Program finalized for Inauguration

Dr. Ralph Z. Sorenson II will be inaugurated as the seventh president of Babson College in ceremonies to be held on Thurs., Oct. 10 at 3:45 p.m. in Richmond Knight Auditorium.

Dr. Sorenson officially took over the duties of president on Sept. 1, replacing retiring Dr. Henry A. Krannert. Sorenson is the college's chief executive officer for 13 years.

Robert O. Faby, chairman of the Babson College Board of Trustees, and Jarvin Farley, chairman of the Babson College Corporation, will preside over the inauguration ceremonies. Joseph Cronin, Secretary of Education in Massachusetts, and Dr. Lawrence Encinas, encoding and enrollment management at the Harvard Business School, will also participate in the exercises.

An associate professor at the Harvard Business School until his election as president last February, Sorenson has brought to the college a broad background in international business. An expert in international marketing, he has worked as an executive at Nestle Alimentana S.A. in Vevey, Switzerland, and as a research associate at IMD Management Institute, Lausanne, Switzerland.

While at Harvard, Dr. Sorenson was director of the Harvard University Advisory Group in Manila, Philippines. As director of this operation to strengthen grad level management education, Sorenson worked with three Philippine universities under a Ford Foundation grant. His efforts culminated in the creation of the Asian Institute of Management.

A director and consultant to General Housewares Corporation, Knapp King-Size Corporation, and Mannington Mart, Inc., Sorenson has also done consulting and management development work for General Electric Corporation, Polarnord, SOHIO, Itek, and several other firms in Europe, South America, and the Far East.

He is married to the former Nora B. Eis and has three children, and resides in Wellesley, Mass.

IN 1968 Babson's designers drew this conception of a proposed Library, which may be part of a new Master Plan.

Sorenson expects groundwork on new Master Plan by May 75

By ELIZABETH McCARTHY

Babson will soon focus in on a new Master Plan. President Ralph Z. Sorenson II stated May 75 as the deadline for defining the governing goals and philosophies.

The last Master Plan was two and a half years on the drawing board.

"I hope that by May we would have an agreement on the strategic objectives of the school. By that time, we will define the role and mission of each major program we're involved in," he said.

Describing the reason for long-range planning, Sorenson said, "We're doing what any good organization must do: decide where it wants to go and go in the long run."

Although he has stated no specific goals or plans yet, he concluded, "We have to decide what's good for the institution as a whole."

The president elaborated on a few of the objectives he has in mind for the new plan. These included education outside the classroom, the MBA program, the School of Continuing Education, and the quality of the teaching staff.

"We want to develop opportunities for educational experiences outside the classroom, moving toward close relations with the business community, and the non-profit community," he stated.

Sorenson finds "a great buoyancy" in the MBA program, and stresses the importance of assessing its purpose to expand on its current strength.

The School of Continuing Education will also be thoroughly examined, he expects. "One of the most powerful influences in the last quarter century is that people learn throughout their lives...There will be new people who are very much more interested in education and opportunities involving women, I think. We'll take a long look at that."

To compliment the improved educational goals, Sorenson realizes the need for an outstanding facility. "We've dedicated ourselves to becoming a learning institution, and we place a high value on good teaching. This is something I feel very strongly about," he said.

But he does not stop there. He also sees a responsibility for the students in this respect. "The initiative still has to lie with the students as learners. Then the teachers have to provide a sense of excellence and inspiration to enable that learning to take place."

Everett Stephens, vice-president for Public Affairs assured the improvement in the faculty resulting from the last Master Plan, (May 75). He said, "We set out to build a stronger faculty, reducing the number of part-time and increasing the number of full-time members." Regarding the parallel Under the Cover... STUDENT GOVERNMENT gets underway Tuesday amid high hopes. The FREE PRESS kicks off S.G. coverage on page 4.

BABSON CONTINUING EDUCATION has plenty to be happy about. See the story on page 5.

YES, MARTHA, even though the prime rate is 12 per cent, you can still keep your powder dry. See how on page 4.

Program finalized for Inauguration

The Way We Are', featured Saturday

by CHUCK OLIVER

Director of Alumni Relations, Jr.

O Neel says that Homecoming '74, "The Way We Are", which happens Saturday will be a fine and impressive event.

This fall, several hundred Babson alumni have responded and will attend, according to O'Neill. He also said that every alumni hall was mailed a notice explaining Homecoming and its various programs and activities. Those in the New England area were also sent a reminder to further inform them of the event. (O'Neill mentioned that this was done since at least sixty per cent of Babson College alumni live in the New England area.)

The alumni director also pleased that the faculty and administration are also responding well. In relation to the great response O'Neill feels that he is receiving from all, he said, "It's indicative that homecoming-type events are on the upswing again."

