“Real business success comes only through integrity, courage, industry, initiative, and a willingness to sacrifice. Young men should be trained to work, plan, and reach decisions with the use of business tools and good business habits. There will always be unlimited opportunities for trained men of character with executive ability.”

Mr. Babson has thus expressed the spirit by which the Institute is guided. Babson Institute, an endowed institution, operated not for profit, was founded in 1919 by Mr. and Mrs. Roger W. Babson.
THE 1941
BABSONIAN

This Edition Introduces to American Business
Young Men of Babson Institute Trained for
Practical Business Responsibility

PUBLISHED BY THE STUDENT BODY
BABSON INSTITUTE OF BUSINESS ADMINISTRATION
BABSON PARK, MASSACHUSETTS

PLEASE RETURN TO
BABSON COLLEGE ARCHIVES
HORN LIBRARY
A LETTER OF INTRODUCTION

Babson Institute
Practical Business Education for Men

CHAIRMAN OF CORPORATION

To American Business:

Our businessmen have always combed the country in search of capable youngblood for their organizations. In this period of national and world crisis, this is especially important. This quest for proficient young men is simplified by the publication of the Nineteen Forty-One Babsonian - the first "personal sales portfolio" ever prepared by a student body of any educational institution. Herein, businessmen may critically analyze the records of trained young men offering their specialized services toward the advancement and improvement of American business methods, and toward the furtherance of production for National Defense.

Henry Ford once said, "The only Real Security a man can have in this world is a Reserve of Character, Knowledge and Ability." Certainly, if a young man aspires to become an industrial leader, he must command a business and social perspective, must possess a wealth of information and must be able to use that knowledge in the most efficient manner. Babson Institute equips a young man by study, observation and training, with the experience acquired by prominent leaders in the fields of production, and distribution. It develops a young man who thoughtfully considers his spiritual, mental and physical well-being. It prepares a young man for finding his place in a disrupted world, and enables him to contribute constructively to industrial progress.

This book should prove of distinct service to American businessmen. It is the medium through which many business executives will satisfy their demands for the services of young men trained for responsibility. My sincere hope is that these industrialists may visualize their employment needs and National Defense responsibilities clearly, and accept the services of these competent young men.

Very truly yours,

[Signature]

Organized not for profit under the educational laws of Massachusetts.
TO AMERICAN BUSINESSMEN

ROGER W. BABSON
Chairman of The Corporation
THE BEAUTIFUL BABSON SETTING

Three hundred acres of rolling terrain, tree-lined paths and roads make up Babson Park, Massachusetts, located in Wellesley, a suburb of Boston. Here is the site of the Babson Institute of Business Administration.

The aerial view below shows that section of the Park around which the work and classes of the Institute revolve. The large building near the center is the Library, the colonnade of which appears on the opposite page. This is the focal point for the Institute’s educational coordination.

Babson Institute consists of twelve modern brick buildings. These are so located that the students enjoy brisk walks from one building to another. The Coleman Map building, housing the world’s largest relief map of the United States, is situated just up the hill, to the left of the tennis courts, and out of the camera’s eye.