Ms. Marsella Appointed Member of The Governors Advisory Council

Bryant College Smithfield, Rl. 02917
Vol. XXXVIII No. 23
Friday, March 30, 1973

It's a Thursday morning similar to most of your other Thursday mornings except for the fact that I actually made a class today. I left my class at 9:50 a.m. and after waking up shortly thereafter, proceeded to The ARCHWAY office to inform Richard Woolf that I am inspired and ready to write my one article a year for the Bryant College ARCHWAY. Richard doesn't answer. Instead, he picks up the phone and makes conversation with another voice at the bank. As usual, I'm being ignored—it doesn't matter though because I'm used to being ignored. I got the same reaction from the Placement Office yesterday. (Kelly says they treat all students that way.) Anyway, Woolf gets off the phone and tells me to proceed to the bank and do a story on the activity there. With thoughts of a hold-up in progress (what else happens at Brickman's worth writing about?), I rush to the scene of the crime and head down past (to some students ARA coffee and pastry is a crime). I am greeted by a sign declaring: "IF YOU THINK BANK PRESIDENTS ARE ALOOF, STUFFY, AND NOT INTERESTED IN WHAT YOU THINK, YOU'VE NEVER MET OUR WOODY WOODBRIDGE." I have a funny feeling I'm about to meet Woody Woodbridge. In preparation for the event I think of something brilliant to say. I approach Mr. Woodbridge somewhat casually and after introductions am amazed to learn he's just like to let you people know that your advertising campaign featuring Fred Flukiw is absolutely tremendous, Mr. Woodbridge. (Nice try kid, but you got the wrong bank.)

Instead of a handout consisting of both figures I had to loosen him up with a few jolts before beginning the interview. (I should know better than to do any of my routine when I'm not alone.) But he signed to the truth: Woody Woodbridge, President of Rhode Island Mutual TAY Bank, is an old staffed shirt. Actually, the President is a pleasant individual with a wonderful sense of humor.

Dr. Lebovitz, Dean of the Graduate School, speaks with Mr. Woodbridge during the Thursday morning reception.

The purpose of the visit was to acquaint members of the Bryant Community; with the man who heads the vast banking institution which plays such a vital role in the affairs of the college. As a little added attraction, RHI sponsors coffee and pastry. Naturally, the free breakfast brings out all the campus parasites and a not-so-surprising number of interested students. Mr. Woodbridge became the President of RHI in December of 1971 and since then has been visiting all of the branch offices and meeting not only the staff but the customers as well. Mr. Woodbridge is obviously pleased with the reception given to the event by the Bryant Community. In the two hours I spent talking with Mr. Woodbridge and those in attendance, there was a constant inflow of new faces, an exchange of introductions, and many topics of discussion.

As a final test of the program's success, I searched out a few members of the Bryant Community who have learned how to talk and obtained their consensus. From all of them came the crescendo of an unanimous reply: "IF YOU THINK BANK PRESIDENTS ARE ALOOF, STUFFY, AND NOT INTERESTED IN WHAT YOU THINK, YOU'VE NEVER MET WOODY WOODBRIDGE!"

Dr. Ferguson, Associate Professor of Accounting at Bryant College, was elected president of the Eastern States Association for Teacher Education; Saturday, March 17, 1973 at the 48th Annual Spring Conference at Hotel Commodore, New York City, March 15-17, 1973.

He was elected to this office by 150 student representatives from colleges in 10 Eastern States. Dr. Ferguson earned the B.S. in Ed. degree at Rider College, Trenton, Nj, where he graduated cum laude; the M. Ed. degree at Rutgers University. After teaching in various school systems, he joined the faculty of Bryant College as Assistant Professor of Accounting and Mathematics in 1964.

He is married, has two children and resides in Providence.

Associate Professor Ferguson Elected President

Of Teacher Ed. Association
1973–1974 Academic Calendar:

Is it Discriminatory to the Jewish Faith?

Normally, this column is devoted to presenting arguments for school-related issues and offering methods of resolution. Departing from the norm, we wish to pose the question: "does the academic calendar for 1973–1974 discriminate against those of the Jewish faith?"

One man who very definitely feels that the problem exists is Mr. Alan Olinsky, Assistant Professor of Mathematics, who recently addressed a letter to our Editors-in-Chief, asking for students to appeal to the proper authorities to see that the Jewish High Holy Days be observed as "days off" for the entire Bryant Community.

In a correspondence dated March 2, 1972, Mr. Olinsky voiced his displeasure to Dr. Thomas Manion, Vice President for Academic Affairs, stating: "the resultant calendar (1972–1973) is prejudicial in its make-up."

This year, Dr. Manion has set down certain requirements for instructors to follow concerning Jewish students' observance of the High Holy Days:
1. Freshmen observing Jewish Holy Days are allowed excused cuts.
2. Upper classmen observing Jewish Holy Days may be absent from classes.
3. Faculty members are requested not to give exams on these days and to assure that students who miss classes because of the High Holy Days are given an opportunity to make up this work.

These measures are fine in theory, but in practice they may not be followed. Sorry, but there is no guarantee that all instructors will follow the wishes of Dr. Manion.

