PIETZ IS ALARMED

By MATT MISCHEVICH
Contributing Writer

As you drift into a light sleep, all of your tensions and worries are floating away. You are on the threshold of sleep when...Beep! Beep! Beep! Great, another fire alarm. It's not that you mind that your nice deep sleep is rudely interrupted, but it seems like every time you turn around the horn is blaring, and the flashing light is out again for the third time this week and it's only Tuesday. This can be a daily occurrence on the hill in Pietz.

According to Val Caso, Director of Residential Life, her department is well aware of the problem and completely sympathizes with the students of Pietz. Ms. Caso is quick to point out that the situation was reviewed and physically checked over the summer, but with the number of alarms this year being consistent and ahead of last year's total, she agreed that something had to be done.

But, when Ms. Caso was offered a scenario that the system should be replaced, she stated the, "I would do it if it would be worth it." Caso further noted that Pietz is used extensively during the summer by Continuing Management Education, and they had relatively minor problems with the residents of Pietz itself.

The most common form of fire alarm in Pietz are those that are malicious. This according to Lt. Jay Hackett if the Babson Police are usually a result of, pulled alarms, smoke bombs, and spraying fire extinguishers into smoke detectors. These cost the school $200 dollars per each visit. As for non-malicious alarms, these include; false alarm, rain in windows, deodorants, bad cooking, and a large amount of another, rather interesting cause: the elevator. During the school's last investigation, it was found that due to the elevator's lack of use, dust collects within it. Then when it is activated, sometimes the stirring of dust is enough to activate the system.

Even though she admitted that is likely impossible for the building to be destroyed, she wanted to make it clear that the alarm system must work at all times so as to prevent any injuries to students or damage to the building in a fire. So she hopes to get the system squared away soon because of the increasing apathy among the residents.

Emily Ribbens, the current Resident Director at Pietz stressed that the situation is urgent, and in many ways getting worse. As the warmer days are for the most part gone, she is worried that no one will be willing to leave their warm rooms in Mid December, thus further aggravating the situation. She feels that another investigation is in order, but knows that if would only be in vain. In a recent meeting, a P.O. of Student Affairs, Paula Flaxton only echoed the same sentiments of Ms. Caso, mentioning a new investigation cost expensive, and probably inconclusive. And in a discussion with R.D. of Pietz for the summer, Emily was told that the situation was almost as prevalent as it is now.

But it is really the residents of Pietz exclusively. Emily has noted too many discrepancies in the system to think so. In one episode three weeks ago, there was a barbeque in the first floor, and although the entire lobby was filled with smoke, there was not a sound from the fire alarm. As for the malicious fire alarms, Emily feels that there really is not too much that can be done about them. Many times the occurrence is around the weekend, and students, in all their revelry, pull the alarms with out thinking. Often times the student is not from Babson, and no one will come forth and say who the culprit is.

And what about the Wellesley Fire Department?

ADVERTISER'S NAKED TRUTH

By Jeff Goldman
News Staff

If you thought that no one can really love Dr. Wilson Bryan Key's theories on the subliminal seduction techniques employed by advertisers to sell their products, then you may have trouble accepting the hypothesis that marketers exploit us in more poignant and direct manners by playing upon our fantasies.

Dr. Jean Ribbens addressed approximately 200 eager students and faculty in Knight Auditorium last Thursday evening on the topic of sociological impacts of the media and advertising. Ribbens' address was titled "The Naked Truth," which is also the title of one of her books.

Ribbens stated that society does not reflect reality as the marketing segment of our economy would have us believe. Advertising primarily reflects the mythology of our society. The bottom line of all mass media (radio, TV, publications) is to sell a product that appeals to our subconscious.

In a $100 billion a year advertising industry, mass ads are not targeted for the public to observe in a conscious manner. Marketers know that people all try to block out at many ads from their minds as they possibly can. By appealing to the subconscious advertisers are able to promote out dated cultural divisions.

In her forty-five minute slide presentation, Ribbens illustrated how women continue to be portrayed as being inferior, submissive, and most significantly as objects. "The mass media would have us believe that society is dominated by men who are superior, invulnerable, and always in control.

"Advertisers continue to separate us by gender. Men are displayed as being different, almost genetically, in terms of personal, human qualities," said Ribbens. She added, "When we believe the roles presented to us by the mass media, we become only half the person that we could be."

"Advertisers sell a product by creating an anxiety within our minds. Cosmetic manufacturer, who sell $24 million worth of goods in US each day, try to make women believe that nothing but a perfect facial appearance will be accepted by any male counterpart. Thus, women spend an excessive amount of time trying to look up to false values. Marketers attempt to have us believe in quick cures. For any complex problem that one may have, such as trying to raise a family, be a mother, and work full-time, all at the same time, one can simply take some drug or drink and things will be fine.

Another tactic used by product sellers is to disremember the parts of the body, especially for women. Ribbens said, "Women are portrayed as the prey for men to hunt." As a result, many people try to live up to the gender stereotypes portrayed in the mass media. Ribbens ended on a positive note. She illustrated some ads that do portray men in family roles. Nevertheless, she feels the danger to our culture will not be relieved until the people of America force advertisers to change their evil ways. At the present time, Ribbens feels that we are too passive to stand up to the exploits of the mass media.
OPINION/COMMENTARY

HOW DO WE GET ALONG

By MITCHEL MAYKEL
Contributing Writer

Since the 1960s, the basic tenet of the American economy has concluded the same thing: American business can't compete against other industrial nations like Japan because of declining U.S. production. And with today's U.S. economic recovery, productivity in America is stumping. Despite the work of the most intelligent minds, it seems like nobody can come up with solutions to America's productivity problem. Even though it seems like an impossible challenge, I believe the answer could be found in the fact that nobody in business academic circles seems to be willing to acknowledge and embrace these clear-cut solutions.

The reason these solutions aren't acknowledged is that business educational institutions don't take psychology and communications seriously. Whereas psychology and communications are powerful and simple sciences, academicians often turn them into complex theories.

