Wisdom is the conqueror of fortune—Juvenal.
1960 BABSONIAN
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It is fitting that this book be dedicated to Mr. Earl K. Bowen because he has been the advisor to the yearbook for many years, and for the past three years, he has been the advisor to the Class of 1960.

Since coming to Babson in 1946, Mr. Bowen has been both a teacher and part-time athletic director, and most of all, he has been a friend to many of the men who have attended the school. Always ready with a smile and witty remark, he has been to the students both a teacher and a counselor. During the past year, he has turned to still another field—that of being an author—when his book on his favorite subject, Statistics, was published.

The staff humbly dedicates this book to Mr. Bowen as a token of our appreciation for all that he has done for the class both in and away from the classroom during our stay at Babson.

DEDICATION
FOREWORD

The Class of 1960 submits herewith its annual report of the year at Babson Institute of Business Administration.

With the hope that these glimpses of our year will help recall the "something" beyond the books and classrooms that Babson brought us.

With the belief that part of the past — hopefully recounted here — will be a guide towards our understanding of the present and our plans for the future.

With the expectation that the associations of the Babson community and the lessons of its teachers will live on and that our written, pictorial record may refresh, renew.

And especially with the back-thought that a tangible account cannot hope to recreate — but only to suggest.

In that alone, our album will have been worthwhile.
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To the Members of the Class of 1960:

If your education has been a success, you are now only at the beginning of the learning process. The fundamental purpose of a Babson education is much deeper than mere absorption of that body of knowledge embraced by the term "business education"; you should now be filled with a desire to learn which will motivate you throughout your lives.

As you are by this time aware, an important part of your education at the Institute has been received, not from books or classes but from interaction with your fellow students. Through your experiences with each other you should have long become convinced that the process of learning to live with your fellows with a minimum of friction and a maximum of purposefulness is likewise a continuing one. It has begun to have mature meaning while you have been with us and it should, in fact it must, continue throughout life.

A successful business executive must first be a realist, and he must include a deep understanding of his fellow man in his concept of reality. The pitfalls on the road to success are many and varied, but in my experience they stem from two main causes: lack of capacity to face reality objectively, and lack of capacity to interact successfully with one's fellow man, by means of whom and in relation to whom success acquires its meaning.

When you came to us as Freshmen, the means for coping with these two basic barriers on the road to success, perhaps even the barriers themselves, were not clear enough to many of you to be firmly grasped. I know that I speak for both the faculty and administration when I say that we measure our success as educators by the extent to which we have enabled you to grasp the meaning of reality. To know you as I have come to know you during the past three years is to be certain that we have not failed.

On behalf of the Trustees, Faculty and Administration, I wish all of you good luck and success.

Sincerely,

Gordon K. Tria
President
To the members of the class of '60:

It is my pleasure to welcome you, the graduates of the class of 1960, to the Alumni Association of Babson Institute. We hope that you all be active members of our organization. Throughout the country you will find alumni clubs anxious to welcome you, where you will meet old friends and make new ones. You will receive a directory listing all alumni according to geographical areas so you can make associations wherever you go.

The Institute has equipped you well to make your start in the business world. Your alumni association will do all in its power to aid you in any problems you may have.

We hope that you will call upon us to serve you and that you will also contribute your time and services to make your Alumni association larger and stronger.

Sincerely,

Philip B. Heald '51
President
Babson Institute Alumni Association