The ARCHWAY has presented the problem. We ask that students who feel either one way or the other voice their opinion through the ARCHWAY or directly to Dr. Manion. In this manner, a constructive dialogue can be established.

College Calendar 1973–1974

1973

FALL SEMESTER

College Year Begins ........................................... September 4
Registration ..................................................... September 4–5
Classes Begin ..................................................... September 6
Columbus Day .................................................... October 8
Veterans' Day .................................................... October 23
Thanksgiving Break ............................................. November 21
Classes Resume .................................................. November 26
Fall Semester Ends (Last day of classes) ............... December 21

1974

WINTER SESSION

Begin ................................................................. January 2
End ................................................................. January 22

SPRING SEMESTER

Registration ....................................................... January 21, 22, 23
Classes begin ..................................................... January 24
Washington's Birthday ........................................ February 22
Spring Recess begins 3:00 p.m. ................................ March 15
Classes resume ................................................... March 25
Easter Recess begins 3:00 p.m. ................................ April 11
Classes resume ................................................... April 16
Spring Semester Ends (Last day of classes) ............. May 17

CLASS DAY ......................................................... June 7
COMMENCEMENT ................................................ June 8

SUMMER

Intersession ....................................................... June 3
Ends ................................................................. June 31

Intersession ....................................................... June 24
Holiday ............................................................... July 4–6
Ends ................................................................. July 30

THE ARCHWAY

EDITORS-IN-CHIEF

STEPHEN F. SIDORUK

RICHARD W. SCHIEBELHUTH

***************

News Editors .................................................. Richard S. Woolf  Dan Adenholdt
Sports Editor .................................................... Peter Lockatell  Michael Kata
Photo Editor ..................................................... Jeff Stein
Production Manager ............................................ Brad Hartley  Mike McLaren
Advertising Manager ....................................... Rob Salamida  Tom Craplenski
Office Managers .............................................. Joan Frias  Lucy Gagnon
Circulation Manager ......................................... Scott Clark

Staff: Julie Bouffard, Dave Conklin, Karen Conotopoli, Jeff Doppelt, Charles Feldman, Claude Houle, Keith Jennison, Dave Pandolzi, Drew Pyley, Rob Ribiutt, Kurt Schlot, Alan Schockett, Buddy Trinkle.

The ARCHWAY is published weekly during the academic year exclusive of vacations by the undergraduate students of Bryant College. The publisher of The ARCHWAY is Bryant College. This newspaper is written and edited entirely by a student staff, and is under the supervision of the official views of the Faculty and Administration. The ARCHWAY is printed by superior, 234 Brooks Street, Worcester, Massachusetts 01609, by phototypesetting. Copy considered objectionable by the Editorial Board will not be accepted. Announcements and news releases from the College and surrounding community are printed at the discretion of the Editor.

Office are located on the third floor, East Wing of the Main Campus, mailing address to Box 29, Bryant College, Smitherfield, Rhode Island 02917, Telephone: (401) 231-1200, extensions 311 and 313.
Academic Calendar 1973-74

After reviewing the minutes of the faculty meeting on March 13, it has been decided there will be no changes made in the 1973-74 academic calendar. The thoughts expressed by the faculty clearly indicate that there are many serious questions to be considered prior to any major change in our calendar.

Following the faculty meeting, there was a question raised concerning the possibility of cancelling classes for the Jewish Holy Days. It should be noted that, although it may have been possible to include the Jewish Holy Days in the proposed calendar that started in August, the limited time in the traditional calendar, beginning after Labor Day and finishing prior to the Christmas vacation, does not lend itself to the inclusion of any additional holidays.

Freshmen observing Jewish Holy Days are allowed excused cuts. Under our present cut policy, upper classmen observing Jewish Holy Days may be absent from classes. Faculty members are requested not to give exams on these days and to assure that students who miss classes because of the Holy Days are given an opportunity to make up this work. I have requested that the Student Affairs office investigate the possibility of having services provided for those students of the Jewish faith who decide to remain on campus during the Holy Days.

Attached are some of the objections to beginning the Fall semester in August that were raised at the last faculty meeting. There are also questions regarding the value of changing from a semester system to either a 4-1-4 plan or a tri-semester program. There was also a question raised regarding the value of continuing the Winter Intersession.

I would like to establish a committee to make a recommendation for the 1974-75 academic calendar. This committee will be made up of faculty, students, and administrators. In addition to the basic questions mentioned above, the committee will also be expected to consider the request for Jewish Holy Days in the 1974-75 academic calendar. If you are interested in serving on this committee, please contact Dr. Patterson by April 16.

Reaction to Proposed Calendar

1. August starting date would interfere with job opportunities for students.
2. Assuming there are fewer funds available for student loans, there will be a greater need to allow for as much work time as possible for students.
3. A long holiday weekend (Labor Day) following the two days of classes would not create the best learning situation.
4. Need to consider extra supportive costs for the two extra class days (mainly food service).
5. Starting school before Labor Day would interfere with faculty vacation time.
6. An early opening date might be detrimental to student enrollment.

How Secure With Security? or Are We Insecure With Security?

Since the last letter that appeared in the Arianway concerning thievery on campus it is quite apparent from recent events that Security is unable to cope with the situation. With an armed robbery, the theft of a car and the looting of the pinball machines in the game room, all within one week, we have adequate reason to question the ability of the Security force to keep the Bryant campus relatively safe.

