Representatives pass senior week budget with limitations

by Kathryn Flary

At Tuesday's Student Government meeting the proposal submitted by the Senior Steering Committee which would allocate $1,000 to a Senior Fund for the 77-78 school year was passed. Certain limitations were placed on the funds. These were:

1. A maximum ceiling limitation not to exceed 3% of student funds received by Student Government.
2. The Steering Committee will submit a budget to Ways and Means on the first Monday in February. The proposal must be voted on as a whole.
3. Funds raised by the Steering Committee will first be applied to the expenses incurred.
4. Surplus funds will be returned to Government.
5. Funds will be used only for the purpose stated in the budget.

6. Two or more members of a senior class will have to sign a contract holding them personally responsible for the accounting of the funds.

Charlie Wilson, chairman of the licensing committee, recommended that a license be given to La Casa. John Sisk and Peter Brown for the sale of Beaver Buttons on campus.

Honor societies begin reviewing new candidates

by Nicole Papasergsi

Cardinal Key and Blue Key national honor fraternities are starting their spring selection processes. Many students may have questions concerning the nature of the organizations and how the criteria of eligibility are determined. Cardinal Key historian, Tom Wiley, and Blue Key president, Deb DeBard, explain some of the remaining hurdles these organizations and their selections face.

The Blue Key national honor fraternity hopes its members will live up to the fraternity's motto and purpose. The motto, "Servire, I live," is interpreted to mean, "I express my own life and character in what I am able to accomplish for my fellow men." The purposes of Blue Key include:

1. To stimulate ambition for intellectual achievements and a desire to serve the institution of higher learning and fellow students.
2. To solve student problems and assist in their solutions, contributing to the enrichment of student life.

Specifically, all members must have completed two full years of college work and have acquired a grade point average of 3.0. They should have "good character and be recognized as leaders in scholastic and college activities."

Adam stresses the fact that achieving the eligibility grade point average does not automatically qualify a student to be accepted to Blue Key. Apparions extracurricular activities are equally weighted into the selection process. More important than the number of activities is the quality of activities. A student who participates in the leader role on a large scale usually votes for the new members.

Cardinal Key honor society has a similar purpose with a few variations in membership qualifications. As stated in its handbook, Cardinal Key is "for students whose leaders in the future. The purpose is to recognize achievements in scholarship and extracurricular activities; to personal growth." If one wishes to apply for membership to Cardinal Key, one must have a 3.5 grade point average and have been completed three semesters of college.

The actual selection process is simple. The applications are sorted through and certain people are invited to a wine and cheese party. After this party, the whole organization makes the final decision.

Library Committee Report

Now, the library will open at 11:00 a.m. on Sunday instead of 1:00 p.m. Eighty-four percent of the respondents wanted this change. A strong 74% said they would use the library at this time.

The library will not provide lockers for the Babson community. Seventy-five percent of the respondents were dead set against it. The question of lockers, if available, gave a wide response: 19% would use the lockers, 4% would not use the lockers, and 33% were undecided.

This lack of interest is the reason for not having the expense of new lockers. Student Government is trying to rationalize the situation for commuter students. Charles Wilson is in charge of this problem. The library administration will analyse the use of the library after these time changes. If the cost benefit is not worthwhile, then the hours will be subject to change.
Board of Trustees meeting held; expansion planned on campus

by Margaret Newman

The cries for extra seats in Trim Inn may be silenced this coming fall as there are plans to start the expansion of Trim this summer. Jesus Putney, controller for Babson College, outlined the plans for the expansion which he said was more convenient for all.

"There will be more office and storage space for Saga Food Service, an additional function room, and an added storage area for approximately 3000 boxes," stated Putney.

Also on the list for expansion is Perry Gym, which is to be converted to additional locker facilities for women as a start. Two years ago, the committee for the expansion had decided that there were a number of "...nonmovie space court space for women's basketball and all-season outdoor swimming. It was decided that the additional lockers for women were a more pressing need." The Sir Isaac Newton Library is also scheduled for renovation with Vice President for Academic Affairs, Carpernan as chairman of the commit- tee to research the library's needs. At this writing, however, the committee has not finished its report and there is no specific information available.

Perhaps the most important const- ruction of all is that of the much- awaited new dormitory. There is no specific location as yet, but Putney did acknowledge the McCollum area as "...a possibility." The dorm will be centrally air conditioned with rooms for approximately 70 to 120 students.

The price of these improvements will be steep, indeed with the cost of renovating for Trim ranging from 200 to 250 thousand dollars. Reynolds Gymnasium will cost approximately 60 thousand dollars, and the cost of the new dorm estimated at anywhere from one to one and one-half million.

The total cost of the improvements will amount to an estimated 1.5 million with no definite estimate of the cost of renovations to the library.

One may well ask where the money is coming from, and a good many Babsonians will answer "our tuition." However, according to Putney, such is not the case.

"The money for these improvements will not come from your tuition dollars, rather, it will come from the school and our fund raising drive." With such assurance, Babson students can rest easily and look forward to many improvements in the near future.

Smithsonian exhibit in Newton Library lobby

by Paul Anagnostos

A new exhibit depicting the role of women in trade unions has opened in the lobby of the Newton Library. The exhibit is on loan from the Women in the Smithsonian Institution.

The exhibit, titled Wonders and Allies, Female Participation in American Trade Movement, 1824-1970, contains pictures showing 200 years of labor history, arranged in chronological order. The captions on the panels highlight a historical event of women in labor unions.

Mrs. Alma Moller, the librarian in charge of the exhibit, is very excited about it and feels "it ties in with many of the themes in Babson such as 'an important exhibit,'" she continued, "and relates well to management and labor relations."

The exhibit is part of SITES The Smithsonian Institution\'s Traveling Exhibition Service, and will be here until the end of the month. Mrs. Moller contacted seats herself and arranged to have the exhibit. The presentation includes photographs, illustrations, and memorabilia, and was researched by author Judith O' Sullivan. There are also many local historical references, such as a drawing of an 1860 march by women for equal pay in Lynn, Massachusetts, and a table of hours for mill work in 1851.

Mrs. Moller added that in addition to the charts, there is a videotape and other materials to complement the presentation. Overall, she thinks the exhibit complements Babson's theme and hopes everyone will get an chance to see the exhibit.

Circle K announces election results - plans Banquet

by Kathy McConney

On Monday, March 27, Circle K members voted positively to the group of people who have offered their leadership and creativity in shaping forty students into one of the most enterprising clubs on campus. That night all four executive offices were vacated, and four members were elected to begin the offices at midnight.

The newly elected officers are: Jon Horning, President; John W. Vice President; R. Lutz Treasurer; and Kathy McCony, Secretary.

On Tuesday, April 1, the Installation Banquet for the new officers will be held in Trim 203,204, and 206. The campus is certainly invited to a taste of their personnel plight, congratulatory messages for initiating a long-term improvement in the student government, and, of course, many, many others. Rules and regulations of the contest are available from Dr. Genovese, and the final date for the submission of entries is October 2, 1978.

Circle K has been an active part of both the Babson and Babson community. The new officers are looking forward to continuing this tradition. We in commemorating what we feel has been a most thrilling year!
My name is Johnny Carson and I am running for the office of Vice President. This Vice Presidency is a position responsible for the supervision of Campus businesses and, in the absence of the president, to prepare to assume his role in the government. Why should you vote for Johnny Carson for Vice President?

I am a businessman and the recent speeches delivered over the last two years my business sales have totaled over $42,000. I have expanded to five colleges in the Norfolk county area. I have published the NCAA National promotional soccer program (a program that has been called the finest ever for NCAA soccer). During these last two years my business has done a few key things that separate me from the run-of-the-mill student business. Expansion was one factor and desire was another. What this position needs is a high level of business experience, governmental responsibility, and enthusiasm.

As a member of student government in my freshman year I was involved in the governmental process and learned how it works at Babson. While I am honest with you, I don't propose any earthshaking reforms, the experience in itself cannot be ignored. As far as involvement in campus affairs, I do believe that some of my selected student host, last year's acting business manager of the Free Press, and an ex-student government rep. I suppose I could tell you how important these things are to the vice-presidency, but in all sincerity, I don't believe they are. What is important however is an acute knowledge of Babson's environment and how it can be made even better.

Babson College is trying to stimulate an environment that is conducive to professionalism. I feel that this is a goal I have never been able to achieve. Concerning myself with academic affairs, I'm involved in literary arts and the physical education programs. The70 programs are being executed by student suggestion on course selections with the administration's attempt to improve overall academic standing.

