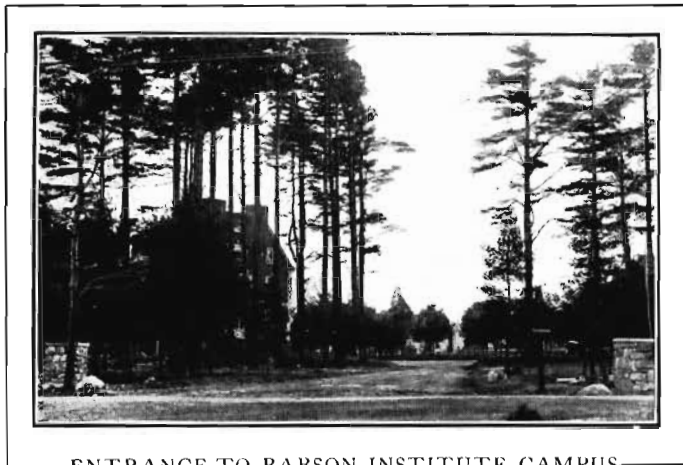


The
Babsonian
1 9 2 4



J U N E
1 9 2 4

The Babsonian



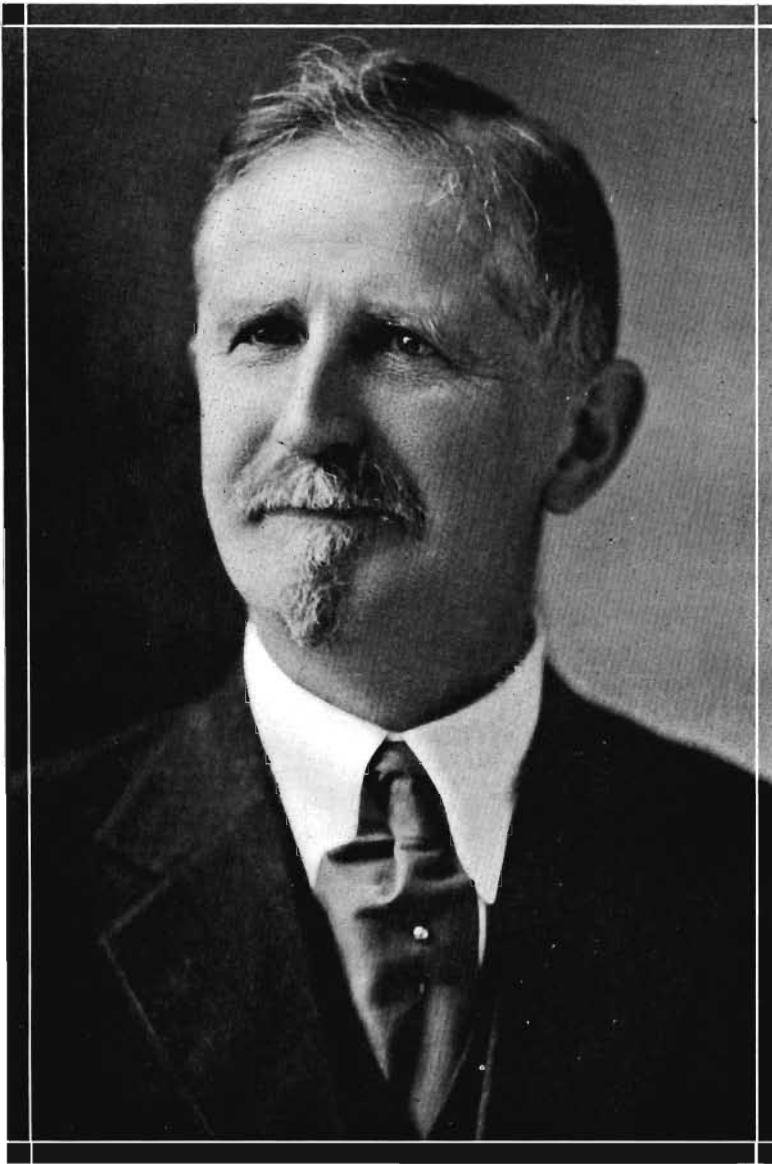
ENTRANCE TO BABSON INSTITUTE CAMPUS

FOREWORD

The Editorial Staff of the 1924 Babsonian has endeavored to publish a volume which will perpetuate the close friendships that have been formed in the last nine months.

We hope that our efforts have been successful and that this book will bring to its readers fond remembrances of a year of pleasant work and true friendships.

The Editor



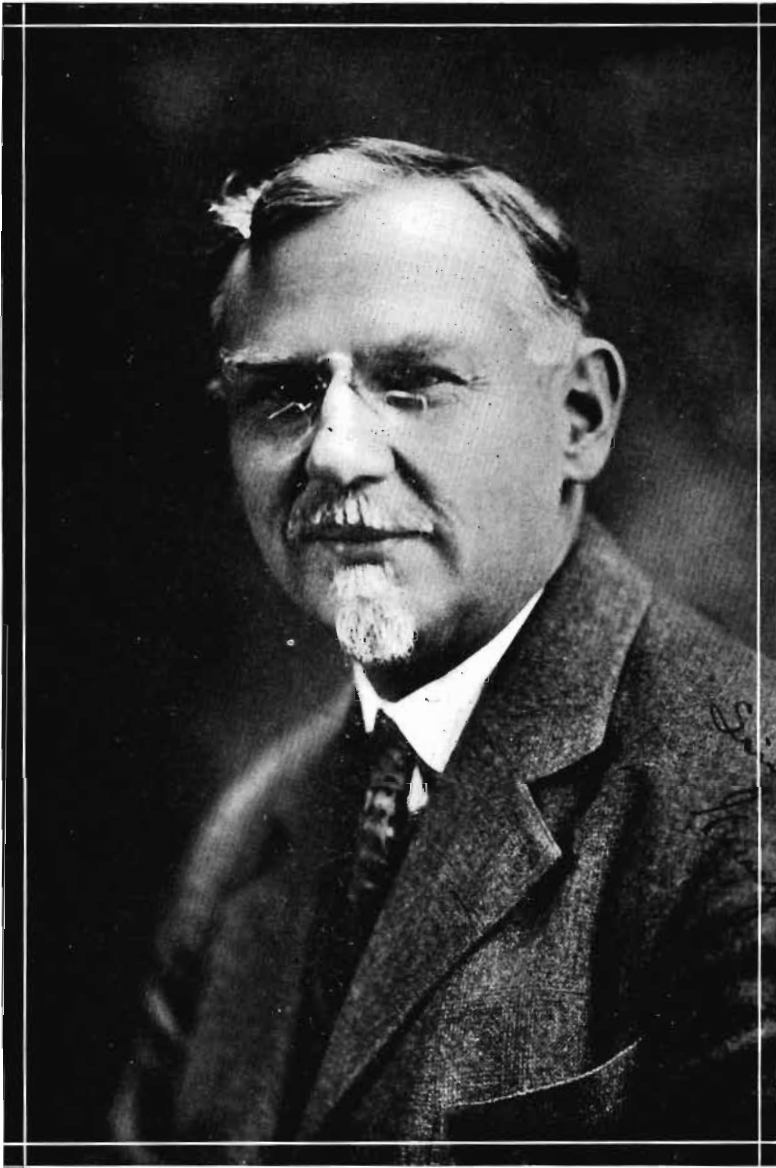
ROGER W. BABSON
*Founder of
Babson Institute*

Mr. Babson's Message to The Graduates of 1924

First of all I want you to be real men. If you miss that goal you can hardly be more than second rate business men, no matter how clever you may be in manipulating men and money to your own advantage. Quality should be the first test of a good business man and not size. You do not have to be bigger than the other fellow in order to be better than he is in all that counts in the long run. What America needs is men who run their business right. That will mean security and happiness for all and unmerited economic misfortune for no one. You are going out to face conditions entirely different from those your father had to contend with. Your lot is cast in a new set of circumstances. Business is more complex, on a larger scale, scattered over a much greater area and under a more scientific control. Public Service is the recognized goal of all good business. The Institute has done what it could to equip you for the contest. The next move is up to you.

Sincerely,

ROGER W. BABSON



GEORGE W. COLEMAN

*President of
Babson Institute*

Mr. Coleman's Message to The Graduates of 1924

You are the fifth class graduating from the Babson Institute Resident School of Business Fundamentals. You are the first class to occupy the new buildings on the new campus. You are the largest class yet registered at the Institute. And you have made a record in school of which any class might well be proud.

We are sorry to part company with you, but we are eager to see you taking your places in the business world. We expect you to become first-class business men. We want you to demonstrate that you can manage yourselves, that you can handle money, that you can deal with things and that you can work with and control others.

I want you all to be prosperous. Study to be useful in all your business relationships, and the prosperity will take care of itself. Unless your business in itself is of real use to the world, you will miss the most enduring satisfactions of life.

GEORGE W. COLEMAN

The Babsonian

Editorial Staff

EDITOR-IN-CHIEF	W. E. BROCK, JR.
ASSOCIATE EDITOR	K. L. FRUEN
HUMOROUS EDITOR	H. A. PHILLIPS
ART EDITOR	F. M. MARSTON
BUSINESS MANAGER	E. S. PEER
ASSISTANT BUSINESS MANAGER	D. C. DUNLAP
ADVERTISING MANAGER	S. C. HOUSTON
FACULTY ADVISER	H. A. THURLOW

The FACULTY

FOR us to give a lengthy discourse on our appreciation of the Faculty would, to say the least, be somewhat awkward no matter how sincere our effort nor how deserved the praise.

Nevertheless there are some outstanding characteristics of the Faculty—distinctly Babsonian—that we can not fail to comment on.

It is hardly within the realm of the possible to find anywhere a group of instructors so capable, so alert, and so well equipped to teach their subjects as are the members of the Babson Institute Faculty.

Moreover, they have displayed an infinite patience and meticulous attention to details. It is not always easy to go as rapidly as some desire and yet slowly enough for others.

