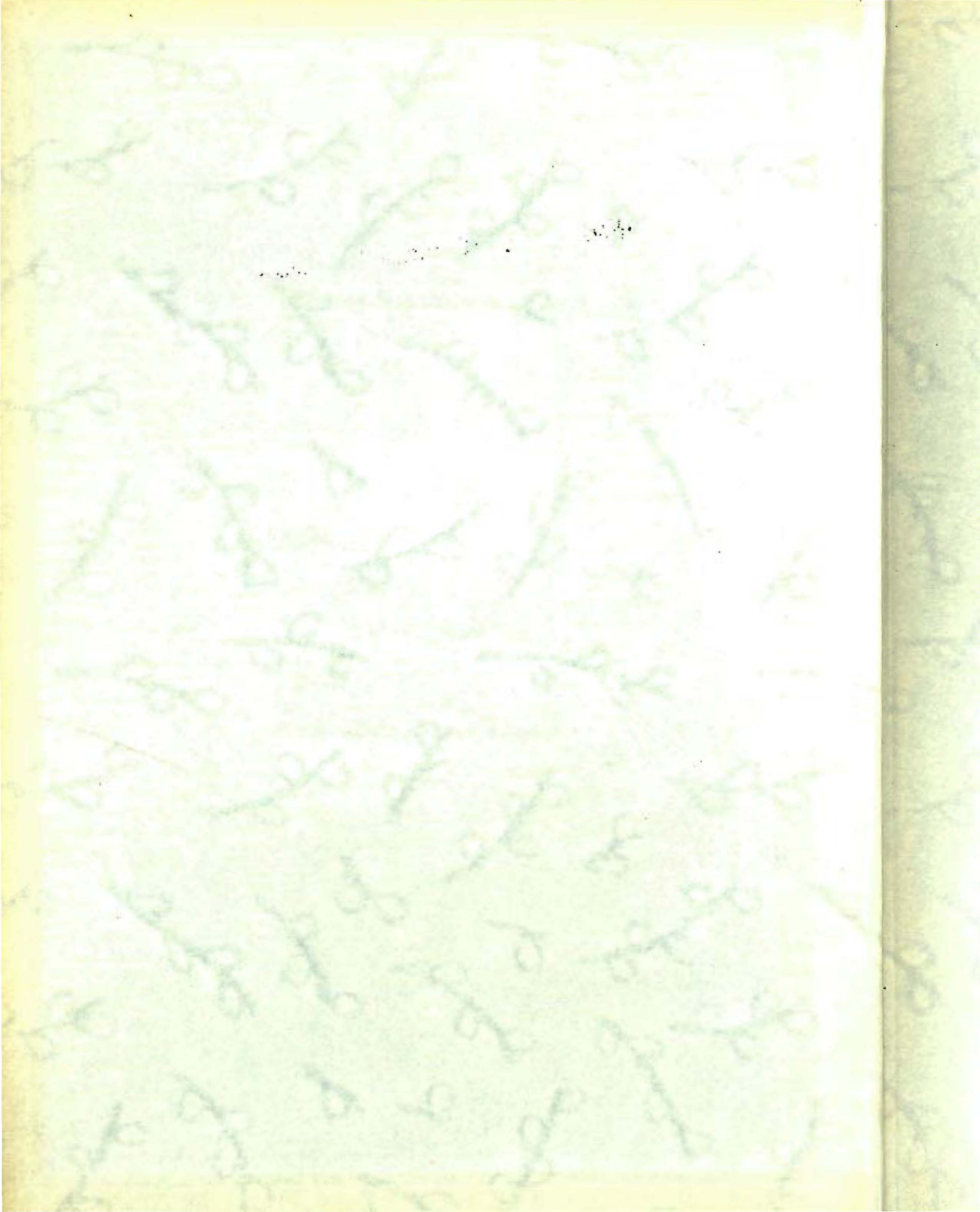


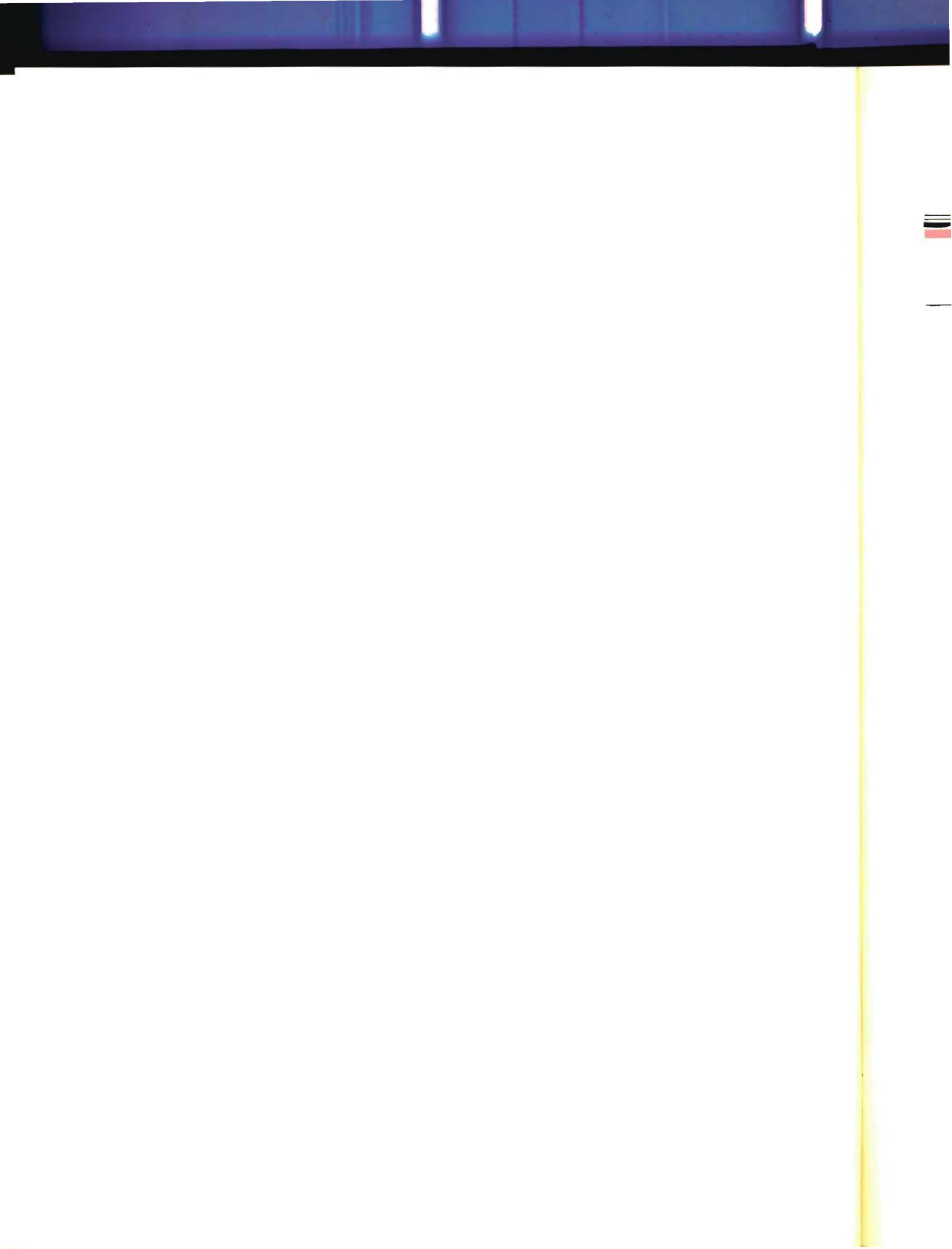
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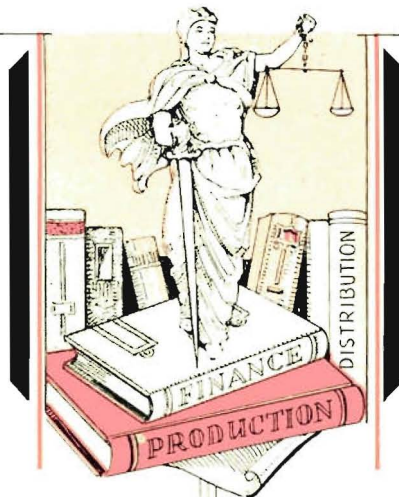


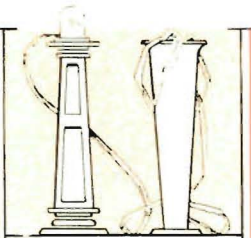
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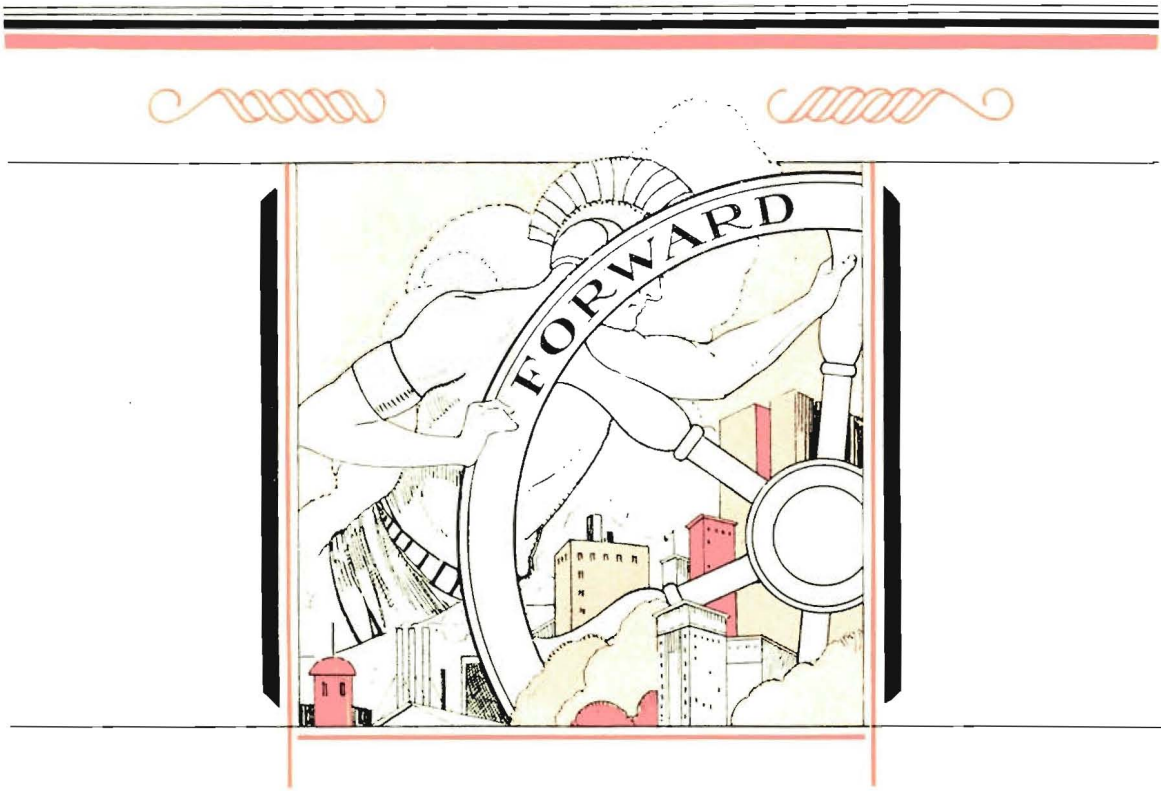




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**ROBERT D. FERGUSON**  
*Editor*

**JOHN L. KELLOGG, JR.**  
*Business Manager*



*The*  
BABSONIAN  
OF • • 1930 ~ ~

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BABSON INSTITUTE  
BABSON PARK, MASS.

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# DEDICATED

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THE red glow of the volcanic blast furnaces on the waters of the Ohio, the song of the cotton picker in the South, the grimy face of the miner lighted up by his oil lamp, the handiwork of the master craftsman of New England, the sound of the axe ringing clear in the North Woods, the sturdy, steel-like muscles of the waist-stripped stoker on a Transatlantic vessel, the whirring gurgle of the turbines in a vast power plant, the long ribbed furrows stretching from coast to coast cut by the steel of a million plows, the steady hand of the engineer on the throttle of an engine pitching through the night — these symbolize an Industry which is ever relentless in its leveling and sifting process, yet ennobling in its toil. To this Industry this volume of the Babsonian is dedicated.





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# TO INDUSTRY

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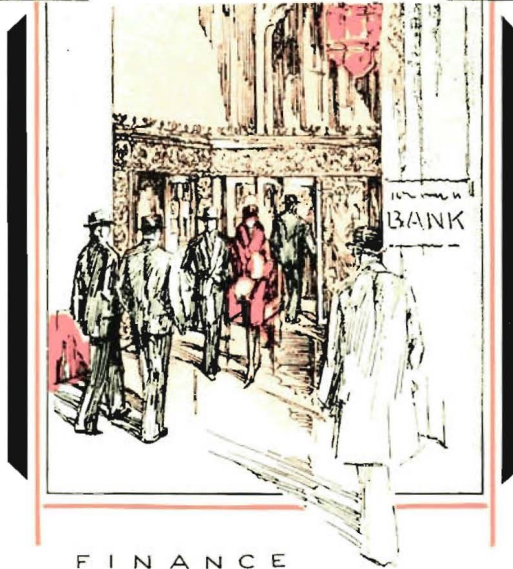


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# FOREWORD

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FINANCE

**U**NDER the ceaseless battering of time it is the bizarre, the quaint, the eccentric, the ridiculous, the droll that seem to cling most tenaciously in our memories. Every-day occurrences and acquaintances are soon forgotten in the hurly-burly of business life. If this book shall serve in future years to recall the evanescent commonplaces of our time at the Institute, it will have achieved its purpose.

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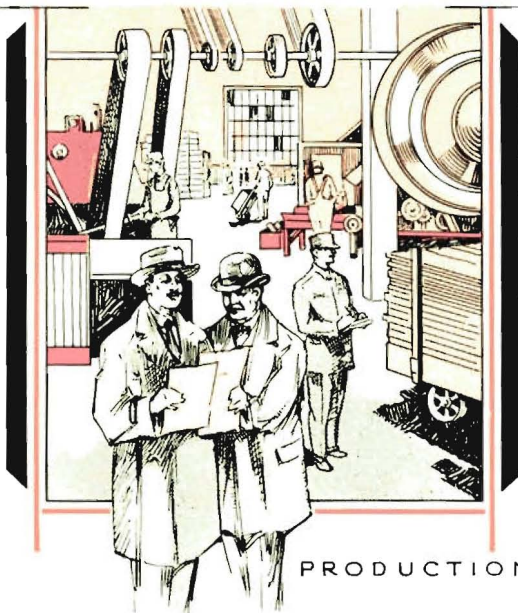
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# C O N T E N T S

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PRODUCTION

CAMPUS GLIMPSES

MANAGEMENT

MEN

MACHINERY

MATERIALS

ADVERTISEMENTS

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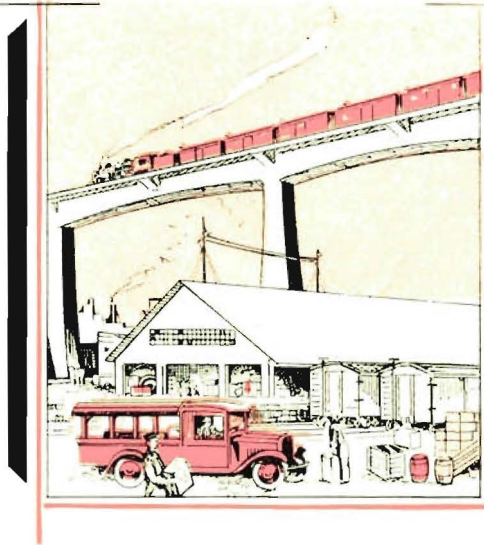
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# CAMPUS

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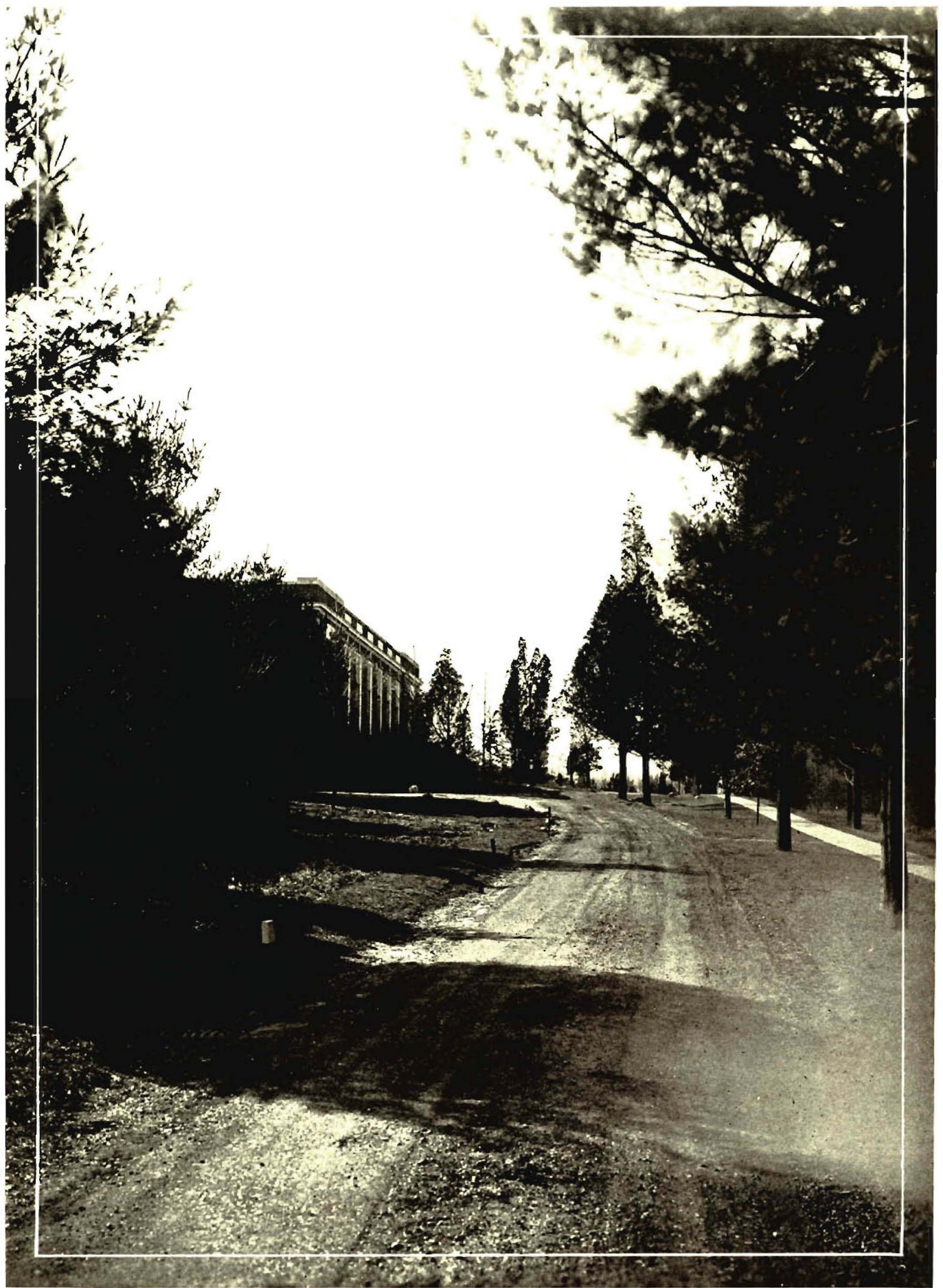
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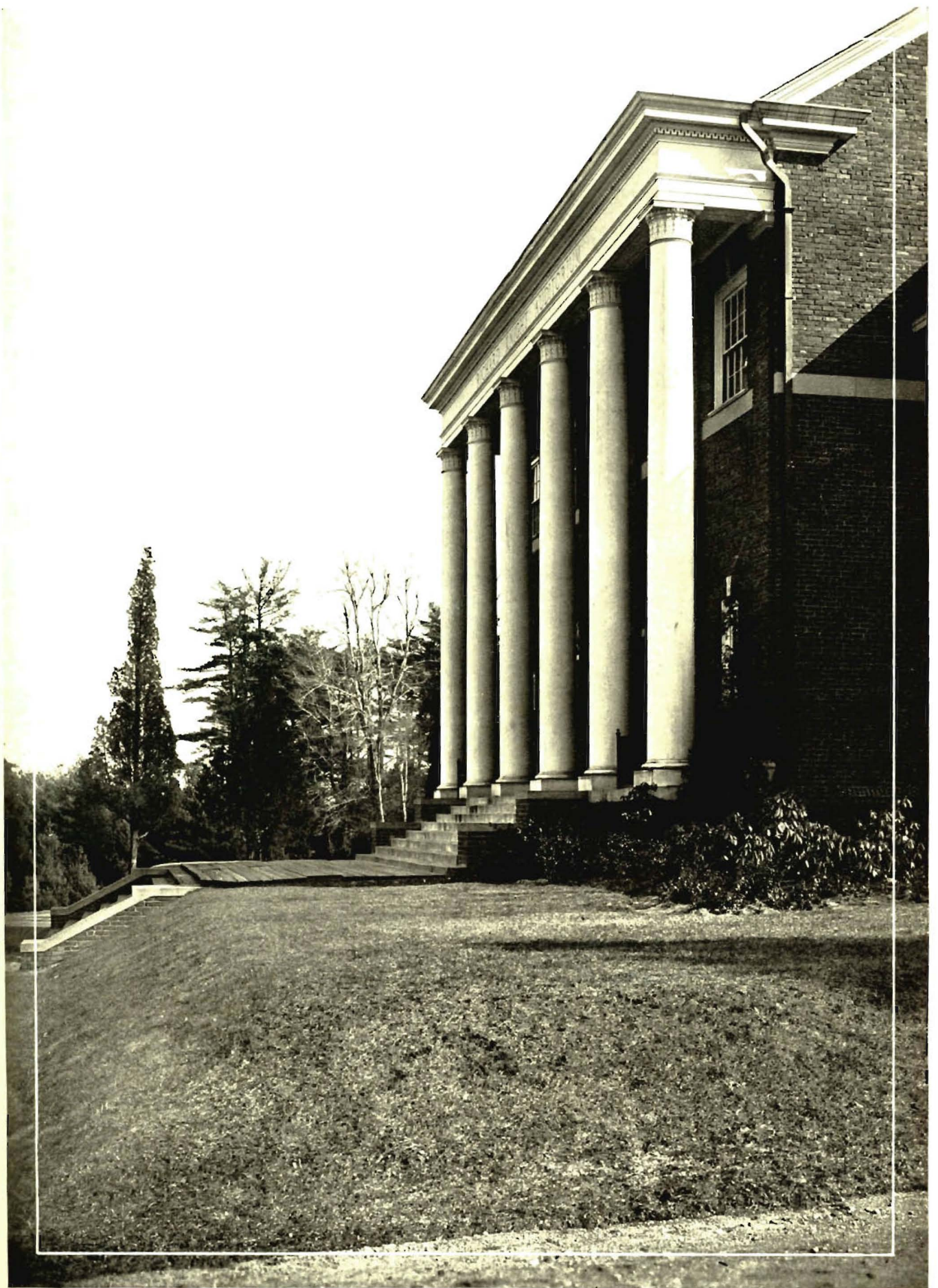
MANOR ENTRANCE  
GYMNASIUM  
THE COLONNADE  
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BRYANT HALL  
LYON HALL  
RICHARD KNIGHT AUDITORIUM  
THE TALL PINES

