boston college
and the world
GROWING

... growing pains? We've not been without them, for they are the price paid to endure. Born each year by the dialogues of living and learning, some remain, while others burgeon into a reality and maturity that is success. Together, they make Babson: one collective, breathless life, whose culmination lies within these pages ...

More Brains And Bodies...

"Welcome to Babson! I am happy you chose to come and happy to be able to extend to you my personal greeting," began President Sorenson, addressing the class of 1980.

The audience exuded a sense of excitement, ignited by the annual wedding of presidential greetings and heightened anticipation ... The years to come ... what did they hold in store ...

The President's words intruded, once more, on the aggregate of all the many questions and uncertainties. "Before I try to tell you a little about yourselves," More sets of ears sat listening than had ever sat listening before, and according to the Office of Admissions, the sum of what lay between those ears constituted, academically, the brightest class ever admitted to Babson.

The creamier crop was, in part, due to the 100% increase in applications submitted over the last four years, the College Fact Sheet indicating that 47.3% of the entering class had exited from the top one-fifth of their high school class, 83% from the top two-fifths.

In addition to the brains, there were more bodies, as well, sixty-one, to be exact ... the latter unfortunately taking up more room than the former.

Babson was growing, indeed, committed to pursue the goal of number one school of management in the country. There would be many dues to pay along the way, and many benefits to reap. Babson students had both to look forward to.

Housing Bustling Out All Over...
On September 16, 1977, the names of eighty-three students appeared on the housing waiting list. Economics? The national trend termed "return to campus"? Whatever the reason, the reality was serious. An unprecedented number of seniors had opted to maintain residence on campus, and wielding seniority over underclassmen, the situation left many students without a dormitory to call home.

Maple Manor, became the second building on the campus of Dana Hall to be rented by Babson in order to accommodate forty-two men, and a twelve mile radius was imposed, giving housing preference to those coming from outside its border.

The housing task force completed a study on the most efficient use of existing housing, which broke several rooms into triples, a kind of buffer zone be-

A snake-like appendage to the Annex, it weaved along the path and down College Drive, gradually easing its great body into the building and then dispersing ... and it rained, as seemed always the case on the morning of Fall registration.

Toting umbrellas and computer printouts, the snake assembled once more, only this time it had shortened and widened. Moving just as gradually as before, it filled the Bookstore to capacity.

The crowd could have been avoided by coming just one day earlier, but for most, the thought did not occur until until induced by the last minute realization ... somehow, the memory of last year's line had faded.

tween last minute vacancies and being left out in the cold. Nevertheless, residents of the effected areas produced a collective outcry.

Letters to the Editor provided the field on which attacks and rebuttals battled. The result? The south end of Coleman was slated for renovation by Fall, 1977, incurring an estimated cost of $227,000, and which, when completed, could double occupancy. Other longer range proposals included rennovation of Forest Hall, the north side of Coleman and construction of a new dorm ... only time will tell of the progress made toward these remedies and of their ability to mitigate the continuing housing crunch.
body takes its turn performing the human
doorstep function on the way into Trim Inn. As
the semester progressed, students came to
realize that the break between the last morn-

Just In Time For Lunch... ... And more lines, as each

ing class and the first afternoon class was
simply not enough time to travel the length
of the path to Trim and then down the ramp,
in order to satisfy the rumblings of famine
resulting from the grueling process ... so near and yet, so far ... the students, faculty and groups such as those affectionately referred to as The Flying Nun and Crew and the Rookies had produces too many sardines for the can ...

'All I Want's A Coke'

Perhaps the 180% increase in the Dry Dock's clientele was in part due to a discouraged overflow of students from Trim ... an increase and overflow which often left the hamburger still mooing and minus the pickle and chips, and which, more seriously, caused the demise of a student run business. On Friday, October 1, The Dry Dock was turned over to Saga Foods. The current student owner, of only three weeks, has resigned, following a bitter controversy regarding the granting of the license, citing the administration as "stifling" the changes he wished to make. And so, Mother Saga came to the rescue. With her she brought a little better service, and a lot better menu, but left behind the tiffany lamps, the aquarium and planters, the void a fading memory of one student's fading dream ...

No More Purple Chairs ...

The bad news came on November 29. Wellesley College's Clapp Library had taken inventory and had found forty percent of its human stock belonging to Babson. Employing the LIFO method, Babson students, in turn, found themselves the last ones in and the first ones out in the cold. The College explained that the main reason for the action was that the final examination period was approaching and room for Wellesley's own students had to be insured.

Prior to the restrictions, finding a ride on the nightly caravan to the Clapp Library was a simple task, for the walking campus took to wheels, leaving behind Sir Issac Newton, who did his best to seat two-hundred students ... but somehow, the orange chairs upstairs just weren't the same ...

Hello ...

