“Perhaps the most valuable result of all education is the ability to make yourself do the thing you have to do, when it ought to be done, whether you like it or not; it is the first lesson that ought to be learned; and however early a man’s training begins, it is probably the last lesson that he learns thoroughly.”

—Thomas Henry Huxley
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THE BABSONIAN'S REPORT
PROGRESS AND GROWTH

Six Sections      June, 1950      Vol. 24; No. 1

Set in the style of the famous "Babson's Reports", the 1950 BABSONIAN makes its report to the student body on the Progress and Growth of Babson Institute during the past year. To compile a complete report would require several editions. Thus it is possible to cover only the highlights of a momentous year in the hope that at some future date these personalities, pictures, and words may serve as a stimulus to the memory in recalling years at Babson Institute.

Within the leaves of this volume may be found the students, organizations, faculty, and Administration—in short, the inspiration and purpose for this work. Also respectfully enclosed within these covers may be found some of the traditions of the Institute which have come to have such an integral part in the atmosphere of college life.

The men who are pictured in this book are not only men who are striving for education—they are the future of America. Those who lead now during this preparation for life must continue to be the bulwark of this country in times to come.

These halls of learning hold much more than can be derived through the content of our textbooks. Of major importance to the students is one course in which no units are assigned nor grade is given. This course is the art of living with one's self and neighbor and the realization of the value of a religious life. Mastery of this subject entails the application of principles and ideals learned through education and practice.

Throughout this book one fact stands forth: the astonishing expansion made by this Institute of higher learning since its founding in 1919. This Progress has been especially rapid in the present postwar era. With her roots strongly embedded in the firm foundation of the past, Babson Institute will continue to prove its greatness as it moves forward in its drive for Progress and Growth.
DEDICATION

BECAUSE you have served us well as Advisor during our Senior year...

BECAUSE you have been a constant inspiration to your fellow associates and to your students...

BECAUSE you have steadfastly worked for the betterment of the Institute's name...

BECAUSE your friendship has been placed at the highest value as a result of your straightforwardness and sincerity...

BECAUSE you have ably conducted the activity and program of your department so that it has achieved the maximum in results...

BECAUSE you have been a true friend and leader to all...

WE, the graduating class of 1950, hereby dedicate this BABSONIAN to you, Mr. Henry A. Kriebel, and herewith inscribe upon this page a small measure of our admiration and respect.
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GENERAL MARKET OUTLOOK—The current furor regarding federal aid to education has focused the attention of canny investors on certain business education stocks. The old reliable blue chip stocks such as The Wharton School, Harvard Graduate School of Business Administration, and University of Michigan Graduate School of Business Administration continue to maintain high dividend yields and a reassuring stability in times of fluctuating prices. I should like to call the attention of my investment seeking readers today to a newcomer in the business education field which has come ahead rapidly during the last three years and is looking increasingly attractive to the investor interested in long range developments and a high rate of permanent income. I am referring to Babson Institute Preferred Stock.

HISTORY—Though the Institute was founded thirty years ago, it remained a relatively small operation from the standpoint of personnel and output up to World War II. However, the foresight of its founders had wisely provided for considerable future expansion of plant and equipment which, through wise buying, finally developed into a 340 acre campus with 16 modern buildings. Meanwhile, the company was undergoing a slow but systematic internal improvement of production techniques, yielding a more and more efficient product. A shortage of qualified raw material, plus certain weaknesses in the distribution set-up, kept the total volume of sales small during the years before the War. During 1943-1945, however, the Institute was retooled for war purposes and turned out a surprisingly large quantity of well-trained, able, Navy supply officers, on a thoroughly up-to-date production line basis. A Navy plaque of commendation indicated the high quality of operations at Babson Institute during that time.

