BLUE KEY ACCEPTS FIVE

SOCIETY FOR ADVANCEMENT OF MANAGEMENT TO SPONSOR GOVERNMENT AND BUSINESS CONFERENCE

On Monday, March 9, the Babson Institute of Management will sponsor a full day conference concerning "Government and its Regulations," and How They Affect You as a Businessman." Featured at the conference will be the Honorable John A. Volpe, former Governor of Massachusetts, who will speak at Knight Auditorium at 10:30 A.M.

In the afternoon session the governmental viewpoint will be expressed by Mr. John E. Sullivan, President of the National Small Business Administration, who will speak in the Field House on the topic of "What It Means to You." Mr. Sullivan, a former small businessman, will discuss the principles of management and the role of the small business in the economy.

Following Mr. Sullivan, Mr. Dale Stoddard, Associate Counsel of Associated Industries of Massachusetts, will present the businessman's viewpoint from 3 to 4 p.m. In the Field House, Stoddard will discuss the role of government in business and its impact on the economy.

The conference will be held in the Field House of the Babson College campus. Light refreshments will be served. The cost of the conference is $5.00 per person.

THE CONTESTants

CIRCUIT COURT

The Babson Student Bar Association will hold its annual circuit court on Monday, March 9, in the Field House. The circuit court will feature a debate between two teams of students, with the winning team earning a chance to compete in the Massachusetts state circuit court.

THE SPRING BREAK

Soccer season is over for Babson College, but the pitchers and catchers have already begun their spring break preparations. The Babson baseball team is due to depart on March 10 for a 10-day trip to St. Petersburg, Florida, to continue their training and conditioning for the upcoming season.

THE SAPPHIRE BALL

The Babson Student Association will hold its annual Sapphire Ball on Saturday, March 13, at the Babson College campus. The ball will feature a live auction, dinner, and dancing, with all proceeds going to charity.

THE APOLLO PROGRAM

The Babson Student Association will hold its annual Apollo Program on Monday, March 15, in the Field House. The program will feature a panel discussion on the history and future of space exploration, with guest speakers from NASA and private space companies.

THE SPRING BREAK

The Babson Student Association will hold its annual Spring Break trip to St. Petersburg, Florida, on March 10. The trip will feature sightseeing, activities, and some relaxation time.

THE SORORITY FUNDRAISER

The Babson Student Association will hold its annual sorority fundraiser on Friday, March 12, at the Babson College campus. The fundraiser will feature a live auction, dinner, and dancing, with all proceeds going to benefit a local sorority.

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BABSON RADIO STATION - PRO AND CON

ON THE AIR

For a number of years the EXEC, under various other titles, has seen itself as a medium of communication on the Babson campus. Unfortunately, we are finding a certain lack of interest in our efforts, and this tends to leave large time periods (at least a week) when there is no actual output from the EXEC. This year the EXEC was the first news-carrying publication in three weeks.

The recent class presentation undertaking a campaign to establish a radio station on campus, WRRB would seem to indicate a similar change in transmitters instead of the buildings. Anyone with an AM radio receiver would have a complete feed of news and entertainment regardless of his location. By this, the system is similar to those used by many of the larger commercial stations.

The Babson Administration has given WRRB its complete moral support, but no money. Our student government has allowed the station to be set up in the basement of the Louis M. Hicks building, and that the $700 goal can be reached by the end of the term. A small $2 contribution annually is requested from all Babson students, but may be purchased and operations begun. The stations will be maintained through advertisements and such revenue sources as are available. It is not clear whether the students themselves are committed to the project, and the funding raising program is proceeding on schedule. The station's financial needs are not set in stone, and, if necessary, federal funds are raised by the end of the term, and much funds must be raised with the aid of the public to support the radio station. The goal of $700 (a small amount for a station of this sort) has been financed plus $10 per term for necessary equipment.

The conglomerate will be around to see about a contribution. Please consider the many benefits of the proposed station and donate what you can afford. This is something on which we can all benefit, and I am very sure the station will be continued.

