Attention All Freshmen!

Here is your chance to attend your first college dance that you have awaited so eagerly. The biggest events of the year on the all important social calendar, will be held at the Bradford Hotel, 133 Tremont Street in the heart of downtown Boston. This year the dance will be in the Empire Room, which at one time was one of the noted ball rooms of Boston.

Never before has a school function been held in such a glamorous room. You will not have to worry about getting lost at all during this enchanting evening, as you may in a large room with four white walls and the peering eyes of chaperones breathing down your neck. All this has been done away with, as find yourself a girl, or invite that special sweetheart from home who is awaiting her first college dance who will really be increased in the glamour of the Phoenician Ball.

The date for this important evening is October 4, 1958. You can start whisking your beauty around the floor at eight o'clock and take her home any time before twelve. If you do not care to spend the evening with your Kent and yourself strolling around the floor, you can set her on your pedestal, and entertain her with the many splendid refreshments which will be available in the same building as the dance.

This Saturday night, September 27, 1958 the freshmen are having a mixer with Lasell Junior College. Those men who are bit more sociable during the remainder of the night, including Sunday through Wednesday and Thursday, may have the opportunity to wish you, individually, a happy and successful freshman year.

Dean Advises
You Will Get Out
What You Put In

NICHOLAS A. BASETZKI
To the Class of 1961

Welcome to Babson Institute.

We are delighted to have you here to pursue your course of study in business administration. Each and everyone of you may consider himself fortunate in having been admitted. Many other applicants did not make the grade. Therefore, put your best foot forward; study diligently, plan your time judiciously, and enjoy college life to the fullest.

This may sound trite, because you have heard it so often; yet still holds true: You will get exactly out of college what you put in it! All of us in administration and on the faculty will endeavor to help you achieve your goal. But, it will be your own efforts and willingness to tackle the job ahead of you, which will assure you of success. Good luck and smooth sailing!

NICHOLAS A. BASETZKI
Director of Admissions

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EDMUND M. MURRAY, JR.
Asst. Dir. of Admissions

RESPONSIBILITIES AFFECT STUDENTS
AND INSTITUTE, SAYS PRESIDENT

On behalf of the Faculty, Administration and Trustees of Babson Institute, I am happy to extend a most cordial welcome to the members of the Freshman Class. As I have inspected the roster, I have noted that you come from near and far, and all of you, I am sure, are looking forward to what your life will be here at Babson Institute.

We are glad that you chose our program as the one that best suits your educational and vocational needs. We are doubtless prejudiced to some degree but I believe that we can say with some authority that the program of Business Administration here at Babson Institute is one of the best in the country.

From a record list of applicants you were admitted as a member of the Freshman Class because of our belief that you were sincerely interested in this type of curriculum and that you have the ability to succeed. We have a responsibility in accepting you as a student and shall do our best to live up to your expectations. May I, on the other hand, suggest that you also have many responsibilities which will require your best and most serious efforts. We are a small college and must of us know each other rather well. We are anxious to know you and to be friends with you.

We have comparatively few rules, simply the usual ones of gentlemanly conduct in both social and academic affairs. Please become familiar with these regulations because we shall expect you to follow them and live up to them.

Welcome to Babson Institute and I hope that I may have the opportunity to wish you, individually, a happy and successful freshman year.

Gordon M. Trimm
President

ORIENTATION PROGRAM — 1958

THURSDAY, SEPTEMBER 25
3:00 - 5:00 Freshman Arrival and Open House
5:00 and Dinner - Parents and Freshmen
(Park Manor Dining Hall)
FRIDAY, SEPTEMBER 26
8:00 Breakfast
9:15 - 11:00 Registration - Library
9:30 - 10:00 Registration (Library)
5:00 - 6:00 Registration (Library)
6:30 (Park Manor Dining Hall)
6:00 Dinner
6:30 Dinner
SATURDAY, SEPTEMBER 27
8:00 Breakfast
9:00 - 10:30 Tests
9:30 - 12:00 Graduation Meeting and Registration (Room D, Library)
11:30 Lunchroom
12:00 Lunchroom
5:00 - 6:00 Tests
5:00 - 6:00 Dinner
SATURDAY, SEPTEMBER 27 - 7:30 - 11:00 (Fete’s, Park Manor North) - Open to all men.
SATURDAY, SEPTEMBER 27
8:00 Breakfast
9:00 - 11:45 Tests
12:00 Lunchroom
1:00 - 2:00 Parents Assembly
2:15 - 2:45 Special Meeting for all foreign students
3:00 - 4:00 Ball game
4:00 - 5:30 Splash party
7:30 - 8:00 Welcome by Alumna to New Students
and Group Discussion (Fete’s Park Manor North)
ATTENDANCE AT ALL SESSIONS IS REQUIRED
AND WILL BE TAKEN

