THE BABSONIAN — VOLUME FIVE

Published By
The Graduating Class
of
Babson Institute
JUNE. 1926
TO

JOHN E. MILLEA

OUR SINCERE AND EARNEST FRIEND WE,
THE CLASS OF NINETEEN TWENTY-SIX,
RESPECTFULLY DEDICATE THIS BOOK
FOREWORD

To the Trustees, Officers, Faculty, Alumni and to the Students and their Friends:

WE, the Editorial Staff of the 1926 Babsonian, have earnestly compiled this annual in the hope of perpetuating the close friendships that have been formed during the school year.

Our aim has not been the production of a literary masterpiece, but simply to record faithfully the happenings of a year never to be forgotten.

If, in the years to come, this book brings to its readers fond remembrances of student days at Babson Institute, its purpose will have been accomplished and we shall be content in the knowledge that our efforts have been successful.
Mr. Babson's Message
to the
Graduates of 1926

REMEMBER that your real success depends on the service which you render and that the Institute was founded to help you render such service in business. Remember that you have been trained, not for self-gratification nor aggrandizement, but for this larger service to mankind,—that both you and the Institute will be a failure unless this is your goal.
GEORGE W. COLEMAN
President of
BABSON INSTITUTE
Dr. Coleman’s Message

to the

Graduates of 1926

To be really successful in business nowadays means a lot more than it ever did before. To make money is not enough. You must render a service. You can do more good by the way in which you conduct your business than you can ever hope to accomplish by the mere giving of money to a worthy cause. Give a square deal to all who are concerned, customers, employees, associates, and the public and you will find satisfaction in whatever financial success that comes to you.
EDITORIAL STAFF

of

THE BABSONIAN

Editor-in-Chief .................. John M. Klapproth
Associate Editor ................. Albert J. T. Woll
Humorous Editor ............... Arthur M. Edwards
Photographic Editor .......... Philip B. Reimold
Business Manager ............. Stuart G. Segar
Advertising Manager ............ Paul R. Holman
Faculty Advisor .................. Harold A. Thurlow
The FACULTY

DWIGHT G. W. HOLLISTER
Treasurer, Babson Institute
Instructor in Accounting

Boston University, College of Business Administration, B.B.A., 1919. Commissioned in United States Army in 1918. Became Assistant Manager of the New York office of Bond and Goodwin in 1919. Mr. Hollister became connected with the Institute in 1921 as accountant for the various Babson organizations. Elected Treasurer of Babson Institute in 1922 and since then has been assuming in the administration of the business department and Director of Accounting Instruction.

DR. FREDERICK L. HOFFMAN
Dean, Advanced Research Department

For nearly thirty years connected with the Prudential Life Insurance Company as Statistician and Third Vice-President. Has lectured in many of our leading universities and written a number of widely read books and articles. Received LL.D. degree at Tulane University in 1911. At present Secretary of Social and Economic Science section of the American Association for the Advancement of Science and for a number of years was President of the American Statistical Association. Dr. Hoffman has been with the Advanced Research Department of the Babson Institute since 1922.

AUSTIN H. FITTZ
Director Financial Management Division

JOHN E. MILLEA

Director, Factory Management Division


JAMES M. MATTHEWS

Director, Practical Economics Division

Park College, A.B., 1903; Chicago University Summer School, 1903 and 1904; Harvard University, M.A., 1913. Practical experience in merchandising and manufacturing. Associate Professor of Economics and Sociology, University of Maine, 1914-1919. On leave from the University as Sugar Director for Maine during the War. Member of Research Staff, National Industrial Conference Board, 1919-1920. With Babson Institute since 1920. Has lectured extensively to Industrial and Commercial organizations on Economic questions in the principal cities of the country.

