International Trade Given Attention At SAM Banquet

"Effect of Imports on the United States Economy" was the subject discussed on Thursday, March 7, by Mr. Julian M. Sobin, Vice-President of the Irving C. Sobin Chemical Co., Inc., who spoke to the members of the Society for the Advancement of Management.

Although Mr. Sobin is an import expert, his job requires a great deal of skill in the area of importing rather than on the subject of chemicals. As a matter of fact, he has imported commodities other than chemicals during the course of his regular operations. Since international trade represents only 5 to 9 percent of the Gross National Product, it is a field in which few people have a good knowledge of what is actually happening. Consequently, although there is a controversy on international trade, national opinion usually follows those objecting to it. Just the same, the balance of trade in the United States is at a favorable balance. One interesting thing to note is that 15% of our imports are on the commodity of coffee.

Our gold supply is a matter of great concern to everyone. Every year large amounts of gold are exported from the United States, mainly in support of underdeveloped countries. Arguments and recommendations have been made and the general opinion seems to agree that we must aid these underdeveloped countries who will be our allies in the fight against Communism.

Mr. Sobin added that a number of import agents, when speaking of international trade, must be careful as to how much they say and how much they do not say. For instance, tariffs are not usually adjusted according to this theory. The most significant effect that tariffs have on an economy is on the loss or creation of jobs after a tariff policy has been put into effect. As a rule, the lowering of tariffs will create a loss of jobs. One recent improvement is that the President now has the power to negotiate tariffs with the countries of the common market.

Then comes the problem of the cost of labor. Sure, labor is cheaper in other countries, but productivity has the advantage in the United States. This gives many big name companies the opportunity to buy from foreign countries only because it is cheaper. Finally, this brings up the subject of Profit Motive. Should the company buy from foreign countries? Definitely! If a big name company can get its raw materials cheaper, then it can sell its product for less. "I can emphasize too much the fact that the object of business is to make a profit ethically," stated Mr. Sobin.

Economics Club Hears Agnew On "Urban Renewal"

Speaking in the FoCo'se of Park Manor North this past Thursday evening, Mr. John A. Agnew, vice-president of the First National Bank of Houston, spoke on the subject of "Urban Renewal." A brief explanation was given in the founding of the movements of urban renewal. Mr. Agnew related that urban renewal was started in 1969 by the United States Congress which specified that urban renewal was the process to eliminate blight. However, there was no definition as to what constituted blight.

By 1969 Congress realized that the plan was not sufficient and that there would have to be a tightening up of the plan. Today the word that strengthened things was the addition of "economic" blight. This was a positive step as the plan before had been much redevelopment and urban renewal. Each city makes use of "top money" from the federal government for studies by the cities as to their needs.

Mr. Agnew mentioned the threat that he had done in William Barre, Pennsylvania in the coal mining area. The city has been transformed into a more profitable venture through the use of a system which determines if sectors are too dependent on paying for themselves. This concept income study figures the amount of money it costs each sector to be there. The income for an area is then credited against it and the result less the planners know if that area is "profitable".

Our area in William Barre has gone from a greater than urban income before it was redeveloped. Mr. Agnew stressed it was the ability to give an area breathing space so it could live. His plan had just one result by pointing out that William Barre's population has risen 25% over a six month period.

When asked what project he would tackle next, he mentioned the possibility of Beroit, Peoria, Risco or New Haven.

"The Travelodge Corporation, developers of the world's largest network of co-owned motels, announced the promotion of Kenneth H. Cocks, The Board of Directors has made the recent selection of Kenneth H. Cocks as Vice-President (Secretary)."

Cocks started with Travelodge in 1956 in the Insurance Department, serving as assistant to head of Legal Department prior to becoming Assistant to President in 1960. He remained in this capacity until named as Vice-President Secretary.

Before joining The Travelodge Corporation, Cocks was in Food Cost Accounting with Sheraton Hotels, as well as 3 years in restaurant business in Grand Rapids, Michigan. He served in the Army Air Force, 24th Division during World War II, and then graduated from Babson Institute, Wellesley Hills, Massachusetts with a Bachelor of Science in Business Commerce.

Arriving in California early in 1966, Cocks settled in Sanco Santa Fe with his wife, Sally, and sons, Allen III and David.

Alumni Advances in Travelodge Corp.


