



ROBERT S. DAVIES, *Editor-in-Chief*

JAMES E. BORENDAME, JR., *Business Manager*

“Real business success comes only through integrity, courage, industry, initiative, and a willingness to sacrifice. Young men should be trained to work, plan, and reach decisions with the use of business tools and good business habits. There will always be unlimited opportunities for trained men of character with executive ability.”

ROGER W. BABSON

Mr. Babson has thus expressed the spirit by which the Institute is guided. Babson Institute, an endowed

institution, operated not for profit, was founded in 1919 by Mr. and Mrs. Roger W. Babson.

# THE 1941 BABSONIAN



**This Edition Introduces to American Business  
Young Men of Babson Institute Trained for  
Practical Business Responsibility**

**PUBLISHED BY THE STUDENT BODY**

**BABSON INSTITUTE OF BUSINESS ADMINISTRATION**

**BABSON PARK, MASSACHUSETTS**

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BABSON COLLEGE ARCHIVES  
LIBRARY

# A LETTER OF INTRODUCTION

## BABSON INSTITUTE PRACTICAL BUSINESS EDUCATION FOR MEN

BABSON PARK, MASSACHUSETTS  
(SUBURB OF BOSTON)

CHAIRMAN OF CORPORATION

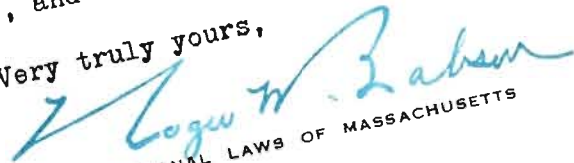
To American Business:

Our businessmen have always combed the country in search of capable youngblood for their organizations. In this period of national and world crisis, this is especially important. This quest for proficient young men is simplified by the publication of the Nineteen Forty-One Babsonian - the first "personal sales portfolio" ever prepared by a student body of any educational institution. Herein, businessmen may critically analyze the records of trained young men offering their specialized services toward the advancement and improvement of American business methods, and toward the furtherance of production for National Defense.

Henry Ford once said, "The only Real Security a man can have in this world is a Reserve of Character, Knowledge and Ability." Certainly, if a young man aspires to become an industrial leader, he must command a business and social perspective, must possess a wealth of information and must be able to use that knowledge in the most efficient manner. Babson Institute equips a young man by study, observation and training, with the experience acquired by prominent leaders in the fields of production, and distribution. It develops a young man who thoughtfully considers his spiritual, mental and physical well-being. It prepares a young man for finding his place in a disrupted world, and enables him to contribute constructively to industrial progress.

This book should prove of distinct service to American businessmen. It is the medium through which many business executives will satisfy their demands for the services of young men trained for responsibility. My sincere hope is that these industrialists may visualize their employment needs and National Defense responsibilities clearly, and accept the services of these competent young men.

Very truly yours,



ORGANIZED NOT FOR PROFIT UNDER THE EDUCATIONAL LAWS OF MASSACHUSETTS



**TO AMERICAN BUSINESSMEN**



**ROGER W. BABSON**  
*Chairman of The Corporation*

# THE BEAUTIFUL BABSON SETTING

Three hundred acres of rolling terrain, tree-lined paths and roads make up Babson Park, Massachusetts, located in Wellesley, a suburb of Boston. Here is the site of the Babson Institute of Business Administration.

The aerial view below shows that section of the Park around which the work and classes of the Institute revolve. The large building near the center is the Library, the colonnade of which appears on

the opposite page. This is the focal point for the Institute's educational coordination.

Babson Institute consists of twelve modern brick buildings. These are so located that the students enjoy brisk walks from one building to another. The Coleman Map building, housing the world's largest relief map of the United States, is situated just up the hill, to the left of the tennis courts, and out of the camera's eye.







## THE PRESIDENT

CARL D. SMITH

TO THE CLASS OF 1941:

As you men look ahead to new areas of activity in the field of business and industry you would do well to question what are the important qualifications which business must demand of executives of tomorrow. Many of you will be asked within the next five or ten years to assume important executive and managerial responsibilities. In those contemplated capacities you should be thinking now of how you may produce the most satisfying results for you and for your company.

Business will demand these qualifications of you:

1. The ability to use your mind in a logical manner.
2. The willingness to accept suggestions from subordinates.
3. The ability to see new opportunities that are ahead and to visualize their limitations.
4. The ability to impart to others your own enthusiasm and to inspire them to enthusiastic endeavors.
5. The ability to make proper evaluation of the important factors influencing a decision and to reach sound conclusions on the basis of your evaluation.
6. A thorough knowledge of your company and its competitive problems and a well-established understanding of the functions of the organization.
7. An intelligent understanding of the viewpoints of your employees so that you may help them to "feel they are living instead of merely working to live."
8. The possession and the putting into effect in your own relationships with others the age-old human virtues of courage, loyalty, perseverance, generosity, sacrifice, initiative, hard work, and the Golden Rule.

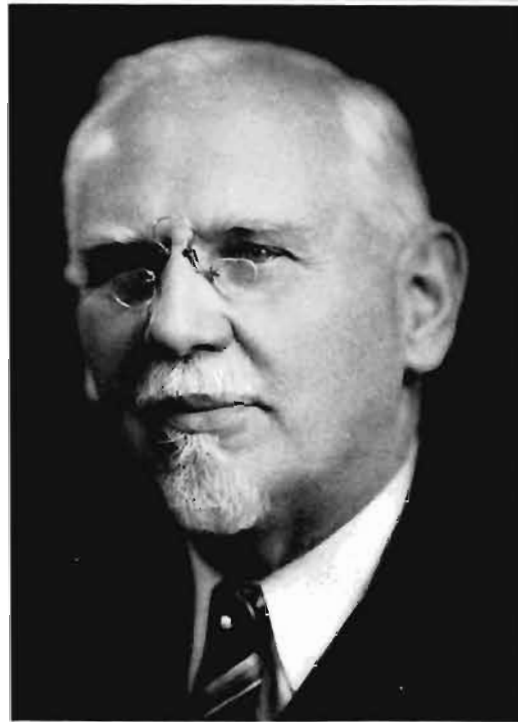
If your life plan can be molded on the pattern of these important qualifications, your success in business and industry is reasonably well assured.

CARL D. SMITH

## THE CORPORATION

The Corporation is a self-perpetuating body whose members direct the administration of the Institute through their appointed agents, the Trustees.

ROGER W. BABSON, *Chairman*  
 GEORGE W. COLEMAN, President Emeritus, Babson Institute  
 MAHLON E. TRAYLOR, President, Massachusetts Distributors, Inc., Boston  
 ERNEST T. GUNDLACH, Gundlach Advertising Company, Chicago  
 PRESTON F. BRYANT, Wellesley Press, Wellesley  
 W. ELLIOTT PRATT, JR., Eaton and Howard, Incorporated, Boston  
 HARRY L. PEABODY, Loyal Protective Life Insurance Company, Boston  
 WINSLOW L. WEBBER, President, Publishers, Financial Bureau, Babson Park, Massachusetts  
 EDWARD L. MORELAND, Dean of Engineering, Massachusetts Institute of Technology, Cambridge



GEORGE W. COLEMAN  
*President Emeritus, Babson Institute*

## THE BOARD OF TRUSTEES

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DWIGHT G. W. HOLLISTER  
*Chairman, Board of Trustees*

## OFFICERS OF THE INSTITUTE

CARL D. SMITH . . . . . *President*  
 GEORGE W. COLEMAN . . . . . *President Emeritus*  
 MYRON E. PIERCE . . . . . *Vice-President*  
 DWIGHT G. W. HOLLISTER . . . . . *Treasurer*  
 IRWIN K. FRENCH . . . . . *Secretary*

# THE BABSON BUSINESS DAY



*Time Clocks Promote Promptness*

Babson Institute offers a basic two-year program of study, the second year of which may be taken as a one-year program, through advanced standing, by those who are properly qualified. This program is planned to accomplish three educational objectives: (a) to give the student a basic background knowledge of business; (b) to develop in the student proficiency in certain skills; and (c) to give the student occupational orientation, direction, and training.

It was one of the original beliefs of the founder that business training should be carried on in an environment as nearly approaching that of actual business as possible, thereby encouraging those habits of promptness, regularity, and sustained effort which are necessary for success in business. Therefore, the student is provided with a full program of supervised performance from 8:30 A.M. to 4:30 P.M.

Four hours each morning, 8:30 to 12:30, the student is continuously occupied with instructors in class conference sessions. After lunch, he works at his own desk in the student offices in the Library where he is under the supervision of office managers. Ediphones and other business machines are located in these offices and are available to the student.

*Business Discussions at Luncheon*



# DISTRIBUTION DIVISION

The fields of Sales and Advertising Management in combination with Business and Law, Marketing, and Economics, are examined carefully by the student while in the Distribution Division.

The Sales and Advertising Management course acquaints the student with the principal problems involved in sales and advertising administration. This is partly accomplished by student attendance at sales conferences and visits to advertising production plants.

Marketing is the prime essential in the field of Distribution. The Marketing course is a survey of all the activities involved in the movement of goods from production source to point of sale and consequent usage. Frequent field trips are made to obtain first-hand information on actual present-day methods.

Knowledge of business law is prerequisite among business men. The course in Business Law is a presentation of the fundamental law of contracts as it affects the rights, duties, and procedures of business men.

Economic problems are also studied thereby enabling the student to acquire an economic and social change perspective. This view is gained as a result of current industrial and distributive problems investigated as they emerge from the seasonal, cyclical, and secular phenomena of our national economic life.



JAMES M. MATTHEWS,  
A.B., LL.D., M.A.  
*Director, Division of Distribution*



BERTRAND R. CANFIELD  
*Sales and Advertising Administration*



HAROLD H. SHIVELY,  
A.B., M.A., J.D.  
*Marketing, Law and Business*

## *Salesmanship Through Student Demonstrations*



# WATCHING BUSINESS AT WORK



*Learning Finance at New York Stock Exchange*

Going beyond its intensive curriculum, the Institute effects a close correlation of its business training with current business practices by a coordinated schedule of visits to banks, factories, stock exchanges, brokerage houses, sales conventions, and marketing institutions. The field trips, taken under the guidance of the Institute's staff instructors, afford an unusual opportunity for relating study and laboratory work to the requirements of vital business problems and the current methods employed by leading business organizations in meeting them. Through first-hand observation there is established an understanding and appreciation of the applications of those principles of business which form the backbone of the curriculum.

Closely associated with student observation of business practices and conditions is attendance at the National Business Conference, held at Babson Park during the late summer or early fall of each year. This is an annual meeting of leading business men of the United States for informal discussion of important current business problems. Students and alumni of Babson Institute are given opportunity to attend these conferences, thereby coming in contact with the country's business leaders, and gaining a practical insight into current business problems.

*A Visit to National Association of Credit Men*





# FINANCE DIVISION

The Senior, during one third of the year delves into the intricacies of sound financial business management. Enigmas of Business Finance, Estate Management, Accounting, and Statistics are disentangled.

Through class work and visitations to New England financial institutions, the student gains knowledge of the monetary system and the ramifications of banking. Various forms of business organizations, and their financial characteristics are studied. Because the securities exchange is an integral part of the financial mechanism of the modern state, four days are spent on Wall Street.

The objective of Estate Management is to train the student to utilize personal income and property to the best advantage in the satisfaction of current needs and toward the building of a future estate from surplus income.

No attempt is made to teach accounting in detail or as an end in itself. The objective of the course is to give the student a broad background in fundamentals, a knowledge of how to analyze financial statements, and the use of accounting as an aid to management.

The best choice of action in solution of management problems often depends on answers obtained by statistical procedures. The Babson man has familiarized himself with these basic methods.



AUSTIN H. FFUTZ, Ph.B., J.L.B.  
*Director, Division of Finance*



ANDREW PETERSEN,  
B.B.A., M.B.A., C.P.A.  
*Accounting; Federal Taxation*



WILSON F. PAYNE, Ph.B., M.A.  
*Statistics; Business Risks; Finance*

*Conference on Money Management*



# OFFICE EXPERIENCE



*Students Use Business Machines*

Afternoon office hours extend from 2:00 until 4:30, five days a week, although on certain afternoons field trips are taken. Also, student assemblies and other special group activities sometimes occupy these hours. All office hours are supervised since the students are required to follow regular business procedure in the preparation of reports, special problems, and other assigned exercises. As a result, the new Library was carefully designed to satisfy the requirements of the curriculum, the methods of instruction, and the primary functions of a library.

The main floor provides three libraries for the senior work, arranged according to a subject classification which conforms to three major divisions of work: Production, Distribution, and Finance. In these specialized libraries, each student, according to his current course, has his desk and office equipment. In solving the practical course work problems the student has need, not only of books relating to the history, theory, and current phases of a subject, but of corporation and trade association reports, government documents, and periodical literature. These are all placed in close proximity to the student's desk.

Office space for junior students is provided on the second floor with facilities similar to those on the first floor.

*Office Managers Supervise Work Hours*



# PRODUCTION DIVISION

During eleven hours of classroom work each week the student learns about both the theoretical and the practical side of management, of men, materials, and machinery. He acquires knowledge of time and motion study, wage payment plans, and the other production management fundamentals. The hypothetical side mastered, the group goes into the field to see the principles practiced in factories in the vicinity of Boston. As a result of these trips, the student is required to prepare an analytical and constructive report on the management policies followed in these companies.

The fact that the role of the Government in business is increasing, makes the study of the Government's role in economic activity an important one. An examination is made of the objectives and instruments of government control.

The course in American Business History has as an objective: the furnishing of a background and a perspective for one's judgment as to the direction in which business has been developing; and to aid the student in dealing with business problems as they may arise from the light of the experiences of other business men.

Men who have the ability to present their ideas forcefully possess a great asset. Therefore, a course in Public Speaking is given, which develops poise, knowledge of the preparation of a speech, and the ability to present a direct and forceful delivery.

*Management Seminar . . . Men, Materials, Machines*



JOHN E. MILLEA, A.B., M.B.A.  
*Director, Division of Production*



JULIAN S. DUNCAN,  
M.A., Ph.D.  
*Government: Government and Business*



JOHN K. HORNER, A.B., M.B.A.  
*Introduction to Finance; Industrial Management*



# ADMINISTRATIVE PERSONNEL



IRWIN K. FRENCH  
*Secretary of the Institute*  
*Assistant to the Treasurer*



CHARLES E. BUTLER  
B.S., B.D., M.A.  
*Student Secretary*

The reputation of the Institute depends largely upon the record of performance of its graduates in the business world; hence the Institute is conscious of a responsibility to business, to itself, and to its graduates in seeing that men who are placed in positions by the school, are properly qualified. All problems relating to this and to student administration are handled by the Personnel office under the direction of Mr. Charles E. Butler.

The plan of instruction at Babson makes it necessary to limit the number of students who may be enrolled. Mr. Francis C. Oakley, Director of Admissions, and Mr. Harry T. Emmons, Secretary of Admissions, in conjunction with the Committee on Admissions, investigate the ability of the individual applicant to pursue the intensive work of the program.

All matters relating to student finances are handled in the Treasurer's office by Mr. Irwin K. French, Secretary of the Institute and Assistant to the Treasurer.

Mr. Gilbert Cam, Librarian and Office Manager, rates each student periodically on his personal qualities and work habits, in order that helpful criticism may be given each man.

Student health requires the services of Dr. Daniel B. Coleman, Institute physician; Miss Mary B. Welsh, R.N.; and Dr. DeWitt G. Wilcox, instructor in public health and personal hygiene. Living arrangements and personal problems are in charge of Mr. Philip V. Burt, Dormitory Manager.



PHILIP V. BURT, B.S.  
*Manager of Dormitories*



MARY B. WELSH, R.N.  
*Resident Nurse*



DEWITT G. WILCOX, M.D.  
*Public Health and Personal Hygiene*



GILBERT A. CAM, B.B.A.  
*Librarian*



FRANCIS C. OAKLEY, A.B.  
*Director of Admissions*



HARRY T. EMMONS, A.B.  
*Secretary of Admissions*



## HERE IS YOUR MAN

MR. EMPLOYER:

The growth of business today is limited by the lack of men with trained ability. The great need of business is young men with broad visions.

Babson Institute prepares young men by study, observation, and training for real business responsibility. Men come here with one purpose—to get the training that will enable them to step into business activity with a minimum of false starts and a higher percentage of successes.

These young men have mastered the fundamentals of business management and have acquired information which gives them the necessary broad view of business. And, they have had the advantage of contact with experienced business men, who over a period of time and by proven ability, have shown that they know the finer points of business management. Yes, Babson instructors are business men by actual experience, not mere textbook theorists.

Today, money and materials are readily available, but the great need is for men with sturdy qualifications. You may be seeking a young man who will develop into an eventual sales executive; you may be looking for a production man who actually has industrial management ideas; or perhaps a man conversant with the intricacies of finance.

These Babson men are not sales executives, production superintendents, or financial sharks. Not yet! But the training and the “will to win” is there. Give these graduates an opportunity, a little more experience, and watch the results. And, top-notch results at that.

Mr. Employer, we ask you to please page through this book, observe the Babson type of man, his education, experience, and ability. We think you will be impressed by the man with Babson business training.



GEORGE EDWARD BEST

47 Mulberry Street, Springfield, Massachusetts

*Objective:*

Distribution

*Experience:*

Canadian Durex Abrasives Limited, Montreal, Canada (Traffic, Production, Purchasing, Junior and Senior Salesman—six years)

*Special Training:*

Sales and Advertising Management; Production Management; Marketing; Business Law; Industrial Purchasing; Statistics; Finance; Accounting

*Education:*

Ecole Internationale, Geneva, Switzerland (one year); North Toronto Collegiate Institute, Toronto, Canada (High School); (This includes a year of Senior Matriculation work); Babson Institute of Business Administration, Babson Park, Mass.

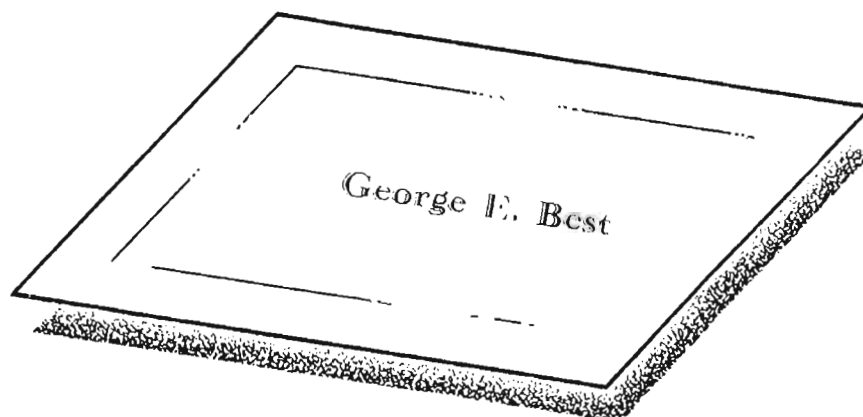
*Extracurricular Activities:*

Religious Activities Committee; Varsity Basketball; Intramural Sports; Alpha Delta Sigma, Babson Institute

*Personal Data:*

Age 26; Single; Height 5'10"; Weight 145

FELLOWSHIP STUDENT



BACKGROUND

Best, because of his father's position, has lived in many different cities and countries, including Geneva, Switzerland; Springfield, Massachusetts; New York City; Montreal, Winnipeg, and Toronto, Canada. This traveling has brought him into constant touch with different people and places and has given him a broader and more tolerant outlook.

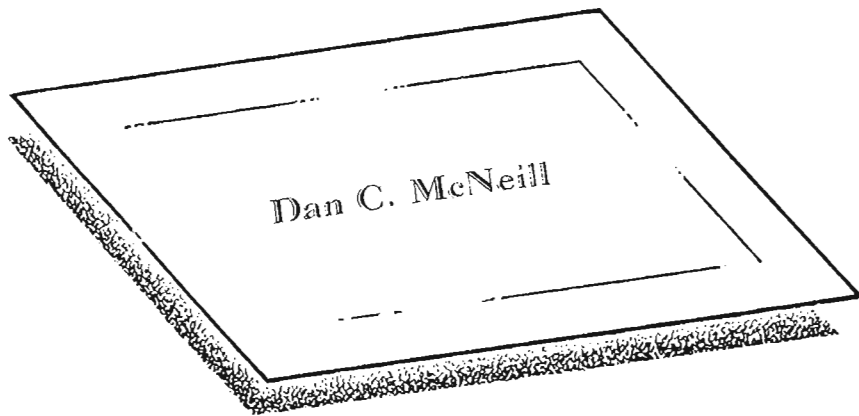
PRACTICAL TRAINING

A series of odd jobs spread over the years from the age of ten has given Best a good understanding of the value of money and encouraged a study of Finance and how to invest his savings. These experiences later proved a good foundation and were definite business assets when he became employed by Canadian Durex Abrasives Limited in 1934. After three years' inside experience, he was put on the road as a Junior salesman traveling in Montreal and vicinity. Six months later, he had worked into a good territory and was classed as a regular salesman. In 1939, he was transferred from Montreal and placed in charge of sales in Maritime Provinces and Eastern Quebec.

THE BUSINESS MAN

Best came to Babson Institute as a Fellowship Student. A great sense of humor, ability to sell himself and his ideas combined with a liberal attitude and logical thought-provoking participation in conferences has made Best many warm friends. He is a young man qualified for association with an outstanding distributive organization.

## FELLOWSHIP STUDENT



DAN CALDWELL McNEILL

Box 34, New Castle, Indiana

### *Objective:*

Finance - General Field

### *Special Training:*

Economics Major; Junior Economist; U. S. Civil Service Register; Survey of the Chemical Industry; Production Management

### *Education:*

De Pauw University, A.B., Greencastle, Indiana; Babson Institute, of Business Administration, Babson Park, Massachusetts, Fellowship Student

### *Extracurricular Activities:*

Business and Advertising Manager of *Campus Magazine*; Varsity Debate; Rector Scholar; President of Economics Fraternity; Treasurer of Alpha Delta Sigma; Advertising Fraternity; Secretary of Phi Gamma Delta Social Fraternity; DePauw University; Social Activities Committee, Physical Activities Committee, Babson Institute

### *Personal Data:*

Age 23; Single; Height 6'; Weight 155

## BACKGROUND

The field of Finance has held an interest for McNeill from the time he first began to plan seriously for the future. Soon after entering college, he found that the courses offered by the Economics Department contained



the material that he desired to know most about. Hence many interesting hours were spent in lecture and individual research in such courses as Corporation Finance, Public Finance, Social Control of Business and Elementary and Advanced Accounting. He has also made a study of the British Income Tax System.

## PRACTICAL TRAINING

On a Fellowship basis at Babson Institute, McNeill has been able to secure individual instruction and guidance from the Faculty. He has made a complete study of the chemical industry with particular emphasis placed on the financial statements of the leading companies in this field. He has also conducted a personal survey of the action of heavy industrial stocks as they reflect changes brought about by the war. He made a study of the Securities and Exchange Commission as affected by the war and the present National Defense program.

## THE BUSINESS MAN

Likeable, and able to get along easily with people, McNeill is a leader of men. His personality is such that it pleases all whom he meets, and inspires confidence. This is coupled with a mental and physical capacity for constant study and hard work. A keen interest in all financial matters is genuine with McNeill.



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47 Mulberry Street, Springfield, Massachusetts

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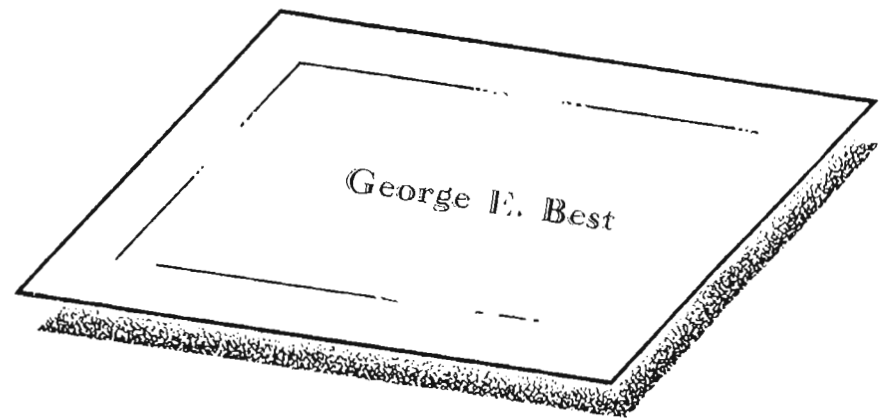
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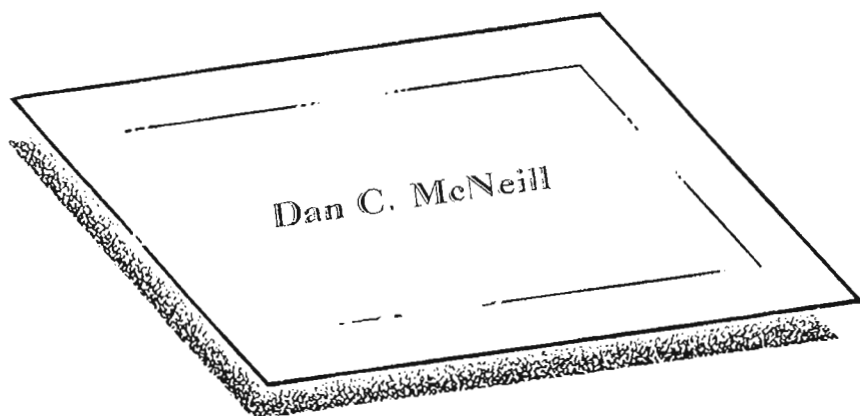
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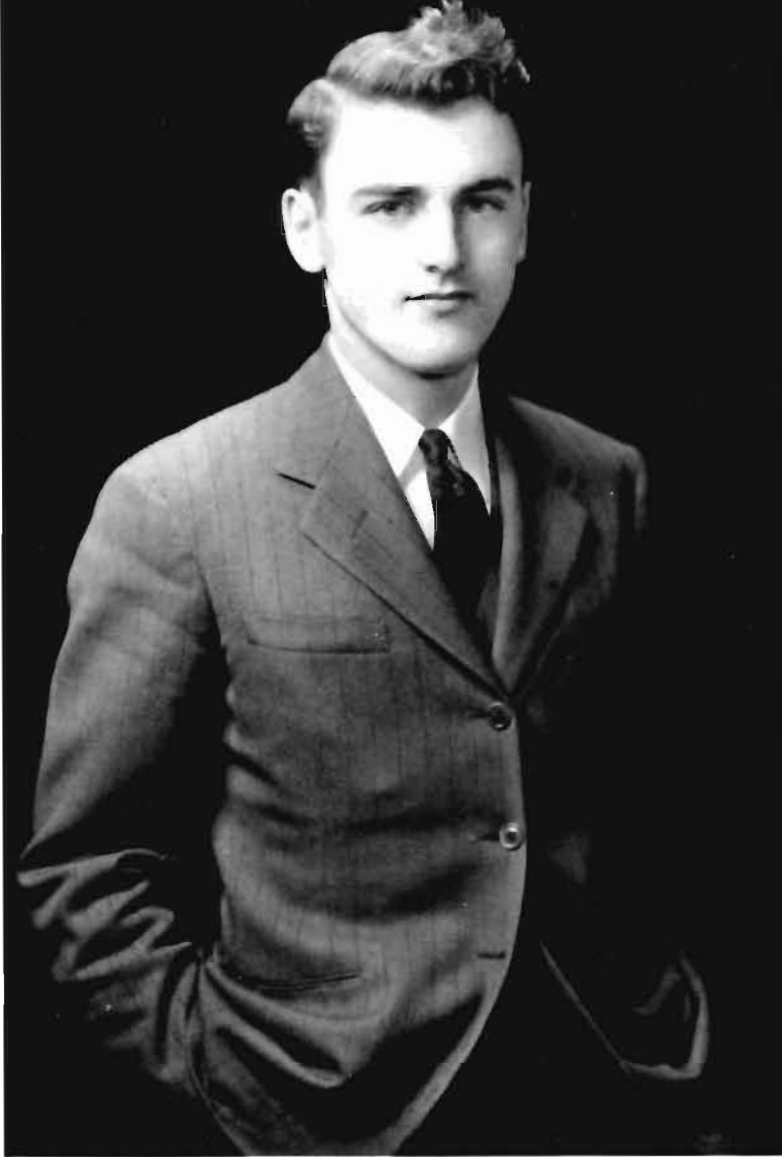
the material that he desired to know most about. Hence many interesting hours were spent in lecture and individual research in such courses as Corporation Finance, Public Finance, Social Control of Business and Elementary and Advanced Accounting. He has also made a study of the British Income Tax System.

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CLARENCE WILLIAM PATTEN

14 Park Avenue, Derry, New Hampshire

*Objective:*

Accounting

*Experience:*

Camp Manning, Laconia, New Hampshire; Commissary Officer, Camp Clerk and Budget Control (two summers); Beaver Lake Hotel, Derry Village, New Hampshire (summer, 1940)

*Special Training:*

Accounting Major; B.S. in Accounting

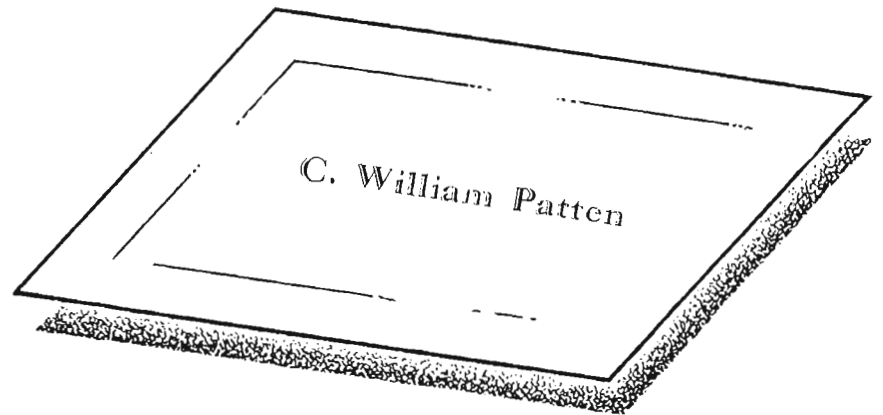
*Education:*

Syracuse University, Syracuse, New York, graduated *Magna Cum Laude*, 1940; Babson Institute of Business Administration, Babson Park, Massachusetts, Fellowship Student

*Extracurricular Activities:*

Kappa Sigma, President of Chapter; Phi Kappa Phi; Beta Gamma Sigma; Beta Alpha Psi; Varsity Wrestling Team, Syracuse University; Physical Activities Committee; Assistant Editor, 1941 BAB-

FELLOWSHIP STUDENT



SONIAN; Student Editor of *Alumni Bulletin*, Babson Institute

*Personal Data:*

Age 22; Single; Height 5' 8"; Weight 145

BACKGROUND

When Patten entered Syracuse University he had chosen Accounting for a career. Courses studied there in the advanced field of Accounting included Cost Accounting, Accounting Systems, Federal Taxation, Auditing, and CPA Problems. In allied fields, he has studied Economics, Finance, Business Law, and Business Mathematics. He was rewarded for his efforts when he was graduated in 1940, *Magna Cum Laude*, and received a Fellowship to Babson Institute.

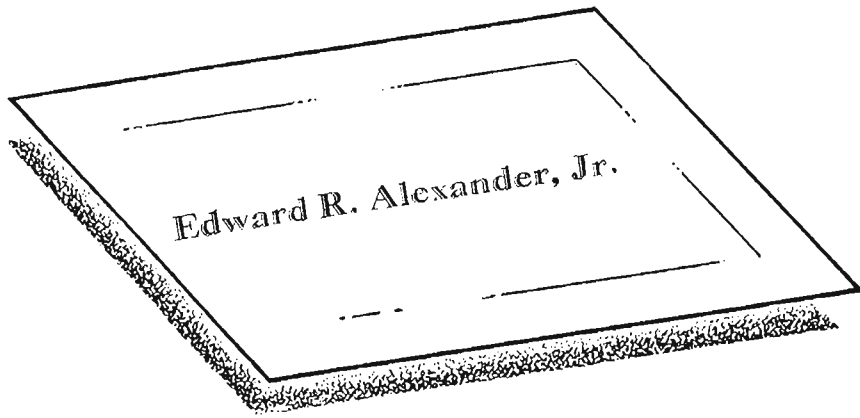
At Babson Institute, Patten availed himself of the opportunity to receive the individual instruction that a Fellowship Student may receive. He has done research and has written a report on Government Regulation of Accounting.

PRACTICAL TRAINING

Determining food costs per day and budgetary control, coupled with secretarial work, occupied Patten's first two summers after entering college. During the summer of 1940, he was employed by the Beaver Lake Hotel, Derry Village, N. H. At Babson Institute he has been an accounting assistant and tutor.

THE BUSINESS MAN

Patten has unquestioned integrity, tact, an active and analytical mind. He can adapt himself readily to working conditions and other workers. Leadership ability has been developed by his ROTC training. Patten has been a counselor in boys' camps and assistant office manager and student counselor at Babson Institute. He is a highly respected and competent young man, trained for the accounting profession.



## EDWARD R. ALEXANDER, JR.

1523 New Hampshire Avenue, Washington, District of  
Columbia

### *Objective:*

Sales, Petroleum Refining

### *Experience:*

Research and Experimental Work in Laboratory

### *Special Training:*

Marketing; Salesmanship; Advertising; Production

### *Education:*

Hawken; Choate; Georgetown University (two  
years); Babson Institute of Business Administration,  
Babson Park, Massachusetts

### *Extracurricular Activities:*

Glee Club; Mask and Wig Club; Intramural Sports,  
Babson Institute

### *Personal Data:*

Age 22; Single; Height 5' 10 $\frac{1}{2}$ "; Weight 150

## BACKGROUND

Alexander, whose father is a lawyer, came to Babson Institute from Washington, after employment in New York City. Having had several years of college training, he felt that he was prepared to fill his job well, but after a time decided that he could use intensive business training such as offered by Babson Institute.

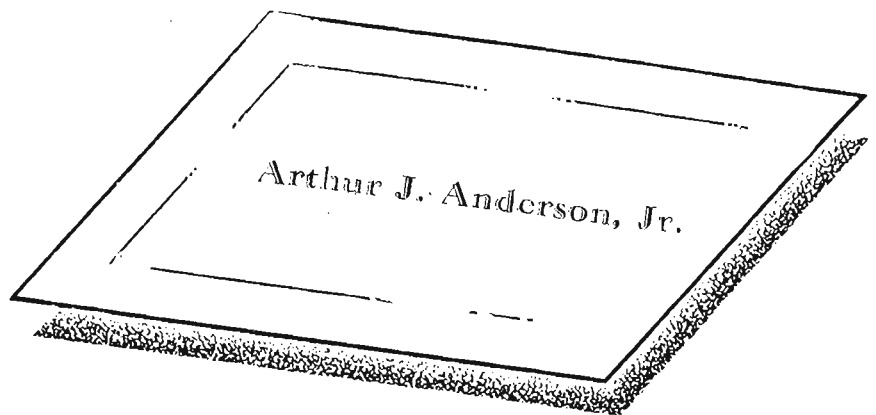
## PRACTICAL TRAINING

In addition to the actual experience Alexander acquired while working in New York City, he has spent considerable time in making a thorough analysis of the petroleum refining field by means of statistical methods. It is obvious that all business plans, at one stage or another, involve the use of facts and figures. The solution of sales problems today requires a narrower margin of error than ever before and this error can be substantially decreased by the proper use of statistical analysis.

Alexander has also been trained in various other practical courses relating to Production, Sales, and Distribution since it is the objective of Babson Institute to give each student training in all phases of business while allowing him to specialize and do extra work in the field most interesting to him.

## THE BUSINESS MAN

Real ability and a great sense of humor are two of the major attributes of E. R. Alexander. He is resourceful, imaginative, and sincere. A young man friendly, cheerful, alert, and possessed of more than average ability as a business man, he will doubtless become associated with some outstanding distributive organization upon graduation.



## ARTHUR JULIUS ANDERSON, JR.

Woodchester Road, Wellesley Hills, Massachusetts

### *Objective:*

Insurance (Fire and Marine)

### *Special Training:*

Salesmanship; Statistics; Planning; Finance; and Production

### *Education:*

Newton Country Day School, Newton, Massachusetts; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Advertising Staff, 1941 BABSONIAN; Camera Club; Babson Institute

### *Personal Data:*

Age 23; Single; Height 6'1 $\frac{1}{2}$ "; Weight 190

## BACKGROUND

Born in Waltham, Massachusetts, Anderson is a graduate of the public school systems of Newton and Wellesley. Interested in preparing for the insurance field, An-

derson entered Babson Institute to obtain the necessary practical business training before entering his chosen field.

Because his father is in the insurance business, Anderson has had a great many contacts with men in that occupation. His environment has been such that he has gained a background of insurance fundamentals that will be invaluable in business.

## PRACTICAL TRAINING

At Babson Institute, Anderson has specialized in insurance. He had the advantage of definitely knowing what his business occupation would be and pursued it.

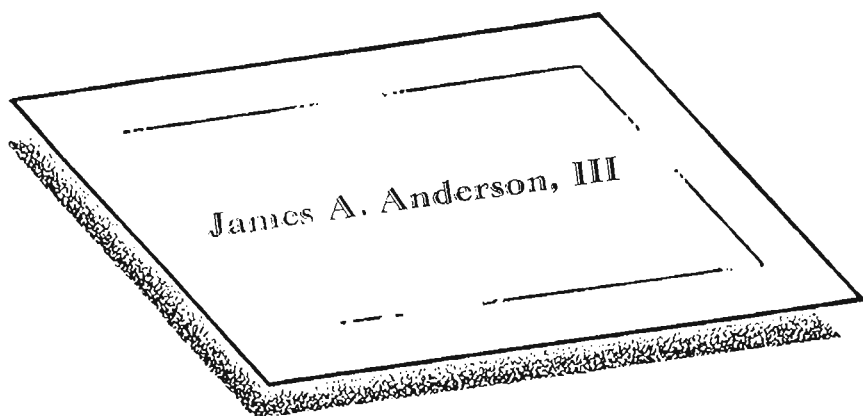
While studying Statistics, he made a survey of the insurance field and also made a comprehensive survey in Business Planning. In these extensive reports he analyzed the past demand, and the estimated future demand for insurance.

Anderson has been trained in such courses as Economics, Public Speaking, Personal Estate Management, Sales and Advertising. This training has increased his capacity for systematic hard work, and provided much of the basic business information needed in order to grasp thoroughly the principles of insurance.

## THE BUSINESS MAN

The first thing that one notices about Arthur J. Anderson is that he presents a good appearance, has poise, and pleasing maturity.

Among his fellow students and the faculty he is known to be dependable, and a hard and persistent worker. Add to these qualities the ability to make critical judgments and the character to stand by his convictions and one has a progressive-minded young business man. These are assets sought by every business organization today when employment of capable young men is given consideration.



## JAMES A. ANDERSON, III

1711 Palmer Avenue, New Orleans, Louisiana

### *Objective:*

Advertising, Publishing Business

### *Experience:*

Circulation Manager—Time, Inc. at Babson Institute; Office Work in Family Firm

### *Special Training:*

Advertising; Marketing; Sales (Specialization in Advertising)

### *Education:*

Woodberry Forest School; McDonogh School; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Chairman, Social Activities Committee; Babson Institute; Stamp Collector

### *Personal Data:*

Age 20; Single; Height 5'8"; Weight 135

## BACKGROUND

Anderson comes from New Orleans where his family is connected with a well-known brokerage firm dealing in cotton, stocks, bonds, and underwriting. He has

traveled extensively over the United States, especially the western part. He also spent two years in Europe and had traveled through Canada and Mexico. He received his earlier education at Woodberry Forest School and the McDonogh School.

## PRACTICAL TRAINING

Anderson has spent much of his time in educational institutions. As a Babson Institute student, he specialized in Advertising, and conducted several intensive surveys in this field. As a result of this, and with the help of the faculty, he wrote a thesis on Advertising and Publishing, considering it from several different viewpoints. He has also made a complete analysis of Advertising as related to Publishing, and developed this information into a series of statistical charts with adjustments for seasonal variation in the industry.

