Babson Goes Smokeless
Clean Air Policy Initiated

By Bill Chisholm
Editor-in-Chief

On July 1, Babson’s All College Council enacted a Clean Air policy, a measure which it hoped would make for a smoke-free campus by the fall of 1991. This policy, which has been in the making for a few years, prohibits smoking in most public areas on campus. It was established to guarantee Babson’s compliance with state law which regulates smoking in public and private areas. The places where smoking will be banned are: classrooms, labs, auditoriums, hallways, lavatories and other common areas which can cause non-smokers to inhale the smoke of others.

There are some limited select areas on campus where members of the community may smoke. These areas are: 1) In private offices that are totally enclosed, with the door shut, where the common area is not affected. 2) Designated student residence hall rooms. 3) Roger’s Pub - game room only. 4) Trim Dining Hall - posted area only (the carpeted section). 5) Designated lounges.

Many students left Babson last semester thinking that when they returned in the fall there would be a possibility of a Babson radio station. The fall semester is here; however, the possibility of having a radio station this year is gone. The main reason for the denial of a Babson radio station, according to Vice President of Student Affairs Dr. Paula Rooney, was the price tag. The cost of having an AM carrier current radio station would have been at least sixty thousand dollars. Also the radio station budget presentation was given after the normal budgetary process had been completed. The administration would also prefer the capabilities of a FM station over an AM carrier current station. The final decision was made by the Presidential Cabinet in July.

Bill Niedajlik, Babson College Radio Committee Chairman, has not given up hope and is very optimistic for a Babson radio station next year. Mr. Niedajlik plans to revise the budget and submit it by September 25 to be reviewed by the Presidential Cabinet and the board of Trustees in either November or January.

The proposal for next year will be an AM carrier current radio station. The advantages of AM carrier current are that the AM carrier current arc can be transmitted through the wires of residence halls, can be picked up 500 feet from the residence halls, and it has a good quality of sound with a low cost of equipment. Mr. Niedajlik says that the AM carrier current is a good start for a Babson radio station and we can possibly expand to a FM station from there.” The problem right now with FM is that there is no frequency room on the FM dial. The best way to obtain FM status would be to time share with Wellesley College or another FM station. However, at the moment Wellesley College is reluctant to share their radio station.

Babson’s Matt Keenan looks on as Tom LePointe and Paul Fitzgerald outlast a WNEC player from last Thursday’s 2-0 win. Story, page 5

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Photo by CB Rice

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Globe Turns 50

By Chris Lingamfelter
Contributing Writer

Announcements: This fall the museum is celebrating its Fiftieth Anniversary. A group of dedicated students began planning the celebration over the summer. These students will meet this Monday, September 24th in the museum promptly at 5 PM. Anyone interested in joining the group is certainly welcome.

Jason Facciolo, Nelson Woss, and Carrie Ricci have been working in the museum as volunteers in recent weeks. Volunteering for the Map & Globe is fun and rewarding. Just ask them. If you are interested call the museum at 230-4232.

The Contest: Next week the Free Press - Map & Globe Contest will begin. The contest is in celebration of the Fiftieth Anniversary and will be a fun and exciting way to expand your geography knowledge while taking a shot at exciting prizes. This week we are printing the official rules.

The Contest is open to everyone in the Babson Community except employees of the Free Press and the Map & Globe.

Each week, a weekly winner will be chosen from all entrants of that week that have the most correct answers. In the event of a tie, a random winner will be chosen from those who scored highest. There will only be one weekly winner per week, and no one will win the weekly prize package twice.

At the end of the contest, the entrant with the highest combined score from all weeks will win the grand prize. In the event of a tie, a random winner will be chosen from those who scored highest.

Only one entry per person per week is permitted. Any entry not clearly marked with a social security number or Babson ID will be discarded. Weekly entries must be mailed to the Map & Globe - Geography Contest through campus mail, and must arrive before 10AM Monday morning. The office of the Map and Globe serve as the judge and its decision is final.

Turned Off...

continued from page 1

How to get something delivered besides pizza.

Goopy, sticky, exploding... delicious, but once it's gone, there's nothing left but an empty box and a guilty conscience.

Now you can get something more substantial delivered to your dormitory or apartment. The Boston Globe. With The Globe's special College rate, you can get a guaranteed subscription for up to 50% OFF the regular subscription price. For a deal you can really sink your teeth into, call 1-800-262-6660 x7208 and start enjoying The Globe's all season long.

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Campus Address

If paying by CREDIT CARD please complete the following info:

Card # Exp Date

Signature

Certification: Name and signature must be identical to purchase order. Payment due at time of delivery.

For obtaining a radio station here at Babson.

There have been three previous radio stations at Babson. The last one was in 1973, but it folded out when the person in charge left.

For the price of an ice cream cone, we can lick hunger.

Clean Air...

continued from page 1

The All College Council, who made the recommendation for the policy, is designed to be a balance of students, faculty and staff. The council is comprised of four students, four faculty members, two staff, two administrators and President Gravelin.

In an effort to help some members of the community, Human Resources, in cooperation with the Health Center is going to offer workshops to help people break the smoking habit. These programs will be open to students as well as Babson staff and will begin in early November. Specific times and dates will be announced in the near future.

Susan Rocky, of the Human Resources department said this policy was "meant in a positive way, not in a dictatorial sense. She further commented that these programs were there to help provide a clean environment for the entire campus, not to punish those who smoke."
New Faces At Babson

Elvers, Adelman work for Babson's Future

By Sarah Winch
News Editor

Charlene Elvers, formerly of the University of Richmond, is Babson's new director of student activities. She received her master's degree in counseling from Framingham State College, and she is pleased to be back in the Boston area. Elvers is very excited about working with and getting to know the Babson community.

Charlene Elvers

Elvers is enthusiastic about initiating a leadership program for freshmen and anyone interested in leadership development for use in either the college environment as well as the professional sector. Such a program, she feels, may be beneficial as far as heading into future endeavors with a more established background in leadership experience.

Elvers is very open to any additional possibilities or ideas which may help to improve the quality of life at Babson. She believes open communication will be the key to a positive and productive year.

Ed Adelman, another new addition to the Babson community, also would like to give people the chance to voice their opinions and suggestions through a physical plant advisory board. Adelman is Babson's new Director of the Physical Plant. He is a registered architect, received his graduate degree from Kent State, and worked for the National Park Service for the past twelve years. Adelman is eager to learn about the needs of the people here at Babson and such needs, he believes, may be reached through a higher level of input from the community. "Open suggestions," he says, "are welcome and helpful." If anyone needs something fixed in his or her dorm room, Adelman encourages job requests to be put in writing because this prevents misunderstandings or potential problems from occurring.

A note may be dropped off for Adelman at the Physical Plant building, or he may be contacted directly at extension 5255.

Adelman describes Babson as "a wonderful physical environment which is a great place to be and work." He is very pleased to be here, and is excited about giving students good reasons to be proud of our campus appearance.

Our new director would like to see more students involved in recycling beer and soda cans. "Those five cent refunds can really add up," he says, "and the recycling of cans may help to clean up the campus grounds as well."

All College Convocation

Come join the entire Babson Community on Wednesday, September 26 for one of the most important events this year. Among other things, the strategic plan for 1990-95 will be announced. The Event takes place at 1 pm in the Pepsi Pavilion. Class will be suspended from 12:55 to 3:15.

Babson Students, Faculty and Organizations:

As the directors of Storage Relief, Inc., we would like to extend our sincerest gratitude to everyone who has helped us to become what we are. Specifically, our valued clients, who have contributed invaluable information which has helped to shape our company, and our professors, who have provided us with the knowledge to form this company and apply our classroom learnings. Most importantly, however, we would like to thank each and every member of the Babson community. If not for the unique entrepreneurially-oriented community at Babson, we wouldn't have had the incredible opportunity to create our own venture.

Freshmen, we welcome you to Babson. We urge you to take advantage of the many opportunities you will encounter in your next four years at Babson. In addition, we look forward to serving you in the future.

We formed SRI in the Fall of 1988 with the intention of providing moving and storage services solely to the Babson community. Since then, the focus of our services has expanded throughout the Commonwealth of Massachusetts. The knowledge and support of the Babson community has helped us grow over one thousand percent in 1990. We predict our current Massachusetts college sales to increase one to two hundred percent during the coming year.

Furthermore, beginning in October, we will start doing business with our new partner, Tobin & Sons Moving and Storage Company. Our marketing, distribution and management skills, combined with Tobin's twenty-five years of moving and storage experience, will allow us to expand into the year-round market, offering our services to students, households, and businesses.

Again, thank you very much for your support and business. We hope to be able to serve you in the future.

Sincerely,
Lars Lambrecht
Cyril Camus
Daniel Sears
President
Coordination
Marketing
A Focus on Student Business

**Business**

By James R. Angus
Business Editor

Attention all Babsonians, and especially all youse Freshmen out there. If you want to discover the multitude of businesses around the Wellesley area, and at discounted prices, then pay close attention to the Collegiate Coupon Book, which will appear in your mailbox next week—free of charge.

