

ADVERTISERS

THE LAST SECTION of every *Franciscan* is traditionally devoted to advertisers, but they are the initial cycle in its production. Each year, the yearbook must supplement its budget by soliciting advertisements, and this work begins long before the first picture is snapped or the first caption penned.

For their monetary aid we are grateful, but this is not our only reason for including the advertisers as a major section in the 1961 *Franciscan*. In any yearbook, the advertisements appear last, but seldom is their true significance or the reason for their position explained. We feel that this section is both a symbol and an affirmation.

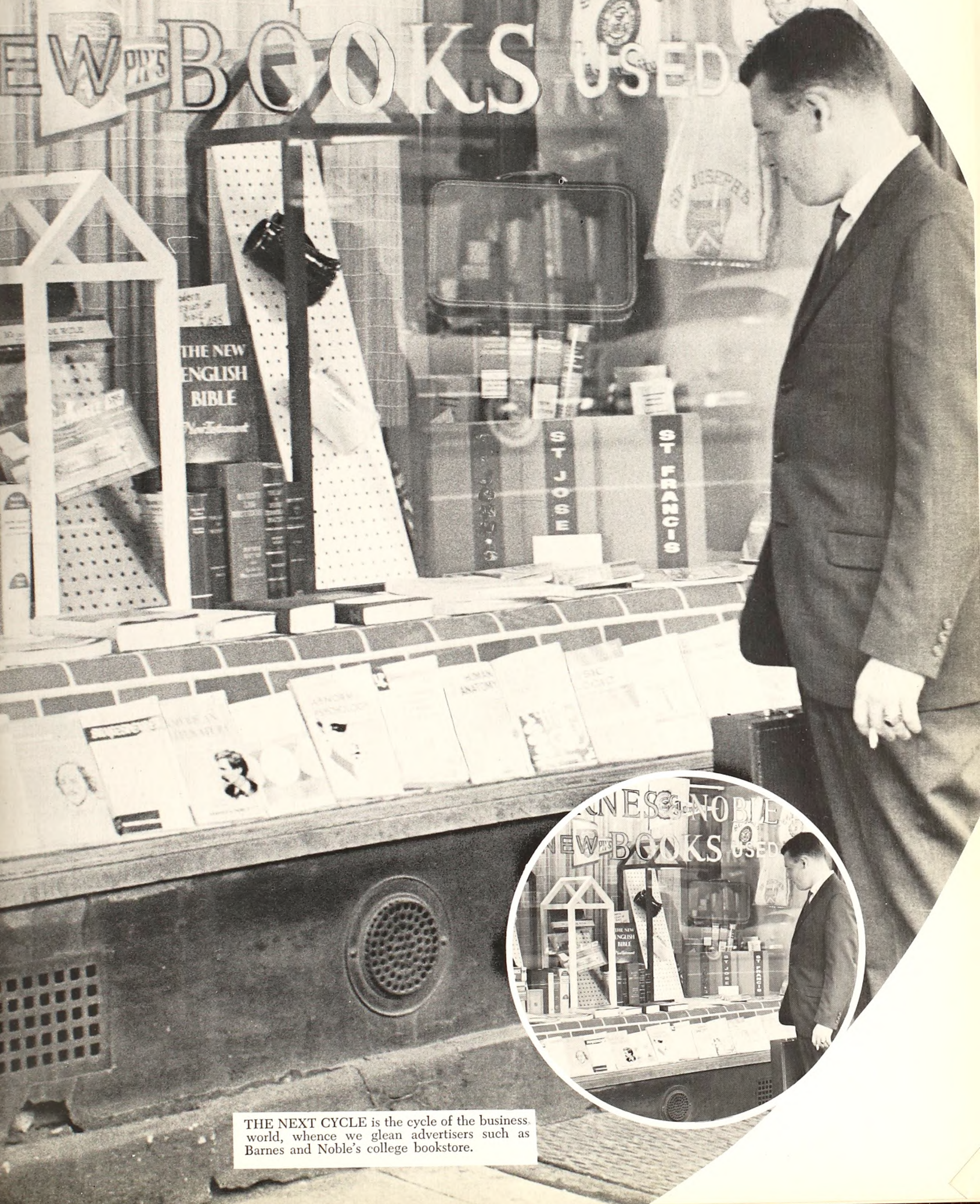
It is a symbol in that it represents the next cycle to which we now progress . . . the cycle of life in the world. Once beyond the academic portals, this is the world in which we must live. These are the people and organizations with and for whom we must plan, work and produce. It is here that the iron of our education must be tempered in the fires of toil and travail to become the steel of our ultimate selves. The diversity of the advertisers prefigures the very diversity of life itself.

The section is an affirmation in that all the individuals and groups herein represented have indicated their approval of the goals and ideals of Franciscan education and their confidence in our ability to utilize what we have learned. Now we must prove we are worthy.

Thus it is that the final section of the 1961 *Franciscan* signifies not an end but a beginning. The back cover does not seal this book because this section opens it to the future. Our cycle has ended . . . and our cycle begins.



BARNES & NOBLE NEW BOOKS USED



THE NEXT CYCLE is the cycle of the business world, whence we glean advertisers such as Barnes and Noble's college bookstore.