The earth is the cradle of the mind, but you cannot live forever in a cradle.

Proverb

Vol. 22 No. 1
Babson Park, Mass.
September 6, 1973

Liz Kebbe Retires
After 25 Years

Elizabeth C. Kebbe, director of career counseling since 1967, retired last August. She was associated with the college’s placement office for over 25 years.

The summer 1973 issue of the ALUMNI BULLETIN includes an article on Miss Kebbe which states: “Those students and alumni who have sought her help know that Liz is a hard-nosed realist when it comes to the world of work. Her boss, Everett Stephens (Vice President of Public Affairs), has said of her: She really lays it on the line. Some students haven’t known quite how to take this; however, those who have responded to her suggestions have usually come up with the kinds of employment in which they have found good growth opportunities.”

Liz, while blunt and outspoken, is herself a highly sensitive person.

Record Enrollment
380 Enter Babson

Babson College will welcome record enrollment of about 1,200 undergraduates when it begins classes on Sept. 11. Freshmen and new student enrollment will reach a record high of about 380. Enrollment in the graduate MBA program will also be the largest ever with an expected enrollment of about 105 full-time day students and 230 part-time evening students.

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Editorial

Hidden Decisions: To Become Involved?

Babson is a business school, and chances are that you came to Babson to learn about business, finance, accounting, management etc. in your management courses, you will learn, among other things, how to make decisions. Or at least you will be taught to think, procedures and logic necessary to make good decisions.

However, being able to make decisions involves more than just knowing how to make them. For example, you have to be able to recognize what decisions have to be made.

Babson is a fairly liberal school, in the sense that the students aren’t told what to do, how to do things, or when to do them. You don’t have to go to classes, and you don’t have to study or do homework. If you don’t have to do anything, but there are all systems which you have to make and no one can make them for you. Sometimes your friends, peers and parents can influence you, but that is the most that they can do. The decisions rest solely on you.

These choices readily stand out as important decisions which have to be made. Just some decisions that you will have to make are less obvious than others. It is these decisions which could affect your experience, your career and your life.

On Monday night, September 10, all of the clubs and activities on campus are sponsoring an activities night, where you will have an opportunity to meet with members of the different organizations. We urge you to attend this night, even if you have no intention of becoming active on campus, so that you will at least become familiar with these different organizations.

Activities night will give you the chance to learn about the organizations on campus. Once you have learned about the facts and can make an intelligent decision of whether or not you will want to become involved.

Taking Aim: by Harvey Freeman

Warehouse Workers

The repetitive din of the conveyors never ceases.

The men, only a few in the machine, that is a warehouse. Perform their jobs with the automations of rhythm.

The loaders load, the forklift drivers drive, and the forklift supervisors sit. Each action and contingency is provided for. Routinization is the rule. A problem which does not affect you, ignore it. It is related to you, pass the back upstairs——that’s what the men in white shirts are for.

Warehouse work requires that its employees perform tasks without questioning either the reason or procedure. Each day, the men repeat yesterday’s work, perhaps with a different size or weight of box.

Since the work requires brains, not brute, the pay is poor. Advancement is gained only through long years of service to the same company. Men working for 30 years might be able to attain the level of foreman.

Management can relieve much of the heavy lifting and carrying. Electric forklifts, elevators and conveyors have made the work easier and more efficient. But some of the drudgery, such as loading and unloading the conveyors, cannot be mechanized, so management must find a cheap labor supply to fulfill the need.

Many of the workers have little or no education, and, at best, are semi-skilled. Since they have no chosen occupation, their job market is limited. Some have recently dropped out of school. Some have just emigrated from foreign countries. Many have been working there for many years. They are basically unskilled for the work.

In a warehouse, job enrichment is only a theory. There’s little way’s a fellow can score a few in a warehouse can be made amusing and rewarding. It is a job that will be necessary, until the scientists and statisticians invent a machine to completely replace man. For the time being, the work must be done by hand so the warehouses can operate. But for the men, can’t help but feel sorry.

EVERT STEVENS is interviewed for the purpose of replying to questions about the warehouse employees.

DEBRA AMIDON has been named Assistant Dean for Student Activities and Residential Life. She replaces Joanne Aboud.

MICHELE STIMAC, Ph.D, is now working in the People’s Department of Babson’s Career Counselor.

Dean DAVID CARSON, formerly Dean of Housing, has been named Assistant Dean of Students in charge of Financial Aid.

Letters to the Editor

Student Government President Welcomes Freshmen

At this time, the Executive Committee of your Student Government would like to formally welcome you to Babson College. Needless to say, the next four years of your life will be memorable and hopefully rewarding. We will be working with you to make this your first year as genuinely exciting as possible. Our purpose is to enhance your stay here and strive to help the College reach higher platforms in the academic world.

All our actions will be devoted to these dual service goals.

We are quite fortunate, in one respect, in that you will find more thorough and extended examination of the student body composition of the Student Council. Insight can be provided to the formation of the elected officers.

Your Treasurer is one of the 19 females at Babson, Pam Decker. Your Secretary is one of the 46 females on campus, Jim Hodges. Your Vice President is one of the 9 minorities on campus, David Marks. Your President is one of the 90 males, John Kelley. Your group is in part of the minority from the lower part of the Mason-Dixon line.

Bob Johnson Student Gov’t President

Sande Hagen Leaves Babson

To the Student Body:

Welcome back to Babson College. The future in Europe and the U.S. (old and new) have a successful and enjoyable year.

As some of you know, I am leaving Babson for Youth Understanding in Ann Arbor, Mich. The organization helps LEIT.

EDITOR-IN-CHIEF

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ASSOCIATE EDITOR

Harvey Freeman

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Published weekly each term except for occasional and sporadic periods by the undergraduate students at Babson College at 40 Babson Park, Babson Park, Mass. 02129.

