

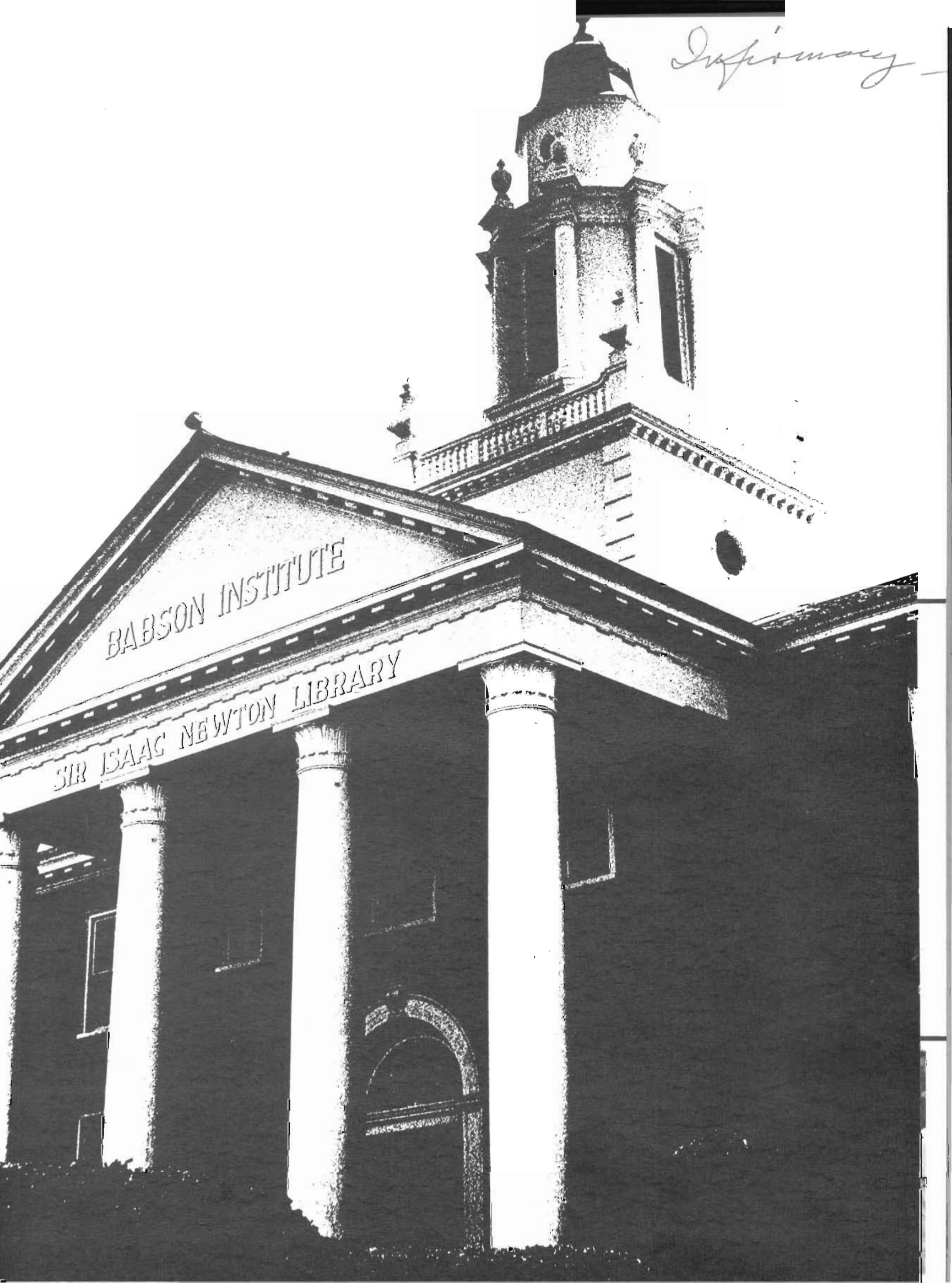
1964 BABSONIAN





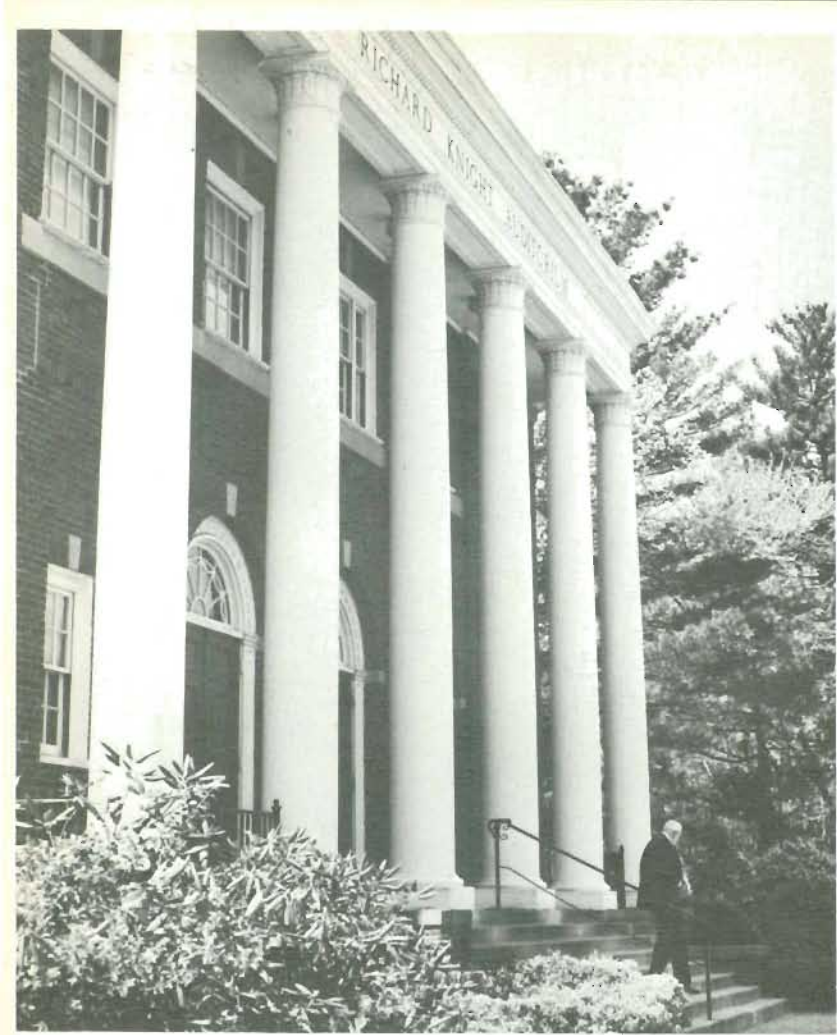


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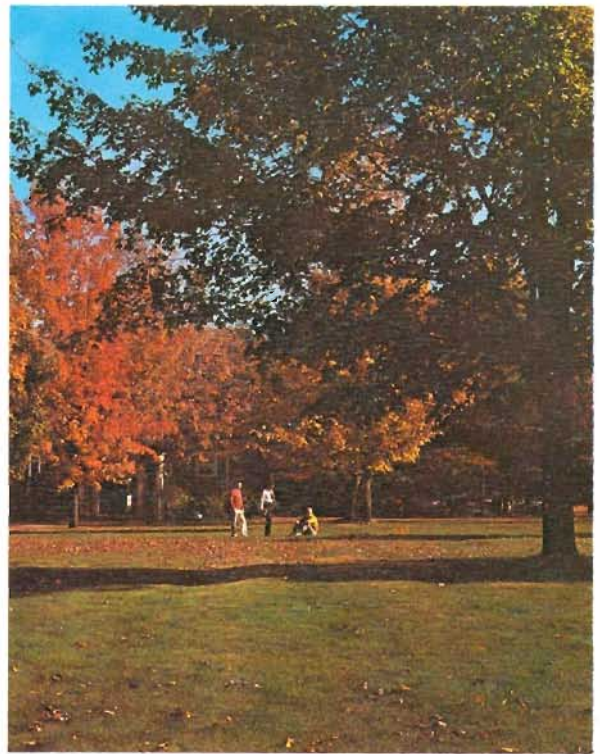
BABSON INSTITUTE

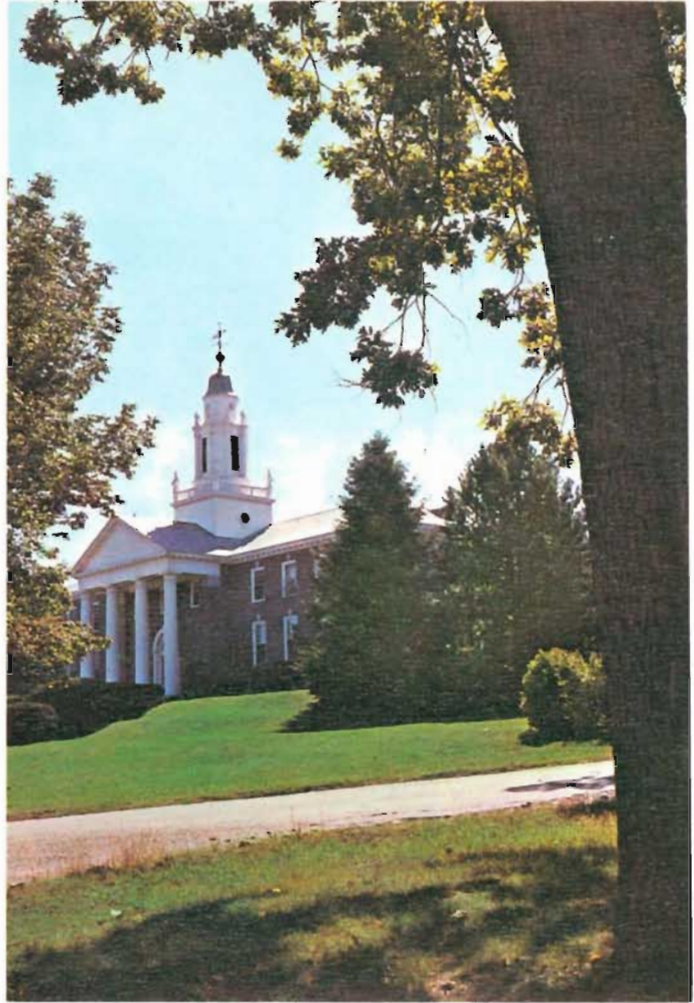
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editor-in-chief; Roger A. Enrico

assoc. editor; John T. Green





the
1964 Babsonian

Babson Institute
of
Business Administration
Babson Park 57, Massachusetts

45th Edition



FOREWORD



Roger W. Babson

The academic year 1963-1964 was marked by many firsts at Babson Institute. Not only did the physical plant of the college change with the construction of the modern Gordon Trim Dining Hall but there was a spiritual renovation prevalent, a new exuberance existed throughout the Institute, in the administration, the teaching faculty, and in the students themselves.

An exuberance sparked by new professors, a new vice president, a new dean, a vibrant young admissions director, and a new public relations director, all working to provide different and stimulating ideas to an already sound base. A base which had provided Babson with the distinction of being the only college of its kind in the United States, and of being regarded as one of the very finest educational business institutions in existence today.

A college is what its graduates and affiliates make it. Babson has been fortunate in having a large percentage of its graduates and faculty distinguish themselves in our society. Our founder, one of the few living founders of any college anywhere, is recognized as one of the foremost authorities on the business cycle, and has, throughout the years, become notable for his many civic undertakings. Babson Institute, then, has had much to offer us as students, as we have had much to offer it as affiliates.

To capture an intangible such as exuberance in a yearbook is a somewhat dubious goal, to say the least. We have tried, however, in the 1964 BABSONIAN to do just this, and to picture the real Babson, exciting, growing, spirited, and, to our way of thinking, the finest business administration college in the United States.

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DEDICATION

Dr. Edward Handler



the author

Perhaps the most elusive goal that can be followed by a scholar is the Ph.D. The most demanding requirement for a Ph.D., both in terms of self-discipline and erudition, is the doctoral thesis.

Many scholars have begun to write a thesis and their work has resulted in a book not acceptable as a thesis. Edward Handler, in "America and Europe in the Political Thought of John Adams," has done both. This accomplishment is typical

of Dr. Handler's genius.

Among his other works, Dr. Handler co-authored with Dr. Walter Carpenter the authoritative book, "Small Business and Pattern Bargaining." Dr. Handler's most recent book, then, is only another manifestation of the scope of his academic competence. For these literary achievements, the students of Babson Institute are genuinely proud of his membership on the faculty.



the educator

What is required for a professor to become universally admired and respected at a college: intelligence, compassion for his students, publishing scholarly books, interest in campus affairs, or dynamic lectures? Edward Handler is the incarnation of all these attributes.

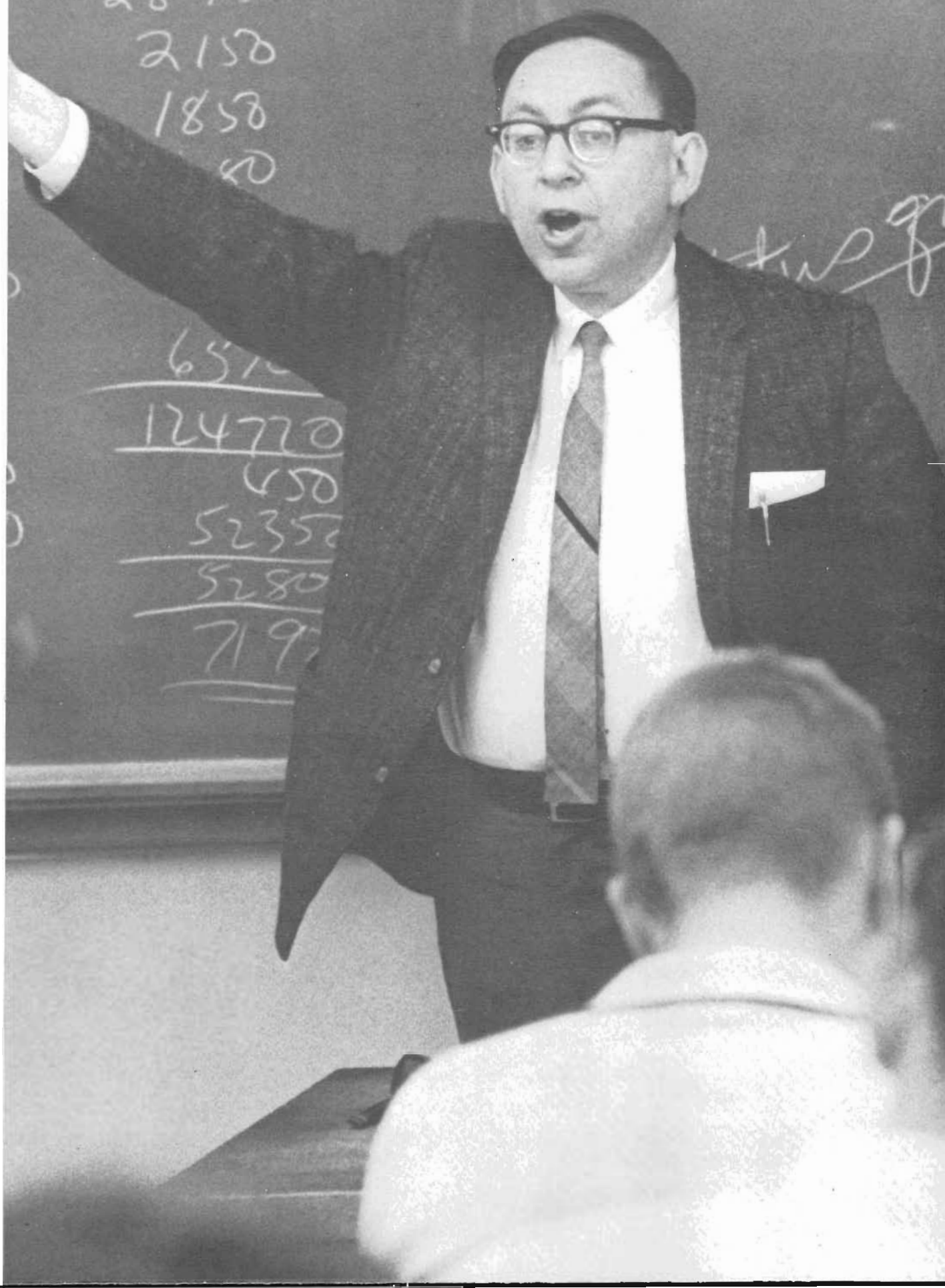
Dr. Handler was educated at Harvard University, receiving his A.B. in 1942, his M.A. in 1948, and his Ph.D. in 1962. At Babson he recently contributed a great deal of interest to the committee which reevaluated attendance requirements. In 1963 he was appointed Chairman of the Division of Liberal Arts.

If all Babson graduates were asked to describe "The Most Unforgettable Character I've Met," the majority would undoubtedly pick Dr. Handler, for he has the almost inexplicable capacity for making his knowledge, his ideas, and his personality an integral part of an educational experience. The intensity with which his lectures are delivered cannot be separated from their substance. The fact that he has unequivocal opinions about some of the world's problems makes him only that much more dynamic.

The dedication of this book to Edward Handler is a richly deserved tribute to a great educator.

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YEAR IN RETROSPECT . . .



To be educated a man must study history. He must be able to analyze the events of the past. In doing this, however, one all too often fails to notice and to understand the events taking place around us . . . the history of tomorrow.

In 1964 the nation worked hard to set the stage upon which we would perform our part in the perpetual struggle of life. As we were learning to take our places as contributing members of a democratic society, the nation was in South Vietnam and Laos preserving that society. There was fighting at home, too, in Georgia, Alabama, and Mississippi. Sometimes the battle was peaceful, but often it became violent in the face of frustration.

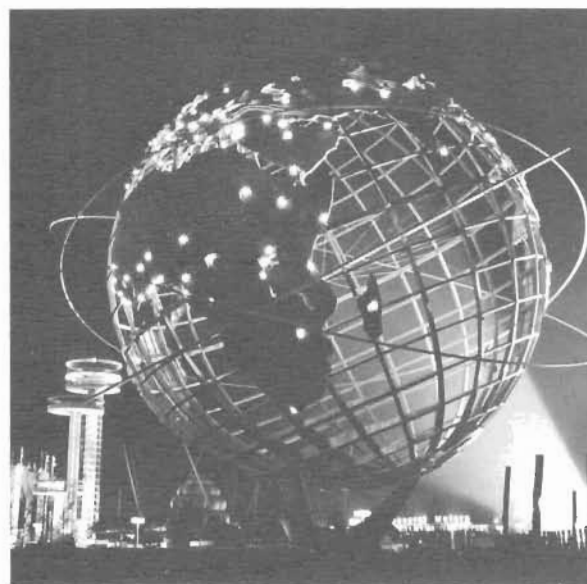
We fought with success, but not without cost. Progress often demands a high price. In 1963 that price was our thirty-fifth President, John Fitzgerald Kennedy. The nation stood silent as the long funeral procession wound its way past the Lincoln Memorial and crossed the Potomac to

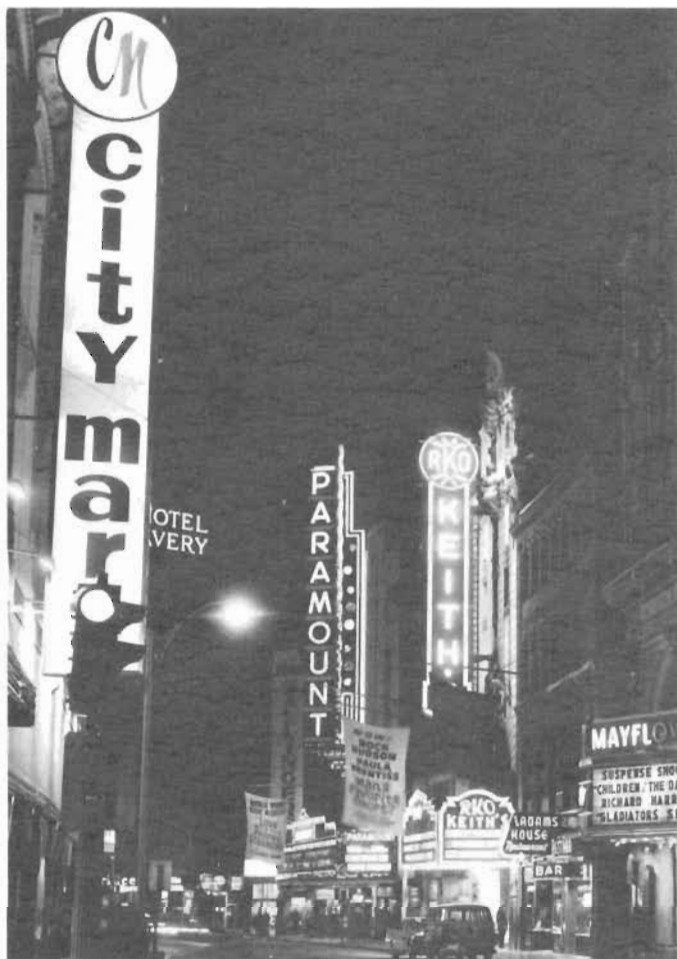
lay a fallen leader to rest. Even as the rest of the world looked in on these tragic events via the Telstar Telecommunications Satellite, the seed of rebirth was sprouting within us, and we began the task anew. There was a new leader, a renewed spirit, but, yet, there was the same cause.

Prosperity was widespread in 1964 as new skyscrapers reached for the sky in every major city. Industries boomed at a record pace as Americans enjoyed a taste of President Johnson's plan for a "Great Society". And, in New York, a World's Fair was opened. Crowned by the steel Unisphere, the Fair stood as a symbol of our progress, success, and a sincere desire to share our good fortune with the peoples of an uncertain world.

And, so it was in 1964: a year of hardship and turmoil, a year of progress and success in which history was written . . . not a history of the past, but a living history of the future.

THE CITY AND THE NATION





... We came to Boston in search of knowledge and experience. We marveled at the Prudential Tower, strolled leisurely along shaded Commonwealth Avenue, and roamed over the spacious Commons. We wandered across Tremont Street and down the walks of Stuart Street. There we found Washington Street, and we roamed no more. We spent hours in the Palace and the Red Garter. Soon we uncovered the Eliot Lounge and discovered that 44¢ could still buy happiness and security.

We chuckled when the Skyway Patrol fell into Boston Harbor, and saw the Brookline Avenue Bridge finally repaired. It was the year the Pentagon tried to close the Boston Naval Shipyard, and this was the year that the Hub entered the space race.

We watched as the Big City elected Collins as mayor, and Piemonte spoke at Babson. We got to meet Miss Waldorf and eat all the fried chicken we could for a dollar and nine pennies. We watched and grieved with Boston, as a city, a state, a nation, and the world mourned the death of John Fitzgerald Kennedy.

While we were here the skyline changed as new buildings reared their hulks against a cold New England sky. We saw Harvard get or at least claim to have sex, and we watched the Celtics dribble to another world's championship while the Red Sox missed the first division again.



We were soaked with more than twenty inches of rain and covered with fourteen inches of snow. We saw hundreds of movies and danced thousands of dances. We rode the M. T. A. and prayed in famous churches, and even sometimes on the M. T. A. We walked in the shadow of history and upon the birthplace of a new nation. We found education and we found experience ... we found them in the Big City.



YEAR IN RETROSPECT . . .





THE CAMPUS

It is written somewhere among the volumes in the Sir Issac Newton Library that the old order shall give way to the new; so it was that the forty-fifth freshman class entered and the forty-second graduating class left the ivy-covered halls of Babson Institute.

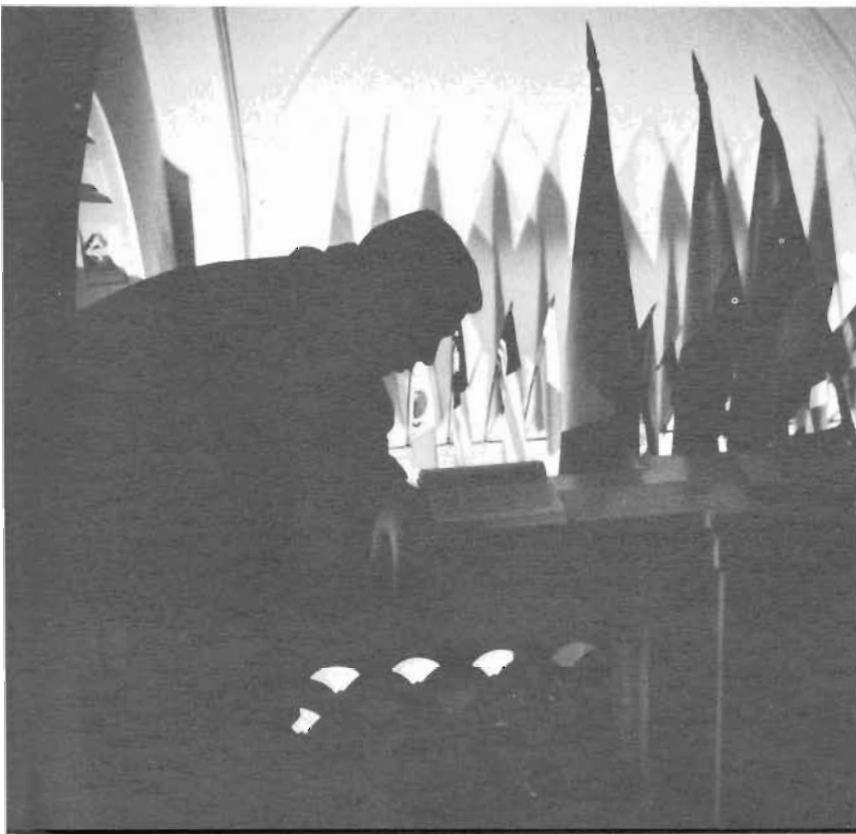
As fall blended into winter and winter into spring, the Babson man underwent the many trials and tribulations which serve to instruct, to educate, to mold, and to build a well-rounded man. The Babson student listened to lectures from thirty-seven inspiring professors, took their exams, and passed their courses, but this year was different, for this year there was a new order.

The countenance of the Babson man changed. Now he wore a coat and a tie. Sometimes he wore socks, at other times he wore cowboy boots, but he always wore his coat and tie. He was taught by three new professors and brought his problems to a new dean. He enjoyed unlimited cuts and experienced a new four-hour curriculum.

A new chef prepared his meals, and from deep within the bowels of the kitchen someone produced a shining meat slicer. From the earth there sprang a new and modern building, a symbol of hope eternal, the new dining hall.

Many passed the quiet hours in the peace and solitude of their rooms, while others found the delights of the neighboring schools more enchanting. And there were always the parties, the beer, the rye, the scotch, the music to provide a panacea for the worries and tensions of college demands.

So it was; a year of growth, a year of triumphs and defeats, a year of work and a year of play, but above all it was a year of change.



On October 3, 1964, ground was broken for the Gordon Trim Dining Hall by Dr. Kriebel, president of the Institute, Mrs. Gordon M. Trim, Mrs. Lewis W. Mustard, daughter of Roger Babson, Mr. Robert O. F. Bixby, president of the Babson Alumni Association, and Mr. Barclay Megathlin, president of the college's Student Government.

The construction of the dining hall constitutes the first alumni-supported addition to the physical plant of the Institute. After two years of fund raising, most of the \$500,000 needed to build the hall has been collected or pledged by Alumni and friends of the college.

The modern building will be completed and ready for use by the fall of 1964 thus providing the Babson community with tangible evidence of its rapid progress.







Lest he become shackled by academic stagnation too early in the year, the Babson student wastes no time after returning to school in the fall in getting into the "swing of things" . . . socially, that is.

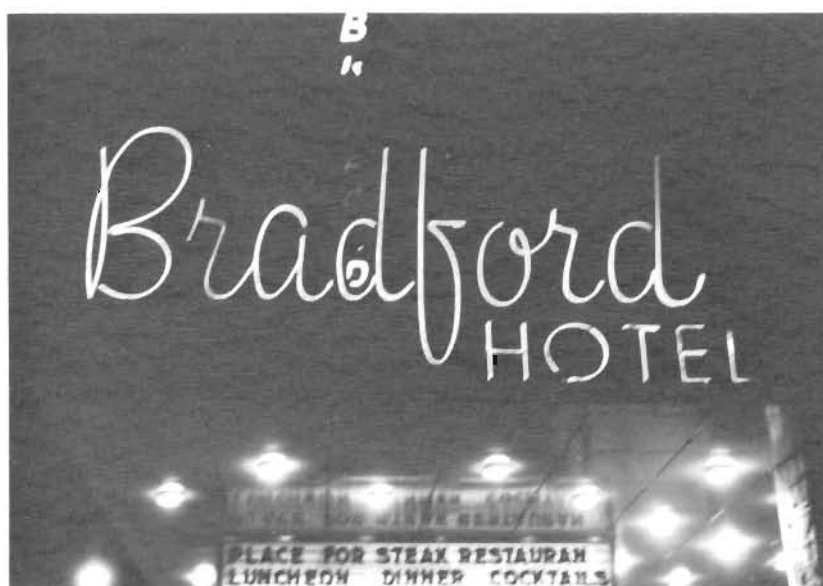
To respond to his outcry of "social discrimination" many of our more patriotic campus organizations quickly subdued the complaints by providing a fall panacea in the form of the Phoenician Ball, Fall Weekend, the A.D.S. All-College Ball, and, of course, the Purple Garter.

But the fall was also set aside by the Babson man as the period during which he must accommodate himself to a four-hour curriculum, reinvestigate his supply of female companionship whether it be from Pine Manor, LaSalle, Wellesely, or, for those who prefer the dangerous life, Dana Hall, and, of course, rack up a 4.0 term average . . .









... Running into the winter term with a solid 2.0 average, the Babson man could now take time out for the finer things in life. Per usual the Bradford Hotel provides the scene for some of the finest with Winter Carnival beginning and ending within its often-thin walls.

Fraternity rushing permeates the winter scene as the brothers put their Canfield salesmanship to the supreme test upon the bedraggled freshmen. Rush parties and open meetings miraculously transform themselves into pushups and pledge meetings as the unsuspecting freshmen begin to taste the delights of fraternity life, but within the space of a few short weeks they are brought from "boyhood into manhood," or so the pledge-masters would have us believe.

The winter term allows the Babson Beavers to display their athletic prowess, the Beavers being the most feared squad on the tiddlywink court. In their finest game of the year, the Babson Booters were brought to national acclaim by scoring fifteen field goals in one inning and preventing their opponents from receiving one touchdown near the third base line ...







... Returning from their Sinnott-Labovitz Economy Special Bermuda Trip, the men of the Institute embarked upon the rigors of what is known affectionately as the spring term, and immediately headed for the Wellesley Italo-American Club for another stomping, although faded, Purple Garter. After recuperating from several take-offs on the now-famed institution, the Beavers retreated to vamp strategy for the upcoming Mayoralty Campaign and Spring Weekend.

For one week during each spring term all movement outside of the "lollipop" in the quadrangle ceases, and the Babson man relaxes to be entertained by "fantasmic creatures." The enrollment of the Institute increased by three during the spring of '64 as "El Babo", "Super Chicken", and "Sherlock Homely" romped through their zaney adventures in an attempt to gain votes in the contest for mayor of the campus.

Sporting bermudas, sun glasses, a large supply of "pop-tops", and a new dance called the "Monkey", the Beavers climaxed the reserved week by invading the Parker House Roof, the Hotel Continental, and Duxbury Beach, respectively thus completing a full and rewarding 1963-1964 social calendar.







