Subliminal Seduction

EXPOSED

BY JEFF GOLDFMAN
News Staff

You may not have bothered to contemplate the meaning behind the pictures that you see. Yet if those illustrated advertisements are located in national publications, they are often strategically placed within the magazine and filled with hidden meanings.

If you probably pass over almost every one of those ads unless a dream car or dream girl stands out so prominently that you are temporarily dis- tracted from the article at hand.

While passing over that picture, however, you will actually give the article a glimpse for a fraction of a second. A glimpse of all it takes. The mental processing that you do with your subconscious mind for a fraction of a second will eventually work its way into some advertiser's bottom line.

Last Thursday evening Dr. Wilson Bryan Key addressed approximately 100 Babson students and faculty in Knight Auditorium. Dr. Key is a psychologist with a PhD. His address on Media Sapitual-
ization centered upon a one hour, fifteen minute slide presenta-

This media communication specialist travels around the country explaining his analysis of present marketing strategy employed on a national level. Dr. Key resides in Reno, Nevada. During his presenta-
tions. Dr. Key is also able to promote his own publication, by showing slides that appeared in his last book, Subliminal Seduction, pub-
ished in 1968. Dr. Key can link his thoughts to his newest book which has yet to be published.

The seductive communicator said that a highly impressionistic ad will be stored in our brains for life. "The images that you see in Time, News-
week, and U.S. News and World Report are actually paintings, not photographs," said Dr. Key.

Wilson Key talked about those Modern Age and Renaissance artists preceded modern advertising people. Some of the great artists from the thirteenth, fourteenth, fifteenth, and sixteenth cen-
turies placed fairly explicit anatomical organs within the context of their masterpieces. "Even Leonardo da Vinci and Michelangelo used this form of sexual explicitness in their paintings."

Sea Subliminal, Page 4

TODAY'S FRESHMAN MORE COMPETITIVE

Is there an academic difference between the freshman class and the senior class? Would the seniors have been accepted to Babson if they had to apply with the freshman class this year? In an interview with N.C. Hammond, an admission counselor here at Babson College, she stated that the freshmen who have been accepted were a more qualified and competitive group than they have had to apply in past years. The difference between this group and the ones prior to previous years was that the recent freshmen class had higher SAT's in the previous years. Hammond stated that the prospective students applying to Babson were just a higher grade of students than the students have in past years.

Babson has not changed its qualifications for incoming students. There are no specific written requirements for the admission office tries to fulfill, but it tries to get the best students accepted for Babson to come here.

The majority of the admission counselors right now throughout the country are trying to recruit students to look into Babson. In the weeks and months to come counselors will be traveling to Ohio, Wisconsin, California, Texas, Bahamas, and Latin America. Whether or not the students from these far away states or countries are looking for a school like Babson they will certainly know what they had to apply in past years. The admission process for the prospective student once they have chosen to apply to Babson is not an actual part of the application procedure. "The interview is not that important for the application," N.C. Hammond said during the interview. She also said that it helps the admission office to know, whether or not the student is serious about Babson and what their expectations are since they get there. Hammond states the main purpose of an interview is to fully explain Babson College to the prospective student and answer any questions they may have which could be pertinent to the student's decision in picking a school.

When asked if there was such a thing as a bad interview, Hammond said that the only time an interview may hurt a prospective student is if the student is totally defeated and does not know that this is a business school or if the student is too shy and is unable to present themselves. Also an interview may not be taken the expected course, that the counselor may want to pursue, so it can be a bad interview on the counselor's part.

Whether the interview process will become part of the applications procedures has to come up as a possibility and is going to be looked into more seriously. As for now, pros- spective students do not have to worry about making an out- standing impression on the admission counselors to be considered for acceptance. If the trend continues, students will have to have better quality transcripts to keep up with the increasing standards.

NEW STUDENT AID LAWS

By Melissa Shunk
Office Of Financial Aid

Last week's FREE PRESS contained an article by Kathleen Wallace about the new student financial aid leg- islation—the Higher Education Amendments of 1986. It would like to follow her discussion with an elaboration of one of the major provisions of the Amendments.

The new legislation substantially increases the borrowing limits set for the Guaranteed Student Loan (GSL) program. If funds are allocated beginning with the federal FY '87 budget, students will be able to apply for the following amounts.

Undergraduates: $2,625 per year for the first two years
$4,000 per year for three additional years
Graduates: $7,500 per year for five years

The maximum that students could borrow for postsecond- ary education under the GSL program would be $54,750. These new GSL limits reflect a significant trend in higher education financing in the US. Students and their families are expected to incur increasing amounts of debt to pay for college. At Babson, it has not yet been determined whether students would be expected to borrow to the new GSL limits as part of their financial aid packages. We welcome comments on this issue from the Babson community. (Please note: For students concerned about their level of educational debt, the Office of Financial Aid sponsors workshops on post- graduation financial planning— with emphasis on how school loans fit into the financial picture. Current borrowers as well as prospective borrowers are encouraged to attend. Call or stop by our office for more information.)

As Ms. Wallace pointed out in her article, the Higher Educa-

tion Amendments have not altered the basic structure of or intent of federal financial aid programs for students. The programs will continue to be need-based, with need defined as the difference between the costs of attending college and the resources the student/ family can contribute to college expenses. The programs will also continue pro- viding a combination of grant and self-help (i.e., loans and work) aid to students. And finally, the fundamental goal of the programs remains the same: to eliminate the eco-

nomic barriers which restrict access to higher education.
HELP US TO HELP YOU

To the Editor:

Although it has never been the Public Safety Department's practice to publicly debate "hot issues," it seems that the current discussions concerning parking and traffic enforcement are filled with misinformation, misconceptions and ungrounded conclusions. It is extremely important to reduce these rumors and spread correct information. It seems that misconceptions center around three general issues. First, the charging of registration fees. Second, the belief that all parking spaces are being utilized 100 percent. And third, the acquisition of more equipment and its use on campus.

Fortunately, there exists a general feeling that the registration fee charged for motor vehicles is a brand new policy. The fact is, registration fees have been in effect for well over a decade and a half.

Students First

To The Editor:

Please tell Dean Ellis that the reason Babson eliminated a system that was receiving 350 calls a day was not because "the Office of Student Affairs was not put on this earth to give out phone numbers," but because no one has gotten off their ass to develop a 411-directory type system, such as Wellesley College and others have. Also tell Dean Ellis that Babson should stop costing us money and stop printing directories. It has already been proven that at least 500 people a day have looked them out along with all the other junk we get in our mailboxes.

Obviously it doesn't take a genius to realize that a 411-directory type system is sorely needed. It would not only make certain that "student needs come first." But it would also help the telephone office in their pursuits "of providing a diversity of services." This way we would really have "a decision...made for students." 

Source: DAVID L. SMITHERS CLASS OF 98

WRITE ON!

SUBMIT LETTERS TO BOX 140 BY TUESDAY NOON

MARTY'S LIQUORS

193 HARVARD AVENUE
ON THE CORNER OF COMM. AVE., BOSTON.

675 WASHINGTON STREET,
NEWTONVILLE

BUD LIGHT

COORS

1/2 KEGS
$29.95

MICHELOB LIGHT

1/2 KEGS
$39.95

30 lb. BAGS OF ICE
$4.49

16 oz. BEER CUPS
$2.49 PLUS TAX

BUCKET RENTAL
$5.00

CHIPS-LIQUOR-TOASTS
ALL YOUR PARTY NEEDS

MCKINLEY BOUND

By NEIL OSPUK
Contributing Writer

The Babson Outing Club is forming an expedition to climb the highest point in North America, the summit of Mt. McKinley (20, 520 feet). It is the objective of this expedition to put into practice the philosophies of the school and its students, by Stewarting the Babson Banner to the top.

This will be a three-week expedition, starting on May 17, 1987. It will lead by Harry Johnson, the chief guide for Ocean Expeditions Taileveka, Alaska. Harry Johnson will be giving a slide and film presentation, featuring Mt. McKinley, November 5th, in Trim 207-208 at 6:50 p.m. The student climbers have not yet been finalized, so if you think you have "the right stuff", make it a point to attend.

Mountainclimbing might not be for everyone, but this project is meant to involve the entire Babson community. This expedition will not only be a first for Babson, but also for the mountain itself. The many aspects such as: creating a film documentating incorporating participatory journalism, and conducting medical research, will make this climb unique. An undertaking of this magnitude requires not only tremendous mental and physical endurance on the part of the climbers, but also planning and organizing of the highest order on the part of the team, to insure success.

Help send the Babson Banner and the entire Babson community "To The Summit" of North America. For more details, attend the Mt. McKinley presentation on November 5th, in Trim 207-208 at 6:50 p.m., or contact Neil Ospuk (BOX 1802).

