





PERSONNEL





Be Unhampered by Custom

A YOUNG man entering business at the beginning of a new era, such as that following the present depression, has a challenging opportunity to raise the standards of business ethics. He does not need to be circumscribed by traditional rules of industry. He has new ideas unbiased by years of conformity to old practices. If he has an understanding of the complexities of modern business, he should be able to offer protective measures to avert the recurrence of such debacles as we have experienced in the past. A specialized knowledge of business practices and a willingness to back up his judgment with action will aid him greatly in this task. In the same way this knowledge and this willingness to act will enable him to achieve success for himself in the game of business.

Unhampered by precedent, the well-trained young man should be able to lift himself above the level of the mediocre into the group of those who achieve because they are above the average in creative ability. His goal may well be an achievement beyond the usual of those who form the great middle class of our population whose aim is conformity to custom and who lack imagination and initiative. He will not heed the admonition of business when it says: "Conform to our laws." He will remember that many of the outstanding leaders in business never hesitate to discard custom and are always willing to chart new paths in the field of business.

By this time I hope you have set a goal which you plan to attain. You have decided the best way to place yourself among the few who have sufficient nerve and wisdom to step out of the conformist mediocre group, by choosing the Institute as your last step in acquiring the practical background and inspiration for successful achievement. The wisdom of this choice is gauged by the manner in which you apply the principles you have learned, and the good judgment with which you meet the business problems of the future.

PAT B. COSGROVE.



Find out what you want. Estimate the cost of getting it. Take an inventory of yourself. Choose the best means to the desired end. Check again to make double sure that you really want what you want. Then put on full steam ahead.

GEORGE W. COLEMAN,
President of Babson Institute.

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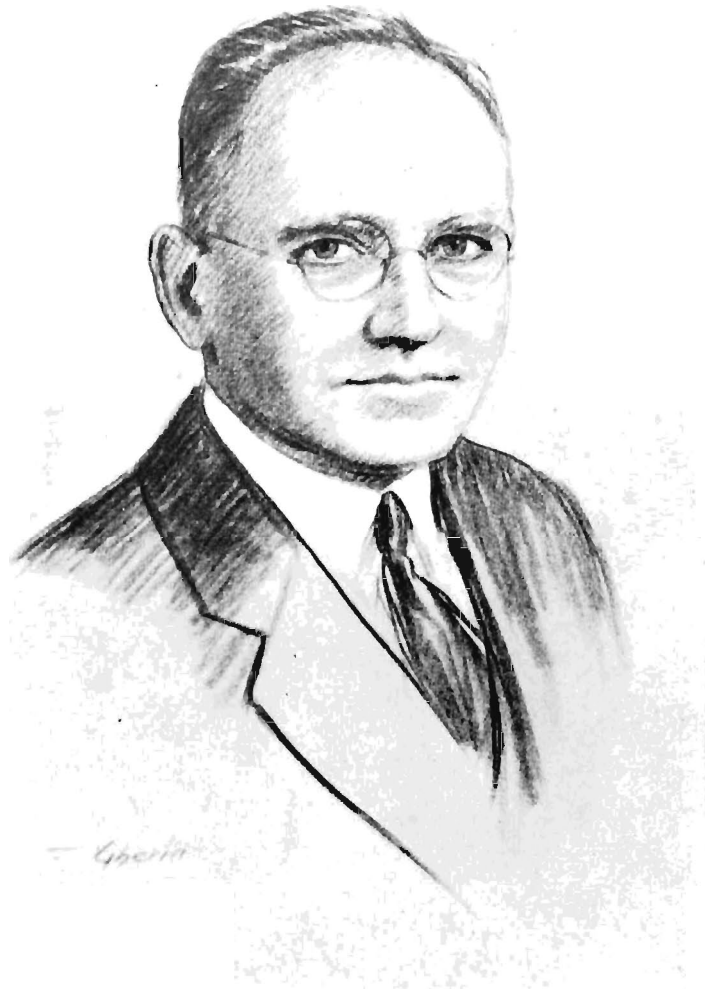
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Speech can never be a substitute for action. It is primarily useful for the interchange of ideas. Stagnation is due to lack of movement. Part of a business man's philosophy should be: get all the facts; make as careful an analysis as possible; formulate a decision, and — don't delay — ACT.

JOHN E. MILLEA,
Dean of Babson Institute.