It is indeed a rare good fortune to be constantly associated with men schooled in the hard practicalities of life and business yet possessed of a broad and seasoned vision.

When one adds to these a spirit of sociability, gentlemanly poise and dignity, we have a combination of qualities rarely equalled and certainly never excelled.



SIDNEY A. LINNEKIN

Vice-President



DR. FREDERICK L. HOFFMAN

Dean of Advanced Department



AUSTIN H. FITTZ

Director, Financial Management Division



JAMES M. MATTHEWS

Director, Practical Economics Division



JOHN E. MILLEA

Director, Factory Management Division



HAROLD A. THURLOW

Director, Sales and Advertising Division



C. A. HENDERSON

Director, Business Psychology Division

DWIGHT G. W. HOLLISTER

Accounting



HOWARD H. HAWLEY

Statistics



FRIENDSHIP

FRIENDSHIP among men is so sacred, so delicate and so intangible that we rarely speak of it in a personal relationship.

Yet, what could more presage that era of coöperation and consideration which is upon us?

And what could be finer than these ties we make away at school? At no time in our lives are these ties more genuine and more selfless. In business, we pick our friends with a discerning business eye. In society, we pick our friends with discrimination, having in view our social betterment. At school, however, we select our friends for what they are—mentally, morally, and spiritually.

These friendships—some of them too lately made—must soon undergo a transformation, as we return from whence we came; but the imprint of them will never leave us. It is engraven on our hearts and minds. That is the supreme attribute of friendship.



THE CLASS OF 1924.

CLASS OF 1924 **ROSTER** CLASS OF 1924

- HENRY S. BARSHINGER, 308 East Market Street, York, Pennsylvania
 CLYDE E. BINGENHEIMER, Timmer, North Dakota
Stock Trader
- CHARLES M. BLISS, 1363 Columbia Road, N. W., Washington, D. C.
 WILLIAM E. BROCK, JR., Brock Candy Company, Chattanooga, Tennessee
Confectionery Manufacturer
- HARRY E. BUTTREY, Havre, Montana
Department Store
- EDWARD J. BYRON, Beachwood, Maine.
Leather Manufacturer
- GERARD CARTER, B. S. O., 31 State Street, Boston, Mass.
 CHARLES A. COHOON, Dedham Avenue, Needham, Mass.
 JOHN M. COLBURN, 42 Seaward Road, Wellesley Hills, Mass.
Merchandising
- PHILIP CONNORS, 32 East 64th Street, New York City
 DEXTER H. CRAIG, M. D. Hubbard Spring Company, 636 S. Jessie Street,
 Pontiac, Michigan
- GERALD L. DALES, 108 Rose Avenue, Akron, Ohio
Jewelry and Musical Instruments
- CABELL S. DAVIS, Pence Springs, West Virginia
 HARRY C. DAVIS, Pence Springs, West Virginia
 WILLIAM R. DOLTON, Edgehill Gardens, Morrisville, Pennsylvania
Murray Rubber Company, Trenton, N. J.
- DONALD C. DUNLAP, 1904 Woodward Avenue, Cleveland Heights, Ohio
American Multigraph Sales Co.
- JOHN M. DURAND, 275 Arlington Drive, Pasadena, California
 ROBERT T. EVANS, 115 East 39th Street, New York City
 WILLIAM R. FORD, 1245—3rd Avenue, Columbus, Georgia
Bond Brokerage
- CAMILLUS N. FRANCIS, 528 Hampton Place, Portsmouth, Virginia
 KENNETH L. FRUEN, 87 North Sheridan Avenue, Minneapolis, Minn.
 HARRY L. GRUBBS, B. S. O., 830 Market Street, San Francisco, Calif.
 THOMAS R. HOOD, 318 State Street, Big Rapids, Michigan
Hood-Wright Veneer & Panel Company

GEORGE A. HORKAN, c/o Adj. General of the U. S. Army, Washington.
Captain, U. S. Army

RAYMOND C. HORTON, 116 Central Avenue, Minneapolis, Minnesota

SAMUEL C. HOUSTON, 920 Heberton Street, Pittsburg, Pennsylvania
Houston Bros. Co., Chamber of Com. Bldg., Pittsburg, Pa.

MARY E. IVES, Delphi, Indiana

DONALD B. JELLY, 16 Beckford Street, Salem, Massachusetts
Game Manufacturer

J. GRANT KERRIGAN, 2133 St. James Place, Philadelphia, Pennsylvania
Investment Banking

ROGER A. LUTZ, 8 Lebanon Street, Sanford, Maine

STEWART A. MACALPINE, 156 Jewett Parkway, Buffalo, New York

ROBERT B. MACDOUGALL, 29 Dover Road, Wellesley, Mass.

JOHN T. MAINS, Greenfield, Ohio

GEORGE W. MARCH, 535 Swede Street, Norristown, Pennsylvania
Meat Packing

FRANK M. MARSTON, 359 Lafayette Street, Salem, Massachusetts
Shoe Manufacturing

JOHN S. MCKNIGHT, 9 Bentley Avenue, Jersey City, New Jersey

CHARLES B. MESSENGER, Middleton, Nova Scotia
Life Insurance

FREDERICK B. MEWHINNEY, 129 North 9th Street, Terre Haute, Ind.
A. B. Mewhinney Co. (Manufacturing Confectioners)

RATJE H. MEYER, 249 E. Kingsbridge Road, Bronx, New York

ROLLIN E. MILLER, 132 West Park Avenue, Libertyville, Illinois
Investment Banking

LAWRENCE V. V. MOSS, 160 Pine Street, Lockport, New York

RICHARD S. PAIGE, 41 Park Street, Brookline, Massachusetts
Felt

LORIN D. PAINE, 306 Church Street, Berlin, New Hampshire

EDWARD S. PEER, 117 So. Windsor Boulevard, Los Angeles, California

HENRY A. PHILLIPS, 1115 West Grace Street, Richmond, Virginia
Real Estate

RALPH E. PHILLIPS, 5116 Victoriia Drive, Los Angeles, California

EDGAR KENAN PRICE, Knollwood Farm, Port Chester, New York

CHARLOTTE B. REED, 670 Marion Street, Denver, Colorado

CHARLES W. ROSS, III, 9 West Second Street, Frederick, Maryland
Canning

PAUL SADLER, 15 Laton Street, Nashua, New Hampshire

WILBUR A. SMITH, 1140 Fairview Avenue, Columbus, Ohio
G. Edwin Smith Shoe Company

HENRY SPITZ, 600 Park Avenue, Paterson, New Jersey

WILLIAM C. SWAN, 2131 North Prospect Street, Tacoma, Washington
Lumber

NORMAN C. TAYLOR, 592 Washington Street, Wellesley, Massachusetts
Real Estate

THOMAS F. TOOHILL, Wall Avenue and Wood Street, Pitcairn, Pa.

ROSWELL L. TURK, 210 W. Utica Street, Buffalo, New York

STEPHEN C. VAN FLEET, The Northumberland, Washington, D. C.

FREDERIC A. WARD, 11 Garden Place, Brooklyn, New York

CHARLES WARNER, JR., 2311 West 11th Street, Wilmington, Delaware
Manufacture of Lime and Lime Products

WILLIAM C. A. WILLMAN, 109 N. Hickory Street, Mount Carmel, Pa.
Sales Analyst

JOHN M. YOUNG, Hollywood, Florida
Real Estate Broker

In Memoriam

MERWYN O. FRANCIS

Friend and Classmate

1901 -1924



BABSON INSTITUTE 1919-1920

HISTORY OF BABSON INSTITUTE

IN the year 1919-20 the Babson Institute was organized for the purpose of giving to young men a full appreciation of the fundamentals of business so that they may grasp with broad vision the many sides of a business enterprise.

Mr. Babson's former home on Abbott Road was used for the school during the first year. The next year the school was moved to the building on Washington Street, which was formerly occupied by the Statistical Organization and which has since been made into an apartment house. With the development of the new campus at Babson Park, another change was made and the school now occupies the site of its permanent home. The school for first-year stu-

dents is located in the Lyon Building, while that for second-year students is in the Bryant Building which, with the Richard Knight Auditorium, has been completed this last year. The hotel and the Peavy Gymnasium will be ready for use before the next year. Ground has recently been broken for the Map Building. Approximately twenty-five years will be needed to complete the building program now under way.

The school has grown from an enrollment of twenty-five men and a teaching staff of five full-time instructors to its present personnel of fifty students and nine faculty members. Students have come from all parts of the United States, twenty-six states being represented this year.

CALENDAR

1923 - 1924

.....

September 19, 1923

Students began to arrive and were greeted by Miss Hayward, who gave them papers to fill out with the history of their past life.

September 20 and 21, 1923

Personal calls were made on all Instructors. Guessing contests were held as to what each man would become following graduation.

September 22, 1923

Joint meeting of Faculty and Students. Smith informed the gathering that his name was spelled "S M I T H". Mr. Coleman conducted a trip around the campus—many start, but few finish.

September 24, 1923

Classes begin. Mr. Millea opened Factory Management Group with his annual statement, "When I was at Simplex".

(Note: This remark is to appear in all year books by request.)

September 29, 1923

Talks to student body by ministers from the Wellesley and Wellesley Hills churches.

October 1, 1923

Mr. Hawley checks up time cards. No signs of pay envelopes.

October 8, 1923

The Finance Group discover that Natick has a School Board.

October 11, 1923

Meeting of student body—election of officers.

October 14, 1923

Mr. Morse has open house for the boys.

October 16, 1923

Sam Houston arrives in "Paralysis".

October 18, 1923

The bus begins its daily runs up Abbott Road.

October 24, 1923

Mr. Henderson Introduces the Cow to the Psychology Group.

November 6, 1923

Dedication of Dr. Coleman's Seat and Boulder.

November 12, 1923

Mr. Thurlow hangs posters in class room, but puts Mr. and Mrs. Carter in the corner.