## THE BUSINESS MAN

Jim Anderson is very mature socially, a pleasant and intelligent conversationalist, and possessed of executive ability. This young man is primarily interested in publications, advertising, and traveling. Anderson is a well-rounded individual with real ability to get along with people—a necessary qualification to success in the business man's life.



SIDNEY RAYMOND BAER, JR.  
901 Kent Road, St. Louis, Missouri

*Objective:*

Marketing, Finance

*Experience:*

Stix, Baer, and Fuller Co., St. Louis, Missouri  
(Various Departments)

*Special Training:*

Salesmanship; Marketing; Finance; Economics

*Education:*

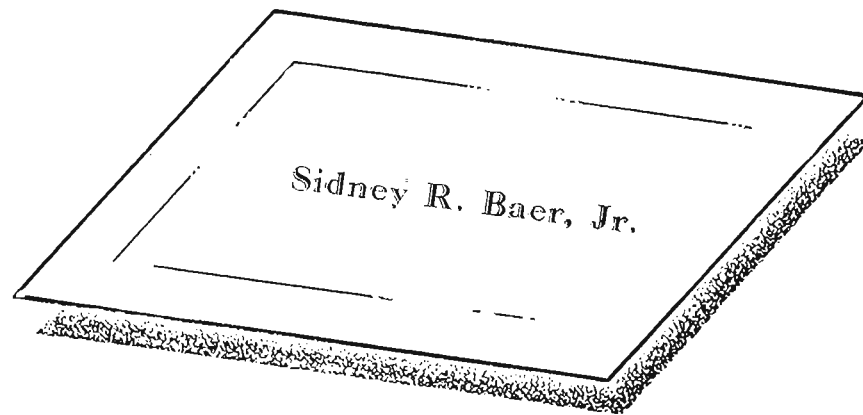
Country Day School, St. Louis, Missouri; University of Illinois; Washington University (three years); Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Yearbook (business, editorial staffs); Advertising Staff, 1941 BABSONIAN

*Personal Data:*

Age 22; Single; Height 5'6<sup>1</sup>/<sub>2</sub>"; Weight 128



### BACKGROUND

Baer's family is connected with a large department store in St. Louis, Missouri. He attended several private schools in St. Louis before going to the University of Illinois, Washington University, and then to Babson Institute. His summers, when he was not working, have been spent in various summer camps.

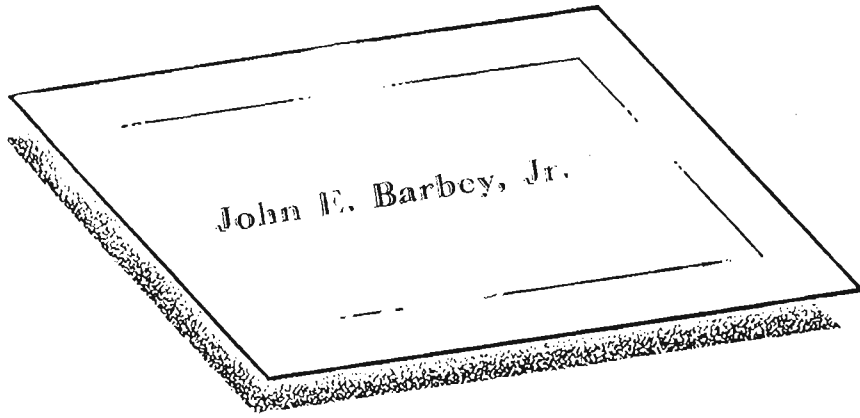
Baer has always been interested in the financial side of business; and, desiring to acquire an intensive training in this field, he enrolled at Babson Institute to learn the fundamentals of this phase of business.

### PRACTICAL TRAINING

Baer has spent some time working in his father's store so that he might obtain the practical viewpoint necessary to business success. While at Babson Institute, he has taken a general course in Production, Distribution, and Finance, concentrating on the latter course since that is his primary interest. In connection with his work in Statistics, he made a general survey of the department-store field, in order that he might have a more complete and comprehensive knowledge of the various factors affecting merchandising and finance in this particular specialized distributive field.

### THE BUSINESS MAN

Baer is persistent, sincere, and serious. He is a young business man possessed of sound merchandising methods. Financially-minded, his patience and loyalty combined with his friendliness should be of considerable value to him when he becomes employed in the department store field.



## JOHN E. BARBEY, JR.

R.F.D., No. 2, Greenfields, Reading, Pennsylvania

### *Objective:*

Production; Distribution

### *Experience:*

Vanity Fair Silk Mills (two summers); Munroe Mills (two years)

### *Special Training:*

Advertising; Marketing; Production; Finance

### *Education:*

The Hill School; University of Wesleyan (two years); Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Alpha Delta Phi; Football; Wrestling; Track; Paint and Powder Club, Alpha Delta Sigma, Intramural Sports

### *Personal Data:*

Age 23; Single; Height 5'10"; Weight 165

## BACKGROUND

Barbey expects to go into the silk and rayon industry after his graduation from Babson Institute, since his family owns and operates a large silk concern. Naturally, he has always directed his business training with this in

mind. He attended The Hill School and Wesleyan University prior to his coming to Babson Institute.

## PRACTICAL TRAINING

Barbey has spent considerable time working in silk mills. He has been employed in many departments and worked in most of the production departments. While at Babson Institute, he prepared a complete statistical survey of the rayon industry.

Because of his work in various production departments, he has been greatly interested in the Production Division at Babson Institute, which trains students in ways and means of bringing together materials, labor, equipment, and of effecting production with a minimum of delay and cost.

## THE BUSINESS MAN

Personally attractive and socially well-adjusted, Barbey can well be called an asset to any business concern. Gifted with a good sense of humor, he is conscientious and thorough about his work.

One of the factors that indicated his actual abilities were the points he brought forth in the conferences. These were statements which got to the root of the problem at hand, and gave his instructors and fellow students considerable thought-provocation.



### WARREN BERNARD BENSON

6039 Collins Avenue, Miami Beach, Florida

*Objective:*

Apartment House Management

*Experience:*

Gulf Stream Apartments, Miami Beach, Florida, as Errand Boy, Elevator Boy, Assistant Desk Clerk, and Desk Manager (four years)

*Special Training:*

Accounting; Sales and Advertising; Statistics; Factory Management; Taxation; and Finance

*Education:*

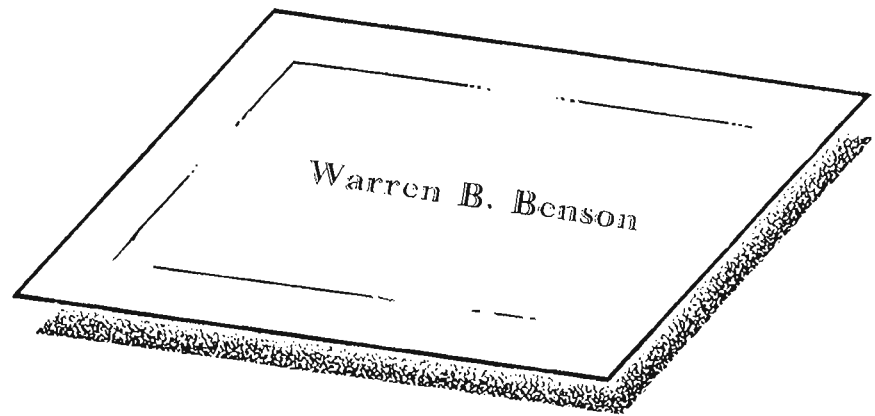
Miami Beach High School, Miami Beach, Florida; Babson Institute of Business Administration, Babson Park, Massachusetts.

*Extracurricular Activities:*

Baseball; Tennis; Bowling League; Religious Activities Committee, Babson Institute

*Personal Data:*

Age 20; Single; Height 6'1"; Weight 185



### BACKGROUND

Benson has lived in an apartment house all his life, and is acquainted with apartment house management. His father is the owner of an apartment house in Miami Beach, Florida, and because of this environment Benson has had the opportunity to study the inside workings of the business. Over a period of four years he was employed in many capacities, finally as desk manager. Thus, by actual experience, he has gained an insight into the operations necessary to run such an establishment.

### PRACTICAL TRAINING

W. B. Benson, in addition to the actual experience he has had in this business, has fitted himself for a position on an apartment house managerial staff by his work at Babson Institute.

He has studied the sales and advertising methods used by successful executives in renting or leasing space for clients. He has gained a background of the basic fundamentals of Accounting and Federal Taxation.

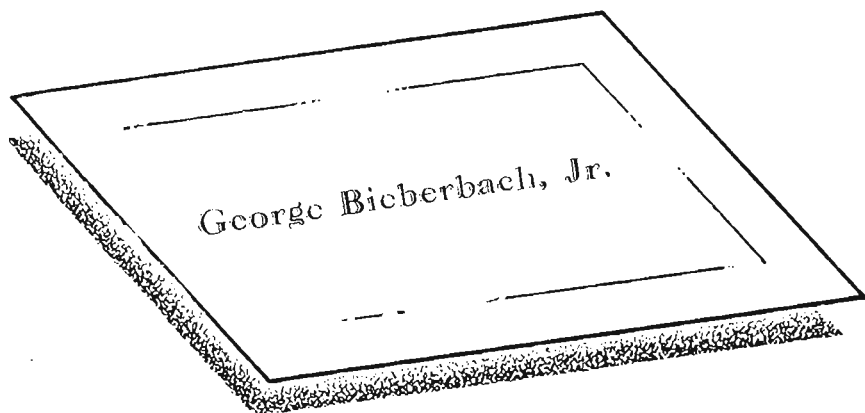
Thus, Benson offers to the field of apartment house management, a background based on actual experience and a superior practical training in business methods and procedures.

### THE BUSINESS MAN

Endowed with a high moral character and fine ideals, Benson has made many friends during his two years at Babson Institute. He has the proper mental and physical qualities to get along well with people.

He has a high sense of responsibility and is sincere in his work and in his relations with employees, faculty and students.





## GEORGE BIEBERBACH, JR.

11 Morningside Road, Worcester, Massachusetts

### *Objective:*

Production

### *Special Training*

Production; Sales; and Finance

### *Education:*

St. John's Prep School, Danvers, Massachusetts;  
Clarkson College of Technology, Potsdam, New  
York; Babson Institute of Business Administration,  
Babson Park, Massachusetts

### *Experience:*

Arcade Malleable Iron Company, Worcester, Mass-  
achusetts (one year apprenticeship, one year in  
Production Department)

### *Extracurricular Activities:*

Social Chairman, President and Vice President,  
Omicron Pi Omicron Fraternity, Clarkson Tech;  
Editorial Staff, 1941 BABSONIAN; Physical Activ-  
ities Committee; Varsity Basketball; Intramural  
Sports; Babson Institute

### *Personal Data:*

Age 25; Single; Height 6' 1"; Weight 180

## BACKGROUND

Bieberbach has been deeply interested in the produc-  
tion of machined tool parts ever since he entered the  
employ of the Arcade Malleable Iron Company. After  
completing the prescribed apprenticeship course, he was  
assigned to the Production Department. After a year, he  
decided to further his education and enrolled at Clarkson  
College of Technology in the Mechanical Engineering  
Department.

He had planned to return to the foundry after gradua-



tion, but because of unforeseen difficulty, the manage-  
ment of the company was changed. He decided, because  
of this change, to acquire some practical business train-  
ing. He then enrolled at Babson Institute.

## PRACTICAL TRAINING

George Bieberbach, in addition to the actual experi-  
ence he has received, has had considerable training in  
Production Management such as Motion and Time  
Study, Production Planning, and Dispatching. The aim  
of these courses is to develop ways and means of bringing  
together material, labor, and equipment, and effecting  
production with a minimum of delay and cost.

Bieberbach has studied the wholesaling and retailing  
of products. In these uncertain days, it is a great asset  
to an organization to employ a young man who analyzes  
the channels of marketing products.

## THE BUSINESS MAN

Because of his business knowledge and experience, he  
would undoubtedly prove of value to a company pro-  
ducing machined tool parts.

Bieberbach has a pleasing personality and is well  
liked by his fellow students. He is ambitious and fulfills  
all assignments given him to the best of his ability.  
Bieberbach's engineering training has given him initia-  
tive, determination, and the ability to analyze critically  
all business methods.



NATHANIEL ANDREW BILLINGS, JR.

26 Llewellyn Road, West Newton, Massachusetts

*Objective:*

Sales Work and Administration

*Experience:*

Raytheon Production Corporation

*Special Training:*

Electrical Engineering; Finance; Production; Distribution; Surveying

*Education:*

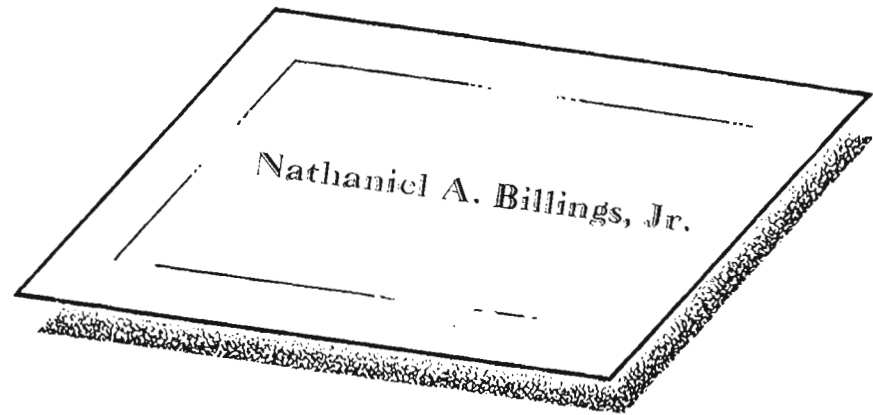
Huntington Preparatory School; University of Maine (two years); Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Football; Swimming; Phi Gamma Delta; Photography; Physical Activities Committee, Alpha Delta Sigma, Babson Institute

*Personal Data:*

Age 22; Single; Height 5' 9"; Weight 170



### BACKGROUND

Billings was born and brought up in and around Boston. He attended Newton High School before going to Huntington Preparatory School and then college. While at the University of Maine, he studied Electrical Engineering but decided after two years that he was more interested in Business Administration than in Engineering.

### PRACTICAL TRAINING

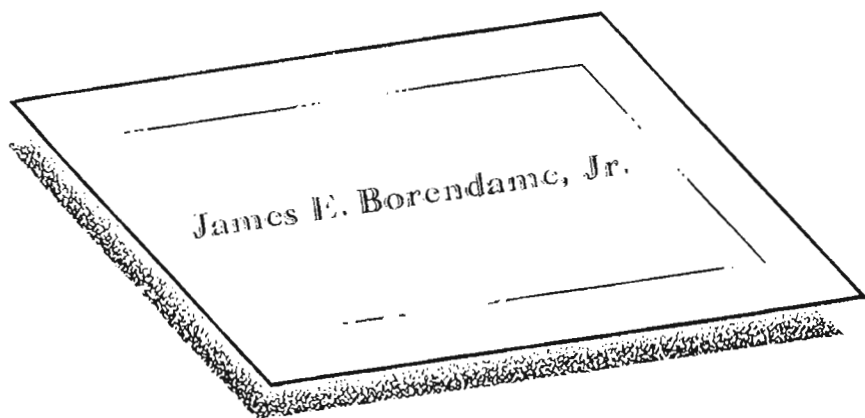
In the summer of 1940, Billings went to work with the Raytheon Production Corporation, Newton, Massachusetts, as a general office worker. This was good experience since he had just finished his first year at Babson Institute, and could apply some of the principles of business management learned there.

Billings has also been interested in the chemical industry, and while at Babson Institute, conducted a survey of the heavy chemical industry over the last ten years.

### THE BUSINESS MAN

An excellent conversationalist with a sense of humor, he is clean-cut in appearance, a good mixer, and friendly. Billings is conscientious about his work and very cooperative in any project with which he is concerned. In conference sessions, Billings has shown the ability to see through the maze of irrelevant facts that sometimes obscure the cause and solution of business problems.

A young man with technical training, combined with business administrative ability, Billings is the type now sought in many distributive organizations.



### JAMES EUGENE BORENDAME, JR.

2039 Wealthy Street South East, East Grand Rapids,  
Michigan

*Objective:*

Executive Assistant; Advertising; Sales Promotion;  
Public Relations

*Experience:*

Grand Rapids Herald Publishing Company, Circulation Department (six years part-time employment); Packard Motor Car Company, Detroit, Michigan, Stamping Division, Standards Department, Packard Proving Grounds, Utica, Michigan (two and one-half years); Western Association of Railway Executives, Chicago, Illinois, Law Department, Executive Assistant to four major railroad executives (two and one-half years);

*Special Training:*

Advertising and Sales Administration; Marketing; Statistics; Economics; Psychology; Business Law; Finance; Production; Transportation; English Literature; Executive Secretarial

*Education:*

East Grand Rapids High School, East Grand Rapids, Michigan; Davenport-McLachlan Institute, Grand Rapids, Michigan (two-year Business Administration and Executive Secretarial Course); Grand Rapids College of Applied Science (one year); John Marshall Law School, Chicago, Illinois (one year); LaSalle Extension University, Chicago, Illinois (Business Management and Traffic Management Courses); Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

President of Student Council, Member of Glee Club, Dramatics Club, Editorial Staff, Davenport-McLachlan Institute; Student Executive Commit-



tee, Business Manager, 1941 BABSONIAN; Founder of George W. Coleman Chapter of Alpha Delta Sigma; Social Activities Committee; Photography Club; Intramural Sports; Babson Institute of Business Administration

*Associations:*

Advertising Club of Boston, Reception Committee; Advertising Federation of America; Alpha Delta Sigma, National Professional Advertising Fraternity; Transportation Association of America; Junior Traffic Club of Chicago; American Enterprise Association; Lawson Young Men's Christian Association Sponsor's Council, Chicago, Illinois; Associated Stenotypists of America.

*Personal Data:*

Age 27; Single; Height 6'; Weight 190

#### THE BUSINESS MAN

A young man of broad educational objectives and extensive experiential background, James E. Borendame, Jr., has given direction and leadership to many purposeful college and business activities. Business organizations seeking a young man who commands people's confidence by his initiative, determination, sound sales sense, and administrative ability, would do well to consider employing him. In short, here is a young man prepared for a position of large business responsibility.



### GEORGE ENGLISH BISBEE

1415 West Washington Avenue, Jackson, Michigan

*Objective:*

Production and Personnel

*Special Training:*

Law; Production; Finance; Distribution

*Education:*

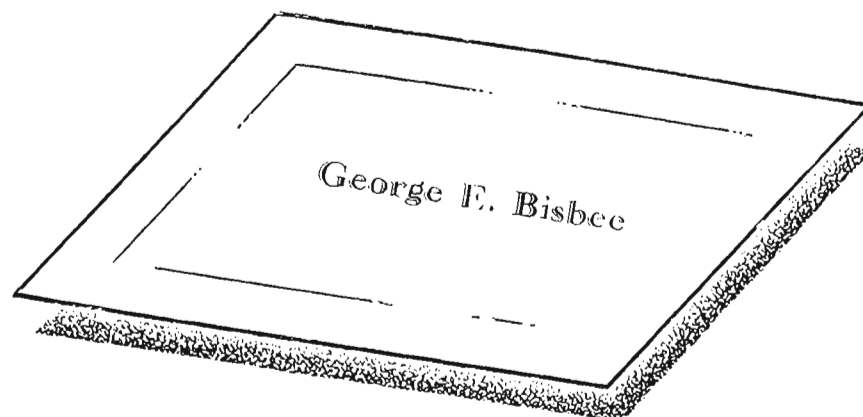
Jackson High School, Jackson, Michigan; Denison University, A.B. degree; University of Michigan Law School; Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Sigma Chi; Pi Delta Epsilon; "D" Association; Board of Control of Debate; Fraternity Social Chairman; Sports Editor; Varsity Baseball; Officer of Fraternity, Denison University; Intramural Sports, Babson Institute

*Personal Data:*

Age 22; Single; Height 5' 10"; Weight 145



### BACKGROUND

Bisbee comes from a family of lawyers, bankers, and newspaper men. After graduating from Jackson High School, he attended Denison University in Granville, Ohio, for four years and received an A.B. degree. He then went to the University of Michigan Law School, for a year and one half, to get the fundamentals of law, especially as related to business.

### PRACTICAL TRAINING

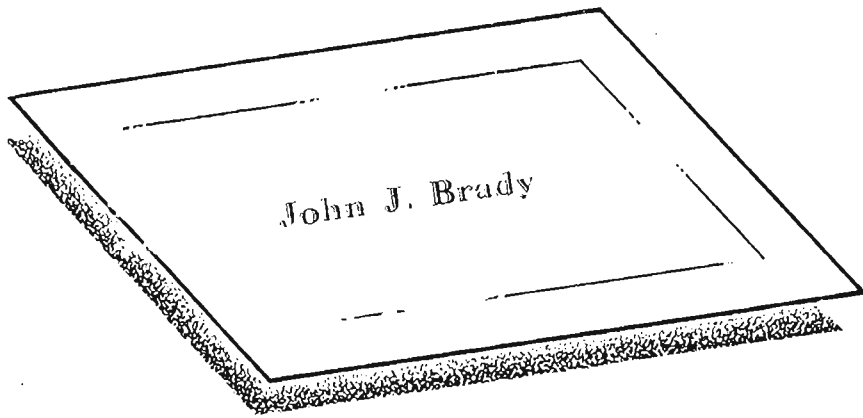
Although Bisbee has had no actual business training, he has had the advantage of certain Production Management studies and courses that will aid him far more than a period of time spent in any factory. With his college training, plus his legal study combined with the practical training of Babson Institute, he is very well equipped. Since he is interested in manufacturing, he feels that an actual Production training course will complete his qualifications for the business and industrial world.

Bisbee made a statistical analysis of the automobile accessories industry while at Babson Institute. This statistical data, prepared in conjunction with the course in Finance, was developed for a period of ten years and the results were seasonally adjusted.

### THE BUSINESS MAN

Well liked by everyone at the Institute, Bisbee was in the good graces of his instructors scholastically and of his fellow students in all ways. He attended and graduated from the Civil Aeronautics Authority flying school while at the Institute. His other interests are sports, golf in particular.

Bisbee is persuasive, thorough, and tactful in his business associations. These are requisites in the industrial type of employment he is pointing toward.



JOHN J. BRADY  
"Jon-Mar," Fort Dodge, Iowa

*Objective:*

Trucking Business

*Special Training:*

Finance; Production; Distribution; General Course

*Education:*

Fort Dodge High School, Fort Dodge, Iowa; St. John's Military Academy; Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Social Activities Committee, Intramural Sports, Babson Institute

*Personal Data:*

Age 20; Single; Height 5' 10½"; Weight 182

### BACKGROUND

Born in Fort Dodge, Iowa, Brady attended the Fort Dodge High School and graduated in 1938. The following year he attended St. John's Military Academy in Delafield, Wisconsin. He came to Babson Institute in the fall of 1939 as a junior student in the Two-Year Course.

During the summers, Brady has worked in his father's business and expects to work for this company after his graduation from Babson Institute. Naturally, his back-

ground and preparation for later business life has been colored to a great extent by the motor freight transportation industry.

### PRACTICAL TRAINING

Brady has worked for his father's company which is in the truck freight transportation business. Since this industry is Brady's main interest, the work he has done at the Institute has been directly connected with Transportation Management.

While taking the course in Statistics, he made a survey of the trucking industry over the last ten years, and charted these results in graphic form.

### THE BUSINESS MAN

Brady has shown himself to be alert and ambitious by his attitude in doing Institute work. He ranks above average as a student.

A clean-looking chap, with a very pleasing smile and personality, Brady has the confidence and respect of both faculty and students. He possesses those qualities of personality and character that are sincere and command admiration from any one who associates with him. His knack of analyzing problems clearly and comprehensively will stand him in good stead in his future years of truck transportation management.



LATHAM STUART BROADWELL.

3645 Brookside Road, Toledo, Ohio

*Objective:*

Production - Glass Industry

*Experience:*

Sherlock Baking Co.; Owens-Illinois Glass Company (Salesman)

*Special Training:*

Factory Management; Salesmanship and Advertising; Accounting; Federal Taxation; Statistics; Business Planning; Time and Motion Study; and Industrial Purchasing

*Education:*

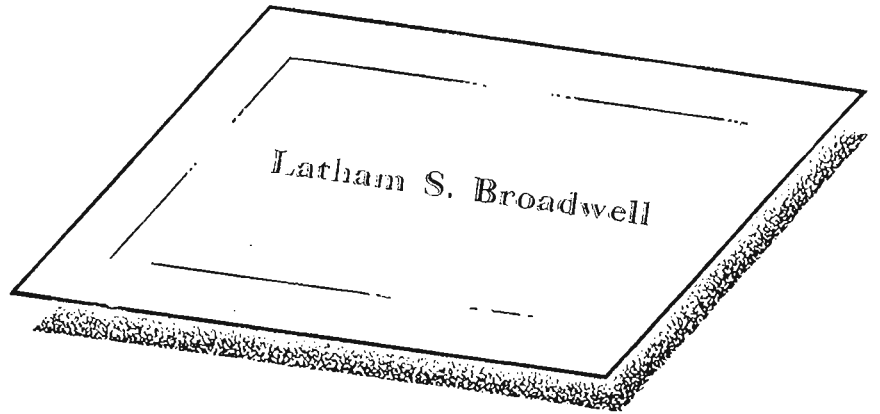
Cranbrook School, Bloomfield Hills, Michigan;  
Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Intramural Sports: Varsity Basketball (Captain); Physical Activities Committee, Babson Institute

*Personal Data:*

Age 20; Single; Height 5'9"; Weight 180



### BACKGROUND

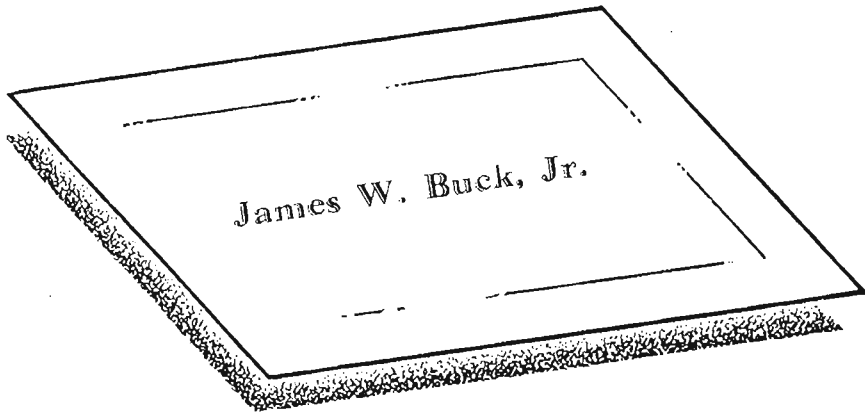
Broadwell came to Babson Institute to learn more about the glass industry, which he plans to enter after graduation. He has had one summer's experience in many of the departments of Owens-Illinois Glass Company, including the molding, shipping, packing, inventory and stock control department. This practical training has given him an insight and interest in the industry and has made him zealous to carry on his studies of that industry at Babson Institute.

### PRACTICAL TRAINING

Broadwell, in addition to the actual experience gained from employment in the glass industry, has had training in Factory Management, Industrial Purchasing, Statistics, and Business Forecasting. His report in Statistics was based on glass production over the past ten years and he adjusted these figures for seasonal variation. In addition, he has made an index for the demand of glass products and has compared the reaction of glass production to the business cycle and other important indices that react to the vagaries of economic conditions.

### THE BUSINESS MAN

Latham Broadwell is first and foremost a lover of sports, and he excels in all of them. He is a firm believer of physical fitness as a basic prerequisite of mental alertness and he has followed this axiom by working out in the gymnasium consistently. Broadwell has a pleasing personality, poise, and courtesy. He has shown himself to be a hard worker and ambitious to succeed in the glass manufacturing industry.



## JAMES WALLACE BUCK, JR.

3725 East Douglas Avenue, Wichita, Kansas

### *Objective:*

Department Store Management

### *Experience:*

General Sales Experience Various Departments of Department Store

### *Special Training:*

Salesmanship; Sales Management; Advertising; Marketing; Business Planning; Industrial Purchasing; Statistics

### *Education:*

Wichita High School, Wichita, Kansas; Kemper Military School (two years); Babson Institute of Business Administration, Babson Park, Mass.

### *Extracurricular Activities:*

Wrestling; Track; Swimming; Kemper Military School; Physical Activities Committee; Social Activities Committee; Alpha Delta Sigma, Babson Institute

### *Personal Data:*

Age 22; Single; Height 5' 8"; Weight 165

## BACKGROUND

Buck has worked in a department store and consequently has obtained a fundamental knowledge of the business. In fact, he was born and raised in an atmosphere of such a merchandising concern, since that is his father's business. Over a period of the last six years Buck worked in a large department store in Wichita, Kansas,

starting in the shipping room and working through many departments of the business.

## PRACTICAL TRAINING

Buck has acquired the practical training here at Babson Institute that will enable him to go into the department store business better equipped to meet the problems that arise in that line of enterprise. He has gained a training background of Salesmanship, Sales Management, Advertising, and Marketing, that will enable him to eventually direct the sales force of a department store. But in addition to this training in the field of Distribution, he has also been schooled in the fundamentals of Industrial Purchasing, Business Forecasting, and Statistics. He planned and carried out a valuable statistical report on the department store volume over a period of ten years in the Kansas City area.

## THE BUSINESS MAN

Buck has traveled widely, making friends and business contacts, not only on the North American Continent, but in Europe as well. He has been conspicuous for his honor and integrity. When he is interested in a project his industry knows no limit, and he has shown himself to be an indefatigable worker on many problems. He should be a real business asset to the department store business.



### RICHARD ANTHONY BUSH

133 East Main Street, Negaunee, Michigan

*Objective:*

Production Management; Iron Ore Mining

*Experience:*

Summer Work at Grand Island, Lake Superior; Shipping Department, Piqua Munising Woolenware Company

*Special Training:*

Factory Management; Cost Accounting; Accounting; Federal Taxation; Statistics; Business Planning; Sales and Advertising

*Education:*

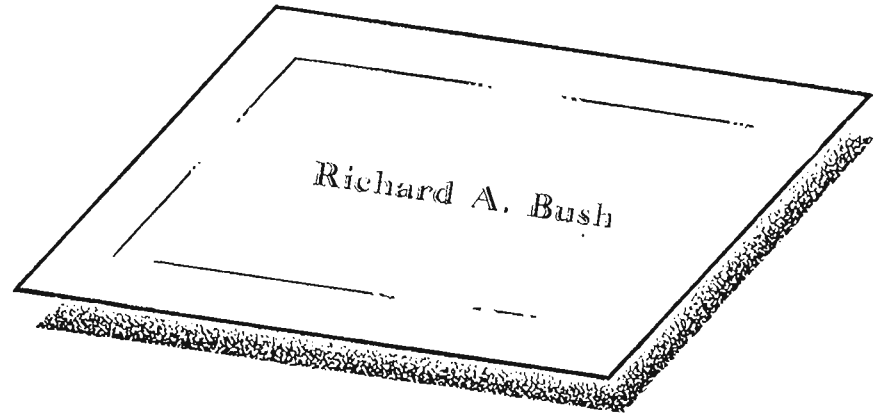
Lake Forest Academy, Lake Forest, Ill.; Massachusetts Institute of Technology (one and one-half years); Babson Institute of Business Administration, Babson Park, Massachusetts.

*Extracurricular Activities:*

Chi Phi Fraternity; Advertising Staff, 1941 BABSONIAN; Camera Club

*Personal Data:*

Age 20; Single; Height 5' 4"; Weight 145



### BACKGROUND

Bush has lived in the mining district that supplies a large portion of the total output of iron ore in the United States.

After attending Lake Forest Academy, Bush entered Massachusetts Institute of Technology. In pursuance of the business training that was necessary for his chosen career, Bush entered Babson Institute in 1939.

### PRACTICAL TRAINING

Bush is particularly interested in associating with the iron ore mining industry in an eventual production managerial capacity.

Bush has for sometime written reports for his father who is in the lumber and mining business. These reports covered a wide range of topics, among which were iron ore mining, logging, and maple syrup production. At Babson Institute, he continued to write Production reports during the term in which he studied Factory Management. A requisite of this course is a factory trip and Production report each week.

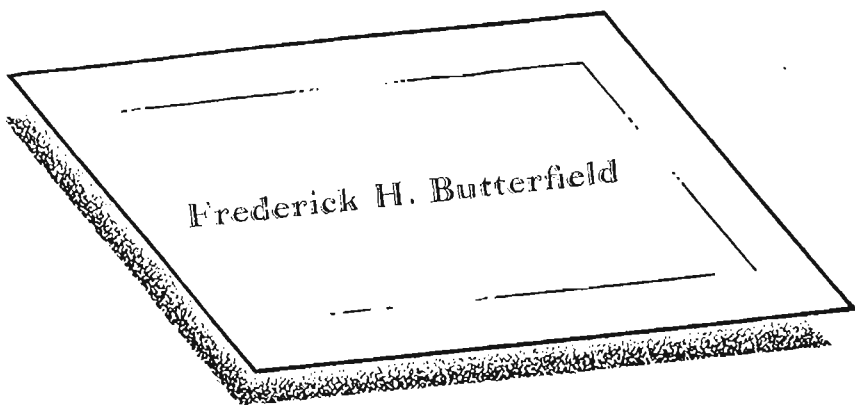
To the Production field Bush can offer a background of life in and acquaintance with, the mining district, and a thorough training in Production and allied business subjects.

### THE BUSINESS MAN

Bush has little difficulty in adjusting himself to different situations and personalities. He is well liked and popular. He is an honest and willing worker. Both faculty and students found he possessed qualities of leadership and initiative.

His knowledge of his specialized field is thorough and his systematic organization of factual evidence in this respect is analytical and convincing.





## FREDERICK HARDY BUTTERFIELD

25 Allston Place, Fitchburg, Massachusetts

### *Objective:*

Sales and Production

### *Experience:*

Fitchburg Cooperative Bank

### *Special Training:*

Finance; Production; and Distribution

### *Education:*

Tabor Academy; Bowdoin College; Babson Institute of Business Administration, Babson Park, Mass.

### *Extracurricular Activities:*

Zeta Psi Basketball, Tennis, Glee Club, Swimming, Bowdoin College; Social Activities Committee, Student Executive Committee, Alpha Delta Sigma, Babson Institute

### *Personal Data:*

Age 22; Single; Height 6'2"; Weight 185

## BACKGROUND

Butterfield attended high school in Fitchburg, Massachusetts, and after graduating, attended Tabor Academy in preparation for college. He then entered Bowdoin College in Maine intending to major in Economics and Government. However, he decided that he would rather

attend a business school and receive practical training than graduate from a liberal arts school. He then entered Babson Institute in the two-year course.

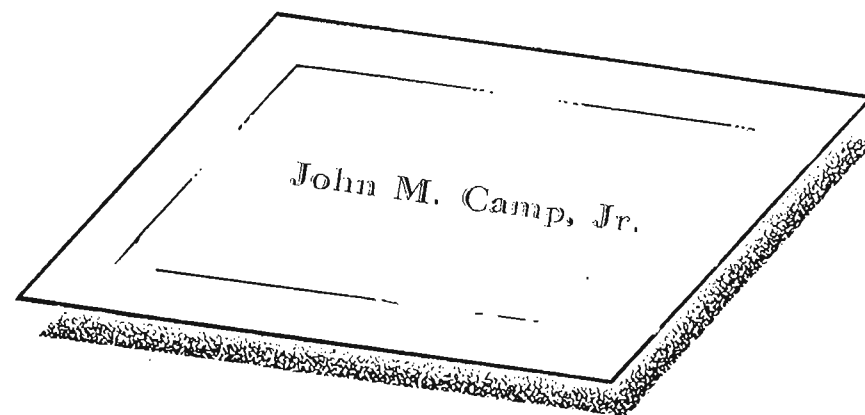
## PRACTICAL TRAINING

Butterfield has spent two summers in the Fitchburg Cooperative Bank, working in all departments and getting a general knowledge of cooperative banking. His desire to enter the business field is natural since the men on both sides of his family have been business men.

The wood pulp manufacturing equipment business holds high interest for Butterfield and while he was at Babson Institute, he made a ten-year statistical survey of this field.

## THE BUSINESS MAN

Butterfield is a dependable and courteous individual. His conversation is always intelligent and his great sense of humor has made him numerous friends at Babson Institute. Presenting a pleasing appearance and possessed of an excellent character, plus his tireless capacity to work, make Fred Butterfield the type of young man that most business organizations seek. He has devoted considerable time to the welfare of the Babson Institute student body by his active participation in student government.



JOHN MADISON CAMP, JR.  
22 Clay Street, Franklin, Virginia

*Objective:*

Paper Production

*Experience:*

Paper Mill Summers

*Special Training:*

Chemistry Major; Production; Finance; Distribution

*Education:*

Franklin High School, Franklin, Virginia; Virginia Military Institute, B.S. Degree; Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Riding Club, Virginia Military Institute; Photography; Camera Club; Civil Aeronautics Authority Flying; Intramural Sports; Babson Institute

*Personal Data:*

Age 21; Single; Height 6'; Weight 175

### BACKGROUND

Born and brought up in Virginia, Camp intends entering the Paper Production field with his father.

After graduating from Franklin High School, Camp attended Virginia Military Institute for four years, graduating with a Bachelor of Science degree, and majoring in Chemistry.

He then came to Babson Institute for the one-year course in Business Administration as a supplement to the training he had previously received at Virginia Military Institute.

### PRACTICAL TRAINING

Having a keen interest in the technical side of the production of kraft and other papers, Camp concentrated his efforts at Virginia Military Institute in the field of Chemistry. This work, in conjunction with his experience in the mill during the summer, has made him well qualified for a position in the paper production industry.

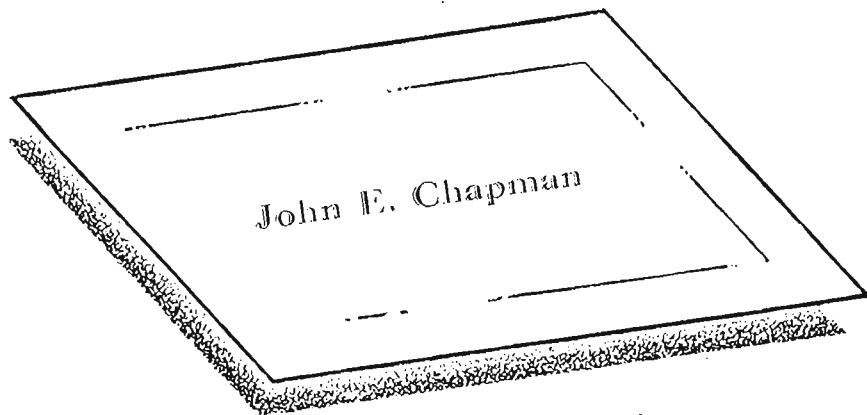
While at Babson Institute, he took the general course in Production, Distribution, and Finance. He also planned and executed a statistical survey showing the trend in the lumber business.

### THE BUSINESS MAN

Personally well liked by everyone, Camp has a very outstanding record in past accomplishments and achievements.

Ambitious and socially attractive, his main interests are centered around flying and riding. He is a graduate of the Civil Aeronautics Authority flying course, in which he enrolled while at Babson Institute. He is also a graduate of the Reserve Officers Training Corps, the result of his training at Virginia Military Institute.

He is a tactful and well-disciplined young business man with Southern graces.



