Honors Day Assembly

The Honors Day Assembly will be held April 6 at 10:30 a.m. in Knight Auditorium. The assembly will consist of presentations and awards presentations, including the presentation of the annual Outstanding Senior Award. The assembly is open to all students and faculty, and all who are interested are welcome to attend.

Alumni Clubs Stage Kick-Off Dinners

Three Babson Clubs in the New York City area will meet on May 23 at the Yale Club of New York for their Development Fund Kick-Off dinner. The Greater New York Club, the Fairfield, Conn., Club, and the Northern New Jersey Club, representing a total of 900 Babson members, will have Dr. Harry A. Kriebel and Dr. J. Hill Gibson discuss the Institute's Development Fund message to the members of the Detroit and Michigan Babson Clubs at its campus kick-off dinner at the Reves Club in Detroit, Club President Walter T. Onley Jr., '53 is counting replies from the 131 Detroit-area alumni who have received notices of this meeting.

Saulnier To Be Commencement Speaker

Raymond J. Saulnier, former Chairman of the Council of Economic Advisers to the President, will be the speaker at the 4th commencement ceremonies at Babson College in Wellesley Hills, on June 18. Saulnier, a native of Hamilton, Mass., was graduated from Middlebury College in 1935 and received his doctorate in economics at Harvard. He is currently Professor of Economics at Babson College and a Graduate Faculty of Arts and Sciences.

Proper preparation is the key to all and all of your projects. Louis Nizer

Tuesday, May 22, 1962

Babson Park, Mass.

Vol. XVII No. 19

The second product speaker will be Robert M. Colman, Manager, Salads Foods Inc., Woodstock, Me., who will tell us all about the current Satuse Tis product (including the problems with the gypsets, which has received much attention in advertising trade press publications, in the past three months). Mr. Colman will punctuate his talk with several state Fairbanks radio commercials from a tape recorder.

30 Minutes of Commercials. At Approximately 9:00 p.m., the Conference will reconvene to a dinner to be served in Knight Auditorium. At 9:30, a panel of experts will discuss advertising in the automotive industry, get under way in the auditorium. A highlight of the evening program will be the presentation of a 30-minute film consisting of 41 TV commercials, all of which were award winners in the 1963 American TV Commercial Festival. They are all presented on all parts of the country, many of which have not been seen in this area. Following the film, a panel of experts will discuss the creative aspects of several of the commercials presented. On this panel will be William B. Conover, Vice-president and Creative Director, B.B.O., and William H. Hall, President and Creative Director, Harold Cabel & Co., and Richard V. Lombardi, Vice-president and TV Director, Ross & Provanne.

Paul Foley, Evening Speaker. Featured as the evening speaker at the Conference will be Paul E. Foley, Executive Vice-president, McCann-Erickson, Inc., New York City. Mr. Foley heads up one of the world's largest advertising agencies, with offices in all major American cities and principal markets throughout the world. He is well-known advertising figure and speaks with authority on his profession.

Mr. Foley will speak at the evening session will conclude the day's events. The Conference will close with a dinner at a local hotel.

There will be no charge to students or faculty members for any of the sessions. Those wishing to attend the dinner will be charged $5.00 and reservations should be made in advance.

(more on Conference Page 6)

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In government service Saulnier has been a consultant to the Board of Governors of the Federal Reserve System, to the Department of Agriculture, and the Department of Housing and Home Finance Agency. From 1932 to 1935 he served as an analyst for the President's Carnegie Commission, and in 1946 he was a member of the Council of the President, a position which he held until January 20, 1945. From 1935 to 1946 he was a member of the Kennedy Administration.
EDITORIAL
ON THE DEFENSIVE

Social life is quite important to a man during his college years. Most men prefer not to be limited in what colleges they can own date. Justice would be served if a man had a chance to live in a residential society; however, tradition intervened to complicate matters.

We cannot rely upon the reputation of the school as a sole factor in determining our fate with women. As pointed out in Bastone’s ‘Giving Definition to A Non-Absolute’ the girl’s eventual decision actually rests in part in the hands of the man, not in his school. Probably in the above example, the girl would accept the invitation from the Harvard man. However, after the initial date has been made, it would be up to that man to progress with this girl. It is he and he alone that will make possible a fruitful relationship.