This venture has been headed up by juniors Jim Kaplan and Joe Keough, and will feature coupons on such things as billiards, pizza, taxi services, etc. According to the these entrepreneurs, their creation is distinguished by the fact that these discounts are for local, accessible businesses, and are for substantial amounts—as opposed to such publications as the Boston Coupon Book and the Campus Tuna, which feature minimal discounts at faraway establishments. That the coupon book is distributed to each student via mailbox is another factor that makes it superior to the Tuna, which is chumped in the halls of Hollister to collect dust.

Kaplan, an MIS/Entrepreneurial Studies major, is from Needham, MA, while Keough, a Melrose native, has chosen the nascent field of Finance/Investments.

The book will be distributed once a semester to three area colleges: Babson, Wellesley and Mass. Bay. In this way, a target market of over 5,000 will be reached—one that is largely untapped by many of the area businesses. Kaplan and Keough plan to expand into the Boston and Worcester areas, but with separate coupon books.

As a marketing technique, a Phonwy-Ad Recognition contest will be incorporated into the book. Everyone who can identify the bogus ad will be entered into a $500 drawing. Says Keough: "It's a way to increase the retention rate of the customers." Additionally, featured will be the sports schedules of each of the three aforementioned schools.

Another subsidiary of Collegiate Advertising is Collegiate Classifieds, which, as the name implies, offers classified advertising at reasonable prices to six area colleges, including Babson, Wellesley, Framingham State, Mass. Bay, B.C., and Pine Manor. Advertisements sell for 10% of the advertised item's price or $15.00, for a four-line ad. Ads and order forms are to be distributed to bulletin boards around these campuses.

Keough and Kaplan plan on expanding this venture as well, to Boston schools. This will be facilitated by the selection of a representative at each of these institutions, who will operate on a commission basis. And just thinking—judging from Tuesday's primary results, the Massachusetts business climate should be much more amenable to any entrepreneur. Check your mailbox for your Collegiate Coupon Book and your copy of Collegiate Classifieds. Stay tuned next week for more highlights of Babson's unparalleled entreprenuership.

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**Future income and jobs in U.S.**

A new report projects future income, new job and population in the U.S. for the year 2000. Here are some highlights.

**Income growth**

- Percent change in per-person income from 1988 to 2000.
- **N.Y.**
  - 15.9%
  - 15-17.0%
  - 17.1-30%
  - 30% or more

**Projected new jobs**

- Here's where the 18.5 million new jobs created between 1988 and 2000 will go. In thousands.
- **Calif.**
  - 5,399
  - **Fla.**
  - 1,470
  - **Ohio**
  - 562
  - **Pa.**
  - 627

**Quote of the Week**

"Money makes everything legitimate, even bastards."

Hebrew Proverb

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**SALON INTERNATIONALE**

85 CENTRAL STREET, WELLESLEY 235-2787
By James R. Augr
Business Editor

The past eight years have been characterized by economic euphoria. Real GDP has risen for nineteen consecutive months (the longest peacetime expansion in history), the inflation rate and real interest rates declined, and we achieved full employment. To it now appears, however, that the doomsayers of the past eight years are finally about to get their wish. Analogies now seem to confirm the consensus that the Gulf crisis has already taken its toll on the economy, as severe as the fear of both inflation and recession are to financial markets.

Figures released Monday indicated the whopping 1.96% increase in the Producer Price Index (PPI) for August. This figure, released by the U.S. Bureau of Labor Statistics, measures prices on the wholesale level. Prices are calculated as products move through the manufacturing stage, before they reach the consumer. The index is broken down into commodity, industry type and stage of production. Economists expect price increases to spill over into others and continue to increase through the next four to six months, as other industries raise prices to compensate for their rising costs.

Additionally, unions may try to pressure companies to increase salaries to coincide with anticipated inflationary pressures, thus inducing the spiral of cost-push inflation. As the cost of goods increases, however, it is the sluggish economy. A period of low consumer demand causes a reluctance on the part of industry to further dampen it with higher prices. This is beset by a 1.0% drop in sales for retail soft goods last month.

The July trade deficit showed a decrease of $3.43 billion. The August deficit is expected to be worse, reflecting our higher oil import bill, and a sluggish foreign market induced by the economic slowdown.

The only hope to relieve some of these economic woes would be a successful outcome to the next GATT summit, which seems unlikely at this juncture. A credible deficit-reduction package would reduce interest rates, lower the price of the dollar to fall. A lower dollar would improve our export market and put downward pressure on the merchandise trade deficit (related story, p. 6).

The present lower interest rates, however, poses a problem in inflationary times, since anincrease of credit availability would have gone inflation, the very antithesis of the situation that the Keynesians were driven to invest a new term ("stagflation"), is reminiscent of the late seventies. And people wonder why they call economics the "dismal" science.

In another news, William S. Siegel, President of the Resolution Trust Corporation (RTC) announced that the organization would need another $38 billion for the S&L bailout. This is in addition to the $50 billion it already received.

American Computer Systems, Inc., founded by the late Michael of Babson's Academy of Distinguished Entrepreneurs, may be the target of a takeover. Investors James Lennihan of Kennedy, Kennedy, Metzenbaum, et al., are raising the company with a $200 million start-up.

Robert Lincoln Savings and Loan chairman Charles Keating arrived on the scene to find a distress of fraud, many of which were routed to high-yield "junk" bonds to depositories. Many junior salespeople were accused of failing to make it clear that the bonds were financially risky, and that they were not federally insured. These bonds became worthless when American Continental, the parent company of Lincoln Savings, filed for bankruptcy.

Marriott Corporation, the people who feed us via Trim, is taking advantage of the aging population by expanding into the retirement home industry. The market hasn't died yet.

Kennedy and Biden, along with other murderers and cheats.

Robert Bork was excoriated because of his support of the concept of original understanding. The fact that he was also a political conservative was irrelevant to his qualifications as a Supreme Court justice, since, by the concept of original understanding, those views were incorporated into his decision-making. It seems that even the liberals knew that before the media circus began— the Senate had unanimously approved of his appointment to the U.S. Appeals court. After the Bork-lynching, it is easy to understand why Bush chose such a non-controversial candidate.

The views expressed in this column are those of the author and not necessarily those of the Babson Free Press as a whole.
The Decline in Capital Accumulation

By James R. Augur
Business Editor

The U.S. economy is headed for some pretty dismal times, according to conventional wisdom. The end of the economic euphoria that has characterized the better part of the past decade can be attributed in no small part to our inability to boost the U.S. saving rate. This is the consensus of many economists who have been trying to highlight the importance of the fact that households and especially government have consistently failed to save for the future. This trend will eventually translate into a reduced standard of living for U.S. citizens.

Savings generally consist of the public’s purchase of debt instruments, such as bonds, and savings accounts. More saving increases the supply of loanable funds—the pool of credit available for businesses to fund Research and Development initiatives, plant modernization and expansion projects. Without such investment, there will be no economic growth and we will stagnate in our efforts to compete in the international marketplace. Over the past thirty years, net investment, as a proportion of GNP, has fallen by about 30%.

America has saved roughly 8% of its GNP over the past decade, compared with about 20% in Japan. This declining saving rate is composed of three parts: government saving, business saving and personal saving.

The decline in government saving represents the sharpest change during the past decade. For the better part of the post-war era, government saving stood at roughly zero (i.e., budgets have been balanced). Since 1980, however, the government has entered a period of dissaving (negative saving), as the federal budget has remained mired in deficit over the past decade.

This deficit has, in effect, robbed capital from the private sector. Government demand for capital has pushed up equilibrium real interest rates, making it more difficult for individuals and business to obtain financing to fuel long-term economic growth. Additionally, this deficit has hurt our export market, since unnecessarily high interest rates have increased the value of the dollar.

This increased dollar value causes U.S. goods to become more expensive for foreigners to buy. At the same time, imported goods become cheaper for Americans, thus allowing us to engage in rampant consumer spending on Japanese TVs, VCRs, automobiles, etc. Our merchantile trade deficit reflects that. The dollar accounts we receive are then used to buy such things as the Rockefeller Center.

Economist Martin Feldstein suggests that a five-year deficit-reduction plan, with explicitly articulated goals would instill confidence in the financial markets, which have become skeptical after a decade of smoke-and-mirrors gimmickry. The market would immediately push down interest rates upon the realization that government demand for funds would fall, freeing those funds up for use in business investment, construction, and interest-sensitive goods.

In addition to government spending, low personal and business saving has contributed to the overall mediocrity of U.S. investment. Business saving has been relatively stable throughout the decade; it is personal saving—the income people stash—that has been falling. There is a number of factors that could have contributed to this decline. One of the most simple yet inevitable reasons for the reduced saving is related to changing demographics. Specifically, the aging of the "baby-boom" generation has led to significant shifts in the overall spending patterns of the public. Throughout the past ten years, baby-boomers have been in that stage of their lives where consumption plays a heavy role—i.e., that of starting families, which entails the purchase of new homes, automobiles, and, of course, day-to-day consumables.

