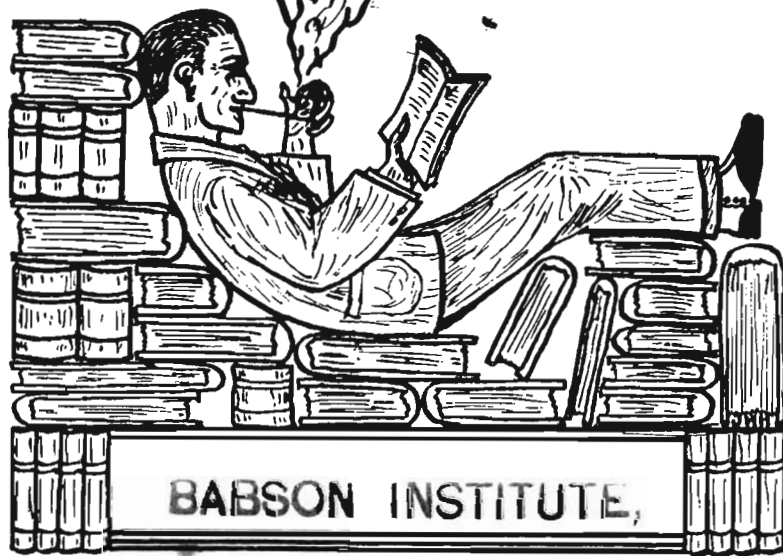


The
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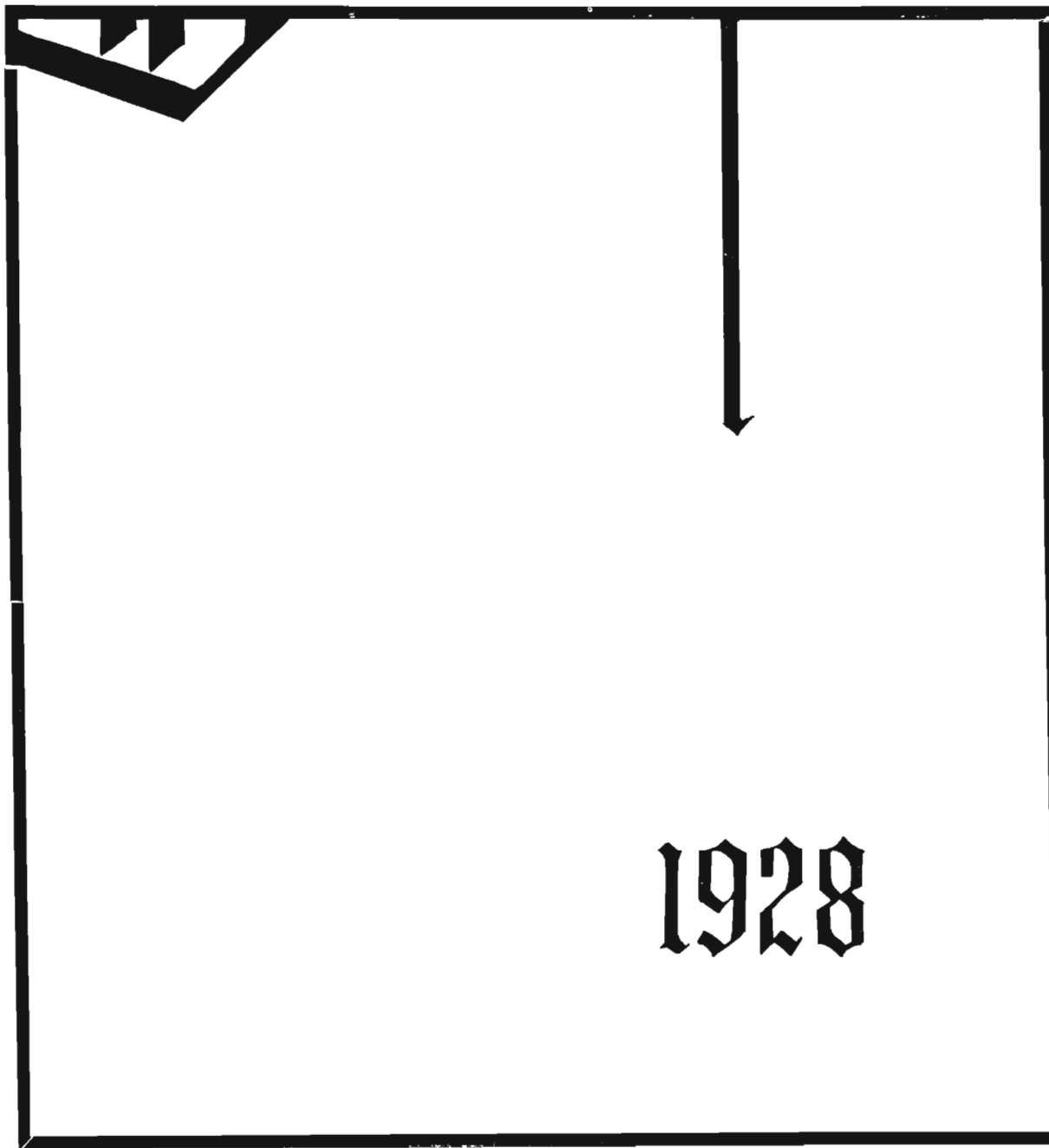
BABSON INSTITUTE,

WELLESLEY HILLS, MASS.

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The
Babsonian



1928



THE LYON BUILDING

The 1928 Babsonian

Being the Official
Year Book of Babson Institute
Published Annually
By the Graduating Class

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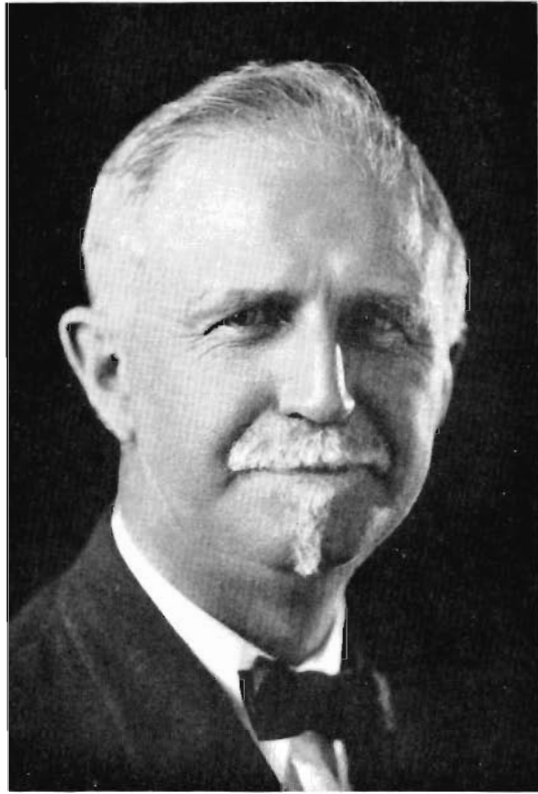
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ON BEHALF OF THE CLASS OF 1928,
THIS BOOK
IS RESPECTFULLY DEDICATED TO
James McClure Matthews, A. A.
WHO, AS A MAN AND AS A TEACHER, HAS
ENDEARED HIMSELF TO BABSON MEN

FOREWORD

BETWEEN the covers of this book are mirrored glimpses of a year at Babson, an intensive year, unique for the variety of its tasks and for the abundance and quality of its satisfactions. Each one who has sojourned here will remember his course as a period of exceptional growth in understanding, an era of marked advance along the road to happiness. Here we have found friendship, valuable counsel and amusing diversion; and through this volume we purpose to give them longer life.



ROGER W. BABSON
Founder of
BABSON INSTITUTE

To the Graduating Class of 1928

KEEP up your relations with Dr. Coleman and his staff during future years. You have completed not merely a course of study, but have definitely allied yourself with an institution which is going onward and which will continue to grow. Your success and the future of the Institute depend much more upon your connections with it in the years to come than on what has transpired during the past year. I am continually urging the Trustees to keep in touch with you and help you whenever the opportunity arises in years to come. Also, I appeal to you to keep the Institute in touch with your work and plans. Write your old instructors often, and when possible, come back and talk things over with them.

Roger W. Babson

GEORGE W. COLEMAN

President of
BABSON INSTITUTE



To the Graduating Class of 1928

YOU are going out to make a living. You are not likely to forget that. At the very same time you will be making a life. Very likely you may overlook that. You are bent upon business. What you really want is life. Business is only a means to that end. The fullness of life will not be yours if you have no thought but to get all you can out of business for yourself.

Make your business serve life, your life the other fellow's life, the life of society, and you will not only find the wherewithal to live, but you will also find life worth living.

Many a man who has made money wants to know what it all amounts to. If he has added something to life he is satisfied.

George W. Coleman

1928

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"BITE OFF MORE THAN YOU CAN CHEW
THEN CHEW IT.

PLAN FOR MORE THAN YOU CAN DO
THEN DO IT.

HITCH YOUR WAGON TO A STAR
KEEP YOUR SEAT AND THERE YOU ARE."





THE REGISTER



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1927—1928

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| Nov. 11 | Frank Arnold | April 18 | Creighton Hill |
| Nov. 12 | Henry P. Kendall | April 21 | George W. Coleman |
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| Jan. 14 | Dr. F. L. Hoffman | May 16 | Dr. F. L. Hoffman |
| Jan. 21 | Daniel Bloomfield | May 19 | Roger W. Babson |
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| Feb. 11 | Herbert McGill | June 2 | Thomas Dreier |
| Feb. 18 | Dr. Robert C. Dexter | June 6 | Dr. F. L. Hoffman |
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H. CLYDE BALDWIN
Instructor in Finance
Winter Term 1928



DeWITT G. WILCOX
Lecturer on Hygiene



JAMES H. ELLIOTT
Instructor in Taxation

TO THE SECRETARIES

It has been a pleasure to work with you. Your interest and co-operation has been invaluable to us, and as a class we wish to express our hearty thanks and best wishes to—

MISS MARGARET BARRETT
MRS. GRACE CLARK
MISS CAROL HITCHCOCK
MISS LILLIAN PERRINS

MISS EILEEN BROPHY
MISS EDITH DOE
MISS CARRIE MASON
MISS MARION WING

MISS FRANCES BURGESS
MISS VIRGINIA HUEG
MISS MADELINE MELVIN

The *Babsonian* Board wishes to make further mention of—

MISS LILLIAN PERRINS

MISS EILEEN BROPHY

MISS MARGARET BARRETT

Who have given freely of time and labor to make possible the production of this book.



“DELIRIUM”

Wild dreams assailed me, my breath
almost failed me
The night that I dined on cheese.
Through space I went flying, strange
sights espying,
Till I was weak in the knees!

Flirting with passing stars, saw Jim on
the road to Mars,—
Just off on another wild toot!
He's hunting a land of rhythm far from
our discords and schism,
He's given the old earth the boot!

Then a voice chanted mildly (though
occasionally wildly),
“Isn't that interesting, now?”
Oh, Plowman's own history is not any
mystery—
His forebears handled a plough!

Saw Hendy chasing a cow—Gadzooks!
Oh, Boy! And how!—
To prove psychology.
“Fellows, just get this now!” The cow
made the class a bow
In apparent apology.

Dressed in their oldest togs, saw some
who rolling off logs
Were bravely endeavoring
To prove Johnnie's theory that as simple
it would be
For them to do any thing!

Then Red Hollister said, wildly scratch-
his head,
“Say, how, when and where
Are these books, numbering five,
posted?” “Why, land alive,
The mail-box is right over there!”

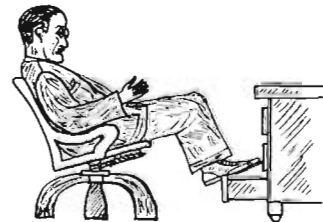
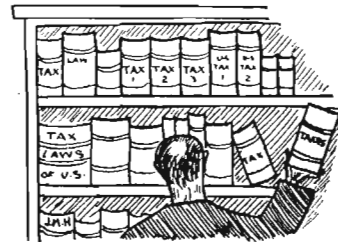
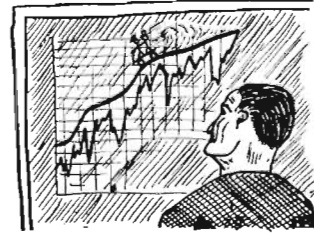
“No one's expected to know,” said
Elliot, as he stood on one toe,
“The taxation laws by heart.”
I heard that remark with glee, for, now
take it from me,
I never could tell them apart!

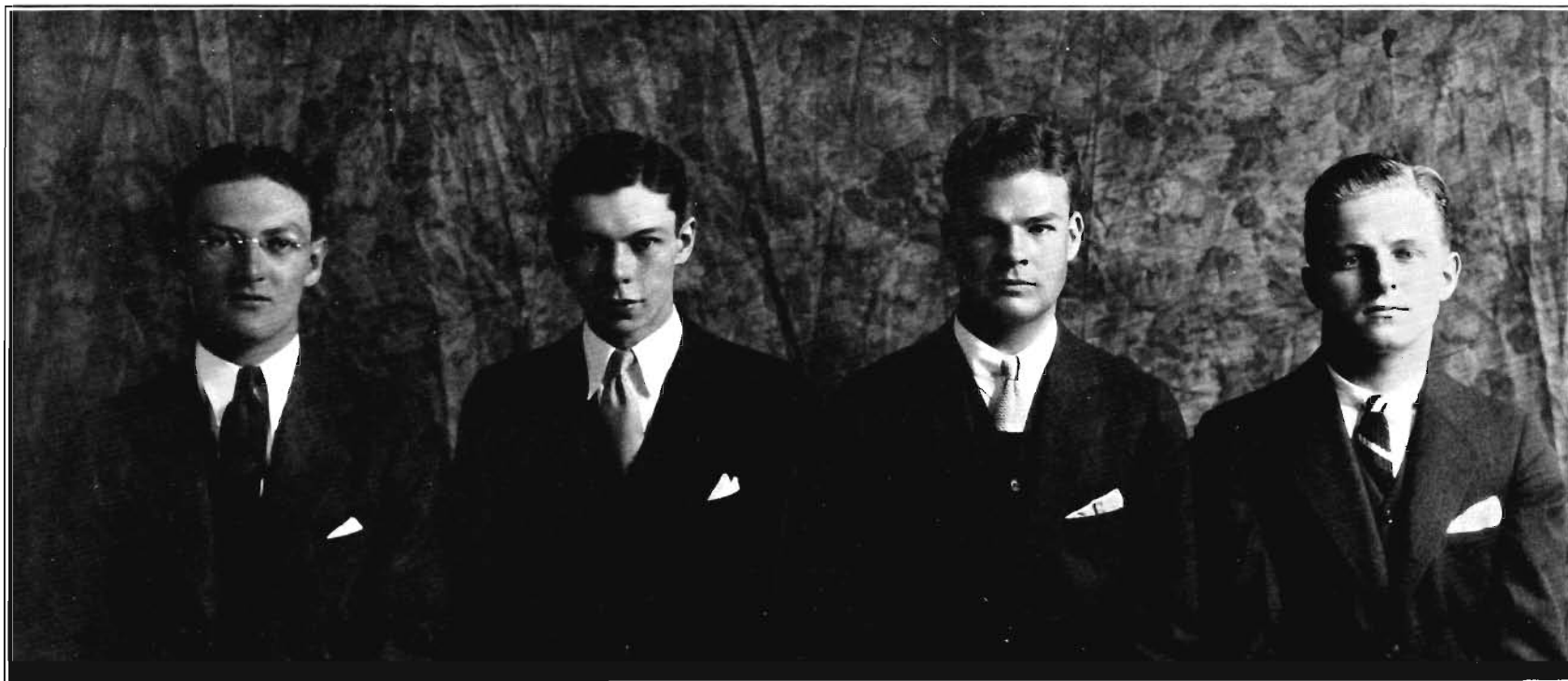
“You'll save as much money—and I'm
not being funny,”
Some one said, “On this fact alone,
As you spend on tuition!” Though I was
not in position
To see, I knew that tone!

Said Austin, said he, and most earnestly
“I tell you that this is the truth!
The truth, but forsooth, it's not the
whole truth,
Not the whole, but the truth 'tis,
forsooth!”

Just then with a thump and a whale of a
bump
I managed to fall out of bed.
No more do I dine on cheese after nine,
It seems to go to my head!

(Carbons Drawn By J. H. Hayes)





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G. W. DULANY, III
Vice-President

H. M. BRINCKERHOFF, JR.
Treasurer

E. E. HANSEN
Secretary



GREGORY TAYLOR ARMSTRONG

"Don't you want to play the part of a good Samaritan and do this for me?"

A versatile and travelled man is he who stares out at you on the left. Four months ago he was sunning himself in Florida; before that he was a salesman of Flying Cloud automobiles in Cleveland. He expects ultimately to bring the homely sewing machine into its own.



PARK REEFY ARNOLD

"He's truly crazy."

"Buxom, blythe and debonaire," Park frequently turned the gray Lincoln toward Wilder Hall. Although he missed his moonlight swims at Miami, he found that Lake Waban offers compensations. This year our big debater, single-handed, established and maintained the Institute's supremacy in the field of oratory.



ROBERT STEWART BAILEY, JR.

"How about six dollars?"

At last we can give deserved credit an unsung hero, an unknown martyr. Stew has unerringly and intelligently shouldered more than his share of the disagreeable tasks which are always cast to any accomplishment. We are fortunate in having been able to work under his leadership.





HAMILTON BATES

"Well, I guess I'll go hang a few schnabbles."

Dawn and an Oregon marsh; a low-flying flock of mallards, and in the foreground our hero—crouching, impatient for the kill. Hammy has deserted his four-pitcher-one-glass beer set for the joys of the hunt—but only temporarily.



FREDERICK BISHOP SWANBERG BERRY

"There's a much bigger one in Los Angeles."

A factory trip by rumble seat during a New England winter is less pleasant than a sunning on the beach at Santa Monica. Ask Mr. Berry. Once a marine, Fred drills daily in the gym. Why do movie actresses live in Beverly Hills? (See above.)



CHARLES BRANSOM BISHOP

"Well, now, Mr. Henderson, you know that's ridiculous."

Our slip-stick artist knows his logarithms, and that's not all—flaunting derby, spats, Chesterfield, and cane, the doctor constantly carries Canada's colors to the fore in the great social steeple chase. In the financial game, too, he is without a peer. Altogether, Charlie's success seems inevitable.





PIERRE HUDSON BOND

"No, no kidding!"

Permanently, the situation for Canadian securities looks better. Continue with your Canadian stocks which you hold on a long-growth basis. For the present keep funds in liquid form ready to buy a broad list of Canadian securities when H. R. H. Pierre Bond returns to Canada on or about June 20.



WILLIAM FURR BOONE

"Hurry Back."

Southern cordiality, industry and dependability are qualities which should augment Bill's long list of friends, and greatly accelerate his progress along the way to material success. While he was here, Mississippi found it practicable to nearly double her postal employees.



HENRY MORTON BRINCKERHOFF, Jr.

"Good Work!"

A house built upon rock—how well the parable applies to Henry. And yet with his moral, ethical, and manly determination toward a justified end, there is a human and tolerant understanding which warms and lightens the hearts of fellow men. We envy, admire, and applaud.





DONALD RAINSFORD BROWNELL

"That son of a gun!"

An intensive training period at Hill left Don well equipped for brilliant Eastern triumphs. By earnest application the young Nebraskan has achieved the impossible and placed Omaha on a par with Back Bay. At the same time, he has carved himself an enviable place in the hearts of all of us.



GEORGE WALTER BULLARD

"Yes, Suh!"

Coming from a bookkeeper's stool in Mississippi the Judge did not claim to be "the best damn toreador in all the south," yet in the Casa del Toro he vanquished Black Bottom, pride of the Babson Stables. Industry, perseverance, and ambition often cause a small man to cast a long shadow.



JAMES FENWICK BUTLER, Jr.

"Goodness gracious!"

Canada has her Boucher and her Worters, Norway her Jewtraw, and we have our Butler. Even the great King Clancy, Ottawa ace, was relieved to hear of Jim's decision to retire to Babson. With the coming of spring, Brooklyn (Wampy!) has fallen heir to a large portion of Jim's time.