Theft and vandalism had plagued the computer center in Babson Hall for some time. Finally, the last straw caused restrictions on the all night hours. Terminals were available during the day and closed at night. The result was an overload, not of information but of bodies, waiting to sign on ...
caused the weekly creation of a deadly blanket of smoke, and which, after a moderately heated debate, was confined to the back of the room.

News of mutual discomforts surfaced and resulted in Student Government relinquishing its paneled domain to the sorority and taking up residence in the Fo'c'sle, which was soon made more inhabitable by carpeting, sofas and draperies, the composite an intriguing combination of design and color, to say the least ...

AACS B Accreditation...

"Questions have been raised concerning whether or not the considerable human and financial effort called for by the accreditation process is worthwhile, even to achieve a competitive status.

This statement appeared in a briefing written by Dr. Walter Carpenter, V.P. of Academic Affairs, regarding Babson's possible future accreditation by the American Assembly of Collegiate Schools of Business (AACS B). The accrediting body, scheduled to visit Babson in February of 1978, will at that time determine the acceptability or nonacceptability of the College as an accredited member of the Assembly.

Carpenter believes that accreditation at this time is a wise move, enabling the College to assume a competitive position in the market, where the number of potential students appears to be headed downwards. He also believes that the goals of the College are in concert with the standards of the AACS B.

Yet, questions raised by the faculty persist. "The argument for the 1980's is not a strong one, because no one knows what is going to happen. It may turn out to be a large invest-

A Home At Last...

Fall semester found Sigma Kappa singing their sorority song and searching for a room to call their own. To the membership of sixty-one, the administration offered its best, a room adjacent to the Beaver Brau, in the basement of Coleman, and two rooms in the basement of Forest Hall ... Sigma Kappa kept on singing and searching, for the available locations were not exactly conducive to having sisters drop by in their spare time.

Simultaneously, Student Government was experiencing the squeeze of too many people attending meetings and not enough space in the official Student Government room. The situation became critical when even the president's bello wing voice was lost prior to reaching the peripheral rows of observers, usually standing somewhere in the hall, muttering Ching and puffing on cigarettes, a vice which had previously
ment in something that we really don't need," stated one professor.
"Accreditation influences every decision made by the faculty and administration. That little book is always there. Once the standards are gotten, you can do nothing contrary to them," said another.

Despite dissention within the ranks, the administration continues to support the move towards accreditation, meeting with members of the Assembly and preparing for the February visitation to Babson.

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_Ever Try Dynamite?

With the increase in students and faculty members, the mailroom experienced a crunch of its own. A's were sharing with Z's and worse than this, less aggressive box mates often found themselves minus their copy of the latest FREE PRESS... funny how the monthly book bills were never missing...

In an effort to alleviate the alphabetic chaos, new and different boxes were installed. When students returned following vacation, they found a blessing transformed into a great grey nightmare. Gone were the simple letters. Babson students had been foiled, finally, by numbers worthy only of "It Takes a Thief."
In The Halls Of Academia

The "NO PETS" signs posed no deterrent. Man's (and woman's) best friends were finding their way into the classroom with increased frequency, much to the chagrin of many an agitated professor. In fact, by mid semester, it appeared as though nearly every student on campus came equipped with a canine companion. Concern mounted in the Dry Dock as these hairy "non-persons" began joining in the festivities of lunch and dinner. Ousted from that newly found domain, they prowled the Formal Lounge searching for wayward munchers, while anxiety continued to grow in yet another area ... exactly whose responsibility was it to remove the remembrances left behind by these members of dogdom, in the halls of academia?
With the Cushman killed on the corner of College Drive and Map Hill Road, Babson Security purchased a new Maverick to be used in addition to the old vehicles. With the increase of activity on the campus, explained Lieutenant Park, there was a need for added vehicle protection.

"Our campus isn't as isolated as it once was," stated one administrator. "Crime is on the increase in the suburbs and we are getting our fair share of it."

And the ten man security force got their share of "snoozing on the job" accusations, too, as several accounts of stolen cars and vans were reported, the wooden gates providing no barrier for determined thieves.

In November it was announced that the force had been authorized to carry mace, needed to protect the men protecting the College against armed perpetrators.

But for most students, Security's most powerful weapon remained the ticket, not so much for speeding (though the Department did acquire a radar unit) but for parking, and just about everywhere, it seemed, save the maxi lot.

The crunch came with a rash of ticketing one November weekend. Overnight inhabitants of the Administration parking lot and the cul de sac found themselves the proud possessors of $10 fines, equivalent to the $2 fines incurred for the same infraction in the town of Wellesley.

Babson Park Dr., the only sanctuary left for aberrant parkers, was captured by the town police, soon after. "They weren't happy with the way we were handling violations," said Drapeau, "and now they are here to stay."
Relevant to the artistic creation of ideas and to the successful management of human affairs, the communication process was everywhere employed at Babson, yet nowhere instructed. Fortunately, the need was finally acknowledged by students, faculty and administrators, but not before encountering a fair share of detours along the yellow brick road to improvement. It was the same old vicious circle cycling through once more. Students feared that a petition would get lost in the labyrinth of administrative red tape, while administrators awaited a unified indication of student interest before initiating action.

