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To the Members of the Class of 1969:

It seems most likely that my message to the Members of the Class of 1969 will not be the principal focus of attention when you review this yearbook next fall. Some ten years hence, when you blow the dust off the book before checking to see what your roommate looked like "back then," your curiosity could prompt you to wonder what might have been of concern to the President at that time.

My concern is, and will continue to be, that Babson provide the kind of education which will prepare you for the learning process which must go on until you cease to be an active participant in the world around you. Today we talk about the importance of continuing education in the role of the college. It is important because education is indeed a continuing process.

If we have helped you in acquiring the art of learning, a feeling for what is important, what is relevant, a beginning in the subtle process of analyzing facts in ways that can usefully affect your judgment, then we will have made a significant contribution to your continuing education.

The problems that face you are indeed numerous and difficult. However, the resources for their solution which are available to you are also greater than ever. May the challenge stimulate rather than overawe you. May you look forward with hope and determination and in future years look back with pleasure and satisfaction at the time spent at your alma mater.

Best wishes,

Henry A. Kriebel
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Babson
COLLEGIATE EDUCATION FOR BUSINESS

To the Class of 1969:

As members of Babson's Fiftieth Graduating Class you will be the last to refer to your alma mater as "The Institute." Beginning next fall we shall be calling ourselves Babson College.

To me, the primary significance of this change is symbolic rather than substantive, for Babson has been a college ever since it began awarding degrees immediately following World War II. The name change symbolizes, I feel, the beginning of our second fifty years and the implementation of the Babson Master Plan. Hopefully, by the time you return for your fifth reunion the first phase of our new Development Program will be complete. We should have some 1500 students attending classes and studying in our new Educational Center on the site of the present main parking lot, and we should have new dormitories and a substantial number of coeds brightening up the campus scene. Many of your class have played significant roles in getting us under way. Without your help it wouldn't have been possible. We sincerely hope you will continue to be interested in and proud of your college. We shall do our best to deserve your support.

Finally, it is my hope that the year 1969 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 it is in good hands.

Sincerely,

Paul C. Staake Jr.,
Dean of Students
FRANK WINCH, II, DIRECTOR OF ADMISSIONS

LAWRENCE A. GROVES, ASSISTANT DIRECTOR OF ADMISSIONS

R. ELLIOTT McBRIEDE, ADMISSIONS COUNSELOR