November 17, 1923

The X-Y line is unrolled and held up for the students to admire.

November 21, 1923

Time clock goes on strike; no over-time today.

November 26, 1923

Brock lost in fog in front of B. S. O. Rescued by Miss Ives at 10:30 p. m.

November 30, 1923

Mr. Matthews expresses admiration for Napoleon.

December 2, 1923

Mr. Fittz receives large shipment of auto tires by mail.

December 10, 1923

Much joy—no movies!

December 19, 1923, to January 2, 1924

School closes for Christmas.

January 3, 1924

Most of the students are back with Christmas neckties. Some new followers of the X Y line.

January 8, 1924

Mr. Millea holds free-for-all in Factory Management Group.

January 14, 1924

Hood gets back on time—his time.

January 18, 1924

Mr. Fittz advises the new Finance Group to sell short on Mail Order stocks, as he will not give them any more business.

January 22, 1924

Run on collar buttons at the Winchester Laundry.

January 26, 1924

Class adopts Byron's baby and presents him with silver cup.

February 1, 1924

Mr. Hollister explains that Accounting is simply Debit and Credit. Binnie remarks, "How simple!"

February 12, 1924

Fuller Brush Company becomes a member of Finance Group.

February 18, 1924

Mr. Millea had a good cup of coffee for breakfast.

February 22, 1924

Washington's birthday—No school. Resolved: Never to tell a lie—in advertising.

February 29, 1924

Mr. Coleman had an extra day put in this month to make up for the time we lost on the 22nd.

March 5, 1924

Mr. Matthews tolls the big bells, the medium-sized bells, and the small bells.

March 10, 1924

Mr. Fittz discovers a new kind of lie.

March 17, 1924

Boston closed for Jewish holiday.

March 22, 1924

School closes for Easter holidays.

March 31, 1924

School starts. All new men get in on time.

April 5, 1924

Mr. Thurlow gets to school on time and finds Sales Group absent.

April 9, 1924

Brock reports road to Tower in bad condition.

April 19, 1924

Mr. Matthews buys a home and becomes an American Citizen.

April 21, 1924

All Finance Group take out endowment policies after talk by Mr. Potter on Insurance.

April 28, 1924

Work started on baseball field.

May 2, 1924

Miss "Goofie" has her hair bobbed.

May 4, 1924

Mr. Bryant and Mr. Linnekin present first ball game to the Institute. Score: 13 to 3.

May 9, 1924

Student dance. Price moves the piano. The right price can move anything.

May 14, 1924

One of the new boys rides in the bus.

May 19, 1924

Mr. Linnekin holds guessing contest on B. I. reports.

May 23, 1924

Everybody gets "A" in Psychology.

May 30 and 31, 1924

School closes for two days to prepare for the end.

June 6, 1924

X-Y line is rolled up and put away for next year.

June 14, 1924, 8:30 a. m.

Nobody punches time clock. Line forms to kiss the Secretaries good-by.

REMINISCING

DO YOU REMEMBER THAT:

Mr. Fittz once played the stock market.

Mr. Coleman is opposed to the open forum.

Mr. Babson advocates selling short and buying on a margin.

Advertising pays for itself—so Mr. Thurlow says.

Psychology is the salvation of the world—the panacea of all industrial ills.

Mr. Millea says it's interesting.

Mr. Matthews has a Maxwell that he once drove to Missouri.

Bingenheimer sold Radio Rex Common short.

Dunlap thinks the Multigraph is a great thing.

Wellesley is only two miles from Babson Park.

Hood is from Michigan.

March has a pig factory.

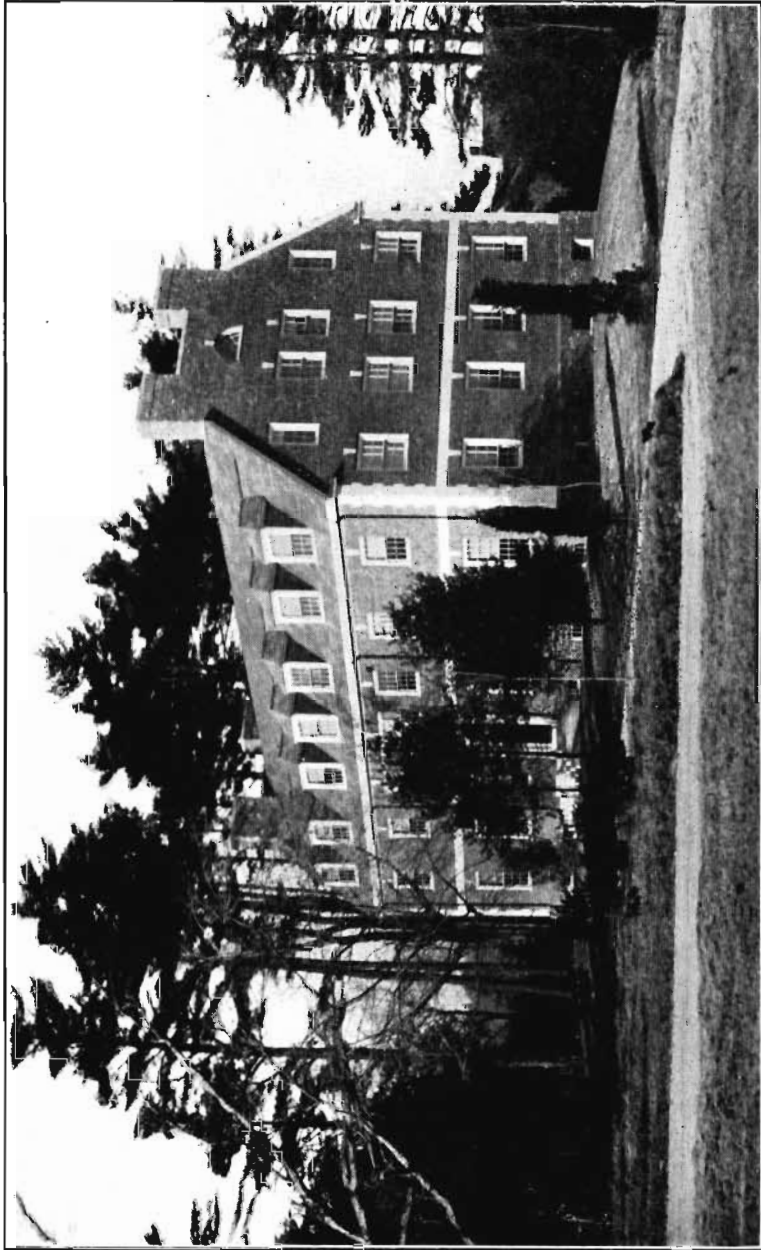
Mewhinney owns the Copley-Plaza.

Ward is a sheik.

Spitz likes farming.

Kerrigan was writing a book.

SAY DO YOU REMEMBER?



LYON HALL



*Richard Knight
Auditorium*



Babson Institute Business Offices

*Bryant Hall
of the
Research Division*



ATHLETICS

CONTRARY to the general business cycle, the B. S. O. Baseball Team just entered upon its period of prosperity in 1919 when general business had about reached its peak. This team continued on its upward trend by defeating the Institute Team four consecutive years. Their peak was reached in 1922, but 1923 found them in a period of depression caused by inflation of the ability of Coach Hollister's boys to play ball.

Judging from comparative and fundamental statistics, and also being firm believers in the "Law of Action and Reaction", the B. I. Boys forecast a bright future as the area representing the period of the B. S. O. team's prosperity has not yet been equalled by its corresponding area of deflation. During the process of liquidation (not tight) the statisticians lost the Baseball Trophy, as it was attached by the Institute.

The Insitute boys plied a wicked willow and and trounced the B. S. O. Baseball Team 13-3 in the first game of the season.

Coach Hollister, "Hap" Kerrigan and Harry Davis made seven out of the ten bingles for the students. The coach collected a single and two doubles, while the other two boys were each good for a pair of singles.

"Tom" Toohill pitched the first four innings for the Institute and let the statisticians down with two hits, nine strike-outs, and four walks. Schontag of the Administration Building allowed only two hits—one a triple by Helms—no bases-on-balls, and he struck out two in the three remaining innings.



Cates pitched for the B. S. O. and with a little better support and batting behind him might have turned the trick. Helms socked out a triple over the school boy's center-fielder.

Some good baseball but more fun!

TENNIS

Real interest in tennis started last spring when President Coleman offered to the school a permanent trophy in the form of a shield.

Members of the faculty as well as the student body are eligible for the tournament. The winner's name is engraved upon the shield, which hangs in the hall of the Lyon Building.

John M. Durand, Jr., was the winner of the first tournament and had the honor of having his name first on the trophy.

