Dedication

It is with a sincere feeling of humble gratitude and respect that we, the Class of 1953, hereby dedicate this book to you—Dr. Caroll W. Ford.

Young men of today are beset by a multitude of problems, both economic and social, which must be challenged with a bottomless fund of initiative and understanding . . . understanding that may result only from worldly experience and education.

Among our numbers are those who have become associated with the outside world through war service or extensive travel but, it may be said, these men number few and seem to stand apart from the majority.

Those of us who must face the future without this worldly aspect must thank those people who have added to the generous education which we have received . . . for our education is our only tool with which we might build a secure future.

You, Doctor Ford, have been one who has been interested in furthering this end. You have given generously of your time and effort and have served ably in helping us become situated from our time of entrance until our graduation.

From you, we have gained much of this understanding of what is before us. We will thus be better able to meet these problems which confront us and emerge with some measure of success.

We must not be remiss in our attempt to fulfill the opportunity which you have done so much to help us build.
Alumni Message

Congratulations on your successful completion of your courses. This marks an important milestone in your lives. You have reached it by participating in the great opportunities afforded by Babson.

There are other milestones along your way. Just as the Institute has helped you reach this one, the Alumni Association is organized to help you reach the others. It offers you continuing social, educational and business opportunities.

Therefore, in the name of the Babson Alumni Association, I extend a most cordial welcome to join us.

Best wishes for success.

Thomas A. Duffy
President
Founders Day

The sixth annual celebration of Babson Institute Founders’ Day was ushered in by the tolling of the Library bell at ten o’clock on the morning of November 14, 1952.

Following the Invocation by President Hinckley, Mr. Carl M. Eldridge, Mrs. Roger Babson, and Mr. Roger Babson gave short histories of Utopia College, Weber College and Babson Institute, respectively. Their speeches indicated the strong moral and cooperative strength of the three institutions founded by the Babson Family.

Mr. Roger Babson stressed the fact that in the future, health and character will be even more strongly emphasized and that the key to income is in marketing and advertising.

To the Babsons went expressions of sincere gratitude and greeting from John R. DiMatteo, President of the Student Body; Mr. Murray H. Hayward, Vice-President of Babson Institute Alumni Association; and Mr. Edward B. Hinckley, President of the Institute.

Mr. George B. Rideout of The Gravity Research Foundation and Mr. Austin H. Fittz of the Open Church Association spoke on the purposes of their organizations and of the generous interest of Mr. and Mrs. Babson in furthering their respective institutions.

The Benediction, spoken by Dr. Hinckley, concluded the meeting.
Presidents Message

Gentlemen:

You are graduating into a world more beset by problems than any previous one in the history of recorded experience; yet the very factors which have created such a multiplicity of undreamed-of opportunities for you, and men like you, who graduate this June. I am confident that you will seize the opportunities and solve the problems! I will tell you why I have this confidence:

In the first place, I know that your training has been good, that it has been sound, and that it has been practical. If you have done your part, as your instructors have done theirs, you have a sound fundamental knowledge of business conditions, business procedures, and business techniques. You go out from Babson Institute better equipped to meet the world of business on its own terms and carve out a successful career within it than any other college graduate in the United States.

In the second place, you have had an opportunity to learn how to get along with people. In your social activities, in your clubs and fraternities, in your off-campus contacts with business men, in your rubbing shoulders with faculty and administration, you have learned how to get along with all kinds and conditions of people, how to put up with different viewpoints and different standards of living, social, material, and intellectual. The same experiences have taught you to regard with new eyes your own qualities, to re-evaluate your own potentialities, and to realize, I hope, your own strength in successful achievement. This experience of growing up has been invaluable to you, and even now, perhaps, you do not realize how far you have come along the road toward maturity as measured in the successful adaptation of the individual to the group in which he finds himself.

In the third place, you have had the chance to learn that “Man cannot live by bread alone”; that happiness and success are measured in terms of the spirit rather than in dollars and cents. Some of you, by bitter experience, others by reflection and an eager intellectual grappling with the problems of life, have come to the conclusion that the truest measure of success is not your income, but your “outgo.” You have often heard me use the phrase: “Our Mutual Enterprise.” What do you suppose makes our Mutual Enterprise the most rewarding home that I have ever had? Why do you suppose your faculty, who could probably earn two and three times as much money in industry as they will ever receive from Babson Institute, remain at their desks, teaching, year after year? Their reasons, like mine, are ultimately based upon our “psychic income,” an income from which the Federal Government can derive no tax. A man’s “psychic income,” I have come to realize, after 20 years of college teaching and administration, is determined by what a man gives out, by what he puts forth, by what he passes on, to the people with whom he comes in contact. His success is accurately measured by the quality of this outgo. If it be helpful, fine, worthwhile, inspiring; in like measure is the reward. If it be petty, stingy, trifling, mean, or trivial; again the reward is in proportion. Few institutions, apart from the ministry and medicine, are so steeped in sacrifice of this outgoing variety as education.

Therefore, this message I leave with you: Whatever you have found of value in your Babson Institute training, whether it be the formal instruction given you in class or the informal acquisition of habits of mind and habits of thought and habits of action which you picked up by rubbing shoulders with a variety of older and younger men, my one plea is: Pass it on. For this type of serviceable counsel, help, guidance, and inspiration decays when not in use, rots in idleness, and truly burgeons forth only when it is shared.

My friends, you stand upon the threshold of a new life—your own! It will be the most absorbing case problem of your entire existence, but you are well equipped to make the most of it. Go forward, with confidence in yourself and trust in God!

E. B. Hinckley
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