Twelve Candidates Are Chosen for ‘Rose’ Honor

Twelve Ithaca College women have been selected to compete for the Rose of Delta Sig honor, bestowed annually by Delta Sigma Pi, the campus chapter of the international fraternity of Delta Sigma Pi.

The bestowal is announced from these five, and announced at the Delta Sig dance, by Ed Sullivan and Barbara Bat­ton in New York State, and Miss N. Y. State, and Dave Fialkoff. Last year’s local winner, Miss N. Y. State, was Miss Barbara Magazine, who was announced as the new Rose, to Hollywood, for the last two seasons, was Miss T. L. Smith, Carol Segel, and Bonny Baker. Row two: Peggy BlasNous, Joan Senseneyer, Dorothy Ray, and Stephanie Peiper.

Recital Series Starts Sunday

The Ithaca College School of Mu­sic will present a faculty recital featuring the following program:

Monday: 6:00-6:15 Newsroom (B. Bosfield); 6:15-6:30 Crooks Weekly (Jared Brown reviews drama, film, and TV); 7:00-7:30 Great Religionists (each week a prac­titioner discusses his faith); 7:30-8:00 Tempo (Live classical music)

Tuesday: 7:00-7:30 Concerto (Feld; Frank Kohns, Tuba Pym. (TBA)

Wednesday: 6:00-6:15 Newsroom (B. Bosfield); 6:15-6:30 Ed Stewart Show (pops); 6:30-7:00 Tea Grand rap (Ithaca High students); 7:00-7:30 Symphonic Images (Great Music and Great Master paint­ings)

(Continued on page 5)
A Golden Opportunity

Today, at 4:00 p.m. in the College Theatre, the Ithaca College Student Council is presenting an Orientation Assembly for the incoming Freshmen and transfer students.

The purpose of this program is to introduce the new I.C. students, the various organizations, (scholastic, religious, etc,) on campus.

This is the “Golden Opportunity” for all new students to learn about the College’s extra-curricular activities first hand and start off the semester on the right foot. Hope to see you there.

Congratulations, SAI

Congratulations are in order for those responsible for the successful, second annual “Greek Sing” held last Friday at the Seneus Gym.
The Sigma Alpha Iota sponsored affair seems to have caught on as one of the highlights of the College year.
The attendance, estimated at 600 or better, indicates the popularity of the competitive event, in which each of the campus fraternities and sororities sings two or three numbers, with judging evidenced by the name.

“I love to sec you there.

The “Music Event” is really something at Ithaca College.

FEBRUARY 9-13

Student Scampers Production.

Frosh Wrestling vs. Alfred Tech

8:15 p.m.

THE NEW

THE ITHACAN

by

KLEN MURRAY

The Mass-The Individual-And TV

For some months now we have been drawn into the controversies which have developed within the television industry. Since we were at one time a student in a "radio- television school", and because we have since then participated in commercial radio and television operations at a local level, we have listened with bended ears to all the dicussions of what’s wrong and right—with television today.

There has certainly been a great deal of talk on “how to bend our ears to. Probably countless numbers of “TV people” have recently been re-examining the state of television and its responsibilities to our society, and the role of wave communications to our society, and the effect of television on educators, and the effect of television on non-educators, and the effect of television on just about everything and everybody else around.

The one thing that impresses us about all this talk (aside from its imposing quantity) is the fact that it has been so much in the aspect that television is the greatest thing since the wheel and that TV people are prophets of a great new important age of “mass” influence.

A great many TV people with whom we have talked have asserted to us that television has more potential in influencing the public than any other form of communication ever invented. A great many of them have told us that television, if properly used, can be an instrument of inducing great changes (presumably for the better) in our society.

(At this time of TV people are an admission that there are faults in our society, and that those TV people wish to see certain changes made. In this respect we are in agreement with the TV people. We too, think there are faults in our society, but we disagree with those TV people when they say that television will be the great instrument of change.

It is our agreement that television cannot be an instrument of change, and we will explain why we believe this). A great many TV people have also told us that television can teach us "mass" what they should know. They have told us that television is a great force to “lift the level of the masses”, and “educate and inform our citizens”.

There are the things that they (the TV people) have told us; at least at these are the things that some of them have told us. The ones who have told us these things are the young idealists of the television business who are given to the public all the good and worthwhile ideas and ideals of the world.

We have nothing particularly against such an idea. However, the thing that makes us shake our head whenever we hear an advertisement that such a scheme sound off in the idea of the importance of "the mass" in their thinking.

The emphasis of the talk of those TV people is always on "the mass", or "the public". We wonder, Do the TV people, if they are sincere about changing American society, do the job by appealing to "the mass"? Apparently, from all that has been written, to find out they do.

The idea of the TV people is to initiate change by influencing the great unknown, uncouth, uncradified, fictional mass called "the public".