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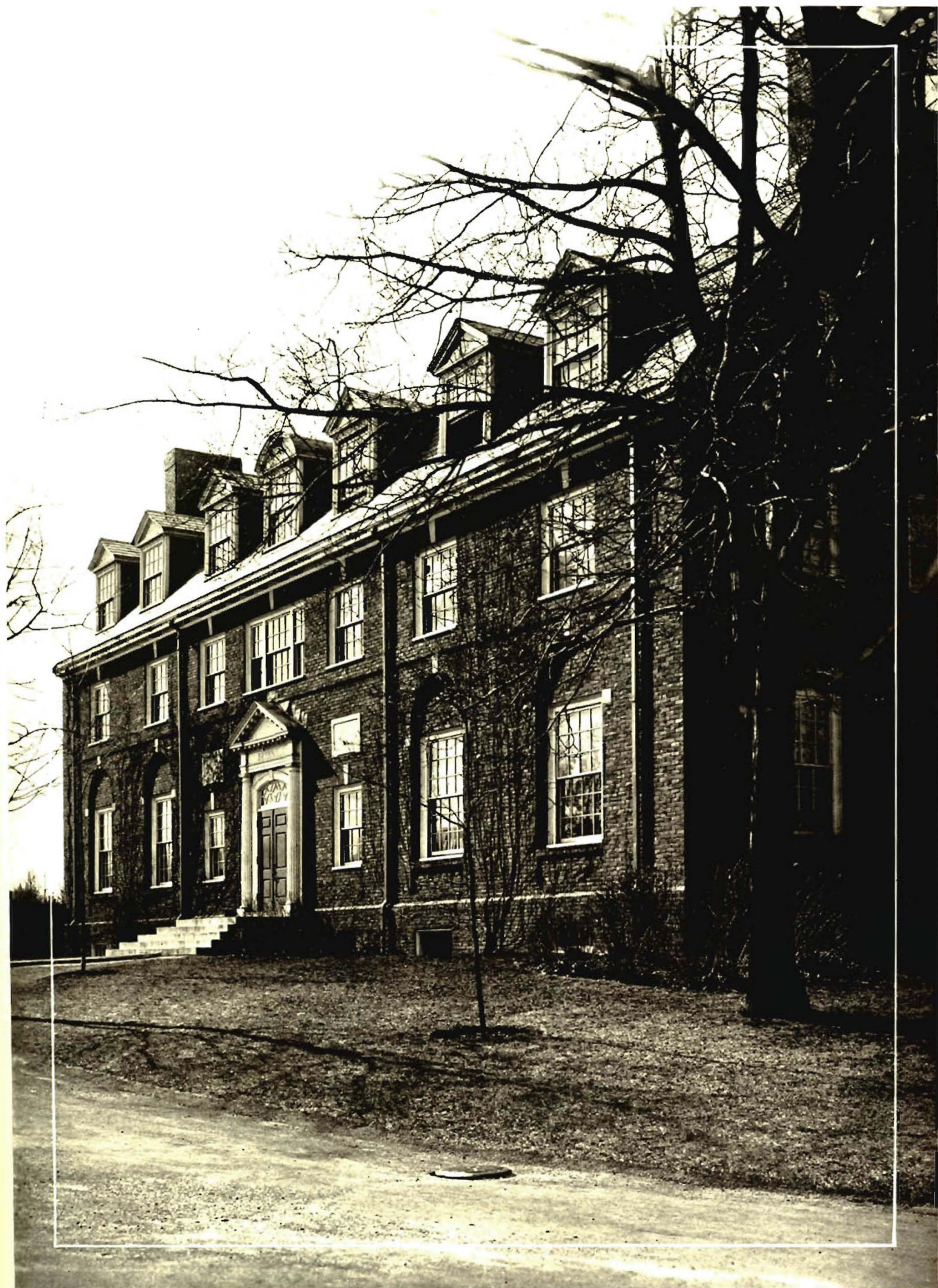




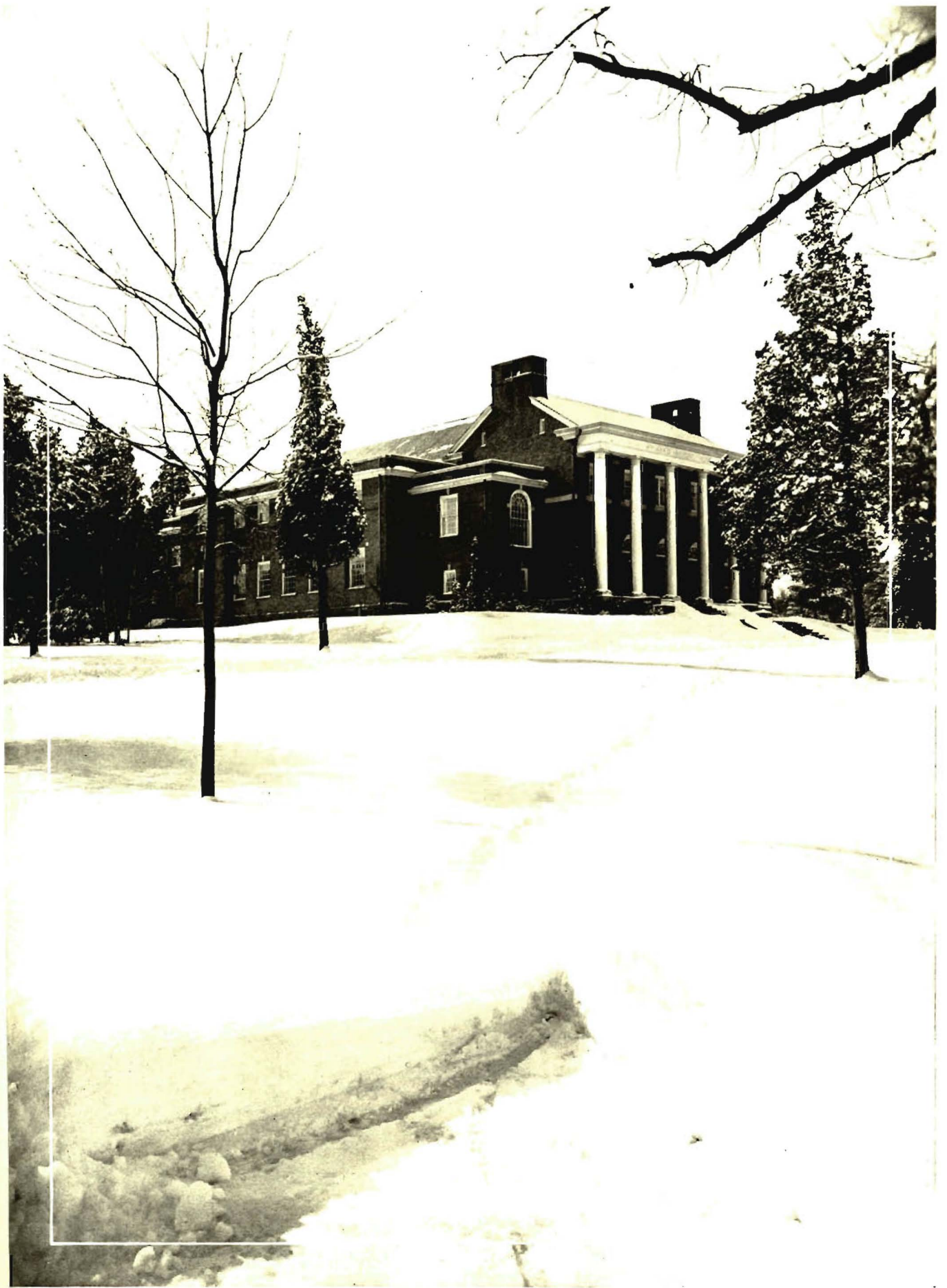


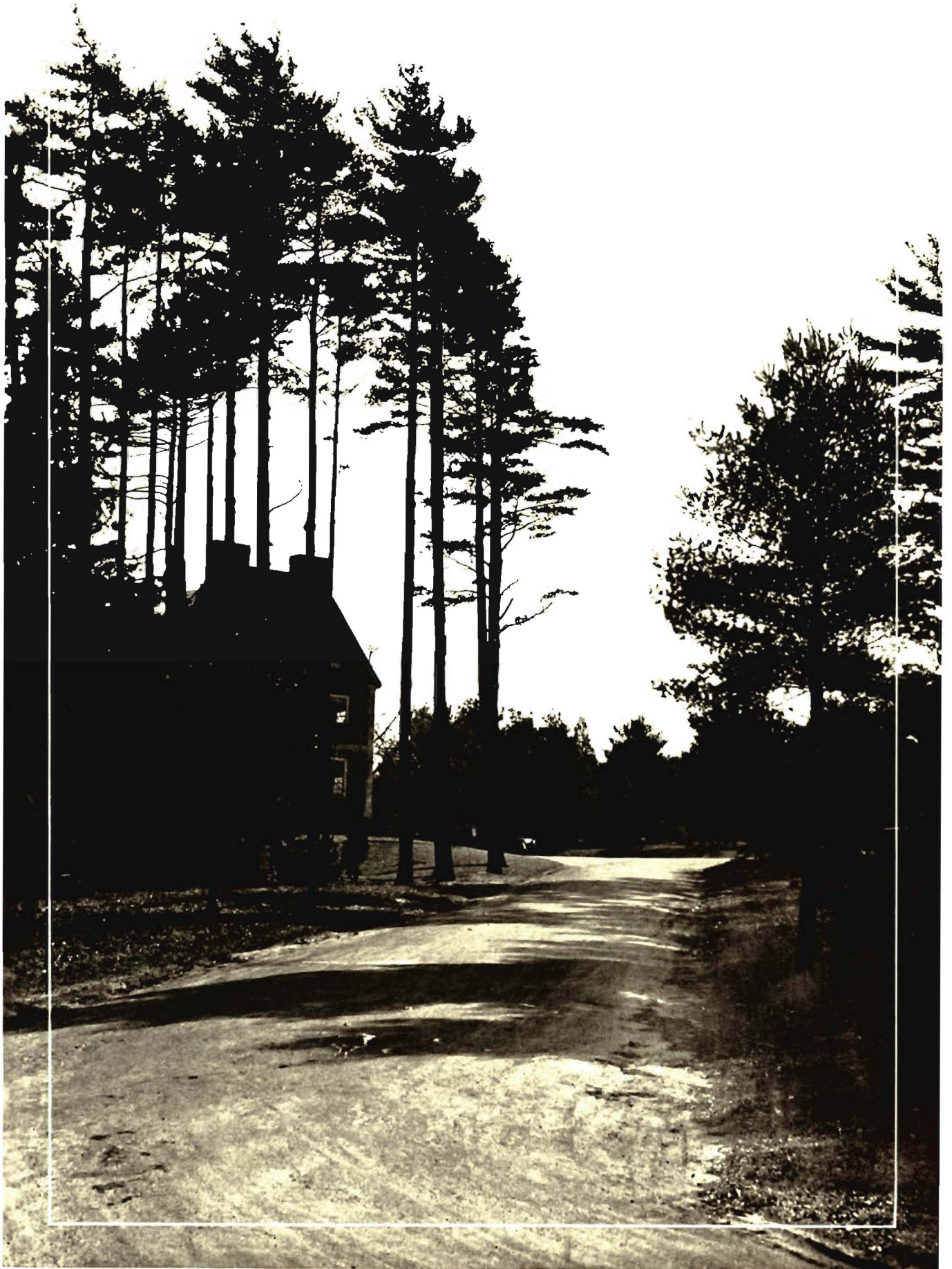




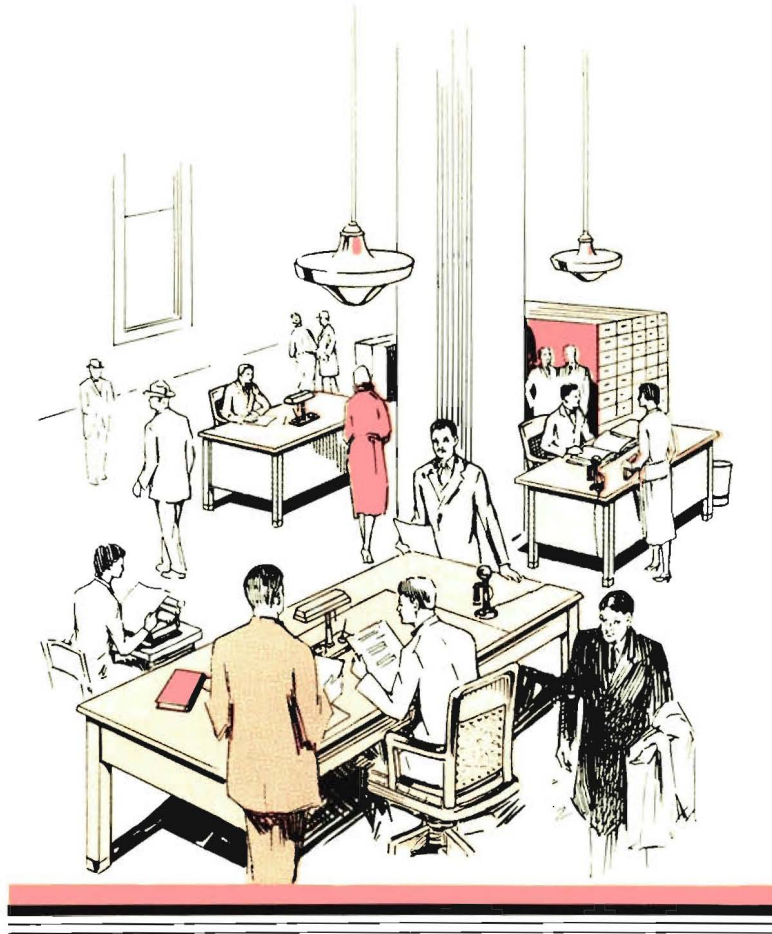








# MANAGEMENT





GEORGE W. COLEMAN

*President*

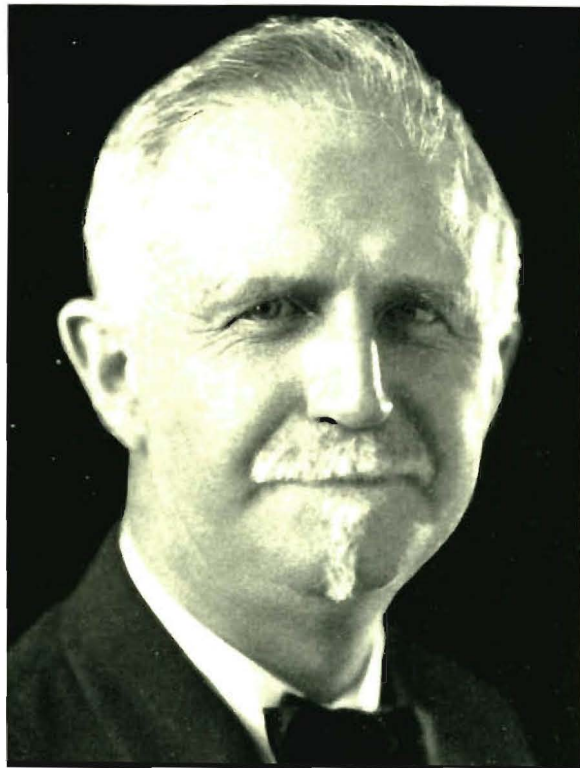
BABSON INSTITUTE

Honorary A.M. Colby; L.L.D. Wake Forest; L.L.D. Franklin College. Founder and Chairman of Ford Hall Forum. Former President of the Associated Advertising Clubs of America. President of Webber College. Former President of Boston City Council. Former Delegate to Republican National Convention. Author of "Democracy in the Making," and other books.

### My Word To Babson Men

"After all is said and done emotions run the world. Business is no exception. A Florida boom, a stock market slump remind us of that fact. Scientific management, statistical analysis and business forecasting are but devices for controlling emotions. Without any steam the governor is useless. Without desire, ambition, and determination you have no need of business control."

"Don't get so absorbed in the study and practice of business controls that you forget the driving power that must lie back of it all. Conserve your health, feed your ambitions, cultivate your aspirations, enlarge your goals if you want to keep and increase this power that you have been spending a year learning how to control and direct."



ROGER W. BABSON

*Founder*

BABSON INSTITUTE

S.B. Massachusetts Institute of Technology. Chairman of the Board of Babson's Statistical Organization. Director of various corporations. Fellow of the Royal Statistical Society. Author of a number of books on Business and on Religion. Pioneer in Business Forecasting.

### My Word To Babson Men

"You came to Babson Park to study banking, production, and distribution. You have wanted to learn how to accumulate Financial Reserves, and the Institute Staff has done its best to help you in such studies."

"I, however, desire that you shall realize, before going away, that Financial Reserves are not the most important things in life. Experience shows that a man with only Financial Reserves is a very poor man. Any such man will frankly tell you so. In order to feel satisfied with your life as years go on, you should now learn to store up Physical and Spiritual Reserves."

"The truly successful and happy man is the 'all-round' man who develops his body and soul as well as his bank account. Money can buy commodities, but it cannot buy health, loyal friendships, self-respect, and a peaceful mind. These come only from having Physical and Spiritual Reserves to draw upon in times of need."

## Board of Trustees

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## Faculty



JOHN E. MILLEA

*Dean — Director of Division of Production*

Dean Millea, or "Johnny," as he is more affectionately known to Alumni, graduated from Clark University and has the Master of Business Administration degree from Harvard. He has led a busy life. He was connected with a number of companies at various times, including the American Steel and Wire Company, Reed and Prince Manufacturing Company, Simplex Wire and Cable Company, V-S Undermuslin Company, Worcester Products Company, and others. At present the Dean spends most of his time teaching the men the fundamentals of Factory Management, and keeping them on the straight and narrow. He also acts as Consultant in Management to various firms. Mr. Millea's life is wrapped up in the phrase "from buck laborer to boss," the story of which we are all justly proud.