Results in this area are likely to be felt in the future, but my efforts will also be directed towards the development of long-range goals. Planning for the future in this manner will tend to improve the image expressed by the student body interfaced plan will enable all of us to benefit from a concerned executive committee, to please become informed and vote in the elections. Expect me to move into the week so that we will have an opportunity to exchange ideas.

My name is Robert Blumenfeld and I am running for the office of Student Government President. This office is more than just a title; it is a question of education. I have already assigned myself to this function, which in my opinion is the most important one. I am running in the position of President of the Babson College Student Government. A diversified past has prepared me with the essential knowledge required of such a position.

My freshman year was spent at the University of Southern California as an architectural student, but a twin future in the field led me towards a business degree. After much deliberation I was left with only one possible choice-Babson College. My opinion of Babson has grown hand-in-hand with the knowledge I have gained during my two years here.

Outside experience in occupational structures has enabled me to put my education into practice. As an assistant manager of Putney pantry's first paid store, my skills, both as a decision maker and a mediator of company policies, have been developed. At Putney, I have provided assistance to a bookkeeper in Putney's Travel Center of Laramie, I have terminated each of these experiences in order to pursue my presidential campaign.

My experience, as stated above, will enable me to achieve a variety of tasks within my years as President. Concerning myself with academic affairs, I'm involved in literary arts and the physical education programs. The70 programs are being executed by student suggestion on course selections with the administration's attempt to improve overall academic standing.

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My name is Mark Pincock and I am running for the office of Vice President. I feel that my experience in business, Student Government, and with the administration makes me very qualified.

Babson Dry Cleaning and Laundry is one of the three biggest businesses on campus. As a partner I have met many of you as my customers. I have tried to put the customers first, employees second, and the owners last. From this experience I have learned a great deal about business.

Fiduciary duties together with dry cleaning has given me the opportunity to work with the licensing committee. As the Vice President of Student Government, I would be acting as Chairman of that committee.

Beng an involved Student Government Representative and Undergraduate Library Representative for two years, I have tried to do my best. As a human, I make mistakes, but I give my honest opinion. I have made many motions and am now Co-Chairman of the Art Purchasing Committee.

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With Student Government Elections and Candidates Night almost upon us, it is time to re-examine an issue that has been a common topic at this time of year: voter turnout. Students are faced with cries of “Vote, Vote,” under threat of being labeled anachronistic. This brings up the question of whether or not poor voter turnout at the polls is actually due to student apathy. Students must take an active interest in the elections but do so as they have to care about the outcome. It is the responsibility of the candidates to make the elections worthwhile. Turnout at the polls rests upon their shoulders.

Candidates Night. Tuesday April 11, provides the opportunity for students to challenge the candidates. The Babson community throughout the years has heard enough campaign speeches and empty promises. The speakers should abandon this method of trying to persuade the voters and, instead, be more concerned with providing honest appraisal and interpretations of the role of student government. According to the democratic make-up of the government, dramatic promises have no basis. The assembly, not the executive board, determines the priorities.

The officers’ responsibility is to introduce issues and guide the representative body to an effective decision. Therefore, there is no way that they can make promises in advance about future results.

Editorial

“If elected, I promise…”

My name is Jeffrey Rosenman and I am running for the office of treasurer of Student Government. I decided to run for office because I felt that with my training and experience I could perform the treasurer’s duties with the utmost confidence and proficiency. For two years, I have had an active role in the planning and promotion of numerous Babson events. Next year, I would like to serve as treasurer and continue my work as a student government officer.

As treasurer I would be my responsibility to act as chairman of the Ways and Means committee. The requirements of this committee are to properly allocate and control a large portion of the student activity fees. Each year, this money is distributed to all student organizations on campus. The primary goal is to ensure that every Babson student can benefit from these allocations.

I have served on this committee for two years and I have seen the direct results of these allocations. With this knowledge, I can reflect on past successes, and implement these policies into future budgets. This will reduce the amount of waste from results of poorly planned events. I feel that every student should be concerned with this matter since it is the student’s money which sponsors these events.

If I am elected treasurer, I would like to see an increase in the number of student organizations. With the availability of more clubs on campus, every student can have the opportunity to participate in an extracurricular activity. I strongly feel that everyone should contribute to a student organization since an education is not complete with academics alone. I would also like to work on increasing the number and quality of all college events. Winter Weekend is only one example to show proper planning and diligent work can accomplish this goal.

I feel that with my past experiences and my personal initiative, I can competently fulfill my obligations as treasurer.

Jeff Rosenman
Treasurer

Letters to the Editor

Student Gov’t

Continued from page one

Roger Hearn expressed his satisfac- tion with all of the creative proposals brought before Student Government at recent meetings, due to the incentive created by government elections.

Pinrock revealed the results of the recent library survey regarding changes in library hours. The library will now be open until midnight during the week, Saturdays until 9:00 and will open at 11:00 on Sunday morning.

Court

Judy Wildes announced that the Senior Steering Committee is purchasing Spring Parents Weekend hats in the dining hall for $1.50.

The Babs

Babson lacrosse too good

To the Editor:

I am writing about a team that Babson College is sending out to play other “friendly” colleges in the area. This team is very commendable. They show respect to everyone. Why can’t they follow the way of literally blowing M.I.T. out of the B.U. stadium Friday night they had the suddenness to do the same thing to Brandeis 15 to 5 Tuesday? Thus far the piepotes “no goal patrol” of Rick Riccardelli, Landers, and Lynch have given in a single goal. Hey guys, what gives? Share a little! Babba meets P.H. and these boys aren’t helping relations at all. I understand Boston State eager to play a nice “friendly” game of lacrosse. Let me a favor and keep the score out of double digits. I’ve got friends there. One last note must. Yees is true and was Murray Bodine “grows” at the opposing captain at the coin toss which explains why I saw the M.I.T. captain throwing the first train west after the Friday night massacre.

Love,

The Baboon

Tennis for handicapped

To The Editor:

There’s good news last weekend I accidentally learned of a locally responsible community program in which DUR COLLEGE is indirectly participating.

There are plenty of worthwhile programs that often go unnoticed. It is with this in mind, that I mention the Handy Racket Program (sking in the Babson Racket Club), developed to teach tennis to handicapped children of all ages. You cannot imagine how heart-warming it was to see so many smiling faces and encouraging parents. All of them reminded me of the abundant reasons that exist for ALL OF US to feel proud of the Babson Community.

Very truly yours,
Ronald W. Rogers

National Turkey Federation

With the help of a new tool, the National Turkey Federation can now track the sex of a turkey. The tool, known as a "Sex Tester," uses ultrasound to determine the gender of a turkey within a few seconds. This technology can help farmers and consumers make more informed choices. The federation plans to use the tool in their education efforts to promote sustainable agriculture practices. More information can be found at www.nationalturkeyfederation.org.
The Theatre Guild celebrates 'The Birthday Party'

by JOHN SISK

The Babson Players, as directed by Kurt Eve, do an admirable job in their performance of Harold Pinter's "The Birthday Party." Mervyn comprises the subject matter of many Pinter plays and "The Birthday Party" is no exception. Pinter uses his central figure, Stanley, to demonstrate that there is menace present in the universe and that it cannot be escaped. Stan's past is never clearly presented to the members of the audience. Through careful exclusion of information as to what Stan's guilt might consist of, and the wide range of accusations, Pinter prohibits us from determining exactly why Stanley is being tormented and thus demands that the audience consider that they may have committed that very action themselves. Kurt Eve and The Babson Players successfully do this to some degree.

It is not long before the feeling of menace begins to develop, starting with Pelly's news of two tenants. The news at first appears to be unimportant but Stanley's (played by Victor Arralano) reaction to the news brings about a nervous quality to it. Arralano overlays his part in this opening scene, and consequently the tone of the play is slightly injured. Perhaps a blend between Arralano and Philip Marlow of "The Long Goodbye" would have been more appropriate for the part of Stanley. However, Arralano was the star of the show and acted quite well.

The pace of the play would have to be described as erratic. At times the important communication device of the pause was overlooked and at other times it was observed. This affected the speed of the play and tended to create communication in the dialogue when in fact there was none. In the dialogue between Meg and Stan at the end of Act I Stanley is locked in a deep emotional light within himself to recall the painful memories of his concert at Edmonton. The pauses omitted in his speech in the performance are essential to the understanding of the scene.

