The Babsonian

ENTRANCE TO BABSON INSTITUTE CAMPUS
FOREWORD

The Editorial Staff of the 1924 Babsonian has endeavored to publish a volume which will perpetuate the close friendships that have been formed in the last nine months.

We hope that our efforts have been successful and that this book will bring to its readers fond remembrances of a year of pleasant work and true friendships.

The Editor
ROGER W. BABSON

Founder of
Babson Institute
Mr. Babson's Message
to
The Graduates of 1924

First of all I want you to be real men. If you miss that goal you can hardly be more than second rate business men, no matter how clever you may be in manipulating men and money to your own advantage. Quality should be the first test of a good business man and not size. You do not have to be bigger than the other fellow in order to be better than he is in all that counts in the long run. What America needs is men who run their business right. That will mean security and happiness for all and unmerited economic misfortune for no one. You are going out to face conditions entirely different from those your father had to contend with. Your lot is cast in a new set of circumstances. Business is more complex, on a larger scale, scattered over a much greater area and under a more scientific control. Public Service is the recognized goal of all good business. The Institute has done what it could to equip you for the contest. The next move is up to you.

Sincerely,

ROGER W. BABSON
GEORGE W. COLEMAN

President of

Babson Institute
Mr. Coleman’s Message
to
The Graduates of 1924

You are the fifth class graduating from the Babson Institute Resident School of Business Fundamentals. You are the first class to occupy the new buildings on the new campus. You are the largest class yet registered at the Institute. And you have made a record in school of which any class might well be proud.

We are sorry to part company with you, but we are eager to see you taking your places in the business world. We expect you to become first-class business men. We want you to demonstrate that you can manage yourselves, that you can handle money, that you can deal with things and that you can work with and control others.

I want you all to be prosperous. Study to be useful in all your business relationships, and the prosperity will take care of itself. Unless your business in itself is of real use to the world, you will miss the most enduring satisfactions of life.

GEORGE W. COLEMAN