Some thing that has O'Neill more excited is the involvement of the students. On Saturday, Babson students will register alumni and act as tour guides. Many have already assisted O'Neill and the Homecoming Committee with such tasks as envelope stuffing. Committee with such tasks as envelope stuffing.

"If there is anything at all that could be called a problem," O'Neill said, "It is to generate interest without having had a homecoming for a year. Response, though, has been great." O'Neill's Forest Hall office is being bombarded with phone calls and other types of inquiries.

O'Neill, as director of Alumni Relations, has overseen the entire project, but the Homecoming Committee also consists of thirteen other members including its two chairmen, Roger Regnier (73) and Al Linsky (MBA 71), and Babson College Alumni Association President Perry Smith (48).

O'Neill shies away from comment on the school's financial support of Homecoming. "The college is contributing in its usual significant way to the program," he says. "It's the process, most of the money spent comes from the sale of tickets to alumni and from the budget allotted by Babson College."

As a thought to students, O'Neill said, "I would hope that the students who are here would take the opportunity to say hello to alumni here and make them feel welcome."

The silent bell tower: a mechanism mystery

by FRANK FOSTER

"The bell which hangs in the tower of this building is a symbol of the generous gift of WILLIAM L. HOTCHKIN. It was first rung at Commencement June 21, 1947."

And so the inscription reads in the foyer of the Sir Isaac Newton Library. In the hallway hangs the mystery of this dedication plaque.

The bell is four foot in diameter, bronze, and regulated by an antiquated electric timing mechanism which quit about three years ago.

The timer, designed to ring ships' time, was hand made. But where it was made seems to be a mystery. Where to get it repaired is even more of a mystery.

Babson's president at the time of the dedication wasset to the page of 5.
To the Editor

I'm writing these Comments in response to Dave Marcus' essay, "Nader of his Fortune," which appeared in the Sept. 26 issue of the Free Press.

Marcus' writing was indubitably woven with misrepresentation, which unjustifiably and gratuitously served to demean Nader. I knew that I was little more than a pariah who had shunned responsibility.

I did in fact attempt to urge Nader directly - an impossibility. I then proceeded to contact gross-man Publishers, I was advised to contact an agent.

I consulted two agents in an effort to determine which could or would offer the better deal. The high quotes received were $4000 and $3000 respectively.

I refer now to the enclosure taken from the Boston Phoenix - Nader is reported to command $4000 for an hour, for pictures, or about $66.64 an hour. The Phoenix.

By ascertaining to have Nader speak in the Boston area last fall, I was able to have the fee reduced to $2000. Nader spoke here for approximately two hours (in the process missing his plane).

Dave, according to my calculations, this was cut to $10.00 per minute, or about $50.00 per minute - cheaper than his regular fee.

Now those are the facts in tabular form. Did I then, in so you stated take the "easier" route? Was the fee "more expensive?..." Hardly.

Incidentally, I can't quite comprehend why the hour of 1:30 was "sold"right away. I had been involved before! I would submit that the high fee was due to a cultural, if not a personal, stress situation. I could not cheaply or expensively afford to complete the job.

I, therefore, attempted to contact gross-man Publishers, in the process of clearing the matter up with Nader in the presence of my client, Mr. Marcus.

It seems then, in reference to the aforementioned points, that you simply formulated conclusions without considering what were in actuality, facts. Prudent men might well see the error of my ways, if you would care to write me on the subject in question. And you might care to have the facts before you.

But alas, I am not the gayer of human infallibility. I might seem to be in fairness to you, Dave, and in all seriousness, I admit that I still fail to understand how you can write about the public's right to know a thing or another on the subject of department store credit card policy.

I talk of days, of weeks, of the passing of time. I talk of the coming appearance of Dr. Sorensen. Dave, I think was forced to rephrase a lapsed date.

The approval of the $5000 Forum allocation is but mere formality. There was no actual physical disbursement of cash to Nader. Thus, in all practicality, no ominous, foreboding cloud of crisis ever formed over the Babson campus. Hence, I have raised the question of whether your "credit card" analogy was either accurate or valid.

I talked on Friday, Sept. 27 to the "high government source." Howard conveyed to me that you even (perhaps inadvertently) missated him. His "fiscal irresponsibility" comment was little more than irritation arising from my failure to inform him that Nader wasn't to be paid in advance.

I was得住act in my responsibility on that matter, I have apologized to have our clients to whom I am sure is still no hope.

To the Editor

Finally Dave, I do admire and appreciate those aspects of your criticism that were valid. Sincerely,

Joe Hoffman

At Random: dave marcus

Bring back the bell

The Library bell has been quiet for over three years.

In the past, it hurried students along to class and dinner, signalled the start and finish of whist games, and told the noon to 1:05 class that it wasn't all that long until lunch.

