example of good sportsmen in this league.

John Patterson (Chem 2)
Gary Arnold (Chem 4)
Henry Rennie (Chem 4)
Don VanPatten (Mech 3)

Tax Provisions Favor Parents

Income Tax time has come again. Many part time student workers and others who have earned an income during the previous summer are now receiving Federal Income Tax forms. Some parents are wondering whether or not their sons or daughters, now attending college, are still able to be considered tax exemptions.

There is a special provision in the tax law which allows parents, under certain circumstances, to claim a child as a dependent even though the child has had an income of more than \$600 and files his own return. This special provision applies to all children who will be under 19 years of age at the end of the tax year and to children who are full time students, regardless of age. Exemptions in those cases may be claimed by the parents if they contribute more than half of the child's support, regardless of the amount earned by the child.

Salisnjak Tops Opponents; Gilgore Champion Again

Dr. Julian Salisnjak and Wayne M. Gilgore were outstanding leaders in the RIT Chess Club's tournament held Jan. 11. Spectators in Nathaniel Rochester Hall's Pioneer Room saw them overcome all opponents in the contest.

Dr. Julian Salisnjak, advisor to the RIT Chess Club, opened the Chess Club's tournament by simultaneously playing nine games.

Tables were set up in a square with trophies glittering in the background. Inside, surrounded by eager chess players, Dr. Salisnjak walked from set to set making lightning fast moves as he took hold of the situations. As the games progressed in their complexity Dr. Salisnjak slowed his pace. His opponents found themselves bewildered for lack of time to think. Players passed when Dr. Salisnjak's familiar face appeared waiting for their next move. The final result was Dr. Julian Salisnjak, nine wins and no losses.

Dr. Salisnjak personally award-

ed Peter Debin with a chess book for playing the best game during the exhibition of spectacular simultaneous chess.

Following the simultaneous tourney, the annual men's dormitory chess championship began. Players represented their floors as they competed for trophies and points.

Wayne M. Gilgore, defending champion, represented the seventh floor proving his championship with 11 points. Behind him in second place was Frank Feldman of the eighth floor with one less for 10 points. The remaining places (three through 10) were filled by Jon Bixby Harden of the seventh floor with six and one-half points; Bob Adamson, ninth floor; Dave Kelch, fifth floor; Steve Bizik, fourth floor; Peter Debin, seventh floor; Steve Cooper, eighth floor; Howard Abraham, 10th floor; and Ayron Hecht, 10th floor.

This makes the second straight year that Gilgore has won the championship. His comments about the tournament were: "This year's tournament was much more difficult than last year's, but I venture to say that the tournament next year will be even harder. Thanks to the efforts of the RIT Chess Club and Dr. Salisnjak, we can look forward to a better experienced caliber of players."

The Chess Club, which meets every Tuesday night at 7:30 in the Student Activities Center, offers expert instruction and practice to anyone who is interested in bettering his game of chess.

Retailer to Represent RIT on 'Mademoiselle'

Rochester Institute of Technology will be represented this year on Mademoiselle's national College Board by Karen E. Ferguson, (Ret 2).

The annual College Board Competition is designed for women students with talent in art, writing, fashion, merchandising, promotion, or advertising. Board members were selected on the basis of entries that showed the ability of each in one of these fields.

As College Board members, they will report news from their colleges to Mademoiselle. They are eligible to compete for the 20 Guest Editorships that will be awarded by the magazine in May. To win one of the top 20 prizes, they must submit a second entry to show their specific aptitudes for magazine work.

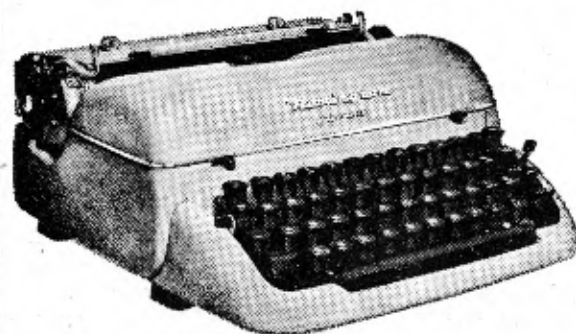
The 20 College Board members who win Guest Editorships will be brought to New York City for the month of June to help write, illustrate, and edit the 1964 August college issue of the magazine. They will share offices with the magazine's editors, advise the staff on campus trends, interview well-known artists and writers, and represent the magazine on visits to publishing houses, stores, and advertising agencies.

They will also be photographed for the college issue, and will be considered for future staff positions with Mademoiselle and other Conde Nast publications. (As a special bonus, the 1963 Guest Editors were flown to Switzerland, where they spent six days being photographed in the mountains, and touring Zurich, Bern, and Geneva.