The set was simple and typical of a Pinter play. The smallness and encased quarters of the theater were essential in creating not only an audience involvement but a personal experience for all.

Lulu's lines at times seemed to be forced and did not flow fluidly. James Austin's portrayal of Goldberg was well done although at times his lines were not as smooth as they should have been. This was important because it reduced the air of menace which had developed about him. The character of McCann was well acted by Andrew Levison. Richard Woods did an admirable job as Pelly. A major problem existed in the character portrayal of Meg. The character of Meg called for a sloppy woman for whom we should feel no pity. However by the end of the play we have grown quite sympathetic towards her and feel very sad for her when she says she was the "belle of the ball." The character she should have developed into was a lost and sloppy old lady unaware of what goes on around her and hardly deserving of our compassion. This fault probably lies in the direction of the play.

In summary, Kurt Eve's production of "The Birthday Party" proved to be a successful and most entertaining production. It certainly added to the success of the play to confine the set and audience to a small area. It allowed the feeling of menace to extend and include the audience and actually made us aware that we should fear for ourselves.

Buildings and Grounds representatives elected to the All College Council

by lan Dee

Two members of the Buildings and Grounds staff, Evo Namini and Ray Luning, have been elected representatives to the All College Council. They are to be representatives of the union members employed by buildings and Grounds. Mr. Namini, foreman of housekeeping at Building and Grounds has been working there for the past four years; Mr. Luning has been working there for the past five years and is B&G's Radar Stock Person.

Neither of these men were able to give any reason as to why they were elected to the council except the possibility of pressure from B&G. The Election procedures described were routine: nominations among the union members of Buildings and Grounds were made, and from amongst those nominated, Mr. Namini and Mr. Luning were chosen by the voting union members.

The primary assignment of these two men is to act as representatives at the All College Council meeting for those union members working at Buildings and Grounds. In addition to being the union representatives, Mr. Namini and Mr. Luning are to act as liaison between the union and the council. When asked just what he hopes to accomplish as one of Buildings and Grounds representatives, Mr. Luning had the following comments: He said that at all the council meetings, he want "to convey the wishes of the union men and women working in Buildings and Grounds to "let the union walkers across to the council," with the hope that they will act upon them. Mr. Namini said also that he will be participating in the council's discussions and expressing both his opinions and those to the union on various issues raised. The first council meeting attended by Mr. Namini was yesterday, however he said that no union matters had been discussed.

The job that Ray Luning will be performing as representative at the council meetings is primarily the same as that of Mr. Namini. In addition he is predominantly expressing union views, Mr. Luning's objective at the meetings is to "help contribute some ideas that will be a benefit to the Babson College community as a whole." Mr. Luning also attended his first council meeting and expressed his views on the council's agenda and council representatives. Mr. Luning said that the primary topic of discussion was "Parents Weekend" and that he was not confronted with any union matters as of yet.

The method that is being employed in order to hear the complaints of other union employees at Buildings and Grounds is as follows: one week prior to each All College Council meeting, a notice will be posted on a bulletin board in the B&G building. On the notice, other union members may relay to their representatives any union complaints, suggestions they may have and/or issues they would like to be raised at the council meetings. Although their chances to act as representatives are basically the same, the length of time for which each of these men have been elected to serve on the council is different. Mr. Namini has been elected to be a B&G representative for one year whereas Mr. Luning's term is scheduled to be for the next two years. No reason as to the difference in the length of their respective terms was given.

VOTE

ROBERT BLUMENFELD

LICENSE COMMITTEE CIRCLE K SECRETARY PUBLICITY CHAIRMAN

STUDENT GOVERNMENT REPRESENTATIVE

STUDENT GOVERNMENT PARLIAMENTARIAN

STUDENT GOVERNMENT PRESIDENT

Safety Department

Safety Tip of the Week

Do not place extension cords under the carpet.
LIVELY ARTS

Trinity Square Repertory Company, Providence, pre- 
views, SEDUCED, Sam Shepard, one of America’s most 
innovative writers. SEDUCED is the adventure story of 
the richest man in the world living with a body guard 
and having the most voluptuous and seductive women 
from his past, on an unknown island, being kept alive by 
translocations of blood of geniuses. April 19 through 
May 21. Call 521-1100 for reservations.

The third annual Moshass Valley Bluegrass Festival will 
be held at Nasson College, Saco, ME April 15. Free 
outdoor activities followed by seven hours of music 
at night. Tickets for evening show $5.50. Springdale is 
located at the junction of routes 109 and 11. A. Call 
207-324-8874.

Arresting Scopings

by MARGARET NEWMAN

From approximately March 21 to 
April 20, the sun is in Aries, the first 
sign of the zodiac.

People born under this sign are 
children of fire, with the emphasis on 
children. Being the first sign, they 
are the "leaders" of the zodiac, and 
looking closely, one will find many 
childlike traits in Aries people.

First of all, Aries cosmic 
keywords are "I AM". This alone 
accounts for some unpredictable 
Aries actions. (As a result, 
perception is not foremost in the 
Arian character.)

Aries people are ruled the planet 
Mars, the god of war. This combina- 
tion of Mars energy of fire gives birth 
to an individual who is first of all 
aggressive and dominating. An 
Arian wants his or her way. NOW. 
ALWAYS.

They love adventure and will 
almost anything to have fun. They 
have quick wit and love talk, laughter, 
and people. Yet, while they love 
people, they love to be the center of 
attention even more.

As children, they have a child's 
sense of idealism, they don't believe 
it is the word impossible. This belief 
gets them in a lot of trouble.

Their volatile temper is also 
a problem. Aries people will flare up 
any time they don't get their way, but 
they also have a short memory for 
unpleasant occurrences, meaning that 
they will forget their outbursts 
guickly.

ASTROLOGICALLY SPEAKING

Aries

A fast-paced, dynamic sign, Arians 
love to be first in every situation 
and everything. This love for first 
place presents problems for them as they 
are fast living, often leaves others behind. "Easy 
come, easy go!" may well be the Arian 
motto.

Advice to Aries would be this: Slow 
down. Life isn't going anywhere fast 
even if you think it is. There is much 
to be gained from observing life 
retrospectively instead of rushing 
through it, headlong. Control your 
temper, you won't get your way, 
always. Quit dominating people thru 
the sheer force of your personality. 
As soon as you learn to control your 
electric ego, life will go easier for you.

Take it easy, Aries. A little patience 
goes a long way.

TV SEX + VIOLENCE AND 
THE ROLE OF THE ADVERTISER

Thomas Glynn, Executive Vice President 
Campbell-Ewald Advertising Agency

Thursday 
April 6, 1978

6:30-8 P.M. 
Trim 201 and 202

Presented by 
Babson Marketing Association & 
Society for Advancement of Management

Speaker: Dan Curtis Marketing Manager 
for a leading food broker

Handles all Gold Metal Bakery 
Company products

Thursday 
April 13, 1978

6:30 P.M. 
at Trim

Presented by 
Babson Marketing Association

Munched-Out

by Rob Kaplan

You’ll feel at home at 
Our House

Our House is just that. The owner 
of this restaurant acquired a home 
with two-car garage, sold it and 
converted it to a multi-functional 
restaurant. The main room includes 
a dining room, very comfortable seating, a bar, 
and a TV viewing area, with two 
T.V.’s. Off this room is a second, 
smaller room with a pool table and 
pinball machine. Also off the main 
room is the "music room" and dance 
floor. If you continue through 
the music room you will reach a banquet 
room whose toilets are arranged cabaret 
style. Finally, off this area, is a private 
dining room complete with phone and 
bathroom.

The restaurant serves dinners only 
(no appetizers) They do have a 
meatloaf, soup. I tried it but it 
wasn’t anything special. My date had 
the London Broil ($4.50) and I had the 
Scallop and Tuna ($9.95). They were 
both excellent. For dessert we had 
the housemade brownies. All in all 
the way, the drinks were $1.50. (No 
Happy Hour, and if you haven’t 
already guessed, it’s a great place for 
large groups. The owner’s name is 
Frank and he’ll be happy to show you 
how a good time can be had.

Shots in the Dark

by Robert Moser

Two smash hits reviewed

My own film-going of last weekend 
produced a strange combination of 
viewings with "That Obscure Object 
of Desire" on Thursday, and "The 
Goodbye Girl" on Friday.