Rate $2.00 per year. Opinions expressed in articles of those of the students and do not reflect the views of either the administration or the administration. Letters and articles submitted to the Free Press will be treated as deadlines until noted. Letters and articles for publication should be sent to the 140 Babson Press, Babson, Mass. 02129.

Deadline: 15 Sept., 1972

Articles — Wed., Nov.
Marketing 6 O.B. Professors
Join Babson faculty

Babson has hired six men and one woman in faculty positions for the coming academic year. Six of the seven will teach in the organizational behavior division, and the other will teach in the marketing division.

The new additions to the Babson community are: William R. Hockley, Henry T. Galbray, Robert L. Johnson, Agnes M. McKenzie, Lawrence Stamm, and Joseph E. Weitzman.

For the past three years William Hockley has worked in an executive management position for the Halle Aircraft Company. He now joins the Babson community as an instructor.

Henry T. Galbray has a diploma from Northeastern University (1960), as L.B. from Lauslida Univer- sity, and a B.S. from Babson College (1970).

Henry McKenzie is a familiar figure at Babson. Besides receiving both his B.S.A.A. and M.B.A. degrees from Babson, he served as the graduate registrar from 1970 - 1973.

Last spring Dennis was the recipient of the first annual He- len O'Brien Award as the spring graduate student with the highest cummulative average upon completion of the M.B.A. program.

Dennis will teach General Management, and his office will be B-11.

Robert L. Johnson (who will probably be known by his middle name as such to avoid confu- sion with the current president of Student Government) will teach Industrial Management and General Management. His office is in ECC 841.

He has recently completed his B.S. degree in mechanical engineering from Northeastern University in 1969 and an M.S. degree in admin- istration from George Washington University in 1971.

Dr. John Stamm, the only As- sociate Professor among the new- comers, will arrive in January of 1974.

New Development, Career Heads Named

McCarthy

Charles J. McCarthy of Long- mdsow, Mass., has been named in- stallation Manager of the Regional Program Development Counsel, it was recently announced by Babson's President Henry A. Kli- bbe. McCarthy is president of Synapse Corporation, West Springfield, Mass. and is a 1949 graduate of Babson.

As chairman of the Develop- ment Counsel, McCarthy will be charged with the responsibility of seeking the funding for the college's proposed $10 million library and multimedia hall complex. Upon completion, the library and multimedia hall will combine with three other classroom buildings, com- pleted last fall, to form an educa- tional center raised at about $3 million.

McCarthy is a member of the Baltimore College Corporation and Board of Trustees. He is a direc- tor of Provident Hospital, Hoyokey, Mass., and is a member of the Corporation of the Mus- eum of Fine Arts of the University of Massachusetts, Boston. McCarthy is also a direc- tor and vice president of W H. L. Communications Corporation, New York, publishers and distributors of paperbacks books and magazines. He is a former president of Stan- ton Book Company and Products Corp., Hoyokey, Mass.

Dr. Michele Stimac, Babson's new Director of Career Counseling, comes from Boston University, where she spent the last 5 years counseling and teaching psychology, and finishing her doctorate in counseling psy- chology.

Previously to that, Dr. Stimac lived and worked principally in the west and midwest, where she earned her masters's degree in English and was a counselor in junior high schools and held positions as an English instructor in St. Louis, Denver, and Chicago.

She later served as campus minister at Salem State College and was involved in community relations. Leons was an instructor in Busi- ness Administration at Chicago State University.

Dr. Stimac is particularly fond of travel, having been a frequent traveler to Scotland, England, Ireland, France, Italy and Yugoslavia. She has also spent time in Mexico and San Francisco.

Thomas C. Leons

New Graduate Program Dean

Thomas C. Leon has been appointed Dean of Graduate Programs at Babson College. Dr. Henry Kriebel announce- ed that he would retire at the end of this academic year.

Dr. Kriebel's last day on the job is August 6.

A native of Chicago, Leons received both his B.S.A.A. and M.B.A. degrees from Roosevelt University of that same city. He re- ceived his Ph.D. degree from the University of Chicago, since 1971, he has served as Assistant to the Senior Vice President and Dean of Faculty at Boston Col- lege.

Prior to coming to Boston, he served as research assistant and then associate in higher education at the University of Chicago's Department of Education. He was an instructor in Busi- ness Administration at Chicago State University.
Babson Computer During Summer

Needham, Wellesley libraries use Babson Computer During Summer

In order to help the library personnel prepare for this new service, Mr. Edgar Canby, Director of Academic Computer Services at the College, held several informal lectures to acquaint them with the protocol for using the system. Mr. Canby and Mr. George Benjamin, a graduate student at the College, also gave lectures to these people interested in the individual libraries.

In education, there are four ways to use the computer, first, as a tool in teaching a particular subject. There are programs in the computer which one can use with no training to do such things as calculate the value of a loan, the interest paid on a mortgage, the value of several cash flows, the solution of a set of equations, etc... Second, as a device to help reach a decision. There are programs to evaluate how a manufacturer's project is yielding its schedule, how a plant which has several products and each product has a different rate of profit, should mix the production to get the greatest profit, etc... Third, as a device to keep your teaching materials on a computer. If these materials are used, there is a very clearly learned language which enables the user to "talk" to the computer and "tell" it how to get a particular job done. This language called BASIC was developed at Dartmouth College by John Kemeny (the present president of Dartmouth) and Thomas Kurtz especially for easy learning. By "talking" or programing the machine which to do what the user wants the functions of the various parts of the computer and how to control them. Fourth, as a peripheral device for the teacher. The use of a computer to partially replace the teacher is called computer assisted instruction. There are two major teaching systems in the system now. One is used to teach children in grades three and six mathematics, and the other to teach how to program using the BASIC language.

Because there was no serious trouble in using the system, there are plans for other libraries to use this system.
The Trouble With Russians:
They’re Better Capitalists Than U.S.

