

Nichots AJunior Cottege

of Business Administration and Executive Training



1932-33

Dudley, Massachusetts

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· AND · EXECUTIVE · TRAINING

NICHOLS

JUNIOR COLLEGE

OF

BUSINESS ADMINISTRATION

AND

EXECUTIVE TRAINING

FOUNDED IN 1815
REORGANIZED AS A JUNIOR COLLEGE IN 1931

JAMES L. CONRAD, B.B.A., President Dudley, Massachusetts

1932-1933

Trustees

FRED E. CORBIN, President		Southbridge, Mass.		
CHARLES L. ROBINSON, Vice-President	*	New York City		
CLARENCE R. FLETCHER, Secretary		Webster, Mass.		
H. WADSWORTH CRAWFORD, Treasurer		Webster, Mass.		
Mrs. Henry Babcock		Webster, Mass.		
H. Nelson Conant	*	Dedham, Mass.		
Hon, Rufus B. Dodge		Worcester, Mass.		
RALPH ESTABROOK		Dudley, Mass.		
EARL GOODELL		Hartford, Conn.		
GEORGE H. HALL	*	Dudley, Mass.		
Dr. Fred Hart		Webster, Mass.		
Rev. George B. Hawkes	M	Dudley, Mass.		
George Jacobs		Fort Wayne, Ind.		
JAMES A. LOBBAN		Webster, Mass.		
Dr. Quincy H. Merrill		Webster, Mass.		
Mrs. Clarence Nash		Webster, Mass.		
George B. Williams		Dudley, Mass.		

Advisers

George R. Storbs, Worcester, Mass. Attorney, Ex-Congressman

*DWIGHT S. PIERCE, Worcester, Mass. President, Worcester County Institution for Savings

*WILLIAM J. ROOKS, Providence, R. I. President, United States Oil Company, Providence, R. I.

EDWARD B. MACDONALD, New Haven, Conn. Controller, Edward Malley Company, New Haven, Conn.

JOHN C. LEARY, New Haven, Conn. General Manager, Gamble-Desmond Co., New Haven

Col. W. L. Conrad, New York, N. Y.

Consulting Engineer, Past Chairman, Management Division of A.S.M.E.

President, Quartermasters' Association of the United States.

*Frank G. P. Barnes, New Haven, Conn. Controller, City of New Haven

*Ernest P. Roberts, Concord, N. H. Treasurer, New Hampshire Savings Bank, Concord, N. H.

FREDERICK SMITH, New Hampton, N. H. Head Master, New Hampton School

FRED E. CORBIN, Southbridge, Mass. Superintendent of Schools, Southbridge, Mass.

*David Howes, Wollaston, Mass. Manager, Kraft Cheese Company, Boston, Mass.

*George Arthur Dewey, Manchester, N. H. New Hampshire Fire Insurance Company, Manchester, N. H.

^{*}Parents of students who have taken Business Administration courses under Mr. Conrad and Staff.

Faculty

JAMES LAWSON CONRAD, President B.B.A., Boston University Advanced Business Administration, Law II

JOHN FRANCIS BURKE B.B.A., Boston University Accounting, Credits and Collections

GEORGE SCOTT WOODMAN

B.B.A., Boston University

Business Administration, Advertising, Finance

WALTER CARROLL SHERMAN B.B.A., Boston University Business English, Economics

ROBERT MORRIS

A.B., Amherst

Modern Languages, English

Kenneth Hutchinson
A.B., Oberlin; M.B.A., Harvard
Marketing, Salesmanship, Plant Management

A.B., Dartmouth

Psychology, Business Mathematics

Annette B. Conrad School Hostess

QUINCY H. MERRILL, M.D. School Physician

> Rev. George Hawkes School Pastor

MARGARET M. CONRAD Secretary

> Barbara Corliss Secretary

ALTHEA SMITH Dietitian

Further appointments pending

A distinctive part of the training is derived from lectures given by successful business men and educators, and from periodic visits to industries and business offices to study their methods.