AUSTIN H. FITZ

*Director, Division of Finance*

Mr. Fitz is a graduate of Brown University. He is a member of Phi Beta Kappa. After graduation from Brown, he received his degree in law at Harvard Law School. This genial, soft-mannered professor of Corporation Finance is a keen student of the law and of the stock market. He serves as adviser to students on all matters relative to stocks and bonds and is always ready to lend a hand when they get into the clutches of the local arm of the law. Mr. Fitz has spent a great part of his life in the teaching profession, being at one time Superintendent of Schools of Rindge, N. H., and of Norwood, Mass. He is director of various corporations including the Manchester Trust Company and the Babson Park Company. Mr. Fitz has been President of Webber College, and is the author of articles in the *Financial World* and other magazines.





JAMES M. MATTHEWS

*Director, Division of Distribution*

Mr. Matthews is a graduate of Park College and of Harvard University. He teaches the Babson men the rudiments of Economics and Forecasting. He is also the chief engineer behind the Wednesday morning Public Speaking sessions. "Jim," as he is accustomed to call himself, is a speaker of national repute on subjects relating to Business and Economics. He is something of a vagabond traveler via a Chrysler and the Tourist camp grounds. He has been active in business, both in merchandising and transportation. Prior to coming to Babson Institute he was an economist at the University of Maine.



C. A. HENDERSON

*Director, Division of Personal Efficiency*

Mr. Henderson is a graduate of the University of Missouri, and has the A.B. and A.M. degree from Harvard University. He is a member of Phi Beta Kappa. Formerly a pastor in the Unitarian Church, Mr. Henderson's bent is now Psychology and Philosophy. His book, "Personal and Business Efficiency," was one of the pioneers in the field of Business Psychology. His classes in Business Psychology are a center of instruction and interchange of opinion in this infant and controversial science. Mr. Henderson is in charge of arranging the Saturday morning lectures given by leaders of American business and intellectual life. Prior to coming to Babson, he was associated with the Sheldon course as instructor and salesman, and with the College of Business Administration at Boston University.

HAROLD A. THURLOW

*Sales and Advertising*

Mr. Thurlow has been pounding the basic and practical fundamentals of Advertising and Selling into the wide open minds of the Babson men since 1923. Before he became the President and Treasurer of Thurlow Advertising Service, Inc. in 1924, he served as an Advertising Agency Salesman, Art Director, Account Executive, Production Manager, and General Manager in the advertising field. He also worked in Andy Mellon's department as the Advertising and Publicity Director for the First Federal Reserve District, and later as the Sales and Advertising Manager for the Kelvinator Sales Company of New England. When he isn't imparting his formulas on "how to make a million" to his anxious students, he may be seen "shooting" a variety of subjects through a photographic lens. Fortunately he has remained aloof from "talkie" productions, but he is gradually adding mileage to a film of campus life and student activities which would speak volumes without a single sub-title.



E. GROSVENOR PLOWMAN

*Statistical Methods*

Mr. Plowman is a graduate of Dartmouth, a member of Phi Beta Kappa. He has also had two years' work at the Harvard School of Business Administration. Besides his classes in Statistics at the Institute, he is Adviser on Industrial Relations and Merchandising Problems for the Associated Industries of Massachusetts. He is also a lecturer at the Lowell Institute and at the College of Business Administration of Boston University. He serves in advisory capacity to a number of Massachusetts corporations. Mr. Plowman's Statistics Problems have caused the Babson men many a sleepless night and sleepy day. He leaves the Institute this year to become Director of the Bureau of Business Research and Professor of Marketing in the School of Commerce of the University of Denver.



GEORGE R. ANTHONY  
*Industrial Relations*

Mr. Anthony was a member of the class of 1898 of Massachusetts Institute of Technology. He has spent the major portion of his life in the manufacturing end of industry. For sixteen years he was with the American Radiator Company as manager of their various plants. He has served as Vice President in charge of manufacturing for the Hart and Crouse Company of Utica, and was Vice President of the Wolverine Tube Company of Detroit. Mr. Anthony has a kind, brotherly way of dealing with the men at the school which indicates the reason behind his success in dealing with men in industry. One does not sit through his classes without catching the idea that firm, square dealing with all workers, great and small, is the fundamental basis of personnel relations.



BERTRAND R. CANFIELD  
*Advertising and Sales Management*

Mr. Canfield joined the faculty at the opening of the fall term and has since been showing the boys just how it is done on the other side of the Sales and Advertising Manager's desk. Before assisting in the production of future executives he served on the Editorial Staff of the Kansas City Star, and as Director of Advertising for the Union Bank Note Company of Kansas City. Later he came out of the west to assume the duties of Advertising and Sales Promotion Manager for the May Oil Burner Corporation of Baltimore, after which he served as the Sales Manager for the Fruit Pudding Company of Baltimore. Mr. Canfield is one of the hardest working profs in the school. He has an enthusiasm for his subject which keeps his tongue going at trip-hammer rate from bell to bell of the class period.



CARLTON G. LANE  
*Investments*

Mr. Lane is a graduate of Babson Institute. He has worked for the Southern New England Telephone Company. Before taking up his teaching duties he was on the Staff of the Babson Statistical Organization. He has a thorough grounding in the principles of investments and the practical workings of the market. Being one of the younger instructors, he finds no difficulty in understanding the student viewpoint. He has recently left the ranks of the bachelors.



ANDREW PETERSEN  
*Accounting and Taxation*

Mr. Petersen is a graduate of Boston University. He is a Certified Public Accountant. He was with Brown, Bornhofft and Company for several years. Before coming to the Institute he was head of the Accounting Department of the University of Porto Rico, and Member of the Board of Examiners of Accountants in Porto Rico. "Pete" introduces the boys into the intricacies of the income tax, and gives them an exceedingly concentrated course in Accounting. Mature in his thought, youthful in his actions, "Pete" is universally respected among the student body for his ability.



HAROLD H. SHIVELY

*Business Law and Marketing*

Mr. Shively is a graduate of the Ohio State University, and has done post-graduate work at the University of Chicago. He has had experience in business as an advertising manager and as a junior executive, and has had previous experience in teaching as Assistant Professor of Business Administration at the Ohio State University. Mr. Shively is the author of a number of monographs, among them, "Unfair Methods of Competition in the Retail Field," "Ohio Ordinances Regulating Competitive Practices," "Training for Retail Advertising," and "Content of Advertising Courses in Colleges of Commerce." Although Mr. Shively is one of the latest additions to the Institute faculty, he has, by his friendly manner, his willingness to see the other side of every question, and his quiet efficiency, made himself popular with all the students.



JOHN P. TILTON

*Business Psychology*

Mr. Tilton is a graduate of Colby College of Waterville, Maine. Here he received an A.B. degree. Later he attended Harvard University where he held the title of Research Assistant, and also received an Ed.M. Before coming to Babson, Mr. Tilton spent a year teaching Psychology at Tufts College. At the present Mr. Tilton is making a research with an effort to ascertain the correlation, if any, between physical size and mental ability. The students have always found Mr. Tilton "just one of the boys" that can still remember the thoughts and problems of the growing young man. He has become quite famous for his part of the Tilton-Henderson argument upon the Hormistic-Mechanistic theories, R. L. Watson, et al.

DEWITT G. WILCOX

*Lecturer on Hygiene*

Dr. Wilcox has been associated with Babson Institute for several years. He is a graduate of Akron University, of the Medical College of Ohio State University, and has studied in Europe. He was at one time president of the New York State Medical Society. At the present time, aside from his duties at the Institute, he is attending surgeon at the Newton Hospital, is a Fellow of the American College of Surgeons, and Emeritus Professor of Surgical Gynecology at Boston University School of Medicine. Dr. Wilcox treats the subject of hygiene in a way that makes it very interesting and easily understood as well as instructive.



FORD A. CARPENTER

*Lecturer in Meteorology and Aeronautics*

Dr. Carpenter is a graduate of Occidental College and has studied at the Carson Astronomical Observatory. He has been associated with the United States Weather Service for thirty-one years, and was at one time manager of the Department of Meteorology and Aeronautics for the Los Angeles Chamber of Commerce. He has lectured in the past at the summer sessions of the University of California, and also at the Aviation School of the United States Army. Dr. Carpenter is a member of many clubs and societies, among them the American Meteorological Society, the Royal Meteorological Society (London), member of the board of governors of the Department of Aeronautics, and a member of Phi Beta Kappa. Since 1921, Dr. Carpenter has been lecturing on Meteorology and Aeronautics at Babson Institute.





ELMER HENRY FISH

*Industrial Relations*

Mr. Fish became a member of the faculty in the fall term, substituting for Mr. Anthony, who was compelled by ill health to give up teaching for a time. Mr. Fish is a graduate of Worcester Polytechnic Institute, and for six years was an instructor there. He later became head of the newly established Worcester Trade School. In 1915 Mr. Fish took charge of educational work for the Norton Company, manufacturers of grinding wheels and grinding machinery, and afterwards took charge of all industrial relations for that company. Mr. Fish has written books on Employment Management, Production Management, Employment Psychology and other subjects. Because of these past connections, as personnel manager, as educator and as author, Mr. Fish has shown himself to be thoroughly familiar with problems confronting students of Industrial Relations and Business Management, and is able and willing to untangle these problems to the satisfaction of all.



WILLIAM R. MATTSON

*Assistant to the President*

Mr. Mattson is a graduate of Massachusetts Institute of Technology. He spent several years in engineering construction work. He was a Captain in the World War. Before coming to the Institute, he was on the Staff of the Babson Statistical Organization for a number of years. At present he is assisting Dr. Coleman in bringing new students to the Institute, keeping intact that far-flung line of students, from Maine to Florida, to California and British Columbia. "Bill" is a high-power salesman. He makes you feel as if he were an old friend in the first ten minutes.



DWIGHT G. W. HOLLISTER

*Treasurer of Babson Institute*

Mr. Hollister has been with the Institute almost from its beginning. He was graduated from Boston University, and since then has been associated with the Johns-Manville Company and the Forbes Lithograph Company. He was also associated with Bond and Goodwin, note brokers, and just prior to joining the Institute Staff in 1921, he was with the firm of Scovell Wellington and Company, Certified Public Accountants and Industrial Engineers. Mr. Hollister's first connection with the Institute was as Accountant for various Babson Organizations. He assisted in the administration of the business department and was the director of Accounting Instruction. Later he was elected Treasurer of the Babson Institute which position he now holds.



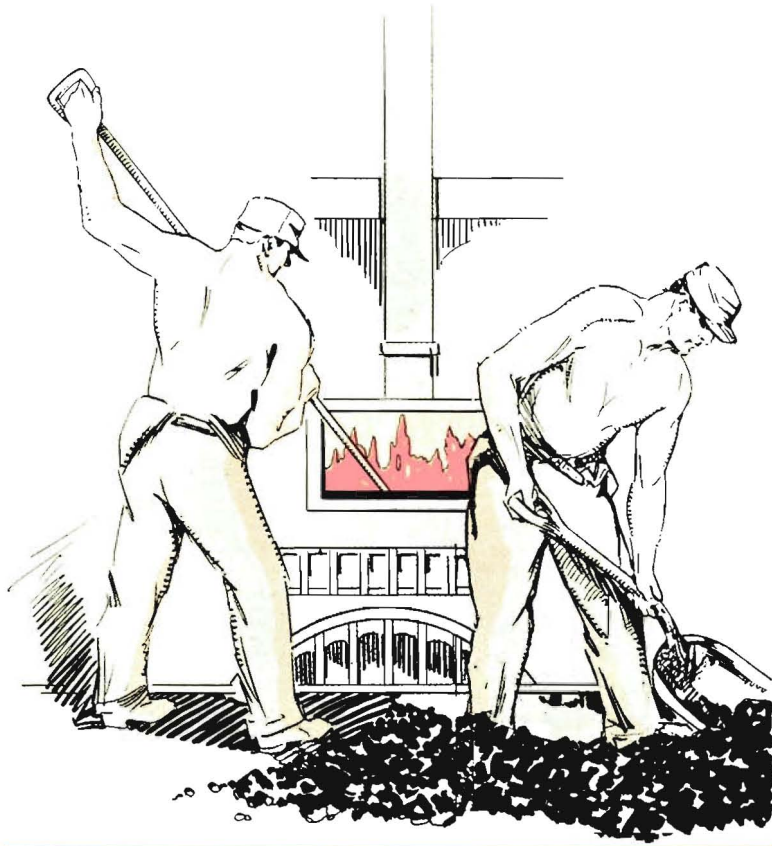
ELEANOR HAYWARD

*Registrar*

Miss Hayward is one of the oldest living inhabitants of Babson Institute, having been here since its founding in 1921. She received her degree as Bachelor of Science from Simmons College. She received her M.B.A. from the College of Business Administration of Boston University. Before coming to the Institute Miss Hayward was an assistant in the Economics Department at Tufts College, and an assistant in the Economics Department at Boston University. Aside from her duties as registrar, Miss Hayward watches the books in the library with an eagle eye. One of her chief delights is calling up the study hall and telling this or that student that "Mr. Millea would like to see you in his office."



# MEN



Class of 1930



- W. JAMES McQUISTON . . . . . *President*  
 J. BRUCE GAHLE, JR. . . . . *Vice-President*  
 WILLIAM H. LARKIN . . . . . *Secretary*  
 J. ROGER DRYDEN . . . . . *Treasurer*

"Ten generations of Babson men have graduated into business; we are the eleventh. We glory in the traditions behind us and it has been our hope to perpetuate them and enrich them as we may.

"There have been accomplishments during the past year of which we are proud. The securing of extra holidays at Thanksgiving was a precedent in Babson history, and prognostications are that such an accomplishment will remain unique to our class. This holiday was 'granted to us in recognition of our enterprise, thoughtfulness, and fairness.'

"Our social proclivities were evidenced by a dance each term and a grand finale hop at the end of the year. This was a new social record for never before has an elder generation been able to promote more than two in a year.

"Most of all our pride is in our class—the largest yet. Its cosmopolitan character has brought together viewpoints from everywhere: from California to Maine; from British Columbia to Florida; and from Europe. We have come to study business together and to learn from each other. We have formed lasting friendships. For one short year we have been together, but it has been an important year in our lives, and is now history. We leave to essay new fields."



WILLIAM C. ABBE

Rahway Road, Plainfield, New Jersey

Bill attended Colgate University and spent one year in a Plainfield bank before coming to the Institute. Bill seems to be desirous of leaving the family traditions by omitting the law profession and becoming a business man. His future lies within the scope of distribution. Bill gets gentlemen's grades. He is never so entertaining as when he is happy. He takes life as it is with a philosophical resignation.

THOMAS J. AYCOCK, Jr.

1849 Willow Branch Terrace, Jacksonville, Florida

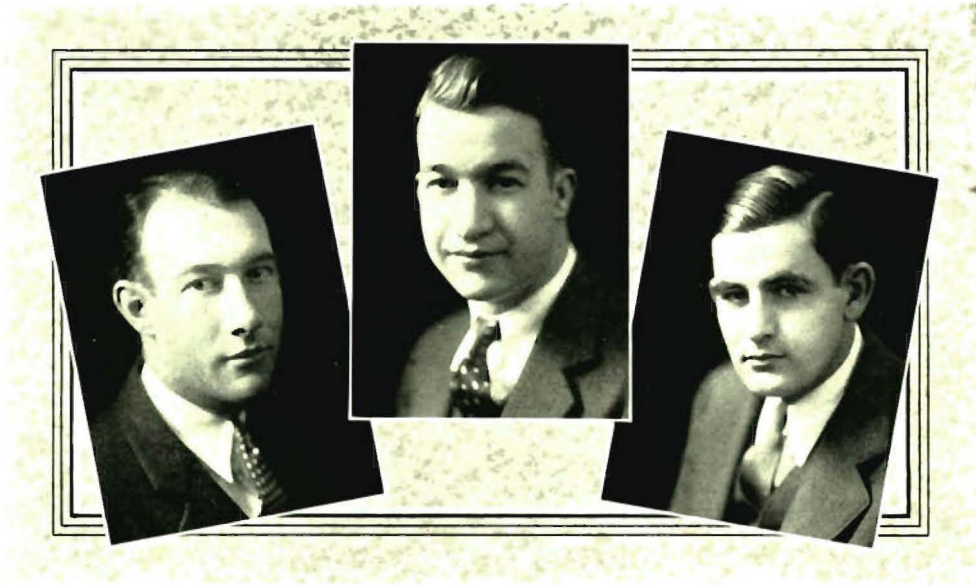
When we say Tom Aycock, it's just the same as saying Bobby Jones for already Tom has played in several National Tournaments and last year won his way to fame in capturing the Intercollegiate Golf Championship of the United States. He attended Yale for two years and has had a bit of experience selling general insurance. His father is a producer of Naval Stores, and Tom expects to enter the lumber business, providing his golf does not hold too much of his interest. Aycock's voice can be heard from the Laurel House to Park Manor.



GEORGE A. BALLARD

328 Maple Street, Fall River, Massachusetts

Ballard's former Alma Maters are Loomis Institute at Windsor, Connecticut and Bowdoin College, Maine. At the latter he was one of those D.K.F. boys. His father is Alvan R. Ballard. George is one of the young married set. His hobby is golf. George came to Babson without any fixed ideas about what he wanted to do. He won't pick his field until after he has finished finance.



CLARK N. BARTON

Box 1825, El Dorado, Arkansas

Clark took his previous education at Culver and Louisiana State University. He is a member of Kappa Alpha (Southern). His father is president of the Lion Oil Refining Company. Clark is a lad with something of a Southern drawl. He is a tall straight fellow and impresses us as one who will make a good business man. He expects to go into production or distribution. He will probably learn the hard knocks in his father's company.

THOMAS K. BARTON

Box 1825, El Dorado, Arkansas

Killey is a Culver man but he doesn't talk about it. Perhaps they took it out of him at Louisiana State University where he was a Kappa Alpha (Southern). Colonel T. H. Barton, Killey's dad, is an Oil Refiner and his son is going to follow his footsteps. The said son claims that he has no hobbies but unless he calls bridge a profession it is certainly a hobby with him.

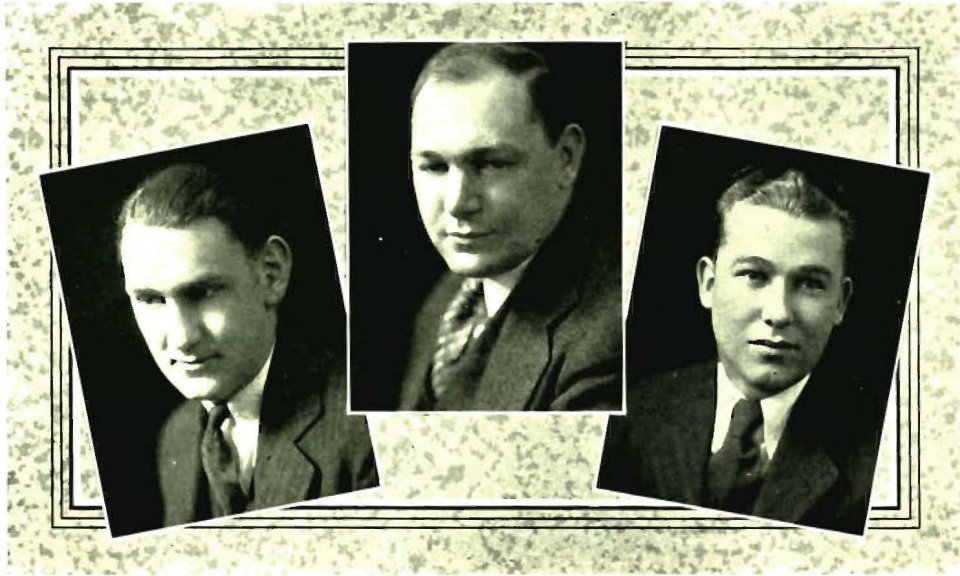
HORACE BASSETT

65 Pleasant Street, Brookline, Massachusetts

We haven't a great deal to say about Horace, for he is the type that Mr. Tilton would call an introvert. Horace has had a bit of business experience with the Batchelder and Snyder Company, dressers of beef and pork. It is really hard to predict a future for this boy for we are unable to ascertain his ambitions toward the business world. Bassett is a tall fellow. He is always on the move somewhere, generally catching a train.