By Dave Marcus

Concern over the communist peril has cost this country more than the prices of KGB MPs and nuclear submarines. No price shows in what every consumer pays to live.

President Nixon’s main purpose in his highly publicized trip to Russia last year was to score points with the American people in the mime of good foreign relations. And while we were com-

uding away last Christmas with the spirit of giving, we sold the Russians over 107 million barrels of wheat—about 3/5 of the total 1973 crop— for about $1 billion, or $7.5 a barrel.

Now American skies are empty, and wheat that will be har-

vested in September is sitting on the future market for over $5 a bushel, an all-time high. This has driven up the price of bread, pasta, and meat, because grain is still the main diet.

The scarcity of wheat has driven up the price of corn, which can be used in some instances as a replacement for wheat. The demand for whole corn has driven up the price of corn oil very high, which in turn pushes up the market price for cottonseed, soybeans, and their oils.

On a food distributor says the price of mayonnaise is up from about $3.50 a case to over $16.00 a case because of the price of eggs (chicken egg $1.50 and the skyrocketing cost of oil.

The manager of an institutional food service says the price

The Park Manor have been renovated electrically. A new

of most to him has gone up throughout the mercantile meat price

breast through a practice called “ Skylight.” This is when a

a distributor charges the manager for 150 pounds of meat while

only sending 93.

Now economists see a recession, a slackening of business

activity over the next six months, but this will be coupled with inflation of at least 5 or 6 per cent.

The phase III voluntary price controls were a disaster, causing higher inflation than before price controls.

And it could get worse. The acute shortage of domestic wheat may cause the U.S. to buy wheat on the international market at prices which are sure to exceed $4 a bushel. And the kicker is that the wheat we buy may be our own which we sent to Russia.

You see, it has been a better season for wheat in Russia than had been expected, and there may be a surplus come the winter. And if Russia can sell 200 million barrels of wheat at $4 a bushel they will, in effect, have received 300 million barrels of American wheat for free.

So the cost of fear is what Americans pay to live after seeing Agent Kunysh’s uncle at Richard Nixon.

It wasn’t worth the price.

Buildings

and Grounds

Remodel

Domitories

There was barely a building left untouched by the watch-

ful repairing eye of buildings and Grounds.

Superintendent of Buildings and Grounds William Sullivan announced that “most of the buildings on the Bamboo cam-

pus in general have received a pretty good going over.”

There have been extensive renovations to the Woodland Hill dormitories. whit 3 has been remodelled from a one family dwelling to a three apartment dwelling. Whit 5 and 7 have both been expanded into a two family apartment from a one family building. Whit 6 and 8 have both been remodelled to accommodate ten more students.

The Coleman Map building has also been remodelled. The

lounge has been converted into dorm space for an additional 5 students. The Coleman build-

ing has been expanded to sleep nine additional students. Fire damages to this building have also been repaired over the in-

terior.

Reservations have also been executed on the Publisher’s building. All of the faculty offices have been moved out to make room for additional students. The bathrooms have also been revamped. No students have been assigned to the base-

ment as of yet.

“There’s still waiting to see if we’ve solved the water prob-

lem before we house anybody there,” said Sullivan. “We’ve

started Phase one of the Mas-

ter plan and that will take until completion. This new drainage should relieve most of the sur-

face water and flooding in this area.”

Bryant Hall has been paint-

ed this summer. In a drastic

deviation from Bamboo tradition, Bamboo Green has left the scene from the north edge of this dorm.

Forest Hall Annex has been expanded to hold nine to ten

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So then, why is this happening?

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Address

State Zip

STOP DRIVING DRUNK.

STOP KILLING EACH OTHER.

THE BABSON FREE PRESS NEEDS: Writers, Typists, Circulation Assistants and a Cartoonist

You don’t mean to be but. you are. The numbers are simple. Latest available figures show that 8,000 American people between the ages of 15 and 25 died in alcohol related crashes. And almost all the drugged drivers who caused those crashes were under 25.

1,380 died in combat. 3,420 committed suicide. 2,731 died of cancer.

It’s incredible, but one of the most dangerous things you can do is to have a few bottles of wine with friends and drive home.

You can change it. You have to.

~

THE BABSON FREE PRESS NEEDS: Writers, Typists, Circulation Assistants and a Cartoonist
In The Beginning

It is before flagsake-sitting, air mail, and talking pictures. People live in the small town of Wellesley, Massachusetts, drink Mona; Coca-Cola is a southern drink, and few people think that it will appeal to northern tastes. People are coming home evenings with brown-paper bags tucked under their arms. Of course everybody knows what's in it; Prohibition is in the air. Seems like everybody has got the idea that if you make selling liquor illegal, people will stop buying it.

It's autumn of 1912, less than three years after the Great War. Last year women voted for the first time in the state, and helped elect Warren G. Harding President. This man, whose fortune was made in a crock-filled room, has promised America a "return to normalcy," but this year we'll have to be the first of 25 of the least normal years anyone can remember.

Babson Institute is two years old.

It all started with Roger Babson, statistician, financier, and shrew Yankee businessman. Some of us remember his name. Babson was at the Babson Statistical Organization to educate some of these same business techniques. Twenty-six years of wealthy businessmen came to take the one-year course. They lived here in Wellesley, at the Adelphi.

Pretty soon the students, in their business suits with high stiff collars, could be seen at W.B.'s, the Lyceum, the Church, buying new dress shirts. But they'd better not be seen with anyone looking like a college boy, because, Mr. Babson is in a strict prohibition; he says that alcohol "destroys the brain." He never said anything about digestion, though. The hope seems to hold a quite a bit. In the world of business, it always helps to have a smart digestion.