Then, the timing mechanism went beserk, and after a brief period of hyperactivity, the bell got the gong.

After old students were replaced by new, and freshmen became seniors who had never heard the chimes, clamour for the bell's repair died to nothing. But Babson needs the bell.

In an age when the school planned new structures and raced to face the problems of the 1970's, the bell was the exact opposite of the rat race. Its long-drawn out peals were reminders of slower times and a pleasant anachronism.

Today, as Babson fights the assault jungle with new grassy areas, the bell is precisely what we need to recap the Babson tradition of mixing old ideas with new for the best results.

One of the people who may understand best is Vice President for Financial Affairs Jesse Putney. Babson educated in the class of 1956, Putney has indicated the possibility of resurrecting the bell.

However, Putney is one of the staunchest supporters of that other Babson tradition, which is not to buy anything until you know who's going to use it.

Students and staff should tell him of their interest in ringing Babson's chimes. Putney says, and he could possibly help bring the bell back to Babson.

Whatever reasons people use, none will include sheer practicality. Nearly everyone owns a watch, or has access to a clock. Hardly anybody plays whist any more. Dick Merzer says it's surviving more than any other form. We can believe sometimes, and many students, when faced with hunger in their late morning class, just get up and leave.

Something more important is involved. Everyone who has spent more than a couple of months here, has a past linked with Babson's. Just like in the Pavlovian dog, our bell conjures up welcome thoughts or those who knew it well.

People who have never listened to the bell should not be deprived of its benefit.

And those who are waiting should be permitted to feel the past once more.

Finally Dave, I do acknowledge and appreciate those parts of your criticism that were valid.

Sincerely,

Joe Hoffman

Staake. After a short conference with them, I presented the treasurer and William Colliflin, controller and made special arrangement to have a check for all considerable cost and effort to Dave.

Dave asked me what I thought of this activity and I told him, I think it's damn irresponsible because of the following. First, Student Government was not notified of the event. Second, the ticket sale procedure was not used as required by Student Government Policy. Finally, the money had not been allocated, so it should not have been committed or spent. The sum total was "fiscal irresponsibility" as Dave quoted.

Then I talked to Joe. In fairness to him, what he says is also true. The participation in the activity might be seen as a way through, because it always has and the Forum is a worthwhile thing, but it was initiated, not benegated. I did tell him that the tone was correct, but the quote was slightly misstated in that one could assume it was a final judgment.

As to the payment of Mr. Nader, I still think there is the possibility of recovering the money. Joe promised me that he would check with the school's

Continued page 6
Ghost Returneth

Samuel Pepys was a 17th century diarist whose ghost visited Babson during the first few days of the semester. He didn’t say much, but left this behind:

**Sep. 1:** Up and to the main lounget of Babsonne, where I did see a girl of most saucy visage, and fell into merry conversation with her, whereupon she was joined by a fellow of neck size 18", so I smiled at them both, but he smiled not. From there, to ‘Trimmie Dining Hall; ‘ or ‘Trimmie Inn,’ where I did see much food, and full of a newfound chemicalic called calories. How this helpeth in keeping Trimmie, I knoweth not.

**Sep. 7:** Up and made myself fine, and to the room of computers, where methekee, had some resemblance to a traine station, and in Peake Houre, and much crowded, but Lord, how dreadd. When Lord help (and the Lord helpeth) did sit down. But, myself knowing little, it did cause the computer to answer, in a most calamitous manner, viz: ‘You’re a zero. Reade the Instructions.’ The computer is hard to look at, and with many coloured lights, how this helpeth in adding better than the King’s abaccus evades me.

**Sep. 10:** Up, and to the Dining Halle, where a man on a desk did bid me a paye one dollar of money for breakfast, myself latter and myself did not have any card, whereupon I did proceed to serve myself of two chicken-egges, and then two more, thinking to get my money’s worth. Thence to a language classe, which, methinks English, but not the King’s English, and much funne to listen, and to not too crowded, which was good, but not so says the teacher, thinking of haphazard attendance. This afternoon, to the Park Manor lodgings, of which Southee was to be the moste pleasant and thought-provokige.

**Sep. 19:** Up, and made myself fine, it being my last day at Babsonne, and down the stairs where, myself being very sleepy, I did Tripe and Falle, and whereupon was carried to the infirmary, and a man in white did informe me, after much tomfoolering, of two broken bones, and much luck Roy Monzon, and whereupon took two aspirins and a cup of Chinese tea, of which I disegree, thinking the Tea of England to be better. So, back to England, painfullly, and with a pocket full of aspirins. May the Lord protect me!

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**Editors’ WasteBasket**

Top of the Basket goes to Dick Metzger for the nicest surprise of the week. The letters were great.