It seems the immediate solution for the students of Bryant is to keep a very close guard on anything that they consider valuable. It is wise, although very inconvenient, for the students to take their valuables with them during vacations.

Changes may occur in security to eliminate this situation, but then 1971 is almost here, too.

Mark Fuller

Another Member of the Bryant College Stolen Car Club

As of Thursday night, I have involuntarily joined the Bryant College Stolen Car Club. To my recollection, I am the fourth member to join the club in the last two weeks. The theft itself was a work of art. I had just finished pushing a friend's car up to the Bryant lot by 8pm. I later made a trip back to the car, but later I remembered leaving some things in my 1970 Volkswagen bus. I went to see of the lot where my car was, and alas, there was only an empty space.

After a quick personal investigation, I was able to flag down a cruising Security Patrol Car. I was able to accomplish this task only because there was double the normal security on patrol that night. After spending fifteen minutes filling out reports for Security, then a half an hour filling out more papers with the Smithfield Police, an hour had already passed before the State Police had received word of the theft.

Now that the act has gone unsolved for a week, I have been able to surmise certain facts. The actual theft was undoubtedly a professional job. It only took the thieves more than a few minutes to get into the car, and drive it away. The theft also coincided perfectly with the high school tournament that night. While the first game was emptying out, the car thieves could make an unnoticed getaway.

Without doubt, car protection measures on campus are a folly. Anyone could drive off with another's car, and no one would be affected by it. Many suggestions for tightening the security on campus. One suggestion calls for a security house at the main entrance. Each car that enters the college will have his license plate and registration number copied. Another suggestion called for the same security house at the main entrance, but each car will be stopped and checked. Only those cars with business to transact on the campus would be allowed to pass.

I doubt any of these measures will be enacted in the near future. Instead, it will have to take more victims to get action initiated. Furthermore, the opportunities to steal will also have to be eliminated. For instance, high school basketball tournaments offer the ideal opportunities for stolen cars and robberies. The students' welfare and protection comes before school publicity and manipulation. Probably most of the students could care less about my misfortune, but it may soon be their turn. All the agony and inconvenience will also be theirs.

Finally, I would like to thank Security and especially the College for their help in this matter. A robbery and car theft isn't bad for successive nights.

Signed
Peter M. Lockatelli
“I see Bryant as having unlimited potential,” says Greg Evans, the president of the Student Senate. Greg is presently a fourth-semester Management major. He has always been interested in politics and working with people. His present position gives him the opportunity to utilize these interests. Below are some of Greg’s views to questions asked.

Greg feels that there is far more student interest than is evidenced. Before the elections, Matt McManus, Vice-President of the Senate, and Greg listened to several of the students’ ideas. They conveyed them to Dr. Fullerton. Greg feels that the apparent apathy that exists is because of the students’ frustration, which is due to the lack of outlets in which to channel their energy.

Through greater communication, these outlets can be opened and we can begin to tap the resources available to us in the student body and an improvement in the students’ interest would result, he hopes.

The potential is there. The Third Improvement in the students’ grievances, ideas, and problems in the Student Senate. Greg is presently interested in politics and working with people. His present position gives him the opportunity to utilize these interests. Below are some of Greg’s views to questions asked.

Greg feels that there is far more student interest than is evidenced. Before the elections, Matt McManus, Vice-President of the Senate, and Greg listened to several of the students’ ideas. They conveyed them to Dr. Fullerton. Greg feels that the apparent apathy that exists is because of the students’ frustration, which is due to the lack of outlets in which to channel their energy.

Through greater communication, these outlets can be opened and we can begin to tap the resources available to us in the student body and an improvement in the students’ interest would result, he hopes.

The potential is there. The Third Improvement in the students’ grievances, ideas, and problems in the Student Senate. Greg is presently interested in politics and working.
Accounting Highlights

by Bob Newman

On March 26, Professor Michael Filippelli spoke to members of the Bryant College Accounting Association on "How to Take an Examination in Accounting."

Professor Filippelli suggested to follow these procedures in preparing for an exam:

1. Attend all classes
2. Make an attempt to do all homework
3. Study what teacher emphasizes
4. Don't cram, start preparing three or four days before the test

While taking the exam he suggested to:

1. Read the test entirely
2. Answer easy questions first
3. For each question, read instructions first
4. Then, read each question thoroughly before writing an answer
5. When finished, go back over the exam (proof read)

The Bryant College Accounting Association wishes to thank Professor Filippelli for presenting this important lecture to us.

**********

NOTICE TO ALL MEMBERS

The next general meeting of the Association will be on April 9. We are having a speaker lecture on "Requirements for Taking a CPA Exam." Also, this is the only meeting where Nomination for Officers will be taken. Please attend!!!

**********

BOARD OF DIRECTORS

There will be a meeting of the Board of the Directors of the Bryant College Accounting Association on Monday, April 2, 1973, in Room 268 at 3 p.m. All members are to attend.

CLASSIFIEDS

Dead tickets for sale. Call 231-9996.


Need an apartment? I have one I don't need. Contact—Marcia 715-7062.

Card players wanted. Call 231-6986.

