

1965

NICHOLS  
COLLEGE  
OF  
*Business Administration*



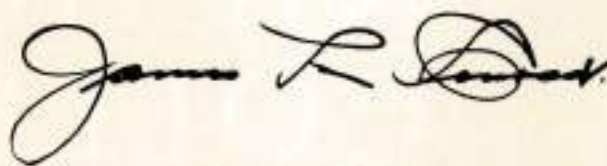
DUDLEY · MASSACHUSETTS

Nichols College of Business Administration, one of the first four-year, degree-granting, country campus colleges of business administration, is represented in the following pictorial as a college established in the New England atmosphere and traditions. The college has an unusual and interesting history and development.

In these pictures you will see what a busy and pleasant place Nichols is, and you will easily be able to view the Nichols man and his environment. At the same time it is hoped that you will notice the many factors of which the college is justly proud. Pictured, too, are some of the many extracurricular activities which have allowed the Nichols man to enjoy and develop himself wholesomely to the fullest extent of his ability.

If you have any questions, please do not hesitate to write to the college. If you desire to visit the college, and we certainly extend our sincere invitation to do so, it is suggested that you make arrangements with the Admissions Office for an interview. For your convenience we are enclosing in this folder a sketch of the campus and a road map showing various routes to Dudley.

Sincerely,

A handwritten signature in black ink, appearing to read "James L. Conrad". The signature is fluid and cursive, with a large initial "J" and a distinct "L" and "C".

JAMES L. CONRAD, *President.*

NICHOLS COLLEGE  
of  
BUSINESS ADMINISTRATION

Dudley, Massachusetts

We regret very much that our new catalog will not be off the press for several weeks yet and our supply of old ones is exhausted. We are, however, placing your name on our mailing list to receive a copy as soon as the new catalog reaches us.

The enclosed pictorial will give you information on College facilities, program, and activities. Costs for the year are as follows:

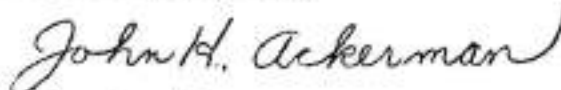
Tuition	\$ 785
Room and Board	<u>1150</u>
	\$1935 per year

All applicants are required to furnish the College Entrance Examination Board Scholastic Aptitude Test scores and the English Writing Sample in addition to all secondary or preparatory school records.

Recommended high school units include: English 4, Algebra 2, Geometry 1, Social Science 2, Laboratory Science 2, and 5 elective units. Personal references indicating a high standard of character are also required.

If you require further information prior to the arrival of the new catalog, please don't hesitate to write to the undersigned.

Sincerely yours,



John H. Ackerman  
Director of Admissions

## EDUCATIONAL PROGRAM — BUSINESS ADMINISTRATION

Nichols offers to the academically-minded high school or preparatory school graduate an opportunity to equip himself for eventual entrance into the professional business world. The academic program which is available to students at Nichols College of Business Administration includes accepted and traditional courses in collegiate business administration. Paralleling development in professional areas, the Nichols program, through electives and additional required courses, also recognizes the importance of the development of the individual and prepares him to participate in and contribute to a strongly individualistic business society. A unique feature of the program, designed to correlate all factors of a Nichols education (course instruction, summer field experience program and Advisory Council activity), includes the writing of a thesis and a three-hour, two-semester Business Clinic Seminar.

Between classes.





A view of the campus looking north from James L. Conrad Hall.

The program required for qualification for the degree of Bachelor of Business Administration contains the following major areas of study:

Accounting	Forest Management
Finance	Park Management
Management	Wildlife Management
Marketing	

When the Nichols man graduates from the college after four years, he will have spent at least thirty semester hours or approximately one year specializing in his major area of study. A selection of this major area will have been based on aptitude, performance and interest as shown during his Freshman and Sophomore years at the college.

Interspersed between professional courses will be required subjects designed both for transitional purposes and for the purpose of self-development.

English (two years) (four semesters)	Psychology
Political Science	Sociology
Public Speaking	Philosophy
	Logic

The Nichols student must also select six additional semester hours from the following subject areas:

Religion	Literature
Art	Political Science
Introduction to Biology	Sociology
Introduction to the Physical Sciences	Advanced Psychology



The interior and exterior of the newly renovated inter-faith college Chapel.



A professor makes a point in Finance class.

