Society to Require Honesty in Advertising

by Louis H. Fitzgerald

"Campaign" is the overall term for advertising as explained by Mr. Louis H. Fitzgerald, President of the Fitzgerald Tools & Co., and advertising teacher at Providence College.

Appearing this past Tuesday as the Marketing Department's guest speaker, Mr. Fitzgerald emphasized the growing boon of the advertising field. Twenty to Twenty-five billion dollars are being spent on advertising yearly—roughly $2 billion per month on this communication process. The purpose of communication is to inform the consumer why he should buy a particular product, this to be done by the avoidance of involved terminology through the use of clear, direct language. Advertising is the "umbrella term" for this process—the vehicle used is either an idea to purchase a product or utilize a service. According to Mr. Fitzgerald, it is "propaganda in its highest form."

The P.C. advertising teacher briefly explained how the field of advertising has readily progressed and how society has grown to accept, because of the rise in consumerism, advertising has a responsibility to live up to. "Society has a right to expect what is advertised."

In Mr. Fitzgerald's words, "any advertising that is not honest and sincere has no place in today's society.

Hold-up Man Surrenders as Crime Wave Persists

by Don Aderhold

One of the suspects wanted by Smithfield Police in connection with the robbery of two Bryant College students last week turned himself in at the Smithfield police station on Tuesday. Edward Fullen, Jr. was charged with armed robbery, two counts of assault with a dangerous weapon, two counts of larceny, using a pistol while committing a crime of violence, and entering a dwelling to commit robbery.

He was arraigned at District court and trial was set for April 2. He was released on $500 cash.

Ferguson to Represent Bryant at Estate Conference

Bryant College, Smithfield, R.I., will be represented at the 48th Annual Spring Conference of the Eastern States Association for Teacher Education at the Hotel Commodore, New York City, March 15-17, 1973.

Frank Flore of Atticeboro, Massachusetts; and Linda Mantis of Burlington, Massachusetts, will be student representatives from Bryant. They are both teacher education students. Faculty representative will be Professor of Accounting at Bryant College, Mr. Ferguson is Vice President of the ESTATE for 1973-74 and is also a member of the Executive Planning Board of the organization.

Three delegates from Bryant will also serve on the Registration Committee for this year's conference.

This 48th Annual Spring Conference has as its theme: "The Job Market: Are You Ready for the Real World?"

Bryant News Bureau Wins Award For Excellence

One of the three top "Awards for Excellence in 1973" went to Bryant College, Smithfield, R.I., today at the Joint Annual Conference of the New England and Middle Atlantic States Districts of the American College Public Relations Association (ACPRA) being held in New York City this week and attended by 300 college public relations officers at the Hotel Biltmore.

Bryant was honored for its College News Program, specifically for collective impact of the news coverage, press and broadcasting media, of the dedication of the new Bryant campus in Smithfield. The award was presented to Mr. Gertrude Mitchell Hochberg, Director of Public Information and Publications.

The presentation, which won the award, was cited for the scope and quality of the news releases used in the local, state and national press, and in broadcasting media, also for the internal publications including the college newspaper, alumni bulletin, parents' bulletins, feature articles and other publications. Especially mentioned was the JOURNAL supplement "Salute to Bryant," a 20-page supplement containing the history, description of the new buildings, assessment and progress report of the College. It was noted that all the college "publicists" were successfully contacted by this event—students, parents, alumni, the immediate Smithfield community, the larger Rhode Island community, the Commonwealth of education, the business community, religious groups and the general public in a public relations endeavor that brought some 25,000 people to visit the College.

The award for College Development went to Wesleyan University in Middletown, Conn. The winner was Churchill, Director of Public Information and Publications, specifically the College Catalog, and for "The Diebold."

Bryant's other committee member present at the conference was Art Holberg, Director of Broadcasting.

The award for College Communications went to SMU in Dallas, Tex.

The award for College Dedication proceedings went to Bryant for its dedication proceedings.

The award for College Development went to Wesleyan University in Middletown, Conn. The winner was Churchill, Director of Public Information and Publications, specifically the College Catalog, and for "The Diebold."