The Boston School Boycott

BY MICHEL POYHAE

The boycott is over, but the situation is still unchanged. Last week, Babson students were forced to move the School's radio station, the Public Schools. Two weeks before, they were forced to move the school's radio station, the Public Schools. Two weeks before, they were forced to move the school's radio station, the Public Schools. Two weeks before, they were forced to move the school's radio station, the Public Schools.

On the other side of the table to the School Committee which is able to be called in the Babson community is also in just the same situation. The Babson Administration is also in just the same situation. The Babson Administration is also in just the same situation. The Babson Administration is also in just the same situation.

The plot of this little piece is quite complex. It involves an area of an issue segregations. One team led by Mr. Poyhale is making demands, but they're not too sure what they're asking for. The other side of the table to the School Committee which is able to be called in the Babson community is also in just the same situation. The Babson Administration is also in just the same situation. The Babson Administration is also in just the same situation. The Babson Administration is also in just the same situation.

The Greater Boston Press reviews the situation and addressing this problem... The Great Boston Press reviews the situation and addressing this problem... The Great Boston Press reviews the situation and addressing this problem... The Great Boston Press reviews the situation and addressing this problem...

EDITORIAL FEATURE

WHAT ON EARTH?

What on earth did college students smoke? Did they smoke cigarettes and cokes were born? Did they smoke cigarettes and cokes were born? Did they smoke cigarettes and cokes were born? Did they smoke cigarettes and cokes were born?

The answer is no. In the early 1960s, when the idea of smoking cigarettes became popular, it was discovered that college students were actually smoking tobacco. It was found that college students were actually smoking tobacco. It was found that college students were actually smoking tobacco. It was found that college students were actually smoking tobacco.

In the 1960s, more people were smoking cigarettes than ever before. However, by the 1970s, the number of people smoking cigarettes had started to decrease. This decrease was due to the increase in awareness of the dangers of smoking, as well as the impact of anti-smoking campaigns. The decrease was due to the increase in awareness of the dangers of smoking, as well as the impact of anti-smoking campaigns. The decrease was due to the increase in awareness of the dangers of smoking, as well as the impact of anti-smoking campaigns. The decrease was due to the increase in awareness of the dangers of smoking, as well as the impact of anti-smoking campaigns.

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In recent meetings of the student government, MR. Frank Lawrence has made a decision to purchase funds from the student body for the purchase of a radio station. In his comments at the recent student government meeting, Mr. Lawrence outlined his proposal very briefly. He stated that Babson would be able to receive a radio station for $500. Mr. Lawrence is concerned that the Babson Campus is a lack of meaning and effective communication with the Babson Campus. I would agree that the Babson Campus is a lack of meaning and effective communication with the Babson Campus. I would agree that the Babson Campus is a lack of meaning and effective communication with the Babson Campus. I would agree that the Babson Campus is a lack of meaning and effective communication with the Babson Campus.

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Mr. Lawrence has been given permission to solicit for $500. This is the amount he stated was needed to purchase the necessary equipment for broadcasting in the Spring. In order for him to reach his goal by the next Spring, he must collect approximately $500 from each student at Babson Campus. This is the only way he can reach his goal, and he is hoping that the students are really interested in this project. If they are, you strongly feel that there is an urgent need for good, clear communication devices.

"More outstanding men and women are being found this year on college recruiting, a few days before the first day of school," said the student in the Babson campus. "And the telephone book is full of such stories. But when I look at the recruiting book, I see that Babson must again be the student of the year. According to Edward J. Powers, a former student at the Babson campus, "We are in a difficult situation. But the recruitment competition this year has been more competitive. The year of the young man or woman if he or she has the qualifications. This man or woman, when the recruiting competition should end everything to be offered. For those who aren't too good, it is reversed and they often end up looking for jobs themselves."

Almost every college senior ask the question, "What do I do when the interviewer comes to see me?" Mr. Powers said, "The Babson man should be himself. This is more important since he is dealing with his own future. The man and in the years to come Mr. Lawrence is styled hi, for he can give no guarantee that you will get $700 will be useful for more than one term. At the last term, the student body might be in the habit of seeing nothing but food, clothes, and MR. Lawrence will be left with $700 worth of radio equipment.