The Campus

This year Mr. Babson bought 175 acres of land from the railroad tracks and the Lyon. Babson is moving the school to Wellesley Avenue. Three buildings have already been built on this roll, and the first has been named after Mr. Lyon, but the Administration building will be occupied first. Mr. Preston F. Bryant, sales manager for Babson's Statistical Organization, will have his name attached to the third building, which is under construction. Mr. Babson will have some of his own group coming there.

To oversee all of this, Dr. George Coleman has just been appointed President, taking over from Mr. Babson, who will begin soon to predict a depression of staggering dimensions. Though he will be foreseeing doom for quite a while before 1923, a speech made shortly before the panic will launch Babson's name in the nation.

Between now and then, though, it seems as if Babson Institute will be changing every day.

The Boom...

There are newer and newer horizons on the roads, chances taken by automobiles. Motorcar doesn't smell anything like a horse, they're noisy and not as reliable as a horse, either, but people are buying more and more of them. With some credit, of course.

All sorts of things are bought on credit nowadays; from ice boxes to securities. The man at Babson Institute, and their fathers, have been buying this sort of thing. They were just what they are, pieces of paper—until their lives and their futures revolve around the back pages of the Wall Street Journal.

Located as is progressing as fast as the economy. The man who built the John T. Miller is on the track for teaching evolution in Tennessee. At the same time in Wellesley, Coleman Hall—thar's way up on the hill—is being completed. It will house a huge indoor relief map of the United States and Southern Canada. Mr. Babson wanted it to be outdoors, but Mr. Coleman persuasion that it would be more serviceable if it is inside. So, that's the way it's built. It's about 65 feet by 45 feet and curved like the surface of the Earth. Some people think of everything.

It's a long time now. Past the first talking movie and the St. Valentine's Day Massacre, and the Roth's 60 home runs, to watch the baseball games and the Formula.

Park Manor and Park Manor South have just been finished in 1930, and they are beautiful. South, however, is going to be a hotel for quite a few years, until Mr. Babson finds out that its less expensive to run a dormitory for students who need housing than to run a hotel for people who already have a place to live. Each building has its own dining room, and Mr. Babson has had a chapel built in on the first floor of Park Manor. Here services will be held for all students.

We've been moving along pretty well up to now, but we hit a snag along here, Mr. Babson, after talking about it for years, has finally hit the nail on the head. The Great Depression has started.

...And The Panic

Out here in Wellesley, though, it's not much of a depression, except for the stock market. Most people have kept their jobs, because Wellesley never has been, nor ever will be, an industrial town. Besides, there are a number of charitable organizations around to help those who need it. By 1933, the town departments have started to help out, too. The Highway, Light, Sewer, Water and Park commissions are opening jobs for men and women, whose ages average somewhere near 45.

This year, 360 men and boys from 27 trades are being helped by the town, but most jobs are for just a few hours, rather than permanent. Now, in 1933, getting just the slightest bit desperate, so the depression grows deeper. Men working for the town are sharing jobs. That is, men out of work can get jobs working for the town while the previous job-owners get laid off for a month. So, a guy works for one month, then gets laid off for a month while someone else gets a chance to play breadwinner, then they switch again. The town is in real proof of that little scheme because it costs Wellesley absolutely nothing, and that's what matters, isn't it?

Seys The Townsman

In 1931, the Depression has not yet hit its deepest point, but on Friday, January 7, the Wellesley Townsman, the local weekly, announces its New Year's resolution — "to think and talk better business."

"Spring," says the Townsman, "will soon be here with its added opportunities for both business and leisure."

They're wrong, of course, but what can you say for a newspaper that puts wedding announcement on the front page? We'll skip a year and say nothing. It's still just as cold, and people are rushing around wishing everyone a happy 1933. So be the Townsman. They're still thinking and talking better business. Their serene-column heading today says "Since Evidence for Prosperity in Wellesley in 1932." But most people on the streets are demanding "THE FINDING evidence of prosperity..."

Mr. Babson is happy, though. He's written a piece for the Townsman saying that 1932 will be the year that "the back of the depression may... be broken."

Politically, Mr. Babson has always been Republican, as have most of Wellesley's citizens. In his article, though, he says, "I do not feel that a Democratic (presidential) victory... would be dangerous."

Wait till he gets a load of Roosevelt.

there's another reason why Mr. Babson is happy. There used to be a barroom through Wellesley, the Boston & Worcester and New York Street Railway Co. The line ran into hard times, so Mr. Babson bought it when he had a "brilliant idea." He lobbed in the state legislature to have the state buy the right-of-way to his property, and build a superhighway on it. They did, and now Mr. Babson is collecting a tremendous sum of money from the state for the land that will be Route 9, and he is planning to keep part of the Boston & Worcester Bus line, the only one with the right to operate on the route.

This, however, won't come until after the 1938 Presidential election, which has surely been a doozy. The townsmen, which is an appropriate name only when the "Landslide did not Strike Wellesley", and leaves it at that. Wellesley went for Hoover, 5-1. It wasn't enough.

Progress...

We'll pass through the calmer but eventful years following Roosevelt's election, just touching on some of the more important things.

Wellesley's police are getting radios installed in their cars. In 1933, "It shouldn't cost muchthough. There are only two police cars in the town.

And while we're on the subject of police, Adolf Hitler, Germany's new Chancellor, is getting a lot of publicity, even in Wellesley. Though some people are disturbed about the persecution of the Jews, most people here believe that it's been exaggerated by the press, and that Hitler is really doing a pretty fair job.

And of course, you know that Prohibition has been repealed. Except in Wellesley, when Wellesleyans went to the polls on March 4, 1934, they defeated the "wet town" proposal by a 3-1 margin. Seems like we've seen those people before...

"Wellesley is an educational town," says the Townsman. It oughtn't to have those "rowdy
Growth and Change

Smiling Through The Pain

Business certainly is booming. In Wellesley businesses are doing the best business since Depression days.

