Corey Stresses Individual Rewards Of Graduate Study

With the phenomenal rise in population and the corresponding importance of the white-collar worker, there is a demand for men with advanced training and perfected abilities. This was the essence of a talk given by Mr. Corey, a presentation at the Society for the Advancement of Management Graduation Conference. Mr. Corey, Director of Management Development with the John Hancock Mutual Life Insurance Co., concluded that there was not enough evidence to indicate whether graduate education was the answer to advancement in the business world.

He said that graduate education was not the key to success, rather, that the value of additional formal education was dependent upon the individual. It can be very important for one person and meaningless for another. He did admit that a graduate degree gives a person a "head start," and that it gives one a chance to avoid many "headache problems," but he warned that it could also be a "crutch." It is not the possession of a Master's Degree that matters, he said, but the individual who possesses these attributes.

Mr. Corey enumerated eight characteristics that help a person to become successful in the business world. These include: a knowledge of the field of endeavor, imagination, drive, ability to work with people, independence and leadership, an understanding of economic and social change, and an understanding of the various parts of the business world. He concluded that the program is designed to bring about a better understanding of responsibility to the company and the community.

Mr. Corey said that it is these characteristics of the individual that are necessary for success, and are not the result of a graduate degree. He did say, however, that a graduate education might add to a person's "total picture," but that the individual possesses these attributes.

He concluded that graduate education would give a person a "head start" in life, but that success is not dependent upon salary, but is the possession of imagination, drive, independence, and leadership. He advised that the individual who can judge whether successful will be in the business world.

THIEVRY FLAUNTS AT BACSON

The rash of thefts on the Bahson campus will not be tolerated. It is common knowledge that those involved in the stealing of watches, books, articles of clothing, and money will be dismissed from College in a dishonorable fashion. Gentlemen, such a stigma no one can afford. For precaution sake, all unsavory or suspicious individuals roaming around the campus should be reported to campus authorities. If strange individuals are seen lingering about the parking lots or on other school property, students are asked to report them to the Bahson Campus Safety Office. The Bahson Campus Safety Office can be reached by telephone or car registration if possible. Unfortunately, a good deal of recent theft is believed Bahson student oriented. Again, any student caught "breaking the law" of the land will be dealt with severely; possibly ostracism of a not-so-friendly variety by fellow students.

Public Relations Consultant Here Thursday

This Thursday, Feb. 21, at 10:30 a.m., the final lecture of the Winter Term will be delivered. The speaker will be William Oncken, Jr., a public relations consultant. His topic will be "Communications Up The Organizational Ladder."

The lecture will be an unusual opportunity for the students of Bahson Institute to understand the complexities of communications on the corporate level. With Mr. Oncken's extensive knowledge of the subject the Bahson Student will receive a more thorough comprehension of the subject. Attendance is required.

GRAD ROUNDTABLE PROVES WORTHWHILE

On Thursday, February 14, the Bahson Institute chapter of the Society for the Advancement of Management sponsored a conference on the significance of graduate education in business. The conference included three meetings each relating to a different view of graduate study and its significance. The three topics discussed were: the qualifications and mechanics of graduate study from the point of view of the educational institution, the management development programs of business, and a panel discussion on the value of graduate study.

Dr. W. Peterson, Assistant to the Administrator of the M.B.A. Program at Harvard School of Business Administration, spoke at 10:30 in Knight Auditorium on the qualifications and mechanics of graduate study. He spoke from the point of view of the educational institution. He made the point that academic standing and aptitude tests carry much weight, and that the essential features of leadership, responsibility, motivation, and social and technical responsibilities are becoming more complex. The small size of the M.B.A. program is beneficial, he said, and one should also note that economic and social factors are becoming more and more a basis for business decisions. The M.B.A., he said, can be achieved in a period of one to two years and entails either the case-study approach or the test-lecture approach. Both approaches have their pros and cons, and both are well suited to the changing business world. Mr. Peterson concluded in saying that admission to graduate school is not dependent upon the individual and his background.