HAROLD A. THURLow

Director, Sales and Advertising Division

HOWARD H. HAWLEY

Instructor in Statistics

Graduate of Northwestern Military and Naval Academy, Lake Geneva, Wisconsin. Graduate of Normal School. Attended Case School of Applied Science, Cleveland, Ohio. Chemical Warfare Service, United States Army, during the War. Instructor and Coordinator at Goodyear Industrial University, Akron, Ohio, for three years. For two years Vocational Coordinator at Steubenville, Ohio, for State Board of Education. In charge of salesmen's training course, Babson Statistical Organization since 1922.

Some men take the upper road
But those who take the middle

The upper road is trod by few
Who travel o'er this earth,
For the thorns are sharp,
And the rocks are steep,
The pace is toilsome.
They can barely creep—
For the mire of Unbelieving Mirth
Drowns out the heralds of the New.

The lower road is seldom trod
For that leads downward to the place
Where Hate and Fear
And Crime abound
And none who go
Have Exit found.
No Faith is seen on any face
In fellowman or in his God.

WILLIAM R. MATTSON

Assistant to the President

Became associated with the Babson Institute in 1925 after six years as Assistant Director in the Business and Financial Departments of the Babson Statistical Organization. A graduate in 1913 of the Massachusetts Institute of Technology. He was Chief Engineer in construction work for the Arabian Company and the Massachusetts Highway Commission from 1913-1917. He served two years overseas as Captain of Company E, 101st U. S. Engineers. He is connected with the Business and Service Departments of the Institute, conducts a special course in Business Problems and is Assistant Director of the Research Department.

For some men take the upper road
But those who take the middle
C. A. HENDERSON
Director, Business Psychology

University of Missouri, B.L., Harvard College, A.B., and A.M., 1899 and 1900. Phi Beta Kappa chapter, University of Missouri. Served Unitarian Churches in Bridgewater and Hopkdale, Massachusetts; Wilmington, Del., and Philadelphia, Pa. Salesman and instructor, Sheldon Course. Director and Assistant Treasurer Mutual Colonization and Development Company, Ltd. Special lecturer, Hurfett College, Porson. For three years Assistant Professor in College of Business Administration, Boston University. Author of Personal and Business Efficiency. With Babson Institute since 1923.

HOWARD H. HAWLEY
Instructor in Statistics

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The

History

of

Babson Institute

Babson Institute was founded by Mr. Babson in 1919 to train young men in the fundamentals of business leadership. His idea was to give them a thorough understanding of the periodical fluctuations to which business is subject, with the idea of reducing or preventing in the future these times of over-expansion and depression and the resulting evil consequences to business and to individuals.

In the fall of 1919 the school opened with about twenty-five students instead of the ten or fifteen expected. The house at 31 Abbott Road, formerly the home of Mr. and Mrs. Babson, was used as the school building that year. After the Babson Statistical Organization moved into its present quarters, the Institute occupied the Organization's old building on Washington Street, since made into an apartment house.

During the first two years of the Institute Mr. Babson was President, and in the fall of 1921, with the incorporation of the Institute under the educational laws, he became Chairman of the Board of Trustees, and Mr. Coleman came to the Institute as President. Mr. Fitz has been a member of the faculty since the very beginning, and Mr. Millea since January, 1920. Mr. Linnick was made Vice-President in the spring of 1920. Mr. Matthews joined the faculty in the summer of 1920, and Mr. Hollister came to the Institute in the spring of 1921, beginning the teaching of Accounting the following September. The work of the Advanced Department was inaugurated under Dr. Hoffman in the spring of 1922. The following spring the first students began work with him.

While the school was located on Washington Street, Mr. Babson was gradually acquiring for the Institute the large tract of land partly in Wellesley and partly in Needham which comprises the present campus.

The Administration Building was completed and occupied in the spring of 1923. The Richard Knight Auditorium, given by Mrs. Babson, was finished in time for the 1923 Babson Conference. The Lyon Building was ready for occupancy when classes began in September, 1923. Mr. Henderson and Mr. Thurlow joined the faculty then, and the Institute opened with the largest number of students in its history. The Bryant Building was ready for Dr. Hoffman in December, 1923. The Peavey Gymnasium was finished in time to serve as a dining-room for the 1924 Babson Conference.