Let me give you an example. Take psychology, which I think should be a priority in business education. Many educators teach that human psychology and behavior is too-complicated-to-understand. As a result, many teachers come up with theories about human behavior that have no practical application and no basis in science.

Academic theory notwithstanding, human behavior is very easy to understand and explain. Within the last ten years, scientists have documented that the human organism is basically a computer, run by the central nervous system. The amazing thing these scientists have discovered is that the brain does not control the human organism. They have discovered that the brain and the heart have a holographic relationship, and that the heart controls the activities of the brain. This explains why medical researchers have found that patients who have heart transplants lose many of their mental faculties after the operations.

As it relates to psychology, I believe that modern scientists have shown that human behavior can be understood. Personally, I know that human beings don't have a thousand different competing needs. This idea is just a lot of theory. People are motivated by one basic and powerful need: the need to be loved. Clearly, the heart controls the mind, which is an extension of and a tool of the heart.

As soon as you are willing to acknowledge this fact, then you can understand human behavior. And as soon as you are willing to understand human behavior, you can come up with solutions to business' biggest problem.

Basically, the biggest problem in business is that people don't know how to get along with one another. If you spend one day at Babson College, you will hear people constantly describing each other person. Perhaps this other person is too aggressive, or perhaps not "smart." This attitude of judging others is simply not what we are being taught to do. Unfortunately, we are all too preoccupied to judge other people.

I think it's necessary to take a hard look at what judgement is all about. When we react strongly to something we don't like, we judge that person, we are not being fair to ourselves, or to the other person. When we judge somebody else, and adopt a strong attitude of dislike, it is simply because we are not willing to acknowledge and deal with that part of ourselves we don't like. For example, an extremely confident and aggressive person will often have a strong negative reaction to somebody who is the same way. From the reaction, a judgement and dislike of the other person is formed. Rather than honestly communicate with the other person, we often instead choose to harrow a dislike of the person, which we communicate to other people.

Instead, we need to learn to acknowledge negative reactions toward other people, and admit to ourselves that we are not dealing with our own personal behavior. I strongly believe that we need to learn how to understand and communicate with people as they come up. We need to program ourselves to get along with other people, and ultimately, to adopt an attitude of love and concern for them. If we can't get along with people, and communicate with them, then we are not free individuals. We are slaves to our judgements. Basically, this results because we are slaves to fear, and afraid to deal with our own reactions of sadness and anger, which are controlled by our hearts.

Now all of this might sound idealistic. Let me tell you something, this is hard science and hard fact. Some people might laugh at these ideas, and be content with an attitude of superiority and separation from other people who don't understand them.

I think we are under a lot of pressure to perform academically here at Babson, but I know that it's easy to lose perspective of what is really important and relevant. The answers to our problems are intellectual answers. I think people who feel a lot of pressure to be well-read and informed intellectually have missed it and are missing happiness and fulfillment.

If we aren't doing exceedingly well academically, it isn't always a problem. Personally, I measure how my life is going by the richness of my relationships and interactions with people. Basically, I think it's morally wrong to judge other people by their so-called intelligence. Personally, I know that a person's consciousness is a function of his/her amount of knowledge. You can tell how conscious a person is by watching how much love he or she puts out to other people. I acknowledge that this attitude of judgment is important to us, then we can go about the business of building relationships, especially in the workplace.

The reason American productivity is so low is that not all people know how to get along with another. There is no doubt that the largest barrier to successfully building a work organization is a person who don't want to be around each other. This is where I believe communications training can play a critical role. Most of us are not accustomed to communicating differences and dislikes, because it can be scary to communicate honestly in some situations. The fear is that we won't be respected and loved, and that we will be rejected. The fun truth is that people respect us more when we communicate honestly.

For example, I remember a friend telling me a few years ago that he wished he would share more of himself with people. I'm sure it wasn't easy for him to tell me, but I certainly appreciated the feedback. I have a very deep respect for him and his courage as a person. I value that. And I am also indebted to the undergraduate student who last year asked me why I wear to much gray. I have made an effort to brighten up my wardrobe, and I thank him for the honest feedback.

The point is that all of us have weaknesses that we are sometimes not even aware of until other people make us aware of them. And these weaknesses are usually strengths that we are afraid of developing.

I believe that if we all learned to communicate more honestly, we would have the tools for getting along with each other. Unfortunately, we are not accustomed to doing so because we have not really been taught a lot of the tools. And because business schools need to show their true leadership and implement communications courses, based on truth relationships, I would like to conclude by believing that it's time to respond to the ultimate business challenge, which is people. In a world that is so full of hate and lack of purpose, there's never been a better time to try new things now. And if American business is to become a leader once again, it needs to be the first to take on the challenge.

Sincerely,
HILLARY HEFFERNAN

CIGARETTE AND COPY CARDS

This is an open cry for clarification regarding some of the operations of Babson's dormitory. During the past week, I have been smoking and non-smoking after hours establishment of intellect- louder. On several occasions I have seen people smoking in my dorm at 12 a.m. in a small-claustrophobic room full of cigarette smoke and noise that it is a smoker's right to smoke, but I find it very uncomfortable to study in a room full of it - especially after 12 a.m. Is there any policy regarding this area? Is it a smoker's or non-smoker's room?

Second, copier cards. Sunday night, the machine ate my card. I may have been able to retrieve it at 0.15 p.m. if the person who checked nightly the machines had a key. But he not only backed all the periodicals I needed copied and was resigned to returning Monday during the day. I re-attached all the periodicals by 6 p.m. and 5 p.m. I retrieved the articles I needed copied. Back the periodicals were placed in the copy machine (all three actually) and consistently formed me that my card was "in error". Back the periodicals I had to hand deliver them to the Babson by returning on during Monday. Since my every intention is to make my mark physically on these articles and refer to them while I'm writing a term paper, I really need them in a card. I also don't want to rip them out of their proper bindings just to please my instructor. I have tried to buy my own copies, but I can't use my copy card. If my opinion is the one that has been written, I have never been able to make all my copies, but I bought the copy card so I would not have to spend extra money on cash. Am I to be restricted to daytime usage of the "convenience"?