What can be done to make that first contact with the girl? How does one break the ice? The initial approach requires patience and understanding. But to display our talents, to cultivate a relationship, is simply being yourself.

The Bastone man is well aware of his lack of success at these top schools. He rationalizes that the Harvard man is too socially superior to him. This is not news to the Bastone man. He begins to act the pseudo-intellectualism, exaggeration, lying, exemplifying his insecurity. Men, girls aren’t naive! Being at these top schools they learn a lot and undoubtedly have seen a lot. One person’s falsehood or phoniness is another person’s strength. Therefore, the first contact is important and his ‘line’ is passed along the usual channels women have.

One man who is always himself, is relaxed, and is sincere in what he says can receive so much more out of life. If you find that you are forced to put on a show for the sake of approval, then maybe you have found the wrong girl. Girls worth having are those girls that will accept you as you are. Sure rah-rah spirit has a part in college and it is tremendous to feel alive and do things you would never look askance at. There is a difference between having college spirit and not acting like yourself.

A person can tell when he is not being himself and certainly college is the place where most men find themselves. Your conscience plays a key role in determining your happiness. If you can sleep peacefully, then you are true reflections of yourself and what you wish to convey, then you will be happy. Be happy, men. Be yourselves.

Views On Latin America

One of the greatest obstacles overall the majority of the Cuban island Latin American nations suffer is the lack of control and influence exerted by the United States. This situation has arisen mainly through mismanagement and lack of political instability. For Cuba to ask our government to大力发展 itself’s self nationalization would be admirable however, many factors among them the lack of capital, technology, and raw materials to accumulate within Cuba. In Latin America, nationalization and lack of capital aid from the oil of industries has taken place in Castro regime.

Cola S.2

Cuba has not earned the oil

One last thing: the government of our state has also been


HONESTY

In order for some school to become regarded as a good educational college, its graduates must use a name for themselves in the outside world. Would a school be able to gain recognition if its graduates were known for stealing?

Last week I saw what looked like a person stealing a PlayBoy from the bookstore by placing it in his notebook. Although I am of the opinion that the prices charged in the bookstore are too high and can be replaced I do not think their price justifies anyone to steal from them.

Remember that the easiest way to improve our school is to better ourselves.

WHERE WERE YOU?

We have heard much about how the Administration would like to improve its communications with the student body during the last several months. But where was the Administration during the student assembly on the Student Court? Although we knew that the administration was last Thursday we do not know why the Administration was not able to send at least one representative to the assembly to hear the students voice their opinions on the Student Court.

CONGRATULATIONS

Congratulations to the Junior Class officers for providing a great time at the Clift Hotel. I am sure everyone who attended will agree that a nicer day couldn’t have been had.

THE EXEC

Weekly Student Publication of Babson Institute Babson Park, 87, Massachusetts Telephone Celtic 5-1200 or Celtic 5-8869

The EXEC welcomes letters, but they should be brief, must be signed (the author’s name will be withheld on request) and can be edited and/or withheld from publication at the discretion of the staff to comply with certain limitations. All editing is necessary every effort will be made to convey the author’s meaning accurately, and deletions will be indicated.

Back issues of THE EXEC are available and may be had upon request.
CAMPUS ORGANIZATIONS
Junior Class Day Success
Blood Drive

The warmest day of the year brought out over one hundred students from the Phi Delta Theta fraternity to do the biggest fraternity blood drive in North Carolina to celebrate the Junior Class Day. Activities taking place around 200 members of the fraternity were parading down Johnston Street, and they all jumped out of their cars and ran into the line. After about an hour the line started to grow again, and the Phi Delta Theta fraternity continued its domination of the blood drive. At 6:00 the doors to the donation center were closed and the rush was on! Everyone seemed to enjoy getting blood, and after things quieted down the junior class still looked great and things started jumping again.

12th Annual Robert Murray Contest

During the afternoon of May 7, the mood for the 12th Annual Robert Murray Contest of Alpha Delta Sigma, was held in the Atrium. The contest, which represents the categories of magazine, newspaper, radio, and television advertising, was held on the Boston Club, and the theme was "Billboard advertising." Following the luncheon, a trip was made to the W.B. to see the largest advertising agency in Boston.