While there is no "fix" for this situation, many economists predict that saving will soar within the next decade, as that generation begins to hit middle age, and reap a higher disposable income upon advancing in the workplace. This means there will be more wealth after consumption purchases, which will then be saved.

In addition to demographic changes, the U.S. tax structure has played a significant role in determining the rate of personal saving. The current system, which features double taxation, has a strong bias against saving. This includes the relatively high tax on capital gains, which has not been indexed to take into account the effects of inflation, and the lack of deductibility for contributions into Individual Retirement Accounts (IRA).

In order to make ourselves less dependent on foreign capital, and to ensure a higher rate of business investment, most experts agree that we must act now to boost our rate of saving, with deficit reduction and tax incentives. Only then can the standard of living will soon reflect our economic short-sightedness.

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Announcements

ACROSS THE CAMPUS

BRYANT
Welcome back from the Men of Bryant Hall! Although we didn't get gusted over the summer like we were praying-Bryant is still HOME SWEET HOME. This year promises to be the BLUST!!! 3rd floor party? Nah...just rumors. Just Jimbob We ARE PITCHED FOR A SICK YEAR OF INTRAMURAL AND MORE!!! (RICK A**) Starting new traditions and breaking some old ones...we'll sing all a faithful. This Freshman class definitely has what it takes. Be back to alDERDo and Maybe? Thanks Coleman Girls for the movie monday night!!!

CANAfield
Congratulations to ZDT for a great job done at the BBQ last Thursday. Our SGA reps are Chris Winch (x1419) and John Driscoll (x1410). Our SGA alternate is Bill McNamara (x1419). We have one alternate spot open for the next quarter, so contact John (x1416). Our intramural rep is Marc Kurschner (x1417). Let's go canoeing! Residents who are interested should contact John. (x1416)

COLEMAN
Generally speaking, Coleman residents make the Milk Pot, the Party Palace, the Love Shack, the Lounge, and the Gathering Place. Congrats to the air freshener award winners. Fall 1990 CC + 4. Beware the Ananse at Saturday's soccer game. Roseanne Barr is not invited. Carpentry questions, call Mike C.

FORESt
We at Forest would like to thank the Bryant boys for a great game Sunday. The 12-7 win is our first official win of the year. And we know it's the first win for many! Thanls also to TR, the infat. Hope to see you all at Forest next Sunday night at 8:00 for movie night!!!

KEITH
Welcome back. Contemplating the first Keith Recreational facility, need input. Weight Room out of the question, hot tub option, salt room, etc. Out Squash court... Res. Life policy does not permit this construction without squash court permission form. Indoor track mixed to make space for indoor parking facility (our phone transmission will not be permitted). Had a great time on pizza on Tuesday. Extend gratitude to everyone who was joining us next Thursday (Sept. 27) for cocktails and fermented cow juice. Hey, Canfield just wishes they were Keith! Love and Smooches, T.T.F.N...Next week, find out why Keith is superior to Canfield!!!

PARK MANOR SOUTH
Thanks to all who helped out at the BBQ on Tuesday!!! It was great!!! Warning, be on the lookout for two women running off with anything free crammed in their bookbag!!! What's all the noise on the third floor? Just a friendly volleyball game...friendly? Question of the week: How many of you put your laundry in the bottom right drier only to come back 45 minutes later and find your clothes still soaking wet? If you did, take the hint and learn from your mistake!!! Hey girls, getpsyed for 'Girls Night Out'!!! It will be here soon!!!

PETZ
Julie and I would like to welcome all of the Pietz residents and to get excited for a great year! Congratulations to the mens soccer team on a great start! The Pietz-McCullough cookout was canceled due to rain, it is now set for Thursday September 27. President Glatyn will be meeting with the seniors in Pietz lounge on September 24.

PUBLISHERS
The upperclassmen of Club Pub welcome our new freshmen. Enjoy the year. Congrats to the soccer team for a three game undefeated streak. Thanks Bev.

SUBMIT TO BOX 140 BY NOON ON MONDAY!
IN OUR VIEW...

This year, like most others, has been built up with great anticipation. The freshman class seems energetic and ready to take on the challenges of the Babson experience (especially the "Colemaniacs"). If Orientation was any indication of what is to come, we can look forward to a very loud and proud year.

Many student organizations have shown signs of tremendous expansion and development this year. The Programming Board has upgraded its movie selection to give the students more of what they want to see. (Not the least of which is the Looney Tunes festival tonight in the Central Lounge at Midnight.) Student Government has an active executive board led by the very vocal President, Fritz Maugle. If you don’t know him yet, don’t worry: just go to a soccer game and follow the sound of rap music and loud cheering, you’ll find him.

And let’s not forget the newly expanded, and colorized Free Press. But enough about that, if you want to read a self-promoting article, you can read the Guest Forum below, (just kidding, don’t). The main point I want to make is that at the beginning of every year we hear about the new attitude and excitement in the Babson community. Yet every year, after just a few weeks, the campus turns into a ghost town on weekends and the crowds at sporting events are less rambunctious than a funeral procession.

Hopefully this year will actually be different. We are the number one business school in the nation. We should show our pride not only in job interviews, but at sporting events, club activities, and so on. The Nike slogan of "Just do it" comes to mind. Ask any recent graduate and they will tell you, the first four or 5 or 6 years go by much too fast. Don’t just sit idly by waiting for the college experience to jump out and bite you.

Babson is a school that trains us to be leaders in the outside world, to be the ones who take the first step. Yet sometimes the “cool guy” mentality sets in and keeps a person or group of people from being involved. If you don’t have the courage to take the initiative and stand on your own now, you probably never will.

Babson is a place where anything can happen. We should be wild, spirited, powerful, feared, and most importantly, different and proud of it. Don’t hold back! When you see a chance, go for it! Don’t be afraid to be a trailblazer. That’s what Babson is all about, entrepreneurship and leading the way for others. Start doing it now, or the chance may never come again.

Sincerely,
Bill Chiladom
Editor-in-Chief

Guest Forum...

This week: Dan Zamore

Dan Zamore is a senior majoring in finance/investments and economics. A native of Danvers, MA; Dan currently serves as VP Licensing for Student Government.

This week, it seems as though everyone has been running up to me with great ideas for a new student business. I’ve had to tell many of them that they are unaware of is how simple it really is to start up a business on campus. All that you need to do is to contact me and I will send you a licensing application; if your business is approved by the licensing committee, then you will be open for business right away - it is that simple!

I would just briefly like to mention one outstanding organization: BACE, the Babson Association of College Entrepreneur. BACE, lead by senior, David Selman, is an organization which supports the growth of Babson student businesses: they are responsible for bringing successful entrepreneurs to speak on campus as well as publishing an informative student business handbook.

And let’s not forget our own Babson student government. Every day, from Monday to Friday, the student government officers will make themselves available from 12:00 noon to 1:00 pm in the student government office to help you with any of your questions, comments, or suggestions.

Last Spring was tremendously successful for Babson student businesses, ranging from disc jockey services (Double Exposure Disc Jockeys) to a successful snack delivery service (Snack Attack). We assisted in organizing two business fairs (Parents Weekend and Business Day). And we also assisted two Bentley student officers in their efforts to start a similar student business program. I do not have enough space to discuss this year’s agenda, but what I can assure you that you will have a Vice President of Licensing, who will give 100% of his effort to the student body.

And so I conclude with two messages: To hopeful student business owners: my telephone number is X 4998 and mailbox number is 2826. My door is always open for you. To already existing student business owners: get ready for a fun and profitable year. Let’s once again prove to everyone that we were not chosen the nation’s best business school for nothing!
Letters to the Editor

Dear Friends:

Throughout the coming year, we, the students, faculty, staff, and friends of Babson College will focus upon the building of a richer, fairer, more diverse community. The fall Convocation speaks to this theme as will an ongoing series of programs throughout the year.

As we look inwardly to learn how to better communicate and share with each other, we must also look beyond the boundaries of our campus and to those in the greater community who are in need of our help.

I am therefore pleased to announce the initiation of Babson College's 1990 United Way Campaign. Through the Campaign, we will have an opportunity to assist a wide range of community service organizations. The effort will help us at Babson grow as individuals and as a family.

The Campaign itself will be a community activity. Some of you will be invited to serve as solicitors; all of you will be asked to give generously. Student groups will be asked to mount their own fund-raising effort while faculty and staff will be invited to a United Way Campaign kickoff on October 4, 1990. We plan to have a little fun as well with a raffle drawing of prizes involving faculty and staff Campaign contributors, and a spirited competition among the College's various divisions and operating units.

Please join in! Your help is needed this year more than ever before. Many thanks in advance for your participation.

Cordially,
William F. Olabin

Dear Editor:

I am a prisoner on death row at the Arizona State Prison, and was wondering if you would do me a favor. I have been here for over fourteen years and have no family or friends on the outside to write to. I was wondering if you would put an ad in your campus newspaper for me asking for correspondence. If you are not able to do that, then maybe you have some type of message or bulletin board you could put it on. I know that you are not a pen pal club or anything like that, but I would really appreciate it if you could help me.