EDITORIAL

CONSERVATIVE AND LIBERAL - IN POLITICAL AND NON-POLITICAL TERMINOLOGY

In America politics are a Democracy, a political conservative is one who wants to conserve that Democracy, from Webster, "De-
signation given to one who opposes or favors the conservation of existing institutions and forms of government." Economically, a conservative is one who opposes any governmental action with too much rash or speculation; from Webster, "What is known as "liberal" is moderate; as a German term and as a signifying a "liberal" action; also adhering to sound principles; believed to involved little risk.

The term "liberal" is not bound by orthodoxy tenets or established forms in political or religious philosophy. Outside of philosophy, a Liberal from Webster is "free from" or, not narrow or contracted in the minds of people: a large and noble way; generous, bountiful, open handed.

In Russia, a political conservative is one who was and is an opponent of communism. The Russian political liberal is one agitating for change of that regime. It should be clear, then, that the word liberal is used in very different things in different lands under different forms of government.

But an individual politically conservative; non-

politically, i am liberal.

NOTE ON PROGRESSIVE EDUCATION

The idea of giving the student the opportunity to express himself and to encourage him to make his own decisions of the world about him is great. And this is the theory behind progressive education. But, in my opinion, progressive education is, in theory, a remarkable means of enabling Americans to become broad-

minded and open-minded citizens.

However, it seems only fair that the progressive educator should attempt to present a variety of information to the student and to help him, whether the premises for the conclusion to be drawn by students should be complete, distorted. In my view, too

many progressive educators present only that material which they wish students to hear, forgetting, some-
time completely, to present other 'alternatives' for student attention. Here there is a gross error. A progressive edu-
cation has demonstrated itself to be an unfair approach to education; too much distortion of reality.

Too, if books are to be recommended for student reading, outside reading, it seems only fair that a particular be brought to the attention of the student, and not only those books appealing to one's personal taste and dear ideas. To me, progressives will become progressive rather than degenerate when they initiate the practice of reading both "sides" of an issue, and present the complete picture to students. And then the views of the instructor.

TO BALANCE THE EQUATION, A RECOMMENDATION

"Up From Liberalism" by William F. Buckley, Jr.

Reviews appearing on the jacket of the book:

'A guide for Americans who want to stay free in a country where pressures against individual freedom come from every direction.' - Charles-

ton News & Courier

'He is at top form...clean and penetrating...a slashing attack against the stifling of thought and "liberalism."' - Colorado Springs Gazette Telegraph

'The most exciting book of the fall.' - New York Mirror

Mr. Buckley is one of the most articulate of the critics of today's liberalism and deserves to be heard. - Washington Star

'Buckley brilliantly excoriates a philosophy he calls liberalism.' - Newsweek

A skilled debater, a trenchant stylist,...a man of agile and independent mind,...he belongs in the great American tradition of publicists and deserves his audience. - New York Herald Tribune

Stuart Robinson

LETTERBOX

To the Editor:

Exam time is here and so is the reason for the existence of the Society For Ethical Standards (S.E.S.). It was formed so that students opposed to changing the status quo could voice their opposition and make a stand against the liberal education programs.

Cheating is exams in wrong, we all know this. There are rules against cheating too, but it still persists. We, students, must take it upon ourselves to stop the cheating will be stopped. S.E.S. is the only answer. It will not be the answer but it is an answer.

We, students, must have members that for their own reasons believe in the present liberal education system, and we can understand this - how far the system is from reality - but we must put it up to them, at least they should be willing to stand up for it.

If you are against cheating and will not cheat, become a member and help, or at least support S.E.S. though you would not turn a man.

To set a few people straight, let us say that S.E.S. was not formed so that seniors could have an easy out. "Senioritis" is not the effect of S.E.S. The reaction to S.E.S. was ex-

pected, as we expected. We hope that the members will recruit, and that there will be a letter to the editor in one of our boxes informing people of our existence, or contacted.

Edward S. Kallen, Chairman

Amos McPherson, Vice Chairman

TO THE EDITOR:

To the students of the baseball team: "It’s up to you!"

You don’t have to give any money at all for this year’s baseball team. In fact, I can’t believe it. I didn’t know a college like this even existed. I wish all the students would show interest toward having a better baseball team. It is all up to you, please show your support for the team. It’s hard to believe that a college of Babson’s size doesn’t support a baseball team.

Second, there are no uniforms. There will be no golf shirts and "hand-picked" at the gym that exist.

Get your docks in order and get ready, Parnells! Let’s show them what we can do.

Sincerely,

C. E. Harris

Moral Re-Armament

Maclean Island, Mich.

Chicago Premier


Chicago’s industrial and financial leaders have presented in the distinguished publication Business Week, the first comprehensive "profile of America’s Musical Life.

