The Rise and Fall of Wally Amos: "Cookie Man"

By Alexander Handy
Staff writer

The famous Wally Amos, father of the gourmet chocolate chip cookie industry, cookie magnet, and author, is coming to Babson College on Friday, September 30, 1994. Otherwise known as "The Cookie Man", Amos has written a new book, "Man, With No Name."

Turns Lemons Into Lemonade which premiered at American Bookseller's Association in Los Angeles. His book, published by Aslan Publishing, tells how the man who founded the Famous Amos Cookie Company lost everything, yet turned his loss into an opportunity. The book chronicles his life from the time he was served with a subpoena on April 1, 1992 to today.

Wally Amos' visit will be coordinated by Dick Bishop of Special Events. Wally, a member of the Academy of Distinguished Entrepreneurs, will speak to graduate and undergraduate classes. He will be having lunch with a small group of students, faculty, and staff. The end of his visit will be marked with a open reception at Roger's Pub for all members of the Babson community.

Wally Amos was born in Tahlequah, Oklahoma. He lived there with his father and mother until the age of twelve, when he went to live in Manhattan with his Aunt Cell. Wally dropped out of the Food Trade School in his senior year and joined the Air Force. In the Air Force, Amos earned his high school equivalency diploma, or GED. After being honorably discharged from the Air Force, Wally enrolled in a New York secretarial school.

Eventually, he was hired by the William Morris Talent Agency where he represented the world renown Simon S. Garfunkel and the Supremes. He then decided to begin to sell what was a weekend hobby: chocolate chip cookies. In 1973, he founded Famous Amos Cookies, and became the Father of the Gourmet Chocolate Cookie Industry. He became famous and used his fame to promote and support educational causes. He has been the National Spokesperson for Literacy Volunteers of America, and is also a Board Member of the National Center for Family Literacy and Cities in Schools. He eventually sold his company and with the sale went his name Famous Amos and his likeness. He remained spokesman for the company until the company was finally sold again. He was told he was no longer needed. On April 1, 1992 he was served with a subpoena.

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Susan Cavanaugh of the OCS was able to answer this question, in a rather pleasing fashion. "Babson students are known for their ability to 'hit the ground running.' They are immediately prepared to be productive employees." She gave the example of Chase Manhattan Bank, a regular recruiter of Babson grads. Chase used to hire mostly graduates with liberal-arts backgrounds and then spend extra time and money training them for their credit department. Babson grads already know a lot of the content of the training programs: computer applications, finance, accounting, etc. In other words, the word is out that we graduate ready to bring value to our employers, and do not need an inordinate amount of pre-job training.

Ms. Cavanaugh added that, "Corporate recruiters are very impressed with Babson's high standards. They know that they are getting not only a well-rounded person - 40% of our curriculum is liberal-arts - but also a person who is focused on business and has already had extensive training in all the fundamental areas of business expertise such as marketing, finance, and accounting." On being asked about a Babson degree compares to degrees from other schools, Ms. Cavanaugh replied that Babson students are held to be "better prepared than those from, say, Wharton or William and Mary," by such recruiters as Barclays Bank. She added the very put-yourself-on-the-back-and-be-pride-students-facility and administration statement that the best advertising for Babson comes not from surveys and rankings, but from the performance of Babson graduates on the job.

And you know what all this means, don't you kiddies? It means that when you graduate, you will be a hot commodity. Take pride in your school; it is the best in America. More importantly, rather than relying on your Babson degree as a sort of Jezofiche-like design that you've to recognize that GPA that comes with it. You have a vested interest in contributing to the repu-
tation of this school, your Bachelor of Science in Business Administration degree will always say "Babson College," in it, so do what you can to make that a label worth having (and shelling out a hundred grand for).

The Internship Experience:
Panel of Returning Interns Describes their Experiences in the "Real World"

By Mike Capiziano
Staff Writer

On Monday, September 26 in Babson 201, a small seminar was conducted under the auspices of the Office of Career Services and hosted by Susan Wong of that office. The seminar consisted of six Babson students - mostly juniors and seniors - who had just completed internships at companies in the New England area; e.g., Merri Lynch, Princo-Lay, Video Learning Inc. Some were still working at those jobs, in fact.

For the room-filling crowd of about 50-60 people, the event allowed a first-hand insight into the internship experience. Each panelist spoke for a few minutes, discussing how they acquired their position, what their interviews were like, what tasks they performed, and, perhaps most importantly, what they gained from their experiences.

Five out of six of the panelists had obtained their position through the OCS, but, interestingly, one had acquired her internship through one of her professors. She summed up, "Don't overlook the fact that a lot of professors at Babson - especially in your majors - work for outside businesses and some run their own. They are a great contact to have an internship and meetings with companies.

One panelist, John Kiladi, expressed something that all six returning interns agreed with, "You'd be surprised how much responsibility they give you. It isn't just gruntwork." His duties at the medical equipment company he interned at included, for instance, determining the production schedule for a particular product for the June, July, and August period. All panelists echoed with similar examples of jobs they were asked to perform, which largely did not include such tasks as making coffee.

Summing up for their audience, the panelists conveyed what the most important aspect of an internship was to them. Answers included: determining whether or not you truly wanted this as a career, developing a new series of contacts and professional relationships, applying your textbook knowledge to real-world problems (e.g. how do you really market a new product?), given enough free time, they would develop a new branch of the company.

As advice for freshman and sophomores, and for that matter, juniors and seniors who have not yet taken on an internship, the panelists agreed that: alumni are great sources for internships - particularly so for international and out-of-state students since OCS is primarily concentrated on the New England area. Although they will be more than willing to help you look outside, as well, there is more to know about a potential career in a particular position you are looking at in not in your major area, not to worry if the position is asking for seniors only and you are only a freshman - merit counts, not the label attached to you, and that internships are a truly worthwhile thing to do, both for short-term experience and long-term career possibilities.

Babson Becomes Cable Able

By Ross Sanger
Staff Writer

The secret is out, Babson student's will have cable in January!! After over a year of speculation and anticipation the great Babsonian dream will come true. Initial details are limited, but ISTD has assured the Free Press that Continental Cabo division will supply the cable service to all Babson students for "a substantial discount."

During the summer ISTD and Continental were able to simultaneously implement their plans to modernize the campus. ISTD installed the wires necessary for Globalnet, the campus computer network, and Continental installed the wires necessary for cable television. All dorms except McCollough, Coleman, and Pietsch are now finished. The cost of the services which were originally going to be absorbed by everyone, will now be restricted to only those who wish to see the new service and a possible grant.

That's right, if by some chance the incredible selection of fine entertainment already available at Babson overwhelms you, the service is completely optional. The few and proud who desire to join the Babson College Channel Surfing Club will pay their dues and those who don't will, well, continue to be bored. For the fully equipped college student, Continental will also offer premium channels such as HBO at "similar discounts."

Although the wait seems unbearable, the next time you will hear about this revolutionary dorm enhancement will be in November. At that time special introductory offers will be made by Babtistic with service to begin in January. Babtistic's current responsibilities are limited to phone related issues, however, starting in November they will also act as the promotional arm of Continental. All bills and any service calls will be handled directly by Continental.
Admiration Launches Plan to Reduce Costs and Increase Efficiency

By Jacob E. Miles
Staff Writer

Beginning this week and continuing through May of 1996, the Babson College Reengineering Design Team (RDT) will test computer prototypes of improved services on sample students and faculty, according to the Executive Summary report published last month by the RDT. This "Case of Action" study will attempt to integrate prototypes with departments on campus that provide similar services. Through its two-year test, the RDT hopes to make solid suggestions of how the college can become more efficient for its students and faculty and more competitive for prospective students.

The RDT's prototypes come after nearly a year and a half of research. In the spring of 1993, Babson's president William F. Glavin created the RDT to research and evaluate what kinds of changes are necessary. The team has subsequently reported back to the president suggesting that the college institute measures to "improve the quality of service delivered to undergraduate and graduate students" in order to "compete and prosper in the higher education market place," says the report.

After its initial research, the RDT designed the student opinion, student financial services, and academic information systems prototypes. All three prototypes involve the use of on-line computer systems.

The RDT has chartered one core team and seven "reengineering implementation teams" of faculty, students, and prospective students who will attempt to achieve a thirty to forty percent reduction in overall costs through the prototypes, says the report. Moreover, with the on-line services, Babson hopes to involve more computer technology and provide faster services for faculty, students, and parents.

The Graduate and Undergraduate teams would test the effectiveness of students contacting a single source when they require any type of help from the administration.

Integration of services for students and corporate executives would be accomplished by the Field-based Learning and Career Services. The Information Technology Team would guarantee that all computer applications conform to college standards.

Financial Services team and prototype would integrate into one statement tuition billing, financial aid packages, student payroll, additional charges (such as BATELCO), and fees (such as residential hall damages or parking tickets from Babson Public Safety). Students could question specific charges on on-line terminals and receive a response from accounts receivable via e-mail. Payment could be made by entering a credit card account number at the terminal or by placing a personal check in a "payment coinbox." The Academic Records and Registration team would test an on-line registration, grading, and degree audit system able to be modified by faculty and viewed by students. An electronic catalog of courses for students and prospective students would be available along with syllabi and term essay schedules. In addition, student photos and documents would be scanned into a database for view through GlobenNet and Internet, and a class profile book would also be available on-line. Student surveys would also be entered and tracked through the system. The RDT believes that through the system, a student would have the "tools and information to plan for his/her entire Babson College career," says the report.

