RUSSIAN EDUCATOR VIEW’S BABSON PROGRAM

Mrs. Astrozhonkova, Russian educator, answers queries posed by Bob Tregenza, EXECUTIVE editor.

The Babson community was pleased to welcome a Russian educator, Mrs. Galina Astrozhonkova, to the campus this past Wednesday. The visitor is a member of a group accompanying an exhibit being shown at Boston College, “Education USSR,” as part of the Russian-American cultural exchange program.

A Professor of Foreign Languages and Biology, Mrs. Astrozhonkova is connected with the Moscow Public School System.

DEANS HOLD FIRST STUDENT MEETING

The first of this years’ meetings between the Deans and the students of Babson was held Monday at 2:00 p.m. in the Forchette.

Dean Stank and Carpenter along with Mr. Stephens talked informally and answered the questions of twelve students including student government president, Ed Kellogg, and Executive Managing Editor Phil Carlman.

In attendance were highly enlightened about many of the important topics concerning Babson’s development and current activities. However, the meeting turned out to be students understanding that a major shortage of publicity for this important facet of student community communication at Babson Institute.

The following were the major topics of discussion at Monday’s meeting.

Q. What are the possibilities of a student social center along the lines of a coffee house on the Babson campus? It could be located in the old snack bar area of Park Manor and could possibly be converted into a “pub” of sorts on the weekends. It could do much to relieve the boredom of those on campus without cars and would thus brighten campus morale.

A. This idea is sound and should be looked into. However, the idea of converting a coffee house to a tap on weekends poses many problems. State and Wellesley laws are prohibitive to this sort of thing. Also making sure drinking only occurs on weekends require a policing force of some sort. Dean Stank took notes on all features of the idea and will look further into this suggestion.

Q. What about drinking at open fraternity meetings?

A. This is not practical because it could easily become a contest between the frat to outdo each other. It would also be expensive and there is again the legal question on drinking.

Q. What was the outcome of Babson’s application to the American Association of Collegiate Schools of Business?

A. This is a relatively new association accrediting business schools that are part of universities. It publishes directories used by businesses, high schools, and graduate schools. Babson was turned down last year because of non-university status but was invited to apply again this year by the Association. Being accepted wouldn’t have immediate impact on Babson but may aid in fund raising and other developmental programs in five or so years.

Q. Is there any possibility of the city of Wellesley supporting a project such as a hockey rink jointly with Babson?

A. Babson representatives talked to Wellesley expressly for the building of a hockey rink last year. Plans for the project were bought before the city fathers and were rejected.

(Continued on Page 6)

POLITICS BLOCK FISCAL MEASURES

Other factors cited by Dr. William L. Casey Jr., Assistant Professor of Economics

The negative Congressional response to President Johnson’s proposed 10 per cent income surtax once again underscores the basic inefficacy of fiscal policy. Although economists agree that fiscal policy is most efficacious, once implemented, there is growing skepticism about the future of functional financing under our present system. The necessity of seeking and gaining Congressional advice and consent creates problems of policy timing which at best can be described as unpredictable. A policy measure might indeed be timely and useful when proposed, but as a result of Congressional delay, be untimely and ill-advised when finally implemented.

It is clear that the ultimate (Continued on Page 5)

OUR MERGER POLICY: THE CRUX OF OUR MERGER PROBLEM

By Mr. Joseph Alexander

Chairman, Division of Economics

The recent announcement by the Wall Street Journal that the Justice Department was contemplating an anti-trust action against General Motors Corporation to seek its dissolution has startled many observers, despite the insistence of governmental officials that no definite decisions were made. Were there possible targets one of number of other huge companies, the shock would have been less traumatic, considering the anxiety occasioned by the Anti-trust Division to the prolific merger trend that has developed since World War II. But selling out General Motors as a probable candidate for dissolution was an understandable shockwave disclosure since company, despite its gargantuan size, might be perceived to be in the process of that sanctified and of bigness somehow perceived to enjoy immunity from the dreaded dissolution edict.