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Five or six off-campus students are needed as Student Government AEU. For further info, contact John Haske.

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There will be a Ways and Means Committee meeting tonight, October 3 at 8:00 in the Student Government.

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John Haske reminds Government Reps that their WORKSHOP starts at 11 a.m. on Friday, in the faculty dining room. Details should be hung up on saying “alright.” During the last three classes of one of his courses, he has said “Alright” 78 times. That breaks down to 26 times per class or once every 2.60 minutes (average). That gets to pretty monotomous, alright. Alright alright! Okay, alright.

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The Babson Circle K Club will hold a meeting Tuesday, October 3 at 7:30 p.m. in the Foxctle, Park Main North. Anyone INTERESTED in joining or finding out more are welcome.

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Flash to Mack’s America Funs. 4, 45 minute shows at 4:30, 6:00, 7:30 and 8:30, on Thursday, October 17 in Knight Auditorium. It’s free, gang, so take it in.

---

HOT FLASH to all those who PICKER UP and BANG away. The Babson College Bandrooms all musical inclined members of the College community to join them for rehearsals Thursday evenings in Knight Annex at 7 p.m. Contact Becky Rockwell at 235-4864 for further information.

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Babystitfiti? Anyone interested in doing day, evening, weekend or overnight babysitting, housekeeping or pet sitting, contact Paula Wagner at 235-5065. Looking for single student. There is a need, and money waiting.

---

“Sound of The Rumpet,” a film brought to Babson by the Babson Christians Fellowship will be shown Thursday, October 3 at 7:30 p.m. in Park Manor. All are welcome.

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The Marketing Club is having an advertising account executive speak on Wednesday, October 4 at 4 p.m. in the BOARD room of Babson Hall. He will describe and discuss his various tasks and functions.

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The Babson meal Friday night, October 4 in the faculty dining rooms of Trim Inn at 5 p.m.

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ROBIN GOLDSBASKET goes to Robin, the DieHard award, for sound judgment regarding a missing BATTERY.

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**Prime Rate**

Crawford also says the cost of car and home improvement loans have not increased more than one per cent in the last five years. Automobile bank loans are running at 1.1% to 11 percent, home improvement loans cost between 11% and 12 per cent.

But people who go to finance companies or who finance automobiles through dealers may be costing themselves more. It is worth reviewing what the interest charges through dealers can run to 13% percent on new cars, to 16% per cent on used cars. And finance companies quote rates around 19 per cent for 48-month loans of $2,000.

“People who go to automobile dealers and let them finance their cars sometimes listen to the monthly payment and say, ‘Well, I can afford that’,” says Crawford.

“Then, the dealership makes money on both the car and the loan proceeds,” Crawford says. The prime rate, which experts say might begin another upward climb, mainly effects the cost of buying a house. Federal Reserve policies on rising costs of automobiles include the increased cost of mortgage to the manufacturer and the auto manufacturer to have to produce their product.

These increased costs lead to runaway inflation, something to which Americans are becoming accustomed. In fact, Groucho Marx had an answer to rising prices in 1930:

“John Kenneth Galbraith, eat your heart out.

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**Ice cream takes priority for Committee**

By RICHARD STILMAN

Number one item on the Food Committee’s agenda is resolution of the ice cream cone controversy, brought to a head recently by a submission of a 572 signature petition requesting the cones return.

Putney received the petition last Friday, and, according to a reliable source, indicated the matter would be brought to a vote at the next committee meeting.

Dick Metzger, manager of the Saga Food Service at Babson, said Tuesday he left Putney had made his point - no food should go out of the dining hall.

Putney’s decision was made at the beginning of the month, in reaction to spiraling food costs and the rising incidence of dining hall food going into the cafeteria for later consumption.

If food is having a harder time getting out of Trim Inn, non-paying students have been finding trouble getting in.

Ticket checking at every meal is resulting in slightly longer lines, according to Putney students, but Metzger says the checking is the result of one request from too many people had been eating for free.

Saga Manager Dennis Porter has been helping Metzger in checking for non-paying eaters, and assisting in checking tickets. Porter has made requests at the president’s house before inauguration on Oct. 10.

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**Counsellors tape job interviews**

by JEFF COMPONT

The office of Career Counseling and Price-Waterhouse taped five on-campus job interviews yesterday.

According to Edward Kirdjijef, both Price-Waterhouse, a leading accounting firm, and Career Counseling can benefit from this program. “The College can use the tapes to improve their student job interview techniques,” said Kirdjijef. “Our company benefits because the interviewers who do interviewing can become more aware of what a campus interview is like. At Price-Waterhouse, our audit staff does the interviewing, not professional interviewers.”