MARTY'S LIQUORS
209 SUMMER STREET, BOSTON

Bud Light

30 lb. BAGS OF ICE
$4.49

16 oz. BEER CUPS
$2.49 PLUS TAX

BUCKET RENTAL
$5.00

MICHELOB

KEG DEPOSIT
$10.00 CASH

TAP DEPOSIT
$30.00 CASH

BUCKET DEPOSIT
$20.00 CASH

OTHER KEGS AVAILABLE UPON REQUEST

PLEASE HAVE PROPER ID

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OTHER KEGS AVAILABLE UPON REQUEST

PLEASE HAVE PROPER ID
FAR FAR AWAY (International)

Diplomacy
- A U.S. official charged the Russians with an "unsupervised violation" of diplomatic protocol for the disclosure of purported quotes from President Reagan during the Iceland summit meeting.

Disinformation
- Moscow may have to make public minutes of the Iceland summit meeting to dispel the Reagan Administration's massive disinformation campaign about the talks, said a Swedish source on U.S.-Soviet relations.

Chernobyl
- Major reappraisals of nuclear safety and emergency planning along the word have resulted from the Chernobyl nuclear disaster, experts say. Even nuclear plants unlike Chernobyl's are under scrutiny.

Nobel Prize Winner
- Elie Wiesel appealed to Moscow to let Jews who are seeking to emigrate leave. The Nobel Peace Prize laureate's appeal concluded a five-day visit to Moscow.

Mrs. Aquino Corrupt?
- Manila's Defense Minister impaled that Corazon Aquino was guilty of corruption. At a pro-Marcos rally, Juan Ponce Enrile began what his aides said was a new phase of his campaign of criticism.

France and Syria
- France seemed reluctant to antagonize Syria as foreign ministers prepared to discuss a European response to Britain's break in diplomatic relations with Damascus.

Emergency Landing
- A U.S. jet lost air pressure Sunday night and made an emergency landing in the central Japanese city of Osaka. At least 62 people were reportedly injured, five of them seriously.

South Africa Guilty
- Mozambique implicated South Africa and right-wing rebels backed by the Pretoria government in the October plane crash in which Mozambican President Machel was killed. Radio Maputo quoted government ministers as saying the plane crash in South African territory, may have been caused by "criminal action."

Hindus and Sikhs
- About 400 Hindu clashes were reported in New Delhi, stoning shops and vehicles and blocking traffic on a major highway. Dozens were injured in an attack by Sikh extremists in a Punjab village, in which nine Hindus were killed.

Religious Harmony
- Pope John Paul II urged a "spontaneous and true dialogue" between the 130 representatives of the world's religions gathered in Italy for today's unprecedented day of prayer. The Pope has called on warring factions to observe a one-day global tour.

NOT SO FAR AWAY (National)*

MX Missiles
- Fifty more MX missiles are being sought by an Air Force official. The official, General John T. Chain Jr., said he wants the long-range nuclear missiles to travel the nation by railroad in ten to twelve years.

Reagan Campaign
- Reagan continues his campaign tour of 13 states where the Senate races are close. He is encouraging voters to "vote for me one more time" by keeping the Senate in Republican hands.

Anti-Drug Abuse Law
- The Anti-Drug Abuse Act, which Mr. Reagan plans to sign today, is the most far-reaching drug law ever passed. Most of the $1.7 billion goes for enforcement, not for drug education.

Surcharge Stopped
- State stopped charging income tax surcharge, saving average taxpayers $100.00 yearly.

Aids Center To Open
- Citing a critical lack of alternatives for children with AIDS, health officials plan within the next few weeks to open a residential center in Boston for the terminally ill children of the first of its kind in the country.

Court Convenes Abortion
- On Thursday, 15-year-old Amy Matheny ended her 11-week pregnancy after a Suffolk Superior Court judge and a state appeals court panel ruled she was mature enough to consent to an abortion.

REAL CLOSE (Boston)

Dyslexic Sues
- An illiterate honors graduate sued her high school in Nantucket, New Hampshire, to cover bills at a special school where she was taught how to read. The student, who is dyslexic, said she had cheated to pass her classes.

Rebels Trained in U.S.
- The Reagan administration has decided tentatively to train a Panamanian rebel force in the U.S. The decision was made after reports that Panama is one of the last countries in Latin America that is not allied to the U.S.

Oil Technology
- U.S. oil technology is off-limits to the Soviet Union, which remains annoyed with the exchange of information in this area.

Textbooks Banned
- A Tennessee school district filed a notice of appeal following a federal judge's ruling that a school system must accommodate parents' objections to textbooks on religious grounds. The school district said that fundamentalist Christian school children in Hawkins County will not be kept from reading books for which parents find offensive.

Air Force Secrets
- The former Air Force sergeant was arrested yesterday in San Francisco and charged with trying to deliver secrets about an Air Force reconnaissance program to the Soviet Union, authorities said.

Babson

Mets Win Series
- The New York Mets won baseball's World Series, four games to three, defeating the Boston Red Sox 8-5. Fay Knight, the Mets' third baseman, was voted MVP of the 7th game.

Urine Cancer Cure
- Researchers in Boston said a simple drug treatment has proven to be nearly 100% effective in curing a form of uterine cancer that is a major health hazard among women in many parts of the world. The three-drug regimen tested by scientists was found to be more effective than a more complex and comparatively ineffective combination of seven drugs.

 plataformas de streaming

MTA Attack
- South Boston District Court Judge Lawrence Cameron found three teenagers guilty of assault and battery with a dangerous weapon in the connection with the April 23 beating of a black man at MTA's Andrew Station.

Seabrook Power Plant
- The Bay State's Supreme Judicial Court ruled that the power company's decision to install fuel loading at the Seabrook Nuclear Power Plant will be heard on Friday. Massachusetts officials plan to argue that a condition of operation license should not have been granted because the company has refused to submit required evacuation plans for six communities within a 10-mile radius of the plant.

Texas Air Buys People
- Texas Air's purchase of People Express and the assets of its Frontier unit was cleared by the FCC, giving Texas Air a huge marketing clout with a network of carriers that controls 23% of the nation's air traffic.

Exxon Profits Rise
- Exxon's profit rose 5.6% in the third quarter, and its earnings fell 46%. Both firms' profits were hurt by the plunge in oil prices.

The Outsider
- Ronald O. Perelman bought 15% of Transworld and may attempt to buy the rest of the company, then sell off its businesses, analysts said.

Silicon Valley Merger
- Schumacher's plan to merge its Fairchild Semiconductor unit with Fujitsu's chip business was received coolly in California's Silicon Valley.

Some analysts said the merger could start a trend of Japanese firms buying U.S. semiconductor makers.

Texas Law Changes
- The way many Americans borrow is likely to change under the new tax law, which restricts many interest deductions. Attention is turning to home loans, where interest deductions will be preserved.

Mine Union Merger
- Mine union members authorized their leaders to seek a merger or affiliation with another union. More than one-quarter of the members of the one powerful union are now out of work.

Platinum Prices Soar
- Platinum prices soared in reaction to strong bullion demand and a South African gold miners strike. Gold and silver prices rose only slightly.

Boeing Profits Rise
- Boeing's net rose 19% on a 23% increase in sales, reflecting strong demand for aircraft deliveries. Separately, Boeing said NASA had awarded it a $100 million contract.

Texas Air Assets Sale
- Texas Air's earnings jumped 82% in the quarter on higher profit at its Continental Air unit and a gain from asset sales. It was the company's third consecutive quarterly profit ever.

USX Union Pact
- USX has told some top customers it may reach a tentative union contract agreement with the Steelworkers, ending an 89-day work stoppage. The push for a settlement is a direct response to reflect investor Carl Scannell's demands for a restructuring and export of jobs.

Online in New York
- United Business has called on 30 partners to observe a one-day global tour.
SHAMIE BACK AT BABSON

On November 5th at six p.m. in Trin, the Society for Advancement of Management will be featuring Ray Shamie. Ray Shamie has been recognized as an innovative entrepreneur, developing new technologies in the aerospace industry and bringing forth the world's first and only implantable drug infusion device, opening new frontiers on the treatment of cancer, blood disorders, intractable pain, Alzheimer's disease, and others.

For many years, Shamie has been active on the field of education. He has been recognized for his award winning educational programs for students, teachers, and employees. In 1985, he was appointed by President Reagan to the National Council on Vocational Education to help in the task of providing quality education for all citizens.

In 1982, he challenged Ted Kennedy in a spirited race for the U.S. Senate, holding the Senator to the lowest re-election margin of his career. In the 1984 Senate race, Shamie defeated Elliot Richardson in a dramatic history-making primary and garnered nearly 1.2 million votes against John Kerry, making it the closest senate race in Massachusetts in 50 years. At a time when most people are planning retirement, Shamie organized the Shamie Foundation and the Massachusetts Civic Interest Council—two non-profit, non-partisan foundations dedicated to the study of public policy, the promotion of economic growth, and opportunity for all.