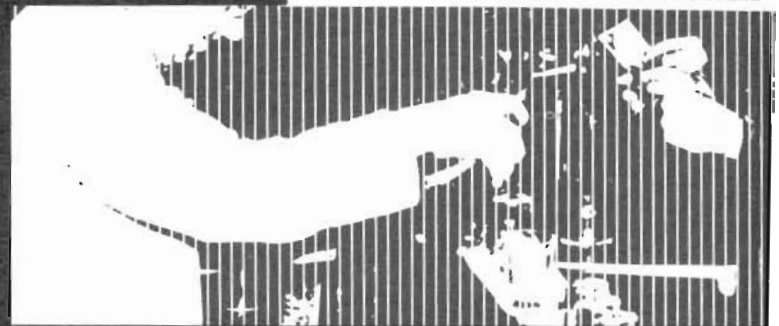
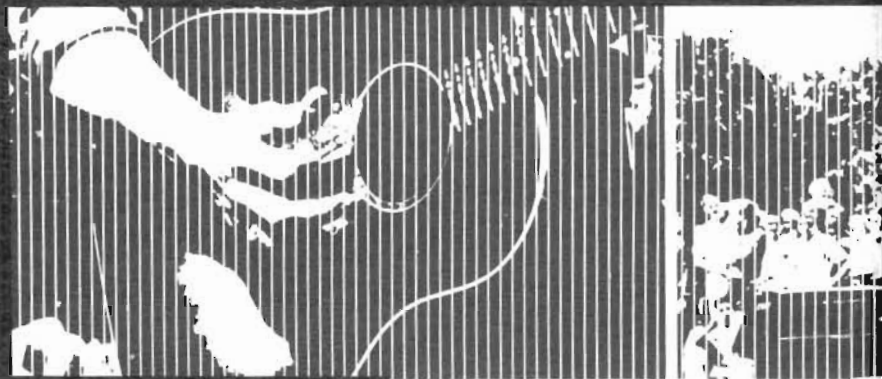
June 15 provided the date and Knight Auditorium the place for the graduation of the forty-fifth class from Babson Institute. At 10:30 a.m. the familiar ring of the Hotchkiss Bell became a slowly palpitating drone as the candidates for the degrees of Bachelor of Science in Business Administration and Master of Business Administration paraded in the procession toward the auditorium and the climax of their college careers.

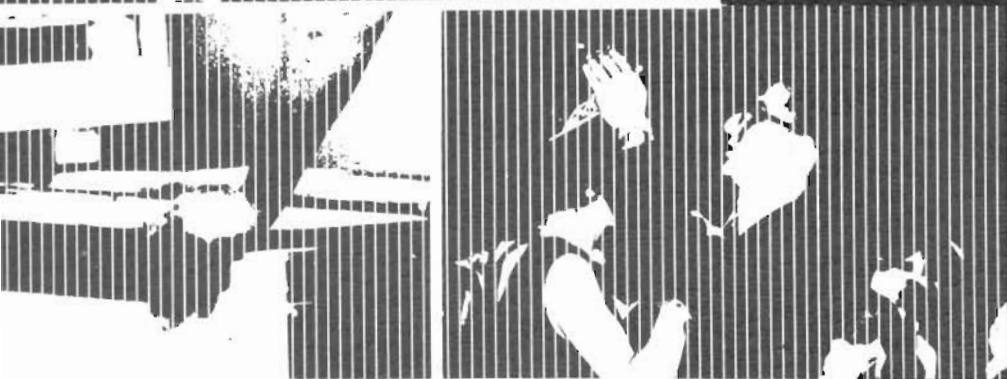
Inside the stately lecture hall the students along with their parents and friends, heard addresses from several of the Institute personnel. Dr. Kriebel introduced the keynote speaker of the day, Dr. Willis J. Winn, Dean of the Wharton School of Finance, who provided one of the most enjoyable speeches ever delivered at Babson. Upon completion of his address, Dr. Winn was presented with an Honorary Doctorate of Laws by the Trustees of the Institute.

Following the Commencement exercises a buffet luncheon was served in the Knight Auditorium Annex for the graduates and their families.



Student Life







HONORS DAY

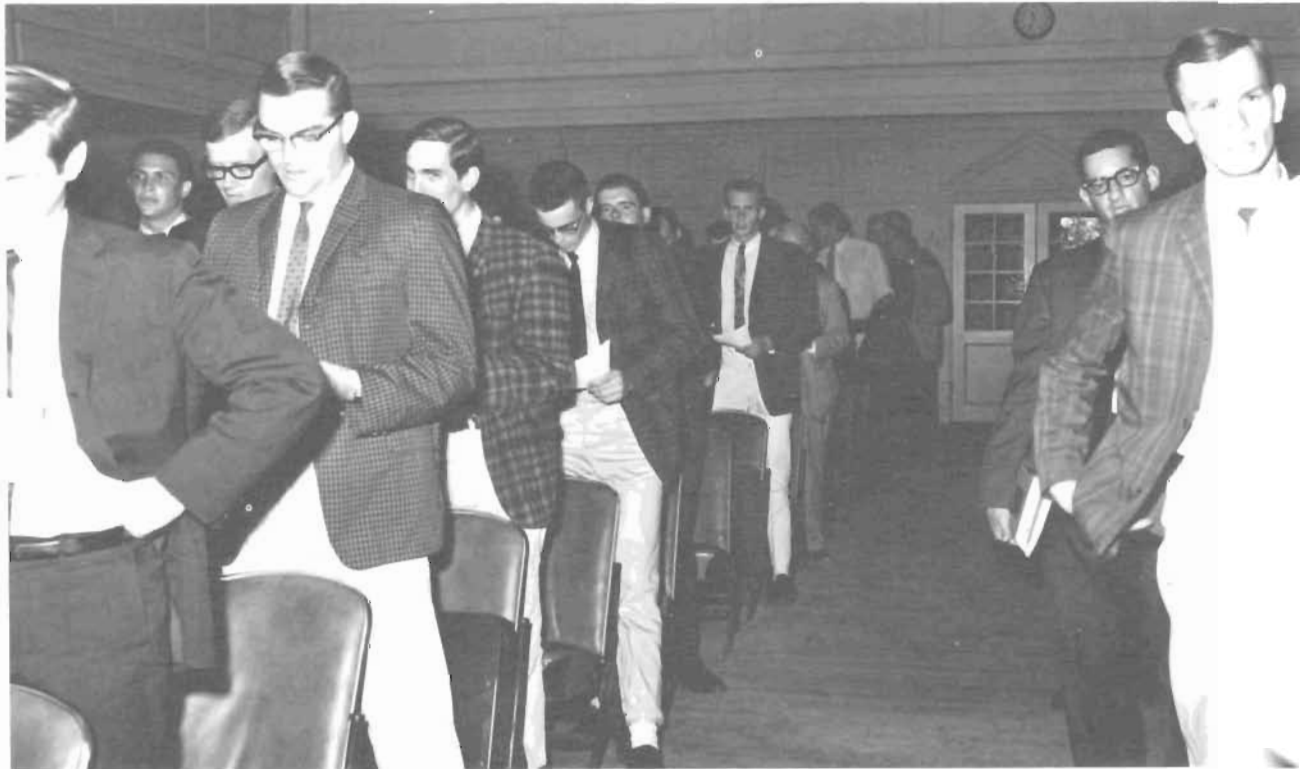


For outstanding achievement in scholastic, athletic, and extra-curricular activities forty-five students received trophies, awards, and scholastic keys at Babson's annual Honors Day Convocation on May 25.

Receiving the coveted Roger W. Babson Achievement Award, Robert E. Weissman was judged the most outstanding Babson student in the fields of scholarship, student activities, and leadership. An investment major, Robert J. Kates, had the distinction of winning three separate awards; the Wall Street Journal Award for the best academic record in the field of finance, the Alpha Kappa Psi Scholarship Award for being at the top of his class, and the Delta Sigma Pi Scholarship Award for having the highest grade average in the senior class.

A. Wayne Roberts was named the outstanding senior athlete for 1964, and John C. Lundy, a freshman, won the Ewart Trophy for swimming excellence.

To round out the program, Babson Institute was presented with the flags of Argentina, Ecuador, and Singapore to add to its Hall of Flags, and the acting senior class president, Richard Kimball, presented the flag of Babson Institute to Richard Joseph, junior class president-elect, to symbolize the passing of responsibilities from the senior class to the junior class.





FRESHMAN WEEK

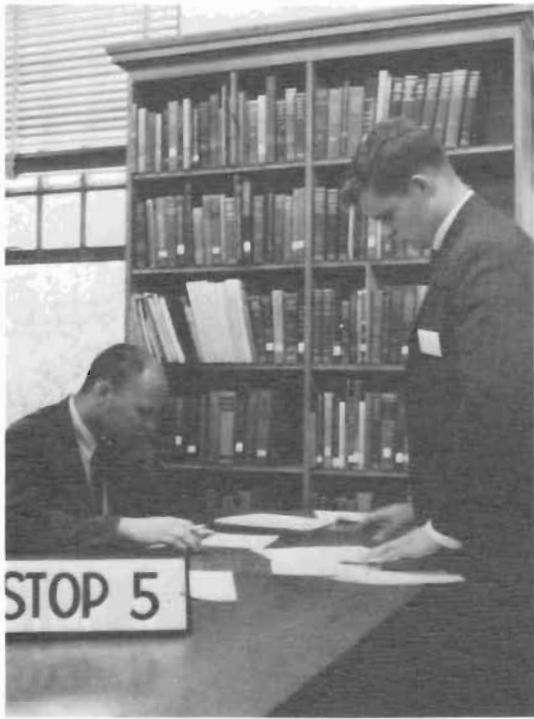


Babson welcomed its forty-fourth class on September 18, and immediately placed them into an orientation program designed to instill spirit, unity, and organization into the fledglings.

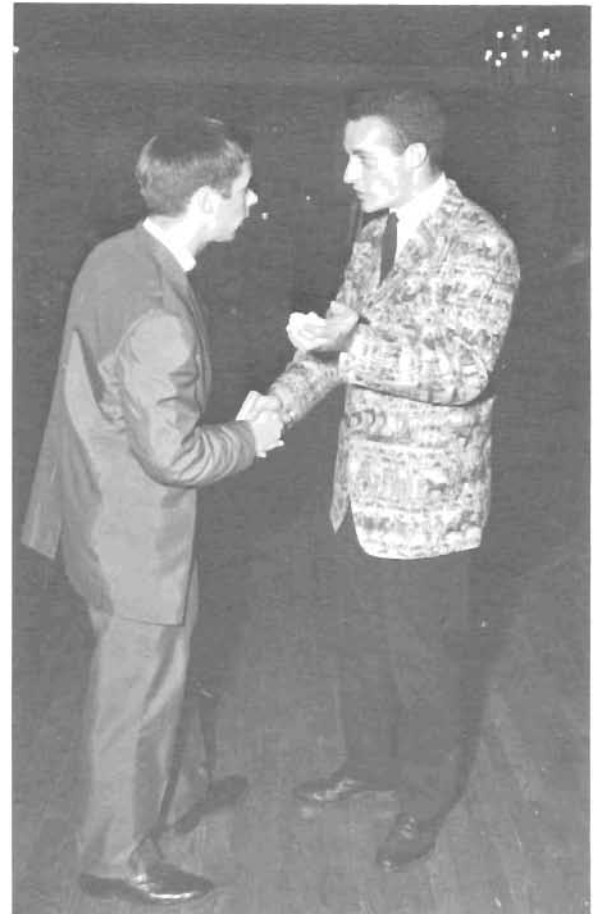
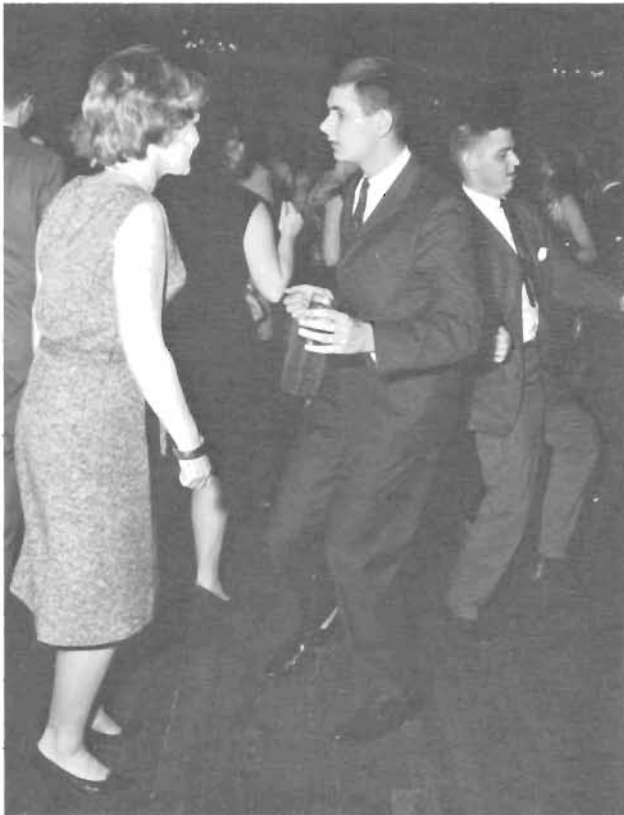
Attired in their green ties and Babson beanie, the frosh underwent five strenuous days of meetings, aptitude and personality tests, as well as athletic and social events.

While Babson hailed the return of its upperclassmen, the freshmen were organizing under the leadership of Joseph Zamboni and Myron Gould to prepare for the official start of "Hazing". Disillusionment followed bewilderment as the underlings were subjected to the catcalls and directives of the upperclassmen and the sometimes doubtful assistance of the J. C. Committee headed by David Bliss.

All came to an exciting, if early, end as the frosh won their freedom by soaking the juniors in the traditional rope-pull, and, mission accomplished, settled down to tackle the new four-hour curriculum.



FALL HOMECOMING



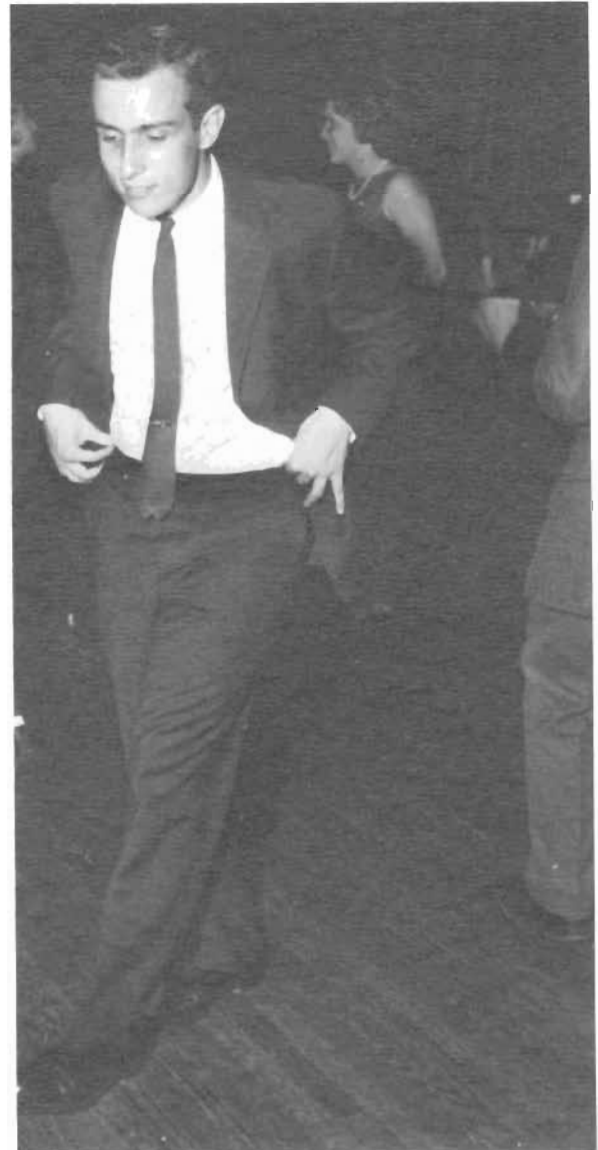


Never let it be said that the Babson man is incapable of having fun. Few colleges in the country can boast of the diversified weekends that the future businessmen of the world put on. As the 1963-64 college year opened, freshmen and returning upperclassmen looked forward to the special delights that can come only when good friends meet to enjoy brisk conversation and sloe gin.

Fall Weekend began on October 18 with a great dance and beer party at the Hibernian Hall, sponsored by the 'B' Club. The music was provided by Ricky Coyne and his band. The turnout was fabulous, and the students and their dates were not the only ones to have fun, for many alumni were seen weaving to the music and the free beer.

On Saturday morning the alumni were invited to visit classes to see the changes which had taken place since they were students. In the afternoon, there was the annual Charity Bazaar in which fifteen campus organizations contended for the honor of having the most productive booth. There were games of skill and unlimited food, but, more important, a considerable amount of money was raised for a good cause, the United Fund.

The highlight of the weekend was Saturday night at the Parker House Roof in Boston, the scene of the second Annual Homecoming Dance. The music was provided by Bo James and His Playboys. The first all-school affair of the year lasted well into the night.







FRIDAY NIGHT

WINTER WEEKEND



The most glittering and festive weekend of the year is Winter Carnival, and the 1964 Carnival was one of the best in the history of the school. A full schedule of enjoyable activities was excellently planned by Babson Social Chairman Rob Wilkinson. Students brought their dates from all parts of the country, thus adding glamor to an already glamorous affair.

On Friday night, the screaming Flamingos wailed their way into a wild stomp and the men of Babson again showed all doubters that they are among the top imbibers and dancers in the country. Of course the dates helped a little, but, whatever else is said, it must be conceded that the Hotel Continental will never be the same again.

It was Saturday night that was the big hit of the weekend as students and their dates danced to the music of Guy Stephens and his society band. The highlight of the evening was the crowning of the Winter Carnival Queen, this year's winner being beautiful Barbara Hoseman, escorted by Les Charm.

On Sunday afternoon, after the group had rested from the night before, the Highwaymen entertained at the Meadows in Framingham. The group was well-received and their songs further contributed to an already exciting weekend.

Late Sunday night, the men said good-bye to their dates, grabbed their stomachs, and headed back to the books a little more tired than on Friday afternoon, but with the satisfaction of knowing that Winter Carnival was a tremendous success.



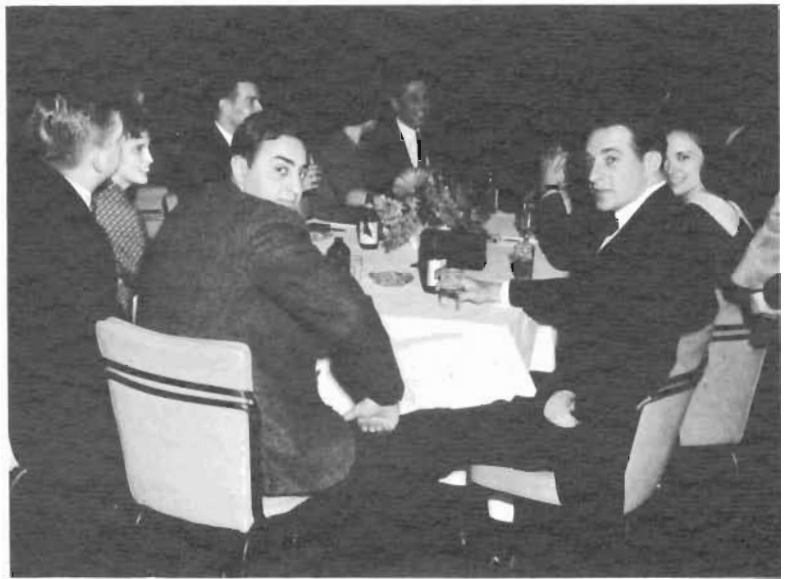






SATURDAY NIGHT







SUNDAY AFTERNOON



SPRING WEEKEND



MAYORALTY

It can be said without fear of contradiction that the 1964 Mayoralty Campaign was the best in Mayoralty's nine-year existence. All participants displayed their fertile imaginations and Thespian ability in the creation of the several skits.

"Super Chicken," a recent arrival from a planet in another galaxy, was the candidate of Alpha Kappa Psi. The skits revolved around a manifestation of Super Chicken's prodigious physical powers and his experiences in adapting to the often inexplicable Babson community. Richard Joseph capered as the indomitable "Super Chicken."

Delta Sigma Pi's candidate was "Sherlock Homely," a caricature of the famous Sir Arthur Conan Doyle detective. Armed with his meerschaum and magnifying glass, Sherlock, played admirably by Ian Amory, searched for Roger Babson's family jewels. It was only because of mental acuteness and great diligence that his efforts were successful.

The character conceived by the Society for Advancement of Management was "El Babo," enacted by Hank Savage. Featured by a magnificently structured tower, the skits were distinguished by the appearance of wizards, bulls, bullfighters, and gypsies.

After the week's activity, the voting of the student body named Sherlock Homely the new Mayor. In addition, the new faculty award, based on theme, color, campaign continuity, good taste, and creativity, was presented to Tom Greensmith and Bob Weissman, co-chairmen of the Delta Sig Mayoralty committee.









Spring Weekend, the concluding big weekend, was another social success.

On Friday night, the ballroom of the Parker House was filled with students and their dates. Excitement was high-pitched as everyone danced to the music of Guy Stephens and his band. Midway through the evening, Paul Collins, head of the Blue Key Mayoralty Committee, called Mayor Jeff Zack on the bandstand to award the key to the campus to the mayor-elect. A moment later, the announcement was made that Ian Amory, alias Sherlock Homely, had been elected to the office of Babson Mayor for 1964-65.

On Saturday afternoon of the following day, the student body invaded a beach in Duxbury and listened to the music of Little Rico. Sand flew, a few hardy souls went swimming, and the beer brewed.

As Saturday night rolled around, everyone moved to the Skylight Terrace of the Sherry Biltmore. Entertainment was provided by Moon-Dog and the Harvey Williams Band. Drinks flowed, dates swung, and all had the time of their lives. At Midnight, the Blue Laws terminated the dance, but the smaller suite parties continued unhindered.

FRIDAY NIGHT







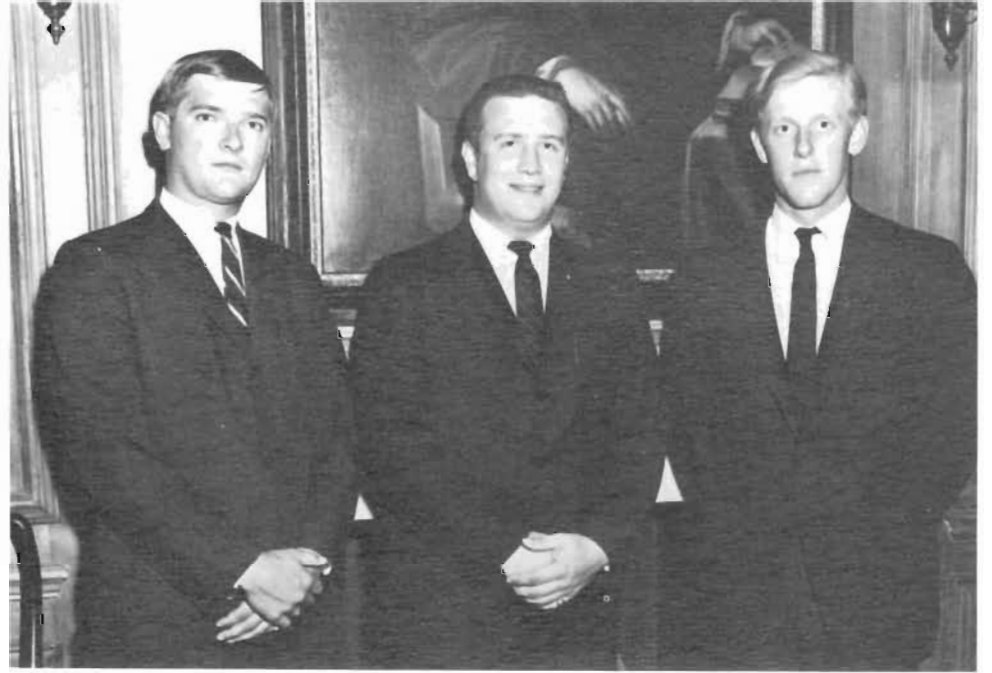
BEACH PARTY



Fraternities and Honor Societies



INTER-FRATERNITY COUNCIL



Donald Kula, Daniel Harris, Ian Amory



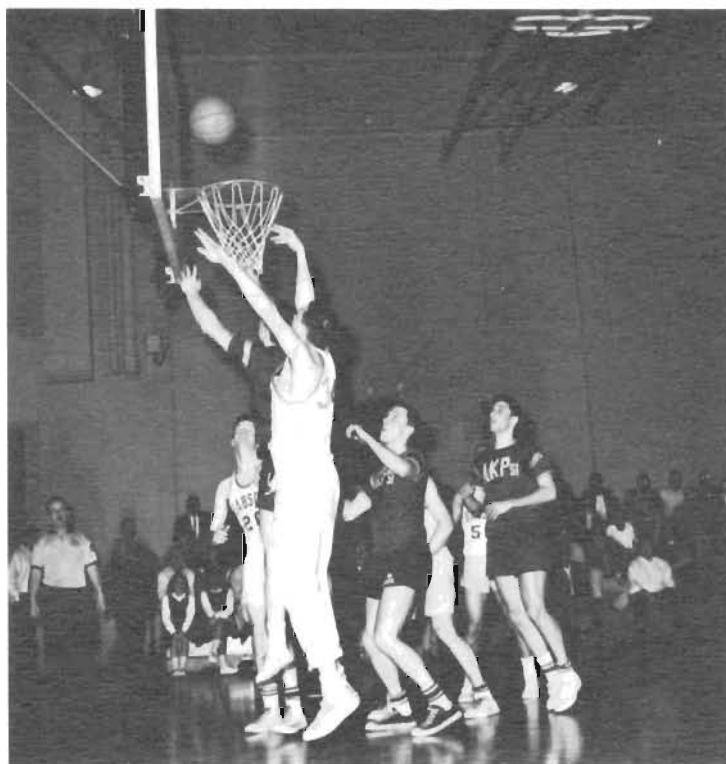


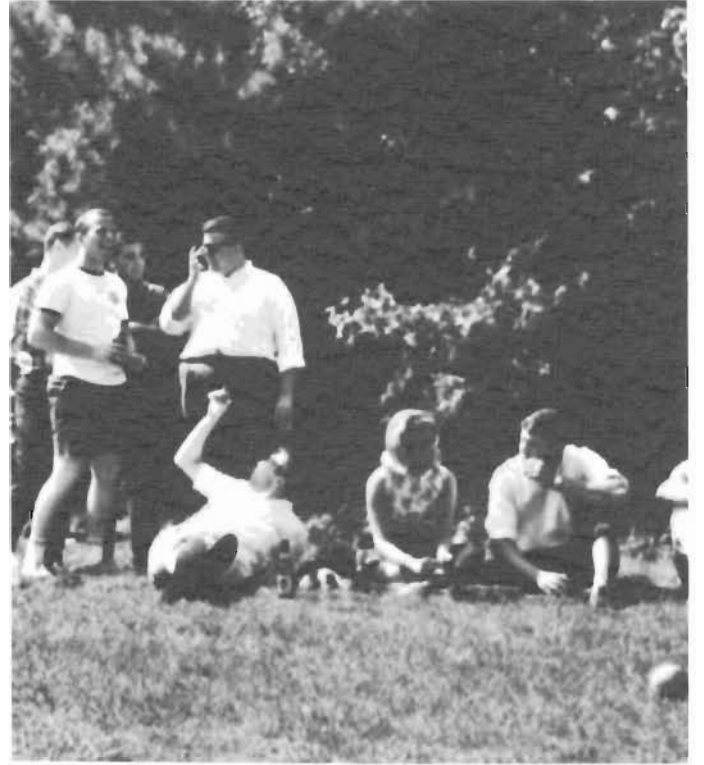
The most important duty of the Interfraternity Council is to administer the round of interfrat athletic contests. This year Delta Sigma Pi regained the Fraternity Athletic Championship in a convincing fashion, posting an unblemished 6-0 record. Starting with a one sided 48-0 victory over Alpha Delta Sigma in the first football game, the Delta Sig teams regained the Interfraternity Jock for the first time in two years. After Alpha Kappa Psi ran away from A.D.S. by an impressive score, the big game appeared to be a toss up. A well-drilled Delta Sig team, however, completely dominated the play and the final score was Delta Sig 35, Alpha Kappa Psi 0.

Basketball began much the same way with Alpha Kappa Psi and Delta Sigma Pi easily defeating Alpha Delta Sigma. Delta Sig pulled out a narrow nine point victory over A.K. Psi on the strength of key performances by varsity players, Al Gode and Brian Barefoot.

Softball season began with a spirited Alpha Delta Sigma team bowing to Delta Sig with a score of 19-5. After their victory over A.D.S., Alpha Kappa Psi came prepared to stop the Delta Sig sweep, fielding Dick Joseph as pitcher. Delta Sig, however, completed their undefeated season calling heavily on the seasoned pitching of Mike O'Neil to stop Alpha Kappa Psi 9-5.

The excellent job done by Carter Cooley, Donald Smith, and Wayne Roberts as athletic directors of their frats was appreciated by many as large crowds viewed nearly every event.





DELTA SIGMA PI



B.M. BAREFOOT	J.T. BARRY	L.D. BASTONE	R.H. GOODWIN SECRETARY	R.E. WEISSMAN SECOND VICE PRESIDENT	I.H. AMORY PRESIDENT	P.J. SINNOTT FIRST VICE PRESIDENT	W.D. WOODRUFF TREASURER	J.B. JOHNSTONE EDITORIAL	J.H. BERGERON	W.A. BLAKE JR.			
			<h1>Delta Sigma Pi</h1> <h2>GAMMA UPSILON CHAPTER</h2> <h3>JUNE 1964</h3> 										
D.R. BLISS	J.J. BOUILLIER	C.A. BROOKS					J. BURPEE	W.H. CLUTHE	M.W. COOK				
P.R. COOKE	S.T. COOPER	P.M. DAVIDON	R.W. DETTE					J.B. DUTRA JR.	M.V. EATON	R.A. ENRICO	S.G. EPSTEIN		
J.R. EUSTACE JR.	M.P. FARLEY	W.F. FIORETTI JR.	C.A. GIROUX					A.J. GODE	T.J. GREENSMITH	S.K. GRANT	J.F. HAYES		
J.A. HIPSON	P.J. HIRSCH	D. IRWIN III	S. KAUFMAN	M. KAZANJIAN					J.F. KRAUSE	H.I. KORMAN	H.L. LAWRENCE JR.	D.K. LEARMAN	J.A. LEVY
F.S. LUCIANO	J.C. LUNDY	J.J. MACREDIE	R.T. MCINTOSH	B.A. MEGATHLIN	G.D. MERRILL JR.	J.P. MOCARISKY	J.H. NORTON JR.	P.J. O'KEEFE JR.	R.J. ONDERDONK	M.D. O'NEIL			
G.S. OVERSTROM	P.N. PANOS	G.W. PATERNO	G.H. REYNOLDS	A.W. ROBERTS	J.C. ROSENTHAL	J.M. SHUTTS	E.H. SKINGOR	L.C. THIBEAULT	J.L. WHELAN	A.R. ZAROFF			

Under the direction of Ian Amory and his executive committee, Delta Sigma Pi enjoyed a very active and successful year. The fall term found the brothers at Harvard Stadium for a traditional inspection of Harvard's football team. The doors of THE PURPLE CARTER opened as a preview of things to come. On the athletic field Delta Sig's Tigers ripped through their opponents' lines to win the first phase of the interfraternity competition.

Winter term, of course, means rushing and pledging. The Gamma Upsilon Chapter initiated nineteen new men to carry on the traditions of Delta Sigma Pi in the future. Even with all this activity, the Tigers managed to squeak past their adversaries on the basketball court to capture the second phase of fraternity athletics.