That evening the fraternity honored the winners at a dinner in the Pillar Room. The winners came from Vesper George School of Design. At the conclusion of dinner the winners were presented with trophies for their achievements and Mr. A. F. Harvey spoke on direct mail advertising. Mr. Crowther is the Assistant Director of Advertising for Boston Advertisers' Club. He is also an assistant publisher of the Boston Advertisers' Club. He is also an assistant publisher of the Boston Advertisers' Club.

The purpose of the meeting was to bring together the members of the club and the members of the Boston Advertisers' Club to discuss the "Cost of Consumer Credit," and the "The Cost of Consumer Credit." The meeting was held on May 18. It is a joint meeting with Delta Sigma Eta, and it was attended by Delta Sigma Eta, and it was attended by Delta Sigma Eta, and it was attended by Delta Sigma Eta, and it was attended by Delta Sigma Eta, and it was attended by Delta Sigma Eta.

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Delta Sigma Pi

On Monday, May 16, the brothers of Delta Sigma Pi held a brotherhood meeting that had a double purpose. The first was to induce the new committee chairman into the organization. The second purpose was to elect new committee chairman. The meeting was held on Monday, May 16, and it was attended by all the brothers of Delta Sigma Pi, and it was attended by all the brothers of Delta Sigma Pi, and it was attended by all the brothers of Delta Sigma Pi, and it was attended by all the brothers of Delta Sigma Pi, and it was attended by all the brothers of Delta Sigma Pi.

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Vets Club Picnic

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STUDENT GOVERNMENT AT WORK

The question has come up many times concerning the monopoly situation and what Student Government intends to do about it. Frankly, a fair and equitable solution can not be determined at this time without more knowledge about these organizations. As I write this article, your Student Government has a meeting scheduled for Monday, May 21 (Monday) with the respective owners of these businesses so they may supply us with the necessary information.

The Student Government Constitution gives us the power to approve all licenses for campus businesses. We therefore feel that it is our duty and obligation to you to make sure that these businesses are properly run by the right people. However, as I mentioned above, we presently are without any information concerning their operations, profits, services, or sale prices. This lack of information makes intelligent discussion impossible. With this in mind, we have asked the present owners of these monopolies to come to our meeting and talk with us about their operations. I cannot emphasize strongly enough that we basically seek information so that we can discharge our duties properly for your benefit. If it is possible, I intend to see that no one is inured monetarily, or in any other way by our investigation.

The "A School Assembly" last Thursday to discuss the student Court turned out not only our one hundred interested students. I do wish to thank those who did come for their help and suggestions. It was a fruitful and orderly meeting and I hope we were able to give satisfactory answers to all of your questions. For those of you who could not attend, we interpret this to mean that you approve our plan for Student Court with questions about it. I do feel, however, this is not the real answer to the large audience last Thursday.

There have been many complaints made to the administration, the Student Government and elsewhere about the lack of communication and inefficiency of the representative system. It seems that many people at Babson have forgotten that communication and representation must occur on a two-way street. Information must flow up the street as well as down. It is not only the government's job to keep us informed but the administration informed, also. It is the student's duty to keep their government informed of what they want, or what they do not want. Sometimes we are so confused, we urge you to help us correct this problem by expressing your opinions either in our regular or special meetings or to your representative. If you should feel that your section representative is not giving you a comprehensive picture of the issues of government meetings, either talk to him about it or report it to your government officer. The situation can easily be rectified with your cooperation.

Murray C. Campbell Pres., Student Government.

COMMUNITY PLAYHOUSE
Wellesley Hills - CE 5-0947
Eves at 7:45 Mats Wed., Sat. at 2 Boudreau Business Reg. at 6:45
Thurs., Fri., Sat. May 24-25-26
James Cagney, Horst Buchholz Pamela spills, & Arnie Francis in "ONE, TWO, THREE!"

The family resemblance in these two Mercedes-Benz sports cars is striking. And thrilling. At the top, the 250 St, 4½-litre, supercharged, the lowest 300 SL — acknowledged as master of any road in its price, its elegance, and its hand-crafted elegance throughout.

We invite you to visit us for the illuminating experience of a first ride in a Mercedes-Benz, both in several models. Prices range from $3,800 to $14,000.

And if you are planning a trip to Europe, we can arrange for the model of your choice to be waiting for you at the lowest possible European retail prices.

Please call your Mercedes-Benz dealer and take responsibility for its Warranties.

GASTON ANDREY INC.
100 Worcester Rd., Framingham (opp. Ken's Steak House)

"Just goes to show you can't please all of the people all of the time."