Most of our students take advantage of the opportunity the Park Club House offers to live on the campus. This hotel is owned and operated by the Babson Park Company. The big relief map of the United States now under construction is housed in the Coleman Map Building. It will take two years or more to complete this great map. Beside the Institute buildings the Babson Park Company has built on the edge of the campus an office building, a post-office, a store, and a garage. The facilities thus afforded are available to students.
To each of you, we, the Students of 1925–1926, express our sincere appreciation for your unselfish and whole-hearted co-operation.

THE MIDDLE ROAD

By Lillian M. Perkins

Some men take the upper road and some take the lower
But those who take the middle road number many more.

The upper road is trod by few
Who travel o'er this earth,
For the thorns are sharp
And the rocks are steep,
The pace is toilsome,
They can barely creep—
For the mire of Unbelieving Mirth
Drowns out the heralds of the New.

The lower road is seldom trod
For that leads downward to the place
Where Hate and Fear
And Crime abound
And none who go
Have Exit found.
No Faith is seen on any face
In fellowman or in his God.

Most frequently the middle way
Men follow. There the road
Is marked out clear
By Custom's brand.
No need to seek,
On every hand
The chosen path is clearly showed
By previous men. Your choice today

Does hinge on what in your inner heart
You deem success, which may mean
Wealth to you, or yet
Just—happiness.
When throughout life
You win perhaps less
Outward show, but gain instead a keen
Enjoyment, peace of mind, and singing heart.

For some men take the upper road and some take the lower
But those who take the middle road number many more.
BABSON INSTITUTE

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Secretary
DONALD H. ADAMS
His prowess on the basketball floor is exceeded only by his Charlestoning ability.

FREDERICK L. BLACK
An army man who can mix a general anesthetic beyond compare, and whose wit and humor is excelled only by his good looks.

HENRY W. ALTORFER
"Oh, how I wish't I was in Peoria."

JOHN W. BRANDT
Jackie Coogan, a name honestly won.

R. VICTOR ANDERSON
The lady-killer from Oklahoma. He has left more women pining for his unrequited love than any other one man.

EDMUND H. BRANDTS
When better Buicks are built Brandts will still wreck them.

GEOFFREY D. BAKER
His “Standard” car arrives at irregular times, all propellers turning at full speed.

HARRY C. BRATTON
The red head whose few remarks were always duly appreciated.

W. LESLIE BENDSLEY
The big movie magnate from Wellesley who treats the boys every Friday afternoon.

PAUL J. BROWN
What a whale of a difference a few quarters make.
FREDERICK M. BUGHER
The inimitable.

ROBERT C. HILLS
What Lux! What Lux!

RUSSELL E. COX
"Call-a-cab-Cox." "And
by his cigars ye shall know
him."

JOHN G. HOTTEL
Our custom made man

EDWARD R. DITZLER
The big Butter and Egg
man from the West. The
gentleman who prefers
blondes.

PAUL R. HOLMAN
A "promising" young man
with an "engaging" per-
sonality.

FRANCIS L. Ducoudray
Our hair raising champion
—a full mustache in one
week.

JAMES A. HUBBARD
He burns the midnight oil
in Lyon and is the direct
cause of the increasing light
bill.

ARTHUR M. EDWARDS
Art, one of the Heroes of
the Mug-Wump flood.

W. MAXWELL KENNEDY
A big man with but a small
frame.
JOHN M. KLAPPROTH
The man who has, single-handed, financed the Wellesley Inn.

C. RICHARD O'ROURKE
A prodigal sun-kissed son of California who dares to refrain from boasting the Golden State.

FREDERICK J. KNIGHT
Ask Katherine.

ELWOOD E. PETERS
The class prophet who has foreseen our futures—read 'em and weep.

CARLTON G. LANE
The biggest man in the school in more ways than one.

IRVING L. POND
Ducky is a leader in the social swim.

CHARLES B. LUTZ
We give up.

ALBAN E. REID
"We make the best milk pasteurizing machinery."—Adv.