People still smile, They smile though they're riding 3 or 4 in a car, so saving gasoline and rubber, and they smile though "victory gardens" are necessary to avert a food shortage. When citizens find that they are spending 30-50% of their monthly pay for war bonds, or that they used ration points to buy almost anything, they still smile.

They stop smiling when they get a telegram from the War Department.

Yet the costs are so much greater, people seem to feel happier now than they were during the '30s. At least now they think they know their enemy.

We step over the end of the war, and Wellesley's demise celebration, and look at the reopening of Babson Institute, It was closed from April 1, 1943 to December 25, 1944 while the Navy supply Corps studied here. Nor will the war ever, the students are coming back. There are only 75 now, but by the time the school year opens, there'll be three times that number. Quite a few will be veterans. Babson has a new three-year course, but most vets will elect a special one-year program.

Politics And War

Mr. Babson has been a politician these days. He's running for President of these United States on the Protection Ticket. Out in Chicago, a group of old men who mostly remember the "good old days" of prohibition, and of government by God, have banded together to make themselves politically felt. I hope they don't expect to win anything.

Mr. Babson will do pretty well, though. His national vote will be 58,708, and of those, 52, will be from Wellesley.

President Roosevelt made a speech last year on some new invention they call television. Of course, nobody around here saw him; there are none of the machines around. I doubt that many would have watched, anyway. Wellesley will swing to Wendell Willkie, by a 3-1 margin, but no amount of name-calling by Roger Babson could do anything to keep Roosevelt from winning the election.

And there was nothing Roosevelt could do to keep Europe from going to war that America could not keep out of.

In 1941 people in Wellesley--and at Babson Institute--are enthused about the war and proud of the men who are fighting enemies across both oceans.

This week the newspaper is running two columns of praise for a Mr. Albert Zant, a Wellesley barber who tried three times to enlist in the Navy. He's near-sighted, so they wouldn't take him, but he finally made it into the Coast Guard. "Aber Zant is a real American," says our Town Crier. "A man of courage, a proven man right now that he is about to become a part of the front line defense of the Country..."

There's not much news. Over there, that is. Here, things are looking up. People work in munitions factories nowadays and are bringing home overtime. Not that there's much to spend on. Gasoline, meat, butter, sugar, paper, rubber, grease and fats, almost everything--is rationed.

Even time in scarce. Carl Smith, President of Babson Institute, announced that the two-year school will eliminate all vacations for 1943, including the summer break. This is to speed up "the process of training men for managerial positions in industry".

by Dave Marcus

What Next?

Expansion is coming again to Babson Institute. The school is building a new dining facility, which will be ready by 1943. It will be named after Gordon M. Trim, the president of Babson until his sudden death in 1943. He was succeeded by Dr. Henry Kriebel, who will be one of the people who will answer the question asked by a multitude of people: What next?

Babson has a huge globe (built in 1946) with a map to match. Babson has a pretty, coed-equipped campus with a big library with an entire room of Sir Isaac Newton's. Now Babson even has a large dining facility. Who is Henry Kriebel and the trustees of Babson Institute going to bring in next?

Girls.

A change in name to Babson College.

More Liberal Arts courses with an emphasis on "education for life".

New dormitories, and a multimedia center.

All of this is part of a new "Master Plan" for Babson that the administration says, will make Babson a bigger, better, even more respected institution than it already is.

The freshmen class of 1943 finally steps out on the quadrangle on September 7, they will look at the 54 years of Babson History without recollection of why Mr. Babson decided to settle in Wellesley in the first place.

He had had tuberculosis during the first World War, and wanted to settle down in the healthiest place in Massachusetts. Mr. Babson figured that the higher the altitude, the better off he was. So he tried Wellesley, knowing that it has the second highest altitude in Massachusetts.

Yet to the Babson students, that really won't matter. And they'll be only slightly more aware that education has kept afloat, and even ahead of the times, because that's education's job.

And Now...

"What is important is that the new freshmen, and all the rest who learn here, understand that through wars and depressions, good times and bad, there was a college sitting here, cool and green."

There were people who ran it, Wellesleyans who affected it, and watched it affect them. And before all of that, before Albert Zant and Warren Harding, before television or commercial radio, even before Coca Cola, there was a man named Roger Babson who started a school and named it after himself...and then watched it grow...

After The War

1945 will be the first year that Babson has offered many liberal arts courses. The idea is that businessmen have to know more than business to get ahead in the world. So, English is being taught, as is history, ethics, and logic. It's the alert of a broad mind to make the Institute something even more unique than it already is, say the authorities.

Again we fly past the years, over 1946, when Albert Zant died of a war wound received two years before, and when Henry Ford decided he didn't want to go to the trouble of building Volkswagens, when the operation was offered to him, from the West in 1945, when Roger Babson is telling the Women's Christian Temperance Union that liquor is the principal cause of sanitation and our greatest drain of manpower.

In 1943, Babson Institute is in again growing rapidly, as well as so many Korean War veterans coming to Babson that the school has built a new dormitory, Park Manor North. It was completed in 1949, and on the outside looks pretty much like Park Manor and Manor South.