According to Dr. Michele Stinna, volunteers for this program came from the job seminars held by Career Counseling. “At the last bio- seminars, I announced the program and asked if anyone interested in Price-Waterhouse wanted to participate. I got eight volunteers. I led them down to a dozen students who were contacting companies. A student from Bentley College and one from Northeastern also participated.”

“The is part of many projects that we have done with Price-Waterhouse,” said Stinna. “We are a very cooperative recruiter who continually generates ideas to further their education.”

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Don’t panic about high prime rate

by DAVE MARCUS

Prime rate watchers, relax.

True, the rocketing rate at which money is loaned to the nation’s best credit risks is part of inflation’s cause and the reason why consumers pay more today for just about everything.

But you don’t have to worry about paying the 12 per cent prime rate for your next car loan, because you get a cheaper interest rate on bank loans than General Motors.

According to Richard Crawford, a marketing man for the Community National Bank, interest rates for individuals are set lower than prime mostly as a service and convenience to customers. “Where the availability of federal money and the general demand for loans sets the prime rate for businesses,” Crawford says, “nothing really sets the rate to individuals.”

However, Crawford says, the availability of money will determine whether an individual can get a loan at all, especially a mortgage. And right now, banks have less money to lend.

Crawford and most other banking men blame this on the higher interest rates available to the small investor in the bond market, including U.S. Treasury notes. “Banks lost $275 billion in deposits last month,” says Crawford. “That’s your mortgage money flying out the window.”

Crawford and most other banking men blame this on the higher interest rates available to the small investor in the bond market, including U.S. Treasury notes. “Banks lost $275 billion in deposits in July,” says Crawford. “That’s your mortgage money flying out the window.”

And because of an economic principle known as the multiplier effect, well over $275 billion was lost to the economy, at least temporarily.

Dr. Joseph Alexander, chairman of the economics division at Babson, explains the multiplier effect, saying, “When banks lend out money, it circulates through the economy, becoming spent and saved. Because the banks are required to hold only a small fraction of their deposits as a reserve, they can lend out about five times as much as they do reserve.

“However, when money flows out of banks and into investments like Treasury notes, that money is lost to the economy until the government starts paying dividends and spending the money it raised from investors. So the loss is only temporary.”

Mortgage shoppers are hoping the outflow is temporary—many of them are canceling or postponing plans to buy house because of huge down payments, up to 50 per cent, required by some banks, and the “point” system which adds cost to the initial price of the loan.

Each “point” represents one per cent of the amount borrowed, and is payable in full when papers are passed.

So, if a person borrows $100,000, each point adds $1,000 to the cost, and must be paid immediately. Many banks charge one point, but some charge two or three.

Many mortgage buyers call the point system a thinly veiled bribe to the banks for accepting their application, but Crawford says the money is necessary to cover the cost of the interview and putting the mortgage on the books.

Crawford also says that if your credit rating is good, “you probably won’t have any trouble getting a mortgage. You’ll just need a larger down payment.”

Other loans are even easier to come by, he says. “I don’t think it’s any easier to get a loan now than it was five or six years ago. The rise in the cost of living means you need to be making the same relative income, but if you are, car and home improvement loans shouldn’t be any harder to get.”

Continued page 3
Continuing Education plan boasts successful record

by JEFF COMPTON
photos by TERRY SCHAEFER

The Babson College School of Continuing Education has glisten to be happy about. Since it’s creation, it has started six programs and has had over 6600 participants.

The school was set up in 1969 in the Master Plan to help professional managers in all fields keep up with innovations and changes in their fields. It was placed under Everett Stephens, vice president in charge of Public Affairs and Stewart Stokes, then director of alumni affairs.

Participants now enrolled in the program range from professional couples learning about personal finance to auditors updating themselves in the use of the computer. Women in all fields have participated in both the “Management Skills for Women” and the courses for Nursing Home Administrators.

Participants have come from such companies as Digital Equipment, GTE Sylvania, Honeywell, State Street Bank, and Raytheon, Massachusetts largest employer.

According to Everett Stephens, “The School of Continuing Education benefits everyone involved. It benefits the professionals attending because they are able to keep up with developments in their fields. The faculty participating by coming in contact with people in the business world. This adds a new dimension to their teaching. The whole college community benefits because the name of Babson College is brought before companies in the area.”

The oldest program offered by Babson is the New England Institute of Law Enforcement Management. "For years," said Stephens, "the college just housed the program on Woodland Hill. But in 1972 the program organizers wanted college credit offered in the program. Then it became a whole new ball game. We made it heavier in management and put in projects and exams.”

The program is for law enforcement officers in management positions, and is comprised of two sections, the Command Training Institute and the Management Training Institute. Command Training Officers have classes for three weeks from 8:30 a.m. to 4:30 p.m. on subjects including Human Relations, Communication, Decision Making, Planning, Motivating and Controlling.