Shamie projects himself as an intelligent and fascinating speaker. We urge the entire Babson campus to attend this event.

FROST & SULLIVAN REPORTS IN HORN

By KEITH KENNEDY
News staff

Frost and Sullivan, Inc. (7/5) of New York has donated a collection of their reports to Babson's Horn Library. This is a rare opportunity, for students to have use of, and access to, such a collection. Usually, a majority of the reports are too expensive for a public or university library to purchase. As a result, these reports are only found in non-public locations like the library-resource center of a company or organization specializing in or expanding into a specific product area.

The collection consists of reports on 2 major areas: European and American topics. Examples are volumes on new food and beverage products, skin care products, diet foods and beverages, and IBM PCs and compatibles. The data contained in the reports not only identify and describe current trends, but predict future prospects as well.

Due to the nature of the collection, some restrictions do apply. The volumes may be retrieved at the reference desk (9-10:30 am to 2 pm; or 2:30-6 pm; and Sat. 9 am to 10 pm; Sun. 3 pm to 11 pm) where a form will be completed. The materials may be used by Babson College students and faculty for course-related purposes only. Babson College's Horn Library and may NOT be copyrighted.

The icing on the cake when Key explained that Mrs. Crocker possessed no snowman was just what he thought she would think if he would be the other way around,” said Key.

Key also displayed misleading ads. A popular cologne ad depicts the image of a woman. One an interesting note, Dr. Key hypothesized that female organ represents a misleading ploy to attract women, while the use of male sex organs are used to target the male population. “You would think that it would be the other way around,” said Key.

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Dr. Key theorizes that a Miss America Natural Creme Formula ad actually represents female molestation. “A 50-year-old, very attractive lady is lifting the dress of her seven year old daughter,” said Key.

Key said, “This type of advertising does not apply to the conscious mind. If advertisers relied upon the conscious mind for advertising, they would have little to promote.” Since we only utilize fifteen percent of our brains at any one time, subconscious methods of advertising works on eighty-five percent of our cranial capacity.

The images appeal to our subconscious work in mysterious ways. Many alcohol and tobacco ads display cancer, castration, or sex in one form or another. Key stated that these images lie in the form of reverse psychology.

Other forms of subliminal ads include Howard Johnson's clam bake orgies and McDonald's McHuggets clidos. In such ads as the clam bake orgies, Dr. Key emphasized the point that advertising people paint pictures to represent reality. The pictures that we often see in ads are not photographs, but real life fantasies.
BULLETIN BOARD

Financial Aid Notice
Applications for Mid-Year Recconsideration of financial aid awards are now available in the Office of Financial Aid. Students who wish to appeal their financial aid decision for 1986-87 and request additional aid for the spring semester should submit a mid-year application by November 7. Only families who have experienced permanent hardships or unusual circumstances will be considered for appeal.

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

Senior Auction
Alcoa all you seniors out there in Free Press land. We have some interesting events coming up that will directly involve you all.... So read on. Senior Auction 1986 will be held on Thursday Nov 6th at the Pub. This helicopter has historically been a night to remember (or not as the case usually is), and is extremely important on raising funds for our Senior Week 1987.

Let's get everyone involved with great donations to be auctioned and we (the steering Committee) will be there to take note of your donations in Trim, starting this Monday, during lunch and dinners. Let's make this Big event happen with a bang and good luck to everyone on this upcoming Policy weekend!

Babson Book Sale
Horn Library will have a Book Sale on Wednesday, November 12 and Thursday, November 13 in the Gallery just outside the library's main entrance. Books that duplicate or are not appropriate for the library collection are part of this sale. Also, books no longer carried in the collection of the library as well as directories and handbooks will be sold. It is a great opportunity for students to inexpensively purchase reference and other reading materials. Watch next week's Free Press for sale hours and more information.

Babson Outing Club
The Babson Outing Club will be sponsoring a slide show and presentation by Harry Johnson, chief guide for Genet Expeditions of Talkeetna, Alaska. This will be held on November 5 at 6:30 pm, in Trim 207-C/D.

Genet Expeditions organizes adventure skiing and mountaineering treks in Alaska, Mexico, South America, and Asia (including Everest). Harry Johnson will be leading an expedition of Babson students "to the summit" of Mt. McKinley in May 1987. If you are interested in becoming a member of this team, or just want to see spectacular slides and footage of some of the most remote and beautiful parts of the world, make it a point to attend.

THE BISO Bash
The 11th Annual BISO Halloween party will be held this Friday at Knight Auditorium from 9pm to 2am. Music will be by Casper, there will also be a video show and raffle as well as prizes for the best costumes. There will be an open bar and proper ID is required to drink. Admission is $5 with costume and $10 without - 950 students free.

Help The Children
TONIGHT, Circle K will be visiting the Shriners Burn Hospital in Boston. The presentation concerns a nun and children who on many college students encounter at one time or another during their college career. The issues were presented in the form of skits with an open discussion following. Members of the audience were able to reflect on their own experiences bringing up many concerns and possible solutions to this very sensitive issue. All of those in attendance for the presentation were quite impressed, finding it to be very entertaining and informative. It is hoped that the program has been effective in improving awareness of alcohol and its effects.

Bring the Party Back
Aren't you tired of apathy on campus? Well, this is your chance to prove that Babson College social life is alive and well. ZBT Fraternity and Student Government cordially invite you to "Bring the Party Back to Babson" on Saturday, November 1, 1986. Brush off your dancing shoes and vacuum your best tile to get ready for a 9:00 pm to 1:00 am celebration of life itself. Frosly kept of beer are available with a proper ID. The evening will also feature over $10,000 worth of sound and light equipment as Knight Auditorium will be filled to the rafters with lights, music, and fog. Babson students only have to donate $5 in order to enjoy a night of consuming enlightenment, while non-Babson people will pay an equally paltry $4.

Don't forget that special guest speaker Emanuel College will also be well represented during the night. Who could ask for anything more?

Thank You, Talent
The Babson Players wish to thank everybody who made last Friday's Talent Show at the Pub a resounding success! A special thank you is given to you, of course, all of the talented and creative individuals who got up in front of over 500 people and displayed their gifts. Heartily congratulations are in order for the three broadwinners of the evening: The Procrastinators (First Place), Mary Forrest (Second), and Dan Williams and Company (Third). These people, along with the remaining acts, attest to the fact that Babson is not all business. Once again thanks to all for acting up with the Babson Players... see you next time.

Kappa Sisters Aware
As part of National Collegiate Alcohol Awareness Week, the sisters of Sigma Kappa arranged for a show by project WATT from Wellesley College. The presentation concerns a nun and children who on many college students encounter at one time or another during their college career. The issues were presented in the form of skits with an open discussion following. Members of the audience were able to reflect on their own experiences bringing up many concerns and possible solutions to this very sensitive issue. All of those in attendance for the presentation were quite impressed, finding it to be very entertaining and informative. It is hoped that the program has been effective in improving awareness of alcohol and its effects.

WRITE ON!

The power of the press isn't limited to those who own one. Write for the Free Press and make your views known. Send all mail to Box 140.

Babson College FREE PRESS
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DEPARTMENT: STUDENT NINETEEN ASSOCIATION
ALL HALLOW'S EVE

PHOTOS BY MICHELLE ROULEAU

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In one place.
In one day.

Meet representatives from many of the country's leading graduate management schools.
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Receive the free booklet The M.B.A. and You, admissions materials and catalogs.
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1984 M.B.A. FORUMS • BOSTON
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Friday, Nov. 30 9:00-5:00 Saturday, Nov. 30 10:00-5:00
MBA's EXHIBIT HALL
THE MBA AND YOU MBA CAREERS EXECUTIVE PROGRAMS

Friday 10:00-12:30, 1:00-5:00 Friday 2:30-5:00
Saturday 12:00-5:00 Saturday 12:00-5:00

For information call 800-842-8557
in New Jersey 109-714-1579.
**THE BEAT**

By XYZ

First, I'd like to correct a mistake in last week's column. Stacy Lattisam's new single is indeed "Hail It to the Wall," and "Jody" is by Jermaine Stewart. Now I can go on to tell you that Cyndi Lauper's title track "True Colors" is this week's number one song, followed by Tina Turner's "Typical Male" and Janet Jackson's "When I Think of You." Cyndi's U.S. tour will start December 3rd in Providence R.I. Her new single "Orange of Heart" enters the charts this week. Songs that are making quantum leaps on the pop chart include: Steve Winwood's "Freedom Overspill," Bob Jovi's "You Give Love a Bad Name," Journey's "The Girl Can't Help It," and from the movie Top Gun, "Heaven in Your Eyes."