For Babson and the town of Wellesley, the 50s was a new decade. The early part was one of expansion and adjustment to a post-war, post-depression economy, and in the latter part everybody here settled down to enjoy it.
**ORIENTATION SCHEDULE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>Students living in residence halls: go directly to their respective halls, check in, and receive room keys from house director.</td>
</tr>
<tr>
<td>1:00</td>
<td>Commuting Students - Sign in at Knight Annex</td>
</tr>
<tr>
<td>10:00</td>
<td>Lunch for all new students and their parents - Trim Dining Hall</td>
</tr>
<tr>
<td>11:30</td>
<td>Students living in residence halls - Sign in at Knight Annex</td>
</tr>
<tr>
<td>1:30</td>
<td>Commuting Students - Special program for those not living on campus - Social Lounge, Park Manor</td>
</tr>
<tr>
<td>2:30</td>
<td>Opening program for all new students and their parents - Dr. Henry Kriebel, President; Address by Paul C. Stakea, Dean of Students - Knight Auditorium</td>
</tr>
<tr>
<td>3:15</td>
<td>Refreshments - Lobby of Knight Auditorium</td>
</tr>
<tr>
<td>3:45</td>
<td>Question and Answer Program for Parents - Knight Auditorium - Everett W. Stehens, Vice President-Public Affairs</td>
</tr>
<tr>
<td>3:45</td>
<td>New students assemble in small groups with student advisers - locations to be announced.</td>
</tr>
<tr>
<td>5:00</td>
<td>Dinner for all new students - Trim Dining Hall</td>
</tr>
<tr>
<td>8:00</td>
<td>Introduction to residence hall life - Individual Residence hall lounges</td>
</tr>
<tr>
<td>9:30</td>
<td>Black Society - Informal meeting of all new black students - ECB conference room - Educational Center, Bldg. B</td>
</tr>
</tbody>
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**Students living in residence halls**: go directly to their respective halls, check in, and receive room keys from house director.

**Commuting Students**: Sign in at Knight Annex

**Lunch** for all new students and their parents - Trim Dining Hall

**Students living in residence halls**: Sign in at Knight Annex

**Commuting Students**: Special program for those not living on campus - Social Lounge, Park Manor

**Opening program for all new students and their parents**: Dr. Henry Kriebel, President; Address by Paul C. Stakea, Dean of Students - Knight Auditorium

**Refreshments**: Lobby of Knight Auditorium

**Question and Answer Program for Parents**: Knight Auditorium - Everett W. Stehens, Vice President-Public Affairs

**New students**: assemble in small groups with student advisers - locations to be announced.

**Dinner for all new students**: Trim Dining Hall

**Introduction to residence hall life**: Individual Residence hall lounges

**Black Society**: Informal meeting of all new black students - ECB conference room - Educational Center, Bldg. B

**Breakfast**: Trim Dining Hall

**English Placement Testing**: Required of all new students - Knight Auditorium - Mr. Flanagan

**Pre-registration and Academic Orientation**

1. All freshman and pre-registered transfer students - Knight Auditorium - Mr. Carpenter
2. All transfer students who did not pre-register in one of the summer programs - Knight Annex 111 and 111 - Mr. Hanna

**Introduction to Student Judicial Court**: Knight Auditorium - Tom Wagner

**Science Qualifying Examination**: Required of all new students who have not fulfilled their science requirement - Knight Auditorium - Mr. Prindle

**Lunch for all new students**: Trim Dining Hall

**Explanation of Liberal Arts Courses**: New students may confer with individual members of the Liberal Arts faculty concerning the nature and content of their courses. Faculty Offices are located in Building A of the Educational Center

**Academic Advising for Transfer Students**: Transfer students who wish to confer with an academic advisor may arrange for an individual appointment by contacting the Admission Office in the Administration Building (Ext. 210)

**Freshman Academic Advising**: Individual conferences for all first semester freshmen with their academic advisers by appointment - Advisor's office

**Registration for All Transfer Students**: includes those who pre-registered in the summer - Knight Annex 1 - Mr. Hanna
Severe On-Campus Housing Shortage Predicted

Associate Dean of Students David J. Carson has announced that there will be a "severe shortage of on-campus housing" for students entering Babson this September.

"Some of the students will come on-campus for the spring semester," she said, "and those people are now living at home."

The college, she explained, does not permit a student to move on campus if he has to break a lease to do so.

In his statement, Carson said that students who applied to the College by March 1 and were accepted to later than May 1 receive equal priority in a lottery for on-campus housing except for a "handful of special cases such as early decision candidates, blacks and foreign students."

Students who were not assigned rooms in the lottery were placed on a waiting list for rooms which might become available on campus. To those were added the names of students who applied after March 1 and/or were accepted after May 1.

Mrs. Patricia Etter, admission office receptionist, has been working over the summer assisting new students in obtaining off-campus housing.

According to Carson, the school expects to be able to offer rooms to "virtually all" those on the waiting list by the start of the spring semester.

In addition, Carson said, "the college is currently exploring several possibilities whereby we might lease a block of rooms which could then be rented to incoming students."

Construction of dormitories with a total of 106 beds is slated to start this month.

targum crossword

ACROSS
1 Low back______________________
11 High point______________________
15 Fear of heights______________________
16 Documents______________________
17 Circus performer______________________
18 Mass. - of Tech______________________
19 Port of wedding______________________
20 German city______________________
22 Only______________________
23 Never; Grrr______________________
24 Type of soup______________________
26 Sweatshop______________________
29 Men's name______________________
31 Medical skill______________________
33 One named after another______________________
34 Italian coin______________________
35 Drop in the bucket______________________
42 Hard worker______________________
44 Political event______________________
47 Advertisements______________________
50 Florida resort______________________
52 Play on words______________________
53 Teen______________________
54 1965 baseball MVP______________________
57 Famous ship______________________
58 Fist______________________
61 Oklahoma city______________________
62 Captains______________________
63 Moslen potentiates______________________
64 Abstainer______________________
68 Muck -- for the course______________________
69 Leaves out______________________
70 Argentine plains______________________
71 Spago's taquero______________________
72 Port of an intersection______________________
73 Go to______________________
74 Gay boy______________________
78 Region of Asia______________________
81 Try to equal or surpass______________________
83 Make a choice______________________
84 Hammer______________________
85 Military______________________
87 Fling______________________
88 Body of water______________________
90 Ignite______________________