The College Shoppe opp. Wellesley Inn
The College Shoppe, a long-time favorite haunt of Pine Manor girls would like to advertise its facilities to Babson Men. This is one of Wellesley's finest gift shops, now offering a choice line of golfing and tennis accessories. The fine display of gifts accompanied by low prices should attract many Babson Men as it has the girls from Pine Manor.

Any purchase of two dollars or more is gift wrapped without charge.

FILM - TENNIS and GOLF ACCESSORIES

STAR MARKETS
31 STORES AND BRIDGAM - DOROTHY MURIELS
... where quality stars!

FIRST COUSINS
The family resemblance in these two Mercedes-Benz sports cars is striking. And thrilling. At the top, the 250 St, 4½-litre, supercharged, the lowest 300 SL — acknowledged as master of any road in its price, its elegance, and its hand-crafted elegance throughout.

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GASTON ANDREY INC.
100 Worcester Rd., Framingham (opp. Ken's Steak House)
CRAM COURSE NO. 4: BATHMETRY

Continuing our series of pre-final exam cram courses, today we take up bathmetry—the study of ocean depths.

Admittedly, this is not material you will come across on most campuses. And small wonder. In the whole world there is only one bathymetrist, and only two people can get into it.

Nevertheless, the study of ocean depths is of great importance. Why, do you realize that the ocean is far the world’s largest biological environment? The ocean has more than three hundred times as much living room as all the continents and oceans combined! Unfortunately, only Sven live in it.

And small wonder. Who’d want to study the ocean if he wouldn’t smoke? Surely not! I wouldn’t give up my good Marlboro Cigarettes for the Atlantic and the Pacific put together. Nothing could induce me to forsake Marlboro’s fine mellow Savoy or Marbrillo’s smooth white Portobello with its flip-top box that really flips. Marlboro’s soft pack that packs a punch. Let others reproach to the spacious depths. Me, I’ll stick with my Marlboro and share my pack with a yachtsman.

But I digress. Back to the ocean. The largest, as we know, is the Pacific, which has been divided by Ballyan, a Swappist of great vision. To give you an idea of Ballyan’s vision, he first saw the Pacific while standing on a peak in Darwin, which is in the middle of Australia.

Even more astounding, when Ballyan reached San Francisco, he boldly saw the Hawaiian Islands from an islet, which was also, as we know, friendly cane, Ballyan waved merrily to the Hawaiian and shouted, “Great little ocean you got here, kids?” The Hawaiians, also, as we know, friendly cane, waved back, declared a half holiday, organized a luau, hula’d a chorus over which they propered, and then sent the first true Captain Cook. This, of course, was of origin.

Babson Sport News

Fraternity Softball

Shorts In Sports

The inter-fraternity athletic competition opened with “Skins” yesterday at 6:30 p.m. Sigma Sigma beat A.D.S., by a score of 11 to 0, with both teams on both sides, and could have gone ahead by a score of 12 to 0, were it not for Sigma Sigma’s entrance stage of 15. This performance was appreciated by Joe, who had previously been competing in the same league for Park Manor South in the intramural games. I think the big news was that Sigma Sigma had a good team behind them.

The “Big Daddy” Eastman, Big Daddy of shortstop, played a fine game also, and stepped off the line with a “clinch” home run in the last innings. With a couple of breaks and a few less “sicens,” Big Daddy might have pocketed the win.

A.D.S. jumped off to a fast start and was leading 1 to 0, when on the margin, Sigma Sigma found the combination, however, and by the third inning the score was tied at four. After a scoreless fourth inning, Sigma Sigma burst into a quick burst, but couldn’t keep the fire. The final score was 11 to 7, with Sigma Sigma taking an 8-11 lead in the bottom of the eighth inning. The Big Team looked forward to next week’s game.

On Wednesday of this week Alpha Phi Alpha and Kappa Alpha are scheduled to play at 4:30 on the athletic field. On Friday night, Kappa Alpha is scheduled to play at 4:30. Providing K.A. Phi beats A.D.S. on Friday afternoon, and Kappa Alpha wins on Friday, will determine the winner of the inter-fraternity athletic trophy. Anyone interested in seeing an exciting and fast moving sporting event is encouraged to come out to the field to watch the two teams come to the top of the field at the above stated times.