While the courts will eventually materialize, the incident touches upon the very nerve center of the current merger problem and brings into sharp focus serious weaknesses in our merger policy. Section 7 of the Clayton Act establishes the basic objective of our merger policy, and through a succession of court decisions, the majority determined since the Act was amended in 1950, the courts have sought to achieve that objective with unwavering determination. As amended, the Act clearly declares that mergers, whether by stock or asset acquisitions, are illegal if they may substantially lessen competition or tend toward monopoly. In cases involving combinations to monopolize or restrain trade, the Sherman Act also has been invoked in actions against proposed or consummated mergers. In other words, we are determined to safeguard the benefits expected of competitive markets from the potential or exerted market power of huge, dominant firms in any industry.

Few would deny that abusive bigness may render powerless the capability of competitive markets to function effectively through an efficient allocation of resources and desirable distribution of income. But the question raised is not over the objective of our merger policy to safeguard the workings of a healthy, competitive society. Rather, the issue is whether the method whereby this object is sought to be achieved, as stipulated in the Clayton Act, has developed in the criteria for differentiating between good and bad mergers as declared in court cases can accomplish the desired results.

Our present merger policy is, indeed, always has been—totally unsatisfactory, because it has lacked a definitive test for distinguishing between the socially regnant and the potentially benefitting combinations. Neither the enforcement agencies nor the courts have developed benchmarks for merger legality capable of successful application to broad, complex systems of corporate enterprise. Characteristically it has been a negative approach, designed to prevent mergers, rather than positive, wherein the parameters of benefit
SUPPORT DEANS

Every year we hear cries from all parts of the student body that the administration here at Bahcon will not listen to what we, the students, have to say. And each year the administration counters with the argument that the students never say anything worth listening to. This year, it is hoped, the situation will be different.

Last Friday afternoon, Dean Stanke, Dean Carpenter, and Dr. Stephens made themselves available to the student body in the Social Science Building. This was the administration's way of letting the students know that they were willing to hear any and all student ideas concerning the various controversial issues currently facing the school. These men were eager to get any ideas that would help them to finalize their plans for Bahcon's development. The students were keen to hear what the students should be included in the student center. The students were interested in the views of the students on part-time hours and drinking on campus. And they were there in order to dispel any feelings that the administration was lethargic. The student turnout at this affair was disappointing.

At the start of the hour there were but two students present to ask questions. By the end of the hour five or six more interested students had arrived. None of the students who came left satisfied. All were fascinated by the suggestions that were being discussed. Many of these suggestions were being considered by the deans at this very moment. And those suggestions that were made which the administration did not like were discussed in such a way that at least the students now understand why they are unacceptable.

It was surprising to note the least critical of the administration were not in attendance to present their views. It would seem that these people would be the first to come to a meeting where they could argue face to face with the administration. Evidently these men just like to complain and are not REALLY interested in seeing improvements made.

If more students do not come to the next meeting, which is scheduled for November 2, two hours of the social hour in the Social Science Building, it would seem that there is no point in continuing these meetings any longer. If the students do not come to come out and make this meeting worthwhile, then it would be better for these men to abandon their efforts with the students and go back to the things the "old way." Whether or not this happens is now up to the students.

An Open Dictionary for My "Dad" (or a son's report to a pop recrod)

Methinks I 'd write a dictionary; no, perhaps two (2) of course, directory for you, "Dad," and the modern world.

One will be for my peers and the other for you and yours.
The first is to be easy short defintions of words like

Agathy
Agility
Belligerency
Craze
Creativity
Disease,
Domino, Defamation
Elevation
Fare
Face
Greed
Greed
Hyper
Incest
Juda
KNX
Lucidous
Malign
Megast
Menagerie

The second will not be so easy—it will have only four (4) words, but will be infinitely long.
The propositions will be expressions incomprehensible to the moral—

PEACE
MUSIC
LOGIC

This will be my dictionary, sandhakofesorpe, we will need no other.

Yes, I'm going to write me a pair of dictionaries—

...but they'll never sell.

You, and others, will want to except the first

and wouldn't understand the second.

Anonymous

Letters

To the Editor:

I have read with deep interest and concern the article in THE EXECUTIVE 2, p. 2, 1967 concerning Coleman Hall.