The waiting game was put to an end during the fall semester by the committee established in favor of public speaking. Headed by a group of zealous students, a petition bearing nearly seven hundred signatures, was readied for presentation to the administration. (Petitioners strategically placed inside the Annex during September registration, had been asked to leave, unexplainably, and relocating on the other side of the wall, were let back in only after Mother Nature intervened, dropping a rainy curtain of the breach of justicel)

Impressed by this collective student appeal, the newly established Undergraduate Planning and Review Board considered it a top priority concern, appointing a sub committee composed of several faculty members and a student representative, to determine the needs of the proposed course and its scope.

Upon submission of their final report, Prof. Sydel Sokovitz was hired to begin research, one semester early, on a course of study in speech communication for inclusion in the Undergraduate curriculum.
The giant lines at 12:20 each Tuesday and Thursday, extending the length of the path leading to Trim, were the result of a scheduling change initiated two years before, and although there was an initial sign of relief at the sight of construction, it was soon learned that the expansion of the dining hall would do little to alleviate the problem.

Instead, the primary goal of the expansion was to ease the squeeze for the Continuing Education program, currently increasing in size.

Work on the addition began on August 19th and with it came new restrictions on parking, tons of dust and a noise level which rivaled even the cafeteria's sound system.

The new facilities, costing approximately $350,000 to $375,000 were completed in nearly record time, despite a bitterly cold winter, and currently provide not only for the Continuing Education program, but for guest lectures, banquets, and cocktail parties, in addition to a new faculty dining area and lounge.

Coat hanging facilities and pigeon holes for books were installed for students, a welcome relief for those souls still trusting in the honor system, while for all, the customary crunch at lunch and dinner remained.

The 1.5 million dollar Recreation Center suffered a moderate loss during its first year of operation. Expectations for the coming fiscal year, however, beginning in September, include that of a profit.

According to Nat Esten, President and General Manager of the Rec Center, one reason contributing to the loss was the 3 week delay in opening the facilities. Many prospective members, believing that the center would not be open before the first of the year, took their business elsewhere.
"There are always problems during the first year," stated one Babson administrator. The 8 Plexi-Cushion courts proved to have fewer problems, however, in comparison with the hockey complex, where there was a greater delay in construction and where here continues to exist a consistently higher level of overhead.

In addition to the 20 hours of court time available each week to Babson students, there is a special treat in store. Under the contract terms, Babson College will be the one and only owner of the Rec Center in the year 2016, just as the Class of '77 prepares to retire their tennis sneakers in favor of the less taxing Pong.

Where'd They Go, '79

What ever happened to Babson Recycling? The question was tossed around student Government meetings like a frisbee, never quite hitting the target.

Coming off the crest of a year's worth of success, September found the program, begun in '75, floundering, "stymied," according to one student coordinator, by a case of the "missing barrels."

100 barrels, stored for the summer, yielded 60 in the fall, not exactly a barrel boom. The loss of these and one handtruck totaled over $400. Student labor and cooperation were also on the decline. It seemed as though the novelty and temporary preoccupation with ecology had begun to wear off ...

Up, Up And Away - - -

With the Master Plan came the news that annual tuition was forecasted to rise $250. per year, due to external forces. The future impact? By the time the class of '77 sends their offspring off to Babson, tuition will be close to $10,000 a year.
... growing pains, causing remnants of a stretchmark left behind by the birth and life of a greater thing ...
FOUNDER'S DAY -
APRIL 15

Knight Auditorium
Babson College
Wellesley

Babson College, Babson Park (Wellesley), Massachusetts 02157

9:30 - 9:45 a.m.
Introductory Remarks: Roger W. Babson, Founder

9:45 - 10:30 a.m.
Keynote Address

10:45 - 11:45 a.m.
Critical Issues in Contemporary World Economic Relations

2 - 4:30 p.m.
Transnational Corporations in the New Economic Order

8:15 p.m.

Perspectives on the New International Economic Order:
Developing Nations, The World Bank, and the United States

DR. RALPH Z. SORENSON
President, Babson College

GUSTAVO CISNEROS, President Organización Diego Cisneros
DR. ROBERT L. WEST, Professor, Fletcher School of Law and Diplomacy, Tufts University

HARVEY L. WILLIAMS — Moderator
President, U.S. Council, International Chamber of Commerce
DR. STEWARD S. FLASCHEN, Vice President and Deputy General, Technical Director, ITT
FRANK N. IKARD, President, American Petroleum Institute
DR. LAWRENCE R. GODTFREDSEN, Chairman, Babson College Founder's Day Committee
DR. ROBERT L. WEST — Moderator

Mustafizur Rahman Siddiqi, Diplomat from Bangladesh
EUGENE H. ROTBERG, Treasurer, The World Bank
STEPHEN W. BOSWORTH, Deputy Assistant Secretary for International Resources and Food Policy, State
Asst. Prof. Larry Godfredsen usually sat in the audience ... but this year was different. The speakers who spoke and the seats that they sat in were HIS responsibility. The lights, the limos and the leisurely lunch were his responsibility, too. The view from BEHIND the podium was, indeed, a different one!