It seems that college is a place where some people go to act like a child while expecting to be treated like an adult.—Tennessee Tech Oracle



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News of Institute Alumni

Unwin Embarks on New Advertising Philosophy

In a break with what he terms advertising tradition, **Bruce Unwin**, a 1951 graduate of the School of Art and Design, recently left his position as an officer in a large advertising agency to form Unwin & Associates, Inc. The new firm will disassociate itself from any identification with existing advertising agency methods, philosophies, and services according to Unwin.



Bruce Unwin

Maintaining that 90 percent of today's advertising has not kept pace with new product development, new reading and listening habits and a better educated society, Unwin claims that, historically, advertisements have not been created, but built. They were constructed. Art was product presentation. Copy was statements and claims. And, in most of the ads produced today, this condition still exists.

National Grant Supports New Teacher Program

Applications from area high school students and teachers for participation in a Cooperative College-School Science program to be run by the Rochester Institute of Technology this summer are now being received by the Institute. Applications close Feb. 15.

The program is the result of a \$14,005 grant from the National Science Foundation. The grant was made to RIT as part of the foundation's continuing efforts to improve science and mathematics teaching in the nation's high schools.

Enrollment is limited in this, the first program of its kind in this area, according to Prof. K. Thomas Finley of RIT's Department of Chemistry who is in charge of the overall project.

The program is expected to run from 8 to 5 weekdays during RIT's eight-week summer session, with participants meeting daily with Dr. Finley and his staff.

Through his new company, Unwin proposes changes in advertising communication which will require a realism in copy and art; interruptive, surprising ideas; a new sophistication toward and respect for the reader, and a re-examination by the advertiser of the very reason for spending an advertising dollar. He has, he says, found on the part of many advertisers, a restless dissatisfaction with what is being done. Unwin maintains there is a giant gap between adequate advertising and brilliant advertising. The advertiser who is willing to spend his dollar for merely adequate advertising is missing the competitive boat.

Born in Rochester, Unwin also attended Cranbrook Academy of Art in Bloomfield Hills, Mich.

Returning to the Detroit area in 1953 as Art Director of Ford Motor Co., he was responsible for the design and development of editorial art for Ford, Mercury, and Lincoln dealer publications, and acted as coordinator of programs with the advertising agencies of various divisions.

Unwin joined MacManus, John & Adams, Inc., in 1955 as Art Director, and later became vice president and Executive Art Director. He left recently to form the new organization.

A former president of the Art Directors Club of Detroit, Unwin has been active in the National Society of Art Directors, Society of Illustrators, the Michigan Water Color Society, the International Design Conference, and the American Institute of Graphic Arts. He has been the recipient of many awards for graphic advertising and painting, including the Cranbrook Academy of Art Gold Medal for outstanding achievement.

The offices of Bruce Unwin & Associates, Inc., are located at 123 Brown Street in Birmingham, Mich., with affiliates in six U.S. cities and Toronto Canada.

Word has been received of the death of **Charles J. Gendreau** (Mech '04), retired general superintendent of General Railway Singal Co. Mr. Gendreau died at his home in North Reddington Beach, Fla., on December 26, 1963.

Don Anderson (Chem '43) is now located in Claremont, Calif. where he serves as a sales engineer with Allied Chemical Corp., Nitrogen Division.

Mrs. Elmer Grentzinger, the former Janice Whipple (Photo 40) is now a correspondent for the St. Petersburg Times and Ocala Star-Banner newspapers. She resides in Yankee Town, Fla.

Earl S. Short (Pr '58) has been transferred to London, England by the Photo Products Dept., of the E. I. duPont de Nemours and Co., Inc. Mrs. Short is the former **Marjorie Wilson** (FA '55). Their address will be c-o duPont Company, (U.K.) Ltd., 76 Jermyn St., London S.W. 1, England.

The International Salt Co., has announced the appointment of **W. Bradley Root** (Bus Adm '37)

Four Alumni Graduate From OTS

News of four RIT alumni has been released by the U.S. Air Force.

Three of the four were recently graduated from the Officer Training School at Lackland Air Force Base, Texas, and commissioned Second Lieutenants. All three of the new officers are graduates of the School of Business Administration, Class of '63: **Robert L. Bryan**, **David H. Warren**, and **Philip Stanat**.



Bryan

Warren

All three have been assigned to Keesler Air Force Base, Miss., for further training. Warren will train as an air traffic controller while Bryan and Stanat will attend a course for communications officers.