Death row prisoner, caucasian male, age 44, desires correspondence with either male or female college students. Wants to form a friendly relationship and more or less exchange past experiences and ideas. Will answer all letters and exchange pictures. Prison rules require your full name and return address on the outside of the envelope.

Thank you,
Jim Jeffers
Box B-38604
Florence, AZ 85232

Letters to the Editor and guest editorials are welcomed. Press reserves the right to edit or reject any submissions.

Names will be withheld upon request as long as the author's work is verifiable. Confidentiality is assured.

Photo Essay

This Week's Question: How do you feel about the fact that there will not be a radio station on campus after all?

Kirsten Armstrong, '92, Marketing

"I'm a little disappointed, but then again, what if it did happen and all it played was mainstream vomit pop music?"

Alex Cancio

"I could have been a productive contributor...but who cares."

Carlos Borjoneno, '92, Entrepreneurial Studies

"Very expected decision. No one probably cares due to lack of spirit."

Otis McIntyre, Chris Adams

"Radio, who needs radio when you have bootleg?"

Laura Mirabito

"I thought that plans were still underway!"
The old gym which so long has served Babson as a gathering place for athletic events, is now to be replaced. It has been placed in the rank and file of things to be done away with. Joe made this momentous decision under pressure from all concerned.

Since the gym is too old to be cleaned without endangering the thin existence of the now nearly transparent walls, we have given up, unless a new gymnasium can be found. As a result, the administration has decided to build a new gymnasium. The new gym will be loaded with all sorts of gadgets never before seen on Babson's campus. There will be new bleachers to handle the overflow crowds from Wellesley, and surrounding burbs. There will be backboards, not nets to back up the baskelets, and the walls will be far enough to allow for the playing of at least one game.

Since the old pool is a part of the old gym, that too must go. It will however remain in existence long enough for the administration to use it to prevent a shortage of booze in light of the impending win of the Prohibition Party and its Presidential candidate. It thus will be used for the making of gin for a period of several weeks. Any students using it for swimming will be required to take a shower both before and after their dip.

There is another reason why the old pool must go. The paint, because of age, is becoming too blue to tell whether there is water in the tub or not. One fapless swimmer decided to jack-knife into the pool only to discover a grave absence of water. As he passed through the first platform of Dante's Hell, he remembered he had not been baptized, so there he is today with his buddies Virgil, Homer, Dante.

This Is An Official Report

We, the people of your investigating committee, have undertaken to show you how the miserable capitalist side of the world lives and operates. We thought that there would be no more appropriate place to use for an illustration than that citadel of all Capitalistic Institutions, Babson Institute.

It goes without saying that all of you have heard of Babson. Such famous souls as Joseph McCarthy, The Red Dean of Canterbury, Walter Reuther, H. A. Wallace, Sigmund Freud, John Doe and a host of other notables are associated with Babson.

All the articles in this report are official. Where there is no note explaining the context to the true meaning of life and terror for the poor demoted Capitalist who claim that religion is the salvation of the world (but never do anything about it), you may infer what is meant to be taken as a lesson. There is no lesson as powerful as that which is expressed herein. We should all take stock in it, and become better and more productive people because of it.

If any of you have any questions concerning this report, address them to Comrade Rothmund. He will be in Russia as soon as this official report to you the people of the glorious New World, is released on our glorious radiotrons, gloriously.

The comedy of life, and the eulogy of the death seem to be the two very strong ways we have of showing our characters and thoughts to the world around us. If you feel hurt because of some sarcastic inference found herein, take strength, for it is not indeed pointed at you alone, but at the folly of all life spent in a way beneficial to only the individual. We love our school, we unite against its enemies and think warmly of our friends and faculty. If anyone thinks we are undermining him, cease it. We are presenting a parody issue in which we all are equal, and in which all are dealt with the same ruthless fashion.
A Survival Guide For New M.B.A. Students

By Adam Shavitz
Graduate Editor

I have given enough survival advice the last week to know that some sort of writing advice could be carried around and referred to is needed. Many of you "old hands" in the program may find yourself carrying this page in your pockets for quick reference.

You will soon learn that your life revolves around time constraints. Everything you do has an opportunity cost. An hour of leisure is only worthwhile if there is a concurrent rise in productivity from having a refreshed mind. An "A" on one project means little if it cost you a "D" in a different class. Do not let your summer internship projects drag on beyond your last day of work at the company. September is the beginning of a new semester and your energy has to be spent on the immediate requirements not last summers work. Its like the story about a New York deli I once heard. The customers order what they want and the waiter serves what the restaurant has. The goal is not to change what you order. The goal is to do your best given the time constraints. Another time is living off campus. It is advisable to live on or near campus if at all possible. Time your meetings and stick to schedule.

Find out who the best teachers are for each class and try to get your best to get them. Of course everyone has different criteria when choosing a professor so find the ones that meet yours. Ask several fellow students and check the ratings in the library near the front of the class. This makes it easier for the student and the professor to see and hear each other. Make sure you get to know the professors by visiting them during office hours at least once per semester. This is a simple case of managing your boss. Know your bosses, their likes, their bugaboos (as one of my professors used to say), their hopes and aspirations for the class, and you, the student, will surely benefit. Assign one person from your study group to find out what the professor is really looking for in an assignment. Some teachers want to see the argument built from the bottom up while others want you to get to the heart of the matter immediately. If you are planning to participate in the I.M.P. program make sure you get a faculty adviser who has participated and fully supported the program in the past.

A good study group is your lifetime attachment to the elusive MBA at the end of the graduation rainbow. You must find people with complementary skills. A group composed of all-number crunchers or all analysts, all leaders or all followers, is a recipe for disaster. My own recipe for a gourmet group is one computer graphics person, two number crunchers (at least one has to be a finance type and the other strong in accounting), an analyzer/writer who can work with the numbers, and one person who has some abilities in all the areas that can act as an interpreter and coordinator between the people with more focused skills. Mix all the ingredients together with a dose of cooperation and hard work. Everyone in the group must help each other. If one person is confused it is the responsibility of the others to stop and explain. If one person in the group falls behind it will eventually sink the whole ship. Make it understood that everyone is expected to carry their own weight.

During a test divide your time between question types based on their relative value in the final grade, buy a stopwatch, and time yourself. You cannot finish a question move on and come back to it later. If a professor gives an open book exam prepare what I call "dust notes". Your notes should be well organized and if its a math exam an example of every type of question which could be on the exam must be prepared. Your notes for a math exam should be so clear and easy to follow that even if you forgot how to do the problem (or never knew how in the first place) you can just follow the steps in your notes. Never leave anything blank. Always give the professor the chance to give you partial credit.

The four course versus five course debate rages on. The school has only recently been encouraging people to take five courses. Many of the professors seem unaware of this and continue to teach as if four courses were a full time load. It is a consumer issue. If you as a consumer want to be able to learn the material in depth, have a chance of doing all the work, and care about the quality of submitted work, take four. If you are in a rush to graduate, really do not care about the quality versus quantity trade off or your G.P.A., and are willing to sacrifice learning as much as possible in order to finish your MBA as soon as possible, take five.

Personally I am not against a five course semester. I am against making such a major change in the program without properly updating it with the professors and fully realizing its ramifications for the quality of education. I have also found that the total volume of work completed does not vary much between four and five. There are only 24 hours in a day, and you cannot get blood from a stone. The main difference is that at four courses all the work can usually be done although you will still find yourself making tradeoffs, especially during the second half of the semester. At five courses you will find yourself deciding what not to do, what not to learn, and only spending time on things that are worth points toward your final grade. If your reading and writing skills are lacking, definitely take four. If numbers are not your forte taking four classes second semester is advisable. The choice is yours.

There are already too many graystones on the Babson Boot Hill. It's serious stuff, so get serious and you will make it. It is my sincere hope that these recommendations will help first year students to adjust to life at Babson. In future issues look for such exciting topics as "The Answers To All Your Questions About The Babson MBA Program", and "Why A Babson MBA Was The Right Choice, A Guide To Minimizing Post Purchase Dissonance" and "Ten Easy Ways To Improve The International MBA Program". I also need leading edge, provocative, insightful, tantalizing, issue oriented articles from the student body. Please submit your articles and any class notes you would like printed. There is a new editor (Editor) in town, and I am returning the Grad Corner to the people.

You're smart enough to write about Alice Walker's use of African storytelling traditions.
Features

If it's Happening. It's Here!

The New Society

By Rebecca Geffert
General Manager

During the recent summer, two hunters, Hillary Hunter and Joanne Saunders, charted a new student organization, the Babson Literary Society (BLS). The society, which strives to integrate free expression through literature, was started because the two co-founders felt that there was an outlet for intellectual creativity outside the classroom.

According to Ms. Hunter and Ms. Saunders, "the BLS's ultimate goal is to provide a new atmosphere for Babson Students. If we can get students together for one hour to share their thoughts, then we have succeeded."

Moreover, when asked about Babson's initial response to the Babson Literary Society the co-founders responded by saying that the overall response has been "very enthusiastic and supportive." Ms. Saunders also added, "we spoke to many interested students and the Liberal Arts professors have been ecstatic over the idea."