Tennis

During the past week the Babson tennis team met with the tennis squads from Brandeis and Clark University. On Tuesday a superior Brandeis team, one of the best in the Boston area, defeated our own by an 8 to 1 score. On Thursday Babson beat Clark University 8 to 3. The matches included three matches. Ted Carr played finals, while Joe and Bill Green played number three men in straight sets. Bill Greenman playing in the number one match, the number two and number three men in the third set by a 7-5 score. The number one team Cosmy and Bob Riemer also defeated their opponents in the number two doubles. Bill Ellis played well on both sides but could not manage to reach victory.

On Wednesday the tennis men of the University of New Hampshire on our own courts, Coach Jodlin is hopeful with the team. Let’s support our team in its final match.

College Family of the Week

If there were a college family of the year, competition, laurels might be given to our own, the Cld E. Armantrout family of Corvallis, Oregon.

The Armantrouts have a freshman, sophomore, junior and senior attending Babson. The whole family was selected for the DAILY BAKHMES.

They are Guy, 21, a senior in Mechanical Engineering; and Guy, 20, a junior in business and technology.

All four have part-time jobs that help pay their way through college. The boys are about 75 percent self-supporting and the girls about 20 percent.

The Armantrouts have three other children, one a sophomore in high school and two in elementary school.

Short Sleeves

For Dress or Play

Cook & Company

Bouton Down or Regular Collars

from $2.95

Who’s Going to Live Here?

But I digress. The Pacific, is, for the largest ocean and also the deepest. The Mariana Trench, off the Philippines, measures more than 36,000 feet—10,991 meters. The Pacific is even deeper here that ocean depths are measured in fathoms—lengths of six feet—for after Walter Paubon, a noted British sea measure of the seventeenth century who, upon his twenty-first birthday, ran a string of sixty feet long with which he used to go measuring all over England measuring sea water until he was arrested for fencing. A person for measuring sea water has come in the family. Fathometer’s name, Sue Furlong, spent all the waking hours measuring sea water until Charles II had him beheaded in honor of the opening of the London School of Economics.

But I digress. Let us, as the poet Moorefield said, go down to the sea again. (The sea, incidentally, have ever been a favorite subject for poets and composers. Who does not remember Tennyson’s “Break, break, break,” or Byronic’s “Roll on, thou deep and dark deluge, roll!” Or the many sea songs that have endeared our folk mirth songs like “Sailing Through Narrative” and “T’S WT If You Don’t Pour It Down?” and “The Artificial Bows—Picks.”) My favorite sea chanty goes like this.

The landlocked masters of Marlboro wish you smooth sail

The landlocked masters of Marlboro wish you smooth sail

through your local radio and smooth sailing—with Windmill of course. Have I’ve met with a Marlboro lately?

GLASSIES BY WELLESLEY OPTICAL CO., INC.

 repairing the “Fronts” for those who serve you

Proscriptions—Repaired—Made Repairs

CE 5-4243 77 CENTRAL STREET

TEN PIN CENTER

ROUTE 9 NATICK

Wellesley

CE 5-4800

Open Friday Evenings

WELLESLEY BOWL
About The Speakers

BAYARD E. SAWYER
Associate Publisher
BUSINESS WEEK
Graduate of Purdue University, served in the Navy, 1942-1945. He joined BUSINESS WEEK in 1956 as Advertising Director, after serving in various sales promotion capacities for POWER Magazine, FACTORY MANAGEMENT & MAINTENANCE, and CHEMICAL ENGINEERING. Mr. Sawyer is present, Publisher's Information Bureau, Inc. and a member of the Board of Directors, Magazine Publishers Association. His home is in Westwood, N.J.

JOHN W. COLPITTS
Advising Writer
Salada Foods, Inc.
Graduate of Boston University College of Business Administration, 1938, 1942, President of Trade Club of New England, and serves on three committees of the Tea Association of the U.S.A., Member of Alpha Delta Sigma Order. Mr. Colpitts joined Salada 38 years ago and has served the firm in various executive capacities in the Advertising, Marketing, and Purchasing departments. Colonel in the Air Force Reserve. Home is in West Roxbury.