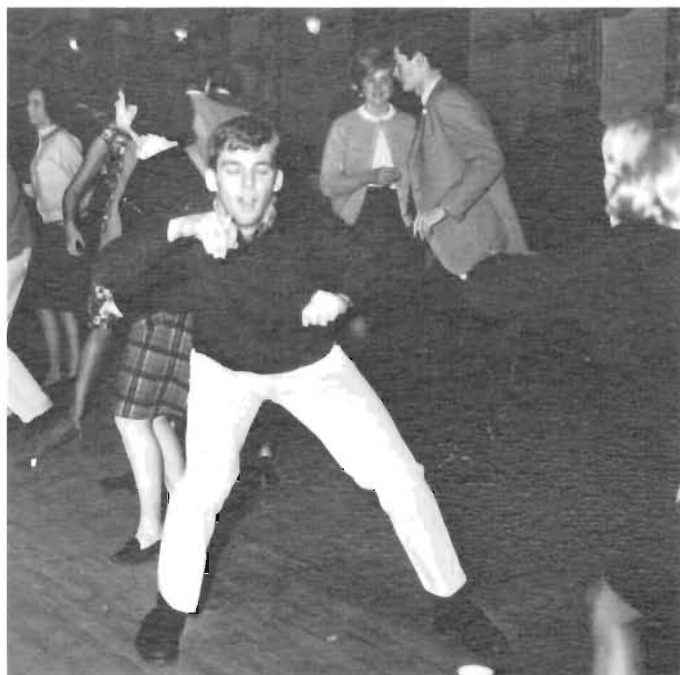
In the spring term Delta Sig reopened the doors of THE PURPLE CARTER for fun and frivolity. The warm weekends found many brothers on Cape Cod for memorable beach parties. Ian Amory, as Sherlock Homely, provided the crowds with chuckles and belly laughs as he was elected Mayor of the campus. The sound of the softball bat gave Delta Sig the coveted Fraternity Athletic Award, as the Tigers turned in an undefeated season.












In keeping with the objectives of a business fraternity, the chapter took several field trips to business establishments such as the new Prudential Center and the Carlings Brewery and Bottling plant in Natick. Integrated with the field trips was a varied and comprehensive speaker program.





PURPLE GARTER



						
D.R. BARBER	J. L. KOLBE CORRESPONDING SECRETARY	D.C. SMITH RECORDING SECRETARY	P. J. CAPLIN PRESIDENT	J. W. HORTON VICE PRESIDENT	R. I. BERGER TREASURER	B. A. DONHAM
	<h1 style="text-align: center;">Alpha Delta Sigma</h1> <p style="text-align: center;">GEORGE W. COLEMAN CHAPTER</p> <p style="text-align: center;">JUNE 1964</p> 					
F. DeMAMBRO JR.						T. W. SUYDAM
						
H. L. ESTRIN						J. H. SUHRE JR.
						
J. F. GRIM	M. A. SILVERMAN					
						
R. T. GRIMES	N. L. GOLDBERG	K. R. JOHNSON	D. A. KULA	P. M. LEVY	T. I. MARTIEN	M. S. SCHULMAN

ALPHA DELTA SIGMA

The agenda of Alpha Delta Sigma for the 1964 academic year featured an integrated array of social, professional, and humanitarian activities. The George W. Coleman Chapter is the only chapter in the national fraternity that devotes a portion of its program to social activities.

The highlight of the year's charitable functions occurred in December at the annual Christmas Party held for the children of a local orphanage. Santa made his appearance and distributed novelties, and entertaining mystical phenomena were provided by Alan Wallach, the campus magician.

The several prominent businessmen who spoke at the Third Annual Conference on Advertising made that event an outstanding success during the spring term. In addition, a professional victory was won by Robert T. Grimes when he was elected Regional Vice-President at the Annual Regional Convention.

As always, the social aspect was not neglected. Winter Weekend provided the needed hiatus during the winter term. The annual All-College Dance, held at the Sherry Biltmore Hotel, was a memorable occasion, due to the musical artistry of the Chiffons and Tommy Roe.

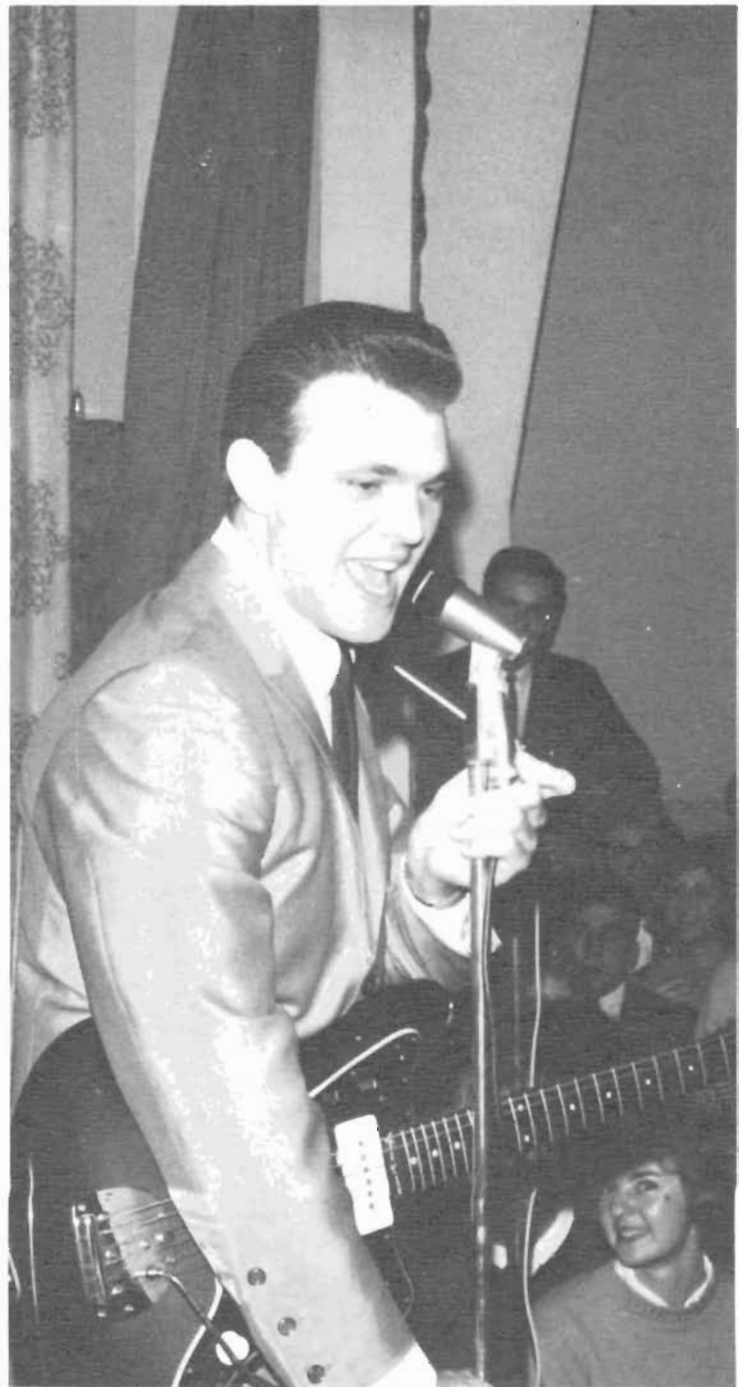
As far as academic aspirations are concerned, Alpha Delta Sigma plans to maintain the scholastic excellence which enabled it to win the Inter-Fraternity Scholarship Award in 1964.











**ALL
COLLEGE DANCE**



RE. ASPELL	R.B. BALDWIN	C.A. GAYSUNAS CORRESPONDING SECRETARY	T.E. NADOLSKI RECORDING SECRETARY	D.S. HARRIS PRESIDENT	A.C. SCHWARTZ VICE PRESIDENT	B.W. DAVIS TREASURER	F.D. FISHER MASTER OF RITUALS	J.A. BECHARA	J.J. BYAM		
		<h1>Alpha Kappa Psi</h1> <h2>GAMMA NU CHAPTER</h2> <h3>JUNE 1964</h3> 									
L.B. CHARM	C.L. COOLEY							N.J. DALESSANDRO	P.H. DINSMORE		
				<h2>GAMMA NU CHAPTER</h2> <h3>JUNE 1964</h3> 							
R.R. DURYEA	G.L. EDSON	R. EGGERT	P.J. ELENIDIS					J.M. FALES	J.G. FUENTES	J.A. FULLADOSA	J.L. GAGE
				<h2>GAMMA NU CHAPTER</h2> <h3>JUNE 1964</h3> 							
J.T. GARD	B.M. GAST	J.J. GRAHAM	B.E. GRANT					A.C. HOCHBERG	J. HERBERT JR.	R.D. HOROWITZ	R.C. HUNNEWELL
				<h2>GAMMA NU CHAPTER</h2> <h3>JUNE 1964</h3> 							
J.M. KALISZ	R.M. KANE	W.A. KAVANNA	F.A. KNIGHT					L.E. PEEK	H. PIKE	M.J. REGAN	H.L. ROQUET
S.L. ROTH	J. BROTHENBERGER	E. SABAL	B.T. SHAPIRO	M.D. SLEEPER	T.W. TERWILLIGER	J.H. THIERMAN	P.W. UPHAM	A.N. VINICK	R.A. WILKINSON		

ALPHA KAPPA PSI

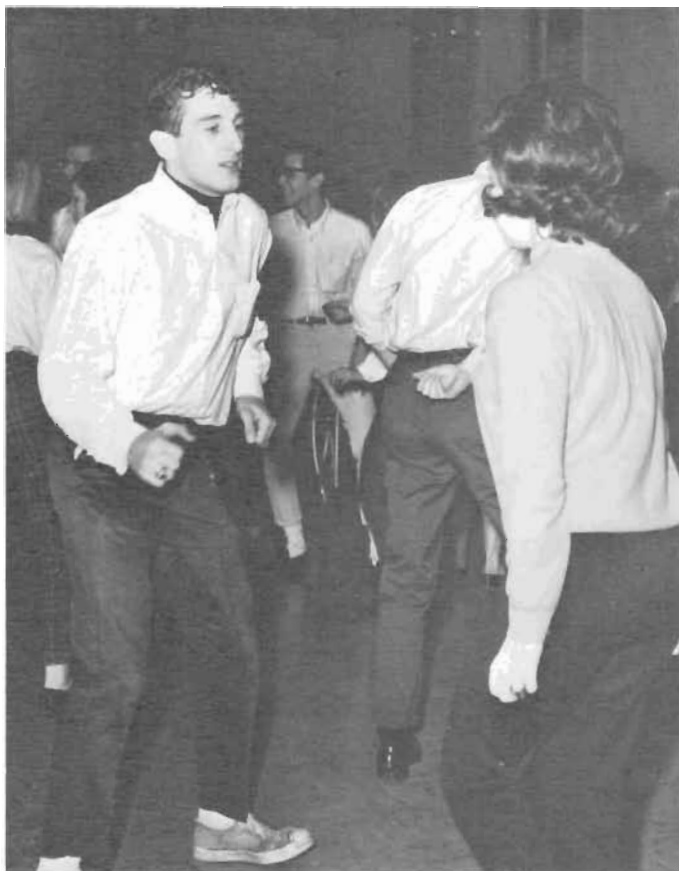
The Gamma Nu chapter of Alpha Kappa Psi enjoyed an active year with an ambitious social and professional program. The fall term found the chapter hard at work building community good will for Babson Institute as the brothers set out to raise money for the Heart Fund by selling light bulbs. The Phoenician Ball was a huge success again this year as Guy Stephens and his orchestra filled the Hotel Continental with eminently danceable music.

The wintex rush period and the pledge program yielded a fine pledge class. The highlight of the winter term was the Winter Carnival pinning ceremony which was held at the Bradford Hotel. The unique suite parties after the Friday and Saturday night dances will be remembered for many years.

The usual trip to the New York Stock Exchange during the spring term was abandoned in favor of a fraternity camping trip in New Hampshire. The event proved immensely successful; it is planned to continue this retreat every spring. The men of AKPsi were active in the interfraternity athletic competition and, although not extraordinarily successful in the win column, they provided formidable competition.

The year 1964 proved to be one of growth and accomplishment for the brothers of A K Psi. It is only hoped that 1965 will prove as worthwhile.







PHOENICIAN BALL

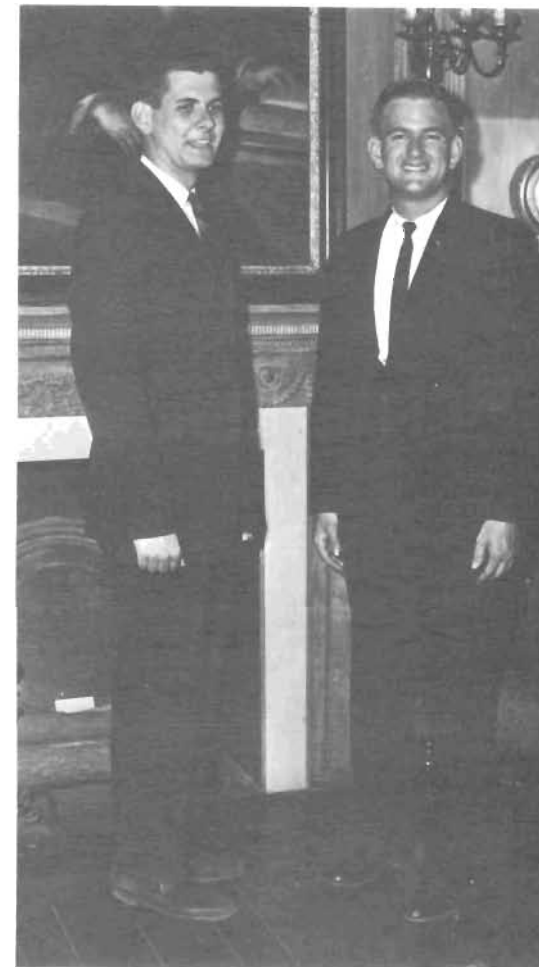




Thomas Greensmith, John Whelan, Robert Weissman.

"Serving I Live," is the motto which the members of Blue Key National Honor Fraternity must strive to fulfill. The activities of Blue Key are diverse, some recognizable and others inconspicuous. Conducting elections, ushering, and taking full responsibility for the annual May-oralty campaign are the more obvious activities of these men, while their more inconspicuous activities include the administering of the freshmen orientation program, the Beta Gamma Scholarship Society, and the continuous function of communicating mutual problems of the students and the administration via the organization's association with its faculty brothers, President Kriebel, Dean Staake, and Registrar Stokes.

By its very nature and principles, Blue Key remains an impartial, non-political group whose members agree to subordinate all previous ties and affiliations on campus to the philosophies and ideals of Blue Key. This year, as in the past, Blue Key has served the Babson community and has grown and prospered under the regime of President John L. Whelan.



Frederick Knight, Barclay Megathlin.



Jace Rosenthal,
Paul Collins.



Leslie Charm, Ian Amory, Roger Enrico, Philips Upham, Russel Bell.

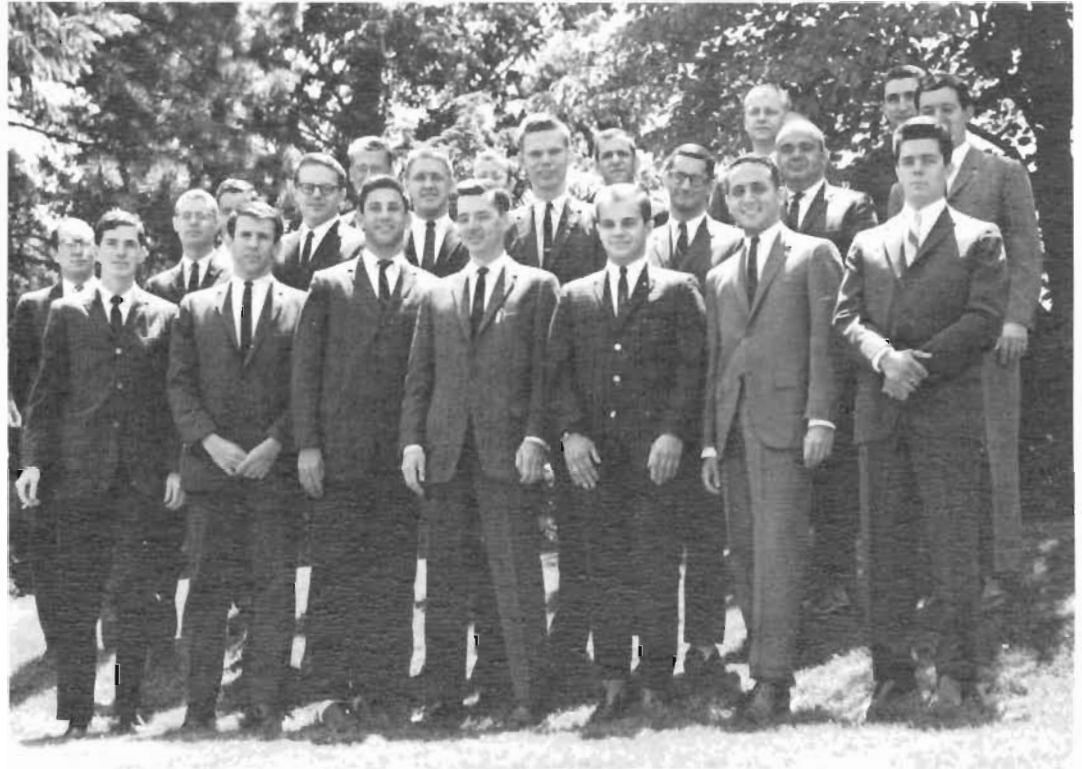
BLUE KEY



Bruce Davis, William Taylor, Stedman Amory.



BETA GAMMA



Row 1 — John Green, Howard Korman, Leslie Charm, Francis Barnicle, Mark Mayzer, Bruce Gast, Terry Terwilliger. Row 2 — Paul Principe, Samuel Andrews, Lambert Schuyler, Bruce Davis, Frank Baylis, Stephen Marshall, David Ferrari, Frederick Fisher. Row 3 — Jeffrey Rayner, Frank Braisted, Harry Healer, Bruce Kaufmann, William Krein, George Rizzo.

The Gordon M. Trim Chapter of the Beta Gamma Scholarship Society was founded at Babson Institute in 1961. This national honor business fraternity encourages scholarship in institutions devoted to business, and was instituted at Babson to fill the void existing from the lack of proper recognition of scholastic achievement.

At the annual Honors Day Assembly twenty-six men, representing the top twenty percent of the graduate school, the upper ten percent of the senior class, and the top two percent of the junior class were selected for membership in the society. These men who met the strict qualifications required of a Beta Gamma were elected by a permanent committee composed of President Kriebel, Dean of Students Paul C. Staake, and Dean of the Graduate School Wilson F. Payne.



WHO'S WHO

The qualities of leadership, outstanding participation in school affairs, and high scholastic achievement are the requirements for selection into Who's Who in American Colleges and Universities. To have one's biography published in the Who's Who annual is a nationally recognized honor for the individual selected and for the institution he represents.

This year seven men were selected by a committee of the administration to be honored in Who's Who. It has been demonstrated in the past and will be proven in the future that many of our nation's leaders have and will be drawn from the ranks of those honored by a listing in Who's Who.

Thomas Greensmith, Barclay Megathlin.

Stephen Marshall, Robert Weissman, John Green.



Wayne Roberts, John Whelan.

Organizations





Clockwise: Barry Monahan, Robert Weiss, Justin Remis, Stephen Salomon, Francis Luciano, John Eustace, Leslie Charm, Barclay Megathlin, William Taylor, Paul Collins, Jeff Zack, Samuel Andrews, Roger Haggerty, William Fioretti, Stephen Marshall, Stephen Grant.

Perhaps the most important single organization on the campus, the Student Government must act as a regulatory body coordinating administrative policy with student desires. Its scope of operation ranges from planning social weekends to the supervision of student publications to the regulation of student businesses operating on the campus.

With Leslie Charm as president the Government enjoyed an active and productive school year. Social Chairman Rob Wilkinson provided the campus with two unparalleled weekends, bringing in top entertainers to fill the program.

Each academic section is represented at the Government's weekly meetings held in the board room. These representatives bring to the Government the suggestions, complaints, and points of interest of the men in their section. In turn they communicate the decisions and plans of the council to their constituents.

Important legislation enacted this year brought about a change in the student dress regulations, a new slate of regulations governing campus monopolies, a revision in the Judicial Court selection procedure, and a proposed study of the cut system.



STUDENT GOVERNMENT

STUDENT CABINET



Clockwise: Jace Rosenthal, Peter Smith, George Edson, Kent Johnson, Robert Vanni, Daniel Harris, William Greenspan, Barry Freedman, Leslie Charm, John Whelan, *chairman*; Thomas Greensmith, Paul Collins, Roger Enrico, Ian Amory, Jeff Zack, Stedman Amory, Robert Weissman, Russel Bell, Barclay Megathlin, Donald Kula, Richard Kimball.



John Eustace, *secretary*; Leslie Charm, *president*; Barclay Megathlin, William Taylor, *vice president*; Paul Collins, *treasurer*.

Composed of the presidents of all the organizations on the Babson campus, the Student Cabinet serves as a communications medium for the executive committees of the various clubs. Blue Key has the responsibility of coordinating the Cabinet; the president of Blue Key, John L. Whelan, serving as chairman of the group.

It has been the practice of the Cabinet to meet when necessary throughout the year to discuss the mutual problems and plans of the member organizations with Dean of Students, Paul C. Staake.

Most important of the Cabinet's duties is the selection of the members of the Student Judicial Court. During the spring term of this year eighteen nominees were presented for the Cabinet's consideration from which five were selected to serve on the Court.

STUDENT JUDICIAL COURT

With the completion of its second year of operation on the campus the Student Judicial Court has established itself as a permanent part of the life of the Babson student. Created as the result of student desire for greater self-discipline and the cooperation of the administration in obtaining that objective, the Judicial Court has proved that the student body is capable of internally maintaining acceptable standards of conduct.

To respond to the thirty or more complaints filed during the year, Chairman Robert E. Weissman and his colleagues

gave hours and sometimes days of their time to meet their responsibilities to the student body. Testimony and discussion of the cases often continued long after the library had closed as the members of the Court worked to reach the fairest possible decision in each case.

Judgment of our acts by our peers is thought to be one of the most positive examples of a mature and democratic society. As a standing committee of the Student Government, the Student Judicial Court has made this concept a reality at Babson Institute.



Paul Collins, Leslie Charm, Roger Enrico, Robert Weissman, *chairman*; John Whelan, *secretary*; Ian Amory, Barclay Megathlin, William Taylor.

TRAFFIC COURT

A standing committee of Student Government, the Traffic Court is charged with hearing appeals on student traffic tickets. With the arrival of a new campus policeman, the Traffic Court was faced with a new problem: what to do with Love notes that were appealed. The aplomb with which the problem was dealt is a tribute to the integrity and diligence of the Court. Irrepressible Chairman Paul Collins maintained an admirable coolness in the face of the student consternation that was evident every Tuesday evening. Through his efforts and the efforts of the other appointed members, the traffic court lent an element of fairness to what often seemed to be a somewhat arbitrary bestowal of parking tickets.



Stephan Marshall, Albert Code, Paul Collins, *chairman*; Paul Principe.

STUDENT DEVELOPMENT

Student assistance in the formulation and planning of the facilities and physical plant of Babson is made available to the administration through the operations of the Student Development Committee. As a result of the Committee's efforts, plans for a new Student Center are taking shape, and the organization hopes to make available to Babson funds that will be used in the renovation and furnishing of this new student facility.

By soliciting students and their parents for voluntary contributions, the Committee hopes to assist in making the new Student Center area an integral part of the campus in which students may relax and spend their free time in attractive surroundings.



Richard Kimball, Paul Collins, *chairman*; Samuel Andrews, John Green.



Roger Enrico, *editor-in-chief*;
John Green, *associate editor*.

BABSONIAN

Staff

Editor-in-Chief	Roger A. Enrico
Associate Editor	John T. Green
Business Manager	Gary H. Reynolds
Literary Editor	Barclay A. Megathlin
Assoc. Literary Editor	Philips W. Upham
Sports Editors	James M. Fales, John L. Whelan
Copy Editor	John R. Eustace
Photography Editor	Hal C. Miller
Assistant Business Manager	Paul J. Hirsch
Advertising Manager	Malcolm W. Cook Peter J. O'Keefe

STAFF

*Robert I. Berger
Marshall P. Farley
Barry M. Freedman
Myron I. Gould
James H. Herbert, Jr.
Howard I. Korman
Jeffrey M. Zack*



Thomas Greensmith, Barclay Megathlin, *literary editor*; Philips Upham, Jeffery Zack.



Myron Gould, James Fales, *co-sports editor*;
John Whelan, *co-sports editor*; John Eustace,
copy editor.

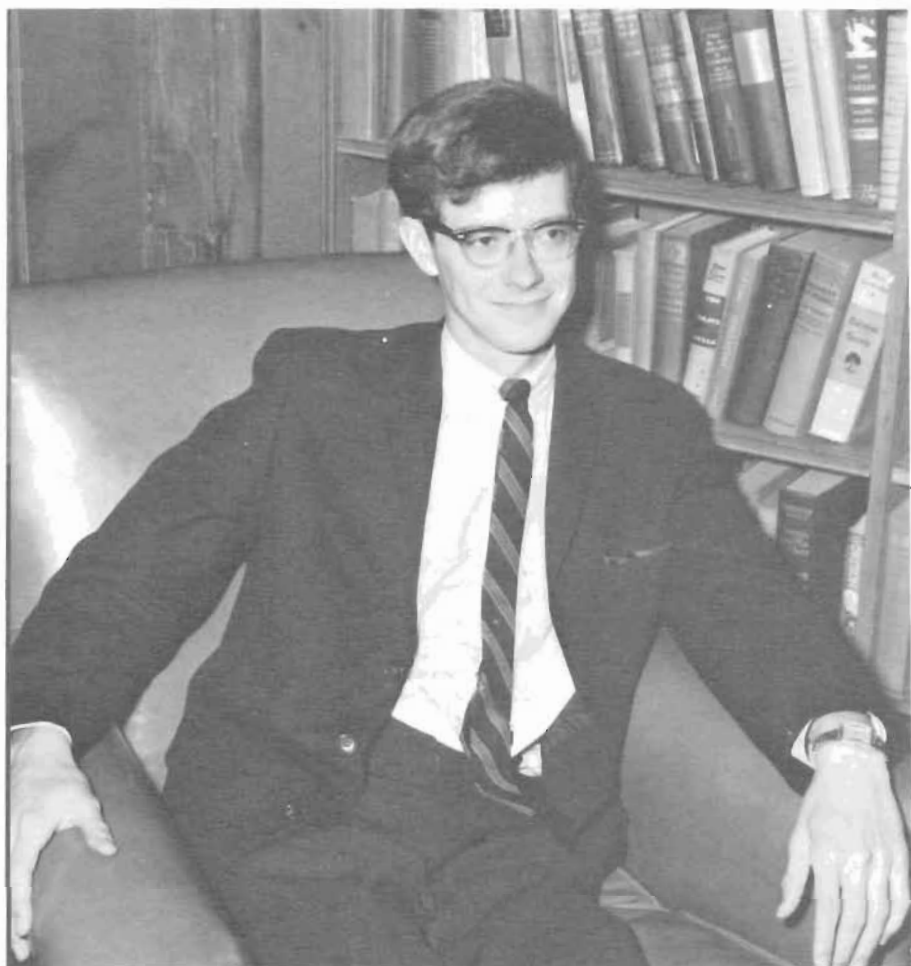
The editors of the BABSONIAN are faced with the challenge of publishing a comprehensive history of a small community, its activities and its individuals. They are obliged to produce a complete representation, within a few pages, of an entire academic year. The book must contain a running record of the achievement and failure, happiness and sadness, excitement and boredom, perseverance and frustration which has been experienced by the students at Babson. It is a hound memory as perceived by its editors as representatives of the student body.



Gary H. Reynolds, *Business Manager*.

Hal Miller, *photography editor*.





Thomas Greensmith, *editor-in-chief*.

THE EXEC

Two dramatic departures from campus history were evident in this year's management of THE EXEC. First, the paper managed to remain solvent throughout the year. There can be little doubt that a major portion of the credit for this achievement belongs to the business manager of the first two terms, Barry Freedman. The second departure from history is reflected in the editorship of the paper, which was thrown around like the proverbial hot potato. No less than three students held the position of editor, they being Donald Montagna, Thomas J. Greensmith, and Barry Freedman. All three editors deserve commendation for producing vital, informative, and literary newspapers.

The several students who assisted all three editors in responsible capacities must not be forgotten, however. Even the most effective editor is helpless unless the voice of the student body is transformed into copy. More than in any recent year, this year's EXEC was the responsible, dynamic voice of the Babson student.



Editorial Staff — Brian Barefoot, *sports*; Bruce Gast, *features*; Richard Kimball, *news*; Myron Gould, *sports*; John Eustace, *activities*; John Green, *news*.



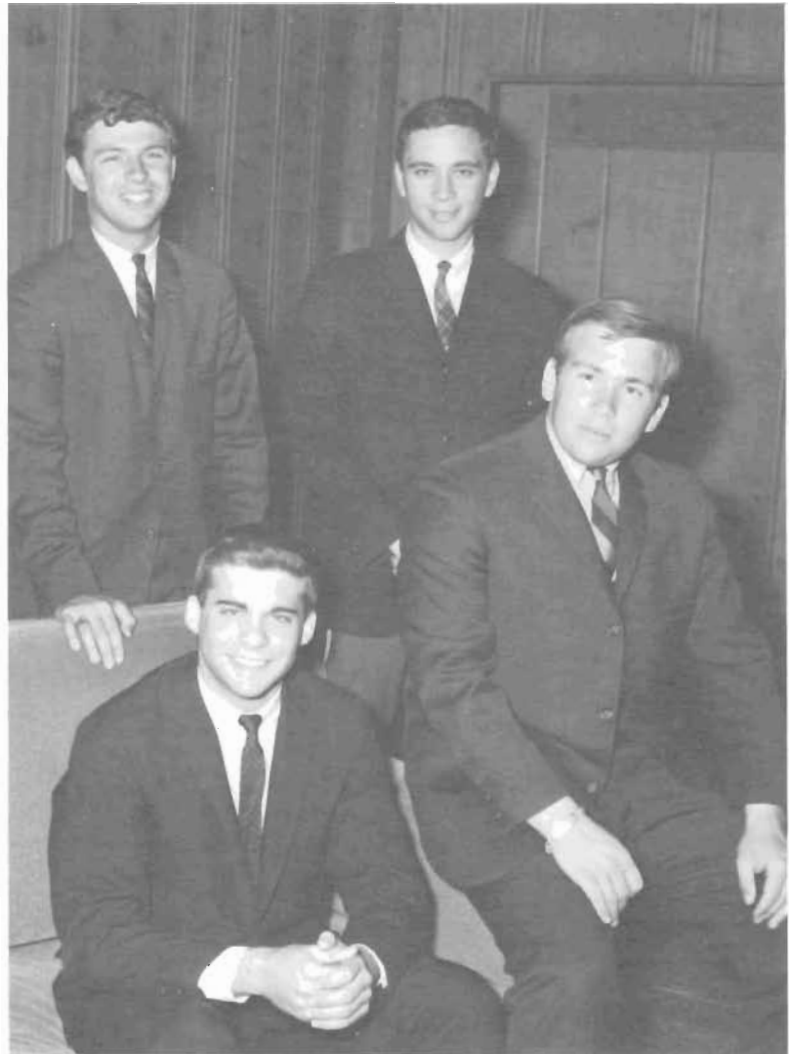
News Staff — Charles Cutler, Richard Kimball, Samuel Andrews, John Green, Bruce Gast.



Features Staff — Richard Kimball, John Eustace, Mark Regan, Philips Upham, Larry Frohman, Jeff Zack.



George Edson, *advertising manager*;
Barry Freedman, *business manager*.



Sports Staff -- John Whelan, *editor*; Myron Gould, Ronald Nathan, Douglas Tendler.



LOSER IN CAMPUS OPINION

TWO FRATERNITIES TO MERGE

In simultaneous announcements, the executive committees of AK Sigh and Delta Sigma Phi revealed that preliminary plans had been completed for the merger of these two campus groups. The report, which came from poolside at Ill Schwartz's home, is reputedly an outgrowth of mutual worry over survival during future rush periods.