Sincerely,
HILLARY HEFFERNAN

To the Editor:

Since the start of the semester there has been a major controversy in the student and campus police car over the registration policy and performance of the police. I think it's about time the side of Babson Police and having no experi- ence with the police, I had no opinion, until Monday.

On Monday evening at 8:30 I received a phone call from a Babson officer informing me that I had left the lights in my car. My car was legally parked in the most lot and was registered. If my car was not registered I would probably have returned to a dead car in the morning, but because the car was reg- istered I was able to be con- tacted.

It is reassuring to know that Babson does not just crush the campus. This is a good sign of change and the need to tide and talk, but they do try their best to serve. Perhaps if we can put aside the preconception that Babson Police is out to "screw" the students we will find a better relationship between us and them.

Thank you Babson Police.

Sincerely,
CHARLES DECKER

A PLUS FOR 5-0
**Far Far Away**

Feds Stay Course -Federal inspectors were in New Hampshire investigating charges by Rep. Edward Markey (D-Mass.) that drug and alcohol abuse were rampant among construction workers at the Seabrook nuclear power plant. New Hampshire Governor Mary Perdue had filed a lawsuit against the Seabrook operators for safety violations.

Church March for AIDS -Ministers, priests and rabbis from Boston and surrounding communities participated Sunday in a 10-kilometer walk between churches in Wellesley and Newton to raise $10,000 to help AIDS victims.

Bombs Iranian Tankers -Arab warplanes bombarded two oil tankers in the Persian Gulf and then withdrew. The cause of the attack was not clear.

Protestants Bomb Dublin -Police in the Irish Republic were on full alert after Protestant guerrillas from Ulster planted bombs in Dublin and threatened further attacks. Responsibility for two minor explosions was claimed by the Ulster Freedom Fighters, which said "maximum carnage" would result unless an Anglo-Irish accord on Northern Ireland was dropped.

Aquino Thwarts Coup -President Corazon C. Aquino instructed the Philippine military to block any coup attempt while she is in Japan this week. She called on the people to take to the streets in her defense if necessary.

Atomic Secrets -Soviet ambassador to the U.S. declared that he had been trained in Europe or the Mediterranean.

**Real Close**

Heavy Snow in Midwest -The first major snowstorm in the northern Plains killed at least five people and stranded hundreds of travelers. The heaviest snow was in North Dakota, where 25 inches were reported at Devils Lake.

Spies Surrendered -John A. Walker Jr. was sentenced to life in prison and his son, Michael L. Walker, was sentenced to 25 years for spying. The judge recommended that they never be paroled.

Single Parents Increase -More than one-fourth of American families with children and more than 60 percent of those that are black - were headed by a single parent last year, the Census Bureau reported Tuesday.

Babson

E.P. Hutton for Sale -Merger talks between E.P. Hutton and Shearson Lehman Brothers collapsed, but sources said Hutton indicated it was up for sale for $5 billion, or $1.7 billion. Hutton named a Japanese executive to its board, which could signal a search for a foreign buyer. Brokerage also plans to sell its life insurance unit.

Corporate Profits Rise -Corporate profits rose 7% in the third quarter, helped by a somewhat stronger economy, a Wall Street Journal survey showed. It was the first time in nearly two years that earnings were above year-earlier levels. Campbell's profit rose 7%.

Wickes acquires -Wickes agreed to acquire Collins & Aiken, a textile concern, for $1.16 billion, or $5.9 a share. The relatively small size of the merger prompted analysts to speculate that Wickes might seek other acquisitions.

USX Corp. Troubled -USX Corp. edged closer to a short-term truce with Carl Icahn that would set conditions on any takeover bid by the investor, sources said. The company's board failed to make a decision in settling a key dispute.

US Corporations Criticized -A top Treasury official criticized major U.S. corporations as bloated and inefficient, setting the stage for a renewed debate about America's productivity and competitiveness.

Antitrust Worries -Antitrust investigation into government securities dealers and brokers appears to be heating up. The Justice Department recently warned numerous firms that it is looking into "possible restraints of trade."

Unemployment Steady -The unemployment rate was unchanged at 7% during October, when there was a sharp gain in jobs. The Labor Department report suggests that the economy continues to perk up, though not significantly.

Subsidies Raise Tarrifs -Canada imposed a stiff tariff on U.S. corn imports after ruling American补贴 were heavily subsidized. The unprecedented action prompted concern over U.S. subsidies.

Auto Debt Cut -U.S. auto output is expected to be flat during the fourth quarter, though weak sales could fuel production cuts or a mild round of incentives. Separately, OPEC's planned layoffs and plant closings pose a major dilemma for the United Auto Workers.
Committee Nominations
Nomination Papers for Freshman and Sophomore steering committees are available in the Student Activities Office. Nomination papers are due November 14, 1986 in the Student Activities Office. Elections will take place on November 20, 1986.

Wintersession Aid
Wintersession: Current financial aid recipients who wish to apply for aid for Wintersession should submit a one page letter of application to the Office of Financial Aid. Applicants should state the amount they are requesting and their reason for taking Wintersession courses.

Seniors
Photographers will be in Trim 205 on Monday, November 24th and Tuesday, November 25th for anyone who did not take a Senior portrait. Appointments for re-takes will be scheduled after make-up appointments have been made. Contact ext. 5367 or ext. 5414 for appointments.

-Fiction Writers Unite
Interested in fiction? Want to learn how to put your own experience into words?
The Division of Liberal Arts is offering a 4-credit course in creative writing (fiction) during Wintersession 1987. The course will be taught by Pierce Butler, a novelist who teaches in the writing program.
The emphasis of the course will be on your own writing and on the problems writers encounter at all stages of the writing process. You'll learn how to cope with these problems through daily writing and how to evaluate and revise your work in workshop meetings.

Library Book Sale
Horn Library will hold its Fall Used Book Sale on Wednesday, November 12 and Thursday, November 13 in the Gallery just outside the library entrance. The hours on both days will be 9 a.m. to 5 p.m. Books duplicating the library's collection or those no longer carried in the collection will be sold. Also, books covering many subjects and fields will be available! This is a great opportunity to purchase both hardcover and paperback books for very low prices.