## JOHN E. CHAPMAN

434 East 52nd Street, New York, New York

### *Objective:*

Retail or Wholesale Lumbering

### *Experience:*

Chapman Lumber Company; Six Months as a Glass Cutter and Glazier, Experience with Carpentry; Shipping Department of Department Store

### *Special Training:*

Sales; Production; Statistics; Accounting; Taxation

### *Education:*

Pebble Hill School, Syracuse, New York; Amherst College (two years); Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Delta Upsilon, Amherst; Associate Advertising Manager, 1941 BABSONIAN; Student Activities Committee; Social Activities Committee, Babson Institute

### *Personal Data:*

Age 23; Single; Height 5'9"; Weight 145

## BACKGROUND

It is Chapman's good fortune to be one of the fifth generation in a family connected with the merchandising of lumber and the related building materials industry. He has had a liberal education in primary and secondary schooling and spent better than a year and one-half at Amherst College where he studied cultural and scientific

subjects. Then for six months, Chapman worked as a glazier's assistant in a retail lumber yard and gained much knowledge in the use of woods, saws, machines, and other milling equipment.

## PRACTICAL TRAINING

Chapman spent two years at Babson Institute coordinating his work in Sales, Taxation, Production Management, and Industrial Relations with the lumber industry. He made several trips to the New England Emergency Forestry Commission in order to study their work and the effect of the recent hurricane on future lumber conditions. A survey of the trends of residential building over the period of the last ten years was also undertaken.

## THE BUSINESS MAN

Chapman has developed seriousness of purpose and exhibits few limits to his capabilities. He also displays high character qualities and a fine personality. Sincere and anxious to succeed, he has a well-developed sense of responsibility.

Chapman has shown considerable ability in organizing his scholastic work. He is systematic, punctual, and persistent. Businesses today are searching for such qualities in young men employed by them.



JAMES J. CLIFFORD, JR.

20 Hillcrest Road, Reading, Massachusetts

*Objective:*

Production; Cost Accounting

*Experience:*

Research Laboratory; Assistant Cost Accountant;  
Time and Motion Study

*Special Training:*

Time and Motion Study; Planning; Scheduling;  
Stores: Production Management; Finance; Distribution

*Education:*

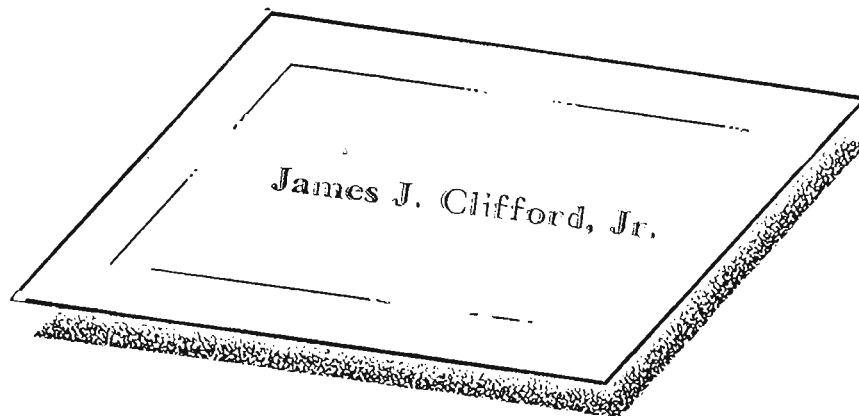
New Preparatory School; Mercersburg Academy;  
Yale University; Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Crew; Soccer; Glee Club; Golf, Mercersburg Academy; Intramural Sports, Babson Institute

*Personal Data:*

Age 22; Single; Height 5' 7 $\frac{1}{2}$ "; Weight 130



### BACKGROUND

James Clifford is a New Englander of English and Irish descent. He grew up in this section of the country and was educated at several private schools. He then went to Yale University for one year and decided to work for the Stedfast Rubber Co. in which his father is an executive.

After working for a year in many departments of this company, he decided that further and more intensive training in Cost Accounting would materially assist him in his ambition to do work in Production and Cost Accounting. Therefore, he enrolled in Babson Institute for the comprehensive two-year course.

### PRACTICAL TRAINING

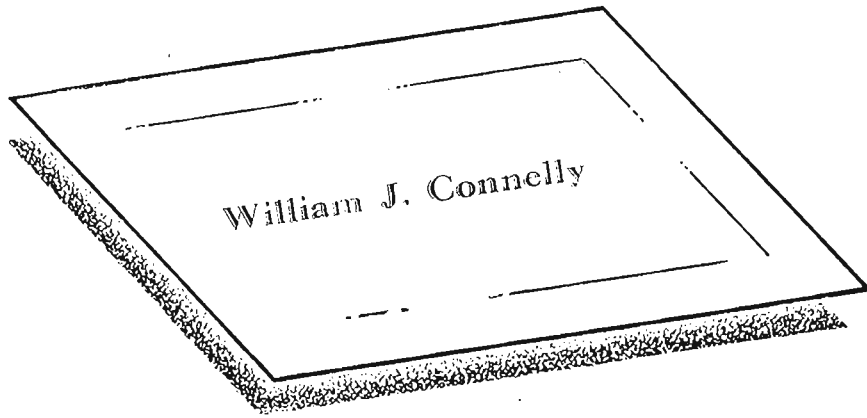
Being interested in the rubber industry, Clifford worked in the various departments of a large rubber company where he found that Cost Accounting reaches into practically all departments, thus giving good chance for advancement. In addition to this, he checked the production of coated rubber fabric over the last ten years, using figures of the industry as a whole.

The Production Division at Babson Institute held the most interest for him since this included Time and Motion Study and Production Planning which is his natural bent.

### THE BUSINESS MAN

Friendly and reliable, Clifford has a liking for figures and industrial engineering work and has received results from the conference work which interested him most.

His opportunity to apply actual experience and training to certain courses that he has taken at Babson Institute has considerably broadened him and today he is prepared to return to the business world a much more valuable man than when he first entered into his business training. He is enthusiastic, sociable, and resourceful in all business contacts.



## WILLIAM JAMES CONNELLY

2134 East 27th Street, Tulsa, Oklahoma

### *Objective:*

Crude Oil Production

### *Experience:*

Sinclair Prairie Oil Company

### *Special Training:*

Production; Statistics; Accounting; Distribution;  
Marketing; Sales; Advertising

### *Education:*

Cascia Hall; Amherst College; Summer school at  
University of California; Harvard University; Tulsa  
University; Babson Institute of Business Administra-  
tion, Babson Park, Massachusetts

### *Extracurricular Activities:*

Chi Phi, Swimming, Intramural Sports, Babson  
Institute

### *Personal Data:*

Age 22; Single; Height 5' 11"; Weight 155

## BACKGROUND

Connelly comes from a long line of oil men. He was born in California but has spent the greater portion of his life in and around the oil fields of Tulsa, Oklahoma. He has attended various private schools most of his life and was a student at Amherst for three years before coming to

Babson Institute. He also attended summer school at the University of California, Harvard University, and Tulsa University.

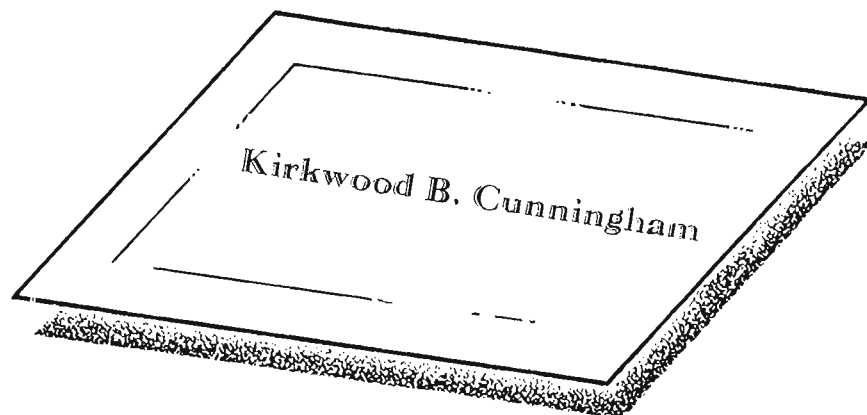
## PRACTICAL TRAINING

Connelly spent the summer of 1940 in the oil fields as a junior engineer for the Sinclair Prairie Oil Co. At Babson Institute, he has been deeply interested in all production problems.

While studying in the Production Division, he prepared a complete analysis of crude oil production over a period of years, and adjusted this analysis for seasonal variation. This important statistical survey has given him a broad insight into the scope of the petroleum industry and its relation to National Production and Defense.

## THE BUSINESS MAN

Sincerity is a necessary asset for anyone who desires to "sell" himself, whether to his friends or future business associates. Connelly has *that* knack of making people know he means everything he says. Socially and mentally mature, he has a pleasing personality and makes friends easily. These traits, plus the training he has accumulated over the last few years, make Connelly a desirable applicant for a position in the petroleum industry.



## KIRKWOOD B. CUNNINGHAM

1418 North Highland Avenue, Pittsburgh, Pennsylvania

### *Objective:*

Investment Banking

### *Experience:*

S. K. Cunningham & Co., Inc., Pittsburgh, Pa.

### *Special Training:*

Finance—Marketing of Securities; Investment Institutions; Speculation

### *Education:*

Westminster College, A.B. Degree; Major in Mathematics; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Kappa Phi Lambda; Pi Delta Epsilon; Delta Nabra, Mathematics honorary; Business Manager of college paper, Westminster College; Camera Club, Religious Activities Committee, Editorial Staff, 1941 BABSONIAN, Alpha Delta Sigma, Babson Institute

### *Personal Data:*

Age 22; Single; Height 6' 1"; Weight 160

## BACKGROUND

Cunningham's family is in the investment banking field. He is a graduate of Peabody High School in Pittsburgh and Westminster College in New Wilmington, Pennsylvania.

The greater part of his life has been associated in one way or another with the investment banking field and naturally that is his main interest.

## PRACTICAL TRAINING

Cunningham spent two summers working for his father's investment firm in Pittsburgh. He has also been employed by the Ochiltree Electric Co., and the Pittsburgh Equitable Meter Co.

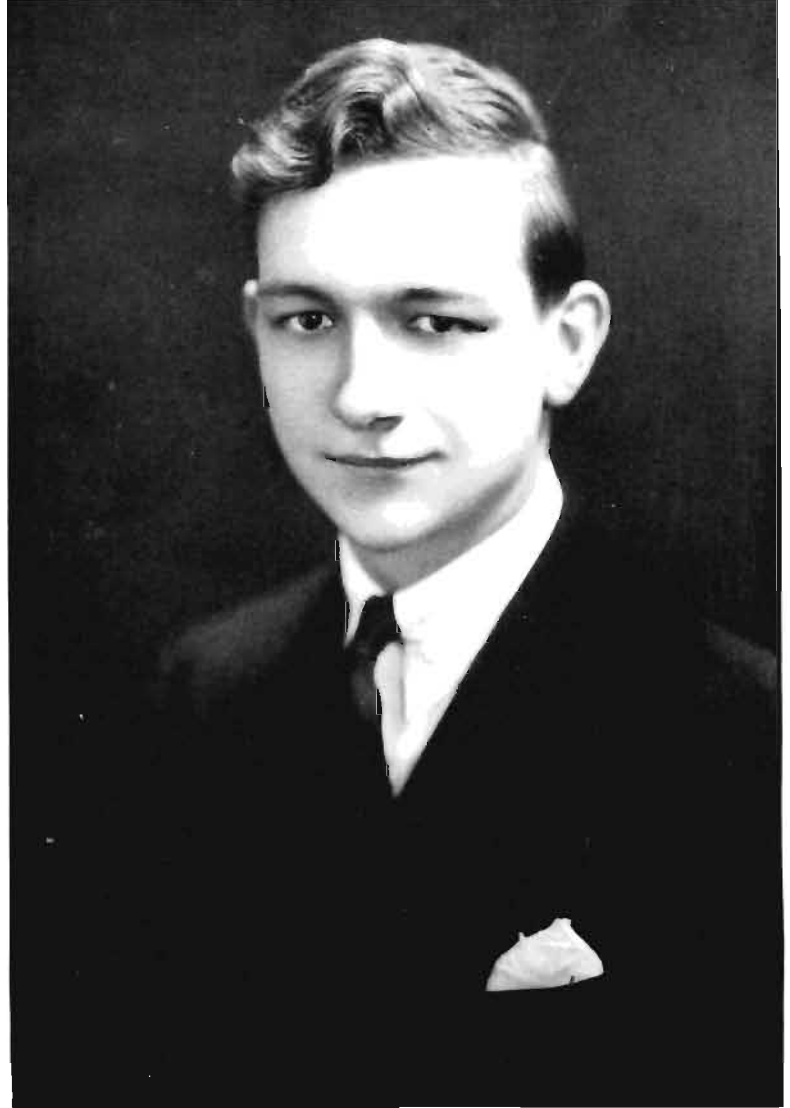
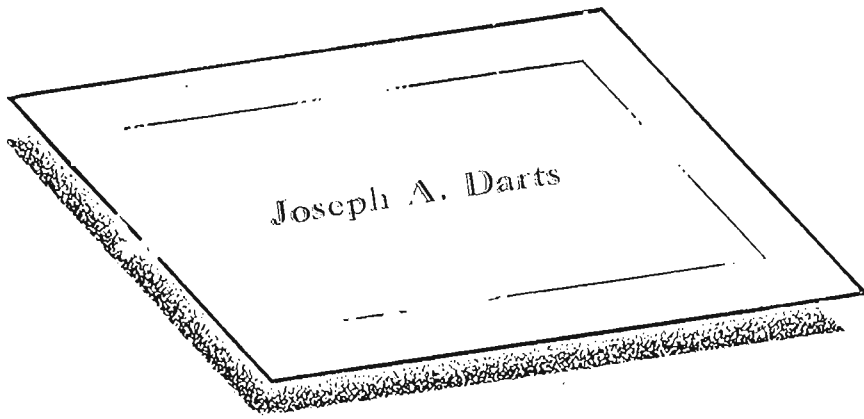
He has had the advantage of a complete and thorough training in Investments while at Babson Institute, since Babson Park is an investment community in itself with the various types of investment services which are centered in and around the Park.

As a statistical project, he made an analysis of the investment field, while taking the Finance course at Babson Institute.

## THE BUSINESS MAN

A hard worker and a brilliant one, Cunningham has made many friends at Babson Institute. Coming to the Institute, with an excellent record in college, he has more than lived up to that record.

Cooperative and agreeable, he was one of the most active members of the Religious Activities Committee. He also has the knack of speaking well and intelligently and gave some excellent talks on the relation of religion to business.



## JOSEPH A. DARTS

3117 Broadway, New York, New York

### *Objective:*

Production

### *Special Training:*

Time and Motion Study; Production Planning; Scheduling; Routing

### *Education:*

Manhattan Preparatory School; New York; Manhattan College, New York; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Personal Data:*

Age 22; Single; Height 6'; Weight 160

## BACKGROUND

Darts is a native of New York City. He graduated from high school there and then enrolled in Manhattan College. After finishing his second year at Manhattan, he decided that he could receive a more practical education at Babson Institute, than in a regular college taking liberal arts courses.

Darts is interested in Production Management. His father is an executive of a manufacturing company located in New York. He has, therefore, concentrated his efforts in the courses associated with this industrial field.

## PRACTICAL TRAINING

While at Babson Institute, Darts took the general two-year course embracing the three fields of Production,

Distribution, and Finance, but since he plans on entering the Production phase of business, he showed real ability in the division of Production Management. This course explains the important fundamentals of getting industrial activities accomplished efficiently. Even in this day of enlightened factory management, a great many plants still follow the old-fashioned, slipshod practice of entering an order in the shop and trusting to luck that it will come through. The aim of the Production Management course is to develop ways and means of bringing together the materials, men, and machinery that are needed for the production of a product.

Boiler manufacturing production was the subject of Darts' statistical survey. This covered a recent ten-year period comprehensively and accurately.

## THE BUSINESS MAN

Darts is the industrial-minded type. He has a great willingness to work, especially in the subjects that hold the most interest for him. Of a quiet, yet pleasing personality, Darts has shown himself to be the owner of a keen and analytical mind. Definitely not the type to shout his knowledge to the skies, Darts is a person whose opinion is treated with respect.



BOYD A. DAVIES

725 Washington Street, Columbus, Indiana

*Objective:*

Purchasing, Production, and Sales

*Experience:*

Editor and Publisher of Weekly Newspaper; Cummins Engine Company, Materials Department, Head of Specifications Department, Assistant Purchasing Agent (three years); Now on leave of absence from Cummins Engine Company

*Special Training:*

Industrial Purchasing; Production Management

*Education:*

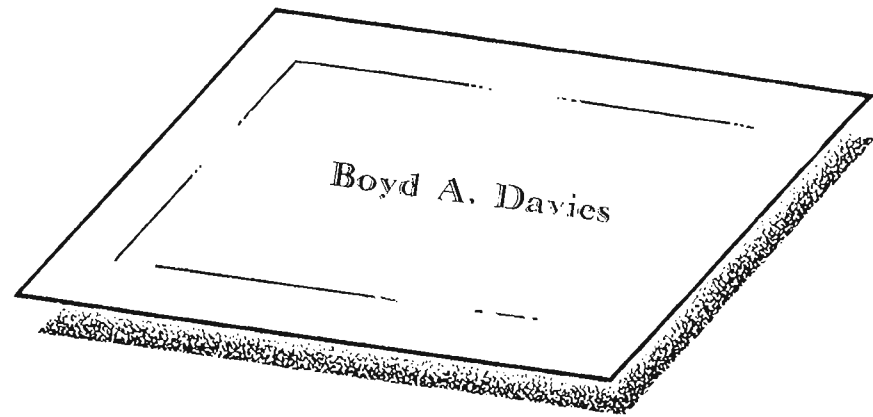
Columbus High School; Butler University (one year); Indiana University (one year); Babson Institute of Business Administration, Babson Park, Mass.

*Extracurricular Activities:*

Tennis, Basketball, Debate, Intramural Sports, Babson Institute

*Personal Data:*

Age 23; Single; Height 5' 10<sup>1</sup>/<sub>2</sub>"; Weight 150



## BACKGROUND

Born and raised in Columbus, Indiana, Davies has done extremely well for a man so young. He started to work for the Cummins Engine Company in the material control department and since that time has forged ahead rapidly in business.

Davies attended Butler University for one year where he studied a course in Industrial Purchasing, sponsored by the Indiana Association of Purchasing Agents. This course dealt with certain basic principles of Purchasing such as Budget Policy, Methods, Specifications, and Inventories.

## PRACTICAL TRAINING

As far as practical training and actual practice in the industrial field is concerned, Davies is extremely well qualified.

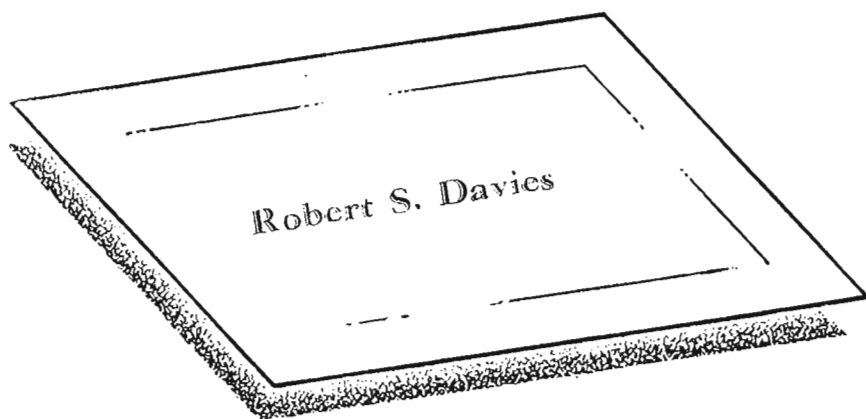
Prior to his employment by the Cummins Engine Company, of Columbus, Indiana, Davies edited a small weekly newspaper. A short time later, he went to work for the Cummins Company and was made head of the Specifications Department, and was Assistant Purchasing Agent for the three years previous to his enrollment in Babson Institute. At the present time, he is on leave of absence from the Cummins Engine Company.

## THE BUSINESS MAN

One of the Scholarship men at Babson Institute, Davies was active in sport activities, especially basketball. Capable, industrious, and ambitious, always ready with a laugh, he can view his record with pride.

Davies is a trained young man possessing considerable purchasing experience. His previous business training has given light to many difficult managerial problems discussed in student conferences.





## ROBERT S. DAVIES

242 Montrose Avenue, Northwest Canton, Ohio

### *Objective:*

Sales

### *Experience:*

Superior Sheet Steel Company; Sales and Order Department; Inspection and Metallurgical Department

### *Special Training:*

Marketing; Salesmanship; Advertising; Economics; Business Law, Finance; Production

### *Education:*

McKinley High School, Canton, Ohio; Denison University, Granville, Ohio (two years); Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Phi Delta Theta, College Newspaper, Denison University; Intramural Sports, Editor, 1941 BABSONIAN, Babson Institute

### *Personal Data:*

Age 21; Single; Height 6' 2½"; Weight 195

## BACKGROUND

Davies was born in Van Wert, Ohio, but was raised in Canton, Ohio, an industrial town manufacturing largely steel and steel products. He has worked four summers for a steel company in both the mill and the office. Due to various influences, he has always wanted to enter the sales field, and after attending Denison University for two years, came to Babson Institute, feeling that he



could get practical training, which he could not receive at other schools.

## PRACTICAL TRAINING

Davies, in addition to the actual experience he has had in the steel industry, has fitted himself, in an exceptional way, for a position in the Sales Division of industry by the work he has taken at Babson Institute.

He prepared and conducted an extensive survey into the actual ingot production of the entire steel industry with a seasonal adjustment made of the trend for the last ten years.

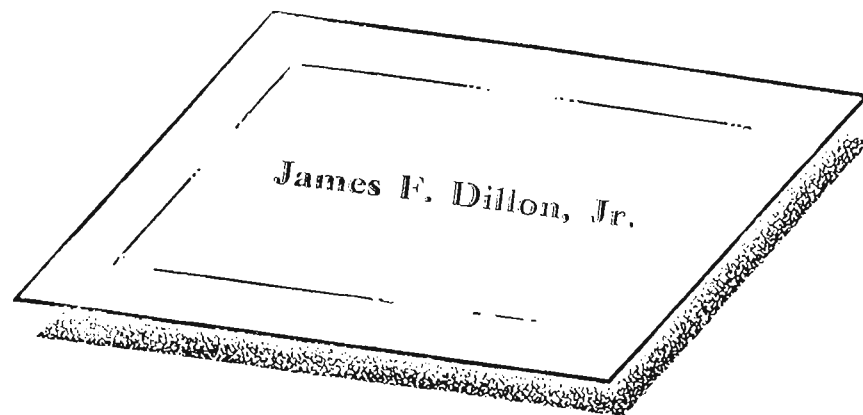
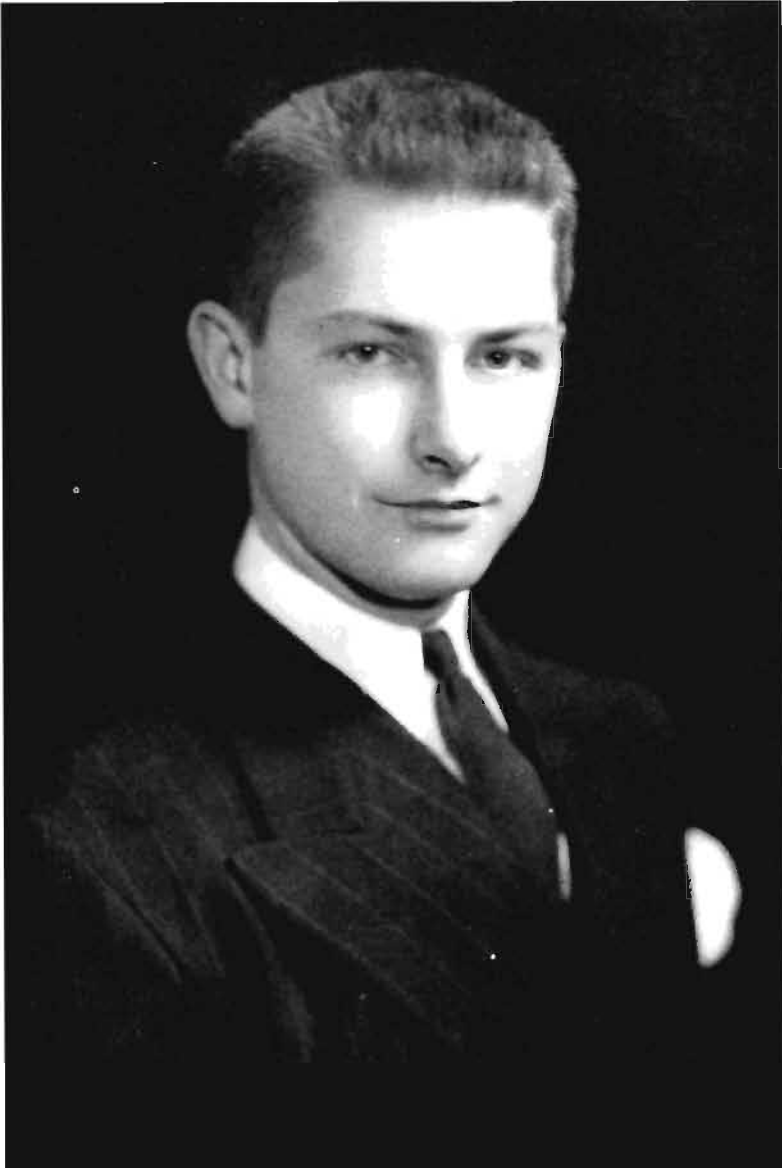
Davies has also been thoroughly trained in current marketing problems dealing with the functions performed in distributing industrial goods.

## THE BUSINESS MAN

Davies has traveled rather extensively throughout the United States and has made many valuable contacts and friends.

Decidedly an extrovert, Davies has combined personal charm and an above-average intellect to gain the confidence of his many friends. He is well liked and trusted by students and faculty.

He is an avid reader and prefers to spend his leisure time flying and playing golf.



### JAMES F. DILLON, JR.

76 Spruceland Avenue, Springfield, Massachusetts

#### *Objective:*

Production; Sales

#### *Experience:*

Forbes and Wallace, Springfield, Massachusetts;  
Haynes and Company, Springfield, Massachusetts;  
Country Club Soda, Springfield, Massachusetts

#### *Special Training:*

Economics; Salesmanship; Marketing; Production  
Finance

#### *Education:*

Classical High School, Springfield, Massachusetts;  
Georgetown University, Washington, District of  
Columbia (two years); Babson Institute of Business  
Administration, Babson Park, Mass. (one year)

#### *Extracurricular Activities:*

Football; Basketball; Publications; Bowling Com-  
mittee; Business Staff; 1941 BABSONIAN

#### *Personal Data:*

Age 21; Single; Height 5' 8 $\frac{1}{2}$ "; Weight 160

### BACKGROUND

Dillon is a native son of Springfield, Massachusetts where his father is in the wholesale and retail distribution business. After his graduation from high school, he attended Georgetown University for two years and then transferred to Babson Institute where he was a member of the Senior group.

### PRACTICAL TRAINING

Dillon has had a variety of actual training in sales work around Springfield, Massachusetts. He was associated with Haynes and Company; in the Shipping Department of Forbes and Wallace; and in the Production Department of the Country Club Soda Company.

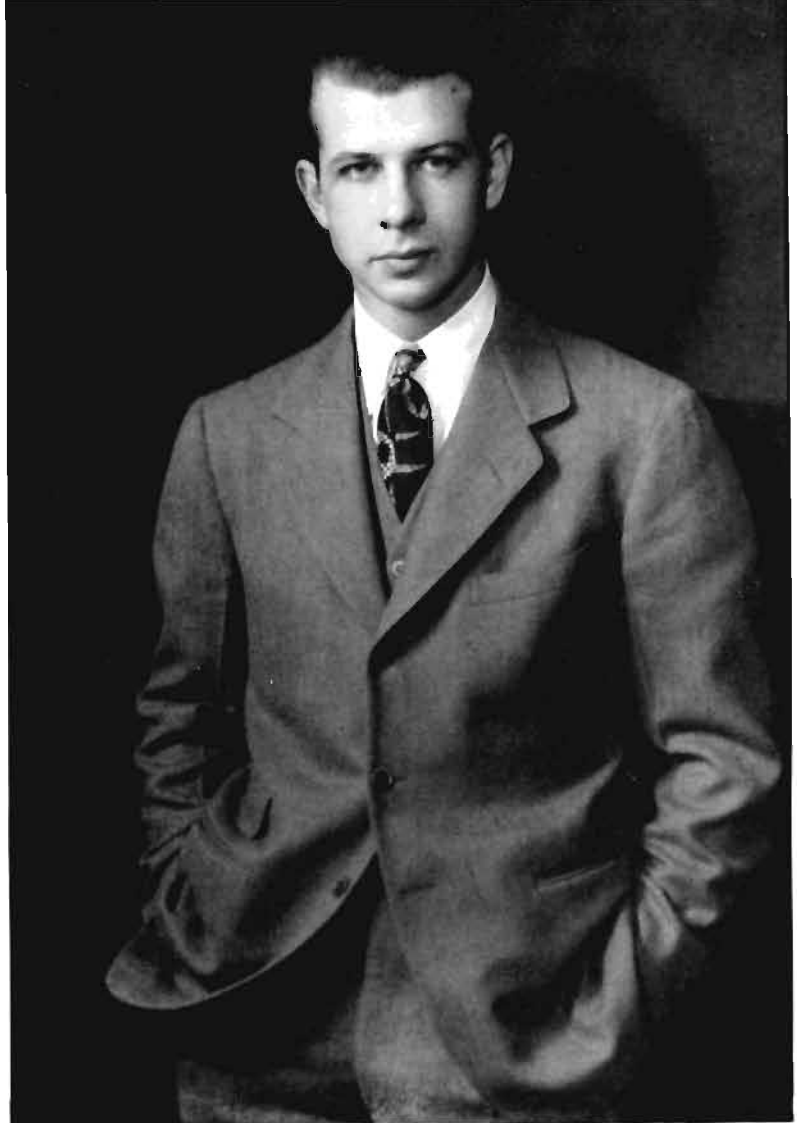
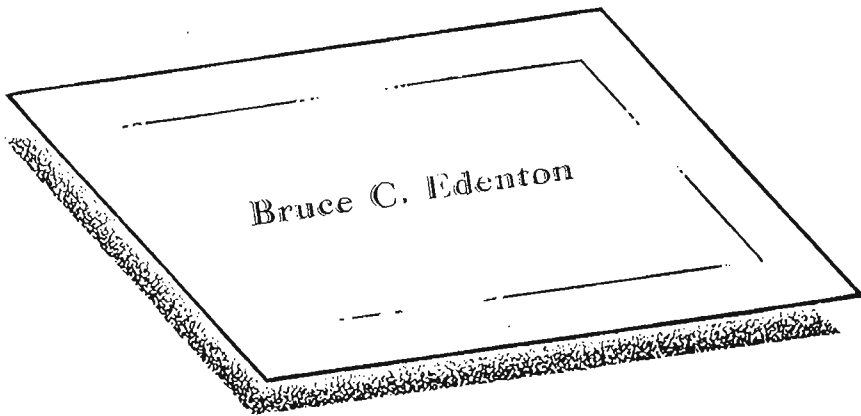
While enrolled at Georgetown University, he majored in Economics, and after coming to Babson Institute, decided to concentrate in the two fields of Production and Distribution. He was also very much interested in the marketing phases of Distribution, since the Babson Institute study of this subject deals with those business activities involved in the flow of all types of goods from production to consumption.

### THE BUSINESS MAN

Dillon is the type of young man to get things accomplished and out of the way. In other words, when a project or assignment was given to the student group, he would not put it off but completed it as soon as possible instead of delaying until the last minute.

One of the best all-around men in the Senior class, Dillon was extremely well liked by everyone and had the knack of making friends easily.

As a young business man, he is industrious, persevering, and capable.



BRUCE CARLISLE EDENTON  
Northwood Place, Jackson, Tennessee

*Objective:*

Distribution; Wholesale Grocery

*Experience:*

J. C. Edenton Company; Federal Cotton Compress; Coca-Cola Bottling Company

*Special Training:*

Salesmanship; Marketing; Market Analysis; Wholesaling and Retailing; Advertising; Accounting

*Education:*

Riverside Military Academy; Darlington School; University of Virginia, Charlottesville, Virginia (one year); Babson Institute of Business Administration, Babson Park, Mass.

*Extracurricular Activities:*

Alpha Tau Omega; Committee on Foreign Relief, University of Virginia; *New York Times* Representative; Intramural Sports, Babson Institute

*Personal Data:*

Age 22; Single; Height 5' 11"; Weight 170

### BACKGROUND

Edenton's home is located in Jackson, Tennessee, where his family owns a wholesale grocery house.

He attended Riverside Military Academy and the Darlington School before entering the University of Virginia. After one year there, he transferred to Babson Institute as a student in the Two-Year Course.

### PRACTICAL TRAINING

Edenton has already decided to go into the wholesale grocery business and his work at Babson Institute has been selected with this in mind.

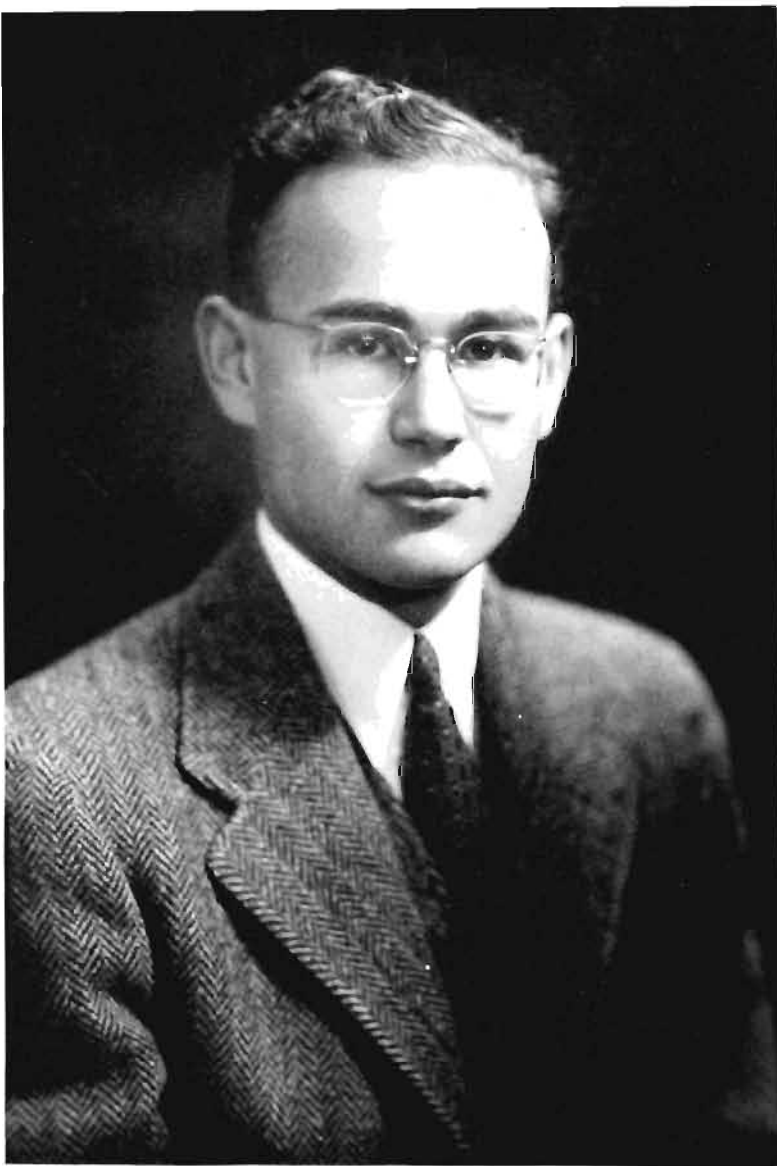
His actual work in various wholesale establishments plus his work at Babson Institute has equipped him to face the problems of Distribution. The course at Babson Institute aims to bring the student in contact with the actualities of management in wholesaling and retailing institutions, and develop his understanding of their many marketing methods. Problems dealing with these concerns form a large portion of the assigned work.

### THE BUSINESS MAN

Edenton is mentally and physically alert. His work prior to coming to Babson Institute was of very high quality, and his work here has been excellent.

Socially and intellectually at home in any group, he is cooperative and helpful in promoting any enterprise or idea which is advanced.

Edenton is one of the men from the South whose accent revealed his environment. Personality plus, and an easygoing nature make him one of the most popular Babson men.



### ROBERT S. FOX

58 Brenton Avenue, Providence, Rhode Island

*Objective:*

Production

*Special Training:*

Accounting; Industrial Purchasing; Production Management; Advertising; Sales; Marketing

*Education:*

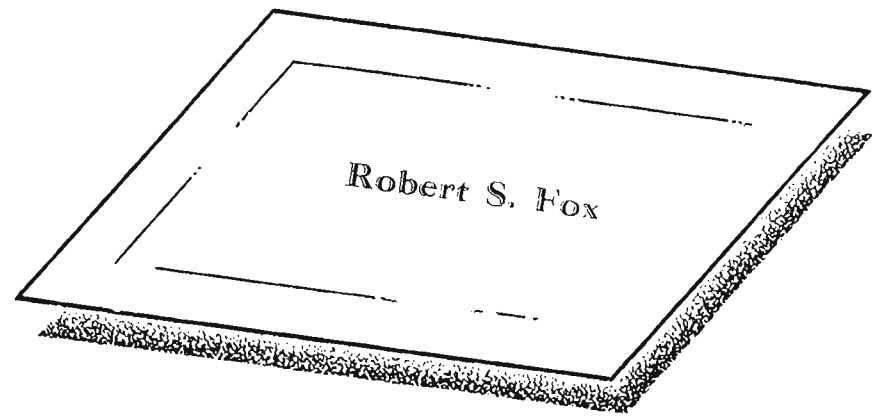
Moses Brown School, Providence, Rhode Island; Raymond Riordan School, Highland, New York; Brown University, Providence, Rhode Island; Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

1940 BABSONIAN, Advertising Staff; Tennis; Baseball; Bowling; Bridge Club; Babson Institute

*Personal Data:*

Age 21; Single; Height 5' 10½"; Weight 138



### BACKGROUND

Fox, who is from Providence, Rhode Island, attended the Moses Brown School in the home city and also the Riordan School in Highland, New York. He then matriculated at Brown University for one year and decided that since his mind and interests were toward Production and its associated fields, he would transfer to Babson Institute for the Two-Year Business Administration Course.

### PRACTICAL TRAINING

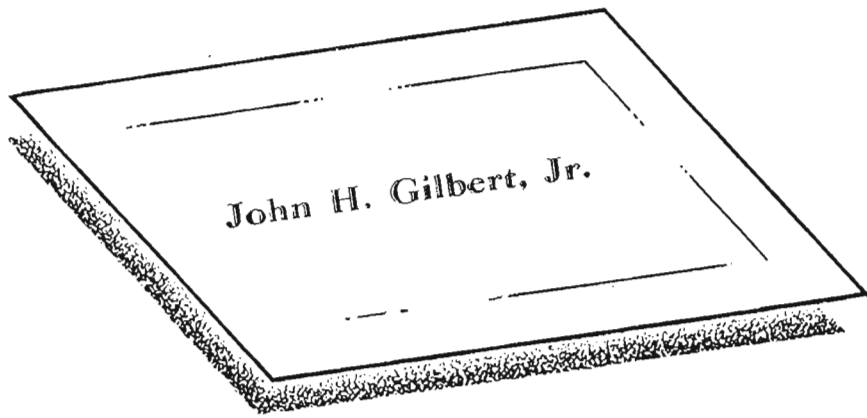
Fox has had extensive research work in the field of Production. His particular interest in the industrial field is cardboard production and products.

As part of his work at Babson Institute, he made an extensive report on the history of the expansion of the paper industry. He also did work in Statistics on solid-fibre paper-box-board production in the United States. The choice of action, when decisions in business must be made, can best be determined by answers which can be obtained only by Statistical Procedures. This is just as true of the small problems which daily confront minor executives as it is of the larger problems which confront major executives and concern management direction.

### THE BUSINESS MAN

Fox has shown in his conference work at Babson Institute that he has real ability and high intelligence. By taking an active and inquisitive part in many of the discussions, he has brought forth many points that might have passed unnoticed. Endowed with a keen and analytical mind, Fox has added many a stimulating point to group conference sessions.