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Dopeleau and Stewart All Conference

by Michael Kata

N.A.I.A. District 32 "Coach of the Year," Tom Follard with All Conference forwards Bruce Stewart (34) and Ray Dopeleau (22).

Bryant co-captains Bruce Stewart and Ray Dopeleau were selected to the All Naismith Conference first team by the Conference coaches last Monday afternoon. Dopeleau, along with making the All Conference Team for the second year in a row was also the unanimous choice for the conference's "Most Valuable Player Award. The 6'4" forward from Holyoke, Mass., averaged 25 points in the ten conference games. For Bruce who is a native of Naismith Conference while also being the top marksman with .547 shooting percentage from the field, he scored 214 points in the conference this season.

Joining Dopeleau on the first team is his teammate and Bryant's other co-captain Bruce Stewart, Bruce, who played both forward and guard this year averaged over seventeen points in the ten conference games. For Bruce who is a native of N.A.I.A. District 32 "Coach of the Year," Tom Follard with All Conference forwards Bruce Stewart (34) and Ray Dopeleau (22).

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Bryant Distance Runners Continue At Record Pace
by Mr. Reinhardt

Bryant students continue to reflect well in track meets over the last few months. In the most recent meet, the men’s team took second place behind Tufts.

The men’s team is led by Captain Dave Collins, who has been running for the last two years. The team consists of over 20 members, with the majority being seniors. The team practices four times a week, with two practices on the track and two runs off campus.

The team’s next meet is scheduled for next month, and the men are looking forward to a strong performance.

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Jewish Community Ignored
Dear Dr. Manion:

I am writing to express my concern about the Jewish Holy Days being overlooked by Bryant.

In my experience, the Jewish community is represented through the Jewish Community Center, which is located in the city. However, I feel that Bryant should also recognize these days as important to the Jewish community.

I have spoken to several students about this issue, and many feel that their religious beliefs are not being respected.

I would like to suggest that the university consider hosting an event to celebrate these days, such as a kosher meal or a lecture on Jewish culture.

Sincerely,
Alan D. Olinsky

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Theatre Review

One Flew Over The Cuckoo's Nest
by David T. Pandozzi

They are fogging it in again, Papa," ten years later at the Charles Playhouse in Boston. "One Flew Over the Cuckoo's Nest" is finally a success after bombing ten years ago with Kirk Douglas. It is now one of the longest-running plays in the nation with productions in San Francisco, Philadelphia, New York, and Boston.

The reaction to Cuckoo's Nest in 1963 was that of shock, anger, and disbelief. Could it be that a play concerning itself with the themes of electric shock treatment and lobotomies in an insane asylum, giving you a sympathetic man with the amiable character and a loud, brash work-form inmate as her opposition, would shock people enough to cut the throat of a play starring such noted actors as Ed Ames and Kirk Douglas? Yes, and the play was doomed to failure. But that was in 1963, and ten years later, Jahr's 'Cuckoo's Nest' seems to be having the same success that it had when it opened.

Taking my seat, I immediately felt the sterility and stiffness of an asylum. Shortly after there was blackness! It was accompanied by the empty feeling while waiting for something to happen—anything. The shock of an explosion and then the appearance of a huge figure of a man, Chief Bromden, who began to speak to "Papa." His marathon speech was a harrowing scene through the mind of the present "Papa."

Norma Bates, with her clipboard and wicker bag in hand, enters and begins her daily process of manipulating her puppets—all of which would be truly funny only if the puppets didn't happen to be real people. All three keep their mother's order up until a shouting and a bursting door opens to reveal the boisterous, brawling, fun-loving rebel Randle McMurphy, the inmate's ultimate threat. From gambling in the day-room, pooling for television time, throwing a therapeutic carousing, to facing electric shock therapy, pre-frontal lobotomy and possible death; our rebel McMurphy pursues his goal with determined forcefulness.