Mr. Sullivan, the Superintendent of the Big '67 Meeting, and I have discussed this article and the existing conditions. We would like very much to enlist the support of the residents of that dormitory in your paper. Dorm meeting to be called to discuss the article. Mr. Sullivan and I, your pilot instigation to attend such a meeting this week or evening except November 9.

Jessie M. Putney

COMMENTS:

NOVEMBER 8, 1967

"If you were my boys, I would discipline you. You aren't worth talking to."—OFFICE SHOPPER

"We don't expect this (demonstration) at a business school; in fact, it is the first time it has ever happened.—Businessmen

"In order to save money, don't let at Knapp's where ideas of commerce are common.

After a request to join us,

"I'm afraid you're too late, a few years ago you might have gotten in.

NAY NAVIGATORS

"I'm off to Vietnam Viet Nam, and it's ridiculous!"

BABSON VETERAN

To All Students in Babson:

A greater concern should be shown for the future of Babson Institute. Upon the wake of the Babson anti-war demonstration, and the effect that has been, this organisation has some obligations to the student body.

The sneers and queries concerning just why we were demonstrating Babson's special brand of facism. Many, one could imagine, though ade- 

A Successful "enture"

by Philip Therrion

The success of the graduate M.R.A. program is due in large part to the achievements of the student body. The program has been planned and executed at the Babson Institute has led to the completion of the program on the undergraduate level.

The success of the Graduate School Event Program at Babson was first proposed by Mr. Therrion, as a part of the program in April, 1961. After an intensive study, it was made on the proposal, the plan was presented to the Board of Trustees by Mr. Therrion, as a part of the graduate program at Babson came into existence.

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The View From Mary’s

Well, well, here we are again! We’ve had a lovely weekend, and Tony’s come up with some great conversation topics! For one thing, Tony says that there are some organizations and personalities that haven’t been given their due. So, today is accolade day at Mary’s!

The first group that has been so neglected and is so worthy of discussion is the Blue Key. How many of you know what the Blue Key is? Not many! What do they do? You don’t know! Where are they? You haven’t seen them! Don’t you feel bad? One of the most dynamic organizations on campus, and you followers aren’t even cognizant of their purpose! Well, Tony has filled in me, and I’ve filled in detail concerning their activities, and I’ll pass it on to you. For one thing, these guys are all “leaders in their own right” (something that be “elite”). Why? I even saw one of them lead a whole group into the rec room in the library basement once. The significance of the words “Blue Key” is not grasped by the proletariat at first persual. These words indicate one of the basic functions of this illustrious corps of creatins. Each member is issued a card and a blue key to the faculty men’s room. There, at the stroke of midnight on every Tuesday night, they meet in secret session. (The reason no one ever sees them is that if recognized by the general public, they turn into turkeys! Can you blame them for staying out of sight?) So next time you see a Blue Key Leader (you’ll recognize him by the way he blinks in a big crowd) pretend you don’t know who he is. It’s shouldn’t be difficult.

The next candidate for unheralded hero is one of this campus’s better-known characters. One of the real winners, one of the true sports has been our fortune (and bad) to encounter. Of course, you all know to whom we refer, our winning athletic janitor. Tony, you know him well, fondly calls him “Hum-Dem”. Hum-Dem plays, I mean works, hard in one of the nicest buildings on campus. No student is allowed to violate this taboo for even 5:30 in the afternoon because Hum-Dem has to play hand-ball—or, all say, hard worker should have some relaxation, it’s just that Dem-Dem needs 6-1/2 hours to unwind. You can’t argue with a guy who plays hand-ball from 9 a.m. to 3:30 p.m. It would be unfair to let students use the facilities without him being there. It seems to be an interesting and pretentious eligibility rules. Why, he’s so good at it that he doesn’t even need the N.C.A.A. guidelines; he just makes it up as he goes along. We’ll call him for our own true winner, a real sport, Hum-Dem.