The following artists have brand new albums already available at record stores: Aretha Franklin, included is a duet with George Michael; Paul Simon, The Pretenders; Berlin; Iggy Pop; Freddy Jackson; and very soon Billy Idol. As you can see there's so much good new music that you might consider increasing your music budget this week. However, if you have no music budget and still enjoy listening to new music, these are some of the new singles that major radio stations are playing: Billy Idol's "To be a Lover," Grace Jones' "I'm Not Perfect, but I'm Perfect for You," produced by Nile Rodgers; Janet Jackson's "Control," and Gwen Guthrie's "Outside the Rain." In England, Madonna has been dethroned by a soap star, "True Blue" has been moved to number two while "Every Loser Wins" by Nick Berry assumes the first position. Paul Simon's "Graceland" album is the top seller in that country.

**Welcome Home**

"Welcome Home" is the title of 'Til Tuesday's brand new album. This Boston band made it big internationally and talent is the reason why. Their debut album "Voices Carry" has been critically acclaimed and has successfully introduced the band to important overseas markets. Now, "Welcome Home" produced by Phett Daviers has all the ingredients to firmly establish the band as a here-to-stay act. Guided by the sheer strength of their CBS label, 'Til Tuesday is going places.

"Welcome Home" is comprised of ten new songs. Alaine Mann is not only responsible for lead vocals and bass, but she also wrote the words and music for the majority of the songs, it's the meaningfulness of the lyrics coupled with well produced sound that make "Til Tuesday so successful and so respected by fans and 'experts' alike.

If you've heard their most recent single, "What About Love" you know what I mean. This band whose musical style doesn't appeal to everyone, but anyone who's heard them recognizes and appreciates their talent. 'Til Tuesday has a lot to offer, and "Welcome Home" is merely the beginning.

---

**NAME:**

Not A Rosy Picture

By GERALD P. SKELTON

Once again, I'm back in the movie theatres and taking a look at current movies. This week I'm giving The Name of the Rose a full investigation and I'll tell you what I think. Also, since tomorrow night is Halloween, I thought I would share some scary-type films and videos that you may want to check into this weekend. But, first of all, let's take care of the movie at hand.

The Name of the Rose is the film adaption of Umberto Eco's international bestseller that was as heavy on pages as it was in subject matter. The novel has been pared down to keep things going at a good clip and veers away from the heavy use of Latin in the book. The story of The Name of the Rose is relatively simple: it is a medieval monastery-bound murder mystery. It all begins with the strange death of a young monk who has supposedly jumped to his death from an unreachable tower. Enter William of Bashkerville (played by Sean Connery) and his sidekick Aggie (I think that's his name), as the monk equivalent of Sherlock Holmes and Watson, to solve the case. And the deatlis continue as the investigation digs deeper.

This first part of the movie is really great. We are introduced to a gallery of interesting and perversey humorous characters. all monks who seem capable of murder. We are also shown the lifestyle of a monk that leaves much to be desired. All of these grotesque men combined with the remote monastery high atop a mountain gives a great atmosphere of mystery and foreboding. We travel along with William of Bashkerville as he investigates every aspect of his environment and the trip is fascinating indeed. And the more both he and we know about the circumstances of each death, the more we are drawn into the mysterious world.

But we must not forget the plot itself. I can't help but refer to Sherlock Holmes and Watson again.

P.S. Some of my favorite Halloween movies that I suggest you look for anywhere are: Psycho—need I say more? Legend of Hell House—a very thoughtful and very scary haunted house movie with Roddy McDowall. Halloween—what's the holiday without its name sake slasher film? Fright Night—funny, scary, good story, good effects, and Roddy McDowall again. American Werewolf in London—there's a bad moon on the rise.
JUNIOR COLUMN

By Tim Ryan

In my last column, I stated that, "Juniors DOMINATE the men's hockey team." Well, there has been both support and opposition to this rather bold statement, so let us review the facts that allowed me to arrive at this rather strong statement.

There are nine, count them, nine returning juniors currently on this year's squad. These players are Tom Acquaviva, Billy Allen, Steve Chujat, John Flaherty, James Friedman, Tod Kinsman, Tom Martin, Joe Puskarch, and Tom Sessa. These young men bring a combined 17 years of experience to this year's talented squad. Returning players, other than these seasoned juniors, are senior veteran Chuck Breckin, and sophomores Kevin Concorran, Ronan Beren, Greg Matheasa, and Sean Martin. Among other reasons why the juniors lead the team are because fine juniors were among the top ten point getters last year, including a team leading Tom Sessa's 59 points. Another reason why the juniors may be the preeminent class on the team is because all three tri-captains positions are occupied by juniors. These leaders among members are Billy Allen, John Flaherty, and James Friedman. Still another reason why juniors can be said to be the dominant class on the team is because on October 31, when our Babson College Beavers open their extremely tough schedule against NHL, there will be at least 4 juniors starting for Babson.

One may be asking themselves the logical question of, "Why are there so many veteran juniors on this year's squad?" After questioning several of these players, I found that the reason is because when these juniors were mere seniors in high school, the Babson hockey team won the national title - but they also graduated an above normal amount of seniors. Therefore there was a tremendous need for talented freshmen. Thankfully the Babson coaching staff recruited several promising seniors from high school. Thus in the fall of 1984 the timid, naive, and talent laden hockey players began their academic and athletic careers. Although young, these youngsters were not slow to show off their talent and helped Babson to a winning season in their freshman year. They have become more improved with each grueling practice, and have subsequently evolved to their current status as veteran players - who have every ability to lead by example.

While all of the facts point to the juniors being the dominant class on the team, one must remember that there are 14 other young men who have all made or are expected to make major contributions to the team. This belief was echoed by sophomore sensation Ronan Beren who said, "Hockey is a group effort - it is a team sport." Beren's comments should not be taken lightly, because although juniors may lead the team in many significant statistical categories, other members of last year's team also made major contributions. Beren was also quick to commend the juniors for their office roles as leaders in the sense that, "Last year, they helped us around when we were freshman."

How instead of talking about the juniors or sophomores, let's talk about men's hockey as a whole. The season opens on October 31 against division one powerhouse RPI. The road trip then continues with a game against a tough Union squad, and then the Plattsburg Tournament. Babson would like very much to win this tournament, because if they beat Merrimack in the first game there is a good chance that they may face Plattsburg in the finals. One may remember that Plattsburg was Babson's nemesis last year as they knocked the Beavers out of contention in the playoffs.

I would like to take this moment to thank all of the members of the team who supplied me with the information needed. Babson's first home game is on November 25 against Westfield State. They would appreciate all of the support they can get - and we know that when they head out on that road trip there will be no hooligan about how many juniors are on the team, we will only hear the announcer introduce to us "our 1986-1987 Babson College Beavers." For one must remember when they are out on the ice playing a game, no one cares whether or not the players are from a particular class, but only that they are playing for Babson College.

RESIDENTIAL LIFE

By Ron Hammond

There are often times when living in the residence halls, students wish to review polices, procedures or standards by which the halls are governed. At Babson College, there are a number of bodies mandated to review, question, and interpret the system in place. One committee which is now examining several aspects of residential living, has been given the task of reviewing the room selection process. The Room Selection/Displacement Committee is made up of the following people: Jill Donohue, Don Pettitall, Laurie Lawson, Ellen Solomita, Katrina Venas, Suzanne MacDonald, Janet Roberts, Christine Tooney, Jean Roberts, and Val Caso. If you have any suggestions or general input for this committee, please contact one of these people or the Office of Residential Life.

A second group of students and administrators who work to better student life on campus is the Student Affairs Council. The following is taken from the Student Affairs Council's bulletin, "The Council is chaired by the dean of students, and members include the vice president of student affairs, the director of student activities, the director of residential life, the president of the student government, the editor of the Babson Free Press, the chairperson of the student judicial board, a representative of the Greek Council, two unorganized members-at-large, residence hall students, and faculty members." The Student Affairs Council is a forum for student discussion on many issues, including those pertaining to residential living. Further information on this body, contact Dean of Students, David A. Ellis.

One last avenue to discuss residential life concerns is through the Student Government. The president of this representative group is Dave Pina and the executive vice-president is Steve Malloy. If you have an issue, bring it to the attention of any of these organizations. You can get changes made, it takes your initiative and energy, the reward is in watching things get done.

This past week the Office of Residential Life handed out (through the RAs and RA's evaluation sheets to be filled out and returned). Those who have returned them, thank you very much for assiduous in improving the service we offer in the halls. To those who have not yet returned the forms, there is still a chance to have your say, so please get them in!

Throughout the Fall Semester each residence hall has been invited to an informal discussion with representatives of the Student Affairs staff. We have scheduled groups of halls that we believe have similar concerns and at least two of the following will represent the administration. Dr. Paula Pooley, Vice President for Student Affairs, Dean David A. Ellis, Dean of Students, UIA, Director of Residential Life, and Ron Hammond, Assistant Director of Residential Life. The discussion is open to any student living in the areas invited on a particular evening and has ranged from concern over the alcohol policy to building repair, the shuttle service and more. Find out from your RA or RD to see when you will be speaking with the Student Affairs representatives and show up. This is a great way to meet these people in a relaxed and friendly setting. GET INVOLVED!