LAWRENCE CARLSON

In Lawrence we see the attributes of an ideal westerner: strength tempered by kindness, a frank, courageous friendliness dignified by an admirable reserve. Although the big Paige does not measure up to her master, she has given the racing element many exciting skirmishes.



GENE GORDON CULVER

"Do I love my baby? Sometimes I think about her twice."

"How-a-you," was the standard Culver greeting until the boys eagerly adopted it. Wherefore its originator discarded it as smacking too much of the masses. Gene's laudable ambition for individuality is happily combined with a rich endowment of good taste. The "quad" thinks so too.



KENNETH B. DIEHL

"Pretty punk, only a 94 last game."

A large majority found Bucky's work on the Needham alleys quite depressing since only four of the thirty tournament bowlers were on his team. While he was flattening pins with sickening regularity in the evening, his daytime efforts placed him in the first rank of students.





WHITNEY DRAKE

"All right, Swatszel!"

Brown's loss was Babson's gain when Whit decided to spend a year wrestling with the whys and wherefores of business. His sunny disposition has done much to brighten our hours of work and play. Until Mr. Millea discovered the potency of Drake's hat, Whit trimmed us all on the alleys.



GEORGE WILLIAM DULANY, III

"Piffle!"

A mind keenly sensitive to subtleties of thought, able to pierce the gloom of the obvious and bring to light the obscure; a fastidious sense of humor. Few attain that plane. George, with his added appreciation of the worthwhile in physical realms, goes farther.



THADDEUS WINSTON EASON

"Is there any objection to the motion as stated?"

The organizer, the politician, the millionaire oil man from Oklahoma. If academic prominence, social accomplishment and well-merited esteem are at all prophetic, T. W. must achieve greatly in the years to come. An attempted reform by Paige, Carlson, O'Heir, and Soule failed because of Wine, Winston and Wellesley.





PAUL FRANKLIN EDWARDS

"Has the mail come yet?"

Paul was consistently high on the psychological tests and his curriculum work bore out the testimony of O'Connor and Terman by definitely placing him among our best students. The Hayes-Edwards football matches between classes during the Fall Term were gala events for Babson's sporting bloods.



MARCUS ROSE FIELD

"Let's clean up the Accounting, Dutchy."

The most unostentatiously hard-working man at Babson. The Asheville School, Williams, and the Pierce School gave Marcus a background which, coupled with his tremendous industry, has achieved signal victories over those tyrants of the Institute curriculum: Accounting, Statistics and Taxation. The minor miseries fell before him without a struggle.



JACOB MILTON GENKINGER

"I still think my idea's the best, Mr. Millea."

In this distribution age when good salesmen are at a premium, a most desirable attribute is the ability to smile when misunderstood. Frequently the smile of Happy Jack, the horseman, cooled the wrath of the almighty Millea aroused by Jack's suggestion that the office boy be made vice-president.





JOHN DUGGAN GILMORE

"Dang me, durned if I know."

The subject of the snapshot is not John Gilmore, it is Dinah, prize-winning Holstein, who is pinch-hitting for the Georgia farmer in his absence. Lack of space prevents an adequate account of John here, so turn to the "Gone But Not Forgotten" page for additional dope.



LEANDER PERRY HAMILTON

"I pp-ta-ditty-Kansas City."

Peter's happy, humorous and hospitable disposition has done much to make his apartment in the Wellesleyan a mecca for tired Babson men. There, suggestions of Josephine Baker and Zelli's create an atmosphere conducive to sophisticated relaxation after the simple duties of student life.



ELWOOD EMIL HANSEN

"Elkhart's a pretty good little town."

The love and honor of his fellows are the due of a born leader gifted with a keen appreciation of life and the splendid ability of inspiring others to high achievement. None receives a fuller measure of our regard; none is more truly deserving.





ROGER SPRAGUE HASKELL

"Hey Pinkie!"

With great pleasure, we announce to the Wanamaker and Marshall Field interests the decision of dapper Rog to enter the department store business. It is inevitable that the advance of the cheap and lowly chain store boys will be thwarted by this irrepressible triumvirate.



VERNON MILLS HAWKINS, Jr.

"Got pinched today."

Ben has done Babson piece-meal—Production last Spring, Distribution during the Summer, then a half year at Ann Arbor, and now Finance this Spring. Commuting daily from Plymouth presents problems, especially when some uninformed cop fails to bow and scrape at the mention of Hawkins pere.



JOHN MILTON HAYES

"I hope it snows today."

Lack of snow prevented John from giving his Norwegian skiing outfit adequate exercise. Refusing to admit defeat, he retaliated with bowler, spats, and cane. His skillful hand and co-operative spirit have contributed much to our year book.





WILLIAM CHARLES HORMANN

"Who said Prohibition was here to stay?"

A roaring streak of gold—chaos along a peaceful countryside. "That's a good-looking car, wasn't it?"—and you know Wild Bill is tuning up the Stutz. We are satisfied that he provides his yellow peril with Veuve Clicquot, '09. Mass. Avenue fuel would have charred her kidneys long ago.



GEORGE MOSES HOUSTON

"Hello There!"

George is our champion back-slapper and hand-shaker, always glad to see you and always glad to lend a helping hand. Living at the Wellesley Inn, he is conveniently located for frequent visits to Tower Court and associated buildings. There will be many tearful farewells when George goes home.



CHARLES WAYNE JACKSON

"He must be a big hot shot, he has on leggings and a hard hat."

The Rochester Adonis who juggles footballs and figures with equal skill also successfully devotes his talents to the lighter diversions. Charlie should go far and with him a full measure of health and happiness.





GEORGE COOKE JENKS

"He's a very nice fellow."

A man of definite opinions and decided ideas, and, at the same time, a delightful gentleman, George carries on the best traditions of Middlesex and Morrystown. He is one of our married men, but he seems to be bearing up under the strain in admirable style.



JOSEPH DAVID KAUFMAN

"I have seen this show once, but let's go any-way."

In Harrisburg, Pa., the Kinnear interests should find hard sledding, for there Joe *Departmentstore's* middle name is Kaufman. Mystery surrounded Joe's solo hops in the Flying Cloud, until a sudden rise in Needham Theatre Stock furnished the needed clue. His strongest suit is the control of ferris wheels.



JOHN MATHIAS KENNEDY, III

"Boy! if I'd only sold Radio short!"

Our one hundred and thirty-pound package of T. N. T., has startled the world daily for twenty-one years. For the short-term game there is no sportier stock than Kennedy Common. Don't be misled by the fact that Wellesley lists it as Kennedy Preferred.





JAMES EDWARD KINNEARY

"Going over to Wellesley?"

There are Woolworths and Kresges and Penneys, but there is only one chain store magnet fitted to double for John Gilbert. According to a large portion of the neighboring feminine contingent, our Jimmy is the man. He modestly attributes his success to Hayes' conservative town car and Horrman's flashy sportif.



WILLIAM LEWIS LASHAR

"Luckily we were doing only seventy-five when he got in the way."

Razors and chains create the big daily problem in Bill's life; shall it be the Pierce Roadster, the Phaeton, the A. C. or —; but there are limits to human endurance and more than once it was only the offer of Gene's Cadillac that prevented suicide.



AVRITT LEMON

"Oh, dearie me!"

With his array of talents Avritt would have positively glittered in the court of the English Charles I. The average American setting of the day is far too pallid to adequately support this cavalier personality. The Lido, Biarritz, and Coral Gables, however, offer backgrounds sympathetic to a free expression of the Lemon accomplishments.





PAUL CHARLES LYTLE

"Any more ads, Art?"

The winner of an Institute scholarship and a resident of Wellesley, Paul has entered many phases of Babson life. His efforts were instrumental in placing this noble book before the public. His bowling was a strong factor in giving the McCormicks so high a ranking in the tournament.



MORRIS DIXON McCORMICK

"Well, now."

Mac has devoted nine months and \$2,000 to long distance correspondence—we only hope he marries the girl. As a matter of fact, his bowling can't escape honorable mention. The McCormick group, ably led by their captain, missed winning the cup by only a hair.



THOMAS GILBERT McFADDEN, Jr.

"Got to do some work tonight."

This pious lad had us all fooled until he was seen in action at a Copley Plaza thè-dansante. On the sly he is a Wellesley fusser of no mean ability; and on the Needham alleys he was rather better than McCormick's crew desired.





McCORMICK GIBSON MOORE, Jr.

"Did you ever hear that one about the traveling salesman?"

Bored with the sombre conservativeness of the Hill School dress, Mac, the steel casting pedler, purchased some Cuban fabrics which make a Hallowe'en masquerader resemble a bull broker on a bear market. A prediction: When Mac cannot sell steel, there will be no steel to sell.



MILBURN WILLIAM MURGITTROYD

"You see, there's no money in the candy and cracker game."

Murgy spoke to Lady Luck once—in 1909—but she hasn't answered yet. He thinks the incident of the four A's and the A—has box-office possibilities if screened à la "Broken Blossoms," with his brother in the lead. Personally we think it an achievement of no mean calibre.



LYMAN MARTINEAU NEBEKER

"There's no doubt about it."

The artist's eye and hand, the poet's sensitive heart, the philosophic mind, the jester's happy wit—each is rare and priceless—all are contained in this varied and interesting personality. Travel, too, has played its part in giving "Duke" a broad perspective and a discriminating sense of values.





EDWARD RYAN O'HEIR

"Oh, I don't think so —"

The grand old man of the Institute; perhaps it is the contemplation of marital bliss that has given Eddie so sober a view of life and tinged his philosophy with Schopenhauerisms. Don't overlook the fact that Ed will do anything in the world for the man he respects.



CHARLES DANIEL PEACOCK, III

"Got to catch some sleep."

Mr. Burt considered Peacock an excellent guest until Charlie's Wah Hoo Wah training began to assert itself in the form of nocturnal banjo work, which, because of the fast and impressive footwork involved, soon placed the ceiling of the Clubhouse lounge in jeopardy. Chicago Latin paved the way for Charlie's Dartmouth career.



ERNEST DICHMAN PEEK

"Absolutely! But don't you think—"

Frederick the Great lost a potential colonel for his giant grenadiers when Ed chose to run in the twentieth century. Incidentally, the Prussian war-lord was also deprived of an excellent factory manager, a convincing orator, and a charming gentleman; and we are selfish enough to be glad of it.





LAWRENCE JOHN PLYM

"I might be interested. What is she like?"

The grin of the great Dane has kept Johnny Millea and Wellesley in a state of wildest confusion all this Spring. Larry started his business career auspiciously by lingering too long in balmy Bermuda and arriving late for school. Johnny immediately put him down for three A's.



JOHN GILBERT RAYMOND

"Going to the Copley tea dance?"

The Lake Placid Club School; the University Cruise around the world; a roadster as smart as man can assemble; Vassar, Wellesley, Smith, Goodrich Rubber—all have played prominent parts in Johnny's life at one time or another. And the result? A most attractive young man who enlists friends almost at a glance.



WILLIAM HENRY RUEPING

"Just call me Whang."

Bill's two-term career was nothing if not spectacular. Consider the incident of the Indian hunt in Wellesley's wilder climes or the evening on which the Fond du Lac Smoothie clinched the Bowling Cup for team Number 2, by registering a smashing 99.





ROBERT WELMER SCHAEFER

"We don't have mosquitoes in New Jersey!"

An expert netman, Bob bows to few on the courts. He should prove a strong contender for the school tennis crown. "Mac" Moore calls him "Chrysler Crazy," and "Al Smith mad," but these enthusiasms in no way detract from Bob's popularity either here at school—or in Wellesley Farms.



CHARLES WILLIAM HENRY SCHUCK

"Whoa Beby!"

This year we have learned that observation, memory, imagination, and reason are important contributors to intelligence. We have also learned that Tod has a most generous share of each. Why then even try to eulogize a young man so amply fortified against the future?



MAXWELL GRANT SETTERGREN

"That was when I was working for—"

Confidence and caution personified. Nothing has ever stirred a hair of the Maxian marcel. Commercial success, as the housewife's delight selling aluminum kitchen utensils, is responsible for his balance and assurance. Settergren's chief pride, however, is his social success. He made a Wellesley Prom on one week's acquaintance.





GEORGE ROGERS SIMPSON

"Keep in the stands, boys."

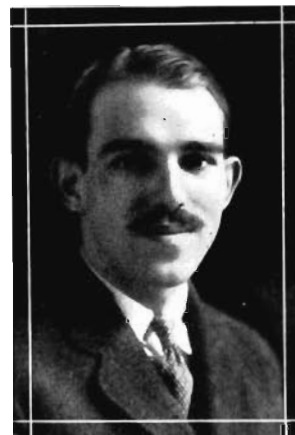
Without apologies to Nietzsche, Joe may say, "I am no man, I am dynamite." Captain of the Black Horse Troop last year, he started this year with a Chrysler, then chose a Cadillac, replaced that with a Wills, and selected, as a fitting climax to his student days—a wife.



BROOKS FELTON SMITH

"That's the bunk!"

Adaptability to environment is the most accurate gauge of intelligence, and Brooks is 20th century through and through. Sponsored by Washington and Lee University; a thorough, systematic and imaginative worker, he should be among the outstanding successes of our group.



CHARLES WEBSTER SMITH

"Do you know whosis?"

Smitty's preparation for the acid test of Babson life was furnished by Iowa State, a feverish year on the Continent, and an even more hectic one in the Florida land boom. How could one better fit oneself to garner laurels in business school?





WILLIAM FRANCIS SOULE

"That's a matter that requires serious consideration."

The genial Soule smile is one of our most popular institutions; also the gentlemanly Soule manner and princely bearing. Bill is an alumnus of Amherst, 1926, and another of our Cruise Around the World Men. Here he has been actively interested in almost all phases of Babson life.



ROY CHESTER SPAULDING

"That's a good one!"

A Detroitier, it is no wonder that Roy knows all the maidenly secrets of carburetors and dynamos; and in the field of medicine he has displayed no mean skill, as members of a certain Sales Class will vehemently testify. We anticipate the early appearance of Dr. Spaulding's book—"Routing Systems for Funerals."



WILLIAM HUDSON SWATSZEL

"Oh, My, Yes!"

Our Beau Brummel is constantly being called to the telephone by fair admirers wanting some time, or by advertising agents desiring the qualities essential to the success of their latest collar or union suit. Just now he is displaying a penchant for fire escape testing and judging by his early successes he might well make it his life work.





ROBERT MARTIN TEEGE

"Ten's my point."

Teegy started the matrimonial ball rolling last fall. As a result, he shuns the elevating environment of the Club House and has his own home. Almost any evening, however, he may be seen working at Bryant after a hard day in the Library or on the basement gold course.



WILLARD HAMILTON THOMPSON

"Hidy-tydy, after eleven comes seven!"

Being intimately acquainted with one-half of the "movies," and snubbing the other half, it is no wonder that Pedro has doubled his money, *via* the bones, during his sojourn in Wellesley Hills. Unless we are wrong, our gambler will within a short while reduce that piker, Livermore, to a diminutive has-been.



JOHN ADDISON TURNER

"What do you think of that picture?"

Internationally speaking John's social standing, especially in Paris and environs, is of the highest order. Nor can less be said of his prestige in matters social and scholastic in and about Wellesley, Wellesley Hills, and Springfield, Ohio.





ALFRED JAMES VALK

"Well, you see, it's like this."

Knowing all the fine points on the importation of olives, our Alf discriminately bartered for an ancient vintaged Ford Coupe with which he now assorts and labels some of the olives and lemons of a nearby female seminary. A conscientious hard worker who will easily garner a generous share of success.



ARTHUR KENT WAGNER

"Keep them tresses out of your eyes, Roy!"

Contrary to the average close-lipped, penny-wise natives of wild and rugged Wisconsin came Art, whose ability as a bally-hoo expert has made this book a financial success. In the too small category of true friends, Art occupies a firm position.



ASA OZELL WALKER

"I come from pioneer stock."

This young gentleman wears the insignia of a U. S. Flying Cadet with appropriate pride and modesty. He is connected with the Boeing Air Transport Company. His greatest ambition, however, is not big business, but big game hunting on safari out of Mombasa or along the Congo.





GEORGE HENRY FALES WASS

"Tuesday night's my night off."

The assistant secretary and treasurer of the Warren Steam Pump Company is one man in Babson who has not been elected to the Goat Club. Since George is a native of Massachusetts, Mr. Millea undoubtedly considers him a charter member.



HARRY HOWARD WEBB, Jr.

"Out where the skies are a little bluer, and the hearts a little truer."

In no man have we seen a more generous, sincere and keen regard for his fellow men than in Harry. Humbly and gratefully then do we follow your example as a man.



JEWETT WHITE

Man of few words.

If it is true that still waters run deep, Jewett is fathomless. He once got very excited and said, "Hello." The shock was almost fatal. Beneath layers of Exeter and Princeton veneer, however, there beats a heart of gold for those able to plumb the depths.





FRANCIS SULLIVAN WHITMORE

"Don't you think so?"

A man—he has won the love and admiration of us all by his spontaneous unselfishness, by his genuine interest in his work and in his associates, and by his unfailing ability to meet Life's various moods smiling.



BENJAMIN YANOVITZ

"Gee! What kind of a factory is this?"

Ben's ability as a speaker should be a big asset in whatever line he may choose to pursue, be it managing boys' camps or selling the more intimate items of women's apparel. His geniality and high scholarship made us all sorry to have him go in March.



WILLIAM RICHARD YOUNG

"Am I tired—just ask me!"

Nashville beware! A handsome but unscrupulous bond salesman is about to descend upon you in the person of our financial genius, Willie, the quick-thinker. If you see a pack of hounds in full cry closely followed by a Chevrolet coupé, you'd better fly your "Out to lunch" sign.





WHO'S WHO

By Actual Class Vote

| | |
|----------------------------|--|
| Most Likely to Succeed: | Eason 35 , Brinckerhoff 27, Hansen 24, Bullard 11, Smith 11. |
| Most Influential: | Eason 63 , Peek 30, Culver 23, Brinckerhoff 18, Hansen 17. |
| Most Popular: | Brinckerhoff 48 , Hansen 36, Eason 30, Culver 16. |
| Most Energetic: | Field 32 , Bullard 19, Brinckerhoff 15, Peek 12, Kennedy 12, Bishop 10. |
| Brightest: | Yanovitz 32 , Brinckerhoff 24, Nebeker 20, Hansen 14, Bullard 14, Edwards 13, Dulany 12, Bishop 10. |
| Best Natured: | Simpson 29 , Arnold 15, Bates 15, Bond 12. |
| Class Grouch: | Genkinger 95 , Berry 24, Dulany 17. |
| Most Versatile: | Brinckerhoff 44 , Eason 17, Lemon 17, Soule 17. |
| Wittiest: | Spaulding 55 , Simpson 30, Nebeker 17, Kennedy 14. |
| Class Clown: | Spaulding 90 , Simpson 37, Schuck 10. |
| Heart Breaker: | Culver 35 , Swatzel 22, Simpson 15, Brownell 14, Hansen 11. |
| Most Optimistic: | Soule 25 , Smith 20, Schuck 12, Webb 11. |
| Most Pessimistic: | Genkinger 60 , Dulany 16, Berry 14, Bishop 10, Lemon 10. |
| Best Dressed | Lemon 83 , Culver 32, Brinckerhoff 22, Lashar 22. |
| Handsome: | Swatzel 40 , Culver 30, Jackson 30, Bond 14. |
| Most Pious: | McFadden 53 , Bishop 48, Edwards 18. |
| Wellesley Fusser: | Brinckerhoff 37 , Simpson 34, Lang 29, Arnold 15, Swatzel 15. |
| Woman Hater: | Bullard 26 , Valk 19, Edwards 16, McCormick 15, Field 10. |
| Hardest Worker: | Bullard 30 , Bishop 20, Peek 18, Yanovitz 11. |
| Laziest: | Young 55 , Nebeker 26, Bates 16, Genkinger 16, Raymond 10. |
| Most Absent-minded: | McCormick 23 , Spaulding 20, Nebeker 19, Henderson 14, Brinckerhoff 11. |
| In Best With the Faculty: | Eason 34 , Peek 29, Hansen 17, Smith 16, Field 15, Brinckerhoff 14. |
| In Worst With the Faculty: | Culver 55 , Swatzel 32, Raymond 30, Kennedy 19, Lang 18. |
| Straightest: | Soule 32 , Peek 29, Bond 18, Brinckerhoff 18, Boone 16. |
| Meekest: | Bullard 43 , McCormick 21, Edwards 18, White 15, McFadden 10. |
| Luckiest: | Thompson 37 , Eason 32, Culver 28, Simpson 10. |
| Unluckiest: | Murgittroyd 55 , Turner 21, Teege 15, Kennedy 12. |
| Most Sentimental: | Edwards 18 , Lemon 15, Bates 13, Culver 10. |

WHO'S WHO

Cutest: Swatszel 47, Rueping 20, Kennedy 13, Schuck 11.
Smoothest: Hansen 19, Lemon 14, Swatszel 14, Culver 12, Brinckerhoff 11.
Class Rounder: Simpson 41, Arnold 40, Bates 26, Hansen 17, Genkinger 11.
Most Bashful: Lashar 50, Edwards 29, White 20, Boone 18, Valk 10.
Best Mixer: Hansen 29, Schuck 28, Kennedy 18, Culver 15, Brinckerhoff 13, Peek 12.
Noisiest: Simpson 65, Genkinger 41, Moore 17.
Quietest: Young 38, Bullard 37, Yanovitz 24.
Most Impulsive: Kennedy 26, Henderson 19, O'Heir 14, Diehl 12, Berry 11.
Biggest Grievance: Park Manor 32, Miss Hayward 20, Mr. Burt 17, Time clock 15, Millea 11.



