FOUNDER'S DAY HIGHLIGHTED BY PRESENCE OF BABSON

"Cultivate, cultivate!" This was the advice given by the illustrious founder of Babson Institute, Roger W. Babson. Featuring as guest speaker General Alfred M. Grunther, the annual Babson Founder's Day celebration took place in Knight Auditorium October 19th. The day was crowned by the presence of Mr. Babson himself who has just celebrated his ninetieth birthday.

Dining Hall Dedicated; Gratitude Expressed

The dedication of the new Gordon M. Trim dining hall was held on Saturday, October 24th at 12:30 p.m. in the new dining hall.

The Institute's President, Dr. Henry Krielb, opened the ceremony by telling a number of anecdotes about the construction of the dining hall. Most were about the difficulties of having the hall completed by the beginning of school.

Then he thanked all those who were involved in helping to complete the building. He started by thanking the late President for having the desire to have the plans for the new hall completed. He then thanked many of the individuals who have made the building possible, and many of the students for their assistance in the athletic field.

Following these few notes of gratitude, Dr. Krielb turned the ceremony over to Mr. King, head of the alumni. Mr. King stated briefly that without the help and guidance of the administration and the NECG, the new dining hall could never have been completed.

Then Dr. Krielb introduced Paul Collins, head of the Student Government at Babson, Mr. Collins also thanked the alumni and administration and then invited everyone to enjoy the new dining hall.

President Krielb then ended the dedication by inviting everyone to lunch.

FROSH ELEKT DE BETTENCOURT, HARRIS, WOLGIN & MARGOSIAN

The Class of "47" wishes to announce their election of officers. The election will be Tuesday with a runoff on Thursday. The officers will be John DeBettenCourt, President; Robert Harris, Vice-President; Mark Wolgin, Secretary and Charles Margosian, Treasurer.

John DeBettenCourt, the president, who resides at 18 Sterling St., is West Newton, was elected over Robert Bernard in the final vote of Thursday. DeBettenCourt comes to Babson Institute from Hotchkiss Latin School and Boston College. He has received letters in several sports and has been very active in church and class affairs.

Robert Harris defeated John Astl for the position of Vice-President. Harris is also an off-campus student and presently lives at 138 West 90th in New York. The election proved to be a good one with all candidates placing primary of voting types throughout the campus and a good percentage of the class turning out to vote.

WRVB Begins Third Week Of Broadcasting

WRVB begins its third week of operations with all directors receiving the signal with the ex- ecution of Publishers. The telephone company has assured them that the situation will be remedied. Also, some students in Park Manor have noted that several "dead spots" exist in their rooms. This problem is being solved by Martin McConnell.

The response to this new form of communication on this campus has been very enthusiastic. Many students have expressed interest to participate, and to accredit these interests the hours of operation have been expanded from 8:30 to 12:00 instead of 10. Material improvements have been made at the station, in anticipation of winter a conductor has been installed, doors were hung, electrical wiring completed, and a rough schedule has been put into effect.

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CIVIL RIGHTS WORKERS STIMULATE BUSINESS ECONOMICS CLUB MEETING

In what turned out to be a most controversial evening, the Business Economics Club started out with a bang. Peter Schaffer, President, called the meeting to order at 8:00 P.M. on Thursday, October 15, after which, two civil rights workers held the congregation entranced with their experiences in the south.

James Bond, a Harvard Law student, who spent the summer in Mt. Olive, Mississippi, pointed out the plight of the Negro. He talked about many families who could not afford the least of sanitary implements and their distrust of the white people, both Southerners and Civil Rights workers. One unusual situation that exists in that Negroes own their own land. As it was so aptly stated, they are

FOCAL POINTS

"FOR SALE CHEAP"

1 Unopened Copy of

ROBERT'S RULES OF ORDER

See P. 3

LEADER IN CAMPUS OPINION

BABSON PARK, Mass., Thursday, October 28, 1964

Volume Twenty Number Five

Continued on Page 7

Continued on Page 7

Continued on Page 7

Continued on Page 7
OPENING EYES TO REALITY

In the midst of the recent Negro revolution, which had its start with Abraham Lincoln's Emancipation Proclamation, it is not surprising to find that Babson Institute is determinedly attempting to bring about those social ends called for in Mr. Lincoln's Proclamation.

