

# SPECIAL CONVOCATION

To Pay Tribute To

## THE HONORABLE BERNARD M. BARUCH

On the Occasion of the Naming of

**THE BERNARD M. BARUCH SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION**

The City College of New York



**THURSDAY, OCTOBER 8, 1953, at 10:30 A.M.**

in the Auditorium of the School

**17 LEXINGTON AVENUE, NEW YORK, N. Y.**

## **THE BERNARD M. BARUCH SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION** **The City College of New York**

The City College was established in 1847 to provide free higher education for the scholastically qualified youth of New York City regardless of race, creed or social status.

As the growing importance of professional and technical education was recognized, the College, in 1916, established a Division of Vocational Subjects and Civic Administration. From this Division, in June of 1919, emerged the School of Business and Civic Administration with its own Dean and Faculty.

Since 1919, the School has awarded the Bachelor of Business Administration degree to over 15,000 men and women—more than one-fourth of all the baccalaureate degrees awarded by The City College since 1847. To thousands of other New Yorkers the School has provided the opportunity to pursue specialized courses in particular fields to aid in their professional advancement, as well as post-graduate programs of study leading to the degrees of Master of Business Administration and Master of Public Administration.

Today, the School is one of the largest collegiate schools of business in the nation and the largest municipally-supported institution of its kind in the world. The average undergraduate registration in the Day Session of the School during the past few years has been 3,000; the Evening Session enrollment, including graduate, undergraduate and non-matriculated students, averages about 9,000. In total, these figures represent approximately forty per cent of the College's total registration.

The offerings of the School are designed to provide a curriculum of liberal academic training and broad professional preparation for undergraduates, and an intensive program of specialized graduate instruction for advanced students.

There are 20 fields of specialization from which a student may choose. In several of these the student has the opportunity of participating in the School's Cooperative Training Program. Under this Program, specially selected seniors are provided with part-time employment in their chosen fields and are given academic credit for their work. The Program, initiated in 1947, is already the most extensive of its kind in the country and is expanding steadily. Over 200 business firms cooperate with the School in the training of its students. At present there are Cooperative Programs in the fields of Advertising, Business Management, Credit, Foreign Trade, Insurance, Real Estate, Retailing, Sales Management, and Statistics.

The School's curriculum in Accountancy enjoys a national reputation. Graduates in this specialization have achieved marked success in professional practice, in industry, and in education.

In the process of keeping its students informed of the most recent developments in the world of commerce, the School has enjoyed the close cooperation of the business community. Hundreds of executives have generously given of their own time to visit classes, address student groups, and aid in such projects as the Cooperative Program.

Among the other educational innovations developed at the School are the Language Workshop, which provides the latest audio-visual equipment for use in the study of Romance Languages; the Industrial Psychology specialization, which has the distinction of being the first such program on an undergraduate level in the country; and the Exchange Program, under which foreign students are brought to the School and provided with part-time jobs in Foreign Trade, and City College students are sent abroad for similar study.

Classroom and campus life at the School is confined principally to the sixteen-story building at the corner of Lexington Avenue and Twenty-third Street. The building was completed in 1930 and stands on the site of the College's original building. Despite this physical limitation, the students enjoy an extensive extra-curricular program which encompasses over 100 social and professional clubs and several student publications.

This fall, the School enters its thirty-fifth year. Through the years of its growth, the principle which has guided its course and inspired its efforts has been service to the community. Dedicated to this ideal, it is our hope that the Bernard M. Baruch School of Business and Public Administration will be ever worthy of the name of the distinguished man whom it honors today.

**RESOLUTION OF THE BOARD OF HIGHER EDUCATION**  
**RENAMING THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION**  
**OF THE CITY COLLEGE**  
**IN HONOR OF MR. BERNARD M. BARUCH**

— MAY 18, 1953 —

WHEREAS, In recognition of the character and career of Bernard M. Baruch, a great public servant whose attainments have thrown lustre upon his Alma Mater, City College of the City of New York, the Board of Higher Education desires to pay him tribute.