With the evening audience he shared what he had learned in the preceding months of deliberations, tribulations, and telephone calls to Washington:

- assume nothing
- don't trust third parties, unless you can't do anything else
- don't expect praise; if you do, it will bias your approach
- no one is more important than yourself
- don't be surprised if you are disappointed, even after expecting the worst

The audience produced a collective nod of omniscience and some people even laughed at the fifth "Godfredsen axiom."

They hadn't done much laughing that day. The NEW INTERNATIONAL ECONOMIC ORDER: COOPERATION OR CHAOS, wasn't a humorous topic (despite the efforts of some). Perhaps that's why few students attended the morning and afternoon programs. But there were more there than last year, and the difference was the result of the new man running the show and those he worked with.

Though names, not readily recognizable, constituted the day's program, each speaker was an expert in his field, and with only a few exceptions, each delivered an insightful commentary on the critical issues surrounding world prices, energy, raw materials, government, trade, and finance.

Founder's Day, 1977, was a success. With the assistance of student chairman Delbert Adams, and the public relations office, THE NEW INTERNATIONAL ECONOMIC ORDER: COOPERATION OR CHAOS was the educational experience it was designed as.

... oh, by the way, Larry Godfredsen's suit wasn't rented. His wardrobe was furnished courtesy of Morgan Memorial!!!
...As is well known, misunderstanding feeds upon itself. If earlier we resented your achievements, later we became self-righteous with our revolutionary spirit in contrast to the dehumanizing, polluting and material success identified with the U.S. In achieving your material success, so runs the argument, you abandoned your promise to the New World and betrayed us by the plunder of our material resources at absurdly low prices and the pillage of our little wealth by the unreasonably high prices of your exported manufactured goods.

...As far as Latin America's posture in the search for a new policy (based on regional considerations) I would like to recall the words of Mexican President Mr. Lopez Portillo in his statement before the U.S. Congress last February:

It is difficult to be the neighbor of someone as powerful as you. There are two grave risks: Arrogance which is easy but sterile, and submission which is easy but abject.

It is not surprising that relations with the United States have turned bitter since its stand is perceived as domineering and interested only in preserving the nuclear hegemony of the North.

The U.S. too often acts as a principal source of resistance to change. Its achievements are perceived as the effect of regressive policies. Today, the U.S. is closer to being envied and resented than respected and feared by the leaders and the people of the Third World.

...No prize, no conquest, no effort is meaningful unless it advances the cause of free people. Freedom of research, freedom of thought, freedom of expression, freedom of initiative and specialty... the duty of free men to guide others towards their freedom, is the basis for all human rights.
It serves no longer anyone's clear cut political or economic purpose, to have the world divided into two self-contained systems that isolate us from settlement of economic conflicts with Eastern countries.

There is no longer a willingness or a readiness on the part of countries, or the developing parts of the world, to let the decisions be made without their participation, consultation and agreement.

The interests of even the weakest among us must be taken into account; must influence our judgement, for we're dealing with a circumstance in which we must agree, or the order will be subject to the danger of economic warfare.
"Harvey Williams was enjoying retirement in Florida when he was called to serve as president of the United States Council of the International Chamber of Commerce in 1973. Since that time, he has used his expertise in overseas production, marketing, and finance to guide the U.S. Council in promoting international trade through cooperation and private enterprise. The U.S. Council, one of 53 national councils of the Paris-based International Chamber of Commerce with members in 80 countries, is composed of leading American business people concerned with international trade and investment.

As a member of the Council's executive committee, for 15 years, before his retirement, Mr. Williams was instrumental in the enactment of the Trade Expansion Act of 1962 which initiated the Kennedy Round of Tariff reductions.

A graduate of Harvard College and M.I.T., Williams has directed the overseas activities of H.J. Heinz Company, Avco Corporation, and Philco Corporation."

- Babson Public Relations, April 15, 1977
EDITORIAL

IT'S TIME THAT BABSON SUPPORTED FOUNDERS DAY.

The largest, most publicized, most talked about, and most important event of every Babson academic year is just around the corner.

It's called Founder's Day, and it's supposed to be a triumphant affair commemorating the founding of what else, Babson college. But is it?

In the past, Babson College, in conjunction with the Earl Sams Foundation has presented such notables as Howard Cosell, Mike Wallace, and Henry Ford II, as featured speakers.

Then there was last year's program which didn't feature any recognizable names, and the idea of celebrating the college's founding seemed embarrassing to some.

This year's Babsonian depicted the program as being deserted. Students, faculty, and administrators almost unanimously agreed the program was not well supported. And it wasn't. But who's to blame?