RAZOR CUTTING

LAYER CUTTING

HAIR STYLING

STRETCH WIGS

Squire's

HAIRCUTTING FOR MEN

115 Waterman Street, Providence, R.I. Phone 421-1433

FREE JAZZ CONCERT

THURSDAY APRIL 12TH, 1-3PM in the AUDITORIUM

GEORGE MASO & THE JAZZ GROUP

POW. Bracelets To Be Used For Monument

Prisoner of War bracelets are going to be used as a peace monument. URI's Michael Updegrove has the story in Spokane, Washington.

A Spokane woman is planning to build a monument to lasting peace with melted down POW bracelets.

Mrs. Ellen Ewing has collected several hundred of the bracelets in the past week--but that's just the start. She eventually hopes to round up about 500,000 of the metal bands and melt them down to form her peace monument.

MRS. Ewing, Associate Editor of the Inland Register—the Spokane Catholic Diocesan Newspaper—says "several hundred" have arrived in the mail in the past few days, accompanied by letters lauding the proposed monument.

She says that the monument will pay homage to the nearly 50,000 Americans who died in Vietnam as well as prisoners of war and servicemen missing in action, should probably be located in the nation's capital.

She has talked with several of the POW wives and they agree the main monument, because it is national in nature, should be built at a national location like Washington, D.C.

She hopes to receive about ten percent on the five-million bracelets, which weigh less than an ounce each and are sold by the Voices in Vital America (VIVA) Organization. She figures that many would total about three thousand pounds of metal, "and that would make quite a monument."

VIVA, which sold the bracelets and asked the buyers to wear them until the serviceman named on each one had returned home, has criticized Mrs. Ewing's project. The group has now asked bracelet wearers to keep them on their bands until all U.S. servicemen listed as missing in action have been accounted for by the North Vietnamese.

But Mrs. Ewing says: "We are only asking for the bracelets of those who have come home. We don't want the MIA bracelets."

RESEARCH PAPERS

MANUSCRIPTS

THESIS

TYPED

NEAT, FAST, ACCURATE

REASONABLE RATES

call 231-4214

PoW. Bracelets To Be Used For Monument

Prisoner of War bracelets are going to be used as a peace monument. URI's Michael Updegrove has the story in Spokane, Washington.

A Spokane woman is planning to build a monument to lasting peace with melted down POW bracelets.

Mrs. Ellen Ewing has collected several hundred of the bracelets in the past week--but that's just the start. She eventually hopes to round up about 500,000 of the metal bands and melt them down to form her peace monument.

MRS. Ewing, Associate Editor of the Inland Register—the Spokane Catholic Diocesan Newspaper—says "several hundred" have arrived in the mail in the past few days, accompanied by letters lauding the proposed monument.

She says that the monument will pay homage to the nearly 50,000 Americans who died in Vietnam as well as prisoners of war and servicemen missing in action, should probably be located in the nation's capital.

She has talked with several of the POW wives and they agree the main monument, because it is national in nature, should be built at a national location like Washington, D.C.

She hopes to receive about ten percent on the five-million bracelets, which weigh less than an ounce each and are sold by the Voices in Vital America (VIVA) Organization. She figures that many would total about three thousand pounds of metal, "and that would make quite a monument."

VIVA, which sold the bracelets and asked the buyers to wear them until the serviceman named on each one had returned home, has criticized Mrs. Ewing's project. The group has now asked bracelet wearers to keep them on their bands until all U.S. servicemen listed as missing in action have been accounted for by the North Vietnamese.

But Mrs. Ewing says: "We are only asking for the bracelets of those who have come home. We don't want the MIA bracelets."

RESEARCH PAPERS

MANUSCRIPTS

THESIS

TYPED

NEAT, FAST, ACCURATE

REASONABLE RATES

call 231-4214

8 - Track Stereo Tapes

or

Pre-Recorded Stereo Cassette Only $1.98 ea.

LATEST HITS—FULL GUARANTEE

Stereo Headphones

from $5.00

8-Track Player System

from $75.00

8-Track Car Deck

from $25.00

MANVILLE WHOLESALE

19 Winter St.

Manville, R.I. 767-3615

Daily 3 p.m. to 9 p.m. Sat. 10 a.m. to 5 p.m.

Directions can be found on campus billboards
Pre-Registration Procedure

The Tentative Master Schedule and blank schedule cards are available in the Registrar's Office. We suggest you consult your check list and select courses in their proper sequence.

Pre-registration is not complete until the completed application is filed in the Registrar's Office. The student is responsible for securing a room in the residence halls.

The deadline for registration is March 15 for the fall semester. The deadline for enrollment for the spring semester is December 15.

From the Dean's Office

A Word About Electives

The College catalogue indicates what courses may be taken as General Studies (Liberal Arts) electives, as distinct from Professional or Business electives; yet many students are making errors in their selections. Unless the student has one-half of his credits in Liberal Arts, he cannot be certified for a degree. Liberal Arts electives are identified on the Tentative Master Schedule.

The vast majority of the students anticipating the completion of Business Administration degree requirements during the calendar year 1973-74 or Summer Session 1972 are following a fixed curriculum. The five electives in this program are liberal arts. Where Management Seminar appears as a required course, the student may substitute a business subject in its place. Office Education (O.E.), Education (Ed.), and Law Enforcement (L.E.) courses are restricted to the degree programs in which they are required and may not be used by Business Administration students as Professional electives.

