Beaver Birthday Issue
The Babson Beaver
FEBRUARY 16, 1948
Vol. 2 No. 7

Social Committee Plans For 60 Gorgeous Beauties
Bubbe Dazzer Will Perform At Dance

Though the social committee is treating all plans of the moment and decorative scheme of the dance as a "top" secret, mark well the eye of Friday, February 17th, for it's the night of the Babson Winter Formal. It's the evening that Babson chooses its winter petun.

Both the queen and her escort will be the recipients of a shower of surprises. The couple will be honored to the be the honored guests of the PMUS House at a dinner to be held Saturday evening, February 18th.

Already, several local merchants have promised gifts to be awarded to the chosen queen and her escort. Apples are being made to see the students who know of someone who would care to donate a gift to a contact your student council representative.

Music will again be furnished by Chappie Arnold and his new orchestra. He says that this new orchestra is a WOW!

The social committee deserves much credit for the fine work they are doing, to make this the best formal dance Babson has ever had.

As this is an invitational dance, all students should request an invitation from their student council rep. The cost is nothing.

Chiarutro Leaves For Mexico With Beaver Funds

Lou Chiarutro, who has been associated with the Babson Beaver since its inception last year, has resigned as Business Manager. Lou was Assistant Business Manager of the Beaver last year, and became the head man in his department when Dick Lindsey '47 resigned last spring.

Lou has done much to improve the financial position of the Beaver, and his efficient management leaves much to be desired on the last financial footing ever attained.

It's On The House, Montgomery Says

Last Friday, the student heads of the many campus organizations met with Mr. John D. Montgomery, newly appointed Director of Student Activities at the Wayside Inn, in South Sudbury, Massachusetts.

The meeting was in the form of an informal dinner, and the purpose was to discuss and compare notes on organization, publicity, and to talk over ideas as to methods of securing membership and full participation.

The meeting was enjoyed by all those present, and it was felt that many constructive ideas were offered and accepted.

Council-Faculty Meeting Ends This Week In Wild Fisticuffs

Spilled Coffee Incites Battle-Royal As Canfield Lands Haymaker—Tinney Tops Goodhue On Noggin

At a regular meeting of the Student Council last week the family met with the council in the Cup 'n' Saucer room.

Before the gaveling was called to order, coffee and cookies were served; then, with appetites satisfied for the moment, the meeting was opened by President Tinney.

President Tinney, in his talk, asked for a closer relationship between the students and faculty. He felt there should be frankness and understanding between these two groups. As regards the council and the administration's disciplinary board, Dr. Hinckley stated that at this time he did not believe it possible.

Dean Horner briefly explained the plans for majoring next year in any one of six fields. For the benefit of the juniors who desire to know more as to what subjects these juniors would embrace, he said that a complete list would be issued at a later date.

Mr. Hawk reiterated his former statement that the shade on the door of his office is always up, and more recently, the door is always open.

Mr. Hawk told of plans for a new parking lot which will be located near Lyon Hall. This, he stated, will be built before next fall. Plans are being formulated, he said, to have metal tags with a number, attached to the license plates of all cars on campus. The number on this tag will correspond to a numerically designated parking space, for each and every automobile.

Following the meeting, the council members washed the dishes. It could be heard above the din of smashing dishes, "I'd rather wash the Cup 'n' Saucer room than all the cups and saucers in it."

LOVE NEST EXPOSURE BARES ALL

See Page 2

Peaches' O'Toole Burlesque Queen, To Speak To Retailing Class

Eugene Kelley Says "Anything for the Boys"

Red Bomb Plot Seen In Coleman Fire

Student Found With Red Flannels

Thus, the saga of Coleman Hall, the fire that wrought so much socialistic damage, draws near to a close.

The serpent猾, working at a very rapid pace, has embellished the once charred walls of Coleman Hall; the students, have moved back to their quarters in Coleman 16.

Yet to be accounted for is the un-told personal damage of the fire victims; but thanks to the swift operation of the administration, the men of Coleman 10 at least have a place to live.

It was on February 14, that a small group of Babson students distributed the first real student newspaper, on a campus which had previously undergone radical changes, and in a school that seemed destined to grow.

Upon the inception of the newspaper, the institute was young. We hoped these two would grow together, side by side, for the benefit of the whole school community.