National Defense requirements of industry call for young men with the qualifications of Fox.



## JOHN HOLMAN GILBERT, JR.

236 Grand Street, Waterbury, Connecticut

### *Objective:*

Distribution

### *Experience:*

Retail Store, York Beach, Maine; Naugatuck Glass Company; Naugatuck, Connecticut

### *Special Training:*

Mathematics major; Economics; Salesmanship; Market Analysis; Advertising

### *Education:*

Staunton Military Academy, Staunton, Connecticut; Brown University (two years); Babson Institute of Business Administration, Babson Park, Mass.

### *Extracurricular Activities:*

Delta Epsilon; Track; Brown University; Swimming; Student Executive Committee; Physical Activities Committee; Treasurer of Bowling League; Babson Institute

### *Personal Data:*

Age 25; Single; Height 5' 11"; Weight 155

## BACKGROUND

Gilbert has lived in different sections of the country. He attended grade schools in Kentucky and Massachusetts, and entered Staunton Military Academy in 1932, graduating four years later. In 1937, he enrolled in Brown University and trained there for two years. He enrolled in the Two-Year Course at Babson Institute after leaving Brown University.

## PRACTICAL TRAINING

Gilbert has had an opportunity to pick up, through practical work in the companies in which he has been employed, many helpful ideas that escape the man who goes into business without practical training or actual experience.

Gilbert seeks a position in the same line of business his father is in, namely, the copper and brass industry.

At Babson Institute, he has taken courses such as Salesmanship, Marketing, and Advertising, that will help him most in his ambition to get into sales work. As a project in the Statistics course, he surveyed the copper industry and prepared an analytical report upon many phases of it.

## THE BUSINESS MAN

Because of the fact that he has been away from home for a number of years, Gilbert has the knack of making himself, his friends and acquaintances feel at home, wherever they are. He likes to meet people, and with his sincere and pleasant personality, makes friends easily.

Gilbert has been industrious, resourceful, and forceful in all work undertaken by him while at Babson Institute. He is one of the finest young men one would care to know or associate with in any phase of business.



JAMES M. GODFREY, JR.

4918 Walnut Street, Philadelphia, Pennsylvania

*Objective:*

Selling and Sales Management

*Experience:*

John Wanamaker's in Philadelphia, Pennsylvania  
(one year's employment)

*Special Training:*

Salesmanship; Marketing; Business Law; Advertising;  
Finance; Production Management

*Education:*

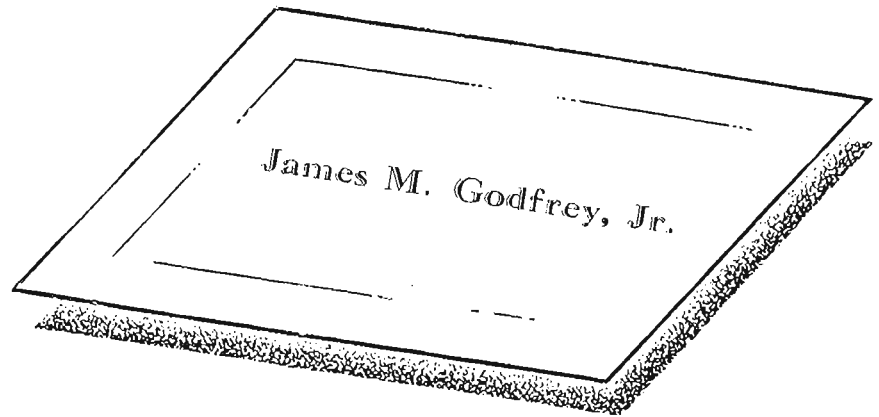
William Penn Charter School, Philadelphia, Pennsylvania;  
Solebury School, New Hope, Pennsylvania;  
Babson Institute of Business Administration,  
Babson Park, Mass.

*Extracurricular Activities:*

Circulation Manager, 1940 BABSONIAN; Chairman,  
Religious Activities Committee; Alpha Delta Sigma,  
Intramural Sports, Babson Institute

*Personal Data:*

Age 23; Single; Height 6' 1"; Weight 180



### BACKGROUND

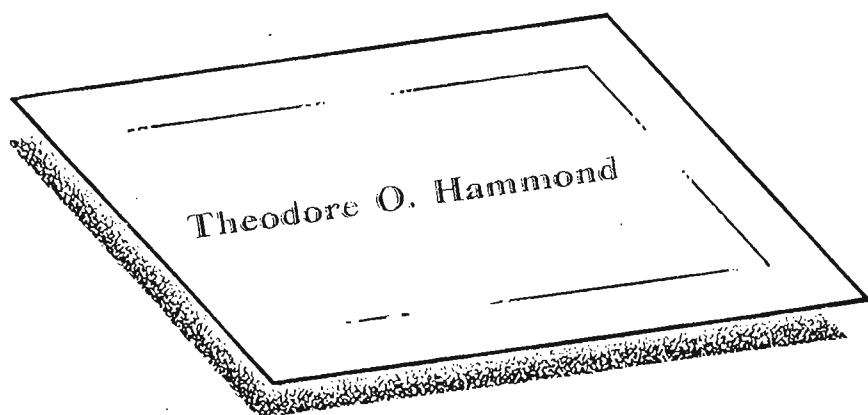
Godfrey was raised in a physician's family where great emphasis was placed on education and character building. He received a thorough and well-rounded education at the William Penn Charter School, the Solebury School, and Babson Institute. He served for a time as Sailing Instructor at the state Young Men's Christian Association Camp, and worked for one year at the John Wanamaker Store in Philadelphia. This type of background has developed in him a fine character and a pleasing personality.

### PRACTICAL TRAINING

Godfrey's work at John Wanamaker's gave him excellent practical experience. It fired him with enthusiasm and demonstrated to him what qualities were needed for success in business. After working at Wanamaker's for a year, during which time he received two different promotions, he realized the need for further business education and additional practical training. Thus, he entered the Two-Year Course at Babson Institute. He centered his interest in the Sales and Marketing work. All his efforts have been toward acquiring practical knowledge that would enable him to succeed in the Sales and Sales Management field.

### THE BUSINESS MAN

Godfrey has demonstrated at Babson Institute, by his actions, leadership of the Religious Activities Committee, and general active participation in student life and government—the qualities of honesty, maturity, leadership, responsibility, trustworthiness, scholastic ability, and keen intellectual interest. These are qualities that should surely recommend him highly to business. His fine character and pleasing personality add considerably more to his recommendation.



## THEODORE O. HAMMOND

2016 Underwood Avenue, Wauwatosa, Wisconsin

### *Objective:*

Distribution

### *Special Training:*

Marketing; Salesmanship; Advertising; Economics;  
Statistics; Accounting; Production; Finance

### *Education:*

Milwaukee University School; Milwaukee, Wisconsin;  
Lake Forest College, Lake Forest, Illinois;  
Babson Institute of Business Administration, Babson  
Park, Massachusetts

### *Extracurricular Activities:*

Publication Work on School Publications (Business  
Staff), Chorus; Alpha Delta Sigma, Babson Institute

### *Personal Data:*

Age 23; Single; Height 6'; Weight 185

## BACKGROUND

Hammond, whose father is a sales and advertising executive of a large manufacturing concern in Milwaukee, has always been extremely interested in merchandising and its related fields, such as Sales Promotion and Advertising.

He attended the Milwaukee University School and after graduation, enrolled in Lake Forest College for two years. Since he had already planned on attending business school eventually, he decided to enroll in the Senior One-Year Course at Babson Institute.

## PRACTICAL TRAINING

At Lake Forest College and Babson Institute, Hammond specialized in the courses and subjects that, in his mind, were directly related to the field of Merchandising and Distribution. While at Babson Institute, he made a detailed statistical analysis of the total amount of advertising lineage published over the last ten years. This included a comparison of advertising fluctuations as related to the normal trend line of the country.

In addition to this training, Hammond has had the opportunity of much informal training in Sales and Advertising. Due to the fact that his father is in this business, Hammond has thus been able to profit by his observations and contacts.

## THE BUSINESS MAN

Sincere and reliable, Hammond hopes to be employed in a concern where he may work into a position that requires a technical and thorough knowledge of the product as a requisite for his success.

Hammond's chief interests in the field of recreation are skiing, swimming, and other outdoor sports.

Possessed of an inquisitive and highly technical mind, Hammond should be successful in a position requiring a mixture of merchandising ability and a detailed knowledge of the product.



JOHN G. HARDER

33 River Street, Boston, Massachusetts

*Objective:*

Production

*Experience:*

Tally-Ho Coach Company, Philmont, New York;  
Eastman-Dillon Company, New York, New York;  
Traveler's Insurance Company, Hartford, Connecticut

*Special Training:*

Chemistry; Economics; Security Analysis; Sales;  
Marketing; Business Law; Finance; Production

*Education:*

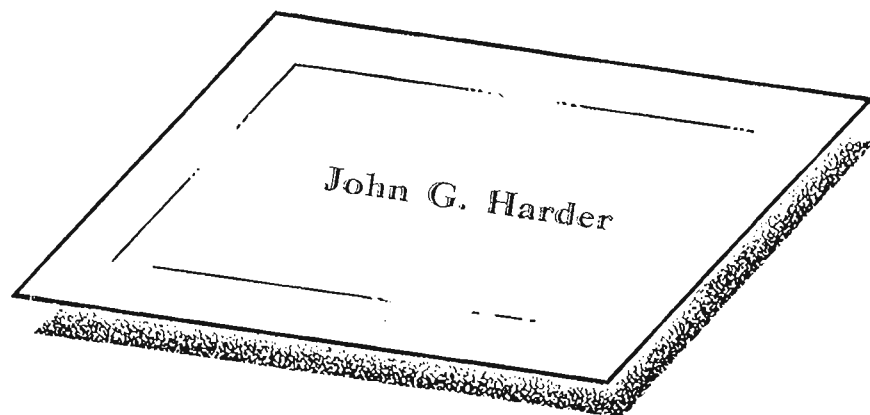
Philmont High School, Philmont, New York; Hill  
School, Pottstown, Pennsylvania; Harvard University,  
Cambridge, Massachusetts; Traveler's Insurance  
School, Hartford, Connecticut; Babson Institute of  
Business Administration, Babson Park, Mass.

*Extracurricular Activities:*

Baseball; Track; Tennis; Golf

*Personal Data:*

Age 26; Married; Height 6' 2 $\frac{1}{2}$ "; Weight 186



## BACKGROUND

After graduating from the Philmont High School in Philmont, New York, Harder went on to The Hill School in Pennsylvania, and Harvard University for three years. He then attended the Traveler's Insurance Company School in Hartford, Connecticut, and after working for a short time decided to further his business training by entering the Senior One-Year Course at Babson Institute.

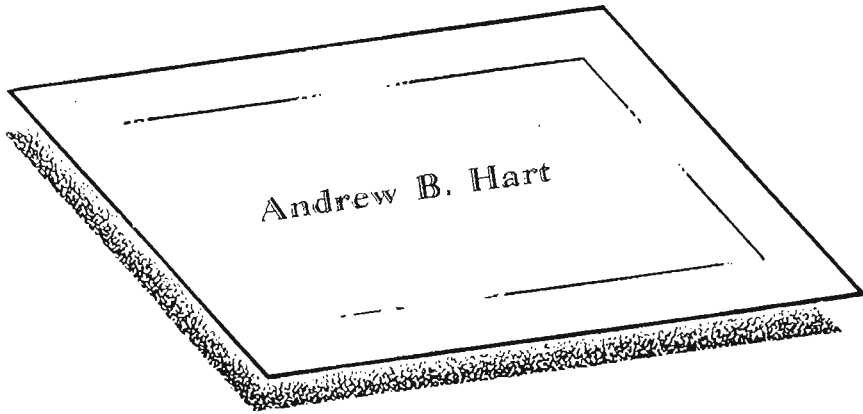
## PRACTICAL TRAINING

Harder was Vice-President in Charge of Production for a year and one-half with the Tally-Ho Coach Company. He then went to work in New York City in the securities field and in 1938, became associated with the Traveler's Insurance Company. A short time later, he joined the Eastman-Dillon Company in New York as an investment analyst and member of the Investment Committee of this Company.

## THE BUSINESS MAN

Imaginative and tactful, Harder has a most agreeable and friendly personality. Well-equipped mentally, and physically attractive, he is very industrious—and his native ability plus his actual experience and training, should make him a decided asset to any concern with which he may become associated. Harder is married and his home is located in Boston, Massachusetts.





## ANDREW BERTRAM HART

540 Park Avenue, New York, New York

### *Objective:*

Selling and Office Management—Film Industry

### *Experience:*

Pathe Film Corporation, New York City (two summers); Stock Exchange House, New York City (two months)

### *Special Training:*

Salesmanship; Office Management; Statistics; Aviation; Finance; Motion Picture Projection

### *Education:*

Horace Mann School, New York City; Choate School, Wallingford, Connecticut; Gunnery School, Washington, Connecticut; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Managing Editor of School Publications of Gunnery School; Debate; Travel

### *Personal Data:*

Age 20; Single; Height 6' 1"; Weight 165

## BACKGROUND

Hart has always lived in New York City and his father is connected with the New York Stock Exchange. He has thus formed many contacts with the business leaders of New York. This has developed in Hart a pleasant and agreeable personality, and a knowledge of business and business men. His education at the Horace Mann School, the Choate School, Gunnery School, and Babson Insti-



tute has brought him in contact with many of the best men in the educational and business fields. This background, combined with Hart's extensive travel, has given him many likeable and successful qualities.

## PRACTICAL TRAINING

Two summers' work in the film industry and one summer in the financial field have given Hart thorough knowledge and experience to draw upon in future business associations. This practical training, in addition to his Sales and Finance work at Babson Institute, has given him a singleness of purpose and an eagerness to enter and make a success of the sales and management phase of the Film Industry.

## THE BUSINESS MAN

Whether in Sales or in Management, the individual must first sell himself. At Babson Institute, Hart has done an excellent job of selling himself to his instructors and fellow students. With this ability, and the practical knowledge and training which Hart has received through education, travel, and employment, he should be highly successful in business and an asset to any organization.



WILLIAM J. HEALEY, JR.  
150 Kennedy Street, Bradford, Pennsylvania

*Objective:*

Oil Production

*Experience:*

Healey Petroleum Corporation (summers), Bradford, Pennsylvania; Tide Water Associated Oil Company (one and one-half years); Los Angeles, California; Healey Producing Corporation (three years), Abilene, Texas

*Special Training:*

Production Management; Oil Field Scouting; Marketing; Business Law; Sales; Study of the History of Oil; Accounting

*Education:*

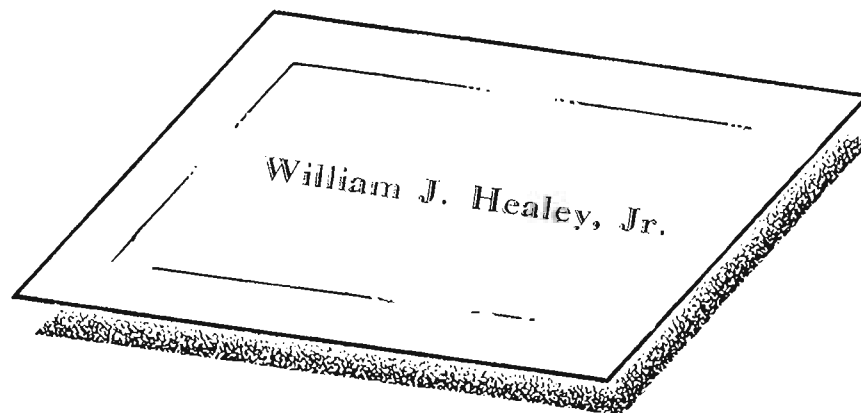
Phillips Academy, Andover, Massachusetts; Stearns School, Mount Vernon, New Hampshire; Duke University, Durham, North Carolina; Texas Christian University, Fort Worth, Texas; Babson Institute of Business Administration, Babson Park, Mass.

*Extracurricular Activities:*

Boxing

*Personal Data:*

Age 27; Married; Height 5' 11"; Weight 160



## BACKGROUND

Because of his family connections and his own experience, Healey has had opportunities to observe the field-operating technique of both the independent oil operator and the major oil companies.

He received considerable education and then went to work, but, convinced that any business executive today wants young ambitious men, who not only have a desire to get some place, but, who have a practical outlook and appreciation of the position of the employer's business—Healey decided to enroll at Babson Institute for the One-Year Course.

## PRACTICAL TRAINING

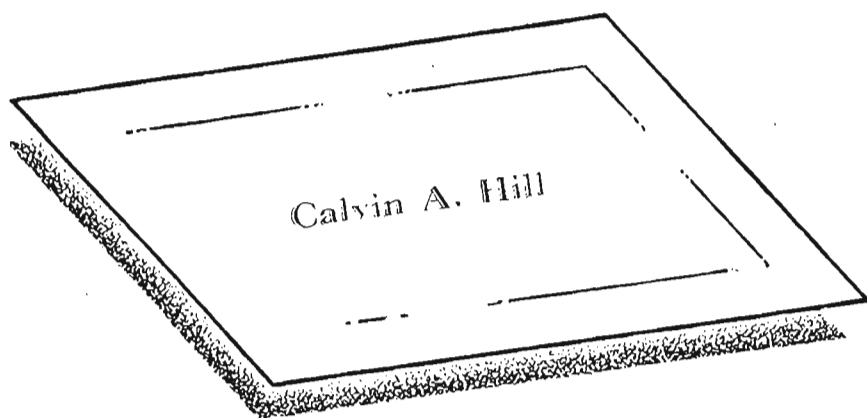
Healey has had a considerable amount of experience in the oil business. He spent his summers working in the oil fields of Pennsylvania; he had a year and one-half in the California fields; and spent three years in the Texas Oil fields.

This work and his experience as an oil-field scout was correlated with his training in Production Management, Marketing, Sales, and his Study of the History of Oil, all of which make him a valuable young man to any oil production concern.

## THE BUSINESS MAN

Possessed of a winning personality, Healey made many friends at Babson Institute, and this will hold true of any place he goes. Full of nervous energy, he sets a fast pace in his work and gets topnotch results.

Healey is interested in becoming associated with a successful business firm where he can put his ideas to work, and watch the results critically.



## CALVIN AUSTIN HILL

72 Pine Ridge Road, Waban, Massachusetts

### *Objective:*

Production

### *Special Training:*

Production Management; Industrial Purchasing;  
Time and Motion Study; Business Law

### *Education:*

Newton Country Day School, Newton, Massachusetts; Bowdoin College, A.B. Degree; Babson Institute of Business Administration, Babson Park, Mass.

### *Extracurricular Activities:*

Psi Upsilon Fraternity, Dramatics, Tennis, Intercollegiate Men's Doubles Champion, Football, Track, Bowdoin College; Intramural Sports, Babson Institute

### *Personal Data:*

Age 22; Single; Height 5' 10"; Weight 165

## BACKGROUND

Hill has a background based entirely upon New England. His parents were New Englanders and he was brought up and educated in that section of the country. While at Bowdoin College he took an active part in the various activities of student life. He was a leader in athletics and this did much to develop in him admirable character and personality traits. He made an excellent record in the athletic field by winning the Intercollegiate Men's Doubles championship. With all his extracurricular activities at Bowdoin, he still maintained a good scholastic record. Since his father is a lawyer and the



family home naturally possesses a high intellectual standard, Hill has received an excellent educational background.

## PRACTICAL TRAINING

While Hill has had no actual experience in the business or manufacturing world, his thorough education and travel opportunities have given him a complete knowledge of all types of people. His practical business training at Babson Institute has taken him into many factories where he analyzed and surveyed different Production methods. In addition, his family contacts have brought him in touch with many business leaders and he has had an opportunity to learn their ideas and ways of thinking.

## THE BUSINESS MAN

Ability to make friends and get along with people is extremely important in the Production field. This ability is one of Hill's primary requisites for success in business. Add to this ability, the power to reason and think clearly and you have an excellent combination for advancement and success in the business field. Thus, Hill should make a place for himself in the Production field of industry. Business and National Defense Production seek such a man.



ARTHUR CHRISTIAN HILMER, JR.  
875 Fifth Avenue, New York, New York

*Objective:*

Advertising and Public Relations Departments of Aviation

*Special Training:*

Marketing; Salesmanship; Advertising; English; Business and Law; Psychology; Finance; and Economics

*Education:*

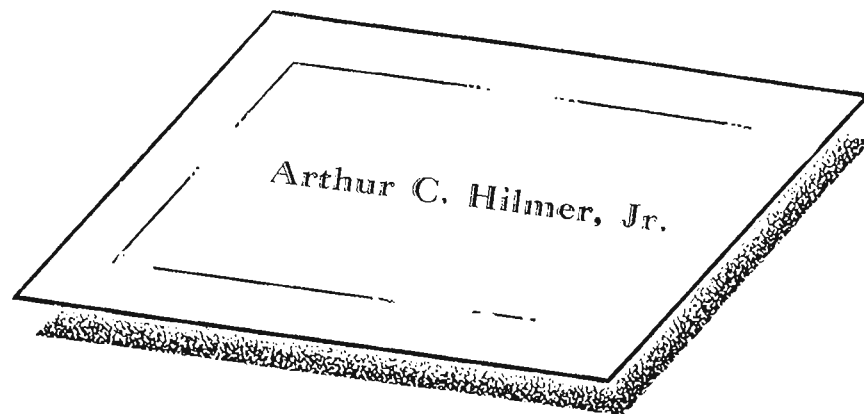
The Hill School, Pottstown, Pennsylvania (three years); The Milford School, Milford, Connecticut (one year); University of Virginia, Charlottesville, Virginia (four years), Bachelor of Science Degree; Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Phi Gamma Delta Fraternity, Varsity Tennis, Gresman Club, Lambda Pi Society, University of Virginia; Civil Aeronautics Association Flying; Physical Activities Committee; Intramural sports; Babson Institute

*Personal Data:*

Age 23; Single; Height 5' 10"; Weight 165



## BACKGROUND

Hilmer desires to become associated with the aviation industry through Advertising. His father is in the Advertising business and he has received a fine insight into that sphere of business activity.

He attended the University of Virginia for four years and received a Bachelor of Science degree as a member of the Class of 1940. While at Virginia, Hilmer majored in Geology and English. With this background, he entered Babson Institute in the Senior One-Year Course.

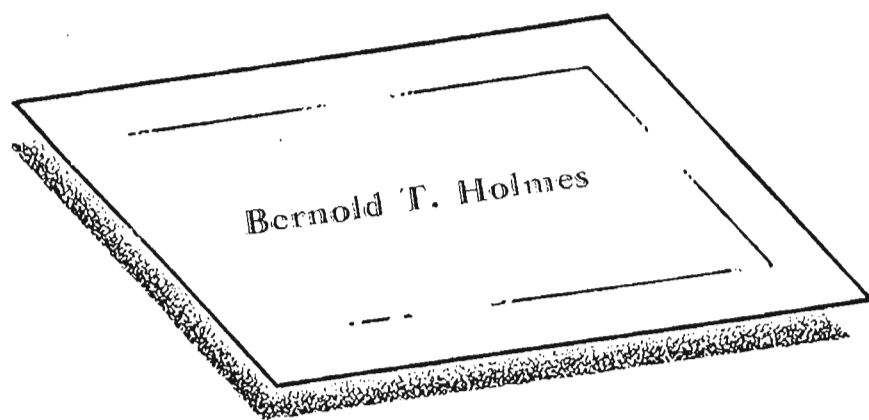
## PRACTICAL TRAINING

Hilmer has added a year of concentrated study of practical business methods at Babson Institute to his previous training. He has taken the regular courses in Finance, Distribution, and Production and has taken an elective in Advertising. He has prepared several constructive reports that enabled him to obtain a better understanding of the aviation industry. The statistical report prepared was on plane production in the United States for the last ten years. These figures were adjusted for seasonal variation.

## THE BUSINESS MAN

Hilmer has the ability to handle a given piece of work accurately and rapidly. His interests are very broad and he can easily adapt himself to almost any situation.

Hilmer has traveled widely throughout the United States and Europe. He has lived in many sections of this country and has made many friends all over the United States.



## BERNOLD TURE HOLMES

447 Ridge Road, Wethersfield, Connecticut

### *Objective:*

Selling Construction Machinery to Contractors

### *Experience:*

Summer Work During the Past Five Years in Company Selling and Servicing Contractors' Industrial Equipment

### *Special Training:*

Mathematics; Physics; Chemistry; Accounting; Factory Management; Industrial Purchasing; Sales Management; Advertising

### *Education:*

Wilbraham Academy, Wilbraham, Massachusetts (two years); Rensselaer Polytechnic Institute, Troy, New York (two years); Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Freshman Soccer Team, Freshman Hockey Team, (Captain), Member of Lacrosse team, Rensselaer Polytechnic Institute; Student Executive Committee, Physical Activities Committee, Babson Institute

### *Personal Data:*

Age 21; Single; Height 6'; Weight 170

## BACKGROUND

Holmes was fortunate in that when he entered Rensselaer Polytechnic Institute, he knew what his vocation would be. He had decided to enter the selling end of the construction equipment industry. With that as his goal, he has been able to steer a course that will best prepare him for that work. Holmes has always been close to the



construction industry, due to his family's connections and interests. During summer vacations, he has worked in the service end of this business to gain a background for his future work in this field.

## PRACTICAL TRAINING

During the past five years, Holmes has worked during summer months as office clerk, mechanics helper, equipment operator, and shop clerk.

In addition to this practical experience, Holmes has made a statistical study of the industry, adjusting net sales of new equipment for seasonal variations. He then carried this study further and learned the methods for forecasting the demand for his product. Holmes has a background of industrial engineering training that will help him in dealing with a technical product.

## THE BUSINESS MAN

Holmes is imbued with a sense of humor that has made him many friends within the student body. He presents an immaculate appearance that will always be an asset to him. He is respected for his evenness of temper and is easy to get along with at all times. Leadership of many college activities is attributed to Holmes' initiative and drive.



CHARLES FREDERICK JAEGER

192 North Drexel Avenue, Columbus, Ohio

*Objective:*

Production- Chemical Industry

*Special Training:*

Chemistry Major; Mathematics; Physics and Metallurgy; Production Management; Industrial Purchasing; and History and Economics

*Education:*

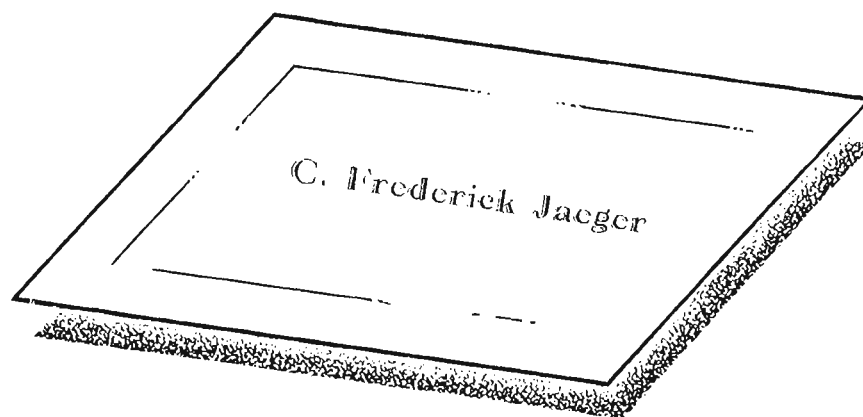
Harvard College (four years); Graduated 1940, B.S. Degree in Chemistry, Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Delta Upsilon, Harvard; Intramural Sports, Babson Institute

*Personal Data:*

Age 22; Single; Height 6' 1"; Weight 150



### BACKGROUND

Upon graduation from the Columbus Academy, Jaeger entered Harvard College, where he concentrated in Chemistry. Besides courses in this major, he also has had courses in Mathematics, Physics and Metallurgy. Courses studied in Chemistry included Elementary Chemistry, Qualitative Analysis, Organic Chemistry, Quantitative Analysis, Physical Chemistry, and Industrial Chemistry which included fourteen field trips to factories during the year.

For a minor in Mathematics he studied courses in Elementary Calculus, Analytical Geometry, Integral and Differential Calculus.

Thus, Jaeger has a sound background of Chemistry to which he added a year of thorough training in Business Administration.

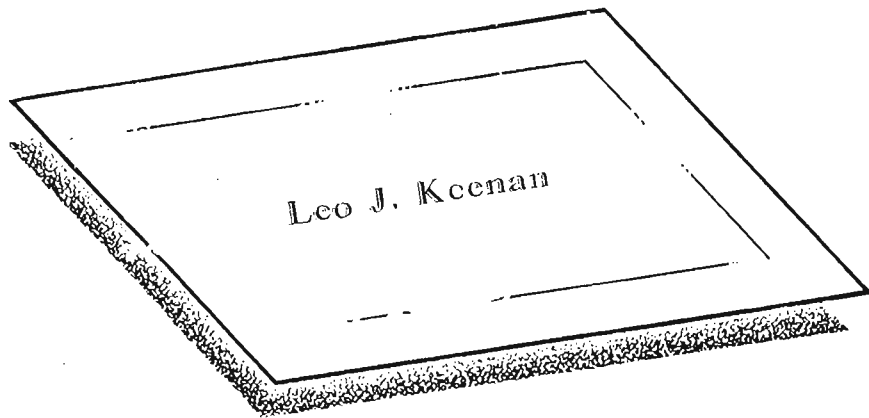
### PRACTICAL TRAINING

The training that Jaeger has received in chemistry has been furthered by the work at Babson Institute which correlated that training with practical business experience in Production, Finance, and Distribution.

He received training in Factory Management, Statistics, Accounting, Economic Planning, Marketing, and Industrial Purchasing. He prepared and executed a report on the production of sulphuric acid for the past ten years. He adjusted this data for seasonal variation and determined the trend of the industry.

### THE BUSINESS MAN

Jaeger is an outstanding student and businessman. He is diligent in his undertakings and has real ability to concentrate and reason clearly. He is serious minded and ambitious and possesses a large amount of theoretical and practical ability. Of the type to ask "What makes it go?", Jaeger has made friends easily at Babson Institute because of his brilliant and well-considered conference remarks.



## LEO J. KEENAN

45 Trafalgar Street, Rochester, New York

### *Objective:*

Distribution

### *Experience:*

Regent Specialties Company, Rochester, New York (one year); J. S. Graham Company, Rochester, New York, Factory Work, Office Methods, Accounting, and Sales Work (two years)

### *Special Training:*

Sales and Advertising Administration; Marketing, Statistics, Accounting, Economics, Business Law, Production Management, and Business Finance

### *Education:*

West High School, Rochester, New York; University of Western Ontario, London, Ontario (two years); Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Football Manager, Intramural Sports, Bridge Club, University of Western Ontario; Assistant Business Manager, 1941 BABSONIAN; Intramural Sports; Babson Institute

### *Personal Data:*

Age 22; Single; Height 5' 7"; Weight 145

## BACKGROUND

Keenan has interspersed his education with practical training for several years. He pursued an intensive Business Administrative Course at the University of Western Ontario where he actively participated in other purposeful activities pertinent to his entrance into the Distributive field. As his father is associated with an out-



standing advertising display organization in Rochester, Keenan has absorbed considerable intimate knowledge of this phase of merchandising.

## PRACTICAL TRAINING

Several years' practical experience rests on Keenan's shoulders as a result of having been in the employ of the Regent Specialties Company. There, he accumulated two years' training in factory methods and administration. Later, he was associated with the J. S. Graham Company, where he handled office procedure, accounting, and eventually entered the competitive display field as a special salesman. Practical training and experience have broadened Keenan's business outlook and today he is understanding, sympathetic, and adaptable to distributive problems.

## THE BUSINESS MAN

Keenan is a mature young man who exhibits purpose in every task assigned him. He is highly industrious, displays considerable business acumen, and approaches all sales and advertising problems with psychological strategy. Babson Institute students and instructors have had a high regard for his indomitable convictions. He is a young man trained and experienced, whom some distributive firm would do well to consider employing.



### GEORGE WEBSTER KENYON

175 Upton Avenue, Providence, Rhode Island

*Objective:*

Silver Production and Sales

*Experience:*

Magnan Company, North Attleboro, Massachusetts, Sales Work

*Special Training:*

Factory Management; Sales; Advertising; Marketing; Industrial Purchasing

*Education:*

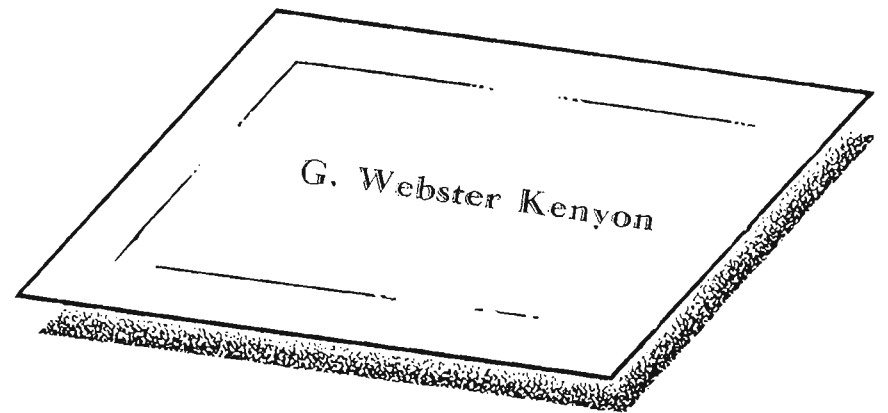
Moses Brown School, Providence Rhode Island; Gordon School and Providence Country Day School, Providence, Rhode Island; Deerfield Academy, Deerfield, Massachusetts; Babson Institute of Business Administration, Babson Park, Mass.

*Extracurricular Activities:*

School Publication Work; Basketball; Baseball; Football; Bowling; Tennis, Riding; 1940 BABSONIAN (Business Staff), Intramural Sports

*Personal Data:*

Age 21; Single; Height 6' 3 $\frac{1}{2}$ "; Weight 175



### BACKGROUND

Kenyon has had the advantage of an excellent schooling. He attended the Moses Brown School, the Gordon School, and the Providence Country Day School—all located in Providence, Rhode Island. He then went on to Deerfield Academy for further preparatory work before entering business school. Since he has always planned on entering the Production and Sales divisions of the silver industry, Kenyon desired to complete his education with training in a business school. This being the case, he began to look around, after he graduated from Deerfield Academy, with the hope of entering the school where he felt he could receive the most complete, thorough, and practical business training. After investigating the various schools, he finally decided on Babson Institute.

### PRACTICAL TRAINING

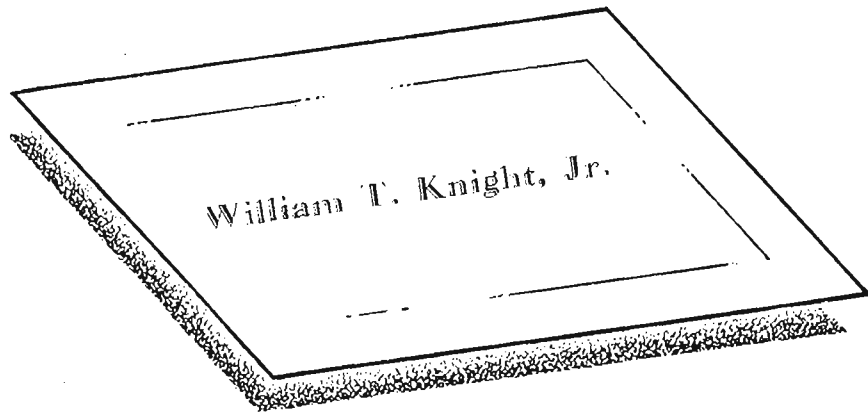
Kenyon has spent his vacations selling Sports equipment for a Massachusetts firm. This was in the nature of a training course in preparation for entrance into the general field of Distribution.

At Babson Institute, Kenyon has completed a statistical survey on the production of Silver in the United States over the period of the last ten years. He also did special work in regard to the problem of government farm aid in relation to the farmer.

### THE BUSINESS MAN

A hard and earnest worker, Kenyon has shown in his two years at Babson Institute that he has the mental and physical make-up required of the present-day business man. Socially well-adjusted, he likes to meet people and makes friends easily. Kenyon is industrious, systematic, and enthusiastic in everything in which he participates.





## WILLIAM T. KNIGHT, JR.

620 Hamilton Building, Wichita Falls, Texas

### *Objective:*

Oil Producing and Refining

### *Experience:*

Consolidated Oil Company of Texas, Chief Scout  
(one year)

### *Special Training:*

Production Management; Government and Business; Distribution; Marketing; Finance; Aviation

### *Education:*

New Mexico Military Institute, Roswell, New Mexico; Hardin Junior College, Wichita Falls, Texas; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Bowling; Three years of Aviation

### *Personal Data:*

Age 23; Married; Height 5' 7"; Weight 135

## BACKGROUND

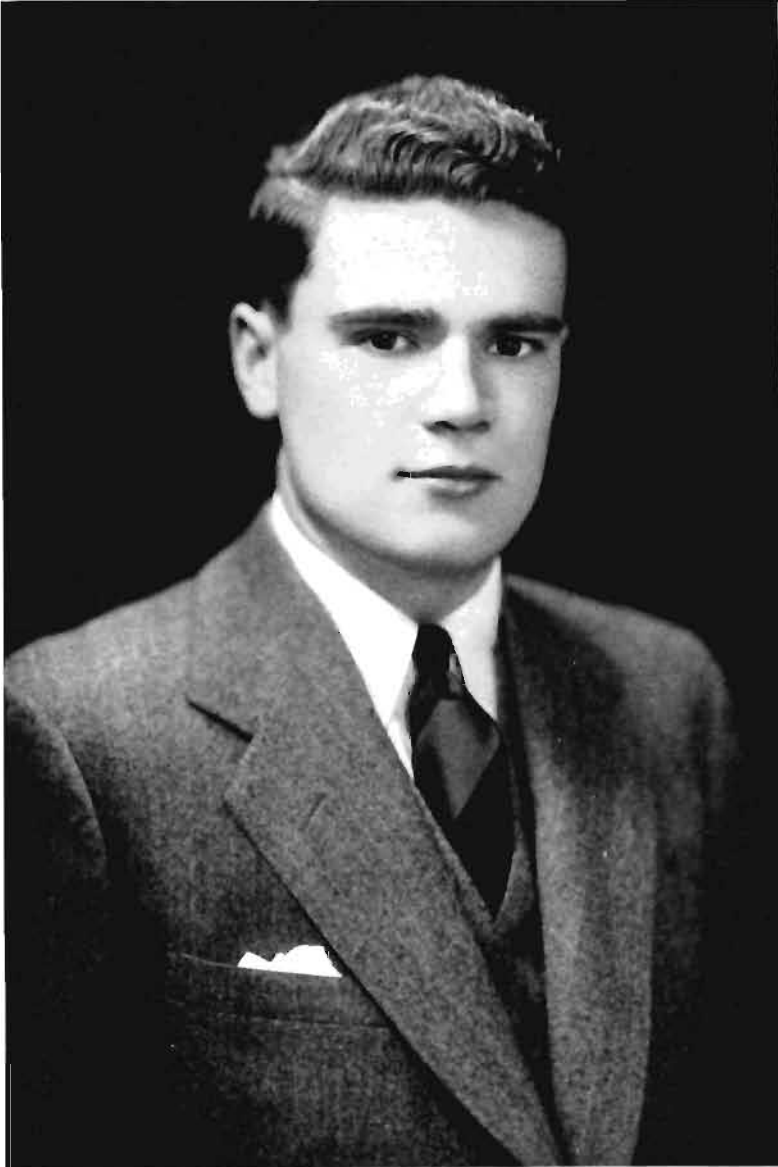
Knight was born and raised in the vicinity of the oil fields of Texas where his father is well known in the oil business. This intimate background and association with oil has imbedded in him some of the mystery and romance of the oil industry. His educational opportunities at New Mexico Military Institute, Hardin Junior College and Babson Institute have given him an excellent store of knowledge, and good mental discipline so that with his practical business experience, the sum total presents an exceptional background.