ALFRED P. BENKE

608 Diversey Parkway, Chicago, Illinois

Al spent years of study at Culver, and came to the Institute to polish off his education before entering the business world. He has worked with his mother, who is an owner and operator of an apartment hotel. He also spent some time working with the Broadway Trust and Savings Bank of Chicago. What the future brings for Al, we do not know, nor can he give us an idea.

MARIOX G. BIANCHI

Barre, Vermont

Al has had a life as colorful as any novel ever written, and if we had the opportunity and his permission we would like to set it down. He is a graduate of Bucknell University with an A.B. degree and is a member of Kappa Sigma. For five seasons he worked as steward for the Hudson Day Line on board the Steamship Robert Fulton. For a number of years hotel work has held his attention, and we are sure that in the near future we will find him operating one of New York's best. His father, G. Bianchi, is a granite manufacturer. Biane's hobby is books.

JOHN C. BLACKMAN

1734 Jackson Avenue, Alexandria, Louisiana

Johnny is blessed with a Southern drawl that immediately gives him away as the Southern gentleman that he is. He came to Babson from the Kemper Military School and the Louisiana State University. He is a member of Kappa Alpha. John comes from a line of distinguished lawyers and jurists but has chosen business as his field.



HARRY F. BLIVEN

20 Sussex Avenue, Bronxville, New York

Bliven, our showman, was formerly a student in Choate School, Yale, and the American Academy of Dramatic Art. His father is Vice-President and General Manager of Harvey Hubbell, Inc. Those following the legitimate drama will remember Bliven when he played in "Send No Money," "Buried Alive," "Gods of the Lightning," and others. He also produced "Penthouse." Harry is going back into the show business some day. He and MacMahon are Mr. Henderson's especial pets.

ROBERT C. BRANDT

707 Grassmere Avenue, Interlaken, New Jersey

Bob earned an A.B. after four jolly good years of Dartmouth and the brotherhood of Lambda Chi Alpha. His interests are golf and socialism, and his weakness, beautiful women. As yet he has not pointed to any definite field upon which he may expect to venture, but it is our guess that some field of Finance will hold Bob's attention when he enters the business world.

JOHN E. BURKE, Jr.

79 Linden Street, Wellesley, Massachusetts

Pinkie, as he is known to the Babson babies, is a resident of the local township. He gets his name from his red face and his pink hair. John is the son of a merchant in Wellesley and expects to enter either advertising or some phase of finance on completing the course at the Institute. He graduated from Wellesley High School and also attended the Huntington School and Boston University. He is fond of music and when not entertaining a Wellesley *femme* spends his time studying radio.





DEXTER V. BURLEY

Vestal Road, Binghamton, New York

Dexter has had a variety of business experience, including work with the Citizens Bank of Binghamton, Agfa Ansco Company, and the Binghamton Railway Company. His father is general manager of the Triple Cities Traction Company, as well as being the Auburn, Cord and White truck sales representative in the fair city of Binghamton. Dexter has no definite plans as to his future occupation, but the probability is that he will enter the investments field.

LOUIS D. CARON, Jr.

1715 Napoleon Avenue, New Orleans, Louisiana

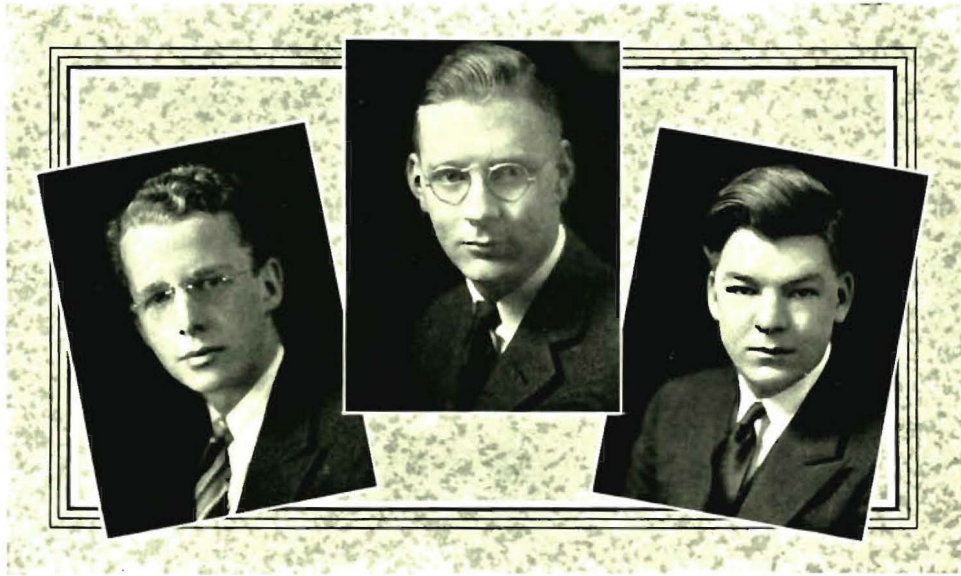
A Bachelor of Engineering and a Phi Delta Theta from the Tulane University exemplify Louis's achievements to date. But there is more in the making, for looking through the pages of history we find many prominent men who were engineers and also Phi Delta Thetas, and we are sure that Louis will be no exception. His interests are toward finance or production, but we are inclined to believe that the former will be his choice.

ROBERT S. CLARK

Longwood Towers, Brookline, Massachusetts

Bob is ex-Exeter and Bowdoin College. He is a D.K.E. If he ever asks you up to his apartment be sure to have him show you his collection of First Editions. It's not often that you'll see such a collection. Bob hasn't picked his business yet, but it's going to be in the financial field.





DUANE C. COLLIER

175 Conklin Avenue, Binghamton, New York

Collier is from Binghamton, somewhere in New York State. He is the son of Claude R. Collier of H. C. Collier and Sons, Inc., makers of heavy chemicals and paints. Duane also worked for that company before he came to Babson. His hobby is swimming—on which there has been closed season in New England ever since Duane started eating beans and brown bread for his Saturday noon meal. Duane is a tall, curly headed blond with finely cut features. He has helped edit the student section of the Alumni Bulletin.

JAMES A. CORWIN

77 Franklin Boulevard, Pontiac, Michigan

Albion College and Sigma Chi claimed the attention of this little man before entering the Institute. The desire to finish school and get into business cut short his college work to two years. Mr. I. S. Corwin is associated with the firm A. A. Corwin and Company. Jim has worked with this company and is planning on returning there after the course at the Institute is completed. "Peanuts" is a tall, gangling fellow—a hard worker.



JOSEPH M. CROWLEY

201 Conklin Avenue, Binghamton, New York

Joe admits that he is one of Binghamton's loyal sons. His father is James K. Crowley. Since his rapid rise from foreman to branch manager in the business world he is making a brief pause here before conquering new fields. His spare moments are usually spent sitting in that circle where men direct the destinies of those mysterious little cubes. Joe arrived at the opening of the second term but managed to slide in as a member of the winning bowling team.



JOHN W. COOK

3160 Albert Street, Regina, Saskatchewan, Canada

This quiet-mannered chap learned about school life first in Regina Collegiate Institute in Saskatchewan and then continued his erudition in St. Johns College, Winnipeg, Manitoba. Then he smelled out bad checks for the Canadian Bank of Commerce in Regina. After that he took a flyer at the brokerage business with Solloway, Mills & Co., Ltd., also in Regina. His father wanted him to go with him in his underwriting insurance business, but the boy wanted to get the world's evaluation of his services first. Having had the world's appraisal of his worth and added to that the Babson financial training, his conscience at last feels free to allow him to join his ability to his father's enterprise in Regina.

ROBERT D. DAVEY

1009 West Washington Avenue, Jackson, Michigan

Michigan State College sent two men to attend the Institute, and one of these was Bob Davey. After completing two years of college work, the urge to do bigger and better things drove Bob here for a hasty finish of his education and then into the business world and Public Utilities. His father is secretary of the Consumers Power Company and Assistant Secretary and Treasurer of the Commonwealth and Southern Corporation.



BRUCE DENISON

Sheridan, Wyoming

Bruce went to Kemper Military School and is a cornhusker from the University of Nebraska. He is a member of Beta Theta Pi. This blond lad from the wide open spaces where they have no street cars, to hear him tell it, expects to be anything from a professional man on down. His father, Dr. E. G. Denison, is a surgeon and perhaps Bruce will follow in his footsteps. Bruce's forte is music.



W. MARTIN DILLON

1005 East Third Street, Sterling, Illinois

Just another boy from the middle west, and dear old Culver Military Academy, whence many of the Babson men come. Besides this he has done considerable work in a wire and steel factory as well as selling the same product. His father is interested in this particular business. Marty expects to enter some phase of either production or distribution, he hasn't selected between the two as yet.

J. RODGER DRYDEN

20 Beverly Road, Grosse Pointe, Michigan

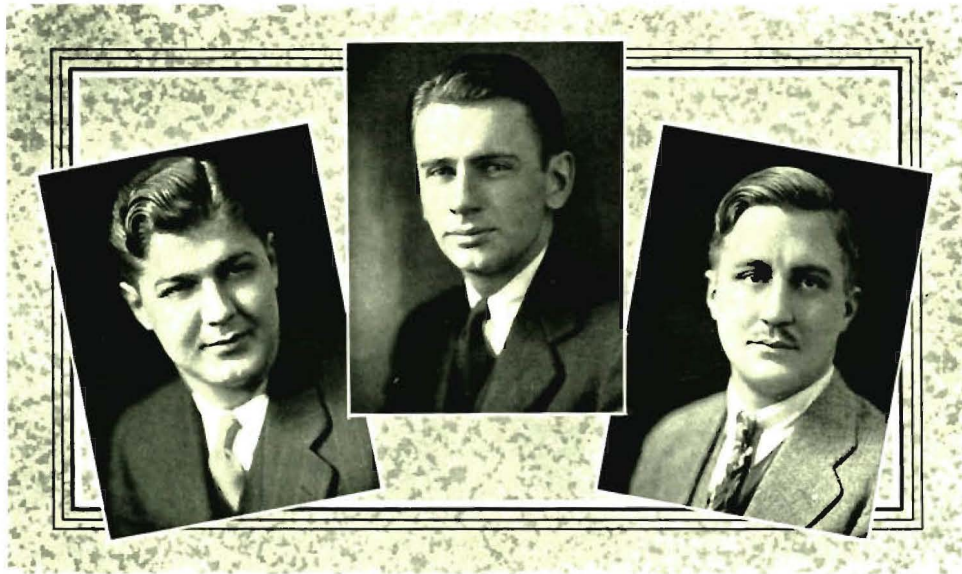
Phillips Exeter, Detroit University, and Fair Harvard claim the foundation of Rodg's education. While in attendance at Harvard he joined Sigma Alpha Epsilon. Mr. Dryden senior is president of the Long Manufacturing Company. He has spent much time and patience in trying to make a golfer out of Rodg. What the future has in store for Rodger's business career is yet to be seen, but our guess is factory manager.

CHARLES L. DUNLOP

2221 Park Avenue, Cincinnati, Ohio

Of course, everyone has heard Dunlop speak of Kenyon—the college—but Charlie also went to Cincinnati where he was a Phi Delta Theta. Later on he transferred to Kenyon—the college. Charlie's father is Rev. George C. Dunlop of Advent Episcopal Church, Cincinnati. This makes Charlie a minister's son. For hobbies Charlie goes in for wrestling and swimming; and also the great indoor sport—well, the secretaries call it wordiness. Dunlop expects to go into investment research or banking. At various times Charlie has worked as government surveyor and inspector of concrete, and as director of athletics.





LEWIS H. DURDIN

2308 Farwell, Chicago, Illinois

Durdin was exposed to "larnin'" at the University of Illinois and De Paul University. Being immune he was pledged Lambda Chi. Lou's dad is with the Chicago Pump Company and son himself is headed for the pump racket after graduation—in the sales department, he hopes. Lou has served the class on the Dance Committee and as an Associate on the Editorial Board of the Babsonian.

ROBERT D. FERGUSON

426 Dawson Avenue, Bellevue, Pittsburgh, Pennsylvania

Bob obtained an A.B. degree at Westminster College. He is a member of Phi Pi Phi, a brother of Jim McQuiston. After Westminster, Harvard Law School held his interests for two years, and then he came to the Institute to increase his knowledge of business as augmented by a number of summers of work with a construction company. While in college Bob was the editor of the school annual, and on the basis of his success there he was chosen editor of the Babsonian. His father is the Rev. James M. Ferguson, D.D. In spite of that, Bob's interests are along business lines and he expects to enter either the investment or law field, probably the latter.



HERBERT I. FINK

108 Maxwell Avenue, Geneva, New York

Herbie is a graduate of Manlius Military Academy and a brother Mason of Birdie Smith. Being in strong with Birdie gives Fink a monopoly on the Beacon light. Herbie claims he's only up there looking for airplanes. Airplanes, if Fink has not already told you, are his hobby. Hence the leather cap and countless magazines and catalogues on airplanes. He expects to enter a partnership with his father, Herbert R. Fink, in a Super-Service Gasoline Station.



J. BRUCE GAFILL, Jr.

1068 Woodward Avenue, South Bend, Indiana

Gafill is the vice-president of the class. Culver sent him to us by the way of Brown University. At Brown Bud was a Psi Upsilon. At Babson he is one of the best faders about. Bud's father is J. Bruce Gafill of the Gafill Oil Company. At present Bud is all set to work for Dad Gafill. Bud doesn't want us to publish his hobby.

WILLIAM L. GEDDES, II

102 Clinton Avenue, Montclair, New Jersey

After having a bit of Culver Military Academy, Stevens Prep School, and Lafayette College, and also Theta Delta Chi, Bill thought it best to round up his educational career by pursuing the course at the Institute. Mr. Geddes senior is interested in the firm, MacAndrews and Forbes, manufacturing. Bill at one time sold Auburn automobiles, and they say he was quite a salesman, but he thinks now that production work would interest him, and so production work it will be.

CHARLES H. GRAHAM

Thorn Run Road, Coraopolis, Pennsylvania

Charlie is just another Culver man, but he came to us by way of the University of Pittsburgh. Although he has had no actual business experience, he has traveled around a bit, and has worked on various ranches in Arizona. His father is vice-president of the Pittsburgh Screw & Bolt Company. Charlie's interests run along the line of production and finance. Just what the selection will be we will have to wait and see. He did a good job in managing the great Von Mach when he was in school. Any other job must look easy now.







STEPHEN A. GRAHAM, JR.

4000 Gratiot Avenue, Port Huron, Michigan

Steve spent two years at Notre Dame University, and then came East to school and to get married. He has worked selling radios and collecting for a finance company. His father is interested in banking and Steve expects to enter some phase of either production or finance. Steve has the distinction of arriving late on a factory trip and still having "Johnny" compliment him on his ingenuity in getting there at all.

GEORGE M. GRIMES, FIRST LIEUTENANT, U. S. A.

c-o Adjutant General U. S. Army, Washington, D. C.

Every year the United States Army sends one man to the Institute to receive a training in business management, and Lt. Grimes is this year's representative. The Army has sent some fine men to the Institute in past years. In his early years he studied at the Oneonta State Normal, and has been with the Army since then. After this course he will be with the Procurement Division, Office of the Quartermaster General, U. S. Army. In passing, we might mention that the Army has lived up to its reputation for sending fine men by giving our class the "General."



THOMAS S. HAYDEN

1673 Hudson Street, Denver, Colorado

Tom attended the University of Denver and is a member of Beta Theta Pi. He has worked for the Hayden Brothers Coal Company. His father is president of the Hallack & Howard Lumber Company. Tom expects to enter the coal business upon his completion of the course here at the Institute. His hobby is going A.W.O.U., but "Johnny" Millea seems to have kept that idea in check.



OLIVER M. HEALEY

2774 Andrews Drive, Atlanta, Georgia

Joe knows golf from turf to caddie, and will no doubt know real estate as well. He finished the divisions of Finance and Distribution, then the call of the business world and romance became too great. We will expect to find him soon, a junior partner in the firm, Healey Realty and Improvement Company, of which his mother is president.

RAYMOND A. HUTCHINSON

10 Tremont Street, Hartford, Connecticut

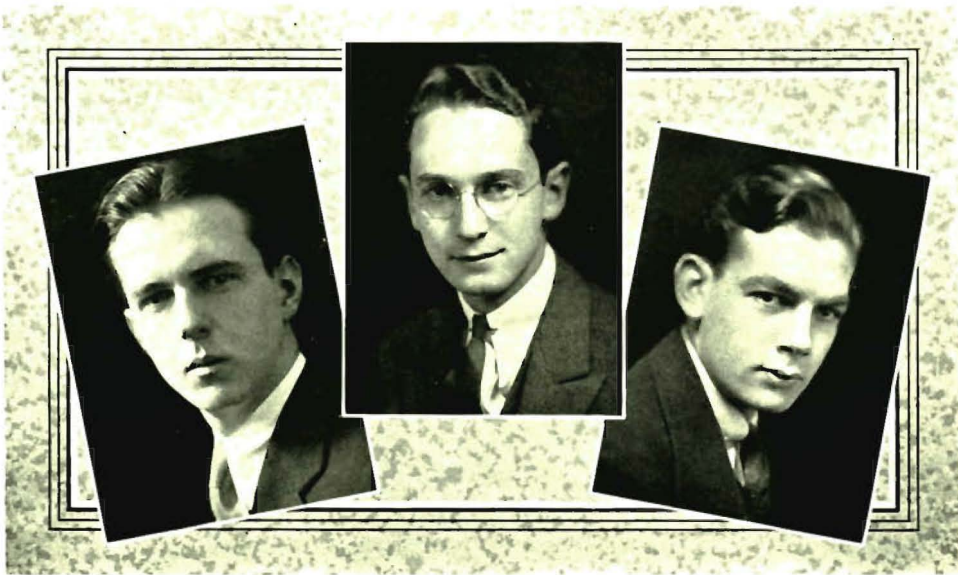
Hutch is one of the boys that has played in tough luck. He entered the Institute in September, finished the first quarter, and took sick during the Christmas vacation, and was forced to remain out of school the first week of the new term. During that term he was again forced to leave school as a result of sickness. But he is now back again to finish. His father was formerly president of the Bank of Greenbrier, and Hutch seems to be desirous of following in his footsteps for he has already spent some eight years working in all branches of banking, and expects to enter that field upon the completion of the course at the Institute.

GEORGE C. JAMES

302 Summit Avenue, El Dorado, Arkansas

The Man From the South fully describes the "Colonel." He attended Centenary College for two years and while there added his name to Kappa Alpha. The "Colonel" has worked with the Exchange Bank and Trust Company and the Arkansas-Louisiana Hotel Company. His father is Chairman of the Board of Exchange Bank and Trust Company, and also operates a local lumber mill. Hotel work will claim the "Colonel's" attention after he leaves the Institute. At present he is meandering about Arkansas. He is one of the drollest fellows we have had the pleasure of knowing.





AL SMART JOHNSTON

Foster Brook, Bradford, Pennsylvania

Al is one of the younger set at Babson coming here just out of Prep school. What Prep school? Why, Culver, of course. Al's dad is R. B. Johnston who manages a Ladies' Ready-to-Wear and Dry Goods business. Al thinks this is a good business to be in and is going into it as soon as Doc Coleman passes over the certificate June 17th. Al is going to specialize in distribution and sales. Al says his hobby is women—he doesn't specify any particular brand.

LOUIS E. KAHN

970 Dana Avenue, Cincinnati, Ohio

Bud spent a short time at Lafayette College and about a year learning the meat packing business. Mr. Kahn senior is interested in the E. Kahn Sons Company, beet and pork packers. Bud enjoys horse-back riding during his spare moments, possibly to keep ever present the meat industry, for he is planning upon entering his father's business upon the completion of his education.

CHARLES W. KELLER

336 West South Street, Carlisle, Pennsylvania

Charlie attended the University of Pennsylvania and worked the better part of a year before entering the Institute. He is a member of Alpha Chi Rho fraternity. His business experience was gained in the employment of C. H. Masland and Sons, rug manufacturers. Just what his future occupation will be he has not designated. His father is Thomas C. S. Keller, a banker. Charlie is a good-natured, light-hearted fellow.





JOHN L. KELLOGG, Jr.  
Kellogg Inn, Battle Creek, Michigan

After graduating from Ferris Institute, and becoming a member of Sigma Alpha Delta, John, after going into conference with Poppa Kellogg and Grandpoppa Kellogg, decided that Babson was the place to polish off his education before getting out into the cold, cruel business world. John has done efficiency work in the Kellogg Company, and after completing his education, he expects to return to that company for his life work. Let us say that John is a doer, and that's sufficient. As Business Manager of the Babsonian he has proved it.