FREDERICK H. MERRILL
The man who cannot account for Accounting. He gave a sight draft to a "Blind Pig."

PHILIP B. REIMOLD
He will debate any point, anywhere, anytime, anyhow, and with anybody, even Johnny.
LOUIS R. RIPLEY
With a smile that could upset the world, he travelled to Wellesley.

WILLIAM T. WALKER
A native of Detroit whose boosting ability California would be glad to claim.

STUART G. SEGOR
He's our business manager; that speaks for itself.

ROBERT G. WIGGLESWORTH
Consult police records of Wellesley, Wellesley Hills, Brighton, Needham and Wayland.

HOWARD P. SELOVER
He stops the wheels of justice. See calendar.

EDWARD P. WILLSON
Chum-Chum. The little round-faced cherub.

OREN TAFT, III
Adonis (Joe), after making several trips to Wellesley (every day), is now writing poetry.

ALBERT J. T. WOLL
All the world's a stage and Al is no Ham Actor.

HENRY B. VAN GIESON, Jr.
See the Society Columns or the Court records.

EDWARD J. ZIOCK, Jr.
We are led to believe that the hosiery business enjoys prosperity.
Probable Fate of the 1926 Babson Babies

Or---What Happened to the $2,000

By Elwood E. Peters

On the morning of June 19, 1941, I awoke from a sound slumber which had been occasionally disturbed by the whistle of the engine or the call of the trainmen and found myself at my destination, which was the South Station, in the city of Boston.

I stretched myself, rubbed my eyes, hurriedly got off the brake rod, and was then pursued by an unorthodox brakeman who ran after me for nearly two blocks. I disappeared around the corner out of his sight just in time to bump into one of my old schoolmates during that hectic year at Babson Institute. In fact, this aforesaid chum was no more nor less than my roommate, Stew Segar.

I asked him what he was doing, and he told me that he had been disappointed in love and now was a brother of mine in the fraternity of the Box Car Nomads. He had met very ill luck and during his school days he had vowed that he would not marry until he was earning at least $15 a week. Consequently, poor boy, he never married. This really was too bad because he would have made a wonderful janitor.

After many fond reminiscences we decided that we would take a trip around the country, see all our old schoolmates and incidentally borrow a little money from them. We hopped a fast freight which took us to New York. Here we alighted from the train and wandered down to Greenwich Village.

Entering Washington Square we bumped into a tall, haggard, worn-out looking individual who asked us to lend him the price of a cup of coffee. I was about to give him my nickel when I recognized him as Les Bendle who after five post-school years had decided to devote his life to art. He had gone down to the village and had been robbed of all his earthly goods by some wicked model who had posed for his masterpiece called "Miss Innocence." From then on, he trusted no one—in fact, he made a vow that he would not earn any more money and then he would not have anything to lose.

On the signboard in front of the old New Amsterdam Theatre in large electric letters was the caption: "E. J. ZIOCK, JR., PRESENTS ZIOCK'S INSANITIES OF 1941—GLORIFYING THE AMERICAN HOISERY MANUFACTURER." We went to see Ed and he told us he was in this business so that he could get a line on the different styles of hosiery and on the different shapes that the girls wore so that he could go back in his old business and please the public. He certainly had a good job fitting all the chorus girls with stockings. Our stay with Ed was short because our Box Car Pullman was to leave for Washington in ten minutes.

We went on our arrival in Washington to see the President of the United States and upon entering we found our old friend Jimmy Matthews, with a halo still around his head, expounding to our Chief Executive a theory for eliminating the "Wild Toots" in Business.

We hastily made our exit from the room admitting at the time that Jimmy was a marvelous Torero.

Our next stop was Pittsburgh. Here the first two men whom we met were Phil Reimold and Jack Klaproth. These two ingenious young men had started a business of bottling the smoky Pittsburgh ozone and selling it to the tourists from Chicago and Warren, Ohio, and other foreign countries. They said that their business was good except that at times the smoke was so thick that people carried it home in their ears and noses instead of buying it by the bottle.