I must say sorry to say, I do have to insert a sour note. It concerns the administration’s hiring a police officer at night. Tony says that this man has really been persecuting the boys up at the institution. I go again, I mean institute, Why, they’re all crying for the good old days! Tony remembers how satisfied they were when they had a police force from Dem-Dem, who were men, and a guy cop cut a set of wires or a car at will! But now, the oppressive administration has seen fit to come up with yet another unbearable atrocity, they’ve hired an honest-to-God policeman! This joker actually gives speeding tickets, the worst. Doesn’t he know that a hundred students could buy him out of petty things? Isn’t he aware of the influence that the parents wield? Well, Tony, thinks, and I’ve go to agree, that the administration made a grave mistake by hiring a man to do a boy’s job. If they’re not careful, these students will organize; they’ll marshal their forces and finances and buy the school, then they’ll hire the cop! That’ll teach ‘em!

Nuttery Fagin

P.S. Tony’s looking for his friend, but can’t find him. Has anyone seen Sir Henry K, Whippycramp?

The Executive

The Executive will not be published again until Jan. 9 1968

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Merger Policy

by Richard Anthony

Cologne Press College

PROTESTS LAID TO SDS

WASHINGTON—On the face of it, a merger of young, left-wing recruiters and military projects that has swept college campuses across the country is appearing to be a direct outgrowth of the sit-ins and student protests of two years ago.

In fact, however, the two are connected only in the sense that both are attempts by the SDS to appeal to a broader audience of younger students.

This is a direct result of the SDS's attempts to broaden their base of support.

As a result of the protests, SDS has been forced to reexamine its strategy and tactics.

The SDS's decision to merge with the NVA is a reflection of the group's desire to reach a wider audience of younger students.

The merger is not without its problems, however.

Some members of the NVA have expressed concerns about losing their identity in the merger.

In the end, the merger is a reflection of the SDS's desire to broaden its base of support and appeal to a wider audience of younger students.
GRANT RECEIVED TO ESTABLISH LECTURE SERIES

Announcement was made last week that Babson has been given a grant of $5,000 by the Earl C. Sams Foundation, New York, for a series of campus lectures by outstanding business executives from all parts of the country. The series will be known as the Earl C. Sams Lecture Program, the first of which will be presented later this year or early in January, 1968.

The Earl C. Sams Foundation was founded by Mr. Sams in 1946, who, at the time, was chairman of the board of the J. C. Penney Co. Mr. Sams joined the organization in 1907 when Mr. J. C. Penney opened his first store in Kemmerer, Wyoming, and in 1909, as Mr. Penney began developing a "partnership" arrangement with his associates, he became manager of a new Penney store in Tucumcari, Utah. When the Penney chain had reached a total of 25 stores in 1918, Mr. Sams became buyer for all of the organization's retail outlets, with an office in Salt Lake City, Utah. Three years later, Mr. Sams was elected president of the Company, a position he held until 1946 when he succeeded Mr. Penney as chairman of the board. He served the organization as board chairman until his death on July 23, 1950.

At the time of the establishment of the Earl C. Sams Foundation, its founder stated its objectives as follows: prime concern for the education and training of American youth; the alleviation of conditions making

(Continued on Page 7)

BAEZ IN CONCERT

Everyone was there Sunday night—from the very young, from the college crowd in units to the Harvard Square hippies. It was the first of the 1967-68 M.A. Greenhill Folklore Concert Series—Joan Baez playing to a full house at the Back Bay Theater.

Miss Baez, in a simple white shift, sang songs for two and a half hours. The songs varied from Simon & Garfunkel's "Darling

(Continued from Page 1)

THE PURPLE GARTER

played all twenty-five minutes of Arlo Guthrie's recent underground hit "Alice's Restaurant." For tickets to this concert call KE-6-3412.

Friday night the 10th at Symphony Hall the Unicorn presents Judy Collins in concert. Tickets will be available during the day at Symphony Hall and at night before the concert begins. However, I would suggest if you want to go that you get your tickets as early as possible—usually Judy Collins plays to standing room only.

Let me just say that if you like folk music, don't miss either one of these concerts. Both Guthrie and Collins are fantastic performers.

Unfortunately, I have been informed that the is the "Executive" last issue until final exams are over. Although I will be resuming "The Folk Scene" at that time, until then I obviously won't be able to report weekly since there is nothing to report in.

Knowing this, I have hit upon two solutions. One, anyone interested in folk music can phone me at any time for information concerning concerts, etc. My number is 235-6967. I will be more than happy to fill you in on the best places to go. Second, I am presenting here a list of the coming major performances, any of you who want more information call either me or the numbers indicated.

