THE CORPORATION

Mr. Roger W. Babson (Chairman)
Chairman of the Board of Directors
Babson's Reports, Incorporated
Wellesley Hills, Massachusetts

Mr. Preston F. Bryant
Sales Executive
Palmer & Parker Co.
Boston, Massachusetts

Dr. George W. Coleman
President Emeritus, Babson Institute
80 Boylston Street
Boston, Massachusetts

Mr. Benjamin W. Guernsey
President
Bay State Corporation
Boston, Massachusetts

Mr. Edward L. Moreland
Executive Vice-President
Massachusetts Institute of Technology
Cambridge, Massachusetts

Mr. Harry L. Peabody
Assistant Treasurer
Loyal Protective Life Insurance Co.
19 Deerfield Street
Boston, Massachusetts

Mr. W. Elliott Pratt, Jr.
Assistant Treasurer
Hollingsworth & Whitney Co.
Boston, Massachusetts

Mr. Winslow L. Weber
Investments
Schirmer, Atherton & Co.
Boston, Massachusetts

BOARD OF TRUSTEES

Mr. Myron E. Pierce (Chairman)
Attorney
6 Beacon Street
Boston, Massachusetts

Mr. H. Clyde Baldwin
Second Assistant Treasurer
Babson's Reports, Inc.
Washington Street
Wellesley Hills, Massachusetts

Dr. Daniel B. Coleman
605 Washington Street
Wellesley, Massachusetts

Mr. Ashton L. Goodard
President
Credit Incorporated
53 State Street
Boston, Massachusetts

Dr. Edward B. Hinckley
President
Babson Institute
Babson Park 37, Massachusetts

Mr. Dwight G. W. Hollister
President
A. P. W. Products Company, Inc.
Albany, New York

Mr. Carl C. Mullen
First Vice-President and Secretary
Columbian National Life Insurance Co.
77 Franklin Street
Boston, Massachusetts

Mr. Laurence W. Simonds
Assistant Manager
Brown Brothers, Harriman & Co.
10 Post Office Square
Boston, Massachusetts

Mr. Ralph B. Wilson
Executive
Babson's Reports, Inc.
Publishers Building
Babson Park 37, Massachusetts

THE OFFICERS

Dr. Edward B. Hinckley, President
Mr. Austin H. Fittz, Vice-President
Mr. F. Theodore Putney, Treasurer
Mr. James G. Hawk, Business Manager
Mr. John K. Horner, Dean of Faculty
THE PRESIDENT'S MESSAGE

François Villon once wrote a very moving poem of which the refrain line was, "Where are the snows of yesteryear?". As I dictate this message to the Class of 1949 and other friends of the Institute on March 18, 1949, the ground is white with snow and a thoroughgoing New England blizzard is still raging outside my window. Can you, from the vantage point of warm, sunny, June weather look back upon the snows of last winter? If you can, let me urge you to look back even further through the past thirty years of Our Mutual Enterprise.

When Babson Institute was founded in July of 1919, the first class of 25 men met in a private dwelling house at 31 Abbott Road for instruction. From such a humble beginning Babson Institute has developed into one of the outstanding colleges of Business Administration in this country with a beautiful rolling campus of 340 acres, 16 up-to-date buildings, a student body of over 300, a substantial endowment, and a future as bright as the proverbial pot of gold at the end of the rainbow. What has contributed to make this tremendous change in our resources in the course of 30 years?

The first and most natural answer to my question will be, of course, Mr. and Mrs. Roger W. Babson. Their unswerving faith in the ideals of the institution, their devoted attention to its development and growth, their most generous and repeated contributions to its financial stability through land, buildings, and endowment, have been and will remain indispensable to the present development and future reputation of the Institute.

In the second place, the patient, careful hours of teaching contributed by the many members of the faculty over the past thirty years together built a reputation for successful business training which has given Babson Institute its present enrollment and high position in the field of business education.

Thirdly, the intellectual and extracurricular efforts of the student body during the thirty years of the Institute's growth, first as undergraduates and later as graduates of our program, have made fundamental and essential contributions to the intangible assets of the Institute by their success, first on the campus and then in the field of business. Our reputation today as a leader in the field of business education is due to their heroic efforts and signal successes.

In the fourth place, the wise, forward looking counsel of the Trustees and the Incorporators in safeguarding and directing the resources of the Institute should not be forgotten. Without their prudent supervision our physical and financial structure might be very much less secure, with the consequent curtailment of our opportunities for service to the educational world and the business community.

Therefore, it is with real feelings of humility and responsibility in carrying on Our Mutual Enterprise that I salute in this, the thirtieth year Babsonian, all those individuals and groups who have together given of their funds, their minds, and their hearts to create an ever better Babson Institute.
FOUNDERS' DAY

The second annual celebration of Founders' Day was held November 12, 1948, at Knight Auditorium. Conceived by the students for the purpose of honoring Mr. and Mrs. Babson, the assembly this year reviewed the business interests of the founders, thereby indicating the background and experience implementing Babson Institute. The speakers were representatives of the companies comprising the Babson interests. They included Mr. Charles W. Wallour, Executive Vice-President, Babson's Reports, Inc.; Mr. Dwight G. W. Hollister, President, The A. P. W. Products Co.; Mr. E. L. Quirin, Director, United Stores Corporation; Mr. Lewis W. Mustard, III, Director, Tel Autograph Corp.; Mr. Austin H. Fittz, Director, Gamewell Company; Mr. Roger B. Webber, Director, Atlantic Coast Fisheries Co.; Mr. Ralph B. Wilson, President, Publishers Financial Bureau; Mr. Myron E. Pierce, Director, Boston, Worcester and New York Street Railway Co.; Mr. James G. Hawk, Director, State Street Exchange; Mr. Charles J. McCullough, Director, Boston Sand and Gravel Co.; Mr. Charles H. LaDue, Director, Consolidated Lobster Company.

Mr. Eugene Sanger represented the Alumni Association, and Mr. Proctor Collins spoke on behalf of the student body.

The presentation of a bronze plaque commending the job done by the Institute during the war in the training of Naval Supply Officers was made by Captain David P. Polatty, U. S. N. Gifts expressing the regard and affection of the students, faculty, administration, and alumni were presented to Mr. and Mrs. Babson.

The program was recorded and made a part of the permanent archives of Babson Institute.
As a vital part of an integrated program, the Babson Hour provides the nucleus for spiritual activities on the campus. Student participation in various denominational groups of the community is well-established, but it is around this Sunday-evening service that the religious life of the school is centered.

Last fall marked the appearance of a new chaplain, the Rev. Dr. Bernard C. Graves. Under Dr. Graves, the Babson Hour has taken the form of a "Fireside Fellowship." Beginning with the winter term, the meetings were conducted around the theme, "A Story of Our Faith," a study of the growth of the different forms of our churches. This informal type of meeting has encouraged the participation of the students in the discussions. Both our founder, Mr. Babson, and our president, Dr. Hinckley, are actively interested in these weekly services and from time to time address the group.

Working in conjunction with Dr. Graves is the Chapel Committee of the Student Council, composed of David Moseley, Sidney Adair, Robert Bartlett, Dayton Brown, and James Saks. Through this group the students assume an active role in the direction of the services which represent their quest for spiritual growth. An intelligent and forceful faith, not only academic and business tools, is essential to the complete man. On awareness of this, the non-sectarian religious program of the Institute is founded; to the fulfillment it is dedicated.