FRED C. KLINE  
Enid, Oklahoma

Our cautious yet aggressive friend from the wide open spaces of Oklahoma states that he is the first of a long line of Klines. He matriculated first at a small unknown college in the west, but he longed for greener and fairer fields. Sophisticated and erudite Boston beckoned alluringly and he came. His cautious nature forced a three-months' study of the educational opportunities of the metropolis ere he leaped into any of them. Like all great loves, his affection for Babson was assured at first glimpse of the million-dollar campus. And now he has begun to capitalize on Thurlow's advertising course by peddling advertising space for that grand old paper, the "Boston Transcript."



ALONZO T. KNIGHT  
298 Vestal Avenue, Binghamton, New York

Knight is one of the five boys from Binghamton, N. Y. There are more Babson men from Binghamton than there are from New York City, which all goes to prove nothing. Al is the son of William T. Knight, publisher. In the summer Al yachts and watches the Beacon light; in the winter he doesn't yacht. Knight has had business experience as salesman with the Waight Motor Co., and as a Linotypist with the Quality Press of Binghamton. He expects to be a stock broker.



PAUL P. KOZACIK

627 One Hundred Nineteenth Street, Whiting, Indiana

Paul is one of the older boys attending the Institute. He came here after several years' business experience in South America with the Pan-American Petroleum Company and Ayulo Exporting and Importing Company. His business experience in the States was with Indiana State Bank. Mr. Kozacik senior is president of the American Trust and Savings, and Paul expects to follow the banking profession.

H. HENRY KRUDOP

2611 Clarendon Road, Brooklyn, New York

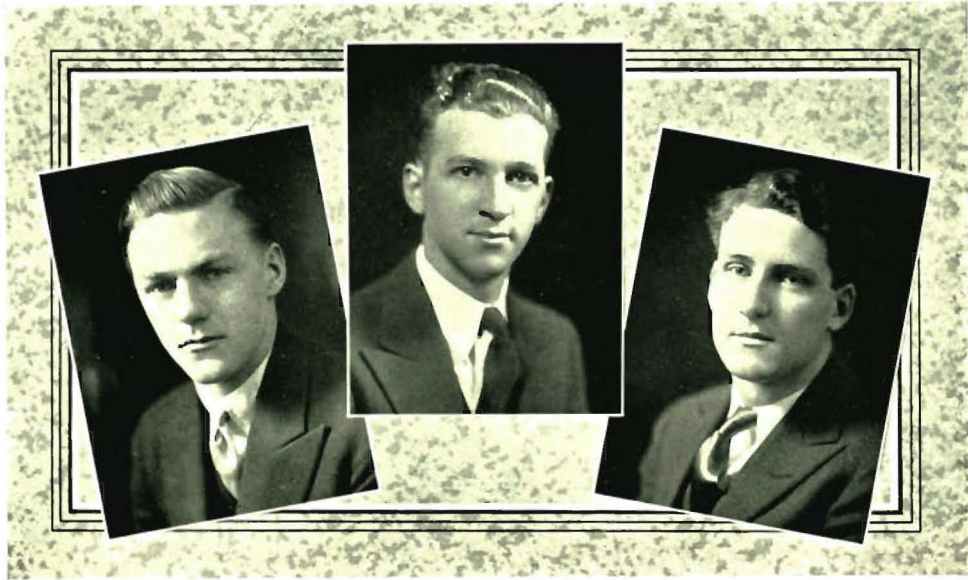
Dutch is a graduate of Staunton Military Academy. He is a tall, blond fellow, proving the old axiom that "variety is the spice of life," especially to the approval or disapproval of the co-eds from Wellesley College. But aside from this bit of diversion, he can be found on one end of a fishing pole, or lounging upon the beach of some summer resort. Production or distribution of paper will probably occupy this boy's attention in the business world.

JOHN R. KUH

2 South Cornwall Street, Atlantic City, New Jersey

Kuh is a graduate of Atlantic City High School. His father's business is "silks." Kuh is interested in swimming, motor boating, and touring. He is undecided yet as to what business he will enter. Kuh is one of the younger fellows, but has a maturity in his work which is beyond his years. Kuh and Warren manage to keep each other straight. Kuh is quite a proficient pool player. Skaggs and he have many a tussle.





ROBERT J. LEE

Lee Farms, Danbury, Connecticut

Bob attended Bowdoin College where he was a member of Sigma Nu before coming here to tell us that we were doomed to derbies this year. He has also contributed a statistical analysis to the hat industry in which his father is a manufacturer. Although attracted by several interesting displays on his trip to the Federal Reserve Bank, it did not sway him from his determination to place his shoulder under the sales end of the hat industry after deserting Wellesley.

E. NORRIS LEIGH

612 West Fourth Street, Marion, Indiana

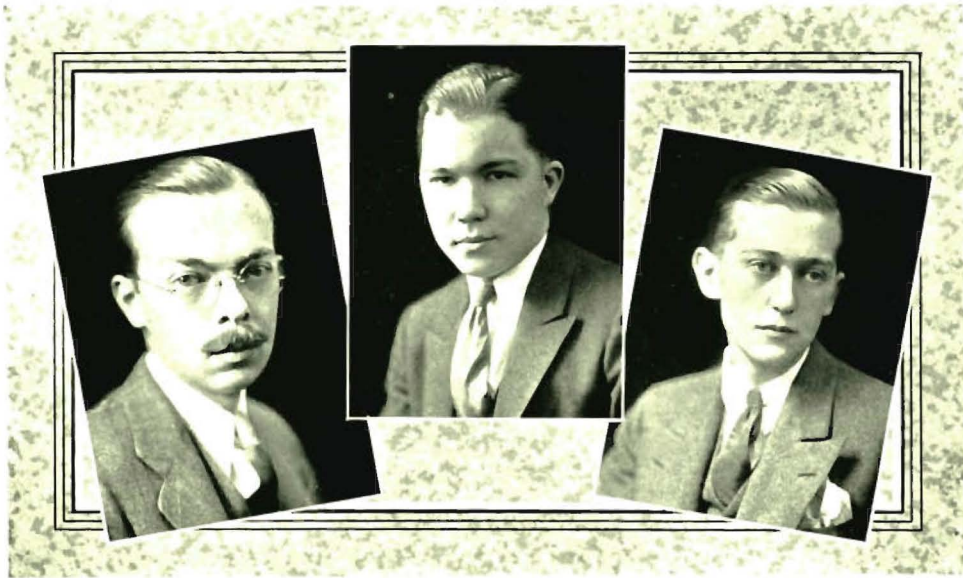
Norry is another man who came to us from Culver. However, his Culver work was augmented by two years of Hobart College and he is a member of Sigma Phi. Mr. Leigh senior is general manager of the Marion Malleable Iron Works. Norry seems to be unable to decide as to whether or not he will follow in his father's occupation, or whether he will enter the field of distribution.

J. B. C. LOCKWOOD, Jr.

1632 Seventeenth Avenue North, Seattle, Washington

Bud received his pre-Babson training at Seattle College and the University of Washington. Two years were spent in the Marine Central Bank where he started as a messenger and worked his way up to teller. Mr. Lockwood senior is a consulting engineer. Bud expects to find his future achievements along the lines of finance, possibly investment banking. He looks a bit sleepy, but that is only a pose to furnish the proper atmosphere from which his dry, witty kidding comes forth.





BENJAMIN H. MACMAHON

30 Jefferson Avenue, Columbus, Ohio

Although we have no authority for the statement, we truly believe that at one time, this old married man was a student at one of the better universities. We have not been able to establish this in any way, but he just looks like a college boy. Ben worked for a year with a bank and for another year with Media Records—statistics. He has not selected any future business connection. His brother, J. B. MacMahon, attended the Institute last year. His father, Richard MacMahon, is a retired business man. Ben's hobby is books. He says he is "very much" married.

DONALD M. MADGETT

362 North Fortieth Street, Omaha, Nebraska

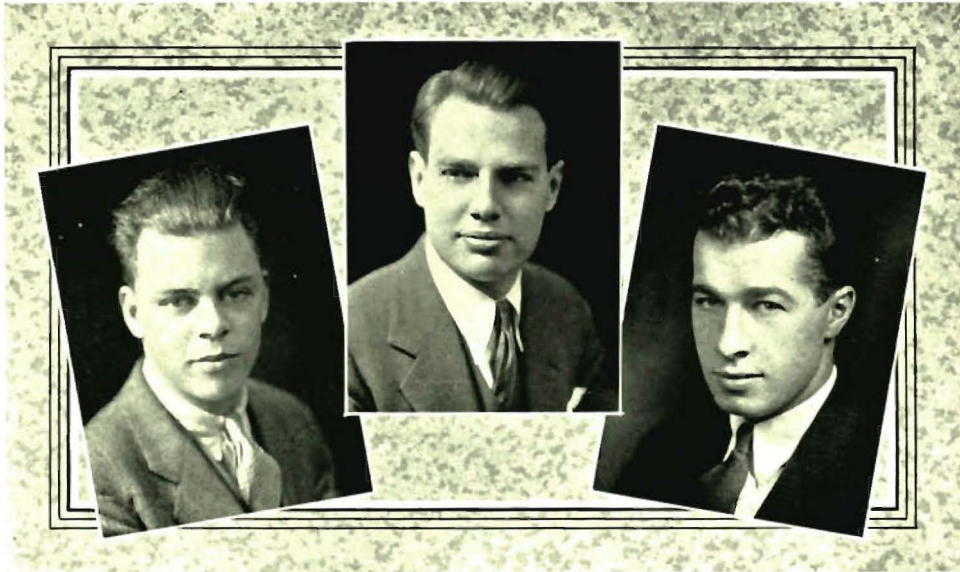
Don's residence is in Nebraska, and we are told that there is a girl in Ohio, but all the same Don has spent two years in Chicago with the Mutual Benefit Health and Accident Association, utilizing his spare moments to the best advantage at the Bryant and Stratton Business College. When he has finished his course at the Institute, he will again return to the Mutual Benefit Health and Accident Association in Chicago, but what about the little girl in Ohio and his residence in Nebraska?



J. CLIFTON MALLALIEU, Jr.

168 Kilburn Road, Garden City, New York

St. Paul's and Staunton had a hand in getting Clif ready for Babson. His hobbies are golf and riding. His father, J. C. Mallalieu, is in the wholesale paper business—making wrapping and writing paper as well as paper specialties. J. C., Jr., is going in with J. C., Sr., and together they are going to revolutionize the paper business. Clif is interested in the Production and Distribution divisions.



C. ROLLIN MANVILLE

9 Cliff Road, Nantucket, Massachusetts

Rolly is one of the air-minded youths of today. He has done a bit of flying, and professes to be the proud owner of one of "them-thar-flying-contraptions." He is also interested in the hotel business and ranch work, with which he has had a little experience. The Mesa Ranch School held his attention for a bit, as well as did the Fish Creek Hotel Corporation of Arizona. In the dim glimpse of the future we may expect to find Rolly doing a bit of cow-punching and taking in dude boarders as a side line.

JAMES E. McFARLAN, Jr.

830 West Eighth Street, Connersville, Indiana

Although Jim's home is really in Indiana, he has spent the past few years on the pleasant shores of California, working, during his spare moments, with William Cavalier & Co., bankers. Both Miami University and Yale held his interest for a short time. During his study at Miami Jim pledged himself Sigma Chi. In the future we may expect to find Jim the credit man in some prosperous company.

W. JAMES McQUISTON

New Wilmington, Pennsylvania

Jim was elected president of the class, and truly is all that could possibly be expected of a class president. He is a graduate of Westminster College, where he became a member of Phi Pi Phi and also made a name for himself in athletics. His father is Dr. J. A. C. McQuiston, D.D. With the completion of this course Jim expects to enter some phase of distribution, guided by his winning personality.





HERBERT B. MILLS  
Alexandria, South Dakota

Herb earned an A.B. for himself at the Dakota Wesleyan University and spent three years as a salesman for the Kelly Springfield Tire Company before coming to the Institute. Late last summer he took upon himself the ties of matrimony, and indeed is one of the "happy though married" folks of this day and age. Whether or not Herb's aspirations as a salesman have been daunted by his study here is yet to be seen. He expects to enter into some phase of distribution. Herb is quite an ardent prohibitionist and world peace protagonist.

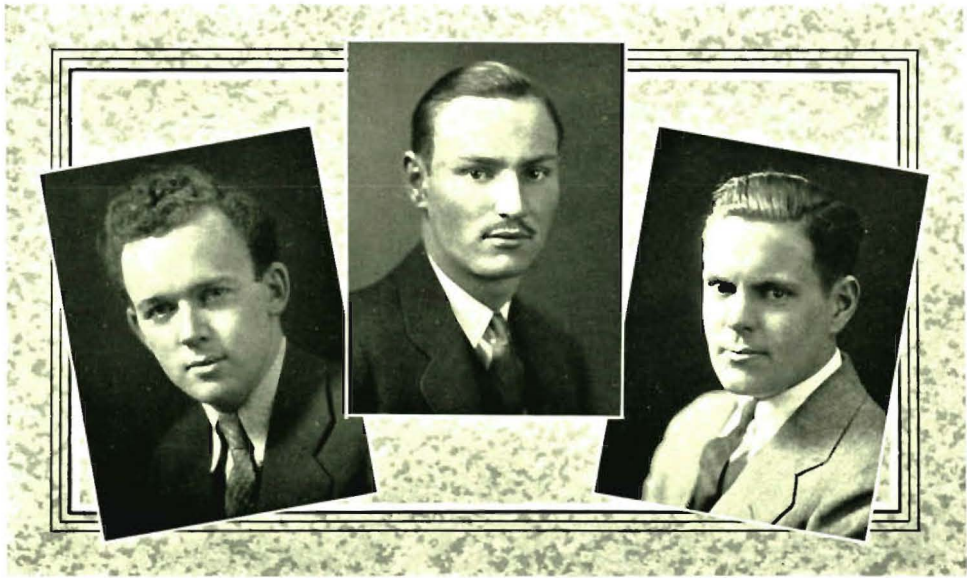
JACOB R. MONTGOMERY  
Marlow, Oklahoma

Our Dolph, he with the Oklahoma drawl and a smooth line with the deadlier sex, was one of the two prize exhibits from the great southwest. An inseparable comrade of Kline, he supplied what the other lacked and in turn enjoyed replenishment of certain deficiencies at the hands of Freddy. Our sympathies went out to Dolph when he lost his father just before the Christmas holidays. He finished Babson Institute at the fall term.



DERBY MOORE  
419 Lafayette Street, Salem, Massachusetts

"Derb" took his previous education at Dummer Academy. His father is William B. Moore of Dexter Brothers Company. Derb has formerly worked for the Merchants National Bank of Salem. He expects to go into the Production or Distribution field. His hobby is tennis. "Derb" reports that the witch burnings are falling off in Salem in the last few years.



CHARLES V. MORGAN

112 Charles Street, Rochester, New Hampshire

From out of the woods and hills of New Hampshire, Charlie came to the Institute, with a year of book learning at St. Anselms College. Charlie has worked in chain stores, sold automobiles, and all sort of things. His father is in the insurance business. But it seems that Charlie still likes his sales work, and he is desirous of continuing in that field after this additional education.

GEORGE F. MORRISON, Jr.

290 Harrison Street, East Orange, New Jersey

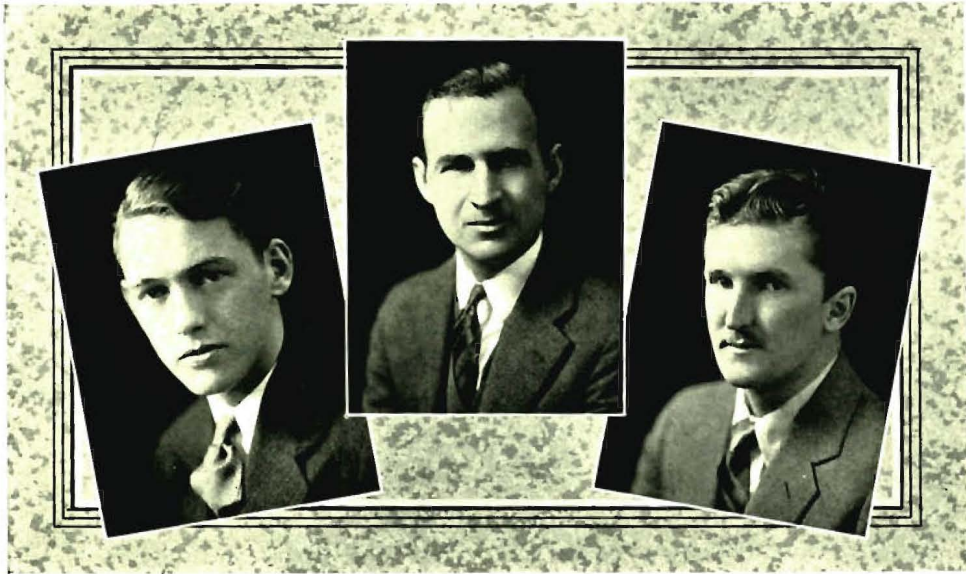
Quiet, unobtrusive, demure, and elusive describes George exactly. George entered the Institute after serving one-half year at Lafayette and five months of hard labor with the Miller Company. Mr. Morrison senior is honorary vice-president and a director of the General Electric. George expects to enter into some kind of a business, exactly what it will be depends mainly upon the offers that he may receive.

ROBERT W. NAUSS

215 Washington Street, Gloucester, Massachusetts

Nauss entered with the second term group. Before coming to Babson he went to the University of Pennsylvania where he was a member of the Lambda Chi Alpha fraternity. His father, Loren H. Nauss, is in the Retail Lumber Business. Bob is very much interested in travel and yachting and often tells seamen's yarns and experiences. He has had more business experiences than most Babson men, having worked for the American Export Lines, C. D. Mallory and Company, and the Gorton Pew Fisheries, Ltd.





ROBERT C. NEWELL

67 South Main Street, Uxbridge, Massachusetts

Bob entered the Institute from two years of preparation at Williston Academy and several summers' hard labor with construction gangs on Massachusetts State Highways. His interests are along the lines of finance or production, although his money psychology may lead him into bank work of one nature or another. Bob is a classy dresser and now has a Ford to match.

FRANK O'BRIEN

Mohonk Lake, New York

O'Brien entered Monday of the second term. On Wednesday he delivered the shortest speech ever to be given in Public Speaking: "I am an Irishman." Before he decided to come to Babson, Frank was assistant to the employment manager at Lake Mohonk Mountain House. His plans for the future are a bit up in the air as yet. Being one of the older fellows he has brought a more mature understanding of what things are all about to Babson.

JOSEPH T. PEARSON, 3d

Huntingdon Valley, Pennsylvania

Johnnie Millea says that Pearson is God's gift to women, but Joe being modest, says he's only a help. Joe went to Geary School, Newtown, Pennsylvania, and to Abington High School. For the past two years he has been an automobile dealer. This gave Joe a lot of business experience but did not help him in writing factory reports. Pearson 3rd is going to be a manager, the name or phase of business is unknown but a managership it's going to be.





REGINALD R. QUARTON

Foster Road, Ann Arbor, Michigan

Reg is a Harvard boy, but he's all right. While in Cambridge Reg belonged to the Phi Eta Club. His father is A. E. Quarton and is in the real estate business. Quarton has done a lot of hard work for the class this year—collecting money for nearly everything and running our dances. In the latter he is to be especially complimented—he made them pay. He has no hobbies that we know of.

JOHN B. RANDLE

233 North Harwell Avenue, Waukesha, Wisconsin

From the land of the brewers, the German settlements, and in the region of the mid-west's most popular summer resorts, came this son of the Badger State. John has had preliminary work at Carroll College, located in his home town. His father owns and operates a local furniture store, and some day we will find John following in the footsteps of his predecessor.

EDWARD F. REED

622 North College Street, Neosho, Missouri

Little Eddie is a dapper chap but nevertheless a man from Missouri, where men are men and horses are mules. His high cheek bones denote him as a man of caution, and that coupled with the characteristics of his native heath make him thoroughly interrogative of any proposition. He inquires carefully before reaching satisfaction. Listed under the resident students, he was almost an "absentee" scholar, for his wife and he had a cosy little apartment in Wellesley and Babson life saw little of him after five o'clock. The investments of his father are claiming his attentions now.





CRAWFORD M. REYNOLDS

161 North Main Street, Butler, Pennsylvania

Reynolds is a graduate of St. Petersburg High School in St. Petersburg, Florida. Before coming to Babson he attended the Wharton School of Business Administration. Reynolds is a member of Pi Kappa Alpha. His father, C. C. Reynolds, is in the retail furniture business. Reynolds at odd times has been a salesman of cars, men's furnishings, and furniture. He intends to go into the Distribution phase of business. He's red-headed and something of a poker player.