The spokesmen for the two groups, Putrid Sinalot and Damn Hurrie, said that the surprise move was taken in an effort to provide an effective balance of fraternity power on campus. The prevailing opinion in both groups has been that neither group can compete against Awful Doubtful SENIORS ON AN INDIVIDUAL BASIS, Awful D fl, perhaps the strongest group to hit the campus since the Market-

Newton Apple Tree Exposed As Fraud

World famous archiologist, Sir Sigmund Digdeeper stated after a recent examination of the Newton Apple Tree on the Babson Campus



more than a tree stolen as a sappling from the orchard of Mr. and Mrs. Motts some 30 years ago. The tree was stolen during one of Babson's notorious marketing field trips by a former marketing genius Francis X. Gibbons. At the time the tree was taken the Motts were contemplating entering the apple juice field. Gibbons advised them to stay away from apple products as the market would not accept their products.

Sir Sigmund Digdeeper, however, revealed to Babson officials that the tree stolen from the Motts' orchard may have been a direct descendant of the apple tree found in the Garden of Eden. Digdeeper rned that should anyone eat the it of any descendant of the original e the result would be seen in /er morals and general hellish dencies. Sir Sigmund, after nensing a typical Saturday night Babson, expressed grave con on over this matter.

Digdeeper also pointed out that : tree fits exactly the descrip- n of the original apple tree ich reads "...a mungy, stubby it of a bush covered with worm den, disease breeding globs of it..." Can the fraudulent New- 1 Apple Tree really be a descend- t of the original apple tree?

MEET THE BEETLES

The school social chairman, Robber Wilkinson Blade, has announced that the previously scheduled entertainment which had been on tap for Winter Weekend has been canceled due to the arrival in the United States of the singing group which has caused so much of a rage in their native country.

The BEETLES, as they are known, hail from Hunger; while over there they made \$17,000,000 on one song called "Teach me to Teach." With fine instrumental accompaniment from the pre-judged tones, we can be assured of a hair-raising week-end.

Let us look into the background of the Beetles and see just what started them on their way to fame and fortune.

As a group they call themselves the BEETLES. Singularly their names and designations are: Ringo Mann, otherwise known as the "Twitchy Beetle," Whispering Harrison, who is the "Articulate Beetle," Vito Genovese, the "Our thing" Beetle, and Rocky Canfield who is the "Beetle, Beetle, Beetle, Beetle."

Ringo Mann is strickly from Hunger having lived there all his life. He began his career modeling men's clothing but was discharged for tearing the collars off of 87 sport jackets while he was wearing them. He served admirably in the Korean Conflict and then began singing for pennies in the streets of his home town. He was discovered soon after by the groups agent, Bryce "Mitosis" Spindle, who used him for a new hair growing drug which he had recently created, but didn't know what to use it for. It should be noted that Ringo will only be viewed from the waist up on American T.V. due to a great deal of pelvic movement which naturally has been censored.

Vito Genovese had been singing for quite some time before his discovery. He made his debut along with his partner, singer Joseph Vaichi, at a command performance for Senator McClellan in Washinton. He sang on coast to coast T. V. and was sought after so much following his debut that he had to be hidden away at an army base.

Whispering Harrison began his career as an opera prompter until the noise became too much for him. He is from the "speak softly but carry a big stick" school, and still has an unbreakable allegiance with it. His first record was a stereophoniodemonstrationrecord which never quite made it out of the left speaker. Full of determination, he went to work as a singing librarian and was discovered at the Boston Public Library by Spindle in 1962 while Spindle was there trying to find uses for his hair grower.

Last but by no means least, we have Rocking Canfield who started off singing the echo for Les Paul and Mary Ford records. After gaining experience with Les and Mary he went to work for the telephone company where he did weather reports for people who called in. At the age of eighteen he decided his life had been wasted up until that time and he promptly took a public opinion poll of every fourth person on the street. The overwhelming reply was for him to see a doctor immediately, and it was there that he met Spindle, lying on the next couch in a state of frustration.

The Beetles look much older than they really are but in actuality there ages are (1) Ringo, 6 1/2 (2) Vito Genovese 18 (3) Whispering Harrison, 39 (4) Rocking Canfield, 369.

Parody Editors



Robert Weissman, Thomas Greensmith, Barry Freedman.

MAIDS TO LIVE IN

It has been announced today by Jim Hawg, Misdirector of Dormitories; and Miss Banana Sargeant, Mother Superior of Resident Halls, that for the convenience of the Student Body the maids will start living in. They will reside in specially erected facilities on each floor.

Miss Sargeant also announced that the maids signaling system has been changed from the traditional "bells", to a horn system. Each student will be provided with a set of horns. When he desires the service of his maid, he will blow on horn #1, when he wants her to leave, he will blow on horn #2. This will insure fast and efficient service.

Mr. hawg, cuddled up against his two inch television set, had the following comments for this reporter. "I'm surè that the movements of our maids will have to be closely scrutinized; therefore I have installed miniature television

me come complaining about employment opportunity."

Student Government, President, Least Charm, stated "Any who wants the bulletin, morfar and grenade concession had better come to me for the license."

No word was available on the question of who was to teach the new course, but speculation points toward Lenten Scotch, head of the Theology Department, and the deadliest shot on campus.

CORRECTION NOTICE

In last week's issue, the campus news column erroneously announce the birth of a 26 1/2 pound male baby to Professor and Mrs. Ziggengaggen.

It should have read; 26 1/4 pound female.

Also, it was born to the professor's pet orangtang, and not Mrs. Ziggengaggen because you see

NEWS FLASHES

KREIBEL DROPS TROW

It was announced today by the ministrator that one of Dr. Kreibel's secretaries will have to be dropped from the staff. The cretary in question - Miss Gwenlyn Trow. Dr. Kreibel stated, "I hate to drop Miss Trow from y staff; she was a good worker." EDITOR'S NOTE: Tough luck ren!

JUDICIAL COURT

A Babson Student has been suspended for urinating in the Milea pool. At his Student Court hearing he protested that "everyone urinates in the pool," but he was voted down by cries of "not on the diving board!"

FOLEY ON AXIS

Mr. Foley reportedly leaped from Coleman 4 and landed on the Globe. He can be seen rotating on his axis from 2:00 - 4:00 any weekday afternoon.

NEGRO STUDENT APPLIES

It has just been learned that last year a negro student applied for admission to Babson Institute; but since the admissions office required that his complete application be written in Greek... -the student was forced to withdraw.

SECRETARY PREGNANT

The new public relations director has announced that the new office secretary has become pregnant and is expected to give birth sometime in May.

LEAVE OF ABSENCE

THE BEETLES



RINGO MANN

ROCKY CANFIELD



VITO GENOVESE

WHISPERING HARRISON



Richard C. Kimball—President
James W. Beale—Secretary
Gerald L. Issokson —Treasurer

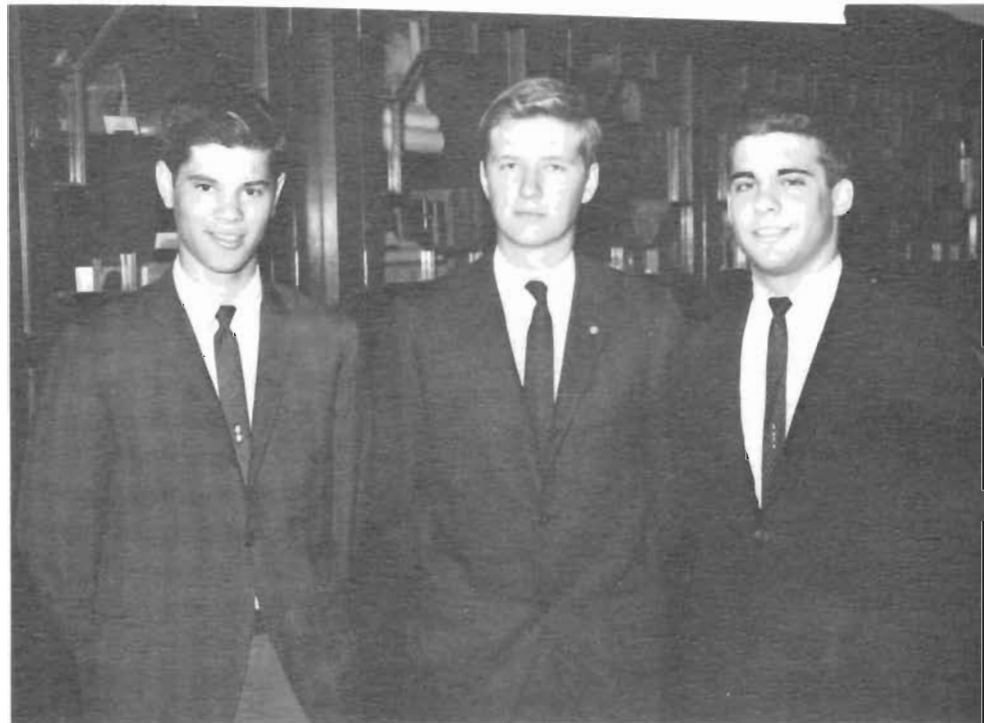
SENIOR CLASS OFFICERS



JUNIOR CLASS OFFICERS

**George L. Edson—President
Mark C. Bentley—Vice President
Malcolm W. Cook—Secretary
Welland D. Woodruff—Treasurer**

**Franklin Lawrence, II—President
Myron I. Gould—Vice President
Stevan A. Wolf—Secretary**



FRESHMAN CLASS OFFICERS



Row 1 — John Green, Thomas Morse, *president*; Peter Smith, Samuel Andrews, Frank Miller. Row 2 — Roger Brown, Richard McDermott, David Botcher, Walter Allen, William Greenspan, Anthony Cotta, Bruce Cast, Jeffrey Zack, Robert Vanni, Percy Chan, Larry Frohman. Row 3 — Douglas Tendler, Brian Baker, Charles Cutler, Franklin Lawrence, Stevan Wolf, Lee Roth, Joe Lazarus, David Galloway, Tjin An Ong, Marshall Farley, George Snow. Row 4 — Samuel Sloan, Robert Finley, Stuart Polevoy, Mark Bentley, John Norton, Kent Johnson, James Maloney, Mark Mayzer, William Carp, Errol Volpe, Richard Kimball. Row 5 — Nick Dalessandro, Russel Bell, Richard Kiratsoulis, Jack Schwab, John Biglin, Guy Reed, Alex Molnar, Richard Eggert, Philip Melemed, Marvin Makofsky. Row 6 — John Birkenstock, Robert Sandler, Thomas Greensmith, Jace Rosenthal, Robert Weissman, Gary Reynolds, Peter Kracunas, Henry Savage, Frank Baylis, Barclay Megathlin, Roy Ward.

SOCIETY FOR THE ADVANCEMENT OF MANAGEMENT

Gabriel Piemonte, the most recent controversial candidate for Mayor of Boston, created verbal pandemonium as he opened the year for the Society for the Advancement of Management with a storming campaign speech at the Society's fall open meeting. In spite of Mr. Piemonte's speech S.A.M. managed to attract fifteen new members to its burgeoning fold.

In addition to the organization's unparalleled speaker program, the usual S.A.M. schedule of field trips was greatly enhanced by increasing the scope of the program to include the Boston Federal Reserve Bank, the Boston Stock Exchange, the State House, and the ever-popular Carling's Brewery in Natick.

The winter term was highlighted by the annual S.A.M. conference. This year the all day program, "Government and Its Regulations, and How They Affect

You as a Businessman," began with an all school assembly addressed by former Governor of Massachusetts, John A. Volpe, continued throughout the day with further addresses by prominent businessmen, and was concluded in the evening with a panel discussion moderated by Dr. Walter H. Carpenter, Jr., Babson's Dean of Faculty.

The spring term saw S. A. M. field "El Babo" as its 1964 Mayoralty candidate. A unique parody on "El Cid", "El Babo", portrayed by Henry Savage and conceived by campaign manager, Jeff Zack, entertained the campus in true Mayoralty fashion. The final term also saw the installation of fourteen new members, bringing the total membership to sixty-three, an impressive size to keep S.A.M. at Babson an effective organization.



JOHN A. VOLPE
Former Governor of Massachusetts





CIRCLE K INTERNATIONAL



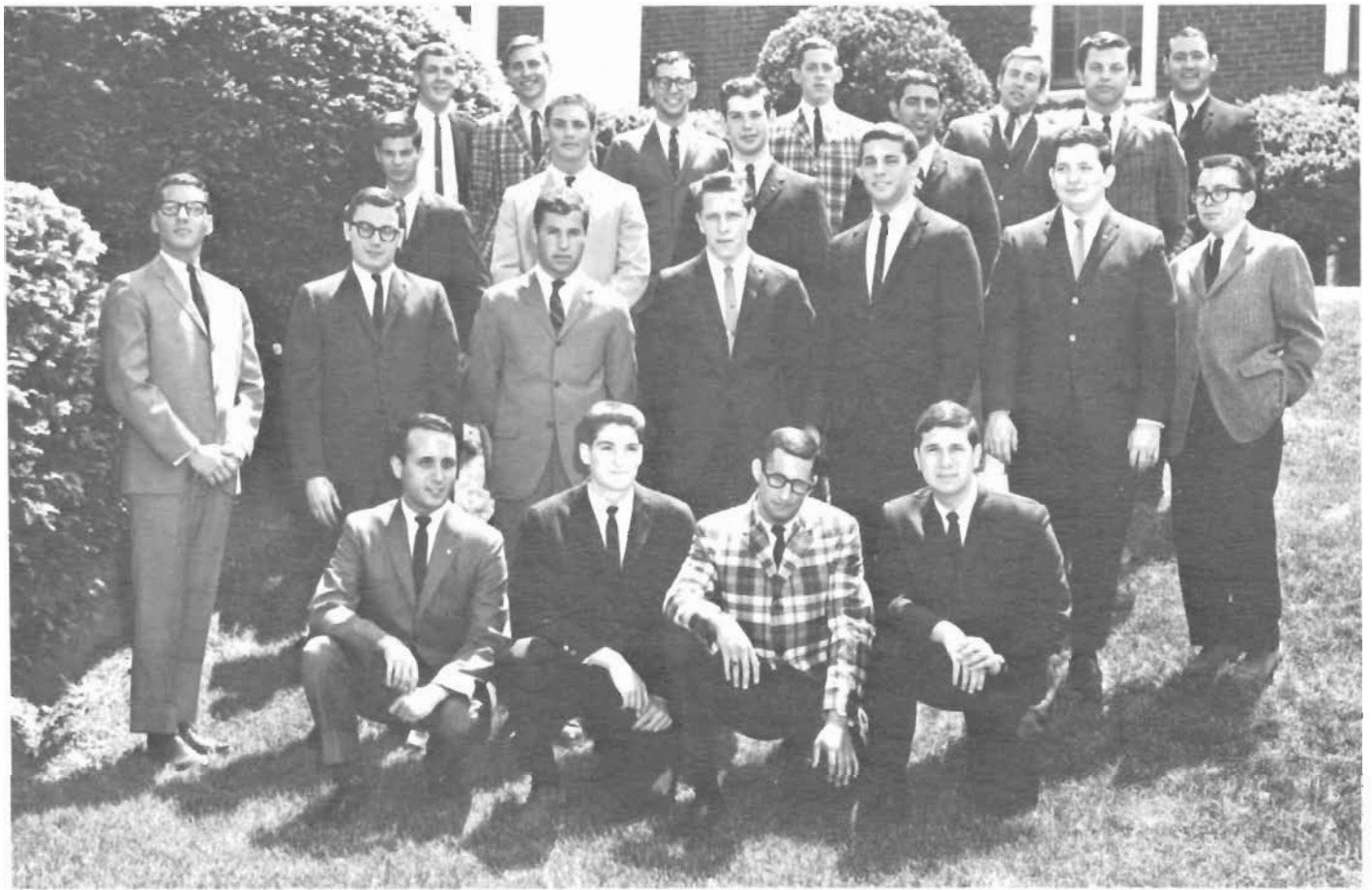


The Babson extracurricular year was marked with many firsts in 1964. Foremost among these was the chartering of the Circle K Club of Babson Institute. One of the fastest growing organizations in the United States, Circle K International is presented under the direction of Kiwanis International as an opportunity for college students to engage in activities beneficial to the college and the community.

In keeping with the objectives of Circle K and Kiwanis, the activities of the new organization have aided such charitable concerns as the Vet's Club blood drive, the United Fund, the March of Dimes, and the American Cancer Society. President Russel Bell and his executive committee also instituted several chapter-orientated projects including a campus clean-up day, and the Campus Welcoming Committee.



Row 1 — Jeffrey Rayner, Robert Mulcahy, Richard Kiratsoulis, Philips Upham, Frank Miller, Russel Bell, *president*. Row 2 — Joe Lazarus, James Burek, Paul Wershals, Steve Salomon, Robert Vanni. Row 3 — Allan Lesser, Donald Draizin, Anthony Cotta, Thomas Morse, Mark Regan. Row 4 — Frank Stolfi, Stephen Craine, Justin Remis, William Richards. Row 5 — Frederic Heap, David Bower, Stevan Wolf, Howard Roquet, Andrew Kain, Robert Sandler. Row 6 — Stephen Marshall, Stuart Polevoy, Barry Monahan, George Edson, Julian Friedman, James Farrar, Henry Savage.



Row 1 — Bruce Gast, William Greenspan, *president*; Stephen Marshall, Gary Caplan. Row 2 — Paul Wershals, Allan Lesser, Jeffrey Lassow, Gary Orleck, Myron Gould, Stephen Salomon, Larry Frohman. Row 3 — Stevan Wolf, Marvin Makofsky, Sam Sloan, Donald Draizin, Stephen Zagoren. Row 4 — Michael Schulman, Julian Friedman, Jace Rosenthal, Robert Kasky, Douglas Tandler, Jeffrey Zack.

SINAI CLUB

Since its inception in 1959, the Sinai Club has become an active contributor to the social and cultural climate of Babson. The club prospered this year under the administration of William Greenspan and the other members of the executive staff. Most remembered of the Sinai Club's accomplishments will be the all-school "Wipe Out", the Sinai-Newman basketball game, and the Friday evening services in the Fo'c'sle. Balancing these events with a well-rounded speaker program the Sinai Club retained its prestigious position on the campus.

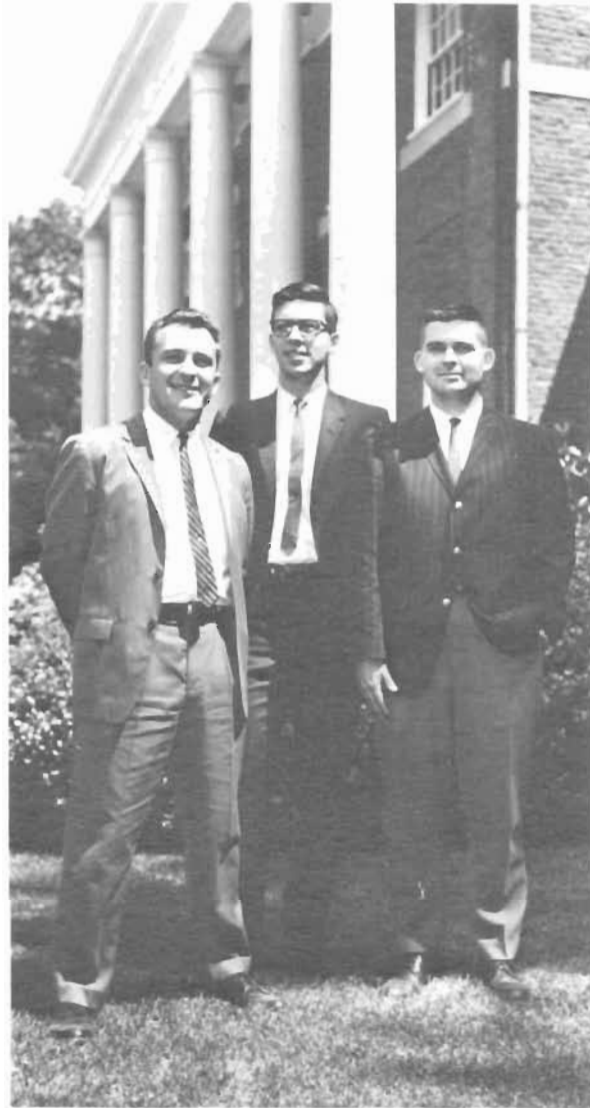


Robert Finely, George Snow, Alex Molnar,

FLYING CLUB

The Flying Club has been a part of the Babson extra-curricular program since 1948. An opportunity is provided for members to receive aviation instruction and to use the club's own plane, an Aeronca Chief, for their personal use.

One of the few organizations which encourages alumni to remain active, the Flying Club, although small, has been instrumental in providing additional experiences to the students of Babson.



James Hood, Robert Weissman, Kent Johnson, *president*.

AMERICAN FINANCE ASSOCIATION



Gary Caplan, Samuel Andrews, Richard Kimball, Jacob Levy.

It has long been felt that an organization which could lend itself to the student interest in finance and investments was needed on the Babson campus. To fill the void existing from the lack of such an organization the American Finance Association was founded this year. From modest beginnings the founders of the club, Alex Molnar, Dick Kimball, and Sam Andrews, have seen the organization materialize into one of the most effective associations on campus.

Under the dedicated leadership of President David McCargo and Faculty Advisor Dr. Wallace Mors, the club began to function as a small but flexible unit available to all who have a sincere interest in finance and investments. One of the highlights of A. F. A.'s year was a field trip to John Magee's Stock Market Investment and Advisory Service in Springfield, Mass.

NEWMAN CLUB

Each year the "new" in the Newman Club becomes more representative of the organization. As an instrument of school spirit, the club did much to unite the Babson men and to make them more a part of the school. The first all-school function, the Hoot'n Newman, presented in the fall experienced overwhelming success as it was attended by over 500 students from several colleges. Later in the year the much talked about "Probation Panacea" was held for the relief of the

Babson unfortunates. In addition several speaker meetings were held dealing with such varied topics as police brutality and the Ecumenical Council.

As the organization is a religious one, there were several events held under the direction of the club's chaplain, Father Fitzsimmons. For the first time at Babson Mass was celebrated, in the winter and spring terms. Also, several Communion breakfasts were held in conjunction with classes in religious instruction.

With Richard Dette as president and Professor John McMahon as advisor the Newman Club has earned a most respected position on the Babson campus with a membership size second only to one, and campus consciousness second to none.



Row 1 — Richard Kimball, Anthony Cotta, Richard Dette, *president*; Peter Kelligrew, Henry Savage, Peter Smith, Richard McDermott.
Row 2 — William Ryan, Edward Skingor, Francis Czajkowski, Robert Grimes, James Burek, Francis Novak, Peter Kracunas, John Toler.
Row 3 — Paul Mormino, Richard Kiratsoulis, Tjin An Ong, Richard Milhender, David Ritchie, James Maloney, Diego Ribadeneira, Jeffrey Zack, John Norton, Ernest Ayers.



Jeff Zack — *Master of Ceremonies*

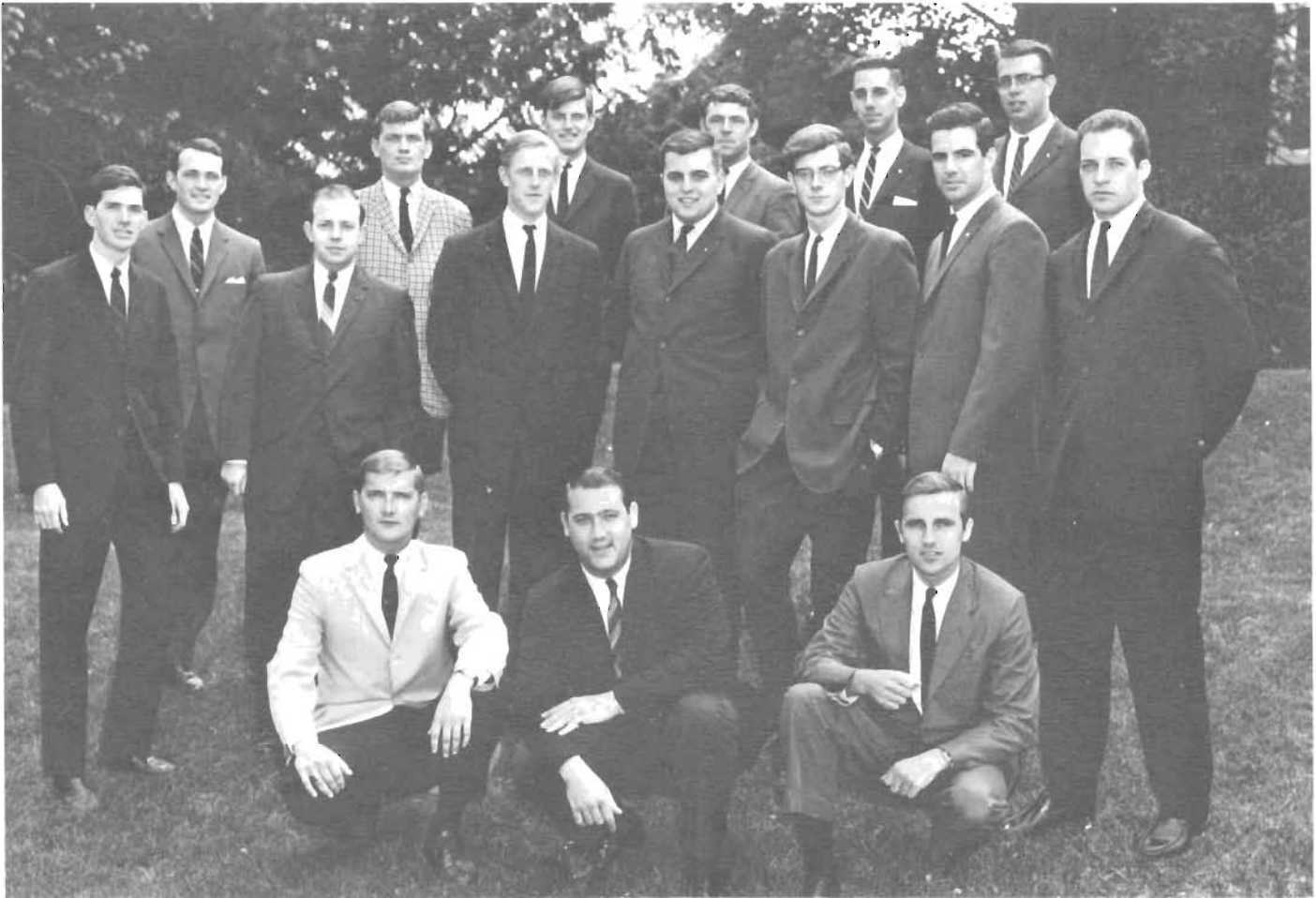
HOOT'N NEWMAN





EPICUREAN SOCIETY





Row 1 — Donald Kula, Jeffery Zack, *president*; Peter Smith. Row 2 — John Green, John Horton, Ian Amory, Marshall Farley, Thomas Greensmith, Guy Reed, Peter Sinnott. Row 3 — Paul Collins, Douglas Learman, John Shutts, John Whelan George Snow, Gary Reynolds.

Early in October of 1963 three astute upperclassmen convened to organize a society which would be dedicated to the advancement of the further understanding of fine foods and wines. Recognizing the apparent need for such an organization on the campus, the men rapidly transformed their idea into reality in the form of the Epicurean Society of Babson Institute.

Seeking out the unique in restaurants offering a variety of foods from different countries, the Society sampled the atmosphere and cuisine of several of Boston's victual centers. A "Tom Jones" style eating contest and a clam bake served to conclude the year and to give meaning to the Epicurean Motto as stated by President Jeffrey Zack, "Give us food, wine, women, and song, and the time to give each their own accord."





Row 1 — Robert Vanni, Peter Reinke, Tjin An Ong, Michael Schulman, Franklin Lawrence, William Taylor, David Wisentaner. Row 2 — James Johnson, James Beale, Gerry Aransky, *president*; Samuel Andrews, Alex Molnar.

YOUNG REPUBLICANS CLUB



It is the obligation of every prospective businessman to understand the political issues, to know the candidates, and to use his vote intelligently. The Babson Institute Young Republicans Club, through discussion groups, speakers, and general meetings, endeavors to obtain a broad panorama of the American scene whether it be concerned with presidential elections or foreign policy. To supplement their campus activity the members often aid local candidates in their campaigns for elected office.

Gerald Aransky and Sam Andrews have served the club as president and secretary since its inception two years ago. As a direct result of their efforts the organization has grown and prospered as a member of the Massachusetts Council of Young Republicans Clubs, and has provided experience in the principles and ethics of politics for its membership.

BUSINESS ECONOMICS CLUB

The Business Economics Club with Richard Milhender as president has once again undergone a major structural change. Under new and progressive leadership the club has sought to increase its membership and to bring more non-member students to the numerous speaker meetings held during the school year. An open meeting featuring Mr. John D. Sullivan of the United Steel Workers began the year as the organization concentrated its efforts and interests on the labor-management problem thus keeping with the objective of the club; to provide a forum for interested students to hear informative speakers discuss timely and important events taking place in economics and business.



Row 1 — John Horton, Dick Milhender, *president*; Mark Mayzer, James Maloney. Row 2 — Robert Grimes, Jeffrey Rayner, James Farrar, Malcolm Palmer, Robert Sandler, Robert Somes, Alan Doolittle, Jeffrey Pierson, Philips Upham. Row 3 — John Norton, David Ritchie, Peter Reinke, Tjin An Ong, Robert Begin, Peter Schaffer, Percy Chan, Myron Gould, David Soule, Arthur Marcus, Wayne Chapman.



Row 1 — John Byam, Geoffrey Newcombe, James Cage. Row 2 — Howard Young, Gary Orleck, Lon Peek, David Gerrior, Ian Amory, *president*; Jay Owen, William Tanis.

Because it was forced to cancel its annual spring Gymkhana, Babson's club on wheels was not able to fulfill its rigorous schedule of activities. Yet the Babson Institute Sports Car Club was able to maintain its prestigious position by numerous wins in other S.C.E.N.E. events held in the New England area.

Established on the principles of sportsmanship and mechanical and driving excellence, the members of the club strive for the top positions in intercollegiate competition. Geoffrey Newcombe was presented with the Driver of the Year Award for his sportsmanship and driving ability under competitive strain.

"Pajama Game" was this year's scheduled presentation of the Theatre Guild. Academic considerations, however, provided a source of frustration to those who were dedicated to the production of the show. Consequently, the Guild sponsored a number of theatre parties which were attended by students, faculty, and administration. De French, director of Guild plays, starred in Tennessee William's controversial "Night of the Iguana" which opened the theatre season.

SPORTS CAR CLUB

THEATRE GUILD



Frederic Heap, Barclay Megathlin, Jace Rosenthal, *president*; James Beal.



One of the newer organizations on the campus, the Babson Marketing Club, became part of the extracurricular amalgam in January, 1964. To fulfill its aims and objectives of providing students with a practical knowledge of marketing activities, the club has sponsored a program of guest speakers from the Boston area, who have discussed various aspects of marketing procedures, held several field trips, and participated in special projects related to the field of marketing.