However, the RDT acknowledges that the college does not have "the resources to accomplish its immediate goals." Previously, Babson administration agreed to cap undergraduate enrollment to 1600 students beginning at the 1997-1998 fiscal year. According to the report, Horn Library and Computer Center are currently underfunded by fifty percent, new educational programs require an additional $1.4 million, and "capital requirements" are underfunded by $1.5 million per year, according to the report.

Babson has committed to increasing revenue consistent with the consumer price index. Therefore, in order to achieve its goals, the RDT has suggested that Babson reduce its "structural costs" and channel those resources toward "academic programs," the report says.

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Senior Wall to Provide Permanent Memories
By Ross Sanger
Staff Writer

Contrary to popular belief, the new wall in front of Pieta Hall is not for an upcoming visit by the American Gladiators. The new wall is in fact one of two gifts from the class of 1994. The first, a generous donation to the annual fund which silently affects all of us. The annual fund is money used for various purposes that tuition does not cover such as financial aid, scholarships, and athletics to name a few.

While this gift may be extremely functional, the money for this fund comes from so many sources that the use of your particular donation is impossible to track. It is for this reason that a second gift idea was proposed by last year seniors, a wall which would provide a permanent memory for the seniors who indirectly built it. After months of hard work raising about $16,000 through direct mail, peer to peer solicitation, and a gift matching offer from Jack Miller, the chairman of the board of trustees, it was only proper that the wall should be erected in a high visible sight. Since a future road widening project near Pieta Hall will make it necessary to tear down the existing retaining wall, the class wall will be the start of a new retaining wall.

Approximately half of the 1994 class agreed to purchase personalized bricks for the construction of the wall. The bricks were priced at fifty dollars and those who donated extra fifty dollars will get to see their efforts final result since they will be inscribed on the Gala Event, the Friday of Homecoming Weekend. The wall was expected to be built in thirty feet long when it is completed and will not only beat the heat, but also did the practical since it will be part of the retaining wall required by the fire department. Look for the wall’s dedication during Homecoming Weekend next month and try to resist any temptations of trying to climb it faster than Nitro.

To Set The Record Straight
By Ed LaFrance
Contributing Writer

On Tuesday, September 27 at approximately 5:10pm Lisa Blinder, a well respected Junior class member here at Babson College, was transported to Newton-Wellesley Hospital. For those of you who missed it, you probably have heard of one of the numerous rumors circulating here on campus. Among the hearsay we have: a rape victim, an anxiety strike, hyperventilating basketcase mourning the loss of a beloved grandmother, and a victim of a drug overdose. Truthfully, none of these diagnoses is even remotely accurate.

Although some of you may have heard it ‘first-hand’ from the Babson Police, Lisa was not suffering from a drug overdose. Rather, she was having a minor allergic reaction to a Pneumococcal vaccine prescribed by her dentist to alleviate the pain associated with gum inflammation / infection. Attributable to maturing wisdom teeth. Originally, my intention was to eschew Lisa to the Health Center under the supervision of the Babson Police for a preliminary diagnosis, since they will be recorded as the first witness, the scene was the same. By my disconfection, the Newton-Wellesley patient expected to be called in on a report of a drug overdose. Once again, I stress that this was a minor allergic reaction to a vaccine, it is important to keep the media’s paramedics, who later called the Babson Police to ensure Lisa’s recovery would not reflect such misconstruction of the truth.

On the whole, I would like to thank the Babson Police for their promptness and concern for Lisa’s well-being. Without their help Lisa might have ended up a victim of foolish pride, choosing to sleep off the effects of the medication, however, the cause of her allergic reaction suggests that doing so may not have been a major health concern. Just the same, I choose to practice and prescribe the widespread philosophy of “better safe than sorry.” I leave you all with this closing thought. Next time curiosity gets the best of you, take time to consider the reasons why you seek information regarding any particular event, because more of the time it is exclusively for some form of entertainment. In this case, however, I hope you all prove me wrong by using this information to perform your own progress check on Lisa. She can be reached at box 51 or x4182. Thank you for your concern.

Founder’s Day 1995: Distinguished Entrepreneurs Announced
By Crystal D. Dugas
Contributing Writer

What do Frank Perdue (Perdue Farms, Inc), Paul Fireman (Reebok International Ltd.), and Anton Roditi (The Body Shop) have in common? All have developed highly successful businesses and are among the fifty-six past inductees into Babson’s Academy of Distinguished Entrepreneurs. What do you have in common with them? Hopefully similar successes in the future, for now the opportunity to participate in the tradition of Founder’s Day.

Each Founder’s Day, new inductees into the Academy are invited to the college to share their experiences with the Babson community. They provide insight and inspiration by telling the entertaining (and sometimes surprising) stories behind their success. In addition, there are question and answer sessions to enable students to interact directly with the entrepreneurs. The induction ceremony takes place during a formal dinner, which many students are invited to attend on the basis of Founder’s Day committee membership, selection by drawing, or campus leadership. Far from being stuffy, the day is generally found to be both enjoyable and highly memorable for all who attend, even more so for those with entrepreneurial aspirations.

For Founder’s Day 1995 we will be honoring five entrepreneurs who have demonstrated the level of distinction required of Academy inductees. These entrepreneurs, two of whom are Babson alumni, are: Edward Johnson the 3rd, Chairman of the Board and CEO, Fidelity Investments. Arthur M. Blank (B93), President and COO, Home Depot. Bernard Marcus, Chairman and CEO, Home Depot. Craig R. Benson (B77), Chairman, CEO and Treasurer, Cabletron Systems. Robert Levine, President and CEO, Cabletron Systems.

Founder’s Day 1995 will serve as a symbol of the tradition of excellence that has kept Babson the number one business specialty school in the nation for the past six years. As always, the entire event will be organized and executed by students serving on one or more of nine committees. Whether your skills and interests lie in public relations and advertising, planning flowers for centerpieces, or anything in between, you can be a valuable asset in the preparation of this event. We invite you to find out more about the opportunities available by attending a brief information and committee sign-up meeting in Trim 201-2 on either Wednesday, October 5 at 5:00 p.m. or Thursday, October 13 at 6:00 p.m. It is a great opportunity to get involved, and we hope you will see you there!

In addition to serving on committees, students are also selected to serve as personal escorts to the entrepreneurs. These students are hand-picked by the escort selection committee to accompany the entrepreneurs throughout the day and present the introduction speeches at both the plenary session and the induction ceremony. The application process includes an essay, an interview, and a videotaped practice introduction speech. It is important to note that while applications are certainly encouraged to serve on Founder’s Day 1995 committees, participation in other committees will not affect the standing of the escort application either positively or negatively. In addition, escort applicants may not serve on the escort selection committee due to an obvious conflict of interests. Escort applications will be made available at locations throughout the campus in late October.

For more information on Founder’s Day, the committees, or the escort application process, please contact the Office of Special Events at x471.
Scott's Thoughts...On Change

"Time can change me, but I can't change time." — David Bowie, "Changer"

By Scott Sarian
Managing Editor

As I embark upon my final year at Babson, I have to begin planning for the long road ahead to a successful career. In order to ensure the best opportunities, it is essential to view changes made throughout life, in an effort to achieve the most possible from life.

All around us, things change constantly. Countries which were peaceful lands only five years ago now have been ravaged by civil wars and other problems, obliterating some countries right off the map. People are always on a quest for greater power, looking for change to better themselves, regardless of the price paid.

The saying goes, "If it ain't broke, don't fix it." Why, then, must there always be change in the world? Simple—no one is satisfied with the status quo. Events such as upgrading computers from 386 to 486 (and soon, 586) is done for the benefit of all, to improve proficiency for too. All too often these days, however, people judge others (and feel they are being judged themselves) by material possessions. I recently heard a story here on campus which disturbed me greatly. Only one of the students (who shall remain nameless) owned a very fine automobile, costing upwards of a couple of years' tuition money. Needless to say, the car was bought by Daddy, but I'm sure it got into that. Rather than being happy with his expensive toy, this student had to trade in his expensive car for a more expensive vehicle after only a few months, as he quickly grew tired of his toy.

Is this done to impress others? Sure, if you enjoy being emulated by the shallowest people mankind has to offer. Friendships aren't made for life by letting someone ride shotgun in a $9,000 GT. Change should be necsitated by the need for improvement, not by the wanton desire to be better than the rest.

Change should occur in order to benefit oneself as needs require. This would include changing a job due to a poor boss, changing apartments because the rent became too high, or changing cars if one constantly breaks down. It is possible to contemplate my thoughts, and say, "It's my money, I can do what I want with it." This may be true in some cases, but how often is the change completely done by the individual? To phrase the question better, how often is

Bigotry at Babson?

