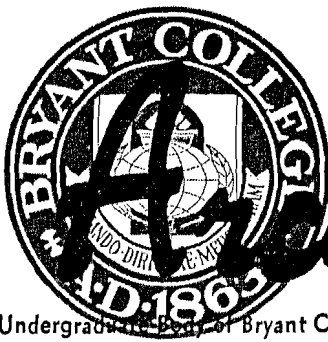


HAVE YOU JUST BEEN ELECTED TO AN OFFICE?

Why not have your picture in the Archway? On Mondays between 10:00 and 11:00 and at 3:00, Jim Doura, Archway Photographer, will take your picture in the Archway Office.

The Archway



Published by the Undergraduate of Bryant College, Providence, R. I.

Notice

MANAGER WANTED FOR THE FRESHMEN BASEBALL TEAM. ANYONE INTERESTED-PLEASE REPORT TO THE FIELD HOUSE ON GANO STREET ANY DAY AFTER 3:00.

Vol. XXVII, No. 23

Friday, April 21, 1967

Bryant College To Be Scene of Rhode Island Italian Festival Convocation

By Marvin Friedman

On Sunday, May 7, Bryant College will participate in Rhode Island's "Italian Festival" by holding a convocation on the South Hall Campus. Dr. E. Gardner Jacobs will confer the Honorary Degree of Doctor of Science in Business Administration on six local, national, and international business leaders. This honorary degree is the highest honor given by Bryant.

The six leaders selected to receive the degrees include Dr. Ugo Morabito, Commercial Minister of the Italian Embassy, Washington, D. C.; Gianluigi Gabetti, president of Olivetti Underwood Corporation, New York; Joseph E. Levine, president of Embassy Pictures, New York; Louis A. R. Pieri, president of Rhode Island Auditorium and the Providence Hockey Club; Harold E. Arcaro, Providence attorney and jurist; and Robert C. Laurelli, president, National Plumbing and Heating Supply Corporation of Providence.

Dr. Morabito will deliver the convocation address, "The Italian Economy Today." He is a graduate of the universities of Bologna and Florence. Dr. Morabito has also served as Commercial Counselor in New York, Paris, London, and Bonn.

Before joining Olivette in 1958, Gianluigi Gabetti served in managerial capacities with the Banca Commerciale Italiana in Turin.

Joseph E. Levine has been awarded the Order of Commendatore of the Italian Government, the highest honor the Italian Republic can confer on a foreigner. Mr. Levine, president of Embassy Pictures, has attained international prominence as an importer, distributor, and producer of films.

Louis A. R. Pieri, who received his undergraduate and graduate degrees at Brown University, has been a long-time secretary of Ice Capades, Inc., and was half owner and president of the Boston Celtics.

Harold C. Arcaro was born in Italy and received his law degree from Northeastern University. He has been associated in the practice of law with Senator John O. Pastore. Mr. Arcaro later became a judge of the Providence Police Court, Rhode Island Director of Business Regulations, and a well-known business executive.

Robert C. Laurelli also obtained his law degree at Northeastern University. A founder of the corporation of which he is now president, he is past director of the American Institute of Supply Associations in Washington.

Bryant College has invited nearly two thousand local, national, and international dignitaries to the Italian Festival Convocation. Immediately following the convocation, an "Italian Festa" reception will take place in the auditorium.



Photo by Phil Snyder

Varsity Club Dinner: Important moment came when Coach Duffy received congratulations from (1 to r) Ted Alsop, Tom Smile, Tony DeQuattro while President Jacobs (far right) looks on.

Delta Omega Holds Fourth Successful Meeting

By Kenneth A. Culp

Entering the room at the Admiral Inn in Cumberland, R. I., for the fourth meeting of Delta Omega, one could easily tell that Delta Omega was still drawing the largest crowd of any organization on campus. Delta Omega has the largest membership of all of the College organizations. David Gordon, President, and also Chairman of the Student Senate Elections Committee, opened the meeting by introducing the guest speaker, Mr. Joseph Fernandes of Norton, Massachusetts, President and Treasurer of Fernandes Super Markets, Inc. Mr. Fernandes was born in the Madeira Islands in Portugal and is a graduate of Norton High School and Boston University, College of Business Administration.

As President and Treasurer, he supervises 17 stores and a 42-million dollar business. He is also Treasurer of a number of Realty Corporations including

Supermarket Genius Describes Food Industry

Brockton-East Shopping Plaza, Fernandes Realty Corporation, and Fernandes Twin City Realty Corporation. To this must be added that he is the co-founder and Chairman of the Board of Staff Foods, a 380-million dollar business. As Special Food Consultant to the International Basic Economy Corporation, he has worked for Nelson Rockefeller since 1958.