The BLS will hold their first open-to-the-public meeting on Monday, September 24 at 7:30 in South Lounge. Students wishing to attend are encouraged to bring either their favorite authors (books, poems, essays), or some of their own creations; however, this is not a requirement and those who do not want to read a selection are equally urged to "come and listen to the conversation and share [their] thoughts."

When asked if the BLS would concentrate on a certain type of genre, Ms. Saunders said, "No, we do not want the BLS to focus itself on any specific genre. In faith, we want to be as broad as possible. We are interested in new authors, and classics, as well as Babson student writers - yes, we know you're out there."

In addition to regular meetings, the Society would like to have authors come to Babson for special programs and would also like to venture off campus to take advantage of related events in Boston. The organization is also planning to publish a magazine in the spring of 1991. The magazine will include student and faculty writing, as well as contributed art work or photographs (all of which will be collected during the year).

Finally, anyone interested in contributing to the magazine should send their work to box 2514. Any other questions can be answered by contacting Joanne Saunders at extension 4111 or Hillary Hunter at 4121.

The Babson Free Verse

The following is a poem written at the Sept. 6th activities fair. It is comprised of verses from students, faculty, and administrators of Babson College and was initiated by the founders of the Babson Literary Society. The inspiration was a poster of a man and woman at a train station entitled "Au Revoir."

THE POWERFUL PLAY WILL GO ON AND YOU MAY CONTRIBUTE A VERSE. WHAT WILL YOUR VERSE BE? (P. S. 1989)

To grasp her heart, just one last time
JHK, FWB
He may never know what he may find
NCP
The reason he must go on this long trip
JCB
Is to find the true meaning of the word, relationship
MML
Reflection on the past, makes the future that much more promising
CJL
Anticipation of the future can lead to broadened horizons
FEG III
but sadness can only follow
GBH
because the lovers must depart
JMB
With a wave of a hand, he hopped in his cart, FLASH!
Someday, we will be reunited in this world or another
GSR
He then noticed her nails
were in desperate need of a manicure
BWNII
. . .just stick to the fight when you're hardest hit.
WBI
Its when things seem worst that you must not GIVE UP.
SCB
Love is the only important thing in life. Everything else comes second.
WBI
She looks extremely hungry, and he looks extremely bored.
CSC
The most deadly poison is the poison of desire.
DG
And when they desired most was just beyond reach. To day...Tomorrow...
GD
Togetherness before the split, a lock of love to the future
JR
A future he knew that they would never have together.
JF
Sometimes its best to say nothing at all.
SC
Being apart makes you realize how great what love is.
VIII
Each is thinking, "Thank God he/she is finally leaving."
WBI
He knows if he saw her another moment he would want.
AP
"Man never sees the worst in himself unless he shares."
WBI
"The deepest feeling always shows itself in silence." JS
Today we have one less day to live than we did yesterday.
MAR
Take care of Mother Earth and to your fellow man be kind, and always remember that happiness is all in your state of mind. DAWN G
"Today is different, and tomorrow the same.its hard to take the way that it came, too many rapids keep us sweeping along, too many captains keep on steering us wrong."
KT
There are two tragedies in life: one is to gain your hearts desire, the other: is to lose it. OSH
Women aren't always so sensitive.
MAG
Set a goal and achieve it.
KRC
Action conquers fear.
Flash's Forum

By John "Flash" Sculera
Staff Wiseguy

"Little things that make college special." This is our new feature," Sarah "What's a production night?" Winch's idea of what I should write this week. Hrmeehhmm, I'm not sure exactly what she's talking about, but let's give it the old 'college try,' eh?

Now what exactly could be more special than, say, the amorphous block of Silly Putty Sarah is currently fondling. Actually, Silly Putty is just one of those little things that serves a variety of functions for the college student.

For example, think back to May. There you are, sitting in the library, wracking your brain trying to study the most boring book you have ever read, trying to relax, and all you can do is feel your muscles becoming tenser and tenser with every tick of your watch. What do you think would happen if somebody suddenly dropped an egg of the silly stuff in your lap? You'd be in a crammer's paradise. Silly Putty can reduce hours of stress with just a few squishes. You can fold it into the shape of your make it write papers, and basically do all those things you fantasize over in class. Sillyems are also excellent for relieving stress, but not as violent.

Something that makes my college life so special is that you (or I) are constantly challenged to scam (to scam or not to scam?). By this I mean that you are now learning how to get over in the real world. Here again is one of my prime examples.

If you have a car, you need to get a parking sticker. This sticker costs $70, up from last year's price of $30. Here's the scam: you don't buy one. Why? Public Safety. I'm told, won't tow you now unless you are blocking a thoroughfare. If you get a ticket it costs $25. That means that you can get three tickets and still almost break even. This assumes, however, that you actually get ticketed (in the Max7), choose not to appeal it in traffic court (most get dismissed), and that the amount won't transfer over to your school bill. If the amount won't transfer chances are you can get your parents to pay it by telling them it's dorm damage.

This entire scam took me about half an hour of thought and very little investigation. The money it may save is well worth it. There are a.scam floods to be perpetuated if you take the time to think a situation out. Just be sure that your information is correct so you don't get "shamed" (screwed over). Note: This use of the word "scam" is different from the word used to denote "hooking up" with a member of the opposite gender.

Speaking of 'hooking up,' that's another little thing that makes college life so special. On a tiny campus like Babson, however, you must be exceedingly discreet. In your amorous escapades if you don't want to build a reputation. Don't get caught doing the "walk of shame." For you freshmen, the walk of shame is that trip you take from one dorm to another at 6:00 AM Sunday, just so that no one will see you slinking back to your room. Unfortunately, you usually end up running into other walk-ers, and wound up getting around.

Let's get serious now. If you are not putting in some time for your talking college sports, I'm not talking Babson sports (although our soccer, ice hockey and ski teams kick much ass over their respective seasons), but those sports that sort of "develop" over the course of the year. First, there's "beze golf," usually pitting two suites against each other as teams. In this year's season it looks like McCullough C-4 is the team to beat, led by captain Judd "I've never passed out" Symon. Although I do expect they will get some heated competition from Petz C-4 led by co-capains Craig "All over the limo" Nesta and John "Is there a problem offier?" Devine.

Another sport you may encounter is "inter-tubular ballistic warfare," also known to the layman as a food fight. These are bad news. Food fights cause needless damage and cost a good deal of money in wasted food and time in cleaning up. While the prospect of slamming some punk in the back of his skull with an A-1 laden steak sounds like a riot, remember: it's all fun and games until someone can't eat (or his meal plan). Another thing I think is pretty special is how Trim food isn't as bad as last year. I actually am starting to (gasp!) enjoy eating there. I got to know the head people down there this summer. First, I met Operations Director Stan "I'm so cool" Pack. Stan is a cool guy and enjoys rapping with the guys, throwing base with the freshmen chicks, and just hanging out in general.

Then there's Senior Food Service Director Carl "Large and in charge" Citron. He is as big as a cheese as you are going to find in Trim. How does he manage Trim and keep his sanity? He spends all day in his office playing video games on his PC. I hear Major League Basebal is his favorite.

Last, but never least, is Catering Manager Pollyanna "All this and brain too" Endley. I was advised by my editors not to poke fun at Pollyanna be- cause she has a limited sense of humor, but that can't be true. Hey, she works at Trim, right?

The views expressed in this column are those of the Babson Free Press as a whole.

Blast!

By Hillary Hunter
Contributing Writer

The B.I.S.O. LAST last Thursday evening was quite a success as over 500 students attended. Babson students from all classes, and even freshman and abroad (as well as some recent Babson grad's) packed Knight Auditorium. The international crowd socialized. Hanced, and drank among the flags representing various countries and under the dome of balloons. When the two D.J.'s ended their mix early in the morning, the crowds remained to socialize. A good time was had by all.

If students from Babson, or any other college, are interested in joining the Babson International Student Organization, please contact Hillary at (617) 330-4121.

Fumbles

By Marianne Tan
Contributing Writer

I want to know what the worst thing about being a freshman is. No, not getting lost. Take it from me, and I speak from experience, it is breaking machines in the dining hall. My first screw-ups in the dining hall were not pleasant, let me tell you. The first one was not so humiliating. I didn't break anything. All I did was not know how to work the cereal machines. It wasn't my fault though. I turned the wheel around like I was supposed to, but nothing came out. How was I supposed to know that I was supposed to twist the thing on the top around as well? My next two experiences were not so "un-damaging," I managed to disin-tegrate both the orange juice machine and the hot chocolate machine on two separate days. Not very fun. Fortunately, my accidents were repairable. I did manage to "re-integrate" both machines although they still ceased to work. So, all you freshmen out there, don't use any machines you're unfamiliar with until you see someone else using it.

Jobs

"Highly paid part-time student sales and marketing representatives needed immediately by president of large company to market an award winning educational commodity near Babson College!! Successful sales and marketing representatives will receive $15,000 Academic Scholarships to the college or university of their choice and much more in addition to their weekly paychecks!! Interviews will be held on Wednesday, September 26, from 9am-5pm at the Boston MA Mariott Hotel-Copley Place 110 Huntington Ave in the Connecticu Room on the fifth floor. Don't miss this golden opportunity to earn good money and get your share of academic scholarships!!

