THE EXEC IS NOT DEAD!

By now you are well aware that due to financial difficulties, we have been obliged to suspend publication of the EXEC in its regular form until September 18th of the Fall Term.

The EXEC's balance sheet as of May 20, 1963 shows a deficit of $745.00, which is due to an inadequate amount of advertising CONTINUED ON PAGE 5

VETS SPONSOR BEACH PARTY

The BI Veterans Club is holding their annual beach party on Saturday, May 25. The event will take place at the White Horse Beach in Plymouth from 1 PM to ??? The Vets say that last years party was such a success that they will have more spock and beer on hand than previously. They say, "Get on the phone, bring guitar, limbo sticks, swim trunks, and anything else you feel necessary for a good time." Tickets and maps are available at the switchboard. Only $3.00 a couple.

CREATIVITY NEEDS CAPABILITY

On Thursday morning, May 16, Mr. Frank Maria, a management consultant, spoke in Knight Auditorium on "The Challenges of Business Administration." According to Mr. Maria, administrative skills are needed today more than ever. He went on to say that there are many people today with creative ideas, but what we need is capable men to carry through these ideas. CONTINUED ON PAGE 5

BLUE KEY PLEDGES TWO

Blue Key National Honor Society has recently pledged two undergraduates. Paul Collins and Thomas Greensmith were selected from the student body by unanimous vote of the fraternity on the basis of their moral character, integrity, leadership, scholarship, school interest, and the respect of their fellow students.

Treasurer of Student Government, Paul Collins is also Chairman of the Student Development Committee, Chairman of the Traffic Court, and an alternate to the Student Judicial Court.

Tom Greensmith, Editor-in-Chief of the EXEC, is a member of Delta Sigma Pi Fraternity, Executive Vice-President of SAM, Treasurer of Bryant Hall, and the originator and editor of the BABSON COLORING BOOK.

FACULTY CHALLENGES SENIOR CLASS

The following is the text of a letter sent to Senior Class President Arthur Blank by Tom Smith, "Faculty Athletic Co-ordinator."

"Although the faculty and administration realize that the Senior Class will not be a challenge to our superior physical condition and softball ability which we demonstrated last year, we will, nevertheless, accept your recent challenge to a softball game.

We will meet the Senior Class on Monday, May 27, 1963, at 6:15 PM on the Athletic Field. We expect to field an even stronger team this year. Good luck!"

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ED ITORI A L S

NO, THIS IS NOT THE NEW, NEW, NEW, NEW EXEC. IT IS A REASONABLE FACSIMILE THEREOF.

As most of you already know, financial difficulty prevents the EXEC from continuing in its normal form. Instead of "quitting" entirely, we are attempting to continue communications through a mimeographed publication.

Realizing the mimeo's limitations, we must set new, temporary goals. It would be impossible to include, in this form of publication, anywhere near the copy usually found in an EXEC. Keeping this in mind, we are forced to print only current announcements, news, sports, and a minimum of features.

We feel we are doing the best with the facilities available to us. Please be patient.

DON'T WORRY ABOUT GETTING GAS FROM THE FACULTY BECAUSE YOU TAKE TOO MANY CUTS: THE ADMINISTRATION IS YOUR FRIEND.

It was brought up at the Student Government meeting, last Monday, that some members of the faculty may be grading on a scale inversely proportional to the number of cuts a student takes. This issue was mentioned by some members of the student body, who relayed it to the administration; they, in turn, notified the faculty of their distaste for subjective grading procedures.

STUDENTS: Don't be afraid to voice your opinions.
FACULTY: Please continue to mark objectively.
ADMINISTRATION: Thank you!

IT'S A HARD JOB TO WIN... BUT IT'S EVEN HARDER TO LOSE

The Mayoralty events of the past week brought into the open weeks and weeks of hard, sometimes discouraging work. Many meals were missed, many aspirins were taken, and much homework was forgotten. Was it worth it?
Congratulations to Julius Seizerher (Jeff Zack) and Nestor Lao, Dr. Wade de Blade (Peter Panos) and Roger Enrico, and Hymie (Fred Fisher) and Fred Fisher (HUUH!!!) I personally realize the amount of work and time that went into Mayorality, and am therefore able to appreciate more fully the final results.