Mr. Fernandes is on the Board of Directors of the First Machinists National Bank of Taunton; Manufacturers National Bank of North Attleboro, Massachusetts; Blue Shield; Fall River Line Pier, Inc.; and Goodwill Industries of Boston.

Also he has the title of Vice President of Super Markets Management Association of Massachusetts; he is a member of the Public Relations Committee of the National Association of Food Chains; Norton Lions Club; Lt. Healy American Legion Post 222; Veterans of Foreign Wars; a member of the

Clinic Advisory Committee of the Attleboro Mental Health Clinic; Director of the Bristol County Health Association; trustee of the United Fund; a member of the Norton School Committee; the Chairman of the Norton Library Building Fund Campaign. It was in 1962 that Mr. Fernandes served as Special Consultant Representative to the U.S. State Department concerning the Alliance for Progress. He is also Chairman of the Portuguese-American Federation of the U.S. and Canada.

Mr. Fernandes has received the Knight of St. Gregory the great form from Pope John the XXIII; the man of the year award by the National Conference of Christians and Jews; and an honorary Degree of Doctor of Commercial Science from Stonehill College.

Finally, he was awarded the 1966 Peter Francisco Award by the Portuguese Continental Union (Continued on Page 4)

Newman Will Hold Communion Supper

Newman Apostolate officers announced plans for a Communion Supper on Ascension Thursday, May 4, in the Faculty Dining Room.

Mass will be celebrated on this holy day of obligation at 4:00 p.m. in the Student Activities Building Auditorium. The steak supper will follow at 5:00 p.m. Tickets for the banquet may be purchased at \$2.25 from the Newman officers: Hank Grenon, president; Jim Auletta, vice president (both of Gardner Hall); Patricia Sisco, secretary (Dyer Hall); David Lampron, treasurer; John Lipa, program chairman (both of Barber House); and Bill Green, publicity chairman (of 100 Charles

Field). Tickets are also available at the Activities Building Office. Tickets are limited.

A beach party is presently being planned for Friday, May 12. Roger Williams Junior College will also participate in this event. All are welcomed. Look for further announcements.

Mass has been continued to be celebrated in the Activities Building on Wednesdays at 12:05 p.m., preceded by confessions in the chaplain's office at 11:30 a.m.

Father James Trainor, chaplain, is available to all students on Mondays at 3:00-4:30 p.m. in the chaplain's office on the second floor of the Activities Building.

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ARCHWAY EDITORIAL POLICY

It is the ARCHWAY policy to publish any signed article involving differences of opinion between debating parties. Any news submitted will be printed if it has been proved to be factually true and is written in such a way that the author does not irresponsibly try for personal reasons to injure any person, group, or organization that he is writing about.

Connotations of Rose

By V. L. Robinson

It's rose time in New England
 And in every garden glen
 The pollen-heavy roses
 Ope' to foul the air again.

All their heart-gold they give freely
 To each tender passing breeze
 Knowing most enjoy their perfume,
 Caring not that I must sneeze.

The rose connotates frail beauty
 And perfumed temerity
 To people from all walks of life . . .
 To everyone but me.

The rose connotates a runny nose
 And stuffy head. You see
 It's not that I don't love them;
 It's just my allergy.

VOTE TODAY

FOR
1968

OFFICERS

FOR THE
STUDENT
SENATE



Photo by Dick Brillhart

Being taped for a WJAR Educational Program to be broadcast in the near future is this class in Political Science. At the microphone introducing the program and moderating the discussion is the head of the Political Science department, Dr. Sol Lebovitz.

Roving Camera Catches Signs of Spring on the Bryant Campus



Sigma Iota Beta

President: Pam Grenman
 Vice-President: Susan Keil
 Secretary: Janice Gallonio
 Treasurer: Diane Coia

By Goody Gaudreau

We hope everyone had a wonderful time at the pledge formal last Friday night at the Colony Motor Inn even though the refreshment stand was shut down at the wee hour of 8 o'clock.

We proudly introduce our new sisters: Gerri Allaire, Linda Caruso, Dianne Coia, Cathy DeLorenzo, Judy Gage, Janice Gallonio, Goody Gaudreau, Jane Gorman, Susan Holley, Charlotte Iovino, Sharon Kay, Kathy Mollico, Tina Parness, Barbara Sim, Fran Spitzman, and Donna Stein.

