ATTENTION!

THE BABSONIAN

"It's Not the Gale... but the Set of the Sail"

BABSON INSTITUTE OF BUSINESS ADMINISTRATION
BABSON PARK, MASSACHUSETTS

NOTICE

111 SHARES, BABSON INSTITUTE PREFERRED STOCK,
TO BE OFFERED TO AMERICAN INDUSTRY

Notice is hereby given of a stockholder's meeting to be held on June 19, 1948 in Richard Knight Auditorium, Babson Institute, Babson Park 57, Massachusetts for the purpose of distributing 111 shares, Babson Preferred, to American industry.

An upward trend is forecasted, so buy now! You have, no doubt, long felt the need for a trustworthy investment. An investment in Babson Institute stock, the graduate himself, will bring you dividends of a kind which no other security offers—not only in cash but in cooperation, intelligence, and experience.

As you thumb through the pages of this book, study each share of Babson stock listed, determine which share will pay you the highest dividends, and buy now!
THE

BABSONIAN

Nineteen Hundred Forty-Eight

PUBLISHED BY THE STUDENT BODY

BABSON INSTITUTE

Babson Park Massachusetts
A progressive and rapidly growing institution needs a farsighted and intelligent leader. Babson Institute has this leader in the person of its President, Dr. Edward B. Hinckley.

Dr. Hinckley assumed his duties as President of the Institute in 1946, a particularly difficult time because of the expansion of the school. The influx of students under the "G.I." educational program has added to the problems of administration. Dr. Hinckley, in the short time he has been with us, has most successfully led the school from a war time to a peace time basis. He is well equipped for this position by virtue of his experience both in education and in industry.

Under his direction many new additions will be made to the campus. Among them are the skating rink and the swimming pool. The curriculum is being improved and enlarged, and the faculty has likewise increased its numbers. Among his other ambitions for the Institute and its student body is to know and be friendly with all the students and to thank them for their loyalty and friendliness.
DR. EDWARD B. HINCKLEY
President of the Institute
Attention is given not only to the educational and the social at Babson—emphasis is also given to the spiritual. Improvement mentally, physically, and spiritually is the aim of the Institute. It was toward spiritual improvement that the Babson Hour was instituted in 1921. It was headed first by Mr. Babson, then by Reverend Carl M. Gates, Edward Reighard, and Charles Butler successively. Immediately after the war Mr. Babson again took charge until Chaplain William Blough’s services were engaged.

Although Mr. Babson is the most popular speaker, several members of the faculty have donated their time and talent to the program. The program, led by one of the students, consists of prayer, hymn singing, scripture reading, and the address. The meetings are informal; members of the group are given the opportunity to ask the speaker questions. Not only is the group composed of students, but also of friends and parents of the students or friends of the faculty. The Babson Hour is designed to give the student an appreciation of the businessman’s need for prayer and devotion.
TO THE GRADUATING CLASS OF 1948:

In the 1850's before the Civil War, the colleges of New England sent large numbers of their graduates to the Central West, especially to Kansas and Nebraska. This was so they might vote against slavery, when those territories would be attempting to get full statehood. Most of these graduates and their young wives went there, not to make money, but to assure a sound foundation for the new Central West. They wanted it settled by intelligent people of character who would start good homes, schools and churches.

These people suffered hardships. They were forced to build mud houses, break virgin soil, and in many cases cut through the forests. They had no conveniences; there were no roads nor utilities; no schools and only a few doctors. They were true pioneers; but the descendants of those who stuck it out are now the backbone of our great Central West with its wonderful farms, industries and cities. Our entire nation owes more than it can ever repay to these pioneering families.

Today a similar opportunity is offered to you graduates. The time is coming someday when there will be a World War III and some of our large cities will be destroyed. At that time the East will be in chaos with transportation, communications, roads, etc., cluttered with refugees. The great Central West will be called upon to reorganize the country as well as to feed it. The future of America will depend largely upon the character of the people who then live in the six states of Nebraska, Kansas, Oklahoma, Arkansas, Missouri, and Iowa. Are you ready now to go out and again do what your grandparents did seventy-five years ago? I sincerely hope you are.

Roger W. Babson

ROGER BABSON
Founder of the Institute
Chairman of the Corporation

Few men and women currently attending colleges and universities throughout the country can boast that they have seen and talked with the founder of their school. The students of Babson Institute are among these few.

Mr. Roger W. Babson is a familiar figure on the Babson campus. At times he may be seen chatting amiably with the students. Both he and Mrs. Babson are very interested in education, having founded three institutions of higher learning. Unlike many benefactors of educational institutions, he has donated more than money to the Institute—he has donated his experience. Certainly the present class will be proud to be able to say to Babsonites several decades hence that they knew Roger W. Babson.
Dedication

To Dr. James M. Matthews, affectionately known to all Babson men as "Jungle Jim," we respectfully dedicate the 1948 "BABSONIAN."

Henry Ford once said, "The only real security a man can have in this world is a reserve of character, knowledge, and ability." All these you have, and more too—for the men of Babson are your friends. Each is wishing you the happiness, rest, and relaxation every man should enjoy after having given years of enthusiastic hard work to his field of endeavor.

When a man's name is spoken by those who know him well, a certain chord is struck from which the feeling held for that man is denoted. How often we heard from our group of fellow students, reference to just plain "Jim" Matthews. Yet in the speaking of your name, love, respect, friendship, and endearment were unmistakably felt.

You taught us about the laws of supply and demand. We know that the demand for men like you will always be great. By the same token, the supply will always be limited.

We are sending you the unanimous feeling of our group when we say that you will forever hold a very special place in the hearts of the men of Babson Institute.

At a recent Alumni Association meeting, Roger Babson said of you, "I have always admired Dr. Matthews for his Christian character and especially for his courage and vision. Some students from very conservative homes have looked upon some of his views as radical, but the time may come when these men will wish that the country had adopted Dr. Matthews' leadership."

The sentiments of the Institute's founder reflect those of the students, both past and present.
DR. J. M. MATTHEWS