

NICHOLS COLLEGE

OF
BUSINESS ADMINISTRATION
FOR MEN

1950's

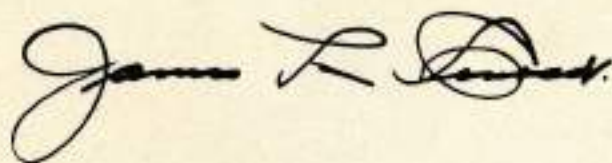
DUDLEY • MASSACHUSETTS

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.

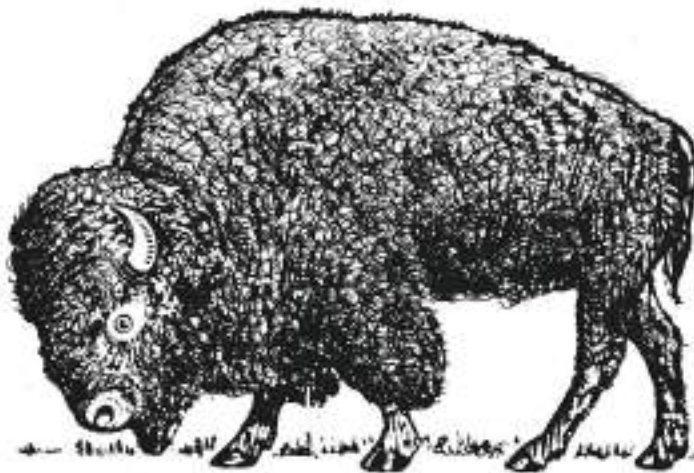
Sincerely,

A handwritten signature in black ink, appearing to read "James L. Conrad". The signature is written in a cursive style with a large initial "J" and a prominent flourish at the end.