Publicity and preparations were the same as usual, and certainly the college hadn't changed. Then what happened?

Without getting into intricate details, regarding the failure of last year's program, lets instead look ahead to this year's Founder's Day program with a bit of optimism.

With last year still lingering in many minds, the idea was conceived to hold a parent's weekend in conjunction with Founder's Day.

Surely this would draw a crowd, no matter who was addressing the Babson audience. But the crowd will be parents, and not Babson students, faculty and administrators.

Then, President Sorenson announced that "classes will be held in conjunction with Founder's Day." That's right, in conjunction, and not cancelled.

And while some may argue that this is nothing but a clever line really meaning classes are cancelled, in all actuality this is exactly what the president meant.

Just because classes won't be held, are not meeting, or whatever terminology one wishes to insert, this is not an excuse to sleep until noon, lounge all day, or miss Founder's Day.

The program is supposed to be Babson's best, and without the support of the entire community, it doesn't stand a fighting chance.

All the complaints about last year's program were unjustified, for almost no one attended.

However, this year, "The New International Economic Order" will be presented. Students, faculty, and administrators alike will have an opportunity to take advantage of this event, and apply the principles dealt with, towards their own individual careers.

So let's support Founder's Day. Who knows, you may even learn something.

And if the program should prove a flop, then we'll complain all we want.
Founder's Day is April 15. The topic of this year's symposium is "The New Economic Order: Cooperation or Chaos." This is a crucial year for the annual event.

What you have just read is not an exclusive news flash. In fact, you have probably been hearing this since early February, and by now it is probably en-grained in your mind. However, the question remains, why should you, as students, participate in this year's Founder's Day program, instead of enjoying a three-day weekend.

Well, contrary to popular belief, April 15 is not a day off from classes. Instead, it's an opportunity to learn something much more relevant than could ever be taught in Gerber Hall on Friday.

A quick look at the names of the speakers for Friday's program does not make one stand up and take notice. True, these names are not on the lips of every American citizen, but why should they be? These speakers are extremely important, as well as influential in their own fields. This year's Founder's Day Committee has done a good job in obtaining an impressive list of participants for the upcoming program.

Last year's program on political campaign, along with being timely, also had a good number of "big names" involved in the program. The end result was a poor turnout by the Babson community.

Many people wrongly blamed the low attendance on the absence of a nationally known personality for the Founder's Day address. The real problem lies in the attitude of the Babson community towards Founder's Day. We have all been spoiled rotten.

Speakers, such as Henry Ford II, Howard Cosell, and Mike Wallace, do not grow on trees. It's ridiculous to think the symposium will produce such household names every year.

Whatever happened to all those true students who claimed that Founder's Day is just a publicity relations scheme, and not the educational experience it was designed as? This does not apply to this year's program. Much work has gone into making Founder's Day an educational happening, as well as of interest to those concerned with the current world economic situation.

I urge you to attend this year's Founder's Day program. You owe it to yourself as Babson College students, and as individuals concerned with the world we live in.
"When ITT first considered entering Chile, there were many problems. Inflation was up to 1000 percent annually, and they had defaulted on foreign debts. Conditions were ripe for a revolution. And it happened," explained Flaschen. "Chile requested aid from ITT, to help in the education and formation of businesses." Flaschen was put in charge of this operation. "Every country in South America, except two, are ruled by a military dictatorship. This causes problems because a military mind is quite different from a businessman’s."

Other reasons for difficulties in the Chilean project were, "an unstable government structure, distrust of the military leadership, threat of industry nationalization, and a high degree of illiteracy among the industrial pools of labor. Flaschen also discussed the reasons for Chile’s economic failure. He believed the high interest rates, high inflation, lack of hard currency, and a weak business structure were excuses for their economic demise. "Their fruit and produce couldn’t be exported due to the lack of canning or packaging facilities. As a result, 50-60 percent of the fruit produced goes to waste."

-FREE PRESS, APRIL 21, 1977
...the first aim of our energy program, in my view, should be to reduce our imports to a very specific level. I'm suggesting that we need a 20% reduction of reducing our imports to about 1.5% of our consumption within a specific time frame.

That brings us to the next point: what do all of these changes mean for the future? The vasty unpopulated areas of the world will have to be brought within our economic reach. This means that we must expand our nuclear power plant and synthesize power...
The job of the World Bank is to provide resources, and expertise for productive projects; projects which build up the infrastructure, and which will make a difference. The Bank, through the lending and borrowing of resources, seeks simply to make a dent.

Why the World Bank? It is a professional institution. It is an institution that seeks to share the risks by having all the countries in the world who are shareholders take those risks and leave it to a professional staff. It is objective, and it stays out of politics.

If the governments of the poorest countries of the world cannot take the internal measures they must, and if the developing countries cannot look to the developed countries of the world with the assistance that they need, the outlook is, in fact, unpeachably grim.
The North-South Dialogue, itself, the new economic order, are issues which will dominate our lives. They are issues which are very long term in nature. They are going to go on for the next decade, two decades, three decades.