PRESIDENT TEAM

BABSON HOST TO 4TH NATO ASSN. CONFERENCE

Babson Host To
4th NATO Assn. Conference

For the past three days Babson Institute has been host to some of the most important men in the free world. These men represented the nations of the North Atlantic Treaty Organization at the fourth annual conference of the North Atlantic Treaty Association, the civilaizn segment of NATO. This is by far the greatest honor bestowed on Babson Institute to date in that this is the first such conference ever held in North America and Ottawa, five provinces, and Philadelphi-a were all vying for the privilege of playing host to the group.

All the delegations were housed and fed on the campus from Sunday through Wednesday and top level meetings and discussions were held in Knight Auditorium. Those present included: Secretary of State John Foster Dulles; Secretary General of NATO and former premier of Belgium, Paul-Henri Spaak; Lester B. Pearson, former Canadian Minister of External Affairs; Admiral Gerald W. Burke, Supreme Allied Commander, Atlantic; and Frank Pace Jr., former Secretary of the Army.

Delegates were present from the United States, Britain, Belgium, and Canada. The United States was represented by all of the top level meetings and discussions were held in Knight Auditorium. Those present included: Secretary of State John Foster Dulles; Secretary General of NATO and former premier of Belgium, Paul-Henri Spaak; Lester B. Pearson, former Canadian Minister of External Affairs; Admiral Gerald W. Burke, Supreme Allied Commander, Atlantic; and Frank Pace Jr., former Secretary of the Army.

Delegates were present from the United States, Britain, Belgium, and Canada. The United States was represented by the following American senators and congressmen: Senator Paul Douglas; Senator Arthur H. Vandenberg; Representative James H. Rogers; and Representative George B. Hays. The British delegation was headed by Sir Godfrey Hounsfield, who is a director of the electronics firm, Ferranti, and was the originator of the first electronic computer. The Canadian delegation was headed by Premier John Diefenbaker. The Belgian delegation was headed by Paul-Henri Spaak, who is the foreign minister of Belgium and is also the president of the North Atlantic Treaty Organization. The Italian delegation was headed by Pietro Nenni, who is the foreign minister of Italy and is also the president of the North Atlantic Treaty Organization. The German delegation was headed by Walter Hallstein, who is the foreign minister of Germany and is also the president of the North Atlantic Treaty Organization. The French delegation was headed by Jean Monnet, who is a French economist and is also the president of the North Atlantic Treaty Organization. The Dutch delegation was headed by Paul van den Berg, who is the foreign minister of the Netherlands and is also the president of the North Atlantic Treaty Organization. The Norwegian delegation was headed by Per Bjaaland, who is a Norwegian politician and is also the president of the North Atlantic Treaty Organization. The Swedish delegation was headed by Folks Senator, who is a Swedish politician and is also the president of the North Atlantic Treaty Organization. The Canadian delegation was headed by Premier John Diefenbaker. The Belgian delegation was headed by Paul-Henri Spaak, who is the foreign minister of Belgium and is also the president of the North Atlantic Treaty Organization. The Italian delegation was headed by Pietro Nenni, who is the foreign minister of Italy and is also the president of the North Atlantic Treaty Organization. The German delegation was headed by Walter Hallstein, who is the foreign minister of Germany and is also the president of the North Atlantic Treaty Organization. The French delegation was headed by Jean Monnet, who is a French economist and is also the president of the North Atlantic Treaty Organization. The Dutch delegation was headed by Paul van den Berg, who is the foreign minister of the Netherlands and is also the president of the North Atlantic Treaty Organization. The Norwegian delegation was headed by Per Bjaaland, who is a Norwegian politician and is also the president of the North Atlantic Treaty Organization. The Swedish delegation was headed by Folks Senator, who is a Swedish politician and is also the president of the North Atlantic Treaty Organization.