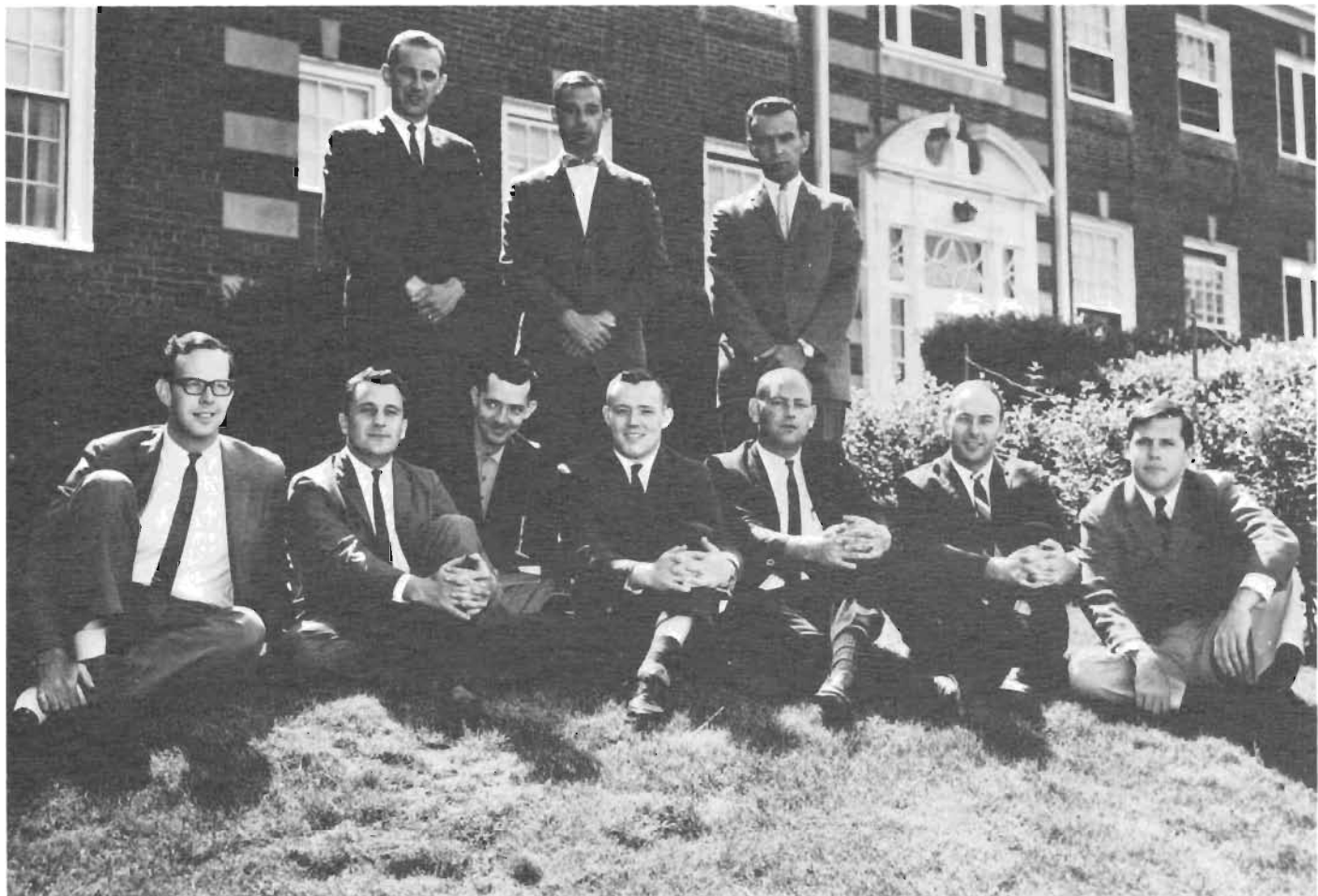
Despite the club's relative youth, it has been an unusually successful organization due to its attraction to the Distribution majors. It is not restricted to them, however, for it has appealed to all those interested in the concepts of marketing.

MARKETING CLUB



Row 1 — John Horton, *president*; Norman Goldberg, Deane Hoffman, Kent Johnson, Robert Somes. Row 2 — Craig Travers, Paul Hyatt, Donald Kula, Marvin Makofsky. Row 3 — Stedman Amory, Michael Schulman, James Maloney. Row 4 — Robert Grimes, Russel Bell, Tjin An Ong, Peter Reinke, James Grim, Mark Mayzer.





Row 1 — Henry Savage, James Hood, Francis Barnicle, Lyle Morrison, Samuel Hawley, Edward Belansky, Alvan Carr. Row 2 — Paul Hyatt, Stedman Amory, *president*; David Galloway.



VETERANS CLUB

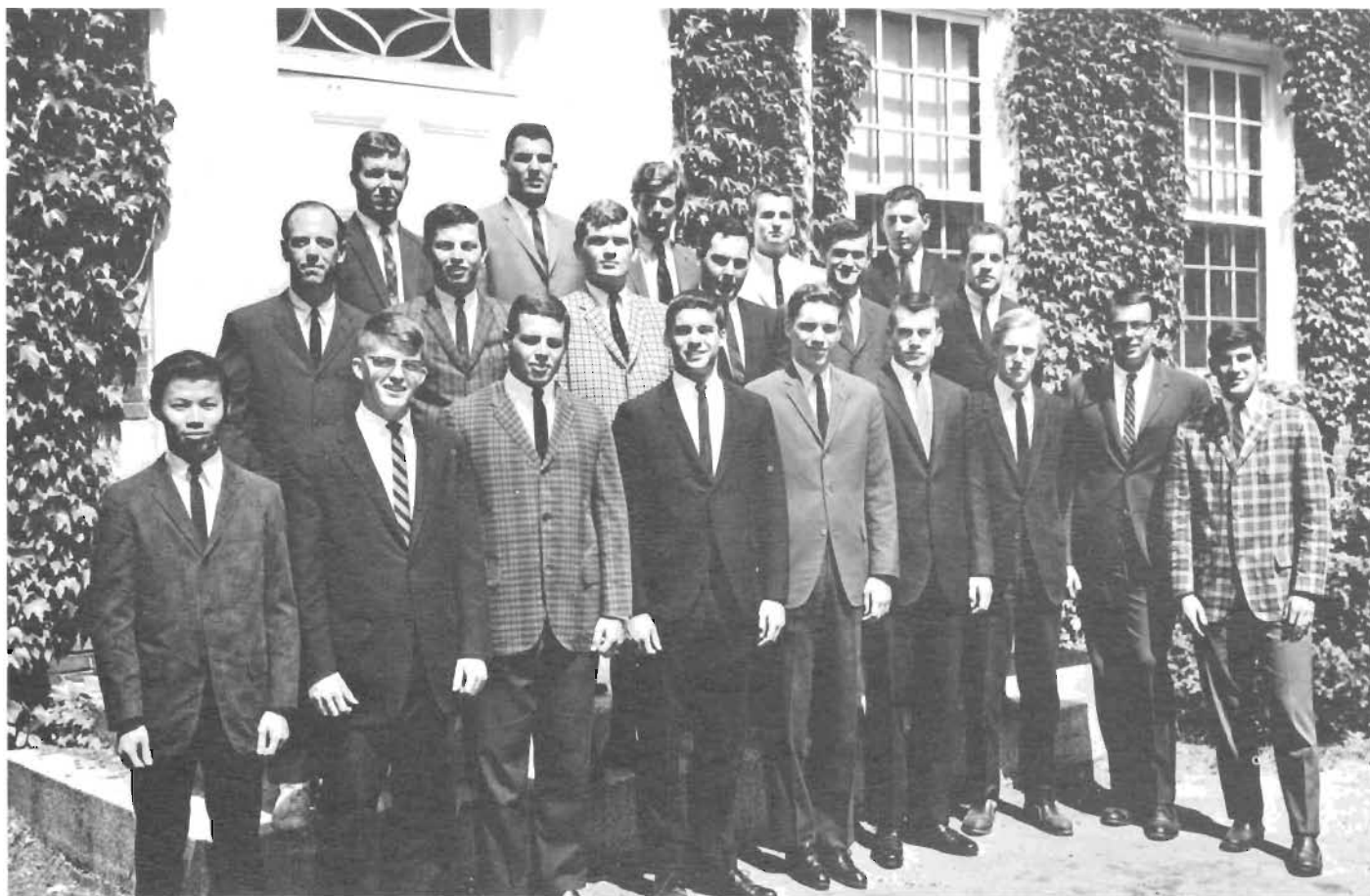
Displaying maturity and purpose in their activities, the Babson Institute Veteran's Club has again carried out their annual schedule of events with unequaled success. The blood drive held in conjunction with the Red Cross, and "Operation Ivy Limb" headed by Dr. Louis Foley, the club's faculty advisor, are among the more notable of the organization's service activities for the community.

The Vet's Club also provides a more direct "service" to the students of the Institute, the annual White Horse Beach Party held at Plymouth. Dancing, char-coaled chicken, and keg beer, along with cool surf and the music of the Red Garter Band have characterized this event as one of the most worthwhile of the school year.



WHITE HORSE BEACH PARTY





Row 1 — Percy Chan, Charles Cutler, Richard Danen, Myron Gould, Alan Boyce, Roy Ward, Ian Amory, Gary Reynolds, Wayne Roberts, president. Row 2 — John Lundy, Stephen Zagoren, Douglas Learman, Jacob Levy, John Macredie, Peter Sinnott. Row 3 — Malcolm Palmer, Paul Mormino, Thomas Morris, Edward Skingor, Robert White.

Membership in the "B" Club is accorded those athletes who have earned at least one varsity letter and have been voted into membership. The purpose of the Club is to instill student interest in varsity athletics.

Recently, the Club has taken an abiding interest in promoting an annual Homecoming, thus broadening its objectives to a considerable degree. In keeping with this objective, the Club sponsored one of the dances of Fall Weekend, in addition to corresponding with the alumni concerning the Weekend.



VARSITY B CLUB



For the first time in several years the Sailing Club utilized its previously unrealized strength and launched all of the Tech Dinghies which belong to the club. The concerted efforts of several members of the club made it possible for all four Techs to be launched into Lake Cochituate in early spring. Another ambitious undertaking was the teaching of classes in elementary sailing techniques and general boating customs. With the recent successes of the sailing team, it is likely that the club will become even more popular, especially when the availability of the boats is taken into consideration.

SAILING CLUB



Larry Frohman, Jeffrey Lassow, William Glenn, Richard Milhender, Thomas Morris, Stedman Amory, *commodore*; Clark Taylor, George Snow, Gary Reynolds, Robert Vanni, Alvan Carr.

Athletics





Hopes were high for this year's soccer team as it was reviewed before the season began. Led by Captain Wayne Roberts the returning lettermen, Fred Heap, Gary Reynolds, Chad Giroux, and Tom Morris hit the field eager to assist the freshmen bouncers in filling the vacant positions on the squad. Team spirit was spiraling upward and Coach Dick Elworthy seemed to have ample justification for predicting an outstanding season.

This justification, however, proved to have little backing as the team ran into difficulties and sprouted several defeats. Lowell Tech, Colby College, Boston University, Brandeis University, Clark University, and the University of Rhode Island all scored victories over the Babson men.

Inexperience on the field seemed to stop the Beavers in their first few games, but an unusually high level of persistence and spirit developed the team substantially bringing it closer to the margin of victory and accounting for several near upsets.

The season was not entirely void of victory. Assumption College cracked in a hard-hitting contest on their small field giving the Babson booters something to write home about, and giving the Babson men renewed confidence in what at times was loosely called the Babson soccer team.



SOCCER



Row 1 — John O'Shay, Anthony Reynolds, David Parrish, Charles Cutler, Chris Brooks, Richard Klappholz, Michael Sierstorpff, Howard Crow. Row 2 — Gerald Ten Eyck, Donald Gamer, Ronald Weiner, James Robinson, Thomas Morris, Brian Barefoot, Gary Reynolds, Malcolm Cook, Myron Gould, Wayne Roberts, *captain*; Richard Elworthy, *coach*.



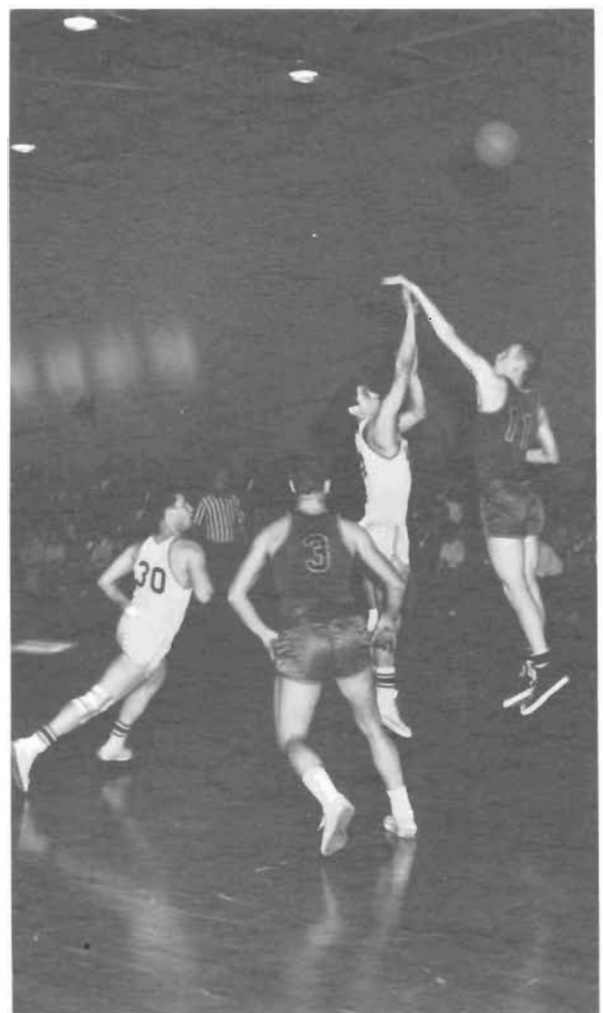


Row 1 — Ronald Nathan, Alan Goodkin, *co-captain*; Albert Gode, *co-captain*; Stephen Zagoren, Robert Lanza. Row 2 — Jeffrey Green, *manager*; Edward Skingor, Robert Castor, Randall Polen, Paul Mormino, Brian Barefoot, Mr. Tom Smith, *coach*.

Babson basketball hit hard in 1964. Coach Tom Smith, fielding a team composed entirely of freshmen and juniors, instilled a rallying spirit within the team which proved to be too much for the team's first six opponents. Combining this impressive string of victories with the addition of cheerleaders proved to be the correct formula for capacity crowds at home games, and, due to the efforts of the B'ball boys, Babson had its first case of athletic egotism in several years.

Nichols College provided the opposition for what was without a doubt the best game of the season. Although the Beavers lost 109-107, the capacity crowd saw a display of superb ball which ran into a double overtime with three Babson players hitting double figures in the score column.

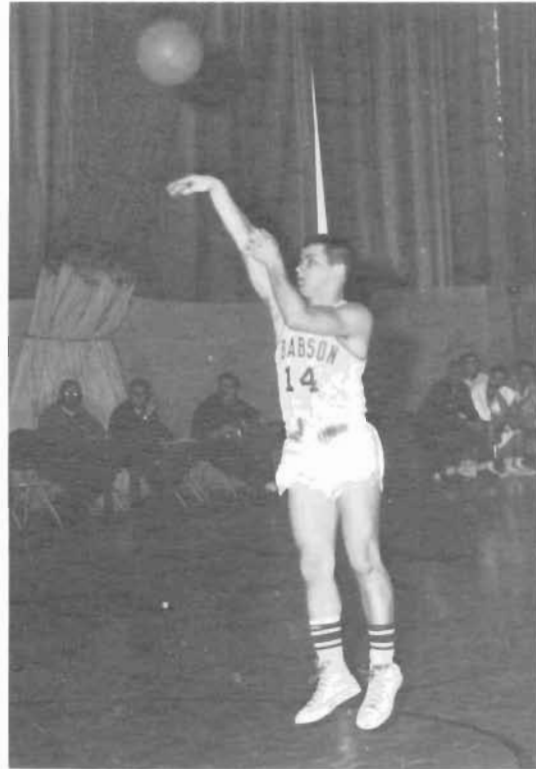
Dick Joseph, Al Gode, and Brian Barefoot consistently paced the team with their exhibitions of fine ball. Throughout the season the "JCB" combination was successful in helping to chalk up Babson victories. With these and several other fine basketball players returning to the courts next year it is certain that not only will Babson be "the team to beat" but basketball will continue to be the foremost spectator sport among the students of the Institute.

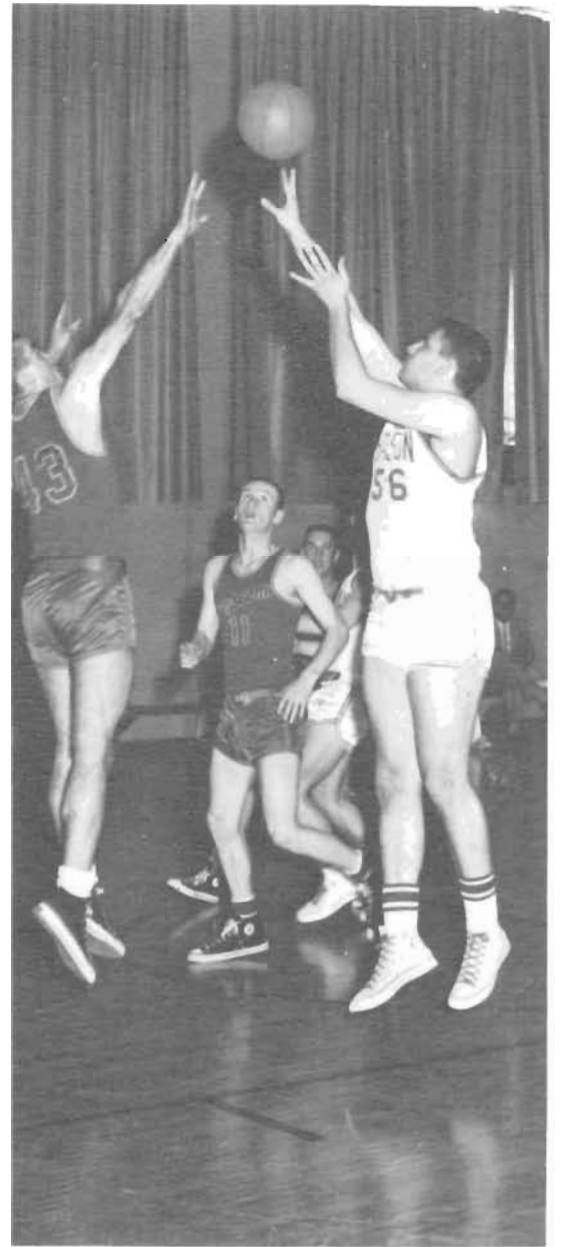


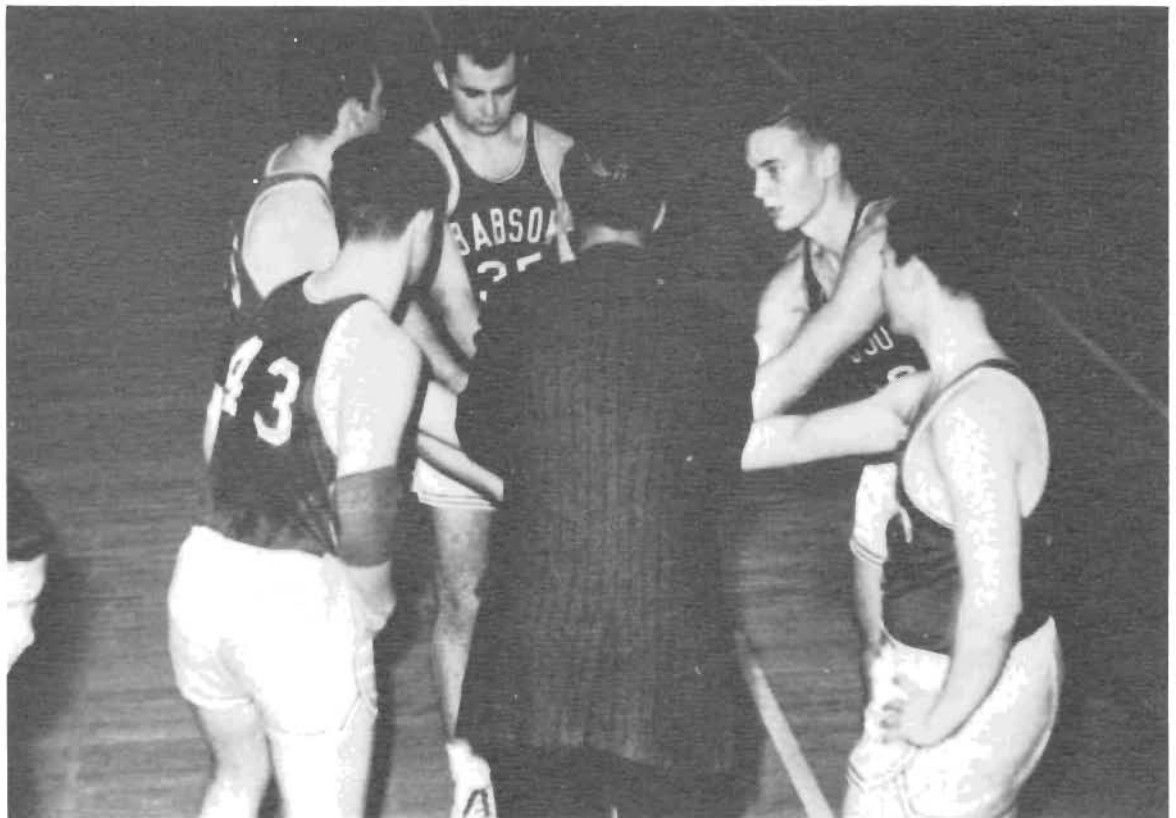


THOMAS E. SMITH
Director of Athletics

BASKETBALL



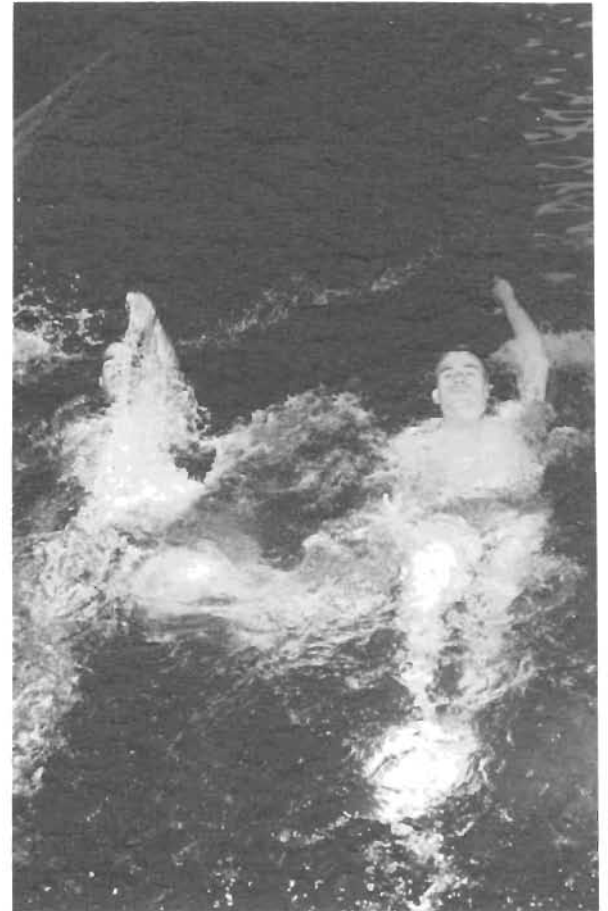






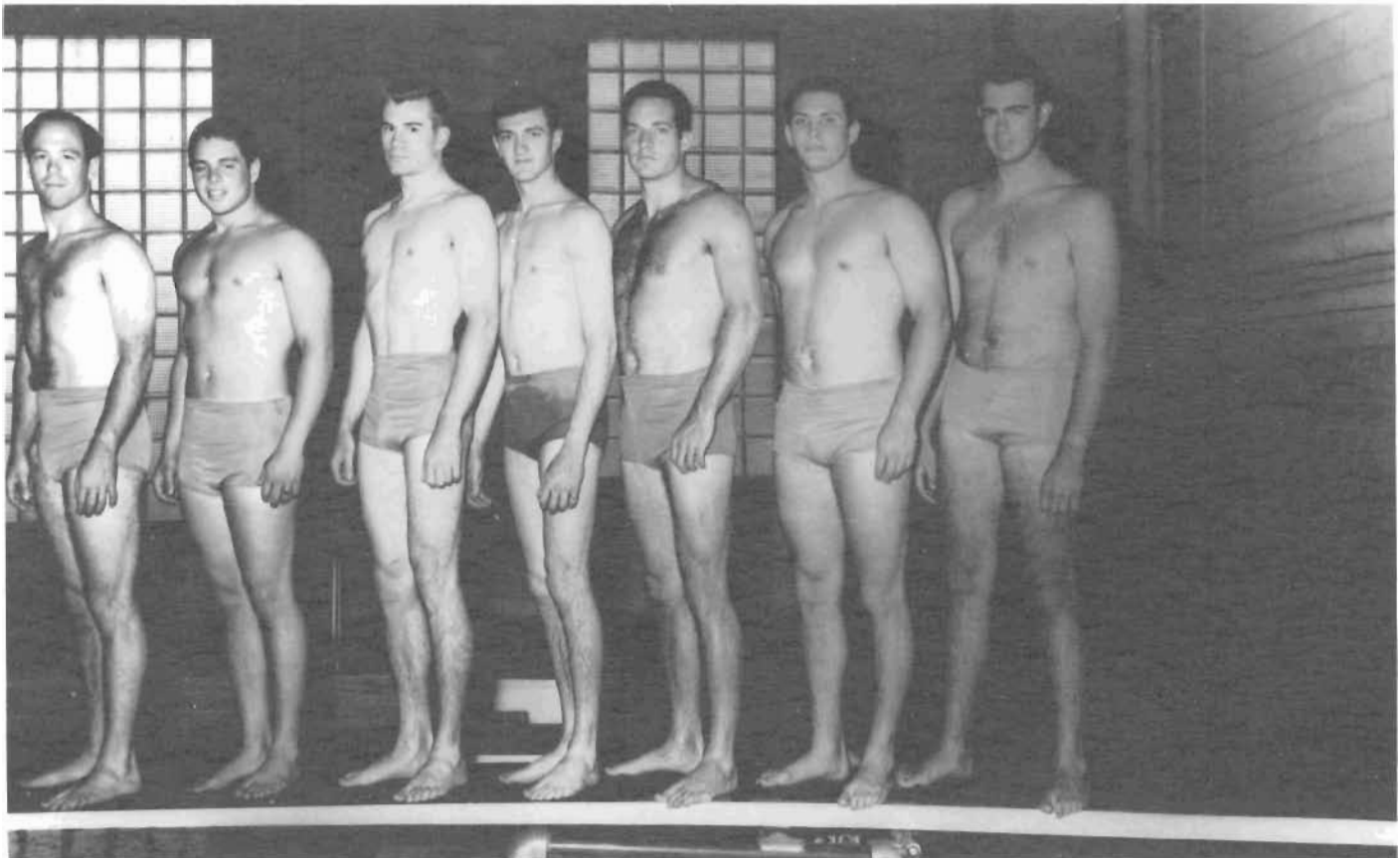
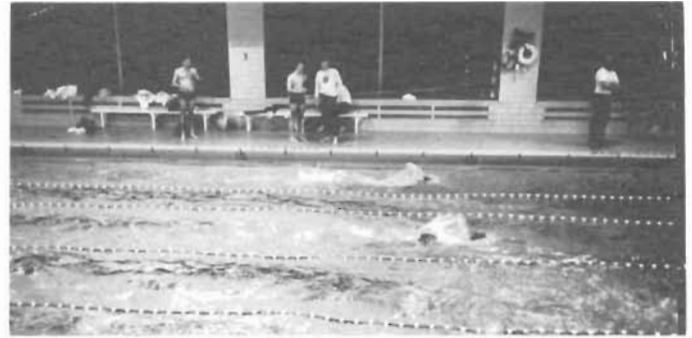
Babson swimming took a turn in during the '64 season. There was little doubt in anyone's mind that the swim team was different this year. To say just how the team changed, however, was an unconquered task. The reform certainly did not come in the ranks of the win-loss column, for, as in the past, Babson had a tendency to settle heavily in the latter column. Neither was there any change regarding attendance at the meets, for that was still sparse. The only turnabout the editors of this publication could see in the Babson swim team was the unusually different attitude held by

SWIMMING



the team's members. We cannot say there was a lack of effort, there is no doubt that practices were long and hard. Determination and will to win, however, were markedly lacking.

Despite the excellent efforts of several members of the team and the spirited counsel given by Captain Peter Sinnott, the Babson swim team more or less sank during the 1963-1964 season. Possibly the only benefit evolving from the season was the emergence of this year's Ewart Trophy winner, John Lundy, who was selected as captain for the 1964-1965 season.



John Luddy, Richard Danen, Roy Ward, John Maeredie, Peter Sinnott, *captain*;
Marvin Makoſky, Gary Reynolds.

The varsity golf team under coach Tom Smith enjoyed another highly successful season, closing with a nine win and five loss record. Starting with a victory in the annual Lid Lifter tournament, the golfers had considerable success against teams from schools with far larger enrollments.

Paced by co-captains Dave Pope and Rick Mellon, the team racked up an impressive nine and two record before losing three matches on the final day of play. Although the graduation of Pope and Mellon marks the end of

an era of Babson golf, the Institute can look forward to another fine squad next spring. Among those returning will be Guy Jacques-DelaCroze, a two-handicap player from Switzerland, and John Sturman, who has had some excellent rounds in the past. Other returning lettermen will be seniors Jeff Pierson and Glen Relyea, and juniors Mark Ricci and Steve Wolf. With this group as the core and many new talents expected, the '65 season will prove to be Coach Tom Smith's fourth consecutive successful year in golf.



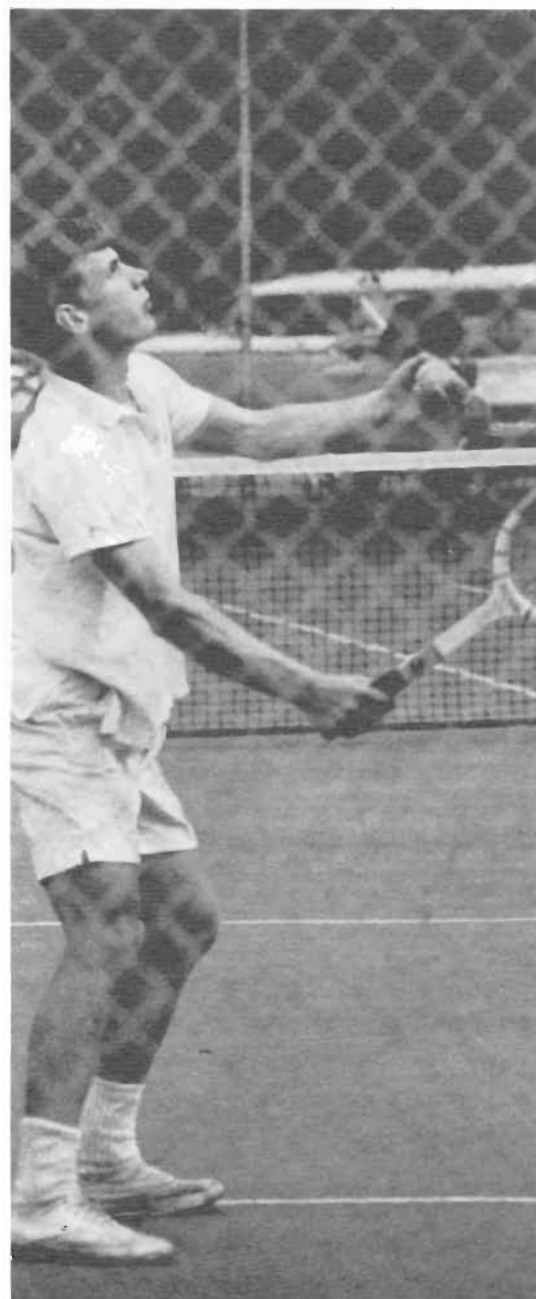
Mr. Tom Smith, *coach*; Joseph Joyce, Mark Ricci, Guy Jacques Dalcroze, Stevan Wolf, David Pope, Richard Mellon, *captain*; Glen Relyea, Jeffrey Pierson, John Sturman, Robert Castor.

