Varsity, Jayvee Sweep-State Title In Fast Year

Science Groups Plan Exhibit March 13, 14

The Jordan-Hamilton science faculty and the Lawrence Chemistry Department released the schedule for the 1965-1966 Science Groups exhibit to be held in Physics 101 on March 13 and 14. The exhibit will include displays and experiments in the fields of physical and biological sciences.

U. Of Life Program Is Now Under Way

Sponsored by the Leominster and Lewiston Central Churches, the University Life program will begin next fall. The program includes talks on religious topics, athletic activities, and social events.

Married Set Plans Ball And Chain

Friday night, February 21, the married set will hold its annual wedding anniversary party at the Bates gym. The theme will be "Ball and Chain." The event is open to all married men and women.

Calendar

Wednesday, Feb. 25—Physical Education Association at Bates will hold its annual meeting in Memorial Chapel. The meeting will begin at 3:15 p.m. and end by 4:15 p.m.

Thursday, Feb. 26—Debate Council Freshman Debate, Little Theatre, 7-10:45 p.m.

Friday, Feb. 26—Military Band at Bates will hold its annual concert in Memorial Chapel.

Saturday, Mar. 1—State of Maine... no further information provided.

Monday, Mar. 2—Bluff Coffee for Juniors and Seniors, Women's Room.

Debate Teams Travel To Vermont Tourney

The Bates debate teams will travel to Vermont to compete in the annual debate tournament. The teams include the Freshman Prize Debate, and several other debate groups.

Organizations Observe PoliticalInterestWeek

Political Interest Week is being observed on campus this week. Talks and discussions will be held on political topics.

U. Of Life Program At Bates

The University Life program will begin on campus this spring. The program includes talks on religious topics, athletic activities, and social events.

Music Groups Round Out Plans For Pops

Plans are now complete for the Pops Concert, which will be held on Thursday, March 5. The concert will feature the Bates Symphony Orchestra, the Bates College Chorus, and other musical groups.

Henry V Extravaganza Moving This Week

On Wednesday, February 26, and Thursday, February 27, Shakespeare's play "Henry V" will be performed in a double bill with "Julius Caesar." The performances will be held in the campus auditorium.

Review's finds "Bell" Timely Play In 1942

By Prof. Richard Crosby

"The Bell" by John O'Hara is a timely play in the context of the current crisis in the Middle East.

Vivace Band Rehearsal

The Vivace Band will hold a rehearsal on Monday, March 3, at 7:30 p.m. in the music building.

Florida Men and Women Debate

The Florida Men and Women Debate team will travel to Florida to compete in the annual debate tournament.

Freshman Class Plans Come As You Are Party

On Saturday, February 28, the freshman class will hold its annual "Come As You Are" party in the campus auditorium.

First Basketball Title For Ed Petro Team

Turning on a jet propelled offensive in the second half of last night's game, the Bobcats swept into the State title series title in major sports within a year, adding their first basketball and football championships to their football and basketball titles.

Bates-On-The-Air

For today's program a rerun of last night's program will be broadcast. The program will be repeated at 9:00 p.m. and 10:00 p.m. on WGAN and WSAU.

NEWS "THE" PRIDE OF BATES

The article starts with a reference to the pride of Bates in its basketball and football teams, and then goes on to discuss the various activities and events taking place on campus.

NOTICE

The article starts with a notice about a debate team and then goes on to discuss the various activities and events taking place on campus.

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By Dave Tillson

My recent assignment to design an advertising campaign on the concept of "satisfaction" for several national magazines led to a close study of the concept and, in some cases, to a re-examination of the effectiveness of advertising. The study revealed several interesting facts about consumer behavior which may be of interest to advertisers.

First, it was found that the concept of "satisfaction" is not only subjective but also varies greatly from one individual to another. Some people are satisfied with a product simply because it meets their needs, while others may be dissatisfied with it even if it does the job it was designed to do.

Second, it was discovered that the concept of "satisfaction" is often influenced by the way a product is presented to the consumer. A product that is presented as being of high quality and that meets the needs of the consumer will tend to produce a higher level of satisfaction than a product that is presented as being of lower quality.

Third, it was found that the concept of "satisfaction" is closely linked to the concept of "value." A product that is perceived as being of high value will tend to produce a higher level of satisfaction than a product that is perceived as being of lower value.

Fourth, it was discovered that the concept of "satisfaction" is often influenced by the way a product is perceived by the consumer. A product that is perceived as being of high quality and that meets the needs of the consumer will tend to produce a higher level of satisfaction than a product that is perceived as being of lower quality.