The administration intends to support a substantial increase in bilateral development assistance and intends to begin a process of support for a substantial increase in multilateral development, development assistance including an enlargement of the resources of the World Bank.

If one looks back over the history of the last five years, one is struck by the fact that no single event, economically, has had any greater effect as the events of 1973-1974 in the international oil market. The quintupling of the price of oil gave the world economy a shock from which the rich countries are only now beginning to recover.
Another Founder's Day has come and gone, and it is only appropriate that an evaluation of the concept of Founder's Day be subject to review.

It's time that Babson College establish, or re-establish, whichever the case may be, the aims, goals, and purposes of Founder's Day. Originally, Founder's Day was intended to provide an educational symposium, dealing with contemporary business subjects. However, recently, one of the goals of the program has been to attract as many persons as possible to occupy warm spots in the auditorium.

While it is certain that anyone who attended the programs had to discover something new about international economics, it is tough to determine whether the seats were occupied or not. It all depends on how you measure this.

The crowds came in the morning, came in the afternoon, and came in the evening. But did they stay in the morning, stay in the afternoon, or stay in the evening?

The answer, quite simply, is no. While Founder's Day did attract a crowd, it failed to keep one, and the large portion of the group which remained were doing almost everything but listening to the speakers.

However, large as the crowds may have been, one thing is for sure, not included in the crowd was a large group of reporters and media personnel. They simply weren't there.

It is a known fact that Babson College has its eye on becoming the leading Undergraduate management school in the country. It is also a known fact that one way of achieving this is through publication and publicity of the college and its events through the news media.

The question still remains, how will the news media be attracted to Babson College? How will Babson College become the leading undergraduate management school in the country?

The answer could lie in Founder's Day, the alleged highlight of the academic year. Certainly, this could ultimately serve as promotion of the school.

And the only way to attract the media is to present someone who they know, who they are interested in, and ultimately who the rest of the country knows, and is interested in hearing from. What is needed is a "household name."

But is this the solution, the right answer to the Founder's Day dilemma? The answer to keeping the crowd in their seats? Again, the question remains, what is the purpose of Founder's Day?

Is it to provide an education symposium, attract a crowd, or serve as a media promotion gimmick?

Perhaps it could serve as all three, but again, it is time that Babson College decides what it wants to do with Founder's Day, and not allow this decision to slide by for another year.
COMMITTEE PICKS ENTREPRENEURSHIP FOR NEXT YEAR’S FOUNDER’S DAY TOPIC

BY CHRISTOPHER SPRAGUE

The Founder’s Day 1978 Committee has selected Entrepreneurship as topic of next year's symposium. "We are planning a variety of activities in order to diversify the program," said Everett Stephens, director of public relations, The committee hopes to have various exhibits, awards and research projects aimed at varying the "tempo" of Founder's Day.

"We hope, in this manner, to capture a broader range of interest," commented Stephens.

The meeting of the Committee was called by President Ralph Z. Sorenson who wanted to get things going earlier this year, "so that things don't get dragged out," said Stephens.

"Ideally, I'd like to see both faculty and students get a taste of Founder’s Day next year," said Stephens. "Unfortunately, this year we had a small percentage of both in attendance.

When asked if the Committee would attempt to attract a big name speaker, Stephens said "one of the only ways to students is to have big name speakers, but often they may not contribute as much as some of the lesser known speakers."

Citing Howard Cosell as an example, St Stephens said that Cosell was given a standing ovation before his speech, and by the end of the speech, little new had been learned.

Few students had probably ever heard of Eugene Rotberg, treasurer of the World Bank, and he was most well received, said Stephens.

Stephens hopes to have a sense of balance between the big and little names.
JAMIE FARR
AT THE LOFT
THE AMAZING KRESKIN
FRATERNITY SPORTS

ΩX  ΔΣΠ  AKY
THETA CHI

RECIPIENTS OF
INTERFRATERNITY
ATHLETIC AND
SCHOLARSHIP
AWARDS
SOCO PRESENTS:

MIXERS
AT THIS POINT THE BABSONIAN WISHES TO RECOGNIZE THE SOCIAL COMMITTEE FOR ITS PART IN MAKING BOTH THE WINTER AND SPRING WEEKENDS A GREAT SUCCESS. IT COULD NOT HAVE BEEN DONE WITHOUT THEM.
REGISTRATION
ACTIVITIES FAIR
GUILD
FANTASTICKS"
STUDENTS PICK FORD IN BABSON MOCK ELECTION

BEAVER DAY AT BABSON — WORTH IT’S TOLL

TO THE EDITOR:

We feel that "Beaver Day" is an excellent idea and it exemplifies the prestigious attitude Babson should continuously excrete to the public. Beaver Day should become an annual event and be expanded each year, naturally.