Raymond R. St. George, Richard P. Beck and Paul O. Kallat, three Bahson Alumni, spoke in the Faculty Club at 12:30 on what they have accomplished since graduation, and to what extent do they value their M.B.A. degrees.

Mr. Richard P. Beck is the companion of the American Optical Company. He stated that the M.B.A. degree is a very good one to have, that it is ultimately trying to teach one what things one learns in graduate school that you don't learn in undergraduate school. It is these things which help better adapt one to our changing times.

John E. McCann is presently with the Equity Development Trust Company. He mentions that credit is the key to business. He described how a worthwhile job is done in graduate school. Many think we are on the brink of a new age in business and with increased education and being in a graduate school program of management development programs means better managers which means better companies which means better products which means greater profits.

Mr. Raymond S. St. George is the General Agent for the Connecticut Mutual Insurance Company. "It is the best little life ever done," he said. "It gave me that ADDED amount of work and flexibility. The only thing you give up is your leisure time while you desire the leisure during the time. We have to work a little harder but it is certainly worth the time you put in. I sure can do that now!"

NEWS SUMMARY

Dr. Edward Handler's Ph.D. thesis has been accepted for publication by the Harvard University press. Handler was awarded a fellowship in political science by Harvard last year. The title of his data is "Two World America's and European Political Thought of John Adams."

John Wicks of 21 Winstead Avenue, Sherborn, addressed a class in the interior decorating at Bahson Institute on February 20, 1965. A graduate of the University of Wisconsin and the American School of Interior Design, Mr. Wicks has been an interior designer for two years with William Brandt Design of America. He is now working with the John E. McCann in the Providence area.

Rexas Arther is an attorney for the Star Market Company, New York. He was an associate attorney for two years with William Brandt Design of America. He is now working with the John E. McCann in the Providence area.

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Coach Walter J. Converse of Bryant College is making quite a name for himself. In his, not in the Providence area last Friday evening, Coach Converse led up a large Bryant player with the refined touch of basketball officers. This time, Converse led up much in compliance with the Providence job. The number of the basketball player was increased by 10 in a single minute. Converse, who was a natural leader, was able to lead the team to victory. This success was due to his leadership qualities. Converse was praised by his coach and his team for his ability to lead. This success was due to his ability to lead.
Editorial

WHY PROGRESSIVE EDUCATION IS A DRAG ON AMERICA

If progressive education could be characterized by accentuation on mathematics and the sciences, the American heritage would have little reason to quarrel. However, progressive education means more than emphasis on practical subjects; it implies the degradation of the American heritage and is a contributor, if not direct cause, to the growing insobriety of American youth.

What is progressive education? In education circles, the progressive approach is opposed to the traditional approach. A cursory examination of the progressive philosophy reveals that progress is of no importance. If tomorrow is anything but yesterday, yesterday must be something that was significant but really is an improper determinant for the direction or course of events. Furthermore, if the American youth of tomorrow is to feel comfortably at ease in their search for knowledge of life, Americanists view America as something unique that the American heritage does indeed have something to offer the youth of America and that proper guidance of the youth is the best insurance for a strong, sure adult American. And traditionalists, by their affirmation of the American way are believers in the perpetuation of a strong America rather than its disorganization through disillusionment and contradiction.

Dr. Max Rafferty, traditionalist, newly elected head of California public schools, is worried about the effects of progressive education. In his address to the California students, Dr. Rafferty feels that these books are the cause of concern when books turn up in the classroom illuminating "Jackie's ride in the district garage truck," with glee and credibility. Mr. Jones, Dr. Rafferty looks for the return of the exploits of Haloga and Paul Revere in the same books. Dr. Rafferty feels that California school children have been fed a "Blind diet of mediocrity" of books.