Calendar

1932-1933

			Sun	amer	Vacation
COMMENCEME	NT DAY	*	-	*	June 3
CLASS DAY	10 31	1	20	50	June 2
MEMORIAL DA	Υ		V.		No classes—May 30
FINAL EXAMS P	OR JUNE	ors .	1	10	Start May 26
FINAL EXAMS I	OR SENE	ons .		1	Start May 19
EASTER VACAT	ION .	127	2		Classes end March 25 Classes resumed April 3
MID-TERM EXA	AMS .	-	1	+	Start March 20
Washington's	BIRTHO	AY	*1	20	No classes-Wednesday, Feb. 22
Mid-Year Exam	MS :	98.	# }	2011	Start Jan. 30 End Feb. 4
CHRISTMAS VA	CATION		1	3.	Classes end Saturday, Dec. 17 Classes resumed Wednesday, Jan. 4
THANKSGIVING	VACATIO	'n,	971	122	Classes end Wednesday, Nov. 23 Classes resumed Monday, Nov. 28
MID-TERM EXA	M AND F	REPOR	τ		
Armistice Day	e .	4	80		No classes-Friday, November 11
COLUMBUS DA	Υ .	1	1	100	No classes-Wednesday, October 12
CLASSES BEGIN	15	- 61	+	7.5/1	Tuesday, September 20
REGISTRATION					

FALL REGISTRATION .

September 18



On the crest of Dudley Hill stands the Nichols Buildings—Conant Memorial Church, Roger Conant Hall, Academy Building, the Library and Conservatory



The lounging room of one of the dormitories



The recreation room of the Club House

A New Educational Idea

ICHOLS JUNIOR COLLEGE of Business Administration and Executive Training was established to meet a very definite educational need which educational advisers had found to exist. It incorporates a new idea in education — a junior college for men only, and an institution where a student can secure a college education in business administration and executive training and at the same time enjoy the advantages of dormitory and campus life.

A great many young men finishing their preparatory school course are unwilling to face four years of college which will give them no specific preparation for business. On the other hand, the city business college with its old-line commercial subjects and lack of campus life fails to meet their need. Here for the first time high school and preparatory school graduates can gather with boys of similar background and educational needs and pursue a well-balanced curriculum of courses in business administration.

Junior colleges in the last twenty years have grown rapidly in the United States until they now number more than 430. They have recently invaded New England but this is the only junior college exclusively for men in the East. Its advent has been heralded by educators as meeting a vital need.

Nichols offers to its students the required courses of the ordinary four year college of Business Administration, with enough elective and cultural courses to give the student a well-rounded education, either of a terminal or a preparatory nature, in the two years.

History of Nichols

AMASA NICHOLS, an energetic Massachusetts business man, founded Nichols Academy in 1815. One of its early influential trustees was Samuel Slater, "the father of cotton manufacture in the United States." During the latter part of the last century, Hezekiah Conant of Dudley took an active interest in the Academy and gave it several of its present buildings. As happened in so many New England towns, the public high school gradually took over the functions of the Academy until about twenty years ago, it finally ceased to operate.

In 1931, the trustees of Nichols decided that the buildings and endowment should be used to meet some pressing educational need. After a careful study of the field, they reorganized the institution as a junior college of business administration and called to head the administration James Lawson Conrad, whose junior college course of business administration had met with such success at a private school in New Hampshire.

Location

NICHOLS JUNIOR COLLEGE is particularly fortunate in being removed from all distracting influences. Situated on a hill in the beautiful Dudley Hills section of Massachusetts with only a few fine estates and residences near by, its location is exceptionally favorable to the earnest concentration necessary for study.

This desirable remoteness is not attained at the expense of accessibility, however. Bus lines furnishing frequent service to all points pass through Webster, two miles away; an airplane landing field used by the air mail service is located close to the school property; and good roads lead in every direction to the important centers of art and industry. Dudley is 16 miles from Worcester, 40 miles from Springfield, 35 miles from Providence, 60 miles from Hartford, and about 65 miles from Boston.

Modern Buildings and Equipment

NICHOLS JUNIOR COLLEGE has eight modern buildings, which together with the campus and athletic fields and a small pond, occupy about seventy-five acres.

Conant Hall

Conant Hall, named for Roger Conant, a generous benefactor of the school during the past century, is of brick construction and contains two masters' suites, reception and common rooms, and commodious dormitory accommodations for 36 students. All rooms are well lighted and airy, and with few exceptions contain fireplaces.