1. In Best with the Faculty. 2. Best Dressed. 3. Cutest. 4. Wellesley Fusers.
 5. Quietest — Noisiest. 6. Most Sentimental.



DIRECTORY 1928

- ARMSTRONG, GREGORY TAYLOR,
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1305 West Broadway, Enid, Okla.
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2813 Leek Street, Ames, Iowa
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48 Sargent Street, Newton, Mass.
- ELLISON, WILLIAM PARTRIDGE,
48 Sargent Street, Newton, Mass.
- FIELD, MARCUS ROSE,
58 Grove Street, Ashville, N. C.
- GENKINGER, JACOB MILTON,
1004 Butler Avenue, New Castle, Pa.
- GILMORE, JOHN DUGGAN,
Sandersville, Georgia
- HAMILTON, LEANDER PERRY,
2943 Lockridge Avenue, Kansas City, Mo.
- HANSEN, ELWOOD EMIL,
11 St. Joseph Manor, Elkhart, Ind.
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1100 22nd Avenue, North, Seattle, Wash.
- LASHAR, WILLIAM LEWIS,
Round Hill, Fairfield, Conn.
- LEMON, AVRITT,
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4 Middlesex Street, Wellesley, Mass.
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Albany, Indiana
- McFADDEN, THOMAS GILBERT, JR.,
516 Garfield Avenue, Jersey City, N. J.
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11 Grove Avenue, Lockport, N. Y.
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Willowpool Farm, Warnersville, Berks County, Pa.
- MURGITTROYD, MILBURN WILLIAM,
W. 516 Summer Avenue, Spokane, Wash.
- NEBEKER, LYMAN MARTINEAU,
3409 Woodley Road, Washington, D. C.
- O'HEIR, EDWARD RYAN,
241 Clark Road, Lowell, Mass.
- PAIGE, RICHARD CHAPIN,
39 Elm Street, Southbridge, Mass.
- PEACOCK, CHARLES DANIEL, III,
2600 Lakeview Avenue, Chicago, Ill.
- PEEK, ERNEST DICHMANN,
Care of Adjutant General of the Army, Washington, D. C.
- PLYM, LAWRENCE JOHN,
Topinabee Road, Niles, Mich.
- POTTS, WILLIAM FERNANDEZ,
6200 Kenmore Avenue, Chicago, Ill.
- RAYMOND, JOHN GILBERT,
345 Diagonal Hill Road, Akron, Ohio
- REED, HORTON WINTER,
1045 Webster Street, Needham, Mass.
- RIPLEY, LOUIS ROSE,
103 E. 84th Street, New York City
- RUEPING, WILLIAM HENRY,
2 South Park Avenue, Fond du Lac, Wis.
- SCHAEFER, ROBERT WELMER,
410 Boulevard, Westfield, N. J.
- SCHUCK, CHARLES WILLIAM HENRY,
909 South Seventh Street, Springfield, Ill.

| | |
|--|---|
| SETTERGREN, MAXWELL GRANT, 1130 N. 31st Street, Billings, Mont. | VALK, ALFRED JAMES, 160 Summit Avenue, Montclair, N. J. |
| SIMPSON, GEORGE ROGERS, 2368 Roxboro Road, Cleveland Heights, Ohio | WADSWORTH, ROBERT HART, 150 Fern Street, Hartford, Conn. |
| SMITH, BROOKS FELTON, 66 Prospect Street, Summit, N. J. | WAGNER, ARTHUR KENT, 120 E. Second Street, Fond du Lac, Wis. |
| SMITH, CHARLES WEBSTER, 35 No. Maple Avenue, Ridgewood, N. J. | WALKER, ASA OZELL, 30 Bay State Road, Boston, Mass. |
| SOULE, WILLIAM FRANCIS, 700 E. Broadway, Monmouth, Ill. | WASS, GEORGE H. F., South Main Street, West Brookfield, Mass. |
| SPAULDING, ROY CHESTER, 3815 Hazelwood Avenue, Detroit, Mich. | WEBB, HARRY HOWARD, JR., 12 Summit Road, Santa Barbara, Calif. |
| SWATSZEL, WILLIAM HUDSON, 1607 Morgan Avenue, Parsons, Kansas | WHITE, JEWETT, 46 Highland Avenue, Buffalo, N. Y. |
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| TEEGE, ROBERT MARTIN, 402 E. Walnut Street, Titusville, Pa. | WILLIAMS, GORDON HARRY, 1250 Main Street, Quincy, Ill. |
| THOMPSON, WILLIARD HAMILTON, 916 South Mariposa Street, Los Angeles, Calif. | YANOVITZ, BENJAMIN, 43 Columbia Road, Dorchester, Mass. |
| TURNER, JOHN ADDISON, 2125 East High Street, Springfield, Ohio | YOUNG, WILLIAM RICHARD, Lynden Apartments, Nashville, Tenn. |

A TRAGEDY

Four Episodes from Real Life and the Moral

Episode I—THE GIRL

A maiden fair sighed deep and said,
"I vow that I will never wed.
No man on earth will prove to be
Worth loving for eternity!

"They all are false—they swear to love
Each maid they meet by stars above,
Faithless, disloyal, never true—
Who trusts a man her trust will rue!

Episode II—THE MAN

"My fair one's false," the young man said.
"No maiden will I ever wed.
They know not love—they only see
How much you spend on jewelry.

"On theatres, candy, flowers, cars;
No limit's put this side the stars!
Who trusts a maid is not so wise,
She'll only fill his ears with lies!"

Episode III—THE MEETING

He smiled at her and she at him,
Their former rancor soon grew dim.
Thought he, "Ah, ha! She's pretty keen,
In fact, the prettiest I've seen!"

A chummy car sped them along
And neither thought it very wrong
If he hugged her and held her tight,
And kisses were no more than right!

Episode IV—THE CONSEQUENCES

They met awhile—then interest died
And each again sat down and sighed.
"Who trusts a man her trust will rue,
They're faithless and they're never
true!"

"Who trusts a maid is not so wise,
She'll only fill his ears with lies!"
Theirs is indeed a sorry tale—
And loudly they their fate bewail.

Episode V—THE MORAL

Dear reader, be you man or maid,
Trust in the Lord, be not afraid,
But trust no man, your trust you'll rue,
They're false and faithless, never true!

And trust no maid, it is not wise,
They'll always fill your ears with lies!
Your inward feelings always hide,
And let your conscience be your guide!



RESEARCH GROUP

THIS year the Advanced Division has had the largest enrollment in the history of the Institute. The total lineup included eight men, all from different parts of the country, as far north as Bangor, Maine, and as far west as Santa Barbara, California. As we close our last year at the Institute and go forth to battle with the commercial and financial problems of life, we wish to express our sincere thanks and appreciation to Dr. Hoffman and Mr. Fittz, who through their whole-hearted co-operation have assisted us in solving the many problems in Research and Advanced Finance.

Lester T. Bradbury—

Mike was one of our group during the Fall term. His special line of interest and endeavor has been with Aviation. After obtaining his pilot's license and spending three months of intensive study on the subject, Mike left the Institute to help Uncle Sam in Washington. He has a fine job with the Bureau of Aeronautics, and has been a credit to his school, proving what Babson Institute can do for a fellow if he is willing to try.

George A. Crafts—

All the way from Bangor, Maine, George returned for an additional year at the Institute, to study the Pulp and Paper Industry. In this young man we have the delightful combination of a typical, progressive business man and an expert in his particular line. If there are any questions on this subject, George is the man to consult. The Paper Industry has a great future to look forward to when George returns from his trip abroad, where he intends to make a study of foreign conditions in the industry.

William F. Potts—

Our first term group had another member interested in the Paper trade—more especially paper cups. It is hard to decide which fellow was right regarding the subject of Re-Forestation. Crafts and Bill had many arguments over the matter, each firm in his own belief. We are, however, thoroughly convinced after listening to a number of Bill's sales talks that the "old family drinking cup is a relic of by-gone days" to be replaced by the pure, spotless, snow-white paper cups made by the Vortex Company, of which Bill hopes to be President some day???

Louis R. Ripley—

After returning from a wonderful year's tour of the world, Louie spent three months partly in the Fall and Winter Terms, studying Advanced Finance and Accounting. We wonder if Louie has still held on to Radio that was one of the attractions in the market and still is. Aviation proved to be more exciting for Louie, and we have learned that he has a job with the National Air Transport Company—another Babson alier.

Oren B. Taft, III—

Here is another fellow who has seen something of the world and returned to Babson Institute last Fall for some additional information on Finance. Taft was our authority on Stocks and Bonds. His calm, cool and conservative frame of mind will prove a great asset in this regard. His advice to Ripley regarding Radio was: "Sell the darn stuff—the market is surely going to blow up. Get rid of it." (Market was then around 90.)

Harry H. Webb—

Uncle Harry joined our happy gang for the last three months of the school year. He is another student of Finance. It has been a problem for Mr. Fittz to find enough to keep Harry busy. He has read, marked, learned and inwardly digested all financial information in the library. Foreign securities are his specialty. After all, a year spent at St. Paul's, V. M. I., and the University of California in this country and courses of study in French and English schools and at Cambridge University, give Harry a scholastic background which supplemented by his world travels leave him extraordinarily well-equipped to attack international problems.

Gordon Dwight Bebin—

Gordon is another of our members who has been with us for two years. Having finished the Business Administration Course, he decided to find out what there was to be known about the Bell Industry, and, while the information obtainable was very limited, we believe that Gordon will keep his competitors on their toes in the future. Never mind checking up on Gordon's time card, Miss Hayward, you know it's O. K., and besides it will make the rest of us feel very much ashamed. We wish you all the luck in the world, Gordon, and we know you already have the inspiration.

Henry M. Brinckerhoff, Jr.—

Beyond the possibility of a reasonable doubt, Brinck is the most versatile of our varied group. While the rest of us struggle with our one pet subject, he thinks nothing of mastering Advanced Finance and Aviation at the same time, while on the side he edits the *Babsonian*, holds high office in the class, and sits on divers committees. In his spare time he plays a mighty game of Golf, and bids fair to win the Tennis Tournament, the while never neglecting the social life of Wellesley. Doubtless in the future, he will be able to inform us of his doings, re-echoing the words of Caesar: "Veni, Vidi, Vici."



COOLIDGE OAK—*from Line Drawing by L. M. Nebeker*

*Babson Institute
Campus Views*



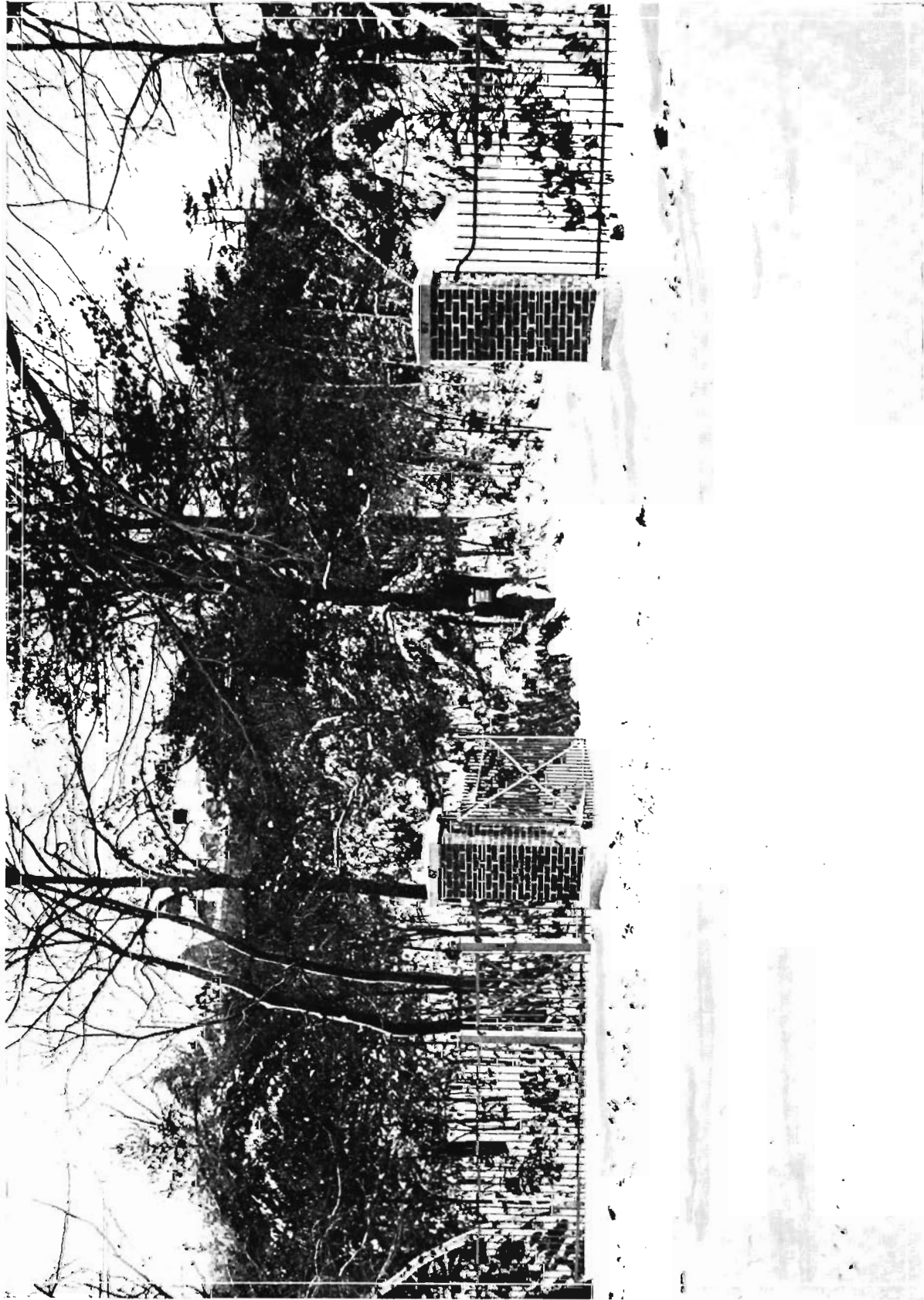
SUNSET FROM THE HILL



THE PATH TO BRYANT BUILDING



NEAR THE PEAVEY GYMNASIUM



THE ENTRANCE TO MR. BABSON'S ESTATE



THE APPROACH TO LYON BUILDING



THE RICHARD KNIGHT AUDITORIUM

COMMITTEES

FALL PARTY

Bailey, *Chairman*

| | | | |
|--------------|--------------|-----------|----------|
| Brinckerhoff | Bullard | Culver | Hormann |
| Kennedy | Lang | Lemon | Paige |
| Schuck | Smith, B. F. | Spaulding | Yanovitz |

SPRING DANCE

Bailey, *Chairman*

| | | | |
|--------------|-------|----------|--------|
| Brinckerhoff | Drake | Dulany | Hansen |
| Houston | Soule | Swatszel | |

PIN

Boone, *Chairman*

| | | | | |
|-----------|-------|---------|--------|-------|
| Genkinger | Hayes | Hormann | Culver | Lemon |
|-----------|-------|---------|--------|-------|



1928 BAESONIAN BOARD

JOHN MILTON HAYES
ARTHUR KENT WAGNER

GEORGE WILLIAM DULANY
BROOKS FELTON SMITH

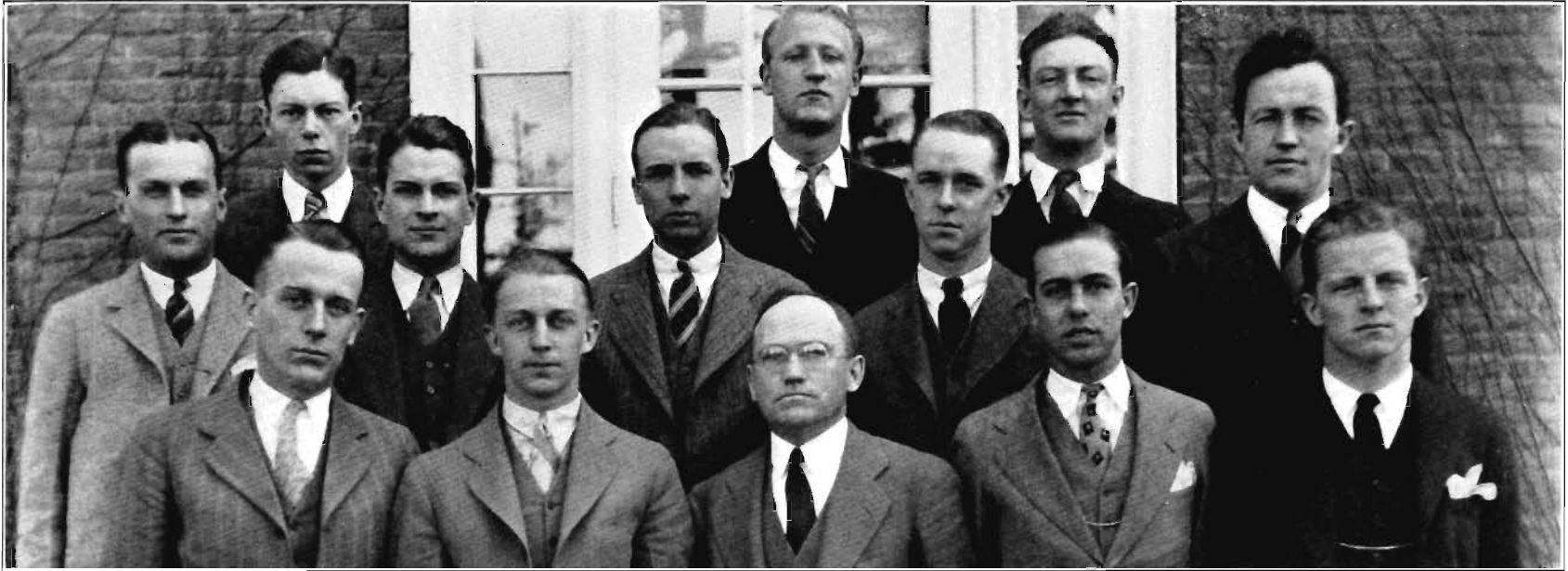
HENRY MORTON BRINCKERHOFF, JR.
ELWOOD EMIL HANSEN

WILLIAM FRANCIS SOULE

JAMES EDWARD KINNEAR

PAUL CHARLES LYTLE

KAPPA ALPHA PHI



HONORARY MEMBERS

JOHN E. MILLEA

AUSTIN H. FITZ

DWIGHT G. W. HOLLISTER



FOUNDED 1923

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HORTON W. REED
GEORGE R. SIMPSON
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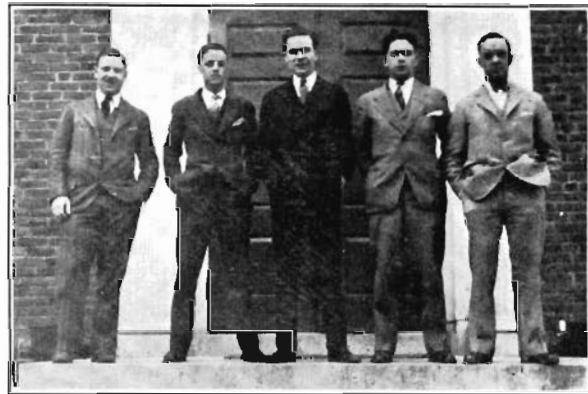
DOWN IN OUR ALLEYS

The handsome loving cup which Mr. Mattson presented to the Institute last year for the promotion of bowling tournaments now proudly bears the names of five more Babson men.