Psychology lecture in Chapel classroom.



Alumni Hall is in the center of the campus. It contains the cafeterias capable of serving 500, faculty dining room, new senior dining hall, Stewards office, Trustee room and other facilities.



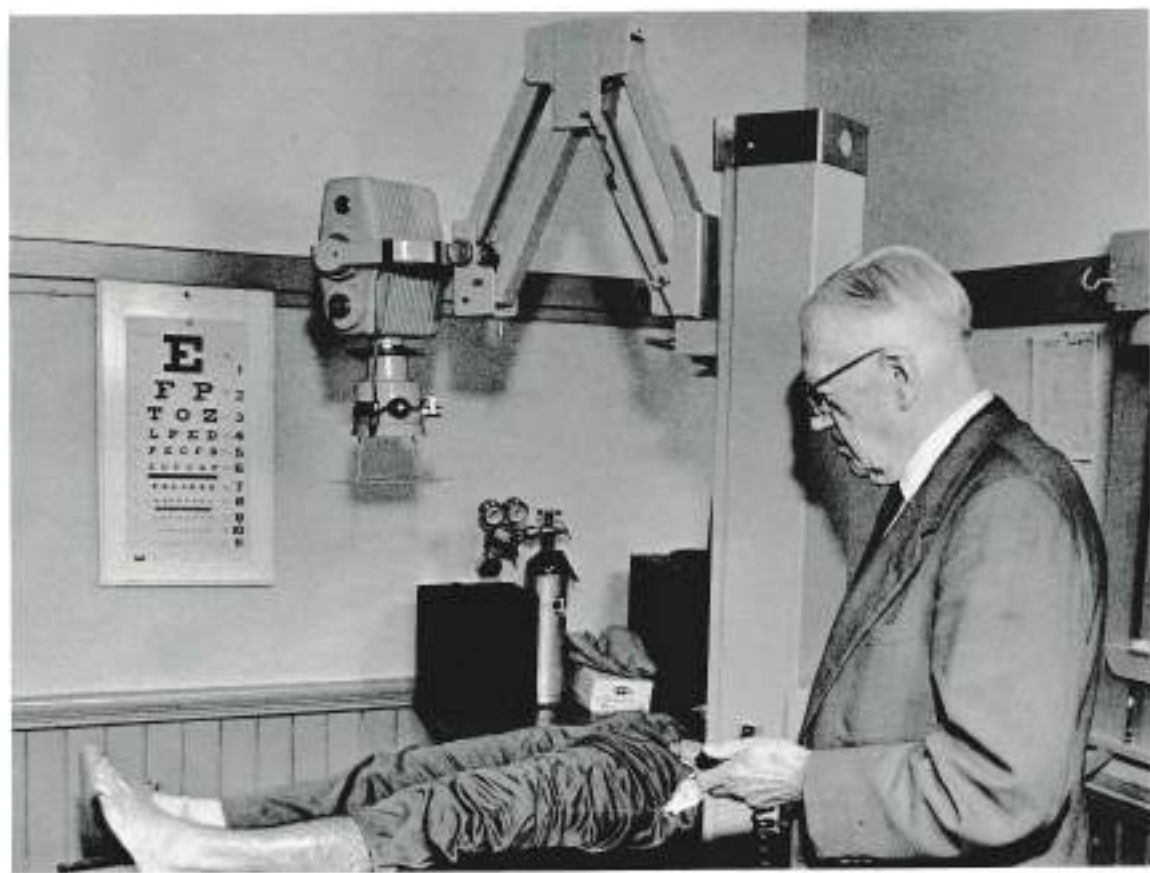


Foyer of Alumni Hall. The trophy cases are the gift of the Class of 1957.

The Alumni dining hall. A modern aluminum cafeteria is a feature of the building.



The Infirmary is a separate unit located at the edge of the campus. A resident doctor and nurse are in attendance to insure prompt medical care.



The facilities of the Infirmary include pleasant private rooms and a ward as well as an X-ray room, whirlpool bath, and an outpatient clinic.

## DORMITORIES

Over eighty percent of the students reside in college campus dormitories. For the great majority, therefore, this means acceptance of the responsibilities and freedoms that living in a college community requires. The college recognizes the need for guidance and leadership in assisting students to adjust to community living and provides this through resident faculty counselors and upper-class student proctors. The upperclassmen in each dormitory are especially helpful in assisting freshmen make the adjustment to college life.