JAMES L. CONRAD, *President.*

NICHOLS

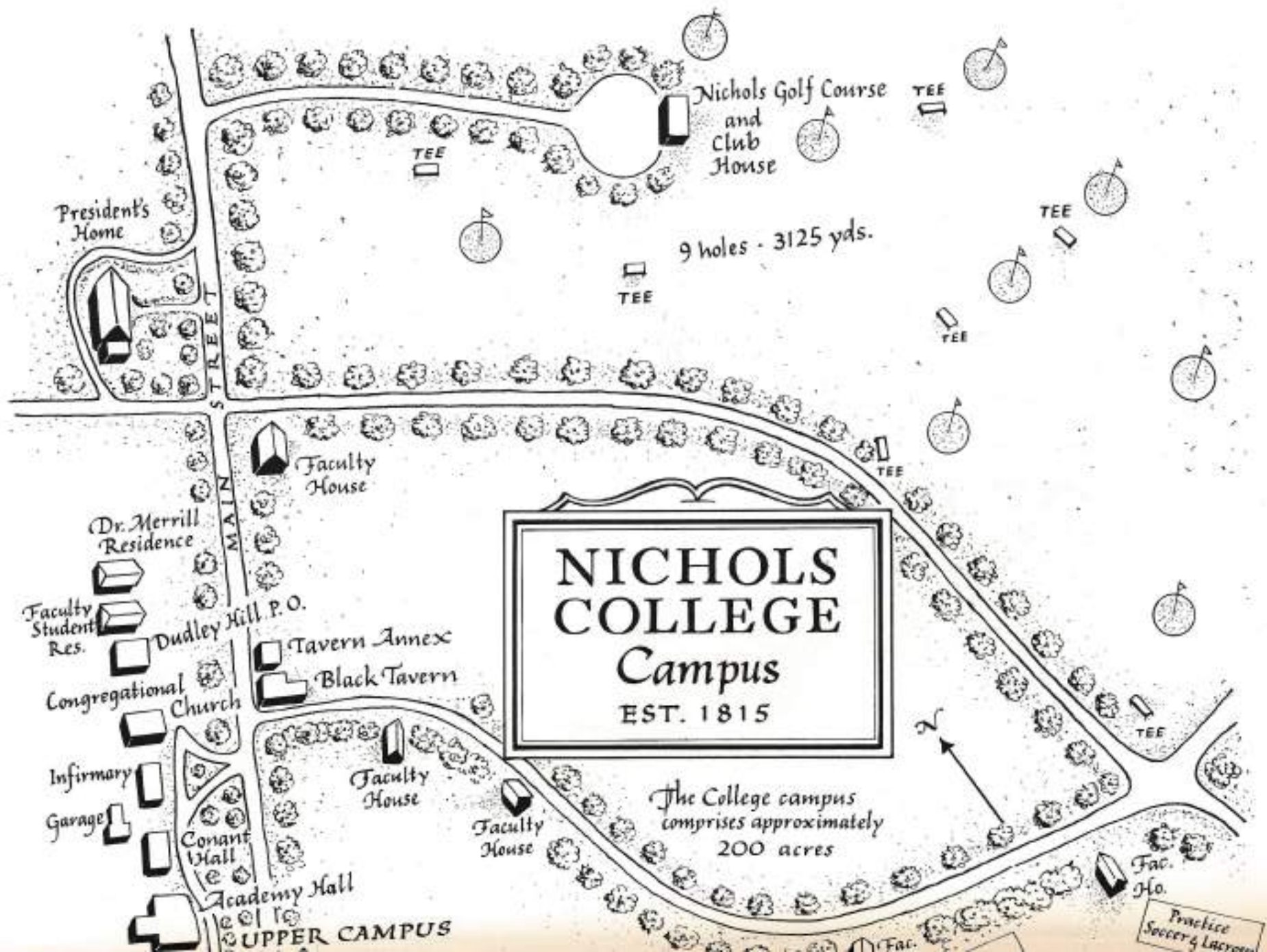
COLLEGE

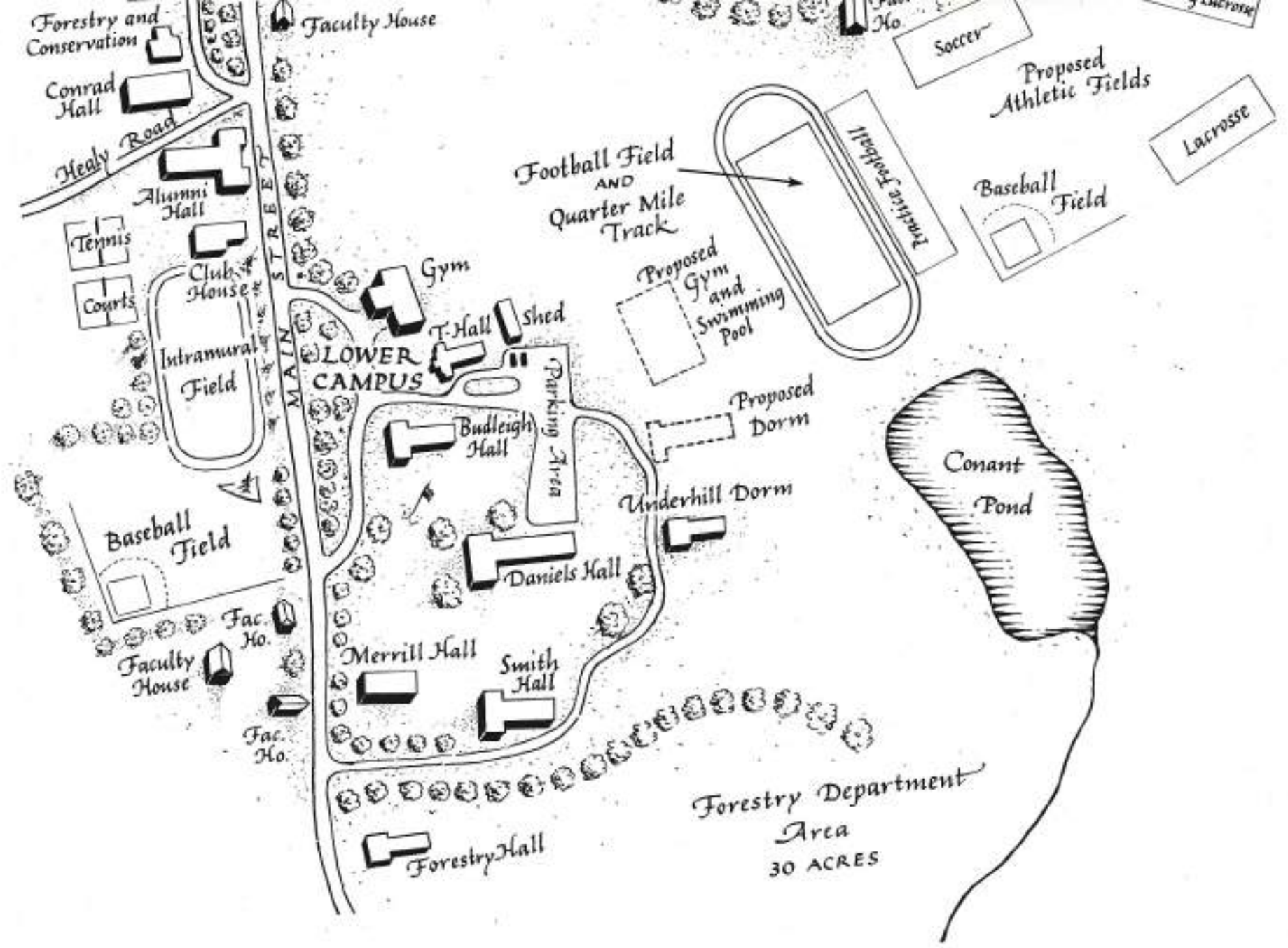


THE BISONS

Nichols College of Business Administration extends a cordial invitation to visit a New England country campus college offering programs in Business Administration and Forestry.

It would be appreciated if you would contact the Admissions Office in the Academy Hall to arrange an interview, prior to your visit to Dudley. The enclosed maps are for the convenience of the campus visitor.





Forestry and Conservation

Conrad Hall

Healy Road

Alumni Hall

Tennis Courts

Club House

Intramural Field

Baseball Field

Faculty House

Fac. Ho.

Fac. Ho.