Budleigh Hall

Budleigh Hall, an exceptionally beautiful and adaptable dormitory building with accommodations for eighty students, is of brick fire-proof construction and has just been completed. All rooms have individual lavatories and are large, airy and comfortable; all bathrooms and showers on each floor are of tile and very modern. The school offices and reception parlors are also in this building. The location of the dormitory is unexcelled—from every room a beautiful view into three states is presented.

The Academy Building

The Academy building contains the conference rooms, accounting room, a large assembly hall, and a small general office. The building has just been completely renovated and newly equipped.

The Library

The Library, partially maintained by the John Hancock fund, contains several thousand volumes, the current weekly and monthly magazines, and a number of daily newspapers. Adjoining it is an astronomical observatory containing a fine celestial and terrestrial telescope.

Dining Hall

A separate building houses the dining hall and the modern, well-equipped kitchen. The dining hall is spacious and attractive with windows on all sides. It is large enough to accommodate the entire student body, faculty, and guests on any of the college's festive occasions.

Gymnasium

The gymnasium contains a large basketball court, dressing rooms, boxing room, wrestling room, and showers. It is equipped with all necessary apparatus to furnish healthful exercise under proper conditions.

The Club

The Club is the social center for the college students. It is set slightly apart from the rest of the buildings, and contains a bowling alley, pool and billiard rooms, a lunch room, and a game and reading room. A large fireplace adds to its attractiveness.

All the buildings are heated by steam, lighted by electricity, and supplied with the most modern sanitary appliances. They are subject at any time to critical inspection regarding security against fire, protection against disease, and the promotion of sound health.

Recreational Program

A PART of the educational scheme of Nichols Junior College is to provide a recreational program that will give to every young man ample opportunity for wholesome, competitive sports. Athletics should be made to contribute to the health and character of the individual, it is felt at Nichols, and should contribute to the college spirit and college life.

New athletic fields with facilities for football, baseball, soccer, tennis, track, and a gymnasium for basketball and other indoor sports are provided in the college equipment.

A schedule of games for the varsity and other teams is arranged with New England college junior varsity and freshmen teams of suitable competitive strength.

Dudley-Webster Country Club and golf course, very nearly adjoin school property.

College Life under Sane Control

HIGH SCHOOL and preparatory school graduates should be made to feel responsibility for their own conduct. This does not mean that they are given an unlimited amount of liberty. With the help of faculty advisers, students work out the regulations governing the college community, for the best interests of the individual student and the group.

Only young men well recommended for their character and standing are accepted — young men who can assume responsibility and in whom trust can be placed.

The location of Nichols Junior College in a quiet residential community provides an ideal environment for a college course.

Educational Plan

NICHOLS JUNIOR COLLEGE is an answer to the demand for an institution which offers a two-year program of studies fundamental to business and life amid cultural surroundings. The course of study is a combination of the required subjects of the ordinary four-year college of business administration course with necessary electives and cultural subjects.

Thus, a student upon completing the Nichols course is thoroughly prepared either to enter business or to go on to advanced work in a university.

The equipment, surroundings, and personnel of the college are all conducive to an atmosphere of dignity and refinement and students are carefully selected.

Formal, classroom type of instruction is avoided as far as possible in favor of an atmosphere of business. All classes, with the exception of those in accounting, are held in conference rooms, patterned after the director type. These rooms are attractively furnished each with a long table, comfortable chairs, and further appointments in keeping with the atmosphere of dignified business, and are calculated to develop in the students the executive attitude in the discussion and treatment of business problems.

Theoretical instruction is consciously and generously balanced by actual contacts with business and industry. Observation and research are carried on in the several important New England centers within easy motoring distance of the college, and successful business administrators and executives come to the college for lectures followed by questioning and discussion by the students.

With the increasing number of transfers from other colleges and universities, and a special course for college graduates, particularly engineering students, no finer nor more complete one year course is offered by any institution.

Entrance Requirements

A DMISSION to Nichols Junior College requires the completion of fifteen units of work in an approved high school or preparatory school. The academic course, rather than the commercial, is the preferred background. So long as a young man can present convincing evidence that he is capable of doing the work of the college, he may offer for entrance credits a wide variety of electives.