I doubt very much that the campus as a whole appreciates the work that goes into Mayorality. If they did, they would realize that there are organizations on campus that contribute to that intangible referred to as spirit.

ON THE STREET by Dick Kimball

Wall Street has been called the business pulse of America, "so goes business, so goes the Street." With this "fact" in mind, how does the market presently face up to business conditions? First, business is good, but with a few strings preventing it from becoming excellent; those being the high rate of unemployment, and the lag in consumer spending. This type of business climate, in which no booms or busts seem to be in the offering, very often...

CONTINUED ON PAGE 4

THE EXEC---Telephone 235-7295
Editor: Thomas J. Greensmith
Asst. Ed: Donald D. Montagna
Bus. Mgr: Barry M. Freedman
S.A.M. HOLDS TERM BANQUET

Tonight, the Society for Advancement of Management will hold their Spring Banquet at the Maridor Restaurant on Route 9 in Natick. The guest speaker for the banquet will be Professor Harold Fisher, the National President of the University Chapters of S.A.M.

Social Committee Chairman, (and newly elected campus mayor) Jeff Zack has promised an unsurpassed night of friviosity and fun as only Jeff is able to arrange. If last term's banquet is any indication of what is to come, the Spring get-together will surely be one to remember.

IT'S "OH, NO! NOT ANOTHER ELECTION" TIME

On Friday, May 31, the members of the class of '65 will vote on their new class officers. Those who desire to run for an office may obtain petitions at the switchboard. These petitions must be returned to the switchboard no later than 1 PM on Friday, May 24.

All freshmen who are not on probation (Editor's note: are there any?) and who will have 60 credit hours in June are eligible for office. The schedule is as follows:

- Monday, May 20 - Petitions available at switchboard
- Friday, May 24 - Petitions due by 1 PM. There is a required meeting of candidates at 1:40 PM in the Po'c'sle.
- Monday, May 27 - Campaigning begins.
- Friday, May 31 - Voting in Lyon Hall.

Thoughts on Spring Weekend:

The bands were the best Babson's ever had. The "Screaming" Thornton Sisters were wild, wild. The only thing lacking was liquor. But don't blame Dick, he did all he could.

The boat (baot) trip was a real zoo. Adding to the festivities were Dr. King, our girl Fonda, and Butch Bresette (not necessarily in that order.)

Happy Birthday, Lindsay. You too, Baby John.

Curt, what happened to Hope and Charity?

Overheard:
...a little farther, Doug!
...do you have any identification?
...et tu, Brute?

DELTA SIGMA PI

The Brothers of Delta Sig experienced quite a fun-filled Spring Weekend this year. Starting off with the dance Friday night, the Brothers had a tight schedule; after the boat trip, a cocktail party was held at the Cambridge Motor Inn. The fun continued both during the Parker House party, and afterwards at the suite party. It is even rumored that the party lasted till 5.

John Whelan's beach house in Chatham Mass was the scene of further friviosity as the Brothers and their dates gathered for sun-bathing, sail-fish riding, dancing, and drinking.

Congratulations to Brothers Ian Amory, Roger Enrico, and John Whelan, newly chosen members of Judicial Court; and to Brother Tom Greensmith, new pledge of Blue Key Honor Fraternity.
ON THE STREET
CONTINUED FROM PAGE 2

results in non-directed stock market activity. This has been fairly evident by the steady rise in the Dow-Jones Averages. As most of us perhaps realize, the market is sensitive to the whims of the public and the government. Astronaut Cooper's successful space voyage encouraged the market to rise a few points; Ford's announcement of a strike possibility, however, seemed to overpower this fact and as a result, the market fell to a minus 1.50 on Thursday, as compared to a plus 4.50 on Wednesday.

I think the ticker is starting to show the gradual move of the public into the market. This was inevitable and the brokers knew it was just a matter of time. With a sort of silent inflation creeping around us, it seems that the best hedge is common stocks, but not at today's prices. The present market high is dangerous to those of us that cannot trade minute to minute for a point or two. However, if people are entering the market at present in order to hedge, this could cause the market to go to an all-time high. This is anyone's guess. Friday's closing saw a high of 724.81, very close to the record high of 735. Is there any direction but down?