Events for next year could include a Beaver eating contest, where a winner would be decided on most beavers consumed in the time allotted.

One drawback to this event is that some beavers are very reluctant and tend to shy away at the thoughts of being eaten. An eager beaver is a very rare breed.

It is high time that beavers as a whole were allowed exposure to the public.

Sincerely,
The Boys from Pub (Babson Free Press)
Babson Police Arrest Five Wellesley Residents

Campus Police Now Authorized to Carry Mace
“Water... never touch the stuff!!! Fish fornicate in it.”

W.C. Fields

EXTRA

Babson Globe disaster causes heavy damage

Babson police to star in campus TV role

SELETMAN VOTE "NO" TO EXTEND PUB HOURS
DINING HALL CONSTRUCTION WON'T ALLEVIATE CURRENT SPACE PROBLEM

BABSON INCREASES TUITION FOR SECOND CONSECUTIVE YEAR

LIVELY ARTS

FOR WINTER WEEKEND

REPS APPROVE SAGA OWNERSHIP

REPS APPROVE SAGA LICENSE;

EDITORS WASTEBASKET

VIOLENCE AFTER SOCIAL ACTIVITIES

STUDENT GOVERNMENT DISCUSS
Yellow Ribbon Sponsors

Mr. and Mrs. Morton Fleischman
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Mr. and Mrs. John J. Raymond
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Mr. and Mrs. John W. Tabner
Roy W. Wood
DANCE MARATHON
ZONKERAZ
"Sneakin' Sally Down The Alley"
ROBERT PALMER
GIRLS
TENNIS
GIRLS TENNIS
GIRLS' BASKETBALL
Opponent
Lowell (win)
Clark (loss)
Brandelus (loss)
Endicott (win)
MIT (loss)
U Mass, Boston (loss)
Merrimack (loss)
Wellesley (win)
Assumption (loss)
WPI (loss)
Bates (loss)
Won - 3
Lost - 8

NAME
Nancy Flynn 87
Maricarmen Arredondo 75
Beth Price 74
Marian Arredondo 46
Monica Willis 44
Sue Girouard 28
Adrienne Halsey 17
Terry Cussen 14
Liz Chase 12
Helen Ruff 10
Mary Harbeck 0
Margaret Newman 0
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Team Honors

Most Valuable Player: Franz Grueter
Tiger: Don Lake
Bold Beaver: Mark Dilweg
Most Improved: Fran Pantuosco
Leadership Award: Charles Cormay
Shane Kennedy
Babson        WPI        Opponent
4             Assumption  3
3             MIT         1
2             Boston College 0
0             Colby       1
5             Trinity     0
4             Norwich     2
3             Bryant      0
6             Coast Guard 1
3             Clark       1
11            Bowdoin     0
2             St. Anselm's 1
2             New Haven   0
1             Holy Cross  1
0             Brandeis    2
0

Won-11    Lost-3    Tied-1
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Won-11 Lost-14
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** Captain **

** Assistant Captain **

<table>
<thead>
<tr>
<th>GOALIE</th>
<th>SHOTS</th>
<th>SAVES</th>
<th>GOALS/GAME</th>
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<tr>
<td>1 Hunter</td>
<td>522</td>
<td>468</td>
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<td>31 Scott Bethel</td>
<td>634</td>
<td>572</td>
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Won-8 Lost-12 Tied-2
The Babson College swim team competed in the New England Championships over the weekend of March 5 and 6, and had its best finish in history. Babson finished ninth out of 30 teams in the New England Inter-collegiate Swim Association, and it returned to Wellesley with a school record of 18 medals in nine different events.

Pat Joyce placed fifth in the 500 yard freestyle and 11th in the 200 yard freestyle to earn medals and qualify for the national championships in both events. He broke his own school record in the 500. Rick Valles placed fifth in both the 100 yard butterfly and the 200 yard Individual Medley to earn medals and qualify for the nationals. He set school records in both events.

Two other Babson swimmers earned individual medals. Senior co-captain Rick Braverman placed 10th in the 50 yard freestyle; and senior Eric Durban came in eighth in the 1650 yard freestyle, breaking his own school record.

Three of Babson's relay teams earned medals over the weekend. The 400 yard freestyle team, comprised of Braverman, Valles, Joyce, and co-captain John Saint-Amour, broke the Babson record and qualified for the nationals. That team finished eighth in New England. Babson's 800 yard freestyle relay team (Joyce, Saint-Amour, Durban, and Spencer Miller) also placed eighth and broke the school record. Babson set six school records at the championships.
<table>
<thead>
<tr>
<th>Babson</th>
<th>WPI</th>
<th>39</th>
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<tr>
<td>56</td>
<td>Holy Cross</td>
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<td>78</td>
<td>Bryant</td>
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<td>28</td>
<td>Brandeis</td>
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<tr>
<td>83</td>
<td>Colby</td>
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</table>