By Ericka Quevedo
Opinions Editor

This article is mostly in response to President Glavin's com- ment in last week's issue about anti-semitism's existence on campus. Babson students must become aware of the danger and hurt that can occur by comments and actions that are racial, prejudice, or anti-Semitic.

I would like to address a question that concerns, or should concern, every Babson student. The question is this: What has happened to the hallowed idea of America as a melting pot—a haven for "huddled masses yearning to breathe free," as Emma Lazarus put it? What has happened to that pluralism? Out of many one?

How can it be that in a culture of law, order and reason, there has survived the irrational remains of ancient racial and religious hatreds? What tides in the life of our modern society remain cancerous, and despite our assumed enlightenment demonstrate our obvious ignorance? And what within our individual organism responds to certain stimuli in our culture with attitudes and acts of destruc- tive aggression?

Do you say, "enough with all these rhetoric, let's just seek an answer?" I really do not know what causes us, "society as a whole," to have prejudiced and of- ten racial views. Maybe it was the way we were raised or because of a past experience. Although prejudg- ments are continuously made by everyone on a great variety of sub- jects, we must all agree that this is wrong. I was not surprised at all, when reading last week's article, about a professor being harassed for his religious views. What sur- prised me was that it took this long for the issue to be confronted.

I'm from New York, and a few years ago, I used to wear only black; it was my style at the time. Although I dressed differently than most people, I was still the same person I am today. Yet, I know that

Daddy paying for the change? Smith-Barney advertisements in years past stated, "We make money the old-fashioned way: we earn it." Material possessions sustain greater meaning if they are earned. We have made changes at the Free Press this year. The changes have been done in the hopes of improving the efficiency of the paper. There were many parts of the paper which could have been changed when Bill Theofelis and I assumed responsibility this fall. We maintained the structure of the paper, but amended aspects to make the entire paper as good as possible as many as possible. You may not see extra frills in the paper, or any neat bells and whistles supposedly associated with change. The changes we made, though, should benefit many, including our employees, our advertisers, and most importantly, our readers. And that, my friends, is what it's all about.

This has been one man's opinion.

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In Defense of Property Rights
By Mike Capizziro
Contributing Writer

In the media, a lot of lip-service (politicians’ speeches, college lectures and textbooks) is paid to the concept of property rights. However, lip-service is all that it is. They are discussed as “socially benefi- cial,” “in the public interest,” or any other of a menagerie of labels - all of which are reducible to a cru- cial factor: Property rights, in the contemporary understanding of them, are conditional; that is, they are granted by any number of sources, e.g., God, society, the gov- ernment, and as such can be re- voted whenever the relevant inter- ests would be served, e.g., God’s will, the betterment of society, the plan of the government. I intend to show why property rights are not conditional and subject to revoca- tion, but rather, absolute.

What is right? What is their basis? If one can demonstrate that rights are indeed based on God’s will or the edicts of the gov- ernment, then they surely can be limited by those agencies. But there is a basis to the concept of rights that comes before either of those two possibilities.

The first relevant factor is the nature of man (humanity). Man is differentiated from all other things, living and non-living, by two things: his ability to reason and his ability to choose. Aristotle called him “the rational animal.” Man’s free will is based in his abil- ity to focus, as philosopher- naturalist Ayn Rand has discussed in nu- merous works. This means that he has the ability to focus on reality in order to understand, as well as the ability to “turn off.” For example, all students have had the experience of finding away during a lecture and then willfully focusing back on it. In order to be able to do these two things, man must be free from coercion. To be able to a) ex- ercise his reason, and b) choose, freely, based on the judgment of reason. He must be free from any kind of force which would prevent him from doing so. This involves both direct and indirect acts of physical force against him, e.g., di- rect: assault, indirect: fraud. The basic right is the right to life, which is to say that every individual is the sole owner/oper- ator of his or her life. All other rights are derived from this liberty means that one has the right to act as one desires with one’s life, the pursuit of happiness means that one can use one’s life to attain happiness in whatever means desired. The right to property is similarly derived from the right to life: what you pro- duce/create/invent with your life is yours because you created it. Oth- erwise, you are what is known as a slave. Those who have no right to their property, those whose prop- erty may be legally taken from them in spite of their desires (in- come taxes), whose property is emitted from them at the point of the government’s big gun, are slaves just as much as plantation workers were 150 years ago; the only difference is one of degree.

Many would respond that such an absolute and unconditional right to property, or for that mat- ter, to liberty would lead to wide- spread chaos, murder, theft, etc. However, it must be remembered that rights belong to man because he is man. That is, they are derived from his nature as a rational and free-willed being; thus, they are subject to the standard of rational- ity. Also, if a man denies the rights of another, say through murdering him, he has effectively denied all rights - including his own. Rights are conditions of living in a social context that allow man to live as man, i.e., as a rational, free being. They are a negative constraint is that they say what is impermissible where one man’s rights begin, your end.

By now you’ve probably asked “what the hell is the rel- evance of this to me?” Well, when all of us Babson students become rich and famous, people will start to tell us that we gained our riches at the expense of others, or that we somehow “owe” society for our achievement. They may even say that we should be ashamed of our- wealth because we “exploited” someone somewhere to get it, etc, etc. We can say, “I earned my wealth. I created my wealth. I have a right to my wealth. Go back to your rock and crawl under it.” Rights are not some airy-fairy, philosophic jargon to play games with. They are important and rele- vant to you. Why else would so many people spend so much time trying to discredit or distort them?

Women and Greek Life
By Rita Manachi
Staff Writer

We are all familiar with the Saturday Night Live skit of the Tri Delta girls, depicting them as ugly, obnoxious, shallow, stupid girls. Many of you may be walking around with that very image imbedded in your heads. However, if one were to take a closer look at sorority life here at Babson, that image would be shattered. The women of Kappa Kappa Gamma and Sigma Kappa are some of the most intelligent, beautiful, and well- minded women at Babson. Both organizations have contributed to the Babson community, whether it be through social or philanthropic events. Along with enhancing the Babson community, the two sorori- ties also enhance the lives of the female community here on campus.

They provide an outlet for women of different backgrounds and di- verse interests to come together and share a common bond that en- ables them to express their opinions and powers, both as individuals and as a women’s group.

Being a member of the Greek life here at Babson has not only allowed me to meet and learn about my sisters, but also to meet others involved in the Greek sys- tem and their friends. I look around during a meeting and see twenty five women, twenty five very different women; some with interests similar to mine, others with very different interests - and know that I can count on them for support at any time. Being a part of such a group gives one the sense of security and support that allows for excellence in other aspects of life.

Many may think that be- ing a part of a sorority inhibits in- dividuality among the already ho- mogenized female population here at Babson; however, as I see it, all the women in the Greek system have interests that take part outside the walls of the organization, rang- ing from sports to writing to stu- dent business to singing and act- ing. These women excel in these activities, not only because they are talented, but through the support of their sisters as well.

Unfortunately, due to the stereotypes often associated with sorority life, many women are afraid of venturing out and finding out about the Greek organizations at Babson. I think people should stop reaming the Greeks, and real- ize the many things that the Fra- ternities and Sororities on this cam- pus have to offer.
Downsizing and Productivity Growth: Myth or Reality?

By Prof. Kostas Axarloglou

One of the most widely discussed problems of the U.S. economy in recent years is the significant decline of productivity growth, especially after 1973, with detrimental effects on the competitiveness of the U.S. economy compared to its foreign competitors. As a reminder, productivity is the amount of output produced per unit of resource input; it is usually referred to labor productivity, measured by output per hour of work. Productivity growth is of significant interest for two main reasons. At the country level, productivity growth implies an improvement in standards of living, even in the case of no growth in the available amount of resources (i.e. labor, capital, land, etc.). At the company level, productivity growth is associated with lower cost of production and therefore lower prices. In an effort to revert this trend, they decided to adopt the idea of 'reengineering', which means cutting jobs in all levels of the company (downsizing). In May, 1994, Business Week had a cover story on this massive downsizing of companies, stating that, "Despite the economic recovery, massive downsizing continues at one bread-slate behemoth after another." In the same article, it was mentioned that major U.S. companies, ranging from IBM to Ford and Xerox, had announced from 1991 to mid 1994 job reductions ranging from 5,000 to about 10,000 each.

In a similar mode, in October of 1993, the magazine Fortune had an article ("The jobless recovery") arguing that although the US economy was in the middle of a strong recovery, the unemployment rate was not dropping due to the fact that several companies, in an effort to become "lean", were eliminating many jobs in all levels. Of course the major question is the extent of which this downsizing is going to help companies, especially through gains in productivity and competitiveness.

Wally Amos: "Cookie Man"

Continued from page 1

He and his publisher will donate a portion of their proceeds from the book to benefit Literacy Volunteers of America and the National Center for Family Literacy. This book tells how a man who lost everything including his name was able to turn an adversity into a success. He published his autobiography in 1981, The Face That Launched A Thousand Chips. He also wrote a cookbook, inspirational book that shares Wally's philosophy on life. The Power in You is co-authored with his son Gregory.