American Red Cross

BE A RED CROSS VOLUNTEER
# Campus Calendar

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# LIFE IN HELL

1. The jig is up!
2. What are you talking about?
3. I know you're seeing someone else.
4. You don't know anything.
5. I'm not seeing anyone.
6. As a matter of fact, I think you are the one who's seeing someone else.
7. That's preposterous.
8. You're a two-time little weasel.
9. You made me sick, I see what you're doing.
10. You think you're so clever, I know your secrets.
11. I followed you when you went out yesterday.
12. I've been listening to your answering machine messages.
13. Then you know I'm hard to get.
14. Then you know I'm hard to get.
15. Ah! I know it!

10 Reasons not to eat a Trim Burger:
10. You don't know where they've been.
9. They're made from kool-aid bear meat.
8. They bite back.
7. They take 6.75 years to digest.
6. The hockey team uses them for spare puck.
5. Each burger has two cups of grease.
4. Trim puts Ex-Lax in them.
3. Just how old is that cheese?
2. The leftovers from Monday are used on Wednesday and Friday.
1. Dan Zanone actually likes them!
SUPER BRUNO

LAST SEMESTER, OUR HERO CRASHED ONTO THE PLANET EARTH AFTER BEING FACED WITH INTERGALACTIC PROHIBITION. HE SETTLED AT BABSON AND ADOPTED A SECRET IDENTITY AS A MILD MANNED ACCOUNTING PROFESSOR. LARRY GODFREDSOM SET OUT TO UNDERMINE SUPERBRUNO'S POPULARITY BY PLACING A BOMB IN KNIGHT AUDITORIUM. AS A NEW SEMESTER BEGINS, WE ASK "DID OUR HERO ESCAPE THE BLAST UNSAUGHT?" OR BETTER YET "ISN'T THIS WHOLE THING A BIT SILLY?"

BRUNO EMERGES FROM THE BLAST WOBBLING FROM A MINOR HANGOVER...

OWI! I HATE THOSE LOW DOORKWAYS!

BABO WAS ON-HOLD TO DIFFUSE THE SITUATION...

WAA

WON MAN! IT'S LIKE 'WAM IN THERE!

LET'S GET SOME DOUGHNUTS!

OUTLAND

BY BUBBA BREATHED

I DO SOLEMN OATH TO FIGHT INJUSTICE, WHITHER IT MAY BE, TO DOEY BATTLE THAT MYSELF AND EVIL AGGRESSORS WITH FACIAL HAIR FOR THE PURSUIT OF DEMOCRACY, FREEDOM, LIBERTY AND THE AMERICAN BARBARIAN WAY OF LIFE.
Off Campus

By Kristin Green
Features Editor

As most of you know, Babson has numerous organizations and offices to sponsor events on campus weekly (if not daily). Even so, many of us still find the need to get off campus and away from the same routine of going to the same places with the same people. If an escape from campus is what you need, then this corner is for you. Here is where you can find a sample of what I have dug up to do away from campus.

Some events are local (within a ten minute drive), some in town (Boston) easily accessible by the "T," and some are worth allowing a full day for.

Locally, for theater buffs, I have found the New Repertory Theater in Needham. The fall season will include a long run of the George Bernard Shaw play "Candida." This comedy views marriage and looks critically at the intermingling roles of the sexes. These performances will occur October 11 through November 18. The theater is also beginning a "platform series" comprised of stage readings of up to date social concerns. One such script discusses AIDS and was written by Lois Reach (Public Affairs Director for WGBH-TV). This part of the series will be performed December 13 and 14 by local actors. Tickets are $12-$16 per performance and student discounts are available.

In town and easily accessible off the "T"s green line, is the Museum of Science. The museum includes displays from most every period of time and is continuously running new movie series and events as well as updating their presentations. Right now, the museum is finishing up their first showing of an event on Soviet Space. The show includes original items from the beginnings of the Soviet space era and documents the events that led them up to where they are now. However, the show will only be here through this weekend, so if you have some time, and want to get away, this is the place to go. Once it is gone, it will not be back for years to come. Catch it while you can! Museum hours are 9-5M-F, 9-12Sat, Sun.

For ticket information, directions, or just questions, call Kristin at X: 4299 or X: 4092. Please leave a message if no one answers, I will return your call.

Velcro-mania

By Ken Klimani
Contributing Writer

Babson College students will have the chance to literally "hang out" with friends while helping to promote a worthy cause when Pepsi-Cola Company brings its infamous "Wall of Velcro" to Babson College on Monday, September 24, 1990.

The Wall of Velcro is a ten-foot, screened structure completely covered with velcro. When students wearing a body suit of the opposite velcro material spring from a mini-trampoline, they immediately stick to the wall where they remain suspended in mid-air.

Pepsi's year-long Wall of Velcro tour kicked off in March 1990 and has been a local craze at college campuses all over the nation. At each school, Pepsi donates $250 to the college's chapter of SADD (Students Against Drunk Driving). The Wall was also constructed at South Padre Island, Texas and Daytona Beach, Florida during the Spring Break period where velcro jumping was so popular some students waited two to three hours to take their turn on the Wall.

"Pepsi is bringing the Wall of Velcro to college campuses for two reasons," said Lisa Scaccia, Associate Marketing Manager for Pepsi in the New England Region. "First, it's a way to illustrate our commitment to responsible drinking through contributing to SADD. Second, Pepsi wanted to provide students with a release from pressures of academic life with an event that is fun, easy, safe and memorable."

All Wall of Velcro jumpers receive a photograph of their maiden voyage, while the first 10 jumpers are awarded with Pepsi t-shirts commemorating their jump.

Editor's Note: The Wall will be in Thwin Monday night during dinner.

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Food! Food! Food!

By Darren Susi
Staff Writer

Let me introduce myself, my name is Darren Susi and I'm Babson's new food critic. Being the offspring of a long line of restauranteurs I hope that you find my resume fitting for the job. Having hopefully had a tasty summer (food and beer), get ready to check out some of Boston's better restaurants. Throughout the semester I will be critiquing both familiar and not so familiar restaurants. The objective of my column will be to focus on the quality, price, service and ambiance of particular restaurants in our vicinity. Keeping all of these variables in mind, I intend to specify for what occasions these various restaurants are appropriate. Furthermore, if you should have any recommendations of good restaurants not yet covered, I am open to your suggestions, Box 2598.

My first review will be on the Bel Canto restaurant here in Wellesley Square, 92 Central St., Ph. 237-2692. The restaurant's menu consists predominantly of Italian Cuisine with a variety of selections from Appetizers, Pastas, Tortas and Calzones, to mention their display of mouth-watering desserts. Good for both lunch and dinner dates, this softly lit establishment uses vibrantly colored paintings to liven its atmosphere. While the seating arrangement isn't conducive to large group meals, its perfect for those close and casual dates. Separating this restaurant from others in the area is its ability to maintain ambiance and quality in an affordable price range for the college student. Service is fair and seating is prompt. The rating: 3 fork above average.

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Numbers, 1990.
**Sports Schedule**

### Men's Soccer
- 09/22 Sat. Colby: 2:00
- 09/25 Tue. @MIT: 3:00
- 09/27 Thu. Bentley: 3:00

### Women's Soccer
- 09/22 Sat. Bowdoin: 11:00
- 09/26 Wed. Mt.Holy: 4:00

### Field Hockey
- 09/22 Sat. Fram. St.: 12:00
- 09/25 Tue. @Wellesley: 4:00
- 09/27 Thu. @WPI: 7:15

### Rugby Club
- 09/22 Sat. Framing: 12:00

### Men's & Women's X-C
- 09/22 Sat. WPI/Fram.: 11:00

### Women's Tennis
- 09/22 Sat. Bowdoin: 11:00
- 09/25 Tue. Brandeis: 3:30
- 09/27 Thu. Pine Manor: 3:30

### Volleyball
- 09/23 Sun. @Atlantic. Trny.: TBA
- 09/25 Tue. @Emmanuel: 7:00
- 09/27 Thu. UMass-Bos: 6:00

### Men's Golf
- 09/22 Sat. @Middlebury: TBA
- 09/25 Tue. Bentley: 12:30
- 09/27 Thu. @Const. Cup: 10:00

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**Men's Soccer Undefeated**

By Bob Pickett, Contributing Writer

The Babson men's soccer team is off to a fast-paced 3-0 start in the first week of its 1990 soccer season. The beavers are coming off a great 1989 season making it all the way to the New England finals.

Tuesday was Babson's opening game against Assumption in which Babson won decisively 7-0. Junior Jay Spence and sophomore Chris Connors each tallied for two goals a piece while senior Matt Smith, junior Tom Bullock, and freshman Nate Taylor each scored once. A standout performance was seen by Spence, who, in addition to his two goals had a pair of assists.