Babson's policies on admitting applicants have never been subject to the stupidity of the Administration on the basis of race, color, or creed. The only discrimination has been in the academic quality and potential ability of the applicant. Babson seeks and welcomes ALL promising and qualified students. For this reason there has been a vast shake-up in the administration office. Mr. Babson, in the right direction, Mr. Stephens and Mr. White capitalism is concerned for the situation because a high percentage of Negro students were on academic probation. The understanding that has been below the 2.0 cumulative average was that those students admitted had not been schooled at Babson College to meet the challenge at Babson Institute. The administration department began to insist on high grades, lower grades, and higher status in all areas. This policy has been adopted and applied to all candidates for admission.

The basic problem, as a few concerned students and faculty members have pointed out, is the lack of Negro students on the Babson campus. This is the pitiful truth, for there exists in the Negro community an abundance of untapped human resources. It is against this fact, and is presently doing everything feasible to find those qualified Negro students and bring them to Babson Institute. In the recent reorganization of Babson College, the administration has increased its sales promotion in high schools. Although the Institute is not able to recruit only Negro students, the recruiting staff has been visiting all integrated school districts throughout the country. It has been in Chicago, New York, and Boston areas, consistently with one objective: to find well qualified students regardless of status, Babson does have recruiters out there, guidance counselors and high school principals have been asked to submit to Babson the names of all eligible and interested students.

In the past the general opinion was that the Negro did not want a business education because he felt that once he had that business degree, business would still discriminate against him. Babson, however, by the very effective demonstration in Washington, D.C., has shown that the Negro lacks education for the job. Following the revolutionary steps taken by the Shattuck bank and others, the Babson Institute has risen to the challenge of seeking and educating those determined Negro students.

A few months after the faculty invited a prominent Negro businessman, Mr. Thomas Brown, to talk over possibilities of getting Negro students to apply to Babson. They discussed all issues relating to reasons that a considerable number of Negro students do not apply to business schools, what can be done to induce them to apply, and how can the colleges help them.

Mr. Brown, the only Negro accounting executive in Boston, helps by running a guidance service on his spare time for Negro young people in the Boston area. He's out to get those students to further education, and he said that when he came to Babson, Babson is currently working with Mr. Brown in getting applicants. Recently, a Negro student applied for admission. During the interview he informed the interviewer that his grades were substantially high and that his College Board would meet the Babson requirement. However, that fact that he was a qualified candidate, would not be able to finance the cost of tuition. He was reassured that once he had been accepted at this Institute, the Administration would help him. The Babson administration is writing a special program to aid him and other needy and worthy Negro students.

All the facts are evidence enough that Babson is concerned with the issue. Babson does not intend to live above this social crisis, it aims to live in it, and to do everything possible to alleviate the problem of uneducated Negro young men who can't be business themselves. And, Babson Institute as their almanac.

The members of the Administration are heartily with the article on page three of October 14th's issue of the EXE. Babson Institute should continue to do its part in bringing about social changes. It is the job of business to help in the effective means of bringing it about. And to this end the Administration is presently attempting to find those qualified and motivated Negro students.

The faculty members are concerned, the Administration is concerned; but, does the student body take notice of this vital social crisis? Do the students here at Babson realize that they will be the ones called upon to provide the social environment needed by all students on campus? Will it discriminate, as it is sublimely doing now? Or will that student body of future responsible businessmen wake up and mature, and receive any student regardless of race, color, or creed, as an equal, an equal aspirant striving to attain that 3.0 cumulative average?

It is only our own benefit, as future members of the business society that we realize this. In the past, as in the present, the basic reason for social unrest has been an economic one. We must overcome our ignorant, selfish pride, and open our eyes to reality.

P. P. N.

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The annual Babson Homecoming Weekend will long be remembered by all those who attended. Especially impressive in the context of the newly renovated dining hall, the affair proved enjoyable for both students and alumni alike.

Young Democrats Club Organized On Campus

On Wednesday night, October 11th, a group of politically interested students met with Mr. Keighley to organize the Young Democrats Club.

