



CONTINUITY AND CHANGE

Babson College, 1919-1994

BABSON COLLEGE

BABSON
COLLEGE

75th
YEAR

EDUCATING

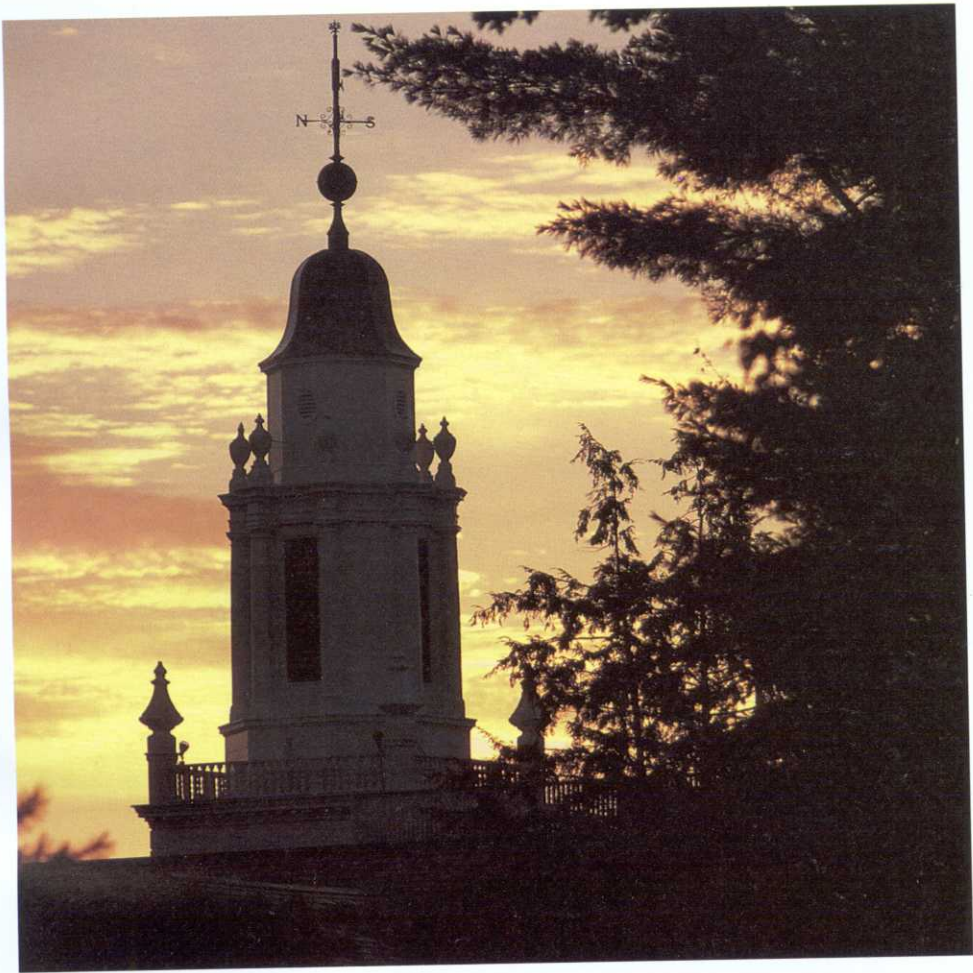
BUSINESS

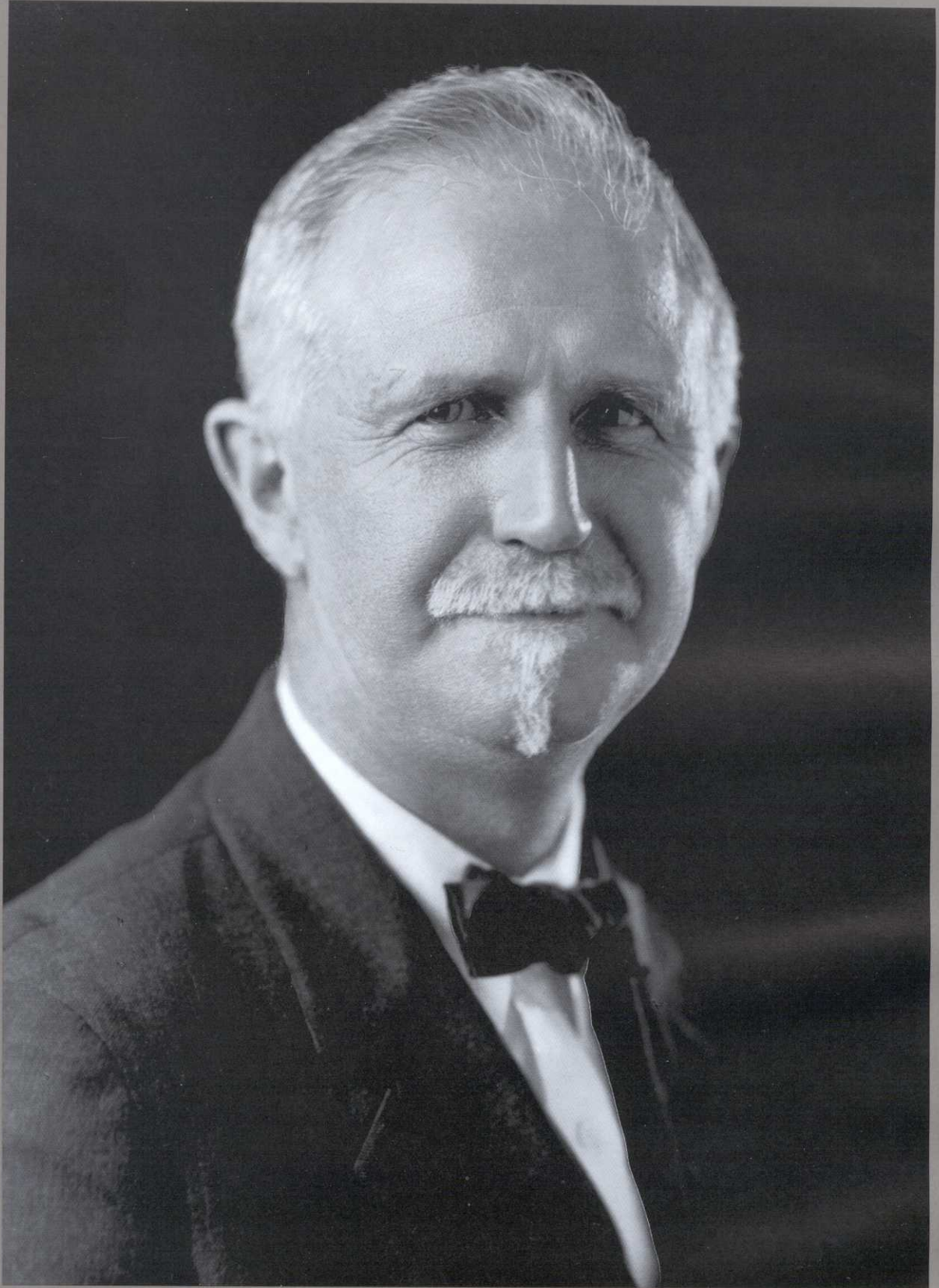
LEADERS

SINCE 1919

JOHN R. MULKERN





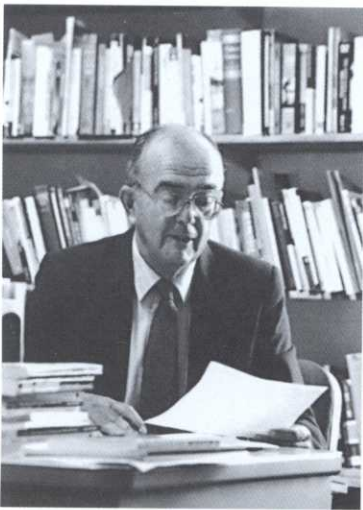


ROGER W. BABSON, 1875-1967

CONTINUITY AND CHANGE

Babson College, 1919-1994

JOHN R. MULKERN



T H E A U T H O R

John R. Mulkern received his Ph.D. in American History from Boston University in 1963. He has taught history and politics at Babson College since 1966. *Continuity and Change: Babson College, 1919-1994* is his third book. He is the author of *The Know-Nothing Party in Massachusetts: The Rise and Fall of a People's Movement* and co-author with Professor Edward Handler of *Business in Politics*. Professor Mulkern has also published a number of articles in scholarly journals.

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Roger Babson was a man of vision who achieved fame and fortune through an uncanny ability to forecast future economic developments. But he was not content with material success. He envisioned a new kind of enterprise, one driven not by the lure of financial reward but rather by a desire to better mankind. He wanted to create a college of business administration whose mission would be to produce better men and better businessmen. He expected to accomplish this through a unique program of character development and practical training that featured student involvement in real business situations.

These were radical ideas at the time. No other college entertained such notions, let alone implemented them, a fact that added zest to Babson's reflections. He had already made his mark in business by doing things differently. Now he saw opportunity to enjoy similar success in the field of education.

Roger Babson was not given to idle speculation. He had every intention of turning his vision into reality. And the times were propitious for bringing this to fruition.