Two days later, Babson collected its second victory over Western New England College. The beavers had a tougher time with WNEC and found themselves tied 0-0 up until late in the second half when Jay Spence scored from a pass that put the game out of reach. Babson scored once again from a Dave Allely pass to Chris Connors with just a few minutes remaining on the clock. Key performances were shown by defenders Tom Bullock and Paul Fitzgerald.

Babson picked up a third win in Worcester on Saturday against Clark 3-1. Excellent games were seen by Nate Taylor and juniors Matt Keenan and Terry Jackson. While suffering from a back injury, Jackson managed to put one over penalty kicks and freshman Eric Iabrandtson tallied late in the second half from a Nate Taylor pass. Terry Jackson is coming off an All-American season along with junior goalkeeper Steve Weber, who has put in 3 solid performances in net. Babson hosts Colby Saturday at 2:00 during homecoming weekend. Come out and show your support.

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**Athletic Meetings**

- **Women's basketball meeting**: Meeting on Mon. 9/24 @ 6:30 pm in athletic office. For more information call Coach Bilstorf x4418.

- **Ice Hockey Meeting**: Mon. 9/24 @ 6:00 pm in athletic office. For more information, or if you can't attend, call Coach Donato x4946.

- **Men's Swim Team**: Call Neil Murphy for more information x4829.

- **Women's Swim Team**: Call Pam for more information x4844.

- **Women's Lacrosse**: Meeting on Tues. 9/25 @ 7:00 pm in athletic office. Call Linda Smirl x4593.

- **Softball Team**: Call Coach Anderson x4251 for more information.
Volleyball Preview

By Wendy Miles  Contributing Writer

The Babson Volleyball team is off and running for the 1990 season with all leading indicators pointing toward some outstanding play. A solid core of eight returning upperclassmen will be supplemented by seven promising freshmen. Congratulations to all those who made the roster.

Three returning seniors will contribute their experience. Veteran setter and captain Julie Drago will be coordinating the attack while senior hitters Jean Matarazzo and captain Wendy Miles will be assuming some of the attacking and passing responsibilities.

Julie will share the setting duties with sophomore Michelle Rumals. Spectacular attacks and net play are expected from junior Giusele Serralles and sophomores Michelle Baldino and Andeas Dobias. Sophomore Candy Pruett is sidelined for 4 weeks with a foot injury, but should return her strong hitting in October. Freshmen hitters Wendy Wilcox and Tonya Strange should see extensive action. Rounding out the team are setters Karin Cooney and Michelle Sevigny, and hitters Jennifer Jeffries, Lauri Ward and Amy Ludka.

The freshmen aren't the only new faces on the squad. Anne Prieial comes from a basketball coaching position at Brimmer May School to assume the head coach duties for the Babson volleyball program. Under Coach Prieial, who is assisted by Bob Glewol of the Admissions Office, the team is working hard and looking forward to a very successful season.

Men's X-Country Dominate

By Joey Curtis  Contributing Writers

After extensive and what proved to be worthwhile preparation, the Babson men's cross country team has dominated its first meet of the year. For a good portion of the team, training included two weeks of high altitude workouts in Colorado, and for all members, there was a week of double sessions on campus.

Last Saturday, Babson easily defeated its past rival Gordon, along with Suffolk, Western New England, and Wentworth with six of the top ten runners being Babson's own. Captain Joey Curtis won the 4.8 mile race with a personal best time of 26:34. Following Joey, Eric Sullivan ran an impressive race in his first ever collegiate effort. His time of 26:34 is the best ever for a Babson freshman. Sophomore Chris Roussel put in a stellar performance in spite of his ailing foot. Following Roussel, in fourth place for Babson, was another freshman standout, Andy Besley. Rounding off the top five, Tim Brown returned with a strong performance.

In sixth place for Babson, tenth overall freshman David Westfield had an impressive finish. Following closely was sophomore Glenn Winter. Suffering with, well, the snifflies, Rookie sophomore John "Roo" Toth in Huttin added to team depth by coming in seventh place.

Rounding off this strong Babo team yet were seniors Jimmy "Too Gift" Daly and Captain Jimmy Welch, along with notable performances by freshmen Gary Roskin and Chad Duff. Next Saturday Babo will host WPI, Framingham State and St. Joe's. The team hopes to live up to the challenge and continue its winning ways. Hope to see everyone there.

Remember Captain Whitey, if you can't be an athlete, be an athlete supporter. Thanks.

Field Hockey Looking Good

By Tess Roper  Contributing Writer

The 1990 Women's Field Hockey team has gotten off to an excellent start to the season after two weeks of preseason training. This success can be attributed to the unique combination of players that make up the team. Returning as the major forces of the team are five seniors that have played together for the past three years. Contributing to the team are right-wing Tess Roper, and sweeper Donna Stone. Working closely with Roper is Laura Pighetti at left wing, and tying the defense together is Kathy Cavanaugh at left back, and Sarah Dickerman at center back. Also returning from last year are two sophomores, Sophia Geronziol and super star goalie Kara Stoll. Sophia has been out of action due to a late summer operation, but it looks like she will become an essential part of the team once she returns to the field. Kara is back in goal with the same fiery attitude that makes her one of the best goalkeepers in the league.

Making up the rest of the 21 player squad are 14 freshmen who are ready to step in to the other positions with support and enthusiasm. Though inexperienced at the college level, these freshmen have already proven that the transition from high school to college is a quick one. Joining the field hockey tradition for this year is Kayleigh McLaughlin, Joaqueline Avery fights for the ball as Laura Pighetti looks on.

Rudalsvige, Ann-Marie Anderson, Jen Parides, Britta Anderson, Danielle Cote, Robyn Medrano, Belihany Mathewson, Mary Zoltak, Anne Marie Heinzmann, Kristen Antal, Amy Whitb, Amy Ilesades, and Jackie Avery. Although it seems like a building year for the team, these freshmen have started the year like gangbusters as shown by their play in the opening win against W.N.C.E. Scoring the two goals for Babson was Sarah Dickerman on an assist from Roper, and Cavanaugh. W.N.C.E. managed only to slip one goal past Stall leaving the final score at 2-1.

The team then faced their first conference game against Wheaton College on Saturday. Babson won a tough game against Wheaton last year on the home field, so Wheaton had revenge on their minds. Unfortunately for them they were not quite ready, as Donna Stone scored her first collegiate goal on the first play of the game. In the second half, freshmen Danielle Cote smoked a 20 yard drive and Kriss Anai tipped in a Tess Roper cross drive to give Babson the 3-1 victory. Come out and support the Women's Field Hockey team through one of their strongest seasons!
Cross Country's Colorado Trip

By Tim Daly
Contributing Writer

For two weeks in August, members of the Babson Men's and Women's Cross Country team voyaged west for pre-season training in the altitude of the Colorado mountains.

Headed by coach Scott "Hail to the Chief" Hutchinsen, five members of the men's team and one from the women's team took the University of Southern Colorado and the city of Pueblo by storm.

The men's team members consisted of captains Joe "Pokey" Curtis and Mike "Coach, I've got to go to Boulder: Whitey" Fein, as well as sophomores Gleen "Whiny" Rand, Jon "Rootin Toothin" Lastin, and senior Tim "I left my lasagna all over the desert" Daly. Representing the women's team was senior Adriene "I'm coming to the end of the hall" Toro.

During our stay in Colorado we trained hard in the thin air with USC's men's and women's X-C squads headed by their own Coach Haering. We did a lot of running, lifting, and swimming, as well as enjoyed the sights of Colorado.

In our off hours we jumped in our team mini-van and headed out to tour the many local landmarks. Some of the more prominent sites included the Air Force Academy, the Olympic Training Center, the Royal Gorge, the Colorado State Fair and Rodeo, the Pro Rodeo Hall of Fame, the legendary Coors Brewery, and The Chief.

Back in the dorms of USC, the friendly atmosphere made it easy for us to fit in with the rest of the student body. From the very beginning we were overwhelmed by the enthusiastic personalities of our friends Rochelle, Teri, Dena, A.K., and Buck. Our best friend, however, was a guy who joined our team from day one. Gil Geerdts, a 6'11" giant from Amsterdam, stayed with us for the duration of the trip and was named an honorary member of our team.

Our two weeks of training were both valuable, fun, and an experience that we will always remember. We would like to give special thanks to President Bill Glavin for all his support and to our coach, "Hutch," for taking his personal time to bring us on the trip. We would also like to congratulate coach Rob Knox and his wife Betsy on the birth of their first son, Eben. Rob, we knew you could do it!

Members from Babson's Cross Country

Teams pose for a picture in Colorado

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Pennant Race Update

By Marc Kurschner
Contributing Writer

As Autumn arrives, so does Major League Baseball's postseason play. However, before the boys of summer get to the fall classic they must finish up the pennant races.

In the American League East, it is a two way dog race. The Red Sox were at one point up seven and a half games ahead of the Toronto Blue Jays. However, Boston has gone onto its usual September swoon and Toronto has pulled within a game. The biggest factor that will decide the outcome of this race is the slumping Cy Young front runner Roger Clemens. If he can find the stretch look for the Sox to take the division. However, if he continues to sit out, Toronto could very well take the Sox for the division.