The meeting at first had implications of a general free-for-all. Everyone was doing his best to keep the national candidates' names before the minds of the students, and students also enjoyed a swim party at Mr. O'Brien's house. The weather was perfect on Saturday, and the large and enthusiastic participation of the athletic events, it took all of their time and energy. Sunday was passed at the showing of Master Golf of the Fall season, and the sunny day was passed at the Homecoming Parade show.

The last part of the athletic program for the weekend consisted of some sports that were run for alumni. This took place in the late afternoon.

Alumni gathered at The Meadows in Framingham for cocktails following by the annual dinner dancing. This brought together many old friends of the community, and the students got acquainted with members of the administration and faculty. Later in the evening the alumni joined them for the long night in the Homecoming Dance. The music of the Glenn Stevens Orchestra was delightfully played by the long and frequent breaks. Also the students were invited to the Chateau of out of State Alumni.

The after-parties were everywhere, and the singing and good music to dance to. Sunday food visitors exploring the many new ideas, their own ideas and officially planned, the many alumni who were registered for the first time in many years sought out each other in the hundreds of our campus to their families, of which the run by the thousands of lost friends. In the evening all the parties were held in the House. In the morning the alumni were invited to the Chateau of out of State Alumni.

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A.D.S. Plans Jell

On October 16th, ALPHA DELTA SIGMA held its 1954 Fall Open Meeting. Highlighting this memorable occasion were short talks by Professor Fred S. Kopp, the author of a new book on the subject of the admission of women to the professions. The meeting concluded with a brief discussion of the future plans of the chapter.

The plans for the coming year were outlined for the benefit of the membership of the chapter, and for those interested in the future of the chapter. A few words from the alumni and faculty members were also included in the discussion.

Plans are now under way for the 1955-56 academic year to incorporate theballroom dance program for the undergraduate men at the Pomfret School. Under the leadership of Mr. Donald Morse and making plans to attend next year's event, the students are excited about the possibilities.

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The 1964 campaign for the Presidency of the United States is now in its last days. For most of us the election cannot come too soon, and many would wish it has been held several weeks ago. The reason for the campaign's unrelieved dreariness has been three-fold. First, there has been a marked absence of issues. How can one discuss the crucial problems and the nation faces, when one of the candidates lives in a dream-world composed of 18th or 19th century banking and economic ideas, a series of grossly oversimplified half-truths about the world and America's place in it, a great gulf of ignorance about America's social crises, and a disregard for any distinction between means and ends? Second, there has been no meaningful discussion between the two sides because the participants are so far apart that they cannot even agree on the meaning of key terms. Third, there has been an appalling amount of vituperation and slander injected into the campaign-most of it in the form of a series of scurrilous publications by the far-right such as the thoroughly discredited NONE DARE CALL IT TREASON.

In the dream world inhabited by Senator Goldwater and his followers, two contradictory propositions do not cancel out but rather supplement one another. For example in the Goldwater world there is a balanced budget, increased military spending, and a five-year tax cut. Nowhere in the real world could these three things be achieved simultaneously but only in the unreal world born of Goldwater's rhetoric. Of course the Senator's interest in tax cuts is newly acquired since he has just voted against the largest tax cut in the nation's history enacted by the 88th Congress. His proposal for a 5% per year for five-year tax cut in taxes has been ridiculed by all responsible economists at least two groups 1. such rapidity of economic planning would lead to disaster by immobilizing federal policy for five years and 2. the cut would benefit more the wealthiest group of United States citizens whom taxes were just reduced by 15%. Other dream world contradictions are the Senator's demagoguery of anyone who worked with Cohn coupled with his advocating that the United States send in marines to "turn on the water" we were buying from the Cubans, his enacting the nation to new moral heights while accepting the support of racketeers in his campaign; his preaching for self-government while voting against giving eight-home rule in the District of Columbia or the vote in Presidential elections in Washington D.C. residents, and his straight-faced proposal to sell TVA—"if only for one dollar"—while initiating a bill for $1 billion dollars for a nuclear-powered hydroelectric plant in the Colorado River Basin, Arizona. An historian of Texas said, "What is socialism in Tennessee is called necessary in Arizona.

In the never-never land of the Senator, the troubled social waters of our country may be called through the simple expedient of the moral example of the President, Crime, says the Senator, is increasing in the nation's capital because of sanctioned, lawless civil rights protest and moral laxity in the White House. Would the Senator also attribute the crime rate in his home town of Phoenix, Arizona, which is one-third higher than Washington, to a lack of clear moral precepts and examples in its elected officials? Why is crime in the suburbs—where few Negroes live—increasing at twice the rate of crime in our cities? But these facts do not seem to disturb the Senator's fantasy.