As a lecturer he addresses corporations, universities, and industry groups with his inspirational message. He has received numerous awards and honors. His shirt and pants were given to the Smithsonian Institution's Business Americana Collection. He has received an honorary Doctorate in Education from Johnathan and Whales. He received the Horatio Alger Award, the National Literacy Honors Award, and the President's Award for Entrepreneurial Excellence. Wally "The Cookie Man" Amos is a very versatile man who has enjoyed success, and experienced defeat, but never let defeat stop him from continuing success.
Let the Battle Begin
By Roger Heerman
Staff Writer

After the final media ads were shown and the cheap shots leveled, the voters of Massachusetts went to the polls on Tuesday, September 25th. Well, actually only around 25% of the registered voters went to the polls. After the final votes were counted, the stage was set for the upcoming general elections. These elections should prove to be a battle with new media advertisements, sign holders, bumper stickers and hopefully, in Mitt Romney’s case, lots of debates.

There will definitely be many cheap shots below the belt. There are really only a handful of races that are of much interest, so in addition to the continuing race coverage, we will look at the bigger questions which we will be voting on come November.

The future of importance is the runoff between incumbent Governor William Foyd Weld and State Representative and "New Democrat" Mark Roosevelt. Won’t Bill Clinton a "New Demo- crat" when he ran for President? If I were Roosevelt, I would lose the moniker and try to avoid comparison to Clinton right now. Both Weld and Roosevelt are graduates of Harvard College and Harvard Law School and both have ties to former President Theodore Roosevelt. Mark Roosevelt and Susan Weld, the Governor’s wife, are second cousins and are both great-grandchildren of the former president. I can’t imagine that there will be too many family get-togethers between now and the general election.

The Roosevelt campaign is planning to attack Weld on ethical issues including, taking money from liquor distributors, advertises contracts to a political friends, and the fact that his chief fund raiser, Peter J. Berlandi is a lobbyist. Weld is going to try and portray Roosevelt as a Dubikowski who will run the state back into turmoil.

Weld and Roosevelt are supposedly on the same side of many issues, including the death penalty, three strikes and you’re out and welfare reform. They both also oppose higher taxes. I would like to look at the opposition to higher taxes for a minute. Another "New Democrat," who was mentioned earlier in this article, was for lowering taxes too. Bill Clinton promised a middle class tax cut, so take some advice from George Herbert Walker Bush if you plan on voting for Roosevelt, "Watch your wallet."

Weld has consistently proven that he was against increasing taxes. In his four years as Governor he and his administration have cut taxes six times. Roosevelt on the other hand has voted to raise them over 20 times. Why is he now against increased taxes? The major point of difference on the issues comes from the candidate’s views on casino gambling. Weld is for casino and river boat gambling and Roosevelt is vehemently opposed to it. I guess the voters in the New Bedford area really don’t mean that much to Roosevelt. On Sunday, the first polling results were available and Weld held a 58% to 26% advantage. And of the voters polled, 70% approve of the job the Governor has done. Even though the polls look good and the political insiders are saying that Weld will win, he needs to campaign harder in order to be victorious come November.

The race which will be the most watched from now until November, both in the area and nationally, will be the Kennedy vs. Romney Senate run off. As of Sunday the Boston Herald/WCVB Poll has Romney with a 44% - 42% lead over the incumbent Senator. It appears that Romney is picking up a lot of support from voters who are unhappy with President Bill Clinton. Romney destroyed challenger Jen Lottsin (a.k.a. the pathological liar) impersonator John Laskian on Tuesday. When Romney taking 82% of the vote, the Kennedy campaign seems very concerned. They are so concerned they are doing something that has never been done in the 44 years that a Kennedy has held a Senate seat. They will be running negative ads against Romney.

This week, the Senator brought in Hillary Clinton to campaign for him. Hillary said "I (denies) expenses so well what the concern of real people are and he’s able to put it in down to earth terms. That’s a real gift, and we need it in the Senate."

Has she heard the senator speak lately? Case in point, Kennedy answering questions on a Globe/Channel 4 citizens panel. Kennedy says, translation provided by Boston Herald columnist Howie Carr, “I’m talking about you have to understand that you have the sentencing guidelines dealing with gun crimes vs. sentencing guidelines dealing with mandatory minimums...You’ll have the mandatory minimums being included in the plans for consideration for any kind of job." Could someone please explain to me what the very eloquent Mr. Kennedy just said?

Another disaster in this campaign is Representative Joe Kennedy, who is serving as the campaign loud mouth. Representative Kennedy stuck his foot in his mouth and had to call and apologize to Romney. Joe said that Mosey treated blacks and women as “second class citizens”. The self-proclaimed “pit bull” for the campaign had better watch what he is saying before he hurts himself in future elections (I.E. the 2000 Senate Election."

With all the elections up coming there should be plenty to report on. This column is committed to keep us all up-to-date on the escapades and strategies of the candidates as November approaches. So until next week, remember the immortal words of the Senior Senator from Massachusetts "Let me finish now please "cause this has to this is uh, a very, uh, quick an answer as I can give.”
Sure, you're lookin' for straight over those hills — course, that's on the cross flag, not on the chicken walls. Ha ha ha.

In what was destined to be a short-lived spectacle, a chicken, suspended by a balloon, floated through the Samoan bar's doorway.

Some of our more common "escape" animals

The rooster stared back at me, his power and confidence almost overwhelming. Down below, a female passed near the coop's entrance. I laughed the loudest and most foolish, these "Chickens in the Miss."

Colonel Sanders at the Pearly Gates

The Farmers' Mafia sends Henry's message.
Deep Thoughts
By Jack Handey

THE CROWS seemed to be calling his name, thought Caw.

Calvin and Hobbes

I'm determined to set the world record for having one's finger continuously in one's nose.

I can't believe there's even such a category.

In that case, call me 'champ'.
PHONE SERVICE INTERRUPTION
MCI, the Babson Long Distance carrier, will upgrade the software at their main terminal at midnight, Friday evening. Therefore, on October 1 from midnight until 4:00AM, there will be limited long distance service available. Please try to plan your long distance calls accordingly. MCI and BABTELCO hope that this will not be an inconvenience to you. If you have any questions, please call 5560.

VOTE VOTE VOTE
November 8 is Election Day in Massachusetts, and what a day it will be. All Babson students can register to vote, regardless of your home state. Simply stop by the information booth and fill out a Voter Registration Form. It’s that easy!

On the ballet are the Weld-Roosevelt race for governor, Kennedy-Kennedy Senatorial race, eight ballot questions, and many other races. Anyone looking for more information can stop by the info booth at Hollister, or call Adam at x3359.

MULTICULTURAL WEEK
Wednesday, October 5, there will be a planning meeting for Multicultural Week. Help plan a program, advertise an event or participate in The Festival of the World. The meeting will be held at 4:00PM in the Office of Career Services Conference Room.

THE 10 WAYS TO GET RID OF A BLIND DATE
From the bureau office in Hauser, Idaho

1. Lick your plate. Offer to lick her plate.
2. Tell her your dating history. Include dates.
3. Fill your pockets with sugar packets, as well as salt and pepper shakers, silverware, floral arrangements.
4. Talk to yourself.
5. Repeat every third third word you say.
6. Chew with your mouth open, talk with your mouth full and spit at the table.
7. Slide under the table. Take your plate with you.
8. Do an impression of a German Shepherd. Don’t forget to tell your date what you’re doing.
9. Ask the people at the neighboring table for food and sexual favors.
10. Be sure to thank your date for dinner, as she comes.

Quote of the Week: Professor Tomass, “Sorry. Could you repeat this again? I was thinking of a woman.”

Across the Campus
Canfield A Tower
What the $5® happened with Chris’ Ray and Brian . . . Rush Zbsomething? In any case . . . Who is the owner of the lonely refrigerator on the third floor? Who was that girl with Alex on the couch this weekend? Can’t you go somewhere else? Thanks for your help, Dave. John never visits the Russian. Is it because he sticks or is it because he makes strange noises?

Canfield B Tower
Eddie likes to play with his voice mail – could somebody disconnect his phone?

Canfield C Tower
No news!!! Write to the Babson Free Press (Box # 2714)
Canfield D
How are those maroon rocks? How about a nice TALL cool one? Shower lately? Red cheeks, party punch, 151, Axis, Friday’s. Good job this week, Sangal! Thanks to Tonis and Chucky for cleaning. Happy belated birthdays to Andrea and Karen. Vroom!!!

Van Winkle
Medvedev has become the inextensible party animal. Punisher, what did you do to him? Laurie, who stole the couch in A tower last weekend? I hate Melrose Place. In any case, Canje qué paso con tu musica, no quiero ti German techno music… Danny shouldn’t study that hard! Well, OK. I have intermediate accounting, too. Anna and Amanda, you shouldn’t forget to take Andrei with you to… Apropos Andrei, stop playing with your computer.

Bryant
Quiet. Kham get a hold of it! My name is Forrest, Forrest Gump. Forest
These bags seems to be slowbaggy. Who was that girl with Alex last Friday? Greetings to Eve, Minny, John, Wright, Carl, Tony and Mikey. See ya?