But then, it is, we suppose, only natural for TV people to think in these terms for it is one of the cardinal rules of slick radio-television broadcasting that "the people", "the masses", are television’s natural clients. This idea is more or less accepted as a fact which is inherent in the nature of "mass" communication, and the utilization of radio-television broad- casting.

The fact that the "mass" is television’s natural client we do not deny, for we accept the fact that it is true. Mass communication is for the mass. The thing that we do disagree with those in this realm of mass relationships is the idea of the (Continued on page 5).

Page Two

Campus Calendar

FEBRUARY 9-13

Student Scampers Production, Oh Say Can You See, Theatre-8:15 p.m.

SATURDAY, FEBRUARY 13

Fresh Wrestling vs. Alfred Tech at 6:00 p.m., here, Varsity

SUNDAY, FEBRUARY 14

Faculty Chorale Music Recital: Robert Perry, violoncello; Carl Wickstrom, violin; William Erb, piano. Music Hall at 8:15 p.m.

WEDNESDAY, FEBRUARY 17

Brass Ensemble Recital-Robert Primo, conductor. Music Hall at 8:15 p.m.

THE NEW

THE ITHACAN

A MUSICAL SERVICE

COMPLETE

HICKEY'S

MUSICSTORE

201 South Tioga St.

ITHACA

FEBRUARY 10, 1969
Caribbean Study Program Offered

A six-week study program in the Caribbean for teachers and workers in educational, social and recreational fields, and students in this line has been announced by the Ithaca College Graduate Studies department.

The program, which is to cover the Caribbean area, especially Puerto Rico and the Virgin Islands, will commence in July.

The Caribbean study program follows suit in a series of "Study Abroad" programs already announced by the school's graduate department.

Clarke Director

It is offered by Ithaca College with the cooperation of the Inter American University of Puerto Rico at San German, Puerto Rico.

Dr. Earl E. Clarke, Dean of Students and Professor of Education at Ithaca College, will conduct the program, assisted by Mrs. Clarke who is a former resident educator of Puerto Rico.

The President and faculty of the Inter American University of Puerto Rico will also assist en route.

Started in 1956

Dr. Clarke was an educator at the Inter American University of Puerto Rico, where he was the executive Vice-President for two years, and acting President for one and one-half years, before he joined the staff of Ithaca College.

Dr. Clarke and Dr. William Grimshaw, the director of Ithaca College graduate studies, are credited with the foundation of this particular program, which started in the summer of 1956.

Clarke's Fifth Trip

The Caribbean program is designed to give interested candidates first hand knowledge about the religion, education, culture, economy, government, and history of this area.

Dr. Clarke who will be conducting his fifth trip to Puerto Rico, stated: "It is my purpose to bring about a closer relationship and understanding of the people of this outlying part of the United States with the people of mainland United States."

To Leave July 3

The group will leave New York City from Idlewild Airport for San Juan on July 3. It is due to return on August 13.

Those who are interested must apply before March 31.

Inquiries are to be addressed to Dr. William Grimshaw, the director of graduate studies, Ithaca College.

WICB Radio Positions Announced

The new WICB radio positions were announced this week for the spring semester by the Department of Radio and Television of Ithaca College.

Program director is Dick Bell. Al Faust will head the news, sports, and special events department.

The technical director is Arnie Bell, and continuity will be handled by Bill Coleman.

The record library will be headed by Bob Kelly.

The station will program the AM separate from FM, and both will sign on at 6 p.m. Monday through Friday.

WHAT D'YA HEAR IN THE BEST OF CIRCLES?

"Schaefer all around!"

Smooth as a puck on ice!

Schaefer beer has a smooth round taste... never sharp, never flat.

Man, that's beer... REAL BEER!
Matmen To Meet Alfred

Colacecchi Leads Frosh Hoopsters

Paul Colacecchi has been the playmaking and defensive spark plug responsible for the success of the junior Bombers. Paul hails from Corning, N. Y., where he starred in baseball and basketball at Corning Northside High School.

High School Star

He scored 844 points in three years of varsity basketball competition, averaging better than 18 points per game. In his junior year, the 186 pound athlete was named to the All-Steuben County team, and the following year he led his team to a record-setting 16-2 season.

The Colacecchi talents, however, are not limited to the hardwoods as bright baseball background.

Right-handed Pitcher

A right-handed pitcher, Paul compiled an 11-4 high school record and was named to the Up berth in the Babe Ruth League State Finals.

Frosh Win

The Frosh hit the win column for the first time this season, defeating their U.B. counterparts, 28-6.

College Televises Wrestling Meets

Ithaca College will televise three varsity wrestling meets in what is believed to be the first activity of its kind by an educational television station.

The University of Buffalo wrestling meet was aired at 2:30 p.m. Saturday, and the Alfred and Oswego State meets will be televised at 8 p.m. on February 20 and 27, respectively, over Channel 2 of the community coaxial cable system for Ithaca area viewers.