## PRACTICAL TRAINING

No better practical training could be had than to grow up in the business of one's choice. Knight's unusually close contact with the oil fields and the oil men of Texas, and also his one-year experience as Chief Scout for the Consolidated Oil Company of Texas have given him a thoroughly integrated picture of, and a great many important facts about, the great business of producing and refining oil. This practical experience along with his business education at Babson Institute in Marketing Methods and Production Management should serve him in good stead in his future work.

## THE BUSINESS MAN

Knowledge, experience and personal qualifications determine to a large degree a man's usefulness to business. Knight's unusual background and training have made these three tools an essential part of him. Knight's recent marriage should be a decidedly stabilizing asset in any business associations. At Babson Institute, he has displayed fine personality traits which have made many friends for him. He possesses a maturity and seriousness of purpose that coupled with his other abilities and qualifications make him a valuable young man for the oil industry.



## ROBERT J. KREMERS

3333 North Shepard Avenue, Milwaukee, Wisconsin

### *Objective:*

Pharmaceutical Chemistry

### *Experience:*

Summer Camp Counselor; Farmhand; Secretary of Zeta Psi Fraternity, Brown University

### *Special Training:*

Work in a Manufacturing Pharmaceutical Laboratory, Finance, Production, and Distribution, Babson Institute

### *Education:*

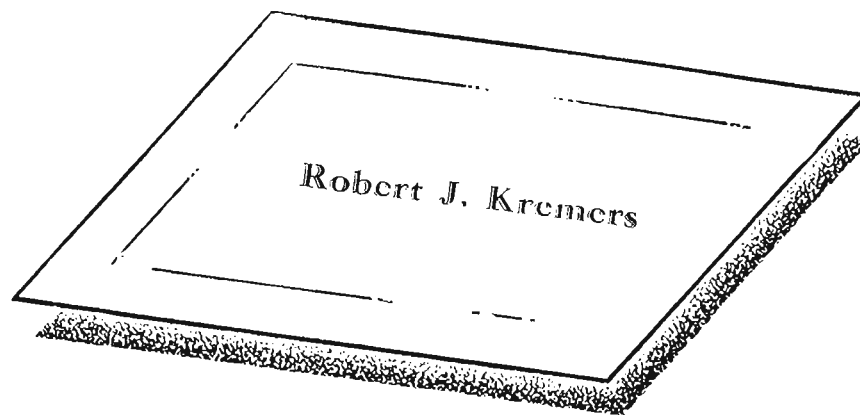
Milwaukee University School; Brown University (two years); Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Brown Athletic Committee; Zeta Psi Fraternity; Photography, Student House manager of Zeta Psi, Intramural manager for Zeta Psi, Brown University; Advertising Staff, 1941 BABSONIAN, Physical Activities Committee (Chairman), Babson Institute

### *Personal Data:*

Age 21; Single; Height 5' 10"; Weight 160



## BACKGROUND

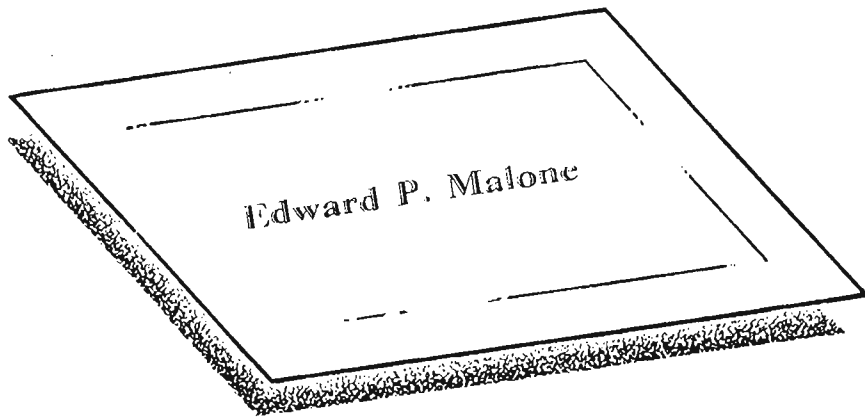
One of the chief advantages that Kremers has had in the past has been the opportunity to travel, and to do so not only in various parts of his own country, but also in many of the important countries of Europe. In addition to the experience gained from this extensive travel, he has gained considerable knowledge while working for his father's company, the Kremers Urban Company, Pharmaceutical Chemists.

## PRACTICAL TRAINING

In his search for data and in the accumulation of knowledge of the pharmaceutical industry, Kremers went far afield at Babson Institute in the courses of Finance, Production, and Distribution. He completed a number of exacting projects in his particular field of interest: A blanket analysis of a given company in the pharmaceutical industry, a history of the science of pharmacy, and a paper dealing with the present and future governmental control of the industry.

## THE BUSINESS MAN

A cursory glance at the nature of his past achievement is assurance in itself that Kremers has the multitude of attributes that go to make the successful man of business in this highly competitive era. Nothing goes farther today than genuine opportunism and imagination. When these assets are combined with reliable perseverance, friendliness, honesty, and sincerity, we have a man who should be valuable to any business organization.



## EDWARD PATRICK MALONE

1274 West 108 Street, Cleveland, Ohio

### *Objective:*

Steel Industry; Outdoor Advertising

### *Special Training:*

Production; Distribution; Finance

### *Education:*

University School, Shaker Heights, Ohio; Georgetown University, Washington, District of Columbia; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

College Intramural Athletics, Intramural Sports, Varsity Basketball, Babson Institute

### *Personal Data:*

Age 22; Single; Height 6' 1 1/2"; Weight 175

## BACKGROUND

Malone's life has been spent in the environment of the steel industry. His home is located in the heart of the industry. He has had many opportunities to observe the various functions of the steel plants in action. He has talked with a great many of the men who are engaged in steel work, men in all branches of the industry. As a consequence of all these observations and contacts, he has developed a considerable interest in this field. He has also been exposed to the intricacies of the building business as well as having had close acquaintance with the steel industry.

## PRACTICAL TRAINING

In the past two years, Malone has been occupied with the application of general business principles to his particular interests. He has studied plant construction and organization, together with many of the other implications of factory management. With reference to his desire to investigate the field of outdoor advertising and the selling of advertising, he has analyzed the more general markets of the country and has learned some of the important techniques of cultivating these markets. Entailed with this study has come Salesmanship, Sales Administration, and Advertising Administration. There is little doubt that in the future, in whatever business he chooses to enter, Malone will, with the application of principles that he has learned in his training at Babson Institute be able to eliminate a great deal of wasteful trial and error work.

## THE BUSINESS MAN

One of the great prerequisites of the salesman is congeniality. Others are profound energy and enthusiasm. These qualities, combined with the ambition to advance himself, indicate a bright future in the business world for Malone.



TED MARIS

427 West Jefferson Street, Grand Ledge, Michigan

*Objective:*

Furniture Manufacturing

*Experience:*

Furniture Factory (two years); Road Experience in Selling; Contact with the Furniture Market; Cost Accounting; Clerical Work; Statistical Tabulating; General Productive Training; and some experience in Personnel Work

*Special Training:*

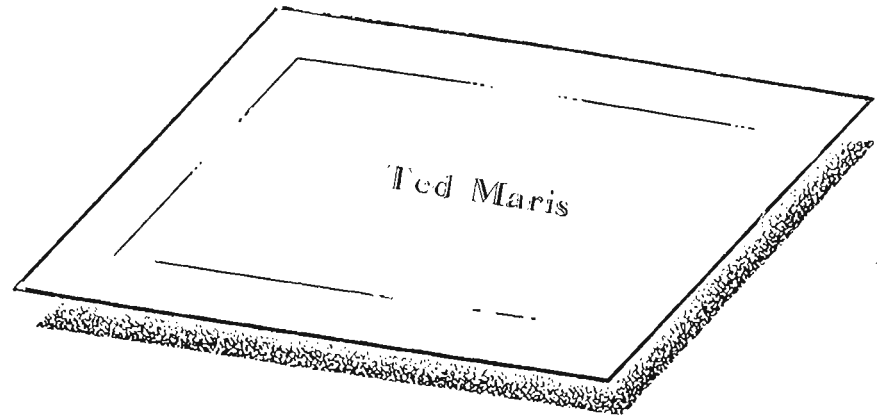
Business Administration; Economics; History of Business; Accounting; Statistics; Economic Geography; Market Analysis

*Education:*

Grand Ledge High School; University of Arizona (two years), Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Delta Chi (social), Alpha Kappa Psi (business), Sophos (sophomore honorary), University of Ari-



zona; Religious Activities Committee, Advertising Staff, Photographic Staff, 1941 BABSONIAN, Camera Club, Babson Institute

*Personal Data:*

Age 22; Single; Height 6'; Weight 170

### BACKGROUND

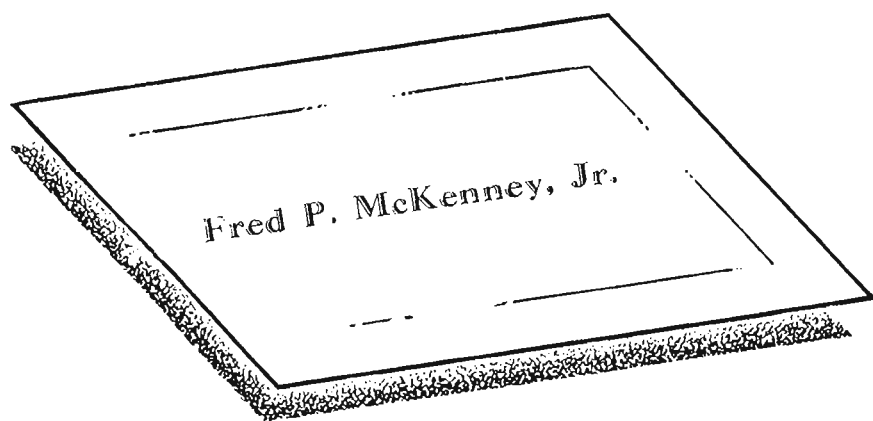
From the beginning of Maris' high school days, his education and experience have both pointed toward a business career and he has had particular interest in Production and Sales work. The summers of his secondary school days were spent in the various departments of a furniture factory. At the University of Arizona, he took a Course in Business Administration. He did not pursue a degree, but studied only those courses pertinent to his business interests.

### PRACTICAL TRAINING

After this earlier training, gained both in the business field and at college, Maris undertook additional and more intensive studies of the fields of Production, Business Administration, Accounting, Statistics, and associated courses at Babson Institute. He emphasized the furniture industry in his study of Production, and submitted various reports of his research and studies. He has picked up, it is quite evident, a knowledge of furniture manufacturing and Sales methods far superior to the average man in this field.

### THE BUSINESS MAN

The fine characteristics of individuals seem as difficult to judge as the fine characteristics of business men. But, Maris has those qualities needed to edify the stature of any man in any social or business position. Maris has proven himself a conscientious and dependable worker, ever more inquisitive as he advances in the pursuit of his own particular business interests.



FRED P. MCKENNEY, JR.

11 Bird Hill Avenue, Wellesley Hills, Massachusetts

*Objective:*

Marketing of Food Products

*Experience:*

S. S. Pierce Company Store, Clerk (six summers),  
Route Manager (two years); Retail Salesman with  
General Foods Company, Boston, Massachusetts  
(three months)

*Special Training:*

Statistics; Marketing; Research (foods); Salesman-  
ship; Advertising; Business Law

*Education:*

Graduate of Bowdoin College, B.S. Degree; Babson  
Institute of Business Administration, Babson Park,  
Massachusetts

*Extracurricular Activities:*

Secretary of Beta Theta Pi Fraternity, Bowdoin  
College; Advertising Manager, *Alumni Bulletin*,  
Babson Institute

*Personal Data:*

Age 25; Single; Height 6' 3"; Weight 190

BACKGROUND

Before entering Bowdoin College, McKenney obtained his preparatory training at Cushing Academy. He then went on to Bowdoin College where he graduated with a B.S. degree. At different intervals during his education, he had various jobs with concerns dealing in the marketing of food products.

After he had completed his formal college work, McKenney decided to come to Babson Institute for further business training, especially in the Marketing Division of the Distribution course. With this in mind, he enrolled in the Senior One-Year Course, which is open



to young men with sufficient college or actual business experience.

PRACTICAL TRAINING

McKenney's main interests are in the Marketing and Distribution fields. Therefore, while at Babson Institute, he emphasized his work in Statistics, Salesmanship, Advertising, Economics, and Marketing. This work was very interesting to McKenney since he had already had some practical training, having previously been in the employ of the S. S. Pierce Company and the General Foods Sales Company.

Since Statistics play a large part in the management of any present-day business, and especially with those whose products are sold for mass consumption, McKenney devoted a considerable amount of time to the surveying of the confectionery products field so that he might make a statistical analysis of the total production for the period of the last ten years.

THE BUSINESS MAN

McKenney was able to contribute considerably to the various courses in the field of Distribution, since he had the advantage of age and more experience than the majority of the students. Agreeable and socially at home in any group, McKenney was a welcome stimulant to all conference sessions.



### ARCHIBALD G. McLELLAN

528 Franklin Street, Ogdensburg, New York

*Objective:*

Advertising

*Experience:*

State Highway Work (two years); Hotel Work in Gananoque, Ontario (one summer); Testing Laboratory of the Algonquin Paper Corporation of Ogdensburg (one summer)

*Special Training:*

Advertising; Finance; Distribution; Accounting; Production Management

*Education:*

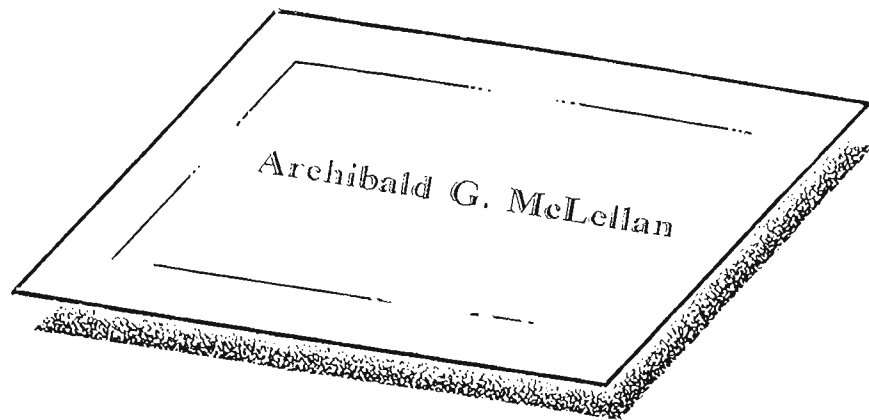
St. Mary's Academy, Ogdensburg; Niagara University, Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Intramural Football, R.O.T.C., Basketball, Alpha Delta Sigma, Babson Institute

*Personal Data:*

Age 20; Single; Height 6'; Weight 165



### BACKGROUND

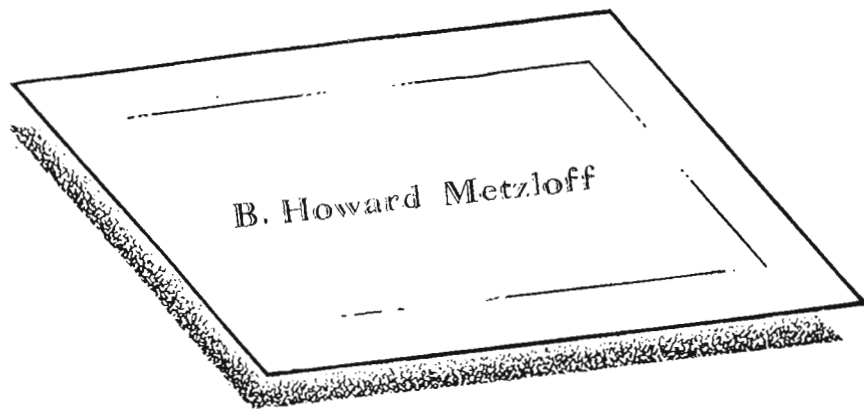
McLellan has spent a considerable amount of time away from home, in gaining experience and education. His preparatory training was received at St. Mary's Academy. Finishing there, he went on to Niagara University. He soon realized the necessity of practical business training and decided on attending Babson Institute in 1940. Knowing that Advertising was his ultimate business goal, he felt assured that he would gain this specialized training at Babson Institute.

### PRACTICAL TRAINING

Most of McLellan's practical training has come as a result of being in positions where considerable contact with people was necessary. He has had plenty of opportunity to understand the ideas and philosophy of men of different environment and social standing. One summer's work in a hotel in Canada gave him much of this broadening experience. He also worked for the State Highway Department one summer doing manual labor. Finally, a position in a Testing Laboratory gave him working knowledge of plant layout and production methods. McLellan, after this work experience came to Babson Institute to learn the fundamentals of Advertising technique. This, he has done. In fact, he is a member of Alpha Delta Sigma, National Professional Advertising Fraternity. Members of this organization gather together to discuss informally advertising methods with outstanding Advertising men actually in the field. This is practical and interesting instruction.

### THE BUSINESS MAN

McLellan is reliable and highly industrious. His work is done thoroughly and carefully. He portrays a courteous, tactful, alert, young business man. People knowing McLellan well, say he is personable, friendly, and socially-inclined. In conference discussions, he springs provocative statements. He is the type that many Advertising organizations seek for the further advancement of their business.



BENJAMIN HOWARD METZLOFF  
148 Grove Street, Tonawanda, New York

*Objective:*

Production—Box Manufacturing Industry

*Experience:*

Production Department of Box Manufacturing Concern (two summers)

*Special Training:*

Factory Management; Industrial Purchasing; Accounting; Psychology; Sociology; Economic Problems

*Education:*

Colgate University, Hamilton, New York (two years); Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Assistant Business Manager of a yearbook, Phi Delta Theta, Colgate University; Intramural Sports, Bowling, Religious Activities Committee, Babson Institute

*Personal Data:*

Age 20; Single; Height 5' 9"; Weight 157

### BACKGROUND

Metzloff, because of family connections, has an intimate knowledge of the box manufacturing industry. He has spent two summers working in a box manufacturing plant learning the production methods employed in this plant.

Metzloff has traveled widely throughout the United States and Canada, and as a result of these travels has made many friends. He has spent several summers as a resident of Canada, and several months living in the South.



### PRACTICAL TRAINING

While attending Colgate University, Metzloff took courses that would give him a cultural background for work in his chosen field. Thus, he majored for two years in the Social Sciences absorbing such studies as Psychology, Sociology, History, and English.

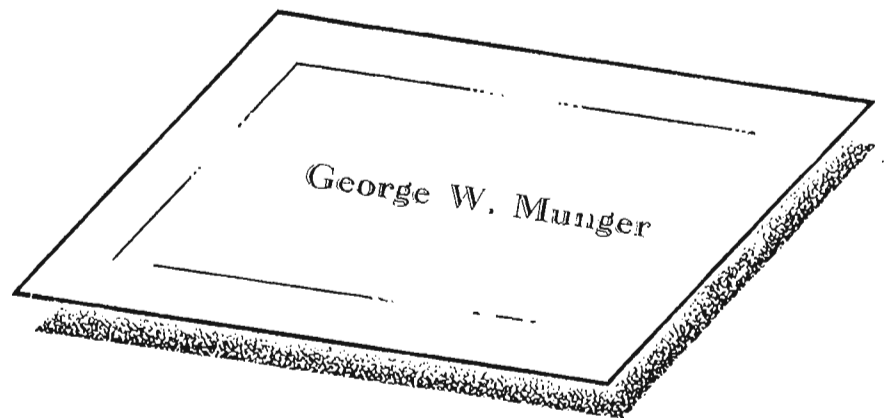
In addition to the actual experience that Metzloff has acquired, he has received training in Production Management and Industrial Purchasing while at Babson Institute.

He conducted a statistical study of the production of corrugated shipping boxes, adjusting the data for seasonal variation and establishing a trend line for Production. In addition to this, he found the percentage of production above or below normal for the last ten years.

### THE BUSINESS MAN

Metzloff is a very meticulous young business man—both in personal habits and work preparation. He has a pleasant personality, and has shown a subtle sense of humor that has gained him many enduring friendships at Babson Institute.

In his work, he is always serious. Here is a man of good common sense and better than average intelligence. Metzloff is persevering, sincere, and has grown considerably in mental and social stature while attending Babson Institute.



GEORGE WALTER MUNGER,  
466 Rivard Boulevard, Grosse Pointe, Michigan

*Objective:*

Distribution Industrial or Transportation Field

*Experience:*

Detroit Edison Company, Detroit, Michigan, Sales Department (Commercial Office Division), (two summers)

*Special Training:*

Sales and Advertising Administration; Marketing; Industrial Purchasing; Statistics; Economics; Accounting; Business Law; Production Management, and Business Finance

*Education:*

Howe Military School, Howe, Indiana; Denison University, Granville, Ohio (two years); Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Phi Gamma Delta Fraternity; Editorial Staff, Denison University Paper and Yearbook, Men's Glee Club, Denison University; Social Activities Committee, Associate Advertising Manager, 1941 BABSONIAN, Alpha Delta Sigma, Babson Institute

*Personal Data:*

Age 21; Single; Height 5' 11 1/2"; Weight 165

### BACKGROUND

Munger has the advantage of having had military discipline during his earlier life. This training has given him an orderliness and manliness which the average young business man does not possess. Coming from the "Automobile City" and with his father actively associated with a major automobile concern there, Munger, too, has centered his interests on finding employment with some large industrial distributive firm. He entered Babson Institute after several years' educational training at Denison University.

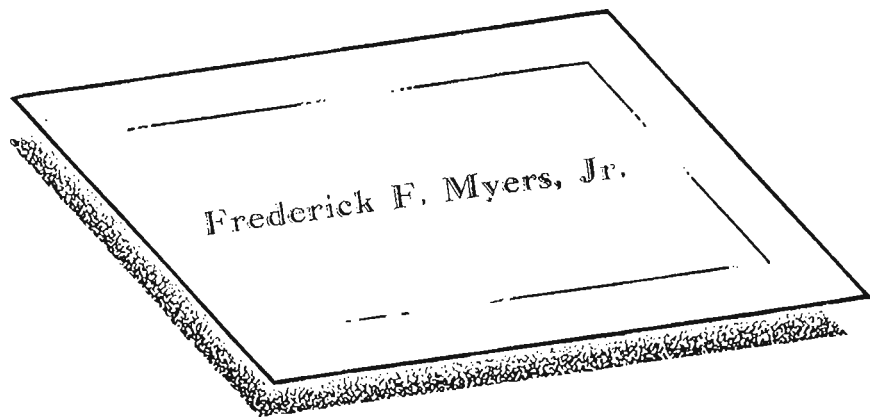
### PRACTICAL TRAINING

Many firms today seek young men, who have had practical business training combined with previous employment experience, for their training programs. Munger possesses both of these requirements. He has focused his academic attention at Babson Institute primarily on practical Distribution problems. Two summers were occupied in the employ of the Detroit Edison Company Sales Department. There, he came into personal contact with the company's many customers by selling various electrical household appliances, handling commercial and residential applications for electric service, and qualifying credit extensions.

### THE BUSINESS MAN

Munger is alert, tactful, and well-mannered. His seriousness and personable bearing make him the ideal type for contacting industrial concerns. Businesslike, with an air of confidence, and an earnest and pleasant manner, Munger presents sales arguments logically and convincingly. There are numerous industrial sales organizations combing the country today for a man of these characteristics.





FREDERICK FLOYD MYERS, JR.  
687 Sunnyside Avenue, Akron, Ohio

*Objective:*

Distribution

*Experience:*

Service Department of Borden Automobiles, Inc., Plymouth-DeSoto Distributor, Akron, Ohio (five summers) also employed as Salesman (same concern)

*Special Training:*

Sales and Advertising Administration, Marketing; Statistics; Business Law; Production Management; Business Finance; Industrial Purchasing, and Accounting

*Education:*

Kentucky Military Institute, Lyndon, Kentucky; Mount Union College, Alliance, Ohio (three years); Babson Institute of Babson Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Sigma Nu Fraternity, Social Chairman; Intramural Sports; Mount Union College; Advertising Staff, 1941 BABSONIAN, Intramural Sports, Alpha Delta Sigma, Babson Institute

*Personal Data:*

Age 23; Single; Height 5' 8½"; Weight 180

### BACKGROUND

One needs only to meet Myers to recognize immediately his enthusiastic impression of his home city—"Rubber Capital of the World"—Akron, Ohio. Military training has given him characteristic attributes of discipline, manners, and courteous behavior which bespeak



a distinctive and creditable background. He possesses those qualities so necessary in an aggressive young businessman.

### PRACTICAL TRAINING

Myers has been employed during the past five summers by Borden Automobiles, Inc., in Akron. Last summer, he was associated with this organization as Assistant Service Manager. In this capacity, he gained the practical business viewpoint that major concerns seek in young men placed in their training programs. At Babson Institute, Myers has specialized in Distribution—his chosen field. In sales demonstrations practiced in Babson conference work, he has brought to light many pragmatical and sound sales points pertinent to the entire distributive field.

### THE BUSINESS MAN

Portraying an enthusiastic and intensely interesting young man, Myers has a specific business goal in mind and pursues it with conscientious convictions. Versed in sales procedure, he exemplifies confidence, and cooperative business spirit. Blessed with a pleasant and assuring bearing, Myers displays a friendly and stimulating conversational ability. He is equipped, through training and experience, to qualify for a distributive position.



HERMAN J. NORDSTROM, JR.  
Newport News, Virginia

*Objective:*

Shipbuilding

*Experience:*

Apprenticeship, Newport News Shipyard, Drafting Room, Mold Lift and Fitting Departments (two years)

*Special Training:*

Naval Architecture; Production and Finance

*Education:*

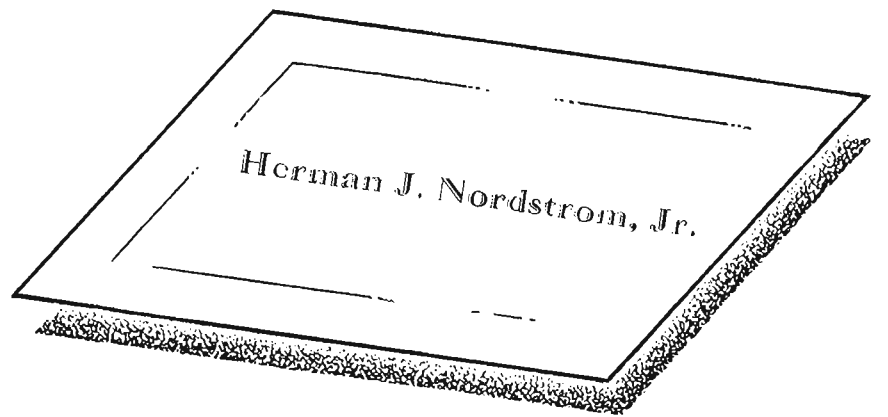
Lewis and Clark High School, Spokane, Washington; University of Michigan (three years); Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Sigma Chi Social Fraternity, Frosh Frolic Committee Chairman, Gargoyle Publication, Wrestling, University of Michigan; Physical Activities Committee, Intramural Sports, Babson Institute

*Personal Data:*

Age 24; Single; Height 5' 10<sup>1</sup>/<sub>2</sub>"; Weight 180



## BACKGROUND

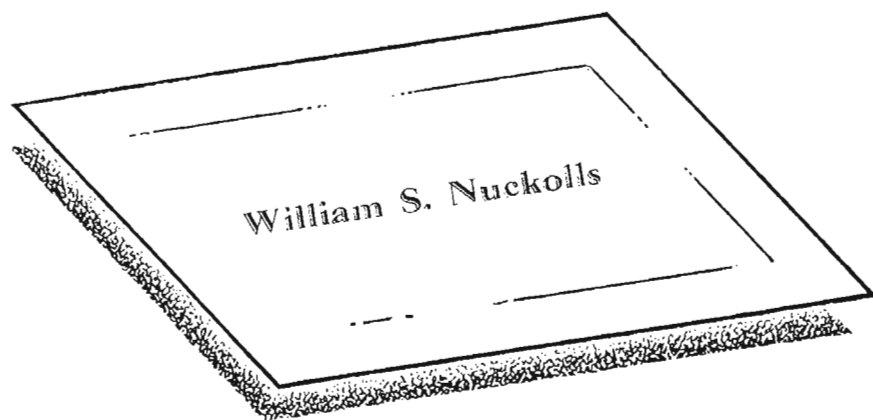
After graduation from the Lewis and Clark High School in Spokane, Washington, Nordstrom attended the University of Michigan for three years' training in Naval Architecture. At Michigan, he took part in many of the extracurricular activities. This educational background prior to his Babson Institute training has made him tolerant, resourceful, and conscientious. After employment of a few years in the Shipbuilding Industry, he soon became aware that additional business education was necessary. It was then, September, 1940, that he enrolled at Babson Institute:

## PRACTICAL TRAINING

Nordstrom has been in the employ of the Newport News Shipyard. There, he underwent a two years' apprenticeship training. This work consisted of actual naval architectural duties combined with a training in the Mold Lift and Fitting Departments. His interest in the shipbuilding field has been far-reaching and he is consistently concerned with all recent developments in construction, materials, and machinery of the industry.

## THE BUSINESS MAN

There is little doubt that the field into which Nordstrom intends to go is one demanding men of unusual ability. This is especially so today when destiny points to imminent strains on our merchant marine. In Nordstrom, the shipbuilding industry, or any allied field, will find a man of good ability, sound judgment, and a particular aptitude for this type of employment.



WILLIAM STARLING NUCKOLLS  
3 Northwood Street, Jackson, Tennessee

*Objective:*

Distribution

*Experience:*

Life Insurance Salesman, Northwestern Mutual Life Insurance Company, Jackson, Tennessee; Wholesaling Grocery Business

*Special Training:*

A.B. degree in Mathematics; Salesmanship; Business Forecasting; Advertising; Marketing

*Education:*

Columbia Military Academy, Columbia, Tennessee; (four years); Vanderbilt University, Nashville, Tennessee (two years); Harvard University, Cambridge, Massachusetts (two years); Babson Institute of Business Administration, Babson Park, Mass.

*Extracurricular Activities:*

Sigma Alpha Epsilon Fraternity; Intramural Sports

*Personal Data:*

Age 23; Single; Height 5' 8"; Weight 150

### BACKGROUND

Nuckolls attended Columbia Military Academy for four years, graduating in 1936. That fall he entered Vanderbilt University and remained there for two years. In the fall of 1938, he transferred to Harvard University, and obtained a Bachelor of Arts degree in Mathematics in June, 1940. The courses that Nuckolls studied in Mathematics included three years of Calculus, six semester hours of higher Geometry. In allied fields, he has had twelve hours of Economics; nine hours of Accounting; nine hours of Chemistry; and nine hours of Physics. He entered Babson Institute in January, 1941.



### PRACTICAL TRAINING

After graduating from Harvard University, Nuckolls was employed by the Northwestern Mutual Life Insurance Company. He continued in this capacity until January, 1941, when he decided that if he was to continue in the field of business he would be better prepared if he attended a school of practical business training.

Besides this previous training in selling insurance, Nuckolls has had considerable experience in the wholesale grocery business. This was his father's vocation and Nuckolls spent all of his vacations working in the office and warehouse of the family firm.

At Babson Institute, Nuckolls has been interested mainly in the Distribution Division, and while taking all of the courses in Production and Finance, he has found greater interest and enthusiasm for the former field.

### THE BUSINESS MAN

Nuckolls is intent on making the most of his talents and opportunities. At both Vanderbilt and Harvard, he was an outstanding student.

Here at Babson Institute, Nuckolls has continued to prove his ability in the conference discussions. He has won many friends because of his fine personality.

Nuckolls is thorough, conscientious, and sincere in all of his actions. He exemplifies a fine young business man.



### CHARLES KEITH PARK

150 High Street, Middletown, Connecticut

*Objective:*

Rubber Industry Production

*Experience:*

Balfour Company, Salesman (two years)

*Special Training:*

Accounting; Factory Management; Salesmanship;  
Cost Accounting; Business Forecasting

*Education:*

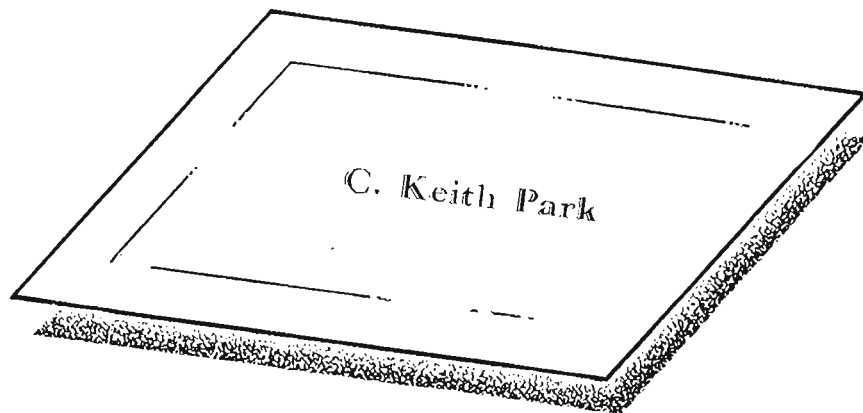
Deerfield Academy, Deerfield, Massachusetts (four years); Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Sailing, Soccer, Shooting, Deerfield Academy; Intramural Sports, Babson Institute

*Personal Data:*

Age 21; Single; Height 6'; Weight 165



### BACKGROUND

Park's family is associated with the rubber business. It is natural to find, therefore, that Park's future interests lie in that industry. He has been able to see firsthand the different processes that rubber goes through in becoming a finished product and has thus become acquainted with the manufacturing phases of the industry.

During the summer and Christmas vacations, Park has spent much time in a rubber factory, studying the various departments and their respective functions. In this way, he has been able to keep abreast of the technological changes in the industry, and in an industry so vital to National Defense today, such a course of action is very necessary.

### PRACTICAL TRAINING

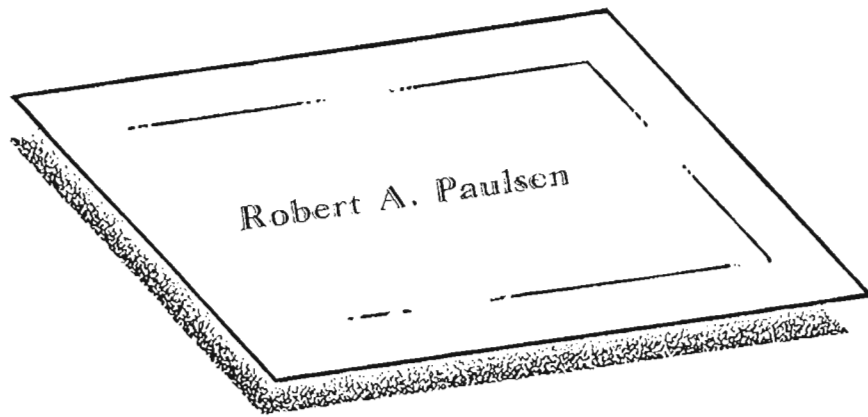
During the two years that Park has been at Babson Institute, he has obtained specialized training in the rubber industry, where and whenever possible in the General Course.

He conducted a statistical report on the volume of rubber footwear production for the last ten years and has worked out in this connection, statistical ratios necessary to forecast the demand for his product.

Park has also been thoroughly trained in such fundamental Business Administration courses as Accounting; Marketing; Factory Management; Cost Accounting; Economic Problems; Salesmanship, and Advertising and Advertising Management.

### THE BUSINESS MAN

Park has a good scholastic record. He is vitally interested in all industrial rubber projects. Among the students and faculty, Park is known to be exceedingly cooperative and well liked. He has a fine personality and can be depended upon to do the work assigned him. Tenacity is an asset to anyone, in any job, at any time. Park has tenacity, and real ability to follow through on any undertaking.



ROBERT A. PAULSEN  
1020 Pleasant Street, Oak Park, Illinois

*Objective:*

Screw Machine Products Manufacturing

*Experience:*

Assistant Machinist and Inspector; Motion and Time Study Department; Purchasing Department in his Father's Plant

*Special Training:*

Finance; Distribution; Production; Manual Work; Time and Motion Study; Purchasing

*Education:*

Culver Military Academy; Southern Methodist University; Northwestern University; Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Track; Aviation

*Personal Data:*

Age 23; Married; Height 5' 11"; Weight 150

### BACKGROUND

Paulsen has had considerable experience in preparation for entrance into his father's business, the B. R. Paulsen and Company, manufacturers of factory supplies. He is adequately prepared to enter such a firm. He has practical experience in this field, as machinist helper, worker in Motion and Time Study, Divisional Inspector, and in the Purchasing Department. Such experience, coupled with the intensive business training received at Babson Institute, should also equip him for any independent venture in the industrial world.



### PRACTICAL TRAINING

Like many other men with intentions to enter the business world, Paulsen's immediate training for his business career and his background can be identified as highly purposeful. His employment in his father's plant has given him an excellent working knowledge of the nature of the industry; while his more immediate training in Finance, Distribution, and Production at Babson Institute have served to solidify and round out this early practical training in this industrial field. He has been able to cultivate his leaning toward promotional and organizational work, by specialized projects in the Production Division.

### THE BUSINESS MAN

It would be correct to say that Paulsen shows many elements of the potential business leader. Respect is a vital and essential element in the delicate relationship between employer and employees; no man can hope to hold responsible positions without it; and few can be leaders without the attributes of real ability, maturity, quiet energy, and studiousness. These are typical assets of Paulsen as Babson Institute young men have known him.



MARK D. PERKINS

273 North Heights, Youngstown, Ohio

*Objective:*

Distribution- Sales and Advertising

*Experience:*

Summer Work in a Warehouse; Radio Salesman;  
Ore Handler at a Blast Furnace; Steel Mill Work

*Special Training:*

Distribution; Finance; Production; Salesmanship;  
Advertising

*Education:*

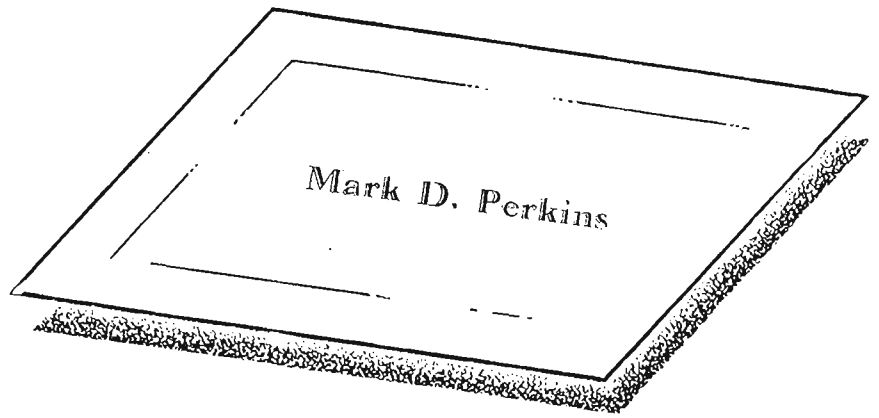
Rayen High School; Purdue University; Babson  
Institute of Business Administration, Babson Park,  
Massachusetts.

*Extracurricular Activities:*

Delta Upsilon Fraternity, Football Manager, Pur-  
due University; Religious Activities Committee,  
Advertising Staff, 1941 BABSONIAN, Bowling Com-  
mittee, Intramural Sports, Alpha Delta Sigma,  
Babson Institute

*Personal Data:*

Age 22; Single; Height 5' 9"; Weight 140



BACKGROUND

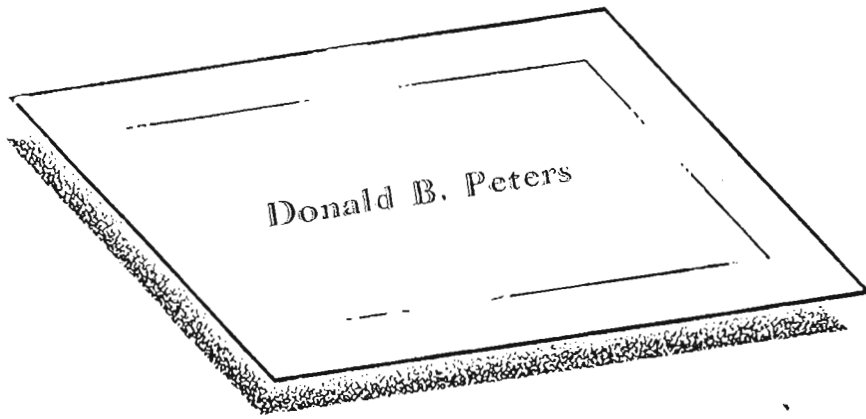
Stiff practical experience has been the lot of Perkins during past years. He has had an opportunity to view a cross-section of the industrial world quite clearly for he has held a variety of summer jobs in diverse branches of business. From actual experience in these jobs, he has become acquainted with many of the policies and methods employed by business organizations. He enrolled at Babson Institute, after realizing that one can only be qualified for executive positions through practical business education.