A special congratulations to all the new sisters and to the sisters who received awards: Best Sister — Pam Grenman; Scholastic Award — Cindy Aptt; Athletic Award — Julie Lambert; Best Pledge — Gerri Allaire; Chaplain — Barbara Sim; Sergeant at Arms — Donna Stein; Ordering Agent — Jane Gorman; and Social Director — Goody Gaudreau.

We are especially happy to hear that Julie Lambert was recently pinned to Bruce Warren of A.O.X. Also, congrats to "Smartee Pants" Linda Charlette for winning a scholarship.

We would definitely like to thank Jim Rabb, Kenny Crystal, and Eddie for inviting us to their delightful, early-morning bashes after our pledge formal. We now proudly present our D.O.W. who was unanimously chosen to be Jo-Ann Couch (Sofa) for her outstanding performance this past weekend. Pam and Lisa did it again—they got kicked out of their room!

Tau Epsilon

President: Jim Figara
 Vice-President: Bill Sgabato
 2nd Vice-President: Nell Murawski
 Treasurer: Doug Wilkinson
 Secretary: Jerry Wigler

By Thomas B. Pierce

All the brothers would like to congratulate Roger Lemire and of course his wife on the birth of their second child.

Tau Epsilon's Annual Pledge Formal will be held next weekend at the Hearstone Motor Inn in Seekonk, Mass. This event will feature the installation of officers, the awarding of Best Pledge and Best Brother, presentations to the new Brothers, and dancing to "The Diamonds."

On the sports scene, the basketball team has tied beta for second place. At this time, April 16, TE has to play KT Monday night for the playoffs. Congratulations to the Big Five.

What The Greeks Are Doing

Sigma Lambda Pi Fraternity

President: Jon Kaplan
 Vice-President: Jeff Levy
 Treasurer: Sid Goldman
 Secretary: Larry Fine

By Alan Fellner

Sigma Lambda Pi's pledge formal was a smashing success and all of the brothers had a great time. The party Friday night at the Cliff House and Saturday night at Lombardi's proved to be one of the finest weekends ever for the brothers. At this time the brothers would like to thank Barry and the administration for the superb job they did during the past year and also promise their support to Jon Kaplan and his new administration.

Gene Biben, athletic director, has been putting together a winning baseball team for the coming season. Thanks to all who have been attending the practice sessions—Chuck, Coop, Al H., Gary, Quigs, Joey, Barry, Tony, Lou, Pete, Bob, and Hank. We know you guys can do the job!

Larry — How's your mother? Sid-G. L. Coop — Did Bonnie get in bed by 11:00 P.M.?

Congratulations to all the new brothers and the new officers!

Chi Gamma Iota

President: D'Uva
 Vice-President: A. Spiegla
 Treasurer: A. Morris
 Secretary: C. McMullen

By Clark "Isms" Kent

Chi Gam's annual pledge formal and installation of officer's dance was held last Friday night at the Crestwood Country Club. It was just fantastic! The brothers congratulate the outgoing officers on a job well done and wish the new officers continued success.

Ron Cioe received the Best Brother trophy; Artie Morris received the Best Pledge trophy; Gary Kazanjian received the second annual U.G.L.Y. trophy; and Bill "Iams" Martin received the first annual Nutcracker award for being just that.

On the sports scene, Chi Gam's defending champions in basketball have started to play like champions. They beat BIB twice in order to gain a playoff spot. The first game went into double overtime before Chi Gam was able to gain the victory. The second game was close all the way until Chi Gam opened up in the final minutes to win by fourteen. Congratulations, Vinny, on your so-far-successful debut as Athletic Director.

Delta Sigma Chi

President: E. Schoonmaker
 1st Vice-President: C. Hyde
 2nd Vice-President: M. Maxmeem
 Secretary: C. Lichtenwalner
 Treasurer: B. Janiewicz

By "Wacky"

DEX held its Pledge Formal last Saturday evening and everyone had a wonderful time. We would like to congratulate the new officers and extend a warm welcome to the new sisters. Oaths were taken at the Formal by Eileen Schoonmaker, President; Carla Hyde, First Vice-President; Peggy Maxmeem, Second Vice-President; Carol Lichtenwalner, Secretary; Barbie Janiewicz, Treasurer; and Diana Nowak, Pledge Mistress. Other officers were Barbie Janiewicz, Athletic Director, Diana Nowak, Corresponding Secretary; Nancy Finegan, Alumni Secretary; and Kathy Rowan, Historian.