Current trends in industry indicate future gains for transportation, especially airlines. (Two weeks ago I mentioned Delta Airlines looked impressive. It is up five points since then and it could go higher.) Cigarette prices will be advancing in the near future in an effort to recapture profits lost in the overall decline in per capita consumption. The auto and paper industries seem to be for a general rise in the future as a result of increased production and demand.

I cannot overemphasize that the chances for the market to drop to 700 or below are great, and noting this, be prepared to pick up some good stock buys when the drop comes. Buying now, without careful analysis, could be disastrous. Never be in a hurry to get rich, when it can be done easily.

The Dairy Products industry as a whole showed a very unimpressive first quarter. However, for those readers who have a bit of gambling blood I suggest watching Foremost Dairies (10). This company first came to my attention about a year ago when I learned that Mr. Babson owned a substantial amount. Judging from Mr. Babson's past success I thought it advantageous to keep a watchful eye on this company. My interest was recently rekindled when I learned that Foremost had developed a new process to speed up the baking of bread. Although their first quarter earnings were off slightly I feel that in the light of this new process the stock is worthy of consideration for long-term gains.

My stock to watch for this week is Hollinger Consolidated Gold Mines Ltd. It is one of the largest gold mining companies in the world. It has a sound financial position and a continuous record of dividends. Earnings have been fluctuating with 1962 EPS at 1.65, more than doubled over 1961. This stock may be purchased with speculation in mind. Currently selling at 26 (ASE) 15 times earnings.

If any readers have a particular interest in the investment possibilities of a stock, I'd be glad to make an analysis if they would put a note in my mailbox.
CREATIVITY...
CONTINUED FROM PAGE 1

Ideas are important, but people who could put these ideas to use effectively are even more important.

The world, today, has become very small in the respect that the problems of a small country can greatly affect another, such as the United States. We need able men who could deal with these problems.

People in other countries respect the U.S. businessmen, and they hope to learn a lot from him.

America must be kept strong, and we, the students of today, will be the ones who will have to keep it strong in the future. If we are going to accomplish this job Mr. Maria said, we must have the "courage of our convictions," and not be buck passers. To keep America strong we must also have a strong educational program to train our future administrators. An administrator must have the ability to meet and combat the problems which arise in his job.

Over the years this country has made great advances in every known field. Many of these advances would not have been made if it were not for people with administrative ability.

THE EXEC IS NOT DEAD
CONTINUED FROM PAGE 1

that accumulated throughout the past year.

Instead of discontinuing publication at the beginning of this term, when the difficulty was discovered, we continued to publish: (1) in the hope that we could overcome this deficit, and (2) because we felt that the student body was desirous of continuing to read CONTINUED ON NEXT COLUMN

the EXEC.

It now appears that we will not be able to trim the deficit any further than we already have, thus we have had to curtail publication.

The Board of Trustees has refused to pay off this deficit, therefore the burden falls on Student Government and the Student Body.

We realize, of course, that solicitation of funds from the Student Body will not make up the entire deficit, but it would help to remove some of the burden from Student Government.

We are deeply grateful for the interest and enthusiasm that you have generated toward the EXEC through the past term. But now, more than ever, your continued support is needed.

Any contribution you could make to help us trim this deficit and remove some of the weight from Student Government would be greatly appreciated. Look for the EXEC FUND BOWL in which to make your contribution. Thank you.

T. Smith
Editor
B. Freedman
Business Mgr.

THE EXEC BUDGET SHEET-5/20/63

Current Assets:
Cash $ 214.87
A/R Local Adv. 365.10
A/R Nat'l Adv. 197.03
TOTAL CURRENT ASSETS $ 777.00

Current Liabilities:
A/P Printer $1495.00
A/P Photographer 25.00
TOTAL CURRENT LIB. $1520.00

DEFICIT: ($743.00)

I expect there will be no bad debts from local advertisers. Amount due from Nat'l Advertising is approximate, depending upon the discount period.