Where there is doubt in course selection, please check with the Dean of Academic Administration.

Number of Courses Selected by Student

A student may register for no more than five courses except as follows: (1) Secretarial students and most Teacher Education students (11 thru 67 are required to take six courses.) (2) Those seniors who will require six courses to complete and the grade point average for the current semester has been calculated, a student with a 2.50 average may add a sixth course to his schedule. This may be accomplished in the Registrar's Office.

With this policy in effect, every student is given the opportunity to pick the number of courses to which he is entitled before some other student picks an extra course.

Evening Courses Available for Day School Students

(1) A full-time Bryant College day student has the option of taking one of his courses in the Evening School. (2) Students may register for an evening course after Pre-registration has been completed. (3) Students will initiate their requests for an evening course through the Registrar. (4) The total number of courses that a student may take during a semester is governed by the policy "Number of Courses Selected by Students."

Pre-Registration for Seniors Entering Their Last Semester

(7, TT, 78, SA)

The only criteria to be used to register Tentative Graduates (seniors entering their last semester) will be the month of birth. If a student has a "work" letter and the only available section of a course is being filled, he will be admitted to the course.

From the Office of the Provost

A Word About the Master School

While the Master Schedule lists courses and instructors, it does not indicate the location of classes. Please consult the Fall Semester Calendar for a complete listing of locations. The Fall Semester Calendar is available in the Registrar's Office.

For information on the Pre-registration procedures, please consult the Fall Semester Calendar.
The Archway advises you on professors.

Editors Note: The views and comments are not designed to hurt any person but are designed to help the students pick the best instructors, Good Luck.

Pty. of Pers. & Soc. Adj.
McAlloon: useless instruction course

Pty. of Adol
McAlloon: good group discussion course

Abnormal Beh.
Morgan

Robinson—fast teacher for a Doctor

Language—lab lady concerned with ecology

Earth Science
.

Pty. of Human Anst.
Boisterous man: Morgan—unknown

Ecology
Langlois—her course

Physics
Robinson—take biology

Hist of US
Nordin-Dennin’s course

Ingram—dry

Intro. to Pol. Sci.
News—good, a lot of cancelled classes

Field—read a lot of books

Hist. of West Civ.
Nordin-Dennin’s knows best

Easley—take a bell of a lot of notes

Price. of Soc.
Mansella—women Lib. many charivannis stay away

Cultural Anthropology
Masella—study man, she doesn’t like it

Hist. of Mod. Africa
Baby—history, think Hard test, no breaks

News—knows his materials

Hist. of Amer. Modern
Nordin-good course, could be interesting

Amer. Gov.
Paler’s—good but...take something else

Comp. Gov.
News—knows more about course

Easley—Writing’s Cramp, bad tests

Public 7
Major. Pol. Traditions
Palmer—good but...

Criminology

Short. Theory
Carley—take someone else

Benjamin—best choice

Lokower—easy

O’Connell—out for the students

Short. Theory (filmon)
McLaughlin—good luck

Short. Review
Cote-Take Pelkey

Peleky—nice person

Intro to Dietation
Carley—good luck

Type 1
Health—are as pie

Silk?
Rafferty—good lady and expects a lot

Office Mgr. Lab
Pelkey—friendly, but tough

Forces unknown

O’Connell—really biff

Of Lab.
Of. Adm.

Legal Of. Adm
Bernstein—faithful lady

McLaughlin—really to Medical Office Adm

Carey—only choice—good luck

Of. Mach. Lab 11

Lokower—saves as Machines 11

Dietation—Tues.
80wpm Carey—simple easy grade
100 wpm Bernstein-AQR

Lokower—easy

Pelkey—ask for help

120 wpm McLaughlin—don’t take him if at all possible
140 wpm O’Connell-fair, not outstanding

Type 111

Typ. 1V
Rafferty—good lady but a lot of work

Needs a man who we think is...
In 1969, Bryant College initiated a Graduate Program in Business offering a Masters of Business Administration Degree, in the evening, primarily for persons who were working days.

The program began with 69 students. It was quickly evident, however, that the program had a strong appeal, because the program has grown very quickly. The first four degree graduates attained their MBA degrees in 1971, 29 received their MBA degrees in 1972 and 53 graduate students should receive their MBA degrees in 1973.

For the Spring Semester there are more than 300 students enrolled in the MBA programs on campus, at Raytheon in Portsmouth and with the Navy in Newport.

Only degree candidates are admitted to the program, but if a student already holds an MBA degree, whether from Bryant or some other school, he can take courses as a special student. Also students enrolled in MBA programs at other universities with the authorization of their schools, they can take courses at Bryant.

The MBA Degree has grown in importance with the passing years. It has become the business community which has decided that potential managers should have the MBA Degree.

As the program grows in experience and in participation, it is anticipated that additional concentrations must be created to complement the present two concentrations in Management and Accounting.