This time of year the heating patterns in our residence halls can cause some turmoil in your individual situations due to the fluctuation in the outside New England temperatures. As we move toward November the heating will become much more stable as it is used on a continual basis. Please let us know if there are problems with your heat (too much, too little...) and we will respond to the requests.
By CHARLES DOCKET
Contributing Writer

Last time we heard from Sparky, he had accepted the proposition made by the Bazarians to hunt down the fugitive named Anthith. The offer was too irresistible to refuse, his life or Anthith's. Our ethical hero didn't give half a quazar about the consequences, obviously the duty was his, or his life wasn't. Arming with his new Kroach and Moss' blaster he set out in search of Anthith.

He tracked Anthith to a small planet in the Plebian belt, named Marvia. Sparky had heard about this place; it was a smuggler's colony. He knew how to find his quarry. Before landing on the planet, Sparky ditched his craft on a large colonized asteroid to get a drink. He headed for the local, sat down and ordered the usual, a frosted shoon frizzle. Sparkly leaned back and sipped his cocktail. His head started to clear of the incessant reality that had come to invade his senses. It was quite a shock to our hero when Anthith walked into the same establishment. Of all the friends on all the asteroid belts... Sparky knew it was a golden opportunity; he cleared his head as he pulled his blaster from his holster. Sparky took aim but at what? Anthith was a sub-species, with two heads. Sparky chose the right one. Bad choice, the shot missed by a whole ration. Anthith spun around and squeeazed of a dozen rounds in Sparky's general direction. Sparky ran out the back way, and into the forest to safety. Sparky our amphibian hero slammed through the Marviaan swamp. He cursed his luck, but how was he to know that the Marviaan didn't really have a second head. The job should have been simple. It should have been easy to blast the Marviaan named Anthith into plastic jelly.

Sparky cursed his ever accepting this contract. His feet sloshed through the mud. He blasted the mud creatures for sport as he trekked. Where did he leave his ship? Finally, after about a dozen dead mud creatures, whose heads he cut off to shrink, he found his Falcon-hexed Shutter. It was a late model, in need of a detailing, but it had a double bed and a cosmic auto-flush, and only three more payments if he ever got back home. He threw the sack of heads into the trunk, while figuring that the smaller ones were worth over 100 quazons on Xenon, he'd head there first.

He looked again at the Marviaan swamp, flipped his tongue out to snatch a large flying lizard, swallowed the morsel, and slammed the hatch shut. Sparkly jammed the craft into warp-drive, grinding the impulse engines. As the craft accelerated he turned on the mood synthesizer leaned back as visions of young nebulous tadpoles filled his mind.

THE SOFT SERVE MACHINES

Every residential student, both woman and man was forced to choose a meal plan. Ten, fourteen, or nineteen meals-a choice is due or else they will make the choice for you. We all must go to Trim Dining Hall where a nourishing meal is waiting for all. And I must confess that most of the food is really great (or at least quite good).

With an entre or deli, salad, and soup, our meals include each and every fruit group. But when it comes to desert to our dismay, the soft serve is broken almost every day. I miss the chocolate, the vanilla, the swirl; I miss fixing the top with a cute little twist. In my cone, I'd build it as tall as I can, and lick it up before it melts down my hand. Hard serve with scoop doesn't cut it anymore, Day in and day out, it's becoming a bore. I long for the good times we had with soft serve, for waiting patiently is getting on my nerve.

Sammy

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NAKED TRUTH

Dr. Kilbourne holds a B.A. degree from Wellesley College and a Doctorate from Boston University. She is an Associate of the Stone Center for Developmental Studies at Wellesley College; and a member of the Board of Directors of the National Council on Alcoholism.

The November 6 presentation is sponsored by the Babson College Programming Board. The public is welcome; there will be a $2 charge. The event is free with a Babson I.D.

Boston resident Jean Kilbourne, an internationally-recognized authority on the media, alcohol issues, and sex roles, will present her multi-media production "The Naked Truth: Advertising's Image of Women" on Thursday, November 6, at 7:00 p.m. in Knight Auditorium on the Babson College campus.

Dr. Kilbourne has been researching sex role stereotyping in the media since the late 1960's. Her book on the topic will be published this year. She has received several awards, including a woman of the year award from the Boston chapter of the National Organization for Women.

Dr. Kilbourne has taught, lectured, and consulted media studies in Boston schools and colleges. She designed and led media workshops for teachers nationally. She has written about media, alcohol issues, and sex roles, and has been interviewed for magazines, newspapers, and television.

Special student rush tickets will be made available for "NURSESENSE," the hilarious, irreverent musical comedy that features a quintet of singing, dancing, romping nuns, playing at the Boston Shakespeare Theatre through November 30.

Student rush tickets are priced at $5.00 per ticket with a valid college I.D., with a maximum of two tickets per I.D. Rush tickets go on sale at the box office at the Boston Shakespeare Theatre 30 minutes before the curtain. Student rush tickets will be sold on Tuesday, Wednesday, and Thursday evenings only, and are based on availability.

"NURSESENSE" runs Tuesday through Friday evenings at 8 p.m., Saturday at 6:30 p.m. and 9:30 p.m., and on Sundays at 5 p.m. and 7 p.m. Regular ticket prices are $21.50 and $17.50 for Tuesday through Thursday evenings and both Sunday performances, and $25.50 and $25.50 for all Friday and Saturday performances. Tickets are on sale at the box office at the Boston Shakespeare Theatre, 52 St. Botolph Street, Boston, MA 02116; for information about regular tickets and student rush tickets call (617) 267-3600. To charge tickets by phone, call Charge Tix: (617) 342-8511.

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Then prepare for the learning adventure of your life.

KUSP 1-800-854-0195 (Those wishing to sail in the spring or an future voyage are especially encouraged to apply)

Gallery Talk at MFA

Boston University's Department of Art History will present Fred Licht at the Museum of Fine Arts, Boston, Wednesday, November 19, Licht, a professor of Art History at the University, will give a gallery talk, "Greek Vase Painting," at 7:30 p.m. Admission to the museum is free for Boston University students with I.D. $4, all others. The group will meet at the West entrance of the Museum. For more information, contact Donna Cassidy at 617-829-7940.

Sculpute Exhibit

The Boston University George Sherman Union Gallery will present "Sergio Castillo: Direct Metal Sculpture — Works for Interior and Exterior Spaces" November 5 through 29. A reception will be held for Castillo, an internationally renowned sculptor currently teaching at the University, Friday, November 7, from 5 to 7 p.m. Admission is free and open to the public. For more information call 617-353-9425.

Yiddish Films

The Boston University Department of Continuing Education's Yiddish Film Festival continues. "Mirele Eshkol," and American movies reproduced in Yiddish in 1939, will be featured Sunday, November 10, at 3 p.m. in the Curtis Auditorium, School of Nursing, 655 Commonwealth Avenue, Boston. The last film in the series, "Gmine Felder (Green Fields)," (1957) will be shown Sunday, November 23, at 3 p.m. in the Auditorium. A contribution of $4 per screening is suggested. For more information call 617-353-4130.
GRAD KORNER

By NEDA MEHNIK

It's been a while, but I'm back. How's everybody doing?

What's new...

Claire Finger and Anita Carey are inviting all of you to Career Night, Monday, November 3, 1986, at Trim Conference Center. The fun begins at 7:00 p.m. (cocktails from 6:00 to 10:00 p.m.)

It's Halloween and time to celebrate! I can't think of a better way than to attend the Halloween party arranged by that infamous party-giver, Florence Van Roye.

When: tomorrow (Friday)
Where: where else—bldg 2A
Time: 7:00 p.m.
Other: it's a costume party

It may seem a little early to mention Founder's Day but we've already begun to plan this year's event. As the graduate student association's Founder's Day representative I am in need of people (grad or undergrad) who would be interested in working on one of the various committees (for example, media, transportation, publicity, etc.) Anyone interested should speak with Dick Bishop in Alumni Hall or me (either personally or drop a note in box 244).

Gotta go...

CHARM PRIZE ANNOUNCED

The Philip E. Charm Prize, a cash award of $4000 will be presented for the third time in Spring 1987 to the undergraduate individual or team (Junior or Senior) submitting the most feasible business plan for starting a new venture. This is a significant event for Babson, as well as for entre-

Selection Process

The prize will be awarded on the basis of a Business Plan Competition. Individuals or teams of four or fewer students may compete for the prize by preparing a Business Plan under the sponsorship of preneurs and investors in the business community. But I want you all to be aware of the purpose of the award and the guidelines for submission.