In sum, then, what might we have? A radio station that can not hope to notch higher than the dormitories, how many are in such a room at night? About half. Of those, about half are studying, some are watching television, and the remainder are doing various and sundry things, including listening to the radio. I leave very few people to listen to a Babson Radio Station that hopes to influence the Babson community. The Babson campus is in an excellent location. We who live in the dormitory, when we receive on our radio very exciting station, we will think of Babson, for Babson, and we cannot hope to compete with this kind of communication.

Mr. Lawrence hopes to be able to broadcast live sports events here on the campus, I'd rather see him devise a method of attracting more spectators than to listen.

Barry Freedman

Barry Freedman

BARNEY FREEMAN

RECRUITING SHOWDOWN

The Babson School Boycott

THE EXEC

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331

PUBLISHED WEEKLY BY THE SOUTHEAST HOPON PUBLISHING COMPANY
S.A.M. ELECTS NEW OFFICERS

S.A.M. Conference

Thursday, March 25th

Kingly Mansion, Boston

A special session at 8:30 a.m. will feature a discussion of the effect of the current economic situation on the motion picture industry, with Robert O. F. Bishoff as a panel member.

Robert O. F. Bishoff is a partner at Price Waterhouse & Co., in Boston, and is a former member of the National Association of Accountants.

Monday evening at 8:30 p.m. will be a dinner at the Boston featonaal Bank.

Dr. William Carpenter and Dr. Samuel W. Paley of the Boston Medical School will address the gathering.

Mr. Thomas Morris said: "Because of the increase in the cost of living, the in-between these two factors of our economy, we feel that we have to move in a timely and provocative way." All will be invited to attend and all sessions of the conference.

Show Shaw Stays on Stage

The Charles Playhouse presentation of "George Bernard Shaw's "Major Barbara" began its final week, ending a scheduled 5-week engagement on March 8.

Directed by Michael Murray, the Charles presentation of the Shaw play, "Major Barbara," is under the direction of "Don Juan in Hell" director, Philip Kraft.

"Major Barbara" is the story of a young American woman who inherits a coal mine in England and attempts to transform it into a model mine. The play is set in the Victorian era and is a satire on the industrial revolution and the condition of working-class people.

New Club

This Sunday March 8, the Boston Chamber of Commerce will take its annual meeting to the Boston Public Library for what appears to be a very successful weekend.

The Boston Chamber of Commerce is a volunteer organization made up of business leaders in the city of Boston. The organization is dedicated to promoting the economic growth of the city and its residents.

On March 8, the Chamber of Commerce will host the annual meeting of the Boston Public Library, featuring a variety of speakers and discussions on topics related to the library's mission.

Chamber of Commerce V. P. to Address S. M. R.

On Monday evening, March 8, the S. M. R. will be addressed by the S. M. R. V. P. from the Chamber of Commerce. The address will take place at the S. M. R. headquarters in downtown Boston.

The S. M. R. V. P. is responsible for representing the Chamber of Commerce to the S. M. R. and for providing information on local business and economic trends.

Mr. Robert J. Roberts is married and resides in Wellesley with his wife and two children.

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S.A.M. OFFICERS

SEATED L TO R: Russell Bell, Peter Smith, Henry S. Neally, Stanley Polstev, Robert Vann泰山

On Thursday evening February 24th, the Society of American Managers elected a new slate of officers, which will take over executive duties beginning in the spring term.

Mr. Peter Smith, formerly treasurer, was elected president of the society, Mr. Russell Bell and Mr. Robert Vann were elected vice-presidents, Mr. Henry S. Neally, Mr. Stanley Polstev, and Mr. Robert Vann were elected members.

Mr. Russell Bell was elected to fill the duties of treasurer.