MARKETING IS...

by Thomas C. Kasprzak

The faculty members of the Marketing Department have scheduled the following times to assist students in Pre-Registration course selection:

- Mr. George Bales: Tuesday from 1-4, Office No. 313
- Dr. James Gould: Thursday from 9-10, Office No. 313
- Mr. Paul McKillop: Monday from 10-12, Office No. 326
- Mr. Steven Soulos: Wednesday from 10-12, Office No. 31
- Mr. Gerald Sussman: Tuesday from 1-4, Office No. 326

There will be a general meeting of the Bryant College American Marketing Association on Tuesday, April 3, at 12 noon, in Room 243.

- Is the Product manager system in trouble?

Both the Grocery Products Group of Purex Corp. and the Pepsi-Cola Div. of Pepsi Co., Inc., have scrapped their product lines. The companies are considering the same action, and this month the Federal Trade Commission announced a new report that points out the pressures that are forcing the reappraisal—namely, consumerism, ecological concern, government regulation, and other local and national forces that are difficult to accommodate with a product manager system geared to total market share and volume.

The two Purex and PepsiCo operations have shifted from product managers to a functional organization. Rather than specializing by product, their managers now specialize by job—for instance, advertising, trade promotion, market research, and so on.

John Howard, professor of marketing at Columbia University and a co-author of the FTC report, notes that the product manager is not responsive to local or special needs, it is only because the system is not structured properly. "You need to build in some incentive," he says. "Perhaps the product manager should be judged less on sales and market share and more on profits. At any rate, we may need some new thinking.

When salesmen want to phone in orders or check inventory levels with a voice-response system at the headquarters, they cannot settle for a slow of numbers. Now, an executive at Purex, who has developed a device that talks back, using a 10,000-phrase vocabulary, rather than numbers. The first software package is being targeted for a parts wholesaler.

Red Owl Stores in the Minneapolis, St. Paul area have found one way to beat the high ground beef with 22% Bonita, a high protein soybean additive from General Mills, Inc., and selling it for 20 cents less per lb. If the test works, the company will move Bonita into other cities.

MBA HIGHLIGHTS

by Dean Lebovitz

STUDENT EMPLOYMENT

The student employment information appearing below is a summary of all part-time jobs phoners, faculty, staff, Office and the Placement Office in the last month. This is an effort by the Student Employment coordinator to aid students in finding employment thru the easy accessibility provided by the weekely publication of THE ARCHWAY. Also, the jobs presented herein shouldcri be filled quickly providing for a more effective employment service.

Ballet Lecture To Be Presented

On Friday, April 13, at 12:00 Noon, a lecture-demonstration on classical ballet will be presented in the Rotunda.

The lecture-demonstration will be performed by Herci and Myles Marson, Founders and Directors of the Brae Crest School of Classical Ballet in Lincoln, Rhode Island. Brae Crest is the home of the Rhode Island State Ballet.

The purpose of the lecture-demonstration is to introduce ballet to our students and to encourage those interested to sign up for classes next Fall. If there is sufficient interest, the classes will be held in the exercise room in the gymnasium.

Although formal arrangements have not been made, it is hoped that a Karate lecture-demonstration will take place in the Spring Semester.

Bill Gregory, Black Belt Karate expert and director of his own Karate School in Smithfield will conduct this lecture-demonstration.

If there is sufficient student interest, Karate classes will also be scheduled for the Fall semester.

There is also the possibility that a competitive Karate Team will be formed.

These programs are being sponsored by the Student Affairs Office.

Ballet Lecture To Be Presented

On Friday, April 13, at 12:00 Noon, a lecture-demonstration on classical ballet will be presented in the Rotunda.

The lecture-demonstration will be performed by Herci and Myles Marson, Founders and Directors of the Brae Crest School of Classical Ballet in Lincoln, Rhode Island. Brae Crest is the home of the Rhode Island State Ballet.

The purpose of the lecture-demonstration is to introduce ballet to our students and to encourage those interested to sign up for classes next Fall. If there is sufficient interest, the classes will be held in the exercise room in the gymnasium.

Although formal arrangements have not been made, it is hoped that a Karate lecture-demonstration will take place in the Spring Semester.

Bill Gregory, Black Belt Karate expert and director of his own Karate School in Smithfield will conduct this lecture-demonstration.

If there is sufficient student interest, Karate classes will also be scheduled for the Fall semester.

There is also the possibility that a competitive Karate Team will be formed.

These programs are being sponsored by the Student Affairs Office.
HOw Much Had Been Won?

All of a sudden it's spring. By now everyone knows of the tragedy Providence College recently suffered in its game with Memphis State. Because of Marvin Barnes' injury, P.C.S. attack fell apart; but would a victory have prevailed even with Barnes healthy? Nobody will ever know. Contrary to most public opinion, PC was not in complete domination. As a matter of fact, when Marvin did fall, the Friars were only up by six points. Memphis State had the basketball. If the Tigers had scored on their next offensive attack, the margin would have been decreased to four-not exactly exhibiting the projection of a rout for Providence. Actually, from this corner it was just as well. Because of his injury, Marvin will most likely stay another year at PC to assure pro scouts that he can still play to his full potential. If Marvin and Ken Slack return, balanced with the acquisition of Ritchie Santos from RICJ, Providence may be able to redeem itself. More likely than not, PC will be more than just a respectable basketball team next year; but I find it hard to believe that any team will be able to best UCLA. When will the dominance end? Well, if Walton and Coach Wooden both leave the college ranks after next season, maybe the picture will change—but let's not bet on it. If Providence can begin to draw talent because of the advantage of additional publicity contributed mainly by the new Civic Center, then a dynasty of respectable teams may be in the making. On the other hand, if the recruiting of the college team falls only an average team will exist.