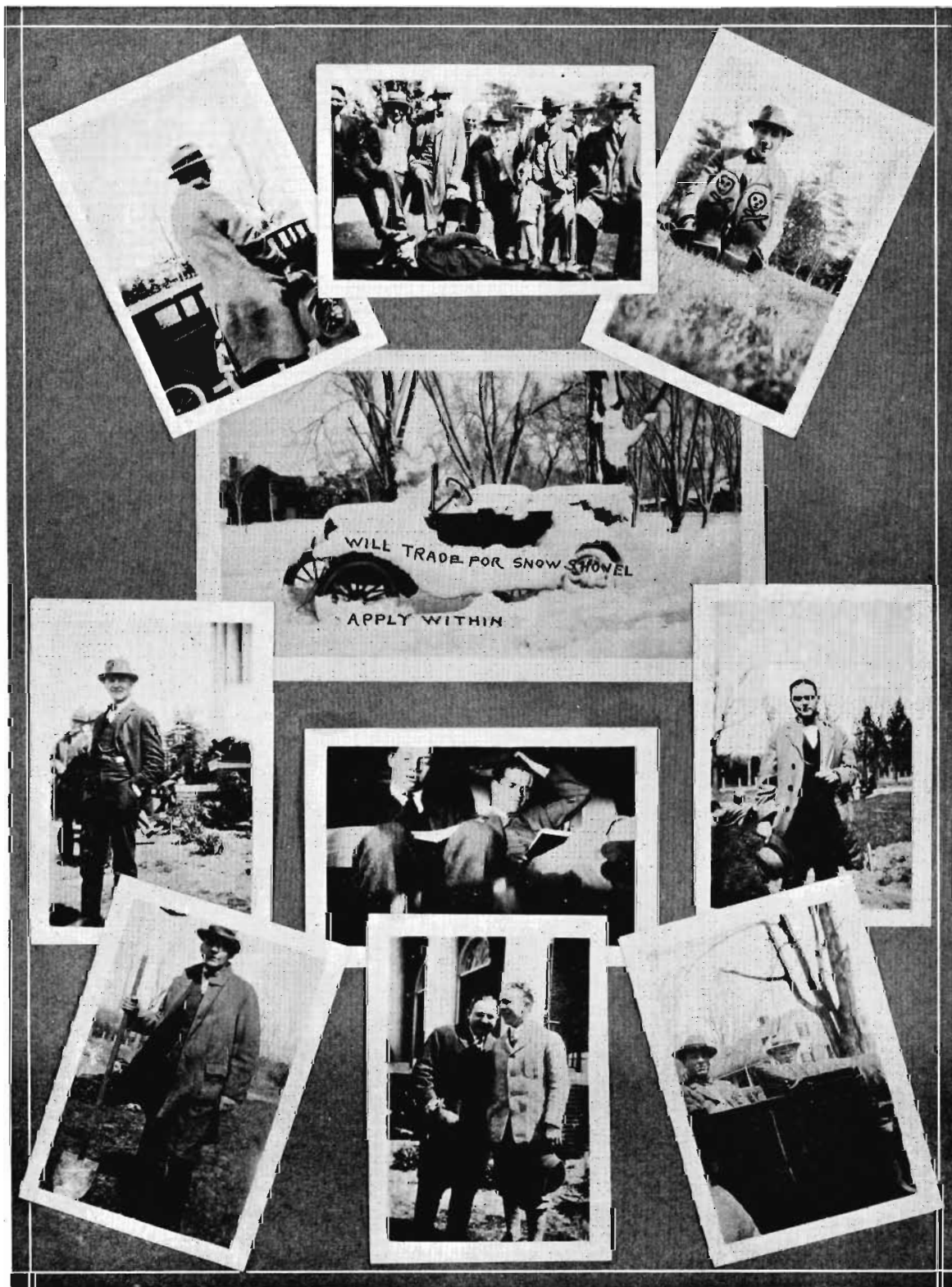
The great success of the tournament last spring was due to the untiring efforts of Mr. Millea, who drew the players and saw that the matches were played on schedule time. This spring, however, the

school has appointed a tennis committee, with Durand as chairman and it is up to this committee to draw the players and see that the matches are played off as soon as possible.

Tennis courts were a problem last year and the matches were played either at Riverside Park, Hunnewell

Field, or at the Wellesley Country Club.

However, this Spring, if luck and the workmen stay with us, we hope to have the Institute Courts finished in time to play off the final matches in June and to give to the Alumni a place for pleasant recreation during their visits to Wellesley Hills.



The Star Student



RICHARD CRAWFORD BYRON

THE son of Mr. and Mrs. Edward J. Byron was chosen as the Baby of the Class of 1924, he being the first child born to a member of this year's class.

This classmate has the added distinction of being the son of the class president.

As a token and in keeping with a tradition, a silver cup was presented to the Class Baby—Richard Crawford Byron.

SOCIAL



ACTIVITIES

At the first student smoker, October 4, 1923, Lester E. Smith, Ornithologist, gave an interesting illustrated talk on the "Natural History of Babson Park." Some of the bird pictures sent the chills up and down the spinal columns of those who were inclined toward hunting fowl—the feathered specie.

The talk over, we joined in a little close harmony—really too close! The faculty were a howling success in "rending" their selection, and the writer is positive that had Mr. Millea sung with them he would have added much to the agony.

Mr. Millea, however, was not even present at the smoker. The next day he returned to school with a black eye, and explained with apparent sincerity that the shiner was the result of having a tooth extracted. Of course, none of us students would intimate that he was handling the truth carelessly.

Refreshments were served, and we went our various ways rejoicing.

Mr. Creighton J. Hill spoke on the "Ruhr" at the second smoker which was held November 15, 1923. Mr. Hill had just returned from Europe. His observations as told to us were revelations indeed.

An interesting questionnaire and discussion followed the talk after which the customary feed was produced. The engrossing business of munching sandwiches and quaffing coffee soon subdued the conversation.

With satisfied appetites we dispersed to our various domiciles. However, the writer cannot guarantee that every one went directly home.

"Immigration" was the subject of the talk given by the speaker, Mr. G. W. Tupper, at the smoker on January 10, 1924. The pictures shown on the screen during the talk gave us a glimpse of the environment and living conditions of many of our prospective immigrants.

Our secretaries must be given due credit for their attendance and support at these smokers. Our fair Co-eds, Miss Mary Ives and Miss Charlotte Reed, also added life to the smokers.

The students were hosts at a formal dance on November 1, 1923.

We thank Mrs. Babson for the use of the Richard Knight Auditorium.

May we also express our appreciation to those who so kindly helped to make this dance a success.

Another dance was held by the Student Body, May 9. There was a fine attendance of beautiful girls and good music.

We wish to express here our appreciation of the courtesies shown to us throughout the year—the courtesies of Mr. and Mrs. Linnekin, Mr. and Mrs. Mel. Morse, Dr. and Mrs. Hoffman, Mr. and Mrs. Babson, and Mr. and Mrs. Matthews.



Decorative vertical text element, possibly a name or date, written in a stylized font.

Decorative vertical text element, possibly a name or date, written in a stylized font.



Commencement Program



Saturday, June 14

11:30 A. M. Classes end.

Sunday, June 15

11:00 A. M. Baccalaureate Sermon
 Preached by Mr. Gates
 Wellesley Hills Congregational Church

4:00 P. M. Open House, Mr. Babson's Residence

Monday, June 16

10:30 A.M. Tennis Tournament Finals
 Institute Courts

P. M. B. S. O. and B. I. open for inspection

5:00 P. M. Visit to Wayside Inn

7:15 P. M. Alumni Dinner at Old Natick Inn

Tuesday, June 17

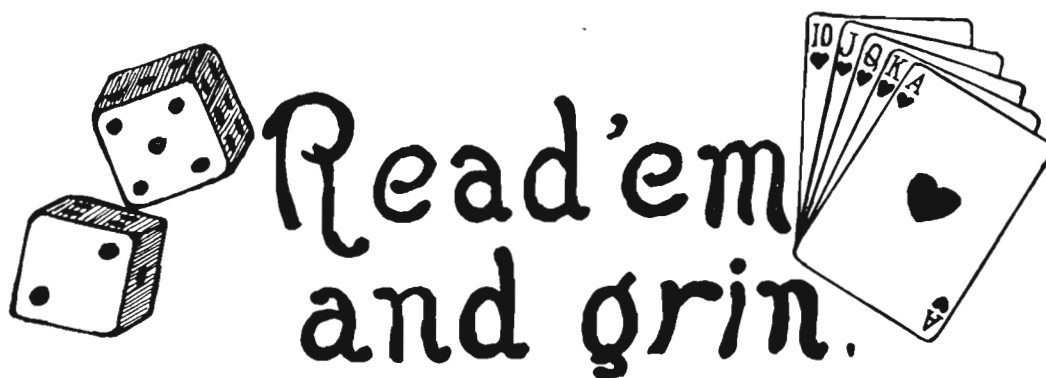
10:30 A. M. Student-Alumni-Faculty Conference
 Lyon Building

12:30 P. M. Alumni Lunch, Peavey Gymnasium

8:00 P. M. Commencement Exercises
 Wellesley Hills Unitarian Church

CLASS OFFICERS

E. J. BYRON.....	<i>President</i>
J. M. COLBURN.....	<i>Vice President</i>
C. N. FRANCIS.....	<i>Secretary</i>
H. A. PHILLIPS.....	<i>Treasurer</i>



ACCOUNTING

Hollister—Who was the first bookkeeper?

Jelly—I'll bite.

Hollister—Eve, with her loose leaf system.

Brock—What makes that red spot on your nose?

Sam—Glasses.

Brock—Glasses of what?

AT SMITH'S

Horton—Watcha doing? Watcha name?

Girl—Nothing doing—Helen Smith.

Horton—I know they are strict with you girls there, but I asked your name.

Henderson—All joking aside, these intelligence tests really do indicate those who have brains.

Young—Yes, those who have don't take them.

OVER THE PHONE

Ross—What time must I come over?

Girl—Come after supper.

Ross—That's what I am coming after.

Dales—I got Cuba on my Radio last night.

Bingenheimer—That's nothing, I've got Greece on my vest.

Ward—There is something preying on my mind.

Swan—Leave it alone and it will starve to death.

Sarah—You certainly are crazy about women.

Turk—Why shouldn't I be, half my parents were women.

FASHION NOTES

Paris dressmakers have moved the waistline again, but March says his arm can find it no matter where they put it.

Green—Do you always take the other girls for such long rides?
 Jelly—No it isn't always necessary.

Willman—I am going to a better school after this.

Messenger—So am I.

Willman—Why, are you leaving too?

Messenger—No, I am staying here.

Evans—My father is a doctor, so I can be sick for nothing.

McAlpine—My father is a parson so I can be good for nothing.

FLAPPERS DO WHAT OLD MAIDS THINK.

Jerry—You say that you flunked in accounting? Why I can't understand it.

Bing.—Same here. That's why I flunked.

Brock—Gee I made a bad break at dinner last night.

Millea—Don't tell us the one about the cracked plate.

Brock—No. Mrs. L. asked me if I wouldn't have some corn. I said sure and passed my glass.

Price—Have you seen Edith lately?

