

# “America’s Atlas - Productivity”

AND CITATIONS TO HONORARY  
DEGREE RECIPIENTS

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# "America's Atlas" Productivity<sup>n</sup>

DR. HENRY L. JACOBS, *President*



**Y**OU have chosen to be trained for those affairs of the marketplace which are classified under the general name of business. You have been prepared in the fundamentals of administration and in the mechanics with which trade is conducted. The opportunity that America offers in this field is now for you to seize.

The consistent note being struck as you take your place is that this is an uncertain world. The evidence around us will not permit any other prediction than that the future has misty horizons for your generation. Whether peace and stability can be found depends upon the wisdom of our leaders who carry the hopes of every man of good will.

This uncertainty in national and world affairs cannot be an excuse for despair and defeatism. The contrary must hold true. The very circumstance of uncertainty should stir and arouse all the latent powers that you as individuals possess to meet challenges from whatever direction. An uncertain time should work to strengthen your capacities.

Businessmen are no strangers to uncertainty, even in the most quiet times. They never can plan with mathematical surety, and planning for the future is the heart of their endeavors. They must weigh the known factors with the probable factors and then call upon their judgment to reckon the outcome in the light of the unseen and the unknown.

In difficult planning days, as now, the businessman has an obligation to his own interest to follow affairs with the closest attention. He cannot function successfully by confining his interests solely to his own small world.

It will console you that in this uncertain world, there is one certainty upon which you can dare wager. That is the future of the United States for the long pull. The history of this country, its ups and its downs, points truly to the conclusion that nothing short of a natural calamity beyond one's imagination—the return of an ice age, for instance—can halt its forward mission. And I

believe that so-called Yankee ingenuity would find a way of conquering an ice age.

The high sense of the American mission arises from demonstrated achievement. Once our mission was to tame and harness a mighty continent. Now we have a mission to bring about a reign of world peace, with the hope that other nations will find their way to the enjoyment of the material blessings we consider peculiarly American.

Let us not forget that our idealism, as well as our high standard of material comfort, is solidly planted in the most tremendous fact of the contemporary world—the productive strength of the United States, in our business and industrial plants, in our farms and mines, in the combined human effort of management and labor.

Business has often served as the whipping boy of the political reformers and the starry-eyed dreamers. The market-place is used as a reference of scorn by those who say they want to change over the scheme of things.

Yet the great generosity of the Marshall Plan derived from the productive creativeness of the marketplace. When President Eisenhower nobly envisioned the benefits to all mankind from a warless world, he built his premise of American leadership in this undertaking on the prosaic factories and farms of the United States and their incomparable productive bounty. And in the ultimate test, when the nation's life is at stake in war, it is this production that turns the scales. We can afford to be idealistic because we know how to produce.

There was a time not so long ago when a businessman almost apologized for his existence, as though he were permitted to go about his business by sufferance. That untrue characterization has been driven back to the shades where it belongs by what business was able to accomplish in the form of miracles during war and in the rugged strains of the post-war era.

When President Eisenhower, who is a military man and knows the relationship of factory and farm to business, goes into international conference, he is armed with the mighty knowledge that the productive power of the United States will be the decisive factor for the future of not only this country but **of** the world. And our domestic enemies will not be able to tear that down!

So with your business training you are to enter into a great enterprise. You are to become a part of the continuing creative energy of the United States; and I urge you take your part with loyalty and strong purpose. The material rewards can be great, but the sense of personal achievement that gives you spiritual strength will be the reward that will stand by you longest.

Always remember that in New England our worthies of the past wished to be honored and remembered as good businessmen. Out of their business success were built the great agencies of education, philanthropy, culture and health. Our churches remind us that they had faith in the goodness and power of Divinity. They passed on a heritage of faith.

So my final word to you is that you master this uncertain world with your own certainties of personal achievement done in good effort and honor. I wish you—GODSPEED!