Well, without further ado, since spring is upon us everyone knows that play-off time is here. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.

In the West, Milwaukee will have hardly any trouble beating Golden State if Kareem Abdul keeps his mind on basketball. In the Laker series, look for a toss up. This year may be their year. In basketball, I must stay with the Celtics. It is quite conceivable that their first-round opponent Atlanta may not last more than the minimum amount of games required for elimination. Since the Knicks must face the rejuvenated Bullets, anything can happen; but bet on one thing—the Celtics will beat the winner no matter who it is.
At last the season has drawn to a close for the Bryant Swim Team. Bryant swimming's inaugural team must be congratulated for a truly courageous team. Led by the talents of Coach Gerald Susanan, the team finished with a 1-2 dual meet record with its 79-32 loss to the University of Rhode Island last Tuesday night. The Indians did not manage any multi-place finishes in the meet, but they did move a few second place finishes.

Of course, the Bryant swimmer leading the Indians' attack was the one and only John Johnston. Without a doubt, John has been Bryant's most consistent swimmer this year. If there was a Most Valuable Player Award, the Wilmington, Delaware sophomore would win the award hands down. John Johnston met more challenges than most. Led by the courageous team. John finished second in both events. Art, who swimmmer leading the Indians' attack was the one and only John as his only other loss came at the conference championships. Without a doubt, John would win the award hands congrated for a truly courageous team. John finished second in the Wilmingto n, has been Bryant's most consistent specialist, added a but they did rescue a few second place finishes.

However, Johnston was not second place performances from Mark Rafferty and John Copley. Copley was successful in completing another leg in his quest to compete on an even heel with some of the best back strokeers in New England. "Johnny C" captured a second against extremely tough odds. Copley's time was a combined 2:46.4 for the 200-yard breast, but the time was a little bit slower than last week's performance versus Boston College. Mark Rafferty also continued to pick up valuable points for the Indian cause with his second-place finish in the 200-yard butterfly. Mark toured the URI pool in 2:25.3 which was good for second place. Other notable performances were turned in by Jim Smith, Craig Bogar, and Jim O'Brien. Jim Smith, the Indians' 50-yard man has been in and out of the Bryant lineup due to injuries. On Tuesday, Jim forgot about his troubles. He promptly gave Bryant another third-place finish in the 100-yard freestyle. Craig Bogart, a late-comer to the Indians' fold, has been most successful in the meets that he has competed in. Craig had a

8 - Track Stereo Tapes or Pre-Recorded Stereo Cassette Only $1.98 ea.
Lenten Masses will be held Mon. thru Fri. at 2 p.m. in Meeting Rm. C 351

Lauren V..
Rolling the hoop just isn't much
Come and see
"Stash"
Country Comfort Friday Saturday at 9:00 p.m.

"Johnny C"
Pre-recorded 3:04.3 and a fourth in the 200-yard breaststroke. "Tom O'Brien finished two places behind Art Burrows in the 200-yard breast stroke with a time of 3:04.9.

There have been many times this season when Bryant swimmers have not been rewarded for their efforts. One such swimmer is Armand Famiglietti. Armand has given the 1000 and 500-yard freestyle events much effort this year without much results. Armand should be congratulated for his tenacity and drive; and maybe future meets will tell different tales.

On the whole, it has been a gratifying season for Coach Susanan and his team. The relatively young team has much swimming ahead of it and next year the swim team gains varsity status. I would like to personally congratulate the entire team for their desire to compete under many adverse conditions. Also, Coach Gerald Susanan must be commended for his help and direction throughout the season. Mark O'Brien is looking forward to be with his team. Once again, congratulations to all on a first-rate season, and may next year's first varsity season be even more successful.

From The Grandstand

With both the pro basketball and hockey seasons coming to a close, it is time to give their respective playoffs some ink. This year's playoffs pose to be the best in years. In the National Hockey League's Stanley Cup Playoffs, possible matchups between Boston and Montreal, New York and Montreal, St. Louis and Chicago, Minnesota and Montreal and Chicago. New York and Montreal would win much interest. The NBA's playoffs may also provide much excitement for its fans. Possible post season matchups could be New York and Boston, Los Angeles and the Bucks, Chicago and the Lakers, and the Celtics and the Knicks. Regardless of the possible excitement that both playoffs will probably generate, there are points that seem to dilute its intended good.

One gripe many sports fans seem to hold is the playoffs' longevity. If one examines this complaint closely, the point is well-taken. For instance, by the time the playoffs do come, teams have completed a month of its season. Both leagues would have completed a staggering fourteen playoff series, as fans must make a decision on what sport to watch or listen to. In other words, money has exceeded sports' welfare.

Yes, money seems to be the playoff's biggest offender. Money is the reason for long playoff series. For instance, it might be to the pro's advantage to lengthen a given series. The longer the series, the more money to the owner and the league, and more money to the pro athlete at contract time. Hopefully, I am wrong on such a rash judgment.

