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

BLUE KEY

Bruce Davis, William Taylor, Stedman Amory.
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.

Wayne Roberts, John Whelan.