FD Committee Meetings
It's time to begin planning for the Tenth Anniversary of Founder's Day at Babson and the entrepreneurial focus which we have celebrated since 1978.
On Monday, November 24, the first organizing meeting will be held in 209 Tomasso Hall at 6:00 p.m. for those who are unable to attend that meeting, a second session will be held on Tuesday evening in rooms 207-208 Trim at 6:00 p.m.
Helping to plan Founder's Day is an exciting opportunity for Babson students. Assisting in the planning of the Tenth Anniversary will be doubly exciting. For further information please contact Jean Collins (4546) or Dick Bishop (4274).

BRINGING THE PARTY BACK
Thanks For Bringing The Party Back!
The Delta Omega Chapter of ZBT Fraternity, along with Student Government, would like to thank everybody who proved that social life at Babson is alive and well. We hope that everyone had a great experience to go along with the music and beer. A special note of indignation goes to Emmanuel College who backed out at the last minute: our apologies to those who were looking out for these particular people. Thanks to all and get ready for a ZBT Motown Night at the Pub (Nov. 12) and a tentative religious party experience in the Fo'c'sle on Nov. 14.

Senior Portraits
Only proofs with LIGHT BLUE backgrounds and do NOT have a hole punched in the lower right corner may be used in the 1987 Babsonian. Be sure to follow these directions when choosing your Yearbook picture.
Any senior who has not taken a Yearbook portrait should be sure to fill out a SENIOR INFORMATION CARD in order to be contacted for an appointment. Make-up days will be sometime during the third week in November. Appointments for re-takes will be taken only after make-up appointments have been scheduled.

Marketing Intern Wanted
Intern wanted to market a tourist map of Boston (in Japanese) for the Jap Society. The product is available. The Jap Society wants an enterprising student to undertake the marketing of this product to hotels, bookstores and corporations that cater to Japanese visitors. The project would be done in January, 1987.
For more information contact Professor Hubert Heinmieszy at x4571.

THE Foster Child
The Brothers of Tau Kappa Epsilon are sad to announce the untimely death of their foster child, Jose. Jose was a twelve year old poor child from Columbia who the Brothers generously supported through monthly donations to C.A.P.E. Jose was a third poor boy, but maintained courage and dignity despite his circumstances. We don't look upon his death with sorrow, but in the joy that we were able to provide him with some happiness in his life. The Brothers of Tau Kappa Epsilon would like to take this opportunity to invite the Babson Campus to a party in Jose's honor on Friday, November 7th in the TKE room. Drinks will be served (to those of age) to pay tribute to our foster child, who will remain a part of us forever.
career

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GRAD KORNER

By HEDA MEGHNOT ET AL.

Note from Reda: Chris and Anita have spent weeks observing the behavior of our faculty, students, and staff. Only the most sophisticated research methods were employed (although the data was insufficient to generate a mean or any other statistical measurement). Based on a random sample of 250 graduate students, the data was collected by means of focus groups and informal telephone and personal interviews. Unfortunately, the research process smacks of survey bias which affects data validity. Specifically, there is a high degree of self-selection bias since students participated on a voluntary basis (some students had a personal interest in offering their remarks i.e., retribution). In addition, the data is skewed due to an overrepresentation of students in the sample. Notwithstanding some errors in the methodology, the existing data was useful. Below are Chris and Anita’s findings:

Plan With the Highest Tie Pin:

President: Dill
Professor with the Lowest Rise Troubles:
Professor Dover
Best Dressed Women:
Donna Murphy and Pat McGurie of the library staff
Punkiest Professor:
Professor Picardi
"You don’t have to be conversative to be good"
Best Wardrobe Prop:
Professor Nasserian’s pipe
Most Variation in Green and Brown Colors:
Professor Stamm
Oscar Madison Award:
Professor Lawler
Best Parching or "Fit" Award:
Heid Schnepp for outstanding coordination of jerseys & socks
Fastest Inventory Turnover:
Madden - where did those suits and ties go?
Consistent Improvement:
Army people in general
Patchwork and Preppie Award:
Anita Carey
L.L. Bean Award:
too many to mention. To paraphrase Carly Simon, "I bet you think this award is about you"
Best Bracelet:
Casare Delevellis
A note from Chris and Anita:
"No one can say that we don’t appreciate the variety and overall benefits of the environment in which we currently spend so much time."

JUNIOR COLUMN

Words to the Wise

By TIM RYAN

This week’s column will stray from the standard reporting style and lean more to an informative style. The reason for the change is because I have nothing to report. Let’s be realistic, what happened this week? Oh sure, there was Jim Plunkat at the pub but this weekend John Coffery and the Beaver Brown Band will grace our campus with their ever increasingly popular rock music. And yes, the hockey had a big tournament in Pittsburgh but they have not played at home yet (November 25th: Mar 4 down). You might also say that the Senior Auction was last Thursday night but this is a Junior Column.

Therefore, due to the lack of news worthy information (in the area of the juniors), I have decided, along with the help of many classmates to dedicate this week to freshman and sophomores. That’s right, underclassmen. When one comes down to it, a freshman is the same as a junior in all respects except experience. Thus, this week’s junior column is being used to share the "tricks of the trade" that various juniors have learned through their vast experiences as underclassmen. Here is list of what the junior class feels will be most helpful to underclassmen in their future endeavors at Babson.

- A Thursday night at the Pub is a good way to relieve stress.
- Whenever possible: Don’t eat at Jimmy’s! Problem: the infant is a good atmosphere.
- Parents Weekend is the perfect weekend to go home.
- Accounting majors: Beware plunge tickets make good wallpaper.
- Finance majors: Ditto.
- 8:00 classes start at 8:10.
- Lottery numbers are useless Drop/Add is where it is.
- Babson never celebrates Veterans Day so hold the bitching.
- The soccer field is the Beaver Dome.
- The day before Thanksgiving is an "unofficial" holiday.
- If you want to mix in at Babson, carry "The Journal" under your armpit, vote Republican, and wear khakis.
- Rules are made to be broken.