JOHN S. RIORDON

3726 Sheridan Road, Chicago, Illinois

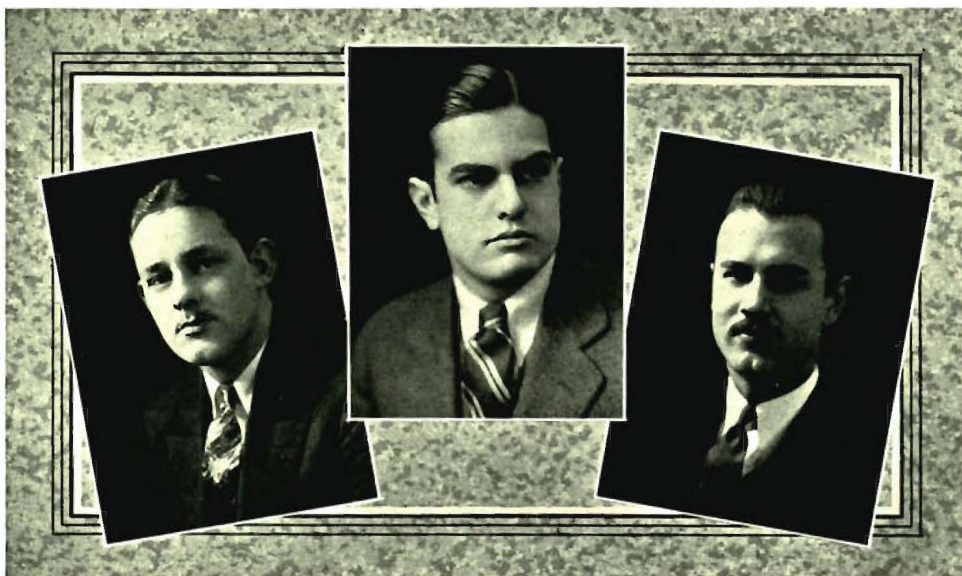
Stew is one of the men from the big and bad Chicago, and seems to enjoy the eastern schools for he has already attended the University of Virginia, and now Babson. His father is the senior partner of the firm, Riordon, Martin and Company, brokers in stocks, grains, and provisions. Stew has worked with his father and expects to return to Chicago and take up a desk next to his father. He claims his hobby is sleeping.

ROBERT E. ROCKWELL

58 Grove Avenue, Leominster, Massachusetts

Bob came to the Institute after studying a while at Worcester Academy and Milford School. He also has worked for the Rockwell Woolen Company with which his father is associated. The old saying that life has three parts: "we are born, we are married, and we die." Well, Bob has taken two of these parts and he is really enjoying it. The world of finance may expect this man Rockwell in very short order.





ANTHONY J. ROMER

4335 Floral Avenue, Norwood, Ohio

Tony is a graduate of the Miller School of Business. He has had a great variety of business experience, including Department Manager of the Cincinnati Dry Goods Company, Assistant Paymaster with the U. S. Printing and Lithographing Company, Salesman for the Corcoran Manufacturing Company, and Milnor Electric Company. His father, Edward F. Romer, is interested in banking, but Tony will probably make his business career in some phase of distribution.

OLIVER ROTHERT, Jr.

Sylvan Hills, Hollidaysburg, Pennsylvania

We have all heard of Georgetown University and for three years Ollie struggled there attempting to acquire enough education to satisfy his acquisitive urge. His father, Oliver Rothert, is interested in the furniture business. Ollie has worked for two summers in a bank and one summer in a brokerage house. We expect to find him selling stocks and bonds in the near future. As a sideline he likes swimming and golf.

FRANCIS W. RYAN

894 Virginia Park, Detroit, Michigan

After a few years of the University of Detroit and Dartmouth College, Fran decided that the Institute was the logical place to finish up his education before entering the haughty world of business. Fran's father was at one time General Sales Manager of the Ford Motor Car Company, but has since retired. As yet Fran has not designated any special field that he is desirous of conquering.





GEORGE M. SALKELD, Jr.

158 Avery Boulevard, Plainesville, Ohio

"Bean" seems to hold the interest of the Oil Industry very much to heart. He was a service man for the Standard Oil Company before coming to the Institute. His father is Sales Manager of the National Union Radio Corporation. Matrimony has not hit "Bean" but prospects are very good. His hobbies are basketball and golf.

RALPH H. SAMPSON

213 North Morton Avenue, Los Angeles, California

From the University of Southern California and the land of perpetual summer came this member of Kappa Alpha. His father is Secretary and Treasurer of Bullock's Department Store and it seems as though "Sammie" will follow in the footsteps of Mr. Sampson. At present "Sammie" is not married, but during his recent visit to California he unloaded a large diamond ring onto the left hand of one of the Sun-Kist maidens.

WILLIAM HENRY SCHAFER

247 Park Avenue, Youngstown, Ohio

Two years at the University of Michigan and two years at the Westminster College and an A.B. degree, then Bill entered the Institute. He is a member of Pi Kappa Alpha. While at Westminster, Bill earned a varsity letter in tennis. He is a good, tough-and-ready basketball player. Bill has not as yet chosen his life work but whatever it may be we feel that success is within his reach especially with the waves from the sea of matrimony already pounding at his door.





LEON C. SHELLY

1563 Mathews Avenue, Vancouver, British Columbia, Canada

Shel earned an A.B. at the McGill University of Montreal, Canada. He also attended Upper Canada College and is a member of Alpha Delta Phi fraternity. One of his greatest interests is dramatics, and he has taken part in several amateur productions here. Hon. W. C. Shelly is Minister of Finance in British Columbia. Shel has not designated any field of endeavor that he may expect to conquer, but our guess is dramatics, or the baking industry, or perhaps it will be investment trusts.

ROY T. SKAGGS

The Norfolk Apartments, Cincinnati, Ohio

Roy Toby came to the Institute after visiting such colleges as Washburn College, University of Cincinnati, University of Kansas, Kentucky Wesleyan College, and Centre College. He has inspired his friends with his drive toward the goal of life. Shortly after coming here Roy gave a very good speech on the three-letter word WIN that will go down in history. Toby may in time become very well known in the investment world, providing his desire for writing does not overcome his money urge.

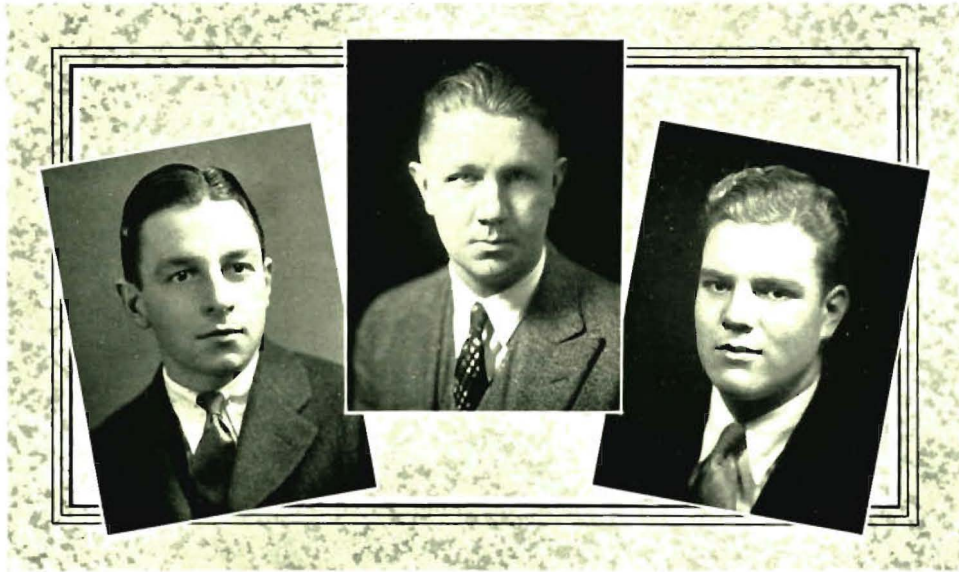
ROBERT S. SMITH

227 Bryant Street, Tonowanda, New York

Bob has had a great variety of business experience including work with the News Publishing Company, Pickard's Sales and Merchandising Systems, and Pickard's Furniture and Home Decorations. In the future Bob expects to find work with some advertising agency or in the advertising department of some newspaper office. His father is Arthur B. Smith, a hardware merchant. Smitty has been the capable advertising manager of the Babsonian.







ROBERT O. SPENCER

Marion, Indiana

Bob is another of the many Culver proteges who have come to Babson Institute. He also spent some time studying at Williams College where he became a member of Beta Theta Pi. Bob's future in business will be along the line of investment banking or real estate, whichever presents the best proposition, and whichever pleases Mrs. Bob Spencer.

ROBERT G. STEWART

Nassau Lake, New York

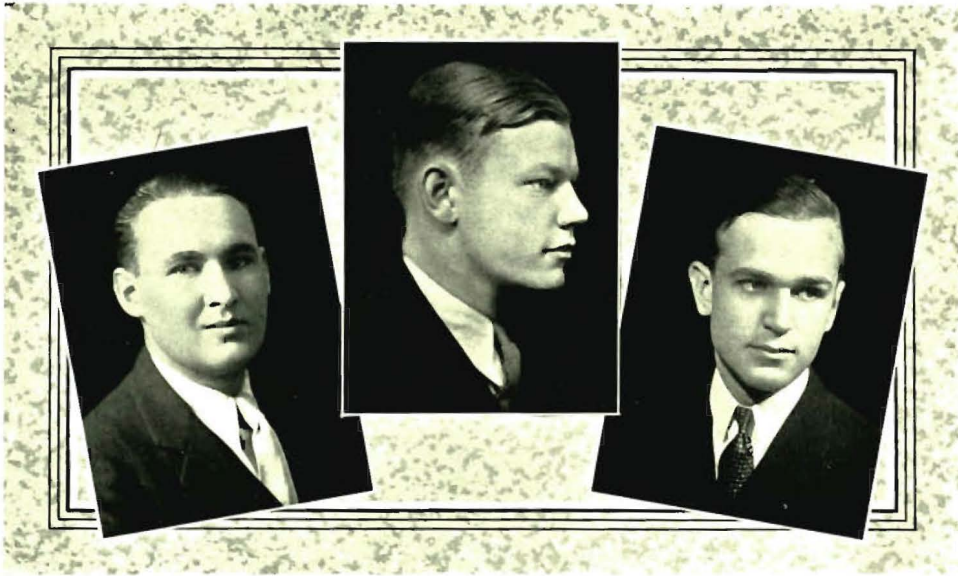
West Point, New York State Teachers College, and Syracuse University all claim this fair-headed boy. Sigma Phi Epsilon and Scabbard and Blade have written his name upon the role of their brotherhood. For a short while Stew worked behind the counter of a retail drug store in the little town of Nassau Lake. We may expect to find Stew in some phase of production. It seems that the teachings of Mr. Millea have found fruitful ground at last. Stew is the class wit. His take-offs on Millea, Coleman, and Matthews were a riot at the Public Speaking Banquet. Matthews thinks Stew does not have a receptive mind, but we know differently.



JOHN H. THOMPSON

200 Haver Road, Dayton, Ohio

Parker, Moraine, Exeter, Clark, and Wesleyan claim the cause of Tiny's knowledge to date. During the year and a half at Wesleyan the Psi Upsilon's housed and fed him, and his brothers cheered him on the gridiron and the fairways. Mr. Thompson senior is president and manager of the Thompson Printing Company, and it is rumored that Tiny will follow in his footsteps. In fact he already has, for it is our understanding that he has made quite an impression in one of Boston's most fashionable schools.



RALPH M. THOMPSON

866 Paloma Avenue, Oakland, California

This great big chubby lad from Sunny California breezed in here at mid-term after seeing the tall buildings and chorus girls in New York along the way. He is a big fellow, tipping the scales at 200, or about 250 when he has his overcoat on. Ralph has had several years in the University of California and has had two years' work with the Hartford Insurance Company. Mr. Thompson senior is an Insurance Broker.

CHARLES V. TREAT

113 East Center Street, South Manchester, Connecticut

Both Palmolive and Arrow have missed a good bet for their advertising thus far in passing up Charlie. It may be that they are waiting for him to mature a bit more and assume something more than his present benign adolescent expression. He has tried to hide behind his big coonskin as long as we have known him, but we knew he was there all the time. His outside life is much of deep and darksome secrets for he has restricted his activities other than school to haunts far from Babson's sacred portals. He's a smart boy though, is Charlie, and he intends to become a big financier.

WARREN D. TREMAINE

Nela Park, Cleveland, Ohio

After completing two years at Yale and becoming a member of the bond of Psi Upsilon, Short decided to finish his education at the Institute. Much of his leisure time has been spent as an executive with the Tremaine Alfalfa Ranch, the Miller Company and playing polo on the desert prairies of Arizona. Mr. Tremaine senior was at one time a director of the General Electric Company, but has retired to his ranch in Mesa, Arizona. Short expects to entertain his future work in the field of investments.



FREDERICH J. URCH

1930 Cooper Road, Jackson, Michigan

Freddie is one of the smaller boys in school this year, but small only in stature. He attended Michigan State College for two years and has worked for M. W. Tanner Company and the Union Trust Company. Mr. Urch senior is interested in the Wolverine Carburetor Company. Freddie expects to make some phase of production his life work. He has the possibilities of a good plant manager. Freddie likes horseback riding. He has been one of the most brilliant students in his section.

JOHN VAN NORTWICK, Jr.

Batavia, Illinois

Van has a repertoire of schools that include the Berkshire School of Massachusetts, Princeton Prep of New Jersey, Miss Harris' School of Illinois, and Roxbury Prep of Connecticut; truly a variety of education, or a plenty of book learning. His father is connected with the Appleton Manufacturing Company and the Green Bay and Mississippi Canal Company, both of which will furnish Van with work on the completion of his course at the Institute. His favorite amusements are golf and cards.

GEORGE F. WARREN

33 Avery Street, Needham Heights, Massachusetts

George is one of the local men attending the Institute this year. His previous training was gained at the Needham High School and the F. W. Gorse Company. His father is interested in the F. W. Gorse Company, which manufactures covered rubber thread. In his idle moments George enjoys motor boating, but that has no direct bearing upon his future occupation, which at present is enigmatic. "Georgie" has played a very good taximan for several of the secretaries, à la his old Ford.



HENRY J. WELCH, Jr.

13715 Shaker Boulevard, Cleveland Heights, Ohio

Hank's training before entering the Institute was obtained at the University School of Cleveland and the Gunnery School of Washington, D. C. His business experience was obtained with the Youngstown Sheet and Tube Company. Mr. Welch senior is vice-president of the firm, Sterling & Welch, furniture and furnishings. Hank expects to work in either the production or sales department of the Youngstown Sheet and Tube Company. Hank is a chubby lad and always has his car overflowing with students.

FREDERICK H. WELLINGTON, Jr.

1055 Riverside Drive, South Bend, Indiana

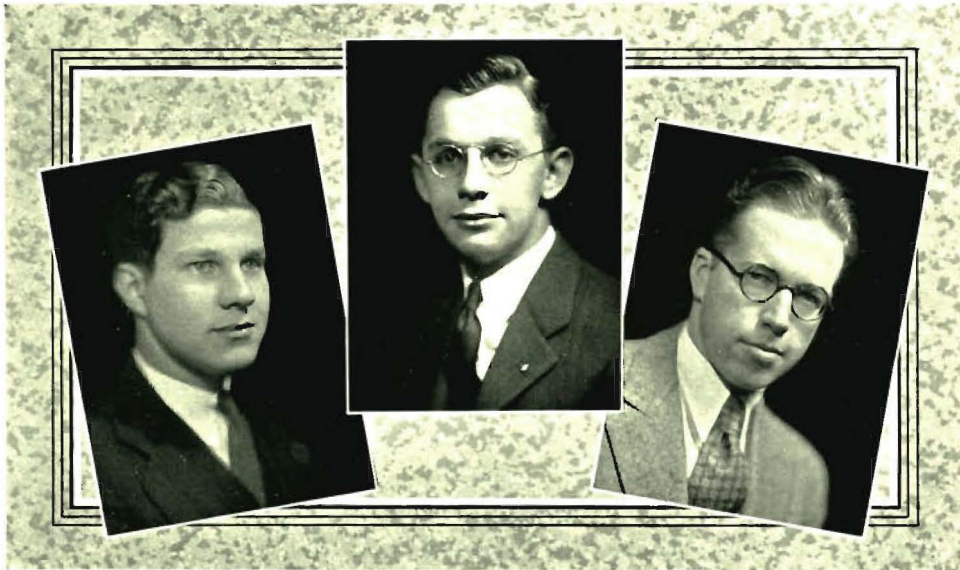
This product of the Hoosier State claims Howe Military Academy and Notre Dame University as his alma maters. He with another South Bender established a record run of twenty-one hours from Boston to the home town. Mr. Wellington senior is interested in manufacturing watches. Duke, however, leans toward banking and finance. At one time Duke worked for the American Trust Company. We will be interested in the possibilities of a new firm such as Wellington and Morgan, Financiers.



CHAUNCEY C. WOODWORTH, Jr.

37 Upshur Road, Annapolis, Maryland

Woody spent two years of hard work at Yale University after prepping at the Deane School of Santa Barbara, California. Mr. Woodworth senior was at one time connected with the Guaranty Trust Company, but has since retired. At one time Woody was a radio operator on shipboard. After completing the course here, he will probably enter some phase of distribution.



WILLIAM C. WOLL

2335 Commonwealth Avenue, Chicago, Illinois

Bill is the second of William P. Woll's sons who have entered Babson. The latest addition is a Culver graduate. His hobbies are tennis and criminology which is only another way of saying that in summer he plays tennis and in winter he reads detective stories. Bill is going to work for his father in the Household Finance Corporation when he graduates. His ready smile is one of his largest assets.

JOHN BUSH YETTER

40 Chestnut Street, Binghamton, New York

Yetter is the official boomer and defender of Binghamton for the rural New York State crowd. He graduated from Binghamton Central High School. Herbert E. Yetter, factory manager of the Binghamton Glass Factory is John's dad. John is going into finance or sales but will still have time for his hobbies—swimming and photography. John has been a salesman of lumber and men's clothing.

ALAN S. YOUNG

279 Tenth Avenue, Salt Lake City, Utah

With the name Young and coming from Salt Lake, Al was soon dubbed "Brig." His father, J. T. Young, is a merchant of Petroleum Products. Brig is a graduate of Utah University and a member of Pi Kappa Alpha. He expects to enter the field of Finance—in particular, Investment Banking. Coming from Salt Lake City it may perhaps be well to mention that he is single.





Foster



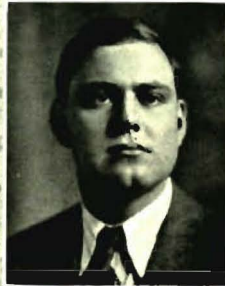
Edeuott



Allyne



Lewis



Genius



Erbe



Ryno

# THE RESEARCH GROUP



Austin

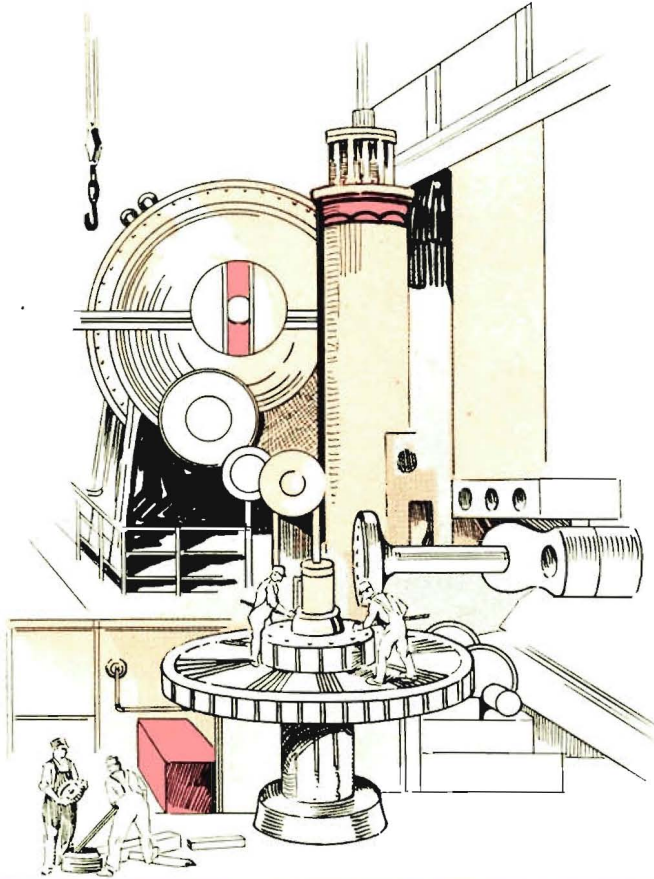


Yuengling

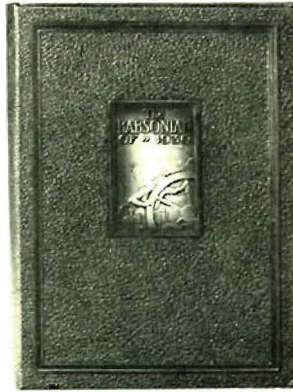


Forbes

# MACHINERY



## The Babsonian



BABSONIAN

The Babsonian of 1930 marks another milestone in the life of the Institute. A great deal of effort has been expended to make it one which will be worthy of gracing the Tenth Anniversary celebration of the Institute's founding. It is presented to the student body and the alumni with the knowledge that fame at best is only temporary and with the hope that future staffs may benefit in some small way by our example.