The original Babson Beaver was a four, or sometimes six, page sheet about one third the size even as the present Beaver. Its staff was composed of sixteen members re-organized entirely from the student body, and what this group lacked in ability it compensated for in spirit, and loyalty. Bill Burns was Editor-In-Chief in those early days, with Albert Docter as Managing Editor. These two comprised the driving force of the News—Al, with his practical knowledge of how to run a newspaper, and Bill with the drive to correlate all the details into a presentable reflection of campus opinion.

Original Staff Small

The business staff of the News was small, including Mr. Al D'Arca, Manager, and Lou Chiarutro '49, Assistant Manager, and the student editor. Mr. Bill Burns was Editor, and his one reporter that first year was Lou Chiarutro.

Composing the advertising department were Gimble Norman '47, and Donald Lands '41. The Sports Editor was Jim Thomas '48. Ground editor was Jeff Supen '48, ably assisted by Bob Pedersen '49. Bob Jenkins '48 was Social Editor and helping him was Dan Hrabic '48. Dan Baker '49 was handling the financial news that now, Marvin Myers '49 was Copy Editor, and Joe Delaney was the Student Council representative.

Few of Original Staff Remain

So there you have our original staff. Of these sixteen members of the Babson News, only a few remain on the present Beaver staff. These are, Bill Burns, Editor in Chief; Herb Minn, who is now Managing Editor; Jim Thomas, Sports Editor; Jeff Supen, who is now Society Editor; Marvin Myers, who is now Circulation Manager. Dan Baker still operates the financial news of the day.

Looking back on the Babson News, we realize that the Beaver has come a long way from that humble beginning. The Beaver is larger, has more campus news, gives better variety of type and layout than was associated with the small News.

Perhaps you would like to know (Continued on Page 3)
Students Deride Beaver At Council Gunpoint

Schmidt's Six-Gun Drills Four For Liking Paper

A Student Council Committee met last week in the lounge of Park Manor South for the purpose of receiving the gripes, criticisms, and suggestions brought in by the students.

James Evans, Oliver Schmidt, and George Rehfeld were the committee members who received a pett of ideas and suggestions from those who came to exercise their democratic right of free speech.

The following are the suggestions given:

1. Too many students here at Babson; that, Babson is losing prestige.

2. Some of the teachers are poor; three in particular. The school should get better instructors.

3. The newspaper should be improved. Methods for doing this would be to offer compensation to the editors, and the council should solicit good men for both the editorial board and the staff.

Love Nest Exposed

The Beaver has obtained many interesting speakers and new facts to be applied here. Such is in daily evidence on our campus and in our work. Here is a chance for you to express your gripes, suggestions and hopes about it. The same goes for any other campus activity. Such a column has long been necessary in the student publication.

There Has Been A Lot Of Talk

More than a few of us have been elsewhere for college training prior to enrolling at Babson. Such is in daily evidence on our campus and in our classrooms. Remember those loyal sons of the University of Maine paying their tribute to their Alma Mater while Jeebus and his boys sang the “Ehieh Song?” Remember Registration Day and such bickerings as “That isn’t the way they do it at Slippery Rock.” And then there was that play which won an intramural football game for one of our sections (“Tall,” we ran that one at dear old Harford?).

In all, we have a fair representation of men who, to an extent, have gone through the college routine before. Those men are hidden assets. Why? Because Babson has growing pains and it will take more men chipping in with ideas and spirit to dull those pains which are apparent to so many of us. The kids amongst who have absorbed all the fineres of other colleges, colleges with widespread country over, large and small, conditional and not, rural and urban—these men should exert really constructive voices to the “big wheels” on campus when an opportunity arises.

WHAT IS TRADITION?

It is that intangible something which binds men together and makes easy the kindling of the lamp of memory in years to come. It is an immeasurable power that strikes the heart and moves maine to a standing attention when the song is sung, “I’m that is the brotherhood of man and his Alma Mater, an awareness which will increase in eviden during the ivy grows in height and buster.

Can it be adopted or does it simply grow?

So often I have heard the comment that “You can’t make traditions, they just happen.” That is as out-of-date as the old’s board. Those traditions, it is true, come about unknowingly and unpremeditatively. The MAJorsITY, however, arises from individual or collective organization or planning. From such, customs and practices are adopted. These may be considered traditions, and/or they, in turn, may give birth to traditions.