The pledge class finally took their oaths as sisters. They are Barbie Janiewicz, Gail Cunningham, Carol Lichtenwalner, Kathy Rowan, Rosie Gonsalves, and Diana Nowak. Congratulations, everyone!

Hey! Moose, well, hi! See if you can answer that.

Kenny "Ed Sullivan" Silvia acted as master of ceremonies and toastmaster. Paul Lourenco wore his secondhand sneakers to the Pledge Formal. Frank Castore danced up a storm at the formal and Paul Lourenco showed the people some dance steps while remaining seated. Speigle was as sober as Doc on Gunsmoke. Tony D. was in great shape Friday night. Always sleep on refrigerators? Hooper, bring her home before the 6 foot 5 gila monster tears you up. Stick, the sisters enjoyed the meal. Jerry Campanella was taxied home Saturday night by his date. How you shoot, little brother. Rumors have it that Hooper fell off the wagon. Too bad, Hoop. Tony D., beware of the assassin's bullet. Jake Baker wore his only pair of black socks Friday night.

Congratulations to Elaine and Tom, Bea and Nick, Cheryl and Paul, and Mary and Dave on their recent pinnings.

Sigma Lambda Theta

President: Linda Sirogusa
 Vice-President: Ruth Ann Sumner
 Secretary: Lori Luok
 Treasurer: Dianne Luoma

By Laurie Mand

First I would like to congratulate the newly elected officers of SLT who will be installed on May 2 at our pledge banquet. We are very proud of you girls and know that you will do a good job. Pres. Elaine Roireau, VP Dianne Luoma, Sec. Marilyn Coup, Treas. Andrea Mullen, Trustee Linda Harding, Act. Dir. Joey Grace, Athletic Dir. Jill Micklowitz, Pledge Mistress Boody Wardell, Ass't. Pledge Mistress Diane Grenon, Alumni Sec. Fran

Alpha Omicron

President: Tom Brassil
 Vice-President: Bill Doherty
 Secretary: Gomer Danforth
 Treasurer: Todd Metcalf

By Danny

Well, the AO MEN did a fine job of keeping up the tradition of a perfect record in basketball. The brothers would like to thank Rabbit, Arty, Crash, Gomer, Gary, Bobby, Sea Gull, Little John, and Roy Roy for doing an excellent job for the Frat in all the games.

SoftBall will be starting soon and it looks like we have a strong team. The guys have been practicing a good deal, and we should be right up there in the winning column. The brothers would like to congratulate Tom Brassil for representing Bryant College in New York at the United Nations and also in Washington, D. C.

May Queen is just around the corner and everyone is pretty busy doing his part for the week's events. Guys have you gotten a rope yet? (1200 pounds looks real good). Also, the fraternity would like to congratulate Bruce Kleese for being elected President of Comery House. We are pretty confident that Bruce will do a good job, and for the fact that Comery will never be the same as Bruce takes over. Good luck to all the guys in Comery House. Paul and Dan—did you finally get out of the mud?

Maby, Chaplain Mary Leite, Historian, Doris Thompson.

On the sports scene: Now that basketball is over and we've had our fun there we are looking forward to an exciting softball season. In bowling there is just one game left; we still hold first place, but this last game could be tense. Good luck, girls; we're all behind you to pull through. Marsha, pretty soon you'll be giving up your position, but I want to take this time to thank you for all the sisters for doing such a fine job this year.

Fran Valati, who was crowned Sno' Queen this year, is a sister we are very proud of. Fran is now entering the Miss Rhode Island Universe Pageant, and we wish her the best of luck and hope for a continuous reign in her titles.

The brothers of BETA again made a very fine choice as they chose Kathy McCarthy as their May Queen Candidate. We're all very happy for you Kathy and know that you'll do a fine job. All the sisters are behind you; just keep that THETA smile.

J.K.—I see you still have the same headache.

J.O.—I wish I had your problems.

L.S.—We've done well for ourselves, wouldn't you say???

K.P.—The good fairy told me everything was going to be O.K.