An important breakthrough in Salem's research laboratories brings you this special new High Porosity paper which breathes new freshness into the flavor.

An important breakthrough in Salem's research laboratories brings you this special new High Porosity paper which breathes new freshness into the flavor.

• menthol fresh • rich tobacco taste • modern filter, too

Salem refreshes your taste
Intramural League Ends First Round of Scheduled Games

At the end of the first round of the Ithaca Campus’s Intramural Basketball League schedule, two teams, the “Has-Been” and Phi E, were undefeated and leading their respective divisions.

The “Has-Been” received a 4-1 record, and was leading division three. Coach James A. (Bucky) Fitzpatrick, the league’s leading scorer, posting a 25.8 per game average for five games.

League co-champions are Bruce Garth and Steve Mack.

Division One

<table>
<thead>
<tr>
<th>Team</th>
<th>Won</th>
<th>Lost</th>
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<tbody>
<tr>
<td>Has-Been*</td>
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<tr>
<td>Pitts</td>
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<td>Owl A.C.</td>
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<td>Shiffes</td>
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<td>Calculators</td>
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*Do not count in final standings

Division Two

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<td>Foglickers</td>
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<td>Bulls</td>
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<td>Shimbrows</td>
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<td>Alley Hoops</td>
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</table>

Ken Murray

(Continued from page 8)

Importance of “the mass” in determining basic ideals.

Most of them propose only “resisting” the present system; plans for scraping the present system altogether are generally considered too radical and are often called “crackpot.” Personally, we think that “the mass” is not the primary determinate of values and ideals in our society. Television is for “the mass,” but is it “the mass” that really matters? We think not.

We think it is not the mass, but the individual, which is important and we seriously doubt the potential of television to have any effect on the “individual” who makes up television’s “mass” audience. To be perfectly truthful we think that the idea of the import of the “mass” is a big bunch of bull.

Now of course, no TV person would ever accept this premise because if he did, he would be denying that television is the great initiator of change in our society. To deny the premise that the mass decides values is to deny the power of television to influence the values in our society.

Television

(Continued from page 1)

Thursday: 8:00-8:30 Magic Men (Best Jazz and Pop bands in town)
Friday: 6:00-6:15 Newsmen; 6:15-6:30 Looseringes Outlook (Barrie Eittenberg reviews the sports week); 6:30-7:00 Community Spotlight (Roy Colle looks at community goings-on).

Varsity Gridders

(Continued from page 1)

series with Ithaca was going on. The five-game series began in 1937 and ended in 1946, with West Chester out in front 4-2-1.

Coach James A. (Bucky) Freeman, now varsity basketball coach, was piloting the Bombers. The Ithaca coach is now Dick Lyon, Colgate ’47.

Two years ago under Lyon the Bombers had a 6-5 record and were first among the small colleges of the nation in rushing defense, and second in total defense.

Ken Murray

(Continued from page 8)

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Clyde Cole Honored By Physical Education Group

The New York State Association for Health, Physical Education and Recreation honored Mr. Clyde Cole, former professor of physical education at Ithaca College, at its Annual State Conference held in the Hotel Statler, Buffalo, New York, January 22-26.

Clyde Cole was presented a citation in “recognition of a life of distinguished educational service to the youth of New York State.”

Clyde Cole was presented a citation in “recognition of a life of distinguished educational service to the youth of New York State.”

RAISE YOUR FLAGONS AND SING PRAISES OF GENESSEE... BRIGHT AND GOLDEN AS A BEER CAN BE JENNY’S BREWED WITH NATURALLY PURE HEMLOCK LAKE WATER AND THAT MAKES THE DIFFERENCE LIFT A SPARKLING GENESSEE TONIGHT!
The Phi Mu Alpha, winner of "All-Greek Sing"

Clyde Cole

(Continued from page 5)

Continued from page 5)

Two hundred Phi Mu Alphas from different universities throughout the country converged upon the campus for a week of activities culminating in the Greek Sing. The Greek Sing is the highlight of the week for all of the students who come to the Ithaca College campus from all over the nation.

The Phi Mu Alphas were led by their leader, Dr. William Jones, who is also the Director of the Greek Sing. The Phi Mu Alphas performed a variety of songs and dances, including traditional Greek songs and modern interpretations.

The Phi Mu Alphas were judged by a panel of judges, who were impressed by the talent and energy displayed by the students. The Phi Mu Alphas won the competition with their final performance, a medley of traditional Greek songs.

The Phi Mu Alphas were presented with a trophy and a certificate of recognition for their outstanding performance.

With all of your many fine accomplishments, you are greatly admired for your character which is best exemplified by your high personal standards and integrity, and a ready willingness to work hard and long for any good causes."