Putney
Happy birthday, Felice! Larry - the dominatrix. Anyway, how did you like the beaver and the card? Kyle get completely out of it. ‘Quilla, yabaddabadoo…’ What’s goin’ on, man?

McCallough
Br What is Sabrina doing with Saachin? C Endless dice Olympics, roll over Beethoven and drums.

PMc
Mr. Handyman strikes back. Three strikes and you’re out. Which aHS®?!!! “N-K” flooded the toilet on the first floor again? Todd has a girlfriend - where did he find her? Jamie invites a striptease dancer to celebrate Ollie’s birthday. That’s a cool idea.

Pietz
Poker all night; it was nice of them to put a key in our lounge.

Career opportunities at J.P. Morgan

for Babson students interested in

Equity Research
Municipal Finance Investment Banking

Please plan to attend our information presentation on
Monday, October 24
Babson Hall, Room 203
6:00 pm
All majors welcome

JPMorgan
J.P. Morgan is an equal opportunity employer

ACROSS THE CAMPUS

Copperfields. I remember going but… Hey Winn, how was the ride back? Hey Denise, how was the ride? Is two in the afternoon too early to start drinking? Not for the boys on the second floor! Coleman
No news!!! Write to the Free Press (Box # 2714)!!!

Publishers
Could somebody turn this Greene off? How can you listen to disco music all day?

Keith
What’s happening in Keith?
Write to the Free Press (Box # 2714)!!!
Weekly World News

Tomasso Hall

By Skip Center for Janitorial Studies

Do you ever forget where you leave your car keys, your wallet? How about the TV clicker? Drives you nuts, doesn’t it? Well, don’t feel bad, you could be Christie or Dennis Acton. All they’ve done is lose their entire family of four kids over the last 6 years. And I don’t mean all four at once. What they basically do is have a kid, lose it, have another, lose it and on. The story starts out innocently enough with the forgetful couple giving birth to their first child, Freddie. Not long after, while on a cross country trip, the first of four mishaps occur.

"I was driving one truck and Dennis was driving another," Mrs. Acton said. "We stopped at gas stations all the way and got real mixed up. We each thought the other had Freddie. We didn’t discover ‘till later that we had left Freddie behind somewhere. We went back and searched but never found him.’"

Needless to say the Actons were devastated, but the birth of their first daughter, Lucille, in 1988, took some of the sting out of losing Freddie. "Lucille was a feisty little kid," said Christine. "One day I left the truck to dash into the supermarket and the little bugger just opened the door and wandered away." But the Actons plodded on. Fully realizing that the American Dream of a house with a two-car garage and family was still within reach, they gave birth to their third child, Susan. Unfortunately, little Suzie met a similar fate as did Lucille and Freddie. Super Mom Christine went food shopping one afternoon and she had little Suzie on the tailgate of the truck while she put the groceries into the car. Needless to say, she completely forgot about Suzie being on the tailgate and drove off. Once Christine remembered, she immediately drove back to the store but there was no trace of little Suzie. The police ruled out roadkill in all these cases, because they didn’t find any squished kids or squished kid parts.

Anyway, the Actons, now battling 1,000, popped out their fourth kid, Emily. Everything was going swell with Emily until Dennis got a little forgetful one night and completely forgot where Emily’s baby-sitter lived after he had dropped her off earlier in the evening. The police, who figure Emily is still with the sitter, urged Dennis to somehow reconstruct his memory. Even though baby-sitters don’t make that much dough per hour, they figure this kid has been on the clock for about a year and must have one heck of a bill set for Dennis! The Actons, who are expecting their fifth child early next year, vow that they will spend the rest of their natural days searching high and low for their four missing kids.

And, speaking of missing people... They say it is hard to believe this is true, but... just in from Brus, Zaire, Africa: witch doctor Toma Jontje has been arrested and charged with murder after he put a weight-loss Voodoo diet spell on a hefty female patient and she fainted away to nothing. Baawu Kokono was put on a 12-day spell to help her shed some of her 300 lbs. That, in the words of her sister, Tawa, "simply worked too well. My sister simply disappeared. She just kept losing weight and then one night she went to bed and the next morning she was gone. She couldn’t have left on her own because we would have seen her. It has to be something that stupid the witch doctor did." Jontje, a 56 year old man with 7 wives and 31 children, insists that his patient simply chowed down a lover in the middle of the night after his potion turned her into a raving beauty. But the police aren’t buying it. A gross scope composed of human fat, particles of human hair, and clothing were found in Baawu’s bedroom, and the police believe that the remains of Baawu after Jontje’s spell melted her away to nothing. "Jontje wants us to believe that she ran away, but we know that she’s gone because he loused up the spell. She wanted to be slim and sexy and he did something that shriveled her up to nothing," said Irene Talaka Kokono. "This isn’t the first time he has made embarrassing errors. He blew up my neighbor’s cow after treating it for gas. And a love potion he made for my brother-in-law gave the poor man hiccupps for over a year. And we all know it is that he killed my sister and we won’t rest until he pays for it!" Well, speaking of people disappearing, it’s time for me to roll... See ya’ next week,

The Dean

Babson’s Ultimate Beer Review: Honey Porter

By Rich O’Brien
Staff Writer

Hello, and welcome to the new edition of Babson’s Ultimate Beer Review. This week I would like to offer you my previous opinion on a new beer by Samuel Adams. Much like the company that brews it, Honey Porter, an English style beer has a history at its own. Consumed and named after the Porters in the Covent Garden Market (London, England) who used to drink it to provide themselves with nourishment for a long day at work, Porter has become all but extinct in the beer world. But Honey Porter, one of the newest releases by Samuel Adams, is sure to put some flame back into this ruby black lager.

Unlike the many seasonal beers brewed by the Boston Beer Company, Honey Porter will be available all year round. Not for the weak, this brew has a hearty robust flavor with a slight aftertaste of honey. Being one of only a few porters on the market there is very little to compare it to, but since it is brewed by Sam Adams, any newcomers to the porter bandwagon have a big battle ahead of them. To quote John Bickeredyke of London, “This is a wholesome liquid which enables the London porter drinkers to undertake tasks that gin drinkers would sink under.” So keep this in mind when you decide to make your next trip to the gym. Enjoyed by such famous characters as George Washington, and Robert Lee of Peziz 26 fame, this beer is sure to become a classic. It is an excellent compliment to any fine meal, or just great all by itself! Look for it where fine beers are sold or in your local tavern. Do yourself that favor and pick up a six pack of Honey Porter.

CLASSIFIED ADS

PART-TIME HELP WANTED
Established retail footwear store in West Newton seeks part-time sales help. Only 10 minutes from Babson. Experience in retail preferred, but not necessary. Flexible hours. Call Joe Carrigan 332-6300.

SKI FREE AT SUNDAY RIVER 94/95. Become a college representative. Sell 9 season passes, receive a free season pass. $25 commission on additional sales. (207) 824-3000 ext. 235.

Lose weight now and earn extra bucks immediately: Call Abe at 239-4967.

SUGARINI

Samuel Adams’ Honey Brew

Spring Break 95/96, full trips, earn cash, and go free!!! Student Travel Services is now hiring campus representatives. Lowest rates to Jamaica, Cancun, Dominican, Panama City Beach. Call 1-800-646-4899.
What do you think Bill Glavin does?

By Bob Cinelola and Josh Smith

Emmanuel Dessin '97
"He's the President, isn't he?"

Tracy Hayes '97
"I don't know, I never see him."

Jeff McLane '96
"I don't know, ask Mrs. Glavin."

Peter Mena '95
"Rob's from the rich to give to the rich."

Devon Ruttenberg '95 Jen Archambault '95
"We don't know what he does, but we pick up the tab anyway."

Quann Massey '97
"He talks $#!+!"

Kendra LaFauci '96
"He's the President of the school."

Courtney Gaul '98
"He makes Freshmen feel really welcome."
Artist of the Week: Joanna Santa-Ana
By Cris Concepcion
Arts & Entertainment Editor

Welcome to the first installment of the Artist of the Week profile, a conscious effort by the Free Press to highlight the amount of artistic talent within our own campus. Our first artist, Joanna Santa-Ana, is the head of the new Babson Society of Fine Arts. We sat down to discuss her plans for herself and her future organization. As an artist and a student, what do you like most about Babson? The idea that you have to work for what you want and that you can actually achieve your goals if you work hard enough. It's not like a large university where you get the bureaucratic run-around and nothing's really handed to you... Jo among her friends, seems like a very low key sort of person. It's typical of artistic students in a school that prides itself on being solely devoted towards business. Joana claims not to have any major influences that she can point to, only admitting to a preference towards landscape photography and solely mortified subjects in black and white acrylics. Joanna states that her main reason for joining the BSFA was to show to the Babson community that there is an opportunity for students and faculty to pursue their own interest in the arts. Establishing the club has forced her to pay more attention towards her artistic talents and she hopes that members will experience a similar effect through their involvement in the club. Whether their interests are film, theater, music or painting, she hopes that everyone will find something in the BSFA that will interest them. Her greatest fear for the club is that members would actually transfer out of the school, due to the fact that Babson doesn't do very much to support its own artistic community. Through the BSFA, she hopes to keep these students in Babson, and hopefully to attract others who might have otherwise dismissed Babson as a one dimensional business institution.