Alpha Theta Chi Fraternity

President: Bruce Warren
 Vice-President: Bill Nicola
 Secretary: Joe Goddard
 Treasurer: Dennis Bishop
 Sgt.-at-Arms: Jack Murphy

By Jim Holl

Once again the championship AOX softball team will man the diamond. They will be under the direction of our newly appointed Athletic Director, Pete "Magilla" Lynch. The Black and Gold will be led by the fantastic pitching of Harry Erickson, and we are expecting much power from our outfielders Bill Bailey, Joe Goddard, and Ed McManus. The usual oral support from none other than Jim "Mouth" Squadrito is inevitable. Our million-dollar infield will be the strongest in years.

Congratulations K.T. on a well-played basketball game. Thanks for the party after the game.

AOX is appropriating some money for a book for Jim Zorbo. The name of the book? How to Officiate Basketball.

The Phantom has found out a few gems this week.—Norby—I wish you would learn how to take directions from your girl.

V.P.—I hope you have time for a longie the next time.

Bruce—Do you think you can take some time out of your busy schedule to play some softball.

Congratulations to J. H. and Fran Yurman on their pinning.

The new administration's first meeting was a booming success. Right, Boo Martin!

Buz has received a fellowship in English. All right, Buz!

Beta Sigma Chi

President: Irwin Kurns
 Vice President: Paul Goldstein
 Secretary: Dick Carlson
 Treasurer: Art Lusby

By Bill Ammann

April 17, 1967.

The brothers of Beta would like to congratulate Gary Marron, who became an honorary brother of Beta at our Pledge Formal.

Tonight we are holding our Pledge Banquet at the Admiral Inn, in Cumberland. This is the night our pledges have all been waiting for. After tonight they will be brothers in the truest sense of the word. The fourteen who will be formally installed tonight, are Brian (Dowrong) Alkon, Cliff (Hole) Asche, Al (Yogi) Austin, Bruce (Toy) Dvoskin, Bruce (Baby Face) Gallante, Dennis (Mr. Universe) Jacques, Bob (Horror Show) Hankin, Joe (Swinger) Cambell, Jim (Squeaky) Gerradi, Marc (Monkey) Rawady, Dom (What's-his-name) Cerninara, Mike (Anytime) Perry, Pete (Pierre) Marcheseault, and George (Cleo) Sabol.

The nothing-new department: Marc was belligerent; Jeff made a motion; Phoebe got a parking ticket; and Toy laughed.

The brothers would like to wish Kathy McCarthy the best of luck in the upcoming May Queen Contest.

SPORT COAT BLAST

18.99

Madras — Seersucker — Plain

JOHN BETZ

Fun Pants 3.95

SUPERMARKET GENIUS

(Continued from Page 1)

ion, is a trustee of St. Mary's Church, member of the Attleboro District Serra Club, Special Gifts Chairman for the Bishop Feehan Memorial School Appeal, and former Lay Chairman of the Fall River Diocese for Catholic Charities.

Without question Mr. Fernandes has an enormous background of public service; he is just as enormous in the business world, being well versed in economics, management, and accounting. Since 23% of all income is spent on food, it is therefore, the largest industry in the world. Statesmen fail to see the food-for-peace angle of any food program to foreign countries. Success depends on one's being there at the right time and knowing the right people. Timing is important as well and recognizing opportunities as they exist. 35% of our meals are consumed away from home, meaning that institutions are playing a bigger part in the industry. The grocery business hinges on rendering the right service at the right price to the consumer and the consumer's knowing what he is paying for. An eight-step plan was presented by Mr. Fernandes as a formula. (1) Have an objective. (2) Plan and develop strategy. (3) Organization. (4) Staff. (5) Operation. (6) Feedback. (7) Control. (8) Reappraisal to see if you're on target. These steps are really the process of management. The above were his opening remarks before the question-and-answer period. He wanted to answer questions.

What would you say the biggest problem in the industry is? It is excessive competition or over competition. This raises an interesting question. Does competition really benefit the consumer? In practice, after a while all these businesses say why fight each other, and they merge. Then the consumer loses out.

A & P is planning to stop giving out stamps. This took everyone by surprise because there has been no such announcement in the papers. Mr. Fernandes said that "the housewife does pay for the stamps—she must". How much waste is there in the business? Waste usually is concerned with meats and produce or improper price marking. Stolen goods amount to only .0025% or \$200,000 a year. Percent wise losses are 1% on grocery, 3% on produce, and 4% on meats. This is enormously low compared to the same condition in any other country you might like to mention. 40% of the food raised in Brazil never gets to the market. A combination of poor transportation, storing facilities, and market conditions is the cause of this.