The playoffs also encourage team "fat catting." With the National Basketball Association having two playoff positions in each division and the National Hockey League having four positions in each division, it is sometimes easy for a team to sit back during the regular season. Classical examples of possible 'team fat catting' would be the Los Angeles, the New York Rangers, and the Boston Celtics. The New York Knicks (the last few weeks of this season), and the Golden State Warriors in the NBA. The NHL. Of course, teams won't blame these teams for getting into A-1 shape for the playoffs, but the regular season tends to lose some of its sparkle with the playoffs just coming.

There are probably other bugs that the playoffs have acquired over the years; but in the end, it will be the fans who will decide whether such nonsense continue. Today, people claim sports fans will still be in attendance regardless of the fact. Regardless of the possibility that both playoffs will probably generate, there are points that seem to dilute its intended good.

In the NBA East, I still believe the New York Knicks have all the elements of a championship team. Both the Boston Celtics and the Lakers should complete the first round, but Baltimore or Atlanta may surprise us. In the Knicks' case, I am thinking of the Baltimore upset of two years ago. I believe the Eastern Championship series will be extremely close. The series will probably go seven games, but it will be Jerry Lucas and Paul Richards who will lead the first-place finishers.

In the NBA West, fans will probably see a repeat of the last two seasons. Rick Barry has added a lot of power to the Golden State attack, but Johnson and Co. will still prevail. Chicago is still as tough as ever; unfortunately, they do not have a Chamberlain or a bench to take Lakers. Of course, there have been surprises before; and the chances are reasonable. The other teams or the Bulls. In the Championship Series, the Lakers will be going to the finals two years in a row! Will Chamberlain would like to prove that last year's championship was no fluke.

The playoffs also encourage team "fat catting." With the National Basketball Association having two playoff positions in each division, it is sometimes easy for a team to sit back during the regular season. Classical examples of possible 'team fat catting' would be the Los Angeles, the New York Rangers, and the Boston Celtics. The New York Knicks (the last few weeks of this season), and the Golden State Warriors in the NBA. Of course, teams won't blame these teams for getting into A-1 shape for the playoffs, but the regular season tends to lose some of its sparkle with the playoffs just coming.

In the finals, Willis Reed will make New York fans forget last year's Lakers' dominance. Jerry Lucas killed the Lakers in the first game last year, but the heart of the. Reed played Will more than even when the Knicks beat LA in the finals three years ago; he might well do it again. The Knicks should also win both the battle of the benches. The Lakers benchwarmers are just getting over injuries, whereas the Knicks' bench has been healthy all season.

After all the preliminary series are over, either the Boston Bruins or the New York Rangers will be facing the Montreal Canadians in the Finals of the Stanley Cup. No doubt, Montreal will be the team to beat. They have the finest all-around team, and their record attests to the fact. Regardless of the power and the might that the Canadians possess, the Rangers or the Bruins will prevail in the end. If both teams hit and play solid defense, the Flying Frenchmen will find themselves trying to crack a brick wall.

SUNDAY AFTERNOON TRAVELS "73" at the GREENVILLE PUBLIC LIBRARY
April 8 A Visit to Spain and Majorca Miss C. Lislitte Wagner
April 29 A Camera Safari in East Africa Dr. Edmund Billings

Sundays 11:00 a.m. Refreshments

Apartments unfurnished. Rear of Bryant about a mile, Stillwater Road opposite Lister Mill. Stove, refrigerator, heat included. Available June. 3-room + efficiency, from $155 to $175. Call P. Tortoroli mornings at 336-7477
Phi Sigma Nu and Beta Sigma Omicron

PRESENT SPRING FESTIVAL '73

April 5th, Thursday evening
"Beat The Clock"
8:00 P.M.
Admission 50¢

All events at Bryant College Rotunda

April 6th, Friday
"Purple Jesus Punch Party"
Live Band
Featuring "Patton"
Admission $2.00
8:00 P.M.
FREE
All you can drink
FREE

April 7th, Saturday
12 noon
"Fraternity - Sorority and Independent Arm Wrestling"
Admission 50¢
Beer will be served

Next week Phi Sigma Nu, in conjunction with Beta Sigma Omicron, will be holding a new and innovative "Spring Festival."

One of the unique features of the festival will be the "Big Screw Contest." Students are urged to cast their votes next week in the Rotunda for the teacher whom they think deserves the award.

Other features of Phi Sigma Nu's Festival will be held from April 5-7 in the Rotunda. On Thursday, April 5, at 8 p.m., "Beat the Clock" will be presented. Nine teams of candidates will compete for first, second, and third place trophies.

On Friday, April 6 at 8 p.m., a live band, "Patton" will kick off a PURPLE JESUS PUNCH PARTY. Admission is 82 per person for all you can drink! On Saturday, April 7 at 12 Noon in Room 286 there will be a Fraternity, Sorority and Independent Arm Wrestling Team Competition. Independents wishing to enter should contact Brian Lombardo—Dorm 2, Room 311–321–3394 or any brother of Phi Sigma Nu.

This "Spring Festival" should prove to be one of the highlights of the spring semester.