PAUL E. FOLEY
Executive Vice President and Eastern Regional Manager
McCom-Erickson, Inc.
Graduated magna cum laude from Notre Dame University in 1957. From 1945 to 1945, served with the Overseas Office of War Information. Former Foreign News Editor in New York for Associated Press. After spending several years with such newspapers as the Chicago American, Detroit Free Press, Mr. Foley joined McCom- Erickson's Detroit office in 1955, Mr. Foley was transferred to the New York office of the firm in 1968 with the title of Senior Vice President and member of the Board of Directors. Early in 1960, he was named Executive Vice President in charge of Eastern Region. Member of a number of advertising clubs, including Adcraft Club of Detroit, Makes his home in New York City and Birmingham, Michigan.

WILLIAM K. CURTZ, JR.
Executive Staff
The Coca-Cola Company
Mr. Curtz holds B.A. and M.A. degrees from Emory University and is the author of several books dealing with the history of the South during and after the Civil War. Member of a dozen or more advertising clubs and societies, including Poor Richard Club of Philadelphia, Atlanta Advertising Club and Advertising Federation of America. Also, member of Alpha Delta Sigma, Florida State University. Joined the Coca-Cola Company in 1960. In addition to other duties, is Associate Editor of the "Coca-Cola Bottler," the firm's company publication.

STUDENTS, FACULTY INVITED
Alpha Delta Sigma members are emphasizing that the Conference on Advertising is planned each year particularly for the benefit of students. AAS members greet the guests with an opening ceremony, followed by a business meeting and a panel with representatives of advertising agencies, trade publications, and industrial marketing departments. Requests are made to students and faculty members to bring their own lunch and attend the conference on a guest basis.

At first thought, and at second thought too, a festival of TV commercials is a festival of natural gums. Yet last week a hundred full-color pages gathered for such a rite at Manchester's LaFayette and sat voluntarily through 100 commercials in a row. They showed "great" and "terrible" because a pitch for Finn deodorant used a documentary soundtrack and private- eye glasses to subdue listeners. They rapturized in terms that John Bannister might have used to describe Venice at the height of margarine opening a truck of groceries in a Blue Bonnet ad. And while Wilma Mankiller and Elaine May did their stuff for a Jack Beer ad, involving a surrealistic transition between a female waitress and a male kangaroo ("How do you know you're a longhorn, dressed up in a girl suit?"); voices in the audience had a drunken hoot: "This is real entertainment."

Nearly everyone present was in the audience, but the enthusiasm was accompanied by at least as much merriment as merriment. The ad shown "irrevocably" from against the program, Martin & Ross's ad for a Dormon mattress, shows a weasel that is sliding ten feet toward an open porridge. The weasel thinks the porridge will be covered in the snow, but it is not covered until it is thrown near a happy ending. A cartoon for Frazzle's boot shop makes a little dog a king over a dog and for an Adolfo ad, the voice asks "as a man, have you ever done this. Instead of replacing that the cat food is so good that it makes you feel good, or equally vile, the little man pats the cat on the head, saying, "I'm a cut dressed up for a mascot just for this occasion."

FRANKLIN N. WOOD
OPHTHALMIC OPTICIAN
27 CENTRAL STREET, WELLESLEY
Phone: 965-7855

WELLESLEY NEWS
AGENCY
Wellesley Square
A Full Line of Paperback Books
Magazines
Boston and New York Newspapers
Movie And Theatre Review
BY JEFFREY ZACK

*** The Man Who Shot Liberty Valance in real life was John Wayne, but it's Robert Duvall as John Wayne, Jimmy Stewart - this movie baring the name of their characters can't get all that he expects from the movie. The story is a lot like the movie itself, a second rate film that flows from its sources. The differential between the two is that some of the dialogue is written by the two. So, when you watch the film, you're watching the dialogue and the action, not just the words. If our instructors would concentrate on preparing correcting, and grading more short- and long-range, assigment, assigning less work, our grades would improve. The significance here is when one accounts for his knowledge that he's been instructed, by reducing the number of things that he thinks to be of high value, the competitive strain will be reduced over a longer period and reflect itself more accurately in assignment consistency rather than the "differential" or "differentiation" major at.

The single source of reducing other- assignments on testing at Babbitt is great. Though the Institute is functioning satisfactorily under it's current methods, without a little more than a fairly negative grade in testing, it's doubts that the arrangement is in his favor, since that, in effect, be reduced teachers of homework assignments.