B. FREEDMAN---BUSINESS MANAGER
"GOLDSWATER: SEX APPEAL & CHARM"

Barry Goldwater is a good presidential candidate "because he has sex appeal and charm." With these words, Mr. Daniel Carmen, New England Regional Director of Young Americans for Freedom, gave one of the primary reasons Mr. Goldwater is qualified as a candidate. He should win because campaigns are now based on "personalities and not issues."

Mr. Carmen said Mr. Goldwater "represents the people who do mundane work of the Republican party." It is time a candidate who represents their view was given the nod or there is the possibility that splinter parties will form to run as Conservatives.

He further stated that although Mr. Kennedy is popular, his programs are unpopular as shown by the liberal Congress defeating major portions of it. The reason for its defeat is the opposition of the people at home. As the program is unpopular with the voters, Republicans should nominate Mr. Goldwater as he is opposed to the program.

"Only Goldwater can carry the South" and can help Republicans get elected to Congress from this area, Mr. Carmen explained. He said the magic formula will carry Mr. Goldwater to victory.

This magic formula is the South plus the states Mr. Nixon took during 1960. As Nixon did not carry states with heavy urbanization, which would probably not vote for a Conservative, it is highly reasonable that Mr. Goldwater would carry the states Mr. Nixon carried.

Mr. Carmen said that he feels Governor Scranton of Pennsylvania would make the best nominee for the Vice-presidency. Cuba will be the key issue. Mr. Carmen said that images are important and Goldwater creates a good one.

ROBERT MURREY WINNERS ANNOUNCED AT A.D.S. CONFERENCE

The winners for the Robert Murray advertising contest were announced last week at a banquet held in their honor at the Simson House on Beacon Street. The first prize was given to Frank Stolphi for his magazine entry. This was the first time in five years that a Babson student won this award which brings honor and acclaim to the Babson campus.

The second prize was awarded to Miss Betty Welt for her direct-mail entry. Betty is a freshman at Vesper George School of Art in Boston. The third prize went to Lawrence Smith, also of Vesper George College.

The entries were judged by Mr. Edward Heyward, an assistant to the president of Dennison Mfg. Company; by Mr. Warren Randolph of Randolph Associates Advertising Agency; and by Dr. Bertrand R. Canfield, chairman of the Distribution Department here at Babson.

The winners were guests of the Boston Ad Club for a luncheon where they were recognized for their display of talent. The Brothers of A.D.S. sponsored a banquet for them that evening at the Simson House. Again, we wish to congratulate the winners.

This afternoon, the Brothers of A.D.S. held their annual Advertising Conference in Knight Auditorium. Several prominent businessmen from the Boston area spoke on retailing and advertising problems. More information will be given in the next EXEC.

Last weekend the Brothers enjoyed one of their finer parties at the Cape Cod home of Brother Don Barber, and this Friday, a beach party will be held at the home of Brother Mel Frenovitz, a winter term graduate.
THE SPECTATOR by Bob Lanza

The "Spectator" has been criticized! Good, I am glad. Now maybe I can give a better picture of my column. The article in question was about varsity golf. In my analysis, if some people will call it an analysis, I gave as complete a description as possible. I was not critical. However, another article appeared in the following EXEC stating: GOLF TEAM RESPONDS TO THE "SPECTATOR."

One comment was that I should use first-hand observation. Granted, this is important. However, my column only reported what the golf team has been doing, as compared to last year's, and commented on any existing problems that the student body should be cognizant of. It should also be pointed out that the golf team has not responded! As far as I know, it is one individual.

The purpose of my column is to give an opinion, as factual and unbiased as possible to the student body. I do not believe in cutting up any team, no matter how bad it is doing. I prefer to present some of the reasons why results are not better.

My job is to provide them (the student body) with the why's and how's. I am looking at Babson's sports as a SPECTATOR, and will try to express my views as I see it, and maybe tell the story behind the scenes.

POPE, HAYES LEAD GOLFERS TO DOUBLE VICTORY

The varsity golf team insured itself of a winning season by defeating A.I.C. and Lowell Tech by the identical scores of 4-3. The team effectively combined its wins and losses to increase the team record to 7 and 4 with two remaining matches.