Ward—No. I quit going there because she made suggestive remarks.

Price—What!

Ward—Yes, she was always suggesting shows and things we could go to.

Phillips—I have a chance for the Ball team.

Ford—Why are they going to raffle it off?

Brock—Negroes rarely attain fame.

Hood—I don't know about that, you hear a lot about Black Jack.

AT THE DANCE

Billie—Shall we Tango?

Hood—It's all the same to me.

Billie—Yes I noticed that.

SOME GIRLS ARE NOT REALLY BAD, THEY ARE JUST BROADMINDED

In front of Childs—Ed Peer saw a small kid watching a girl in the window baking battercakes.

“Hungry, Kid?” asked Ed.

“Naw,” said the kid, “can't a fellow look at a swell dame without drawing a mob.”

Dave G.—“Hey, Mr. Mathews, this is the third time I have warned you about obstructing traffic. Get a move on.”

THE Misleading LADY

A Story of Sobs and Smiles---

By an Eye Witness



WE-L-L-E-S-L-E-Y Hills!
W-e-l-l-e-s-l-e-y Hills!" The train stopped. Dorothy Danner of Denver had arrived. Except for the moonlight and the frogs, the night was dark and still. Dorothy was too sad to think of such poetic things as moonlight and frogs; so it was

merely night, just a regular every day night to Dorothy.

Straight away she wandered down the lonely lane to that mansion 'neath the pines, The Laurel House, to tell her troubles to President Coleman. Inquiring for Mr. Coleman, she was requested to climb one flight and to rap on the door of room number one. In answer to her gentle tap, the door was opened by Mr. Coleman who was in the midst of preparing—a speech.

He instantly chose between finishing his speech and interviewing Miss Dorothy Danner from Denver. He chose to interview Dorothy. So, after a moment's hesitation, he invited her in. She went.

After Miss Danner had identified herself and told her story there was nothing to do but discuss the whole situation with Mr. Linnekin. So they were driven over in Mr. Thurlow's car. The Linnekins were not at home but they returned shortly. Mrs. Linnekin came in first, and sensed the situation. Apparently she didn't like women of Dorothy's kind, so after acknowledging the introduction, she excused herself from the room. She was wise.

Then "Gus" came in (that's a friendly way of referring to the Vice President). He was surprised to find the stage set in such fastidious fashion. But Mr. Coleman made the importance of Miss Danner's mission perfectly clear to him. Unlike his wife, "Gus" remained in the room. He had to—not that he was fascinated, but because the situation appeared to him to be very grave.

Being faint hearted, and incidently suspicious, he could stand it for just a little while, then he exclaimed, "There's only one man who can help us iron this thing out. That's John Millea—Send for John!"

Well, Sam Houston was the courier. He too had met Dorothy earlier in the evening, and wondered what was up. His

assistance was needed so he was pledged to secrecy and after he knew the truth he didn't take such a shine to Dorothy.

Every Babsonite would have been glad of the opportunity that came to Mr. Millea. Such a privilege as this seldom comes to anyone. To be called to ease the heart pangs of a girl of Dorothy Danner's distinction is indeed a rare experience.

Such a task was Millea's, and gloriously did he perform it.

It has since been suggested that he be awarded the Croix de Guerre, done in red flannel and hung by a blue ribbon from the left lapel of his tunic; also he should be highly commended for the interest and earnest endeavor he put forth in trying to maintain the spotless reputation of Babson Institute.

THE PLOT THICKENS

As this depressing cloud was settling over Wellesley Hills, Mr. Millea, arrived home from his big club in Boston. He had donned his decorative bathrobe and had just gained a toe-hold in his bedroom slippers and with the possible exception of his night-cap, he was well started toward dreamland.

Shielded by a smoke screen from his evening's cigar, he sat there 'neath the reading lamp, scanning the news of the day in *The Townsman*, when suddenly he heard a knock on the window. (Doorbell out of order). The only knock he will knowingly permit is usually found in his car. This sudden knock was but the alarm sounded by Sam Houston, the courier from the house of Linnekin. Sam delivered the message announcing the grand conference being held there between President Coleman, Vice President Linnekin, and this strange Western damsel from Denver.

Mr. Millea's first interrogation was: "What does she look like?"

"Not so hot."

Then Millea said, "I'm ready for bed, but you may 'phone me when you get back if it's urgent business, and I'll come over for a little while." The courier returned to the Linnekin's and delivered the message from John.

Mr. Linnekin, realizing that the psychological moment was at hand, immediately telephoned Millea, and requested him to come post haste—much trouble brewing, et cetera.

AT THE END OF A PERFECT DAY A NEW ONE BEGINS

THE clock in the tower struck twelve. Millea arrived in his speeding Hudson car. He was immediately ushered into the room and introduced to a sobbing woman with an apparent past and not a very promising future. Messrs. Coleman and Linnekin carefully outlined all particulars attending her visit. They told who she was—where she came from—what she came for—and how long she was going to stay. 'Twas a sad, sad tale they told. A tale of Love and Adventure—mostly adventure.

Mr. Millea engaged Miss Danner in conversation, likewise did Mr. Coleman and Mr. Linnekin, until all the facts in this unusual and most pathetic case were faithfully unfolded, as follows:

'Twas a dark and stormy night when Miss Danner and Mr.—

The real inside dope on this scene in "The Fatal Wedding" has been deleted by the Board of Censorship at Babson Park.

At one dramatic and hysterical moment, on learning that the lady was accustomed to her fag, Millea rose to the heights of chivalry and insisted that she accept a cigarette, and smoke, and try to get hold of herself, to calm herself. "Compose yourself!" he pleaded, "We are all ready to help you, we are going to help you, but you must help us help you."

At this crisis Mrs. Linnekin entered with her gracious manner, and a luncheon tray. Miss Danner was rather reluctant to accept such hospitality, perhaps more because of her highly excited condition than because she was in the habit of refusing a good feed. However, she did succeed in slightly regaining her composure, and partook sparingly of the sandwiches and grape-juice. These refreshments gave her a new lease of life, and with it more emotional power. If Charles H. Fletcher could have heard Dorothy cry, he would prescribe the usual dose of Castoria.

It developed, during the thirty odd moments of dramatic suspense, that the woman of mystery had been parking at the Parker House. The last train having long since gone, Miss Danner requested that someone take her to the hotel. Mr. Millea was equally ready to rise to this occasion as he did to those preceding it, "We're going to take you back;" said he;—

(Continued on page 47)



Forecasting

June, 1944

I had worked hard for twenty years trying to earn my daily bread and I decided, at last, that I should have a vacation. Now the great problem confronting every one who anticipates a vacation is: "Where shall I spend the few weeks that are to be my own?" After careful consideration of this most momentous of questions, I decided to look up my old classmates who had been with me at Babson Institute.

With this end in view, I made the initial plunge and my first stop was Columbus, Georgia, where I looked up my old friend, Billie Ford. As I neared his home, I saw at the entrance a large crowd. Being somewhat puzzled as to the cause for such a demonstration I asked a passer-by what the reason was for such a gathering and I was informed that the crowd was merely Mr. Ford's family. Though somewhat shaken up at this information I made my way into the house, found Billie and met his charming wife. Billie had made a wonderful success and seemed to be very happy.

Unfortunately my time was limited so I left almost immediately for Miami where I met Jack Young. Jack was still in the Real Estate game and owned about 90% of the land in Florida; the remaining 10% was owned by Babson. Jack was greatly disturbed because he had to take me around in a Rolls Royce as his airplane was being repaired.

The next person I met was Fred Mewhinney. He had, in the last twenty years, become the Candy King of America. The New England Confectionery Company and Brock's Big Stick had been put out of business. I also met his beautiful wife, Mary, who undoubtedly was responsible for his great success. From here I left for Pittsburgh.

In Pittsburgh I found Sam Houston and was surprised to find him single. On asking him the reason for his bachelorhood Sam said to me: "Bill, I have always said that women and liquor were the ruination of the world." I was sorry to hear Sam say that for I know quite a few women who have been cheated

out of a good husband. I also saw Tom Toohill. Tom had made a lot of money in establishing fool-proof accounting systems.

Big Rapids was my next stop. The first thing I saw there was a big sign bearing the inscription:

veneer AND PAINTS

I knew that was Tom Hood. I found him in a large office magnificently furnished and asked him how he had made such a success. He informed me that it was all in reading Babson Reports and educating the public to use veneer for everything, including golf balls, china plates, etc.

I wanted very much to get back to Boston so I left Big Rapids and started for the Industrial Center, the Bean Center and center of the worst climate in the world. I went first to Wellesley Hills where I learned that Willman had taken over the B. S. O. and had greatly improved the methods set forth by my friend, Roger W. I was quite surprised to find Charlie Cohoon head of a company manufacturing portable brick houses. Corporal Taylor was a thriving financier in Wellesley, despite the fact that the Wellesley College girls persisted in handing out cold checks. I learned from Cohoon that Frank Marston was a large shoe manufacturer. Paul Sadler owned many hydro-electric plants and was still shooting golf. I was also told that all of the class of 1924 were very successful—or married!

On my way home I stopped in Richmond and found Henry Phillips a thriving manufacturer of dice (loaded and otherwise). He told me it was a much more profitable business than real estate.

It grieved me sorely not to be able to visit all of my old friends but time was pressing and a poor man's time is never his own, so I started for home to resume the burdens of a poor broken-down family man.



MISS MARY E. IVES

*The
Quality
Group*



MISS CHARLOTTE B. REED

MISS Ives was our coed the first term and Miss Reed came with us the second term, and, oh, what a difference they made! Every student kept his hair combed and his shoes shined. It was a great sight:

Every one admits that our coeds are good looking, in fact, they were so good looking that it was necessary to enclose their desk on the first floor, surround it with barbed wire entanglements, machine guns, etc., to keep out the host of admirers.

They say beauty is only skin deep but the beauty of our coeds was more than skin deep—if they had not been so pleasant, so charming, so “everything” that goes to make up personality, we would not express our sentiments so freely. We were extremely fortunate this year in having Miss Ives and Miss Reed with us.