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SALT: THE WONDER CONDIMENT

By Scott Malbor-MD, DMD, AKY, AKA, ESP, KWH

1. The average American consumes more than 5 pounds of salt a day (This is not a misprint)
2. Salt is the only condiment to which Iodine is added
3. Salt is now added to 93.7% of all prepared foods sold in the U.S.
4. Salt is used almost six times more than the next leading condiment, ketchup.

Well there you go. All of you traditionalists should be happy now.
When one gets right down to basics, salt is just one hell of a handy item to have on the table. It goes with everything, and in turn makes everything taste just a little bit better. Unlike ketchup, which covers up the taste of whatever it is you are eating, salt compliments the dish. When used in moderation, it blends with the other flavors to produce a subtle yet discernable taste.

There lies the difference between salt and the other condiments. Comparing salt to other condiments is like comparing a finely aged bouquet to Bakersen. Both are fantastic when used in the proper context, but as the lady in the Maxwell House coffee commercial says, “There is more to life than cheeseburgers.” Don’t get me wrong, I’m not a “condiment snob.” I just know what it is like to want to get something.

And now a word to the wimps:
You, who are cutting down on salt usage or are cutting it out of your diet altogether. Stop! Picture if you will (or can) life without salt. Everything you eat would be bland and lifeless. The way I look at it you have two choices, live your life like Gregg Marcia, Jan, and Bobby or take the risk, experience life on the edge. Drive in the passing lane for awhile.

It’s not a pretty sight when you look at it that way is it? I knew you would eventually see it the way I do. Yes, I just remember that when it rains, it pours.”

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Walking through the market invoked memories; to Sparky, of his former life. Sparky didn’t think he would have ever ended up back here. He was broke; what better place to call in an old debt? He breathed in hallucinating fragrances, from stalls filled with exotic produce. It had been a long time, but this place hadn’t changed, and it probably never would. It was a hole in the wall, nothing ever changes.

He walked down the alley, his webbed feet sticking to the green slime that grew on the paving. The ancient paving stones were worn by millennia of footsteps. He found the place. The door was falling over. As he walked in heads turned, and a hush fell over the crowd. The diversity of races took him by surprise. He remembered a time when only Amphibians came here. He knew he wasn’t welcome here, but it was business. He’d make it quick, this wasn’t a place to linger; unless you wanted to end up as a dinner item’s dinner. The crowd parted to let him by. He walked into the back room. The creatures, who were sitting round a table stopped talking, stared at him. They knew who he was, and they knew who he wanted. He would not be there for any other reason.

Sparky picked up a bottle and poured himself a drink. He gulped back the viscous liquid. He wheezed, it burned. The Bizaran named Orgasmos appeared from behind a screen, gesturing for Sparky to follow. A hidden passage appeared. Sparky followed walking through it. The walls slid closed behind them. They were alone, in what appeared to be a cavern. Immediately the floor seemed to slide out from under Sparky’s feet. He reacted in time, quickly jumping aside. Catching Orgasmos off guard, Sparky pushed him into the trap intended for himself. Orgasmos, falling a dozen rations, landed with a thump. Sparky went to him, and he was here to collect what was owed to him.

Orgasmos hadn’t intended to pay Sparky. He never expected to see him again. With no other choice, Orgasmos grudgingly signed the credits over to Sparky. Sparky stepped back, stepped off, round a corner into the air. The explosion echoed off stone walls. The door opened and guards rushed in. Too slow, Sparky blasted them into a cloud of plasma, seeking himself in the process. He turned, looked down, blasted Orgasmos’ right horn off, to teach him a lesson. Anyway, it would grow back.

Sparky walked into the bar room, this time there was silence. He addressed the room: as to where he could find the Candorian Pirate he sought. His name was known, but nothing else was known. Knocking over a table, he walked out, onto the alley.

Sparky laughed to himself, he’d have to pay a fine for the use of a blaster within town limits. He searched the entire market, it took a long time, but he finally found what he wanted. A nugget. It was a large specimen. The price was high, but he paid it anyway, he had promised himself. Using his mind, he impressed it with his being. Now it belonged to him.

After paying the fines he had acquired, he warmed up his hyper shuttle. Bidding his former home goodbye for a second time, he slammed the hatch shut, dropped the craft into hyperspace. In search of pirates.

———

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**POLITRICKS**

by XYZ

Don’t you love the way politicians always study both sides of an issue so that they can go around it?! They tend to stand for what they think people will fall for: policies that go in onepro and out the other. A politician will do anything for the worker but become one.

And when they say they’re doing something about hidden taxes you know what they’re doing is hiding them better. They’ve mastered the art of appearing unenvious when they accuse their opponents of flaunting the public. every candidate has to master the 3 Fs on politics: Promises, promises, promises. No wonder politics was chosen as the most promising of all careers.

"Economy" is always a politician’s slogan, provided it’s not in their own district. Biologists claim there isn’t a perfect person on the entire globe, but obviously they haven’t read any campaign literature. The main reason why some politicians are defeated is because they make the big mistake of asking the voters to vote a straight ticket. When a well-known politician told his wife he’d been elected, she cried, “Honestly?” He answered, “Why bring that up?”

There no such thing as a cheap politician. If you look at how much they’re costing the taxpayers did you hear about the politician who told a friend he was defeated because of his youth. Said his friend, “But you’re over sixty-year and your youth is spent.” Sadly he explained, “That’s the trouble. They found out how I spent.” Politicians get campaign contributions from the rich and votes from the poor on the promise that they’re protecting each from the other. And when they’re defeated at the polls, they can’t decide whether they handed out too much bacon, or not enough. Our only consolation in that most politicians leave only prints on the sands of time.
PLAYBILL

A...my name is Alice.

STRONG PERFORMANCES DON'T QUITE GEL

By GERALD P. SKELETON, JR.