At Pittsburgh's leading hotel we found that Ducky Pond was slowly working up to the management of the hotel. I must say "slowly" because he is still the bus boy for the janitor. I expect to see him risen to the heights of bell boy within twenty years.

At the theatre that evening the comedian of the show was none other than Jackie Coogan. I mean to say John W. Brandt. We hardly recognized him because the comedian seemed very peppy whereas our Jackie was very droll.
The next day we went to Chicago, the city which blew a great many of our 1926 Babson Babies to us. At the cheapest hotel we glanced at The Chicago Tribune and saw in large headlines that our friend, Taft, had just been sent to prison for murdering his sixth wife along with his five children. One minute later our old friend, Knight, blew in. He is now holding down a soft job in the leading hotel of Oshkosh, Illinois. He works from three o'clock in the morning till twelve o'clock at night and he says that in his spare time he spends his money on wine, women and song.

I did not believe all of that because Knight was not very much for singing! He told us that my good friend, Austin Fittz, was running a bucket shop down near the Loop. From Knight we also learned that Holman and Woll had gone into the bootlegging business and ran a little undertaking establishment on the side.

At one of the universities we found our friend, Lutz, busy teaching Psychology. Well do I remember the times in class when he used to tell Mr. Henderson a few things about Psych.

We went down to the circus that day and upon entering the tent we recognized one of the chief clowns as our good friend, Thurlow. He was putting on a little act at the time of our entrance, which reminded us of his old ribbon clerk stunt. In the circus we also found Art Edwards. I had always told Art that his face would bring him popularity in some freak circus sooner or later. Circus life seems to agree with Arthur. He has been married two or three times and has now a family of fifteen.

Adams and Brandts have recently sprung into popularity in Chicago. It seems that the City Council wished to pave some of its worst streets with block paving and they could not decide on a committee to do it so Brandts and Adams told the Council that they would put their heads together and see just what they can.

In Milwaukee we found Jim Hubbard living with his wife. Jim has built up a wonderful business making waxophores, which are used in every household in the country to take the bones out of soup.

After leaving Milwaukee we went to Fargo, North Dakota, and arrived there just in time to see Vic Anderson, Jeff Baker and Cap Black start on their expedition to the North Pole to find out if there was any truth in the statement that at the North Pole "the fish do not perspire no matter how fast they swim."

As we came back from the aviation field we heard a great commotion on the street, which we found out was caused by Wigglesworth and Kennedy. Fargo's most renowned drug store cowboys, shooting up the street with cap pistols. We broke in upon them, made ourselves known and asked them to lend us some money. After we had been politely refused we turned them down and went down to the station and boarded the next train for Helena.

We were walking up the main street in Helena and we noticed a truck parked at the curbing. A man came out of the house, got into the truck, lifted a piano up, put it on his back, and was just crossing the sidewalk in front of us when we recognized him as our old friend, Dick O'Rourke.

We asked him where he had developed his muscle. He told us that he owed it all to Eddie Willson's new formula which he calls "Willson's Perfect Body Builder." Take one dose of this and you will be like the inventor himself.

As we walked along one of the uptown streets I saw my old friend, Altorfer, peddling his butter and eggs with a sweet little peroxide blonde from one of the burlesque houses. As I was glancing from one side of the street to the other my eyes rested on a sign bearing the names of Britton & Ditzler. These boys had gone into the hunting business—in fact, they started out about ten years ago in this hunting business and are still hunting for it.

As we were walking along the next block we came to a spacious theatre entrance. The name of the theatre was Knowlton's Slavic Athenaeum; being always interested in George's welfare I began to contemplate as to whether we should pay the necessary two bits for admission, but upon glancing around I noticed that one of the billboards announced that the headliner for the day and week was to be that stirring novel of human life called, "Impulses," by Cicero Adolphus Henderson. So we went up to the manager's office and were entertained by George himself.

