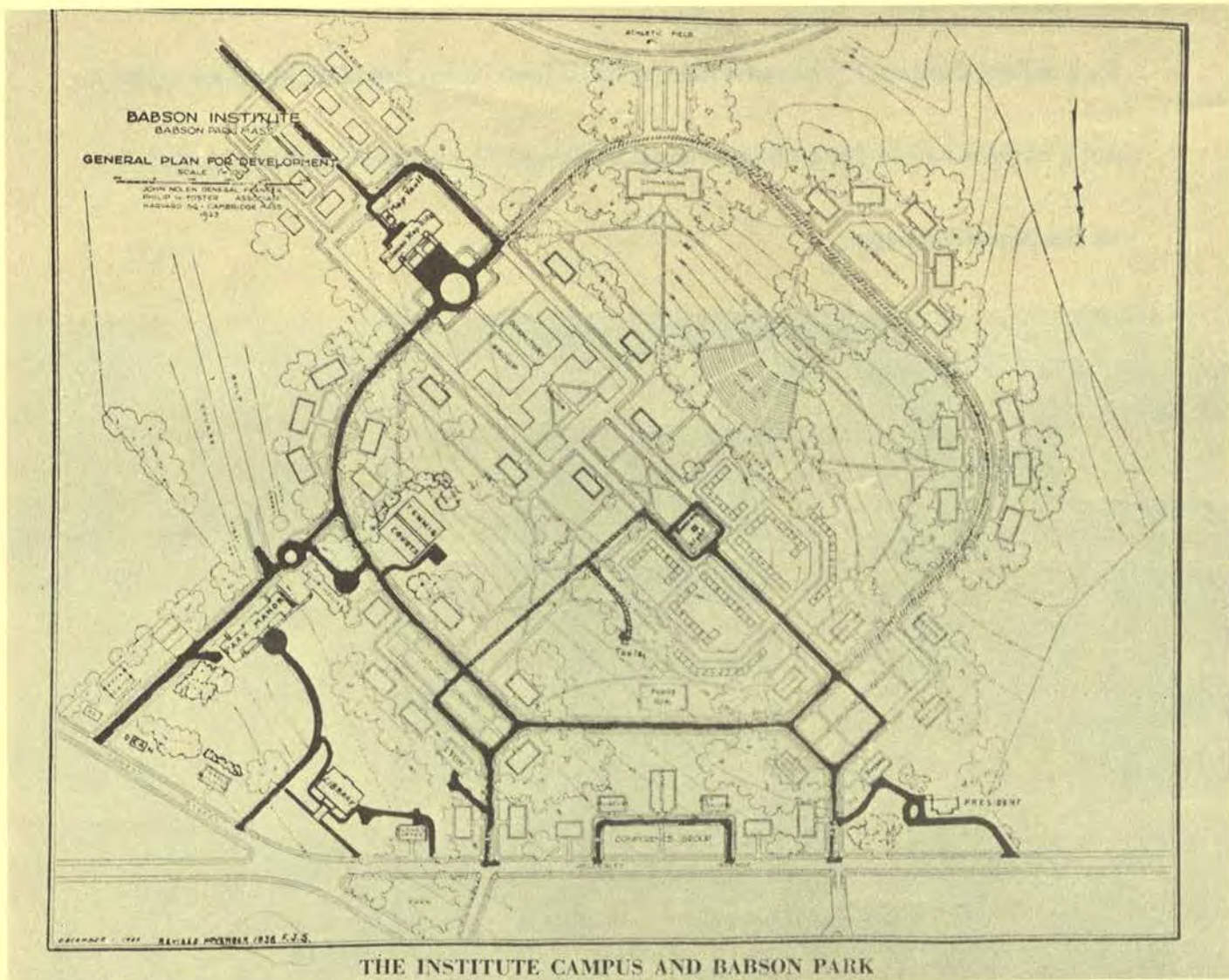


Babson.. A Look In Retrospect



When Mr. Babson was 44 he founded the Institute as a center for the study of business management for men who had completed their collegiate education elsewhere. Two years later he acquired 450 acres (in the middle of Wellesley and Needham!) for a college campus. At the same time he hired John Nolen and G. F. Marlowe to lay out a campus and to design the principal buildings. The proposed layout is pictured on the preceding page.



THE CLASS OF 1924



In 1922 at the age of 47 Mr. Babson and his friends underwrote the construction of the first five buildings for formal instruction in concert with architects' plans. For sheer space, bricks and faith only a few men in college history can match this personal gift of land and means.

When Mr. Edison, Mr. Firestone, Mr. Ford, Mr. Babson and others used to congregate around an evening fire in Florida, there is no telling what philosophy evolved.

But whatever it was, Mr. Babson put much of it to work. In Education!