Fifth, it was found that the concept of "satisfaction" is closely linked to the concept of "willingness to pay." A product that is perceived as being of high value and that meets the needs of the consumer will tend to produce a higher level of willingness to pay than a product that is perceived as being of lower value.

In conclusion, it can be seen that the concept of "satisfaction" is a complex one that is influenced by a variety of factors. Advertisers who are successful in creating a high level of satisfaction will be more likely to achieve their advertising goals.

---

Barbara Sedgeley

Confidence that John's Done

"What kind of orientation?" the Dean asked. "The longest you've ever had!"

"I can't imagine what's happened," the Dean said. "I've never seen such chaos before."
Bobcats Look Back on Successful Season

Track Team Loses Bowdoin Meet, 68-49

In a most fatal futility in the Cage the Bobcat track team gave an indication that the season is going to be a rough ride for all of them. The meet was a long one and the varying degrees of talent and ability among the boys caused much dissatisfaction among the fans. First week’s scores were primarily for revenge, when Bates won all the other three Maine meets and reigned in a state indoor meet at Lewiston.

High men for Bates were Jack Rasmussen, Nelson Horne, each taking two B’s, storia, in the shot and discus, and Horne in the mile and 400 yd. dash. Mike LaPlante was sent with a true in the broad jump and aces in the high jump. Roger Howard continued on the victory trail with the 40 yard dash. Bill Blanker was first in the broad jump and second in the high jump. Roger Howard was leading the pack by several laps during the 300 high jump.

Bobcats Skiers Win Over Tufts 119-5

A fast moving 119 skiers slid right over the faces Tufts last Saturday with a total of 194 points. Tufts had only 5 points. Coach Bob Obrecht took first place in all the events.

In the downhill events at Bates, Bobcats took 94 points and Tufts 119. Greenlaw was first and Blanker of Tufts tied for second, and the skiers in the order were: Stevens, DuBois (T), Blanker, Wendlandt, Zentilli (B), Blanker, (T), Hanner (T) and Bobcats took 94 points to 54 Tufts.

North Steals Title In Photo Finish

A grumpy North team came through with two quick baskets in the last thirty seconds of play to take the hard fought contest from Tufts. Bill 35 to 29, in a true Frank Mer- rill Bergerfield form was a victory from mid-court by Bill Nott. The fumble at the close of the clock had turned to winning, signifying the beginning of the second half of play.

Both teams moved championship ball on short turns throughout the contest. The change hands frequently — a point and a victory to North at the end the longest event of the two teams. The game was really decided during the final half since North sank 13 of 19 final tries. Where Roger still sunk only a point of twenty.

After Blanker, broad jump and discus, and Horne in the mile and 400 yard dash. Bill Blanker was first in the broad jump and second in the high jump. Roger Howard was leading the pack by several laps during the 300 high jump.

West Parker Leads Girls’ Basketball

The latest reports from girl’s basketball that West Parker, with a crew of top men, is pulling in all other dorms. Wilson is play- ing with five, and their added enthusiasm, it has been announced that all the games will be played from now on all inter-college will be played on Wednesdays, Thursdays and Saturdays at eight and eight.

The girls will run for two more weeks and in this same time the games will be played. It is not yet sure what the order of the games will be, and the one who wins the game will determine the teams. All equal opportunities have been given, and the season will be played through.

The teams are coached by Dick Scott and will show to advantage in his coming the boys have been playing the game with great enthusiasm.

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FRITRE CRAMS
HOT STEWED LOBSTER

57 Elm Street

LOBSTER HAMBURGERS HOT STEWED LOBSTER

11:00 A.M. — 1:00 P.M.

By Gene Zitz

Cosi’s Skis at Maple Hill Under Warm Sun. The latest reports from girl’s basketball that West Parker, with a crew of top men, is pulling in all other dorms. Wilson is play- ing with five, and their added enthusiasm, it has been announced that all the games will be played from now on all inter-college will be played on Wednesdays, Thursdays and Saturdays at eight and eight.

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11:00 A.M. — 1:00 P.M.
Set, Timing, Characterization Add Force To Difficult Theme

(Continued from page one)

vidal manner. To give an adequate and convincing picture, the playwright must be able to

However among the players art

The grapesvine

I wonder

How Compete can find the time

for knitting those socks of his,

How you don't have much about

the Patrick trophy,

What gentleman embarrassed

what could in what FORBIDDEN

gave the best performance of the

courses will be on the senior

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