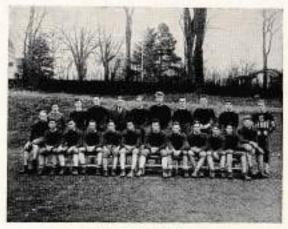
Program of Studies

		Firs	Year					Periods
Danied applicates								per week
Required subjects: Accounting I .			-	**	40	40	100	3 3 3
Law I		-			**			3
Economics I .								3
English I .								3
Liighton 1.		C	nd Yea					
		Seco	nu i e.		25	-0	40	3
Accounting II .			*		-		-	3
Law II				*	100	-	- 55	2
Economics II .	-							3
English II				*		*		3 2 3 3
Finance I .							-	
Electives open to both ye	ars:							2
Psychology I		+						2
Plant Manageme	ent		16			*	+	2
Business Admini	strat	ion I		200			-	2
Journalism			-	100			*	2
								2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
The second secon				14		+	*	2
Advertising			1700	4	- *		14	7
Insurance .			1					7
Credit and Colle	ection	ns						2
French .							3	2
Spanish .		0						Z
Business Mather	natic	s.				-		2
Business Admin Marketing — o Psychology II p	istrat pen t	o seco	ond y	car mo	te Bus	, Ad.	Ι.	2

Typical Class Schedule for Both Years

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00 - 9:00	Accounting IA Economics IA Law IA English IA Law II	Accounting (N) Marketing II Advertising Perchology IA	Accounting IA Essensies IA Essel I Essel I English IA Law II	Accounting (N) Marketing II Advertising Psychology IA	Accounting Bostomics Law English Law II	Accounting * Condecences
9100 - 10:00	Accounting IB Economies II Economies II Law IB English IB Mathematics (N)	Economies (N) Seniors Ad (A Psychology IR Salesmanahip	Accounting IB Scenerales IB Economies II Law IB English IB Mathematics (N)	Ecocomics (N) Business Ad I Psychology IB Salosmanchip	Accounting Economics Law English Economics II	Economics Conferences
10:00	Accounting to Economics to Finance II English to	Law I Scaless Ad IB Perchelogy In Real Setate Insurance	Accounting Ic Economics Ic Finance II English Ic Sales A	Law (N) Business Ad. B Psychology Is Real Fatate Insurance	Accounting Economics Finance II English Ic Sales A	Law
11:00 _ 12:00	Accounting Id Economics Id Law Id English Id	Figur Mgr. (B) Sesions Ad (E) English (N) (D) Psychology IIA	Accounting Id Recounts Id Law Id English Id	Plant Mgt. Business Ad. English (N) Psychology II	Accounting Economics Law English	English Conferences
1:13 	Accounting II Lew Ic Mathematics (N)	Cr. & Cel. (8) Journalism (E) Sentous Math. IA French (D)	Accounting II Law to Math. (N)	Cr. & Col. Journalism Bos. Math. Prench	Accounting II Law Public Syrahing (N)	
2105	English II Public Speaking I	Business Mach. (A)	English II	Bus, Mark. Public Speaking II	English II	

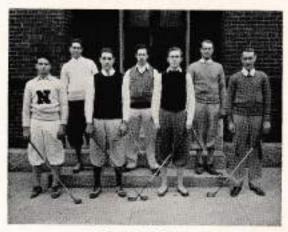
^{*}Conferences are required for students that are below passing in any subject, on Saturday.



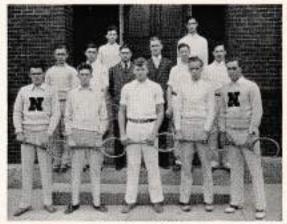
The Football Team



The Hockey Team



The Golf Team



The Tennis Team

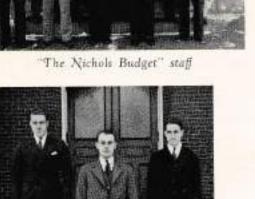


The Baseball Team

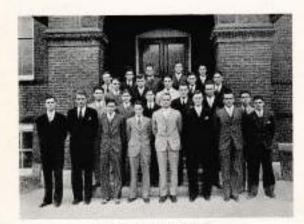


The Basketball Team





Junior Class officers



The Dramatic Club



The Glee Club



Senior Class officers



A group of students

Description of Courses

Accounting Theory

Full year course. Accounting I course.