Passed by the Babson Board of Review

WINSLOW L. WEBBER, '22, PRESIDENT

LEROY MOLAN, '20, VICE-PRESIDENT

F. GARDINER PERRY, '20, SECRETARY-TREASURER

ALUMNI COUNCIL

FOR THREE YEARS
CLIFTON GEORGE, JR., '22
DANIEL F. GERBER, '20
CLARENCE H. DAY, '21

FOR TWO YEARS
CYRIL E. MACKENZIE, '22
LLOYD G. REED, '21
CHARLES H. PHILLIPS, '23

FOR ONE YEAR
A. W. WALKER, '23
JAMES I. D. SYRAUS, '21
HARRY R. DOW, JR., '21

BABSON INSTITUTE ALUMNI ASSOCIATION

HEADQUARTERS

BOX 43

BABSON PARK, MASS.

May 17, 1924.

Dear Babsonians:-

For most of you now the days of supervised study are over. You are well equipped to perform a man's task in an outside world and "Tomorrow" you'll start digging your way into a business structure as hard as the finest diamond and as cold as liquid air.

Things won't come easy. You will make fine progress and suddenly disaster will come and wipe out everything you have built up. You're bound to suffer and be bitterly disappointed at times and if you are and you need something to give you a new grip on things, perhaps a re-reading of the following will help you a lot.

Eight years ago on Christmas afternoon I received a letter from one of the finest men it has ever been my privilege to know, the late Dr. Levi M. Powers, who was pastor at that time of the oldest Universalist Church in the country, at Gloucester, Mass. Probably this letter was a duplicate of eight or ten which he sent to the members of his Sunday School class. I have never inquired of any of my old classmates who studied under him because I like to think that his letter was written only to me and because I have never heard from any of the other boys I imagine they feel the same way.

But now for the first time I'd like to share this letter with someone and if you Babsonians of 1924 will substitute Commencement for Christmas I think you will read into your hearts a resolve that will strengthen you all the days of your business life.

"I am thinking of you not because it is Christmas but because you are young and all the world is before you; because you can do anything and be anything that you desire, if only you desire it enough. Think of it! The world all before you! Everything possible now!

"By the time you are twenty-five, half of the doors of opportunity will be closed, by the time you are thirty-five, nearly all will be closed, but now you can select the object you wish, and if you keep it before you, reach it in time; only you must make no mistakes. Mistakes are for old folks, whose lives are nearly gone and therefore cannot be spoiled.

"But you must be strong to say yes to the good and no to what is not good, and so, with work and faith and a good conscience and trust in God, you will arrive.

"I am thinking of you often for I want you to be all that you can be."

Because we are human we need to feel that someone is thinking of us and wishing us luck in whatever enterprise we tackle. And no one of us is alone, we all have a mother or father, wife or sweetheart who is backing us for all their worth. With them behind you, fellows, don't think of failure or bad luck or discouragement, even tho I have mentioned these things. Just go on and on and on. The Alumni wishes you every success and welcomes every man of you,

Faithfully yours,

Babson Institute Alumni Association,

Winslow L. Webber,

President.

Class of 1924.
Babson Institute,
Babson Park, Mass.

Alumni Directory

- JAMES M. AHERN, American Trading Co., 25 Broadway, N. Y. C.
F. C. ALBERSHARDT, GEO. S. OLIVE, 908 Hume Mansur Bldg., Indianapolis, Ind.
EDWIN O. ANDERSON, Melrose Ave., Govans, Baltimore, Md.
GLEN H. ARNTZ, 1333 Kercheval Ave., Detroit, Mich.
ROBERT S. BAYLIES, 85 Bedford St., New Bedford, Mass.
FRANK W. BEEBE, B. S. O., 518 Westminster Bldg., Chicago, Ill.
DOROTHY A. BOAL, Chataqua, N. Y.
IRVING W. BONBRIGHT, Lydecker St., Englewood, N. J.
CHARLES G. BROOKS, JR., 38 Arcadia Pl., Hyde Park, Cincinnati, O.
WARREN G. BRYAN, The Tappan Co., 7th Ave. and Bedford St., New York City
HARRY E. BUTTREY, Havre, Mont.
FRANK W. BUXTON, 8 Brook St., Wellesley, Mass.
ROBERT F. CARPENTER, 137 Clinton St., Watertown, N. Y.
CLARENCE H. CARTER, 87 Cherry St., Waltham, Mass.
GERARD CARTER, B. S. O., 6 Congress St., Boston, Mass.
SAMUEL B. CASEY, 4789 Wallingford St., Pittsburgh, Penn.
H. SIDNEY CASSIDY, Cataract Motor Sales Co., 8815 Broadway, Cleveland, Ohio
LOUIS G. CATES, B. S. O., Wellesley Hills, Mass.
NORMAN S. CHAPMAN, 4312 Spruce St., Philadelphia, Pa.
CHARLES C. CLAYTON, The Lyman, 328 Washington St., Wellesley Hills, Mass.
ARTHUR M. CLEVELAND, Plymouth, Indiana
CHESTER A. CLEVELAND, 1625 Farwell Ave., Chicago, Ill.
ROBERT L. CONROD, Simmons Bed Co., Austin & Duval Sts., San Antonio, Texas
C. S. COREY, 417 W. 120th St., New York City
DEXTER H. CRAIG, 555 W. Maple Ave., Birmingham, Mich.
H. D. CRAWFORD, 1358 Market St., Parkersburg, W. Va.
JOSEPH CUSHING, Robinwood, Fitchburg, Mass.
G. FRANKLIN DALES, 108 Rose Ave., Akron, Ohio
CLARENCE H. DAY, 142 Neshobe Rd., Waban, Mass.
THOMAS F. DAZEY, 746 Park Ave., Beloit, Wisconsin

- HOMER C. DENISON, B. S. O., 1575 Union Trust Bldg., Cleveland, Ohio
CLARENCE DEUTSCH, 104 E. Walton Place, Chicago, Ill.
HARRY R. DOW, JR., 79 Johnson St., No. Andover, Mass.
JOHN W. DULLES, 3RD., 328 W. Chester Ave., Germantown, Phila., Pa.
W. D. EMERY, 124 W. 3rd St., Tulsa, Okla.
ROBERT T. EVANS, 115 E. 39th Street, New York, N. Y.
SELMA A. EVERSOLE, 713 Harrison St., Charleston, Ill.
GEORGE A. FISKE, 438 Wolcott St., Auburndale, Mass.
CHARLES G. FITCH, 9 Forest St., Wellesley Hills, Mass.
WALTER E. FLAGG, 5 Abbot St., Wellesley, Mass.
JAMES A. FLYNN, 3133 N. Camac St., Philadelphia, Pa.
C. N. FRANCIS, 528 Hampton Pl., Portsmouth, Va.
JOHN C. FRANCKE, 38 College Ave., New Brunswick, N. J.
CLIFTON GEORGE, JR., 203 Mary D. Drive, Alamo Heights, San Antonio,
Texas
DANIEL F. GERBER, Fremont, Mich.
REV. JOHN H. GROSS, 308 Crawford St., Fort Scott, Kansas
HARRY LEE GRUBBS, B. S. O., 830 Market St., San Francisco, Cal.
JOSEPH P. HALL, 405 Linden St., Wellesley Hills, Mass.
DR. CHARLES G. HAMPTON, 50 Blaine Ave., Detroit, Mich.
PAUL B. HANRAHAN, 645 Washington St., Brighton, Mass.
THOMAS H. HARPER, 4532 Live Oak St., Dallas, Texas
ROBERT A. HARVEY, B. S. O., 1048 McKnight Bldg., Minneapolis, Minn.
MARCH W. HAYNES, 1935 S. Armstrong St., Kokomo, Ind.
HAROLD R. HEBERLEIN, 800 N. Kenwood St., Austin, Minn.
WALLACE E. HECKMAN, 106 E. 35th St., New York, N. Y.
ARTHUR C. HELLER, 346 Prospect Ave., Newark, N. J.
JAMES B. HELME, P. O. Box 496, Milton Gardens, Rye, N. Y.
WILLIAM H. HINMAN, B. S. O., 56 Imperial Bank Bldg., Queen & Yonge
Sts., Toronto, Ont., Canada
E. W. J. HOLDEN, 317 Russell Hill Rd., Toronto, Ont., Canada
R. DOUGLAS HOPKIN, 37 Green St., Gardner, Mass.
SAMUEL C. HOUSTON, Houston Bros. Co., 1206 Chamber of Commerce
Bldg., Pittsburg, Pa.
BURR HUMISTON, B. S. O., Wellesley Hills, Mass.
MARY E. IVES, 125 West North St., Delphi, Ind.
LEWIS H. JOHN, 610 S. St. Joseph St., South Bend, Ind.
JOHN T. KINGSBURY, B. S. O., Wellesley Hills, Mass.