Recently, the GREAT CHALLENGE television program pitted Rafferty against Dr. Fischer of progressive Columbia Teachers and Mrs. Bunting of likewise progressive Indiana University College. Dr. Fischer countered the projections of his opponents with a rhetoric fashioned after Aristotelian logic. Drs. Bunting and Rafferty were consistent in permitting the students total freedom of the learning process; they feel that self-determination is better for the student. Both pooch-pooch the idea that the overall effect of a "nondirection" policy could prove disastrous to an industrious, resolute America. Too, their unwitting avoidance and inevitable conflict with the syllabus - an item too century-laden for dismissal - cogently exposed the yet unfound progressive philosophy.

There are many who feel that the progressive influence on education has served to strengthen American patriotism. Look at the valor displayed by our boys in World War II. Dr. Rafferty, Oh come now, Dr. Fischer, if you are not implying that 78% of the boys who returned for the war were Negroid, I suppose, in World War II I have to guess I have to declare the value of the Negro. I believe it is not the Negroes but the British, the French, the Australians, and the Greeks who have been the manpower of the Conduct of the Civil War and other battles. Doesn't make too much sense, does it in terms of patriotism.

American youth should explore the why's and whynot's of American life. And, too, rebellion against society seems apart of the growing up process. It would be strictly improper to suppose that the many questions American youth ask themselves and others are a nuisance. It is the method in which the questions are answered that generates an abundance of unfavorable criticism. The answers deployed by a growing number of school instructors and college educators are not, to be sure, aiding the American youth to develop in a responsible manner. Rather, their contradictory nature can do no more than accelerate the troubled, uncertain youth.

Progressive educators demand the subject to lead the way. It is difficult for college professors to influence. However, the average youth without direction and positive guidance cannot help but fail in society. They inspire a never ending flow of cynicism on the part of the accomplished student. They attempt to apply to the young the norms of our society. This sort of educator is pleasing to the rebellious youth; he is forever attempting to degrade, harass and generally disqualify the accomplishments of formidable men, past and present, as trumpeted versions of average man. The cynic is a slick man, one who refuses to adjust to the American way of life; one who lends strength to face reality not a virtue but a weakness.

The misanthropic nature of progressive education will, if it continues, destroy the solidarity of American life. It is a very modern and acceptable attitude with a culture reflecting world vision: it will serve to eliminate such American characteristics as strength, brotherhood and morality. Progressive education would be better than the strong land that is America.

Stuart Roberts

Winter Carnival '63

RING #1

As usual, the Student Government Social Committee attempted to impress the student body and their guests with an exciting calendar of events. However, the theme "Graduation" seemed to put all the money. It was either one of his "off" nights, but St. Zenner did not live up to the given him, should be realized that it's the "name" that makes the "sound"; it's the "sound" that makes the "name"

RING #2

Part One

For three hours on Saturday afternoon, the Babson Institute Theatre Guild's production of Rogers and Hammerstein's "OKLAHOMA!" totally captivated the audience. Orches to De French, Peter Housland, Barcoly Megathlin, and Andy Mural, for their work off-stage; and to Jack Bacon, Sandy Rosenboom, and Art Sweeney, for their performances in the show, the entire cast and crew of "OKLAHOMA!" was starred, with a cast unknown to the music world. The Del-Knights were a howling success, the mood was festive, and the liquor was flowing. It was just that the management of the motel resented quite violently the fact that they were getting the private bottles that were brought to the party in an attempt to defray drink expenses.

RING #3

From the performance given Sunday afternoon by Jacky Cain and Roy Kral, one can see why of their college activities over the past year, the Kingston Trio, and the Limelighters. Two provided an excellent background for the jam session cocktail party, even if all the songs did sound the same.

Congratulations to the Social Committee for a most enjoyable, over-all, weekend. May you profit from your success' and learn from your failures.

Thomas Greensmith
The President and the various vice-presidents of the Dickie-Raymond Agency explaining their functions to the brotherhood.