Aims of the Award

Philip E. Charm was an accomplished and energetic entrepreneur. To honor his memory, his son Lester Charm (Babson '54) wished to leave an ongoing legacy which would stimulate, recognize, and re-

The entrepreneurial activities and to assure maximum recognition for them all, the prize will be awarded on Founder's Day before the induction of the new class of Babson's Distinguished Entre-

Eligibility

Juniors and Seniors in the Spring semester 1987 will be eligible for the 1987 competi-

the entrepreneurship faculty, as an independent study with any faculty member, or as part of their course work in an Entrepreneurial Studies course. A panel of outside judges, consisting of entre-

The Plan must be prepared under faculty supervision and for credit in a regularly scheduled course or as an independent study. It must be prepared during the preceding Spring, Summer, or Fall semester, with a submission deadline of 50 days following the last scheduled day for final exams in the semester in which the project was undertaken. (For instance, a Plan completed during Fall semester 1986 must be submitted by January 16, 1987 to be eligible for the 1987 prize.) In this way, a preparation period of approxi-

2. The Plan must be develop-

DAY VII: PITCHING HEAT

* For those of you not of the selling ilk, pitching heat refers to the act of cleaning stables, and is used to describe creative manipulation of various facts and figures.
STUDENT GOVERNMENT AND YOU

By STEVE MALLOT

The final chapter to the introduction of the poster policy will be written next week in Student Government. At this time, representatives will voice their opinion regarding the policy (which has now been revised) through a student gov’t vote. Some important modifications made in the policy by the Student Affairs Council may result in less resistance from the representatives than when the poster policy was first presented to them about a month ago. Specifically, those modifications include: (a) eliminating the pre-clearance clause, in other words, one would not be required to have his/her poster screened before he put it up around campus; and (b) eliminating the cap on total volume—previously, the policy had a limit on the total number of posters one could put up on campus (100). Now, the only limit on volume will be the number of posters allowed in 1 building (25).

Bus Service to Pine Manor / Boston

I am currently examining the possibility of establishing a joint Babson/Pine Manor bus service to Boston that will leave at selected times on Thursday, Friday and Saturday nights. Negotiations are currently underway and things are looking pretty good. If all goes well, Babson and Pine Manor will not only have the opportunity to Quincy Market and/or Harvard Square but there will also be transportation to and from Babson to Pine Manor during the routes. This will hopefully encourage students not to drink and drive and may also enhance social life.

After all negotiations have concluded, I will distribute a schedule of bus service to all undergraduate students.

So-Co Planning Major Concert

Sean Culbert and the Social Committee are planning for what could be the best and biggest concert at Babson in a long while. John Cafferty and the Beaver Brown Band, highlighted in the movie Eddie & the Cruisers, are scheduled to appear at Knight Auditorium on Saturday, November 15 at 8:00pm. Ticket prices are tentatively scheduled to be $8 Babson/ $10 non-Babson.

Need A Ride Home?

Student Gov’t rep Matt Tolan received a positive reception from the student gov’t when he proposed that a ride board be posted on campus so as to facilitate communication between those individuals who need rides to various locations and those individuals who are driving to those locations and may want some company and/or gas money. Matt is in the process of working out this plan with the Director of Student Activities Linda Magosta.

ELEVENTH ANNUAL HALLOWEEN DANCE

on Friday, the thirty-first of October
at nine o’clock to two o’clock
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featuring
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To the GMAT guru.

(Excerpts from actual letters)

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"I am interested in applying to the MBA program at Harvard University... and am confident that I will now be accepted for the fall term."—Student from Richmond, VA

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BABBSON EARNs L.A. GRANT

FROM THE LIBERAL ARTS DIVISION

WASHINGTON, November 5: The American Council of Colleges (AAC) has given nine institutions of higher learning awards totaling $15,000 to enable them to develop and conduct pilot courses on philanthropy. AAC President John W. Chandler announced today. The awards are part of AAC's Program on Studying Philanthropy, an effort to promote the study of philanthropy in the undergraduate curriculum.

The nine institutions, which received awards of $1,500 each, were selected from among 51 colleges and universities that submitted proposals in response to the invitation the AAC held for its 575 member institutions. Although AAC originally planned to make eight awards, program director Daphne M. Layton explained, the selection committee found that four excellent submissions warranted the addition of one more. Additional awards will be made to seven other colleges and universities in 1968.

The award recipients are: Babson College (Wellesley, Mass.; for the course, "Individualism and Philanthropy in American Life"); Baruch College (the City University of New York, for "And Charity for All"); The American Experience of Philanthropy"; Chapman College (Orange, Calif.), for "Self-Fulfillment and Service to Others"; Georgetown University (Washington, D.C.), for "Philanthropy, Volunteerism, and Public Policy"; Harvard University (Cambridge, Mass.), for "Philanthropic Behavior and Social Needs in the U.S. Economy"; Illinois State University (Normal, Ill.), for "Philanthropic Organizations and Global Development"; Northwestern University (Evanston, Ill.), for "Private Interest and the Public Good: Philanthropy in America"; Regis College (Wester, Mass.), for "Perspectives on American Philanthropy," and Seton Hall University (South Orange, N.J.), for "American Philanthropy: Historical and Political Perspectives".

The pilot courses, said Dr. Chandler, which will be offered for three years by each institution, will deal with voluntary association, volunteer service, charitable giving and not-for-profit initiative. They will not include an emphasis on technique or management of non-profit organizations. They represent diverse approaches to the study of philanthropy from a number of disciplinary perspectives, including those of history, political science, public policy, women's studies, philosophy, economics, business, and religious studies.

"The courses will recognize philanthropy's role in shaping the history and character of American society," Dr. Chandler said. "They will also serve to prepare college students for civic responsibility and public service, and thus help assure the future leadership of philanthropy." In citing the importance of greatly increased academic attention to philanthropy he noted that 89 million Americans provide some volunteer service, the dollar value of their time is estimated to be $100 billion, and total philanthropic giving by Americans is now nearly $60 billion, according to GVHL USA, published annually be the American Association of Fund-Raising Counsel (AAFRC)." The award recipients were selected by the program's advisory committee, which includes Paul H. Weissler, professor of education and former dean, Graduate School of Education, Harvard University, John G. Simon, professor of law and chairman, Program of Non-Profit Organizations, Yale University; John Van Til, chairman, Department of Urban Studies and Community Development, Rutgers-The State University of New Jersey; Virginia Ann Hodgkinson, vice president, research, INDEPENDENT SECTOR, and Kathleen D. McCarthy, director, Center for the Study of Philanthropy, City University of New York.

The Program on Studying Philanthropy was undertaken by AAC at the suggestion of the AAFRC Trust for Philanthropy, a foundation established by the American Association of Fund-Raising Counsel. The Trust pledged $50,000 for the program and is raising the balance of the program's total cost of $542,000.

Grants also have been made by the Exxon Education Foundation, Lilly Endowment, The JPM 3rd Fund, Westinghouse Electric Corporation, National Society of Fund-Raising Executives, and National Association for Hospital Development.
Top of the Basket: Goes to Desktop Publishing. It bailed our A out for this issue.
Flash to Horowitz: About time right? - Us Philogies
Flash to Karen and Julie: Did anyone ever tell you, you guys look like bugs.
Flash to Sabo-SO: Thanks for confiscating our Stop sign during the fire alarm. It was probably a potential fire hazard.
Flash to Pizz: The annual Senior Auction will take place at the Pub on Thursday, Nov. 6th. This is an outrageous event. Be there.
Flash to the V-Ball Fans: Thanks for coming Tuesday night. We really enjoyed it. The V-Ball Team.
Flash to Mickey: What's happening hot stuff??
Flash to Campus: Lost! One pair of eyeglasses. Light colored frame, black case. If you've found them or seen them anywhere, contact Mike at Box 769 or x4175. Thanks.
Flash to Trim: You had nice buns on Monday. But why is there only one ketchup container on M-W-F??
Flash to Campus: Remember when it was the Senior Slave Auction? Language antiinum Santizers united.
Flash to Daddy: Debbie needs a ride home from her piano lesson at 5:50 so take the Woodywagon (Daddy-mobile) and don't be late! Mommy.
Flash to Karen A: You should enroll in a "C" School.
Flash to Big Chillers: Friday night was awesome (More than one??) You guys are all great. Let's do it all again soon!
Flash to West Point Bound: Get psyched for one hell of a weekend.
Flash to Julie: Never ever ever will we go again! -M
Flash to Lynn: Have a great weekend. Don't let the bed bugs bite you next week.
Flash to "Tom Sasso": Something to add to our Tom wait. Your no. 2 fans.
Flash to Horton and Jules: Can we watch T.V. with you guys? Stay sea.
Flash to Truck: I thought you said you lived in Central.
Flash to Jim: The window bubble is suffering from withdrawal. Please wear them soon!
Flash to Campus: Anyone who wants a fake I.D. can get in touch with Heather.
Flash to Ellen: Why are you hiding??
Flash to Campus: Another reminder that flashers need a name and box number with 'em or they get tasered - Chief
Flash to Campus: Spend Halloween night with BSO - Casper D.J. video show, raffle and costume prizes. Open bar with proper I.D. (Night 9-2)
Flash to all Met Fans: BSB-Bayside.
Flash to Julie Ann: Baseball is such a complex sport!
Flash to Brenda C (and Friends): Great job on the show! Bud We knew it would happen! Very proud and thankful Executive Board.
Flash to the Moped Punks: Lion hunting must be tough without the lions. Greg and Karl the only New England Lion hunters. MTW Riders.
Flash to the "Missionary" Kids: Friday night at 9:20, 91.5 FM. Don't think its Halloween freaks. Its only Edso and Howie: the lovely D-Tower devoted fans.
Flash to KJF: You must be up to at least a 21 minute curling job. 5 and it.
Flash to Boston Sports Fans: Yes, New York always has been and will be the center of the universe! But, if you visit there, please leave your knives home. - Mayor Koch and Friends.
Flash to the above New York fan: Like you're really a Mets fan, not a "Since the Yankees screwed us, I'll root for the Mets fan", bring on the knicks.
Flash to George Yorita: Look out, the monopoly busters are coming. - Justice.
Flash to Mark W. and the Pub Staff: Jim J. Gordo, Nelse, John H. and the Judges: Thanks for all your help with the talent show, you guys were great! - Dena.
Flash to Worms: Did you get a lot of work done? "YEAH"
Flash to Lauren L: If you win your "Profit" bet, I assume you will receive a percentage of your winning?? - Brenda.
Flash to Jay: I hope your faith has been restored - the Vice.
Flash to Emmanuel College: See you on Saturday night. Ladies. Just look for the ZBT signs in Knight Auditorium.
Flash to Marianne: Three more days - I can't wait! Happy Twenty-First - Your Party Daddy.
Flash to Bill O'Connell: Too bad all you bandwagon Sox fans, didn't become bandwagon Mets fans. Then you'd have a reason to celebrate - Devoted Mets Fan.
Flash to ZBT: How many of us can you fit into this Knight Auditorium of yours? -The Ladies of Emmanuel College.
Flash to Women's Tennis: Great job this weekend. Thanks for making my last season enjoyable one...MM
Flash to Campus: Have fun at BSO on Friday, but be part of a religious experience Saturday night with ZBT and Student Government.
Flash to Freep: Great work on your last issue Congrats!