Stanat

Subject of the fourth Air Force release is **Second Lieutenant John H. Absalom**, a 1962 graduate of the School of Printing who has been graduated from the Officer Communications training course at Keesler Air Force Base. He is being reassigned to Andrews Air Force Base, Maryland.

as manager of the famous Retsof Mine, the largest rock salt mine in the Western hemisphere. He was formerly assistant manager. Mr. Root and his family reside in York, N.Y.

William Ferguson, a 1962 graduate of the Retailing Department has been appointed Employment Supervisor of the G. Fox and Company in Hartford Conn. Bill, a member of Phi Sigma Kappa, was a featured columnist for the **Reporter** and served as chairman of Spring Weekend in '62. He is married to the former Kathline Way. The Fergusons reside in Glastonbury, Conn.

Rochester Savings Bank has announced that **Fred J. Wagner** (Mgt '52) is now vice president and comptroller. He was formerly comptroller. The announcement also notes that **Robert R. Wilson** (Mgt '52) has become an assistant vice president. He was formerly assistant secretary of the bank.

Mrs. Thrysa Franklin Mephram, (Ret '34) has been appointed Training Director of E. W. Edwards & Son. She has also recently become a member of the Edwards 25-year Club.

Robert Warblow (Ret '52) has been accepted into membership of the American Society of In-

Marion Named President; Directs Shelter Campaigns

Robert Marion (Ret '59), of 19 Vick Park A, Rochester, has assumed control and been named President of the Bus Shelter Advertising of Rochester Inc. The firm provides and maintains school bus shelters in the rural areas throughout New York State.

There are over 200 buildings presently owned by the corporation. The buildings are placed in accessible locations for the school children's use at no charge to the land owner. They are supported by the advertising revenue provided by use of signs on the sides of the units.

The company is a division of Tomar Products of Rochester and offices are located at Boxart St., in Rochester.

Since graduation, Marion has been employed at Sibley Lindsey and Curr Co., of Rochester as a buyer.

He is on the faculty of RIT Evening College.

An RIT alumna will participate in a special program of art lessons for children and youth eight to 18 years of age in Corning, N.Y. Working on the program is **Mrs. Irving Snyder**, the former Joyce E. Mallory, a 1953 graduate of the School of Art and Design. The program is sponsored by the Junior Women's Club of Corning.

Word was recently received by the Alumni Relations Office of the death of **James Huff** (Mech '09). Mr. Huff, who resided in New Hartford, N.Y., was the retired head of the Technical Department at Proctor High School. Death occurred on Nov. 1, 1963.

Richard R. Lent (Mech '62) was recently married to Miss Patricia A. Wright of Orangeville, Calif. Mr. Lent is employed by the Aerojet-General Corp., in Sacramento Calif.

C. D. "Tom" Tucker (Mech '61) has been released from active duty with the U.S. Army. He was last stationed at Aberdeen Proving Grounds. He was employed with the Worthington Corp., in Wellsville, N.Y., prior to entering the service.

Richard Heim (MFA '63) is now serving on the faculty of Massena Junior High School in Massena, N.Y.

Solomon B. Schick (Bus Adm '61) was recently selected to attend a special conference on new policy trends at the home office of the John Hancock Life Insurance Co., in Boston, Mass. Schick is a representative of the company in Orlando Fla.

Second Lt. George Travis (Bus Adm '60) recently participated

terior Designers. He is manager of an interior design firm in Aberdeen, S. D.

Walter A. Stadler (Ev Col '39) Director of Manufacturing Research at IBM and one of the outstanding alumni of '63, was recently the speaker at a joint meeting of the Catskill and Mid Hudson Chapters of the American Society of Tool and Manufacturing Engineers.

in a joint Army - Air Force troop movement known as "Exercise Big Lift." It was the largest transoceanic airlift of troops ever undertaken.

News of the passing of **Ross Madden** has been received by the Institute. Death occurred on October 19, 1963 at the U. S. Veteran Hospital in Coral Gables, Fla. Madden was a member of the Class of '40 in the School of Photography.

Mr. and Mrs. Dale Zeigler announce the birth of a son, Dale Eric, on Sept. 30, 1963. Mrs. Zeigler is the former Virginia Ballou (Ret '63). Mr. Zeigler is a 1962 graduate of the Mechanical Dept. They reside at 184 Laburnum Cres., Rochester.

Carroll A. Melkerson (Elec '58) was recently married to Mary Katherine Gaugel in Rochester.

Robert F. Goodman (Bus Adm '62) was recently married to Miss Nancy A. Hume. The ceremony took place in Phelps, N.Y.