The retiring executive committee, comprised of Mr. Peter Smith, Mr. Robert Vann, Mr. Stanley Polstev, and Mr. Peter Smith, treasurer, feel that the new slate of officers is able to lead the society.

NIGHT STUDY ABDAY

Nearly 19,000 American students attending foreign universities during the fall semester, 11,000 foreign students were enrolled in American schools. The survey of the study abroad program throughout the nation is being conducted by the Fulbright Commission, which is responsible for the program.

The 1964 edition of "Study Abroad" is available from the Fulbright Commission. The survey is conducted annually and provides a comprehensive overview of the study abroad program in the United States.

The survey includes information on the number of students studying abroad, the countries to which they travel, the duration of their stays, and the types of institutions that offer study abroad programs.

The survey also provides information on the financial assistance available to students studying abroad, including scholarships, grants, and loans.

RECRUITERS ON CAMPUS

March 6, 1965

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Write to this man, Right now.

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College Relations Director

Sheraton College Dep., Sheraton-Park Hotel, Washington, D.C.

ALPHA KAPPA PSI

During the past two weeks the Brotherhood has enjoyed a very active and entertaining social life and at the same time managed to keep a very tight schedule of meetings.

The Brothers met for their biweekly meeting on Monday night in the Gordon Hotel, during the course of the meeting we engaged in conversations, engaged in debates, engaged in discussions, and then chose the Fraternity Sweetheart for this year. This year the Fraternity Sweetheart will be the one who is voted on by the entire membership of the fraternity and who will be chosen for the position.

After the cocktail party all the students from the fraternity gathered for a roast beef buffet and then headed for the Brown Hotel for a night dance at the Hotel Continental in Cambridge.

During the evening we all gathered at the Sheraton Plaza for one of the most successful formal cocktail parties that we have had. The Brotherhood would like to thank our President, Robert Wilkerson and his committee for putting on a very entertaining weekend for the whole student body.

With the formal and the cocktail parties, the members of the fraternity were able to enjoy their time and the entertainment.

The entire weekend was a total success for all thanks to the efforts of the committee and the cooperation of the community, and the spirit of the Brotherhood that pervades all of our societies.

In the last few weeks the Fraternity Athletic Chair, Coach Joseph, has been putting the A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, and the rest of the alphabet into practice, where the players are given a choice of two teams to participate in a series of skills. The initiative and attitude of the pledge class was the highlight of the weekend, and the week will be remembered for many years to come.

This weekend the Brothers will be holding a formal dance at the Sheraton-Eagle Hall on Saturday night for the students and guests to which the guests are given a choice of two teams to participate in a series of skills. The initiative and attitude of the pledge class was the highlight of the weekend, and the week will be remembered for many years to come.
Healthy Social Nudity

(ACP) - "Doc" is disappointed by the offer of a position in the University of California at Berkeley. He appeared at 3 P.M. yesterday on the west side of campus and addressed the students. "The Elders, the smart and experienced, have come to speak to us."

He appeared with all 40 square feet of his body exposed to the eyes of several hundreds of people. He was wearing a large scroll reading: "I myself am a navigator of the social sea."

If you feel like you are not in a healthy state, you are not only not the only one. This is a large social sea. You are not alone in your struggles. There are others who feel like you, too.

The world of music is not only a question of sound. Music can also be found in the way individuals move and interact. It is not only about the sound, but also about the energy and the emotions that are conveyed. Music can be a powerful tool for social change and unity.

Wining and Dining
WHERE CAN YOU GET A HOT DOG?

In front of a large crowd, a young man was standing in the middle of a lively and festive atmosphere. The crowd was dancing and singing, enjoying the music and the energy of the performance. The young man was holding a microphone and speaking to the audience. He was dressed in a casual outfit and seemed to be in high spirits.

The young man then led into a discussion about the importance of music and its influence on society. He talked about how music can bring people together and how it can be used as a tool for social change. He encouraged the audience to listen to music and to think about the messages that it conveys.

The young man then moved on to talk about the history of music. He discussed how music has evolved over time and how it has been used in different cultures and societies. He also talked about the role of music in different eras and how it has been used to express different emotions and ideas.