The old master Luis Bunuel has 
produced another delightful tour de 
force. "That Obscure Object of Desire" 
uses style similar to "The 
Discreet Charm of the Bourgeoisie" to 
reveal love triangles and obsessive 
drama for a woman, who is portrayed 
by Michelle. These two 
actresses seem to identify his 
desires. The film contains all of his 
favorite Bunuel devices, unexp- 
erimented occurrences and props, jumps in 
time, and a number of symbols and 
metaphors. This film also is some- 
what of a mixed bag. The beginning of 
the film is Bunuel in a light and very 
funny mood, and then, toward the 
end of the film, becoming dark and 
brooding.

It is absolutely a requirement for 
those who cherish Bunuel. "The 
Goodbye Girl" presents an odd 
couple in a very different sort. Here 
we have Neil Simon doing his 
usual work, and it is working very well. 
The one-liners come fast and sharp, and 
make for a thoroughly enjoyable 
night at the movies. The most 
notable element of this film is 
Richard Dreyfuss, who is music 
throughout the film which is 
just right. He practically leaves a 
rapport on the screen. A side note, 
this seems to be Michael Keaton’s 
year, having directed both "The 
Goodbye Girl" and "Turning Point" in 1977. 
Who!!!

Director of development 
appointed recently

by Patry Carey

David E. Wiber has been named 
Director of Development for Babson 
College. Vice President for College 
Resources, Charles J. Thompson, 
announced the appointment on 
March 1, 1978.

Wiber described his responsibil- 
ties as focusing mainly on fund 
raising. Presently, he is working with 
corporations on a capital campaign. 
Also, Wiber is trying to develop a 
corporation association program. This 
program involves soliciting corpora-
tions for gifts giving on an annum 
basis. In return, the college would 
offer management and other services. 
Wiber would like to pull all the services 
the college is no longer offering together 
and offer them as a package.

The new Director of Development will 
also be working with parents and 
students in a fund raising capacity.

Wiber served as Director of Deve- 
lopment at the Rhode IslandScouts 
for three years. Before that, he was 
the Undergraduate Associate, and at U.S. 
Mentors.

Wiber graduated from Lake Forest 
College with a Bachelor of Arts 
degree in English and has attended 
Northwestern University.
ENTREPRENEURSHIP

COME MEET, HEAR, AND QUESTION
FIVE OF THE WORLD'S OUTSTANDING ENTREPRENEURS

BERRY GORDY
President and Chairman
Motown Industries

SOICHIRO HONDA
Founder
Honda Motor Company

RAY KROC
Chairman
McDonald's Corporation

ROYAL LITTLE
Founder and Former Chairman
Textron, Inc.

KENNETH H. OLSEN
President
Digital Equipment Corporation

THE BABSON COLLEGE FOUNDER'S DAY PROGRAM
APRIL 12, 1978 AT 2 O'CLOCK
RICHARD KNIGHT AUDITORIUM
The occasion

The Babson College 1978 Founder’s Day celebrations on April twelfth are planned to recognize the importance of the entrepreneurial spirit in our free enterprise system as well as to honor several distinguished entrepreneurs. These individuals have been selected by an independent, noted panel of judges. You will learn who the entrepreneurs are on April twelfth and have the opportunity to meet them at the afternoon session.

The panel of judges

R. Bernard Alexander
Vice President and Publisher
Business Week
Robert L. Bartley
Editorial Page Editor
The Wall Street Journal
Malcolm S. Forbes
Publisher, Forbes Magazine
Forbes, Inc.

Ray Kroc
Chairman
McDonald’s Corporation

Ray Kroc, Chairman of McDonald’s Corp., was born in Chicago, Illinois on October 5, 1902.

After going to public school in Oak Park, Illinois, Kroc left school at age fifteen to become an ambulance driver in World War I. Later, he made a second attempt to finish high school, but dropped out to become a jazz pianist.

For millions of Americans a McDonald’s hamburger is the quintessential fast meal—cheap, convenient, and reliably uniform. As founder of the McDonald’s Corporation, Ray A. Kroc largely created the modern fast food industry. After many years as a paper cup salesman and distributor of soda fountain shake mixers, Kroc encountered a small restaurant in San Bernardino, California, where two brothers named McDonald operated using fifteen-cent hamburgers by employing assembly line methods.

Kroc’s first McDonald’s opened in 1955, in the Chicago suburb of Des Plaines. By 1960 there were 228. By 1970—1,292. Today, there are more than 4,500 restaurants in the U.S. and 23 international markets. System-wide 1977 sales by company-owned and licensed restaurants exceeded $3.5 billion.

With the burgeoning of the fast food industry during the 1960’s McDonald’s competitions proliferated, but none proved a serious threat. The secret of McDonald’s success probably lies in the way that the company has reduced the business to a science. As J. Anthony Lukas of the New York Times Magazine (July 4, 1971) put it, “what makes the difference for McDonald’s is that McDonald’s people take the hamburger business just a little more seriously than anybody else.” Nothing is left to chance in the logistics of McDonald’s, including the selection of restaurant locations, which are carefully researched by sophisticated methods. (In the early days Kroc would pick the sites himself by flying overhead in a light plane and counting church steeples and traffic intersections.) When the proper site has been found typically near a shopping center in an above-average-income residential neighborhood of young families, the McDonald’s Corporation builds the restaurant and vests itself in operation.

A McDonald’s franchise costs from $100,000 to $125,000, in return for which the franchisee can count on training, supervision, and the benefit of the corporation’s massive national advertising campaigns. The list of applicants for franchises is always long. Before a McDonald’s outlet franchise operator begins business, he attends an intensive, nineteen-day training course at the company’s “Hamburger University,” in El Grove, Illinois, at the end of which he is awarded a “Bachelor of Hamburgerology, with a minor in French fries.” To guide his operations once he is established in business, the company provides him with a lengthy manual that outlines every aspect of the operation from how to make a milk shake to how to be responsive to the community. To ensure that he follows the company’s formula of “Quality, Service, Cleanliness,” he is inspected regularly by field consultants.

Unlike many franchise businesses, the McDonald’s Corporation does not require its operators to purchase food and other supplies from the company. Instead supplies are bought locally as much as possible. Franchises pay 11.5 percent of their monthly sales to the company, 3 percent as a service fee and the rest as rent. The average store grosses nearly $450,000 per year, which means that an operator should be able to make at least $50,000. Some operators own franchisees on several stores, and of these Kroc has estimated that sixty to seventy have become millionaires.

In June of 1977, Kroc was presented with the honorary degree of Doctor of Humane Letters, from Dartmouth College. Said Dartmouth President John G. Kenney, “Through perseverance and determination, Ray Kroc has written one of the most incredible chapters in the history of free enterprise. He has always been a dreamer, but the reality of 4,500 McDonald’s dispensing billions of hamburgers and French fries all over the world has exceeded even his wildest dreams. He has created a uniquely American institution.”

Kroc has received a number of public honors. He was one of ten prominent Americans to receive an Horatio Alger Award for 1972. In both 1971 and 1973, he received “Good Scout” Awards from separate Boy Scout groups, and in 1973, Kroc was named Man of the Year by Lions International. In October, 1975, he was named an “Outstanding Youngman” by the Chicago Chapter of the National Multiple Sclerosis Society.
The most successful Black enterprise in the United States is Berry Gordy's Motown Industries Inc., with its annual sales volume of approximately $500,000,000 and its 326 employees. Though it is diversifying into other fields, especially motion pictures, the base of the Motown entertainment empire is the Motown Record Corporation, founded by Gordy in 1959. During the 1960's Motown - a contraction of "Motor Town" meaning Detroit injected new lifeblood into American pop music through the Motown Sound, a distinctive R & B style that portrayed most successfully by Diana Ross and the Supremes, and carried forward in the 1970's, with changes, by such groups as the Jackson Five. Writing in the Guardian (May 1, 1972), Geoffry Cannon summed up the important intercultural role that Gordy has played. "Black harmony music was first sung in church; but most of the black groups who were owned by white businessmen who turned their singing towards comedy or novelty, on the press face sensitive notion that any sound that smacked of Gospel music would be unfamiliar and unattractive to the predominantly white national audience. It took Berry Gordy, a black man who has always put business first, to break a Gospel sound out from the church."