LOWER CAMPUS

Gym

T-Hall

Shed

Budleigh Hall

Parking Area

Daniels Hall

Merrill Hall

Smith Hall

Forestry Hall

Football Field AND Quarter Mile Track

Proposed Gym and Swimming Pool

Proposed Dorm

Underhill Dorm

Forestry Department Area 30 ACRES

Soccer

Proposed Athletic Fields

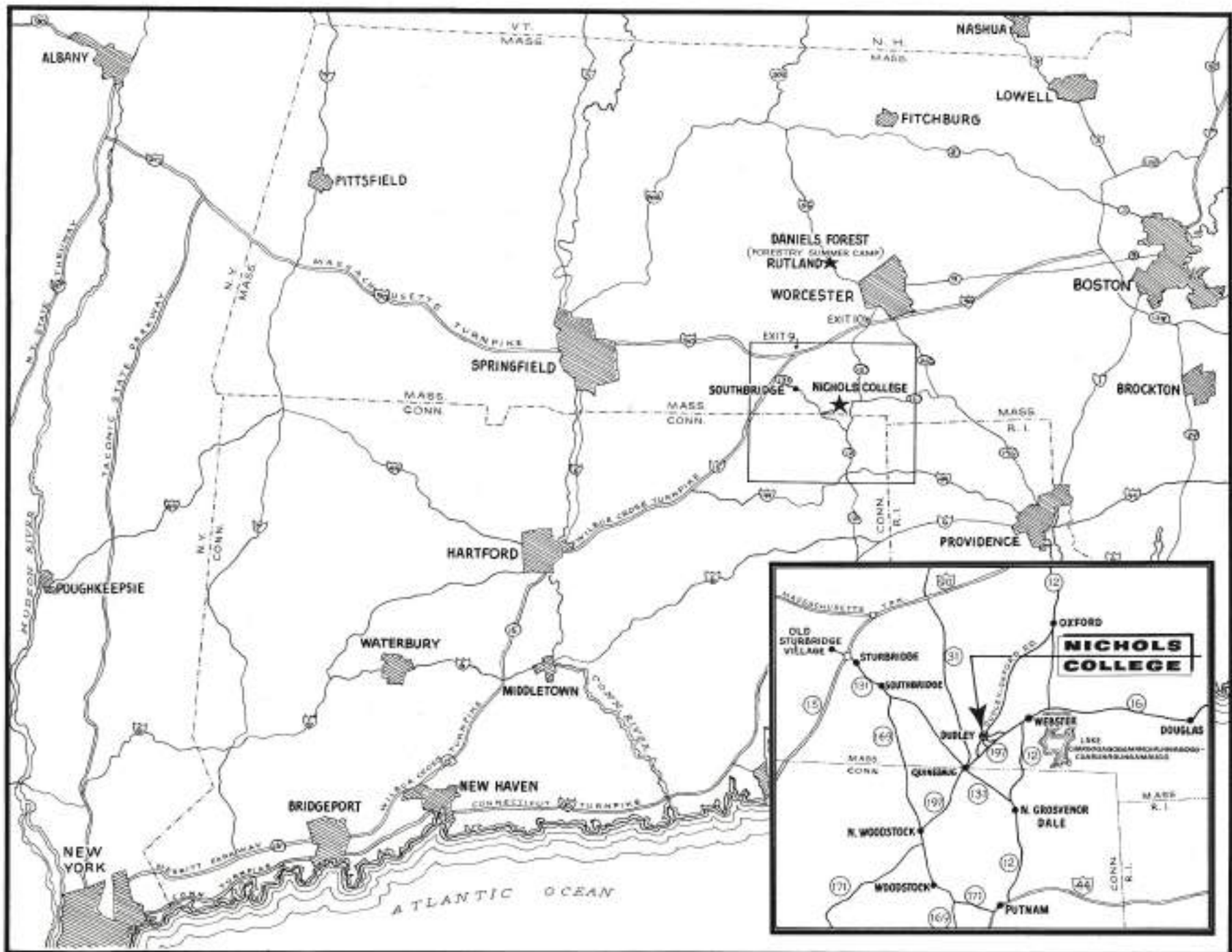
Baseball Field

Lacrosse

Conant Pond

Faculty House

MAIN STREET



EDUCATIONAL PROGRAM — BUSINESS ADMINISTRATION

The educational program adopted as recommended is distinctive. It differs in many respects from the ordinary general program of Business Administration.

1. The student must take the basic course in *all* major areas of study.

2. There are 116 hours required at the end of the Junior Year at Nichols. The average institution requires 120 to 130 semester hours for the full four years. The Nichols minimum requirement for graduation is 140 semester hours with sixteen weeks of required Field Training Experience. Each student, during the summer period between his Sophomore and Junior years and his Junior and Senior years, must accept a position in the area of his major and work for a period of eight weeks each summer under supervision and report. The Advisory Council members are particularly contributive in this requirement.

3. All students at Nichols are required to take three years of English and two years of Public Speaking.

4. After the student has satisfied most of the academic requirements, he is designated a member of a panel group participating in the Business Clinic. The Business Clinic is designed to provide assistance to small business men

Academy Hall contains classrooms, the Dean's office, Alumni office, the broadcasting station and a large auditorium.





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

with their problems and to provide live problems for student consideration. All small business concerns in the area are invited to submit their problems to the college for study and recommendation. Problems are assigned to the students in panels; the panels analyze, study, survey, investigate and collaborate on a recommended solution, procedure or action. This problem is also submitted to the members of the Advisory Council. The solutions or recommendations of both of these groups are then presented to the applicant for his decision. There is no fee or obligation of any kind involved.

Another feature of the clinic is the requirement that each student act as a meeting chairman at least once each term, presenting a practical problem encountered by the firm with which he was associated in his field work. The student secures all facts from the firms' executives, coordinates and presents the problem for the panel, and conducts the discussion and analysis. When the panel has arrived at its solution, the student presents the solution and results arrived at by his field experience employer. This insures at least thirty actual business cases each semester, all live and current problems.



President Conrad discussing vocational opportunities with one of the Seniors.



Small classes in Management and Marketing.



The view from the front door of Budleigh shows some of the athletic activities.



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



The lounge room in the Academy Building is a convenient place to relax or study between classes.



Student hall in Academy is used for group assemblies, debates and other large gatherings.
The Dean's Office is always available for student problems.



The reading area of the new Library has two large picture windows overlooking the New England countryside. A part of the stacks is shown in the lower photograph.



James L. Conrad Hall, the new Administration Building and Library, also provides classrooms and individual faculty offices.

DORMITORIES

The great majority of students attending Nichols reside on the college campus in college dormitories. While at Nichols, the student must accept the freedoms and responsibilities which go with his stature as a college man in a mature college community.

The college, however, recognizes the need for guidance and assistance with the adjustments that prevail for most students in dormitory life and, as a result, staffs all dormitories with faculty counsellors and student proctors. It is therefore made easier for the college freshman successfully to complete a difficult period of academic and social adjustment with the planned assistance of dormitory and administration counsellors, and for upper classmen insures a continued source of further assistance and contribution.

The Nichols dormitories are relatively small in size allowing the student a closer, freer association that is usually not found in larger college dormitories. As you will note from the following pictures, all of the student rooms are designed for not more than two students, with a few single rooms in each dormitory.