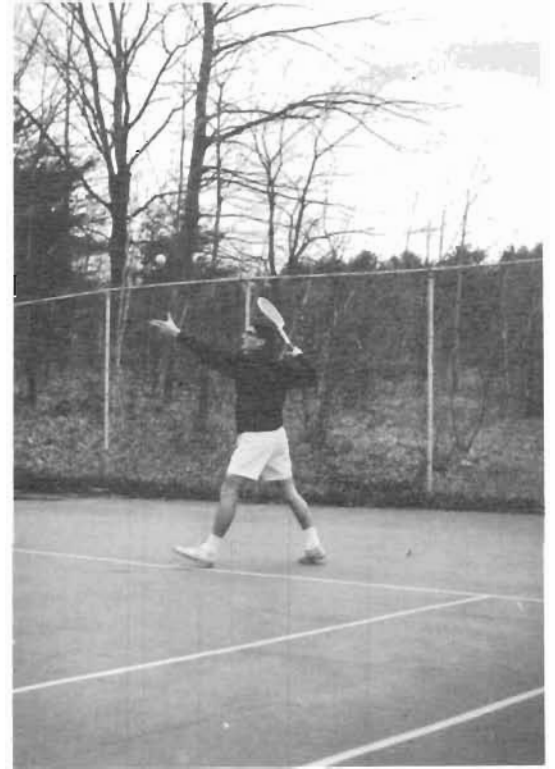
GOLF



Under the tutelage of Coach Ralph Chambers, Babson's tennis team had a successful season posting a seven and two win-loss record. After losing to Holy Cross in the opening match, the team took five straight from Clark, the University of New Hampshire, Bates, Colby, and Brandeis. The victory over Colby was particularly satisfying for the team since it came in the final doubles match. The number three doubles combination, Bill Greenspan and Bob Onderdonk had to battle from behind constantly, but were finally able to wind up the victory. The last two matches of the year brought a split with Babson first losing to Tufts and then defeating American International College.

The prospects for next year seem equally bright with lettermen Chris Brooks, Steve Epstein, Rick Mosely, Brian Barefoot, and Bob Onderdonk returning. Only Captain Bill Greenspan, who enjoyed an undefeated season, will be missing from this highly successful team.





TENNIS



Row 1 — Franklin Miller, Chris Brooks, Steven Epstein, William Greenspan, *captain*.
 Row 2 — Mr. Ralph Chambers, *coach*; Peter Sinnott, Richard Moseley, Brian Barefoot, Robert Ouderdonk, Alan Boyce, *manager*.

The academic year 1963-1964 will long be remembered at Babson for the outstanding efforts of the sailing team. Foremost in the minds of all, of course, will be the victory in the McMillan Cup Regatta. This year's victory marked the second title in three years received by the Babson sailors as a result of the competition at the Naval Academy. Babson's crew, which manned the famed Intrepid at the Cup Competition, consisted of Commodore Tom Morris, Skipper Sted Amory, Sam Stephens, Bart Snow, Eldon MacLeod, Clark Taylor, and John Johnstone.

Further sports highlights were provided by the crew at the annual Heptagonal held at the

Coast Guard Academy in New London, Connecticut. Sailing in Ravens with a four man crew, Skipper Tom Morris was able to overcome a slow start with firsts in the final two races to defeat the Coast Guard by one point. This victory was especially meaningful since the Coast Guard was the host crew and had not been defeated on the Thames for several years.

Babson finished sixth among the thirty-seven schools in the New England Intercollegiate Sailing Association. The team can look back upon 1964 as a banner year, and can look forward to an increasingly active crew in the coming year.

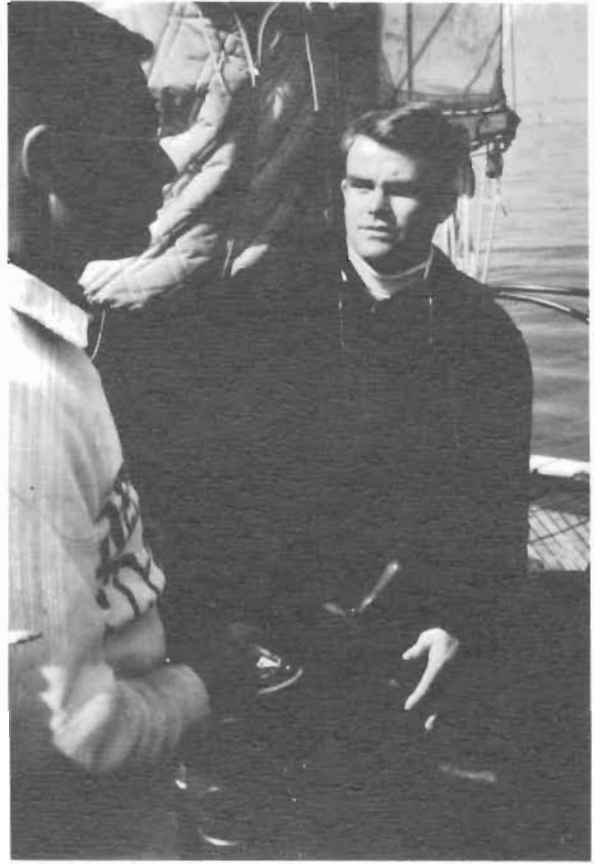


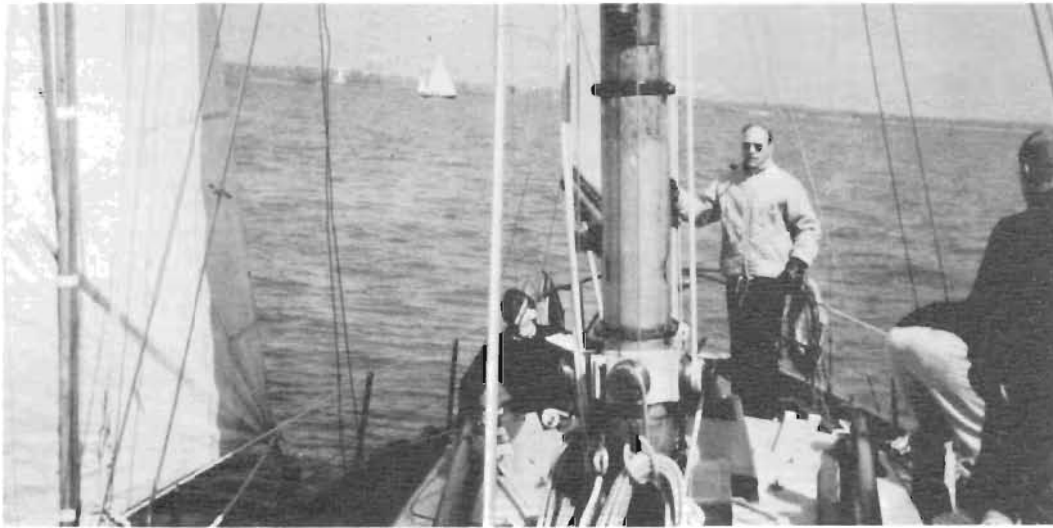
SAILING



Holding cup, Stedman Amory, commodore; George Snow, Eldon McLeod, Thomas Morris, Samuel Stephens, Clark Taylor, John Johnston.

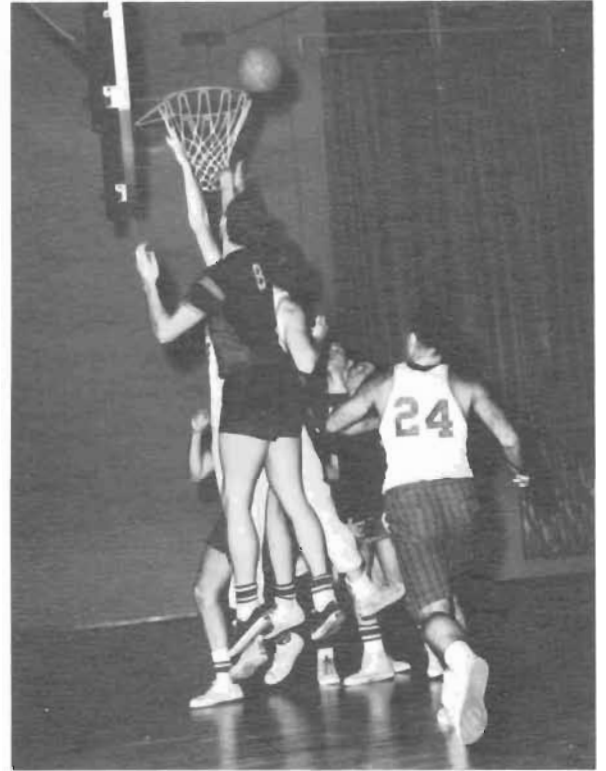






MCMILLAN CUP REGATTA





For the first time since 1959 the Intramural Punchbowl was not captured by the residents of Bryant Hall. Despite an excellent effort by the romping Bryant men, the Park Manor teams captured the trophy. The men from Manor started the year with an undefeated flag football team and eased through the '64 season finishing at or near the top in nearly every event. In addition, Park Manor won its third straight bowling championship with Bob Root and Bob White sparking the efforts of the team.

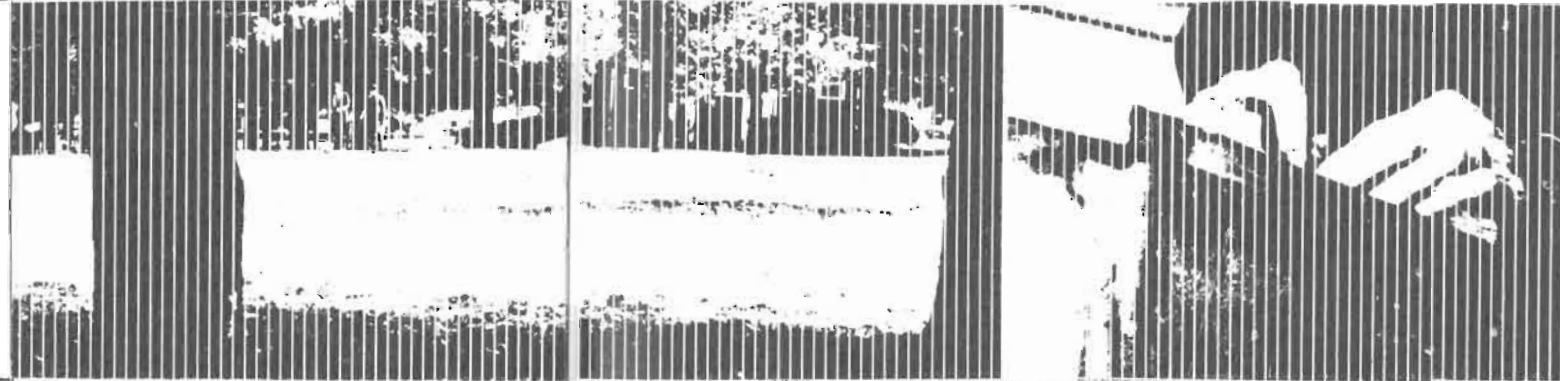
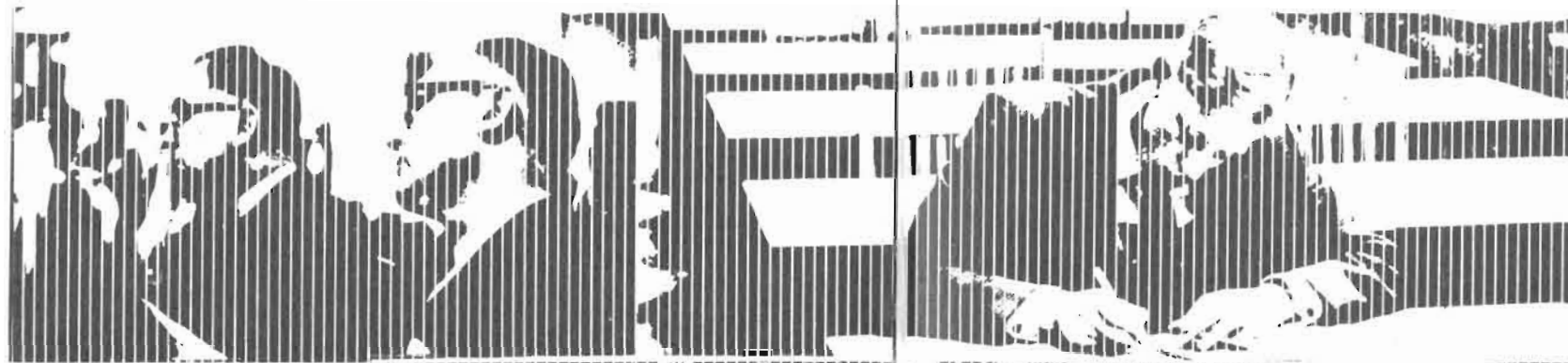
Once again, Tjin An Ong, representing Park Manor, won the ping-pong tournament. Other individual victors were Tom Morris in the cross-country meet and the squash match, and John Sturman who captured first place in the pool tournament.

Intramural directors Dan Harris and Malcolm Cook deserve much appreciation for a season which was well planned and undeniably successful.



INTRAMURALS







FOUNDER'S DAY

The Founder's Day tradition at Babson is one that is looked forward to with unique anticipation and admiration, for Babson Institute is one of the few schools in the nation fortunate enough to have a founder who can be called upon to make appearances and speak to the students.

Although Mr. Babson was not present at this year's Founder's Day observance due to conflicting appointments, the event still retained its interest, the keynote speaker being Mr. Earl L. Smith, Chairman of the Board of Babson's Reports.

In a speech entitled "The Founding and Early Years of Babson Institute", Mr. Smith, who was a 1929 graduate of the Institute, related an inside account of the personality and the exploits of Mr. Babson, and outlined the events which led to the founding of Babson Institute.



SPEAKER PROGRAM



Feeling that the well-rounded Babson student should encounter speakers with intellectually challenging opinions on a variety of subjects, the Publicity Department provided a speaker program. The services of eight speakers were secured. Their contributions to the non-business aspect of the Babson education were stimulating and in many cases controversial.

The three speakers in the fall term were Allen R. Foley, a Professor at Dartmouth, whose topic was "Vermont Humor"; Bosley Crowther, film critic of "The New York Times," whose subject was "What You Don't Know About the Movies"; and Geoffrey Harwood, a news commentator for a Boston radio station, who spoke on "Backgrounds to the News."

Winter term saw three more speakers grace Knight Auditorium. They were George C. Holt, a World Federalist, whose topic was "The Case for World Federalism"; Gordon Hall, an expert on the political extremes, who spoke on "Patriotism on the Extreme Right"; and Clifford J. Kamen, an author and lecturer, whose subject was "The Union of South Africa."

Spring term's two speakers were David Warren, a Professor at Rhode Island, who spoke on "American Foreign Policy"; and John Furbay, an author and lecturer, whose subject was "Global Minds in a Global World."

There is little doubt that the speakers program is an integral part of Babson's liberal arts background.



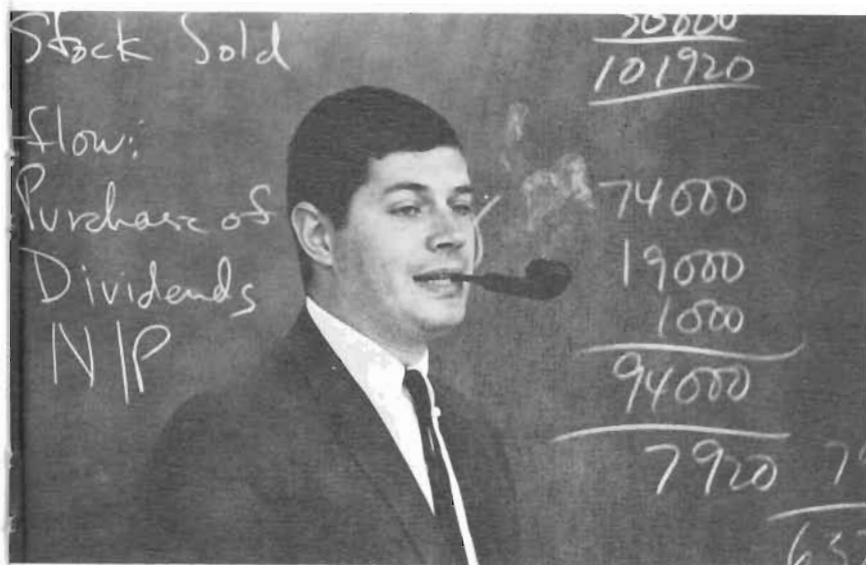
Clinton A. Petersen

Though the Accounting Division is one of the most feared and misunderstood in the school, many students have found that after the first year of rudiments their intellectual curiosity has been wheted. They find accounting not static but rather a dynamic system of calculations. It is based on theory which can be dynamic and changing. It is sometimes frustrating, but success in the analysis of a problem is always rewarding.

It is the object of the Division to instill in the student a basic understanding and appreciation of accounting theory and especially to equip accounting majors with an understanding of the more sophisticated theory and systems of accounting. According to Mr. Clinton A. Petersen, Chairman of the Division of Accounting, it is the hope and objective of the Division to equip its students with the tools necessary for the practice of the accounting profession.

With the institution of the four hour program this year, the entire accounting curriculum was reviewed and courses were changed to allow more depth and increased coverage of subject matter which was either missed or skimmed before. Because accounting is a profession, students who major in accounting must possess a thorough working knowledge of the theory and concepts which are involved in accounting systems. It is felt that revisions made due to the four hour curriculum have helped broaden their education and increase their knowledge of accounting.

Faculty



Horace R. Givens
Columbia University

ACCOUNTING



John P. McMahon
College of the City of New York



Peter McEwan Black
Princeton University

DISTRIBUTION



Dr. Bertrand R. Canfield

The courses under the Division of Distribution, along with the entire curriculum, underwent the process of change and modernization coordinate with the new four hour program which was instituted this year. Providing a more thorough coverage of subject matter was only one change. A more exciting feature was the introduction of a new course called Creative Marketing Problem Solving. Unlike most of the distribution courses which stimulate thinking, the problem solving course went further and include an intensive study in the thought processes and the methods of inducing productive thoughts and ideas.

The new course is only one example of the dynamic philosophy which permeates the Distribution Division. Dr. Bertrand R. Canfield, Chairman of the Division of Distribution, also finds time to coordinate the activities of the Alumni Association while maintaining a full teaching schedule. Maintaining close contact with his students through personal interviews and constant classroom participation, Dr. Canfield keeps their minds active and aware.

Active is what students must be if they are majoring in the field of distribution because they are faced with particularly challenging schedules which include summer employment. The curriculum is designed to stimulate and challenge his intellect. It is designed to give him a thorough working knowledge of the flow of goods from producer to ultimate consumer.



Hubert A. Mann
University of Washington



Edward J. McGee
Northeastern University



Dr. Joseph Alexander

Every generation has its own challenge to face — sometimes a disagreeable or frightening one. But only by accepting this challenge can the individual mature as a responsible citizen and effectively contribute toward perpetuating the democratic processes of our society.

Institutions of higher learning may provide vital resources and intellectual stimuli to prepare the student to meet the challenge of his day. But if colleges are to do so adequately, they, too, must meet a challenge. This challenge arises from the fact that the problems of today are far more *complex* and require a broader foundation of knowledge for solution than was probably the case a generation or more ago. Success of the collegiate institution in graduating well-prepared students will depend, in part, at least, on how well the school has responded to the challenge posed by the complexity of today's society.

The need to become "economics-wise," if we are to understand the ramifications of society, illustrates the point. Economic influences are hardly novel; they have always governed man's existence. Indeed the law of supply and demand may well be humanity's oldest! But the knowledge of

how our economic system works and the importance of acquiring this understanding have made economics an ever increasingly vital sector of the curriculum.

The Division of Economics at Babson Institute is unique because it provides the intellectual environment and scope of subject-matter not usually obtainable in a school so small in size.

Standards maintained for successful achievement are high, and courses are designed to train the student to render value judgments about the economic forces of our society as well as to understand them analytically. Considering the size of our enrollment, an unusually large number of courses are offered. These add strength to the school's total curriculum, since the study of economics has developed into a vast discipline of numerous, highly-specialized fields. Our graduates become knowledgeable in a variety of fields, because the program of study must include most of the courses given, irrespective of majors.

Although the school is business administration oriented, the economics courses lie within the realm of liberal arts, thus helping to achieve a desirable, balanced school curriculum.

ECONOMICS



Dr. Robert G. Wertheimer
Harvard University



Dr. Frank C. Genovese
University of Wisconsin



Dr. Frank A. Durgin
Universite de Toulouse

FINANCE AND INVESTMENTS



Dr. Wallace P. Mors

The Division of Finance and Investments under the direction of Dr. Wallace P. Mors offers majors in both finance and investments. The major field courses in finance along with the two introductory courses are intended to provide the student with the basic tools he needs to make finance decisions and, through use of cases and problems, to give him practice in decision-making.

In the investments area the basic courses of bond and stock analysis are analytical rather than descriptive. Their primary concern is with techniques for choosing securities. The major field

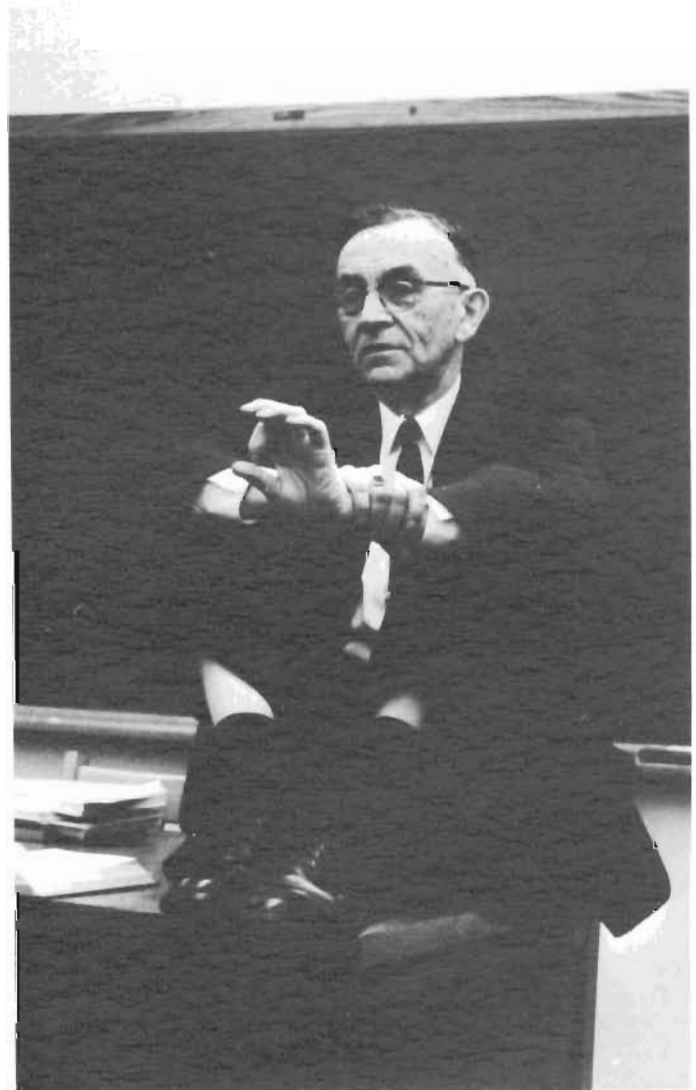
courses build upon these techniques and give the student an awareness of the problems of combining securities into a portfolio and of the operation and interrelation of the securities markets for new and already existing issues.

The Division of Finance and Investments has been and is continuing to be one of the more dynamic divisions at Babson. Its unexcelled faculty members and superb administration have made it an educational institution within itself, for few colleges have been able to match its effectiveness.



Dr. Wilson F. Payne
University of Chicago

Dr. Frederick W. Harrison
New York University



MANAGEMENT AND PRODUCTION



Dr. Walter H. Carpenter, Jr.

The four-hour curriculum introduced in September of 1963 has effected meaningful changes in the courses offered by the Division of Management and Production. Study of industrial management has been divided into three courses of four hours each. Production Management I and II are required of all students and cover the essentials of the subject area. Production Management III is devoted to production and quality control and is available largely to those students majoring in production management. Methods analysis and work measurement and advanced procurement constitute electives which proceed from the base established in production management I and II. A new elective, quantitative analysis of production problems has been introduced for majors in order to give expression to the growing significance of quantitative approaches in production management. General management courses now include introduction to management, industrial relations, and business policy.

The pattern of courses offered by the Division of Management and Production provides a well-rounded contribution to training in the fields within the general area of production management and general management. Continuous development of course content is being pursued under the direction of the division's head, Dr. Walter Carpenter, toward the objective of offering the best education possible within the limits of the time available.



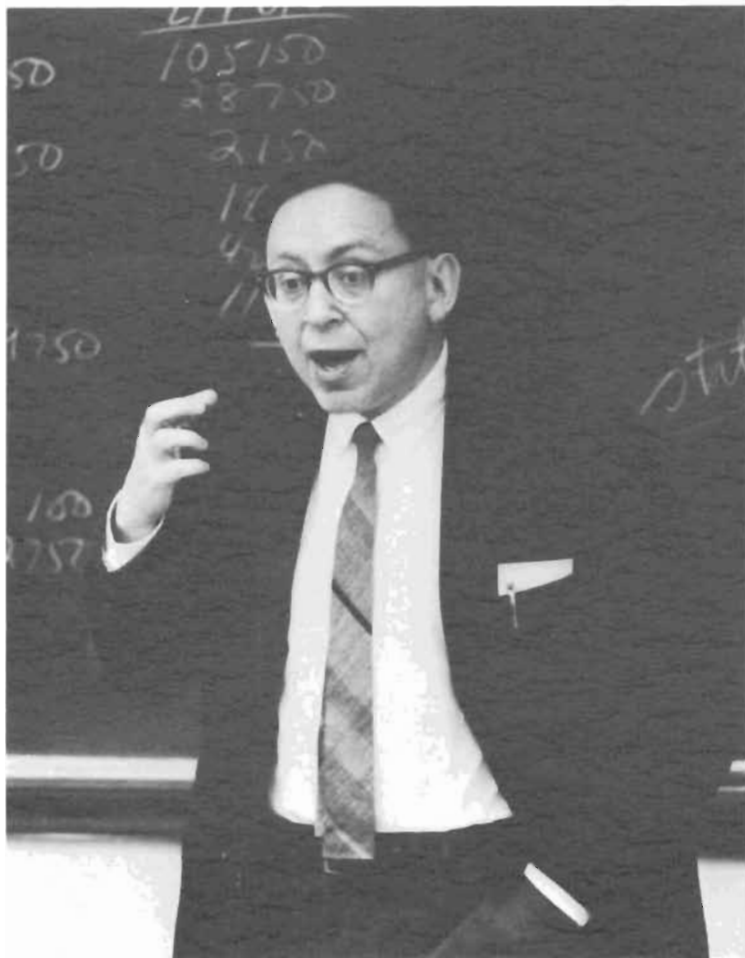
Rudolph A. Johnson
Northeastern University



Wynne B. Bascom
Tufts University



John E. Marshall
Northeastern University



Dr. Edward Handler

The liberal arts department underwent two formidable changes during the year. The first was the accession of Dr. Edward Handler to the position of Chairman of the Liberal Arts Department. The second was the introduction of the four-hour curriculum, with its accompanying effects upon courses. Some courses were dropped, while those that remained were intensified to some degree.

Perhaps the most salutary development was the broadening of the number of senior electives to six. Not only was the selection broader but also the classes were smaller. Several of the electives were virtually turned into seminars, hitherto only a dream at the undergraduate level.

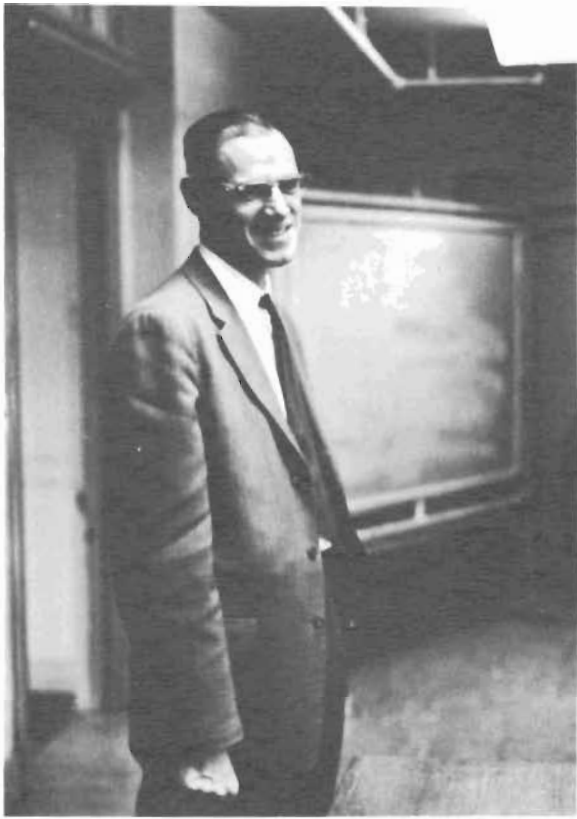
Mr. Donald Morse modified the "Literature III" course to include a seminar atmosphere and the circulation of the students' term papers among themselves for discussion and criticism. "Contemporary Issues in Psychology," taught by Dr. Rotman, dealt with an ever-contemporary problem — marriage. Philosophy, taught by Mr. Anderson, included a study of the great philosophers, ancient and modern. "Science III" revolved chiefly around the advanced project that was required by Dr. Prindle. Conducted by Mr. Scott, "Argumentation and Debate" taught the principles and techniques of the arts mentioned in the course title. Political philosophy surveyed the views of the great political thinkers of yesterday and today. Dr. Keightou provided the professorial stimulus to accompany the carefully selected course material.

Continual improvement seems to be the most noticeable characteristic of the liberal arts department.