All character interpretations are amazingly real and portrayals are both hilarious and saddening. In rehearsing for this play, the entire cast spent time at an institution to study character development. The play, adapted from the Kent Kesey novel of the same name, is being considered for film rights. With the book a best seller and Dr. Beller's classes are presently reading the novel as part of their required reading for their course. As there may be extra seats available, anyone wishing to attend the performances is advised to follow the appeal process.

Several students in various literature classes this semester are planning to attend the play on March 26 in Boston. Dr. Fishman's and Dr. Beller's classes are generally on a first-come-first-serve basis. It is quite apparent that many students are eager to see this play and are willing to make arrangements to attend. If you are interested in seeing this play, please plan to attend.

The Radio Club meets Tuesday afternoons in the Radio Room located adjacent to the game room. All members and those interested in becoming members are urged to attend.

The Student Academic Guidance Committee shall hold hearings to insure that academic standards are maintained. You must have a 2.0 GPA to be considered for VISTA.

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Notices

Mrs. Martin Reader and Advisor
Help on all Problems of Life, Love, Business and Marriage. She has succeeded in spending the nation's money.

DON'T RATHER SEE HER MRS. MARTIN

Office in the Student Union, 1206 Hartford Ave. Johnston, R.I. 272-5332

Open from 9 a.m. till 9 p.m.
No appointment needed, fill in request. A number will be given you.

The Archway

Page 2
By Lawrence Pollock,
Board of Directors Elected

On February 26, 1973, the Bryant College Accounting Association passed by-laws, therefore making them a formal and professional association. In accordance with these by-laws, a Board of Directors was elected. The Board consists of the four officers (president, vice president, treasurer, and secretary), and two other members of the association. The elected Board of Directors for the Spring Semester, 1973 is:

President—Kenneth Lillisbeck-Yorktown, NY
Vice President—John Thielke-Glenwood, NJ
Treasurer—Robert Beattie-Fairlaw, NY
Secretary—Rhonda Hass-Fort Edward, NY

Director—David Weinhurger-Marlboro, MA
Director-Thomas Walden—Greenfield, RI

This Board will meet on April 2, 1973.

ATTENTION ASSOCIATION MEMBERS: Due to the fact that Professor Michael Filippelli was absent on Monday, March 12, his lecture has been rescheduled for Monday, March 26, 1973, in Room C267 at 3 p.m. All members must attend and vote. Elections of the Association 1973 is:

and law.

Forty additional hours have been included to provide in-depth coverage in related mathematics, statistics, computer applications and law.

Theoretical and practice sessions will start May 29, 1973. Auditing will be taught beginning July 14, and the law section on September 16, 1973.

Participates may enroll in individual sections or in the entire program. Enrollment will be limited to 40 participants per class section.

C.P.A. tests will be given November 7-9, 1973.

Applications for this course are required to have a minimum of a baccalaureate degree with a major in accounting or a substantial equivalency of a major in accounting as determined by the Rhode Island State Board of Accounting.

Information and registration material may be obtained by writing to Mr. Timothy P. Cartwright, Director of the Evening Division, Bryant College, Smithfield, RI 02917, or by telephoning 231-1200, Extension 206.

NOTICE TO STUDENTS

Anyone wishing to correspond with the Accounting Association may write to: Bryant College Accounting Association, Room 2283, Bryant College, Smithfield, RI 02917.

2nd Annual C.P.A. Review
To Be Held At Bryant

Bryant College, Smithfield, RI, announced plans for its second annual C.P.A. Review Course for public accountants and other members of the accounting field. The program is under the direction of Mr. Michael Filippelli, Chairman of the Accounting Department. It is scheduled to start on May 29 and run through October 27, 1973, from 8 a.m. on Tuesdays and Thursdays and from 8:30 a.m. to 12:30 p.m. on Saturdays. The Courses will cover accounting theory and practice, auditing, and law.

Statistical analysis and computer applications will be among the various topics of discussion. Forty additional hours have been included to provide in-depth coverage in related mathematics, statistics, computer applications and law.