A...My Name is Alice is a revue-lie musical that opened at the end of October at the Next Move Theatre in Boston. It is being described as a look at the state of women in the 1980's and I guess that really says it all. However, if this musical is a contemporary look at the Reagan era female, it utilizes old stereotypes and material that reek of the "I Am Woman, Hear Me Moan" kind of sentiments.

The musical is a loosely structured collection of songs and sketches contributed by many talented people, including Carol Hall (who wrote Best Little Whorehouse in Texas), Steve Tesich (writer for the film of The World According to Garp), and Ann Meera. The good news is that some of the material is very strong and very funny. "The Portrait," a song about the feelings between two sisters, is genuinely touching and sad. Other standouts include the opening song, "All Girl Band," "Friends," and "At My Age," a song sung by a teenager and a middle-aged divorcee both going on their first dates. The sketch material is generally weak, but a couple do linger in the mind. "Hot Lunch," written by Anne Meera, is a hilarious example of what happens when a construction worker-whistles at the wrong woman. The power of a teacher over both her students and their parents is chronicled in "Welcome to Kindergarten, Mrs. Johnson." The weaker material generally covers the self-expression of woman in the sense of dancing and fantasy fulfillment (including going to a strip joint). These areas is a lag between the good stuff.

My name is Alice employs only five women, but they are all extremely talented people. Bobbie Steinbach interrupts the show every now and then to recite poems from her book "For Women Only." The poems are the epilogue of self-pity and Mrs. Steinbach brings them all off with humor and great timing. Venus Irving-Precott shines on a sketch called "Honey Pot" by playing an elder blues singer who can only think of sex in song ("Crimson on Honey, Check Under My Hood"). Babson students especially enjoy the song of "Emily, the MBA" in which D'Jamin Bartlett does a fine job of portraying the realistic decorator. Lynne Lambers is especially funny on the "Hot Lunch" skit, while Terri Yvette Taylor's hoof perfectly well in "Good thing I Learned to Dance."

Since A...My Name is Alice is a revue, you get to choose the things you like from a wide variety of presentations... the two women sitting in front of me were enthralled by each and every bit. Maybe it is because I am a guy that I didn't enjoy all of it. Anyway, I recommend A. My Name is Alice on the strength if the good material and performers. The five women generate a sense of enthusiasm and professionalism that is nice in context with the atmosphere of the cabaret-like Next Move theatre.

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THE BEAT

By XYZ

Michael Jackson's new album will not be released before Christmas as was expected. Instead, the release date has been postponed again to sometime early next year. It will be missing out on the Christmas sales rush but CBS/Epix (Michael's label) should not be worried about that they're doing. This week production starts on Michael's first video from the new album. The video is for the single "Smooth Criminal" and production is expected to last one month, and the result is a more elaborate video than "Thriller." Usually videos take only 5 days to make, so you can imagine the effort and cost put into this one.

If you were asleep all this week, then you probably don't yet know that Bruce Springsteen's live record set was out on Monday. The package consists of 5 records containing 40 songs and sells for $25. The first single from this collection is another remake of the song "War" first done by the group The Timer. Bruce will probably break all kinds of selling records with the new package. In any event, I'll keep you informed.

This week The Beat will tell you about charts on the other side of the Atlantic in England. The soap opera star turned singer Nick Berry has finally surrendered the top position after 5 weeks and moved to number two. The new number one song is one that we are all familiar with. Berlin's "Take My Breath Away." This single has managed to top the charts in the US and now in England giving the LA band Berlin international exposure. The top selling album in England is still Paul Simon's "Graceland."

Now onto new singles in the US market. Tina Turner's second single off her new album is "Two People." Miami Sound Machine are back with "Telling in Love." A new artist Robbie H illegue is doing well with his first single "C'est la vie" and Samantha Fox was very successful in Europe this summer is now trying to duplicate her success in the US and dance with the single "Touch me (I want your body)." Luther Vandross's new single "Stop to Love" is the opening track of his latest number one album (on the Black Chart) entitled "Give me the reason." Peter Cetera has teamed up with Amy Grant for the dust "Next time I fall in love." Finally watch out for the 12" version of the Pretenders new hit "Don't get me wrong" from the album "Get Close." It's a fierce remix.

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THE PUB GOES WILD

Always the politician.....

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FEELINGS. Woa woa woa FEELINGS....

Seagrams GOLDEN wine coolah...

Help me. I been hypnotized....

PHOTOS BY MICHELLE ROULEAU
EDITOR'S WASTEBASKET

Flash to Campus: Anyone interested in chairing or being a member of the "Parents Weekend" committee, pick up an application at the Student Activities Office.

Flash to Koosa: Yo mama had to rough you up Friday night. Too bad you bruise so easily. - Another Authority Figure.


Flash to Tommy B: Need and ID come see me. - Heather.

Flash to Bunny: Black back black back back back. Did it. - Pass Out.

Flash to Meg and Bun: Here's gin in your eye. - Reavers.

Flash to Sudru: Is there a waiting line at the Red Boot? - A Prospective Tongue.

Flash to Aturi (Pietz 36): I dreamed of you and I'm in the Bahamas! - A Secret Admirer.

Flash to Campus: What do the IRS, sex, and love have in common? Find out next week with the Babson Players.

Flash to Denise: So now you know what we are talking about.

Flash to the Koosa: Were you drunk last weekend? Which night? Mine under loss.

Flash to Loophole: Any guy in Canfield B Tower who has great taste in women: 2 years! Are we nuts? Or maybe just a bit crazy! Who cares, as long as we have fun at all! - The brunette who runs a close second.


Flash to Jeff P.: Happy Birthday. I hope you have a great one! - Your Sister Scorpio.

Flash to Terri: Someday we'll get it together.

Flash to P.J.: I always look forward to 5:45 dinner.

Flash to Anyone with tickets for Eric Clapton at the Metro: We have a pair of tickets for each night, and are interested in trading tickets with someone so we can have four tickets for the same night. If you can help us, please call ext. 4828 or ext. 4833. - Thankful.

Flash to M.C.: The artwork looks great but "Bellinda" makes the room. - H.N.