In the American League West, it's all but over. The only thing needed now is the pop of the champagne corks because the Oakland Athletics are ready to clinch for the third straight year. Although the White Sox stayed along side the A's for most of the season, the Athletics are just too powerful and too slacked. The acquisition of Harold Baines and Mark McGwire was just icing on the cake. The rich get richer in Oakland and it could lead to a repeat title. The first team to go back to back since the 77-78 New York Yankees.

In the National League East, the race is far from over. The New Mets and the Pittsburgh Pirates are seperated only by a half a game. This division is probably going to be decided in the last three games of the season where these two teams meet head to head in Pittsburgh. This, by far, has been the best race all season with the winner having a great shot of winning the National League Pennant.

In the West, the up and down Cincinnati Reds are ready to clinch their first West Title in 11 years. Although the Dodgers are only five and a half games out, there are no more head to head games between the two left and the Reds play the majority of their games while at home while the Dodgers play their remaining games on the road. Ironically, the last time the Reds and Pirates made it to the post season, they both played each other. The Pirates won in five games and the world series.

Golf Results

By Mark Woodward
Contributing Writer

Scores For Babson Golf:

1. Mark Woodward 151
2. Tom Butcher 162
3. Phil Lalone 166
4. Pat Flynn 168
5. Joe Bean 168

Team 645

For the individual titles, Mark Woodward, the Beavers number one player, lost in a sudden death playoff for the only other survivor, Pete Easton Jr. of UNH. Mark and Ace both parred the first two extra holes and bogged the third, settling the final for 18.

In terms of the team effort, the Beavers first tournament of the year was a strong one. Starting three rookies in Joe Bean, Pat Flynn and Phil Lalone, the team did surprisingly well. They placed eighth out of sixteen school teams. The Babson team next travels to Middlebury during the third week of the season.

Summer WWF Report

By Marc Kurschner
Staff Writer

Welcome back everyone. Unless you lived under a rock this summer, you probably know about one of the most exciting summers in WWF history. During the course of those summer there were two title changes and alot of personnel changes in the organization. Let's have a recap.

New wrestlers that came into the WWF were Drill Sergeant Slaughter (from the AWA), The Texas Tornado Kerry Von Erich (from the USWA), T&A Legion of Doom, Animal and Hawk (aka The Road Warriors), a third member of Demolition was added to the team to join Ax and Smash named "Crash," and just this week Ska Samba (aka Tony Atlas) came into the federation.

There were also some changes of attitudes. Most notable was the change of Nikol Volkoff as a hard line Soviet backing to a Freedom Fighter of democracy. Another change was that of Hercules and Paul Roma from fan favorites to rule breakers when they formed Power and Glory. They will be a formidable pair to take down.

One other notable org-n-n-trational move was the departure of the best commentator in the business, "The Body" Ventura, taking his place on Superstars of Wrestling, the major Pay-Per-View events and Saturday Night Main Event, is "Rowdy" Roderick Piper.

The two title changes occurred during Summer Slam, which by the way was a pretty good card for $29.95. In Philadelphia, "The Texas Tornado" Kerry Von Erich defeated Mr.Perfect Curt Hening by count out, they tied the "Texas Tornado" for the title. Also in what was the best match on the card, the Hart Foundation beat Demolition on the third pin fall as Brett Hart forced the three count on Smash. This is the second tag title for the Pink and Black Attack. Also on the card, the Ultimate Warrior beat Rattlesnake Rick Rude by climbing over the steel cage in a bloody but successful WWF title defense for the Warrior. Also, Hulk Hogan made a successful comeback from his injury at the hands of the Earthquake by beating him by a count out.

Next week look for Sgt. Byrnes new manager Gen. Adan Al-Kaiise (who had many faults with Slaughter in the AWA) to act as manager of a team by hiring and firing team members. Many players are spending hours on computers trying to figure out the best strategy. These types of people are known as Nintendo Junkies. Counseling is available, contact Ann Williams in Student Affairs if you are one or know someone who needs help.

Reports have come in stating that some colleges have almost come to blows over certain issues. These issues are related to which controller one gets when playing, scheduling and team selection. Plans for a regulating body or board of directors is not out of the question. An all college tournament is also a possibility.

Those involved are leagues or rivals are welcome to submit results and stats to the Free Press.

Nintendo Sweeps Campus

By Andrew Steele
Staff Writer

Biddle me this my fellow Babson Student.

What activity is extremely addictive, fun, can be done in groups and does not require an event form or a public safety officer's supervision? The answer is Nintendo. For months returning students have purchased video game cartridges and practiced up in order to impress other players and competitors.

Competitors is a good word to describe those of us who are involved in League play. The level of intensity and dedication are definately up this semester. Player's G.P.A. are estimated to drop by an estimated .5 of a point. As a result of this, there has been an increase in interactive games where the player can

Women's X-Country Begins

By Rachel Aghal
Contributing Writer

Saturday Babson's biggest ever women's cross country team kicked off their season at Regis College. Of the six competing schools, Babson placed Third. Sophomore Lynn Karkowski was the first Babson runner to cross, placing sixth. line, proving herself to be a great asset to the team. Following closely was Geraldine Colon, also wearing the Babson green and white running gear for the first time. Senior captain Tina Fiasci had a strong race, showing herself to be a true leader. Next for Babson was Rachel Agah, followed closely by Janet Chihi, Tanya Meslin, Peter McNally, and veteran Ashlen Toms. Individually as well as a collectively, the team did very well. Next Saturday the girls will be racing at home against WPI, St. Joseph's, and Framingham. Great way to start the season, girls!
Beast the Brain

By "The Brain"

Come on out all you Monday morning quarter-
back experts and try your luck in outsmarting me in
professional football se-
lections. Here are the rules
for all the interested people
of the Babson community in
joining the "Beat the Brain"
contest. Send your name and
phone number to Box 150
in care of "The Brain" or
call x4228 and ask for me.
Each week one person of the
Babson community will be
randomly selected to match
the knowledge against
mine in selecting profes-
sional football games. The
spread that we will use is in
Monday's USA Today Sport
Section. The reason we will
use Monday's is because
this article is due Monday
night. Select all fourteen
games played that week and
if you have a better record
than myself you will win a
large pizza with one topping
and four cans of Coke
courtesy of Domino's Pizza.
You must have a better record
than me. If we tie,
we both go out, you lose.
If you have been waiting
for the selection process,
we will start with the AFC East or
should I say the AFC Least.
This week we have the
worst division in football. I
pick the Bills here. Pick
the Jets here. That's how
this year. Yes, they do
bicker and fight too much,
but they do have a lot of tal-
ent. Miami should be able
to go right here. I also
will set about six wins from
playing their division alone.
As for the Patriots, the good
news for their fans is that it
is only foot, basketball and
football. The Eagles may also set a wild-
card spot but will not be
near the top of the division.
The Cardinals and Cowboys
might combine for five wins
total.

The NFC Central is
open to all five teams. I
think the Bears and Bucs are
not powerful enough to win.
Green Bay will fall towards the end.
The Vikings have the most
talent, but for some reason
they never win. So my pick
is the Detroit Lions who will
be hot towards the end of the
season. But look for both the
Vikings and Packers
to be wildcard teams.

The NFC West along
with everything will once
again be won by the 49ers.
It is unfair that one team
can be so good. The Rams
will probably join the Vi-
kings and Packers as a
wildcard team. The Falcons
will be a big improvement
this year; and the Saints
will go back to their losing ways.
My best bet of this
week is Tampa Bay - 2
points over the Lions.
These Lions will be without
linebacker Matt Appling
and free safety Bennie
Blades. Also, Rodney
Peete is questionable.
The Buccaneers beat the Lions
two weeks ago and should
do it again at home. My up-
set pick is for the Chargers
beating the Browns this
week. The Chargers defense
caused many problems for
Browns quarterback
Bernie Kosar enabling a
San Diego Victory.

That's all for now.
Remember, this column is
for the entire Babson com-
munity. If interested, write
to me at Box 140 or call
x4228. This week's contest-
tant is the "man of Steele".
Andy Steele. Good luck
Andy. You're going to need it.

"The Brain's" Picks

PACKERS -3 Chiefs
RAIDERS -3.5 Steelers
Cowboys +14 REDSKINS
Colts +9 OILERS
Dolphins +7 GIANTS
BEARS -2 Vikings
Patriots +9.5 BENGALS
Cardinals +9 SAINTS
Chargers +5.5 BROWNS
49ERS -10.5 Falcons
RAMS -5.5 Eagles
BRONCOS -9 Seahawks
BUCCANEERS -2 Lions
JETS +2 Bills

"Man of Steele's" Picks

Cowboys +14 REDSKINS
Colts +9 OILERS
Chiefs +3 PACKERS
GIANTS -7 Dolphins
BEARS -2 Vikings
Pats +9.5 BENGALS
Cards +9 SAINTS
Falcons +10.5 49ERS
Eagles +5.5 RAMS
RAIDERS -3.5 Steeler
Seahawks +9 BRONCOS
BUCCANEERS -2 Lions
Bills -2 Jets
BROWNS -5.5 Chargers

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“Don’t go near
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