The first Motown issue was "Bad Girl," recorded by Smokey Robinson and the Miracles in 1959. That disc, which carried Motown's Tamla label locally, in Detroit, was distributed by Chess Records nationwide, where it was ninety-third on the charts for two weeks before sinking into oblivion. Motown's first solid record, issued nationally on the Tamla label, was "Shop Around," cut by Robinson and the Miracles in 1960. Subsequent hits issued by Motown labels included the Marvelettes' "Please Mr. Postman" (1960); Stevie Wonder's "Finger Tips, Part 2" (1963) and "For Once in My Life" (1966); Marvin Gaye's "How Sweet It Is to Be Loved By You" (1964) and "I Heard It Through the Grapevine" (1966); Mary Wells' "My Guy" (1964); Martha Reeves and the Vandellas' "Dancing in the Streets" (1964); the Temptations' "My Girl" (1965); the Four Tops' "Reach Out, I'll Be There" (1965); and Tammi Terrell and Marvin Gaye's "You Precious Love" (1965).

Berry Gordy 
President and Chairman, Motown Industries

Gordy moved his headquarters to Los Angeles in 1972, when Motown began producing motion pictures. The first film, released by Paramount in October 1970, was "Lady Sings the Blues," a cinematic biography of Billie Holiday starring Diana Ross. Due to a massive Academy Award nominations and grossed more than $8,500,000. In June 1975 came to an end a long-drawn-out film production, "The Bingo Long Traveling All-Stars and Motor Kings," a comedy about a baseball team that barnstormed through the Midwest in the 1930's. Gordy made his debut as a movie director with the release of "Mambo Party" (1973), released by United Artists. It was for the successful mambo days of 1950's New York City and its heroes that this film was released.

Kenneth H. Olsen 
President, Digital Equipment Corporation

Olsen left M.I.T. in 1957 and founded the Digital Equipment Corporation (DEC) with headquarters in Maynard, Mass. Over the past twenty years he has created the largest minicomputer company in the world. His company is based on an unusual philosophy - the belief that computer growth is not as important as a quality product. The growth factor, therefore, has not been stressed. Nevertheless, Digital has grown rapidly in the last 20 years, and in December 1975 the company spent $75 million to expand its facilities. Today DEC holds $320 million in sales.

What about IBM? Olsen was quoted in Forbes magazine as saying, "our approach is so different we don't really compete against them. From my point of view we aren't in competition and from our point of view we just stay clear of them."

Digital Equipment never stresses corporate growth

Corporate growth has never been stressed at Digital Equipment Corporation, by its founder and president, Kenneth H. Olsen. Yet his company ranks as the third most rapidly growing company of the past decade in our annual tally of growth companies. "Growth isn't a magic thing, and it's never been a goal for us. We just do a good job inside the quiet 50-year-old Connecticut-based executive."

Mistaken and low-keyed, Olsen downplays Digital Equipment's dazzling emergence as the largest single factor in the production of increasingly sought-after minicomputers. "The market developed and we just grew to meet the market," he says. "We like to think we developed part of that market, but the most important thing is that the market we were in did grow." The company's position is secure within its industry that Olsen says when demand is down, other minicomputer producers suffer and Digital Equipment tends to increase its share of the business. When demand grows faster than we can meet it, then we expect to lose some market share.

Although the industry has been narrowed down to a few survivors from the myriad companies started by men who shared Olsen's faith in computers, he doesn't think the minicomputer business is any more competitive now than in the past. "Needless to say the company avoids intruding on the turf of giant IBM, which has crushed many a small competition. "Our approach is so different we don't really compete against IBM."

*From their point of view we aren't competition and from our point of view we just stay clear of them."

Despite his fascination with computers, Olsen's preoccupation does not extend into his Massachusetts home. "There's a dispute going on as to whether computers should have a part of the house. While it might be a great educational tool for a smart kid, think we already have too much automation at home," he says. Though Olsen expects microcomputers will be used effectively in automobiles and hospital systems, he prefers to limit the amount of gadgetry around the house.

He notes: "In general, our lives should be much simpler."
Soichi Honda Founder, Honda Motor Company

Soichi Honda, founder of the motor company that bears his name, was born on November 17, 1906 in Shibukawa, Japan.

The Honda Motor Company was formed in 1948 primarily to manufacture and sell motorcycles. Its founder, Soichi Honda, was originally a garage mechanic.

"Today, Honda is a multinational company that has expanded its business beyond motorcycles and automobiles. Honda has become a global leader in the automotive industry, and its products are sold all over the world." (text from the document)

Royal Little Founder and Former Chairman, Textron, Inc.

Royal Little, former Chairman of the Board of Textron, Inc., a large conglomerate, was born in Woburn, Massachusetts on March 1, 1924. He is currently a Trustee and Vice President of the Museum of Science in Boston.

The first business investments of Royal Little included a aircraft company and a short-lived textile company called Lustron which produced rayon. When Lustron folded, Little and his ex-boss obtained some money to start Special Yarns, the forerunner of Textron. In 1923 Textron was founded with $10,000, and from this textile company Royal Little built one of the earliest industrial conglomerates.

Royal Little was the father of the modern conglomerate. "A conglomerate company certainly has a faster growth rate, good growth potential, and overall a better bottom line than it would have with any one industry. By diversifying into multiple industries, we can reduce our risk and increase our earning potential." (text from the document)

Textron: A well diversified company

"Unrelated diversification." That's a phrase scary enough to frighten investors who readily recall the mess many conglomerates made for themselves as a result of buying whole businesses that they could barely afford or had the wherewithal to run, even if they had no experience in the industry. The belief is that diversification is the wrong policy.

Textron did not fare badly by becoming a diversified company. Both sales and earnings from 1963 to 1966 almost tripled. And when time tells whether conglomerates in the area are loss-making, it will be a case of too little, too late.

The Consumer products division now contributes about half of the company's revenues after years of steady, increasing in importance. Consumers are familiar with Textron brand names such as Talon (zippers), Eaton (space), shaver (pen), Spedel (watchbands), Gar- ham (nose), and Homefield (stove). This division has heretofore accounted for a far greater proportion of profits than revenues. However, the textile division has not affected the company's division, and a slow-down in the home sewing craze has taken its toll on Talon, thus reducing profit contributions from the Consumer products area in 1973's first quarter. However, the consumer products division has shown a strong rebound in the second quarter, with expected earnings growth in the last 60's and the subsequent periods of poor market action. Textron's shares have come down hard from their former heights in the mid 60's and upper '50s.

In its first move outside of manufacturing, Textron acquired American Research and Development. A venture capital company, ARD, best known for its success with Digital Equipment, the leading manufacturer of mini-computers. ARD's investment in Digital of less than $100,000 was valued at almost $400 million when ARD distributed Digital's shares to its shareholders prior to its acquisition by Textron. Like Textron, ARD invests in companies in a variety of fields. It seeks to provide venture capital to companies with promising ideas, giving itself an equity position in the firm for possible long-term gains. Some of ARD's more mature investments seem prime candidates for acquisition by Textron. Company officials, however, are quick to dissociate themselves from this idea, preferring to give ARD and its investments an independent stance from Textron. Nevertheless, only time will tell if Textron can resist the temptation of picking off some of ARD's choicest apples for itself.

The Earl C. Sams Foundation

Earl C. Sams went to work for S. C. Penney in 1907 in Penney's first store in Kemmerer, Wyoming. Sams told Mr. Penney that he was a young man in a hurry, ambitious, and that he wanted to get ahead. Mr. Penney replied to Sams that "you or anyone else have a chance to make good if you are competent." And, in fact, "the better a man is, the better he will suit us!"

In the late 1930s Sams was elected to the presidency of the J. C. Penney Company. He became the strong leader of the Penney Company into a position of prominence in the marketplace. At the time of his death in 1965, Mr. Sams was Chairman of the Board of the J. C. Penney Company. Mr. Sams was, in the best sense of his definition, an outstanding entrepreneur.