Won-10   Lost-5
Babson

12
2
3
4
5
6
7
8
9
10
11
12

Tufts
Lowell
Lowell
Bryant
Mass. Maritime
Mass. Maritime
MIT
Framingham St.
Brandes
Coast Guard
Coast Guard
Barrington
Suffolk
SMU
Bentley
Nichols
Stonehill
Stonehill

Won-6 Lost-12
Babson
2
4
6
8
8
7
7

Opponent
2
4
5
5
1
1
2
5
2

Won: 4   Lost: 4

INDIVIDUAL LEADERS

SINGLES   DOUBLES
Branan    6-2       2-3
Jordan    5-2       2-2
Whelan    5-3       3-1
Whitaker  4-2       0-3
Bavaroine 4-3       3-2
Samela    3-1       3-3
Cheever   2-0       4-2
Opponent
Tufts (loss)
Suffolk (win)
Clark (win)
AIC (loss)
MIT (loss)
WPI (loss)
Assumption (loss)
Suffolk (win)
St. A's (loss)
Colby (loss)
Bentley (loss)
Bryant (loss)
Stonehill (loss)
Bates (win)

Won-4  Lost-10
BEAVER DAY
This is so ridiculous; I can't believe it! RKO is simply using us to hype their own thing. And that's Babson's fault. If we want this kind of publicity, fine. But, why?" - Bernie Torrie, senior.

I'm willing to say that next year we'll have another Beaver Day. And why not?" - Roger Hearn, S.G. president.

"... Highschoolers will become more aware of Babson. We have in mind further publicity, but first, people will have to recognize the Babson name, take more notice of it. I think we will have created a good positive attitude around the college, which has to lead to more ideas, more involvement," Marty Bauman, public relations.

"Beaver Day at Babson creates an awareness, through Dale Dorman, for Babson College, and that's important. We are the best management school in the country, and we have to let people know about us," Chris Pellegrini, public relations.

"Beaver Day is more of an embarrassment than anything else. It's a high school stunt, not something to be seen at an institution of higher learning, which is, after all, what we purport to be," Lili Orsi, senior.

WRKO is a top 40 AM outlet, geared toward the teen, and pre-teen audience. Is this the type of audience to which Babson hopes to gain the reputation as the best undergraduate management college in the nation? Certainly not! -Free Press editorial.

The community is uniting behind Beaver Day to have a good time for no real reason. That's all. We're approaching student apathy from a new point of view. And it's a great idea," Melissa Ahlquist, junior.

Everyone should have a beaver for a pet. In that way, we'd all be helping protect the beavers of America," Ben Moore, S.G. treasurer.

I think that we will look like fools," Kevin Crane, BABSONIAN Editor.
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For the sun each flower reaches
   cannot touch it – this they know
But this constant striving, reaching
   is that which makes the flowers grow

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ANDERSON, JUDITH M.
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ROTEL
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I dedicate the 1977 Babsonian to all those people who make it possible for us to attend Babson. They have made the sacrifices that give us four years of college life.

This book is especially dedicated to my Uncle Don.

Uncle Don,

Your encouragement, understanding, and generosity mean the world to me. I probably will never fully appreciate what you have done for me these past years. There are no words that can thank you enough for your concern.

Thank You,
K.C.

The graduating class of 1977 have dedicated this Babsonian to Dean Debra Amidon and to Dick Metzger. In her role of Associate Dean of Student Activities and Residential Life, Dean Amidon brought Babson back to life with the implementation of a plethora of student-run organizations and activities. Dick, Director of Saga Food Service at Babson, satisfied us with his food preparation and his "easy-to-get-along-with" personality. They will be sorely missed by the Babson community.

Good Luck Debbie and Dick,
"The Class of ??"
Best Wishes
To The Class Of '77
From
DOREMUS AND COMPANY

120 Broadway, New York, N.Y.
Another year has come to an end at Babson. Another Babsonian has been finished. Most of you will not appreciate the work that goes into a publication such as this. Let me tell you that the job is immense. The staff of the '77 Babsonian did a great job. I thank you more greatly than that job is immense.

As charged by my predecessor, Mr. Glazer, I have tried to produce a book that will contain the pages of discussion and reflection he talked of in "The Last Word". If this be the case then I too will have been successful.

My advise to future Babsonians is to continue to produce a book with style, class, and meaning. Never loose sight of the fact that you are creating a professional publication.

Good luck to you all.

Lauren,

Having you with us I knew we’d stay above water, waves and all.

Pedro,

I may be down sooner than you think. For a long time. Good luck with Orlando. Don’t break anything but one-nine.

Rahul,

You taught me alot. I’ll never forget your friendship and concern, for some one who Hopes to remain a good friend for ever.

Bong Bros.,

It was real, I think! Keep in touch. Watch out for Big G’s. There dangerous sometimes.

Wheel,

When you get that feeling of impending disaster, don’t sweat it. Someone like yourself will come along.

All of you take care,

Later,

GETUS