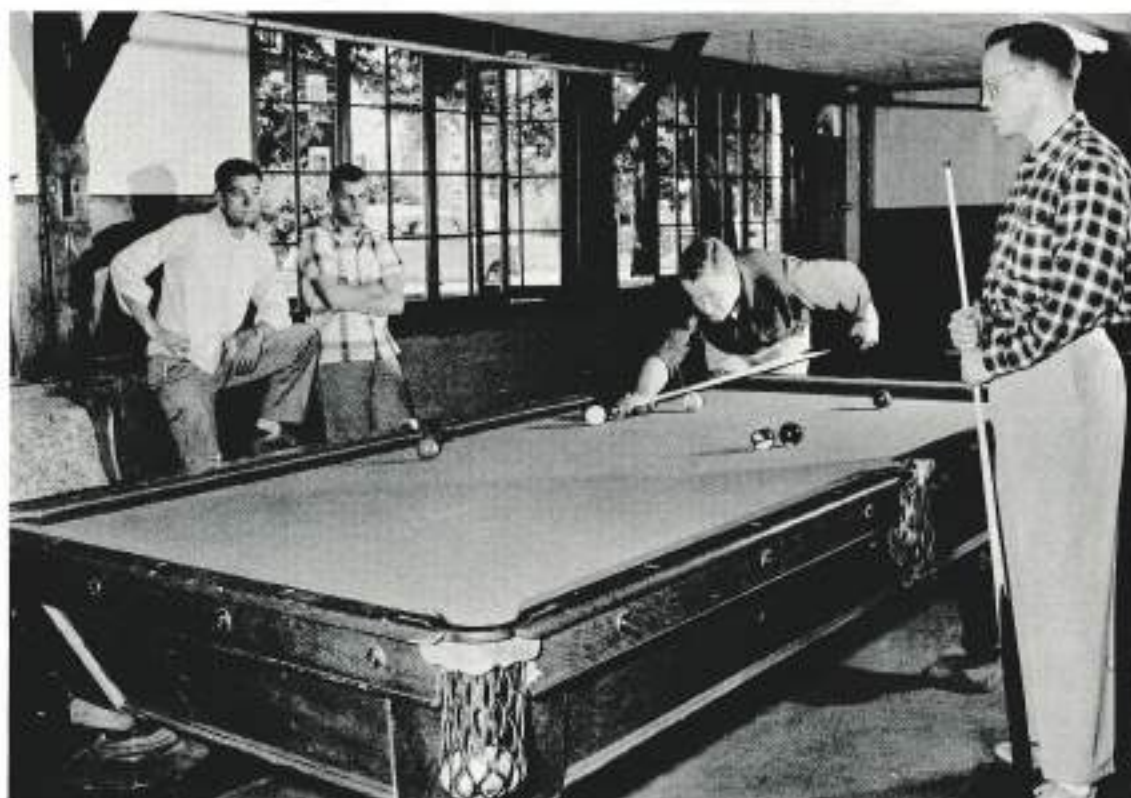
Many values are involved in the associations as described. Since the student spends much of his time in his room or in his dormitory, his general adjustment at college will be based in a large degree on his adjustment to dormitory living. These factors are recognized at Nichols and dormitory reports are designed to check all students and to assist academic problems as well as social and disciplinary factors.



Coming through the gate in the Budleigh area.



The Black Tavern is a historically interesting New England structure retaining its original charm.



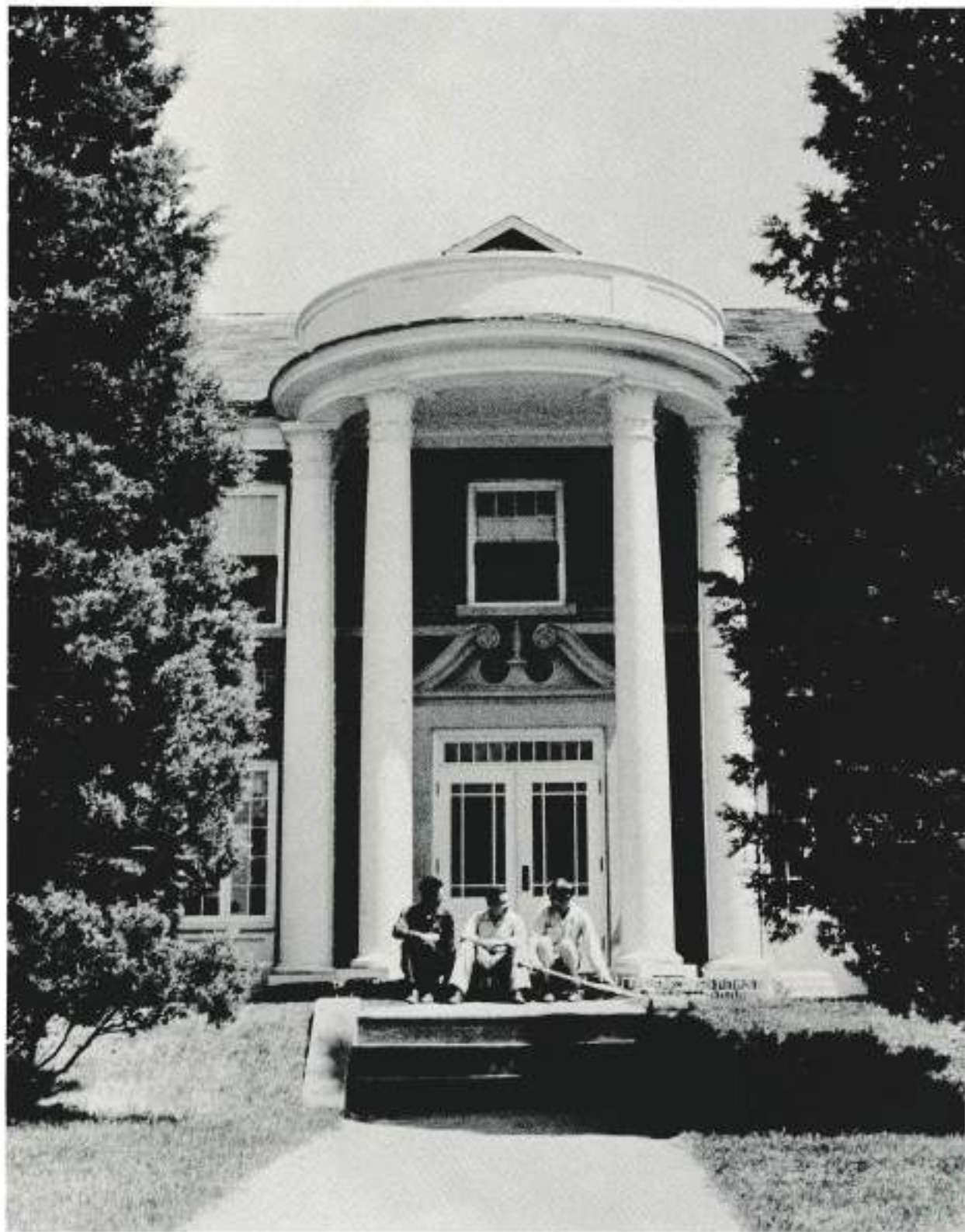
Student room in Black Tavern Annex.
A large game room and television room adds to the enjoyment of the dormitory.