Sounds of Zeppelin? I Don't Think So
By Adam Dorfman
Staff Writer

First of all, where the hell was the beer? Second, why did they cancel the Gong Show? These guys would have been great contestants. Whenever I hear a band that plays someone else's material I always think they must have to imitate a great band just to sound mediocre. In this case, right after I left Knight Auditorium I played my Disc One from the Led Zeppelin boxed set, just to make sure how bad this copy band really was. Bonzo or the Edge do not have to worry about job security either. In all fairness, Rattle and Hum, did have some of the same dramatic theatrics that appear in the U2 shows and they did have a pretty good drummer. Also, the finale of "Sunday Bloody Sunday" was not bad. Then again, "Sunday Bloody Sunday" sounds good to me on a scratched record played on a 5 watt per channel Emerson K-Mark special.

Frente! Marvin the Album
By Peter J. Maren
Contributing Writer

Frente will probably be best remembered for their acoustic rendition of New Order's "Bizarro Love Triangle" but their music and personality go well beyond whimsical covers of classic techno songs. Although it did catapult Frente into the MTV rotation, the song was never intended to be sung because it was just a way of tuning up extra recording time in the studio. Lead singer Angela Hart's voice drives this Australian quartet. It reminds one of their little sister or the girlfriend they never had. Their first album (Frente! The Album) offers a rich acoustic style with varied mellow and faster tempo songs. "Ordinary Angels" kicks off with a strong bass punch followed by dueling acoustic guitars. Next, Angela Hart's voice joins in, full of her girlish charms. It's this silliness that makes Frente worth listening to. Lyrics like, "The telephone's ringing / I'm not even listening / I'm walking with an audience / what isn't an accident?" True, they aren't going to win any poetry awards, but Frente hasn't had enough time to yield to what most bands blend in. Whether their interests are film, theater, music or painting, she hopes that everyone will find something in the BSFA that will interest them. Her greatest fear for the club is that members would actually transfer out of the school, due to the fact that Babson doesn't do very much to support its own artistic community. Through the BSFA, she hopes to keep these students in Babson, and hopefully to attract others who might have otherwise dismissed Babson as a one dimensional business institution.
Hey, Nice Beaver

By Adam Dorfman
Staff Writer

Thanks, I just had it stuffed! This is my new weekly column bringing you what's new in Hollywood. Check it out each week to find out what your favorite Hollywood star is up to. Just drop me a letter to tell me who your favorite star is and I will keep you up to date on his or her newest movies. Now on to the Hollywood scene.

For all you Star Wars fans, there will be an all new trilogy that will precede the original Star Wars, The Empire Strikes Back, and Return of the Jedi. The latest word is that Kenneth Branagh will play the starring role of Obi-Wan Kenobi (O-bi-Wan Ken-o-e-see). The plot to the next three movies will be based on Darth Vader and Kenobi in their prime. I wonder if Kevin, I mean the master Vader, will make a return as well. Wait and see to find out.

It seems that everyone is speaking of Mr. Branagh, because of his recent collection (as star and director) of Frankenstein. Kenneth has been extremely busy lately. After directing Robert DeNiro as the monster in Frankenstein, Branagh will be acting in The Crucible, based on Arthur Miller's play. Kenneth Branagh may also appear in the adaptation of the Thomas Hardy novel The Return of the Native, and in Shakespeare in Love with Winona Ryder.

The Blues Brothers 2000! Dan Aykroyd is in the works of writing a sequel to the 1980 smash hit of white guys with soul. The rumor is in addition to Jim Belushi, Aykroyd is trying to get either Tina Turner or Whitney Houston as a Blues Sister. Dan Aykroyd can be seen in theaters in the comedies Getting Away With Murder with Lily Tomlin and Jack Lemmon as well as the Garry Marshall fast paced comedy with an erotic love story adaptation of the Anne Rice semi-erotographic novel Exit to Eden, with Dana Delany, Rosie O'Donnell, and Iman.

Now the one-line hot stars update: Kevin Costner, Jeanne Tripplehorn (The Firm, Basic Instinct), and Dennis Hopper star in Waterworld, a futuristic action adventure. Barbra Streisand is back to making movies with her role in The Mirror has Two Faces and her direction of The Normal Heart. Dustin Hoffman, Rene Russo, and Morgan Freeman will appear in Outbreak, a fictional story about a deadly virus. First the Flintstones, now The Brady Bunch is back on the big screen. Shelley Long will play Carol Brady and RaPaul will play Jan Brady's guidance counselor. Grocery Arnold Schwarzenegger will be impersonated by a scientist (Emma Thompson) in Junior. Jean-Claude Van Damme can be seen in theaters now in Time Cop, but his next movie release will be Sudden Death, a story about a firefighter who risks his life to protect the Vice President and his family, who are taken hostage at a hockey game.

Well that's all from me this week. Check out Hey, Nice Beaver next week for a movie review and more star updates. 'Till then, "Hasta La Vista, baby!"

Definitely Yes

By Cris Concepcion
Arts & Entertainment Editor

A long time ago (Summer of '88) in a land far far away (Manchester, England) there was a singular moment of musical and communal brilliance hyped as the British Summer of Love. Influenced by the 60s sound of the Velvet Underground and the Beatles with the contemporary music of My Bloody Valentine, a style of music was born in clubs like the Hacienda as it was packed by kids with empty passes and emptier futures. Appropriately, this style of music was dubbed as shoegazing. It seemed like the most revolutionary period in modern alternative music history since the Sex Pistols introduced the world to punk rock. However, it turned out to be a grand disappointment as the scene vaporized in the wake of mismanagement and bad luck. Instead of producing the biggest British bands since U2 and the Smiths, the shoegazing scene turned into a handful of God's gold.

Oasis, a new British band led by two brothers, Liam and Noel Gallagher, has picked up where the Madchester scene left off with their debut album, Definitely Maybe. Their sounds, a radio-friendly mixture of pop-guitar riffs and ambiguously positive lyrics take the current sound of modern outifts like Radiohead and the Catherine Wheel and temper it with structures and lyrics that echo to Madchester. In some ways their sound is almost like a formula, adding the various popular aspects of alternative British rock to create an album that's both an overrated rip-off and an irresistible catchy collection of eleven songs.

The album has three songs that are fit to become classics of pop rock. "Live Forever" makes for a great bittersweet rock ballad. "Supersonic" combines quirky lyrics with surfer guitar riffs to produce something that might sound like the Pixies if they were sane and British. "Slide Away" combines the best of two worlds mixing the melodramatic, romanticism of the Stone Roses with the pop noise of Suede. In addition to these there are pieces like "Dig a Four Diner" which is cute in its unabashed silliness and "Bring It On Down", which boasts a killer jam in the final quarter of the song.

For those of you folks who are still scratching your head and going, "huh?", imagine the smashing Pumpkins with a Billy Corgan who doesn't do an annoying falsetto and has a touch of a Northern British accent. Add in a rhythm and lead guitarist who can hold their own with anyone in that overexposed grunge madness and you've got Oasis. I'm still waiting for miracles. I'm waiting for Primitive Screams to come to their senses and claim that this Rolling Stones stick of Christina was a big practical joke. I'm waiting for the second coming of the Stone Roses. Until then, however, I've got Definitely Maybe, and for that I'm thankful.
The New Age

By Chris Conception
Arts & Entertainment Editor

During the Eighties, cities like Los Angeles played magnet to the decadent whims of baby boomers with fat bank accounts and repressed souls. Enamored by the false promise that such prosperity would exist forever, yuppies were caught unaware when the recessions of the Nineties hit America like a sucker punch to Yankee consumerism. Having to adjust to harder times, people were forced to accept that one did not merely exist for life, liberty and the pursuit of home owners. Such is the stage for Michael Tolkin's The New Age, a modern parable about a yuppie marriage that seeks salvation in lean times. The moral bankruptcy of the Eighties is a tired issue, yet it's been done by movies as early as the mid-80s with Less Than Zero. Does the world really need another film that echoes the fascist artifice of our past?

Well, the answer to that would be, "It can't hurt, especially if it's good and this movie is good." Written and directed by Michael Tolkin, the writer behind Bob Almack's The Player, The New Age is a brilliant satire of late Eighties excess. Peter Weller and Judy Davis star as a couple trapped in a marriage that is only as strong as their income. Davis has a knack for playing the streetwise post-feminist with a weak heart. Her characters in Naked Lunch and Hashands and Wives have always displayed a control over their destinies that alternates from being strong to fragile. She continues such a performance in this film. At times Peter Weller might seem as flat as he was in RoboCop, but his occasional gems of emotion and animation certainly make up for these moments. Their love is a warped one based on a mutual adoration for the tenets of consumer culture style, socializing and shopping. In several ways, they are a personalification of the culture of Los Angeles, and Tolkin has copied the L.A lifestyle perfectly. From their bottles of Tyrant water to the pretentious ambient music that is perpetually played in their fashion boutique, Hipocracy, these characters have taken every negative stereotype of L.A. and added their own. While these little touches have their own weight, nothing plays as big a role as this couple's search for spiritual guidance once they realize the emptiness of their own lives. California has always been seen as a melting pot of various cultures and now here is more prevalent than the inclusion of a variety of religious philosophies within the film. Everything from Chinese geomancy to Wiccan death rites appears in this movie. It tends to the title of New Age, since this is just as much a movie of New Age beliefs as it is about the new age of the cost-conscious Nineties.