The Brotherhood of Alpha Delta Sigma Pi is always interested in continuing search for knowledge

The highlight of the Saturday night entertainment was the tropial "improvisation" and somewhat startling "dance" entitled "A Man in the Room" of the Knights. For this performance, Beach opened, the chorus, "It's the Christmas Stew Barn Award. It is also rumored that he will soon be pretrended and given the membership in the "N.A.A.C.P.," "Hound Shemara,

That'll teach you to keep your room locked, Randy! Oh, by the way, I hope you enjoyed your long hot summer.

A new party game was invented at the New Year's Day dance, "Mary Day Date Swapping. Ha...Ha...Ha..."

Hear that? Charlie Wilson put on a show yesterday night that the A.K.P.A. members and dates will never forget. How about it, Charlie?

Several of the large weekly news magazines have taken pleasure in putting the Brotherhood of Alpha Delta Sigma Pi in the picture of the enormous federal spending through the use of nicely colored charts, graphs, etc. as everywhere the lines and arrows point toward us. The greatest part of this repertoire is put together with "what the hell is going to happen?"

We feel a great deal of personal guilt when we realize that our future generations will hear, "We are the ones who..." The responsibility is theirs; they are the one's who set it, and we should reap the consequences.

The Hawk Talks

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On The Street
Robert Weissman

The market continues to move about, offering no real clues as to its true direction, while the analysts bite their fingernails, break pencil points, and writhe in frustration. The past few weeks have seen both the bulls and the bears make their attempt to bring about some sort of directed action, with both sides losing control to the vagaries of unsuitability. Early last week, when the averages sold down the 670 area, the bears were unable to attract enough support to continue the movement, and the bulls charged right back to the highs. This group fared better. They did manage to push the rally averages to new high ground, but the news of this event was not hailed with the enthusiasm which might be expected. Averages for the industrial have now moved back into the 685 region, but the 686 figure which we have mentioned before still stands as a seemingly insuperable barrier.

We must say in all honesty, however, that there is a possibility that the 686 level can be penetrated, and that if this should come to pass we will be the first to put our money right.

For the next few weeks we again suggest that short-term traders take profits at this point, or at least place protective stop-loss orders. With the boundaries now set at 686 on the upside and 686 on the downside, the insurance value of the few points we might lose by being liquid seems to me to be considerable.

As time goes on, and market theories are tossed aside by an uncooperative market, new theories are evolved to fill the void. The latest theory to be bandied about by the popular analysts is the theory of 'Contrary Opinion.' This theory operates on the premise that the majority is usually wrong, and that it is profitable to do the opposite to what the majority suggests.

It is interesting, and somewhat unfortunate, that the very fact that this theory has become popular has reduced its effectiveness. As the market now stands, there is a difference of opinion as to whether it will continue upward without pausing any further, or move downward in a corrective move. Up until a few weeks ago, majority opinion was calling for a corrective move, and so the theory of contrary opinion was saying that there therefore would not be a corrective move. With the increase in popularity of the theory, however, the majority is now saying that because of correction is expected now we will not have one. This of course creates the theory of contrary-contrary opinion, because the majority cannot be right and we must now expect a correction.

I imagine that this process will continue to develop, replacing the theory of contrary-contrary opinion, etc., ad infinitum, ad nauseam. The theory of anti-contrary opinion, anyone?

The West Bend Co.
(Delta Associates, Inc.)

The West Bend Co.
DELTA Associates, Inc.

The West Bend Co.

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weekly - Ever 6-9)

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ment office for interview on Feb. 25th.

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We have the program, the products and the training procedures.

SUNSHINE DAIRY
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The Weils Newsletter

She Did Right Well

My Two Cents' Worth
Jarrett N. Day

I go to Baboon in Welles-ley, Mass. My father sends me a check once a month for $50. A box comes from Brooks Bros. every other week. Wellesley Chrysler says my credit is so good because I'm on payment, I date girls from Four Memory because I want action. Why is it I can't pick up Wellesley girls?

Dean Stephens says my attitude is higher than in math, and in verbal parts of the college board, I never could communicate well. The book- store says I owe them $71 for last month and $85.21 for this month. When will you ever learn that I am just a poor college boy?