Another manner in which a college enriches its intangible assets is through the medium of a suggestive suggestion box. Organized isolation representing the student body or the administration itself sometimes takes steps toward amassing student wants, eventually to mull them over for campus apprenticeship; likewise, the mighty senior was meant to be Lord of the Domain. As a sense of social struggle or conflict should imbue the frath, like the junior executive in training, they should be made to feel a temporary subordinating without lasting any lofty prestige. Like the happier sympolimies, however, this conflict is allayed in a later movement when June and Miss Colle happily confer promotion on those eligible. The frath now are Junior Lords of the Domain and can strike terror in the hearts of the new crop of young ‘uns—Perhaps the Student Council can pick up the thread of thought from here and acquire a first base berth for tradition at Babson.

THE BABSON BEAVER

Dr. Ford Leads Foreign Affairs Club To Antarctic

Foreign Affairs

The following are the suggestions brought in by the students wanting one of the five available to the staff to choose a

Mocking Burlesque

Gaudy Burlesque

Revue Secured

For Marketing Classes

Gudy Barlques Secured

Revue Secured

For Marketing Classes

John E. Glenn, an alumus of Babson Institute and president of the class of 1927, spoke before the marketing classes on Monday. Mr. Glenn is now head of the Glenn Ice and Fuel Company in Beaudre, Illinois.

In his talk, he told the classes of his ideas on retailing. He stated that starting a business in a small or large city is basically the same. It takes, he said, common sense and the necessary amount of capital. He further suggested to future retailers, to subscribe to their respective trade magazines to attend the state and national conventions that deal with the products they sell.

Today, Mr. Glenn said, prospective retailers must consider parking spaces for the automobiles of their clientele; he thought this to be a most important phase in the retail trade.

Mr. Glenn, in addition to his ice and fuel company, owns a diaper service concern in Pensacola, Florida.

Council Drops Union Suit Over Beaver

The Student Council’s investigation of whether the Babson Beaver has been left in the hands of a committee appointed by Henry Timper, president of the council, is ended.

The committee is planning to meet with Mr. Paul Frank, secretary of the Foreign Affairs club, who asked the council to investigate the policies of the Beaver.

Council member who are on the student council are: Joseph Gallagher, Allen Helfrich, and Ernest Watson.

Gaudy Burlesque Revue Secured For Marketing Classes

(Photograph by John Page)
Sideline Comment by Jim Thomas

Is J-3 Lookin’ Over a Four Leaf Clover?

Don’t look now but section J-3 is monopolizing the intercollegiate team sports. They’re under- rated in some quarters, but they have been, in the course of time, squeezed through the football season and are now getting ready for their basketball game. Unfortunately, J-3 doesn’t have the thrill of a victory.

There is a certain amount of success in the basketball, and, scheduled for this coming Friday, the nuts in a well-organized game. The final outcome.

J-3 has defeated seven clubs on the basketball court, and although the section has not faced the Seniors, after being all thumbs in the first quarter, outscored and outplayed the “Junior thrones” the remaining three periods, and perhaps, had the officials seen a certain call. As for the play-offs? Well, J-3 is expected to win.

Currently J-3 has defeated seven clubs on the basketball court, and although a large number of players are taking part in the section, as a matter of fact, they have not faced the Seniors, after being all thumbs in the first quarter, outscored and outplayed the “Junior thrones” the remaining three periods, and perhaps, had the officials seen a certain call. As for the play-offs? Well, J-3 is expected to win.

Five sections possessing ability to approach this season, as they have already flushed the opportunity to mend their records, are very much in the running for titles, as well. But some of them have already won the title, and the game will be for the remaining three. The result was, of course, fatal. The team was victorious in the first three terms, and the result was, of course, fatal.

Shooting, A.D.S. Says

Making their initial appearance away from home, our Babson basketball representatives6 accorded to Curry College 27-33 at Boston. They are scheduled for the next not too far behind their opponents, with a first two-pointer shot, Gal- lagher returned the favor for the other section, performed admirably. This game was originally scheduled for the proposed varsity-clay team.

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**THE BABSON BEAVER**

**Financial News**

By DON BAKER

In spite of the apparent widespread movement of stock prices for the last 16 months, graphically we are still in a bear market. Since the time to buy stocks should be at the bottom of this bear market, which I estimate will occur this summer, now should be the time to review and reestablish the stocks that you intend to purchase this year.

As you all know, certain individual stocks are much stronger than others. This is especially true in any bull market, as it is our job to try to pick 3 or 4 stocks which we believe may out perform 90% stronger than the averages.