November 10 — Judy Collins, Symphony Hall, MA-4-3764
November 11 — Arlo Guthrie, Jordan Hall, KE-6-3412
December 2 — Patrick Sky, Jordan Hall, KE-6-3412

Fiscal Policy

success of policy measures recommended by the President to Congress depends as much on questions of political expediency as on those of economic need.

It is argued by some economists that greater policy flexibility could be achieved if the President had standby authority to implement policy recommendations directly without the necessity of consulting Congress. It is pointed out by others, however, that the President is also a politician, and for that reason the danger of economic need giving way to political expediency would still remain.

Some economists are in favor of an automatic system of fiscal adjustment. Built-in flexibility could be achieved by means of a "trigger" device, i.e., a sharp rise in the rate of unemployment or in the rate of inflation would automatically touch off either a tax reduction or a tax increase.

This proposal was considered by the Senate-House fiscal policy subcommittees earlier this year but was rejected as being unworkable. It is not surprising that politicians who have consistently loosened the reins of their own influence.

Continued fiscal frustration of the type we are presently suffering, however, may very well force the issue.
LETTERS
(Continued from Page 2)

Since we are considered brother and sister schools, why can’t we establish a closer tie, including such things as Saturday afternoon for faci

cination, discussions, and more open house par

DEANS
(Continued from Page 1)

Q. Can a computer center be obtained for the Babson Campus?

A. The answer to this question hinges on your needs; Babson needs computer facilities more than ever before. We are presently tied in with the M.I.T.

computer program. The feasibility and legality of such a time sharing arrangement is be

ing looked into.

Q. How can Babson acquire and retain top notch liberal arts pro

A. Dean Carpenter answered this by saying he’s been looking into programs which offer good liberal arts in

structors. He acknowledged the problem of retaining them by expressing pleasure in the fact

that our teachers are being sought by others. Keeping good pro

fessors though, is the problem of all colleges throughout the nation.

Babson has the three require

ments necessary in obtaining expensive equipment (inexpensive, good workload) (3) eager and able students.

The new $15,000 program offers more emphasis on liberal arts at Babson and thus encourages instructors to teach there.

Q. Have language courses ever been considered at Babson?

A. Language is not a characteris

tic of a business administration curriculum. However, language courses are now being considered in the 30-00 program. We don’t have them now because there is no current need for them. A. Perhaps major problem in this area is what languages should be of

er and how many should be given in each.

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The Financial Corner

by Irwin Manos

On Monday of this week the Wall Street Journal ran a column entitled “Whiter Stocks?” which covered the current questions quite well. It outlined the problems facing the market, and the economy in general. It also made recommendations concerning what would be needed to reverse the current trend. It would likely to present its major points and some evaluation of them.

The reasons given for the downturn are:

A. The uncertainties about government fiscal and monetary policy. The tax increase demanded by the administration being the major problem, and the second being the uncertainties about what the Federal Reserve Board will do to control the current inflation.

B. The sharp drop in bond prices that is creating a rise in bond interest yields.

C. The large declines in third quarter earnings of many industries and the effect of the costly Ford contract settlement on future earnings of many companies.

D. The downward spiraling effect of increased selling, which is starting to cause margin calls, which in turn will cause more selling.

The general consensus is that unless there are some strong positive announcements in regard to the tax situation this trend will not reverse itself and the market will settle between 620 and 850 where it will remain for an extended period of time.

I strongly feel that Congress will be forced to adopt the surtax in the next session and also that it be made retroactive to January 1, 1968. This will give the market needed support and I feel that within one month after the adoption of the tax measure the market will rebound above the 850 level. Meanwhile, it will probably drop to around 825. Once this news comes out there will be many jitters which will be in demand and these will probably accelerate quickly. For the individual who wishes to continue investing in the interim, I put forth the following recommendations by your investigation:

American Research
Emery Air Cargo
Cable industries
Ling T.Y., p.t. 5%,
Allied kid
Clair Oil
Granby Mining
Jim Walter Corp.
National General
Reliance Electric

These stocks and generally have been bucking the current trend.