- C. H. KRUTCKOFF, 4817 Grand Blvd., Chicago, Ill.
HARRY M. LANDRY, B. S. O., 165 Broadway, New York, N. Y.
CHARLES W. LARABEE, 52nd & Belleview Sts., Kansas City, Mo.
J. PRESTON H. LEAVITT, 43 Oberlin St., Worcester, Mass.
LEOPOLD LOWENSTEIN, 930 Government St., Mobile, Ala.
ROBERT B. MACDOUGALL, 29 Dover Rd., Wellesley, Mass.
ARTHUR McL. MACK, Norwalk Tire & Rubber Co., 3400 Lindell Blvd.,
St. Louis, Mo.
CYRIL E. MACKENZIE, 779 University St., Montreal, P. Q., Canada
EDWARD A. MADDEN, 18 Crescent St., Wellesley Hills, Mass.
HARRY K. MARSH, 839 N. Church St., Rockford, Ill.
CARL G. MAYER, 1332 Kenilworth Ave., Chicago, Ill.
ROBERT H. McADOO, 5 Berkeley Sq., Los Angeles, Cal.
JOHN S. McKNIGHT, 9 Bentley Ave., Jersey City, N. J.
AMOS A. McLEAN, 116 West Anne St., Flint, Mich.
DONALD C. McRAE, Howard Ave., Sherbrooke, P. Q., Canada
SEWARD S. MERRELL, W. D. Breaker Co., 136 Franklin St., New York,
N. Y.
CHARLES B. MESSENGER, Middleton, Annapolis County, Nova Scotia
H. RATJE MEYER, 249 Kingsbridge Rd., Bronx, New York, N. Y.
FRANK MILLER, The B. F. Griggs Co., Waterbury, Conn.
ALLEN F. MODISETTE, 1838 East 101st St., Cleveland, Ohio
LEROY MOLAN, 2200 Dupont Ave. N., Minneapolis, Minn.
OSCAR MONRAD, Chamber of Commerce, Henderson, Ky.
R. GEORGE MORGAN, 176 Elmwood Ave., Lockport, N. Y.
JOHN A. MOSGROVE, 210 East Boston Blvd., Detroit, Mich.
J. PATON MUIR, 15 Banta St., Elmhurst, Long Island, N. Y.
RAYMOND M. NATTENHEIMER, 643 Nelson Pl., Newport, Ky.
FREDERICK C. NELSON, Frederick & Nelson, 1532 W. 57th St., Seattle,
Wash.
WILLIAM C. NYE, 30 Wilmington St., Brockton, Mass.
JOHN B. O'DAY, 5132 Westminster Pl., St. Louis, Mo.
ARTHUR R. ORWIG, 864 S. Union Ave., Alliance, Ohio
LORIN D. PAINE, 306 Church St., Berlin, N. H.
MARVIN L. PARDEE, S. W. Straus & Co., Detroit, Mich.
CHARLES W. PATTON, 995 E. Morgan St., Martinsville, Ind.
F. GARDINER PERRY, B. S. O., Wellesley Hills, Mass.
R. GORDON PETERS, 15 Wildwood Ave., Waterbury, Conn.

- J. WHITNEY PETERSON, 746 St. Marks Ave., Brooklyn, N. Y.
THEODORE S. PFLEUGER, 446 W. Market St., Akron, Ohio
HOLLIS D. PHELPS, 195 Delaware St., Albany, N. Y.
CHARLES H. PHILLIPS, 302 American Bank Bldg., Richmond, Va.
RANDALL E. PORTER, 42 Highland Ave., Somerville, Mass.
GEORGE F. POUTASSE, Wayland, Mass.
OSCAR S. PULMAN, 21 Chestnut St., Wellesley Hills, Mass.
CHARLOTTE B. REED, 116 Riverway, Boston, Mass.
LLOYD REED, Kirkfield, Ont., Canada
B. W. RICHARDSON, 303 Lincoln St., Worcester, Mass.
FREDERIC J. ROBINSON, Domestic Electric Co., Wellesley, Mass.
WILLIAM M. ROSENFELD, 4801 Drexel Blvd., Chicago, Ill.
WILLIAM U. ROULETTE, JR., 488 Potomac Ave., Hagerstown, Md.
CARL A. SCHAFER, Elma, Washington
ROBERT W. S. SCHULZ, 25 So. Russell St., Boston, Mass.
F. LAIRD SNOWDEN, 6030 Drexel Rd., Overbrook, Phila., Pa.
F. FELDHER SOMMERS, Sandpoint, Idaho
WARREN SPERL, 73 Kaposia St., Auburndale, Mass.
HOWARD SCOTT SPLANE, 609 W. First St., Oil City, Penn.
JAMES I. D. STRAUS, Windermere Hotel, East Chicago, Ill.
GEORGE C. STUMPP, Stoney Run Lane, "Tuscany Apts", Baltimore, Md.
C. KENNETH SWAYZE, 921 Grand Traverse St., Flint, Mich.
ALBERT H. THEG, 7 Sutherland Rd., Brookline, Mass.
FREDERIC H. THOLEN, 515 Joy St., St. Clair, Mich.
EDWIN G. THOMPSON, Hilltop Farm, Wickliffe, Ohio
MICHAEL J. TIMMINS, 99 Gordon Crescent Hgts., Westmount, Montreal,
Canada
PAUL MORTON TROUT, 12 Elmwood St., Wellesley Fells, Mass.
ROSWELL L. TURK, 210 Utica St., Buffalo, N. Y.
G. JOSEPH VAN BOEMEL, 42 Bigelow St., Quincy, Mass.
HENRY W. VOGLER, 11 Bemis Rd., Wellesley Hills, Mass.
WILLIAM H. VOGLER, 11 Bemis Rd., Wellesley Hills, Mass.
ARTHUR W. VOLLRATH, 1729 North Sixth St., Sheboygan, Wis.
A. W. WALKER, 2029 Connecticut Ave., Apt. 61, Washington, D. C.
MAURICE W. WALTERS, 1347 Pearl St., Eugene, Ore.
THOMAS S. WASHBURN, 117 W. Saratoga St., Baltimore, Md.
WINSLOW L. WEBBER, Babson Park, Fla.
MRS. W. L. WEBBER (Edith Babson), Babson Park, Fla.

- CHARLES W. WELCH, 40 Alexander St., Framingham, Mass.
RALPH A. WHITE, B. S. O., 331 Healey Bldg., Atlanta, Ga.
HENRY WHITING, 1226 Marquette Drive, Detroit, Mich.
WALTER E. WIEBENSON, 2635 No. Park Blvd., Cleveland Hgts, Ohio
JOHN H. WILKINS, JR., Apt. 609 Northbrook Cts., 16th and Newton Sts.,
Washington, D. C.
ARTHUR Y. WILSON, 5306 Greenwood Ave., Chicago, Ill.
WILLISTON WIRT, 900 Shattuck Ave., Berkeley, Cal.
ARTHUR E. WOODGATE, 2347 Hollywood Ave., Toledo, Ohio
JOHN S. YINGLING, 42 E. Central St., Natick, Mass.

THE MISLEADING LADY

We're going to take you back."

The conference had lasted so long that Dorothy was beginning to show signs of needing a shave, which would soon arouse the suspicions of J. E. M.

Miss Danner saw through her whiskers that the jig would soon be up, so as Millea came over closer to escort her to the car, Miss Danner arose, and throwing her arms toward the stars above, cried out in her tear-filled voice: "Take me; if you're going to take me, for Heaven's sake take me now!"

Then came the big surprise! "Dorothy",

in one mad sweeping motion tore off "her" hat, hair net and a few stray pieces of false hair—thus revealing "her" natural features, but fewer charms. *For identification of The Misleading Lady, "Miss Dorothy Danner of Denver," see lower left hand corner of page 13.*

No; Millea did not collapse—not quite. Still, friends—eavesdroppers—and Peeping-Toms rushed in to "administer first aid to the injured".

However, there was nothing for them to do but laugh—so they laughed—and laughed—and laughed.

—THE END—

Read'em and Grin---Some More

Miss Reed after Psychology Class—Can one inherit a wooden leg?
Perkie—No, but they can a wooden head.

Brock—Say officer, where is Summer Street?
Officer—You are standing on it.
Houston—No wonder we couldn't find it.

Perkie—Last week he sent me candy, saying sweets to the sweet.
Goofie—A pretty sentiment, what of it.
Perkie—This week he sent me an ivory hair brush.

FORD'S idea of a soft job is that of assisting a florist to pick the flowers of the Century plant.

Scott's Emulsion

(A hitherto unpublished work by Sir Walter)

Oh, listen lords and ladies gay
 Oh, lend an ear, I mean,
 For I would tell the story
 Of lovely Listerine.

Of Lord Antayla's line was she,
 Famed throughout the countryside
 Though often bridesmaid she would
 be
 She never was a bride.

One day as through the highlands she
 trod,
 The mayor Hylan, I mean,
 A dastard villain, Black Jack Jim,
 Seized lovely Listerine.

Then to the shores of old Yale Loch,
 Near the hoary Mount, Big Ben
 The fainting maid on his Horse he
 took
 Then locked her in his den.

When Lord Antayla heard the news
 He thought he'd Advertiser
 He offered gold and quarts of booze
 Forsooth how he did prize her!

Sir Gillette, a gay young blade,
 Swore a mighty vow
 That we would come to the ladies aid
 Eventually, why not now?

But where to go? the good knight
 pondered.
 Then his Fairy Soap
 With magic power, and wand from
 Lewandos
 Revealed to him the dope.

Witch Hazel also gave him aid,
 Who connives with the Spirits of
 Camphor,
 But, alack, the fates had it in for the
 maid,
 And her life they don't give a dam-
 phor.

Keen Sir Gillette found the robber's
 hold,
 And crept through the fallen arch-
 es,
 And all about him the Scotch mists
 rolled
 Thick as in Jordan Marshes.

But, alas, when he found his lady
 fair,
 And attempted her to save,
 Together they the loch did dare
 And sank 'neath the permanent
 wave.

MISS ALVA SCOTT,
 Wellesley College.

THE BABSON SONG

Tune: Dapper Dan

Snaky Sam was a college man
In a college just out of Bean Town
Every one knew Snaky Sam
Knew him for a ladies' man
Now Snaky Sam was no fool,
Had a girl in every school.
In the classroom all day long
You'd hear him sing this song.

CHORUS

Now if I lose my girl in Emerson
That won't spoil my fun
For I've got another honey Gal
Down in old Lasell
And if I lose my girl in old Lasell
That won't worry me,
'Cause I've got another lovin' baby
Out at Wellesley.
And if I lose my girl at Wellesley
I won't care at all
'Cause I got another mamma waiting
Now if the whole darn bunch should turn me down
Out at Dana Hall.
I've got a regular girl in my home town.
I'm a cave man brute from the Babson Institute.