The Management Training Institute is a six-week program devoted to specific subjects. They are taught in one week sessions that range from such subjects as "Managerial Budgeting for Police Organizations" to Collective Bargaining.

The second oldest program in the Continuing Education School is Health Care Management. This is composed of several different programs for nursing home administrators.

According to Dr. Muriel Wilbur, Administrator to the program, "These courses are set up to help nursing homes personnel meet State Law requirements. To be licensed one must take a total of thirty hours every two years as refresher courses."

"In our program we offer a seventy-five hour course for license and five fifteen hour courses for re-licensing. Two of the courses are concerned with management, one with personal care of patients, one with finance and one for legal problems."

Teaching in the program is done by Babson faculty, and practicing professionals such as doctors, lawyers, accountants and Health Department officials. All have experience with nursing homes.

This program came about in 1969 when the State Law concerning licensing passed. It was originally sponsored by Professors Bruno and Drnklewitz of the Accounting Department.

"To keep the program current," says Dr. Wilbur "We now have an Admission Board composed of Nursing Home Administrators all but one have been in the program.

One of the most recent programs developed has been "Management Skills for Women." "This came about," says Stokes "through the combined efforts of Margaret Stone and Joan Koehler, managers of PEP, Inc., and myself. We saw a need for training women in management positions who never studied management themselves."

"To set up the program we got together a committee to decide what went in the program. We sent out questionnaires to 250 companies in the area."

"Since this was a new idea," said Mrs. Koehler, "we had to go out to the companies in person and get applicants. We went to the decision-making level in the company and showed them how our program could help women on their staff." Their efforts paid off because after the first program, two more had to be held to meet the demand.

"This is not a "women-oriented program" stressed Mrs. Koehler, "It is a management program for women only. This year we have participants from Rust-Craft Corp, Ludlow Corp. and the Massachusetts State College System among other companies."

"Of all the Continuing Education programs, says Stokes, Money Management is the one with the most community participants. This program is eight sections dealing with the subject of personal finance such as banking, insurance, and estate planning. Our main audience is couples from professional backgrounds such as doctors, engineers."

In the Program all sessions are taught by professionals in the finance business such as Lawrence Stone, Vice-President of the Federal Reserve Bank and John McGowan, Trust Officer for the National Shannon Bank.

"Auditing with the Computer" is in it's second year at Babson. "In this program we try to teach mid-career auditors use of the computer in their work. We teach Electronic Data Processing, use of Software equipment and application of the knowledge to their work."

The latest program in the School of Continuing Education is "Electronic Data Processing Education Program. "This series," according to Stokes, "is for three groups: EDP Professionals, their Managers, and anyone else who must use data processing in their work."

The program is a ten-course series that covers thirty-three days. To enter, companies pay $5000 and can send three people. They can also have two people on the advisory committee. Presently there are nine companies involved, including GTE Sylvania, ITT, Sheraton, and Zayre Corporation.

The School of Continuing Education still plans to add new programs. "To set one up," says Everett Stephens, "We first find a need, and see if there are enough people that it would appeal to. Then we study the resources we have and see what other educational institutions are doing. From there we put together a program."

According to Stephens, Babson is ideal for this type of program, "Because we are already in an educational community devoted to the study of management. Some set-ups of this type are held in hotels or lodges."

Stephens plans for this program to become even more important as the years go on. "Continuing Education is the wave of the future. To be good managers professionals must keep up with technology. There is no such thing as the end of study even with a Ph.D," he says.

TREASURE HUNT FOR BOOKS AT THE LEAGUE OF WOMEN VOTERS BOOK SALE OCT. 5, 9-5 AT THE UNITARIAN CHURCH, WELLESLEY HILLS SQUARE

Don't be a Stranger.

Most Babson students are new Babson alumni who only hear about the school at Homecoming or when there's something they can do for the place. So do something for yourself. Subscribe to the FREE PRESS, the Babson student weekly that serves up college news and comment. With Babson changing every day, we can keep you certain of one thing: The next time you come back, you won't be a stranger. Simply fill out the form below, and send it to Box 140, Babson, and we'll billy you.

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Most Babson students are new Babson alumni who only hear about the school at Homecoming or when there's something they can do for the place. So do something for yourself. Subscribe to the FREE PRESS, the Babson student weekly that serves up college news and comment. With Babson changing every day, we can keep you certain of one thing: The next time you come back, you won't be a stranger. Simply fill out the form below, and send it to Box 140, Babson, and we'll billy you.

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What's happening
by TERRY COX
PINE MOUNTAIN JR. COLLEGE:
The second lecture in a series sponsored by the behavioral science department of Pine Mountain will be entitled "Alternative Careers." The speaker will be Brian Bradye of B.C.'s Graduate School of Education. The lecture will be on Wednesday, October 9, 4:00-6:00 in East Commons.
The third and concluding lecture in the sex education series will be on Pregnancy and Childbirth at Pine Mountain. Dr. John Drower will be the guest speaker.
The lecture will be held on October 8 in College Hall room 217.