For the individual who wishes to wait, the Bond Market offers excellent opportunities.

When the trend begins to reverse, the investor would be advised to switch to some of the speculative issues available and reap the benefits of short-term profits, before switching to more stable securities.

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LAST THREE DROPPED IN SOCCER

In the last three outings the Babson booted were defeated by Stonehill College 2-0, Tufts Uni-
versity 3-0, and Clark Un-

university 8-0, respectively.

In the last game against Clark the soccer squad was at a dis-

favor. After a forgiving start, the game went downhill for Babson in a 9-0 loss.

The Babson men hope to turn things around against their next opponent, the Coginchaug Tigers.

When you’ve had cafeteria and dining room good up to here... come here.

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phere and wonderful food. We feature steak served with delicious sauces and broiled, stuffed lobster. Not to mention

other great seafood. Crisp salads. Knoedel desserts. We have imported and
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New in Wellesley!
FOOTBALL FOR SHUT-INS

At a rather Saturday's football game while you are sitting in your choice student's seat behind the end zone, won't you pause and give a thought to football's greatest and most neglected name? I refer, of course, to Champant Sigfus.

Champant Sigfus (1714-1928) started life humpily on a farm near Thud, Kansas. His father and mother, both named Walter, were bean-gleaners, and Champant became a bean-gleaner too. But he tired of the work and went to Montana where he got a job with a logging firm. Here he met a bean-gleaner who worked as a stump-chumper. After a while, they went to North Dakota where he tended the furnace in a granary (wheel-heater). Then he drifted to Texas where he tidied up oil fields (pipe-wiper). Then to Arizona where he got his first job as a fruit (duck-plucker). Then to Kentucky where he fed horses at a breeding farm (out-tot). Then to Long Island where he dreamed (pond-digger). Then to Alaska where he drove a delivery van (truck-driver). Then to Maine where he cut up frozen ice (ice-slicer). Then to Nevada where he worked in a gravel pit (gravel-picker). Then to Milwaukee where he parkedcanvased parking (parking-canvaser).

Finally he went to Omaha where he got a job in a tankery, tending pigs there until he was sent to soft and supple (hog-gogger). Here occurred the event that changed not only Champant's life, but all of ours.

Champant went to Champant's hog-gogger. Being a mooring mast for dirigibles. In flew a dirigible one day, piloted by a girl named Grafra von Teppaga. Champant watched Grafra descend from the dirigible, and her heart turned over as he saw her legs. Grafra was neat but quite perfect—one of her legs was shorter than the other (blimp-gimer)—she was nonetheless ravishing, with what her grandfather called her eyes of Lake Louise blue and her marvellously articulated haunches. Champant, smitten, ran to his car and took Grafra to the wholesale women's store.

To begin with, naturally, he would give Grafra a present. This presented problems, for hog-gogging, as we all know, is a signally underpaid profession. Still, Champant thought Grafra had done him well, so he bought two things he did have: inexpensiveness and piggin.

So he selected several high grade piglets and stationed them before the plant. He gave Grafra a blouse and made for Grafra a perfectly dainty little replica of a dirigible. "She will love it," he said, half desperately to himself and his other piggin blue and her marvellously articulated haunches. Champant, smitten, ran to his car and took Grafra to the wholesale women's store.

So Champant, faced a study in epidermal elegance, ran to the plant for piglets and bought three above-table. Grafra, alas, had run off, alas, with a bush pilot who specialized in dirigible voyages in a very crummy-riding Elkinville dirigibles (fruit-cluther).

Champant, enraged, started kicking his little piggins blemish all over the place. And who should walk by just then but Jim Thorpe, Knute Rockne, Walter Camp, and Pete A. Dule.

They walked silently, heads down, our discouragement. There was no playing piglets in Iowa, it seemed, but they couldn't seem to find the right kind of ball. They tried a golf ball, handball, Indian clubs, box ball, balls, quarts—but nothing worked. Now seeing Champant kick his little piggins, face and arms, one of the men shouted: "Eureka!" The rest a history.

Speaking of kicks, if you don't get any cooperation about "cheese, shoe cream, try Burns-Share, regular or menthol."