GEORGE W. COLEMAN
President of
BABSON INSTITUTE
Dr. Coleman's Message

to the

Graduates of 1926

To be really successful in business nowadays means a lot more than it ever did before. To make money is not enough. You must render a service. You can do more good by the way in which you conduct your business than you can ever hope to accomplish by the mere giving of money to a worthy cause. Give a square deal to all who are concerned, customers, employees, associates, and the public and you will find satisfaction in whatever financial success that comes to you.