When we returned to school in September our beloved and ancient Coke machines had been replaced with new Pepsi machines. As if over the summer an army of Pepsi machines marched in, attacked and defeated the reigning Coke machines. Pepsi, "the choice of a new generation," proved to be just as, if not more, successful at Babson as Coca-Cola. In April, the introduction of Slice and Diet Slice took the campus by storm. When school ended Coke had taken a radical move in the cola war, they updated their secret formula, which had led them through 99 years of successful business.
It only takes a second to say goodbye
Say goodbye
It only takes a second to say goodbye
Say goodbye, say bye bye,
Where are you going to now?

Seconds

U2
College is like a spiral staircase, you start at the bottom and end at the top. There are many steps and phases that have to be gone through to get to the top. Every semester you start again, but not at the same spot you started the last semester on, but directly above that spot and exactly where you stopped last. Learning has a cumulative effect, not allowing you to jump ahead without going through the proper procedures and knowing what your supposed to. Each step is more enlightening than the last. When your at the top, the destination or goal, it is time to move on to new and greater challenges.
Reach the stars, Fly a fantasy, Dream a Dream
And what you see will be.
Rhymes that keep their secrets
When they float behind the clouds
And there upon the rainbow is the answer to our never-ending story.

Never Ending Story
Limahl
Some scenes are seen everyday, whether it be ALA students in front of Hollister or parking tickets on cars. They become a part of our life. We get used to the pub on Thursday nights, and know Wednesday Dinner is Gourmet night, whether it be London broil and fried clams or lobster. We know and expect certain regularities in our daily routine, even when we’re in the midst of doing something spontaneous and out of the ordinary.
Daylight turns to moonlight — and I'm at my best
Praising the way it all works — and gazing upon the rest
The cool before the warm
The calm after the storm;
I wish to stay forever — letting this be my food
But I'm caught up in a whirlwind and my ever changing moods

*My Ever Changing Moods*

The Style Council
With one hand on reality and one in the unknown, we kept our eyes moving.

All the time, we wondered if we would ever become a part of all the teeming activity and manage to make friends, handle what money we had left over from the onslaught of early semester bills, become friends with our roommates and emerge from everything ready to find a job and walk with confidence.
When I was younger, so much younger than today,
I never needed anybody's help in any way
And now these days are gone I'm not so self assured
Now I find I've changed my mind.
I've opened up the doors.

*Help*

*Beatles*
The times are tough now
Just getting tougher
This old world is rough
Its just getting rougher
Cover Me
Bruce Springsteen
Campaign '84 looked as if it was going to a tough race from the beginning. The democrats were torn between Gary Hart and Walter Mondale as their candidate. Mondale eventually became the democrats choice through his "Where's the Beef?" campaign (borrowed from Wendy's successful ads). After choosing Geraldine Ferraro as his running mate, it appeared as if the Democrats had a good chance against the incumbent President Reagan. In the end, the President was reelected with the largest landslide victory in American history, failing only to capture the electoral votes of Minnesota and Washington D.C.
Ethiopia was continually in the news during 1984 and 1985. After several years of drought and poor harvests the Ethiopians were facing one of the largest famines in current history. We were continually reminded through feature reports in our local newspapers and special recordings by rock superstars that joined together to form the British group Band Aid and the American USA for Africa. These collaborations featured such greats as Sting, Boy George, Michael Jackson, Diana Ross and Bruce Springsteen.
We are the world
We are the children
We are the ones that make a brighter day
So let's start giving

*We Are the World*
USA for Africa
Babson is more than academics. It's people. People with goals and ambitions, with ideals they feel are worth working for. Whether it be winning a competition, making a varsity team, acing an exam, or picking the best stock. Methods may vary from person to person, but Babson teaches us how to set and achieve our goals, no matter how tough it may be and often the aftermath in our paths reflects our long hard struggle to the top.
Bags are packed and the milk crates you took such pride in collecting over the summer are filled to capacity. You have almost convinced yourself that the summer is really over. Regardless of whether you are a returning Babson student or a new student, you feel the same way; you go through the same cycles. First denial and then maybe even a little resistance. Then, finally, acceptance as you begin to pack your bags. The night before you leave you may even anticipate what lies ahead.
Sometimes you wanna go
where ev'rybody knows your name,
and they're always glad you came.
You wanna be where you can see our troubles are all the same.
You wanna go where people know people are all the same.
You wanna go where ev'rybody knows your name.

*Theme from "Cheers"*
People

Working week’s come to its end
Party time’s here again
Everyone can come if they want to
If You Want
Depeche Mode