The year was 1919, and America was in the throes of great change. The war to end all wars had just ended. Millions of American servicemen, having served their country in time of war, returned home, anxious to get on with their lives in time of peace. Opportunity abounded. The nation had undergone an economic sea change during the war years (1914-1918) that shifted its international financial standing in the world from debtor nation to the world's leading creditor. The economy was poised on the threshold of breathtaking expansion, and business, as the engine of this expansion, was going to need unprecedented numbers of managers educated to respond to rapidly evolving business conditions.

Roger Babson foresaw these developments and this lent wings to his plans for establishing the college that bears his name and ideals.

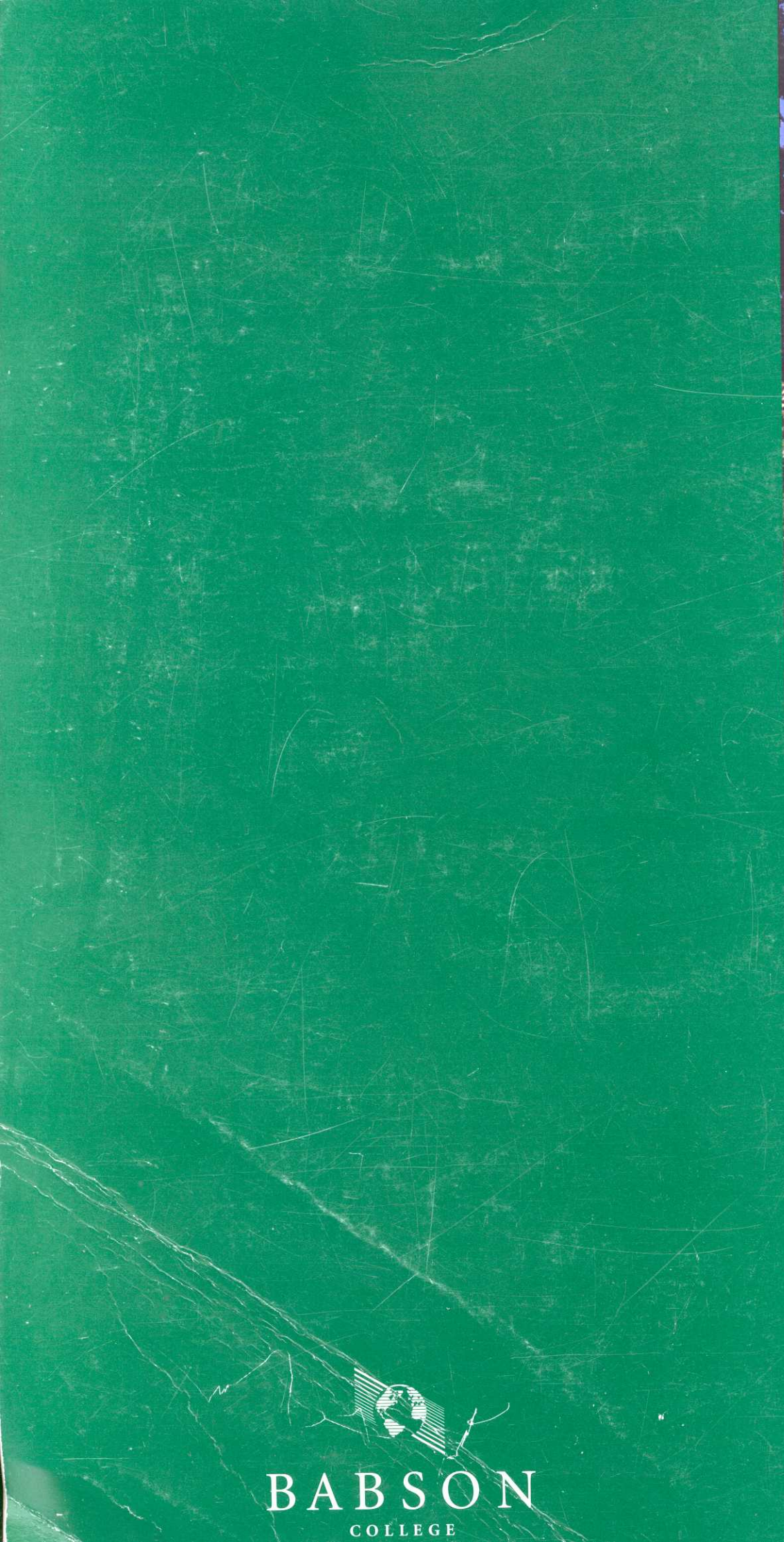
What follows is the story of this remarkable man and the college that he created in his own image.

—JRM



D E D I C A T I O N

This book is dedicated to Professor Edward J. McGee (in memoriam)
and to all my Babson friends and colleagues, past, present, and future.




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