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 entrance faces the athletic field.



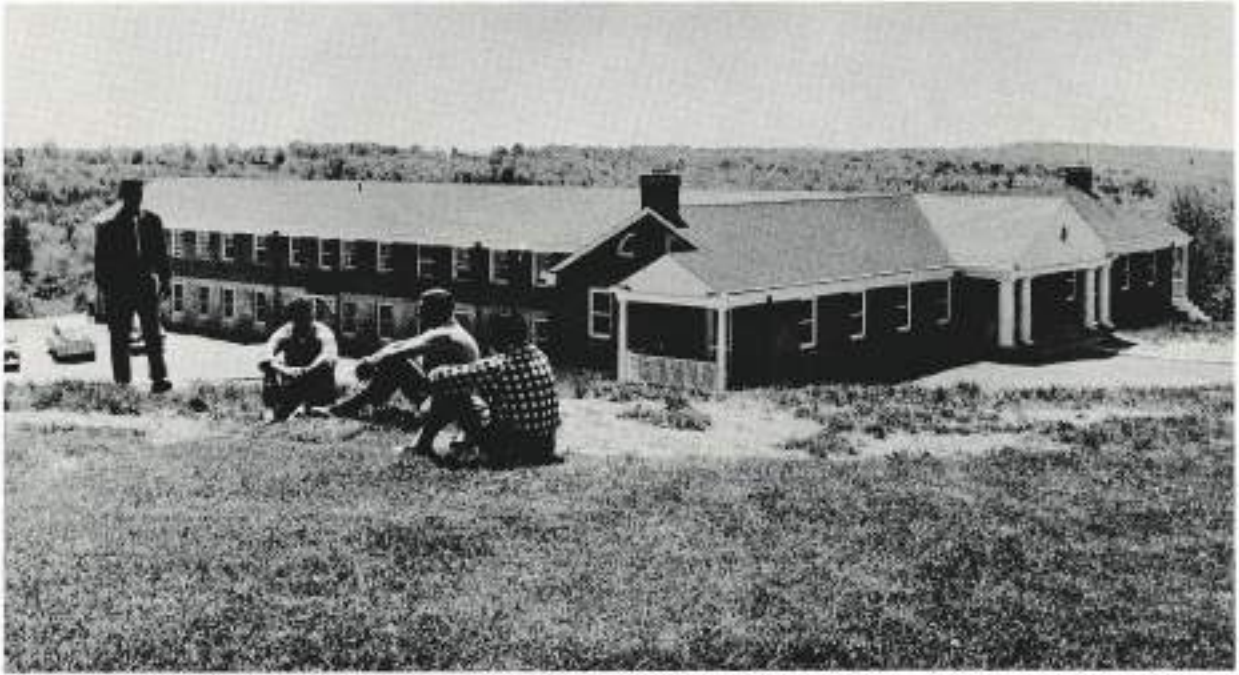
All rooms in Budleigh are comfortable and are equipped with individual lavatories. Budleigh Hall at night is a beacon that is enjoyed by the countryside over a wide area.



T-Hall, 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 T-Hall.



Daniels Hall, snuggled in the hillside, overlooks three states. It houses 68 students, has two five-room faculty apartments, a large game room and television room.

A corner of the foyer of Daniels.



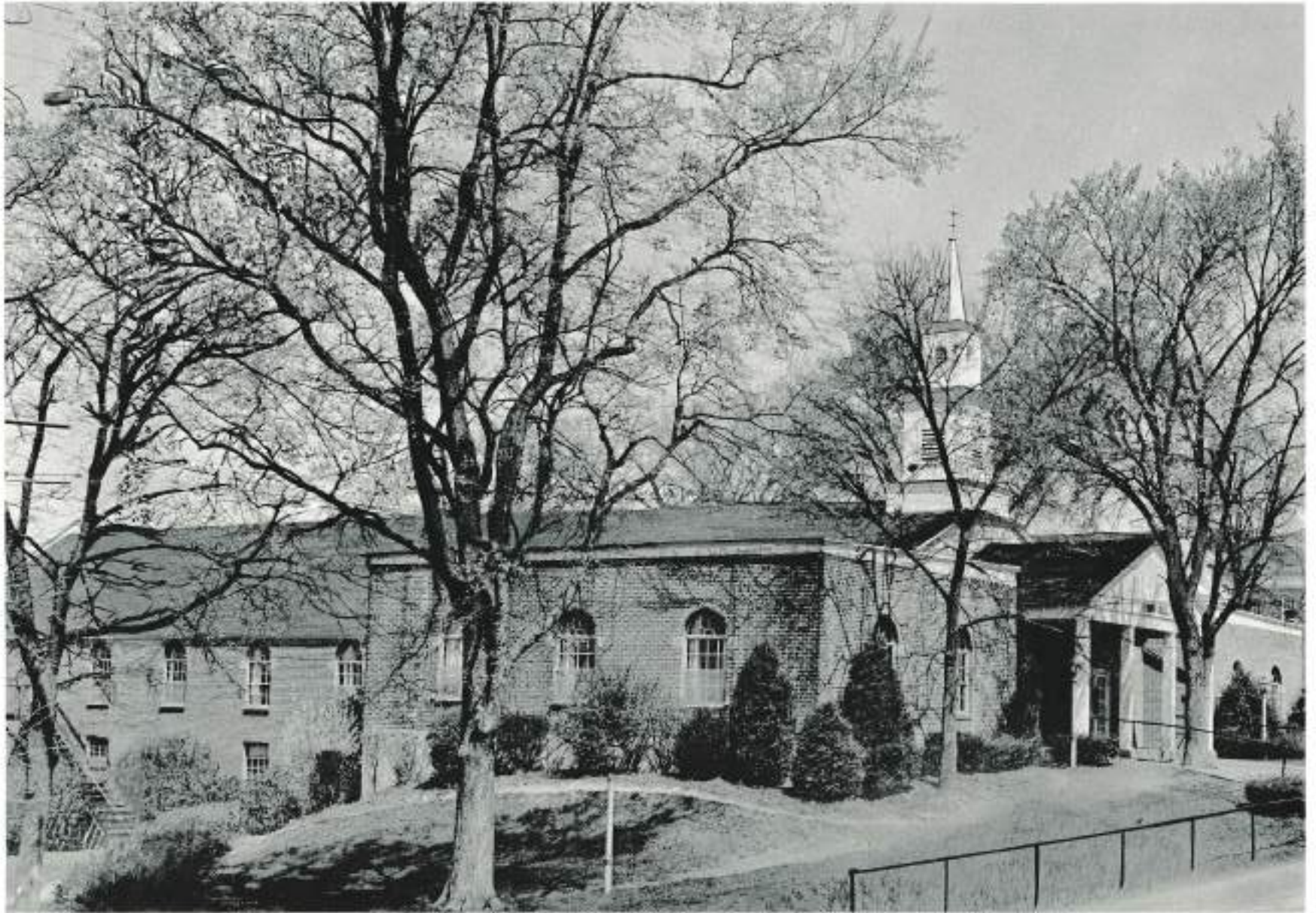
A student's room and the game room in Daniels Hall.