Each dormitory is a small independent living unit within the larger campus community. This permits individual identification with a social group. Students learn to respect the rights and property of their classmates. The give and take of dormitory living teaches students to work and live cooperatively.

Most rooms are double, although there are some single rooms in several of the dormitories. Each dormitory contains a lounge and a recreation room with a television set. The lounges are favorite meeting places for the students who wish to discuss personal and academic problems. Frequently the faculty counselor, at the request of the students, enters into these discussions to impart his wisdom and guidance.



The Lower Campus includes Merrill, Daniels, Goodell, Underhill, O'Neil and Smith Halls.



A student room in Smith Hall.

Bull session in a corner of the Smith Hall lounge.



Conant Hall, one of the older buildings, has the wide corridors, large windows and spaciousness of a previous era which appeals to parents and students alike.



A corner room of Conant with the four windows, fireplace and roominess that make for comfortable living. Conant has more single rooms, proportionately, than any of the other dormitories.



Budleigh Hall overlooking lakes, valleys and townships encompassing a view extending into three states.





Study and recreation in a dormitory.



Merrill Hall, one of the dormitories, reflects the New England tradition in its architecture.



A recently completed dormitory, Goodell Hall, overlooks the college football field.



Olsen, one of the smaller dormitories on the campus, has recently been completely renovated. It overlooks the new athletic fields and college golf course.



Student room in Olsen.

## SPORTS

Nichols supports a very complete athletic program playing college teams of comparable athletic strength and standards.

### *Fall Sports*

- Football
- Soccer
- Cross country
- Informal golf
- Informal tennis
- Informal yachting
- Intra-mural touch football league

### *Winter Sports*

- Basketball
  - Varsity
  - Junior varsity
- Hockey
- Intra-mural basketball league
- Intra-mural volleyball league

### *Spring Sports*

- Baseball
- Lacrosse
- Tennis
- Track
- Golf
- Yachting
- Intra-mural softball league



Nichols College football teams are now competing on a newly constructed field. Soccer is an extremely popular fall sport.



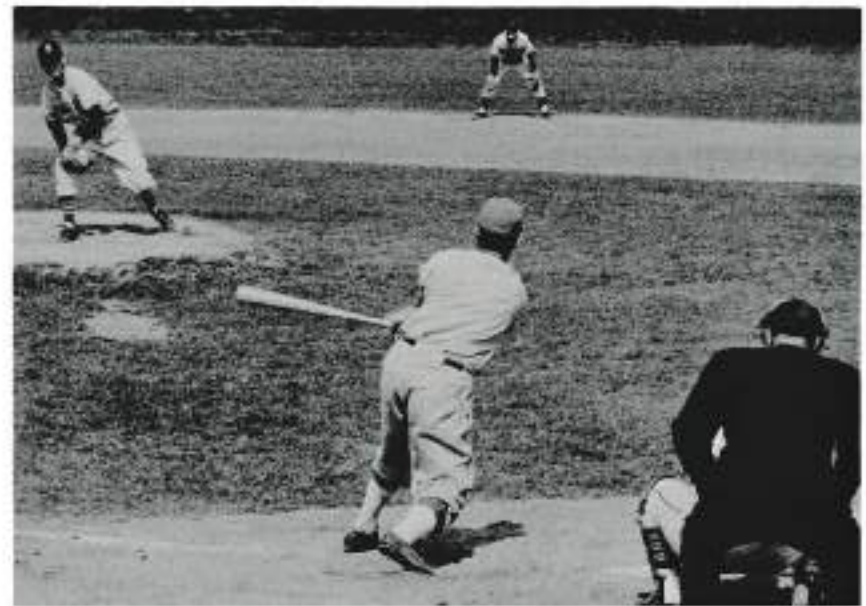
Winter sports' teams in action. Hockey is played in the Worcester arena.

Nichols has both Varsity and Junior Varsity teams in basketball.





Intramurals in action.



Nichols sponsors teams in six different sports in the spring. The college is fortunate in having available a nine-hole golf course.



A warm New England spring gives the student an opportunity for further outside recreation. The sailing team holds meets on Lake Chargoggagoggmanchaugagoggchaubunagungamaugg (Webster Lake).



The Ridings Memorial Athletic Guest House and the Clubhouse,  
with some of the lacrosse squad in the foreground.