The fundamental principles of accounting: the logical development of modern bookkeeping records. Intended for students who have never studied accounting and for students who desire a thorough review of principles and procedure.

The study of more advanced phases of modern accounting systems of bookkeeping and the problems of ownership and management. Emphasis on

financial statement drill and partnership problems.

Accounting II Advance

Full year course. Prerequisite: A-1.

Consideration of legal phases, recording of corporate transactions, reorganization, records peculiar to the corporation. Attention to manufacturing accounting and other special problems in corporation accounting.

English and Commercial Correspondence

Essentials of thought and style in writing and speaking.

English I

Essentials of thought and style in writing and speaking, continued. Analysis of essays and other modern literary selections. The form and mechanics of important business letters, outlines, and reports.

English II

The theory of argument as related both to formal and to informal discussions and debate with emphasis upon the business aspects of the subject.

The principles of argument formally and informally applied, with emphasis upon business conditions and practices.

Principles of Economics

Full year Course.

The activities of man in satisfying his needs through the manufacture and exchange of goods. Production, exchange, determination of price, medium of exchange, banking, rent, wages, interest, profits, governmental activities in aiding and regulating business, labor problems, taxation, and international trade. Principles derived for the guidance of business organizations.

Elementary Economics

Economic development from colonial days to the present time: the principal industrial interests such as agriculture, mining, fishing, manufacturing and transportation, money and banking, and the problems of labor, immigration, tariff and world-wide commercial relations.

Economics II

A study of railroad transportation, economic rent profits, unemployment, (causes, results) taxes, tariff, trade unions, labor and socialism. Problems of a practical nature are used extensively.

Finance

A survey course covering the field of finance. The structure of our monetary system: with special attention to commercial banking and the federal reserve system. The influence of monetary systems upon price level and business activity. Investment banking, the stock exchange, investment trusts, savings banking, trust companies, commercial paper houses, federal land banks, building and loan associations.

Law I

A consideration of topics introductory to the study of law. The law as to the formation of contracts, including offer and acceptance, formal requisites, consideration, capacity and reality of consent. Effect of illegality of subject matter, the operation and discharge of contracts, the law of sales of personal property, and the law of agency.

Law II

The law of negotiable instruments, partnerships, and corporations. A complete description of the fundamental principles of these subjects.

French, Spanish

A review of principles and vocabulary. More advanced training in the use of the language, with increased emphasis upon grammar as a guide to correct practice. The language, content and point of view of business affairs. Commercial forms and correspondence.

Conversational French, Spanish

Development of facility in speaking and understanding the language. Short talks by students on assigned topics; dialogues and discussions; occasional lectures by French speakers. Conducted entirely in French and Spanish.

Credits and Collections

The principles and practices observed in wholesale and retail credit granting: the organization and operation of the credit department.

The work of the credit department. Special attention to the organization and operation of the department store charge office; methods of handling accounts; statement analysis; correspondence and collection letters; procedure in bankruptcy; methods of safeguarding creditors from the action of fraudulent debtors.

Principles of Advertising

Introduction to chief forms of advertising with practice in analysis, layout, copywriting, and criticism. A foundation for beginners in advertising. Helpful to executives in considering advertising problems.

Salesmanship

The principles and methods of salesmanship, with practical instruction in their application.

Business Psychology I

An introduction to fundamental subjects in Business Psychology. A survey of the field from both the theoretical and practical viewpoints.

Business Psychology II

A study of psychological problems in business, such as employment, management, sales, advertising, credit, health and environment psychology. Interestingly applied in actual business problems.

Marketing

The detailed study of many basic commodities and an analysis of the more important general considerations: exchanges, future trading, wholesale and retail distribution, direct sales, and market conditions. The use of practical problems, charts and diagrams aids materially in making a most desirable course.

Business Administration I

A study of business forms, systems, and general familiarization with business procedures, in actual practice. Problems of marketing, production, personnel, and of a financial nature are treated from the executive standpoint.

Business Administration II

(Second year men only.)

The actual operation of some form of business enterprise conducted at the college, with the student installing his own systems of accounting and reports, engaging employees, formulating advertising and sales campaigns, doing his own banking; assuming complete control and responsibility for the success or failure of the enterprise. A course designed primarily to develop executive ability and initiative under the supervision of the faculty.

Contemporary Civilization

This is an Orientation course in social science to acquaint the student with the more important factors in our present civilization.