Everybody out for bowling! Bill Mattson issued the call early in November. Six teams of five men each were soon straining at the bit to get started. There was intense excitement down in our alleys that first night. Every man was out to make a record, though more than one had never so much as touched a ball before. Whit Drake out-whitneyed Whitney at the outset by establishing a high string record of 120 pins. A record which lived out of harm's way throughout the tournament. Kinnear took a crack at it in the fourth meet with a string of 101 pins. Diehl reached 104 in the eighth meet and later McCormick pushed down 106 of the pins for second high.



TEAM NUMBER TWO



TEAM NUMBER FIVE

So great did the excitement become during many of the contests, there was fear lest the pin-boys be injured by flying balls and pins. Interest never lagged. Hardly was there a man in school, but what at one time or another tried his luck on the maple boards. Drake, Lashar, and Brinkerhoff all led their teams to the front rank during the contest, while Whitmore and Haskell battled for the lowest honors. Handicaps ran as high as 48 and 50 pins before the closing meet.

McCormick with Team No. 5, proved to be the dark horse. Standing at one time next to the bottom, his team came up to worry the leaders, and at the last meet they lost the tournament only by the handicap of one pin.

The history of the tournament is contained in the headlines of the weekly bulletin:

- (A) LOOK 'EM OVER!
Teams Selected According to Tryout Averages.
- (1) IT LOOKS LIKE "DRAKE'S CAKE"!
- (2) WATCH WHITMORE—HE ROLLED FROM 4TH TO 2ND PLACE.
- (3) NUMBER ONE IS NUMBER ONE! LASHAR LEADS.
- (4) LOOKS LIKE LASHAR'S LEAD'S LESSENING.
- (5) WHEN THREE ARE TWO.
Three Teams Tied for 2nd Place.
- (6) HENRY HEADS THE HEAP.
- (7) IS "BRINK" ON THE BRINK OF VICTORY?
- (8) McCORMICK HAS A GOOD "DIEHL."
- (9) MEET MAY MEAN "MEAT" FOR MAC!
- (10) HENRY LOSES BUT WINS!

DOWN IN OUR ALLEYS

FINAL LEAGUE STANDING

| Team Captain | Points | | Average |
|--------------------|--------|------|---------|
| | Won | Lost | |
| No. 2 Brinckerhoff | 24 | 16 | 0.600 |
| No. 5 McCormick | 23 | 17 | 0.575 |
| No. 1 Lashar | 21 | 19 | 0.525 |
| No. 6 Whitmore | 20 | 20 | 0.500 |
| No. 3 Drake | 18 | 22 | 0.450 |
| No. 4 Haskell | 14 | 26 | 0.350 |



TEAM NUMBER THREE



TEAM NUMBER FOUR

THE TEAMS

- No. 1. Carlson, Edwards, Lashar, Millea, Soule.
- No. 2. Arnold, Brinckerhoff, Jackson, Mattson, McFadden.
- No. 3. Drake, Hayes, Kinnear, Moore, Rueping.
- No. 4. Haskell, Boone, Wagner, Nebeker, Simpson.
- No. 5. Diehl, Kennedy, Lytle, McCormick, Thompson.
- No. 6. Eason, O'Heir, Peck, Schuck, Whitmore.

NEXT MEET THE BIG BANQUET! WELLESLEY INN

TENNIS TOURNAMENT

Thirty-two men desperately striving to have their name engraved on the George W. Coleman Trophy have given the annual tennis tournament an international championship flavor. Although it has not progressed beyond the first rounds, there is already talk among the "choice and chance" boys who like to call their shots of a few outstanding stars. A recent survey conducted by the Sports Editor has shown Brinckerhoff, Schaefer, and Thompson to be outstanding possibilities. Bates, wearing the big green of Dartmouth and Oregon, would be a deadly contender were it not for his utter disregard for the net and the tape lines. It remains for the Associated Press, however, to flash the news about the world on June 16 as to the official outcome of the celebrated "B. I." Tournament.

The original pairings and results to date are as follows:

| | | | |
|--------------|-----------------------|-----------|-------------------|
| Bond | Bond 6-1, 1-6, 6-0 | Horrmann | Schuck 6-2, 6-1 |
| Moore | | Schuck | |
| Plym | Jenks (Default) | McCormick | |
| Jenks | | Diehl | |
| Raymond | Brinckerhoff 6 3, 6-0 | Genkinger | Kinnear (Default) |
| Brinckerhoff | | Kinnear | |
| Edwards | Edwards 6-1, 6 4 | Swatzel | Bates (Default) |
| Turner | | Bates | |
| Drake | Culver | Eason | O'Heir |
| Butler | Thompson | Millea | Carlson |
| Schaefer | McFadden | Wagner | Brownell |
| Soule | Bishop | Hansen | Settergren |



Gone But Not Forgotten

Twelve there were who for various reasons deserted us before two terms were completed. Of these, Bob Wadsworth and Les Miller finished their course at Babson in December.

Bob furnished the first really sensational news of the new year by marrying Miss Frances Loughran of Buffalo. The happy couple are living in Hartford where our former ring star is applying his talents to the selling of life insurance.

Les writes of long and weary days in a newspaper office, which public organ he is using to clean up Lockport politics.

John Clarke, whose air mail letters to Wellesley were high lights of campus chat last fall, has been behaving himself so far as we know. At least, we have been unsuccessful in our search for his name on police records, but of course our list is incomplete.

John Gilmore was called away in November after putting in the better part of two terms here; and a week of Sandersville weather decided him as to winter quarters. Bleak Boston didn't have a chance. He writes that farming's not too good in Sandersville just now, but that he's plotting some mean curves for the business cycle in the near future.

Our other Georgian, Cowboy Callahan, also felt the chill of raw New England weather and stayed South for the winter. Always a man of few words, John has jealously guarded his reputation since leaving here, which we regret for his laconic remarks were always pithy. No doubt he drives occasionally to the Callahan Building in his Packard Eight roadster, whence he dispatches orders to the Callahan Theatre and other important Bainbridge enterprises.

The Great Windy Williams is making a good will tour of the East. After dabbling in stocks and bonds in a Boston house, he went to New York where he is now ably carrying out some of the more difficult work of the National City Company.

Leaving the school at Christmas after taking Distribution and Production, Austin Davis went South to regain some of the red corpuscles he lost during a devastating six months in the vicinity of Wellesley. We expect to see Sutures Preferred show a distinct advance as soon as the big auto fancier gets his shoulder to the wheel.

Bill Ellison and his sister Harriet took Finance during the fall. Bill, who captained the Harvard Hockey team in 1927, scintillated on the alumni team this year. Playing defense, he scored one of the goals that beat the Dartmouth alumni. Leaving Babson, he made a drive on divisional examinations to gain a Harvard degree.

Bob King of Needham, who won a scholarship, took Distribution during the fall.

Pinkie Paige was one of the most attractive personalities in school. We all regretted the illness that made it necessary for him to leave before the end of the winter term. From all reports he is doing well in the financial world and likes it immensely.

Howie Lang, whose red-wheeled Buick flashed about Wellesley during the Fall and Winter terms, is now stopping at the Ambassador Hotel in Los Angeles from which base he hies daily to Hollywood for movie work. He reports favorable progress and lots of fun in connection with his work.

J. M. M.

"Good Morning, Gentlemen; lovely day! I think I'll stand over here this morning." (Assumes oratorical pose in one corner.) "Now remember this—the ups and downs in business fluctuation are caused by 'Wild Toots.' It's the same thing in Possum Trot, Iowa, as it is in New York. When you fellows get into business, and start thinking of factories No. 5 and No. 6—don't be fooled by a steep upward trend in business. Iron out these 'Wild Toots' and we will have rhythm and harmony in business that will bring steady progress.

"Remember what goes up must come down." (Illustrates this unusual point by lifting and dropping all of the articles on his desk. The

boys gasp as the inkwell starts upward, but Jimmie discovers what he holds in his hand in time to lower it safely.) What's that, Spaulding? Did you read your Foster and Catchings? No? Boy, I'm surprised at you!

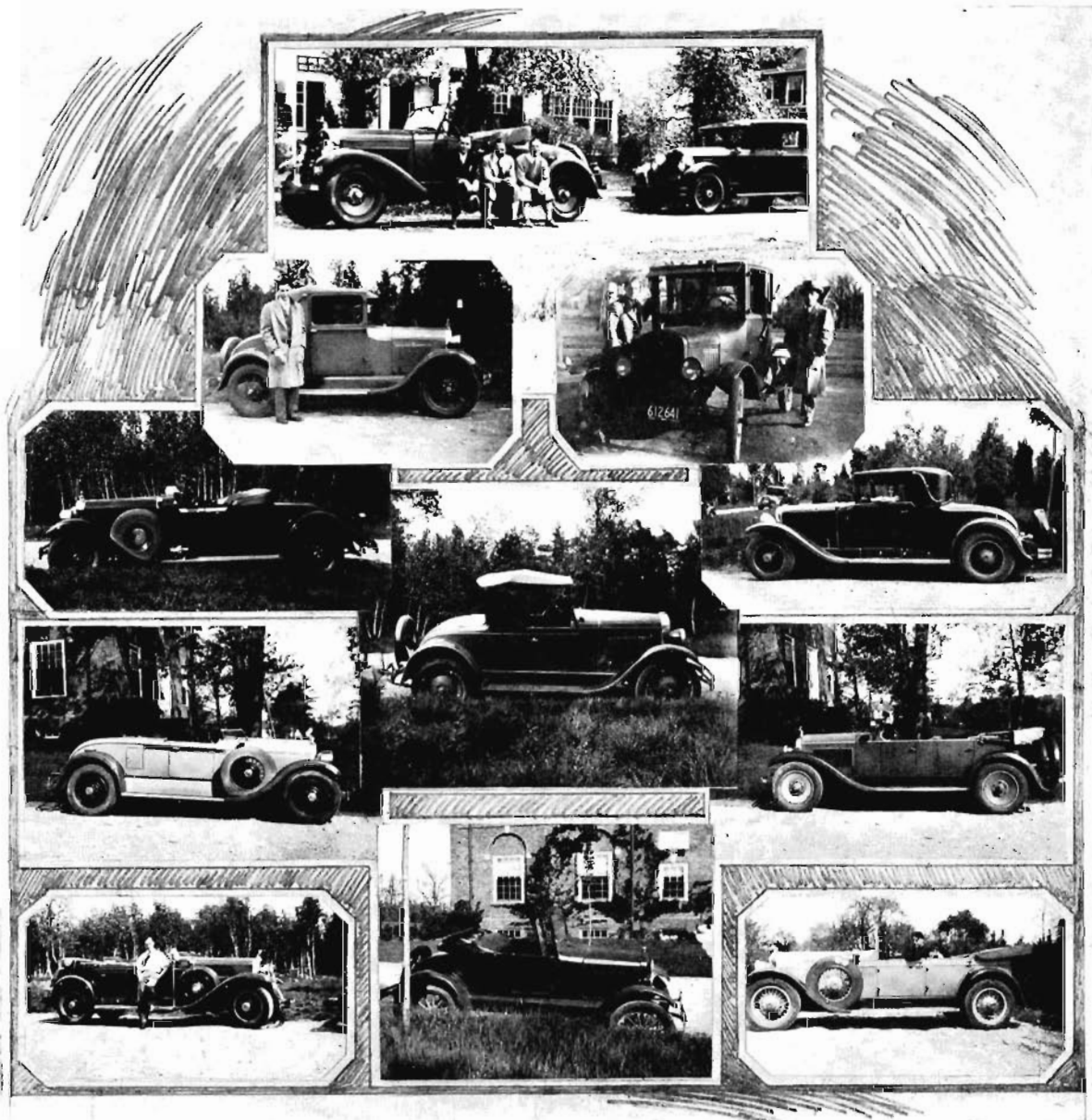
"Tomorrow I am going to Natick to make the eagle scream at the Rotary Luncheon. They like to introduce me as an expert, but don't forget an expert is just a damn fool away from home.

"Is that the bell? Well, for next time write a report on my Rhythm theory. Thank you, Gentlemen!" (An expansive wave of the hand dismisses the class.)

TRANSPORTATION TRENDS

CONNOISSEURS of fine motor cars should find much to delight them on this page. Welled fenders, carrying wire wheels, have been incorporated by American designers into bodies, which, for streamline and sheer beauty, rival the best foreign productions. Motorists who demand speed, power, and fine appearance, will fully appreciate Mr. William C. Horrmann's powerful Stutz eight phaeton. Suggesting that thoroughbred, the Hispano-Suiza, Mr. Gene G. Culver's Cadillac should appeal strongly to those of discriminating taste. Another superb Fisher-Cadillac creation is Mr. and Mrs. Robert M. Tiege's Coupe.

A notable all-weather model is Mr. Gordon Bevin's Locomobile convertible. Designed for cross-country driving, the Wills St. Claire phaeton pictured below has few peers on the open road. The same may be said of the Chrysler 72 Roadster, whose handling qualities are unsurpassed. Beauty of line and color scheme make Mr. J. G. Raymond's Packard eight Roadster outstanding anywhere. Not for nothing has Mr. Spaulding's Ford two-seater been christened "The Spirit of Youth." Conservative, yet rakish, there are few models in Wellesley more popular than Mr. Hayes' Ford Coupe. Bitter rivals, Mr. William Young's Chevrolet and Mr. G. William Dulany's Ford, are both interesting manifestations of modern motoring trends.



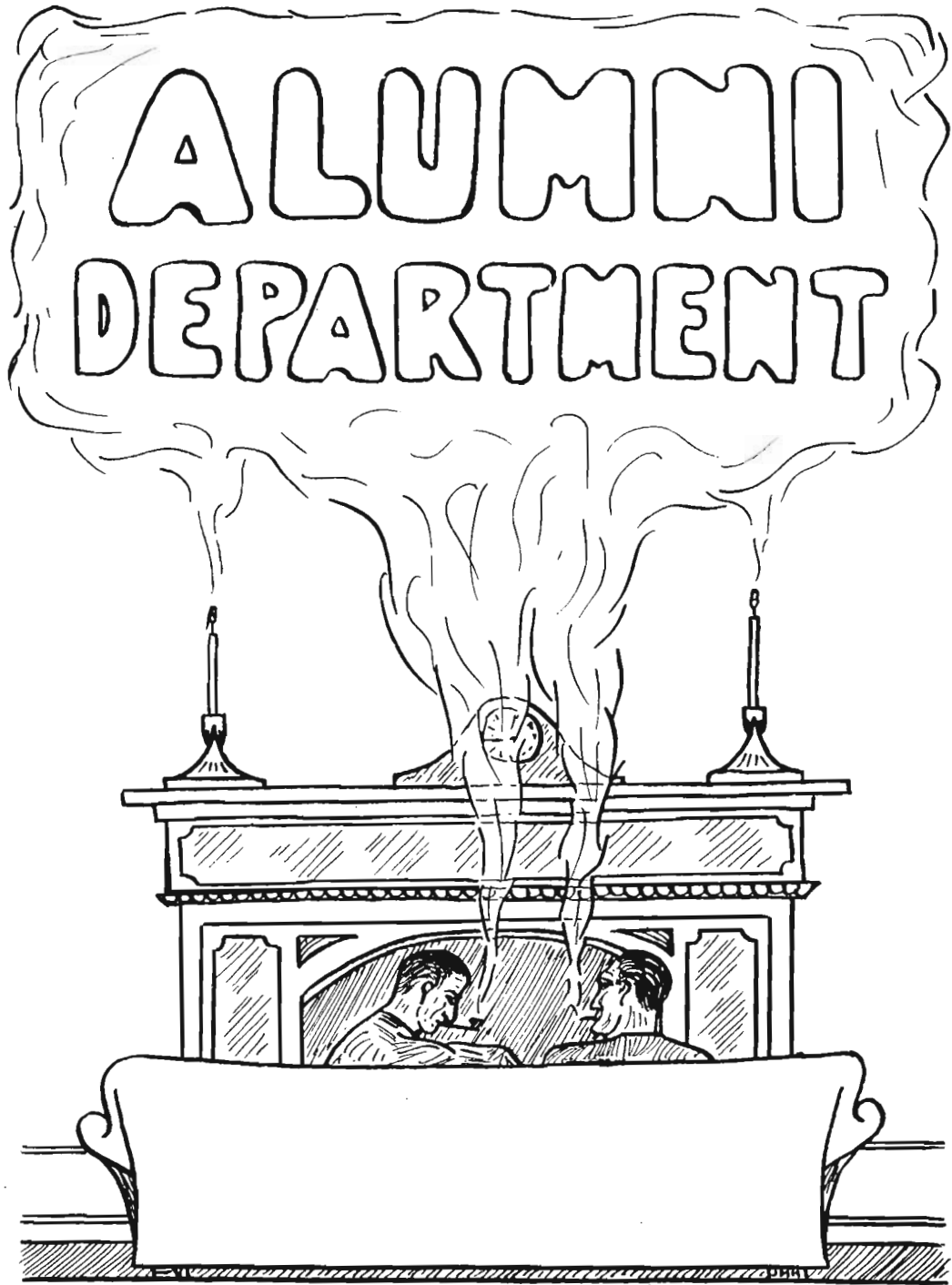


1927-1928 ALMANAC

- Sept. 10**—No business.
Sept. 17—Miss Hayward and Mr. Burt dust off their ledgers.
Sept. 21—Future captains of industry assemble for a conference with wizards of the economic world.
Sept. 24—Everybody gets acquainted. Todd Schuck carries away the honors at Dr. Coleman's guessing bee.
Oct. 1—Campus talk: "When were you at Culver?"
Oct. 4—Production Group learns to its astonishment the close relationship between the heifer and the Wellesley undergraduate.
Oct. 7—The time clock proves too great a burden for John Clarke and Bill Potts—to say nothing about the rest of us.
Oct. 14—Social success guaranteed the Annex. Hayes acquires a Ford with a good pick-up.
Oct. 15—Hansen demonstrates his ability as a fire fighter. Away she goes!—??
Oct. 16—Spaulding publishes first issue of *Babson Police Gazette*.
Oct. 17—Dr. Coleman's house warming marks the dedication of the Institute's President's new home.
Oct. 20—Club House pantry sacked at 4 A. M.
Oct. 22—Giant padlock placed on door leading into pantry.
Oct. 26—Thurlow saves his little boys another \$2,500.
Oct. 30—Rushing business after Spaulding's sales talk.
Nov. 5—Five books missing from the Library! Doors locked to preserve the remaining two.
Nov. 16—Everybody out for opening of bowling season.
Nov. 18—Director of Finance, Austin H. Fittz, goes short on Radio Corporation of America at 79.
Nov. 21—Radio begins to climb.
Nov. 25—Mr. and Mrs. Roger W. Babson entertain the "foundlings" of the institution with turkey dinner at the club house.
Dec. 1—Chief Executive Coleman leaves for trip around the world; factory foreman left in charge.
Dec. 5—African Golf Course opens in basement at Lyon Building.
Dec. 8—Johnnie Millea almost breaks 100 in bowling tournament. Drake loses two bits.
Dec. 9—Class of '28 thrills to the light of the Spanish moon and the tunes of the Hotel Somerset Orchestra.
Dec. 10—Roger W. Babson in Christmas speech before the student body foretells the passing of the cow.
Dec. 18—The weight of business dropped for the holidays.
Dec. 25—"Foundlings" treat Mr. and Mrs. Babson to their dinner.
Dec. 30—The wandering Greek from Philly hangs his Psi U badge in New York.
Jan. 2—Austin Fittz pays another installment on his Haynes. (*Editor's Note*.—Haynes was the name of an automobile or "horseless carriage" in 1904.)
Jan. 4—Business again receives attention as wizards and captains reassemble in the "largest statistical community in America."
Jan. 8—Let Bunny's haggard face be a lesson to all those contemplating engagement.
Jan. 13—Horrmann wakes at 3 A. M., for the purpose of stopping the alarm clock which Smith (Friday) and Edwards had so thoughtfully set under his bed.
Jan. 14—One alarm clock reported missing in the Annex. Broken twisted parts identified as the missing alarm found below the garage.
Jan. 21—Louis once more successfully eludes police nets between New Hampshire and Wellesley and arrives with another cargo.
Jan. 23—Collection taken for next trip.
Jan. 28—Babson Alumni Outing, Nashua, New Hampshire.
Feb. 1—John M. Kennedy, III, drives around in the escutcheoned "Beetle" to give the boys a treat.