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



Underhill Dorm is a newly constructed dormitory housing forty-two students. This dormitory will be available for use beginning September, 1960. The Forestry Building is presently being used as a dormitory for twenty-eight students. It is to be converted to a classroom building for the Forestry Department and includes a large auditorium and laboratory.



Alumni Hall is in the center of the campus. It contains the cafeteria capable of serving 450, faculty dining room, Stewards office, Trustee room and other facilities.



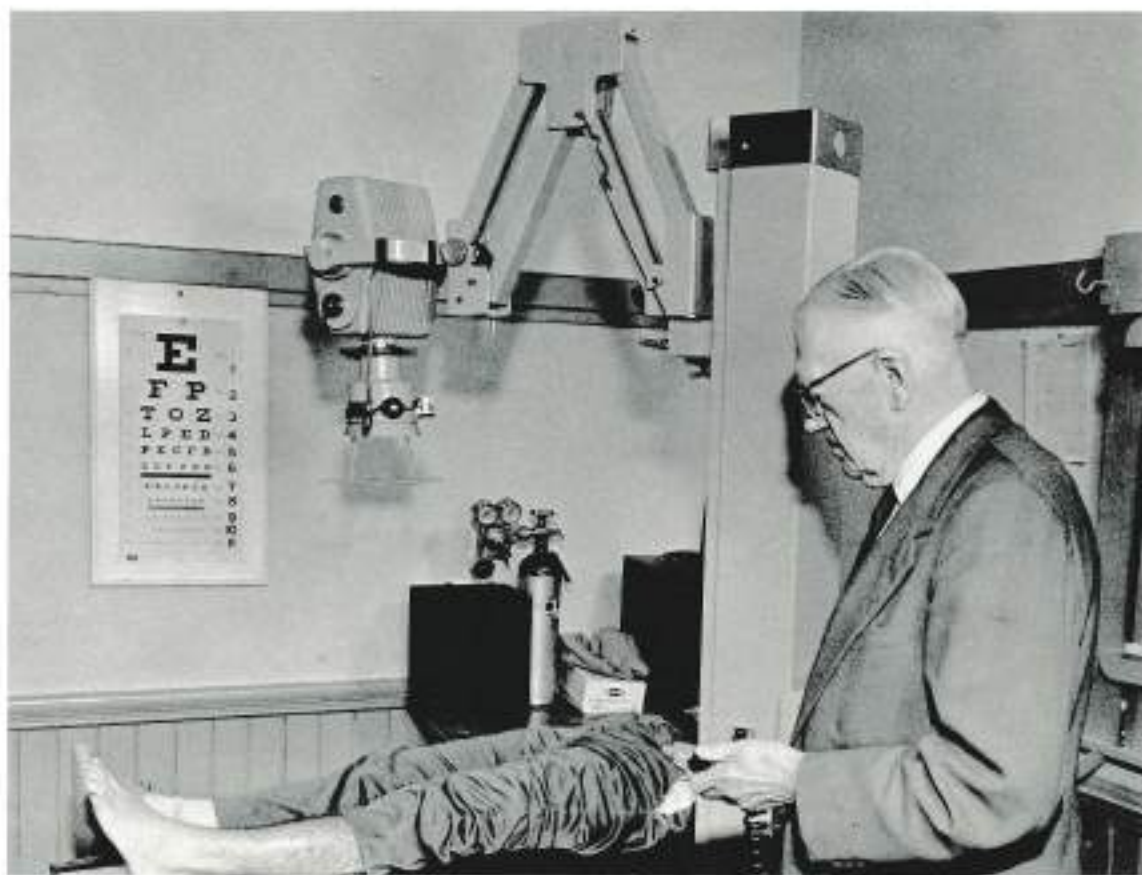
Foyer of Alumni Hall. The trophy cases are the gift of the Class of 1957.



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.

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



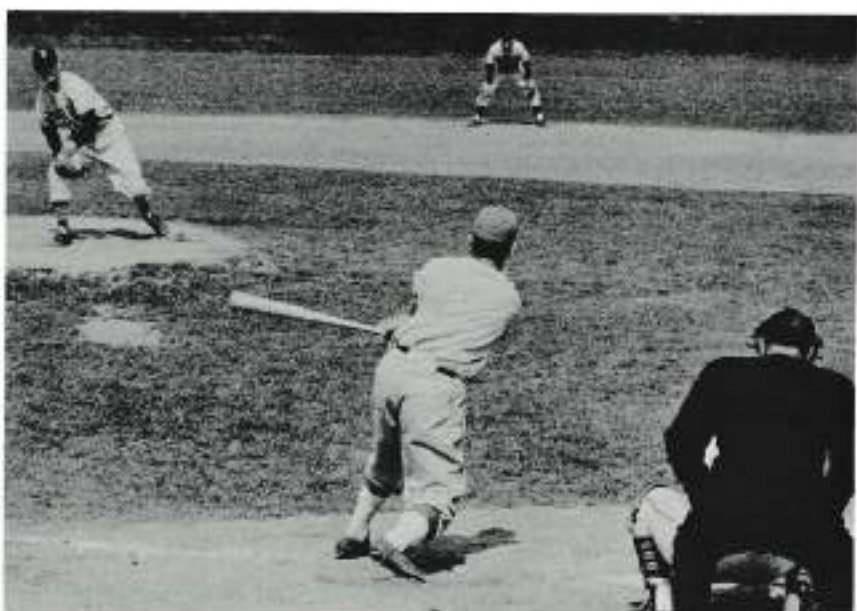
Nichols College football teams are now competing on a newly constructed field. Soccer is an extremely popular fall sport.