The Dicky car-wash had a hard time getting the mud off the hub-caps of my car. I think I will have to stay in more at night. President Kennedy says I should be physically fit, but Tom Smith says my gadget is too large and I shouldn't go out for sports. The work at Baboon is get- ting me down, and my books still crash.

The counterwoman at Howard John- son's is mad at me. For some reason, coming in at 12:00 isn't appreciated. I went that way for 10 cents only from every little pore in my body. I didn't know we had three variants. I was being a lousy get-up. Why don't you get a ticket up at Coleman's?

When I was in high school, I was told to be thorough and honest about everything that I do. In my last term-paper I was able to make up by being a lousy. I'm sure that my marks indicate my level of ac-

omplishment. Daily work is im-
portant. Why did I have to stay up to late every night during the last week of school at Wellesley? My knowledge of the outside world is growing, I read the Record-American the other morning in History class. Music and culture have always been with me, surely I can do without, WMEX certainly does a fine job. The Career Brown books at the Bookstore help me to under- stand the good qualities of litera-
ture, Who is Sonoran Mauflingh?

Last week the fraternity broth-
er and I had a real good time. I will have to go to the telephone pole to prove it. At times I have optical illusions. Two weeks ago I saw a Dying Moon. What is that?

Mike Adams says that my work is so excellent and that I can be crossed over. The magazine is a nice way to spend as after-

toons. Upon graduation from Baboon I will be ready for the business world. Why isn't my name palindrome in the code?

I spend my time at the library so that I can make the most of my readings. I didn't know there was a card index. When I eat in the dining room, I complain about the food. After all, they aren't mem-
ers of the Diners' Club or ap-

proved by Dune's Hines. My room is neat and orderly, and my mother would be proud of me. I wonder why the mail guy gives me very little junk mail when he takes the bottles from my room. What did I do wrong?

There isn't enough time to get all this work done. I still have to go to Bermuda next weekend. An average Baboon man? I hope not!
ADVICE TO YOUNG MEN: ON HOW TO GET INTO THE ARMY

By Roger Price

In MAD Magazine

REVIEWED

By Wylie’s "Triumph"

Philip Wylie through his career as author and publisher has established firmly on the American scene the leader of a movement of critics. His biting novel-length essay, "Non-Dualism, USA!" still used as the classic reference for the condemnation of American racism is an example of a niche of infallibility and respectability that would seem almost impossible to destroy. After thirty-four years, and eight novels ranging from the Crazylegs and the Deserter adventure to his philosophical novel, "Willy & Billy," he was finally successful in the departure of his latest novel, "Triumph!"

"Triumph!" is undoubtedly the most ridiculous piece of fiction to be set off the presses in the public library that ifdef the novel was a real book, he'd have been burned for heresy and a clear case of etiology last fall.

Tom Swift would be shaken if he were to realize the game that Wylie has created. The reader is asked to accept the idea that a man who has control of an apparently insurmountable force creates an invention that is still, not strangely talking, a success. AHit is an idiot who would contend that someone is necessarily higher in technical relations, yet there are many who believe that this peculiarity is an invention. It is not that he can say that people hurt themselves. The man who is following those who are considered become researchers in a psychological bunch or a lack of education are hurt by the social system. He cannot by itself follow that there are practical applications for the services.

Wylie's "Triumph" is a novel, a novel which can be advanced against premarital sex, but this is not an argument against sexual intercourse is immoral in itself an immoral act. The point is that arguments which are advanced against premarital sex are not considered. In support of any arguments, there has been more research into the breaking of the «EXPERIMENTAL THEATRE» and «PERFORM»

INDEPENDENT THEATRE GROUP

directed by Miss Judith Richardson, according to its director, Miss Eliza Blackman, is a company for young actors, including elderly actor from Denver, Colorado. The independent theatre group is the most expensive and ambitious of its kind in the nation.