PRACTICAL TRAINING

Perkins has been employed during his summer vacations, as a radio salesman, as an ore handler at a blast furnace, at various other odd jobs in a steel mill, and also as a warehouseman. This diversified job training has made Perkins realize the immense advantages of his business training at Babson Institute. Here, he has learned the correlation of all departments of business including the Production, Finance, and Distribution phases. He is sympathetic to, and readily adaptable to Sales and Advertising work as he has specialized in these fields.

THE BUSINESS MAN

Perkins is a young man who fits well into the spirit of modern business. Industry and business today welcome men of great dependability and fine character; men who are painstaking and hard workers. Perkins has shown his many friends at Babson Institute that he possesses these qualities, and that he intends using these business tools when out on the job.



## DONALD B. PETERS

2319 South Gunderson Avenue, Berwyn, Illinois

### *Objective:*

Insurance Financing or Business Management

### *Experience:*

Insurance Office (two years)

### *Special Training:*

Finance; Accounting; Distribution; Statistics; Insurance Study; Production

### *Education:*

St. John's Military Academy (four years); Post Graduate Work at St. John's Military Academy; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

St. John's Officers' Club - Captain of Company A; St. John's Varsity Football (captain); Varsity Crew (captain); Varsity Hockey (captain); Chairman St. John's Midwinter Hop Committee; Chairman Social Activities Committee, Intramural Sports, Babson Institute

### *Personal Data:*

Age 21; Single; Height 6'; Weight 171

## BACKGROUND

Peters, whose father is executive state agent for three insurance companies, has had many opportunities to obtain the fundamentals of that business. He has traveled widely in this country and has considerable knowledge of the functions of not only the central offices of an insurance company, but also the duties of the territorial salesmen. Two years of summer work in insurance offices have given him many contacts with people associated with the business.



## PRACTICAL TRAINING

In preparation for entrance into the insurance business, Peters has made a broad analysis of many insurance company functions. He has investigated the fields of Finance, Production, and Distribution, and has placed special emphasis on those subjects that will be of real assistance to him later. He has gained a well-rounded comprehension of the ways of determining the insurance market, through studies in statistical methods. Problems in Business Management and Finance have been presented to him for solution, these having been correlated with the economic trends of today. The technicalities of Marketing and Accounting have been observed for knowledge of the routine in his future life work.

## THE BUSINESS MAN

It has been said in the past that salesmen selling insurance have not always done justice to the business. They have often worked on a project-to-project basis, with little consideration for the individual to whom the insurance was sold. Friendliness and cooperation are the prerequisites of a good insurance salesman. Peters will offer these, together with the personal consideration due every purchaser of protection. Persuasive, friendly, he should be of distinct service and a real asset to the insurance business.



### EDWIN J. PINGREE

71 Larchmont Road, Melrose, Massachusetts

*Objective:*

Distribution- Dairy Industry

*Experience:*

Dairy Plant (summer work)

*Special Training:*

Production; Salesmanship; Marketing; Finance

*Education:*

Tabor Academy; Dartmouth College; Babson Institute of Business Administration, Babson Park, Mass.

*Extracurricular Activities:*

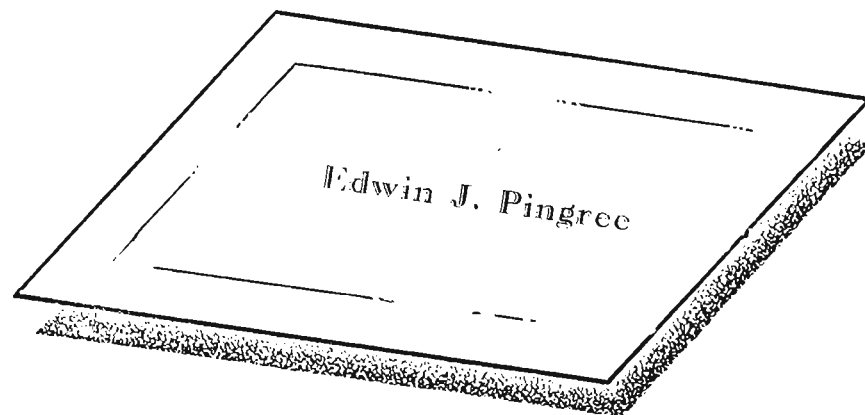
Intramural Sports; Tennis; Baseball; Skiing; Bowling, Touch Football, Alpha Delta Sigma, Babson Institute

*Personal Data:*

Age 21; Single; Height 5' 9"; Weight 150

### BACKGROUND

Pingree, whose father is Benjamin H. Pingree, retired executive of the H. P. Hood Dairy Company, has,



for the greater part of his life, been in close contact with the dairy industry. Associations in that industry and some experience in dairy work have contributed toward giving him his working knowledge of the business. His education has been, aside from his studies at Babson Institute, of a cultural nature.

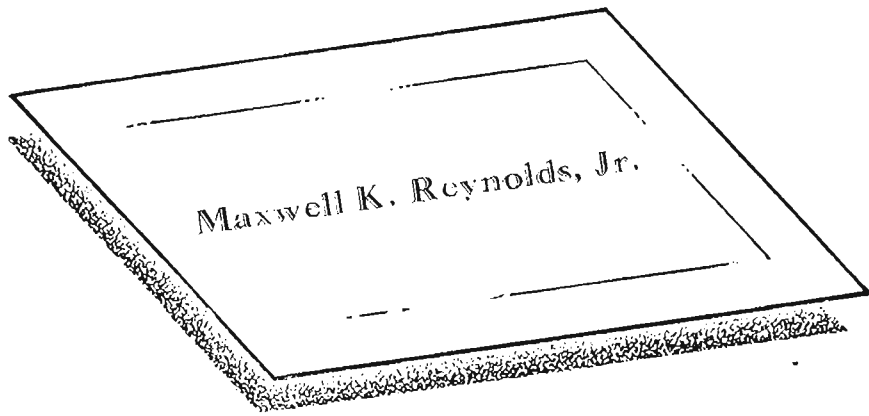
### PRACTICAL TRAINING

The dairy business of today is not to be compared with the business as our fathers and their fathers knew it. Distribution of milk and its by-products has become streamlined to conform with all other forms of business endeavour in this era. Pingree has developed with the modernization of his industry. He has always been in close contact with the trends of Production, Distribution, and Finance in the dairy business. Surely, there is no better way of keeping pace with the milk product industry than to have worked in such a plant as the H. P. Hood Company, and no better way of learning the methods of distributing dairy products.

### THE BUSINESS MAN

As valuable as experience may be in the proper fitting of a man into his own particular business niche, there are a great many other assets that must be considered to enable one to understand the meteoric rise in the careers of some business men and the tragic failures in the careers of others. In the business world of today, there are certain dynamic and aggressive qualities that are immensely necessary for success in any occupation. The ordinary virtues of the worker are self-evident, but there are those progressive qualities that are difficult to place under your finger. Pingree has a studiousness and dependability that will take him far in the business world. He has the dynamic element of the business man that never takes arbitration and dictation without knowing it to be the proper policy.





MAXWELL KENNEDY REYNOLDS, JR.  
500 East Ridge Street, Marquette, Michigan

*Objective:*

Finance Field--Plastics Industry

*Experience:*

Work in a Chemical Company; Union National Bank of Marquette; Collection Work; Savings Deposits Surveys

*Special Training:*

Statistics; Accounting; Investments; Corporation Finance; Production; Distribution

*Education:*

Marquette Public School; Romford School, Washington, Connecticut; Hun School, Princeton, New Jersey; Babson Institute of Business Administration, Babson Park, Massachusetts

*Personal Data:*

Age 22; Single; Height 5' 9"; Weight 130

### BACKGROUND

Reynolds has been brought up in a family having a business background. At one time, his family was interested in mining activities and in a chemical company. The functions of the latter became so familiar to Reynolds as to be almost of second nature to him. As an offshoot to this early interest in the chemical industry, the plastics industry has held his interest. Then, too, under the management of his brother, a small experimental plastic company has taken form in Phelps, Wisconsin. All this has had a strong influence on his choice of a career. Reynolds came to Babson Institute to pursue the financial phases of the plastics industry.

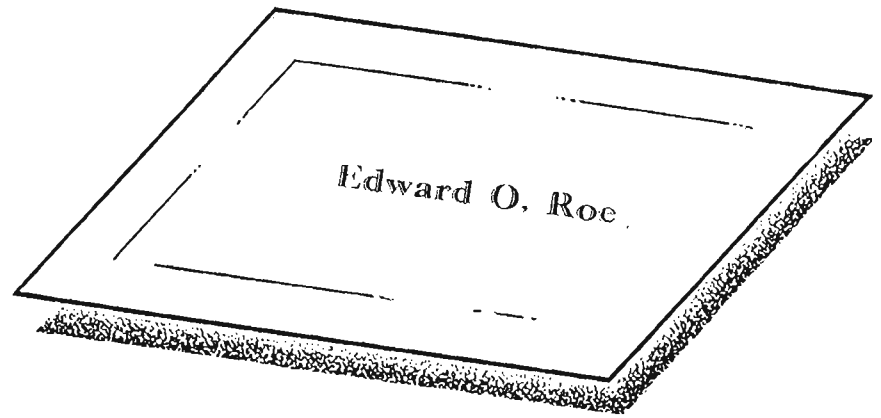


### PRACTICAL TRAINING

For approximately three months, Reynolds worked in the plastic company in Phelps, Wisconsin. He then spent a summer in a Marquette, Michigan, bank, making collections, listing checks, and preparing a survey of savings accounts. He pursued a general academic education, prior to his coming to Babson Institute and has evinced a recent leaning toward the field of Finance. While he was studying this field in particular at Babson Institute, he was also interested in the fields of Distribution and Production. He has taken considerable time and effort to study the financing of the plastics industry.

### THE BUSINESS MAN

We know today that he has wisely chosen a new and progressive industry, to which, with his honesty and dependability, his conscientiousness and studiousness, and his courteous amiability, he intends to offer his resourcefulness and business experience to the benefit of the entire industry. Reynolds is an earnest and straightforward young business man.



## EDWARD OLDS ROE

619 Townsend Street, Lansing, Michigan

### *Objective:*

Distribution—Aircraft

### *Experience:*

Ideal Power Lawn Mower Company, Lansing, Michigan; Olds Motor Works, Lansing, Michigan

### *Special Training:*

Salesmanship, Business Forecasting, Statistics, Marketing, Economic Problems

### *Education:*

Cranbrook School, Bloomfield, Michigan; Oxford Academy, Pleasantville, New Jersey; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Flying; Collecting Guns; Camera Club; Babson Sailing Club; Riding; Hunting

### *Personal Data:*

Age 22; Single; Height 5' 11"; Weight 185

## BACKGROUND

It has been Roe's purpose to get into the distribution phase of the aeronautical industry. During the past four years, flying has been his active avocation. The majority of his spare time has been spent in reading and accumulating information related to aviation.

Roe has been instrumental in the creation of several civic and aeronautical organizations. He has 200 hours of flying time and has sold everything from theater tickets to automobiles and airplanes in his spare time.

## PRACTICAL TRAINING

Roe has keyed his studies here at Babson Institute to the aviation industry, with the emphasis placed on the distribution of that product.

He conducted a survey that culminated in his being able to forecast the consumer demand for airline transportation. This report also analyzed the marketing methods used in this phase of transportation service merchandising.

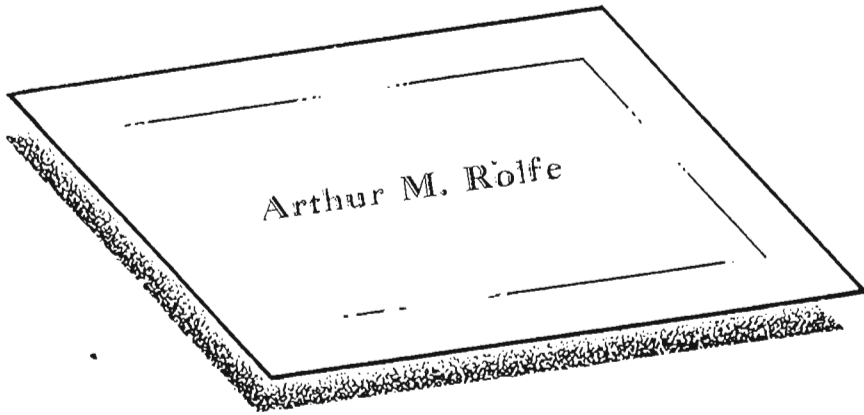
Roe has received Sales training in addition to his actual experience in the field, by such courses as Public Speaking, Salesmanship, Advertising, Marketing, and Economic Problems.

## THE BUSINESS MAN

Roe has traveled extensively throughout the United States and Europe, and has made many business contacts and friends.

Among his associates at Babson Institute, he has shown himself to be a hard-working and dependable person. He is extremely interested in aviation and has directed all his efforts to that end.

To further his technical knowledge of the aeronautical industry, Roe intends to enter the Boeing Air School for further aircraft training.



## ARTHUR M. ROLFE

104 Atlantic Avenue, Swampscott, Massachusetts

### *Objective:*

Distribution - Retail Clothing Store

### *Experience:*

Saleswork in Retail Merchandising Store in Swampscott (summer and Christmas vacations)

### *Special Training:*

Salesmanship; Advertising; Business Forecasting; Accounting; Marketing; Business Law; and Economic Problems

### *Education:*

Governor Dummer Academy, South Byfield, Massachusetts; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Glee Club, Hockey, Baseball, Softball, Governor Dummer Academy; Advertising Staff, 1941 BABSONIAN, Intramural Sports, Babson Institute

### *Personal Data:*

Age 22; Single; Height 5' 9"; Weight 150

## BACKGROUND

Since early childhood, Rolfe has been learning the business fundamentals necessary for the profitable operation of a merchandising store from his father, and two older brothers, who are engaged in that business.

Rolfe has also had experience in the retail clothing field. He has worked during the past summers and Christmas vacations in the family store. Thus, he has gained valuable sales experience in dealing with the various types of people with whom one comes in contact in the retail clothing business.



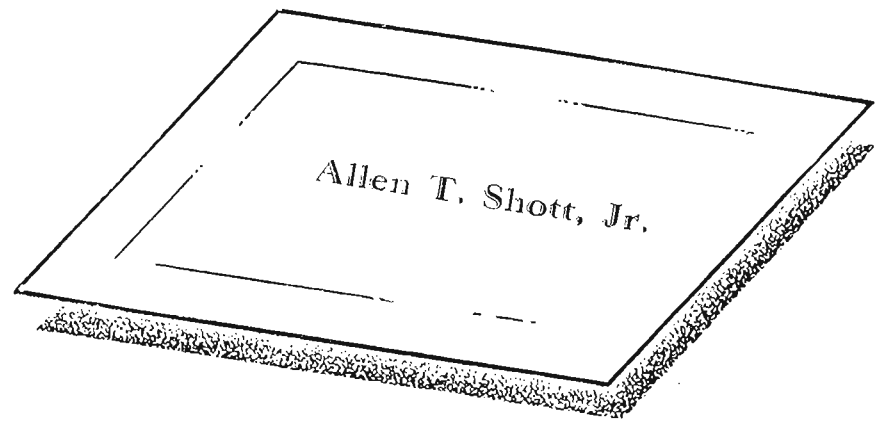
## PRACTICAL TRAINING

Rolfe has specialized at Babson Institute in the Sales Division and its related courses, and has gained the practical training which is a necessary attribute to successful operation of any retail clothing business.

In addition to work in Marketing, Salesmanship, and Advertising, Rolfe has prepared statistical reports on department store and men's clothing sales. These reports analyze the relationship of Retail Store Sales in relation to the index of business activity and general business fluctuations covering the period 1927-1940. In this manner, Rolfe can forecast the demand for his sales in the future.

## THE BUSINESS MAN

Rolfe was awarded one of the two noteworthy character prizes upon his graduation from Governor Dummer Academy. He has good ability and exceptional industry, and does his work painstakingly and diligently. Rolfe is a personable, serious, and enthusiastic sales-minded young business man.



## BACKGROUND

Shott's family has been in the retail tobacco business for approximately fifty years. There is little doubt, therefore, that he has gathered, in the course of his life, a great deal of valuable information concerning this business. Shott has attended Governor Dummer Academy, after which he trained at Ohio University. After seeing and realizing the difficulties young men face when they approach business untrained, he decided in 1940 to attend Babson Institute and prepare himself for practical business responsibility. Interested in Distribution primarily, he felt confident that his best salesmanship qualities would be brought out in conference discussions on Sales problems.

## ALLEN T. SHOTT, JR.

3973 Red Bud Avenue, Cincinnati, Ohio

### *Objective:*

Retail Tobacco Business, or Sales Division of Airline Transportation Industry

### *Experience:*

Straus Brothers and Company, Cincinnati, Ohio;  
Office Work, Retail Salesmanship (one summer)

### *Special Training:*

Marketing; Salesmanship; Production; Distribution; Finance

### *Education:*

Governor Dummer Academy; Ohio State University, Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Advertising Staff, 1941 BABSONIAN, Babson Institute

### *Personal Data:*

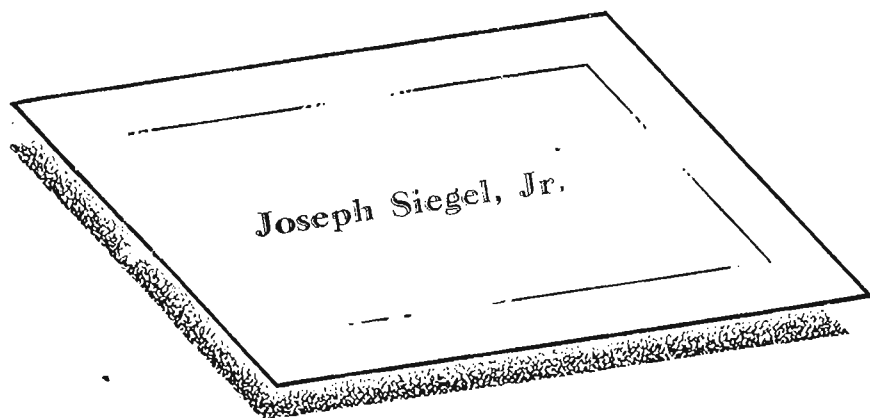
Age 21; Single; Height 5' 10"; Weight 185

## PRACTICAL TRAINING

Shott has been in the employ of Straus Brothers and Company of Cincinnati. There, he did office work and actually went into the field selling tobacco products. This valuable experience gave him an insight into the many difficulties presented to modern salesmen if they are not properly equipped to do their job in the most efficient manner. Shott is also considerably interested in the aircraft industry in the United States. He manifested this interest when he prepared a Statistical Survey of the airplane production in this country. Employment in the Sales Division of some Airline Transportation Company has been given serious thought by Shott and his occupational attention has been directed toward this industry also.

## THE BUSINESS MAN

Shott is a serious type of young business man exemplifying purpose in his every action. He is sincere, alert, and typically sales-minded. His friendliness and sociability are fundamental requisites to young men entering the sales field. Business organizations are every day in search of trained young men, who also have the experience of Shott.



## JOSEPH SIEGEL, JR.

610 West Boston Boulevard, Detroit, Michigan

### *Objective:*

Production

### *Special Training:*

Production; Sales; Advertising; Statistics; Finance;  
Government and Business

### *Education:*

Detroit University School, Detroit, Michigan;  
Brown University, Providence, Rhode Island; Babson  
Institute of Business Administration, Babson  
Park, Massachusetts

### *Extracurricular Activities:*

Flying, Intramural Sports, Babson Institute

### *Personal Data:*

Age 22; Single; Height 5' 10 $\frac{1}{2}$ "; Weight 180

## BACKGROUND

Throughout his life, Siegel has been interested in Production Management. Inasmuch as his family has been in the corset manufacturing industry, he has had many opportunities to observe the functions performed in the individual shops that distribute this merchandise. He has always been impressed by manufacturing methods. He has seen the methods of manufacturing and distribution in his family's industry and consequently resolved to ascertain the ways and means of bringing together material, labor, and equipment so as to effect production and distribution with a minimum of delay and cost.

## PRACTICAL TRAINING

Siegel has had considerable training in Production Management. He has specialized in the fields that per-



tain particularly to his family's business. Accordingly, he has probed extensively into Dispatching, Scheduling, Specifications, and Stores Keeping.

The objectives of Siegel's Management training have been to familiarize him with the various types of industrial organizations and with the management functions of the integral parts of each; to acquaint him with the technique of those management and operating practices which need to be observed in the proper conduct of the manufacturing business. Part of the work has consisted of visits to typically well-managed plants. Each student has been required to make a constructive, analytical report of the parts, following which the management and operation practices are discussed in group conference. Siegel has shown considerable ability in his career field of Production.

## THE BUSINESS MAN

The transition from the academic life to the business world should be easy for Siegel. He is the adaptable and mature type of young business man. His sound judgment and individual resourcefulness plus his courage in combination with his practical training will place him before the attentive, progressive, management-minded business man.



HUGH W. SIMPSON

156 Mitchell Street, West Orange, New Jersey

*Objective:*

Finance, Production and Distribution - (New Patented Grinding Machine)

*Experience:*

Eastern Steamship Lines, Inc., New York City (five years)

*Special Training:*

Production; Distribution; Salesmanship; Business Finance; Economics

*Education:*

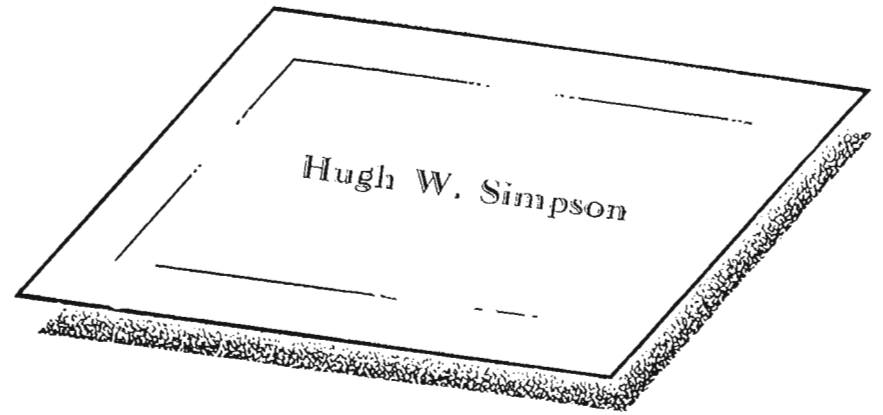
West Orange High School, West Orange, New Jersey; Babson Institute of Business Administration, Babson Park, Massachusetts. (Scholarship Student)

*Extracurricular Activities:*

Ten years of Music with various Orchestras, including Work with a Symphonic Orchestra, Physical Activities Committee, Intramural Football and Baseball, Varsity Basketball, Advertising Staff, 1941 BABSONIAN, Babson Institute

*Personal Data:*

Age 23; Single; Height 5' 10½"; Weight 170



### BACKGROUND

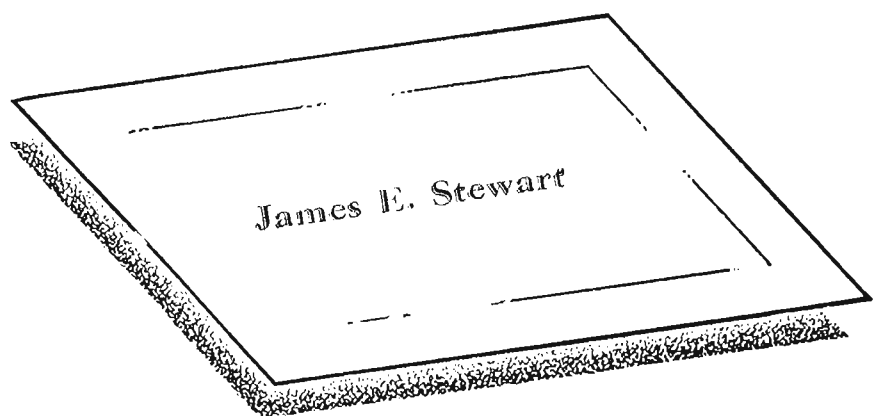
Simpson's life has been filled with an unusual variety of experiences. He has seen the sights abroad in a trip made to the British Isles in 1935. Closely following that trip, he secured a position with the Claim Department of the Eastern Steamship Lines, Inc. He worked diligently and progressed from the Cashier's Department to the Billing Department. He was also employed in the Accounting and the Passenger Departments. All in all, he spent five years with the company. When he decided to enter Babson Institute, he was employed as Chief Foreign Line Claim Clerk.

### PRACTICAL TRAINING

For the past three years, Simpson has been cooperating with an associate, in an endeavor to perfect a patented machine, the purpose of which is to grind tool bits. Ideas materialized in the summer of 1940, when a patent was obtained on this machine. At Babson Institute, he studied the three major business fields of Production, Finance, and Distribution. He became chiefly interested in the field of Production. He learned precisely how he should promote this new machine, from its production to the final marketing function. His studies in a wide field of industrial subjects have contributed much to his ability to visualize the future of his product and to direct his endeavor toward the formation of an aggressive new business.

### THE BUSINESS MAN

New business and industries today require extremely aggressive management and considerable skill that must be exercised constantly in the formation of policies. There must be opportunism and courage in a promoter's makeup. Simpson should break the industrial ice very successfully with his business characteristics and training.



## JAMES E. STEWART

6939 Penn Avenue, Pittsburgh, Pennsylvania

### *Objective:*

Production, Administration—Dairy Business

### *Experience:*

Office and Distribution Work with a Dairy Company; Automobile Sales

### *Special Training:*

Marketing, Finance, Production, Distribution, Economics

### *Education:*

University School of Pittsburgh, Pittsburgh, Pennsylvania; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Intramural Football, Basketball, Bowling League, Baseball, Babson Institute

### *Personal Data:*

Age 21; Single; Height 5' 9"; Weight 140

## BACKGROUND

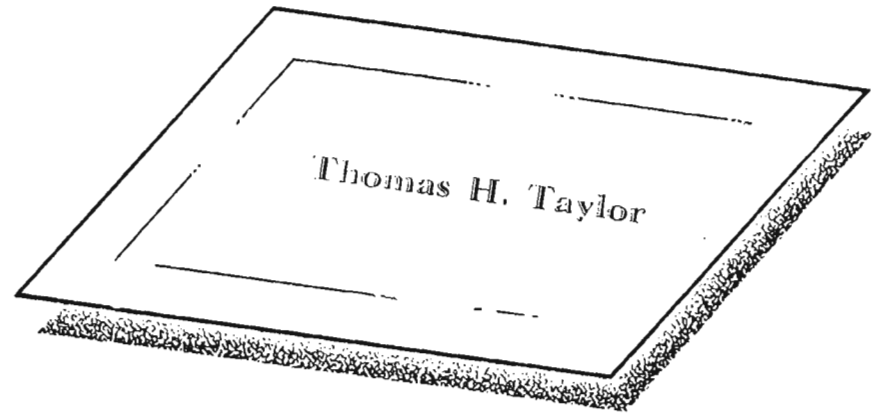
Stewart, whose father is president of the Rieck McJunkin Dairy Company, has accumulated considerable business information about this particular industry. Coming from a family whose business is dairying, and having had contact with the industry himself, he has naturally focused his interests on that field. Many men who are planning to go into business are faced, at an early date in their preparations, with the indecision as to just what branch of the industry they are best suited. Such has been the case with Mr. Stewart.

## PRACTICAL TRAINING

When his interests were developing in the dairy business, Stewart considered himself best fitted for entrance into the marketing and selling functions of the industry. He worked on the loading platform of his father's plant, and also performed routine work in the office. He had little knowledge of marketing and salesmanship until he obtained a job as an automobile salesman. It was then that he found that selling was not his forte. He came to Babson Institute and while studying Production, Finance, and Distribution he clarified the indecision in his mind. He soon saw that the functions of financial and administrative work were best suited to him. He plans eventually to establish a dairy business for himself, but plans a business interim beforehand in which to gain even more experience in production and administration.

## THE BUSINESS MAN

The faculty and students have, in the business course pursued by Stewart, found him to have those qualities desired in an administrator. He has developed a mature judgment and considerable self-reliance. He is conscientious and independent in his business negotiations—qualities sought by present-day management. Stewart is the type of young man many business organizations are today seeking.



### THOMAS HARRY TAYLOR

R.D., No. 1 North Girard, Pennsylvania

*Objective:*

Commercial Aviation

*Experience:*

Geological Survey of Newfoundland, St. John's, Newfoundland; Men's Furnishings Store (Christmas Vacations)

*Special Training:*

Geology; History; English; Chemistry; Economics; Finance; Distribution; Production

*Education:*

Kiskiminetas Springs School, Saltsburg, Pennsylvania; Princeton University, A.B., in Geology; Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Eating Club, Geology Club, Princeton University; Tennis; Golf; Swimming; Bowling; Editorial Staff, 1941 BABSONIAN, Babson Institute

*Personal Data:*

Age 23; Single; Height 5' 9½"; Weight 131

### BACKGROUND

Taylor was born in a small rural community in northwestern Pennsylvania. After successful work at prep school, he entered Princeton University and graduated in June, 1940. At Princeton he majored in Geology. His main interests, however, are in the field of commercial Air Transportation. He decided to enter Babson Institute for practical business experience and training in this industry.

### PRACTICAL TRAINING

In the summer of 1938, Taylor was a member of a geological survey conducted by Princeton University which traveled throughout the Rocky Mountain region. The following summer he was ten weeks in Newfoundland as a member of a survey party conducted by the Geological Survey of Newfoundland. This training has been especially valuable in teaching him how to work with diverse types of people under frequently adverse conditions.

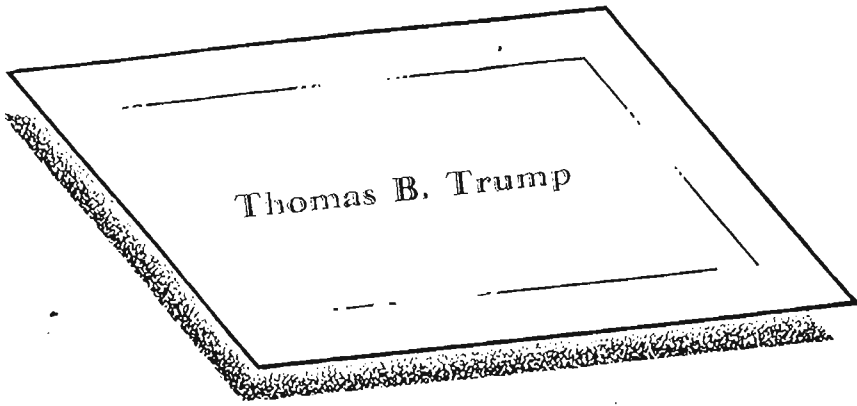
Taylor also has worked in a men's furnishing store during the Christmas season, where he gained valuable business information regarding consumer buying habits.

At Babson Institute, he has confined his research to the air transport field and all of his reports have dealt with commercial aviation.

### THE BUSINESS MAN

Taylor has been at Babson Institute but two terms. However, in that short time, he has accumulated many friendships because of his sincerity, enthusiasm, and personable bearing. He is cultural-minded and exhibits considerable knowledge on many diverse practical fields. He is thorough, systematic, and analytical in his work habits. His type is being sought by many Air Transportation companies today.





## THOMAS BRITTON TRUMP

2930 North Marietta Avenue, Milwaukee, Wisconsin

### *Objective:*

Distribution; Sales and Sales Promotion

### *Experience:*

Jewett and Sherman Company, Inc., Milwaukee, Wisconsin

### *Special Training:*

Liberal Arts Course (two years); Marketing; Salesmanship; Advertising; Accounting; Business Forecasting; Production; Business Finance

### *Education:*

Dartmouth College, Hanover, New Hampshire (two years); Milwaukee State Teachers College (summer school, one year); Babson Institute of Business Administration, Babson Park, Mass.

### *Extracurricular Activities:*

Squash; Tennis; Skiing; Religious Activities Committee, Associate Advertising Manager, 1941 BABSONIAN, Intramural Sports, Babson Institute

### *Personal Data:*

Age 21; Single; Height 5' 11"; Weight 165

## BACKGROUND

In September, 1937, Trump entered Dartmouth College, where he pursued a liberal arts course. Prior to his sophomore year, he spent a summer at a business school in Milwaukee, where he studied typing and a course in the fundamentals of corporation organization. He completed his second year at Dartmouth and during the summer months took several business courses at Milwaukee State Teachers College.



In September, 1939 he entered Babson Institute to obtain the business training necessary to qualify him for a position in Sales or Sales Promotion work.

## PRACTICAL TRAINING

By working during the summer vacations, Trump has had the opportunity to see the actual operations of business. He worked in the factory of the Jewett and Sherman Company, where he became acquainted with Production routine.

His training at Babson Institute has been focused on Sales and Advertising work. He analyzed the demand for a consumer product in a statistical report and adjusted the figures for seasonal vocation.

## THE BUSINESS MAN

Trump is known to the faculty and students as a hard working, conscientious young man who always does his best.

More than anything else, Trump enjoys meeting people. He also enjoys being with his friends and is continually participating in activities of all kinds. He has a manner which immediately gives the impression that he possesses self-confidence and the ability to meet new problems as they arise.

Trump is sincere, vitally enthusiastic, and portrays the qualities of a young, trained business man.



### JOHN ALBERT VAN RIPER

Change Bridge Road, Montville, New Jersey

*Objective:*

Finance

*Experience:*

Farm work (ten summers); Office of the Manager of Newark Farmers Market, Inc. (one summer)

*Special Training:*

Business Finance; Factory Management; Business Law; Salesmanship; Marketing; Economics; Statistics

*Education:*

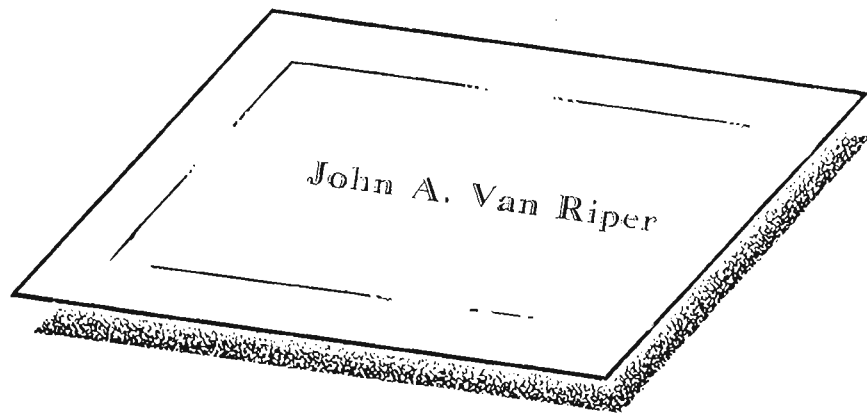
Boonton High School, Boonton, New Jersey; Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Intramural Sports; Bowling; Skating; Basketball, Babson Institute

*Personal Data:*

Age 20; Single; Height 5' 11"; Weight 158



### BACKGROUND

Van Riper grew up on his father's farm in Montville, New Jersey. As soon as he was old enough to assume any real responsibilities, he labored on the family farm during the summer months, when he was on vacation from the public schools of Boonton, New Jersey. It was while attending high school that Van Riper decided definitely to enter the Business Administration field. Lacking experience, other than hard farm work, he decided to attend Babson Institute to acquire those fundamentals necessary to a young man in modern business.

### PRACTICAL TRAINING

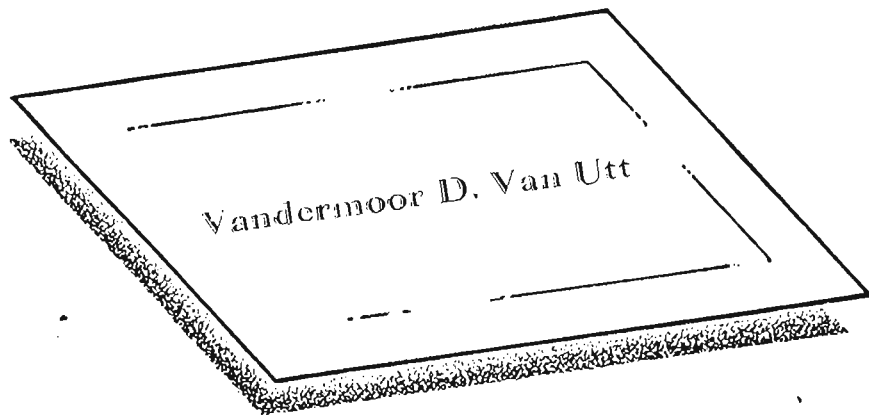
During the summer of 1940, Van Riper worked in the Manager's office of the Newark Farmers' Market, Inc., tabulating figures.

At Babson Institute, Van Riper was well trained in the fundamentals of the three main fields of a business enterprise—Finance, Distribution, and Production.

In the two-year course, he studied such subjects as Accounting, Federal Taxation, Typewriting, Business English, Finance, Salesmanship, Production Management, History of Business, Statistics, and Business Planning. He preferred those courses dealing with Finance, Statistics, Business Law, and Economics.

### THE BUSINESS MAN

Van Riper found it easy to make friends at Babson Institute. He got along well with the faculty because he could take orders and execute them, applying good common sense and hours of hard work. Because of his bucolic background and because he has always earned his own money, Van Riper is a very self-reliant individual. Van Riper is determined, loyal, and persistent in all business transactions.



## VANDERMOOR D. VAN UTT

32 Breton Road, Scarsdale, New York

### *Objective:*

Distribution Textile Products

### *Experience:*

Cluett, Peabody and Company, Manufacturers of Arrow Shirts (two summers)

### *Special Training:*

Salesmanship; Advertising; Marketing; Market Analysis; Economics; Business Law; Production; Finance

### *Education:*

Bronxville High School; Principia School, St. Louis, Missouri; Principia College, Elsau, Illinois; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Football, Track, Soccer, Principia School; Intramural Sports, Babson Institute

### *Personal Data:*

Age 22; Single; Height 6' 1"; Weight 195

## BACKGROUND

Van Utt's background is one that makes him well equipped to enter the field of selling. Travel, a liberal and diversified education, and excellent family contacts have given him the opportunity to study and understand people. His special intensified business training at Babson Institute has given him the necessary practical experience. This combination of diversified and intensive education should well qualify him for selling activities.



## PRACTICAL TRAINING

Foresight and purposeful ambition aided Van Utt in securing practical training. His work with Cluett, Peabody and Company gave him actual and valuable knowledge of the manufacturing and selling of Arrow Shirts. His Babson Institute training, with emphasis on the selling and marketing phases, has increased his desire to enter the sales field of the textile industry. He has made a statistical study of the seasonal variation in men's apparel production. He has visited many important manufacturing and distributive establishments and has studied their Selling, Transportation, and Production problems.

## THE BUSINESS MAN

Knowledge, responsibility, aggressiveness, and personality are all important qualifications of a successful salesman. Van Utt possesses these business characteristics and they should assist him materially in making a valuable contribution to the managerial and sales force of his specific industry. He has shown these qualities at Babson Institute by making many friends, displaying initiative in student activities, and contributing much to Babson Institute life.



VERNON LOUIS VEITH, JR.