After we had left Knowlton's theatre we wandered down to one of the higher class six-a-day vaudeville houses. Here we saw Bud Taxman putting on the same dog act with Red Savels and Cliff Card as the two trained dogs, assisted by Tax's Bulgarian Cheesethound, Oscar. That night we boarded a train for Los Angeles.

The next day about noon we arrived in Los Angeles, the city of the nation where they have weather all year 'round. We immediately (Continued on Page 59)
GENERAL OUTLOOK FOR BUSINESS

Unfavorable Factors.—The appearance of the extra charge for bread and butter, “French fries,” etc., indicates that there is to be a great decline in the patronage of the “Grill Room.”

Favorable Factors.—That things are again to be viewed with favor is indicated by the fact that Charley Lutz has been able to get to class on time; that Wellesley still has its attractions for our Page; that Johnnie hasn’t lost an argument.

Commodity Prices.—The rise in commodity groups continue. Bharp’s Index shows that there is to be no decline in the prices and no rise in the quality, though according to Jimmie, when one rises the other should follow suit.

Fruit Active. There was intense action in fruit in the Club House during the year, much of the market being flattened. The Citrus fruits especially were forced to the wall. There soon was a clean-up, however.

Vegetables.—Signs indicate that the vegetables are to continue as fresh as ever. In fact it has been shown that they are not even removed from the cans until just before the meal.

Mail-Order Houses.—Recent activity has been noticed in the mail-order business in the battery and paint lines. A certain “car” is expected to soon blossom out in its new robe of Sears and Roebuck’s best.
OUTSIDE Speakers

1925 and 1926

H. Howard Smith, Boston Consolidated Gas Company
  Gas, an Ally of Industry

Thomas Gregory Burt, Dean of Occidental College
  Psychology in Business

Ellerton J. Brehaut, Boston Chamber of Commerce
  City Planning and Street Traffic

Robert Kelso, Boston Council of Social Agencies
  The Philosophy of the Community Chest

J. A. Garvey, Dennison Manufacturing Company
  The Broader Aspects of Personnel Management

H. B. Elkind, Massachusetts Society for Mental Hygiene
  Psychology in Industry

Benjamin R. Alexander, Boston Chamber of Commerce
  Chambers of Commerce and their Functions

Mrs. Lucia Ames Mead, Author and Publicist
  The World Court

C. A. Cole, Dennison Manufacturing Company
  Employee Training

Dr. Dewitt G. Wilcox, Physician and Surgeon, Boston
  Personal Hygiene

Mrs. Lilian M. Gilbreth, Frank B. Gilbreth, Inc.
  Eliminating Unnecessary Fatigue

Gordon W. Herdman, Babson Statistical Organization
  Investments

E. Grosvenor Plowman, Associated Industries of Massachusetts
  Industrial Relations

Captain R. J. Hernandez, Quartermaster Corps, Boston Area
  The Business Side of War Planning

W. J. Totten, Plimpton Press
  The Accountant's Place in Management

E. S. Cogswell
  Massachusetts Old Age Pension Commission

W. P. Thore
  Old Age Pensions

Dr. Ford A. Carpenter, Los Angeles Chamber of Commerce
  Air Transportation, and Influence of Weather on Business

Fred I. Brown, Better Service Company
  Merchants and Shop-keepers

M. W. Powers, Unitarian Laymen's League
  Efficiency in Religion

H. W. Miller, Jordan Marsh Company
  Operation of an Employment Department

L. R. Peavey, Babson Statistical Organization
  The Present Business Situation

Daniel Bloomfield, Boston Retail Trade Board
  Functions of the Retail Trade Board

Dr. R. S. Quimby, Hood Rubber Company
  Health Work in Industry

James M. Folan, Norwood Morris Plan Bank
  Work of the Morris Plan Banks

Clarence N. Stone, Babson Statistical Organization
  Mental Labor Saving Devices

H. O. Stetson, Associated Industries of Massachusetts
  Our Interest in Industry
Babson Institute
CAL E N D A R
1925 -- 26

September 23—Miss Hayward finds out who's who, what's what and why. Students give views on 18th Amendment in filling out registration blanks.