"The Room" is by the British playwright Frank Duffield, and according to its director, Miss Blackman, is a company for young actors, including elderly actor from Denver, Colorado. The independent theatre group is the most expensive and ambitious of its kind in the nation.

"The Jiffy Car Wash" is a full length play of the Paperbacks Books, a company for young actors, including elderly actor from Denver, Colorado. The independent theatre group is the most expensive and ambitious of its kind in the nation.

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SPORTS IN SHORT
by John Whelan

PRO BASKETBALL: The Boston Celtics did very well last week in one of their busiest weeks of the season. They split their two games with the Los Angeles Lakers and cut the Lakers lead to two games in the race for their 42nd consecutive record. In the first of the two-game series the Celtics defeated the Lakers easily, but back at the Boston Garden, in the game following the Boston-Windham battle, the Celtics were topped by L.A. despite the fact that Jerry West was injured and unable to play. The fact that the Lakers won even without West means that the Celtics will probably be rated an underdog if they meet the Lakers for the title. An interesting sidelight about the Celtics is that Celt Castoff, Jack Foley has not done well since joining the New York Knicks. Foley was a much publicized All-American last season at Holy Cross, if he can't make the Knicks, one of the weakest teams in pro ball, his publicity agent must have been considerably better than he was.

COLLEGE BASKETBALL: Saturday night was the big night of the year for upsets in college basketball. Cincinnati's national champs were beaten by Wichita by one point, and Loyola, the #2 team in the polls, lost badly to Bowling Green. Both teams would be better now without the pressure of a long win streak. In Cincinnati's case it was mainly pressure that caused the loss. Loyola does not have the height to handle Bowling Green's All-America center Nate Thurman; so their loss is not as surprising. Looking over the chances on the first All American team I've seen this year, Thurman is joined by Arley Heyman of Duke, Tom Thacker of Cincinnati, Jerry Hardness of Loyola and sophomore Bill Bradley of Princeton. This All America, chosen by the Sporting News, features players that are the best future pros. Heyman was named Player of the Year, and The Sporting News feels that he and Thurman will be the top two draft picks of the pros. The pro picks this year could produce some real surprises since there is not an overabundance of top talent in the class of 1963.

TENNIS: Amateur tennis' bad boy, Denny Ralston controlled his temper for a change and won the Nacional Indoor title in New York City. Ralston is renowned for his tempest tantrums in the past, but he actually is one of our best young tennis players...Rod Laver, Australian lefty, who has ruled amateur tennis for two years, is beginning to realize that he is in the big leagues now. As a rookie on the pro tennis tour, Laver finds himself tied for last place after seven matches. Presently, Ken Rosewall, another ex-Aussie Davis Cup star, is leading the barnstorming tour.

BASEBALL: Las Vegas odds for the 1963 baseball season were released over the weekend. The "smart betting money" is so sure of the Yankees winning that the odds are 15-1. The closest team to them in the odds are the Tigers, who command 3-1 from the bookies. A better bet right now would be on what day the Yanks are going to wrap up their division. According to the Las Vegas logical date to me. The National League is a different story and I wouldn't doubt that the pennant is decided on the last day as it was last year. Right now five teams look strong enough to make the Milwaukee Braves a pretty strong sixth place team.

SUSA: The unofficial Babson Squash team journeyed to Wellesley College for an unofficial match last week. Unofficially, our boys who were Tom Morris, Rick Moseley, Bob Coleman, Rick Borden and Ian Amory were merely "played with" by the talented Wellesley girls. At least that was the way in which our unofficial source at Wellesley described the results.

SPORT SHORTS: The Patriots got a real anger this weekend when Jimmy Field, LSU quarterback, signed the dotted line. Field stands a good chance of helping give the Patriots a defensive back problem this season...Ed and Paul Colombo look like the proper way to beat in the intramural ping pong. Both have five wins in the tourney...The basketball season is almost over and All-对抗的 teams are in the final stages. The chances are that Babson's Al Gode will be named to a number of these teams. He can't help but make the Eastern Nazarene team...The president of the Babson freshman asked me during a campus tour the other day why Babson didn't have a baseball team. I answered that we had no field. Since that night and past that Babson owns lots and lots of land, I got a very funny look from this freshman to be. Actually I couldn't give him a good answer and I can't understand why a school that has it can't play a ball field. Certainly we have enough talent to field a decent squad and from talking around I feel there would be more than sufficient interest.

