Babsonian Board, 1929

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On Behalf of the Class of 1929
This Book
Is Respectfully Dedicated to
WILLIAM R. MATTSON
Who, as a true friend of Babson men,
and as assistant to the President,
has endeared himself to all.
Foreword

This volume celebrates the passing of the tenth year in the life of the Babson Institute. We have a great deal to be thankful for as we trace the development of the Institute through its first decade. The fostering care, generous support and inspiring cooperation of the founder of the Institute, Mr. Babson, are still large factors in our growth and progress. And Mrs. Babson, who has recently founded the new Webber College for women in Florida, has lost none of her devotion to the Institute as was evidenced this year in a very practical manner by her putting the Richard Knight Auditorium in condition for winter use. This beautiful building, a gift of Mrs. Babson, will now be used continuously throughout the year, the hall serving as a general assembly place whenever the entire student body is in session together. The present assembly halls in the Lyon and Bryant Buildings, no longer large enough for the general gatherings of the students, will be turned into offices to accommodate the increasing number of instructors.

With another overflowing registration this year and the contemplation of a still larger number of applicants for next September the Trustees have authorized a general plan of expansion which will comprise six new full time instructors, a student body fifty per cent beyond our present capacity and as soon as practicable a new dormitory.

Mr. Mattson in his contacts with prospective students reports keen interest in the Institute by outstanding industrial leaders who are contemplating sending their sons here. And he finds a growing appreciation of the work of the Institute on the part of educators in secondary schools and in the colleges.

While the Institute has been overflowing with students for the last two years there has been a steady improvement in the educational standards so that the quality of the student body shows definite advance over preceding years.

In connection with doubling the corps of instructors at the Institute beginning with the fall term of 1929 it has been necessary to provide for six new full time members of the faculty. In picking these men we have put the emphasis, so far as possible, on practical business experience. At the time of writing this announcement five of the six new men have been definitely engaged and the sixth one is in sight.

Mr. Millea will divide his courses with Mr. George R. Anthony who was for seventeen years with the American Radiator Company in charge of production in their various plants. Mr. Anthony was a classmate at the Massachusetts Institute of Technology with Mr. Babson and Mr. Peavey. He spent six weeks here at the Institute this spring familiarizing himself with the work. Already he has won a place for himself with both the students and the faculty.

In the Finance Department Mr. Fitz will be assisted by Carleton G. Lane, a Babson Institute Alumnus, who since his graduation has been with the Babson Statistical Organization. He has had an intensive training in the field of Investments and is a young man of character and ability. We are happy to welcome him as the first alumnus to join our faculty.

Dr. Edwin A. Shaw, now of Tufts College, handled the psychology course during the first year of the Institute and was most popular with everybody. He has recommended to us very highly Mr. John P. Tilton who will assist Mr. Henderson, taking one of the groups in Business Psychology. Mr. Tilton has shown his aptitude for business and has had a most thorough training in all phases of Psychology relating to business life. In addition to teaching at Tufts College he is also associated with the Psychological Laboratory at Harvard.

Beginning with the fall term the courses in Accounting and Taxation will be combined under one instructor. Mr. Hollister who has carried the Accounting course for years will be relieved of this responsibility in order that he may have more time for his increasing obligations as Treasurer in charge
of the business affairs of the Institute. Mr. Elliott who has handled the Taxation course for the last two years, as a part time instructor, will now give his whole time to his business as an accountant and auditor and Mr. Philip H. Hensel will join our staff as a full time instructor, carrying both the Accounting and Taxation courses with two groups of students. Mr. Hensel is now head of the Business Department of Western Ontario University at London Ontario. He has had long years of business experience and is also a trained teacher. He holds business degrees from Northeastern University, Boston University and Harvard University where he took his Master's degree. Mr. Hensel is a Massachusetts man and is thoroughly familiar with our Federal and State Tax laws.

In the Department of Economics, sharing the courses with Mr. Matthews, we have picked a man well seasoned in both business and academic life. Mr. H. H. Shively comes from the faculty of Ohio State University and has just taken his Ph.D. in Economics and Law at the University of Chicago. With a broad background in Economics he is particularly well qualified in Marketing and Business Law.

Our Distribution course will be further strengthenened with a very capable man who will assist Mr. Thurlow on the side of Advertising Management and Sales Management. At the time of this writing it is too early to make a definite announcement, but the man who comes to us in this field will be a man whose whole life has been spent in the advertising and merchandising fields and who also has the gift of teaching.

It will be interesting to note that the average age of these six new instructors runs about thirty-five. We feel that we have been very fortunate in securing these men and look forward with delight to long years of association with them in the growing life of the Institute.

During the year just closed the Industrial Museum, under Mr. Millea's able direction, has made fine progress with many new exhibits of high quality representing outstanding manufacturers. Two floors in the right wing of the Coleman Map Building are now devoted to these exhibits and before long there will be an overflow on to the third floor. All this points forward to the time when we hope to have a special Millea building to house this fine and very practical Industrial Exposition.

Two very interesting new features have been added to the Institute life during the current year. We are making motion pictures to serve as a historic record of Institute life including students, faculty, officers, trustees and Mr. and Mrs. Babson. We will thus have a record of each succeeding class and of all instructors with records of classroom demonstrations and student activities. Mr. Mattson, on his trips around the country, will be able to show these films at Alumni gatherings in the larger cities. It doesn't require much imagination to foresee how invaluable these movie records will be in registering the actual life of the Institute through all the coming years. What would we not give now if we could only have a picture in life-like action of our departed friend and associate Mr. William C. Bamburg. And what would it not mean to students in long years from now to be able to see in full life the active, energetic, forceful figure and personality of Mr. Babson.

The other new feature is a broadcasting station to be located on the upper floor of the left wing in the Map Building. The station is now being set up and before long will be in active service.

In New York City recently Mr. Babson, on a twenty-four hour notice, was able to draw together a group of twenty Alumni for an evening dinner and an hour of fellowship. The Alumni gatherings in half a dozen of our leading cities are now in evidence. Boston, New York, Detroit, Cleveland, Chicago and Los Angeles are at present the centers where the Alumni life is most active. The interest of the Alumni in the Babson Institute and their eagerness to help every possible way is perhaps the most encouraging feature of our work. This issue of the Babsonian speaks for itself. Every year seems to show a marked improvement. The Editors and Managers seem determined each year to turn out a volume that will do high credit to all concerned.

GEORGE W. COLEMAN.
To the Graduating Class of 1929

Keep up your relations with Dr. Coleman and his staff during future year. You have completed not merely a course of study, but have definitely allied yourself with an institution which is going onward and which will continue to grow. Your success and the future of the Institute depend much more upon your connections with it in the years to come than on what has transpired during the past year. I am continually urging the Trustees to keep in touch with you and help you whenever the opportunity arises in years to come. Also, I appeal to you to keep the Institute in touch with your work and plans. Write your old instructors often, and when possible, come back and talk things over with them.

[Signature]

Roger W. Babson
Founder of
BABSON INSTITUTE
To the Graduating Class of 1929

You are going out to make a living. You are not likely to forget that. At the very same time you will be making a life. Very likely you may overlook that. You are bent upon business. What you really want is life. Business is only a means to that end. The fullness of life will not be yours if you have no thought but to get all you can out of business for yourself.

Make your business serve life, your life the other fellow’s life, the life of society, and you will not only find the wherewithal to live, but you will also find life worth living.

Many a man who has made money wants to know what it all amounts to. If he has added something to life he is satisfied.

George W. Coleman
President of Babson Institute
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