

# **ENDURING INVESTMENTS**

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Enduring Investments by Roger W. Babson

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**ROGER W. BABSON**

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## Enduring Investments



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TO  
ERNEST T. GUNDLACH



## PREFACE

THIS little book is made up largely from notes which the writer jotted down from time to time after experiences of one sort or another. Some of the paragraphs are purely memoranda which he wrote at different periods for his own guidance,—in the form of a diary. Therefore, the reader can pardon the preaching appearance of the book by remembering that the author is preaching to himself.

He also desires to acknowledge indebtedness to Clarence N. Stone, George E. MacIlwain, Charles W. Wallour, Melvin L. Morse, and other of his associates for help in the preparation of the book. These men are all experts of the Babson Statistical Organization, and in a way the book is a composite opinion of us all.

R. W. B.

Wellesley Hills, Mass.

May, 1921.