1927-1928 ALMANAC

- Feb. 3—"Reconcile opposites!" cries Mr. Henderson, while "Bad" George Dulany, longing for his one and only California, looks out upon a chill, gray day and mutters hoarsely.
- Feb. 6—Fittz opens Webber College in Babson Park, Florida.
- Feb. 7—Radio still climbing.
- Feb. 10—"Birdie" Smith drives over to Needham movies with Colonel Peek.
- Feb. 12—Lincoln's Birthday—business as usual.
- Feb. 17—Neurotic Hammy becomes Ovaltine addict.
- Feb. 24—Faculty threatens to close the buildings at night to prevent working after hours, disappearance of library, and—we are told—petting parties.
- Feb. 28—Kennedy burns out a bearing of the Stutz trying to keep up with Millea's Buick on factory trip. Millea never goes over thirty per. Nope, never!
- Feb. 29—Institute benefited by an extra day.
- March 2—"One-punch" Simpson comes to the aid of "Horizontal" Young in Park Square Motor Mart fracas.
- March 4—General exodus from Club House starts as Bandit Burt undertakes certain reforms. The Waban will pay dividends this spring.
- March 5—The Park Club House becomes Park Manor á la Ritz.
- March 6—Jimmy's speech at Providence receives hearty cheers from elderly Rotarians.
- March 10—While the California delegates vainly barricade themselves against Massachusetts' icy blasts, Johnny Hayes complains that his lot is comparable to that of the polar bear in the Madrid Zoo.
- March 15—Peterboro Street reports heavy traffic. Is there any Babsonian who doesn't know the address?
- March 20—The head of the Production Division is now ready to open his kindergarten. A large lollypop is to take the place of goat's wool.
- March 22—Park Manor Annex exposed by the Statler Kid as the deep dyed den of iniquity. Smith resigns forthwith.
- March 25—Spring Vacation! Bates, Carlson, and Plym—Bermuda "bounders."
- April 2—Vacation ends.
- April 4—Bounders return.
- April 8—George W. Dulany, III, somehow gets possession of one of the new Fords.
- April 11—Dr. Coleman returns from his world trip with many stories of "the dear, sweet, kind old ladies," abroad.
- April 13—The peace and quiet of our comfortable Park Manor lounge is disturbed—"Killer" (Friday) Peacock moves into room above with banjo.
- April 19—O'Heir says Matthews' theory of four going out and two coming in has nothing on four going down and two coming up.
- April 23—Key to Lyon lost again.
- April 27—Roger W. indicts all smokers as lazy and unlikely to succeed.
- April 30—Radio breaks up through 200. Fittz suffers breakdown.
- May 1—Hollister goes to Florida.
- May 3—Statistics show matrimony to be flourishing this year in Babson's.
- May 7—Jimmy makes the eagle scream in Newark.
- May 12—In one (1) sentence Roger gives the boys their \$2,000 worth.
- May 21—Hansen, Bishop, Thurlow, and Field define ethics.
- May 23—Wild fluctuations in time clock records as warm weather brings out the golf boys.
- May 26—S. S. Berry of the Horse-Marines, dejected over his inability to grasp Plowman's \$16 word definitions, petitions for words of one syllable.
- May 31—Field makes concrete talk before Wellesley Kiwanis Club.
- June 1—In the dark of the moon disciples of Nichols, Mole, Bix, and Trumbauer, disport themselves to our advantage.
- June 6—Bishop gets job with Airplane Division of Ford Motor Company.
- June 6-16—Hard Labor.
- June 16—Much activities: Girls, parents, tennis, baseball, banquets.
- June 17—Baccalaureate Sunday.
- June 18—Commencement—will ever the Class of 1928 forget it. Look out, proud world, here we come!
- June 20—Hayward and Burt insolvent.
- June 21—Smith still in Wellesley collecting money to pay for this effusion.





A Message from the President of the Alumni Association

WITH the class of 1928 safely conducted to the threshold of the world of finance, commerce, and industry, Babson Institute passes its eighth birthday. Each year has witnessed a substantial growth, not only in number of students enrolled and physical equipment, but what is more important, in prestige and academic standing. Today Babson Institute commands a recognized position in the educational field of business administration.

This position has been attained by a combination of circumstances including Mr. Babson's benevolence and will to see it through, Dr. Coleman's fine administration, the sincere and capable efforts of the faculty, and finally and perhaps chiefly the calibre of the alumni itself. The year we spent at Babson's has become a vital part of our very makeup and whether consciously or not is reflected in every important decision we make. Hence, it follows that as we succeed as individuals in meeting the problems of daily life, so does our alma mater steadily gain in recognition from an ever widening circle.

We owe it to ourselves to keep in touch with the Institute and to do everything in our power to help it to ever greater accomplishments. Manifestly, one of the easiest and best ways of doing this is to be an active member of the alumni association.

C. C. CLAYTON.

Mr. Millea's Message to the Alumni

IT is now nine years since Mr. and Mrs. Babson founded the Institute and the last year of the decade witnesses a transition unequalled in the history of education.

Starting from an idea without precedent, housed in the old home of the founders, the Institute so proved itself that the end of the first year found us moved into quarters tripled in size. Three more years and we found ourselves in a beautiful spot, plenty of room for expansion and ideally located for the satisfactory pursuit of our purpose.

Our most fortunate asset is the loyalty and support of those who have gone out to take their places in their chosen fields. Not only are we stationed here secure in the knowledge that the alumni are with us, but a majority of every class is in constant contact with us. Year by year we receive new assurances of good wishes and that loyal support which proves our institutional idea.

It has been a difficult task to organize a widely scattered alumni into a unified body. During the year just past, the Alumni President, C. C. Clayton, put time, effort and thought into the administration of his office with most gratifying results. No backward step must be taken. This, the beginning of the tenth year, must start with a firm decision to keep on.

It is necessary to have organized and frequent news service for alumni; this will be done.

It is necessary to have organized and better placement service; this will be done.

It is necessary that co-operation for the benefit of the alumni prosperity be organized and improved; this will be done.

It is necessary that we have frequent visits from the alumni to the end that those of us who carry on here may be still further encouraged. We are happy that this is already a habit with many.

JOHN E. MILLEA.

EDITOR'S NOTE

It requires but little projecting into the future to visualize the time when a Babson Institute Alumni Association will uniquely, yet positively, be of decided benefit to all members. It is with this idea that we, the editors, have established an alumni department which will not only perpetuate each year's graduation, but also serve as a more strengthening medium for an Alumni Association which will inevitably come.

"Epoch in Florida's Educational History"

SUCH was the statement made by Judge S. S. Holland to the first graduating class of Webber College at Babson Park, Florida.

Webber College, founded by Mrs. Roger W. Babson on the same principles and ideals as its big brother, Babson Institute, successfully completed its first year as an educational institution on April 11, 1928.

Knowing the value of Babson Institute training, we congratulate Mrs. Roger W. Babson upon founding such an institution for women.



1927 COMMENCEMENT

AS on those evenings in the early eighteen hundred's when Longfellow and his friends gathered around the fire place at the Inn in Sudbury, Massachusetts, and told the stories known to us as the *Tales of the Wayside Inn*, in like manner did the Class of '27, gather at this famous old Inn with their many friends on the evening of June 11, 1927, in order to bring to a fitting close another school year by relating the stories which made that year in our lives so eventful.

Our good friend, Mr. Matthews, filled the position of Toastmaster and his usual humor added greatly to the success of the occasion. President Coleman commenced the speechmaking, followed by Edward S. Peer of the Alumni, F. J. Hengesch, Jr., President Le Grande Skinner of the Class of '27, and Myron T. Pierce of the Board of Trustees. Mrs. Edith Babson Webber then closed the program most appropriately. We must not forget that our Tennis Champion, Bob Wigglesworth, was presented with the Burdick Cup, and that "I Fell in Love With a Pair of Blue Eyes," was rendered most effectively by Carlton Mauthe and Bill Potts, the composer and writer respectively, assisted by Miss Katherine Brophy at the piano. Shortly after ten the party adjourned, in order that the Babson Babes might obtain the benefits of time in slumberland before attending the Baccalaureate Sermon the following morning. The question is: Did they?

On the following Sunday morning those members of our class who held the fear of God in their hearts attended the Baccalaureate Sermon, delivered by Rev. Stanley Ross Fisher at the Wellesley Congregational Church. Dr. Fisher's message was most appropriate for the occasion.

At last the eventful day of June 13 arrived, and, at 8.00 P. M., the Class of '27, gathered for the last time at the Wellesley Hills Unitarian Church for the Eighth Annual Commencement of Babson Institute. The class, thirty-five in number, representing thirteen States, the District of Columbia and Canada, was the largest yet graduated from the school. The exercises opened with an organ prelude by Miss Kingsbury, after which William A. Hirsch, Jr., representing the student body, delivered a very effective salutatory and benedictory message. The Commencement Address, "A Three-fold Challenge to Modern Education," by Dr. Payson Smith, Massachusetts Commissioner of Education, was most fitting, considering the principles of education followed at Babson. Dr. Smith stated that the first two years of college are sufficient to give a student a cultural background and to orient him to his future. The last two years, Dr. Smith feels, should be devoted to a definite training for the business of life, in a more explicit manner than is now being done by most colleges. Following this most interesting address, Carlton Mauthe again demonstrated his musical talent on the piano, and then at last we received those diplomas. The benediction was given by Rev. Walter S. Swisher. Miss Kingsbury played the Postlude, and it was all over.

How quickly those nine months passed. It hardly seemed possible, but it was true. The Eighth Class from Babson had entered into the business world, and, as we battle the knocks and strive to obtain our goal by applying the principles learned at our Alma Mater, we shall always look happily back on the days spent there together.

CLASS OF '27,
By G. A. CRAFTS.

ALUMNI STATISTICS

Average Salaries by Classes

| | |
|--------------------|------------|
| Class of 1920..... | \$6,433.33 |
| Class of 1921..... | \$5,700.00 |
| Class of 1922..... | \$3,695.45 |
| Class of 1923..... | \$5,650.95 |
| Class of 1924..... | \$3,815.42 |
| Class of 1925..... | \$3,044.29 |
| Class of 1926..... | \$4,143.12 |
| Class of 1927..... | \$1,878.97 |



ALUMNI DIRECTORY

1919-1920

- Cleveland, Arthur M.
Plymouth, Indiana
- Crawford, Harold D.
Parkersburg, West Virginia
- Denison, Homer C. (Single)
Manager Bond Dept., Citizens State Bank
Sheboygan, Wisconsin
- Deutsch, Clarence (Single)
Eckert & Deutsch, Inc., Interior Decorators
71 West 4th Street, St. Paul, Minn.
"Just going into business for myself."
- Dow, Jr., Harry R. (Married)
J. W. Robinson Company, Dodge Brothers Dealers
139 Chestnut Street, North Andover, Mass.
- Gerber, Daniel F. (Married) 2 children
Assistant General Manager, Freemont Canning
Company
130 Dayton Street, Freemont, Mich.
- Hatcher, Jimmie L.
Denver, Col.
- Kingsbury, John T. (Married)
Copper Statistics Company
16 Prince Street, Needham, Mass.
- Mack, Arthur M.
Oakland, Calif.
- McLean, Amos A.
Flint, Mich.
- McRae, Donald C. (Married) 2 children
McRae-Stowe Co., Ltd., Manufacturing Jewelers
3 Howard Avenue, Sherbrooke, Quebec
"Twins! One of each born Nov. 29, 1927.
Efficiency?"
- Molan, LeRoy (Married) 1 child
Manager, Purity Bakeries
Lake Josephine, Como Station, St. Paul, Minn.
- Morgan, R. George
Lockport, N. Y.
- Nye, William C.
Brockton, Mass.
- O'Day, John B.
St. Louis, Mo.
- Orwig, Arthur R.
Alliance, Ohio
- Perry, F., Gardiner (Married) 2 children
Babson Statistical Organization
119 Brook Street, Wellesley, Mass.
- Peterson, J. Whitney,
Brooklyn, N. Y.
- Schafer, Carl A. (Single) 1 child
Assistant Manager, Schafer Bros. Timber & Door
Co.
304 West 10th Street, Aberdeen, Wash.
- Schulz, Robert W. S.
Dedham, Mass.
- Stumpp, George O. (Married) 2 children
General Manager, Stumpp & Walter Company
44 Elm Rock Road, Bronxville, N. Y.
- Timmins, Michael J. (Married) 1 child
Flood, Potter & Coy
4689 Westmount Avenue, Montreal, Quebec
- Wiebenson, Walter E. (Married) 2 children
President, Eco Gas Machines, Inc.
2635 North Park Boulevard, Cleveland Heights,
Ohio
- Wirt, Williston (Married) 1 child
St. John's Episcopal Church
900 Shattuck Avenue, Berkeley, Calif.
"Graduating from Pacific School of Religion, Berke-
ley, in June 1929."
- Woodgate, Arthur E. (Married) 1 son
Sales Manager, Lakeside Biscuit Company
261 Willard Street, Toledo, Ohio.

1920-1921

- Baylies, Robert S.
New Bedford, Mass.
- Brooks, Charles G., Jr. (Married) 1 child
Secretary, The Smith Kasson Company
38 Arcadia Place, Cincinnati, Ohio
"Best regards."
- Carter, Clarence H. (Married) 1 child
Consulting Engineer, Bigelow, Kent, Willard & Co.,
Inc.
260 Brown Street, Waltham, Mass.
- Cleveland, Chester W. (Married) 1 son
Editor, Magazine of Sigma Chi
1613 Farwell Avenue, Chicago, Ill.
- Corey, Charles S. (Single)
Investment Company of America
700 Delaware Avenue, Detroit, Mich.
- Gross, John H. (Married) 1 child
Treasurer, Board of Pensions, Presbyterian Church,
U. S. A.
307 Windermere Avenue, Lansdowne, Pa.
- Harper, Thomas H. (Married) 1 child
Salesman, Continental School of Business
1208 Cedar Hill, Dallas, Texas
"I hope next year to be able to come back and
pitch another ball game against the B. S. O."
- John, Lewis H. (Single)
Manager, W. T. Grant Company
6140 Dorchester Avenue, Chicago, Ill.
- Larabee, Charles W.
Kansas City, Mo.
- Marsh, Harry K.
Rockford, Ill.
- McAdoo, Robert H.
New York, N. Y.
- Merrell, Seward S.
Syracuse, N. Y.
- Modisette, Allen F. (Married) 1 son
Secretary, First Bond & Mortgage Co. of Hartford,
Inc.
154 Ballard Drive, W. Hartford, Conn.
"Would like to see any of the boys if they come to
Hartford."
- Nelson, Frederick C.
Seattle, Wash.
- Pardee, Marvin L. (Single)
Owner, M. L. Pardee Company
Clinton, Mich.
- Pulman, Oscar S.
Cleveland, Ohio
- Reed, Lloyd G.
Kirkfield, Ontario
- Sommers, F. Feldher (Married) 2 children
Secretary, Frank Pure Food Company
R. F. D. No. 1, N. Main Street Road, Racine, Wis.
"Tell the boys to try 'Frank's Famous Kraut
Juice' for that 'morning after.'"

ALUMNI DIRECTORY

Thompson, Edwin G.
Wickliffe, Ohio
Van Boemel, Gerard J.
Los Angeles, Calif.
Whiting, Henry (Married) 2 children
Sales Manager, Detroit Branch Packard Motors
239 Lake Park Drive, Birmingham, Mich.
Wilkins, Jr., John H. (Married) 1 child
Vice-President and Sales Manager, John H. Wilkins Co. (Coffee)
Apt. 510, 3701 Massachusetts Avenue, Washington, D. C.
"Married October 12, 1927 to Miss Carolyn Gray Borders of Kansas City, Mo."
Wilson, Arthur Y. (Married)
Arthur Y. Wilson, Real Estate and General Contracting
100 East Royen Avenue, Youngstown, Ohio
"Best regards to the entire Babson personnel."
Yingling, John S.
Buffalo, N. Y.

1921-1922

Albershardt, Frederick C. (Married)
George L. Olive, C.P.A. & Pace, Gore & McLaren
3330 North Meridian Street, Indianapolis, Ind.
Anderson, Edwin O.
Baltimore, Md.
Bryan, G. Warren
Ingraham, Ill.
Carpenter, Robert F.
New York City
Cassidy, H. Sydney
Montreal, P. Q.
Conrod, Robert L. (Married)
Salesman for L. E. Fite & Co., Real Estate
323 Donaldson Avenue, San Antonio, Texas
"Still scratching to make that first million, but having a lot of fun doing it!"
Cushing, Joseph
Boston, Mass.
Dales, George F.
Akron, Ohio
Day, Clarence H. (Married) 4 children
President, Pilgrim Plywood Corporation
142 Neshabe Road, Waban, Mass.
Dazey, Thomas F.
Beloit, Wis.
Dulles, John W., 3rd
West Chester, Pa.
Emery, Waldo D. (Married)
District Manager, Foxboro Company (Investments)
11 South Rutledge Avenue, Tulsa, Okla.
"Believe my training at B. I. has and will be of great value."
Eversole, Selma (Married)
Mrs. Thomas B. Henley, Mattoon, Ill.
Fiske, George A. (Single)
Salesman for Quaker Mfg. Co. of New England
Auburndale, Mass.
Fitch, Charles G. (Married)
Office Manager, Hood Rubber Products Co., Inc.
2100 Avondale Avenue, Charlotte, N. C.
Flagg, Walter E.
Wellesley, Mass.
George, Clifton, Jr. (Married)
Clifton George, Jr., Real Estate
405 Mandalay Avenue, San Antonio, Texas
Haynes, March W.
Kokomo, Ind.
Heller, Arthur C. (Single)
Buyer and Export Manager, Heller Brothers Company
599 Ridge Street, Newark, N. J.
Helme, James B. (Married) 1 child
President, Thine Products Company
6 Mendota Avenue, Rye, N. Y.
"Expect to take first vacation in four years this summer."
Hinman, William H. (Married)
Owner, The Shoe Shoppe
5 Garfield Street, Tuckahoe, N. Y.
"Selling lots of shoes."
Holden, E. W. J.
Montreal, P. Q.
Houston, Samuel C. (Married) 1 child
Student
4 Clement Street, Worcester, Mass.
Humiston, Burr H. (Married) 1 child
McGill Commodity Service
23 Newell Road, Auburndale, Mass.
Leavitt, J. P. II.
Worcester, Mass.
Mackenzie, Cyril E.
New Glasgow, Nova Scotia
Mayer, Carl G. (Single)
Production Manager and Treasurer, Oscar Mayer Co. (Meat Packing)
1332 Touley Avenue, Chicago, Ill.
Mosgrove, John A.
Detroit, Mich.
Muir, John P.
Quincy, Mass.
Patton, Charles W.
Martinsville, Ind.
Perers, R. Gordon (Married) 1 child
Controller, Howland Hughes Company (Dept. Store)
40 Chapman Avenue, Waterbury, Conn.
"Will be glad to have any Babson men stop in and see me."
Pflueger, Theodore S. (Married)
Pacific Coast Representative, Enterprise Mfg. Co.
394 Jayne Street, Oakland, Calif.
"Hello Best to Mr. Millea and all friends."
Porter, Randall E.
Somerville, Mass.
Randall, Howard R.
Brockton, Mass.
Robinson, Frederic J. (Married) 2 children
Export Clerk, Gillette Safety Razor Company
104 Mt. Auburn Street, Watertown, Mass.
"Would be glad to see any Babsonians at plant."
Rosenfield, William M.
Chicago, Ill.
Swayze, Kenneth L.
Flint, Mich.
Trout, Paul M. (Married) 2 children
Westchester Brokers Inc.
245 Mamaronneck Avenue, White Plains, N. Y.
Walters, Maurice W. (Single)
Chief Scout West Texas, South Crude Oil Purchasing Co.
Wickett, Texas
"Hello to all Babsonites."
Washburn, Thomas S.
Los Angeles, Calif.
Webber, Winslow L. (Married) 2 children
Babson Park, Mass.
White, Ralph A. (Married)
Supervisor of Directory Deliveries, South Bell Tel. & Tel. Co.
621 Cresthill Avenue, Atlanta, Ga.
"Would like to see any of the boys that happen to hit Atlanta."