Babson College thanks the members of the Board of Trustees of The Earl C. Sams Foundation for their support of our many successful Founder's Day programs.
**Weekly Bulletin**

**Thursday April 6**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8.30</td>
<td>Management Education for Women</td>
<td>T201/2</td>
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<tr>
<td>8.30</td>
<td>Math Concepts</td>
<td>F102</td>
</tr>
<tr>
<td>8:30</td>
<td>Men's Varsity Tennis vs/Colby College</td>
<td>Home</td>
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<tr>
<td>8:30</td>
<td>Variaty LaCrosse Vs/New England College</td>
<td>Home</td>
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<tr>
<td>8:30</td>
<td>Nursing Home Administrators</td>
<td>T204/5</td>
</tr>
<tr>
<td>8:30</td>
<td>Finance and Investment Club</td>
<td>G101</td>
</tr>
<tr>
<td>8:30</td>
<td>Hatha Yoga Class (make up)</td>
<td>F0'C/sle</td>
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<tr>
<td>8:30</td>
<td>Modern Dance Class</td>
<td>F0'C/sle</td>
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<tr>
<td>8:30</td>
<td>'81 Steering Comm.</td>
<td>T102</td>
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<tr>
<td>8:30</td>
<td>Hillel</td>
<td>T103/4</td>
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<tr>
<td>8:30</td>
<td>Class Agents</td>
<td>T207/8</td>
</tr>
<tr>
<td>8:30</td>
<td>SAM SPONSORS Speaker-Mr. Thomas</td>
<td>T102/1</td>
</tr>
<tr>
<td>8:40</td>
<td>Gian, Executive vice-president for Campbell Ewald, world's largest advertising agency. Topic:&quot;Sex and Violence on Television, and the role of the advertiser.</td>
<td>C201</td>
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<tr>
<td>8:40</td>
<td>Babson Christian Fellowship</td>
<td>F0'C/sle</td>
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<tr>
<td>8:40</td>
<td>LA DOLCE VIT (Italy 1960) Federico Felinii's epic look at modern decadence, with Marcello Mastroianii</td>
<td>C201</td>
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**Friday April 7**

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<th>Time</th>
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<tr>
<td>8:30</td>
<td>Report Writing</td>
<td>T203/4</td>
</tr>
<tr>
<td>1.00</td>
<td>Spring Golf vs/Clark University</td>
<td>Home</td>
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<tr>
<td>April 7</td>
<td>Parent's Weekend.</td>
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**Saturday April 8**

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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Graduate Student Assoc. Communication course</td>
<td>T201/4/5</td>
</tr>
<tr>
<td>12:30</td>
<td>Varsity Baseball vs/Mass. Maritime Acad</td>
<td>Home</td>
</tr>
<tr>
<td>3:00</td>
<td>Varsity LaCrosse vs/WPI</td>
<td>Away</td>
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**Sunday April 9**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30</td>
<td>Film-AMARCORD (Italy 1973) Federico Felinii's beatifully nostalgic account of growing up in Marcinovin's Italy</td>
<td>C201</td>
</tr>
<tr>
<td>8:30</td>
<td>Hatha Yoga Class</td>
<td>To Be Announced</td>
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**Monday April 10**

<table>
<thead>
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<th>Time</th>
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<tbody>
<tr>
<td>8:30</td>
<td>EDPEP Satalite</td>
<td>T203</td>
</tr>
<tr>
<td>8:30</td>
<td>Personal Finance</td>
<td>F102</td>
</tr>
<tr>
<td>12:30</td>
<td>Spring Golf vs/Bentley and Colby College</td>
<td>Away</td>
</tr>
<tr>
<td>3:00</td>
<td>Varsity Baseball vs/MIT</td>
<td>Home</td>
</tr>
<tr>
<td>5:00</td>
<td>'81 Steering Comm.</td>
<td>T102</td>
</tr>
<tr>
<td>6:30</td>
<td>Sailing Club</td>
<td>T205</td>
</tr>
<tr>
<td>7:00</td>
<td>Personal Finance</td>
<td>F0'C/sle</td>
</tr>
<tr>
<td>7:30</td>
<td>Film-THE CONVERSATION (U.S. 1974) Shattering drama of a bugging expert who goes berserk, with Gene Hackman, Cindy Williams, By Francis Ford Coppola</td>
<td>F0'C/sle</td>
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<tr>
<td>8:30</td>
<td>Hatha Yoga Class</td>
<td>To Be Announced</td>
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**Tuesday April 11**

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<tr>
<td>8:30</td>
<td>Management Education for Women</td>
<td>T201/2</td>
</tr>
<tr>
<td>8:30</td>
<td>EDPEP</td>
<td>F102</td>
</tr>
<tr>
<td>1.00</td>
<td>Men's Varsity Tennis vs/Tufts University</td>
<td>Away</td>
</tr>
<tr>
<td>3:00</td>
<td>Varsity Baseball vs/Framingham State Coll</td>
<td>Home</td>
</tr>
<tr>
<td>5:00</td>
<td>'81 Steering Comm.</td>
<td>T101</td>
</tr>
<tr>
<td>5:00</td>
<td>Senior Steering Comm.</td>
<td>T202</td>
</tr>
<tr>
<td>6:30</td>
<td>Student Gov't Meeting</td>
<td>F0'C/sle</td>
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<tr>
<td>6:30</td>
<td>SAM Executive Meeting</td>
<td>K209</td>
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<tr>
<td>6:30</td>
<td>Chess Club</td>
<td>G211</td>
</tr>
<tr>
<td>6:45</td>
<td>and 9:55 Films Two Great Comedies CAT BALLOU (U.S. 1966) Oscar winning parody of Western movies, with Lee Marvin, Jane Fonda</td>
<td>Beaver Brau</td>
</tr>
<tr>
<td>8:20</td>
<td>HIS GIRL FRIDAY (U.S. 1940) Fast paced and funny version of newspaper comedy, &quot;THE FRONT PAGE with Cary Grant</td>
<td>Beaver Brau</td>
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**Wednesday April 12**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:30</td>
<td>EDPEP Satellite</td>
<td>F102</td>
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<tr>
<td>2:00</td>
<td>Founder's Day Program-All Students encou-</td>
<td>Knight Aud.</td>
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<tr>
<td>raged to attend</td>
<td></td>
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</tr>
<tr>
<td>3:30</td>
<td>Meetings with Entrepreneurs</td>
<td>Trim Rms.</td>
</tr>
<tr>
<td>8:30</td>
<td>SJ the DJ</td>
<td>Beaver Brau</td>
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**Thursday April 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Management Education for Women</td>
<td>T201/2</td>
</tr>
<tr>
<td>8:30</td>
<td>Math Concepts</td>
<td>F102</td>
</tr>
<tr>
<td>12:00</td>
<td>Babson Women's Organization Luncheon Meeting</td>
<td>T207/8</td>
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<tr>
<td>12:00</td>
<td>Spring Golf vs/WPI and MIT</td>
<td>Away</td>
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**Friday April 14**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:30</td>
<td>Report Writing</td>
<td>T203/4</td>
</tr>
<tr>
<td>10:00</td>
<td>New England Assoc. of Chief's of Police Awards Ceremonies</td>
<td>F0'C/sle</td>
</tr>
<tr>
<td>12:30</td>
<td>Spring Golf vs/Suffolk University and Assumption College</td>
<td>Away</td>
</tr>
<tr>
<td>1:30</td>
<td>Men's Varsity Tennis vs/Clark University ZBT Meeting</td>
<td>Home</td>
</tr>
<tr>
<td>5:30</td>
<td>Men's Varsity Tennis vs/WPI</td>
<td>T103/4</td>
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**Saturday April 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>1.00</td>
<td>Men's Varsity Tennis vs/WPI</td>
<td>Home</td>
</tr>
<tr>
<td>2:00</td>
<td>Varsity Baseball vs/Barrington College</td>
<td>Away</td>
</tr>
</tbody>
</table>

*Founder's Day will be held on Wednesday April 12. All Students are encouraged to attend both the program at Knight Audito- rum and the individual sessions at Trim.*

**ANNOUNCEMENTS**

ATTENTION GRADUATE STUDENTS:
1. Any student who because of a personal emergency, will be unable to take a Final Examination at the scheduled time must contact Mr. Fred Ritza, Assistant Dean of the Graduate Program (Ext. 540), to obtain permission to reschedule his/her examination.
2. Registration cards for the Su'78 semester should be returned to the Graduate Office before May 5. Early return will increase your chance of getting into the courses of your choice.