How may this best be done? First, standards must be set up in your mind as to what quantitative data stocks must meet, for example. I have arbitrarily set up the requirement in my mind that any stock I buy must achieve an average yield over the last 10 years of 10%, based on the price I am willing to pay for the stock. This requirement immediately eliminates about 90% of all the stocks on the market at the present time. Second, many financially strong companies whose earnings have fallen off in the last year or two and have thereby lost faith in their future earning ability. It is vital that you realize that the feeling of earnings in earnings is not permanent. This can be best illustrated by investigating the nature of the industry, the reported reasons for the earnings decline, and the probable impact of statistical service regarding the future of the company.

Satisfied that our company's present low earnings are temporary, we must examine only the financial strengths of the firm by examining its cash and position in its industry, which should remain, and its current ratio (current assets divided by current liabilities). This ratio, when qualified by the nature of the industry and an examination of the balance sheet of the company, leaves little doubt over the ability of the company to withstand temporary hard times.

To yield an average of 10% over the previous years, the Price-Earnings Ratio is in the range of about 8 to 10 and seems to average about 6 to 1, which itself is a good indication that the stock is worth buying—particularly with the Dow-Jones Industrial Average.

The price at which the purchase should be made should be below or the median low price of the stock for the last 12 months. To find this figure, arrange the records made by the stock in each of the last 12 months, from high to low descending order and pick the median low price of the stocks (in this case it will be the 6th number). The results of Mr. Horner's investigation with regard to the median-low price should prove very interesting and valuable before he tabulates and releases them.

If all these requirements are met by a stock, its market action should be much stronger than those of the Dow-Jones Industrial Averages. As of February 28, we have found only 6 stocks meeting all these qualitative standards. Unfortunately, some of these have had to be disregarded for quantitative reasons.

A. D. S. Gives Plaque in Memory of World War II

In commemoration of Babson students who died in World War II, the campus chapter of the Alpha Delta Pi gamma presented a bronze plaque to Babson President Corcoran.

It was the desire of the A. D. S. to hang this plaque in the gym and the corner room, however, plans are now under way to hang it in the library.

How To Park

There has been much discussion around the campus of late, on the subject of parking. Even the school has changed a half-place on this weighty matter written and edited by our own Bill Arnot. But, it seems to me that though much has been said on where to park, little in the way of reasonable common sense has been made by the Babson typerackers on how to park.

Few realize that parking isn't just a habit. It's a science. Outliers takes many years of practice. One will begin to learn the finer embellishments of parking around the age of fourteen. As years go by, new refinements are added right up to the gray old age of seventy. This applies to men only. As all know, women seem to hate it up at any age.

The first thing one must know about this matter of approach. It should be done slowly, with definite objective dimension. All have its aspects, good and bad. As the occupant of the car, he must in his turn approach the curb with quickness, almost always results in clumsy, embarrassment, and quite often, disaster. Several quantities should be asked at this point:

"How far should I go? In the ob- jective adequate for my needs? What are the chances of getting my feet slipped or? If my grill smashed in?" If these questions can be answered in a positive manner, one may resume operations. Caution should be continued. However:

There is no better defense than surprise even though it comes like the dawn over Columbus Hill. Be sure to keep full control of your car or your target may be lost. I find a three-point landing, taking particular care to keep down all excess and noise. That will call attention to your ability to manage the car and the body. Stripping thechrome is not advocated, either. Any other suggestions in the decision-making at this point may do harm to your prestige.

Now that you are successfully maneuvered into position, make sure of all the room you have. A tight squeeze may put you in a position even which it will be difficult to extricate yourself. But when you do, get the reverse in the ex-generals which would have a ques- tionable veteran's vote. MacArthur is not, in so-called, with the powers that be, and there is a belief that he is incapable of resisting his political status before election time rolls around.

**DER BARON**

To be sure to be sure that "Gentlemen's Agreement" can, it will probably prove that the odd is a dog's tail. This is possible, the politics of the us will be trading with us all, or the us would be trading with us. Why let tech the one smart get smarter? If the stocks become the right bright, boys, let's start out right. So if the stocks are in the right situations, this is the system that I propose. The dumb ones can be put in to college or an institute. Let them matriculate and examine. Then to think how much the difference between the eehandists and the eehandists. We will add to the student's grade and then all the papers will be away and no one will ever know what the grades are until graduation. This will ease the mind and make studying a joy. When graduation arrives everyone has received a certificate, diploma, or de- gree, then, and only then, will the examinations be taken from the file. I put into a big institution. I'll bet a thousand to one that the high marks will burn no brighter than the ones not.

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