There is, of course, no connection between the civil rights movement and the crime rate, but there is a demonstrable direct connection between the crime rate and deteriorating social conditions: poverty, lack of education and unemployment. On these issues Goldwater's position is clear; he has voted against the civil rights bill, a youth conservation corps, economic "slum" funds to build schools, provide scholarships and contribute a teachers' pay funds to train unemployed youth, free school lunches and a host of other measures designed to help eradicate the roots of crime, social dissatisfaction and alienation. In addition he was not present in 1961 when the Senate voted on six measures proposed by the Attorney General aimed at interstate racketeers. He did not vote on the Juvenile Delinquency and Youth Offense Control Act which has allowed the government to spend $55 million to combat the delinquency problem. Although Senator Dodd requested Goldwater's assistance in seeking federal action to stop the narcotics traffic from Mexico through Arizona, the Senator was not interested. Nor is he in favor of Dodd's measure to control the flow of mail order guns—yet the homicide rate in all Phoenix is twice that of New York and second only to Dallas in the nation and over half of the murders committed in Phoenix are firearms. The Senator himself is in fact doing nothing about crime, yet he righteous maintains he is against it.

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All is not well, however, in Goldwater's head of No for occasionally nightmares do intrude. There is, for example, the nightmare of the Federal government. "It has wandered and is government more than I thought," said Mr. Goldwater. Exactly why he should be so afraid of "Washington" has never been clear. In his troubles as he has often mentioned something about "creeping socialism", the growth of a Federal colossus that is "engulfing our precious remnants," and the "consumptive growth in non-defense spending. "Like all nightmares there is little or no logic behind his worries. As George zoo has pointed out 1969, federal activity apart from defense did not account for more than two percent of the
WHY RIGHT ARRIVES AGAIN

Who, no chair in the Richard Knight Auditorium? Are there really going to be couples on blankets on the floor? You can't tell me they'll be slipping you know what from pop-top cans I knew that was too good. Yes, it's all tree, save the pop-tops, because on Friday night the second annual Hoot n' Newman moves into the Richard Knight Auditorium.

As many of the upper- and middleclassmen will recall the Hoot n' Newman is one of the highlights of the Babson social calendar. This year, the Hoot n' Newman has been designed to be bigger and better than ever before. The chairs will be put away, and the floor swept of old attendance cards, Boston Globes, and green carnations to allow couples to spread their blankets and enjoy an evening of folk music, comedy, and good entertainment.

Nine acts have been practicing day and night to bring Babson men and their dates an unforgettable evening. WRWB's "Uncle" Jeff Zack will once again put his mild mannered wit and polished comments to good use as master of ceremonies. After the show is over, the floor will be cleared for dancing and merrymaking. Who could ask for a more enjoyable evening?

This year's Hoot n' Newman will also serve a most important purpose. All of the receipts will be used to offset the costs of the spring fever epidemic which swept the campus last May. Perhaps a brief, but sincere reflection upon the implications of these costs and other efforts to secure goodwill to the surrounding area will provide all Babson Men with another reason for supporting the Hoot n' Newman.

Last year's Hoot n' Newman brought acclaim to many of the participants, Julio Ornelas who will again delight the audience with his mastery of the South American guitar and song, earned the right to a television audition as did another returning act, Gary Kissnerman and Carl Youngman. The Ascots who found their beginnings at the Hoot n' Newman went on to travel all over the New England College scene.

Come to the Hoot n' Newman this Friday evening in the Richard Knight Auditorium at 7:30. The price is low and the time is right, so grab a blanket and get a date. See you there!

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THE MUG:

By MARK REGAN

The Student Government meeting was called to order by the President. The Secretary is then called upon to present the past minutes, I was not able to see these. The President believes that this is the only function of the Secretary, these people are greatly mistaken.

Jim Gard, Secretary of Student Government, is much more than the "memory unit" of our governing body. Above all, he is a member of the Executive Council, therefore responsible for many significant decisions concerning the Student Body of Babson. He coordinates communication between executive representatives, summarizes all official correspondence, and funnels all pertinent information into a logical order presentable to the Student Government.