Throughout his speech, the young man used a lot of body language and gestures to emphasize his points. He moved around the stage and interacted with the audience, making them feel like they were a part of the performance. The crowd continued to dance and sing along, creating a lively and energetic atmosphere.

The young man then closed his speech by thanking the audience for their attention and support. He encouraged them to continue to listen to music and to be part of the music community. The audience then broke into applause as the young man walked off stage, his work done for the evening.
APLODIES TO CASSIPUS MORICY MONICA

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THE BLUE LINE

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Hoffe has the edge in stamina. He is also a very hard worker. He has a fine wrist shot and picks up speed with his shot.

"But I wish Gordie wouldn't take that stuff down...especially from the point. If he has to sit on it for four years, I don't see how he can

Hoffe usually shoots down the center or left side to take one shot on goal. He is a tremendous break-away man and usually sees himself as a

Abel admits that the old saying, "As Gordie goes, so go the Red Wings." is true to form. When Howe is out of the lineup, the Red Wings are in trouble! Howe has been used in every possible situ-

COMPLETE-SERVICE BANK

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Working With "The Blue Book"

We Can Buy Some

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Whether Or Not

Now, a cotton sock that stays up as late as you do

Now a cotton sock that stays up as late as you do

Tell Your College Friends about

Converting Used "Hardbacks"

New "Greenbacks"

BRING YOUR USED TEXTS TO THE

BABSON BOOKSTORE

HOLLISTER BUILDING

THE EXCE Wednesday, March 4, 1964

PAGE 6

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Tell Your College Friends about

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New “Greenbacks”

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HOLLISTER BUILDING

Hoop Talk

Hoop Talk FROM PAGE 8

cant! Everybody wants to lick Boston so everybody gets into the right mental state when a meeting of the two clubs is set. Robertson and Lucas seem to always save their best efforts for the Celtics. Lucas scored seven points for the Royals against the Westi, but managed to come up with 34 against the Celtics in their last encounter.

Cincinnati seems to have the "material" capable of pulling an upset this season. The Celtics don’t have Bob Cousy but the Royals have Jerry Lucas along with Oscar Robertson et al. So what does this all add up to...a championship for the Cincinnati Royals? I think that the Celtics ought to at least show up for their playoff series with the Royals. The way most critics are talking, the Celtics might be better off if they don’t show up. The Celtics were not supposed to win all the games last season, but they did. I thought that everybody loved a winner. As far as the Celtics and Yanks are concerned, nobody loves a winner.

After losing to the Royals, Tom Sanders explained why he isn’t worried about the threat of the Royals. “We lost two of our last three games to the Royals without the services of Tom Heinsohn, but as far as I’m concerned, continued rehab, my playoff money is all ready.”

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TOUCH TONE

You've probably already noticed by now that your dial tone has a new sound - a low, soft ringing pitch with a lower tone. Due to its unique location and facilities, Wellesley has been selected to be the first town in New England and one of the first in the nation to have this service available.

The reason for this change in the dial tone is to allow the telephone company to equip its Wellesley office with the electronic components necessary for the introduction of the newest type of telephone service: Touch Tone.

Touch-Tone is a new method of telephoning; instead of the traditional, and strictly physical, round dials we have in its place a series of ten square buttons, which look something like a small adding machine. Your call can be placed just as fast as you can press the necessary numbers, and there's an interesting feature, as you tap, each key sounds a musical note that triggers the new electronic equipment at the Central Office. On April 1, these new Touch-Tone telephones will be available to Boston subscribers. The installation charge is only $6.00, while the monthly charge is a very nominal $1.50.

Why not be the first on your floor to acquire this latest in status symbols.

Japanese securities are presently attracting American investors for their growth and dividends.

The average P/E ratio of the Dow Jones is 15.0 as compared to a year ago which was 18.9.