Homecoming Schedule
11:00 a.m.
Registration
11:15-12:30
Campus Tours
12-2:30
Giant Cookout, Coleman Circle with the Babson Bowl Dancel Band
2:00 p.m.
COBY-BASSON Soccer Game
2:30-4:00
Campus Tours
5:00
Fraternity Receptions

Theatre Guild plans Thuber Carnival
The Theatre Guild is putting the final touches on "The Thuber Carnival," to be presented to alumni on Oct. 5 at 8:30 p.m. at Trim Dining Hall.

Theatre Guild President, Chip Dickson, has chosen a variety of skits from the play. Audience enjoyment was Thuber's main concern when he wrote "Carnival," according to Dickson. Unfortunately, he said, students will not be allowed to attend the Thuber Carnival.

Thuber Carnival presents one play per semester and consists of twenty members at present. Included in the upcoming production are Chip Dickson, Don Lafond, Barbara Hughes, Mike Neil, Becky Rockwell and Andy Duke.

The Theatre Guild is dependent upon money allotted to them by the student government. Last year they received $900 but the club was hit with a $100 cutback.

Dickson says the new budget restricts the caliber of plays the Guild presents. By the time they pay for the scripts, props, lighting and the other essentials for the next planned production, allocated funds may be exhausted.

The Theatre Guild will present "Happy Birthday Wanda June" by Kurt Vonnegut Jr., to run from Nov. 16-18. Dickson is working on plans for a second semester production.

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BASBON FREE PRESS
October 3, 1974

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The Grid Guesser

NEW ENGLAND PATRIOTS 31 BALTIMORE COLTS 13
Chuck Fairbanks will not allow his team to let down against the problem-ridden Baltimore Colts.

LOS ANGELES RAMS 24 DETROIT LIONS 10
The Rams return home to regroup themselves after their loss to the Patriots last week. The Lions are hungry for their first victory of the season.

MINNESOTA VIKINGS 16 DALLAS COWBOYS 9
The Vikings keep on rolling without scoring many points. The Cowboys are not the "team" many experts picked them to be.

PITTSBURGH STEELERS 35 HOUSTON OILERS 17
The Steelers are too good a team to lose two straight, especially against a team like the Oilers.

SAN DIEGO CHARGERS 28 PHILADELPHIA EAGLES 27
So far this year, the Chargers have shown a lot of improvement from last year. They have beaten the Bengals, and gave the Dolphins a scare last week.

BUFFALO BILLS 20 GREEN BAY PACKERS 16
The Bills have an advantage in their quarterbacking and pass-receiving. Both teams have solid running attacks and strong defenses.

KANSAS CITY CHIEFS 16 DENVER BRONCOS 13
The Broncos' defense is questionable Monday's defeat by the Redskins. Otis Taylor, the Chiefs' great receiver should have a big day.

MIAMI DOLPHINS 27 NEW YORK JETS 20
The Dolphins return to the Orange Bowl for their home opener. So far this year, the Dolphins' defense has had its problems because they are plagued with injuries.

ST. LOUIS CARDINALS 23 SAN FRANCISCO 49ERS 17
Like the Patriots, the St. Louis Cardinals are for real. In their last three games, they have disputed their critics by winning three straight games.

OAKLAND RAIDERS 21 CLEVELAND BROWNS 3
The Raiders have so much depth in that their second string players could defeated the Browns. Ken Stabler, the dart-throwing quarterback will have a field day against the weak zone defense of the Browns.

NEW YORK GIANTS 16 ATLANTA FALCONS 10
Norm Van Brocklin will be fired after the Falcons lose their fourth straight game. How can a team win if the players don't respect their coach? The Giants' defense has been under-rated.

CINCINNATI BENGALS 27 REDWINGS 23
This is a big game for both teams. Some Sunday, the Jags will look so good; however, the next week their play is sloppy and inconsistent. Paul Brown, the Bengals' coach, will have his team physically and mentally prepared for this showdown.

CHICAGO BEARS 24 NEW ORLEANS SAINTS 23
This game could go either way. The Bears' brutal play causes many fumbles, interceptions, and injuries. The Saints are riding sky after defeating the Atlanta Falcons last week.