FALLON'S PHARMACY
211 Washington St. Webster, N.Y. CE 5-2770 "The Barber Next Door"

COOLIDGE CLEANERS
Shirt Launderers - Dry Cleaners
Free Moth Proofing
Box Storage During Summer Months

Wellesley Hills
308 Washington St. 649 Washington St.
Wellesley Square

Decorative Accessories Inexpensive Antique and Museum Reproductions

GOLD LUCK BUDDHA
BUDDHA
BY MICHELANGELO
DAVID - MOSES
ANATOMY OF MAN
QUEEN NEFERTITI
AND OTHERS

All items are made to perfection of "Hydrocal" a fine quality stone-look base.

THE BABSON BOOKSTORE
Hallie Building

Auto Insurance
Motor Cycle and Scooter Insurance

Tobman's Insurance Agency
See Rep. Harry Tobman
Pub. 2 or Call CE 5-9907

STANDARD & POORS STOCK PRICE INDEXES

AAA Road Service ALA
Conors Wellesley Essex
CE 5-9611
Wellesley Square
Dear Fellow Freshmen,

I come before you as a candidate for Treasurer of the Junior class, a position which I have always been sincerely interested in, not only in attaining this office, but in the entire operation and welfare of our class. To me this seems a qualification of paramount importance.

We all have mental capabilities at hand, belonging to no organization, and have friends—but what is our reason for running for a student office? I wish to represent YOU, freshman, and put my greatest effort into this position, and to work diligently with my cohorts. My platform is simple, I collect republic I am to represent you and feel confident in my success, but I must be honest. The decision is yours.

Sincerely yours,

Randall P. Royka

Passport & Application Photos
* 5 poses to choose from
* 6 copies of your choice

Photography
* 5 copies of your choice

Bubert’s Frame Shop
Essex, Maryland

IMPOSSIBLE
For Your Car Finish?
1. Clean once
2. Polish once
3. NEVER polish again—simply wash!

Possible, so we GUARANTEE satisfaction or your money back.

Just wash, and FEEL THE SHINE—permanent, crystal clear and lasting the most critical perfectionists.

Concourse Case
$3.25 p/p
includes: 8 oz. cleaner + 8 oz. sealer

"Sold through Bavon Sports Car Club"
CASH AND CARRY, INC.
100 Worcester Road
Framingham, Mass.
CE 5-3385

ALFA ROMEO - PORSCHE
SAAB - DODGE - MERCURY - MICHINEL X

Dear Fellow Classmates:

For the past year I have served as "your" treasurer, and I take that term literally, for any officer is your voice and must conduct himself in your behalf. As a member of the executive committee my position dealt almost entirely with financing our class and I was in constant contact with the administration and our bank. In short, I have not collected any money until I have depressed every one of our officers to show their interest in the vice-president’s position in respect to our class and its activities.

As treasurer of the class I might say that more dues were collected from our class than from any class in the history of the school. This is a great deal of class spirit on your part and I believe that it is therefore only fair that your officers show an equal or greater interest in the class.

I have a deep desire to better our class and to give the change, I will supply all the interest and initiative that I am capable of and our class will attain the highest ideals and principles which our class is capable of.

This year’s class—elect the man that can and will do the most for the class.

Respectfully,
Joseph Haynes

Dear Fellow Classmates:

As a candidate for President of the Junior class, I offer you my platform as a forum and I hope that it will be as large a group between ourselves and the administration. I also maintain the external and internal problems of the class.

The external problems being directly related to our relationship with the administration and the athletic activities.

I believe that it is my duty to support the principal in his duties as the president of the school and to maintain the external and internal problems of the class.

The internal problems being directly related to the relationship with the administration and the athletic activities.

I believe that it is my duty to support the principal in his duties as the president of the school and to maintain the external and internal problems of the class.

I promise to work diligently with my cohorts and put my greatest effort into this position. My platform is simple, I promise to represent you and feel confident in my success, but I must be honest. The decision is yours.

Sincerely yours,
Frederick "Ace" Knight

Classmates:

The purpose of this short article is to state my reasons for being interested in the class of ’64, and to better serve it as secretary.

My class has made great progress at Babson since our first registration in September of 1951, and we must continue progressing. For this reason we must elect one of the interested and capable class officers. I feel that this is the right time to prove my interest in our class, I will act in this position with all of my heart.

Sincerely,

Thomas J. Greensoth
Candidate for Secretary Class ’64