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).



An early season workout for the baseball team prior to leaving for the annual southern trip through New Jersey. The Forestry students participate in the annual Intercollegiate Woodsmen's Weekend. This is an extremely popular event for forestry schools and outing clubs from many outstanding eastern colleges.



The 3125-yard nine hole golf course is recognized as one of the best 9-hole courses in our area. All students are urged to participate. The course adjoins the college campus.



The Ridings Memorial Athletic Guest House with some of the lacrosse squad in the foreground. Club house in background.



The Gymnasium contains a basketball court 84' - 47', three locker rooms, a large stage 47' - 20' and additional floor area for boxing, wrestling and gymnastics.

EXTRACURRICULAR ACTIVITIES

While sports and extracurricular activities programs are designed not only to provide healthful and desirable activities, but are identified as opportunities for students to develop leadership, personality, emotional stability and various other capacities that might not ordinarily occur in an academic exposure alone.

Activities:

Band	Justinian Society
Bison (newspaper)	Ledger (Year Book)
Camera Club	Marketing Club
Christian Association	"N" Club (Letter men)
Debating Club	Newman Club
Dramatic Club	Ni Con (Forestry Club)
Enlisted Reserve Corps	Orchestra
Fire Department	Social committee (dances and social affairs)
Glee Club	WNRC — Radio Station
Hillel Club	

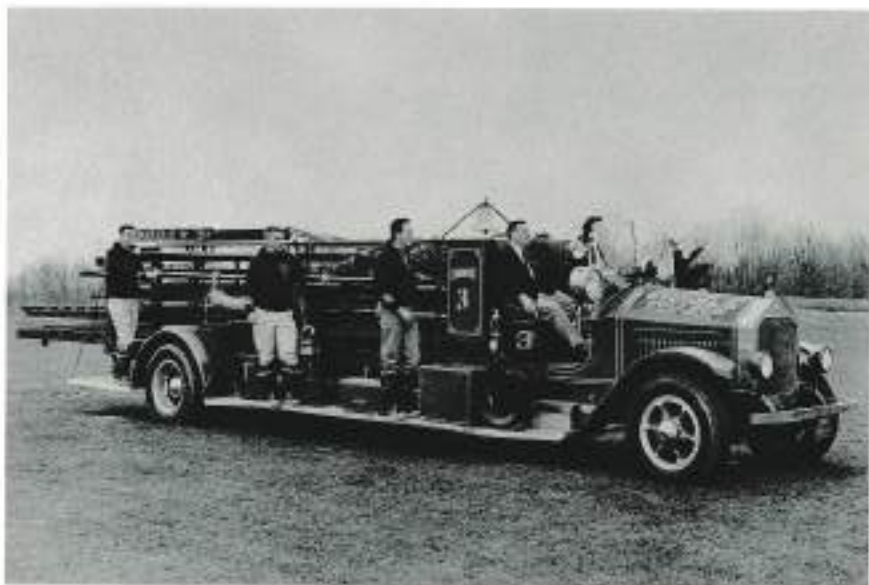


The Clubhouse located on the upper end of the intra-mural is the gathering place of the college. The modern lunch room, barber shop, and lounge make a contribution of fellowship and friendliness.

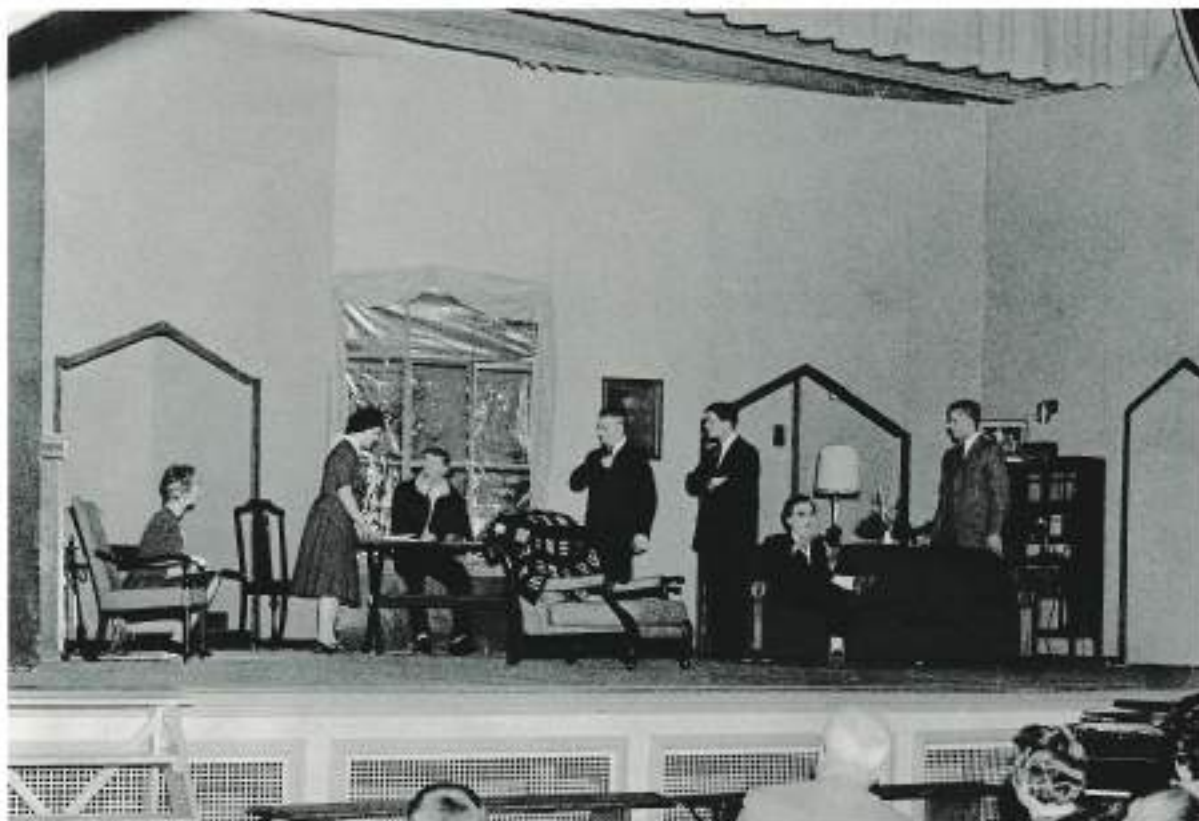


WNRC on the air.