Pre-Registration for Work Schedules

As in the past, preferred time will be given to those students who need to prepare a special schedule in order to meet the requirements of employment. A letter will be required that meets the following conditions:

1. Be an official stationary or bear the official insignia of a business concern.

2. Contain the name and address of the student, his classification number, and his Social Security number.

3. Specify the exact times of passion of employment.

4. List the name of the immediate supervisor, his employment address and telephone number so that verification of employment may be obtained.

THE ABOVE LETTER MUST BE MAILED BY THE EMPLOYER NOT LATER THAN MARCH 30 TO:
REGISTRAR'S OFFICE, Bryant College, Smithfield, RI 02917.

The letters will be reviewed and the completed letter will then be the basis for a list of persons who may be registered at privileged times. The list will be posted in the Registrar's office. It will be the duty of the applicant to see that he qualifies. Special cards will be available at pre-registration to confirm the above.

Pre-registration shall be according to classification numbers and month of birth, with those who have been authenticated allowed to register at the beginning of each number group.

NO LETTERS WILL BE ACCEPTED AT THE DOOR.

Schedules which do not meet the times specified in the letter will be cancelled and the student duly notified to prepare another. Any student who is found to have submitted a fraudulent letter will be required to register on the final day of pre-registration.

Changes can be made in the above schedules WITHOUT penalty between April 24 and August 16.

Pre-Registration Varsity Sports Schedule:

1. The privilege of special registration is extended to members of varsity sports.

2. A separate list for each fall sport bearing the names, classification numbers, and Social Security numbers of the members and signed by the coach, shall be mailed to the Registrar's office no later than March 30, 1973.

3. Pre-registration shall be according to classification numbers and month of birth. The period for those who have been authenticated allowed to register at the beginning of each number group.
Intersession And Summer Session, 1973

APPLICATION PROCEDURE (Beginning March 26, 1973)

1. Obtain an application at the counter in the Registrar's Office--Room C335.
2. Bring application and full payment to the Business Office--Room C301.
3. File the application, bearing the Bureau's stamp of approval, in the Registrar's Office with Mr. Alberg who will approve the course selection and prepare an admissions card.
4. These admission cards will be filed separately and will be handed to the students on Registration Day.
5. A. Registration will take place in the upper level of the Rotunda at the following times:
   - INTERSESSION: June 4 at 8:00 a.m.
   - SUMMER SESSION: June 25
5. B. Books will be available in the College Store.
6. Admission cards will be collected by the instructor on the first day of class. Class lists will be prepared from these cards.
7. A. The final date for dropping a course without academic penalty is:
   - INTERSESSION: June 6
   - SUMMER SESSION: June 27
7. B. Students should notify Mr. Alberg's office of intent to drop a course. This information will be forwarded to the Business Office.
8. Grade reports will be completed in class, using the same procedures as in the regular fall and spring semesters.
9. Evaluation criteria and other course requirements will be announced by the instructor in the individual class.
10. The attendance policy as formulated by the faculty will be in effect. Non-matriculating students will be classified as A.O. (1) or E.D. (2) and are subject to the same regulations as freshmen. Where applicable, the maximum number of absences has been set at four.
11. Tuition is $75 per course. (A double course is $150). There is a $10 late application fee and a $10 change-of-course fee. The change-of-course fee is in effect after application has been prepared.
12. Dormitory rooms are available. All meals will be on a cash basis.
13. Courses with insufficient enrollment are subject to cancellation. In this case, 100% of all fees will be refunded.
14. Veterans are reminded to file for benefits in the Registrar's Office.

CLASS LISTS ARE AVAILABLE IN THE REGISTRAR'S OFFICE

RAZOR CUTTING  
LAYER CUTTING  
HAIR STYLING  
STRETCH WIGS

231-1224
371 PUTNAM PIKE (rte 44) SMITHFIELD, R.I.

MONDAY-MONDAY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY MONEY

The Ledger Is Coming

The Archway

Otto Grace

231-1466

219 Farnum Pike  a fine mechanic

Squire's

HAIRCUTTING FOR MEN

115 Waterman Street, Providence, R.I. Phone 627-1433