Today’s Chicago Sun-Times features two pictures across two-thirds of the top of the page and, according to President W. J. Taylor, leading attorney and Chicagoan, "This is the first time a newspaper has presented a printgraf of the Masters and the Smiths of the country, which is a great step forward."

CONTINUED ON PAGE 3

It Is A Far, Far Better Thing That I Do...
The brothers of Alpha Delta Pi are proud to announce the following men into brotherhood:

Clyde J. Bacon
Donald R. Barber
Edward B. Barbarin
Howard L. Etrin
Robert T. Grimes
James L. Kolbe
Penne Lucas
Donald A. Kula
Myron E. Schuman

On Saturday night the brotherhood gathered to celebrate the initiation of the new brothers. The brothers and their dates shared in the dining of a banquet prepared by the brew master which eventually made everyone quite full. The formula was another grandios original. The following brothers were awarded for their tremendous performance in musical chairs: Peter Capella, Bob Grimes and Ed English.

The brothers of Alpha Delta Sigma have fought bravely on the basketball courts in recent weeks and have shown consistent improvement. After large deficits in the first game against Delta Psi and Alpha Phi, the brothers just fell short in overtime to the Neumann Club. The brothers feel that a few more games will put them on their peak.

The brotherhood is now in the process of formulating plans for a real wild spring term, including weekend parties and moon light serenading by the Georgetown cheerleaders.

Stanley, Geoff Maddux at Mount Auburn 47 in Cambridge at 8:40 p.m., $1.00.

Music-The Uncorn seen Wednesday.

Concert - Theodore Kilee - see Thursday, March 14.

Play - See Thursday, March 14.

Film - "The Father" performed by Wellesley College at the Alumnae Hall at 8 p.m., $1.00.
If we had an artistic talent which we wanted to vent by painting an abstract picture of the market, the picture would probably be a dull grey. For the past week we have watched as the market moved upward in listless fashion. Volumes have been so low that one must look out the window every so often to be assured that it is truly March, not January or July. The feeling we got in doing this was that we get the feeling that perhaps some of the larger traders are taking a premature summertime vacation.

More of those springtime moves which we had been predicting for some weeks, prices rebounded sharply in sympathy with the Supreme Court ruling on railroad 'featherbedding', with the fall average climbing over four points in a single day. Since that time, however, the market has assumed its lackluster appearance of a few weeks ago.

The very fact that there has been an explosion in the number of advisory services which are willing to guarantee that they know what the market is going to be doing next week or next month, confirms our personal belief that history really knows at all.

Certainly, the technical indicators seem to be pointing toward a weaker market in the weeks to come, but this prediction can easily be modified by news from Washington on taxes and the economy or by changes in the world situation.

One Small Voice

Richard Feld

*A TRIBUTE TO STU*

I have been a member of the "exec" staff for only one term. During this time, I have had the good fortune to be able to work under a capable and hard-working editor, I haven't always agreed with him politically. I have not always agreed with his methods of running a paper, but I have always agreed with him politically. I have had the courage of his convictions.

Recently, Stuart Kolovsky has been under fire from two separate sources. The first had to do with his "good times" and never gave up. It is a shame to see him stand up and say, "I did it for myself." He has that will.

The second issue of any publication is the one to answer for all its misprints and errors, and this one did it well. Many were known to want the trouble and Steinberg got the blame. Some faults, and still feel that his idea of the paper was wrong, bad, and distorted. He must answer these people also. This pressure is in line for the professional to handle, but for a staff of college it is impossible.

When this accepted the position to editor of the "exec" he knew he was taking on a burden, but he did realize how much of a burden there has been many difficult and stressful decisions to make on the paper. The people in charge of the paper were probably the busiest. Only recently did he realize that the decision that all articles (not new) were to be signed. He realized that some would not be too overly about this, but did he what he thought. It is the easiest possible way to work for, but what boss is?

There is a dead-line every week that must be met if there is to be a paper. I know of many times when after the deadline the very "new" news for the needed copy as deadline draws near on even after creat-

ed, you may not feel that this is basic, but try it for approximately twenty weeks and I promise that you will be able to bear the addition of any hair to your head.

With the new term comes the new editor and managing editor of the "exec". These poor souls will inherit a bundle of jangled nerves and a batch of satisfactions if they can put out a good newspaper. Let us hope that they can do as good a job as Stuart Kolovsky has done.