# Citations to Honorary Degree Recipients

OVETACULPHOBRY

Secretary of Health, Education and Welfare in *the* Cabinet of  
President Dwight Eisenhower

DOCTOR OF LAWS (LL.D.)

Daughter of the vast imperial State of Texas, you are not daunted by assignments of size and moment, disciplining problems with masterful administration humanized by a warm consideration for people. You have pioneered in the fields of endeavor men have staked out for their particular provinces and by your triumphs enlarged the area of women's civic usefulness. The staunchly masculine working press holds you in affection and respect for your all-round competence in the direction of a great American daily. You wear the Distinguished Service Medal for your organization and command of the Women's Army Corps, mobilizing the tremendous reserve powers of women in military uniform for unprecedented war duty on behalf of the Republic against brutal despotism. Now our President has entrusted to you, in the newly created Cabinet office, the responsibility of harmonizing the modern social cares of health, education and welfare for millions with our American institutions, so that while the humanitarian bases are broadened the mooring of Founding Fathers remains firm. You had prepared yourself for this large assignment by hard and conscientious work on various citizens' committees looking to better racial and religious relationships, improved health, wider education, and sounder government. In spite of a busy public life you have not sacrificed first dedication as wife and mother, and you demonstrate in your person that in great affairs of state feminine grace brings the appealing touch of poise and charm. Bryant College is proud to add a fine lady to its rolls.

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IVY BAKER PRIEST

Treasurer of the United States

DOCTOR OF SCIENCE IN BUSINESS ADMINISTRATION (D.S. IN B.A.)

Your name on a piece of green paper is the most sought-after autograph in the world. Somehow it is the token of the hand Providence has laid upon this country that the custodian of the wealth of the federal United States dwells in the pleasant-sounding town of Bountiful in the State your ancestors called Deseret, by which they meant industry. Yours is a life of industry in politics as the instrument through which principles that abide with you can be put to public service. As a girl in pigtails your interest in public affairs started, and as you grew older your zeal led to leadership among women in your native State, a rich fruit of which was the movement you directed for the first minimum wage law for women in Utah. A call to larger command seated you around the table of the national party council, where you proved skilled capacity as the first woman chairman of a committee in connection with the key Resolutions Committee in the 1948 Republican National Convention. Your organizational genius in eleven Western States, as well as your competence as Utah's Republican National Committeewoman, recommended you in 1952 to the highest post for a

woman in the party hierarchy. As assistant to the National Chairman, you had the exacting responsibility of weaving together into an energetic and effective force all the women's organizations dedicated to the victory of General Eisenhower. If, as has been said, the vote of women made his election certain, then your name is written on the credit side. Now the President has called you to be Treasurer of the United States, turning to the use of the nation the directive talents so brilliantly displayed in unselfish devotion to party and assigning to the trim housekeeper of a delightful family sovereignty over the Republic's vaults and balance sheet. As a woman who has risen to distinctive rank in the nation's service, Bryant College is honored to add your name to its roll.

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MORGAN BULKELEY BRAINARD

President of the *Aetna Life Insurance Company* and *Chairman of the Board of The New York New Haven and Hartford Railroad*  
**DOCTOR OF LAWS (LL.B.)**