**THE C.P.R. Course scheduled for April 10, 11 and 13 has been cancelled.**

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**Photo by Rob Harris**

Black Weekend, which took place this past week was sponsored by the Black Society. Featured were such events as Jazz Night (Friday), Disco Trip to the Galaxy (Saturday), and an Art Exhibit Sunday afternoon in the formal lounge. The band picture above is a group of Berkley Jazz students who were featured Friday night at Jazz Night. All who attended the various activities throughout the weekend thoroughly enjoyed themselves and found the various samplings of music very interesting. Cultural weekends such as this should be promoted because of their ingenuity and uniqueness. The carousels would not only have an exciting experience, they would expand their knowledge of other cultures.
**SPEAKING OF SPORTS**

by Tom Robison

Congratulations must first go out to the lacrosse team who has started the season in fine fashion with convincing wins over M.I.T. and Brandeis. The first big game of the year is today against New England College. The game starts at 3:00 so if you get the Free Press in time head up to the lax field and support your team. It was a long time coming but THE TRADE finally happened. Being a long time Indian fan, though I don’t readily admit it, I have followed Mr. Eckersley’s up and coming career closely. The guy can pitch and pitch well. Any 23-year old hurler who can toss better than 500 ball for a club like Cleveland can pitch for me any day....If the weather doesn’t get any better I’m afraid the Babson baseball team will not have a season. Let’s hope they get to play this weekend. For all of you who were not able to support your winning intramural basketball team (Publishers) at Bentley on Monday night you didn’t miss a thing. The gallant boys from Pub were simply overmatched by a bigger Boston State squad and went down to defeat 76-36. When interviewed, coaches Marsters and Cullen replied, “if it wasn’t for a 12-0 spurt in the first half, a 22-0 spurt in the second, and two bench technicals, we would have been right with them.” Playing well for Pub was Brian Buckley and Ed Duffy. Speaking of intramurals are all you out of shape swimmers ready to do battle for your respective dorms?

The last televised Celtic game was on Tuesday night and they looked awful as usual except for Dave Bing, who has played great all year, and Tom Boswell who could probably hep the Celts off the bench next year. If you see him starting, however, you will know that Red has not done his job in bringing them the talent they need. How does Bing, Washington, Covens, Wicks and Ron Brewer (from Arkansas) sound? I like it....Can you believe grown men actually slide across ice and sweep like Janitors in front of an overgrown rock. If the National Football League makes any more rules to increase the offensive output of teams they will have to start limiting players on the defensive unit to ten....Intramural volleyball has started and its time to make one of my patented pre-season predictions. Coleman should win it if anybody at all shows up, but Pub will win because of the enthusiasm left over from their basketball success and the fact that they can capture this year’s jock trophy....What is it about the Boston Bruins that nobody considers them for any post-season awards? Brad Park on a second team all-star squad? Hockey News you have your head up your....Prediction of the week goes to Super John Williamson (who happens to be from my hometown). John said he would get 50 against Indiana and wouldn’t you know it he did. Nice going, John....If the Red Sox still have to get rid of one more person to make the roster complete why don’t they get rid of Zimmer.

Final thoughts: Masters prediction-Hubert Green if Jack doesn’t show up....Thanks go out to all the officials who helped during the intramural basketball season. They helped make an excellent tournament run smoothly.

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**Lacrosse team wins**

**Ranked 14th in N.E.**

by Steve Lentz

The Babson College lacrosse team opened the 1978 season with a 13-2 romp over M.I.T. and a 18-6 killing at Brandeis University. The win over M.I.T. was played Saturday April 1 under the lights at B.U.'s Nickerson Field. Babson totally dominated play, keeping the ball on offense the entire game. The team scored 13 goals with 10 players contributing in the scoring.

Chris Grant started off the scoring with the assist going to Dave Harrington. Babson then scored five more goals before M.I.T. even got on the board. Whenever M.I.T. went on the attack, Babson’s defense stripped them of the ball. Babson’s goalie Kevin Kobel made some key saves in the first half to spark the team to a 7-1 halftime lead.

M.I.T. could only come up with 16 shots compared to Babson’s 62. Ground balls were a key statistic with Babson picking up 66 to M.I.T.’s 25. Terry Read and Bob Simpson controlled the faceoffs taking 14 out of 21 in the game and man-down defense did an excellent job limiting in only one goal in 11 situations.

Assistant Co-Captain Glen Riccardeli commented on the game, saying he didn’t feel the team played the kind of lacrosse they are capable of playing, even with the 13-2 victory. Speaking for the team, Riccardeli said he wanted to thank the fans for coming out to the game in the pouring rain.

**Scoring vs M.I.T.**

Babson 4 3 4 2 13
M.I.T. 1 1 1 1 2

---

**Babson vs Brandeis**

Babson travelled to Waltham and handed Brandeis University a 15-5 defeat. The Beavers started off slow leading the first quarter 3-4. Once the team settled down and could handle the sloppy field conditions, it was all over for Brandeis. By the end of the third quarter the score was 10-3 in Babson’s favor.

The extra man offense unit looked sharp, converting on 3 of 5 attempts. Babson again dominated play picking up 66 ground balls to 24 for Brandeis, and outshooting their opponents 66-27. The defense did a fine job also clearing and setting up the offense. Mark Forbes replaced Kevin Kobel in goal and made 8 saves in the fourth quarter.

Attacker John Connolly had an outstanding day with 6 goals and 3 assists. The final goal of the game was by Connolly on a fast-break feed from defenseman Dave Landers. Assistant co-captain, Jim Fishman, said, "Babson beat Brandeis with a total team effort which really builds up enthusiasm."

Coach McCarthy said he was pleased with the two wins, but that he was concerned about injuries. "The season is short and we have several people playing with injuries," commented McCarthy. He also said, "The team is showing a well balanced offense and better team defense."

Babson’s next home game is Thursday, April 6 at 3:00 against New England College.

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**VOTE**

**Mark Pinnock for Vice President**

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**ACTUAL/ACTUAL**

**SCORING VS. BRANDEIS**

Babson 3 3 4 5 15
Brandeis 2 1 0 9 5

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ATHLETIC DEPARTMENT SPORTS NEW LOOK

By Tom Robinson

On March 8th, a press release came out announcing Robert Hartwell, Athletic Director of Babson College and William Rogers as the head soccer coach. The announcement was made by Paul Stalke, Babson's Vice President for Student Affairs. Following is an interview with the three men involved in the changing face of sports here at Babson.

PAUL STALKE

T.R. “Why the choice of Hartwell as Athletic Director?”

P.S. “Over his twelve year period at Babson he has demonstrated he has all the qualities necessary to make an outstanding Athletic Director. He is committed to small college philosophy, to upgrading and expanding the intramural, physical education, and intercollegiate program here at Babson. Mr. Hartwell has become a part of the community and I was convinced that we had the right person already here at school rather than searching for an outsider.”

ROBERT HARTWELL

T.R. “What are some of the duties that you first faced as new Athletic Director?”

R.H. “At the moment I am working with Mr. Olson for some things concerning next year, such as scheduling and the budget. My main concern is to hire a new basketball and hockey coach as well as an assistant athletic director.”

T.R. “Why did you resign as the soccer coach?”

R.H. “One of the goals of my life has been to be an administrator. Coaching is just a phase in the advancement of success. To do an effective job as Athletic Director it requires total dedication that would be hampered if I had to coach soccer.”

T.R. “Explain some of your goals as Athletic Director.”

WILLIAM ROGERS

Photo by Craig Voley

T.R. “What was your first step as the new head coach?”

W.R. “The first step was for Bob to let the kids know that he was chosen as the Athletic Director and that I would now be the soccer coach. I had to let the players know that my attitude towards them had not changed, and I hoped theirs had not changed towards me. What they had to understand was that I now make the decisions concerning soccer. The kids are great so I don’t see any problems.”

T.R. “What about next year?”

W.R. “The nucleus for next year’s squad is right here on campus. We have to fill in for the seniors that will be leaving this coming May. Obviously, with two big scorers leaving we will have to strengthen our offensive attack. The kids on campus now have a high work level and are really involved in the program so next year looks optimistic.”

T.R. “How do you view the role of soccer at Babson?”

W.R. “For the young men it is a learning experience. Because of the demands we place on them are high, how they handle situations here can be applied later on in life. They also have a chance to improve their skills, both on and off the soccer field. For the community it offers an athletic event of high competition. The support shown by the community has been fantastic, which is also good for Babson.”

T.R. “Can you fill the shoes of such a successful predecessor?”

W.R. “I have been involved in the tradition of Babson soccer for nine years. I have gained experience and confidence in the knowledge of the game. If I didn’t think I could do the job I wouldn’t have accepted the position.”

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BABBSON COLLEGE BOOKSTORE

HP21
HP25
HP22
HP27
Baseball team drops opener

By Tom Viviano

Yesterday, the baseball team opened the season with a 4-0 loss to Bryant College at Coleman field. Things looked promising throughout the early innings with Rick Renwick centering down the Bryant batters and Babson's left missing a scoring opportunity in the first inning. With two out in the act of the first singles by George Salvetti and Rick Renwick and a walk to Karl Liggio taking the bases, Joe Cimbini then flew out to deep centerfield to end the inning.