LIBERAL ARTS



Dr. Robert L. Keightou
University of Pennsylvania

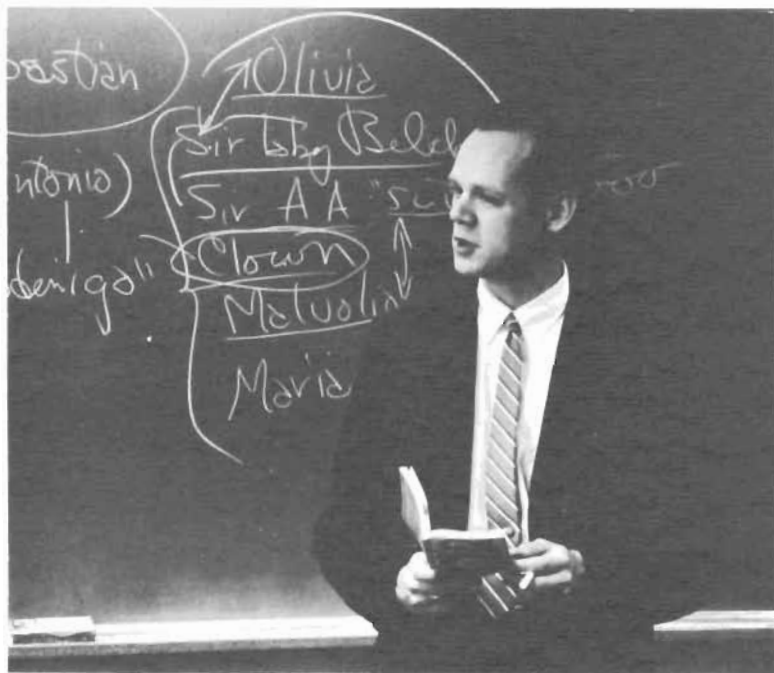


Dr. W. Ward Fearnside
University of California



Dr. C. Alan Anderson
Boston University

Venton H. Scott
Western Reserve University



Donald E. Morse
Williams College





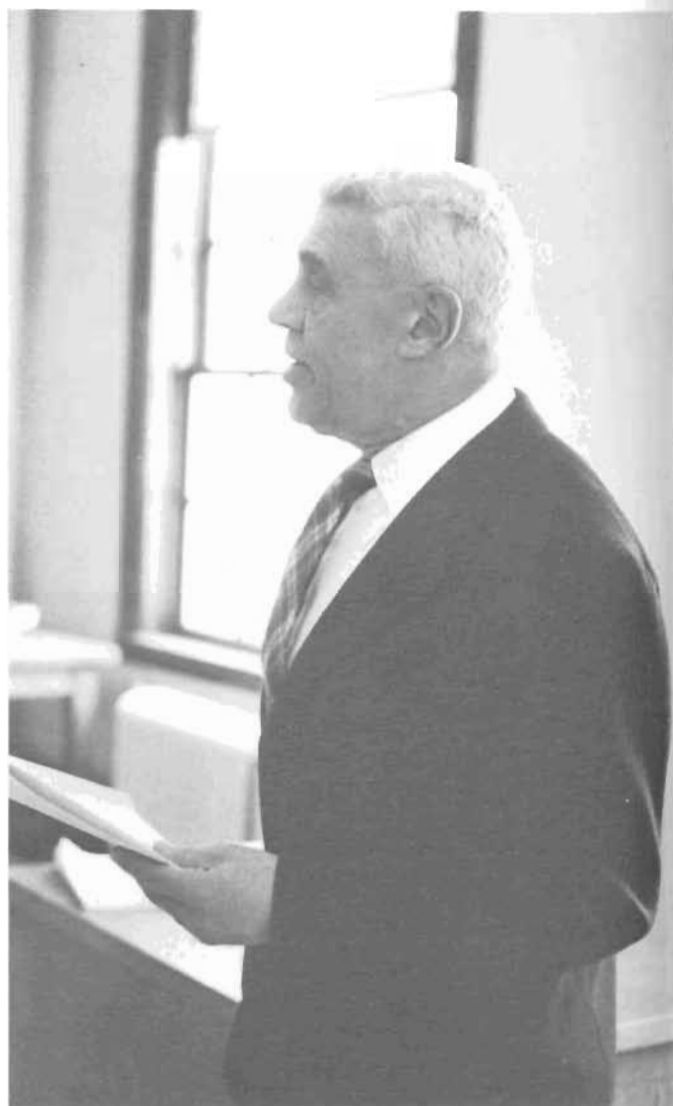
Dr. Charles B. Rotman
Boston University



Philip S. Fischer
Brandeis University



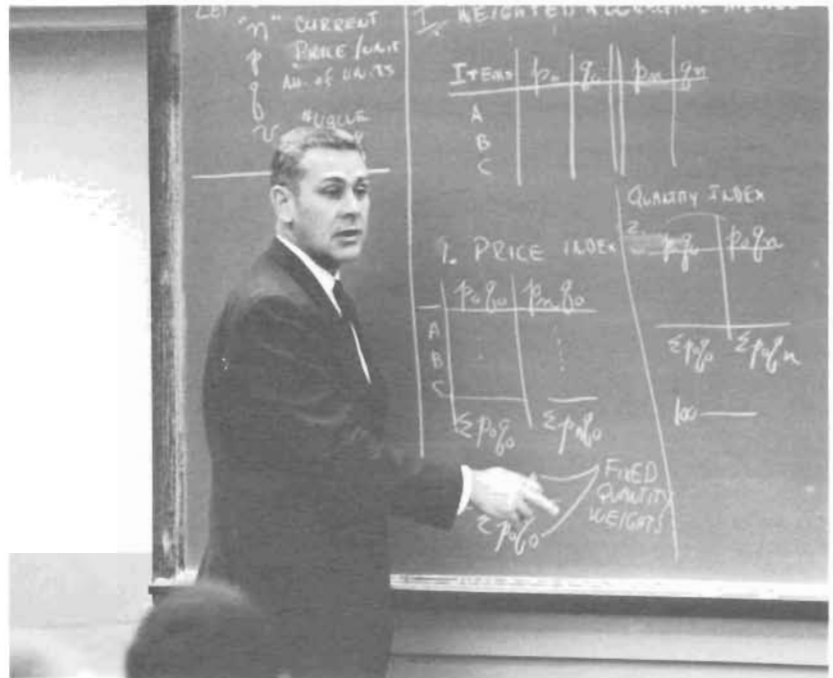
Harold B. Buse
Northeastern University



Dr. Louis Foley
Universite de Paris

In keeping with the "new look" of Babson, the administration, under the watchful eye of Dean of Faculty Dr. Walter Carpenter, marked 1964 with the birth of a new academic division. The Division of Math and Science was created in recognition of the ever-increasing need for improvement in the instruction of the calculating sciences on America's college campuses.

Professor Earl K. Bowen, former instructor of statistics at Babson and author of two texts dealing with mathematical instruction, was selected to head the infant division. Plans have now been completed for full installation of the Division of Math and Science by the fall of 1964. Courses under its program, which now include statistics, a freshman math course, and science I, II, and III, will be expanded to include a new class in electronic data processing. It is expected that there will be several new additions to the division's curriculum in the near future.



Earl K. Bowen

MATH AND SCIENCE

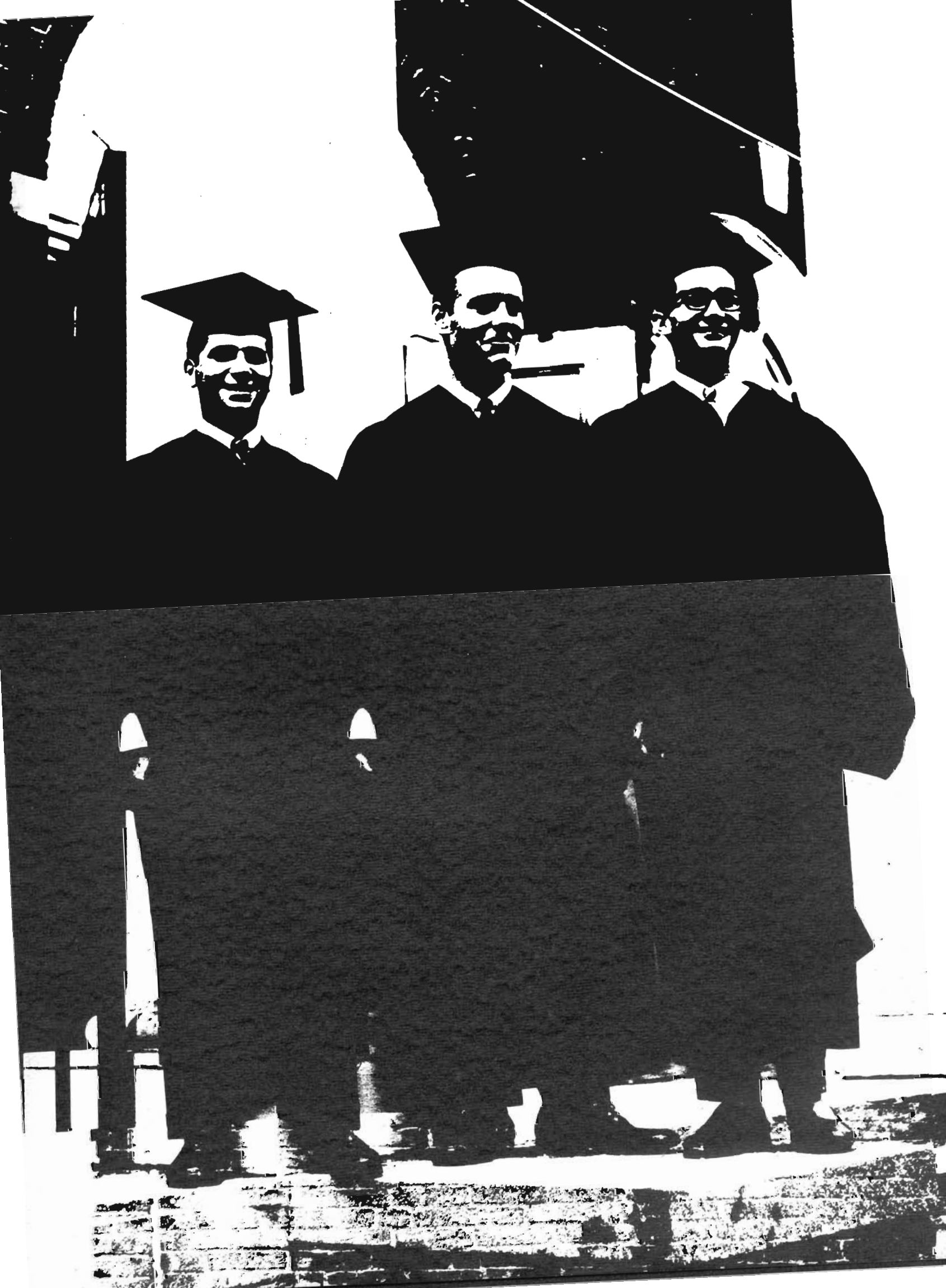
Dr. Bryce Prindle
Massachusetts Institute of Technology



Don R. Ziegenbein
Babson Institute



Seniors



MICHAEL J. ALESSANDRI
WALPOLE, MASS.

MAJOR ACCOUNTING
Senior Advisor; Newman
Club.



SAMUEL G. ANDREWS
SOUTH PORTLAND, MAINE

MAJOR INVESTMENTS
S.A.M., Executive Vice Presi-
dent; Student Government;
Student Development Com-
mittee; American Finance
Assoc., Board of Directors;
EXEC; Young Republicans
Club, Corresponding and Re-
cording Secretary; Beta
Gamma.



KENNETH M. ARAKELIAN
NORTHBRIDGE, MASS.

MAJOR INVESTMENTS
Senior Class President.



FRANKLIN C. BAYLIS
PORT WASHINGTON, N.Y.

MAJOR ACCOUNTING
S.A.M.; Intramural Ath-
letics.



STEDMAN B. AMORY
BEVERLY, MASS.

MAJOR DISTRIBUTION
Student Cabinet; Blue Key;
Veteran's Club, President;
Sailing Club, Commodore;
McMillian Club, Skipper;
Marketing Club; Business
Economics Club; Society for
Ethical Standards.



GERALD G. ARANSKY
NEWTON HIGHLANDS, MASS.

MAJOR ECONOMICS
Student Government; Student
Cabinet; Young Republicans
Club, President; BABSON-
IAN, Business Manager;
Business Economics Club;
Intramural Athletics.



FRANCIS P. BARNICLE
WEST CONCORD, MASS.

MAJOR ACCOUNTING
Veteran's Club; Dean's List;
Beta Gamma.



JAMES W. BEALE
AUBURN, MAINE

MAJOR FINANCE
Theatre Guild, Business Manager;
Young Republican Club, Treasurer;
Senior Class Secretary, 1964;
Student Development Committee;
Student Government.



EDWARD BELANSKY
MALDEN, MASS.

MAJOR MANAGEMENT
Veteran's Club; Alumni Bulletin,
Advertising Manager.



ROBERT I. BERGER
HICKSVILLE, N. Y.

MAJOR INVESTMENTS
Alpha Delta Sigma, Treasurer;
Sinai Club, Vice President;
BABSONIAN, Coordination Editor.



WAYNE A. BLOMSTROM
AUBURN, MASS.
MAJOR INVESTMENTS



ROBERT W. BEGIN
AUBURN, MAINE
MAJOR ECONOMICS
Business Economics Club



RUSSEL J. BELL
BALTIMORE, MD.
MAJOR DISTRIBUTION
Blue Key; Circle K, Charter President;
S.A.M.: Marketing Club, Charter Vice President;
Business Economics Club; Intramural Athletics.



JAMES H. BERGERON
NASHUA, N. H.
MAJOR DISTRIBUTION
Delta Sigma Pi

RICHARD A. BOMENGEN
LINCOLN, MASS.
MAJOR ACCOUNTING



ALVAN S. CARR
GATES MILLS, OHIO
MAJOR MANAGEMENT
Veteran's Club; Sailing Club;
Varsity Sailing.



WILLIAM B. CHAPMAN
MILTON, MASS.
MAJOR FINANCE
Business Economics Club;
Intramural Athletics.



GARY V. CAPLAN
MONTREAL, CANADA
MAJOR FINANCE
Sinai Club, President, Vice
President; Student Cabinet;
Student Government; American
Finance Assoc.



DAVID N. CARROLL
MERIDEN, CONN.
MAJOR MANAGEMENT



LESLIE B. CHARM
BROOKLINE, MASS.
MAJOR ACCOUNTING
Student Government, President,
Vice President; Publications
Board; Judicial Court; Varsity
Basketball; Intramural Athletics;
Alpha Kappa Psi; Blue Key; Beta
Gamma; Dean's List.



THOMAS H. COLLINS
COLUMBIA, CONN.
MAJOR PRODUCTION
Student Government; Sports
Car Club.

CARTER L. COOLEY
MADISON, CONN.
MAJOR MANAGEMENT
Student Government; Glee
Club; Alpha Kappa Psi; In-
tramural Athletics.



ANTHONY F. COTTA
NORTH ABINGTON, MASS.
MAJOR MANAGEMENT
Circle K; Newman Club, 2nd
Vice President; S.A.M.; In-
tramural Athletics.

JOHN E. CREAR
SCHENECTADY, N. Y.
MAJOR ACCOUNTING



FRANCIS M. CZAJKOWSKI
ROME, N. Y.
MAJOR MANAGEMENT
Newman Club.



JAMES F. DALY
WELLESLEY, MASS.
MAJOR DISTRIBUTION
Marketing Club.

PETER M. DAVIDSON
PORTLAND, MAINE
MAJOR DISTRIBUTION
Sinai Club; Delta Sigma Pi;
Business Economics Club;
Marketing Club.



BRUCE W. DAVIS
ALLENTOWN, PA.
MAJOR ACCOUNTING
Alpha Kappa Psi, Record-
ing Secretary, Treasurer;
Blue Key; Senior Advisor;
Intramural Athletics; Dean's
List; Beta Gamma.

PETER H. DINSMORE
MARBLEHEAD, MASS.
MAJOR ACCOUNTING
Alpha Kappa Psi.



MALCOLM V. EATON
WABAN, MASS.
MAJOR ECONOMICS
Delta Sigma Pi, Secretary;
S.A.M., Parliamentarian.



THOMAS G. EVANS
MENTOR, OHIO
MAJOR INVESTMENTS
S.A.M.



MARSHALL P. FARLEY
LINCOLN, R. I.
MAJOR ACCOUNTING
Delta Sigma Pi; Student
Cabinet; S.A.M.; Newman
Club, President; Epicurean
Society, Secretary; EXEC,
Distribution Manager; BAB-
SONIAN, Administrative As-
sistant; Student Development
Committee; Glee Club.



ARTHUR J. DORION
QUINCY, MASS.
MAJOR MANAGEMENT
Junior Committee; Intra-
mural Athletics; Circle K;
Epicurean Society.



RICHARD EGGERT
SOUTHAMPTON, N. Y.
MAJOR ACCOUNTING
Alpha Kappa Psi; Sports
Car Club; S.A.M.; Dean's
List.



JAMES M. FALES
GREENWICH, CONN.
MAJOR ACCOUNTING
Alpha Kappa Psi, Vice Presi-
dent; Junior Committee;
Senior Advisor; Student De-
velopment Committee.



JAMES L. FARRAR
 WEST HYATTSVILLE, MD.
 MAJOR ACCOUNTING
 Circle K; Business Economics Club.



FREDERICK D. FISHER
 PORT WASHINGTON, N. Y.
 MAJOR ACCOUNTING
 Alpha Kappa Psi, President; Coleman Dormitory, President; Student Development Committee; S.A.M.; Dean's List; Beta Gamma; Intramural Athletics.

WARREN E. FORBES
 ATTLEBORO FALLS, MASS.
 MAJOR FINANCE
 S.A.M., Secretary.



BARRY M. FREEDMAN
 SWAMPSCOTT, MASS.
 MAJOR FINANCE
 EXEC, Editor-in-Chief, Business Manager; Student Government; S.A.M.; Circle K; BABSONIAN; Varsity Tennis; Varsity "B" Club; Student Cabinet; Senior Advisor; Intramural Athletics; Publications Board; Dean's List.



JOSE A. FULLADOSA L.
 BOGOTA, COLOMBIA
 MAJOR MANAGEMENT
 Alpha Kappa Psi; Newman Club; Sports Car Club; International Relations Club; EXEC; Intramural Athletics.

KENNETH S. FULTON
 SOUTH NATICK, MASS.
 MAJOR MANAGEMENT
 Dean's List.



JAMES L. GAGE, JR.
 ESPERANCE, N. Y.
 MAJOR INVESTMENTS
 Sports Car Club, Vice President; Alpha Kappa Psi; S.A.M.

CLIFFORD A. GAYSUNAS
NEWTON, MASS.

MAJOR ACCOUNTING
Alpha Kappa Psi, Corresponding Secretary; Senior Advisor; Student Government; Intramural Athletics, Dean's List.



NORMAN L. GOLDBERG
LOWELL, MASS.

MAJOR DISTRIBUTION
Alpha Delta Sigma, Secretary; Marketing Club, Secretary; Sinai Club; Intramural Athletics.

ROBERT H. GOODWIN,
JR.

SOUTH DARTMOUTH, MASS.
MAJOR DISTRIBUTION
Delta Sigma Pi, Social Chairman, Secretary; Marketing Club; Young Republicans Club; Society for Ethical Standards.



NOEL H. GOULSTON
FRAMINGHAM, MASS.
MAJOR ACCOUNTING

JOHN T. GREEN
CARNIGIE, PA.

MAJOR ACCOUNTING
S.A.M., Administrative Vice President; B A B S O N I A N, Associate Editor, Assistant Business Manager; EXEC, News Editor; Newman Club, Secretary; Epicurean Society; Student Government; Student Development Committee; Theatre Guild; Dean's List; Beta Gamma; Who's Who; Glee Club; Society for Ethical Standards; Intramural Athletics; Junior Marshal.



MICHAEL J. GREEN
WEST NEWTON, MASS.

MAJOR ACCOUNTING
Assistant Athletic Director; Basketball Manager; Varsity "B" Club; Student Development Committee; EXEC, News Editor.



THOMAS J. GREENSMITH
INDIAN ORCHARD, MASS.

MAJOR MANAGEMENT
Blue Key, Recording Secretary-Treasurer; Delta Sigma Pi, Historian; EXEC, Editor-in-Chief, Managing Editor; Parody Issue, Co-editor; S.A.M., Executive Vice President, Secretary; Epicurean Society, Treasurer; Junior Committee; Senior Advisor; Student Government; Publications Board; Newman Club; Intramural Athletics; Student Cabinet, Secretary; Dean's List; Theatre Guild; Delta Sigma Pi Mayoralty Chairman, '62, '64; Who's Who.

WILLIAM E. GREENSPAN
BRIDGEPORT, CONN.
MAJOR ACCOUNTING
Sinai Club, President; Tennis Team, Captain; S.A.M.; Student Cabinet; Varsity "B" Club; Intramural Athletics.



JAMES F. GRIM
ALLENTOWN, PA.
MAJOR FINANCE
Alpha Delta Sigma, Pledge-master; Marketing Club.

ARNOLD H. HANSEN-STURM
SCARSDALE, N.Y.
MAJOR DISTRIBUTION
Veteran's Club; Sports Car Club.



DANIEL S. HARRIS, III
WEST ISLEP, N.Y.
MAJOR MANAGEMENT
Alpha Kappa Psi, President; Varsity "B" Club, President; Intramural Athletic Director; Dormitory Director; Senior Advisor; Student Cabinet; Projection Committee, Chairman; Tri-fraternity Council.



CLARK L. HASTINGS, JR.
ROCHESTER, N.Y.
MAJOR MANAGEMENT

JOSEPH F. HAYES
WEST SPRINGFIELD, MASS.
MAJOR INVESTMENTS
Varsity Golf; Intramural Athletics; Student Government; Freshman Class Officer; S.A.M.; Delta Sigma Pi; Varsity "B" Club.



HARRY J. HEALER, JR.
DOVER, MASS.
MAJOR INVESTMENTS
Senior Advisor; Beta Gamma; Dean's List.

STUART L. HOFF
 NORTH MIAMI BEACH, FLA.
 MAJOR INVESTMENTS
 Varsity Soccer; Varsity Basketball; Intramural Athletics; Varsity "B" Club.



JOHN B. HOLTZ
 PEABODY, MASS.
 MAJOR DISTRIBUTION
 Student Government; Marketing Club, Treasurer.



DONALD IRWIN, III
 WELLESLEY, MASS.
 MAJOR ECONOMICS
 Student Government; Delta Sigma Pi; Junior Committee; Epicurean Club; Dean's List.



HUGH H. JOHNSON
 FRAMINGHAM, MASS.
 MAJOR MANAGEMENT



PAUL W. HYATT
 MELROSE, MASS.
 MAJOR DISTRIBUTION
 Varsity Hockey; Varsity "B" Club; Intramural Athletics; Veteran's Club, Treasurer; Marketing Club.



GERALD L. ISSOKSON
 FALMOUTH, MASS.
 MAJOR ACCOUNTING
 Sinai Club; Student Government; Senior Class Treasurer; Intramural Athletics.



KENT R. JOHNSON
 SQUANTUM, MASS.
 MAJOR DISTRIBUTION
 Flying Club, President, Treasurer; S.A.M.; Marketing Club, Secretary; Alpha Delta Sigma; Student Cabinet; Hutchinson Award.

PETER KELLIGREW
 GLEN FALLS, N.Y.
 MAJOR INVESTMENTS
 Intramurals; Newman Club,
 1st Vice President.



BRUCE A. KAUFMANN
 NEWTON CENTRE, MASS.
 MAJOR FINANCE
 Sinai Club; Dean's List;
 Beta Gamma.



RICHARD C. KIMBALL
 KENSINGTON, N.H.
 MAJOR INVESTMENTS
 Senior Class Vice President;
 S.A.M.; Student Develop-
 ment Committee, Secretary;
 Newman Club, President,
 Treasurer; EXEC, Sports Ed-
 itor, News Editor; Dormitory
 Proctor; Senior Advisor; Amer-
 ican Finance Assoc., Board
 of Directors; Student Cabl-
 net; Intramural Athletics.

RICHARD D. JORDAN
 REVERE, MASS.
 MAJOR ECONOMICS



STUART I. KAUFMAN
 GLEN COVE, N.Y.
 MAJOR FINANCE
 Varsity Golf; Varsity Tennis;
 Delta Sigma Pi; Sinai Club.



MARTIN KAZANJIAN
 WINCHESTER, MASS.
 MAJOR ECONOMICS
 Delta Sigma Pi; Economics
 Club; Circle K; Senior Ad-
 visor; Intramural Athletics.



ROBERT J. KATES
 BROOKLINE, MASS.
 MAJOR INVESTMENTS
 Flying Club; Business Eco-
 nomics Club; Beta Gamma;
 Dean's List; Wall Street
 Journal Finance Award; Al-
 pha Kappa Psi Scholarship
 Award; Delta Sigma Pi
 Scholarship Award.

KEITH S. KING
 FITCHBURG, MASS.
 MAJOR ACCOUNTING
 Intramural Athletics; Bryant
 Hall, Athletic Director.



RICHARD E.
 KIRATSOULIS
 SPRINGFIELD, MASS.
 MAJOR ACCOUNTING
 S.A.M.; Business Economics
 Club; Circle K, Treasurer.

FREDERICK A. KNIGHT
 STRATFORD, ONTARIO
 MAJOR ECONOMICS
 Alpha Kappa Psi; Blue Key;
 Junior Committee; Dormitory
 Proctor; Junior Class Presi-
 dent; Student Cabinet; Bus-
 iness Economics Club.



PETER A. KRACUNAS
 MANCHESTER, CONN.
 MAJOR ACCOUNTING
 S.A.M., Administrative Vice
 President; Newman Club,
 Parliamentarian; Alpha Del-
 ta Sigma.

DONALD A. KULA
 WOBURN, MASS.
 MAJOR DISTRIBUTION
 Alpha Delta Sigma, Presi-
 dent; Epicurean Society, Sec-
 retary; Tri-fraternity Coun-
 cil; Student Cabinet; Mar-
 keting Club.



STANLEY S. LABOVITZ
 LYNN, MASS.
 MAJOR INVESTMENTS
 Freshman Class Vice Presi-
 dent; Junior Class Vice Presi-
 dent; Student Government;
 Varsity Basketball; Varsity
 "B" Club; Sinai Club; Intra-
 mural Athletics.



ROBERT V. LANZA
 WELLESLEY HILLS, MASS.
 MAJOR DISTRIBUTION
 S.A.M.; Newman Club, 1st
 Vice President, Secretary;
 EXEC; Varsity Basketball;
 Marketing Club.

JOEL T. LAZARUS
BROCKTON, MASS.
MAJOR INVESTMENTS
S.A.M.; Circle K; Dean's
List.



DOUGLAS K. LEARMAN
BUFFALO, N.Y.
MAJOR INVESTMENTS
Delta Sigma Pi, Chancellor;
Varsity Hockey; Varsity "B"
Club; EXEC, Business Man-
ager; Publication Board, Ep-
icurean Society; Senior Ad-
visor.

JEFFREY L. LEVIN
WEYMOUTH, MASS.
MAJOR ECONOMICS
Varsity Hockey; Dean's List.



JACOB A. LEVY
MARBLEHEAD, MASS.
MAJOR FINANCE
Delta Sigma Pi; Varsity
Hockey; EXEC; Intramural
Athletics; American Finance
Assoc.; Varsity "B" Club.

LOREN I. LEWIS
NEW BRITAIN, CONN.
MAJOR MANAGEMENT
Sinai Club; Sailing Club; In-
tramural Athletics.



CHARLES H.
LINDENBAUM
ENGLEWOOD, N.J.
MAJOR ACCOUNTING
Sports Car Club.

DONALD E. MACDONALD
EDGEWOOD, R.I.
MAJOR MANAGEMENT
Veteran's Club, Intramural
Athletics.



MARVIN A. MAKOFSKY
CEDARHURST, N.Y.
MAJOR DISTRIBUTION
S.A.M.; Student Development
Committee; Sinai Club; EX-
EC; Varsity "B" Club; Var-
sity Swimming; Marketing
Club; Student Government;
Intramural Athletics.

JAMES A. MALONEY
 WAKEFIELD, MASS.
 MAJOR FINANCE
 S.A.M.; Newman Club; Business Economics Club, Treasurer; Marketing Club; Intramural Athletics.



ARTHUR E. MARCUS
 NEWTON CENTRE, MASS.
 MAJOR MANAGEMENT
 Business Economics Club.



STEPHEN A. MARSHALL
 LONG BEACH, N.Y.
 MAJOR ACCOUNTING
 Beta Gamma; Junior Class Secretary; Student Traffic Court; BABSONIAN, Sports Editor; Sinai Club, Vice President; Varsity Basketball, Manager; Student Government; Circle K; Junior Marshal; Who's Who; Dean's List.

MARK A. MAYZER
 NEWTON CENTRE, MASS.
 MAJOR FINANCE
 Business Economics Club, Secretary; S.A.M.; Marketing Club; Dean's List; Beta Gamma.



RICHARD T. MCINTOSH
 NEW YORK, N.Y.
 MAJOR FINANCE
 Traffic Court; Delta Sigma Pi, President, Treasurer; Dormitory Director; Chairman, Senior Advisors; Veteran's Club, Treasurer; Student Cabinet; Tri-fraternity Council; Dean's List.

BARCLAY A. MEGATHLIN
 ST. PETERSBURG, FLA.
 MAJOR ACCOUNTING
 Student Government, President; Judicial Court; Blue Key; Theatre Guild, Musical Director; S.A.M.; Delta Sigma Pi; Dormitory Director; Senior Advisor; Intramural Athletics; BABSONIAN, Literary Editor; Dean's List, Who's Who.



PHILIP B. MELEMED
 NEWTON CENTRE, MASS.
 MAJOR ACCOUNTING
 S.A.M.; Intramural Athletics.

RICHARD L. MILHENDER
BROOKLINE, MASS.
MAJOR ECONOMICS
Sailing Club; Young Republicans Club; Business Economics Club, President.



FRANCIS J. NOVAK
BUFFALO, N.Y.
MAJOR ECONOMICS
Newman Club.



RICHARD J. MELLON
AMESBURY, MASS.
MAJOR ECONOMICS
Newman Club; Varsity Golf; Business Economics Club.



ALEX J. MOLNAR
LORAIN, OHIO
MAJOR INVESTMENTS
American Finance Assoc., Chairman of the Board; S.A.M.; Young Republicans Club, President, Vice President; Varsity Tennis.



TJIN AN ONG
SINGAPORE, MALAYSIA
MAJOR ECONOMICS
Student Government; S.A.M.; Business Economic Club; Intramural Athletics; Marketing Club; Intramural Ping Pong Champion.



STEPHEN A. MENTZER
WORCESTER, MASS.
MAJOR ACCOUNTING



L. THOMAS MORSE
N. ATTLEBORO, MASS.
MAJOR ACCOUNTING
S.A.M., President; Circle K; Dean's List; Student Cabinet; EXEC; Intramural Athletics.

JULIO M. ORNELAS
 CHIHUAHUA, MEXICO
 MAJOR DISTRIBUTION
 Newman Club; Hoot'n New-
 man Winner; Sports Car
 Club; Epicurean Society; In-
 ternational Relations Club.



ROBERT W. PIERCE, JR.
 WESTON, MASS.
 MAJOR DISTRIBUTION
 Marketing Club; Chairman.
 Senior Advisors; Intramural
 Athletics; Dean's List.



JOHN A. PLIAKAS
 PROVIDENCE, R.I.
 MAJOR INVESTMENTS



JEFFREY P. RAYNER
 PITTSFIELD, MASS.
 MAJOR ACCOUNTING
 Circle K. Corresponding Sec-
 retary; Business Economics
 Club; Intramural Athletics;
 Dean's List; Beta Gamma.



PETER N. PANOS
 ATKINSON, N.H.
 MAJOR FINANCE
 Delta Sigma Pi; EXEC.



HOWARD W. PIKE
 DOVER, MASS.
 MAJOR DISTRIBUTION
 Alpha Kappa Psi.



JOSEPH J. POWERS, JR.
 CAMBRIDGE, MASS.
 MAJOR ECONOMICS



PETER W. REINKE
WILLIAMSTOWN, MASS.
MAJOR FINANCE
Business Economics Club;
Marketing Club; Young Re-
publicans Club; Intramural
Athletics; Theatre Guild.



PAUL M. REYNOLDS
HOLLYWOOD, FLA.
MAJOR ECONOMICS



WILLIAM H. RICHARDS
FORESTDALE, MASS.
MAJOR MANAGEMENT
Circle K.

A. WAYNE ROBERTS
LEXINGTON, MASS.
MAJOR FINANCE
Student Government, Treas-
urer; Varsity "B" Club, Vice
President; Delta Sigma Pi;
Varsity Soccer, Captain; Var-
sity Basketball; Varsity
Swimming; Theatre Guild;
Senior Advisor; Junior Com-
mittee; Business Economics
Club; Publications Board;
Student Development Com-
mittee; Intramural Athletics;
Who's Who.



JOEL B. ROGERS
NEEDHAM, MASS.
MAJOR ACCOUNTING

ROBERTSON T. ROOT, III
MONTCLAIR, N.J.
MAJOR MANAGEMENT
Intramural Athletics.



J. CHARLES ROSENTHAL
CRANSTON, R.I.
MAJOR ACCOUNTING
Delta Sigma Pi, Treasurer;
S.A.M., Treasurer; Theatre
Guild, President; Sailing
Club; Blue Key; Student
Cabinet; Junior Committee;
Senior Advisor.

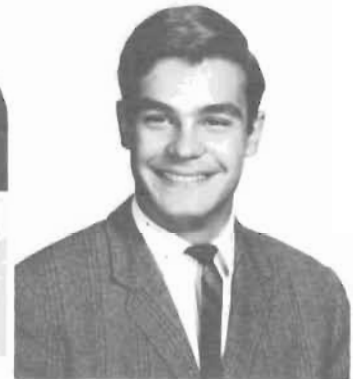
S. LEE ROTH
HACKENSACK, N.J.
MAJOR MANAGEMENT
S.A.M.; Alpha Kappa Psi.



WILLIAM J. RYAN
CHEEKTOWAGA, N.Y.
MAJOR MANAGEMENT
Newman Club.



ENRIQUE SABAL
CARACAS, VENEZUELA
MAJOR MANAGEMENT
Varsity Soccer; Varsity "B"
Club; Alpha Kappa Psi, Re-
cording Secretary, Parliamen-
tarian; Sports Car Club; Ep-
icurean Society; Senior Ad-
visor.