1922-1923

Ahern, James M. (Single)
Salesman, Field, Gore & Company, New York City
10 Lake Street, Webster, Mass.
"Back from a year in Italy in April 1927. A lot of fun and some small success in selling bonds."
Anderson, Arthur D.
Normandy, Mo.
Arntz, G. H.
Detroit, Mich.
Babson, Edith E. (Married)
Mrs. Winslow L. Webber, Babson Park, Mass.

ALUMNI DIRECTORY

- Boal, Dorothy A. (Married)
Mrs. Bierly - Spring Lake Terrace, Winter Haven,
Fla.
- Bonbright, Irving W. (Married) 1 son
Investments
210 Booth Avenue, Englewood, N. J.
"One son another possible candidate for the
B. I."
- Buxton, Frank W. (Married) 1 child
Advertising Manager, The Great A. & P. Tea
Company
21 Wheelwright Road, West Medford, Mass.
- Casey, Samuel B. (Married) 2 children boy and girl
President, Hillside Stove & Supply Company
1207 Malvern Street, Pittsburgh, Pa.
- Chapman, Norman S.
Philadelphia, Pa.
- Clayton, Charles C. (Married) 2 children
Sales Manager, Halsey Stuart & Company
34 Converse Avenue, Newton, Mass.
- Flynn, James A.
Philadelphia, Pa.
- Francke, J. C. (Single)
Assistant Business Manager, Michelin Tire Com-
pany
391 Front Street, Memphis, Tenn.
"Just moving to Memphis seems impossible for
me to stay put!"
- Hall, Joseph P. (Single)
Statistician, Stone & Webster & Blodgett
405 Linden Street, Wellesley Hills, Mass.
- Hampton, C. G.
Detroit, Mich.
- Hanrahan, Paul B. (Married)
Security Salesman, Hornblower & Weeks
460 Elm Street, Worcester, Mass.
- Harvey, R. A. (Married) 1 child
Salesman, White, Weld & Company
906 West 44th Street, Minneapolis, Minn.
- Heberlein, Harold R. (Married)
Geo. A. Harnell & Company (Packers)
701 West College Street, Austin, Minn.
"Business fine with us."
- Heckman, W. E.
Auburndale, Mass.
- Hopkin, R. Douglas (Married) 2 children
Assistant Sales Manager, W. A. Rogers, Ltd.
211 Fifth Street, Niagara Falls, N. Y.
"Aren't two enough?"
- Krutckoff, Charles A. (Married)
President and Sales Manager, Norris-Ward Coal
Company
9620 Seeley Avenue, Chicago, Ill.
- Landry, H. M.
Memramcook, N. B.
- Lowenstein, Leopold
Mobile, Ala.
- Madden, Edward A.
Wellesley, Mass.
- Meade, John M.
Stoughton, Mass.
- Messenger, Charles B. (Single)
Statistician, American Institute of Finance
14 Centre Street, Hollbrook, Mass.
- Miller, Frank
Waterbury, Conn.
- Monrad, Oscar
Portsmouth, Ohio
- Nattenheimer, R. M.
Newport, Kentucky
- Phelps, Hollis D. (Married) 1 child
Superintendent, Old Town Woolen Co., Inc.
192 North Brunswick Street, Old Town, Me.
- Phillips, Charles H. (Married) 3 children (2 boys, 1 girl)
Charles H. Phillips, Real Estate
Hampton Gardens, Richmond, Va.
"Hope to visit Babson Park this summer."
- Pontasse, George F.
Wayland, Mass.
- Richardson, B. W.
Worcester, Mass.
- Roulette, William U., Jr. (Married) 1 child
Assistant General Manager and Secretary, J. C.
Roulette & Sons
494 Potomac Avenue, Hagerstown, Md.
"Best regards to B. I."
- Snowden, F. Laird
Pittsburgh, Pa.
- Sperl, Warren
Auburndale, Mass.
- Splane, Howard S. (Married)
President, Columbia Royalty Co.
296 East Woodward Boulevard, Tulsa, Okla.
- Straus, James I. D. (Single)
Vice-President, Straus Brothers Investment Co.
5440 Cass Avenue, Detroit, Mich.
- Theg, A. H. (Married) 1 son
Silent Automatic Sales Corporation
190 Boylston Street, Boston, Mass.
- Tholen, Frederic H. (Single)
Central Sales Manager, Diamond Crystal Salt
Company
1035 Marlborough Street, Detroit, Mich.
"Bamburgh told me once I couldn't sell ice cream
cones in the hot place and here I am sales
manager!"
- Vogler, Henry W. (Single)
Sales, Crystal Tissue Company
116 South Main Street, Middletown, Ohio
- Vogler, William H. (Married) 1 child
Assistant to Treasurer, New England Confectionery
Co.
114 Grozier Road, Cambridge, Mass.
- Walker, Albert W. (Single)
President, Allan E. Walker & Co., Inc. (Real Estate)
3205 Cleveland Avenue, Washington, D. C.
- Welch, Charles H. (Married) 1 child
Teacher, Hampton Normal and Agricultural In-
stitute
Hampton, Va.

1923-1924

- Barshinger, H. S.
York, Pa.
- Bingenheimer, C. E.
Timmer, N. D.
- Brock, William E., Jr. (Married)
Production Manager, Brock Candy Company
80 South Crest Road, Chattanooga, Tenn.
"Married April 5, 1928. Regards to all B. I."
- Buttrey, Harry E. (Married) 2 children
General Manager, Buttrey Stores, Inc.
Hayre, Mont.
- Byron, E. J.
Mercersburg, Pa.
- Carter, Gerard (Married)
Salesman, Babson Statistical Organization
1520 Lakeshore Avenue, Los Angeles, Calif.
- Cohoon, Charles A. (Single)
Office Manager, Roger A. Lutz & Company
Dedham Avenue, Needham, Mass.
- Collburn, J. Maxwell (Single)
Salesman, Atlantic-Merrill Oldham Corp.
42 Seaward Road, Wellesley Hills, Mass.
- Connors, Philip (Single)
Salesman, The Prudence Co., Inc.
45 East 55th Street, N. Y. C.
- Craig, Dexter H.
Pontiac, Mich.
- Dales, Gerald L. (Married) 2 children
Secretary, charge of Advertising and Merchandise,
Geo. S. Dales Company
437 Hillwood Drive, Akron, Ohio
- Davis, C. S.
Pence Springs, W. Va.

ALUMNI DIRECTORY

- Davis, H. C.
Pence Springs, W. Va.
- Dolton, W. R.
Trenton, N. J.
- Dunkap, Donald C. (Married) 2 children (boy and girl)
Manager Brokerage Department, The Berwald-Stewart Company
3716 Rawndale Road, Shaker Heights, Ohio
- Durand, J. Milton, Jr. (Single)
275 Arlington Drive, Pasadena, Calif.
1560 Lincoln Street, Denver, Col.
"Am a California booster—Has Florida backed off the map commercially."
- Evans, R. T.
New York City
- Ford, W. R.
Columbus, Ohio
- Francis, C. N.
Norfolk, Va.
- Fruen, Kenneth L. (Single)
Field Auditor, Washburn Crosby Company
200 Chamber of Commerce, Minneapolis, Minn.
- Grubbs, Harry L. (Married)
Babson Statistical Organization
1 Sunset Road, Wellesley, Mass.
- Hood, Thomas R. (Married) 1 child
Bond Salesman, Howe Snow & Company
237 Russwood N. E., Grand Rapids, Mich.
- Horton, Raymond C. (Single)
Administrative Department, Blair Strip & Steel Company
516 Park Avenue, Ellwood City, Pa.
- Ives, Mary E.
Delphi, Ind.
- Jelly, Donald B. (Single)
Purchasing Agent, Parker Brothers, Inc.
16 Bedford Street, Salem, Mass.
- Kerrigan, J. Grant (Married)
132 Summit Avenue, Bywood Heights, Upper Darby, Pa.
- Lutz, Roger A. (Married) 1 child
Roger A. Lutz & Company, Securities
88 Washington Street, Brighton, Mass.
"Completing first year in investment work by myself."
- Macdougall, R. B.
Wellesley, Mass.
- Mains, J. R.
Greenfield, Ohio
- March, G. W.
Norristown, Pa.
- Marston, F. M.
Salem, Mass.
- McKnight, J. S.
Jersey City, N. J.
- Mewhinney, Fred B. (Married)
Salesmanager, A. B. Mewhinney Company
1000 South Center Street, Terre Haute, Ind.
- Meyer, Ratje H. (Single)
Weber-Bunke-Lange Coal Company
249 E. Kingsbridge Road, Bronx, New York City
- Miller, Rollin E. (Single)
Insurance Broker
132 West Park Avenue, Libertyville, Ill.
- Paige, Richard S. (Single)
Frank E. Paige Company
80 Seaver Street, Brookline, Mass.
- Paine, Lorin D. (Single)
Rental Manager, W. H. Ballard Co. (Real Estate)
48 Norwood Street, Everett, Mass.
- Peer, Edward A. (Married)
Assistant Manager, Standard Lumber Company
Box 77, Central Station, Portland, Oregon
- Phillips, H. A.
Richmond, Va.
- Phillips, R. E.
Los Angeles, Calif.
- Price, E. Kenan
Port Chester, N. Y.
- Reed, Charlotte B. (Married)
Mrs. George Marbut, Denver, Col.
- Ross, Charles W., 3rd
Frederick, Md.
- Sadler, Paul (Married) 1 child
Owner, Paul Sadler Insurance Agency
14 Auburn Street, Nashua, N. H.
- Smith, Wilbur A. (Married) 1 child
Manager, The Nisley Company (Shoes)
818 Franklin Avenue, Columbus, Ohio
- Spitz, Henry (Married)
Mdse. Manager and Secretary, Quackenbush Company
610 Park Avenue, Paterson, N. J.
- Swan, W. C. (Single)
P. O. Box 111, Tacoma, Wash.
- Taylor, Norman C. (Single)
Manager, C. N. Taylor & Son
592 Washington Street, Wellesley, Mass.
- Toohill, T. E.
Pitcairn, Pa.
- Turk, Roswell L. (Single)
Salesman, A. L. Hudson & Company
595 Lafayette Avenue, Buffalo, N. Y.
- Van Fleet, Stephen C. (Single)
Assistant Director, Federal Trade Commission
4561 Cathedral Avenue, Washington, D. C.
- Ward, Frederic A. (Single)
Proof Auditor, Howe Insurance Company
11 Garden Place, Brooklyn, N. Y.
- Warner, Charles, Jr. (Single)
Secretary and Assistant Treasurer, Charles Warner Co. (Lime, Sand and Gravel)
2311 W. 11th Street, Wilmington, Del.
"Engaged to be married June 23, 1928."
- Willman, W. C. A.
Boston, Mass.
- Young, J. M. (Married) 2 children
Sales Manager, J. W. Young, Prop., Inc.
Hollywood, Fla.

1924-1925

- Andress, Reed M. (Single)
Purchasing Agent and Traffic Manager, Barnes Drill Company
419 Salem Street, Rockford, Ill.
- Andretta, Henry F. (Single)
Assistant Manager, Pallotti-Andretta & Company
448 Farmington Avenue, Hartford, Conn.
- Ashton, E. Reid
Detroit, Mich.
- Bain, W. S.
San Antonio, Texas
- Bliss, Charles M. (Married)
Shenango Penn Mold Company
Dover, Ohio
- Brandt, John W. (Single)
Coupon Department, Chase National Bank
Hotel Gramaton, Bronxville, N. Y.
- Buckingham, D. Randall (Single)
Buyer, Woodward & Lothrop, Dept. Store
3108 Hawthorne Place, N. W., Washington, D. C.
"Training I received at Institute has been invaluable."
Said to be youngest buyer in the New York Market.
- Cramer, P. M.
Akron, Ohio
- Davis, James T. (Single)
Secretary-Treasurer, Jones & Davis, Inc., Interior Decorators
526 North Boulevard, Richmond, Va.
- Erving, Rowland
Pittsburgh, Pa.
- Fitch, C. E. (Single)
Mdse. Manager and Secretary, The Reid & Hughes Company
16 Laurel Hill Avenue, Norwich, Conn.

ALUMNI DIRECTORY

- Freeman, Roy B. (Married) 1 child
Freeman & Logue Gas Company
St. Petersburg, Pa.
- Gourd, David F.
Needham Heights, Mass.
- Griffin, Raymond A. (Single)
Foreman, Vermont Marble Company
49 Clarendo Avenue, New Rutland, Vt.
- Hogg, T. B.
Pittsburgh, Pa.
- Horkan, Captain George A. (Married) 1 child
Statistics, U. S. Army
2000 Belmont Road, Washington, D. C.
"Interests too numerous to mention."
- Hughes, W. S., Jr.
Newton Lower Falls, Mass.
- Hunt, Jarvis, Jr.
Chicago, Ill.
- John, Paul R., Jr. (Married)
Salesman, J. W. Young Properties, Inc.
Olive Apartment, Hollywood, Fla.
"Recently married April 6, 1928 -to Miss Thelma Grace Debo.
- Keenan, James E., Jr. (Single)
Manager, Keenan Woodware
235 Tenth Street W., Owen Sound, Ontario, Canada
"Wish the Institute all success."
- Kleiser, George W., Jr. (Single)
Assistant General Manager, Office, Foster & Kleiser Co.
105 Baywood Avenue, Hillsborough, Calif.
- Liddle, James W.
Flatbush, Brooklyn, N. Y.
- MacAlpine, Stewart A.
Buffalo, N. Y.
- Marks, Kenneth W. (Single)
Salesmanager, M. Doyle Marks Company, Retail Music
318 West Clinton Street, Elmira, N. Y.
"Hope to get a leave of absence to come back and finish the course in Factory Management."
- Moss, Lawrence V. V. (Single)
District Manager, Berkshire Life Insurance Company
160 Pine Street, Lockport, N. Y.
- Phillips, Theodore C. (Married) 1 child
Growing Oranges
San Antonio Heights, Upland, Calif.
"Home is 3,000 feet above the sea, surrounded by palm and orange trees with a view for fifty miles."
- Pomeroy, Ralph (Single)
Yard Manager, Palm Springs Builders Supply Company
Palm Springs, Calif.
- Ramsdell, Herbert F. (Single)
Duncan & Goodell Company
11 Einhorn Road, Worcester, Mass.
"Where is everybody that was in the class of '25?'"
- Reimer, A. B.
Forest Hills, N. Y.
- Rickey, H. N., Jr.
Washington, D. C.
- Selover, Howard P.
Long Beach, Calif.
- Thomas, J. Addison (Single)
Bond Salesman, Munford & Jones, Investment Bankers
1002 Park Avenue, Richmond, Va.
"Am still on road to first \$1,000,000."
- Willson, E. P.
Leavenworth, Kansas
- Wing, A. T. (Married)
Dentistry
25 Paulina Street, West Somerville, Mass.
- Woodcock, Julian A., Jr. (Single)
General Manager, Citizens Transfer and Coal Company
"Narcor." Asheville, N. C.
- Wotherspoon, J. B. (Single)
Home Builder
5746 Virginia Avenue, Hollywood, Calif.
1925-1926
- Adams, Donald H. (Single)
Estimator, Blackall & Baldwin Company
46-33 Hanford Place, Douglaston, Long Island, N. Y.
- Anderson, R. Victor
Fairview, Okla.
- Andrews, Captain Harry M. (Married) 1 child
Purchasing, Quartermaster Corps, U. S. Army
2121 New York Avenue, N. W., Washington, D. C.
- Baker, Geoffrey D.
Boston, Mass.
- Bendsley, W. Leslie (Single)
Assistant Manager, Community Playhouse
29 Rockland Street, Wellesley Hills, Mass.
- Brandts, Edmund H.
Celina, Ohio
- Bratton, Harry C.
Columbus, Ohio
- Brown, Paul I. (Single)
Salesman, Remington Rand Business Service
32 Dover Road, Wellesley, Mass.
- Bugher, Frederick M.
Washington, D. C.
- Card, Clifford
Fredonia, N. Y.
- Cox, Russell E. (Single)
Cox Investment Company
Mena, Ark.
"Best wishes to all B. I."
- Ditzler, Edward R. (Married)
Vice-President and Buyer, R. L. Ditzler Company
1248 First Street, Huntington, Ind.
"Married June 15, 1927 to Mary Margaret Steel of Huntington, Ind."
- Holman, Paul R. (Married) 1 child
F. A. Whitney Carriage Company
6 Grove Street, Leominster, Mass.
- Hubbard, James A. (Married)
M. D. Hubbard Spring Company
154 Washington Street, Pontiac, Mich.
- Kennedy, W. Maxwell (Single)
2352 Kemper Lane, Cincinnati, Ohio
"Unmarried and not by any stretch of the imagination considering becoming so."
- Klapproth, John M. (Single)
Selling Bonds, Geo. M. Forman & Company
3334 Maypole Avenue, Chicago, Ill.
- Knight, Frederick J. (Single)
Salesman, Hunter Duntton & Company
12 South Marengo Street, Pasadena, Calif.
- Lane, Carleton G. (Single)
Babson Statistical Organization
18 Maugus Avenue, Wellesley Hills, Mass.
- Lutz, Charles B. (Single)
Buyer, Kerr Dry Goods Company
425 West 17th Street, Tulsa, Okla.
- Moss, George B., Jr. (Married)
Salesman, Western State Envelope Company
664 56th Street, Milwaukee, Wis.
- O'Rourke, C. Richard
Hanford, Calif.
- Peters, Elwood E.
Wellesley Hills, Mass.
- Pierce, Lawrence J. (Single)
Puget Sound Power & Light Co.
860 Stuart Building, Seattle, Wash.
"Seattle is the location for ambitious young men."
- Pond, Irving L.
Philadelphia, Pa.
- Reimold, Philip B. (Married) 1 child
Resident Engineer, Liberty Mutual Insurance Company
242 North Oraton Parkway, East Orange, N. J.
"Will be up soon!"