Announcing the WOOTEN WRITING PRIZE

Any undergraduate paper written this semester that earns a grade of A- is eligible. Have your instructor sign it to signify his or her approval; send it with your name and class, as well as the assignment, course, and Division for which it was written, to the address below before the first day of next semester.

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The Mets Are Champs!

By MICHAEL COHEN
Sports Staff

The New York Mets, one out away from securing the World Series on Saturday night, completed a remarkable comeback Monday night when they defeated the Boston Red Sox 2-0 to win the seventh game. The defeat marked a disappointing end to a great season for the Boston Red Sox, who were unable to advance into the weekend series in New York. The Red Sox added to the list of seven World Series losses, including seven games in their last three World Series losses in 1946, 1947, and 1975.

The Red Sox passed over Oil Can Boyd to start Bruce Hurst in game seven. The move seemed to be a mistake, as Hurst pitched five shutout innings and the Red Sox jumped out to an early 2-0 lead. Hurst ran into trouble in the sixth inning as the Mets rallied to tie the score. The Mets increased their lead to 3-2 in the seventh inning due to the ineffective relief pitching of Calvin Schiraldi. After the Mets closed the gap in 4-3 in the eighth, the Mets added two runs in the bottom of the inning off Al Oliver to make the final score 5-2. The Mets faced Schiraldi in order in the final inning, with Marty Barrett striking out to end the game as Mets fans celebrated a World Championship.

In game six, the Red Sox were one out away from capturing their first World Series title in 68 years. With Calvin Schiraldi retiring the first two batters of the bottom of the tenth inning, all that remained to preserve the 5-3 victory was to get Gary Carter with a single to score the winning run. Pitcher Hilleritch had won the seventh game due to the ineffective relief pitching of Calvin Schiraldi. After the Mets closed the gap in 4-3 in the eighth, the Mets added two runs in the bottom of the inning off Al Oliver to make the final score 5-2. The Mets faced Schiraldi in order in the final inning, with Marty Barrett striking out to end the game as Mets fans celebrated a World Championship.

In game five, the Red Sox were one out away from capturing their first World Series title in 68 years. With Calvin Schiraldi retiring the first two batters of the bottom of the tenth inning, all that remained to preserve the 5-3 victory was to get Gary Carter with a single to score the winning run. Pitcher Hilleritch had won the seventh game due to the ineffective relief pitching of Calvin Schiraldi. After the Mets closed the gap in 4-3 in the eighth, the Mets added two runs in the bottom of the inning off Al Oliver to make the final score 5-2. The Mets faced Schiraldi in order in the final inning, with Marty Barrett striking out to end the game as Mets fans celebrated a World Championship.

In game four, Ron Darling defeated the Red Sox and Al Oliver, who received a surprise start. In game five, Bruce Hurst helped the Sox rebound from consecutive losses by defeating Dwight Gooden and the Mets 4-3. Hurst had pitched 13 games to 2 advantage heading back to New York for the final game. It turned out that it would be the final game for the Red Sox in 1986. They became the second team in history to lose the World Series after winning the first two games on the road.

A Night At The World Series

By JEFF GOLDMAN

You have heard about the prices ticket scalpers are gouging for one ticket to one World Series game. Imagine yourself departing the T at the Fenway stop and walking to the Park. Along the way you see and hear some local hard core fan, "Anyone got contacts for Fenway?" You wonder to yourself, "How much cash is this guy carrying?"

You arrive in the front of a rather tall brick edifice, which contains a rather large green walk. Your walk from the T to Lansdowne Street uniformed grounds, you meet your baseball buddy. After greeting your friend, you take your color-coded ticket Series for fans, player's wives, ticket buyers, etc. A day of waiting around the country and comes to your home town every eleven years or so.

Once through the not-so-pearly gates of Fenway Park, you explore the real estate which has become our national media focus for the month of October. With no direct access to Channel 4 within this baseball orchard, you wonder how Fenway Park could resemble the same place that you wished ten times. Save for the red, white, and blue World Series flags, it is different. After watching the post-season action on national television and listening to ticket-taker prices, you wonder to yourself if there is a distant and herefore undiscovered place once inside the Park. If such discoveries are not possible, you should at least be entitled to express opinions of certain fans. You hear, "Are you going to meet up with the Red Sox Al Oliver, directly?"

Johnny Mac only wanted six strong innings from his team in the game. The fans, that is the minority in attendance from the local area, were a Don Beyer-equivalent to serve as the designated pitcher. Majority of people in attendance are: "This game needs a shoestring run for prestige, or first-time Fenway Park visitors. Most season ticket holders sit in the Bleachers. Hilleritch pitched as expected; he lost. To obtain a better view than the one well beyond the rightfield foul pole, you decide to take a stroll. As you walk and take in the game, you find the seats on the leftfield, you watch Gary Carter launch a jumper fastball over the screen. You decide that running down for better seats may not be such a great idea tonight. Have you ever seen men with ties and jackets sitting out beyond the rightfield foul pole or in the bleachers?

Back to scouting out seats in leftfield. A brief check on the actory—Darryl Strawberry swings at the first pitch...double, 5-0 Mets. So much for your hot date this Saturday night.

The availability of seats tonight leads you back to where you started.

Back home in rightfield, you observe more people going to and from the bathroom and beer stands than you see action played on the field. Actually, you observe a lack of action displayed on the field.

Dystra connects and sends a long fly ball your way. Back goes Evans. He's at the wall.

As you watch one major league baseball's most exciting night fielders settle under the ball, you realize that this ball is not going to travel over the wall as previously thought. After all Dwight Evans and his brother-in-law, Charley Thompson, were able to explore the 1975 World Series, 800 yards in 1950 World Series.

Evans reaches up, gloves it, and...drops it!!! Home-run, Len Dystra, 8-5 Mets. "You couldn't turn the seats of the fans over today."

As you exit Game 4, you only wish that post-season play was not designed expressly for television. The game ends two hours later than a regular season game. Sox lose 6-2. You reassure yourself that you will not be back at Fenway Park next year. Where is it?"

Well sports fans, there you have it, the Mets are singing "Get Metsorized," "Let's Go Mets" and "We are the Champions," while the Sox and Boston fans are humming a too familiar tune, with Bill Buckner at the lead; "Choke Gas, D.C., run and smile. No August. Just like the sign at Shea Stadium said "Boston Chokes, '45, '67, '75 and '86" and so did they choke this year.