Descendant of distinguished Connecticut families, you embody the solid virtues of your ancestry and of your native State. You have devoted almost half a century to the great insurance company that this year celebrates the 100th anniversary of its founding, and you have been at its head for more than thirty years. It is a fact which warrants a forgivable trespass upon your natural reticence in pointing out, that the inspiring growth of Aetna into one of America's most powerful institutions coincides with the decades of your direction. Your wise counsel, with steadying hand, has guided it through the perils of abnormal boom, despairing depression and bruising war, conscious always of the company's social character in the thousands upon thousands of families that have engaged their future security in its care. The parade of figures which describe its financial magnitude is, in itself, imposing; but the intangible which gives them truest meaning lies in the simple explanation that pays your vigilant stewardship the highest tribute—public confidence. That trust is the earned product of sound policy and courageous vision that have established and maintain rugged-oak stability in corporate concerns. Weighty issues that call for correct judgments face you daily, demanding decisions that at once afford maximum protection for innumerable clients and life-giving sustenance for the growing national economy. Your interests are not confined to the vast insurance complex with which your name is synonymous. The network of rail communications upon which this section depends has elevated you to directorate head following more than twenty years of intimate association. Around many boards of diverse affairs, your informed advice bears on the success of banks, public utilities, aircraft manufacture, steel, coal and iron, textiles and steamships, and upon them you have pressed the stamp of your personal integrity. Such experience gives you the insight to proclaim with confidence the strong future of America when weaker hearts falter. A characteristic modesty and self-effacement keep you and your many good deeds from the spotlight of publicity, but genuine worth receives its deserved award when neighbors who know you best call you the first citizen of your native Hartford. On the centennial of Aetna's founding, Bryant College is honored to incorporate your name on its roll.

## JAMES CASH PENNEY

Chairman of the Board of the I. C. Penny Co.  
DOCTOR OF SCIENCE IN BUSINESS ADMINISTRATION (D.S. IN B.A.)

Native of Missouri and merchant genius of one of the world's largest chains of retail department stores, you are the product of three forces which have shaped your distinctively American character and career—farm, frontier and faith. Your boyhood on a Missouri farm under a preacher father in times that were stern engrained in you the rugged qualities of hard work, self-reliance, perseverance and independence. As a young trader on our Western frontier, you learned that the horizon of the American dream is boundless and that optimism and opportunity are hand-in-hand companions in unceasing growth. Your deep faith in an understanding God and human brotherhood has made you a Christian gentleman, who, translating Scriptural teachings into good works, offers to our society your example of more than sixteen hundred Golden Rule partners in your more than sixteen hundred managers of the more than sixteen hundred stores of an unusually successful business enterprise. You have carried into practice your own precept that young men should have the opportunity "to share in what they help to create." The Memorial Home Community in Florida where aging religious workers and their wives, without regard to denomination, find peace in the sunset years, is a monument to your piety and philanthropy. Even your avocational pursuits are set in deep purpose. The science of animal husbandry and agriculture call your name blessed for your development of world-famous Guernsey herds and your contributions to experimental farming. Surely the judgment that named you, with your characteristically American success career recipient in 1951 of the Horatio Alger Award, was true. As a man who made the Golden Rule work, Bryant College is honored to add your name to its roll.

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## ROGER WARD BABSON

Founder and Head of Babson Institute of Business Administration  
DOCTOR OF SCIENCE IN BUSINESS ADMINISTRATION (D.S. IN B.A.)

Scion of New England, your name is household in the world of business and finance. To thousands of fellow citizens, your interpretation of the multitudinous and often clashing affairs of the market place offers counsel fortified by years of close experience. Where in other days men searched the skies or sought through dreams to divine the future, you, "the seer of Wellesley Hills).. apply to the veiled tomorrow the searching analysis of hard facts in the Light of physical law. The chart and the graph attend you and upon bewildering masses of statistics you seek to impose order and meaning. It is now a page of history that in 1929 your warning voice called out in the wilderness of national hysteria, and a tragic event struck before its echo had died down. In you is the essence of restless Yankee curiosity that is father of invention and pursuer to the root of the matter. Hence, your unceasing labors to realize enduring peace and to make the race of man healthier, wealthier and wiser. Hence, your



inflexible determination to try to lead human beings away from their follies and show them virtue. Teacher, editor, lecturer, writer, reformer, you invest traditional New England hard-headedness with the dream of your Puritan preacher ancestry that man can be blessed and forever by the riches of his spiritual and material blessings if he have character. As one who has lent distinction to the fame of New England Bryant College is honored to add your name to its roll.