DOWN
1 Aids to digestion______________________
2 Sourness______________________
3 Aperitif______________________
4 Scowled and Hung in the corner______________________
5 Make a choice______________________
6 1961 -- a hammer______________________
7 Archer Miller______________________
8 Spanish or French______________________
9 Key __________________________
40 Comrade______________________
41 Try to equal or surpass______________________
42 Sound______________________
44 Come forth______________________
45 Secondhand dealer______________________
46 Rival______________________
48 Help toward freedom______________________
49 Alien city______________________
50 Recognized______________________
51 Common suffix______________________
52 Muffler______________________
53 Born______________________
59 Eastern group of colleges (abbr.)______________________
60 Autumn______________________
61 Race______________________
62 Argentinian plains______________________
63 Spago's taquero______________________
64 Port of an intersection______________________
65 Go to______________________
66 Gay boy______________________
67 Region of Asia______________________
68 Try to equal or surpass______________________
69 Make a choice______________________
70 Hammer______________________
71 Military______________________
72 Fling______________________
73 Body of water______________________
74 Ignite______________________

SCHEDULE

5:00 - 6:15 Dinner - Trim Dining Hall
5:30 - 6:30 Foreign Students - All new international students are invited to bring their own trays to an informal dinner - Faculty Dining Room - Patricia Kyleman
5:00 - 7:00 Black Society - Soul Food Dinner for new black students - Boston - Henry McCants
8:30 - 10:30 Keynote Film - The Graduate - Refreshments and discussion following Knight Auditorium

Saturday, September 8
9:00 - 11:30 Registration for first semester freshman by pre-scheduled groups. (See individual packets for precise time.) Knight Annex - Mr. Hanna
10:30 - 12:30 Brunch - Trim Dining Hall
1:00 - 4:00 Registration for Freshman - (cont'd.) - Knight Annex
3:00 - 5:00 Film - Twelve Angry Men - Formal Lounge, Park Manor
5:00 - 5:45 Dinner - Trim Dining Hall
8:30 - 12:30 Mixer with Lasell Jr. College - Organized by the Social Committee of Student Government - Knight Auditorium

Sunday, September 9
10:30 - 12:00 Brunch - Trim Dining Hall
3:00 - 6:00 Picnic with Pine Manor Jr. College - Informal activities organized by the "Hi" Club - Music by the Babson Dixieland Band - Park Manor Quad Area
7:00 - 8:00 Married Students - Get Acquainted Coffee for all married students and their wives or husbands - Student Wives' Club - Formal Lounge, Park Manor - Paula Wagner
8:00 - 10:00 Film - Fail Safe - Refreshments - Knight Auditorium

Monday, September 10
7:30 - 8:15 Breakfast - Trim Dining Hall
9:00 - 4:00 Registration for returning upperclass students - Knight Annex - Mr. Hanna
9:00 - 10:00 Introduction to the use of the Computer at Babson - Optional program for all new students - Forest I Mr. Canty
10:30 - 11:30 Part-Time Employment - A general information and registration session for all new students who are interested in part-time work - Social Lounge, Park Manor - Mrs. Adams
12:00 - 1:00 Lunch - Trim Dining Hall
2:00 - 3:30 Economics Qualifying Examination - Optional for both new and returning students - Knight Auditorium - Mr. Alexander
3:00 - 4:00 Registration for returning former Babson students (who were not enrolled during the spring semester) - Knight Annex I - Mr. Hanna
5:00 - 6:15 Dinner - Trim Dining Hall
7:30 - 8:45 Activities Program
1. Babson Athletic Program - Mr. Olsen, Director of Athletics, together with the various other coaches and team representatives will be present to help acquaint new students with team sports, intramurals, etc. - Social Lounge, Park Manor
2. Student Activities Program - Representatives of various campus organizations will be present to help acquaint new students with extracurricular activities - Formal Lounge, Park Manor

SCHEDULE Cont'd, on p. 12
Student Activities At Babson

Student Government

Student government representatives are elected in the fall. They meet weekly to plan and implement programs for the benefit of all undergraduates. Their objective as stated in the constitution is to represent, promote, and further the interests of the student body.

Student government appoints student representatives to college committees. These include committees on academic affairs, governance, student affairs, master plan review, grading, admissions and athletics, and the library. Representatives to faculty and division meetings are also appointed by the government. In addition, the government maintains its own standing committees - social, vending machine, licensing and security.

The constitution and bylaws of student government, which further define the powers and authority of the government, are available in the student government office, the President of Park Manor or in the office of student activities.

Student Businesses

Student government licenses student businesses. Because of Babson's small economic community, the system is a monopolistic one with competition existing in the quest for licenses at the time of transfer of ownership. No student may solicit on campus for the sale of any article or service without first being licensed by student government.

Current businesses include a campus laundry and dry cleaning service, linen exchange, record and tape sales; tire sales; a children's day care center; TV and radio sales; the campus snack shop; and the campus refrigerated shop.

A complete description of licensing regulations and procedures can be found in the student government constitution. New applications should be directed to the office of the licensing committee.

Student Judicial Court

The student judicial court has jurisdiction over all under-graduate disciplinary matters. It is composed of five voting members, the chairman who is a nonvoting member, and two alternates. All members are undergraduates. The dean of students serves as the president of the court and is liaison for the student judicial system. He may be present during court proceedings where deemed necessary.

The court determines that the chairman of the court or witness may be present during court proceedings. If the court determines that the witness will be present during the court proceedings, the court will render a decision.

The chairman of the court must be present when a student is officially notified of charges that will be brought against him. Before a case can be

regulations regarding motor vehicles are listed in a separate booklet.

Time and place of court sessions will be announced.

The Film Society

The Film Society brings popular American and foreign films to the Babson campus. It provides a diversified program throughout the year.

Part of the film program is funded through student fees, and rest through memberships in the organization. There is a $10 membership fee for joining the Film Society. This entitles members to admission to all films and a voice in the choosing of the film program for the following year.