In the first semester special emphasis is laid upon economic, political and intellectual aspects.

In the second semester emphasis is upon the natural science and the relation to modern life.

Business Mathematics

Review of fundamental processes, study of percentage, simple or compound interest, bank discount, cash or trade discounts, taxes, insurance depreciation, bond or stock evaluation. All principles are brought out through the use of practical problems.

Journalism

A course designed to give the student a knowledge of fundamentals of Journalism with a special training in methods of typical "city room" in a newspaper office. Stress is laid on practical work, based upon news of the day. At the outset the student is trained in the perception and valuation of news. He receives assignments in reporting and in preparation of special articles.

He is also required to be on the staff of the Nichols Budget, the official school paper. Instruction is given in newspaper offices and plants of leading newspapers in Worcester, Springfield, and Providence. A feature of the course is that the students publish one issue of the Webster Times, the leading newspaper of Webster, Mass., doing all the work necessary to make it a successful issue.

Industrial Management

A basic discussion of principles of management and their application to business enterprises. After covering the development of management methods of organization and executive control, there is next considered the planning of layouts and a discussion of modern factory buildings and working conditions. The standardization movement is discussed in all phases. Methods of studying jobs and development of methods of paying wages, together with a basic discussion of wages as a factor in management are covered completely.

The final phases of the course deal with methods of controlling the enterprise. Safety and budgeting factors are discussed in their relation to problems of management, following which are considered modern methods of planned control in the various phases of the business.

Inspection of manufacturing plants and business establishments in planned field trips to various centers such as Worcester, Springfield, Hartford, and Providence, with complete reports and discussion, aid materially in completing a very worthwhile course.

Real Estate

Problems connected with the sale, purchase, renting, development and management of real property. (1) The law and the practice relating to titles, mortgages, leases and other legal interests in realty. (2) Business problems relating to realty in connection with retail store districts, office buildings, city residences, suburban developments, etc., including a study of the causes of city development and the effects of natural conditions, city planning, and transportation on city growth and city land values. (3) Principles of real estate salesmanship and advertising. (4) Mortgage financing, building and loan associations, appraisals, small house construction, and the construction and management of office buildings and apartment houses.

Insurance

The fundamental principles and practices of fire, life, marine, employers' liability, fidelity and corporate surety, title and credit insurance.

Terms

Resident Students

With Application	\$25
On Opening of School in Fall \$500	
Athletic Fee 25	525
On February 1 400	
Less Application Fee 25	375
Total	\$925
With Application	\$25
Day Students	
On Opening of School in Fall. \$150	
Athletic Fee25	175
On February 1 150	
Less Application Fee25	125
Total	8325

The Athletic Fee covers attendance at and participation in all athletic events of the college.

The above charges include all essential college fees.

Any such incidental expenses as books, diplomas, laundry and medical attention are borne by the student.

Application for admission at Nichols and acceptance of the student is on the basis of the entire college year. No deductions are made if for any reason the student is unable to complete his year in attendance.

Young men who are not being graduated are automatically re-enrolled for the completion of their courses and the \$25 reservation fee is put on their May I bill, payment of which signifies acceptance by the parents of the terms for the

Insurance is placed on the property of students by the school unless otherwise stated by the parent. A very small charge is made for this.

Each student provides his own bed clothes, and extras such as curtains, rugs, additional chairs, lamps, etc. All students are furnished full three quarter beds, chiffonier, mirror, study table and one chair.

Name of str Date of Birt Street Addr City Name of pa Business or Church con Name and Courses or this sum to Name Address

A dep

Name

Address ...

Date

I here boarding st day Nichols Jur

APPLICATION BLANK

FOR

NICHOLS

A

JUNIOR COLLEGE

OF

BUSINESS ADMINISTRATION

ANT

EXECUTIVE TRAINING

Name of student in full
Date of Birth
Street Address
City State
Name of parent or guardian
Business or profession of parent or guardian
Church connection
Name and address of school last attended
Courses or years completed
A deposit of \$25, accompanies this application to cover reservations, this sum to be credited to his tuition account.
References
Name
Address
Name
Address
I hereby apply for the admission of my son named above as a boarding student according to the terms set forth in the catalog of the Nichols Junior College.
Date Signed