The picture does have a few problems. The plot has an annoying habit of taking a few too many tangents solely for the sake of exposing yet another bit of decadent yuppie culture, with an S&M party that reeks of pure excess. Most of the supporting performances seem rather flat, though one is not quite sure if this is a fault of the actors or if the characters really are supposed to be superficially shallow. Finally, on a more technical note, the camera tends to jostle a bit in the beginning to offer that cinema verite handiwork feel, yet all it succeeds in doing is in giving the audience a sense of sickness. Otherwise, the New Age is an intelligent, dark comedy about flawed characters in equally flawed environments. Whether you're a recovering yuppie or a born-again Buddhist, you're bound to find something entertaining and provocative in this picture.

Peter Gabriel's Secret World Live

By Peter J. Merma
Contributing Writer

Peter Gabriel's been a busy man lately. After releasing US two years ago, he went on tour again and then headlined the WOMAD tour (World of Music and Dance) with other artists such as Midnight Oil and Youssou N'Dour. Still, to tide fans over until the next album, which is at least a year away, he has released Secret World Live, which highlights Gabriel's European leg of his tour. This double disc album was recorded in Moderna, Italy last November and has some of the old favorites plus most of the songs from the US album.

Gabriel was inspired by U2's Zoo TV tour and it shows with his more elaborate stage setting. Inside the album insert, pictures of concert show the double stage he used, complete with a British telephone booth for the opening "Come Talk to Me." As far as live albums go, this album is above average. It offers two discs and the energy of the Italian crowd is like no other. The bass and drums on songs like "Steam" are punchier and Gabriel is more expressive than he is in the studio.

Throughout the past decade, Peter Gabriel has established himself as one of the most creative and global artists in recent memory. Through his WOMAD tour and the US album, he has really made great efforts to use worldwide talent, as can be heard on this album. As always, bass player Tony Levin and guitarist David Rhodes are present but they are accompanied by renowned drummer Manu Katche, who has worked with Sting. Also playing with the band are South African violinist Shankar and backup singer Paula Cole.

This strategy is effective on the new songs but it is limited on the old favorites. Unlike the So Tour, this band is slightly smaller and is missing key vocalist Youssou N'Dour. The album concludes with a medley of "Don't Give Up" (medley because it's missing Kate Bush), but re-creates itself with a long "In Your Eyes." If you missed the Secret World Tour or the WOMAD shows, this album offers a taste of Peter Gabriel's boldest tour to date. Drink a six pack, crank it up loud, hold a zippo in the air and you've recreated a pathetic substitute for the real thing, but beggars can't be choosers.

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Note: This program is offered through The Chickering Group but please note you do not have to be enrolled in the student health insurance plan to be eligible to enroll in the PDN.

The Banana Free Press
Women's Soccer Wins Two out of Three

By Michael Cordon
Staff Writer

The Babson women's soccer team shutout Worcester and Mount Holyoke, but they couldn't complete the "week sweep" as they suffered a defeat against Clark University. Their record now stands at 3-1.

Tuesday, the team traveled to Worcester to take on a powerful Clark squad. The Babson announcers put together a decent showing, but their inability to capitalize on more of their chances prevented them from coming out on top. Janice Cutler and Maura Fleming scored the goals for Babson in the 4-2 defeat.

On Saturday, in very poor playing conditions, Babson climbed Mt. Holyoke, and now everyone on the team has bumper stickers that say, "We climbed Mt. Holyoke." When asked why the team did it, Captain Shelly Grant only replied, "Well, it seemed like the thing to do. Everyone did it for George Washington." Nice try Shelly. Anyway, Babo came out on fire. Just two minutes into the game, senior captain Helen Karalis received a pass from Becki Ward, and she blasted a 20 yard rocket past a stunned goalie. The score remained 1-0 Babson for the rest of the game, until Tracey Russell scored a nifty goal on a rebound from a Janice Cutler shot to give the Lady Boosers the 2-0 victory.

Last Thursday, Babo squeaked out a 1-0 win over Worcester State. The game remained scoreless for over a half, until Grant scored the lone goal. Babson once again was the superior team, but another case of "goal-in" kept the less talented Worcester team in the game. Fortunately, the defense, sparked by the play of goalsterner Stephanie Balosurus, was spectacular, and a letdown was averted.

Six games into the season, Babo stands at 10-0. However, they are tied for the lead in the New England Conference with a 1-0 record. Having had the opportunity to watch them on several occasions, I've witnessed a team capable of beating anyone. Full movement is at times absolutely stunning, and when the team plays aggressively, they're unstoppable. Once they attack more consistently, and play for the full ninety minutes, they'll leave their opponents in the dust, or mud if it's raining cats and dogs like it has been. They held their own against the nationally ranked Bowdoin Polar Bears, and the Lady Babsonaires very easily could have come out on top. Balosurus has recorded three shutouts in goal, and sophomore Betsy Price has been very impressive at her new stopper position. Ward and Amy Tracey have been bright spots for the defense. Kim Burbine has been a solid center midfielder, and Grant, Karalis, and Cutler lead the team in scoring.

Babo will be in action this Sunday at 1:00 PM against Bates College on the Upper Athletic Fields. Keep in mind that this Sunday will be the first of four consecutive home games. All undergraduate students who attend all four matches will receive a mystery prize if they turn in their ticket stubs with their name and extension to Box 746. Don't miss out on this excellent opportunity for a free gift. The support from the Babson community for the women's soccer team has been meager (aside from the faithful supporters of course), so come on out and show your support.

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The Rhode Island Department of Transportation
Around the Boards

By Steve Teebagy
Staff Writer

Last week, I told you that the regular season will begin on October 1st. Well, it's starting to look like that won't happen. In a massive onslaught of player-owner issues coming to the forefront of the sports world, the N.H.L. is taking a firm stand. Salaries are escalating at an incredible, unacceptable rate. The players are making more money from revenues than the owners, and N.H.L. teams are losing money.

Commissioner Gary Bettman has told the players to either accept the league's new rules, or find somewhere else to work. This situation differs greatly from the current strike in Major League Baseball. Whereas the baseball owners want to impose a salary cap, their hockey counterparts want a link between revenues and salaries. Players are being told that their salaries also continue to increase, but not at Mach 1 speed.

Some of the new rules implemented by the league include the following: 1) The elimination of salary arbitration; 2) The reduction of the players' salary cap and awards fund from $9 million to $2 million; 3) Players must pay the first $750 of medical cost for every person they have insured; 4) Players earning more than $350,000 must pay for their own life insurance, health care, and disability premiums; 5) Players must pay their own travel expenses to training camp and when they return home at the end of the season; 6) Players must wear N.H.L.-approved apparel on and off the ice; and 7) Players must make public appearances.

These seem like steep sanctions for anyone to handle, but please allow me to put things in perspective. The average N.H.L. salary is $600,000, and there are over 90 players making more than $1 million per year. There is absolutely no reason why these guys need to be pampered while their wallets grow fatter and fatter. They make more money than the President of our country. They make more money than doctors. They don't need a bigger paycheck, but rather a reality check. The players need to realize that life doesn't end if they only get offered $2.6 million a year as opposed to $3.35 million (hello Kevin Hatcher?). Professional hockey salaries are way out of control and it's time that the N.H.L. owners put an end to it.

We'll all know very soon whether or not the season will start on time. If there is no agreement reached by tomorrow, the first twelve games of the season will be canceled. Hopefully, there will be an agreement reached soon, so that the real losers in this situation, THE PANS, can watch the best sport in the world once again.

Next week, I'll preview each team, and let you know about the rising stars of the N.H.L. Until then, I leave you with a trivia question. Please drop your answers in box number 2599. The first three people to answer correctly will have their name and Stanley Cup pick appear in next week's issue. So give this one a try, and pray that the lockout doesn't happen.

In the history of the N.H.L. only two players have played in the playoffs during 20 different years. Gordie Howe was one of them. Who was the other? And what two teams did he play for?

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The Boston Free Press
**THE SCOREBOARD**

**Men's Soccer**
**Record** (5-0)
Bowdoin (L2-0-0)
WNEC (W3-0-0)
Wesleyan (L2-0-0)
M.T. VU (W1-0-0)

**Remaining Home Schedule**
Thursday September 29
Bentley 1:30 P.M.
Wednesday October 5
Tufts 3:30 P.M.
Sunday October 16
Western Conn. 2:00 P.M.
Wednesday October 19
Amherst 3:30 P.M.
Saturday October 22
Springfield 2:00 P.M.
Wednesday October 26
WPI 3:00 P.M.