The Motel Boom

Time was when college boys went home for the holidays; these days, more and more are taking off with their girls for a bit of restoring on the cheap. Spring vacation, for instance, is Fort Lauderdale time for many, where you can throw your sleeping bag and girl on the beach and live on hamburgers, beer, and love. From Christmas to New Year’s it may well be a ski resort, where you both can bed down in a bungalow and live on hamburgers, beer, and love.

Accordingly the wayward generation realizes that there are periods when it is not feasible to vacation instead there is the weekend substitute, the motel room.

Motel: No Tell

One student from the Massachusetts School of Frogsay says, "If I wasn’t for money I wouldn’t have the chance to meet new people and broaden my horizons." Aside from having become the symbol of American on the move it has also become the symbol of youth on the road not on the move. Innocently in one room two teen-aged inhabitants from Cedar Rapids may be contemplating a long night’s rest. In the room adjacent a boy from Dallas and a girl from Florence, cliff will be looking forward to a long night of romance, and in a few instances the room is a single and has been listed under a pseudonym giving the proprietor a way out of the event in legal trouble. In a sense to question in a paternity court one motel keeper said, "I would the moral to invade their privacy."

In the Straw

Time was when a boy and his girl were content to be in the straw behind the barn together. Then it evolved to the back of a V7 Ford. Now it is toning down in the soft quilling of the perennials of comfort. In effect it is rolling on the wild side, nearly bars and restaurants try to maintain a close surveillance of identity cards to avoid selling liquor to those under 21, or beer to those under 18. With beer being sold by the pitcher the law is hard to enforce. The stools change down out of a freestore, the blinds were drawn, steam rose slowly from the outdoor swimming pools, inside they were boon drunk at will, no drinks were served living on beer and love - no hamburgers.

"BLUR" BY MICHEL POITELU

Art Blaskey and The Afro-Drum Ensemble

The American Beat-Blueshow 6007

It is unnecessary and impossible to list the personnel in this recording. As a whole, there are ten people and thirty instruments concerned in it. We encounter several usual instruments as a bass drum, tenor drum, cymbals and a bar, being tuned to a music which makes sound.

The record begins with a prayer in African. The only reason that I can see for the prayer is that they wanted to lend an air of authenticity to the record. Following the prayer is "I'm In Love," for those who don't understand French, this means "There is Happiness in Love." The melody is very light and a flute duet during the tempo. There are several chords which in the tune "Mississippi," other than America. There is a certain melody rhythm which is strung up from Africa. The final section, "Live, the Mystery Of Presence in an in-"

singling rhythm. There is a dis-"persion" where the note is clearly annoying by its piercing sound. The rhythm is maintained with different activities contributing.

"Ero Ti N’Ojime" kicks up in the end, with a mis-translation of the title and as of this printing I still have no idea of what it means. Anyway, this one exhibits that certain Blaskey touch. American and African rhythms are mixed with damage to either them. The record ends with "Obi Da" which is based on Nigerian rhythm. There are none.

From Cedar Rapids

Touch hand and part with laughter
Take lips and part with tears
Once more and no more after
What ever comes with years.

Sing loud for love’s once gone triumph
And low for memories once gone
Stand fast and close and strongly
For tomorrow is on thy side.

Erase your doubts and sorrow
For tomorrow’s day is here
Hold fast the future’s irrating
Forget the yester years.

And after you have done all this
You’ll have an op’lence of joy.
Look out at new horizon.

Forget about life’s recalls.

Carling Dinkler, 3rd
AN OPEN LETTER TO Virginia Wheelwright

We didn't call her Virginia for long.

Dear Virginia:

I received your rather defiant letter this morning, but I couldn't really understand why you bothered to write. I think, however, that your disconcerting attitude is rather fine, if nothing else.

Oh yes, and what seems to be wrong with you? From your letter you seem to be sad and gloomy, and nervous, and solemn. You sound as if some fellow has just shown you with his intellect and this-

No, I'm afraid I can't take you too seriously. I think you are a justifiable phenomenon of the race, but I don't think I'll trouble to try to understand you. I'd rather see you go on with your usual mirthful self-interest.

Your letter seems to be full of things that are only hints to other people's existence. I wouldn't even say that you are a 'girl who is a pearl.' Upon hearing that she liked the colors of a sunflower. She placed her hand on her breast, and in reality, she said, in a conversation with me.

She is a phenomenon of the race, but I don't think I'll trouble to try to understand you. I'd rather see you go on with your usual mirthful self-interest.