The Grid Guesser

THURSDAY

Lunch: 1. cheeseburger 2. spinach macaroni 3. chopped beef on English muffin 4. egg salad sandwich

Dinner: 1. roast beef au jus 2. green bean casserole and onions 3. turkey turnovers

FRIDAY

Lunch: 1. franks 2. fish and chips 3. tuna salad sandwich 4. ham and bean soup 5. brownie

Dinner: 1. grilled pork chops 2. baked meat loaf 3. baked cod fillet

SOCCER-

The Chargers came close again, as George Grissom, easily the fastest man on the field, raced down with the ball. He was in excellent position to set up a goal but there were no teammates downfield with him.

The entire first half was dominated by two excellent defenses. New Haven attacked only to have Babson counter-attack, with most of the play in the goal area with quick slots through midfield.

Babson's superior team play began to prevail in the second half. New Haven's individual talent allowed them to take intermittent shots.

Scoring chances came more frequently as Babson began to pass more accurately. Mark Barry missed two shots which were sure goals according to Coach Bob Hartwell.

New Haven broke back quickly, resulting in a 1-0 tie break. The Charger's lack of team play hurt again as a pass went behind the forward. Jimmy Powers' excellent positional play also helped break up the offense.

Steve Balicki, who shared MVP honors with Dale Hollsworth, just missed heading a ball in. Robert Taylor brought the Chargers back with a weak shot from close in. Babson was given two indirect kicks from close in. Both resulted in fine shots but still no goals.

Again New Haven counter-attacked but Mark Barry picked up the ball and lobbed a fine pass to midfield. Steve Atwater then dribbled the ball down the left side.

He brought it to the defender who had to commit himself. Atwater then passed across to Balicki who put the ball in at the 26:45 mark.

Babson continued to put pressure on with a succession of three corner kicks.

For the final minutes of the game, New Haven controlled play. Babson changed their defense alignment and brought the forwards back to help.

The Chargers had four throws in with a two minute span near the end of the game. Each time they passed into Robert Taylor, who was surrounded by three or four Babson defenders.

Again New Haven's reliance on an individual hurt them. Babson team play on both offense and defense left them ahead 1-0 as the final gun sounded.

"It was a good game between two evenly matched teams," according to Hartwell. "We just took it to them."

After the game, talk turned to post-season tournaments.

The game was built up as being a key, the turning point of the season. "Everybody played a fine game," said Hartwell. "It was a superb team effort."

SATURDAY

Lunch: 1. charcoal broiled steak 2. fried shrimp

Dinner: 1. oven baked chicken 2. beef stroganoff

SUNDAY

Lunch: 1. meatball sub 2. beef and noodle casserole 3. stuffed franks 4. salted plate

Dinner: 1. roast meat of beef 2. spaghetti and meat sauce 3. belgium waffles

THIS WEEK'S INTIMALRUAL FOOTBALL SCHEDULE

Oct. 3 3:30 PM Coleman vs. Bryant 4:14 PSW vs. PIKE II
Oct. 7 3:30 PM Loy. vs. Forest 4:30 Army Grady vs. Bryant
Oct. 8 3:30 McCullough vs. Coleman 4:15 PSW vs. Plank
Oct. 9 3:30 PIKE vs. McCullough 4:15 Bryant vs. MM 4:15 Bryant vs. MM

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HOLLISTER BUILDING
Sports Review

The cream always comes to the top

by ARAM HINTLIAN

The soccer team travelled to Connecticut last Saturday to play its most important game of the season against the University of New Haven.

Babson won a thriller 1-0 with junior Steve Balicki getting the only goal. The game was well played and either team could have come out on top. Both teams are excellent and on any given day each is capable of beating the other.

The question raised here is why does the Babson soccer team continually win the majority of these games? There are many variables that affect the outcome of a soccer game. Injuries, refereeing, field and weather conditions, home field and crowd advantages, and luck all play a role in determining the victor. However, when you take all these variables into account, I would say that over the long run they tend to even out.

There is one variable, however, that I think separates Babson from other soccer teams - TEAM PRIDE.

When Babson takes the field, the team has a reputation to live up to. Contrary to popular belief, when the team plays, it is not playing to win for the school or the faculty, or the administration, or alumni, or the students. It is playing to win for itself. The team takes pride in what it does. If they play poorly, they are letting each other down. Winning isn't everything. However, the team must retain its pride no matter what the cost.

Coach Hartwell instills this team pride in his players. It is a satisfying feeling to know you haven't let down your team. Because, if this Babson has more desire and hustle than its opponents. These attributes are important. They can mean the difference between winning and losing. Team pride and winning go hand in hand.

Last week I predicted that Babson's pride, hustle, and desire would be the difference in the game. These factors did, in fact, prove to be crucial. New Haven now knows what team pride is all about.

As they say, the cream always rises to the top.

Tonight, Babson is playing B.C. at B.C.'s Alumni Stadium. I would recommend that you go over to watch the game. If you can't, the Saturday Babson players host to Colby College at 2 p.m. It's homecoming and there will be a huge crowd at the game.

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