In the fourth inning, a sparkling play by second baseman Bob Gorman kept the game deadlock at O-O. Moving to his left, Gorman made a diving stop on a ground ball in the hole and threw a runner out trying to score from second base. Renwick lost his bid for a shut out in the fifth inning, yielding two singles, with the tone run scoring on a groundout to secondstop Dave Alvin. Bryant scored three more times in the sixth inning to put the game out of reach. Rick Coyne and Sean Orr combined to shut out Bryant in the last three innings to keep the score 4-0.

Coach Donorsi was not discouraged by the team's performance. He felt that the poor condition of the field plus the fact that Bryant had gone down south during March played a large part in the team's defeat. The coach felt that the team will improve with each game they play.

All in all, Babson played a good fundamental game, showing exceptional defensive play in the outfield but lacking the hitting needed to be competitive. The weather had stopped them from playing in any scrimmages so it might take Babson a few games before they reach their true potential.

The team finishes up the week with a game today versus Tufts and a doubleheader against Mass Maritime on Saturday.

OUTSTANDING ATHLETE

Murray Bodine had been named Babson College's "Outstanding Athlete" for the week of March 27-April 2. The senior from Rosemont, Pennsylvania earned the award as "Babson's Best" for the role he played in the Babson lacrosse team's big win over MIT.

Babson opened its season against MIT on Saturday. Receiving strong contributions from every member of the team, Babson topped a 13-2 win. Leading the way was Babson co-captain Murray Bodine. Bodine played excellent defense and also played a vital role in the team's offense. Much more important was the leadership role played by Bodine. The 6-2, 175 pounder had been an inspiring force behind the Babson lacrosse team and his value cannot be overlooked. When informed that he had been selected as "Outstanding Athlete," Bodine said, "I look at this as a symbol of our team's success. This is not an individual award, but is shared by every member of our team."

Racquetees victorious 8-1 over Brandeis University

By Jim Bauer

The Babson tennis team started off the season yesterday with a convincing 8-1 triumph over Brandeis University. The win was very satisfying for the team, who had lost to Brandeis last year. Part of this year's victory showed the vast improvement on the court. Secondly it was their first time outside cleaning up any doubts of them not making a successful transition from indoors to outdoors.

Racquetees and Trinkle Sallee lost a three set match 5-7, 6-2, 3-6, while both the number two (Jon Gans) and Mike Huntley) and three (Jeff Norton and Chuck Whittenaker) doubles teams were victorious.

Babson golfers drive to second place in tourney

By Jim Bauer

This past Tuesday, April 4th, the golf team travelled to the New Seabury Country Club in Cape Cod to play in a tournament against Tufts, Clark, Suffolk, and Gordon. After the score cards were filled and the top five scores from each team added up, Babson ended up in second place with 447 points. They defeated Clark-449, Suffolk-472, and Gordon-476 points. Tufts, which had 435 points was the only squad to defeat the Beavers.

The weather greatly affected the play of all the golfers. The high winds and brisk temperature made it tough for the men to play at their best because they had to battle the elements as well as the course.

Babson's highest individual player was Tim Laflerty shooting an 86 for the course. Given the conditions of the course this was an excellent score. There was only one other player shooting better than Laflerty, that was an 83 by a Tufts player.

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PARENTS/SPRING WEEKEND
FRIDAY

Parents attend class sessions with students
Faculty / Parents Reception at Trim 4 - 5:30
Gourmet Dinner at Trim Dining Hall 5 - 6:15
New Babson Players - Knight Auditorium 7 - 9
Your Father's Moustache 8:45 - 12:45
Dancing with Henry at the Beaver Brau 9 - 12

SATURDAY

Spring Gallery of the Arts Park Manor Central 10 - 5
Holiday Brunch at Trim Dining Hall 11 - 12:30
President Sorenson's Welcome 12:30 - 1
Baseball vs. Mass. Maritime Beaver Bowl 12:30
Management Seminar Babson Hall 1:15 - 3
Bus Tour of the Freedom Trail 1:30 - 3:30
  Departure from Trim Dining Hall
CSA Pre-dinner Cocktails Humphries Plaza 2 - 4:30
Hillel Wine and Cheese Reception Fo’c’sle 3 - 5
Dinner at Trim Dining Hall 5 - 6
Medieval Dinner at Knight Aud. 6 - 8:45
So-Co Grand in Trim Dining Hall 9 - 1

SUNDAY

Chapel Service in Park Manor South 10 - 11
Brunch in Trim Dining Hall 11 - 12:30
Farewell Reception Humphries Plaza 1:15
Editor's Wastebasket

Personalities

Top of the Basket goes to the Lacrosse team for their excellent performance in winning their first two games. Job well done.

Dexter is it true your books crack when you read? No, it's just your eyes.

Fix a to Hal: Shampoo cleans HAIR well too. The Rules Committee is wearing a lot of hair today.

Flash to Oh, I wish I were a Bryant Hall Director. This is what I'd really like to be: A Celebrity. I was a Bryant Hall Director and I could get an extra 4 from everybody!!

What do you call a person who used to play lacrosse? An Ex-LAX.

Flash to Jazz: How's Nisata? A Sophomore.

Happy Birthday Cowboy! Love, Wabbi.

Serrini, Thanks so much. Without you it would not have been possible. Love, Just.

Margaret, It's your day. To live it up. Happy Birthday!

I am out of chocolate. I'm going to Switzerland this Friday to restock. If you want to come give my social security a call - 2 ID.

To the Foxes in A: If you keep telling me all these good stories about your head will burst. The Knee is still not happy.

Flash to "Battlefield": Why to Jazz, Gimme, Gimme Seven dollars can buy you 1/8 of a page in the 1976 Babson. What could you do with an 1/8 page? Use your imagination, then turn to the page eight ad for more details.

To the guys in Publishers: Living in a fantasy is O.K. by me, but if you are not going to feed me I'm out. From an old friend found "Dorothy".

Dear Sleeping Beauty: Congratulations on your good ballot win (over the weekend)? Is this a new great new campaign slogan.

Flash to Kathy F: Congrats on becoming the Forum's next president! Good luck U.C.S.

Eileen, Heard you gave Mr. M a sneak preview of your "Exploring your future before the fall" T-shirt contest Friday night. The ineligible contestants.

Linda - I'll take the lessons, but not the final exam - that would be too much opposition could handle Dacia Flash to - "Not even a day as a vampire" The Victim.

Flash to L.S. Milk and cookies at OBD??? S.N.

Flash to JAH: Would you please shut up, this is really heavy stuff. It took a little time to learn IQA. Bean-yak is not a very long name.

Flash to Lisa: In Drag?? Rg

Flash to Pat: Not next door, the smel will be too loud

Flash to Brian: Not next door, the smell will be too strong, Kg.

Flash to John: One day streets will get you no where. An IQA is just a number.

Flash to Kathy B: We all know the rumors are true all (That's only one, I could go on with this torture) Flash to the Third of S.N.A.H.K.S: Wish you were athletic again. The family misses it!

Flash to Dog City, go back to where you came from! To all those interested in learning new signals, contact me.

If you like a book, order the JD, 10 pounds on in 10 days, diet contact the Diet Workshop. Bobs: sorry for abandoning the Bolingbroke signal.

To all those interested in learning new signals, contact me.

Shop to Cam: Quite an expensive dinner!!

Dash to Dr. K: "Just when we thought we'd seen the last of him..."

Flash to Bob: You like half half? Mike

Agency, is it your first week in your new job? To AH - Nice form Friday night at the beachclub! Did you learn those moves from the JD.

Flash to C.M. 26 miles!!! I'll be at the finish line to shovel the remainder. M.T.

Flash to Bobby Love Slave

Flash to Cam: Quite an expensive dinner!!

Dash to Dr. K: "Just when we thought we'd seen the last of him..."

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Due to a cost increase, all items sold by Greer and Burke pizza have been increased equally! Retail prices: Plain $20.00 Subs $20.00, Pepperoni $2.25.

Flash to Bongo: How's your variable salt content? Get down.

Monday

Lunch
Hot Dogs
Chicken Chow Mein/noodles
Salad Sandwich
Chef's Choice

Dinner
Baked Chicken
Grilled Liver & Onions
Tacos

Tuesday

Lunch
Shepherd's Pie
Hamburgers
Egg Salad
Chef's Choice

Dinner
Corrned Beef & Cabbage
Veg/Parmesan

Wednesday

Lunch
Sandwiches/Cheese and Tomato
Hot Dogs
French Fries
Salad Sandwich

Dinner
Roast Pork
French Fries/Strawberry Topping
Baked Lasagna

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