## EXTRACURRICULAR ACTIVITIES

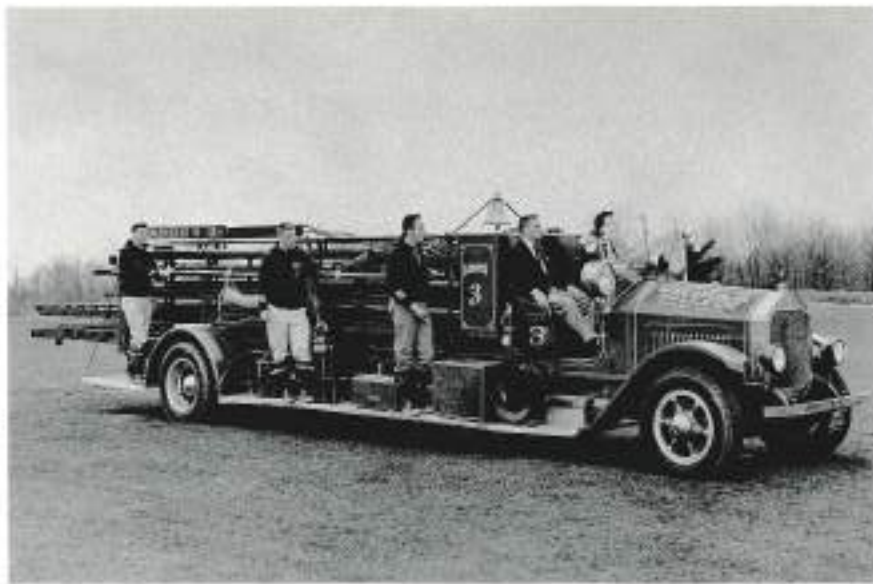
Sports and extracurricular programs are designed to provide healthful and desirable activities, while offering opportunities for students to develop leadership, personality, emotional stability and various other capacities that might not ordinarily accrue in an academic exposure alone.

### *Activities:*

Accounting Club	Justinian Society
Band	Ledger (Year Book)
Bison (newspaper)	Marketing Club
Camera Club	"N" Club (Letter men)
Christian Association	Newman Club
Debating Club	NiCon (Forestry Club)
Dramatic Club	Orchestra
Fire Department	Sailing Club
Glee Club	Social committee (dances and social affairs)
Hillel Club	WNRC — Radio Station
International Relations Club	Zeta Alpha Phi (Honor Society)



The present gymnasium contains a basketball court, three locker rooms, a large stage and additional floor area for boxing, wrestling and gymnastics. A new Field House is under construction, and this building will be converted to an auditorium capable of seating the entire student body.



The Nichols College volunteer fire department in training.

A jam session in the Nichols gym.



WNRC on the air.

One of the several informal dances sponsored by the College.



The Hilltop Players of Nichols College present at least three productions each year. The college Glee Club is one of the many activities available to the Nichols student. Concerts both on the campus and at other colleges are given frequently throughout the year.





Weekly convocation. Welcoming alumni at Homecoming. The President's Home located at the north end of the campus overlooking the golf course.

APPLICATION BLANK  
NICHOLS COLLEGE



Dudley, Massachusetts

Program applicant is applying for

PLEASE CHECK  Business Administration  
 Forestry

Date \_\_\_\_\_

Name of student in full \_\_\_\_\_

Date of birth \_\_\_\_\_ Place of birth \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Name of parent or guardian \_\_\_\_\_

Business or profession of parent or guardian \_\_\_\_\_

Names, addresses and dates of all high or preparatory schools attended \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Names and addresses of all colleges attended \_\_\_\_\_

\_\_\_\_\_

The sum of TEN DOLLARS (\$10.00) is enclosed as the application fee. (Not refundable)

REFERENCES

Name \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

I hereby apply for admission of my (son) (ward) named above as a (day) (boarding) student according to the terms set forth in the catalog of the Nichols College of Business Administration, for the academic year beginning September 19 \_\_\_\_\_.

Signed \_\_\_\_\_ (Applicant) Signed \_\_\_\_\_ (parent or guardian)

I intend to take the Scholastic Aptitude Test of the College Entrance Examination Board in \_\_\_\_\_ 19 \_\_\_\_\_. I will request that the scores of these tests be sent to Nichols College.