She is a phenomenon of the race, but I don't think I'll trouble to try to understand you. I'd rather see you go on with your usual mirthful self-interest.

Through Lisa, David learns to love and hate his own hands. Lisa, who always handles things with such grace, becomes a symbol of the beauty and dignity of the human race. Lisa, who is so often in the background of the screen.

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WASHINGTON, D.C. (E. S. Coast Guard Headquarters) - Kenneth M. Poutke (Babson '62) graduated from the Officer Candidate School at Yorktown, Virginia, and was commissioned Ensign in the U.S. Coast Guard on January 25, 1963. He will be assigned to duty on board the Coast Guard Cutter COURIER (WAGR-410), New York, New York.

ATHLETES RECEIVE DUE AT BANQUET

Intramural Sports Summary

Pos. Name of games played Total Avg. Pts. per game
1. Krieger 4 10 10 5 25
2. Denardovitch 4 1/2 35 10 20
3. Gilmer 4 1/2 38 10 13
4. White 5 0 2 5 5 3 5 0
5. Schubert 5 0 15 0 3 5 0 15
6. Colen"kin 5 0 15 0 3 5 0 15
7. Joseph 5 5 5 0 5 5 0 5 5 0
8. Hady 5 0 25 0 6 5 0 25 0 6 5 0 25
9. Smith, T. 5 0 25 0 6 5 0 25 0 6

LEADING BASKETBALL SCORES

Pos. Name of games played Total Avg. Pts. per game
1. Krieger 4 10 10 5 25
2. Denardovitch 4 1/2 35 10 13
3. Gilmer 4 1/2 38 10 13
4. White 5 0 2 5 5 3 5 0
5. Schubert 5 0 15 0 3 5 0 15
6. Colen"kin 5 0 15 0 3 5 0 15
7. Joseph 5 5 5 0 5 5 0 5 5 0
8. Hady 5 0 25 0 6 5 0 25 0 6 5 0 25
9. Smith, T. 5 0 25 0 6 5 0 25 0 6

SECOND PLACE ISN'T BAD AT ALL

Several words were used in this context. First, Dan Harris, new ’12 Club President, presented a banquet...
**FINAL EXAMINATION SCHEDULE**  
**Winter Term, 1963**

**NOTICE:** Any student missing an exam without being excused beforehand will receive an “F” for the course.

Please note section and room assignment!

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Course/Section</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, Mar 16</td>
<td>8:00-10:00</td>
<td>Comp. Govt.</td>
<td>S-1, 9:30 TTS, Room 200</td>
</tr>
<tr>
<td>8:00-10:00</td>
<td>Comp. Govt.</td>
<td>S-2, 11:00 TTS, Room 200</td>
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<td>8:00-10:00</td>
<td>Comp. Govt.</td>
<td>S-3, 12:00 TTS, Room 200</td>
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<td>8:00-10:00</td>
<td>Comp. Govt.</td>
<td>S-4, 13:00 TTS, Room 200</td>
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<tr>
<td>8:00-10:00</td>
<td>Comp. Govt.</td>
<td>S-5, 14:00 TTS, Room 200</td>
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<tr>
<td>8:00-10:00</td>
<td>Comp. Govt.</td>
<td>S-6, 15:00 TTS, Room 200</td>
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<tr>
<td>10:10-12:10</td>
<td>Humanities II</td>
<td>J-1, 9:00 MWF, Room 200</td>
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<tr>
<td>10:10-12:10</td>
<td>Humanities I</td>
<td>J-2, 10:00 MWF, Room 200</td>
<td></td>
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<tr>
<td>10:10-12:10</td>
<td>Policy Form. &amp; Adm.</td>
<td>G-2, 11:00 MWF, Room 200</td>
<td></td>
</tr>
<tr>
<td>Monday, Mar 18</td>
<td>8:00-10:00</td>
<td>Sociology</td>
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<td>Managerial Control</td>
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*Note: Rooms are assigned for each class section. Please check with your instructor for your specific section and room.*
STOCK OPTIONS AND WILLIAM GRACE

Prompted by the stock option abuses of President Kennedy's proposed tax cut and reform program, the House Ways and Means Committee has recently held a series of hearings concerning his laws on executive stock options.

The matter at hand concerned President Kennedy's proposal to require that the option holder at ordinary intervals surrender the right to a specified share of his option price and the market price at the time he exercises his option choice. Currently the option holder is taxed at the low or capital gains rate on the spread between option price and the price at which he sold or chose to realize a gain.