GARY W. ROTTENBERG
CARACAS, VENEZUELA
MAJOR ECONOMICS
International Relations Club;
Sinai Club; Varsity Soccer;
Varsity Tennis.



RANDALL P. ROYKA
ROCHESTER, N.Y.
MAJOR ACCOUNTING
Alpha Delta Sigma, Record-
ing Secretary; Junior Class
Treasurer; Senior Advisor,
Dean's List.



ROGER W. SAART
NATICK, MASS.
MAJOR MANAGEMENT



MICHAEL I. SCHULMAN
MIDDLETOWN, CONN.
MAJOR DISTRIBUTION
Marketing Club; Sinai Club;
Young Republicans Club;
Glee Club; Theatre Guild.

LAMBERT SCHUYLER, JR.
READING, PA.
MAJOR MANAGEMENT
Dean's List.



JULIAN C. SCHWAB
CINCINNATI, OHIO
MAJOR DISTRIBUTION
S.A.M.; Sinai Club; Theatre
Guild; Intramural Athletics;
Student Development Com-
mittee.

ALAN M. SCHWARTZ
NEWTON, MASS.
MAJOR FINANCE
Alpha Kappa Psi, Vice Pres-
ident; Junior Committee;
Mayoralty Candidate.



BARRY T. SHAPIRO
FLINT, MICH.
MAJOR FINANCE
Alpha Kappa Psi, Recording
Secretary.



HOWARD B. SHORE
FRAMINGHAM, MASS.
MAJOR ACCOUNTING
Alpha Delta Sigma, Vice
President, Treasurer; Busi-
ness Economics Club, Treas-
urer; Marketing Club; Jun-
ior Committee; Senior Ad-
visor; Sinai Club.

JOHN M. SHUTTS
SCHENECTADY, N.Y.
MAJOR INVESTMENTS
Epicurean Society; Delta
Sigma Pi; Attendance Regu-
lations Committee; Student
Government; Sports Car
Club, EXEC, Junior Commit-
tee Chairman; Senior Ad-
visor.



PETER J. SINNOTT, III
LARCHMONT, N.Y.
MAJOR INVESTMENTS
Freshman Class President;
EXEC; Newman Club; Delta
Sigma Pi, 1st Vice President;
Senior Advisor; Varsity "B"
Club, Vice President, Secre-
tary; Varsity Swimming,
Captain; Varsity Tennis, In-
tramural Athletics.

MICHAEL D. SLEEPER
 WORCESTER, MASS.
 MAJOR ECONOMICS
 Alpha Kappa Psi; Student
 Development Committee; Si-
 nai Club; Varsity Swimming.



GARY F. SNERSON
 NEWTONVILLE, MASS.
 MAJOR FINANCE
 Varsity Swimming; Theater
 Guild; Dean's List.



ERIC STAHLBERG, III
 NORTHAMPTON, MASS.
 MAJOR FINANCE
 Intramural Athletics.



DONALD C. SMITH
 STONEHAM, MASS.
 MAJOR FINANCE
 Alpha Delta Sigma, Secretary;
 Intramural Athletics; Senior
 Advisor.



GEORGE B. SNOW
 MARBLEHEAD, MASS.
 MAJOR ACCOUNTING
 S.A.M.; American Finance
 Assoc., Secretary-Treasurer;
 Sailing Club, Vice-Commo-
 dore; Epicurean Society.



DAVID E. SOULE
 AMESBURY, MASS.
 MAJOR INVESTMENTS
 ALUMNI BULLETIN, Ad-
 vertising Manager; Business
 Economics Club.



WILLIAM E. TAYLOR
 ROCHESTER, N.Y.
 MAJOR DISTRIBUTION
 Judicial Court; Blue Key;
 Student Government, Vice
 President.

GERALD R. TENEYCK
MILFORD, CONN.
MAJOR ACCOUNTING
Varsity Soccer.



LEO C. THIBEAULT
WINCHESTER, MASS.
MAJOR FINANCE
Dean's List; Student Government; Newman Club, Treasurer; Delta Sigma Pi.

STEVEN C. TOPOR
NEW BEDFORD, MASS.
MAJOR MANAGEMENT
Varsity Basketball, Sinai Club.



DARYLL C. TRAVERS
HOPEDALE, MASS.
MAJOR DISTRIBUTION
Varsity Soccer; American Marketing Assoc.; Theater Guild; Intramural Athletics; Dean's List.

EDWARD C. TREWHELLA
MANCHESTER, CONN.
MAJOR MANAGEMENT
Delta Sigma Pi; Mayoralty Committee, (honorary member); S.A.M.; Epicurean Society; Student Government.



PHILIPS W. UPHAM
CANTON, MASS.
MAJOR MANAGEMENT
Blue Key; Alpha Kappa Psi, Master of Rituals; Circle K, Charter Vice President; Business Economics Club; Student Development Committee; Dormitory Proctor; BABSONIAN; EXEC; Intramural Athletics; Senior Advisor; Second Prize, Robert Murray Memorial Advertising Contest.

J. ROYDEN WARD
WESTON, MASS.
MAJOR INVESTMENTS
Varsity Swimming; Intramural Athletics; Varsity "B" Club; S.A.M.



ROBERT E. WEISSMAN
WEST SPRINGFIELD, MASS.
MAJOR INVESTMENTS
Judicial Court, Chairman; Blue Key, Corresponding Secretary; Delta Sigma Pi, 2nd Vice President; Co-chairman, '64 Mayoralty; Honors Day Speaker, '64; Research Assistant to the Dean of the Graduate School; Who's Who; Flying Club, Vice President; S.A.M.; Epicurean Society, Treasurer; Dean's List; EXEC, Features Editor; Parody Issue, Co-editor; Student Government; Student Development Committee; Publications, Board.

JOHN L. WHELAN
CHATHAM, MASS.

MAJOR INVESTMENTS
Varsity Sailing Team; Varsity "B" Club; Delta Sigma Pi, President, 1st Vice President; Blue Key, President; Student Cabinet, Chairman; Judicial Court, Secretary; Dean's List; Tri-fraternity Council; EXEC, Sports Editor; BABSONIAN, Co-Sports Editor; Senior Advisor; Epicurean Society; Who's Who.



RICHARD H. WHYNOCK
IPSWICH, MASS.
MAJOR MANAGEMENT
Newman Club.



JOHN M. WILLIAMS
NATICK, MASS.
MAJOR FINANCE



JEFFREY M. ZACK
AKRON, OHIO

MAJOR INVESTMENTS
Mayor of Campus, '63-'64; Epicurean Society, President; Student Cabinet; EXEC; S.A.M.; Student Government; Newman Club; Sinai Club BABSONIAN; S.A.M. Mayoralty Campaign Manager, '64.



ROBERT J. WHITE, JR.
BAYVILLE, N.Y.
MAJOR MANAGEMENT
Varsity Basketball; Varsity Bowling; Varsity "B" Club; Intramural Athletics.



ROBERT A. WILKINSON
MARION, INDIANA
MAJOR FINANCE
Babson Institute Social Chairman; Alpha Kappa Psi; Sailing Club.



PETER M. WILSON
NATICK, MASS.
MAJOR MANAGEMENT
Varsity Golf; Varsity Swimming; Intramural Athletics.



ROBERT ZARTARIAN
ARLINGTON, MASS.
MAJOR MANAGEMENT
S.A.M.; Young Republicans Club.

NOT PICTURED

Thomas J. Borrelli
Frank M. Braisted, Jr.
Philip Caplin
Jeffrey M. Feldman
Hadley N. Flint
Levie E. Gayton
Kenneth M. Hamwey

James P. Hood
Stuart P. Kimball
Kenneth M. Koff
Robert L. Levi
Peter E. Madden
Stanton T. Oppenheimer
Joseph F. Park, Jr.

David Pope
Paul M. Principe
Robert M. Rosenzweig
William F. Tobin
Alan V. Waltach
George R. Wierdsma, II
Morris W. Wilson, Jr.



PETER C. ALBERTINI
DOVER, MASS.
MAJOR FINANCE



PHILIP C. DIONNE
NEEDHAM, MASS.
MAJOR FINANCE



DAVID J. FERRARI
WELLESLEY, MASS.
MAJOR ACCOUNTING



FRANK A. MANGUSO
NEWTON CENTRE, MASS.
MAJOR ACCOUNTING



ROBERT C. COLEMAN
HYANNIS PORT, MASS.
MAJOR FINANCE



JOSEPH C. DONNELLY,
JR.
YORK HARBOR, ME.
MAJOR ACCOUNTING



ROBERT C. FOCHT
SOUTH NATICK, MASS.
MAJOR MANAGEMENT



WILLIAM F. MARKEY, JR.
AUBURNDALE, MASS.
MAJOR FINANCE

Graduate School

STUART E. SANDLER
 NEWTON, MASS.
 MAJOR MANAGEMENT

ROBERT H. MASOW
 WEST NEWTON, MASS.
 MAJOR FINANCE



ARTHUR M. STEWART, III
 NEEDHAM, MASS.
 MAJOR MANAGEMENT



WARREN J. SIMMONS
 BROOKLINE, MASS.
 MAJOR FINANCE



EDWARD H. TATE, II
 CAMBRIDGE, MASS.
 MAJOR FINANCE

WINDLE B. PRIEM
 WELLESLEY HILLS, MASS.
 MAJOR FINANCE

NOT PICTURED

- Charles E. Aucoin*
- Kevin L. Barry*
- Richard J. Blechman*
- Richard F. Connolly, Jr.*
- David M. DuPont*
- John A. Ferguson*
- Edward J. Hamwey*
- Robert A. Hyland*
- George J. Rizzo*
- Kevin B. Ryan*
- John J. Schlueter*
- Bruce A. Simmon*
- Neal M. Smith*
- Aaron Sockol*
- John K. Storkerson*
- Theodore F. P. Villa*
- John F. Wallace, Jr.*
- Guy R. Walmsley*

EVENING PROGRAM



Dr. Frank C. Genovese

June 15, 1964 was an important day for the Evening Program of Babson Institute. This was the graduation day for the first six students who completed our requirements for the Master's of Business Administration degree while attending school at night. Thus plans laid three years ago have now come to their most meaningful fruition.

The number of graduates will grow in the future since enrollment has climbed steadily. From its initial size of fifty-eight students the program has expanded to the point of providing instruction for one hundred and fifty students in its third year.

From its first year offering of nine classes the schedule has expanded to seventeen. The list of courses has been added to as well. The first catalogue described twenty-four courses while the present describes an offering of thirty-one. Among these are the first courses at Babson dealing with computers and ideation.

Instruction in the evening is by necessity a two-way street. Students who, at an average age of thirty-three years, have spent approximately twelve years in industry since obtaining their undergraduate degrees not only bring text-learned knowledge to class but also their years of experience.

The most important thing about the Evening Program, however, is its graduates. Our first six are the beginning of a long line of men who possess intelligence, perception, and steadfastness, and who are willing to sacrifice their other activities during their three years of study. They have produced a high standard of academic performance for those next in line to emulate.

*Frank C. Genovese
Evening Program Director*

GEORGE S. HENNESSEY
BOSTON, MASS.
BOSTON COLLEGE

CHARLES J. FOX
WESTWOOD, MASS.
BOSTON COLLEGE



JOHN E. PHALEN
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BABSON
INSTITUTE
—
PROFESSIONAL
BUSINESS
EDUCATION

PRESIDENT



BABSON INSTITUTE OF BUSINESS ADMINISTRATION
BABSON PARK, MASSACHUSETTS

OFFICE OF THE PRESIDENT

June 15, 1964

To the Members of the Class of 1964:

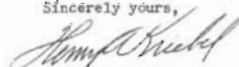
Each year the President exercises his prerogative to place before you in the class yearbook a few words of admonition and hope: admonition that you go forth and conquer all before you, and hope that having done so you will retain fond memories of your alma mater. This is as it should be but I harbor no illusions that the principal purpose of this yearbook of the class of 1964 will be to serve as a guide and inspiration to the members of that class.

As this is written, I have not seen the yearbook but unless it differs markedly from its predecessors it will deal primarily with people; with students, with faculty, and even with administration; in both formal and not so formal pictures. It will attempt to capture the spirit of Babson which is in effect the distillation of the feelings of all those portrayed in these pages. May I join with the editors in hoping that this book may give you pleasure as you first review it, and again in the years to come as it helps you to recapture the flavor of college days which will always represent an important part of your life.

If there is any message which can be drawn from these pages, it is that of the importance of the individual. Groups and organizations are significant but I am sure that over the years it will be the individual members of these groups who will stand out in your memory. What has been true at Babson will apply with equal force to all phases of your life. In a world which is increasingly well organized it is easy to think only in terms of group actions and it is true that significant progress can be made only through organized effort. Nevertheless, any accomplishment made at the expense of the dignity and value of the individual is bound to be a hollow one.

To each of you, my best wishes for the future.

Sincerely yours,



Henry A. Kriebel
President

VICE PRESIDENT

In the quest for academic excellence many improvements, which have been felt this year and will become increasingly obvious in future years, have been made at Babson. One of these was the appointment of Everett W. Stephans to administer the post of Vice President in charge of Development. Mr. Stephans' aggressive and vigorous manner was well-known when he was Dean of Students. Now as administrator of progress these traits are expected to become more evident and more valuable to the Institute.

The administrative division of development has been revamped markedly under Mr. Stephans' direction. For the first time the division has become an unquestionable permanent part of the organization of Babson Institute. Several divisions of the college have already felt its influence; among them being the admissions department which was revamped in regard to personnel and policy.

In addition to his duties with the officers of the Institute, Mr. Stephans has been working closely with the Student Development Committee on plans for the new Student Commons. After only one year in his new position, Mr. Stephans has already distinguished himself at Babson by being the driving force behind many of our much-needed improvements.



Dr. Everett W. Stephans

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Wellesley Hills, Mass.

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Worcester, Mass.

Laurence W. Simonds
Newton Center, Mass.

DEAN OF STUDENTS



Paul C. Staake, Jr.

BABSON INSTITUTE
OF BUSINESS ADMINISTRATION

OFFICE OF
DEAN OF STUDENTS

BABSON PARK, MASSACHUSETTS, 02157
TELEPHONE: (AREA 617) 235-1200

June 15, 1964

To the Class of 1964:

I would like to offer all of you my congratulations and my thanks--congratulations upon receiving your degrees and thanks for the contributions you have made toward changing and improving your college.

I know it is difficult, sometimes, from a perspective of only three years, to appreciate how dynamic and alive your alma mater is. One reason this is so is that each class makes worthwhile contributions either directly through suggestion or indirectly as their attitudes and reactions influence those responsible for making decisions. It takes a little time to weigh, evaluate, plan and organize for change and improvement, but it is continually happening. Consider, for example, the fact that the Student Judicial Court, the Four-Hour Curriculum, the Beta Gamma Scholarship Society, the Development Program, and the Revision of our Administrative Organization are all changes and innovations that have taken place during your stay; yet, each of these was either suggested or was in the administrative planning stage some time before your arrival for freshman orientation. Those most interested in these changes often wondered if their hopes would be realized, just as I know many of you wonder if ideas you may have had will influence the future of Babson Institute. I would urge you to return to the campus a few years from now to see if you can recognize some new development or improvement that may have been suggested or discussed by students, faculty and administration during your college years. I am confident that you will.

It is my hope that the year 1964 will mark the beginning of long, happy and rewarding careers for each of you. The future reputation of our college depends in large measure on you, our alumni. I am confident that it is in good hands.

Sincerely,
Paul C. Staake Jr.
Paul C. Staake, Jr.
Dean of Students



Dr. Walter H. Carpenter, Jr.

DEAN OF FACULTY

The academic year 1963-1964 has been another period of progress in curriculum development and faculty activity. The curriculum objective is to have one that is uniform, well balanced between professional and liberal arts areas, and tightly knit to prevent unnecessary duplication.

During the past decade, the curriculum has been subjected to several major revisions, as well as numerous minor revisions. These changes reflect the faculty's opinion that however good a specific curriculum may be, it can always be improved to better meet the overall objectives of the Institute.

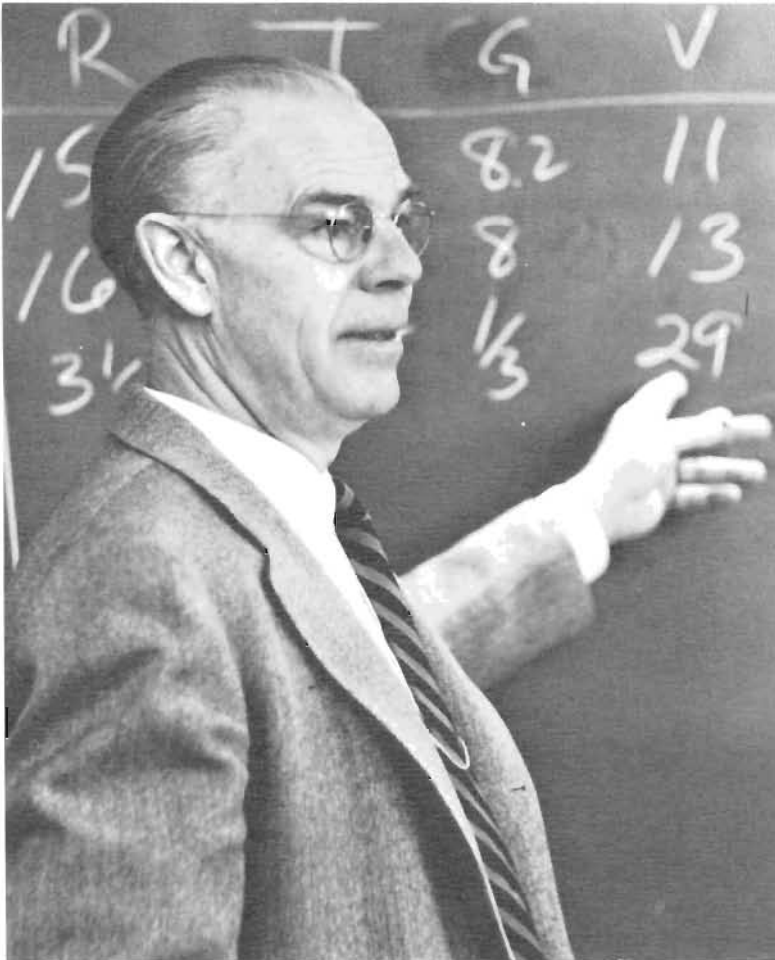
The first recommendation of the special committee on EDP will be implemented in the fall of 1964 when Professor Bowen will offer a new course in Computer fundamentals. In the near future the Academic Affairs Committee is expected to resolve the questions surrounding special opportunities for the superior student. The content of many courses has been reviewed and upgraded to the demands of the professional fields involved. These efforts demonstrate, in part, that our curriculum is dynamic rather than static, as any program must be to keep abreast of the challenges our graduates will meet in their forthcoming careers.

Along with other forward-looking schools of business, Babson has put increased emphasis during the past years on terminal degrees as a measure of faculty competence. The teaching staff this year contains a higher percentage of men with the terminal degree in their subject area than ever before.

Rank and tenure, introduced in 1961, are intended to help attain the quality goal that is desired by every school of higher learning. Rank provides a means of rewarding performance through public and financial recognition while tenure provides the Institute with a probationary period during which it can assess a faculty member's quality and give a faculty member security after he has demonstrated a requisite quality level.

As the quality of the faculty is increased, more and more revisions can be expected, for Babson is a college which emphasizes acceleration, and its faculty is an example of this program. Under the leadership of Dean of Faculty Dr. Walter H. Carpenter, further positive changes can be expected in the near future.

DEAN OF GRADUATE SCHOOL



Dr. Wilson F. Payne

The Graduate School of Babson Institute has been growing at a phenomenal rate since it was established in 1951. This unusual growth is believed to be due to the increased understanding of the value of the graduate level of education in the competitive society. The higher level of education which is offered provides students with an enlightened view of the complexities of their fields. The M.B.A. degree is given in the fields of accounting, distribution, finance and investments, and industrial relations.

Attracting the more mature and serious young people, the Graduate School student understands where he is going and how he is getting there. He is attracted to an environment where he can compete with equally motivated peers and can learn and express himself as an individual. The School is designed to appeal to such an aggressive and self-motivated individual. He is eager to learn in principles and theory courses, and will apply his learning through discussion while participating in seminars and case courses. Dr. Wilson F. Payne, Dean of the Graduate School, stresses that the School is designed to parallel many of the functional areas of the business world, and thus will orientate its students for their first experiment as professional businessmen. The success of its alumni is testimony to the excellence of the School.

EVENING PROGRAM DIRECTOR



Dr. Frank C. Genovese

As Director of the Babson Evening Program, Dr. Frank C. Genovese, has been able to bring the program from a modest beginning three years ago to a successful and vital organ of the college. The Program now offers thirty-one courses to over one hundred and fifty students.

Graduation day, 1964, saw the first

graduates of the Evening Program received their degrees as Master's of Business Administration. It has been through the diligent work of Dr. Genovese and his staff that this initial step was made, and their continuing efforts have made a prosperous future for the Program a reality.



Nicholas M. Razetski, DIRECTOR OF ADMISSIONS, is one of the most important men at Babson, for it is through his efforts that the quality of the student body must be established. His outstanding success is obvious as one evaluates the increasing potential of the students Mr. Razetski brings to Babson.

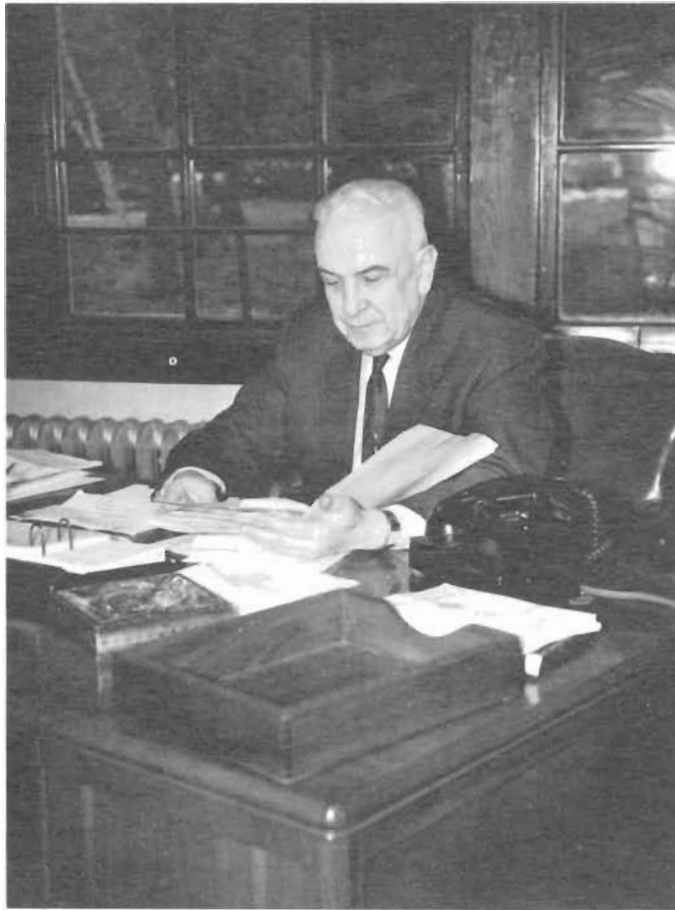
The 1963-1964 year marks the end of Mr. Razetski's career at Babson as he is leaving to assume a post at Chauncy Hall. In his position here he has travelled countless miles to explain the unique features of the Institute and interview prospective applicants. As a result of this traveling, the number of applications received in the admissions office has increased rapidly in the past few years. Mr. Razetski's contribution of ideas, time, and labor to the betterment of Babson Institute will not be soon forgotten.

One of the most versatile men in the administration is the present ASSISTANT DIRECTOR OF ADMISSIONS, Mr. Frank Winch, II. As assistant to Mr. Razetski, he has travelled throughout the United States in search of the prospective Babson student.

Being a Babson graduate of the class of 1960, Mr. Winch has been able to bring many new ideas before the administration. He has also displayed an active interest in student activities, and has become somewhat of a liason between the students and the administration.

In the 1964-1965 academic year, Mr. Winch will assume the post of Director of Admissions thus bringing youthful vitality and new ideas to keep the admissions program moving at an even faster pace.





Mr. James G. Hawk serves Babson Institute as BUSINESS MANAGER and Director of Student Residences. He received his Bachelor of Arts degree from Princeton University and has been associated with Babson since 1947. His fine ability in the field of business finance has kept the school expenditures at a minimum, as he has been able to adhere to the Institute budget successfully for the past several years.

Mr. Hawk is also in charge of directing all maintenance operations on campus, and the hiring of Institute employees. More recently he has been deeply involved in the overseeing of the construction on the new Gordon Trim Dining Hall.

Doris M. Tracy is in constant contact with the students as EXECUTIVE SECRETARY TO THE BUSINESS MANAGER. Arranging for dormitory and off-campus accommodations which will suit students' individual preferences must be completed before they arrive for the new academic year. She is, however, better known for her work with the Student Traffic Court to which she sends confirmation of violations and keeps complete records of unpardoned offences. A graduate of Katherine Gibbs School, Miss Tracy has been with Babson Institute for 17 years.



As CHIEF ACCOUNTANT, Mr. Coughlin is the author of the several thousand bills sent to students and parents each year. In addition it is his responsibility to see that the Institute completes each year on a financially sound basis. A Certified Public Accountant, Mr. Coughlin came to Babson in the fall of 1963.



It is the responsibility of the ASSISTANT DIRECTOR OF PLACEMENT to assist students and alumni in their search for full-time employment. Elisabeth C. Kebbe fulfills that responsibility. In their search for potential management material, companies send executives to interview students at many colleges and universities. Miss Kebbe arranges such interviews which take place at Babson. She is always available for consultation and willingly helps students prepare for interviews which may or may not net them their first contract. Realizing that the transition from academic life to the business world is not easy, Miss Kebbe recommends that students assess their abilities, interests, and shortcomings.



The Sir Isaac Newton Library has been changing in the past year. Significant increases in the business collection and especially in the fields of the liberal arts have made an excellent library better. The importance of the LIBRARIAN of an academic library cannot be overemphasized. During her first year as Librarian, Marjorie W. McLeod has made a number of changes in order to streamline the operation and improve the Library's collections. The library staff, under the intelligent and aggressive direction of Mrs. McLeod, hopes to provide the students with an unsurpassed academic library in the near future.

In addition to his many duties as Chairman of the Division of Distribution, Dr. Bertrand R. Canfield coordinates the activities of the Babson Alumni Association as DIRECTOR OF ALUMNI RELATIONS. Traveling throughout the nation and the world, Dr. Canfield assists the Association in its effort to keep the alumni in touch with the changes and activity taking place at their alma mater. A portion of the success of the fund raising campaign for the new dining hall can be attributed to his efforts.



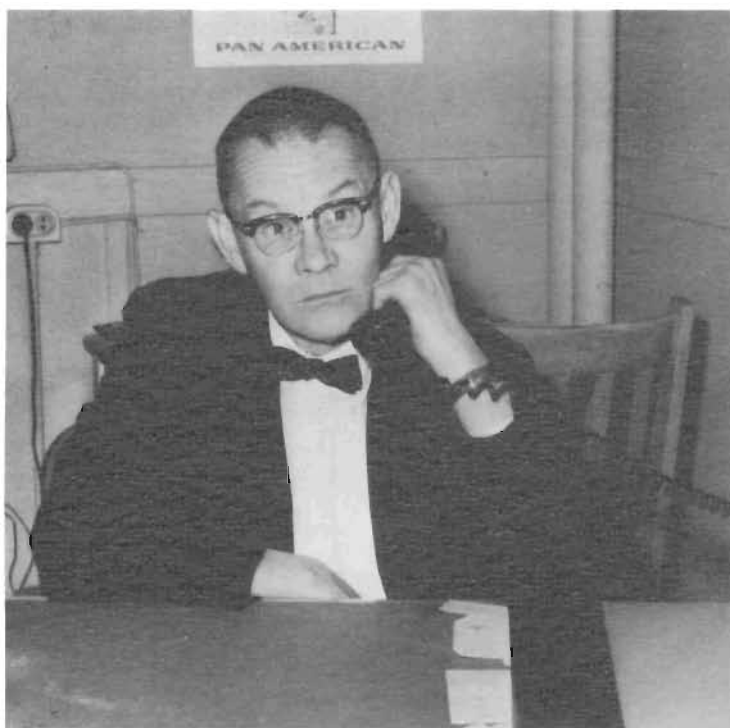


Mr. Stewart Stokes came to Babson in 1963 after being associated with the administrations of Northeastern University and University College. A 1956 graduate of Babson Institute, Mr. Stokes returned to fill the position of REGISTRAR which was left vacant by the promotion of Paul C. Staake to Dean of Students.

Mr. Stokes distinguished himself during his undergraduate career at Babson by becoming a member of the Blue Key National Honor Society, and by winning the Macy-Wheeler Award for naturalness, friendliness, persistence, and loyalty.

Mr. Leonard Wood was appointed by the Board of Trustees to fill the post left vacant by Mr. Gerald Powers. As DIRECTOR OF PUBLICITY, Mr. Wood is responsible for keeping the name of Babson in constant view in newspapers, magazines, trade journals, and on radio and television.

Mr. Wood's wide range of experience was a deciding factor in his selection by the Board. Being associated with some of the nation's largest magazines, newspapers, and advertising agencies before coming to Babson, and conducting the first Congressional Campaign for Mrs. Clare Booth Luce, Mr. Wood has shown that the Babson publicity department has the potential of being one of the most effective departments of its kind in the field of educational public relations.





In order to maintain the environment for academic excellence at an institution such as Babson, changes must always take place. But these changes must be based on logical reasoning and planning. They must be improvements. Thought and money must be directed to the right areas in order to produce the best results. Thus, institutional research has become one of the duties of the administrators of the Institute.

As DIRECTOR OF RESEARCH, the responsibility of investigating areas in need of improvement is that of Earl K. Bowen. Improvements can take many forms; curricular or extra-curricular, plant changes, administrative or faculty changes or increases, and many others. The movement could be felt this year as two improvements took place. The Trim dining hall was nearing completion, and the four credit hour program was instituted.

Next year it is hoped that the Honors Program and the Student Commons will become part of the academic mix.

With the help of Mrs. Linda Adams, head of PART-TIME EMPLOYMENT, many students have been able to obtain that extra spending money to pay for a Weekend or even to help finance their education at Babson. This year students have earned close to \$40,000.00 from over 3,000 part-time job placements provided through her office. Mrs. Adams, who has been at Babson for eight years, likes to work with the students, and students like to work with her.



In Memoriam



Freedman T. Putney

Vice President and Treasurer

editor's note

Within this space provided for the editor's note I would like to express my appreciation to the people who were invaluable in making the 1964 BABSONIAN a reality. First and foremost among this small group is the Associate Editor of the 1964 BABSONIAN, John T. Green. Mr. Green must share equally with me the feeling of accomplishment upon completion of this book, for he shared more than equally in the work needed to produce it. Members of the editorial board Barclay Megathlin, John Whelan, John Eustace, and Barry Freedman deserve much credit, also, for the long hours they devoted to the preparation of copy and the designing of the layout for the book. In addition, Business Manager Gary Reynolds and his assistants Paul Hirsch, Malcolm Cook, and Peter O'Keefe proved to be an effective and successful team that made our yearbook the financial success it must be.

It is the sincere hope of all of the members of the staff that the 1964 BABSONIAN has accomplished all that was promised in the Foreword, and that the students of Babson Institute, for whom this book was published, will look upon it as a cherished reminder of their fruitful college days.

R.A.E.

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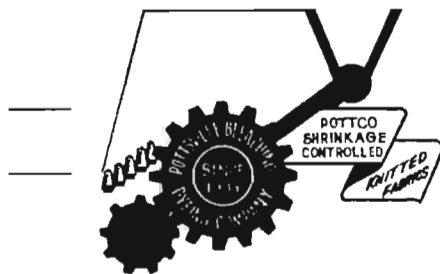
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