**Women's Soccer**
**Record** (3-3)
Bowdoin (L1-0-2)
Salem (L2-1-0)
Wesleyan (W1-0-0)
Mt. Holyoke (W2-0-0)
Clark (L4-2)

**Remaining Home Schedule**
Saturday September 24
Mt. Holyoke 11:00 A.M.
Sunday October 2
Bates 1:00 P.M.
Tuesday October 4
Smith 4:00 P.M.
Saturday October 8
Bridgewater 1:00 P.M.
Tuesday October 11
Bowdoin 3:30 P.M.
Saturday October 15
Smith 1:00 P.M.

**Women's Volleyball**
**Record** (2-7)
Smith (L3-0)
Assumption (L2-0-0)
Bowdoin (L2-0-0)
WNEC (W1-0-0)
M.T. VU (W1-0-0)

**Remaining Home Schedule**
Saturday October 1
WPI 2:00 P.M.
Thursday October 6
Whitman 7:00 P.M.
Tuesday October 18
Simmons 7:00 P.M.
Thursday October 20
M.T. VU 5:00 P.M.

**Women's Field Hockey**
**Record** (4-1)
Assumption (W2-0-0)
Bowdoin (L2-0-0)
WNEC (W5-0-0)
M.T. VU (W2-1-0)
Framingham (W7-0-0)

**Babo Field Hockey**
By Alan Jackson
Contributing Writer

The Babo field hockey team, now 4-1, is off to a great start this season. Last Thursday, the ladies competed in their first New 8 game against MIT. With the help of Beth Crenson and Megan Easterly, Babo came up with a 2-1 victory over MIT.

On Sunday, they gave the fans a show with a 7-0 win over Framingham State. Among the goal scorers were Nicole Manning (2), Mandy Kent, Dawn O'Connell, Andrea Marchion, Angela Marchion, and Easterly. The team is looking forward to their next three games, beginning tonight at WPI at 7:15 P.M. Saturday at Smith, and back home versus Mt. Holyoke next Tuesday at 7:00. The team would like to thank all the fans for their support.

**The Wacky World of College Football**
By Jeff Patterson
Staff Writer

Saturday, September 24, 1994 will go down as one of the more significant days in college football history. 58 will be remembered as the number of the day, as Miami's home winning streak was snapped at 58 games by Washington. The host Hurricanes batted the opening coin toss, causing them to kick off to start each half. Trail- ing by eleven at half-time, the Huskies kicked for three quick scores on a 75-yard screen pass, an intercep- tion, and a quarterback option turned fumble recovered in the end zone. Washington was now well on their way to the 19-20 win. There's that number 58 again, the total points number of points scored in the game. Even more amazing was Washington's ability to push Miami around late in the game, which is not supposed to happen in the South Florida heat.

Does everybody remember the Floicue "Hail Mary" pass? A similar play happened in the Colorado-Michigan game. Kordell Stewart heaved up a 70-yard desperation pass that was tipped where Michael Westbrook could dive and grab it. This incredible play, giving Colorado a 27-26 victory was a sight to be seen. Check out on the end-of-the-year highlight shows if you have yet to see it.

Now it is time for some predictions:
1. #11 WASHINGTON 27, UCLA 13: Even with Stoker return and a potential landslide, the Huskies will prevail. No leaddown here.
2. #7 NOTRE DAME 45, Stanford 21: Stanford has won the last two of this series in South Bend, but they have no defense. Therefore, the third time will be anything but a charm.
3. #9 AUBURN 34, Kentucky 14: Auburn has not been on television for a while due to proba- tion, so they will be sky-high for this Thursday Night. "I can only afford enough for two nights or drink Natural Light" special.
4. #10 Colorado 31, #15 TEXAS 20: The momentum of the miracle pass leads Colorado in their second consecutive difficult road game.
5. #3 Penn State 59, TEMPLE 3: Upon checking my comprehensive schedule, I could not find an "everyone goes home happy" kind of game. This one might as well be, because Temple has a ton of work to do before they become a viable football program.

Well, that's it for this week. Next week will feature as expanded look at two highly emo- tional games. Finally, look for a preview of Heisman candidates in an upcoming issue.

**ANNOUNCMENTS**

The Athletic Department is looking for students interested in the following positions:
- Announcer (Men's and Women's Basketball)
- Musicians/Singers for the National Anthem
- Please contact Chris Merlo at x4555.

If you are interested in being a Babo Beaver mascot, please contact Dan Pitts in the Athletic Department at x6619.

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**Sports Trivia Question of the Week**

Congratulations to Reed Kasakoa, Tyson Pathak, and Dave Bugbee for correctly identifying Eddie Mathews and Hank Aaron as the first set of teammates to have at least 400 career home runs.

This week's question: Who is the only NFL player to ever have two touchdown runs of over 90 yards in his career?

The first three people to call Derek at x6554 after 7:00 PM on Thursday with the correct answer will win a medium pizza with one topping and a Coke, compliments of Domino's Pizza. In addition to your answer, please be sure to leave your name, telephone number, and mailbox number. Good luck!
Babson Teaches Bryant How To Play

By Cris Concepcion
A&E Editor

In high school I was one
of the unfortunate recipients of
many a pep talk from over-enthusiastic rugby coaches. One phrase
that always stuck in my mind was,
"You guys came here to win. They
came here to make you look good,"
OK, so I was an impressionable
teenager back then, but I have to
admit that Bryant College did make
the Babson Rugby Club look good
last weekend. The self-dubbed
Demolition Men awoke on a
gloomy Saturday to play their first
game of the fall season and make
another bid for the off-denied
NERFU Championship. The
team had the task of replacing off-
season veterans losses within its line

Babson Rolls On

By Dave Onorato
Staff Writer

The Babson men's soccer team improved their record to 4-0
with two impressive wins last week. Last Wednesday Babson faced
Western New England College and ran away with a convincing 5-0
blowout. Brian Zolad and David Cohen had their first varsity goals
and Josh Todd recorded his second shutout of the season.
Saturday's game versus the
Wesleyan Cardinals was the first
test of the young season for the
Beavers. Both teams started the
contest undeterred and the general
consensus was that the game would be
good. It certainly lived up to its
billing as the two teams battled hard in a defensive game that ended
in Babson's favor 1-0. Nick Richio
continued his strong play as he
scored the lone goal in the first half.
The play developed when Brian
Zolad fed Richio from the right wing, who then buried four
Wesleyan defenders before depositing the ball into the right corner.
The move was a beauty that most
likely would have landed on Sports
Final if Bob Lobel actually cared
about local college sports (besides
Boston College). Play was slow-
moving after the goal due to the
wet grass that made both teams
playing on. Pat Cavanaugh's im-
pressive play and a beautiful save
by Josh Todd kept Wesleyan score-
less after the half.
This second half was one that
Coach John Anderson would like to
forget. With Wesleyan dominating
the play and 22 minutes left on
the board Babson's captain Andy
Lynch went down hard. Lynch, a
goalie on the squad, was forced
to leave for the remainder of the
game. Within the next five min-
utes Todd made two game-saving
plays in the net. O.J. Porter batted
once again throughout the game
without a minute of rest and senior
Jon Cloutier hustled after ev-
ery loose ball. Cavanaugh
continued his strong play in the second half as did
the opposing fans' favorite
target Jacques Goupil. Sophomore Brian Zolad
was also impressive with a
blistering shot on goal. Babson had another score
with five minutes remaining
when Goupil went down and Todd tried
to tie the game late but Todd
denied everything close to
the net. He recorded his fourth
win and third shutout of the sea-
son as the Beavers closed the door
on the Cardinals 1-0. The quick
start has brought this young team
together in unity as they roll on
with no end in sight.

Babson Team Statistics (4-0)

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Babo Slides to Victory

Craig Porter 1 0
Damon Newman 0 1
Goalker-(Josh Todd)
Shutouts 3
Record 4-0
Goals Against Average .25

Athlete of the Week: Josh Todd

By Derek Finkelstein
Sports Editor

Favorites
Movie- Better Off Dead
Book- Frankenstein
Ice Cream- Raspberry
Simpsons Character- Grandpa
Course- Micro-economics
Hobby- Wading

Yes, after a long and
exhausting summer, athlete of
the week has returned for yet
another year of profiles on
Babson's finest athletes. The
eight member selection panel
didn't have a difficult decision this week, but at the eleventh hour,
the group finally decided on
Josh Todd, the junior goalkeeper for the Babson men's soccer team.
Josh was given the
unsavory task of filling the
shoes of All-American goalie
Kevin Sampson, who graduated
last year. Todd, however, has
been up to the challenge and is
a major reason behind the team's
undefeated record of 3-0.
Despite his fine efforts, the
team's goal difference is not
as favorable as the overall
record suggests. The team
has allowed more goals than
they have scored, but
the defense is still solid.

The Babson Free Press

Junior economics major from
North Andover, MA, dears much of the credit to the Babson
defense, which has been just as
effective. Together, Josh and the
Babo defense have allowed only
two goals in five games, including
three shutouts.
With upcoming home
matches against Bentley, Tufts,
and Western Connecticut, the
team could use everyone's support
as they strive toward another
successful season.