One of the several informal dances sponsored by the College.



Students enjoy informal, country living.



A Dramatic Club presentation in the Webster Auditorium. 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.



Colors passing in review at Army Reserve ceremony. Class Day award winners. The President's Home located at the north end of the campus overlooking the golf course.



A section of the lower campus looking north towards the tennis courts from the baseball diamond. The Upper Campus buildings are in the background.



Looking South from Dr. Quincy H. Merrill Infirmary showing the Alumni Hall (cafeteria), Conrad Hall, Forestry Classroom Building, Academy Hall and Conant Hall.

FORESTRY, CONSERVATION AND WILDLIFE MANAGEMENT

at

Daniels Forest

Nichols is proud to announce another first in New England. We offer the only two-year program of studies in Forestry, Conservation and Wildlife Management.

Although primarily a business school, we recognize the importance of natural resources as the foundation of our country's strength. By offering training in these fields, along with basic Business training, we feel that we can produce men uniquely qualified for the *business* of protecting and producing from our natural resources.

As part of this program, students spend eight weeks during one summer and a scheduled maximum of five week-ends during each college year utilizing the College's resources in the Daniels Forest at Rutland, Mass. Here they receive training and practice in actual field operations connected with Forestry, Conservation and Wildlife. There is also time for healthful outdoor recreation.

The pictures on the following pages show program activities and some of the facilities of the summer school.

Campus work and study are conducted in the Forestry Laboratory and Office where the forestry library is maintained. On the college campus of 200 acres there is a 30-acre area of woods and fields, including a small pond and brook immediately to the rear of the Forestry Building, which lends itself to the planned development of a Forestry, Conservation and Wildlife program.

For men who enjoy the outdoors and want a vocation where the need for trained men exceeds the supply, this new integrated course in Forestry, Conservation and Wildlife Management, combined with Business Administration, offers a most unusual opportunity.

The main Lodge, school headquarters and summer home for Dr. White and family.





The Olson Building — classroom and laboratory.



Mapping with
and a



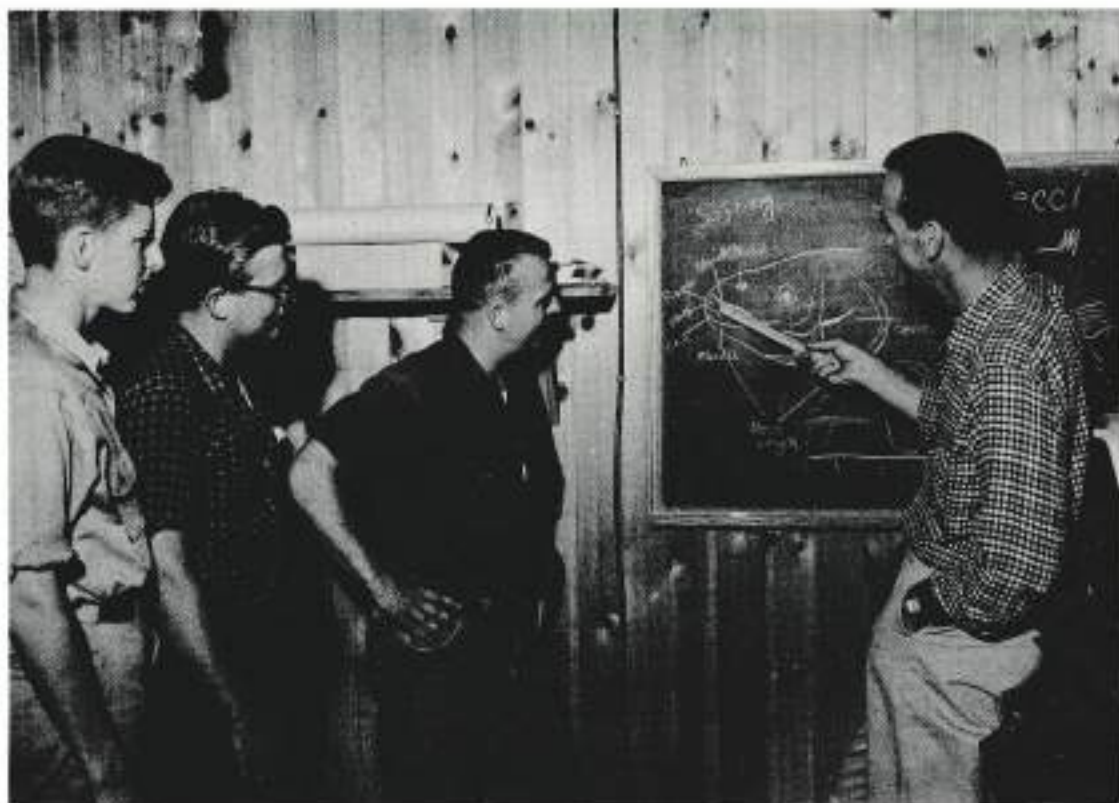
The beach and the swimming cove.



Setting the seine — part of
taking samples of the fish population
of Treasure Pond.



the plane table
idade.



Dr. White explaining a technical
feature in aquatic biology.



n



Well constructed cab-
ins house the students,
five to a cabin.



Healthful exercise and good practice for a forester.



Tree growth studies are important in forest management.

A forester in action. This Nichols student is competing in the annual Woodsman's Week-end held each year. On this occasion, the event is taking place at the Daniels Forest, site of the Nichols Forestry Summer School.



Laboratory work in ornithology.