WHEREAS, Bernard M. Baruch was born in 1870, the son of Simon Baruch, a surgeon. He was graduated from the College of the City of New York in 1889 with the degree of Bachelor of Arts. His speedy and brilliant ascent to success in business was only the introduction to even more impressive attainments in public affairs. A member of the Stock Exchange for many years, he began his long career as adviser to presidents in 1916 when Woodrow Wilson appointed him a member of the Advisory Commission of the Council on National Defense. He served as Chairman of the Committee on Raw Materials, Minerals and Metals during World War I and in 1918 he was appointed Chairman of the War Industries Board; and

WHEREAS, His services in mobilizing war industry were followed, after the Armistice, by no less arduous labors of peace. He was connected with the American Commission to Negotiate Peace and was American Delegate on economics and reparations clauses and economic adviser for the American Peace Commission. He also became a member of the President's Conference for Capital and Labor and of the President's Agricultural Conference; and

WHEREAS, In the Second World War Bernard Baruch's counsels were sought again and once more generously given. President Roosevelt appointed him head of the fact-finding commission on synthetic rubber in 1942; he became adviser to James F. Byrnes who was mobilization director in 1943. In 1944 he made his famous report to President Roosevelt on War and Post-war Plans, and in 1946 he was appointed United States Representative on the United Nations Atomic Energy Commission. In addition to his books "American Industry in War" and "The Making of the Economic and Reparation Sections of the Peace Treaty," he has written treatises on various economic subjects; and

WHEREAS, Financier, economist, public servant, statesman, and adviser to statesmen and presidents, philanthropist and patriot, Bernard M. Baruch has never hesitated to give wholeheartedly of his energies, his knowledge, and his understanding to his country. In the winter of his life he stands in sturdy vigor, honored by his fellow-citizens; and

WHEREAS, Mr. Baruch was a Trustee of the College of The City of New York from 1911 until 1920 when he resigned because his many activities meant frequent and prolonged absences from the city. He has been awarded by the Alumni Association the Annual John Huston Finley Medal for his outstanding contributions to the welfare of New York City, the Townsend Harris Medal for distinguished achievement in a particular field of endeavor, and the Alumni Service Award for outstanding post-graduate service to City College; and

WHEREAS, City College honored itself by granting him the honorary degree of LL.D on the occasion of its Centenary Celebration in 1947, thereby adding only one more to the long list of degrees given him by other colleges and universities; therefore be it

RESOLVED, That to give enduring recognition of its pride in the achievements of one of its sons as a tribute to Mr. Baruch's leadership and his high qualities of intellect and spirit the Board of Higher Education approved the renaming of the School of Business and Civic Administration of City College as the Bernard M. Baruch School of Business and Public Administration of the City College of the College of the City of New York.

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The Chief Marshal gratefully acknowledges the assistance rendered by the members of Alpha Phi Omega and the Boosters while serving as ushers during the Convocation.

# PROGRAM

President Buell G. Gallagher, Ph.D., D.D., LL.D., Presiding

Processional.....	Professor George A. Wilson
The National Anthem.....	Audience
Reading from the Scriptures.....	Mr. Philip Gittelman, '54
Salutations from The Student Body.....	Mr. Joseph Ardizzone, '54 <i>President, Student Council</i>
The Faculty.....	Dr. Thomas L. Norton <i>Dean, Bernard M. Baruch School of Business and Public Administration</i>
The Alumni.....	Dr. Joseph J. Klein <i>President, The Alumni Association of The City College of New York, Inc.</i>
Greetings.....	Hon. Vincent R. Impellitteri <i>Mayor, The City of New York</i>
Address—"The Importance of Knowledge".....	Mr. Alfred P. Sloan, Jr. <i>Chairman, Board of Directors General Motors Corporation</i>
The Renaming of the School.....	Dr. Buell G. Gallagher <i>President, The City College of New York</i>
Address—"Where the Frontier Still Lives".....	Hon. Bernard M. Baruch
Song—"Lavender".....	Audience
Recessional.....	Professor George A. Wilson

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### LAVENDER

Music by Walter R. Johnson, '03

Words by Elias Lieberman, '03

#### I

Sturdy sons of City College,  
Trusty hearts and mighty hands,  
Rally where our streaming banner  
With its dauntless emblem stands;  
Send a cheer to Heaven ringing,  
Voicing in a fond acclaim  
Faith and pride in Alma Mater  
And her never dying fame.

#### II

When on fields of sport contending,  
Rivals try your might and skill,  
Brace your sinews, show your prowess,  
Meet them with an iron will.  
Triple-faced and triple-hearted,  
City College, we your sons  
Rise in mighty cheering numbers  
To the booming of the guns.

#### Chorus

Lavender, my Lavender! Lavender, my Lavender!  
On the field of life's endeavor  
Bound by ties that naught can sever,  
Hail we Alma Mater ever, Lavender, my Lavender!