148 Orchard, East Lansing, Michigan

*Objective:*

Advertising; Photography

*Experience:*

Study in Chemistry; Study in Direct Color Photography under Norton Lewis Avery; Photography Salesmanship; Advertising Manager of High School Yearbook; Oil Heater Assembly Plant; Salesman in two leading Department Stores, Lansing, Michigan; Laboratory Technician

*Special Training:*

Production; Salesmanship, Distribution; Finance; Advertising; Statistics

*Education:*

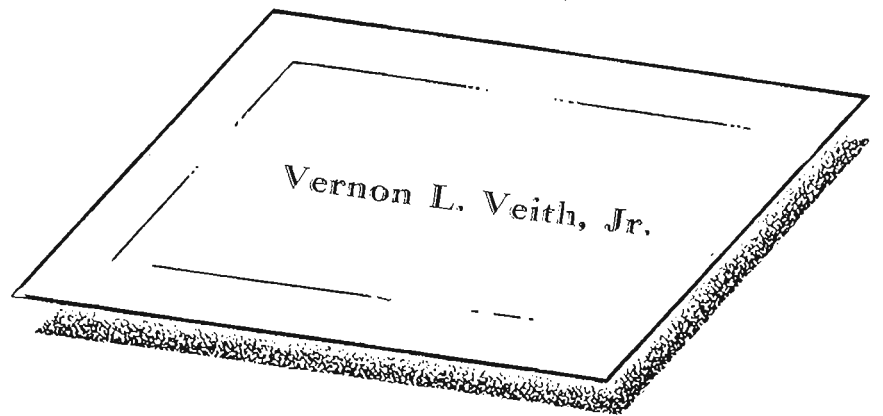
Eastern High School, East Lansing, Michigan; Michigan State College: Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Pershing Rifles, Michigan State College; Photography Staff, Photographic Editor, 1941 BABSONIAN, Photography Club, Intramural Sports, Alpha Delta Sigma, Babson Institute

*Personal Data:*

Age 22; Single; Height 5' 6½"; Weight 135



BACKGROUND

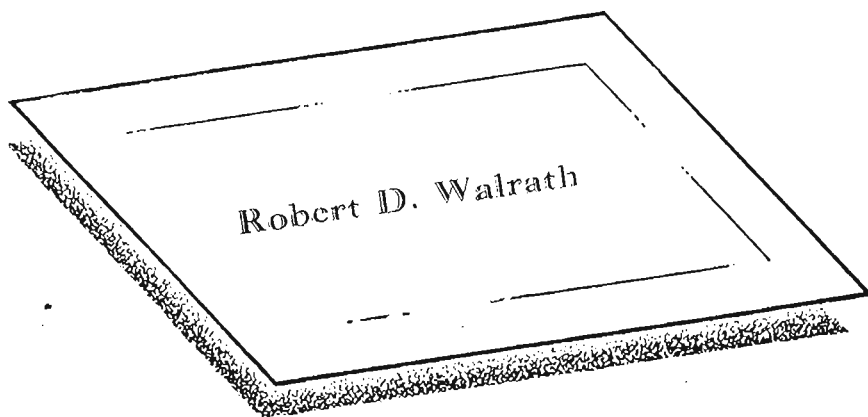
Despite family interests in automobile insurance, real estate, mortgage and loans, and agriculture, Veith has chosen to shun those beaten paths. Nevertheless, there is little doubt that he has absorbed a great deal of information that will be of great usefulness to him in any field of occupational endeavor. A wide variety of summer jobs has given him considerable business experience. The experience which he values most is his work in chemistry; as laboratory technician; work in the field of color photography; and study under an expert studio photographer.

PRACTICAL TRAINING

Here again, background merges closely into practical experience and training. Veith has found the opportunity to gain knowledge of advertising through close study of photographic techniques, and in the application of these techniques on various pictorial staffs. The advertising of today requires a great deal of imagination and originality. The advertising field has become a science requiring real talent, artistic selection, and great aptitude with a true perception of costs. Veith has studied Finance, Production, and Distribution to gain a broad view of his specialty as it relates to the rest of the business world.

THE BUSINESS MAN

One of the prerequisites of a good advertiser or photographer should be resourcefulness. He must be constantly observant of the trends within the field and always on the watch for the application of new ideas. He must be able to create the unusual out of the commonplace. Veith has these capabilities. His characteristic imagination and technical ingenuity is being sought by many large advertising agencies today.



ROBERT DONALD WALRATH  
50 Otsego Street, Canajoharie, New York

*Objective:*

Production and Distribution

*Experience:*

Office of Beech Nut Packing Company (two years);  
Guide for same concern (one summer)

*Special Training:*

Production; Finance; Distribution; Marketing; History of Business; Accounting; Industrial Management; Statistics

*Education:*

Canajoharie High School, Canajoharie, New York;  
Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Basketball; Bowling; Tennis; Softball; Stamp Collecting, Woodworking, Baseball, Babson Institute

*Personal Data:*

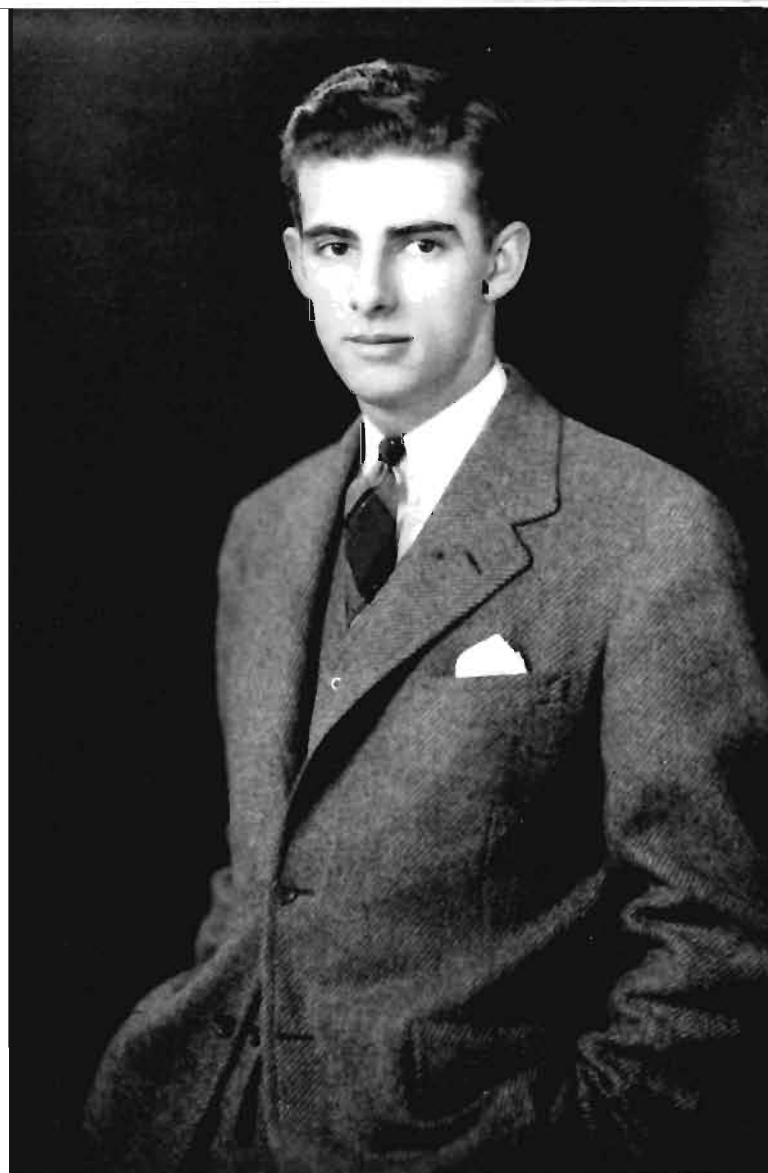
Age 20; Single; Height 6'; Weight 160

### BACKGROUND

Walrath has always lived in Canajoharie, where his father is associated with the Beech Nut Packing Company. He has become extremely familiar with the company's business practices and policies. His particular interests are those of Production and Distribution of food products and his background makes him well fitted to work in these departments. Hoping to develop a more specialized training in practical business procedure which would be helpful to him in his chosen field, Walrath entered Babson Institute two years ago.

### PRACTICAL TRAINING

During 1938 and 1939, Walrath worked as an office boy for the Beech Nut Packing Company. During the



summer of 1940, he was employed as a guide with the Beech Nut Packing Company. This practical experience has enabled him to gather a large amount of fundamental business knowledge regarding the intimate workings of the Beech Nut Packing Company and a first-hand conception of plant layout and the manufacturing processes of foods and confections.

At Babson Institute, he has written a Sales Manual for General Foods, has compiled various reports on the history of several food manufacturers, has developed reports presenting reasons for diversification practiced by food manufacturers, and has prepared a statistical survey of the confectionery industry. He has also visited food and confectionery manufacturers in the Boston area in an attempt to understand more fully the reasons why food manufacturers maintain their present policies.

### THE BUSINESS MAN

A good conversationalist and a fine mixer, Walrath is capable of forming warm friendships easily. His sense of humor is a decided business asset. He is conscientious about his work and can be counted on in his business associations to make serious and pertinent observations in regard to Production and Distribution problems.



EDWARD W. WARE, JR.

135 Crafts Road, Chestnut Hill, Massachusetts

*Objective:*

Publishing and Advertising

*Experience:*

L. H. Jenkins, Inc., Richmond, Virginia (two summers)

*Special Training:*

Advertising; Marketing; Sales; Distribution; Production; Business Finance; Statistics

*Education:*

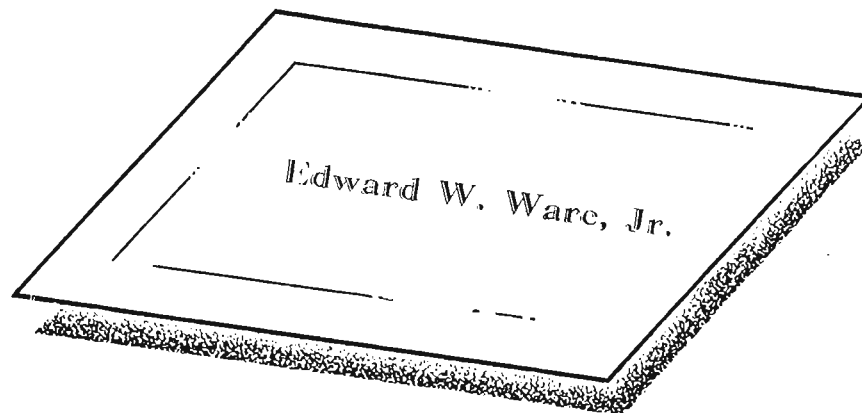
Brooks School, North Andover, Massachusetts;  
Babson Institute of Business Administration, Babson Park, Massachusetts

*Extracurricular Activities:*

Squash; Sailing; Swimming; Baseball; Skating;  
Editorial and Advertising Staff of School Magazine,  
Intramural Sports, Alpha Delta Sigma

*Personal Data:*

Age 21; Single; Height 6' 2"; Weight 170



## BACKGROUND

Ware has always been interested in the fields of Publishing and Advertising. This interest has been furthered by experience in the family publishing business. Ware spent two summers working in the office of L. H. Jenkins, Inc., where he gained an insight into the functions of a publishing house. For five years at the Brooks School, he worked on the Editorial and Advertising Staffs of the school magazine.

After attending the Brooks School, Ware enrolled at Babson Institute for the Two-Year Course to further pursue his chosen career in the business world.

## PRACTICAL TRAINING

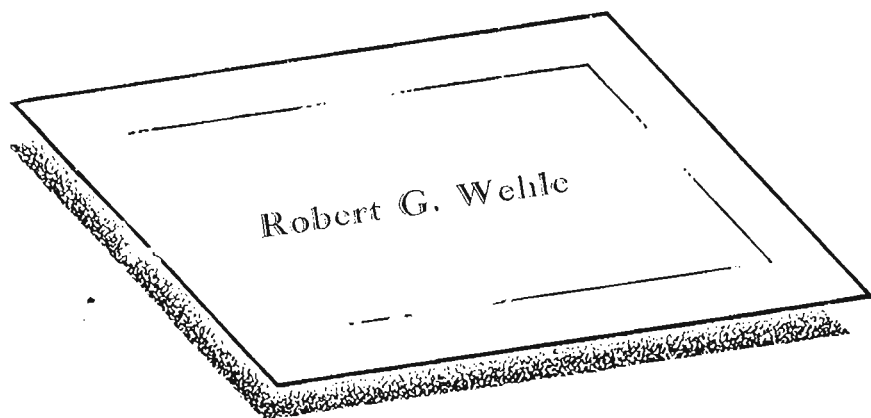
Ware has tied all of his courses at Babson Institute in with the Advertising and Publishing business. He has taken a special course in Advertising which will enable him to become more proficient in that field.

He prepared a special report on the History of L. H. Jenkins, Inc., in which the different phases of the business were examined from an analytical point of view. He also studied the trend and seasonal fluctuations of the publishing business, using Statistical Methods to determine the solution to seasonal business stabilization.

From his studies at Babson Institute, Ware has obtained a background of business fundamentals in Finance, Accounting, Salesmanship, History of Business, and Economic Problems.

## THE BUSINESS MAN

Ware has a quiet and pleasing personality. In his manner he seems unassuming, and to the faculty and students alike, he is known to be cooperative and helpful. He has imagination, ingenuity, patience, and sales ability—requisites of a Publishing and Advertising man.



## ROBERT GREGORY WEHLE

100 National Street, Rochester, New York

### *Objective:*

Merchandising and Advertising

### *Experience:*

Managed Chicken Business; Manages Own Silver Fox Ranch (started in 1935); (four summers) Various Departments Genesee Brewing Company, Rochester, New York

### *Special Training:*

Marketing; Economic Problems; Statistics; Advertising; Sales Management; Finance; Production Management; and Accounting

### *Education:*

Hun School, Princeton, New Jersey; Babson Institute of Business Administration, Babson Park, Massachusetts

### *Extracurricular Activities:*

Football; Hunting and Fishing; Horseback Riding; Running Field Trail Dogs; Vice-President of Genesee Valley Kennel Club, Intramural Sports

### *Personal Data:*

Age 21; Married; Height 6' 2"; Weight 185

## BACKGROUND

Since his family has been connected with the brewing industry for three generations, Wehle has a particularly fine insight into that industry. He is primarily interested in establishing his own brewery business. He has had experience in successfully managing his own chicken business, raising 300 chickens weekly, but because of limited time he had to forsake this for further business training. In 1935, he started a silver fox ranch with a



capital outlay of about six thousand dollars. The summers of 1935 and 1936 were spent in the operation of this ranch.

## PRACTICAL TRAINING

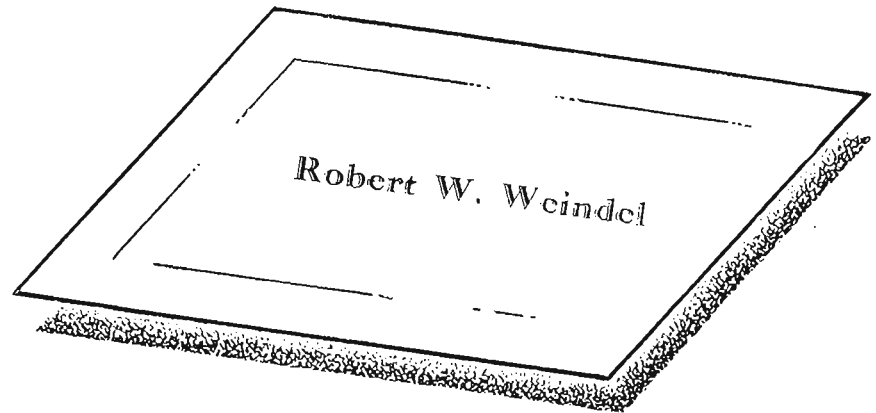
Wehle has supplemented his actual experience in the brewing industry by the work done at Babson Institute. He has had courses in Marketing, Accounting, Federal Taxation, Sales Management, Production Management, and Advertising, all of which he related to the brewing industry.

Trained in Statistical Methods, Wehle conducted a survey of actual beer production over the last ten years, adjusting the data for seasonal variation and establishing a trend line.

## THE BUSINESS MAN

Wehle has the ability to organize and promote business ventures, plus the selling ability to put these ventures across. This is indicated by his fox farm project and subsequent business success before entering Babson Institute.

Tall, and presenting a pleasing appearance, Wehle's mature mind and character make him an outstanding young business man in the field of Merchandising and Advertising.



## ROBERT WILLIAM WEINDEL

1420 Walnut Street, Allentown, Pennsylvania

### *Objective:*

Management Engineer and Promotional Work

### *Experience:*

L. F. Grammes, Inc. (Factory) (two summers)

### *Special Training:*

Factory Management; Industrial Purchasing;  
Sales; Accounting; Taxation

### *Education:*

Rutgers Preparatory School (one year); Babson  
Institute of Business Administration, Babson Park,  
Massachusetts

### *Extracurricular Activities:*

Football; Basketball; Bowling; and Golf, Babson  
Institute

### *Personal Data:*

Age 21; Single; Height 5' 11"; Weight 170

## BACKGROUND

Weindel has grown up in a practical business environment. Because of family connections, he has enjoyed unique opportunities to gain a valuable insight into the metal manufacturing business and is already familiar with those problems of a managerial nature.

During his summer vacations, over the last two years, Weindel has worked in a metal manufacturing concern. One summer was spent in the factory learning production methods through actual experience and observation. Another summer was occupied in office work and sales promotional work.

## PRACTICAL TRAINING

With his future vocational goal definitely in mind, Weindel entered Babson Institute to gain the practical business training that would assist him in his chosen field, the metal manufacturing industry.

Here he has pursued an intensive two-year training course in the fundamentals of business administration. Courses that definitely center around his future work are those in Factory Management, Industrial Purchasing, Accounting, Federal Taxation, Business Law, Marketing, and Salesmanship.

In addition to these courses, he has written special reports that have prepared him for his future niche in factory management. He compiled a statistical report on Employment in Machine Shops and Foundries. Considerable time has been spent developing a Business History and Sales Manual on the Cluett-Peabody Company, Inc.

## THE BUSINESS MAN

Weindel is easygoing and has a pleasant manner. Among the students he is well liked and makes friends easily. By hard work, integrity, and ingenuity, he is capably prepared for the Production Management field. Business and National Defense today seek young men of Weindel's qualifications.



# YOUR MAN FOR 1942

We of the 1940-1941 Junior Class may consider ourselves one of the most privileged junior classes that has ever entered Babson Institute. We have two things to be thankful for: the newly instigated junior course in Industry Analysis, and the prospect of being the first senior class to enjoy, during the Winter and Spring terms next year, the opportunity of specializing in our own respective fields. This past year, Industry Analysis was introduced into the junior curriculum. Industry Analysis may be called an introduction; specialization in our senior year is the great innovation. But Industry Analysis is our first introduction to work bearing specifically upon our chosen industries. This new course combines a fundamental exposure to statistics with general investigation of our particular interests. Herein, we are given an opportunity to break decisively the indecision shackling the average job seeker. Herein, jobs assume true values in relation to ourselves, our assets and our shortcomings. We may not be experts in our fields of interest, but when we graduate, we will have learned at least enough to apply objectively for our jobs. This year, through the medium of Industry Analysis, some Juniors have decided that this or that industry may have been hardly suitable for them, or that they had never realized the true merit of some other particular industry. We have been given an opportunity to move a few steps in the right direction. Next year, as Seniors, we will be given the chance to take greater strides. This is, we believe, the most valuable change since the forming of the first Babson curriculum. And we consider ourselves fortunate as being the first class to be subject to the change. We have had a good year; and we are looking forward eagerly to what the senior year has in store for us.



SHIRLEY W. HARVEY,  
A.B., A.M., Ph.D.  
*Business Writing*



MARION WING, A.B.  
*Typewriting*

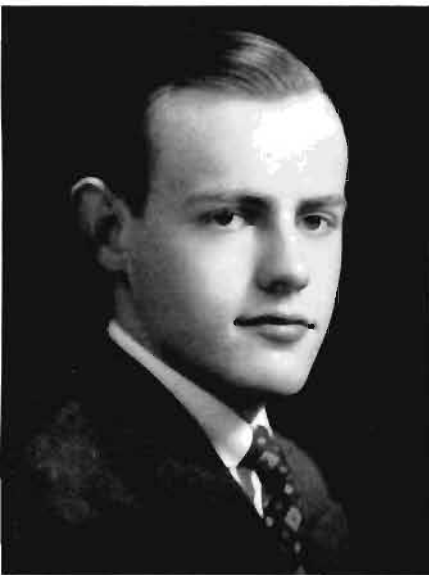
## *Juniors Plan Their Business Future*





GEORGE SMITH ACKERMAN  
903 Prospect Avenue  
Bethlehem, Pennsylvania

RALPH DRAKE ALEXANDER  
Cold Springs, Minnesota



NOBLE BANBURY  
2726 West Washington Boulevard  
Chicago, Illinois

GEORGE BEGGS, III  
1326 Mistletoe Drive  
Fort Worth, Texas

GEORGE SMITH ACKERMAN

"Ack" came here from the Hill School in Pottstown, Pennsylvania, where he was president of the student body and captain of the football team. We, too, know Ack as a born leader. He was elected as representative of his section on the Student Council, and is on the Religious Activities Committee. He is interested in the air transportation industry. Public relations, on which he has his eye, is his forte. He is a fine speaker.

NOBLE BANBURY

"Ban" came to us from the University of Minnesota. He wants to obtain all of the business training available at Babson, especially with reference to the rubber tire industry. Here at the Institute, he has shown himself to be an excellent student. He intends to specialize in accounting, and may spend the summer studying this field. This is in line with his policy of doing his best at all times.

RALPH DRAKE ALEXANDER

Axel came here from the University of Minnesota, where he studied mechanical engineering. For the most part of his life, he has lived near granite works; is now interested in going into the industry for himself. Accordingly, his specialty in industry analysis here at Babson is the granite industry. About the Institute, Axel has proven himself a sociable fellow, possessed of a poise valuable to those who intend to go into business.

GEORGE BEGGS, III

Here we have one of those who will defend the South to the last. He is also one of the best students in the Institute. George prepped at the Howe School of Howe, Indiana, and went to the Texas Technological College. He came to Babson to learn the financial and executive side of livestock ranching, the business field he plans to enter. He has lived in the cattle country for the most part of his life.

ARTHUR RICHARDSON BELL

"Ding Dong" went to Brown University before he came on to Babson Institute. He prepped at the Choate School in Wallingford, Connecticut. Here at Babson, he quickly made a reputation as one who worked hard while he worked, and played hard while he played. Consequently, he made a great many friends, who were constantly attracted to him for his good spirits. He is interested in advertising.

CHARLES DOMENIC BONANNO

Another true, dyed-in-the-wool Yankee, Charlie came to Babson from Newton High School. Since his arrival, he has worked hard toward furthering his knowledge of the industry in which he is chiefly interested, the laundry business, and has done much study of the operations of his father's firm. Charlie played touch football in the Fall, was seen often around the tennis courts in the Spring, and made many friends.

ROBERT J. BOHER

Bob is the descendant of a line of metal manufacturers and apparently intends to uphold the line to the best of his ability, for here at Babson he is following up his interest in the aluminum industry with an intensive study of the sales and purchasing functions of the industry. Bob has had some experience in selling and in manual work in pattern works. With this experience and with the knowledge gained here, he should go far.

CHARLES THEODORE BOYNTON, II

Ted prepped at Lake Forest Academy and at Deerfield. He has come to Babson to study the finer details of the iron and coke industry. He used to spend his summers as a worker in the coke ovens. In coming to Babson, Ted made friends here quickly, turned out to be an authority on speed-boat and auto racing, but did not leave his mark on Babson alone. Tally Ho! Wellesley and the Manor, here comes Boynton.

ARTHUR RICHARDSON BELL  
Park Lane Hotel  
Toledo, Ohio



ROBERT J. BOHER  
2846 Torrington Road  
Shaker Heights, Ohio



CHARLES DOMENIC BONANNO  
95 Commonwealth Avenue,  
Newton, Massachusetts



CHARLES THEODORE BOYNTON, II  
608 Hawthorne Lane  
Highland Park, Illinois



JAMES GORDON BRENNAN

Travel on the European Continent and two years of college work have served to give Jim a broader and more mature outlook on life than the average among us. He has been in contact with the meat-packing industry and wants to enter it himself. He came to Babson to investigate the business functions of the industry. Jim must enter Selective Service this summer. Another job well done, we have no doubt.

GUY WILLIAM DONAHUE, JR.

Before coming to Babson, Bill spent two years at Williams College, as an economics major. Hence, he has the advantage over many of us by having a broad knowledge of financial trends. He wants to go into the machine tool industry after finishing at Babson. He has served on the Social Activities Committee, Advertising Staff of the 1941 BABSONIAN, and is a high-scoring bowler.

JOHN E. CROWLEY

John is older than the average among us and has seen more of life. He is already started on the climb upward along the business promotional trail. He is married now and has two children. Before he came to Babson, he had considerable experience working in the milk business. Included in this work was retail milk selling, dairy store management, and factory work. Now, he is studying production and distribution.

DAVID JOHN DUNIGAN, JR.

Dave came to Babson from the Landon School. He has always been around the building and real estate world, and wishes to go into it for himself. We were attracted to Dave for that polite reserve of his. Stature and a quiet air of capability will doubtless give him an advantage in whatever work he enters. Dave is a good man in a discussion, but never better than when that discussion includes Vail and Boynton.



JAMES GORDON BRENNAN  
4737 Ellis Avenue  
Chicago, Illinois

JOHN E. CROWLEY  
Newton, Massachusetts



GUY WILLIAM DONAHUE, JR.  
846 Summer Avenue  
Springfield, Massachusetts

DAVID JOHN DUNIGAN, JR.  
2400 16th Street  
Washington, District of Columbia

LEON THOMAS ELLIS, JR.  
207 Cumberland Avenue  
Kenilworth, Illinois



MILTON BERNARD FORTAS  
2899 Iroquois Road  
Memphis, Tennessee



RUFORD FRANKLIN, III  
39 Hillcrest Avenue  
Summit, New Jersey



WILLIAM JOHNSON FULLER, JR.  
Drake Road  
Madeira, Ohio



LEON THOMAS ELLIS, JR.

Upon his entrance into Babson, Tom plunged into school activities with a vengeance. The result: he is one of the best-liked of the class. He played for the Junior B touch football team last Fall, entered the Bowling League in the winter, and was a member of the Varsity Basketball Team. Tom was also chosen as a member of the Social Activities Committee. Tom hopes to enter commercial credit banking.

RUFORD FRANKLIN, III

Wherever there are cars, and in particular green convertible coupes, we are sure to find Ruf. Ruf has been endowed with one of the great virtues: tenacity. When he sets his mind and body to gain or accomplish something, he is sure to succeed, even if it takes years. The aviation industry, into which Ruf has decided to investigate, is new and progressive, and will be a good field for a man of such perseverance.

MILTON BERNARD FORTAS

Milt is one of a number of smiling Southerners here among us. Had the South consisted entirely of such men as Milt, there would have been no cause for strife. Milt led his prep-school life at the Staunton Military Academy in Virginia. Here at Babson, he has chosen to specialize in the field of distribution in his senior year. After he graduates, he plans to enter the retail furniture business. He will make the grade.

WILLIAM JOHNSON FULLER, JR.

Bill went to the Asheville and Hill Schools before coming to Babson. When he came here, he set to work to study intensively the financial side of the automobile industry. Bill doubtless has derived considerable information from his father, who is connected with this industry. Bill wants to sell cars. Here at Babson, Bill has made many friends, has taken a leading part in many of the activities of the school.



RICHARD T. GLENN  
803 East Pearl Street  
Butler, Pennsylvania

CHARLES F. GLORE, JR.  
Lake Forest, Illinois



JOHN R. GRAHAM  
Bangor, Maine

RICHARD RAYMOND GUNTER, JR.  
1514 Schuyler Road  
Beverly Hills, California

RICHARD T. GLENN

Dick thinks "in terms of" petroleum cracked, and when he talks of it, his Pennsylvania twang vibrates and bounces around the halls of Babson. He has been picking up information on the business management of the petroleum industry. For extracurricular activities, he has been on the Physical Activities Committee, and on his section's touch football team. Dick's eloquence and friendliness have made him a friend of all.

JOHN R. GRAHAM

Before coming on to Babson, "Willkie" went to the Taft School in Watertown, Connecticut, and then to Worcester Academy, in Worcester, Mass. Due to family connections, he knows a good deal about electric utilities and paper manufacture. For himself, he has had several summer jobs, and he has worked on a line construction job. "Willkie" makes friends easily; he has them everywhere. He is capable and will go far.

CHARLES F. GLORE, JR.

When Charlie came to Babson, he drew many new friends immediately because of his sharp sense of humor and his ability to have a good time. He also proved himself to be one of an unusually fine mind. Charlie came to Babson from the Massachusetts Institute of Technology. It is highly probable that he suffered this year from an acute case of diverted interest. Reason — and a good enough one — he was to be married.

RICHARD RAYMOND GUNTER, JR.

What most of the fellows around Babson can not understand is why Dick does not like U.C.L.A. Of course, he went to U.S.C., but U.C.L.A. is such a fine school too. At any rate, here at Babson, Dick is making quite a name for himself, as a student and as an athlete. Dick regularly leads the class in marks, is on the varsity basketball team, the Physical Activities Committee, and the 1941 BABSONIAN advertising staff.

EGBERT STARR HADLEY

Bert is particularly interested in commercial aviation. He wants to become associated with T.W.A. Airlines after finishing at Babson. We all feel sure that this organization would receive a capable and competent business worker. For Bert has been combing the aviation business field of study with a fine-tooth comb. His activities in this field have been various, versatile, and far-reaching.

PHILIP JACOBS

If you have anything that needs investigating, see Phil. If there is a fire in the neighborhood, get out of Phil's way. If anything needs fixing, and requires real perseverance, Phil will be on hand. For he is one of the real workers of Junior A. Phil has two interests here at Babson: news photography and commercial aviation transportation, the one his hobby, and the other his study.

WILLIAM STOWELL HOWE, JR.

Bill is a dyed-in-the-wool New Englander. He prepped at Deerfield for five years and then came to Babson, to learn the business side of the machine tool industry. He has already had experience in the technical side of the industry, having been in the shops before, and also on the road as a salesman. Bill has the strong point of being reserved and unassuming. If he goes into machine tool production, he will be on the top.

JAMES E. JONES

Jim came from Washington last Fall to study the aviation industry in particular, and has made great strides in it ever since. He fairly has aviation running in his veins now. Jim is quiet and reserved, having the appearance of dependability upon which so much depends in the industrial world today. He has had a number of jobs in the past that have been good experience for one who hopes to make flying his life work.

EGBERT STARR HADLEY  
Harbor Road  
Southport, Connecticut



WILLIAM STOWELL HOWE, JR.  
Tower Hill, Hinsdale, New Hampshire



PHILIP JACOBS  
67 Riverside Avenue  
Red Bank, New Jersey



JAMES E. JONES  
Washington, District of Columbia



THEODORE G. LEONARD

Ted went to the University School in Cleveland, and to Brown University before coming to Babson. During his summer vacations, he has picked up quite a good deal of experience as messenger for a bank, mail clerk, and clothing salesman. Ted has made many friends at Babson and has been the center of many activities. He has always been interested in the financing of industry, and is following up this bent at Babson.

HECTOR EVERETT MACKINNON

Mac is a man with a purpose. He is determined that whatever line of business he enters will see him, if not at the top, at least, very close to it. Woe unto those who block Mac's climb to success. Plastics is the field in which Mac is specializing. He has the foresight and opportunism that will shoot him ahead in this rising young industry. We hope to see in Mac a leader in the plastics field.

HENRY S. LEVKOFF

If you are a Yankee, with a strong northern bias, and feel like fighting the Civil War over again, just go around and see Hank sometime. Hank intends to go into the paper carton industry. He has had considerable experience and came to Babson to pick up knowledge of finance and business administrative work in his field. He has the ability to mix and cooperate with others.

RICHARD ARTHUR MALING

Dick came to Babson from the Elgin Academy and the University of Wisconsin. He is a member of the photography group and has some outstanding prints to his credit. Dick is interested in the personnel division of shoe retailing and already has had varied experience in this line. For his senior year at Babson, he plans to major in the field of distribution. Honesty and an ability to attract friends will always help him.



THEODORE G. LEONARD  
2894 Drummond Road  
Shaker Heights, Ohio

HENRY S. LEVKOFF  
789 St. Marks Avenue  
Brooklyn, New York



HECTOR EVERETT MACKINNON  
26 Grand View  
La Salle, Michigan

RICHARD ARTHUR MALING  
Chicago Beach Hotel  
Chicago, Illinois



RUSSELL DUNCAN MEYERS, II  
12 Lake Forest  
St. Louis, Missouri



JOHN ROBERTSON MINIKIN  
Mountain Road  
Farmington, Connecticut



RICHARD JOHN MORGAN  
1100 Chicago Boulevard  
Detroit, Michigan



LLOYD A. NEWCOMBE  
Kingston, New York



RUSSELL DUNCAN MEYERS, II

Russell came to the Institute this year from the Taylor School in St. Louis, bringing with him many of his experiences gained in the Southwest. Russ is analysing two industries; they are the brewing and the shoe industries. We hope upon completion of his analyses that he will have found the suitable field in which to apply his talents. Here at Babson, Russ served on the Religious Activities Committee.

RICHARD JOHN MORGAN

Dick went to Cranbrook Prep in Michigan for three years, then on to Carrol College for two. Here at Babson, he has been one of the more influential men about the campus. He was on the Advertising Staff of the 1941 BABSONIAN and went out for intramural sports. Dick intends to go into real estate when he leaves Babson. In as much as his family is connected with this business, Dick has been able already to learn much about it.

JOHN ROBERTSON MINIKIN

John came to us from Williams College, where he was an English major. He has lived in New England all of his life. John is interested in the frozen foods industry, particularly in the financial aspects. We feel sure that because of his fine work at the Institute, he will be successful in this field. John's command of the English language and a lively wit have contributed much to the conversations about the school.

LLOYD A. NEWCOMBE

Lloyd is another of those who might have been suffering from a case of diverted interests. As a matter of fact, Wellesley College saw almost as much of him as Babson did. Lloyd came to Babson to study the business functions of the petroleum industry. He had already gained some of this knowledge through experience and some through the Wharton Business School of the University of Pennsylvania.



JOHN EDWARD NUCKOLLS  
3 Northwood Street  
Jackson, Tennessee

DAVID DUFF O'BRIEN  
330 Union Street  
New Bedford, Massachusetts



CLARENCE BRUCE OSBORNE  
2387 Tremont Road  
Columbus, Ohio

JAMES CARTER PARRY  
1602 Hinman Avenue  
Evanston, Illinois

JOHN EDWARD NUCKOLLS

John prepped at the Columbia Military Academy and went to college at Harvard and Lambuth. He came to Babson in the second term, and consequently was at a slight disadvantage in getting started investigating the labyrinth of industry analysis, the functions of marketing, and the problems of government. But he had a pleasing personality and went far in a short time toward building up a large number of friends.

CLARENCE BRUCE OSBORNE

Bruce is at Babson studying to go into his father's business, and is stressing personal finance and management. But Bruce has not been the student alone while here. He may be considered the ray of sunshine to all of us. Among extracurricular activities, Bruce has been active in bowling, Junior basketball, and he plays a fine game of bridge. He will be an asset wherever he may be.

DAVID DUFF O'BRIEN

David came to the Institute this year from Hun School in New Jersey. He has a rather quiet unassuming manner which has drawn to him many friends during the past year. Dave spent some of his past summers gaining profitable experience as a runner for the Merchants' National Bank of New Bedford. The town, itself, is by nature a town of merchants and business men, and Dave has gained much by the atmosphere about him.

JAMES CARTER PARRY

Here we have "Left Glass," financier nonpareil, who came from Lake Forest Academy, to see whether Babson Institute had anything to offer which he did not already know. Already with some experience in house-to-house selling, it is his purpose to school himself for selling some large commodity. Jim has the outstanding virtues of being very generous and friendly in a somewhat callous world.

AARON MORTON RABOFF

Aaron could boast that not only does he study hard, but also he plays hard. He attains an enviable skill in both recreation and in study. We commend him for his high endeavours. Distribution is the field in which Aaron hopes to specialize during his senior year at Babson. Upon graduation, he will enter into the field of chain drug stores. With his capacity for work and his self-assertion, Aaron should succeed.

EDGAR P. SAWYER, II

Ted came to Babson as one of a small select group of men who commanded among us a degree of respect bordering on awe. Ted had taken that stride in life toward which we all look with anticipation and with the look askance. Ted came as a married man. Ted is now a member of the Student Council, and the Social Activities Committee. When he graduates from Babson, Ted hopes to be an investment counselor.

DANIEL COGSWELL ROBERTS, II

Dan comes to join us at the Institute this year from the University of Maine, where he majored in Chemical Engineering and was a member of Kappa Sigma Fraternity. Dan is interested in the paper and pulp industry, and has done extensive research in the production and distribution of southern kraft paper. Business experience plus an engineering background all contribute toward Dan's knowledge.

ROBERT E. SMITH

Bob's chief virtue is that he is very neat and thorough in his work. He is at Babson to study in particular the distribution phase of the plastics industry. Bob has already had some experience in the distribution functions of business in the wholesale grocery business. He was outstanding in offering sound opinions in the marketing discussions. The plastics industry should have an excellent asset in Bob as a salesman or manager.

AARON MORTON RABOFF  
Philadelphia, Pennsylvania



DANIEL COGSWELL ROBERTS, II  
879 Moss Avenue  
Peoria, Illinois



EDGAR P. SAWYER, II  
726 Hi-Mount Road  
Palm Beach, Florida



ROBERT E. SMITH  
1817 West Market Street  
Lima, Ohio



JACK E. STEELE

Jack intends to go into the baking industry when he concludes his work here at Babson. During the summers of his prep school life, Jack gained much valuable experience in working on a retail bakery truck and in a bakery office. At Babson, he has been studying vital statistics on the industry. Next year, he intends to take those subjects that will train him for such management. We wish Jack the best of luck in the business.

FRANK PERKINS TIMBERLAKE, JR.

"Tool Pusher" extraordinary is "Tex," in the terminology of the oil fields. Early in his work at Babson, he began investigation of the petroleum industry. He has had some experience in the fields in Texas, but came to Babson to find out the business functions of his industry. When "Tex" came up to Babson, he bewailed the idea of losing his boots. Result - he still is wearing them.

FRANCIS L. THOMPSON, JR.

"Bud" comes to Babson from Culver Military Academy as an officer in the Army. In his study at the Institute, he has had considerable conflicts thrown at him, as far as future plans were concerned, in the form of the call to Selective Service. We hear that, because of the draft, he may not be with us next Fall. Here, he has been interested in personal finance companies. We hope that the draft will not interfere with his plans.

RAYMOND SHAW TOMASSENE

Ray has been investigating the iron and steel industries during his first year at Babson. But confidentially, we all know that this is just a front. Who could fail to recognize Ray as "the Senator," with aspirations first to his local gubernatorial boards, eventually to the presidency of the United States. Babson has already felt the mark of this genius. Let us hope to see "the Senator's" standard flying high some day.



JACK E. STEELE  
115 Tremont Avenue  
Greensburg, Pennsylvania

FRANCIS L. THOMPSON, JR.  
Park Plaza Hotel,  
St. Louis, Missouri



FRANK PERKINS TIMBERLAKE, JR.  
2107 Miramar Street  
Wichita Falls, Texas

RAYMOND SHAW TOMASSENE  
Hazlett Court  
Wheeling, West Virginia

WALTER ELLIOT TRAVERS, JR.  
23 East 83 Street  
New York City, New York



DAVID BRYANT TURNER  
209 2nd Avenue  
Warren, Pennsylvania



DONALD SEYMOUR TUTTLE, JR.  
Middlebury, Conn.



HENRY SHERMAN VAIL  
190 Lakewood Place  
Highland Park, Illinois



WALTER ELLIOT TRAVERS, JR.

