

A MESSAGE TO BABSON INSTITUTE STUDENTS FROM THE TRUSTEES

PERSONAL EFFICIENCY — training in which is one of the major objectives of Babson Institute — depends not only on mental and material equipment, but also on physical and spiritual factors. To live well and happily all these elements in success must receive their proper attention. Life must be well balanced if it is to attain its highest efficiency. The three basic characteristics of success are (1) Activity, (2) Knowledge, and (3) An intangible something combining judgment, inspiration, courage and persistence. Activity may depend largely on one's physical health. Knowledge may depend upon one's education, reading, and memory. But Judgment and the other three intangibles are definitely spiritual qualities.

Without attempting to appeal for any form of religion or for any sect, we do desire to call students' attention to the great importance of spiritual power in the lives of men and women. Moreover, such power is something which money cannot buy-neither can it quickly be obtained in an emergency. Spiritual power must be developed slowly through the years by quiet meditation, right living and unselfish service. To have such power when one feels the need of it, he must start to develop it before the acute need materializes. The years of conscious preparation for active work ought to be a period of special importance in this phase of one's development

The above principles apply especially to the power derived from "Prayer" - so-called. Prayer — the best means for securing these qualities of judgment, inspiration, courage and persistence — must be practised long and systematically to be effective. It is the prayer of the righteous man which availeth much. Prayer, moreover, may take different forms at different times and with different

people. All these forms, however, combine an intense desire with an appeal to and a trust in an all-governing divine power. That you make a serious effort to work with and enjoy this divine power is our appeal.

Young men, with health, education and opportunity, may not now appreciate the full force of this message. It is perhaps inevitable that they cannot. The time is coming some day, however, when, through loss of health or the death of someone dear to you or some business failure or an experience in which your honest and earnest efforts for some worthy cause bring you face to face with forces you cannot control, you will feel utterly helpless by yourself. Then you will long for some anchorage in the midst of the storm, some strength and wisdom greater than your own or any other man's. Our hope is that when that time comes, you will remember this message from the Trustees of the Babson Institute. We go further and say it is the most important message which we can give you.

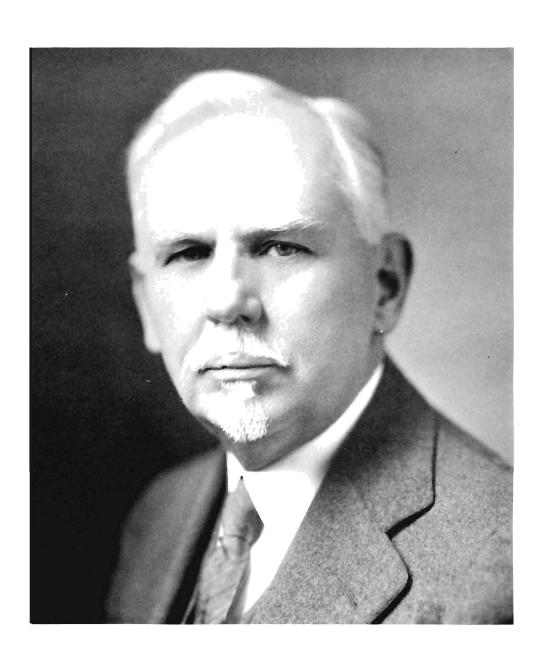
Just one word more. As you leave this institution, keep your eye on the developments of the science of Physics. The studies which are being made today in connection with energy and relativity may soon link up, more closely than ever before, our everyday experiences in the "physical" world with the faith which your fathers had in God, Love, Immortality and the like. It may even be that the old duality between matter and spirit will disappear and we shall discover that the only ultimate reality is spiritual. As yet investigations along this line have not reached the stage where they need affect your present preparation for a life work, but they do make perfectly clear that openmindedness is the only attitude for any of us to take

ROGER W. BABSON, Founder.
GEORGE W. COLEMAN, President.

ADMINISTRATION



"Our distinctions do not lie in the places we occupy, but in the grace and dignity with which we fill them."



"See the other side. There are always two sides or more. There is your side and the other fellow's. Then there is the right side and the wrong side. Sometimes there is an inside and an outside. Fly paper has just two sides. It makes a great difference which side the fly lights on."

George W. Coleman

President of Babson Institute

TRUSTEES



ERNEST T. GUNDLACH

Gundlach Advertising Company - Chicago

After receiving his Master's Degree at Harvard in 1899, Mr, Gundlach entered newspaper work. Intensely interested in the possibilities of advertising, he founded the Gundlach Advertising Company in 1902, and since that time has attained distinction among the foremost advertising men in the country. Mr. Gundlach has been a Trustee since 1921, and a staunch supporter of the Institute since its incorporation. He is also the author of "Facts and Fetishes in Advertising".

CARL M. GATES

Congregational Church - Wellesley Hills

Rev. Gates, pastor of the Wellesley Hil'; Congregational Church for over twenty years, has been affiliated with the Babson Institute since 1919. He is a graduate of Amherst College and the Union Theological Seminary. After spending two years in study at the University of Berlin, Mr. Gates held pastorates in Maine for ten years. He is esteemed as a true friend of Babson Institute men



MYRON E. PIERCE

Lawyer Boston

Mr Pierce, one of the foremost of Boston lawyers, received his early training at M. I. T., and later graduated from the Harvard Law School in 1898. At present he is counsel for many large Boston business interests. During his eventful career, Mr Pierce has been organizer and leader in many progressive civic movements. He is acknowledged as a true benefactor to his fellow Bostonians. For ten years he has been an institute Trustee.

HENRY P. SMITH

Stafford & Smith Boston

Mr. Smith has achieved his prominent place in Boston's flour business, through constant application of his sound judgment and good business sense. At the present time he serves as moderator for the flour exchange. He is affiliated with Cole & Smith, general agents for insurance and real estate. We feel indebted to Mr. Smith especially for his efforts in securing the properties on which our school now stands. He has served as a Trustee since 1926.



DANIEL B. COLEMAN

Physician Wellesley

Dr. Coleman, a graduate of Union University and the Boston University School of Medicine, has during the past several years built up a wide medical practice and an admirable professional reputation. He is a member of the Newton Hospital staff, and official physician for several schools in the vicinity of Wellesley, including the Babson Institute. For the past six years he has served on the Institute's Board of Trustees.

S. MONROE GRAVES

Superintendent - Wellesley Public Schools

Dr. Graves received his early college training at Colgate, and later received his doctorate at Harvard in 1913. For many years he was connected with educational work in the United States Foreign Civil Service. For the past twenty years he has been Superintendent of the Wellesley Public Schools, and during this time has been outstandingly active in educational work throughout Massachusetts. Dr. Graves was elected to the Board of Trustees of the Institute this year.





"Silence may be golden. It may also be a cloak for inertia, ignorance or stupidity.

If you have something constructive to say — say it."

John E. Millea

Dean of Babson Institute