Jim, who hails from Laconia, N.H., is an extremely approachable gentleman. He says that he was forced to office while hospitalized twice in his college years. He is always at ease with students, faculty, and staff.

A Brother of Alpha Kappa Psi, Jim is a strong advocate of fraternity life. He feels that the camaraderie, the respect for others, and the dedication to work realized through close fraternity life is invaluable preparation for college life.

People who cannot enjoy themselves have always bothered me," says Jim. He feels that this is selfish, the truth in the cliche all work, no play makes Johnny a dull boy cannot be denied, according to Jim.

Jim lives his life in this order: brew, sports, a busy curricular, and his '68 Rambler hatchback.

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1964 THE EXEC Page 3
The 1964 campaign for the Presidency of the United States is now in its last days. For most of us who are not politicians, it seems to last forever. However, many wish it has been held several weeks ago. The reason for the campaign’s unrelieved dreariness is that it has been a two-year-old. Few have been a market for a long time, absent of issues. How can one discuss the crucial problems and tests the nation faces in a world composed of 18th or 19th century bureaucratic ideas, a series of regions over-simplified by its growth, and a government designed to be the world and America’s peace in it, a great gulf of ignorance about America’s social crises, and a disregard for the role of the United States as a leader? Between the two, there has been no meaningful discussion between the two sides because the participants are so far apart that each side is at loggerhead with the other.

In the dream world inhabited by Senator Goldwater and his followers, they believe that if they can hold the vote, they can hold the nation. This is the world of a series of curious comments by the far-right that are truly discredited as the thoroughly discredited.

DARE CALL IT AN INTEGRITY

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Lyndon Johnson had not been long in the Senate when he gained a protégé with whom you are all familiar. His name is Bobby Baker, a man who began his personal career a decade earlier. He was a protégé of Richard Daley, the mayor of Chicago, and he was clearly a protégé of Lyndon Johnson. Johnson has had his problems with the courts, but he has always been able to come out on top. The evidence cited was sufficiently damning to compel the United States Supreme Court to rule against Johnson and to this, some interested citizens have apparently done his duty. The ballots had been destroyed, the ballot boxes contained no votes.

And now this Congressman is President of the United States.

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And now this Congressman is President of the United States.
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of 1964 just because you knew it was a bad bill. Would you have voted against the popular Nuclear Test Ban Treaty, in the face of violent opposition, just because you knew it to be a bad treaty, not in the best interests of the United States? * * *

Senator Goldwater has done these things. He has acted upon them. He has said that he never has been afraid of the consequences. He does not steal elections. He does not surround himself with corrupt men and elevate them to high places in government. He does not run on mutually inconsistent platforms. He does not do these things because he believes them to be wrong. Can Lyndon Johnson say the same?

I stated in my last article that Conservatism is not an easy philosophy by which to live. Hard as it is to live by, it is even harder to carry such a philosophy into public office. It is much easier to tell the other fellow what he wants to hear, to tell the farmer that he is entitled as a matter of right to an income above which the market would pay him to tell labor that you favor a shorter workweek with higher pay, to tell management that you favor holding the line on wages to tell the indigent that you favor giving them the excess income of the "haves" to tell the taxpayer that you believe in economy in government. This type of appeal is easily understood.

It takes courage, however, to tell the indigent that they should go to work. It takes character to go before a group of farmers and tell them that you believe they should only share in the national income to the extent that they help produce that income. It takes integrity to tell labor that you believe in the right of every man to work in the trade in which he wishes to work. Senator Barry Goldwater has this courage, integrity and character. He has it because he knows in his heart as I know in mine, that he is right.

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STEP FORWARD WITH FORD MOTOR COMPANY

An Open Letter to the 1965 College Graduate from Donald N. Frey, Assistant General Manager, Ford Division of Ford Motor Company

Donald N. Frey was awarded a bachelor's degree in metallurgical engineering by the University of Michigan in 1947 and a doctorate in 1950. One year later, he joined Ford Motor Company as manager of the Metallurgical Department in the Scientific Laboratory. In 1962, Dr. Frey was appointed assistant general manager of the Ford Division with responsibility for all engineering, product planning and purchasing activities. He is 45 years old.