Before coming to Babson, Walt went to the Hun School in Princeton, New Jersey. Now he wants to enter the real estate field and is studying it at Babson from the financial standpoint. He has also been interested in the functions of the stock market. Whatever Walt does when he leaves the Institute, we feel that he can not help but succeed. He has a great good nature, speaks quietly and with authority.

DONALD SEYMOUR TUTTLE, JR.

"Tut" prepped at Hotchkiss and went to Trinity. When he came to Babson, he made friends quickly and took an active part in extracurricular activities. He played touch football, bowled, and was elected to the Physical Activities Committee. He wants most of all in the future to fly and then to enter the aviation industry. Excitement is "Tut's" yen; so he will probably forsake us next year for the Navy Air Corps.

DAVID BRYANT TURNER

Prior to entering Babson, Dave prepped for four years at Phillips Exeter Academy, and went for two years to Yale. Upon coming to Babson, Dave took up the study of the plastics industry and plans to study in the sales and advertising fields next year. He was a member of his section's touch football team and is Junior Editor of the 1941 BABSONIAN. If Dave has as good success with plastics as we think, he will arrive.

HENRY SHERMAN VAIL

Scientists declare that sound waves never really die; they continue to diminish and rebound ad infinitum, after they grow inaudible to human ears. If this be true, among the many more well-defined sound waves reverberating in the corridors, class rooms, and offices of Babson Institute will always be that of the booming and amiable voice of "Hank" Vail.



ROBERT T. WARD  
New Rochelle, New York

ROBERT FREDERICK WEINGARD  
715 North McKean Street  
Butler, Pennsylvania



LYMAN C. WETHERBY  
2531 La Salle Boulevard  
Detroit, Michigan

JOHN HOWARD WHEELER  
160 Buckingham Street  
Springfield, Massachusetts

ROBERT T. WARD

Ted wishes to go into the bakery business, when he has finished the preliminary study of its financial functions. Considering that he is connected with Ward Bakeries, he should have considerable knowledge of how the wheels turn. What we should like to see is Ted at the head of these great bakeries. He is a hard worker and has a quiet pleasing presence that should go far toward lifting him into a responsible position.

LYMAN C. WETHERBY

Wherever Lyman may go, the gloom can not remain. His good spirits and his bold blarney never fail to rouse the most downcast of us all. He came here to Babson after going to Culver and Northwestern University. While at Babson, he plans to learn all he can about the production and distribution of automobile parts and bodies. Lyman enters the Army as a second lieutenant this July. We wish him the best of luck.

ROBERT FREDERICK WEINGARD

Bob's family lives right in the heart of the old Pennsylvania oil district. For many years oil refining has been the family business. Bob is interested in it and has made an intensive study of it at Babson. What Bob has not learned by experience about oil and what he has not picked up by hearsay, he is now finding out in his study of the oil industry up here. Bob is on the Religious Activities Committee and Bowling League.

JOHN HOWARD WHEELER

Here is another man who realizes the great future in the aviation industry, and wishes to hop aboard while it is still on the upward grade. Jack is a Yankee with a makeup that is well suited for practical business. He has always lived in New England. He prepped at Loomis School and then came on to Babson. Here he wants to specialize in distribution, since he thinks that he is best suited for the job of selling.

CHARLES WILLIAM WILLARD

Bill is another of our New Englanders who has lived in this neighborhood and has gone to school here most of his life. Bill has not as yet definitely decided on his major field of study for next year at Babson. But he is deeply interested in the production phase of the business world. He is possessed of self-reliance and confidence and will doubtless prove himself worthy of a high position in business.

CHARLES WACKER ZIMMERMAN

Charlie came here from the Chicago Latin School. Inasmuch as his family is associated with the automotive parts industry, and he has had contact with it most of his life, Charlie intends to study it here at Babson and then go on and enter it for himself. Here at the Institute, while engaged in learning about automotive parts, Charlie has found time to satisfy a keen interest in current events of the day.

CHARLES WILLIAM WILLARD  
Worcester Street  
Natick, Massachusetts



CHARLES WACKER ZIMMERMAN  
2340 Commonwealth Avenue  
Chicago, Illinois





## STUDENT EXECUTIVE COMMITTEE

The Student Executive Committee is a representative administrative group composed of five members elected from each of the five student divisions: namely, Production, Distribution, Finance, Junior A, and Junior B. The chairmanship of this committee is vested in the current representative from the Finance division. Thus, the chairmanship is rotative among the three Senior members of the committee over the school year.

Responsibility is adequate and the duties of the body are numerous. Direction, supervision, and promotion of all student activities is their primary purpose. To correlate these activities with the Babson business training is their secondary objective. The group is also a permanent intermediary

council between the students and administration. Problems of diverse nature are handled by the members with the aim of maintaining a high student-faculty administrative relationship.

The Student Activities Fund, which consists of a fee paid by each student at the beginning of the school year for all activities, is disbursed only on authorization of the Student Executive Committee. Budgets are prepared and submitted by the chairmen of the student activity committees.

Those students who now hold these important positions are pictured above, reading from left to right: Fred H. Butterfield, George S. Ackerman, James E. Borendame, Jr., Edgar P. Sawyer, and Bernold T. Holmes.



# 1941 BABSONIAN BOARDS

## BABSONIAN BUSINESS BOARD

*From Left to Right:*

- J. J. Clifford, Jr.
- G. W. Munger
- C. F. Jaeger
- A. T. Shott, Jr.
- H. J. Nordstrom, Jr.
- A. J. Anderson, Jr.
- L. J. Keenan
- J. E. Borendame, Jr.
- J. E. Chapman
- T. B. Trump
- W. B. Benson
- R. J. Kremers
- C. A. Hill
- M. D. Perkins
- J. E. Stewart



The true complexity of the problems confronted in the final development of our "personal sales portfolio" can be understood only by those who were actually connected with its promotion - the editorial and business staffs. However, this book could never have been published by one, two, or

ten people. It has taken the combined efforts and counselling of the entire student body and numerous interested outsiders. Therefore, in honest appreciation for all the cooperation extended in the evolution of this unique yearbook, we thank all concerned for their unselfish assistance and advice.

ROBERT S. DAVIES, *Editor-in-Chief*  
 JAMES E. BORENDAME, JR., *Business Manager*



## BABSONIAN EDITORIAL BOARD

*From left to right:*

- V. L. Veith, Jr.
- D. B. Turner
- T. C. Maris
- H. E. MacKinnon, Jr.
- R. S. Davies
- H. S. Levkoff
- K. B. Cunningham
- G. Bieberbach, Jr.
- P. Jacobs
- G. W. Patten

# SOCIAL ACTIVITIES



SOCIAL ACTIVITIES COMMITTEE

On the Babson campus, the Social Activities Committee functions in a manner different from most college social committees. Here the business training of the Institute is put into practice. The committee under the chairman, James A. Anderson, planned the entire schedule of social activities.

At the beginning of each school year, the student body through the medium of the Student Executive Committee votes a certain amount of money for the use of the Social Committee. It is then the work of this committee to allocate these funds properly throughout the year so that the student body will be

provided with the quantity and quality of social entertainment that they desire. All this complements the main purpose of Babson Institute, namely, practical business training.

This year the Social Activities Committee opened its program with a "get acquainted" smoker. Following this, the committee held two informal record dances at the Institute itself. Next came the fall formal at the Hotel Statler in Boston, followed by a smoker at which Jack Crawford of the Boston Bruins hockey team spoke. On March eighth, a formal dinner dance was held at the Hotel Vendome in Boston. A smoker with American League Baseball pictures and the Spring formal dance, polished off the major social events of the year.

Active committee members directing these functions are pictured above, reading from left to right: D. C. McNeill, J. A. Anderson, III, J. W. Buck, Jr., G. W. Donahue, Jr., W. J. Fuller, Jr., D. B. Peters, J. F. Borendame, G. W. Munger, F. H. Butterfield, L. T. Ellis, Jr.



*Social Activities...  
Better Business Men*

# PHYSICAL ACTIVITIES



PHYSICAL ACTIVITIES COMMITTEE

Like all other business men, the Babson business students need a certain amount of physical as well as mental exercise. This physical exercise has been provided for by the Physical Activities Committee, under the leadership of Robert Kremers.

This committee attempts to provide a complete intramural sports program. To accomplish this, it forms teams among the five student divisions. These division teams compete with each other for the various sports championships.

In the fall, the teams play a series of touch football games. With the advent of cold weather, the action changes from the football field to the gym where basketball reigns supreme. After this championship is settled, and the volleyball has taken its share of the punishment, it is time for spring and the great outdoors again. Ball games are the style at this point and even the faculty comes out for the fun. After all the ball games are played off, the laurels for the season are awarded. A cup and a trophy are given to the best individual and the

best team respectively. As each division's team has its own name, and these names remain with the teams throughout the years, regardless of the change in team members, the trophies are inscribed each year with the victorious team title.

Men occupying positions on the Physical Activities Committee this year are pictured above, reading from left to right: G. Bieberbach, Jr., H. W. Simpson, R. J. Kremers, B. T. Holmes, E. P. Malone, C. W. Patten, D. C. McNeill, A. C. Hilmer, H. J. Nordstrom, Jr., R. R. Gunter, Jr., R. T. Glenn.



*Physical Fitness...  
Business Efficiency*

# RELIGIOUS ACTIVITIES



RELIGIOUS ACTIVITIES COMMITTEE

The function of the Religious Activities Committee is two-fold in purpose. Its primary function is to provide for the students ample opportunity to congregate together for the purpose of discussing timely religious questions and giving expression to their individual beliefs on religion. Its secondary purpose is to acquaint the students with the different types of churches and religions.

To accomplish the first purpose, the committee makes use of the beautiful chapel room which the school provides. In the chapel, nonsectarian services are frequently held. This chapel gives the students a chance to worship together when, as, if, and in what-

soever manner they desire. The living room with its big fireplace affords an excellent atmosphere for intelligent, wholehearted discussion. These discussions of religious questions are conducted either by the students, Mr. C. E. Butler, the faculty advisor, or by prominent men in the business or professional world.

To fulfill its second purpose, the committee under the leadership of James Godfrey, sponsored many visitations to the beautiful and historic churches in and around Boston. Some of the churches visited were the Christian Science Mother Church, The Old North Church, Trinity Church, and the Wellesley Congregational Church.

Students who have served on the Religious Activities throughout the year and pictured above, reading from left to right are: R. E. Smith, R. D. Meyers, Jr., C. E. Butler, J. M. Godfrey, Jr., T. B. Trump, M. D. Perkins, R. F. Weingard, T. C. Maris, B. H. Metzloff, R. J. Boher, K. B. Cunningham, G. E. Best.



*Religious Expression . . .  
Faith, Courage, Tolerance*

# THE CAMERA CLUB



BABSON CAMERA CLUB

A new organization appeared at the Institute this year with the formation of the Camera Club. Two of the students from Michigan, Vernon Veith and Ted Maris, both whom have had experience in different phases of photography, organized this club with the assistance of Mr. Canfield of the faculty.

At its bimonthly meetings, the club discusses photographic principles and technique, listens to talks by experienced photographers, and studies pictures taken by the great photographers of past and present. It obtained from the Eastman Kodak Company for one of its meetings this year, a prepared lecture accompanied by slides on "The Principles of Photography." It also heard talks by its own members on the subjects of taking, developing, and printing pictures. The club presented several color appreciation hours and devoted some time to direct color photography.

Another activity of the organization is the sponsoring of print clinics at which the members submit

their best prints for exhibition and competition.

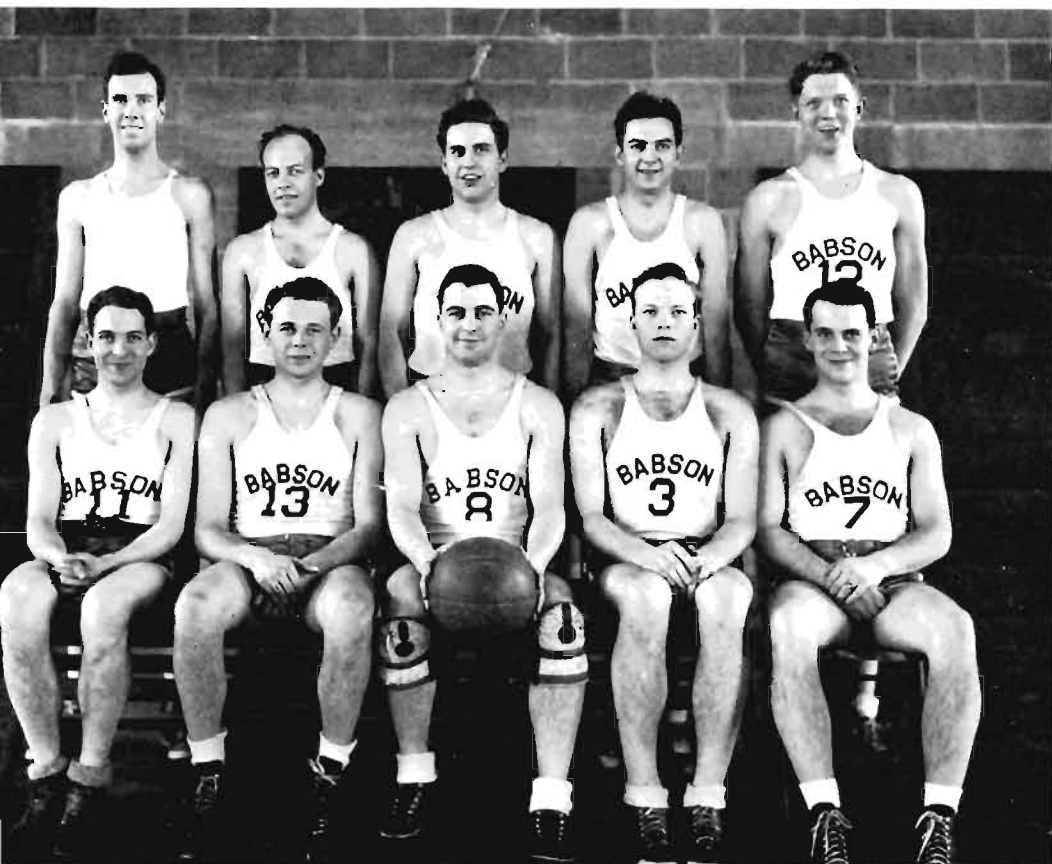
The Camera Club met with considerable success in its first year of organization, and has provided another outlet for student interest and activity.

Students who have actively participated in Club activities are pictured above, reading from left to right: H. S. Levkoff, A. J. Anderson, Jr., R. D. Alexander, R. J. Boher, R. E. Smith, S. R. Baer, Jr., A. T. Shott, Jr., T. C. Maris, L. J. Keenan, J. E. Borendame, Jr., V. L. Veith, Jr., C. J. Gore, Jr., P. Jacobs, K. B. Cunningham, J. M. Camp, Jr., G. Bieberbach, Jr.

*Diverse interests . . .  
Mind and body relaxation*



# VARSIY BASKETBALL



## TEAM MEMBERS

*Standing, left to right:*

G. W. Kenyon  
 B. A. Davies  
 H. W. Simpson  
 D. C. McNeill  
 D. C. Roberts, Jr.

*Seated, left to right:*

G. E. Best  
 G. Bieberbach  
 L. S. Broadwell  
 R. R. Gunter, Jr.  
 L. T. Ellis, Jr.

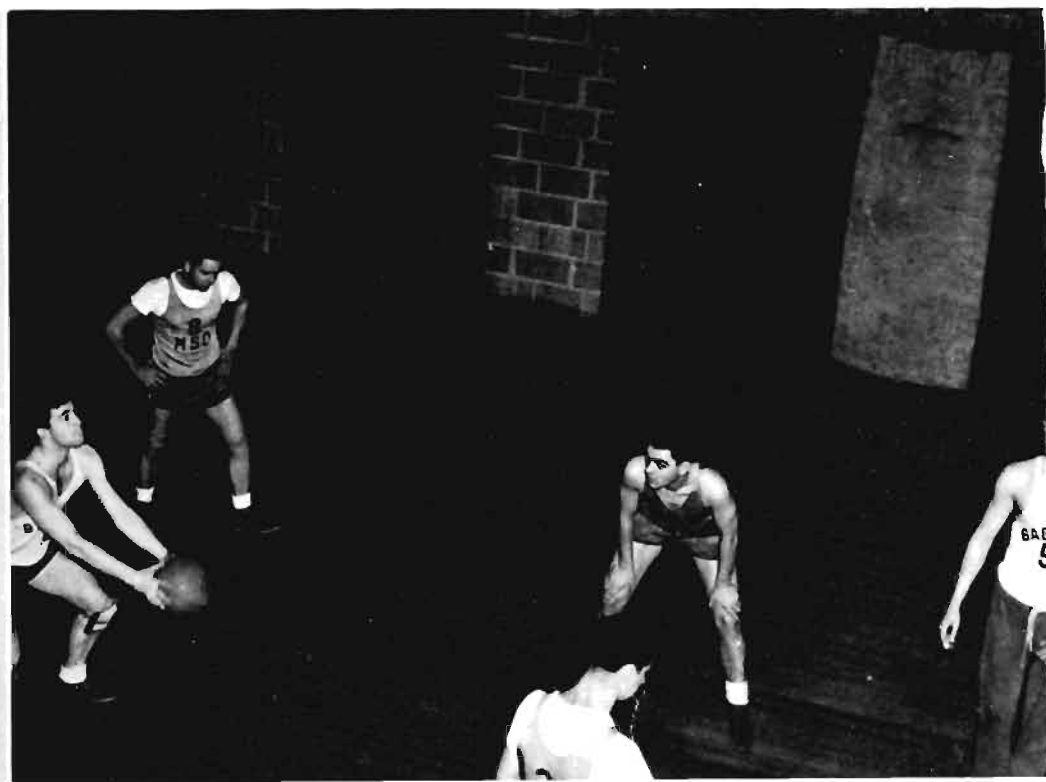
The men from Babson proved to be a formidable aggregation on the home floor, winning six of seven contests played and losing the other by a two-point margin. Foreign soil was "taboo" to the Babson quintet and they lost all four of these games.

Captain Broadwell and the blond junior from

California, Dick Gunter, led the assault in almost every game, scoring 94 and 76 points respectively.

Handicapped by a small floor and lack of practice, the team showed good spirit and indications are that next year's team, built around Gunter and Ellis, will give opponents a run for their money.

*Speed and spirit . . .  
 Stamina and training . . .  
 Rigid requisites of . . .  
 Basketball and business*



# ROYAL ORDER OF THE GOAT

One might call it Babson tradition. It might even be termed a deep, dark mystery. Yet, since the early Babson Institute years, John E. Millea, Director of the Production Division, and Most High and Exalted Goat, has annually given recognition to certain students in his conference discussions on Management.

Why these men receive his accolade of acknowledgment has been the major question of every year's student body. Some believe it is because these men have the courage to express their convictions on a subject familiar to them. Others think it might be attributed to their attempt to rebuff Mr. Millea in one of his Management lectures.

At any rate, this year's students still do not know whether their acceptance of his stigma is honorable or dishonorable. However, Babson men complacently conceal their curious and indescribable astonishment when Mr. Millea strides into conference and pins on them a cellophane-wrapped,

coiled mohair boutonniere—the brand of the Ancient Royal Order of the Goat.

Perhaps, some day before he retires, he will actually inform the students and the alumni of his reasons for identifying Babson men with the Order of the Goat. Yes, unfortunately, we must leave the mystery to other classes to unravel. We cannot enlighten you.

*Goats . . . Men Cast with Courage of Convictions?*

## MEMBERS

J. A. Anderson, III  
G. Bieberbach, Jr.  
J. M. Camp, Jr.  
J. E. Chapman  
R. S. Davies  
B. C. Edenton  
T. O. Hammond  
J. G. Harder  
W. J. Healey, Jr.  
A. C. Hilmer  
B. T. Holmes  
C. F. Jaeger  
L. J. Keenan  
G. W. Kenyon  
T. C. Maris  
Lt. R. Meyers, U.S.N.



# BABSON MEN IN BUSINESS



E. REID ASHTON, *President*  
*Babson Institute Alumni*

The alumni of Babson Institute are distributed, geographically, in nearly every state of the Union and in Canada, Central America, China, Cuba, Dutch West Indies, England, Netherlands, Sweden, and Switzerland.

Active alumni clubs have been established in Boston, New York, Philadelphia, Pittsburgh, Chicago, Detroit, Cincinnati, Cleveland, St. Louis, Los Angeles, Seattle, Binghamton, and Montreal.

Presenting a mere handful of Babson business men is difficult. This is readily understandable when one considers that there are now well over twelve hundred alumni out in the business world.

However, limitation of space has forced us to present only eighteen men. These men have been selected at random and with no intent of directing attention to the outstanding and successful alumni. Primarily, they are included in this "personal sales portfolio" because they are in diverse phases of business. This is indisputable evidence that Babson Institute offers exceptional all-around business training.

Today, one may find Babson alumni in the following fields of business:



JOHN E. MILLEA, *Treasurer*  
*Babson Institute Alumni*

- |                            |                          |                                 |
|----------------------------|--------------------------|---------------------------------|
| Banking                    | Department               | Advertising agencies            |
| Manufacturing              | Chain grocery            | Teaching                        |
| Production and engineering | Other retail             | Transportation                  |
| Distribution               | Distributing             | Students                        |
| Assistant to executives    | Public accounting        | Army                            |
| Credit                     | Public Utilities         | Foreign                         |
| Accounting                 | Insurance                | Real Estate                     |
| Purchasing                 | Investment department    | Financial                       |
| General management         | Sales                    | Attorneys                       |
| Clerical                   | Office                   | Hotel and restaurant management |
| Retailing                  | Newspaper and publishing | College                         |
| Chain department           | Government positions     |                                 |

## *Arranging Alumni Activities*







CHESTER W. CLEVELAND, '21

Chester W. Cleveland, '21, Editor and Business Manager of the Magazine of Sigma Chi, Chicago, Illinois. In 1940, this publication won four awards for excellence. He named the BABSONIAN and was its first editor. Today, *Who's Who of America* lists him as a director of the Edgerton Manufacturing Company, Plymouth, Indiana; co-author of the seven-volume history of the Sigma Chi Fraternity; member of the Chicago Rotary Club. He is also a thirty-second degree Mason.

Raymond P. Mecherle, '34, President of the State Farm Mutual Insurance Company, Bloomington, Illinois. Started working for the State Farm Mutual in 1924. In a very short time, he was promoted to Superintendent of Commissions and Assistant Secretary and Treasurer. June 1930, he was made Vice-President of the Company. For a brief period after graduation from Babson Institute, he associated himself with the investment business. In 1937, he was made President of his present firm.



RAYMOND P. MECHELLE, '34

Lester M. Blair, '36, Financial Secretary to Alvin T. and Gifford K. Simonds of the Simonds Saw and Steel Company, Fitchburg, Massachusetts. He has served 30 years in the Whitinsville, Massachusetts, Post Office, 17 years as Assistant Postmaster, 13 years as Postmaster. He was commissioned a Lieutenant of Infantry in the Organized Reserves U. S. Army after attending Plattsburg training camp in 1916; was in active service with the A.E.F. in France and the Army of Occupation.



LESTER M. BLAIR, '36

Donald B. Jelly, '24, Vice-President of Parker Brothers, Incorporated, Manufacturers of Games, Salem, Massachusetts. Jelly prepared at Loomis Institute prior to his academic training at Dartmouth. He was graduated from Babson Institute in 1924, associating himself immediately with his present concern. The position of only a cub in the organization was his lot at first, but it was not long before he had assumed the position of Purchasing Agent. In 1937, he was promoted to the position he now holds so capably.

DONALD B. JELLY, '24



LEDYARD S. BOWEN, '37

Ledyard S. Bowen, '37, Assistant Advertising Manager of Hat Corporation of America, New York City. In September 1937, he was employed by the D. L. Elliman Brokerage Corporation as salesman. December 1937 found him associated with Cecil, Warwick and Legler doing advertising work. In 1938 Bowen was with Standard Oil Company in New York City, and later with Market Analysis, Inc. doing Consumer Research work. In January 1940, he accepted his present position.



PHILIP A. STARCK, '34

Philip A. Starck, '34, President of P. A. Starck Piano Company, Chicago, Illinois. This organization is one of the largest piano distributing businesses in the country. Starck attended the Chicago Latin School. He graduated from the Hun School and went on to Princeton in 1932. After one year there, he entered Babson Institute, graduating in 1934. Since leaving the Institute, he has been associated with the above firm. In June 1936, he was married and today Mr. and Mrs. Starck have a son and daughter.



GEORGE L. COLBURN, JR., '32

George L. Colburn, Jr., '32, President of Colburn Gear and Manufacturing Company, Incorporated, North Quincy Massachusetts. Colburn's early training was received at Chauncy Hall School and Massachusetts Institute of Technology. He then attended Babson Institute for practical business experience. Today, he is also Secretary and Treasurer of the Atlantic Memorial Church School, Treasurer and a member of the Executive Committee of the Quincy Orchestral Society, which is a sixty-piece symphony orchestra.

John Stafford Mather, '39, Member of firm of Rankin and Mather, Auditors and Public Accountants, Dallas, Texas. He came to Babson Institute directly from Monterey High School in California. He has specialized in the Accounting profession since leaving Babson Institute, having a somewhat checkered, but illustrious career. The Sea Pride Packing Corporation, Monterey, California, has employed him as Cost Accountant and Manager. In January 1941, Mather and his partner organized their present accounting firm.



REED M. ADDRESS, '25

Reed M. Address, '25, Vice-President and Foreign Manager of Barnes Drill Company, Rockford, Illinois. His education has consisted of training at the University of Illinois and Babson Institute. He has been associated with his present firm since graduation from Babson Institute, starting as time-keeper and cost clerk, thence Purchasing Agent, and Traffic Manager, domestic and foreign sales, and in 1938, he was elected Vice-President and Foreign Manager and a Member of the Board of Directors.



JOHN STAFFORD MATHER, '39

John A. Hare, '40, Vice-President of W. Hare and Sons, Incorporated, Chevrolet Distributors, Noblesville, Indiana. Hare attended Indiana University three years, where he was Circulation Manager of the largest selling college Magazine in the country. After graduating from Babson Institute, he attended and graduated with distinction from the General Motors Graduate School of Merchandise and Management. Today he owns one-half of the automobile agency with which he is associated.



OSCAR MONRAD, '23

Oscar Monrad, '23, Executive Secretary of the New Haven Chamber of Commerce, New Haven, Connecticut. He attended Trinity College, University of Cincinnati, and Babson Institute. He is an outstanding authority on industrial development, not only in New Haven and Connecticut, but throughout the country. He is also a Director of the New Haven First Federal Savings and Loan Association, and a Director of the Connecticut Chapter of the Society for the Advancement of Management.



WILLIAM R. FORD, '24

William R. Ford, '24, Secretary and Treasurer of Dan Joseph Company, Food Brokers, Columbus, Georgia. Ford attended Randolph-Macon Academy, graduating in 1920. This training was followed by a year at Georgia Tech. The United Fruit Company employed him at their Tela Railroad Company subsidiary in Tela, Spanish Honduras, Central America, the following two years. After this varied background, he came to Babson Institute to complete his practical business training.



JOHN A. HARE, '40

Ashton L. Goddard, '28, Manager of Mercantile Claims Division, Dun and Bradstreet, Incorporated, Boston, Massachusetts. Goddard attended Williston Academy, Syracuse University, and Babson Institute. He has a very diversified business background having been Assistant to the Sales Manager of an automobile agency; associated with the department store business; commercial refrigeration; a wholesale furniture salesman; Manager of a trade publication, and connected with a Pittsburgh Collection Agency.



ASHTON L. GODDARD, '28

George W. Weedon, Jr., '27, Member of the firm of Crowell, Weedon Company, Los Angeles, California. After leaving Babson Institute, he was employed by the Bank of Italy in Los Angeles. In January 1932, he and his partner opened their present firm. They have been actively engaged in the brokerage, underwriting, and investment business since then and are now operating their Los Angeles office along with four branches. He is a governor of the Los Angeles Stock Exchange and also its Treasurer this year.



GEORGE W. WEEDON, JR.



GEORGE W. KLEISER, JR., '25

George W. Kleiser, Jr., '25, Vice-President of Foster and Kleiser Company, San Francisco, California. This concern is today one of the largest outdoor advertising companies. Kleiser graduated from the University of California in 1923. Prior to his coming to Babson Institute, he handled Research for his present firm in the San Francisco office. After Babson Institute training, he returned to the firm. He was transferred to the General Office as Assistant General Manager, Vice-President, and Member of the Board of Directors.



HARRY W. AIKEN, JR., '34

Harry W. Aiken, Jr., '34, Research Statistician, Lever Brothers Company, Cambridge, Massachusetts. Aiken graduated from Norwich University in 1933, where he received a Bachelor of Science Degree in Chemistry. He is a Commissioned Second Lieutenant, U. S. Field Artillery Reserve. The Boston Babson Alumni Club elected him Vice-President in 1936 and 1937. Because of his active participation in Babson Alumni Association affairs, that body elected him a Director. He has held this position since 1937.

George A. Crafts, '27, Sales Promotion Manager, Stilwell-Minneapolis Paper Company, Minneapolis, Minnesota. Crafts attended Choate School, the University of Maine, where he specialized in the Pulp and Paper Technology Course, and Babson Institute. When he went out to earn a living in 1928, he leased himself to Mead Sales Company in New York. Then in 1932, the Eastern Corporation took him into their New York Sales Department. He was later transferred to Chicago. Came a call from his present firm, so he accepted.



GEORGE A. CRAFTS, '27

Robert B. Proctor, '31, Consultant, Life Insurance Sales Research Bureau, Hartford, Connecticut. Proctor, upon graduation from Babson Institute, joined the Penn Mutual Life Insurance Company in Charlotte, N. C. He transferred to the Osborne Bethea agency in New York City as Manager of the Programming Department. He was appointed Assistant Director of Training in 1937. In October 1939, he became associated with his present firm. He is co-author of "Your Dollars" published by Selavision Company, 1939.



ROBERT B. PROCTOR, '31

MR. EDWARD R. ALEXANDER  
MR. AND MRS. PATRICK H. ALEXANDER  
MR. AND MRS. ARTHUR J. ANDERSON  
MRS. SCOTT M. BANBURY  
MR. JOHN F. BARBEY  
MR. AND MRS. J. BREKINRIDGE BAYNE  
MR. AND MRS. GEORGE BEGGS  
MR. AND MRS. JOHN A. BENSON  
MR. AND MRS. ERNEST M. BEST  
MRS. GEORGE BIEBERBACH  
MR. AND MRS. LELAND S. BISBEE  
MR. AND MRS. JOSEPH BOHER  
MR. AND MRS. JAMES BORENDAME  
MR. JOHN M. BUSH  
MR. AND MRS. GEORGE BUTTERFIELD  
MR. AND MRS. JAMES K. CROWLEY  
MR. AND MRS. THOMAS R. DAVIES  
MRS. DAVID J. DUNIGAN  
MRS. BRUCE C. EDENTON  
MR. AND MRS. LEON T. ELLIS  
MR. AND MRS. RICHARD T. GUNTER  
MR. AND MRS. WILLIAM J. HEALEY  
MR. AND MRS. FREDERICK JAEGER  
COL. WILLIAM T. KNIGHT

MR. AND MRS. ERNEST W. KREMERS  
MR. AND MRS. DAVID LEVKOFF  
MR. AND MRS. HECTOR E. MACKINNON  
MR. AND MRS. CORNELIUS M. MARIS  
DR. AND MRS. JAMES H. MCNEILL  
MR. AND MRS. RUSSELL D. MEYERS  
MR. AND MRS. GLENN W. MUNGER  
MR. AND MRS. FREDERICK FLOYD MYERS  
MRS. WILLIAM S. NUCKOLLS  
MRS. FRED E. PARRY  
MR. WILLIAM O. PATTEN  
MR. AND MRS. B. F. PETERS  
MR. AND MRS. WILLIAM RABOFF  
MR. AND MRS. MAXWELL K. REYNOLDS  
MR. AND MRS. ERNEST B. ROBERTS  
MR. AND MRS. CLARENCE S. ROE  
MR. AND MRS. CHARLES E. ROJFE  
MR. AND MRS. ALLEN T. SHOTT  
MR. AND MRS. FRANCIS L. THOMPSON  
MR. AND MRS. WALTER E. TRAVERS  
MR. AND MRS. MALCOLM D. VAH.  
MR. AND MRS. LOUIS A. WEHLE  
MR. AND MRS. EDWARD D. WETMORE

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INCORPORATED

Babson Park



Massachusetts

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*Printers*



DEFAZIO BUILDING - - WELLESLEY HILLS

(Conveniently located next to the Wellesley Trust Company)

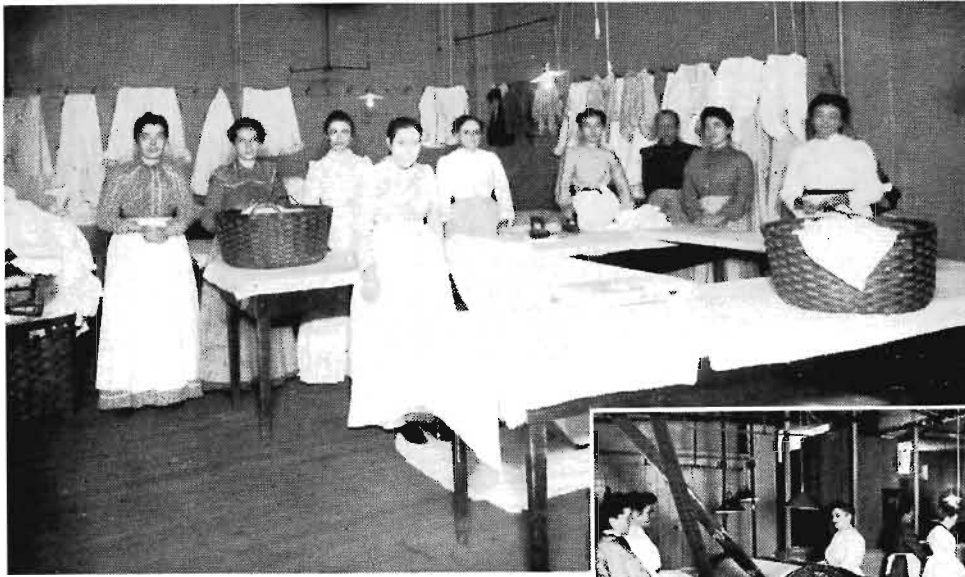
### *hillhouse, ltd.*

119 WATERMAN STREET • PROVIDENCE, RHODE ISLAND

*Presents . . .* Recently arrived hand woven Shetland Tweed and West of England Cloths.

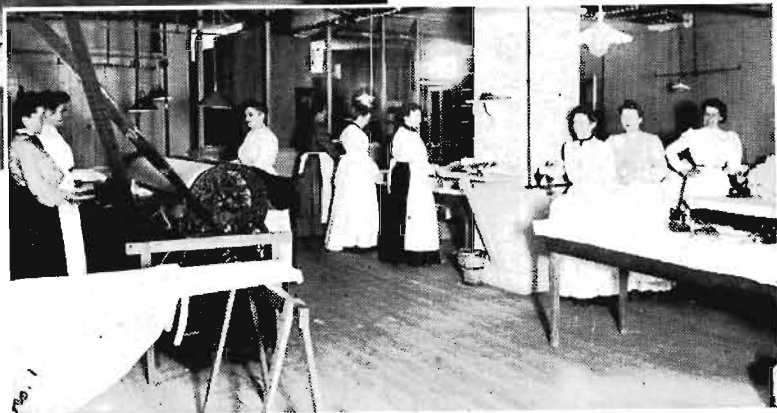
● These luxurious fabrics to be custom tailored into distinctive sport coats and suits.

*Your inspection is invited.*



*Part of the Lake Waban Family in 1905! We are proud that one of the original employees still fills an important place in the present Lake Waban Family... with thirty-five years of continuous service to his credit.*

*Thirty-five years ago... when the Townsman was an infant... and the Town of Wellesley a peaceful village... the Lake Waban Laundry was a year old... and had fifteen employees.*



# Not Age Alone, But --- Experience That Counts!

Thirty-six years ago... when horses' hoofs resounded in village streets... when street-dresses touched the ground... when well-dressed men wore stiff collars... detachable cuffs... and ironclad shirt fronts... when Roger W. Babson started Babson's Reports... the Lake Waban Laundry was first dedicated to the Business of Clean Clothes.

Those were the days when homemakers knew all about hard labor at first hand... when undoubtedly village eyebrows were raised at the "goings-on," as Lake Waban Laundry's horse and wagon stopped at this door and that! Lake Waban honors its "Charter Customers"... and is proud that it is still privileged to serve many of those same households... even to the second and third generation.

As Wellesley has grown in population and has become the pivotal center of a large suburban area... as the business genius and humanitarian impulses of Roger W. Babson have come into full flowering... just so has Lake Waban Laundry kept pace with the ever-changing scene.

New Equipment... new methods... new buildings... over one hundred employees... a fleet of nine modern trucks... customers numbering into the thousands... these are the factors that bring this plant national recognition as a leading suburban laundry. Complete Service for Clean Clothes is an outstanding reality in this record of thirty-six years of pleasing particular people... and keeping in step with progress.



## LAKE WABAN LAUNDRY

WELLESLEY 0727 • NATICK 1520

BAYARD TUCKERMAN, Jr.

ARTHUR J. ANDERSON

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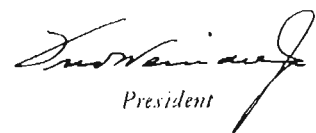
To this darky, nature evidently endowed a particular piece of stone with the face of Lincoln surrounded by a softer substance than the basic marble. He thought all the sculptor had to do was to select the "right" stone, remove the softer

substance. . . Lo and behold, there would stand the beautiful carved resemblance of our own "Honest Abe."

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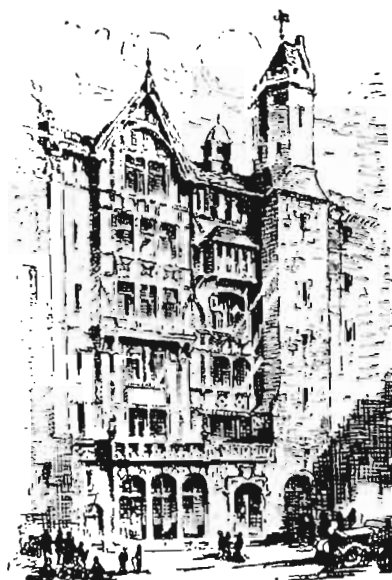
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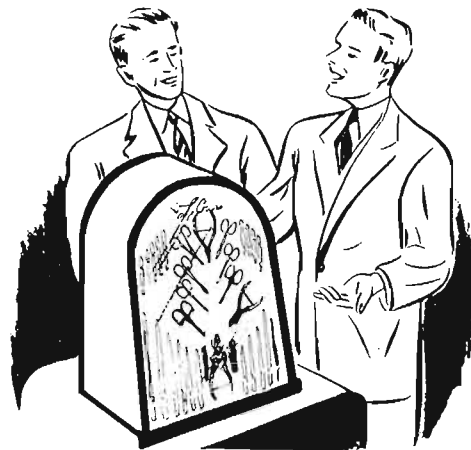
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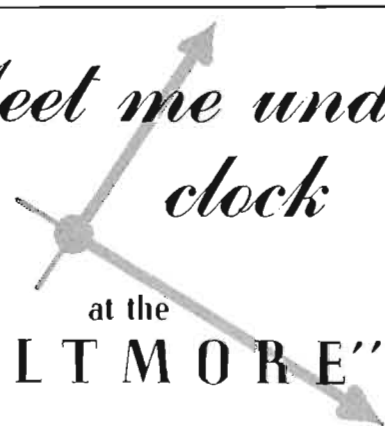
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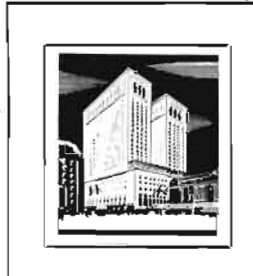
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