A surprise witness before the Ways and Means Committee on February 25 was Henry Ford II (picture). Mr. Ford recommended changes in present legislation to correct abuses. Mr. Ford's compromise plan was termed the best presentation we've had on the subject, by Oregon Democrat Al Littman. According to Business Week, the heart of Mr. Ford's proposal is to stretch out the period in which an option may be exercised to a period of eight to ten years. This would have the effect of spreading over a longer period the cost of exercising an option.

The present two-year option period has led to much criticism of executives who take their options and leave for another company—what Mr. Ford termed "hit and run" use of stock options.

In the interest of the most, recent (1960) legislation is that stock options should provide a proprietary interest to hired executives, when an executive carries on such abuses as the "hit and run" approach this suggests that the option, like wages and salaries, is serving as a compensation for a brief period of service and is not serving to provide a proprietary interest to a loyal, contributing, company employee.

I mention this matter in this week's column in order to provide some rational basis for your evaluation of the following matter. In the Wall Street Journal last week, under the section "Changes in Stockholdings," there appeared the following notation:

THORT---WILLIAM GRACE, PRESIDENT OF FROEBLAUHF TRAILER CO., REPORTED TO THE NEW YORK STOCK EXCHANGE THAT HE SOLD 21,500 SHARES OF FROEBHAUF STOCK IN FEBRUARY, ACCORDING TO THE TRANS-菲律顿, THE TRANSACTION ELIMINATED HIS FRAMEHOLDINGS, BUT WHEN ASKED, MR. GRACE SAID HIS FRAMEHOLDINGS COULD ACCUMULATE 50,000 SHARES THROUGH STOCK OPTIONS.

First, I would like to make it clear that I am certainly not against stock option plan in general. However, when an individual sells to the public all his existing proprietary interest in his company (as Mr. Grace did) in order subsequently to buy a greater share in the company as a privileged price, there is an implication that perhaps personal gain is being sought without any regard for other company or for stockholder expense.

Certainly Mr. Grace, through his quite clever maneuver, as mentioned above, will, as in all options, dilute the equity of all the other Froebhauf Co., stockholders, that is, reduce the book value of all the shares, whether the Froebhauf Company issues additional shares, or it does not. It is not the ownership of all the others Froebhauf Co., stockholders, that is, reduce the book value of all the shares, whether the Froebhauf Company issues additional shares, or it does not. It is not the ownership of all the others Froebhauf Co., stockholders, that is, reduce the book value of all the shares, whether the Froebhauf Company issues additional shares, or it does not.

Now, this in itself is not a bad thing. Many stockholders realize that the benefits of providing a loyal, long-time employee with a proprietary interest more than offsets the percentage slight decrease in share book value. The issue is, therefore, not that share book value will suffer some decrease, or that Mr. Grace has any intention of engaging in any other such activity. The issue is, therefore, not that share book value will suffer some decrease, or that Mr. Grace has any intention of engaging in any other such activity.

"Wickedly Collegiate, or, 'wickedly'," the headline of a Detroit News article about the Froebhauf Company's stock options, is apt. Mr. Grace is purchasing additional shares at a price of $3.00 a share. This seems to be an action with only a selfish motive behind it. It is true that Mr. Grace has not attempted to do anything underhanded, but one might wonder how strong his loyalty is to the Froebhauf Trailer Co.

Assignment: build the "grease gun" into our cars

We went to the mountain to make 1963 Ford-built cars go 30,000 to 100,000 miles between major chassis lubrications.

Quite a task faced Ford Motor Company engineers when they set out to eliminate the traditional trip to the grease rack every 1,000 miles.

Like Mohammed, they went to the mountain—Bartlett Mountain on the Continental Divide in Colorado. More molybdenite is mined there than in the rest of the world combined. And from molybdenite ore comes the amazing "moly" grease that helps extend the chassis lubrication intervals for Ford-built cars. This grease sticks tenaciously to metal, stands up under extreme pressures and resists moisture, pitting and squeaking. It is slicker than skates on ice!

New, improved seals were developed. Bushings, bearings and washers of many materials were investigated. Slippery synthetics, like nylon and teflon, were used a number of new ways.

The search for means to extend chassis lubrication also led to New Orleans—where experiments suspension ball joints tested in taxicabs in regular service went two years without relubrication.

It took time. And ingenuity. But the effort paid off when Ford-built cars were the first to build in chassis lubrication good for 30,000 miles or two years—whatever came first.

Another assignment completed—another "Ford First" and another example of how Ford Motor Company provides engineering leadership for the American Road.