Joseph W. Ambruso (Pr '48) has been promoted to vice president of sales for the Lebon Press, Inc., of Hartford, Conn.

James Jennings (Mech '38) has joined the F. N. Burt Co., Inc., of Buffalo, N.Y., as chief industrial engineer. The firm produces printed cartons and advertising materials.

Leslie M. Greenberg, staff photographer at RIT, has been accepted as a member of the University Photographers Association. He is a 1961 graduate of RIT's School of Photography, and did graduate work at Boston University.

The association, comprised of about 70 schools, has RIT grads at several member institutions, including: Harvard, Carnegie Tech, Univ. of Mass., and Univ. of New Hampshire.

Greenberg and his wife live at 114 Troup St., here.

Signal Fires

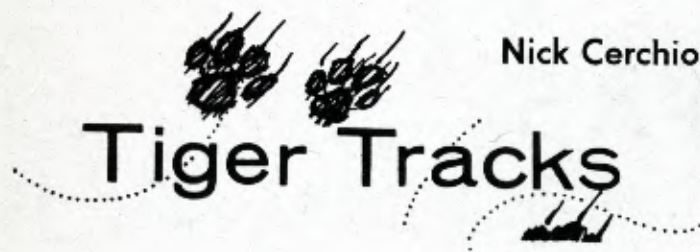
(continued from page 3)
virus develop paralysis, and yet, no one interprets this as a cause for doubt concerning the virus origin of polio.

7. What About the Growing Evidence that Viruses Cause Human Cancer?

If a virus is the cause or is involved in the development of cancer, cigaret smoking may be the disturbing influence upsetting the balance between the virus and the body cells.

8. Cigaret Smoking Cannot Be The Cause of Lung Cancer Because Other Causes Have Been Demonstrated.

It is true that the inhalation of varying elements such as dusts containing carcinogenic substances are also pointed to as the cause of this disease, however, cigaret smoking is merely being placed with these recognized causes in relation to the amount of damage it can bring about. No authority has placed cigaret smoking on a plane of its own as the sole cause of cigaret cancer.



Gymnasium Revolt

There seems to have been a minor shake-up a few weeks ago over at the Ritter-Clark gym. For those of you who haven't heard, a few members of the basketball team (varsity type) had their own little *coup d'etat* going for two or three days.

It seems that there was a certain degree of dissatisfaction with the way in which the team was being coached. This unrest had been present for some time but endurance, meekness, respect, and timidity prevailed until after the team's eighth loss in a row, then action was taken.

Team members decided to take the matter of coaching into their own hands, and proceeded to do so in a manner which I cannot condone. At practice one evening the five members of the team who were involved in a scrimmage walked to the opposite side of the court from their coach, ignoring his existence. Mr. Alexander walked over to the boys and after a conversation those involved, excluding the coach, went downstairs to have a meeting in the locker room.

For the next day or so, meetings, conferences, discussions, and ideas were talked over and thrown about, with the end result being a happy one for those concerned. The team now has a new set of plays that they began using in the Clarkson game.

Whether these actions were the reason for what seemed to be an excellent game at Clarkson, we can't say. I don't know the results of the Detroit game played last Saturday but should the tide be turned and RIT comes up the victor by a reasonable margin, then perhaps it was the coaching techniques. But if there is no decided change, then someone was wrong and it wasn't the coach.

Off the Track

For those who are still puzzling over last week's article, it was intended to be satirical, not serious. . . . Anyone journeying to the gymnasium might come out wondering if he is still at RIT.

Seems that there is an abundance of nicknames that no one has ever heard of. For the uninformed, see if you can guess who the following are: Fog, Squeaky, Guppy, Small Mouth Bass, Dizzy, Spit, Barry Bullit, Beak, Boinger, Mike Mercury, Hunch, Chesty. . . . The time has come for IFC B . . . Graces. Practices should begin any day now. . . . Word has it that there is a display in the making that will contain transparencies of current sporting events and their schedules.

PAST TIME
Dinner Served At
Noon & Five



SLAP, CRACKLE, GOAL—Tiger captain Norm MacEachern sends a fast slap shot past the Hamilton goalie last Saturday afternoon, as Harvey Cain looks on. MacEachern went on to score five goals as the pucksters won 8-6. (Photo by George Widman)

Pucksters Win Again; Hamilton Downed 8-6

Remaining undefeated, the RIT hockey club won its eighth straight game in open competition dropping a strong Hamilton freshman team 8-6 last Saturday at the Hamilton College rink in Clinton, N.Y. Team captain Norm MacEachern scored five goals as the Tigers won their toughest game to date.