For years people have been talking about the "Sports Illustrated" jinx, which is whenever someone is on the front cover they get jinxed. Well after reading last week's Doctor's Report, especially all of you who got as tickled reading it as I did. "We have witnessed the famous curse of the Doctor. That is, by predicting the Red Sox to win, tintum cursed them and their children. But of course I did this without warning fellow New Yorkers, and loyal supporters. To you I apologize, Gary, Mac, Hops, Whopper, Spat, Armoebe, Mike, Morant, Tom, Rich, Josh, and finally Roondog. But hell it worked didn't it, and the end always justifies the means."

Oil Can Boyd, a guy who, I gladly gave the ball to teammate Bruce Hurst for game 7. Looking back over the Cans season, first he wasn't selected to the All-Star Team and therefore 'ook a "short" leave of absence from baseball. The team pitched good ball for the rest of the season and then wasn't given his right. Poor OCB, boy it sure is good knowing that he takes it like a man. The only good thing is that the man selecting the All-Star pitching next year is his manager. John DNA screw it up.

It was the ninth inning the Red Sox were leading by 2 runs, there were two outs and then all hell broke loose. Gary Carter, Keith Hernandez, and Tim Raines ran on a 3 and 3. Raines were on 1st and 3rd. McNamara, who did his best to lose the series by just managing, decide too Stanley should pitch. Stanley threw one to the lady in the stands who was hurting her arms and Mitchell tied the game. Then Mookie Wilson hit a groundball that "bounced and bounced and then it didn't bounce, it just skipped", of course Bill Buckner, and Ex-Cub no loss, will never be an announcer with description days. With Ex-Cub quotes from him. "Besides Mattingly I think I do as well as anybody in the League at first base." Well Bill of course you are talking about the minor league, a.k.a. the AL.

Then Bill revealed the reason behind his madness. "Atleast I can tell my kids that I played in a seventh game of the World Series." Other reactions were by Bob Stanley, "75 was bad, but this is worse." and the myth, the legendary (sit down folks) Mike Torrez who was quoted as saying "finally I'm off the hook. Have another one Mike.

DeWe Evans "I'm not going to say we choked, we just lost." Wajng DeWeys, you guys made fans look good.

And now some quotes from the 1986 World Champions New York Mets. Wow, that says dook look good. First. Davey Johnson on his and the Mets chances, coming home and trailing 3-2 "What me worry?" Don't confuse this quote for cockiness, it was a well known fact. Keith Hernandez "They were one out away from the World Championship and then to have the rug pulled out from underneath them that's a tough loss."

"See its just to bad for Keith. Mookie commented on how the Mets came back. "Funnies, magic and wands, it doesn't matter. We did it". "We deserve it, we're the best team in baseball" "Boston is a great team, but the good guys got it" Davey Johnson.

The main reason the Mets won was because of the bullpen. The Sox had Calin Schiraldi who was 0-2 with a 15.30 ERA in the series. While the Mets had Heart, Greens, Hungry, they were able to explore the 1975 World Series. The Sox played in 1975 World Series.

Evans reaches up, gloves it, and...drops it!!! Home-run, Len Dystra, 5-0 Mets. "You couldn't turn the seats of the fans over today."

As you exit Game 4, you only wish that post-season play was not designed expressly for television. The game ends two hours later than a regular season game. Sox lose 6-2. You reassure yourself that you will not be back at Fenway Park next year. Where is it?"

Just to prove the Sox know they would lose they didn't bring any champagne to New York. They didn't realize they needed it until the seventh inning of game 6, but they didn't bother getting it. Right Bill, Ha Ha
The Judges Deliver The Verdict

By John Flick
Sports Staff

Babson's Men's Soccer team is closing their season very rapidly, and recently lost games to both Williams College 2-1 in overtime and Brandeis University 5-2. The "Green Machine" has been very erratic in their style of play and these two games were no exception.

On October 21st, the Beavers traveled up to Williams College, and although playing with intense drive in their game, came up on the short end of the score. Oino Odilefano took a pass at 24' 50 in the first half from John "Wally" Wallace and placed the ball high in the right corner. Inspiring play from Reed Badgerend, Dan Caldicott, Peter Gardner and Dan Poulin kept the 0-1 within reach despite a victory until Williams scored fifty-eight seconds into a second overtime period. Such has been the luck of Babson.

Then this past Saturday, October 25th, the big show-down between Babson and the "Judges" of Brandeis occurred at Brandeis. Both teams have had ups and downs during season, with Brandeis entering the game with a 9-6-1 season and Babson with a 5-7-1 record. Even with all the pageantry of the game and the rituals of psyching oneself up for the game seemed to vanish with 4:15 left in the first half, when Brandeis scored.

In a game filed with penalties, yellows and red calls, and generally unsportsmanlike play. It appeared that the Beavers were opposing the referees as well as the judges. In spite of all this, Brandeis scored again with 14:26 left, and the first half ended this way.

The second half went approximately the same way with rough play dictating the flow of the game. Brandeis scored with 42:08 left to form a 3-0 lead and never looked back. Finally, with 58:59 left, captain Dan Egan pressured Brandeis fullback to push the ball past his goalie and Egan followed it into the goal. However, only minutes later, with 57:59 left, Brandeis scored once more and led 4-1. Dan Egan would not be denied and assisted on what would be Babson's last goal with 35:31 left. Dan Egan passed a ball to Captain Dan Caldicott who blasted a shot past the Brandeis goalie in the left, high corner. Babson had its opportunities to close the gap, with various free kicks and a penalty kick, but all we lost to.

When even in its place on the score, Brad and Dan replaced their goalie Cherechew, but he managed to kick the penalty shot by Dan Caldicott with 32:51 left and went on to preserve the win. Finally, Brandeis closed the game with 18:14 left on a shot from twenty-five yards out that binked off the left pole.

What has been described were only the vital statistics of the "game," they don't represent the broken hearts, the psychological "game" within a game," and the thoughts of the senior players on both sides. For Babson, Captains Dan Egan and Dan Caldicott, along with Joe Jutras, Pete "Siats" Slattery, Dan "Pauls" Poulin, Rob Michalik, Jack Madigan, Bob Nichols, and Chip Gaydus represented a lost attempt to totally dominate the major rivalry in Division III soccer. They have all put many devoted hours and years to the sport and the team. They deserve all of our recognition as the winners they are. There however are also the seniors on the other side such as Steve Stone, Jeff Steinberg, Tom Brady and Peter Cherechew have never seen a victory against the likes of the "Green Machine." (They also haven't seen their team, with the exception of Stone in the FREE PRESS).

The series will continue to stir a lot of controversy, but for this year, the bragging rights are with Babson. "Mr. Hustle" awards go to Dan Egan Dan Caldicott, Dan Poulin Paul Osberg, Steve Murray and especially to Tom Fisher Alan Lunde and Mike Cavour. Special mention also goes to Kevin Douttet, Peter Gardner, John Wallace, Kimboll Pumain, and Rob Pochteleu.

Babson reversed its luck by destroying WPI 4-0 this past Tuesday, which will appear in next season's issue. The Beavers host Bridgport University this Saturday, November 1st at 1:00 and close their season away at the University of New Hampshire on November 4th. BFT and support your school- especially all of you who miss the Dees game.

Fall Ball Sweeps St. A's

By Bill Peck
Sports Staff

Babson finished off its 1986 Fall season in fine fashion with a two-game sweep of Saint Anselm. Those wins gave Babson a 7-5-1 record.

After losing the first two games of the season, Babson came back strong to finish above the 500 mark. Despite several injuries and a shortage of pitching in the second half of the season Babson managed to put together good hitting and pitching.

Highlights of the season included wins over MIT, Framingham State, Nichols, Bentley, Mens Bay, and the sweep of Saint Anselm to conclude the season.

Offensively, Babson had several players who contributed to the bat. Senior George Ryan led the team with a .392 average. Senior Ryan Gagne was next with an average of .375. Freshman Dan LeTarte led the team in hits (16) while finishing with an average of .564. Also finishing with averages above .300 were junior Scott Stone (.335), senior Jim Agabeds (.318), and sophomore John Davitt (.300). As a team Babson hit .285.

Babson's defense improved tremendously over the past few seasons, finishing with a fielding average above .950. Babson has had several strong catchers in the field. Catchers George Ryan and sophomore John Henneman combined to throw out 8 base stealers. Jim Agabeds also contributed heavily at the shortstop position.

Despite a thumping by Brandeis University in the first game of the season, Babson pitchers came back to frustrate a strong Mike O'Conner led Babson with a record of 2 wins against 1 loss and a ERA of 6.00. Chris Squire also picked up two wins for the Beavers. Senior Chris Grega and junior Greg Marshall pitched well in the fall, the latter throwing two complete games, one for a win and the other for a tie.

If anyone is interested in playing baseball in the spring they should contact either of the captains, Mike Dayton or Chris Fraga, or Coach Stockbridge in the athletic department. Practices for the spring will begin in the gym after the semester break.

The team is also looking for a manager to fill the vacancy that will be left after this spring. Interested see Coach Stockbridge or Bill Peck.

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