During the conference, the delegates discussed a number of important issues, including the role of the North Atlantic Treaty Organization in the cold war, the prospects for a peaceful resolution of the conflict in Korea, and the future of European integration. The delegates also discussed the need for increased cooperation among the member countries of the North Atlantic Treaty Organization in order to address the common challenges they face.

The conference was a great success, and the delegates agreed to hold a similar conference in the future. The conference was a great success, and the delegates agreed to hold a similar conference in the future.

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EDMUND M. MURRAY, JR.
Asst. Dir. of Admissions

(Continued on page 2)
Dean Calls College Year Survival of The Maturest

A hearty welcome to all of you new students — especially freshmen. Tremendous opportunities are available for all of you, and many of you will make something of these opportunities. Unfortunately, however, 25% of you will not be with us in the fall of 1969.

Why do men fail to make the grade in college? A man may fail to make the grade in college because he is emotionally immature and egocentric. The kind of immaturity that some of you will soon find yourselves caught up in, now that you have a new-found freedom, away from home, will consist of such things as bragging about how much you can drink and how far you can go with women, and then trying to prove it.

Others will be too immature to apply themselves to the business of studying. The kind of immaturity are excuse-making, rebelliousness — refusal to understand and abide by regulation;emporizations-mistrust of your classmates and instructors; negativity — always expecting the worst to happen.

Other cases of failure may be traced to poor educational skills: inadequate communication skills — the ability to read and comprehend; the ability to express your ideas; the ability to read and comprehend; the ability to express your ideas; the ability to write and comprehend; the ability to express your ideas; the ability to write and comprehend.

Who are the successful students? They are the ones, you will discover, who seem to have the idea that life must be met with a minimum of excuse-making and rationalizing; they recognize that a certain amount of hardship and conflict are inevitable; they have an understanding of what is good and what is evil. They know that there are forces that make for disintegration as well as for integration of personality; and they have learned to differentiate between right and wrong.

Many of you have been confronted very soon by failures of one kind or another. The kind of roommate you had hoped for, failure to make your allowance stretch, the kind of jobs you had expected, failure to do as well academically as you had expected.

Your reaction to your failures will give us at Babson a clear indication of whether you are a child or an adult. Children make excuses and they get upset. The child looks for blameworthy conditions, but he blames his inability to study on a noisy dormitory. The adult simply works harder to overcome his weaknesses.

College will be a kind of survival of the mature. My best counsel, therefore, is to start right out tonight acting like a mature adult. But, if and when you find yourself slipping, and you can't quite get back on the right path, you should drop around and see me before it gets too late. I was a college student, and I can tell you how much I would be able to help you a bit. Your door is always open.

Babson students, new and old, will have a pleasant surprise when they learn of the new sports facilities that the new and old gymnasiums have to offer.

The two gymnasiums make up to be one of the most modern and fully equipped gymnasiums in this area.

R. ROGER BABSON

at the top of the campus hill. This is the largest revolving Globe in the world, weighing 33 tons and measuring 28 feet in diameter. The Institute has erected the Great U.S. Map and the accompanying Globe because of our desire to make Graduates conscious of what is going on in other countries as well as to have them get a full idea of all the states of our own country. As the air lines, television, radio, and telecommunications fields continue to develop, Foreign Trade will become more important and offer for greater opportunities for world-minded Graduates. In fact, the annual volume of Foreign Trade for this country now amounts to nearly $20 Billion, which is equal to the entire U.S. Automobile production, or nearly equal to the volume of new building activity.

My attention in South Africa will be devoted to the study of Banks, of which there are a few very important ones with hundreds of branches. These banks directly or indirectly carry their reserves in Gold, which no American bank can afford to do. Furthermore, stocks of these South African banks can only be bought to yield 6%. I expect to bring back new and valuable information for clients of Babson's Reports; but also for the Finance Committees of Babson Institute, Webster College, and Midwest Institute.

Babson's Two GYMs Offer Sport for All

By R. ROGER BABSON

Although I shall be at the Peoria Room this afternoon for the Freeman Reception, I shall not see as much as usual of the incoming class. This is because of a trip to Africa which I have committed to for many years. We shall be in New York City on the African Enterprise of the Farrell Lines. We will be on the ocean for more than two weeks, landing at Cape Town, the most southerly city of the African Continent.