Flash to Campus: If you bought Babson was alone... if you were at breakfast at 7:54 a.m. on Tuesday (Veteran's Day), you heard a Johnson and Wales student call KISS 108 F.M. to announce they were the only school in session on Veteran's Day. The disc jockey replied: "Hooray for Bob, BABSON students are too." Last, the outside world take note. The five of us at breakfast were gratified by it. - The Painful.

Flash to Karen: He is a huge L.P.I.

Flash to Fran: "Why don't we just go back to the "buffet"?" - I'm roommate.

Flash to Alex: Vodka shots at 11:00 a.m.? allowed!

Flash to Poets Shik and Eric: What great work guys, but I can't publish them without your name and box number on them. Send me your real names and box numbers. They will not be printed with the poetry. We just have to plug them on file. - Thanks, The Ed

Flash to PeeWee Wee-Wee in 105: Survey says great answer. - PMC.

Flash to Gary "Geese" Raphael: That was the most intelligent thing I heard out of you all night - Ray Shmoe.

Flash to Gary "Geese" Raphael: I thought Australia was the Thunder from Down Under - Bird.

Flash to Gary "Geese" Raphael: Thanks for ending this S.A.M. dinner on a high note. - Pres.

Flash to Joe Donnelly: Can the F.R.E.E.P become one of your clients? We'll miss the bow tie. And that OD pipe. Best of luck!

Flash to Maibor: SATISFIED???!! -- your ed.

Flash to Pete and Dan: Leave Wellesley High alone. - PMC.

Flash to Kim and Ann: Congrats on the roommate game. - PMC.

Flash to Campus: I have eight tickets to the Pats-Buffalo Bills game on November 23rd. Contact Box 1587 or ext. 4124.

Flash to Campus: Founder's Day Committee start-up meeting, Tomsano Hall 225, 6 p.m. Contact Jean Collins at extension 4546.

Flash to Seniors: Only proofs with light blue backgrounds may be used in the yearbook.

Flash to Skinliney: Have fun with the guys now, cause after June all your fun is going to be with me! - The Wife.

Flash to Campus: If anyone has found a Levi's denim jacket with a "Y" shaped rip on the shoulder blade and "O'Sullivan" written on the inside tag, it's mine. I'll know it if you wear it. If you can't bear to part with my jacket, at least send me the pocket contents. Box 1787, ext. 4035. Thanks...Mara.

Flash to Arch MacLennan: I appreciate the time and effort you put into the program. It looks great! Thanks for your help. - Brenda.

Bottom of the Basket goes to the Emergency vehicle and reprinted articles.

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The DOCTOR'S REPORT
By Don Rettallata
Sports Staff

The Jets now have the best record in football with a 9-1 record. They have the best quarterback in the NFL in Harry Carrol. The Jets walked over the Atlanta Falcons last week 28-14. O'Brien went 26 for 55, 787.7 percent (not quite as good as Gay would like but good enough). 322 yards and 5 touchdowns. The score was 14-7 at half time and both of the Falcons scores came as an afterthought. O'Brien's 5 touchdowns all came in the 2nd quarter after O'Brien was "getting a sense of what the defense was doing" said Alton, in the 1st quarter. O'Brien hit Toon on a 59 yard bomb of 8 seconds into the 2nd quarter, and turned around and connected with the over- eyed wonder (not Cecil either, Zac) Wesly Walker for a 46 yard touchdown bomb, this reception lowered Walker avg gain per scoring catch as it was only 50 yards prior to that catch. O'Brien's streak of 15 consecutive completions continued as he hit Walker for a 16 yard touchdown and a 21-0 lead. O'Brien's consecutive completions string ended at 17 which is the third highest ever. Not only was the Jets offense over powering, but their defense was dominating as they strolled Gerald Rapp for only 35 yards in 12 carries, and also sacked the Atlanta QB 4 times. The Jets look forward to the Colts next week as the team with the most injuries and best record needs a rest.

The Patriots manage to beat a fine ball club on Sunday in the D-10 Colts. Same HBC player of last week was Mosi Tatupe here an unknown response except the fact in a boring game there was no one else to get the award. Would somebody please tell Len Dawson how to pronounce Mosi's name. (Right Play) Tony "Odd East" Ellis, who took over his team with a win in Week 1, was on top again on Saturday. Any questions contact either Mike Leary, x6457, or John Lentine, x69683, had a below average day for Kenny O'Brien but in outstanding day for himself with stats of 19-33, 1 interception and 2 touchdowns.

The Jets have the best record and the team with the 2nd best is the Giants. The Giants have also dominated their opponent. Eagles, in last week's game they never found a way to get over the hump, with only ;44 seconds left, and without Joe Piscator "Miracle of the Meadowlands" handing off the ball, the Giants managed to hold on quite easily. The Giants did it defensively again as Phil roby for only 91 yards and passed for only 159 yards. A couple of quarterback came back on Sunday. First, John Montana came back and took the 49ers to a easy 45-17 victory over the St. Louis Cardinals. Joe completed 13 of 19 for 270 yards, 2 TDs and 3 TDs and 3 TDs and 3 TDs and 3 TDs and 3 TDs. Interception lovely pass to Drew Rice. Also Doc Fluitt came in, with a book written on his forearm and threw a completion. Look for some interesting quotes from Jim McMahon later this week.

Finally in football, as anybody cares. Tony Dorsett passed .014 Simpson on the all-time rushing list. Torsett is now ranked number 5 on the list. Another little known, and little cared about fact is that American League baseball players are two of the considered to be heavy competitors for the America's Cup against Australia.

Quote of the week goes to Atlanta Hawks star and franchise player Dominique Wilkins in response to Williams seeking extra cash bonus when he makes the All-star team. "Hasten replied" if you don't make the All-star team, why am I paying you all this money?" Good response, Stan.