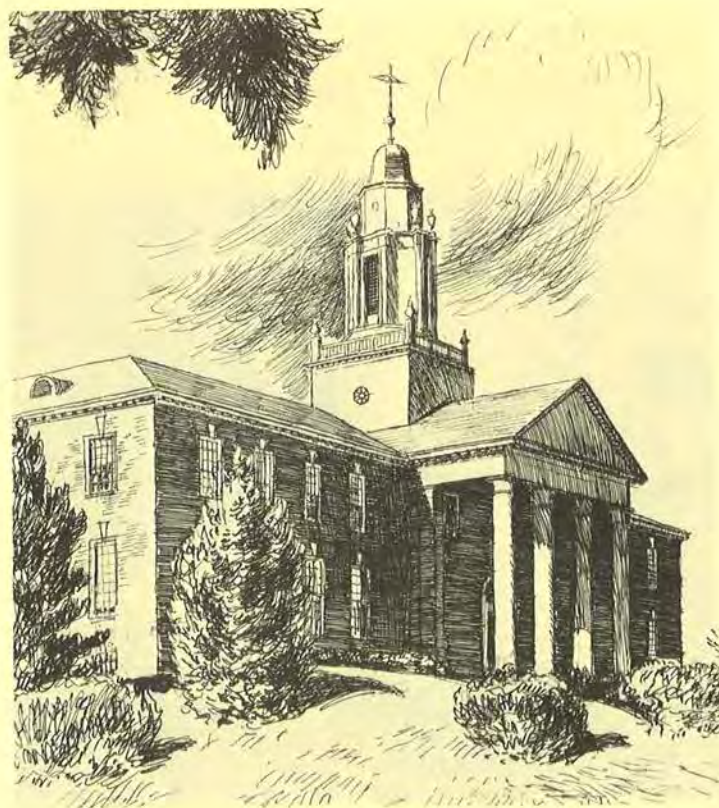


But Mr. Babson was not content. A resident campus needed housing and food; so he built Park Manor South with the hope that it might be self-sustaining—a forlorn hope but a boon to the students. [The June 1924 *Babsonian* noted that the “hotel” and Peavey Gym would be “ready for use before next year”.]

It is hard to tell just when Mr. Babson and his friends stopped writing checks for new buildings and placed that burden upon the endowment fund—which he supplied. Nevertheless, Mr. Babson was extremely modest about his contributions. In the late fifties he told an assembly that he “had never really given the Institute much cash—only stocks.” (Which later multiplied in value!)

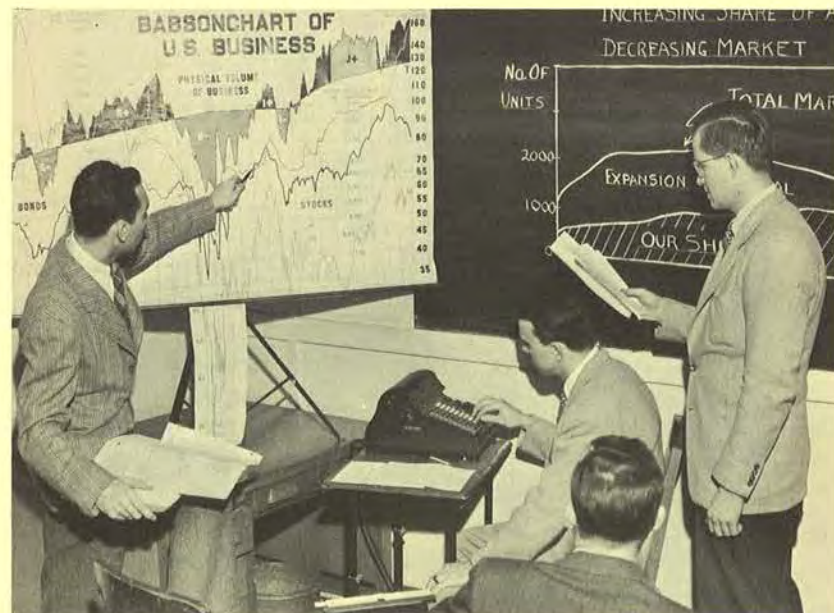


Then came the market crash when Mr. Babson was 54. For eighteen months he had been writing warnings and had lectured across the country: "Get Out." That was fine for his clients but his educational child could not "get out." What then? An additional program was started for secondary school graduates. From the depths of the depression until World War II this effort was successful. But it left its mark on curriculum development. What do you teach a college freshman? When Carl Smith took over in 1935 from retiring George Coleman, president since 1921, he directed the faculty's efforts toward that problem. He also drew upon the library building fund for the construction of the Isaac Newton Library.





With both undergraduates and graduates on the campus, and basic problems of curriculum design awaiting a fundamental goal for their resolution, President Smith began a campaign which ended (1943) in degree-granting authority for Babson by the Great and General Court of the Commonwealth of Massachusetts. But Hitler's march to Paris ended studies: The draft took the students and the Navy took over the campus.



After the War, Babson Institute prospered. G.I.'s brought a new life to the campus. A Graduate School was established. An evening MBA program was started. Buildings were added for the burgeoning enrollment. Currently, under the administration of President Kriebel, a vast expansion program, directed by Vice President Stephens, looks forward to the accomodation of 1600 students in the additional campus facilities pictured on the next page. Mr. Babson would be pleased with his investment. He always liked growth situations!



The Master Plan