Readers of this excellent paper will remember that at the Graduation Exercises last June, I threw out some small replicas of the big Globe which is located in the Park Manor Cafeteria.

The basketball court can be divided into two equal parts it is to have two groups of intramural basketball going on at the same time. When the basketball court is in use, a full size tennis court can be quickly set up with all necessary markings already laid out on the gym floor. (In the basement of the new gymnasium there are two pool tables and two ping pong tables.)

Swimming Pool

In the other half of the new gymnasium is a 30' x 50' swimming pool 12 feet deep, its deepest point and 4½ feet at its shallowest point. A balcony for spectators overlooks the swimming pool. Under the balcony is a large storage area for pool equipment, and a new canoe which will be used in connection with the Red Cross life saving lessons.

Complete locker facilities are available for men and women plus a small locker area for the faculty and staff. These locker rooms and the balcony to the swimming pool are accessible through the front entrance of the new gymnasium. This is the only entrance that is to be used for the swimming pool, the reason for this being the desire to keep people in street clothes out of the gymnasium floor.

Sunshine Dairy

for Everything Good

Sandwiches Coffee Frappes Ice-Cream

"Where You Meet Your Friends"

Open 9 A.M. — 11:30 P.M.
675 BABSONEN TO ENROLL FOR NEXT ACADEMIC YEAR

LARGEST ENROLLMENT IN HISTORY

Today Babson College opens its doors to the largest enrollment in its thirty-nine year history. When all students are fully registered on Tuesday it is expected that there will be 675 men on the campus. Projected figures for enrollment show 220 Freshmen, 365 Undergraduates.

A list of students new to Babson includes:

UNDERGRADUATES


Bullen, J., Waban, Mass.

Brockman, J. W., Newton, Mass.

Braunshweiger, F.

Delicatessen -- Restaurant

Open: Sundays 8 A.M--8:30 P.M

Steak Cleaning

IF YOU ENJOY EATING

You'll Enjoy Eating Here!

AL'S Delicatessen — Restaurant

Open Sundays

MILKY WAY RESTAURANT

"Where Babson Men Go for Good Food"

Open: Sundays 8 A.M.--8:30 P.M

Weekdays 7:30 A.M. -- 8:30 P.M.

Barnes & Noble

28 Boylston Street at Harvard Square
Cambridge, Mass. UN 4-0640

YOU SAVE...

when you buy

USED TEXTBOOKS

at

BOOKS of all kinds STATIONERY GREETING CARDS

Opposite

The Wellesley Campus

- Sheetmetal & Steam Cleaning - Metal & Specialties

JIFFY CAR WASH, INC.

300 Worcester Rd., Natick, Mass. Route 9 — Tel. GL 5-1511

Open: 8:30–2:30–Sun. 8:30–1:00

If You Enjoy Eating

You'll Enjoy Eating Here!

AL'S Delicatessen — Restaurant

Open Sundays

MILKY WAY RESTAURANT

"Where Babson Men Go for Good Food"

Open: Sundays 8 A.M.--8:30 P.M

Weekdays 7:30 A.M. -- 8:30 P.M.

Wellesley Hills

CE 5-9738

Page Three

(Continued on page 4)
WELCOME BABBSONEN!

May this new year on the Babson Campus bring real success and satisfaction to you. There is a great opportunity for practical learning here if you choose to fulfill your obligations thru study and hard work.

We look forward to serving you often in the Babson Bookstore and The Snack Bar. Here you will find all of your classroom and campus needs in the way of supplies amply taken care of. The Bookstore charge account privilege is available to all Babsonen. You may use your charge account to purchase all Bookstore purchases or for the purchase of Snack Bar ticket books.

Come in and look around. We have most of the items you will need. If you don't find it, please ask us.

THE BABBSON BOOKSTORE

AND

THE SNACK BAR

SPECIAL NOTE: This Saturday, September 27, for the convenience of all new Babsonen, The Bookstore will be open to serve you from 9:00 A.M. to 12:30 P.M. Thereafter, The Bookstore is open Monday through Thursday from 8:00 A.M. to 9:00 P.M. Snack Bar hours are the same.