CORNELIAN CONVERSATION

INTRAMURAL ACTION
by Richard Knutsel
A score of 62 to 58, Chuck Kreisler was everything for Off-Campus, and finished up the season with 30 points. The Mason attack just never got started, and Kreisler contributed his share of the loss of Phil Helliker, who was averaging 16 points and 10 rebounds.

FOREST-ANNEX TIE NORTH
A determined Forest-Amen team led North by the score of 38-38. North was paced by Ather, Joseph, Pitluk and Balbar. Taylor and O'Neill combined for 31 points for Forest-Amen.

GOINGS ON
WINDHAM III - BABSON 80
A tired Babson team was outgunned and outscored by the Windham Garden by Windham College's Louie Strowd. The Babson boys, tied from their big win the night before, could not handle the fast breaking defense from the Gardenians.

The Babson 'B' Club sponsored a special deal for Babson students, in which they could get a $3 ticket for just $2.75, in addition to the Babson game, the students were treated to two other games. The Harlem Magicians, with their smooth配合 and graceful leaps and the fans with their fantastic ballhandling, in the same game, they were followed by the Boston Celtics. Eight star players and the Celtics are the Lakers are doing so well this season and yet the coaches are sitting on the bench waiting for something to happen. Although the Lakers are doing so well this season and yet the coaches are sitting on the bench waiting for something to happen.

NOW SHOWING

WINBOX 6

Foxie's Delicatessen
87 Central Street
Offers the finest and only delicatessens in Town
DELIVERY AFTER 1 A.M.

GLASSES BY
WELLESLEY OPTICAL CO., INC.
Serving The Eyes that Serve You
350-2422 "2 CENTRAL STREET" (next to Joseph Amell's)

AAA Read Service ALA
CONNORS WELLESLEY ESSO
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SUNDAY, FEBRUARY 24
Folk Music - Geoff Muldaur and Jim Kweskin at Mount Auburn, 47 Cambridge at 8 p.m., $1

MONDAY, FEBRUARY 25
Folk Music - Paul Boatwright at 47 Cambridge at 8 p.m., $1

TUESDAY, FEBRUARY 26
Folk Music - John McHale at 47 Cambridge at 8 p.m., $1

SUNDAY, MARCH 4
"Puppets" - "Puppets for Peace". A puppet show for adults, Peter Schuhm of Panne, Vermont, V.T.

MONDAY, MARCH 5
Folk Music - "They Died With Their Boots On" with Earl Flynn and Anthony Quinn at Mount Auburn, 47 Cambridge at 8 p.m., $1

TUESDAY, MARCH 6
Folk Music - "Music of the Renaissance" with Nora Loose at 47 Cambridge at 8 p.m., $1

SATURDAY, MARCH 31
FILMS - See Friday

SUNDAY, MARCH 25
FILMS - See Friday
COOK AND CHARM VALUABLE SUBS

By HERBERT P. BUETOW
President, Minnesota Mining and Manufacturing Company

The need, then, is for sweeping, convincing and continuing educational work, persuasive contacts with a great majority of the men, women and children in America, with a realization that the job is a day-in, day-out, week-in, week-out, month-in, month-out, year around educational one.

The business community, in particular, should support and help promote an understanding of the "why" of our economic system. It is simple logic that business practitioners should be business misfits, at risk, helping to make communities live in every social and economic segment of the American public.

Unless we all help to give this subject the kind of exposure it needs, and unless we begin to communicate our thoughts to others, there should be no surprise if the vacuum we leave is filled with opinions destructive to the American way of life.