Student Wives

This club is open to any married woman or wife of any Babson student, both graduate and undergraduate. Meetings are held regularly to encourage social events, to bring the wives into the Babson community and make the college more meaningful for them.

Theatre Guild

The Theatre Guild promotes the performing arts at Babson by encouraging creativity and self-expression. This organization enables students the opportunity to develop acting and technical talents.

Tri-Fraternity Council

There are three fraternities on campus: two of them, Alpha Kappa Psi and Delta Sigma Pi, are national professional fraternities; the third, Theta Chi, is a national social fraternity. These fraternities work in concert to form the Tri-Fraternity Council to further and coordinate the interests of the groups. They represent students and promote activities among themselves and with all other members of the community. Each group has a fraternity room in Park Manor.

The three fraternities compete in athletics and scholarship. Each organization sponsors social activities for its own members; they also sponsor social and service projects for the campus.

The Tri-Fraternity Council and the office of student affairs have established policies governing fraternity running and similar activities on campus. It is the aim of the council, through the regulations, to protect the academic standing of potential members. Therefore, all members are not eligible for membership until they have attended the fall semester and have achieved a cumulative average of 3.0 or better.

A complete description of the regulations is available to all interested students from the office of student affairs or from the individual fraternities.

Babson Christian Fellowship

The ICF is an interdenominational group of evangelical Christian students who want to present the claims of Jesus Christ to the Babson community. The ICF also promotes the Christian spiritual and social life of the people of Babson by providing opportunities for Bible study, fellowship, instruction, and evangelism.

Circle K

Circle K is sponsored by the Wellesley Rivians Club (140) local business and professional leaders. Its purpose is getting students involved in community activities.

Collegiate Club

The Collegiate Club serves the campus by participating in student activities. Members host all college functions during the year when they come to Babson for an interview. They give tours of the campus which include visiting the residence halls and attending classes whenever possible.

Babson Forum

The Babson Forum plans and implements the campus lecture program. They emphasize diversity and variety and attempt to provide a forum for discussion of current events.

Blue Key

Blue Key is a national organization that recognizes students for excellence in leadership, college activities, and scholarship. Blue Key strives to stimulate ambition for intellectual achievements, promote the progress and best interests of Babson, and to encourage service to others. One of Blue Key's services to the campus is the publication of a course evaluation.

Babsonian

The Babsonian is the college yearbook. It presents a pictorial history of one academic year. The staff of the paper prepares an atmosphere that prevailed throughout the year in the social, athletic, and academic activities that occurred on campus. The Babsonian office is located on the first floor of Forest Hall.

WRWB

WRWB is the college's A.M., campus current radio station. It broadcasts daily from its studio in Park Manor, a central campus. The campus radio station is an all-day, all-night, all-entertainment form of communication that serves and entertains the college community. WRWB is a member of the Intercollegiate Broadcasting System and the National Broadcasting Federation, Beta Sigma.

The 'B' Club

This organization's membership is limited to those students who have earned a B letter grade. It is primarily a service organization promoting varsity athletics on campus.

Accounting Club

This organization for inter- ested students meets weekly to prepare the accounting student for their careers by providing talks and discussions on accounting techniques and practices.

The Black Society

The Black Society's primary objective is to pursue the blacks' cultural heritage and interests. All Babson students are eligible for membership subject to the discretion of the organization. The Black Society room, located in Park Manor North, contains a library of books and periodicals covering black literature, social conditions, and heritage.

STUDENT PHOTOGRAPHER WANTED for public relations publications office. Assignments vary but will include creative projects for feature stories and publications. Must have flexible hours. Open to negotiation. Office and darkroom (minus developing and printing equipment) available. If interested, contact Al Peckham (ext. 274) or Jo-Anne Kelly (ext. 276), public affairs office, Forest Hall.

STUDENT ASSISTANT INFORMATION

DIRECTOR NEEDED for public relations office. Job will include writing releases, feature stories, compiling statistics, and writing a column for the Free Press. Pay is $2 per hour (this can be petitioned for consideration for a higher rate). If interested, contact Al Peckham (ext. 274), public relations office, Forest Hall.
Student Organization Officers

STUDENT GOVERNMENT
Bob Johnson, president X295
John Kelley, vice president X295
James Hadig, secretary X493
Pam Dircs, treasurer X494

Circle K
Alan Womeld, president

Collegiate Club
Joyce Barnsby, president X493

Film Society
Bernard Weil, president X495

Student Wives' Club
Pamela Wagner, president X331

Theater Guild
Marc Segal, president

TRI-PATRISITY COUNCIL
Tom Wagner, chairman X331

Alpha Kappa Psi
John Kelley, president 765-1917

Delta Sigma Pi
Bruce Anderson, president X493

Theta Chi
Richard Hayes, president X361

Student Traffic Court
Bob Rudolph, chairman X344

PROBLEMS? SEE THEM

Career Counseling
Michele Stine, Director

Counseling
Dr. Ralph Davis, "College Center"
David Caruso, Associate Dean
Debbi Amidon, Assistant Dean

Financial Aid
David Caruso, Associate Dean

Foreign Students
David Caruso, Associate Dean

Health Service
Nellie Bishop, Head Nurse

Housing
Marisa Locatelli

Housekeeping
James Higgins, Ex. Housekeep

Lost and Found
James Higgins, Ex. Housekeep

Reservations (Rooms & Lounges)
Student Affairs Office

Residence Hall Problems
Debbi Amidon, Assistant Dean

Selective Service
Dorothea Sawer

Student Activities
Debbi Amidon, Assistant Dean

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Orientation Schedule Continued

8:30 - 10:30 Film - On the Waterfront - Selected shorts - Refreshments - Knight Auditorium

8:30 - 12:30 Tri-Paternity Mixer - Sponsored by the Tri-Paternity Council - Knight Auditorium

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