Class Accounts

WELLESLEY NATIONAL BANK

WELLESLEY SQUARE

WELLESLEY HILLS

Member of Federal Deposit Insurance Corp.
Can You Write?  
Do You Want To?  
There's room for you on the staff of the BABSON GLOBE-NEWS

ANNOUNCEMENTS OF IMPORTANCE

ATTENDANCE REGULATIONS  
Please read carefully Pages 18-23 of your Student regulations Handbook. This covers completely all information regarding attendance and penalties for violations.

You will note that it is the responsibility of the student to keep a careful account of all absences, and it is suggested that you use a calendar for this purpose.

Starting the fourth week of a term, the Administration in the interest of the student's welfare and in an effort to assure the office where students may check their classes every Friday afternoon from 1:35 P.M. to 3:15 P.M.

Please remember to check before taking extra cut which may add or grade adjustments requirements.

TELEPHONE RING SYSTEM  
The switchboard operator wishes to establish a ringing system which will speed up the answering service in the dormitories. The phone will ring at intervals of two seconds and if no answer after six attempts, a D.A. (Don't Answer) will be given to the party calling.

Call from outside  
1 ring . . . . 1 ring Long Distance Call . Over Seas Call . . . . 2 rings

Avoid Mail Delay  
To avoid a full day's delay in mail delivery, address your mail to:

Babson Park 77 Mass.
Babson Institute.

Your incoming mail is addressed "Attention: President," and is sorted by the post office station here at 10 A.M., 11:00 A.M., 1:30 P.M., and 5 P.M.

Income mail is left at the post office station here at 10 A.M., 11:00 A.M., 1:30 P.M., and 5 P.M.

We have few the office hours available at $1.10 per term, B.A. (Don't Answer) will be given to the party calling.

Parlor Post going to foreign countries must be mailed by October 15th in order to deliver for Christmas.

We, here at the Post Office, welcome all Freshmen and Upperclassmen back, and wish to assure you all excellent service.

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OSSIFIED SECTI0N

After you've Classified, you must be ossified, if you don't shop at BERMORR'S of Wellesley. First, as we have everything! Everything! From Babson's Pennants, Animals, All makes of Typewriters To Chocolate Covered Ants!

BERMORR'S
At BERMORR's Corner

BERMORR'S
After you're Classified, you must be ossified, if you don't shop at BERMORR'S of Wellesley. First, as we have everything! Everything! From Babson's Pennants, Animals, All makes of Typewriters To Chocolate Covered Ants!

BERMORR'S
At BERMORR's Corner

COMMUNITY PLAYHOUSE

MATINEES daily at 2 Eves. at 7:45. Sundays Continuous beg. at 4:45. New Showings Ends Sat., Sept 27. L. Oliver and M. Monroe in "THE PRINCE AND THE SHOWGIRL." "Land of Laughter"

After you're Classified, you must be ossified, if you don't shop at BERMORR'S of Wellesley. First, as we have everything! Everything! From Babson's Pennants, Animals, All makes of Typewriters To Chocolate Covered Ants!

BERMORR'S
At BERMORR's Corner

GIOVANNI'S
Finest Italian Cuisine
Pizzas - Steaks - Cocktails
Opposite Shopper's World
Route 9 Fromingham
Trinity 2-1571

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WELCOME STUDENTS
THE BEST OF LUCK IN YOUR COMING YEAR

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THE BEST OF LUCK IN YOUR COMING YEAR

Sketch Map of
BABSON· INSTITUTE· CAMPUS
Wellesley Hills · Massachusetts

1. Library (President's office; Newton Room)
2. Richard Knight Auditorium
3. Coleman Building (Babson Relief Map and World Globe)
4. Hollister Bldg. (Book Store and Snack Bar)
5. Administration Bldg.
6. Peavey Gymnasium and Millea Swimming Pool
7. Publisher's Building
8. Post Office
9. Park Manor
10. Park Manor South
11. Park Manor North
12. Lyon Hall
13. Bryant Hall
14. Westgate (Infirmary)
15. Faculty Residence
16. Babson Park Garage
17. Parking Lot
18. Tennis Courts
19. Dougherty Memorial Gateway
20. Home of Supt. of Bldgs. and Grounds
21. President's Home
22. Student Residence

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