(From 1922 Babsonian)

L'ENVOI

We have finished our school work—we have worked hard and we have played. The time has come to take up our life work. It is hard to leave our friends and classmates, but now we feel better prepared to meet the obstacles that will confront us, and we are glad to go out and give our best to the world.

Please Patronize Our Advertisers

The advertisers in this book have given the students of Babson Institute excellent service throughout the year and have extended many favors that were greatly appreciated. They have helped make possible the publication of this book and we, the Class of 1924, urge that future classes patronize the advertisers who have so generously co-operated with us.

Where's Your Money?

When a B. I. feller shouts "come on, guys' let's go to the Bank," he's talkin' 'bout the Trust Company.

How come? 'Cause we think all the wise birds are already our depositors.

Put your money where most Wellesley Hills folks do.

WELLESLEY TRUST CO.

Wellesley Hills, Mass.

|| JEWELRY ||
|| PIANOS ||
VICTROLAS



"GIFTS THAT LAST"

The
GEORGE S. DALES
Company

128 SOUTH MAIN STREET - AKRON, OHIO

Compliments of

Edw. S. Nakashian

Proprietor of

=====

Nakashian's Tailor Shop

=====

449 Worcester Street

Wellesley Hills

"Say it with Flowers"

and

Buy them where
they grow



Anderson Conservatories

Flowers for Every Occasion

Bacon Street

Natick, Massachusetts

Phones: Wellesley 570, Natick 13

**A. B. MEWHINNEY CO.,
INCORPORATED**

TERRE HAUTE INDIANA

FINE CANDIES

AND

PAPER BOXES

Terre Haute

Warehouse and Storage Co.

Terre Haute

Indiana

Registered Warehouse

Issuing Negotiable

Receipts on Merchandise

Read 'em and Grin

A Toast

Here's to the co-ed who never has
lied,

Here's to the co-ed who's never been
kissed,

Here's to the co-ed who never broke
a date.

In short, here's to the co-ed who
doesn't exist.

Bing: "My dentist was a fine fellow.
Each time he extracted a tooth he gave
me a glass of whiskey."

Dales: "Don't you go to him any
more?"

Bing: "I haven't any more teeth
left."

The very worst habit to get in your
head

Is to send a girl flowers before she is
dead.

G. EDWIN SMITH SHOE CO.

COLUMBUS, OHIO

“WHITEY” SMITH

Read 'em and Grin

The Frenchman loves his native wine.

The German loves his beer,

The Englishman loves his 'alf and 'a'f

Because it brings good cheer;

The Irishman loves his whiskey straight

Because it gives him dizziness;

The Babson Snakes have no choice at all.

So they drink the whole d——d business.

—————
Brock: “Have you seen Mary without her cosmetics on?”

Sam: “Of course not. She’s not that kind of a girl.”

—————
Virginia had a little quart
Of cider hard as steel
And everywhere she went 'twas sport
To watch Virginia reel.

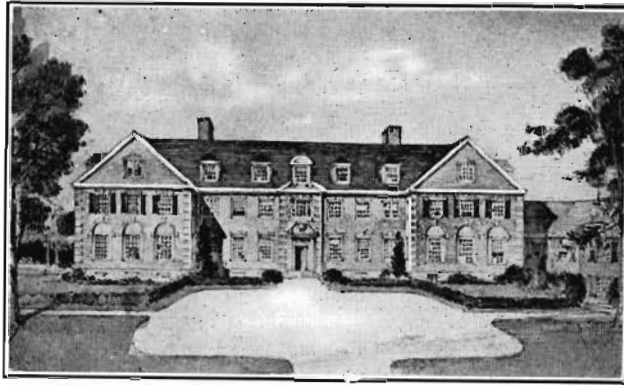
COMMUNITY PLAYHOUSE

and

Cafeteria

WELLESLEY HILLS
MASSACHUSETTS

—————
Adolph Bendslev
Lessee—Manager
—————



The Clubhouse at Babson Park, Mass.

“Good food, nicely served, amid pleasant surroundings” A simple ideal, yet so seldom found.

In addition to complete dining service, the Clubhouse offers living accommodations for sixty guests. All rooms are outside rooms, with large windows, individual beds, and private baths. Furnishings and draperies will be found in accord with the type and quality of the building itself.

To reach Babson Park

By motor—Ten miles southwest from Boston (Out Huntington Ave., or Beacon Street.)

By train—Boston & Albany to Wellesley Hills—Regular Bus Service to Club House.

A new, modern hotel, tucked away in the restful quiet of a wooded New England countryside offering “good food, nicely served, amid pleasant surroundings”.

OPEN JULY NINETEEN TWENTY FOUR

“SERVICE”

Nakashian Brothers
JACOB S. NAKASHIAN, MANAGER

TAILORS

FANCY FAST
CLEANSERS DYERS

245 Washington St.

Wellesley Hills

Phone: Weliesley 0359-W

**Our Contract Rate for Pressing
Helps the Students Save.**

Compliments of

S. DeFazio

Wellesley Hills

Massachusetts

Compliments of

Clement Drug Co.

and

College Pharmacy

Wellesley, Mass.

Read 'em and Grin

Miss Green: “Has my mail come yet?”

Miss Wing: “Mildred, you must stop using that terrible slang.”

Ross who is not a prime favorite with Millea, in vain tried to impress him.

Calling on Mr. Millea one evening and in the course of the conversation asked:

“Don't you think it would be rather foolish for me to marry a girl who was intellectually my inferior?”

“Worse than foolish,” was the reply; “Worse than foolish—Impossible!”

Students of Finance

are well aware of the fact that an account with some strong banking institution is absolutely essential to a systematically organized business.

Start your business career right

by opening a checking account with us and thereby have an absolute, accurate record of all payments.

The Wellesley National Bank

Main Office
Wellesley Square

Branch Offices
Babson Park
Lower Falls

Read 'em and Grin

Swan: "Where do bugs go in winter?"

Ward: "Search me."

Editor Brock: "Alas! I fear I haven't written anything that will live."

Thurlow: "Cheer up! Be thankful you are alive in spite of what you've written."

The Tower

Mr. Babson had an idea,
He put it on a hill,
And he plotted out relief maps
With the greatest care and skill.

The fame of these spread through the town

The idea was no dud
In fact—sometimes to see the "maps"
Folks get stuck in the mud.



A COLLECTION of imported fabrics will be exhibited regularly at the Lenox Hotel by our Mr. Harrison throughout the school year.

THE
Arthur W. Rosenberg Co.
TAILORS

NEW HAVEN
1014 CHAPEL STREET

NEW YORK
11 EAST 47th STREET



HOLLYWOOD THEATRES, Inc.



Hollywood
6764 Hollywood Boulevard

Apollo
5546 Hollywood Boulevard

Wilshire
331 South Western Avenue

Granada
7125 Sunset Boulevard

Paramount
5528 South Santa Monica Boulevard



Los Angeles, California

Haszard & Co.

Athletic Goods
School Supplies
Magazines
Confectionery

"We Aim to Serve You"

TWO STORES

BABSON PARK
Wellesley Hills Sq.

Read 'em and Grin

During the enrollment one of the boys who looked very much like a son of Italy presented himself.

"You're an Italian, aren't you?" asked Miss Hayward.

"No," was the unexpected reply.

"But didn't your father come from Italy?"

"Yes."

"And your mother, too?"

"Yes."

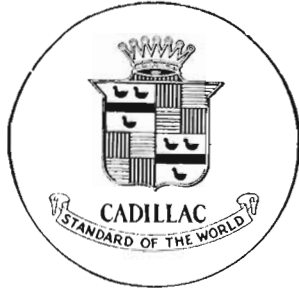
"Well, then, you must be an Italian."

"Oh, no, I'm Irish. I was born in Boston."

Farmer: "Well, son, what are you doing up in that tree?"

Son: "Just got a letter from the correspondence school telling me to haze myself."

Announcing in Wellesley! CADILLAC



A car requiring no introduction to discriminating Wellesley motor car owners. We invite you to drive the new

V63 CADILLAC

MAUGUS GARAGE

BARR-WIGHT CO., INC

WELLESLEY HILLS, MASS.

PHONE WEL. 0560

Touring 7 pass. \$3,085

Sedan 5 pass. \$4,150
(F. O. B. Detroit)

Sedan 7 pass. \$3,585

Compliments of

WELLESLEY HILLS

PHARMACY

T. A. West

Income Tax

Tune: "Oh, how I hate to get up in the morning."

Oh, how I hate to remember my taxes,
Oh, how that terrible form I dread,
For the saddest blow of all
Is for Uncle Sam to call
You've got to give up,
You've got to give up,
You've got to give up your earnings,
Some day I'm going to kill the collector,
Some day they're going to find him dead;
And then I'll get the other guy,
The one who let the tax law by,
And spend the rest of my cash instead!

DOMESTIC ELECTRIC COMPANY

10 CHURCH STREET .: WELLESLEY, MASS.

Electrical Contractors and Dealers



Walter E. Flagg, '22

Frederic J. Robinson, '22

A. MINKOVITZ

316 Washington Street



WELLESLEY HILLS

and

COUNTRY CLUB TAILOR

BABSON PARK



Custom Tailor

Cleaning, Pressing, Dyeing and
Repairing

CLUB RATES

Read 'em and Grin

Peer: "Out where I come from we raise squash so big they hollow them out and use them for cradles for the babies."

Paige: "That's nothing. Right here in Brookline there are policemen who sleep on a beat."

Ross: (Upon being introduced to girl) "Have we met before? Your face seems familiar."

Girl: "Yes, I am the girl who stood before you in the street car all the way from town while you read the paper."

Evans: "Married yet, Young?"

Young: "No, but I'm engaged, and that's as good as married."

Dolton: "Better if you only knew it."



BABSON'S REPORTS

make for Better Business

Reduce Periods of Unemployment

Diminish Commercial Failures

Lessen the Severity

of Depressions

PRINTED BY

NAP THE NAMASKETT PRESS
MIDDLEBORO // // // // MASS.