Everyone knew that milk prices would be raised, and they were. Consumers are not angry at the markets, but they have no one else to blame. Higher prices are already paid in Vermont and New Hampshire than in the Mid West. Thus, markets

here buy from the Mid West. Personally Mr. Fernandes felt it "morally wrong to throw food away." This milk problem might indicate that there is something wrong with our marketing system. Production of food is the cheapest in the world, and many dollars could be earned if we went into full production and exported all excess. A fair profit could be had. An example in point, tomatoes were allowed to rot because there was no one to pick them. This was caused by the new law not permitting Mexicans to work in the U. S. Frozen foods was the next topic and it was found that frozen foods are cheap to buy but expensive to store—twice as expensive, to use actual figures.

The profit margin is found to be the lowest in New England of any industry, slightly higher in the South and Mid West—1.2% after taxes, meaning that a mistake of 1% in figuring means an \$850,000 loss. Switching to Staff foods, Mr. Fernandes talked about private labels. By using such a label you can sell the same quality but cheaper. All are packed by name brand producers, such as Heinz, etc. Additional costs come from national advertising. By having a private label, a customer loyalty is established, meaning returning customers. What about the labor problems? Fernandes Markets has 1850 employees belonging to an independent union. Pay is good for both skilled and semi-skilled with meat cutters getting \$150, managers \$180 and stock clerks \$135 a week. Extracting what the firm has to offer would be in the form of a staff position instead of working in a local level. Such places promote from within.

International Basic Economy Corporation was started by the Rockefellers because Nelson did not have a job. It was so formed to help emerging nations with food problems. Proving that our system of government can work to other countries has been a main objective. This group sets up markets and trains the people to run them. When they're going concerns, they are sold to local residents. What effect does extracurricular activities have? It is important when first starting out but later on such activities should be selected with care. Some must be turned down. It should be determined whether or not these activities would interfere with business and if they must be dropped.

Such interesting problems arise in figuring what future trends will be and how to meet them. Food discounting is a fine idea and is effective in reducing costs, but if everyone does the same all are on the same level. Corner groceries are growing, but can only grow in a limited market. Most success comes in highly populated areas. Since they fit a need, they should expand and usually work on a franchise principle even being run by a family. High profit items include mostly impulse items. If a husband goes shop-

MAY QUEEN '67

"Biggest Year Yet"

MAY 2—TUESDAY—6-10 P.M.

Carnival at Bryant Gym.

- Fraternity Competition for Best Carnival Stand.
- Introduction of Candidates.
- Games and Prizes for all.
- Admission 25 cents.

MAY 3—WEDNESDAY—3 P.M.

Tug-O-War at Gano Field.

- Fraternity and Sorority Competition in the Annual Rope Tow Classic.
- Admission 25 cents.

MAY 4—THURSDAY—7:30 P.M.

- Judging of Candidates.
- Trophy Awards for Tug-O-War.
- Music by "Stardusters".
- Come Out to Support Your Candidate.
- Admission 25 cents.

MAY 5—FRIDAY—8:00 P.M.

- 21st Annual May Queen Dance at Sheraton-Biltmore Hotel.
- Music by "The Others" (Lowely Street).
- Coronation of May Queen 1967.
- Carnival Trophies Awarded.
- Last Major Dance of School Year.
- Admission \$3.75 a couple.

MAY 6—SATURDAY—8:00 P.M.

- Dance at Bryant Gym.
- Featuring the LEFT BANKE ("Walk Away Renee") ("Pretty Ballerina") ("Ivy Ivy").
- The Others and D. J. Bob Ducarco.
- Admission \$1.75 per person—\$3.00 per Couple.

ping more money is made, to say the least. Margins run as follows: produce—30% meat—22-24%, grocery 16-18%, frozen foods 25-30% and cigarettes—10%.

An unusual question was asked when one student inquired if credit would be extended. It certainly would cost more but in the long future it is coming. A new feature is shopping centers with department stores and food stores next to each other or all in the same building. Which is more successful has not been determined yet. One way of looking at it is that a housewife does not want to buy liver and a pair of shoes at the same time.

Mr. Fernandes just touched briefly on the accounting aspect. Computers solve all of Fernandes Super Markets problems and are heavily depended on.

It should be evident that Mr. Fernandes is a dynamic business personality. Delta Omega was lucky in getting him. Election will soon be held for Delta Omega.

SPRING BUGA 'LU

Dance Sponsored by the

Class of '70

Featuring Limbo Contest

BETWEEN FRATERNITIES

AND DORMITORIES

With the Fabulous "Inmates"

Date: Saturday, April 22

Time: 8-12