Now in closing I would like to thank Steve Middleton for his article in last week's issue, but since he tried to abuse me, I will turn around and rip him apart. First off Steve, your article was probably published in a week where I was not around, if you don't like my mistakes. Now try you are saying that you are a Met fan, right? Well then, tell me why, while you were talking about Red Sox fans being to cocky and such, you turn around and abuse Howard Johnson, (after all, he is a Harmon Killebrew clone) and you also had a problem with understanding why people say the American League is the best division. Way to go Steve, The Sox play in the American East, which is the best division, but the AL (as real fans call it) isn't a division but in fact a league which has two divisions in it, (AL East and AL West) The AL East is the best division, but the NL (that National League, Steve) is the best league. Also, I would like to see that "I'm going to be the next "Darry Strawberry." Carter and Strawberry were an unbeatable 9-49 and 17 strikeouts combined in the NLCS (Do you need help with these initials, Steve?). Also, they were 2-16 combined in the playoffs (both teams lost the 5th game of the series, a loss to the 320 after 6 game, not 451. Steve, do you know how to say Ouch? To end this abuse, Steve, you say that I'm a Red Sox fan. Steve, honestly, how long have you been reading my articles? The team that I am a fan of in Boston is the "Cheers" drinking team.
Boston's Chokers?

By JIM TATAKIS

Since the middle of May, when the Red Sox took first place, people were wondering when the big one would occur. By the big one, I mean the big choke. By July and August, fans all over New England were practicing the Heimlich maneuver, just in case. And Red Sox fans had good reason to be wary. Bitter memories of blowing a 14 game lead in the middle of July, and of a playoff game lost to the New York Yankees in the late innings were still fresh in their minds.

But the Red Sox didn't blow it during the regular season. They waited until the sixth game of the World Series to pull the big one, blowing a two-run lead in the tenth inning. And then to show that it was no fluke, they blew three runs in the final game, and it was all over.

Many feel that it was just as well that the Sox didn't win it this year. First of all, the Sox have a hard-earned, 56 year old tradition. It wasn't easy for the team to attain this status, and it shouldn't be killed so quickly as in one season.

Secondly, if the Sox had won, then everyone on the team would have demanded excessive salaries that are even more undeserved than what they are being paid right now. Furthermore, the entire team would arrive at spring training overweight, out of shape, and overpaid. And no one would want to hit the Red Sox team that day and played like a bunch of Bob Stanley look-alikes.

Besides, no one should cry over the loss when New Englanders have three other great teams to look forward to. First the Patriots. After the Patriots, the New Englanders can go to the C's, with the Celtics-beating the Hawks in the NBA Finals. 

This Week the Ratt finds out:

Finance isn't a no picnic.

RATT

By JOH FICK

Contemporary Writer

Approximately eighteen to twenty odd some years ago, there were fifty or so children born from New England mothers. These children were very special, because as they developed, it became evident that they were eventually adults, they learned how to play soccer from among other school activities. Some started very young, second grade or so, and others later, but this is important.

What is important is that they all ended up at Babson College at various times, stretching back five years. Some started playing soccer then, while others were still at public and private high schools. Eventually, however, they all joined together on a late August day this past summer to begin the training process for this year's soccer program under the third coach in three years for Babson, which was very unusual. This would not matter in the long run, however, due to the fact that this coach had once been in the same position as this year's prospects as a potential candidate on Bebo's 1975 national Soccer Championship team.

Anyway, practice began and the team for 1986 began to take shape. Some contestants for the positions dropper off and had to contend with living their soccer dreams for this year just like the fans, through a process that did succeed in making the team. Each person at Babson, whether they real or not, is a member of the Babson Organization. So, even if you just make it to one game, you are helping your team. However, some is true if you miss one game because you are taking the potential of your team away with a lack of personnel. Babbo began its push for a national title on September 6th with a 4-1 exhibition loss and ended November 4th with a 3-0 victory. This is a long schedule, but the soccer team is an ambassador for Babson and deserves a lot of support when they win, we all win, and when they lose, we all lose.

The season did push on and come to a close with some great support during homecoming and the annual Brandes game, and can be best described as frustrating and disappointing, with a final record of 7-9-1 in the league. Even it a losing season, however, Babbo soccer players have held their heads high because things look bright for the future. In addition, this year's schedule didn't include one pushover school and can simply be classified or coined as "soccer as it ought to be."

It is not proper for a fine athlete to lose or fail, or for senior to leave the school without ever knowing the team members on the school's most distinguished sports team; more than that, it is a crime. Captained by seniors Dan "Gaid" Gaidicol and Dan "Ego" Egan, who turned out to be a key motivator and role model for the entire team, both have missed terribly, as will Jack "We're in the Army now, Mad" Madigan, outstanding goalkeeper Dan "Pounds" Poulou, Rob "Rockie" Rochelleau, Chip "Chopper" Giansanos, Pete "Doe" Stasny, Bob "Rick" Nicholas, and Joe Jutras. Their names have been splattered all over campus publications and signs, but truly deserved. Other key members include sophomore defensive standout Paul "Ozzy" O'Kerr, who unleased his "Blizzard of Oz" on several teams, Peter "Gardenhouse" Gardener, Kevin "Doe" Douriette, and Pete "Meedo" Bradengruber. Sophomore goalkeeper Dave Ferris added a shocking goalless shutout during the season and will be waited by a very able freshman, Mark Zides, who also has proven his ability. Offensively, seniors John "Wally" Joyner, Wallace, Gino "Poppa" DiSefano, Nimble Putnam, (who also plays defense), Peter "Stud" Coscarelli and Steve "Muzz" Murray have all played outstanding ball throughout the season. They will be aided next year by Sophomore Sean "Seano" O'Hell, Scot "Mac" Hardy and hopeful Bill Deherty.

The rest of the players are headed by freshman standouts Tom "Fish" Fish, Mike Cavanaugh, Alan Clander, Dan Williams, John Casey, and Greg "Woody" Woosworth, who have all seen large amounts of playing time this season.

So, start by bracing yourself for another shot at the coveted Division 1 National Soccer Championship title. Don't bury your green and white shirts and scarves too deep down in your closet. Babson is at the hockey games and just hold on for next year's soccer team. We've all been in this together.