America's automobile industry is in the midst of a challenging era, with prospects of an even more exciting and demanding tempo in the years to come. Ford Motor Company is determined to achieve leadership in all phases of its operation. This leadership promises to bring lasting success to the company, its employees and its stockholders.

It will take people to accomplish this objective. Engineering, finance, styling, marketing, product planning, sales—all require people with the knowledge, judgment and personal drive to avail themselves of the unprecedented opportunities offered by a great industry.

The automobile business is growing. More cars are being bought now than ever before. With increases in population and consumer buying power, even more will be bought in the future. Realizing this, Ford Motor Company seeks to attract college graduates who have the capacity to grow with the company and the market.

Right now, our plans call for employing a thousand of the best 1965 graduates we can find, with all types of educational backgrounds. We need specialists, but we also need persons with broad liberal-arts training who can handle a wide variety of assignments. Actually, in our company, many graduates grow into jobs totally unrelated to their degrees. They have discovered that Ford offers intellectually challenging opportunities for those with the ability to seize them. We invite you to make the same discovery.

Contact your Placement Office and arrange to see our representative.
Homecoming Crowd Sees Booters Stand Off Strong Clark Squad

A large homecoming crowd witnessed a new athletic attitude this past Saturday when the Babson football team tied the much stronger Clark University squad. The game ended 0-0 after the four regulation periods and two five-minute overtime.

Celt Corner

By KENNETH HAMWEY

Can the Celts do it again? Most inside observers of the N.E.A.C. say it probably is just a matter of time. Maybe the question shouldn’t be restated to read, “Can Red Auerbach do it again?”

Obviously the Celts win because of their exceptional personnel. Who is responsible for the talent? Red Auerbach is without question the brain behind the entire organization. After the tragic death of owner Walter Brown, Ired said the name of the general manager and as well as retaining the posts of vice-president and manager.

In essence Red was actually the club’s general manager during the many seasons the organization chart didn’t provide for one. It has been some other than Auerbach who is directly responsible for the likes of Bill Russell, Tom Heinsohn, John Havlicek, Sam and K.C. Jones, Tom Heinsohn, Willie Naulls and Larry Siegfried.

This season the names of Ron Beefham, Mel Counts and John Thompson may be reason enough for the building “redwood” to fill pontifically on that famous Auerbach cigar. Speaking of newcomers to the Celts, Mel Counts will join the club on Oct. 25, and will undoubtedly be huge Bob McManus one of the Celts’ general managers will be allowed to carry twelve players and seven substitutes, and they must be paired to eleven.

Founder’s Day

Continued From Page 1

sions. Evidence that the public attention the game has aroused is well-known.

Basketball Team Undergoes 1st Drill

Coach Tom Smith greeted a thirty man squad last week at the variety basketball and drill workouts. Coach Smith has a fine returning squad from last season to work around, six of last season’s top shooters being expected. He is also recruiting for this season. They are forwards Al Godb, Brian Barefoot, and Randy Polen, guards Ron Nathan and Dave Zagorin, and center Paul Mornain. Transfers from the C.I.T. are in process and it is certain to break into the starting five. Smith is a good man, a fair driller, and a strong rebounder.

Coach Smith announced that there would be no captain this season. He will choose two or three captains for each game so that everyone on the squad will get a chance to represent the team.

The team’s first scrimmage will be December 2 against Curry College in the opening round of the Boston Invitational Tournament.

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No, he’s not a free-fall parachutist. Or an X-15 test pilot. Or an stock car racer. With a wife and kids to think about, he can’t afford to take chances. But daredevil is a term that aptly describes a habit which every day causes 100,000 deaths from lung cancer and contributes to many more from coronary artery and respiratory diseases. Studies show that the death rate from lung cancer alone for cigarette smokers (one pack-a-day or more) is 10 times higher than for those who don’t smoke.

Nobody says it’s easy to stop. But living that dangerously often winds up in not living at all.

american cancer society

Golfers Complete Fall Schedule

The Babson golf team completed the fall season last Monday with a triangular match with Brandeis University and M.I.T. The team won by a score of 1-4-1 record. The team’s lone win came at the expense of the Princess Margaret Golf Club in Wellesley Country Club. The Princess Margaret selected Babson as the only rival to make the cut.

Daredevil