The Hamilton varsity plays in the same league with Army, Cornell, Middlebury, Colgate, and Clarkson.

According to numerous reports the Hamilton freshmen have beaten the varsity on several occasions. In view of this, observers believe that RIT's victory last Saturday is a more notable achievement than a combination of all the previous wins this season.

Proving that they can play top notch hockey against stiff competition the pucksters began their passing game from the first minute of play. Norm MacEachern scored the opening goal at 9:52 receiving a pass from Harvey Cain and slamming the first of a series of screaming slap shots past Hamilton's fast-handed goal keeper. A second RIT goal followed. Wayne Jackson passed to Larry Laske and Laske's shot at the cage was deflected by Tim Butler into the net giving the pucksters a 2-0 lead.

At 14:07 Hamilton broke away from the Tiger defense and scored their first goal of the afternoon. Less than two minutes later MacEachern scored a second goal from Hamilton's blue line. Hamilton retaliated at 18:51 leaving the score 3-2 for RIT at the end of the first period.

After a slight holdup while Hamilton fans threw chewing gum, pennies, and snowballs at the RIT players the second period saw two fast goals. Hamilton tied the score at 3-3 following an early rush at 0:46. The pucksters wasted no time snapping back their lead as MacEachern, taking a pass from Bill McLean, slammed in his third goal of the day. Hamilton tied the score again on a long shot from the blue line.

Thirty-four seconds later Bill McLean fired a puck into the Hamilton cage. MacEachern took the puck unassisted and fired in another RIT goal at 9:20. Hamilton scored again at 11:31 for the last goal of the period.

With two pucksters in the penalty box a five on three rush by Hamilton was broken up again and again by the Tigers who nearly scored a goal before their teammates returned. At the end of the period RIT held a narrow

one-goal lead over the surprised and angry Hamilton.

Hamilton spectators suddenly appeared with broken off hockey sticks and began swinging at the RIT bench just below them. It was observed by this reporter that they were spitting and cursing profanely at the players. At one point RIT coach Jim Heffer discussed calling the game with the Hamilton coach.

While the fans were busy harassing goal keeper and hockey club president, Tom Frahm, with outbursts of language, Tim Butler scored goal number seven for the pucksters. Hamilton, behind by two goals, put on a tremendous effort to tie up the game and managed to score at 11:46.

The frosh made their bid to even up the game failing to score. Then MacEachern scored his fifth goal assisted by McLean at 18:41. RIT froze the puck giving the freshmen little or no chance to score in the last minute of play.

The final buzzer sounded with RIT ahead 8-6 to the horror of the Hamilton spectators who

Wrestling at R-C Tomorrow

RIT's "Fighting Tigers" will go back into action tomorrow night at 8 p.m., against the "Huskies" of Bloomsburg (Pa.) State on the home mats. The Tigers, who suffered a 25 - 3 defeat at the hands of Waynesburg College two weeks ago, will be trying for an upset. Bloomsburg, who placed second in the famed Wilkes Tournament this year, will be bringing into Rochester perhaps the strongest team that the Tigers will face all year.

The Tiger lineup will probably be as follows: 117-lb., Perry Jones, a sophomore from Rochester; 123-lb., Doug Drake, a junior from Spencerport; 130-lb., Joe Lanzisera, a senior from Seaford, Long Island; 137-lb., Bill Thompson, a sophomore from Gloversville; 147-lb., Chuck Caleo, a junior from Rochester; 157-lb., John Keenan, a sophomore from Elmira, or Dick Dawson, a junior from Spencerport; 167-lb., Walt Klien, a junior from Queens; 177-lb., John VanderVeen, a sophomore from Glen Aubrey; heavy-weight, Chuck Kuhler, a junior from Huntington, Long Island.

The RIT freshmen will be opposing the wrestling team from Brockport State in a preliminary meet starting at 6:30 p.m.

Ski Club Takes Whiteface Trip

The RIT Ski Club had another successful annual trip to Whiteface Mountain. Seventy four students and four advisors headed for the slopes Friday night and returned with only minor aches and bruises on Sunday. Since a good time was had by everybody, plans are being made for another weekend trip.

frantically hurled their final insults as the Tigers returned to their dressing room.

The victory over Hamilton should mean better competition for the pucksters later this season and in years to come. The RIT hockey club has proved themselves capable of holding their own in far better competition than that of the Finger Lakes League.

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BIGGEST BEER BLAST OF THE YEAR.
OPEN TO ONE AND ALL

SNOW BALL
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AT THE HAPPY ACRES COUNTRY CLUB
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