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NEW ENGLAND TELEPHONE

Starting March 1, when you pick up a Wellesley phone to dial, you'll hear a new sound. A new, melodic tone quite different from the present buzzing signal. Don't be alarmed. Your telephone will be still working perfectly. The new tone is in preparation for Wellesley's introduction of the new Touch-Tone® telephone service . . . available April 1.

Wellesley will be the first community in New England to have Touch-Tone service, the greatest advance in phoning since the dial! Touch-Tone is easy and twice as fast, you simply tap buttons instead of dialing.

Dial telephones in Wellesley will continue to operate as efficiently as they have in the past. However, starting April 1, you will be able to replace your dial phones with Touch-Tone phones. Available in a variety of colors for Princess, Wall and Desk telephones. The additional cost is low. If you wish to reserve your Touch-Tone service for installation after April 1, simply call your Telephone Business Office, 244-9950, and make arrangements.
LUNDY TO CAPTAIN

Last Wednesday night the Barston swimming team completed what is proving to be "a building" season. Although these swim last record is not very impressive there were some individual performances that will be long remembered.

Among the standouts of this year's squad was Junior Lundy, John is a Freshmen and should prove to be a valuable asset to the Victorians in subsequent seasons. In recognition of his outstanding performances through the past season John was elected by his mates, captain next year's team. Congratulations John, and best of luck with next year's squad.

The Blue Line

By Vernon Melby

"Despite what some people think there's no one who has more desire or will to win than Gordie Howe," said Maurice Richard in his heyday or anyone. This statement was made by Sid Abel, coach of the Detroit Red Wings.

Today, in the National Hockey League, the style of play favors the opportunist, not necessarily the puck carrier. This may be a good reason why Gordie Howe has continued to be a standout during the past few years.

Sid Abel first met Gordie Howe when he was insulstered out of the army in 1943 in Canada. A bell rang when Howe used to carry equipment when Abel was playing junior hockey in Canada. Mr. first impression of him as a player was that he was a big kid with a lot of tricks. I had no way of knowing what a great player he would turn out to be,"

Ted Lindsay, who played on a CONTINUED ON PAGE 8

The Spectator

B BALL TEAM IN THE BOWL

BY ROBERT LAMenza

The spectacular issue of the EXEC described very nicely where our basketball team should play. "In the Bowl, the fowl will fly," This article will appear after the season has ended, its about the time the paper aired out some of the "Bowl".

Everyone was amazed with the outstanding success of our team during the first couple of weeks whereby they had amassed a fine 8-2 record. Then something happened. The lost ten out of their last eleven.

There exists on this campus an attitude that I hope somebody will change. Many students possess "I don't care attitude," Their main interest is themselves. This condition exists on the basketball team, Many members are lackadaisical. You can find certain individuals perpetually breaking training rules and musing practice.

CONTINUED ON PAGE 8

D RVING'S CHANGED

by Kenneth Hamwey

In Cincinnati the next basketball capital of the world? Just recently the Indians once again limited the Celtics at the Redstone Garden before a partisan crowd that were disappointed and curious. The Royals had beaten the Celtics when it seemed almost certain that the Bostonian had put them down. However, the Indians played with a five point advantage with lead that two minutes to go. The Indians won an exciting game, the Celtics. This recent defeat at the hands of the Indians is typical of the high energy Royals market the third time this season that the Celtics have bowed to them after possessing major advantages.

Who does Oscar Robertson score at least forty points in almost every game with the Cincinnati and yet only average about 13 against the other clubs in the circuit? CONTINUED ON PAGE 8

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What's the secret? Quality engineering for total performance. Quality engineering so outstanding that Ford Motor Company received the NASA Achievement Award for engineering excellence which "superbly combines the prime essentials of great automobiles: performance, reliability, durability, comfort and safety."

Total performance makes a world of difference. Bodies and frames are solid and quiet even on the roughest roads. The ride is so smooth, so even-headed, seems to straighten the curves and shorten the miles. And nothing mars the spirit, spark and stamina of advanced Ford-built V-8's and thirsty Sixes. Total performance is yours to enjoy in all our 1964 cars—from the frisky Falcon to the matchless Lincoln Continental.