POST-WAR DEVELOPMENTS—The retooling for civilian production began with a thorough reorganization of the production line in 1945 and a tremendous expansion of production facilities to meet the backlog of civilian orders. New management plus new personnel on a very much enlarged scale caused the output to shoot up to 400% of its pre-war maximum within a very short time. Because of improvements in production tech-

niques and a more systematic production control, the quality of the product likewise was tremendously increased, resulting in opportunities to supply new markets on a nationwide basis.

FUTURE PROSPECTS—These new markets have been successfully developed by the adoption of vastly improved marketing procedures backed by aggressive advertising and careful research. Up-to-date public relations techniques now operating have brought most gratifying public demand for the new postwar products, though there is a steady demand for pre-war models. The company is in a strong financial position with steadily mounting assets. Turnover in personnel is at a low level. In the increasingly competitive market for trained junior executives, the Babson trade-mark is coming to mean “practical business training” to an ever wider circle of satisfied customers.
Religious Activities

BABSON HOUR

Dividend: unlimited    Yield: unequaled

This product is outstanding in its class. Not only is this monthly Sunday evening service the center of religious activity on campus, but it also affords the investor an opportunity to participate in informal discussions with Mr. Babson and Dr. Hinckley.

Held in the Cup 'n' Saucer, one of the major purposes of this hour is to encourage the student to think for himself and to develop both his Self Mastery and his Self Control.

Of ourselves we can do nothing; with God, all things are possible.

Student Christian Hour

Dividend: untapped    Yield: self-determined

Since its beginning in the Fall term, this investment has continued its surge to the top toward its potentially high position on campus.

This non-sectarian service is held every Monday night in the Chapel in Park Manor. Sponsored and supervised by students, the opening theme for the year was appropriately one of great significance, "Christianity and Communism".

The management of the Student Christian Hour is firmly invested in a capable board headed by G. Dean Scott as Chairman with Dino Casali, William F. Frazier, Edward J. Fuller, and William N. Talmers serving as board members. Dr. Bernard C. Graves, Chaplain, serves in the capacity of board consultant. Student participation is thus felt in the spiritual activities of the campus.

"When our nation was founded, it drew its strength and being not only from great political and social truths, but from spiritual convictions . . . from a deep and abiding faith in Almighty God . . .

The churches call upon you to help rekindle the fires of our faith . . . to make that faith an active glowing part of your personal life . . . eventaxing yourself for the spread of that faith. The world hungers for spiritual strength!"

—Herbert Hoover
Founders' Day

The third annual Founders' Day was celebrated on Thursday, November 10, 1949, in Richard Knight Auditorium. Thus it was that the student body, faculty, Administration, and friends were able to take advantage of this unique opportunity to honor the founders. The program this year revolved around the educational and spiritual contribution of Mr. and Mrs. Roger W. Babson:

BABSON INSTITUTE—Over the long run, steady Growth and rapid Progress. Mr. Babson concluded that this constituted an excellent investment and one which is safe in both bull and bear markets.

WERBER COLLEGE—Mrs. Babson heartily recommended this investment because of its clearly defined foundation in both spiritual and material education.

UTOPIA COLLEGE—This new Mid-Western product shows promise of early maturity according to Mr. Gordon M. Trim.

GRAVITY RESEARCH FOUNDATION—Mr. William R. Essen recounted the principles, aims, and Progress of their long-range investment.

OPEN-CHURCH ASSOCIATION—The Growth of this important spiritual movement and its impact upon the Western Hemisphere were discussed by Mr. Austin H. Fittz.

JOHN E. MILLEA SWIMMING POOL—This gift of Mr. Babson to the Institute in tribute to Mr. Millea represented an investment in both Progress and Growth. On hand to receive the honor was Mr. Millea, a former member of the Babson Institute faculty.

Presenting the harvest of grateful thanks and genuine appreciation to our founders were Dr. Edward B. Hinckley, President of the Institute; Mr. Eugene B. Sanger, President of the Alumni Association; and Mr. Robert C. Shaw, President of the Student Council.

As in the past, the program was recorded in its entirety and made a permanent part of the Babson Institute archives.