The financial success of the book has rested upon the capable shoulders of John L. Kellogg, Jr. His efficient work in getting ads, contributions, and subscriptions, and his driving force in reaching any goal he sets have evoked

our admiration. As general critic, assistant, and caretaker of the Editor he has been most valuable.

Robert Smith has done an excellent job of getting ads and obtaining the advertising copy. Smitty is a super-salesman and the fact that Kellogg and he handled the whole load of the advertising work is a tribute to them both.

Lewis Durdin has handled the photographic work with Bachrach, has taken a great number of snapshots and helped in arranging them, and has written many of the individual write-ups. Without his all-round assistance we might still be in the doldrums of preparing the copy.



ROBERT F. STEWART  
*Associate*



W. JAMES McQUISTON  
*Associate*



Robert Stewart, better known as "Joe," has taken a number of snapshots for the book, has written a portion of the individual write-ups and has supplied much of the humor in the latter part of the book. He was also of valuable assistance in keeping the Staff amused.

James McQuiston has executed the individual silhouettes in the snapshot section and has done some of the write-ups of students.

Thanks must be given to Hammersmith-Kortmeyer Company for their general efficient work and for their execution of the art work throughout the book. Bachrach's have cooperated in prompt delivery of a very excellent set of pictures.

We wish to thank Dr. Coleman, Mr. Millea, and Mr. Thurlow, for their encouragement, criticism, and advice; William Schafer for the silhouettes of the buildings; Miss MacKenzie for thoroughgoing assistance in preparing the dummy and copy for the printers; Fred Urch, "Bud" Lockwood, and Bruce Denison for write-ups; Miss Ford, Miss Toy, Miss Dohoney, Miss Burgess, Miss Hueg, Miss Hitchcock and Miss Mann for innumerable letters and mimeograph work; Miss Perkins for work on the dummy; Miss Hayward, Miss Doe, Mrs. Clark, Miss Richmond for other favors, and Joe White, the janitor, for his efforts to keep an editorial office immaculate.

THE EDITOR.



ROBERT D. FERGUSON  
*Editor*



JOHN L. KELLOGG, Jr.  
*Business Manager*



ROBERT S. SMITH  
*Advertising Manager*



LEWIS H. DURDIN  
*Associate*





## Alumni Bulletin

The old Alumni News has had a metamorphosis, or a reorganization as we say in business. It has become the Alumni Bulletin. It is now in magazine form with a new cover and with a new layout. Under the new regime it is becoming of increasing value as the medium for the expression of Alumni opinion and the recording of Alumni activities.

As the bulletin is now arranged it contains articles of interest by men who are authorities in their particular field, messages from Dr. Coleman or Mr. Babson to the alumni body, news of the doings of the Babson Institute Alumni Clubs in the various cities, happenings of interest about the campus, personal news notes of individual alumni, and news notes of the faculty. The most recent innovation is the Letter Box in which there may be a free exchange of ideas and opinions. Another feature is the review of recent books upon business.

The student body early in the year gave its support to the publication by unanimously agreeing to pay for a number of pages to be devoted to student news. Bill Schafer and Duane Collier have been assisting Mr. Millea in the editing of these pages.

As the alumni body is becoming increasingly stronger and more influential the future prospects of this little magazine are extremely sanguine. It should serve the triple purpose of unifying the alumni body, of providing a place for the comments and ideas of the alumni on business problems, and of keeping the alumni in touch with what is happening on the campus.

The capable editor of the Bulletin is John E. Millea, our august Dean.





MORGAN



FORD

## Alumni

"Be the aims and functions of an Alumni organization what they may, very little if anything will be accomplished in any direction unless the action of the body is concerted and well organized. While there is nothing very startling or new about this fact (indeed, it is an old, old story), it appears to be one which frequently passes unnoticed.



ALBERT J. T. WOLL  
*President of  
the Alumni*

"The Alumni Association can be a significant and recognized factor in relation to the Institute and its student body, or it can be simply an association with officers, committees, and what not, plodding along and getting absolutely nowhere at an amazingly high rate of speed. An association that has symptoms of being the latter is simply an annoyance and really has no excuse for existence.

"The publication of this Babsonian comes at the end of the first decade of the Institute's existence. Year by year, of course, for the last ten years the Alumni Association has been augmented by new members. As the Association has grown in number its potential power has increased proportionately. Today, at the end of ten years, we, as an Association, are in a position to accomplish things. We have arrived at the point where our membership in numbers is such that we can organize effectively and bring to bear our potential power in such a way as to be very valuable both to the Institute and to ourselves. We can, as the old lady is reported to have said, do a 'power of good.'

"Let us anticipate the growth of the Institute from this point forward rather than to follow it. Let us not overlook our potentialities which as alumni and as an association are great, and which can be readily realized through cooperation and united action."



HILL



GARY



*Bryant Study Group*

## Business Training

A true picture of Babson Institute cannot be given without mention of the more serious work of the conference room, the factory trips, and the work at the Ediphones.

The Production course is in the form of conferences on problems arising in the management and direction of a business. By going over a large number of situations which cause friction in the smooth running of a plant, the student develops a common sense attitude in the handling of production difficulties and personnel problems.

Long snake-like lines of cars shoot out of the Manor park at precisely 12:30 each Tuesday afternoon bound for a factory trip to one of the large companies in the sur-



*Advertising Conference*



*Lyon Study Group*

rounding region. The American Woolen Company, the Pacific Mills, the Ford assembly plant, the Clicquot Ginger Ale plant, the Dennison Manufacturing Company, the Loose Wiles Biscuit plant, the Walk-over Shoe factory, the Salada Tea plant, the Sturtevant plant, the Stetson Shoe Company, and the General Electric plants were some of the factories visited this year. The factory reports in many cases were illuminating and constructive criticism of an unexpected nature was produced.

The Psychology course is a combination of personnel work, the psychology of selecting men, and the development of a personal philosophy of life. Interesting trips in connection with the work were made to the Waverly School for the Mentally Deficient, and the Worcester Insane Asylum.



*Factory Management Conference*



*E. Richmond, B. Mann, G. Clark, M. Ford, K. Toy; Inset, G. MacKenzie  
Bryant Secretaries*

The Distribution course involves many subjects. Sales and Advertising and the Management problems connected with them, Business Correspondence, Marketing, Forecasting, and Economics were studied. Sales demonstrations were given by each student ranging from candy to Cord cars. Sales problems of individual companies were worked out by the students.

In Finance the work was divided among the formation and operation of businesses, Investments, Money and Banking, Analysis of Stocks and Bonds, Accounting, and Taxation. Outside lecturers took up such subjects as Insurance, Building and Loan Associations, Investment Trusts, Morris Plan Banks, and kindred subjects. Trips were taken to the Federal Reserve Bank, the Stock Exchange, and brokerage houses.

One period a week was devoted to a Public Speaking hour. Some speeches were voluntary, others were forced upon us. The subjects of discussion ranged from "Immortality" to the "Business Cycle." The final meeting of the year was a pseudo-banquet which was a riot. Mr. Matthews had taught several of his performers better than he knew or perhaps it was just their natural ability coming to the surface.

In the latter part of the year the Public Speaking period was dispensed with and a course of lectures on Hygiene was given by Dr. Wilcox. These lectures took up the construction of the human body, and the effects of diseases upon it. Dr. Wilcox lectured in a practical and entertaining fashion.

On Saturday mornings a period was given to lectures by leaders in American Business. These lecturers included John V. Smealie of the Mohawk Carpet Mills, William H. Shumway, personnel adviser, Leon P. Dutch, of Doremus and Company, Robert Fechner of the International Association of Machinists, Percy Brown of Filene's, Frank A. Arnold of the National Broadcasting Company, Thomas Dreier, Charles Wallour of the Investment Research Company, Kenneth Bachman of the Boston Better

Business Bureau, L. C. McKenney of the Hood Rubber Company, Creighton Hill of the Babson Statistical Organization, Robert C. Dexter, Social Service Investigator, our own "Birdie" Smith, and others. Part of the lecture period was given to the lecture, and during the remainder the students "popped" questions at the speaker.

An annual feature of the Advertising class has been the writing of an ad for the Babsonian by the students. The contest this year was for the best ad for the Park Manor. Lieutenant Grimes' ad has been chosen by the committee as the best ad and it is being run in the Advertising section of the Babsonian. Honorable mention for their ads goes to Schafer, McQuiston, and Kundtz in the order named.

The Friday afternoon industrial movies are as much of a habit around the Institute as punching the time clock and you can't get out of either. The Institute supplies the movies and the students supply the sound effects. Many of these movies touch upon subjects not within reach of the Institute factory trips and help in this way to round out the industrial instruction.

Not the least of the work is the making of reports by use of the Ediphone. These reports are then transcribed by the Secretaries and corrected for diction. Letters are dictated to the Secretaries. Credit must be given to the Secretarial group which has served the boys this year. They have been very painstaking in their work and most accommodating at all times.



*E. Baker, F. Burgess, V. Hweg, L. Perkins, G. Hitchcock, M. Doboney,  
M. Coolidge, M. Wing  
Lyon Secretaries*



## Bowling

Interest ran high in the bowling tournament this year. Six teams were picked to uphold the honor of their particular districts. The New York team, led by Bliven, was scraping bottom during the first part of the tournament, but they gradually pulled themselves together, and rose to the top—winners. Illinois was their close rival and a play-off was necessary to determine who should have the high honors.

Michigan held high three string total, and Fred Libbey copped the high individual honors with Sampson running a close second.

The season ended March fifth with the fourth annual banquet. The dinner was held at the University Club, Bill Mattson presiding as toastmaster.

The high spots in the program were the presentation of the two annual awards, one the cup to the winning team, New York, and the other, a medal to Fred Libbey as the outstanding bowler of the season.

The banquet was unusual in the fact that there were no speeches. Instead, Bill Mattson supplied a radio which was for the purpose of listening in on a "strictly Babson Institute" program that was presumably coming from some Boston station. John Millea was convinced from the beginning that the whole thing was a "fake," but President Coleman had to be shown.

Fake radio, fake telegrams, and jokes all went to make up an evening of real fun, climaxed by a few amusing sketches by a professional entertainer.

Credit should be given to Bill Mattson for his efforts to carry on the bowling tournament, ending appropriately with an excellent banquet and splendid program.



# MATERIALS





## Babsonian Reports

Babson Park, Mass., June 1930

### SCANDAL SUPPLEMENT CONTINUOUS LURKING PANS FOR YOUR MONEY

Our current study for this week is Babson Institute—organized not for profit! This school is a good buy if you want a long pull—a long hard pull. It sells now for \$2000 per share. However, the price may skyrocket to almost any old figure, what with the new dormitories, airplane landing fields, and so forth, that are being projected. Reserve a share of this for your grandson, if possible, and save yourself some real money. Nobody knows what may happen if there is a merger with Webber College. That will be 6-16-94.

The detailed material concerning the Institute which we have gathered on the following pages for your edification, elevation, and information is the result of months of study and investigation. Our experts have been on the grounds. We have read the Institute catalog and we believe just as much of it as you do. We are always seeking to present the facts as they ought to be and as our clients like to have them. Stick to the Babsonian for safety. Remember who forecasted the big break last fall—Remember.

Babsonian code will be given to subscribers upon request at the Babsonian office. Our offices are open twenty-four hours a day for the benefit of clients. All the information contained in this bulletin and all opinions expressed herein are furnished subscribers at their request and without any liability on the part of the Babsonian or its staff. Although based on information which we believe correct, we do not guarantee the accuracy of our reports and opinions. Moreover, they are given in strict confidence and are for the use of subscribers and purchasers only.

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B & A Station



"Club House"



"The Show House"



"Bank Etc"



Babson's Home



"Bryant"



Air Beacon



"Laurel House"

The Boston and Albany local shuffled out from Boston and came to a jerky stop at Wellesley Hills station. We climbed out of the car with the self-conscious expression on our faces of those who were being watched by people peering out from behind their newspapers. We took a short ride up to the Institute. Mr. Burt, the old 53-7-21, met us. "Hello, sucker," says he. "Says you," says we. We looked around the Manor and finally found some towels. It wasn't such a bad joint. It has a nice tennis court annexed. You can't use it in the afternoons though—it wouldn't be fair to the other students. Next morning we went over to see Eleanor. She said she had had a lot of letters from us and that she would be pleased to have a check. Eleanor trundles us in to see Dr. Coleman. "He likes to speak to all the new men personally, you know." The old Doc is beaming at seeing such bright looking fellows coming to the school this year. "Yes, boys, the



Look-out!



"Bryant"



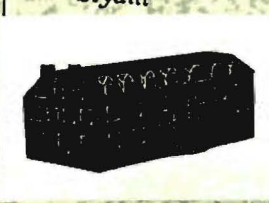
"Bryant"



Doc's Home-10 Degrees



"B.S.O."



Doc's Home-30 Degrees



The Lineup





Institute is neither business nor school, just a careful blending of the two." It is a funny way he has of balancing those peanut-sized glasses over his ear. Next, we had the psychological test. "If John is the son of James and James is the father of John is Peter a 6-22-28?"

The first day of school was quite funny. Everybody went around introducing himself to everyone else—sometimes several times. There seemed to be dozens of Culver men—too 45-31 many. For the first day or so we could not tell Mr. Babson and Dr. Coleman apart due to the similarity of beards and other hairy adornments. However we soon found that the tall man in riding breeches was Roger and the short stocky man was George. The first few days we referred to the manager of Park Manor as Mr. Burt. However as his liver grew worse we began to hear him referred to as Burt the old 94-56-81.

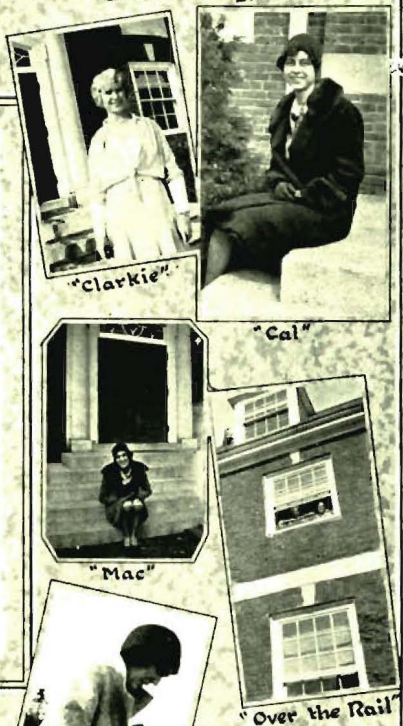
B A B S O N I A N



Mr. Henderson won our hearts the first day by telling us a good sexy Psychology story. You know that boy, Hendy, knows a lot of things our minister doesn't know. I'll bet he learned them in one of Doc Coleman's "Bull Pens"—Certainly not at the social intercourses.

We soon found out that the funny little man scooting around Lyon building was Dean Johnnie Millea. He gave us 38-42 the first week but according to Hendy's Psych book it was only his inferiority complex manifesting itself. However, the dean is a good skate.

Mr. Anthony later known as Tony went over big with the boys from the start, Jim Matthews made his big impressions at the first public speaking session by telling us about his auto trip through the West, how good he was, etc. Later on after we had heard the same thing several more times Jim began to get the reputation of a





EDISON



WRIGHT



"Just a Lecture"



"Sales Work"



"More Sales Work"

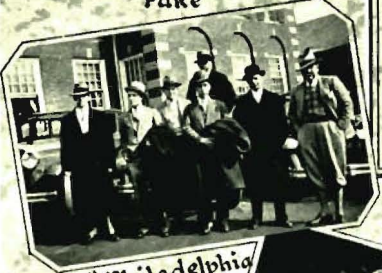


"Colonel"



"Smitty"

"Fake"



"Philadelphia Bound"



"Freddie & Toby"



Sold "Short"

41-9 (the secretaries call it by a polite name—wordiness).

Mr. Fitz is a great big fellow. He spent much of his time this year in reducing. He only eats three oranges, two eggs, and five pieces of toast for breakfast whereas he used to eat three oranges, two eggs, and five pieces of toast.

Mr. Canfield comes from out in the Indian territory and still retains that quaint Indian expression, "How, how."

It was comical to see how strange we were with the secretaries the first few days. We called them Miss and they called us Mr. and we sat on the chairs—straight. It was not more than three days later that we were sitting on the corner of the desks calling them Josephine and they were calling us Joe. We had also divided the secretaries as to those who would and who would not—talk. Also we used them as a source of information for some of our problems such as how many pairs



BABSON



ROCKEFELLER

BABSONIAN



of shoes would a woman be content to select from and how many kinds and number of the flimsy hoosits (same as doo-dads) the average girl owns. We also found out which of the girls that were best for the different kinds of letters. Frankie could write a letter home that would bring an extra large check from Dad even a few days after he received Bertie Canfield's insidious mid-term comment.

And say, it didn't take Dunlop long to find out that Jinnie could write a love letter that would burn up the Institute's special organized-not-for-profit stationery. On the other hand the studious boys found that "Cal" could improvise on factory reports better than most of them could dictate which accounts for the many blurred records she received. Miss Wing would never kid much—I'll bet she took the Babson catalogue seriously especially that part about a proper business atmosphere.



"Blackie"



"Yetter & Burley"



"Rockwell"



"Joe & Kelly"





"Bad-worse-worst-Durdin"

"Once upon a Time"

"Soups on"

"Longfellow"

"Students-Bunk"

"Where's that Soap"

"Office Helps"

"A Phi Bete"

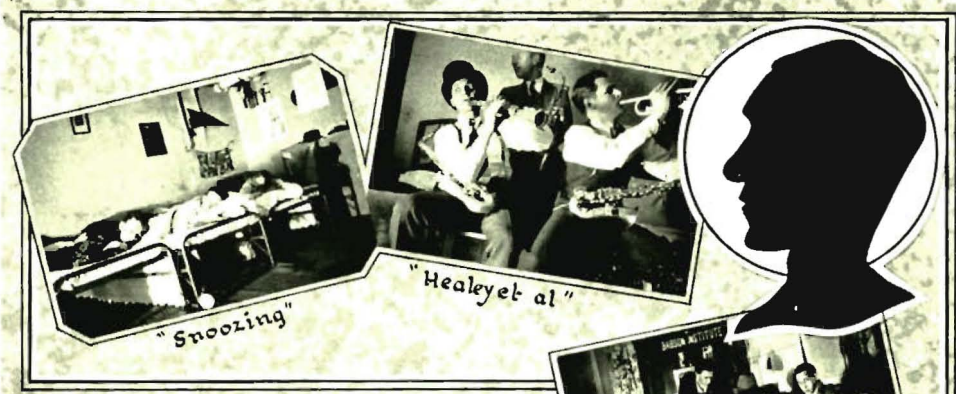
Along about mid-term Peg Dohoney came in and say, she can do things besides type—get her to recite "Izzy hold the baby while momma gets from out the Boston bag the bottle."

Esther Baker we soon found out was a good listener. Whenever Lieutenant Grimes couldn't get an audience in the boiler room or whenever he wanted a little more refined audience he would tell Miss Baker about the evils of Prohibition, the curse of unpreparedness, or why we should have a quartermaster's corps. Married men appreciate a woman that will listen—MacMahon, Skaggs, Graham, Ballard, and Schaffer all agree with the lieutenant.