ALUMNI DIRECTORY

- Ripley, Louis R. (Single)
 Litchfield, Conn.
 Louis spent the fall term at school watching the air mail go over every night.
- Savels, Orvis M., Jr. (Married) 1 daughter
 O. M. Savels & Company
 117 Burncoat Street, Worcester, Mass.
- Segar, Stuart G.
 Manchester, Conn.
- Taft, Oren, III (Single)
 Cashier's Department, Pearsons-Taft Company
 Lake Shore Drive Hotel, Chicago, Ill.
 "Just learning the game." Taft and Ripley were very much in evidence at the fall party!
- Taxman, Elliott S.
 Kansas City, Mo.
- Van Gieson, H. B., Jr.
 Bridgeport, Conn.
- Walker, William T. (Single)
 Vice-President, Walker & Company (Outdoor Advertising)
 88 Custer Avenue, Detroit, Mich.
- Welch, Austin H.
 Fitchburg, Mass.
- Wigglesworth, Robert G. (Single)
 Salesman, Sinclair Refining Company
 1066 Ash Street, Winnetka, Ill.
- Woll, Albert J. T. (Married)
 Assistant to President, Poor's Publishing Company
 53 Windsor Road, Wellesley Hills, Mass.
- Young, Erwin L.
 Newark, N. J.
- Ziock, Edward J., Jr. (Married) 2 children
 Miller & Ziock Engineering Company
 Diamond Hill Road, Manville, R. I.
1926-1927
- Aebey, Charles A.
 Lancaster, Pa.
- Altorfer, Henry W.
 Peoria, Ill.
- Ansted, Edward G. (Single)
 Ansted Whippet Wright Sales Company
 905 Central Avenue, Connersville, Ind.
 "Married? Hell No!"
- Baldwin, Frank M. (Single)
 Employment Manager, Waldorf System, Inc.
 19 Burnham Road, West Newton, Mass.
 "Sure miss not being back in school. Had a great time last year and enjoyed my work thoroughly."
- Bevin, Gordon D.
 East Hampton, Conn.
 Bevin has occupied a desk at Bryant Hall the entire year, except for time off to have appendicitis and vacations.
- Black, Captain Frederick L. (Married) 2 children
 Care of Quartermaster General, Washington, D. C.
- Black, William C., Jr. (Married) 1 son
 Black Brothers Mills
 614 North 5th Street, Beatrice, Neb.
 "You really should give 'em more work in Factory Management." William Conant Black, III, arrived March 30, 1928.
- Bradbury, L. T.
 Long Beach, Calif.
 Bradbury did some research work in Aviation in the fall term.
- Bradham, Caleb, Jr. (Single)
 Bradham Drug Company
 21 Johnson Street, New Bern, N. C.
- Brislin, Joseph G. (Single)
 Bond and Mortgage Department, Brislin Lumber Company, Inc.
 119-01 Hillside Avenue, Richmond Hill, Long Island, N. Y.
- Burbank, Davis E. (Single)
 Assistant Sales Manager, Stevens Walden Worcester, Inc.
 17 Stoncland Road, Worcester, Mass.
- Burdick, Theodor G. A. (Single)
 Assistant Buyer, Sears Roebuck Company, Chicago, Ill.
 Phi Kappa Sigma House, Evanston, Ill.
- Clary, Leo J.
 Waterloo, N. Y.
- Colby, Charles H. (Single)
 Salesman, Andrew Dutton Company
 24 Vinton Street, Melrose, Mass.
- Colestock, W. H. (Single)
 Statistical Work in Vice-President's Office, Sears Roebuck Co.
 309 South 6th Street, Lewisburg, Pa.
 "Here's hoping 1927 crashes through 100%."
- Collins, H. G.
 New York City
- Crafts, G. A.
 Bangor, Maine
 Another member of this year's research students
- Daigle, Thomas L. (Single)
 Student, University of Michigan, College of Engineering
 1967 Lafayette Boulevard, Detroit, Mich.
- Dick, George M.
 Denver, Col.
- Donahue, Donald A. (Single)
 Statistician, Henry L. Doherty & Company
 57 Pondfield Road West, Bronxville, N. Y.
- Douglas, Captain John N. (Married) 1 child
 Room 305, Army Supply Base, Brooklyn, N. Y.
- Ducoudray, Francis L.
 Scarsdale, N. Y.
- Edwards, Arthur M. (Single)
 Engineering Department, Warren City Tank and Boiler Company
 115 East Washington Avenue, Warren, Ohio
 "Learning business from the ground up. Just now very much on ground among noise and dirt."
- Ellison, H. R.
 Newton, Mass.
- Gally, Donald M. (Single)
 Haydock, Cressler & Lawton Company, Cleveland, Ohio
 4504 Ashland Avenue, Norwood, Ohio
- Geiger, Russell B. (Single)
 Branch Manager, The Howard A. Geiger Company, Haberdashers
 Route 4, Berea, Ohio
 "Fifteen stores in our organization."
- Goddard, Ashton L. (Single)
 Gage County Electric Company
 Beatrice, Neb.
 "Will be married in the fall."
- Gray, Donald F. (Single)
 Floor Manager, Gilchrist Company
 67 Lincoln Street, Needham, Mass.
- Hengesch, Fred, Jr. (Single)
 Assistant to Manager and Purchasing Agent, Wm. F. Chiniquy Co.
 5728 Kenmore Avenue, Chicago, Ill.
 "Not married but optimistic."
- Hills, Robert C.
 San Diego, Calif.
- Hirsh, William A., Jr. (Single)
 Works Manager, Octigan Forge and Manufacturing Co.
 Drake Hotel, Chicago, Ill.
 "As a side line we make pitching horseshoes. Perhaps some of the boys around the Institute would like to try the game. If so, let me know and I'll send you a set. Don't allow enrollment in Goat's Club to get too big."
- Hottel, John G. (Single)
 Sales Manager, Joseph B. Hottel, Inc.
 897 Bellevue Avenue, Trenton, N. J.
 "I'm one of Babson's best advertisers."
- Johnston, Louis A.
 Dallas, Texas

ALUMNI DIRECTORY

- Kindleberger, Joseph B.
Kalamazoo, Mich.
- Kline, Robert
Cincinnati, Ohio
- Kuh, J. S., Jr. (Single)
Bond Salesman, E. W. Clark & Company, Philadelphia, Pa.
2 South Cornwall Avenue, Ventnor, N. J.
"Married? Not a chance! Don't treat the new boys too hard. Best regards."
- Loer, G. W. (Single)
Dreses Machine Tool Company
223 Greendale Avenue, Cincinnati, Ohio
"This earning one's bread and butter by the sweat of one's brow may be all right, but I often wish I could come back to Babson for another year."
- Longfellow, Henry W., III
Brookline, Mass.
- Luria, William (Single)
Student at Oxford University, Oxford, England
Rockhurst, Old Road, Headington, Oxford, England
1736 Mineral Spring Road, Reading, Pa.
- Mauthe, Carlton W.
Fond du Lac, Wis.
- Maxwell, J. Rogers, III (Single)
Bean & Company, Stock Brokers, Philadelphia
Villa Nova, Pa.
- Maxwell, R. Dexter, Jr. (Single)
Salesman, Ray C. Roberts, Inc., Buick Agency
314 West Broadway, San Diego, Calif.
"Miss the school. May we some day enjoy another visit. Good luck."
- McNamara, Harry T. (Married)
Salesman, Sprague Werner & Company
Hotel Plaza, Milwaukee, Wis.
"Open house at my place for any of the boys from Babson's at any time."
- McVicker, James, Jr. (Single)
Salesman, Brooks Stokes & Company, Philadelphia
Meadowbrook, Montgomery County, Pa.
- Miller, Lester W.
Lockport, N. Y.
- Moore, Jean W. (Single)
1800 Richardson Place, Tampa, Fla.
"Planning to go back north very soon and get down to business."
- Munroe, William R.
Muskegon, Mich.
- Peterson, William A.
Tacoma, Wash.
- Potts, William F.
Chicago, Ill.
Another sojourner at the Institute this fall.
- Prather, John A. (Single)
Vice-President, Flippen Prather Realty Company
4321 Overhill Drive, Dallas, Texas
"Married? Certainly not!"
- Reid, Alban E. (Married) 2 sons
Vice-President, The Reserve Company
Box 3352 Temple Terrace, Tampa, Fla.
- Robinson, Richard G. (Single)
Acting in Motion Pictures
1825 North Bronson Avenue, Hollywood, Calif.
"Played lead in 'Bond Children,' a Herrick production. Expect a part with Rod La Rocque in 'Hold 'Em, Yale.' Doing splendidly. Give my best regards to every one."
- Skinner, LeGrand (Single)
Skinner Engine Company
246 West 10th Street, Erie, Pa.
"Married? Gawd No!"
- Strieter, E. H. (Single)
Salesman, Chicago Trust Company
2026 Tremont Avenue, Davenport, Iowa
"Business is good."
- Swift, Jackson B. (Single)
Showroom Promotion Man, Standard Sanitary Mfg. Co., Pittsburgh
519 Birchard Avenue, Fremont, Ohio
"Expect to be moved to some other territory within a short time."
- Thompson, T. Ross (Single)
815 Water Street, South Brownsville, Pa.
"No occupation."
- Treadwell, Thomas P., Jr. (Single)
Assistant Production Manager, DuPont Viscoloid Co., Inc., Leonminster
395 Linden Street, Wellesley Hills, Mass.
- Turnbull, Walter R. (Single)
Salesman, Brislin Lumber Company and Cannon Engineering Company
1732 Nostrand Avenue, Apt. C, Brooklyn, N. Y.
"Attending New York University--attending classes three nights a week. Still a patriotic Canadian and proud of the fact!"
- Veith, Vernon L. (Married) 2 children
Assistant Secretary, Standard Real Estate Company
605 Seymour Avenue, Lansing, Mich.
"Happy to be of assistance in any way to old B. I."
- Weedon, George, Jr. (Single)
Miller Vosburg & Company
1315 Spaulding Avenue, Hollywood, Calif.
- Wood, Carroll (Single)
Beech-Nut Packing Company, Fort Worth
318 Butternut Street, Abilene, Texas
- Wright, Campbell (Single)
Reed Manufacturing Company
515 Walnut Street, Erie, Pa.
- Wright, R. Gridley (Single)
R. G. Wright & Company, Eagle and Oak Streets,
Buffalo, N. Y.
515 Walnut Street, Erie, Pa.

NECROLOGY

- Class of 1920 ROTHWELL W. HAMER,
Killed in motorcycle accident on October 6, 1920.
- ARTHUR W. VOLLRATH,
Died September 1924.
- Class of 1923 FRANK W. BEEBE,
Killed in automobile accident in Chicago, September, 1924.
- Class of 1924 MERWYN O. FRANCIS,
Died March 1924.
- Class of 1925 CHARLES C. MOREY,
Drowned on January 9, 1927.
- Class of 1926 GEORGE W. KNOWLTON, III,
Killed in airplane accident, January 11, 1928.

THE WEATHER

Your guess is as good as ours is any day.

The Wellesley Now

"THE TRUTH WELL TOLD"

FIRST and LAST EDITION

VOL. 1, NO. 1

BABSON PARK, SATURDAY, JUNE 16, 1928

4 Pages—That's All

ELKHART SPORTSMAN BREAKS RECORD IN GRUELLING SPEED TEST

Modern Viking Makes History

Driving his twelve-valve, vertical six Wills St. Claire phaeton at breakneck pace, "Wild" Emil Hansen, prominent Elkhart clubman yesterday shattered all existing records between Wellesley and Babson Park.

Smart Set Throng Square

At 8:30 A. M. (Wellesley Square time) young Hansen left the Chippendale Breakfast Room of the Waban Court Gardens, luxurious rendezvous of Wellesley's smart set, and accompanied by Dave Gallery and other notables motored to the starting point at the foot of Grove Street. There Hansen's big blue racer, primed for the event, awaited the touch of his leaden toe on the throttle. An instant later he roared away amid the wildest excitement. His ultimate objective, the time clock in the Bryant Building,

[Continued on page 2]

POLAR BEAR RAIDS BIRD SANCTUARY



Striking picture of "Winter King" taken yesterday at Babson Park, just as the big polar bear was charging toward Smith's Bird Sanctuary.

Escaping from his pen in the Park Manor Cafeteria, "Winter King," giant polar bear ran amuck. Upsetting his keeper, Mr. P. V. Burt, the huge carnivore smashed five doors and three windows in making his exit and rushed to Smith's Bird Sanctuary, where he created great havoc. His most serious offense was the cold-blooded murder of the only captive specimen of that rare African bird, the ptzooomflargatibioribistis, first cousin to the Australian quink.

CASA DEL TORO OPENS WITH BACCHANALIAN REVELS



Crucial Moment in Epic Struggle as Bullardo and Black Bottom Clash

Haskells Shine at Needham Bow to Whitmore and Clinch Coveted Cellar Berth

Rolling fifteen perfect games Whitmore's Wild Oats last night subdued Haskell's Hopefuls, but only after a bitter struggle. Peek, Whitmore lead-off man, removed his Chesterfield and nailed a strike in the first box. Thereafter the team went wild. Boone's double in the opening frames brought the crowd to its feet, but Eason's turkey stopped this Haskell sally. Simpson had the onlookers in an uproar at the finish when he guttered all three balls on a spare. His plea that they "keep in the stands" fell on deaf ears and he was carried off screaming.

Mac-Brink Deadlock

Due to the cunning work of the pin boys on alleys one and two the McCormick and Brinckerhoff aggregations were able to garner only a pin apiece in the course of three games. Diel scored for his team at 1:23 in the first session on a difficult angle shot which beat pin boy Utz by a hair. Jackson's scorching drive at 2:17 in the third stanza took away No. 10 to tie the count. Two overtime boxes failed to alter the result.

Lashar Trips Drake

Displaying worlds of power and speed, and good control in

the pinches Bill Lashar led his men to a decisive win over Whit Drake's team. Hayes handled his hot ones with finesse and Rueping showed flashes of rare brilliance, as did Kinnear and Moore. But the erratic work of their leader, who by mistake had checked his hat and gloves, sent them down before the sustained high calibre offensive of their opponents.

BANDITS NEAR WELLESLEY

According to the reports of two of our more dashing young men about town, a certain wooded district of Wellesley is infested with desperadoes of a very loathsome type. Suspecting the existence of this condition and being an Indian hunter of no mean parts, Mr. William Rueping persuaded his friend, Mr. W. C. Horrmann, and two young ladies to accompany him to a deserted spot which he believed to be hard by the bandit lair.

Their reports are somewhat vague. All agree, however, that suddenly, while they were sitting quietly in Horrmann's car, a frightful din of obscene
[Continued on page 2]

BULLARDO CONQUERS BLACK BOTTOM

Senor Lemon, Fiery Castilian, Wins Plaudits of Elite In Passion Dance

Colorful Gathering Attends

Perhaps the most important event of the social season took place last evening, when the Casa del Toro opened its doors to the more moneyed members of Wellesley's four hundred. A gala event, which has been impatiently awaited by the fortunate few who could obtain admittance, The Grande Premiere was a marvel of rich, but tasteful entertainment. No expense was spared in procuring the most talented artists for this, Babson Park's most exclusive night club.

Heading a brilliant bill, Bullardo, the toast of Decatur and Mississippi's first Matador, thrilled as colorful a gathering as the Casa del Toro will ever know when he met "Black Bottom," magnificent two-year-old by "Charleston," out of "Alabama Stomp," Horrmann up (Schuck back).

Noteworthy was the performance of Senor Lemon, the pride of Castile, who with his partner, the beautiful Senorita Bombo Colombo, danced the stately Manana, an ancestral rite of Coral Gables' reigning house. A complete description of the tenser moments of this flaming fandango will appear with adequate explanatory diagrams in next Sunday's Scandal Section.

Headliners from Keith's at Cadiz, Kennedy, Brinckerhoff and Yanovitz forecast future stock and bond fluctuations in the opening number of this pageant of beauty. Their rustic frolic, "The Cyclical Swing," held a strong appeal for the more sophisticated, especially Kennedy's intricate maneuver toward the end of the twelfth encore. Affecting the jaunty cantanza and the conventional capelo, essential items of Spanish peasant garb, the boys scored an instantaneous hit. Yanovitz' skillful work on the ten ton calliope with which he accompanied his comrades, drowned out the thunderous applause which continued with increasing volume as the trio capered cleverly.

Following a soulful interpretation by the Cadiz Three of that dainty woodland dance,
[Continued on page 3]

The Wellesley Wow

Published by
THE BABSONIAN BOARD
Telephone, Disconnected 0000

DICE PICKS TEEGE FOR AFRICAN GOLF TEAM

Thompson, Swatzel also Named

Canland Dice, "Wow" sports writer, in selecting his all-Babson African Golf team, placed "Lucky" Bob Teege at No. 1, and "Plucky" Pedro Thompson at No. 2 position. This choice is hotly argued by Harry Crass and W. O. McHeehec, rival editors, who rate Thompson first and "Slick" Swatzel, the Kansas Sensation, second. McHeehec says, "For a smooth right-hand delivery Teege is unexcelled, but as a southpaw he must bow to Thompson whose fast work with the cubes loaded held the score down to \$9.00 against the shifty Wellesley College team last Friday night. Swatzel's backhand slice, which he brings off without taking any turf, entitles him to a high ranking."

Erratic in Clinches

Dice found Thompson erratic in the clinches, while he praised Teege's control and change of pace. Concerning Swatzel's last appearance he said, "Slick" completely baffled the Dana delegation for more than forty minutes until his snake eyes suddenly went bad, and when confronted by Enormous Richard he hastened to the showers. Teege was sent in and by putting a hop on his fast one, won for Babson."

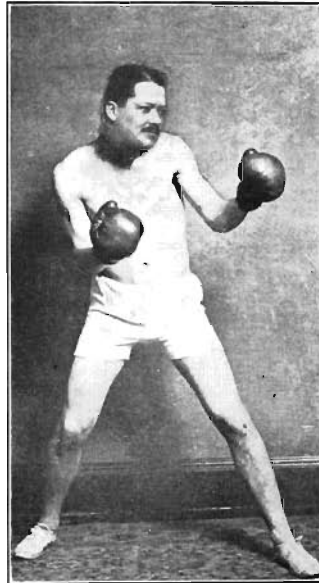
Culver Doubles Choice

Unanimous choice for all-Babson doubles combination was the team of Swatzel and "Gordon Gin" Culver, St. Louis Shuffle Artist, whose record performance of eight consecutive passes without touching the ivories startled the world last Tuesday. It is said that under favorable conditions he can cause the dice to Black Bottom (and we really couldn't say what else), by merely speaking to them persuasively.

BANDITS NEAR WELLESLEY

[Continued from page 1] shouts and other horrid sounds arose from a neighboring thicket. And before they could leave the place two disreputable individuals had catapulted into view, one waving a bottle, the other firing a large revolver. As the quartet fled, siren open and motor roaring, twelve masked brigands joined the two who had first appeared. Aroused from a sound slumber, twelve of Wellesley's finest, led by "Fearless" Fleming, rushed to the scene of the outrage. There the chief's keen eye spotted the imprint of a club foot. Detectives Smith and Wagner anticipate startling disclosures.

Arnold - Henderson Bout Feature of Attractive P.S.C. Card Big Battle Royal



THE CHALLENGER



THE CHAMPION

Fisticuff devotees are anticipating a rare treat at the Peavey Sporting Club next Thursday night. Match-maker Jimmy Matthews announces the following super-attractions.

MAIN BOUT 15 ROUNDS

Dolph (K. O.) Henderson, Heavyweight Champion of Wellesley Hills—195 lbs.

vs.

"Big" Park Arnold, the Fat Apollo—221 lbs.

12-ROUND SEMI-FINAL

"One-Punch" Simpson, Hero of the Motor Mart—165 lbs.

vs.

"Horizontal" Young, the Tennessee Terror—170 lbs.

8 ROUNDS

"Bat" Kennedy, the Colorado Cougar—135 lbs.

vs.

"Bare Knuckles" Boone—dangerous Dixie lightweight—135 lbs.

6 ROUNDS

"Bad" George Dulany, South Chicago's Choice—145 lbs.

vs.

"Hot" Toddy Schuck, the Spirit of East St. Louis—140 lbs.

4-ROUND PRELIMINARY

"Silent" Williams, the Quincy Enigma—198 lbs.

vs.

"Demon" Ginn—4 qts.

Referee—Coleman.

Judges—Hitchcock,

Hayward,

Mason,

Guy.

It is rumored that the main go is a "grudge" affair and those "in the know" predict a nose dive for one of the mastodons before the fracas has gone the full route. When inter-

viewed at his training quarters in the Egyptian Room, the titular aspirant with characteristic élat, joie de vivre, and savoir faire remarked, "He'll kiss the canvas in the first."