The team was led by Joe Hayes, Dave Pope, and Doug Robinson as each posted two victories in match-play. Hayes was out on the course with the score tied three to three. Joe had already beaten Lowell, but was one down to A.I.C. He won the 18th hole with a par as his opponent three-putted and proceeded to hit an "Arnold Palmer" drive on the first "extra" hole to win the match as his opponent hit his drive out of bounds and conceded the hole to Joe with his drive only a few yards from the green.

Dave Pope was the low medalist of the day in posting a fine round of 78 which handily defeated both of his opponents. Dave's game has been rounding into shape lately, and we can expect big things from him next week when he faces his old Alma Mater, the University of New Hampshire. Doug Robinson, who has been playing erratic golf this season, had his game under control for 14 of the seventeen holes he played as he defeated his opponents 3 to 2 and 2 to 1. Captain Rick Mellon and Terry Cronin each posted one win to help make the victory possible.

BABSONIAN PHOTOS

Yearbook photos will be taken today, May 23 in the Cup 'n'Saucer Business attire, please. The Officers to be photographed are the 62-63 Officers—not the newly elected ones.

12:30 - Y. Rep. Club Officers
12:40 - Y.A.F. Officers
12:50 - Sailing Club Officers
1:00 - "B" Club Officers
1:10 - Sports Car Club Officers
1:20 - Vet's Club Officers
1:30 - Bus. Econ. Club Officers
1:40 - Sinai Club Officers
1:50 Newman Club Officers
2:00 Exec Editors and Staffs

CONTINUED ON PAGE 8
NETMEN WIN ! ! ! ! ! ! ! ! !

The Babson tennis team men A.I.C. on Wednesday afternoon (May 15), and came back with their first victory of the season, 6-3. In singles competition, Rick Moseley, Charlie Goldsmith, and Bill Greenspan came out on top. Goldsmith played what was by far his best tennis of the season in both singles and doubles contests. In doubles, Captain Goldsmith teamed with Barry Nickerson for the first of the teams three victories in the doubles competition, 6-1, 6-1.

Greenlawn-ranked Rick Moseley refused to let A.I.C. ruin his ranking and came out victorious in both singles and doubles competition as he doubled up with Greenspan for Babson's fifth point. Gary Rottenberg and Bernie Fabian collected Babson's sixth point by winning at the number one doubles position.

Coach Ellis may well be proud of his charges after this victory because the team really showed "what they were made of." Babson's superior doubles-playing actually was the winning factor in this contest, attested to by the fact that the locals won all three doubles contests. The victory was capped off by a rather unusual experience as the team's most loyal fan, Ron Ward, was thrown into the pool, fully-dressed: not by the victors, but by a disgruntled A.I.C. team.

WHelan CHOSEn BLUE KEY PRESIDENT

The Brothers of Blue Key National Honor Fraternity are proud to announce the election of the following men to office:

PRESIDENT: John L. Whelan

RECORDING SECRETARY/TREASURER:
Thomas J. Greensmith

CORRESPONDING SECRETARY:
Robert Weissman

HONORS DAY ASSEMBLY TODAY!

The 1963 Honors Day assembly will be held on Thursday, May 23rd, at 10:30 A.M., in Knight Auditorium.

Our school will again take pride in honoring students who have distinguished themselves by superior achievements academically and in extra-curricular activities.

In keeping with the dignity of the program, the student body is requested to appear in business attire.

Members of the faculty have been asked to dismiss their 9:30 classes at 10:20, so that everyone may arrive at the auditorium on time. The 11:30 class will convene as soon as the assembly is over.

The Honors Day assembly has become a cherished tradition at Babson and is an occasion of lasting significance to all of us.

Joseph Alexander
Chairman, Commencement Comm.

Y.R.C. ANNOUNCES OFFICERS

The '63-'64 officers of the Young Rep. Club are as follows:
President: Jerry Aransky
V-P: Alex Molnar
Rec. Sec: Jay Johnson
Correspond. Sec: Sam Andrews
Treasurer: Jim Beale