Perkie certainly knows the kind of cars she likes to ride home in. Quite regularly she passes up lifts in Johnnie's Hup only to snuggle down in the front seat of the gray phantom. "No harm done," sez we, but when Bob Clark doesn't come





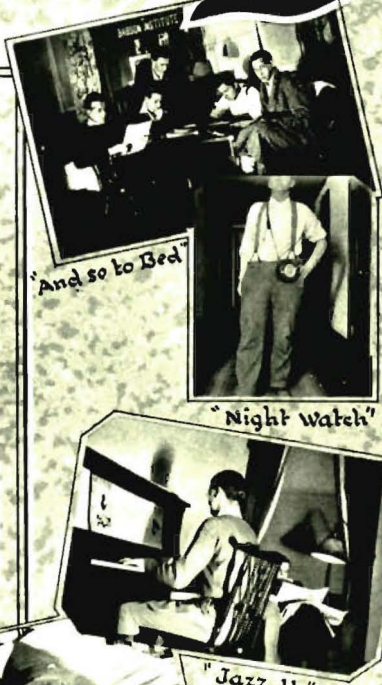


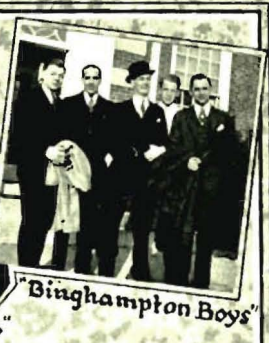
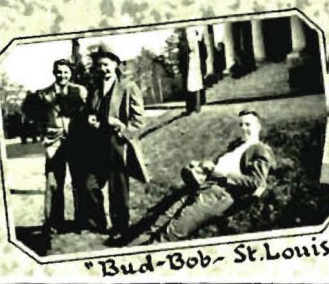
to class the next morning we begin to wonder.

Miss Hitchcock is Johnnie Millea's right-hand man. She pays out traveling allowances for factory trips and I warn you—don't try padding the expense account.

"Cuddie" Toy is quite fond of Kellogg's Corn Flakes. It is said that she has them for breakfast, bran in her soup at noon, and Kellogg's Rice Crispies at night. Perhaps she takes a package to bed with her but we imagine they are about in the category at eating crackers in bed—which is a bad habit.

"Be" Mann was a blushing, demure young lady when she first came to the Institute. After reading that recent book, "Sex Factors in the Lives of Twenty-two Hundred Women" she has completely gotten away from her old embarrassment and is now developing quite a technique. Miss Richmond, the prim little New Englander.





is now reading the book, and we may expect results in a short time.

Mary Ford, otherwise known as Bobbie, takes dictation in the Bryant Building. Besides taking dictation she is rather adept at writing letters, to some people in particular. It is rumored that they must be handled with asbestos gloves.

"Mac" MacKenzie is the other night club hostess in the Bryant Building. Mac had a "Little Accident" this year—just her name for an Essex car.

Mrs. Clark spends most of her time as valet extraordinary and lady-in-waiting to Dick Genius.

Whoever picked Eleanor as house detective for Lyon Hall certainly did a good job. She can spot Gafill punching out Sampson even if Tiny Thompson and Lou Durdin stand between her and the time clock.

I wish we had some pictures of the Babson dances—Johnnie in his soup and fish; the dance committee—Durdin, Sampson, Boone, and Quar-





MORGAN



FORD



"Before public speaking—"

"After public speaking"

ton at the door to collect \$5.00 bills—Red Stockbridge, the watchman, to carry out—his orders. The hot orchestra and the not-so-hot Wellesley girls, and a picture of Doc Coleman doing the waltz of 1898 with Mrs. Clark and Bliven doing the fandango of 1950.

On the subject of student activities we have to use discretion—for instance we can't tell about the activities around the Beacon light because Knight and Yetter wouldn't buy our book. Also, we can't tell you about another great student activity because it isn't any more—Burt the old 96-54-31 broke up the crap game. There is one student activity that is still flourishing and that is kidding the secretaries — Lieutenant Grimes, Dunlop, McQuiston, and Leigh are past masters of the art—why they even had Virginia in doubt as to where her Essex came from.

Bridge games gained in popularity during Easter vacation. For a while it was looked upon as a sissy's game but when Reg Quarton, Hawkshaw



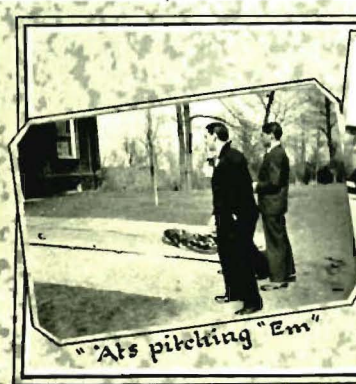
"But did you ever hear this one?"



"Paul"



"Joe, the Philosopher"



"A's picketing 'Em"



"Dick and the Cord—"



HILL



GARY

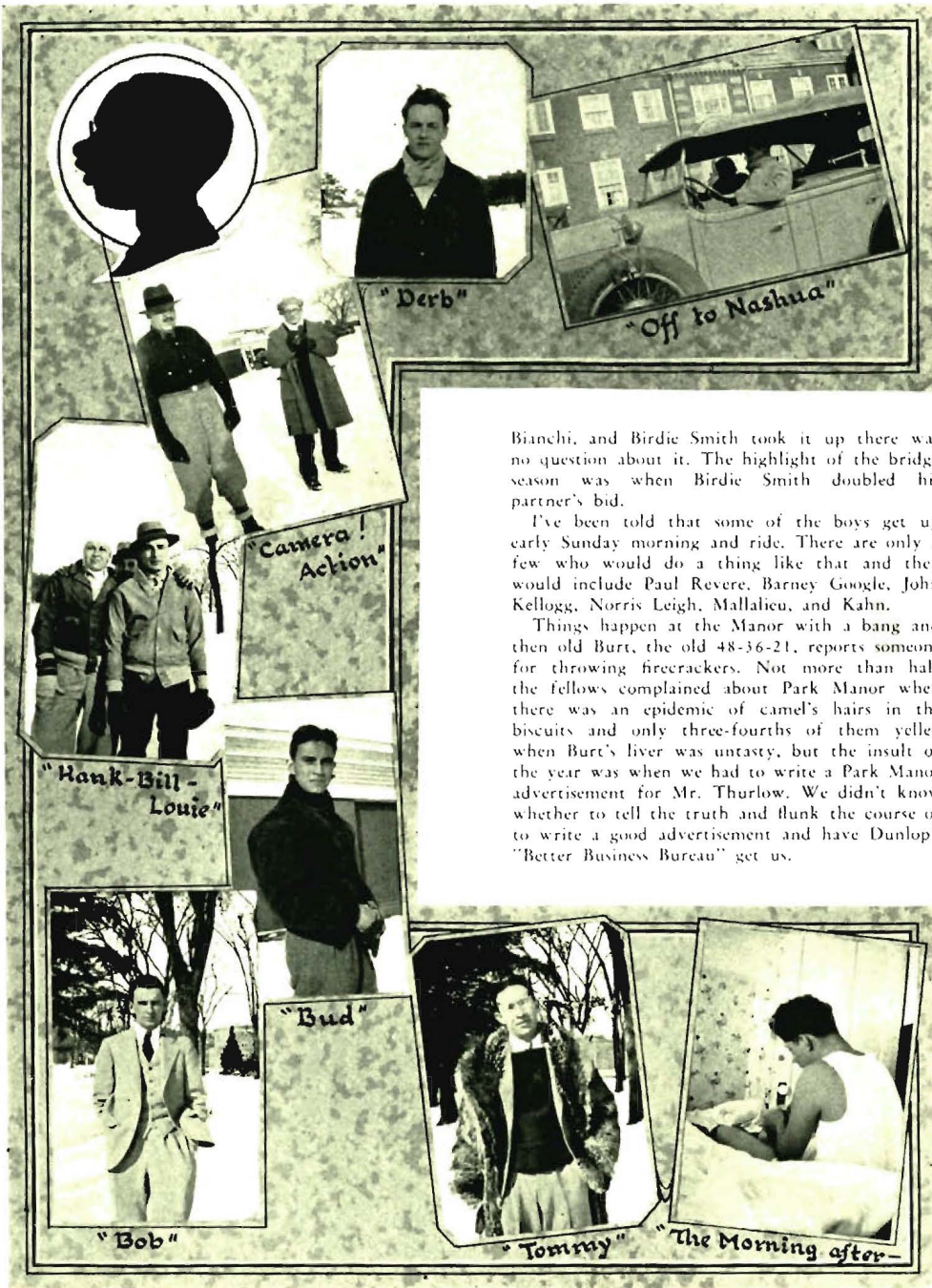
B A B S O N I A N



EDISON



WRIGHT



Bianchi, and Birdie Smith took it up there was no question about it. The highlight of the bridge season was when Birdie Smith doubled his partner's bid.

I've been told that some of the boys get up early Sunday morning and ride. There are only a few who would do a thing like that and they would include Paul Revere, Barney Google, John Kellogg, Norris Leigh, Mallalieu, and Kahn.

Things happen at the Manor with a bang and then old Burt, the old 48-36-21, reports someone for throwing firecrackers. Not more than half the fellows complained about Park Manor when there was an epidemic of camel's hairs in the biscuits and only three-fourths of them yelled when Burt's liver was untasty, but the insult of the year was when we had to write a Park Manor advertisement for Mr. Thurlow. We didn't know whether to tell the truth and flunk the course or to write a good advertisement and have Dunlop's "Better Business Bureau" get us.



BABSON



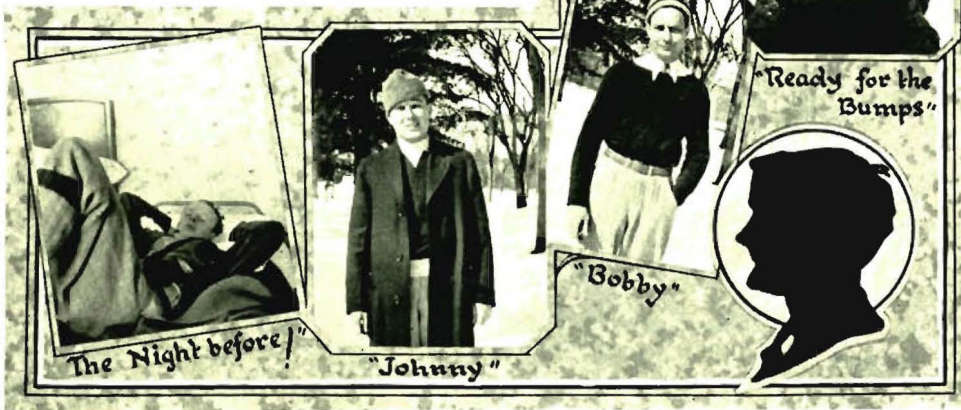
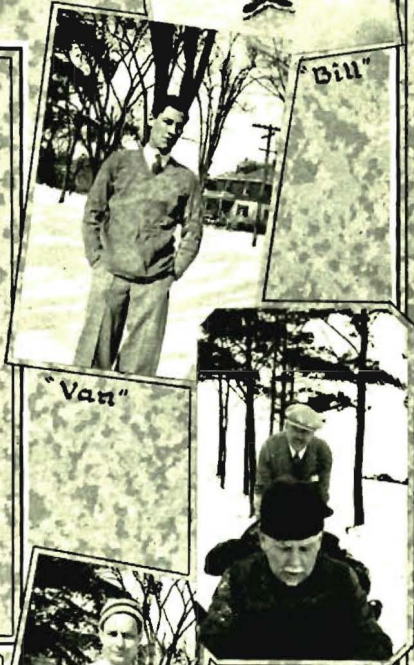
ROCKEFELLER

BABSONIAN



The winter outing at Nashua was one of the pleasant breaks of the winter—Johnnie Millea nearly broke his 14-5. After the Dean had high-pressured the trip for three weeks and almost gave us extra free hours if we would go we had our doubts about the place. However, it turned out the best ever. Doc Coleman wore knickers and a cossack hat and went in for tobogganning. Johnnie and the other younger boys went in for skiing. Reg Quarton kicked himself on the head with a ski; the people's choice Jim McQuiston fainted and Duke Wellington sprained a leg. Others injured were three cement bags that were literally thrown out of the country club just before bedtime.

Wellesley College was a winter resort for some of the boys taking the Production course. Some of the sons of prominent business men found it easier to study psychology in the raw than to read Hendy's bulletins. There was a scarcity of heifers





about Babson Park for experimental purposes but there were always plenty of Wellesley flappers.

The Production boys usually get a little diversion every Tuesday afternoon. The Little Corporal with a big cigar in his mouth tucks the Babsonian Babies in their Packards and cautions them "not to drive over 35 miles an hour and to follow me." He then proceeds to set a pace somewhere between 30 and 60. When we get to the factory Bruce Denison wants to know if they are going to give us anything to eat; Romer wants to know who is going to take notes for the gang; and Bill Schafer starts making a detailed drawing. The rest of the group try to solve the great problem of the Ford Plant—what the men do when they want to 32-4 or get a drink. Kellogg, on the other hand, asks a lot of hard questions much to Johnnie's delight, the guide's chagrin, and to our disgust.

The other trips were to the Federal Reserve





where the boys held fifty thousand dollars—behind locked doors. One group went to the fish market where someone slipped a dead fish in Skaggs' pocket. However, the big trip of the year was to the Worcester Insane Asylum. Here we met Amos—Bliven says that boy (?) has possibilities—on the stage. We also saw the Hobo Boy who took four glasses of beer in Hackensack and went nuts. Then there was a girl who was almost as antagonistic as Boone in Hendy's class. However, the doctor impressed on us that we were all insane at times only we didn't get caught. The people at Worcester were no different from most people. There were hardly any that looked wilder than Skaggs when he made his W-I-N talk, all dressed more sanely than Langenberg, and we didn't find a one that could talk as irrationally or as extravagantly as Dunlop.

The Institute gets together three days a week—Public Speaking and Hygiene, Friday P.M. Movies,

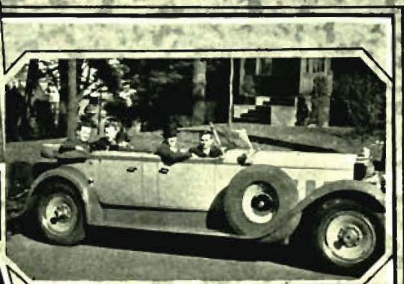




EDISON



WRIGHT



"Find McMahon"

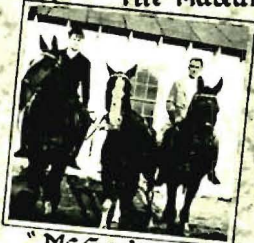


"No parking"

"Junk"



"The Madame's"



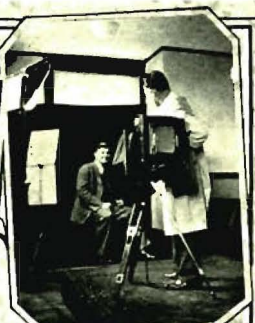
"McGee's"



"Double exposure"



"The Wellesley Stable"



"Babsonian Portraits"

and Saturday morning speakers, and the greatest of these is the Friday afternoon movies. Everyone collects at Dolan's Pharmacy, the honest boys buy lollypops, ice cream cones, and cakes. The cheap skates read the magazines, bum cigarettes, and look thirsty. When we get in the movies and finally get Johnnie to acknowledge our presence we hear the scandal of the week. Miss Hayward has reported that Mable, the secretary, punched Joe's time card and will be given her choice of going to Webber College or getting fired the next time it happens. Phil Burt the old 49-36-72 has reported that the boys have been playing golf in the third floor hall. Eleanor reports that the secretaries' safe has been entered and \$1.26 worth of stamps and ink taken (incidentally some exam papers were also gone). The lights go out and the noises start and subsequently the pictures. For two reels we see how the X. Y. Z. Company supply their employees with clean milk, big league base-



BABSON



ROCKEFELLER





balls, homely nurses, and happy children. The next and last reel shows a lot of men rushing around abnormally. Someone hollers fake, someone else hollers five o'clock and the movies are over.

The outside speakers come every Saturday morning. They tell us about the glories of the X. Y. Z. Company, Henry Dennison, or Filene. When they are through Skaggs asks them how much they had when they started in life and what the best field a man graduating from Babson could enter.

Once in a while we get a honey out here like 51-79-24. However, that day we were fortunate in having a double attraction—the airplane taking the boys to Yale was here. Prexy was greatly chagrined by our coming in late. I think he was 26-49-71 lucky in getting anyone to listen to anything.

The public speaking class opened with a speech





"Al Capone"



Toby-Abe-Leo-Clark



"Lizzie-the only female Student"



"Well-what about it"



"Go West-Don"



"Bud-Al and Doc"



"Four Kings and a Queen"



"Sages of the Steps"

by Jim Matthews which lasted for the eighteen sessions. Of course, Skaggs and Dunlop interrupted occasionally but in the main Jim did the talking. For several weeks before, Jim talked on his forthcoming airplane trip to Tulsa and for several weeks after he told us how "Papa" felt in the casket gray airplane. However, the boys had their inning for on the last day of the course we had a pseudo banquet (not a banquet where pseudo are served). At the banquet Jim promised not to talk. You know it must be 49-36 to give a party with free ice cream, cake, and flowers, 'n' everything and not be able to talk—especially if you happen to be Jim Matthews. And besides Hendy told me that Jim was taken for a ride in one of the impersonations. Shelly was toastmaster.

We tried to get Abbe's picture but the boy was practicing sleeping for Canfield's class. But say, talk about trouble getting snapshots—this boy



# BA B S O N I A N



MORGAN



FORD



Aycock was the worst ever; no he wasn't bashful, and he wasn't hard to find, but to get him with his mouth closed so we could get a picture of his face was nigh on impossible.

You notice that in Ballard's picture there is a pitch fork. That really shouldn't be there for George is not that kind of a boy. The fact is that Ballard is on his way to present the fork to the 24-19 Club composed of Dunlop, Jim Matthews, Morgan and R. Thompson.

We got a picture of Lou Caron but it's not the one we would like to have. If we only had a picture of Lou thanking Jim Matthews for his mid-term comment or a snap of Lou consoling Cantfield for losing the bowling meet then we would have a picture. In his snapshot Fergy looks like Napoleon and by the way he keeps the Babsonian staff working you would think he was Simon Legree. But getting back to Napoleon, it will be Fergy's Waterloo if this book is not out on time.



HILL



GARY

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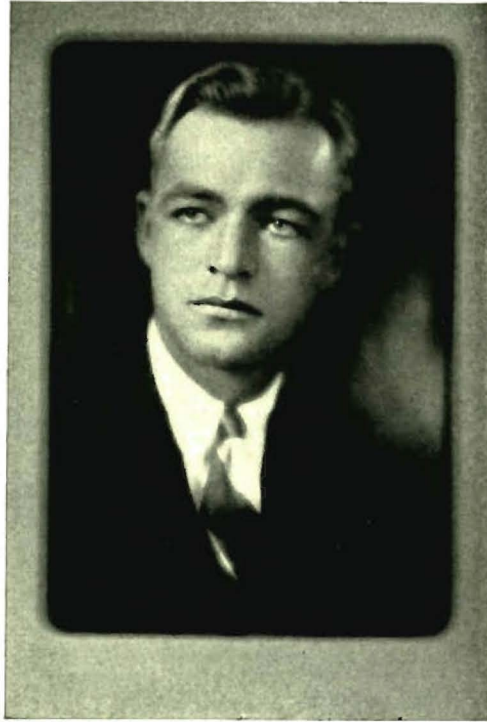
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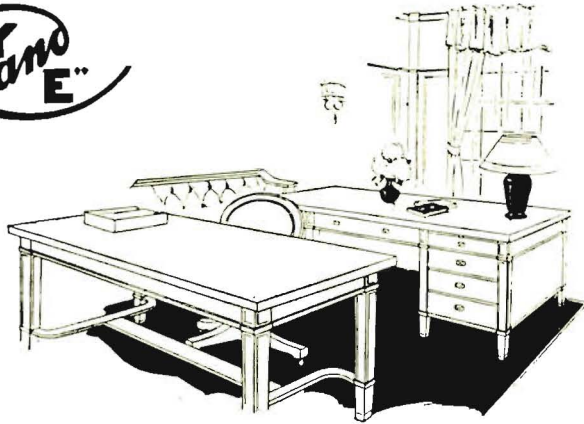
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## *Your Sister's Future*

Will she be handicapped through lack of training to conserve properly her share of the estate that will some day be left her?

Should she not have at this time the instruction in business and investment fundamentals so necessary to prepare her for future responsibilities?

Before it is too late have her write for a catalogue descriptive of our basic training for young women—



## WEBBER COLLEGE

*Babson Park*  
FLORIDA

*Lenox Hotel*  
BOSTON, MASS.