Our national economy must be understood in order to continue our own freedom and your help. We can't have the fruits of the system unless you work in the system. And you can't afford to work in the system because the size of the golden egg cannot exceed the dimensions of the goose.

Coming Events
2/21 Swimming team vs Worcester Jr. College 7:00 p.m.
2/28 Intramural Swim Meet 7:00 p.m.
3/28 Basketball Team vs Nichols 8:00 p.m.
"**" Club Pep Rally to precede game.

BROTHERHOOD WEEK MESSAGE FROM THE PRESIDENT OF THE UNITED STATES

February 17-24, 1963

Human brotherhood is not just a goal. It is a condition on which our way of life depends. This is the time of our life when we shall be judged by others. Our time is not whether all men are brothers. That question has been answered by the God who placed us on this earth together. The question is whether we have the strength and the will to make the brotherhood of man the guiding principle of our daily lives. Can we match our actions to our words?

We look for support and brotherhood to millions, hundreds of millions of Americans of different creeds, of different colors, who share our aspirations but sometimes are not convinced that we believe strongly in the doctrines that we preach. I believe as a nation we must be committed to these goals.

The Brotherhood of Man under the Fatherhood of God is a basic principle which has directed this nation through many a storm. It is my judgment that this principle will direct it with increasing vigor in the years to come. I urge all Americans to join a nationwide observance of Brotherhood Week.

John F. Kennedy
Honorary Chairman, Brotherhood Week
The Fabulous Ford Story

The birth of mass production

While Henry Ford did not invent the automobile, he was the first maker of motorcars to apply his plan of mass production, which came to him first in the late '90s when he had ambitions of producing dollars wholesale on a volume scale.

In the first year of its operation, just 60 years ago, the Ford Motor Co., managed to sell 17,000 automobiles. Is the development of the mass production idea Ford eliminated all lost motion, including the waste of time caused by rearranging materials from one part of the plant to another and also on the part of the worker? At the top of its production peak, the Ford Motor Co., one day pushed its output beyond 10,000 cars.

The development of mass production changed the lines of the Ford philosophies, brought the criticism to some sources that the conveyors and the moving assembly line pushed the workers beyond human capacity. In other words, it was alleged that men were turned out long before their time. This was denied by the Ford interests, and it was significant that Ford had little labor trouble that places on the Ford payroll always were always in demand.

To support the assertion that the development of mass production had brought "the machine age" and its consequent elimination of jobs, Ford answered that instead of taking work from them, the mass production machinery actually created more work for mankind. Certainly, he said, without high-level production and the economy that came with the machine that at one stroke did the work of a dozen men, mass distribution of "low priced motorcars would have been wholly impossible." I have never seen a man making machines in build cars that I have making cars, Ford once remarked.

Closely associated with the Ford production policy was Henry Ford's habit of carrying most of his plans in his own brain, withholding them from the blueprint range until small production was required. When, in 1927, after having produced nearly 15,000,000 Model T cars (over 5 cents per minute for every hour of every day for 10 years), Ford decided to change the model, rumors flew thick and fast concerning changes. The last Model T came from the assembly line in May of 1927. It was seven months later before its successor, the Model A, was introduced.

To the intervening months all sorts of rumors developed and grew in the telling. The low effect had been a failure; the Ford Company was through, and scores of other stories were circulated.

Through it all Ford kept his own counsel. At the time, he had $500,000,000 on deposit in banks throughout the country. The delay getting into production cost Ford the production leadership in the lowest price car field. A 'confederation' of Littlecar companies, called collectively General Motors, had in earlier years adopted Ford production methods with the Motor Ford's consent and aid. During this time, when Ford was reducing his plants for the swing to a new General Motors, already producing a car of the Model T class, took over a large segment of the market.

Long after Ford, when production was again around 6,000 units a day, the explanation came out—part at least—that the delay was the result of an effort to re-tool the new plants COMPLETELY in a few months when it involved a task that normally should have required a year.

The new product, an eight-cy-