The champion was more conservative, but none the less confident. "I attribute my success in the roped arena to the eager and intelligent (though expensive) co-operation of referee and judges and to their ability to reconcile opposites. With Coleman as the third man in the ring, I can't lose."

A gate of more than fifty is expected to jam the Clubhouse. The management thinks anything more in the nature of a battle royal unnecessary.

ELKHART SPORTSMAN BREAKS RECORD

[Continued from page 1]

Babson Park, showed under his hand, a blue 8:27, which definitely established the new record of 0 hours, 4 minutes and 23 seconds for the trip.

"Trainer Did It," Says Hansen

According to Hansen, the success of his venture should be attributed to the canny counsel of Mr. H. H. Webb, of Santa Barbara, Calif., and Brookline, Mass., whose spirited encouragement of the night before braced the modern Viking for this acid test.

MILLEA'S MEN ROUT M. D. C.

Police Outgeneraled

Driving a nicely-judged race and a Buick Sedan, Babson's Management Mentor yesterday led his racers to a sweeping victory over the Massachusetts District Commission team on the Boston-Providence Track. The only smear on the Babson banner was caused by the surprising behavior of Kennedy's thoroughbred just north of South Walpole. Well in the running up to that point, the big bearcat refused the water jump and had to be deserted.

Confesses Stratagem

When interviewed after the contest Millea modestly admitted that due to an announcement of his the M. D. C. had conscientiously prepared for a race over the Lynn Speedway and were consequently out of the East Walpole contest.

FORECASTS CALAMITY

Before Cambridge Rotarians yesterday noon, James M. Matthews, Rhythm Theory exponent, denounced sharp practice and auburn-haired girls. He predicted the continued patronage of Raymond's by the shawl trade, while expressing a personal preference for Sears Roebuck. After a nine-hour trip from Wellesley Hills, he arrived in a semi-conscious condition mumbling, "Foster and Catchings—wild toot—hypodermic." A stiff dose of Vegex restored his equilibrium.



OLD HOWARD FAVORITES

Thompson and Moore, agile acrobats, nightly delight the meticulous clientele of Scollay Square's exclusive cabaret.

Casa Del Toro Opens With Bacchanalian Revels

[Continued from page 1]
"Diana at the Pump," there was general dancing on the house. In a conspicuous position a large ebony shield carrying the legend, "No rough dancing, please," handsomely emblazoned in gold, loomed forbiddingly above the revellers. Recognized by the cognoscenti as one of the treasures unearthed by the Sodom expedition, its advice was treated as obsolete.

The orgy reached its height in a cleverly conceived trick arranged by the management. Its effect on the audience was deftly summed up by the Rt. Hon. Harold A. Thurlow, Major-Domo, who said: "The diabolical ingenuity of the scheme was exceeded only by the finesse with which it was carried out." The first hint of this devilry was a deafening explosion overhead. Glancing upward, the terrified clientele of the Casa del Toro became aware of the presence of a large balloon, which had doubtless ascended, owing to the pressure of hot air from below, and which at that moment was discharging a pretty shower of papers upon the dance floor below. Immediately terror and the confusion of flight were superseded by exclamations of pleasure and bravos of admiration. There followed an announcement to the effect that upon some of the slips appeared numbers corresponding to certain valuable prizes which would be awarded gratis to the holders of said slips. A mad scramble ensued, in which not a few of Babson's more distinguished citizens groveled for the precious tickets. In a trice, the floor was deprived of its snowy covering and the victors were clamoring for the spoils of battle.—First prize, a rare old shaving mug, said to have been found near the sarcophagus of Alexander the Great, went to Miss Edith Mason, Babson's Texas Guinan. Miss Mason's graceful speech of thanks moved the crowd to tears. The second prize, a duralumin undershirt, was won by "Mac" Moore, notorious exponent of classical dancing. Prizes three to thirty-three were season passes to the Industrial Moving Pictures held each Friday in the palatial Wellesley Community House. Among the lucky winners were Mr. J. E. Millea, Chief Justice Austin H. Fittz, and Miss Eleanor Hayward. All expressed delight at their good fortune.

Hardly had the hilarity provoked by this good, clean fun subsided, when a fanfare of trumpets heralded the advent of

Bullardo. All laughter and loud talk ceased immediately, and sibilant whispers, like electric currents, raised the general excitement to a fever pitch.

At precisely eleven forty-two, Bullardo entered the arena clad in sandals and a high silk hat. He was accompanied by four picadors, three toreadors, two humidors and an unmentionable. The unmentionable was immediately ejected. The applause shook the very foundations of the building. A moment later Black Bottom galloped on and began gamboling in his inimitable way; nor was there a dry eye in the audience when they considered how soon this gallant creature would be covered with dust, and gory. How can I tell you of that epic struggle, destined to go down in the annals of Babson bull-fighting as a third Manassas? I can see it all as clearly as though it were happening before us this instant. Bullardo pays his compliments to the King, Roger Babson and Dr. Coleman. The bugle is sounding—there goes the signal flag! Now picadors and toreadors have withdrawn, taking the humidor with them, and while the crowd looks on spellbound, scarcely daring to breathe, the rivals face each other—Bullardo tense and white, Black Bottom frisking now and again from table to table emptying highball glasses. Beware, Black Bottom! The evening's work calls for steady feet and a clear head. As though in reply, Black Bottom shakes his cruel horns belligerently and downs a quart of kummel. Immensely cheered by this stiff dose, the son of Charleston simpers at a certain learned man as though to say: "Send your heifers my way, Son," then with a benign expression on his face, he reels toward Bullardo.

The Dance of Death Begins

For ten torrid minutes, the contestants stepped elaborately about the enclosure, displaying nifty foot work, until at last, infuriated by the incessant goad of the toreadors' barbs, Black Bottom turned at bay, his back against the piano. After a masterful rendering of Chopin's Scherzo and Liszt's Etude, D-flat major, the big bull dashes to the attack. Bullardo, mouth one thin line, stands poised, Toledo blade in hand—waiting. And now—Black Bottom is upon him, head lowered, hoofs pounding. In a second it should be finished. But no! A woman's anguished shriek presages an impending tragedy, and then in a flash the horns elude the gleaming knife and Bullardo

crashes earthward a rod away; the wily bull has won, kummel and all,—or has he! For, while Black Bottom amiably poses for "Wow" photographers, a dazed and bleeding man is fighting for complete consciousness. By sheer force of will he raises

himself on one knee, from a back pocket he secures his last hope, a relic of childhood triumphs—his sling shot. Black Bottom, alarmed, rushes for him, to be met by a stinging wad which drops him in his tracks. The fight is over. Viva Bullardo!

THRONG AWAITING SALLY CEMENT



J. E. Millea, Third from left

"Hot Rivets"---Scores at Playhouse With Sally Cement in Stellar Role

The noisy welcome accorded "Hot Rivets," new G. E. release must have been very gratifying to Mr. J. E. Millea, who selected Wellesley Hills for the world premiere of this cinema triumph. Sally Cement's poignant portrayal of "Muddy" Water, street urchin heroine of "Hot Rivets," compares favorably with her inspired work in the "Lincoln Highway" and "The Roosevelt Dam."

Orlinsky Honnigbaum Pleases

The sensation of this version of "The Steam Fitter's Manual," however, was furnished by Orlinsky Honnigbaum, only two days off the boat from Bremen. His phenomenal handling of the rivets during the big soldering scene has caused much favorable comment among the critics. This latest industrial masterpiece was greeted by a demonstration as enthusiastic as any of the Millea offerings can boast. During the opening reel, fewer "Oh, Henry," bars than usual found their mark on the screen, but, when the true worth of the picture became more apparent, the audience was not loath to vociferously express its appreciation.

The Mob scene stopped the show. It occurred in the third reel. No doubt, the frequent interruptions caused by breaks in the film played their part, but the immediate cause of the general exodus of patrons is attributed to the fifth appearance, within five minutes, of a group of men who went through the identical maneuvers they had very satisfactorily performed on their previous appearances.

Conveyor Announces Interesting Production

Mr. Crane Conveyor, who furnished the continuity for "Hot Rivets," announces that evidences of his skill are apparent in next week's picture: "Marketing Steam Heated Cuff Links."



NEAR SUICIDE

John M. Hayes contemplating a plunge into the icy depths of Lake Waban in order to cheat Massachusetts weather of a slower drowning. A "Wow" extra reporting that the sun had been sighted over Natick at 12.03 saved him.



TITLE PILFERERS

All Star mallet four whose spirited play has thrilled sport enthusiasts here for spring games. Left to right: Abnegation Bishop, Johnny Walker, Hammy Bates, and "Big" Mike Eason.



SEEN AT FANCY DRESS AFFAIR

Mr. J. J. Clarke of Cincinnati who disguised as "The Spirit of Modern Business," won first prize at the Pagan Ball held last Saturday night in the Park Manor Annex.



ORATOR STARTLES LUNCHEON

Field in Marc Antony before Wellesley Kiwanis Club.



INDUSTRIES CONFERENCE MEETS

Business leaders convene at Ritz Carlton. Mr. Spaulding of Detroit is shown acknowledging the tributes of his admirers.



COPS INDUSTRIAL MOVIE PASS

Hon. Austin H. Fittz, lucky in balloon ascension contest (see page 1), photographed as he was leaving the Casino where he lost heavily on Radiola, new gambling vogue.



WAR HERO BUSINESS STUDENT

Colonel E. D. Peck, who has been awarded many military decorations, is taking the course in Business Administration at Babson Institute.



FUN AT BABSON INSTITUTE

Future Business leaders seek relaxation between appointments.



CORNERED

Number 606, James Kinnear, former chain store magnate, caught scaling the wall at Sing Sing, where he has been confined since convicted of Rummy Hugging at a Coney Beach tea dance.

ADVERTISEMENTS



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THE advertisers in this book have given the students of Babson Institute excellent service throughout the year and have extended many favors that were greatly appreciated. They have helped make possible the publication of this book and we, the Class of 1928, urge that future classes patronize the advertisers who have so generously co-operated with us.

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Laborer — Yes — no spike English.



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It-Doesn't-Matter: "Yes, very."

Plym: "Girls should be very happy because it gives them a chance to talk."

Ditto: "They are."

Plym: "Haven't you something to say to me?"

Same again: "Yes, isn't it time for those little boys who still believe in Leap Year to be at home?"

ON YOUR WAY

Simpson: "That man said there was a roadhouse below. Shall we stop?"

Young: "Did he whisper it or speak it out loud?"

Hollister: "You missed my class yesterday."

Genkinger: "Not in the least, Sir, not in the least."

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I've never made a girl angry at me while taking her for a ride in my automobile. It certainly is a car and I take girls out riding every night. I always drive with one hand, but I have never been slapped. I never have asked a girl for a kiss in the moonlight. I never throw my arms around her and then run into a ditch. I never make them walk home on account of driving with one hand. You wonder why?—I hold up my left fender with my other hand.

To W. F. S.

A dull, dark day, when, lo!
There shines a glow—
A rich, soft rose
Whose fascination grows,
A most enchanting hue.
My eyes are fixed on you.
Held by your smile and twinkling eye?
Oh, no! By your bright tie!

—L. M. P.

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HENRY P. SMITH

FORREST N. MADDIX

J. E. M.

Perched high on the back of a rickety conference chair with his legs crossed, Factory John toys with the treasured gift of the Simplex people. "Now here is a case in point: What would you do with the big Polish woman, who did the work of six men, when she started to cry on your shoulder? Great Gosh! Does that take brains?" Climbs down off the chair and up on to the table. "Why any idiot can fire a man. What would you do, Dulany?"

"Say, look here, Plym, if you could stay awake once in a while you might get some of this. It is just possible. Get an alarm clock and set it going."

"Berry, am I going to have to change this into a kindergarten or is that question of yours another shining example of Californian dumbness? Now, don't get mad. Whom the gods would destroy they first made mad. Never, never, never,

Continued on Page 87

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S. DeFazio

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Study business problems and conditions under a practically trained staff of instructors.

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BABSON INSTITUTE

Babson Park, Massachusetts

CATALOG SENT UPON REQUEST

This advertisement designed and written by Arthur K. Wagner,—Babson Institute, Class of 1928.

Telephone Wellesley 0430



SUE PAGE STUDIO

PHOTOGRAPHS

Next to Hotel Waban, Wellesley, Massachusetts

J. E. M.

(Continued from Page 85)

never get mad. Leave that for the other fellow.

"All right, make it snappy, McFadden. Don't make a speech.

"Not another yip, Genkinger! I have cautioned you against making that sort of snap judgment.

"Nebeker, have you just a natural antipathy for using your gray matter? Let's see if we can't crinkle it a bit. Got any ideas? What! Oh, hell!"—Down off the table he paces around the room. Nebeker comes to life.—"Yeh, Yeh! Yeh! Well, that's not a bad idea."

Five minutes after the bell. "Is that the bell? Well, beat it and be back here in five minutes. Just a minute, we'll go to the Ford Plant next week if they are running."

Babson's: "Yes, I go to Babson's and have a car, but have never been arrested for speeding or traffic infringement."

Wellesley: "Why, how is that?"

Babson's: "I've only been here an hour."

The

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C. A. H.

"Let's get down to work now, fellows. Oh, confound it, your name is on the tip of my tongue—oh, yes, General Peck. Pardon me, Captain, I mean Colonel, of what significant value was your trip to Waverley?"

"It was that free, eager, and intelligent co-operation."

"Yes, yes—Ah—Now let's see, just what was I talking about? Ah, yes, why take the example of the man who, while waving and brandishing a sword, cut his head off, which he didn't realize until he sneezed."

At this point Dulany and Eason smirk and mumble, "Aaah, bunk!" Jolson and Wynne at least furnish music with their extravaganzas.

"Fellows, the modern girl says, 'Yes,' before the question is popped." Whereupon Mr. Moore, a heretofore habitually disinterested third party, vigorously asks

(Continued on Page 91)

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C. A. H.

(Continued from Page 89)

if that last premise can be proved.

We, apathetic workers that we are,
understand at last the meaning of that
pregnant saying, "Our hearts would
break with sympathy if we did not
laugh."

12:25

A moment still—
The next a bell—
Then—
Stampeding, rushing, hurrying feet,
Downstairs they thunder.
A moment's clamor at the clock—
Then quiet peace reigns over all.
The very building sighs relief.
The stairs that but a moment hence
Creaked to their core
Are now at rest . . .
The boys have gone to lunch!

—*Lillian M. Perkins.*

"Are you going to class today?"

"No, I went to one yesterday."

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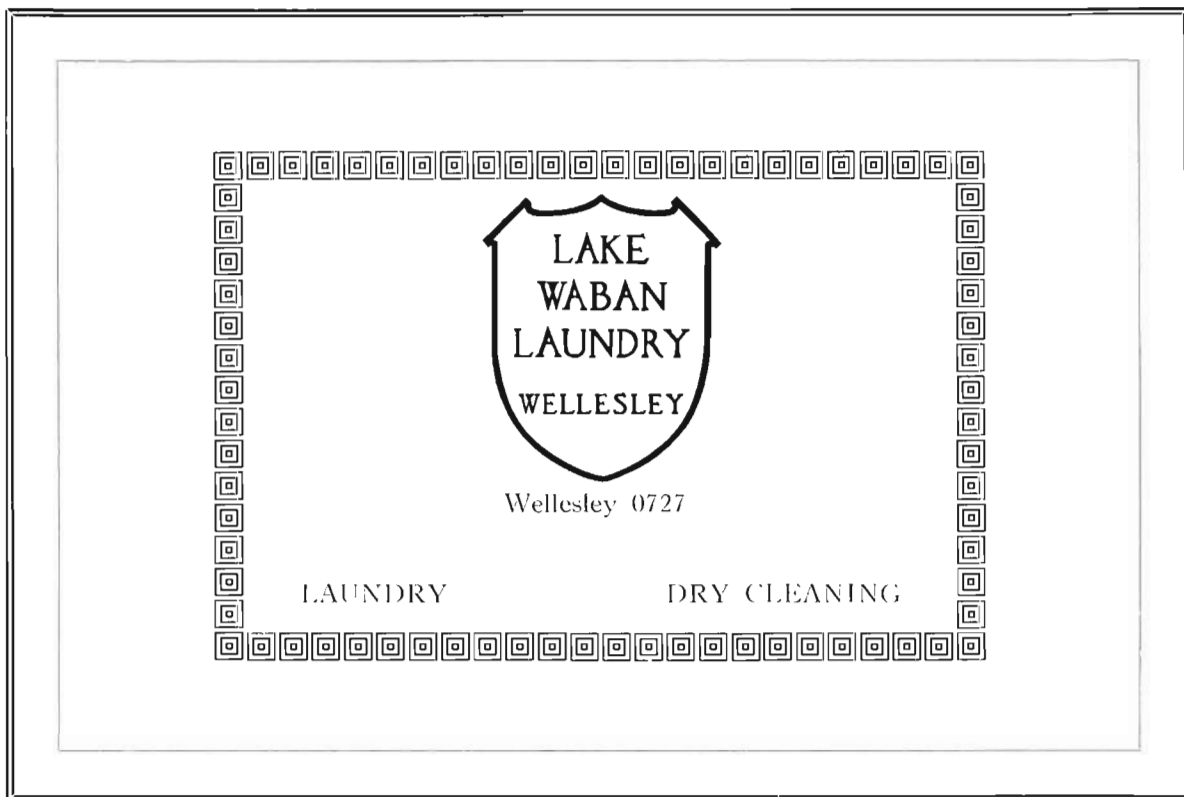
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D. T.'S

I've followed the hearse of all my hopes,
 I've buried them one by one.
 Gaze upon me and you can see
 What the curse of drink has done!

I had a wife and a child and a home
 And now I am all alone.
 Would God my thirst hadn't craved that
 first
 Insidious ice-cream cone!

But I was young and my friends were
 false;
 "Just one can't hurt," was their cry.
 They started me there on a chocolate
 eclair
 And I ended on Eskimo Pie.

My mother dear cried and said, "Oh,
 Willie,
 Them phosphates will lead you astray.
 Lay off the vanilly; spurn sassaparilly
 And shun soda fountains so gay!"

(Continued on Page 95)

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D. T.'S.

(Continued from page 93)

But fool that I was I laughed her to
scorn

I could take it or leave it alone.

And I had that same day a walnut
frappey—

Oh, God, if I had but known!

One day an angel came into my life.

"I believe in you, Clarence," she said.

I loved her so dearly that for a whole
year—nearly—

A temperate life I led.

Then a baby came, as babies will,

And grew to a tottering child.

I craved all that time just the taste of
one lime—

The thought of it drove me wild!

One day I fell into an ice-cream den—

I shrieked, for I knew that I'd sink.

Under night's starry dome I staggered
on home.

Again the victim of drink!

(Continued on page 97)

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D. T.'S

(Continued from page 95)

I'll never forget that dreadful night,
 That horrible, living death!
 When I kissed her, my child cried in
 accents so wild,
 "There is raspberry crush on your
 breath!"

I've followed the hearse of all my hopes,
 I've buried them one by one.
 Gaze upon me and you can see
 What the curse of drink has done!

BABSON 1928

Bond: "Do you like dancing in this
 dark corner?"

Brunette: "No. Let's stop danc-
 ing."

Raymond: "Say, Gene, your car's
 been stolen."

Culver: "Oh, well, it was dirty any-
 way."

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Bonds that chafe and bind,
Daily tasks that weary and confine—
Each morning rise
And then set out,
With brisk or lagging feet.
The similarity of tasks
That hedge one round
Wearies and annoys,
Dragging the long day through—
Which even so is short
Compared to evenings
That somehow do pass by—
And then another day is done!

—*Lillian M. Perkins.*

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The hidden and awful wisdom which apportions the destinies of mankind is pleased so to humiliate and cast down the tender, good and wise; and to set up the selfish, the foolish, or the wicked. Oh, be humble, my brother, in your prosperity! Be gentle with those who are less lucky, if not more deserving. Think, what right have you to be scornful, whose virtue is a deficiency of temptation, whose success may be a chance, whose rank may be an ancestor's accident, whose prosperity is very likely a satire.

—*Thackeray.*