September 24—Dr. Coleman holds a meeting and introduces an identification test. Students guess what each man's name is and—try to remember it, and how to spell it.

September 25—Classes begin. Mr. Millea opens Factory Management with an unusual remark, "When I was at Simplex—".

September 29—Mysteries of the X-Y line "revealed" to students.

October 2—Finance Group learns that Natick has town meetings and a School Board.

October 9—Selover knocks rear wheel off a police patrol.

October 10—Student meeting—election of officers.

October 16—Mrs. Cooley gives a tea for the boys at the Club House.

October 23—Mr. Babson gives his annual tea at his home. No smokes!

October 31—Sears, Roebuck & Co., rejuvenates Mr. Matthews' car.

November 1—8:30 a.m.—Mr. Matthews drives to school in his car.

6:30 p.m.—Mr. Matthews gets his car started!

November 5—Dr. Coleman and "Birdie" Smith have a wild hunt after a tame partridge.

November 16—The big smoker and County Fair.

November 22—Wigglesworth turns jail bird. Lester Smith says this is not a rare variety.

November 25—We thank the Pilgrims.

December 5—Clarence Darrow learns that Dr. Coleman is a Christian.

December 16—Moss buys cane and spats and leaves for Milwaukee.

December 19—Moss gets married.

December 19—Christmas vacation starts.

December 25—Everybody gets a sock on the chimney.

December 31—New Year's Eve. More socks.

January 1—1926.

January 4—Classes begin. Students start back.

January 6—Most of student body get back.

January 7—Most of student body put on probation.

January 10—Fire in the Club House chimney.


January 12—General Cox elected cheer leader.

January 13—Mr. Fitz, President pro tem., reports Mr. Millea late to Factory Management.


January 15—Dr. Coleman arrives in Dallas, Texas, is welcomed with bouquet—and a kiss. (Particulars upon request.)

January 16—Bacchus reigns at the Club House.

January 17—Three boys at the Club House decide to move.

January 20—Cox buys loud speaker for radio.

January 21—Mr. Fitz tells the boys not to take the doors off the Lyon Building.

January 25—Sharp increase in commodity prices at Park Club House Grill.

February 4—"Snow bound." Students push Mr. Millea's Buick out of snow drift.
February 6—Cox gives Wellesley a box party at “Gay Paree.”
February 7—Mr. Millea drives into snow bank—again.
February 10—Cox dashes for Lyon in polar togs.
February 23—Montreal delegation reports Canadians in good spirits.
February 25—Van Gieson is summoned by Commonwealth of Massachusetts.
March 1—Van Gieson dismissed by Commonwealth of Massachusetts.
March 10—Cox elected baseball manager.
March 11—Cox resigns.
March 12—Babson boys trip the light fantastic at Club House.
March 16—Park Club House still an old ladies’ home.
March 19—Spring vacation.
April 1—When salesman meets salesman—Thurlow buys a Paige.
April 20—Coldest April 20th in thirty years.
April 22—Hottest April 22 in history.
April 24—First baseball practice. “All those who wish to play safe be out.”
May 3—All Finance Group take out endowment policies after being talked to death by Mr. Potter about Life Insurance.
May 4—Mr. Millea’s “bomb” is missing.
May 7—Cox brings his batting average up to seven nights a week.
May 14—Everybody out for tennis tournament.
May 15—Babsonian supposed to go to press.
May 18—The X-Y line still a mystery.
May 21—“Uncle” Burt again reminds us that the Club House is still an old ladies’ home—“Be good, boys, or you will be looking for a new home.”
June 12—The big banquet.
June 14—Commencement exercises. The end of a worth while year.
June 15—“Good-bye and good luck.”

WE AIM TO PLEASE
A dejected student entered and said to the clerk:
“I want a quarter’s worth of carbolic acid.”
“Sorry,” said the clerk; “you got into the wrong store. We deal only in hardware, but we have a choice line of ropes, razors and revolvers.”

CROSSED WIRES
Mrs. Matson (at the telephone): “Oh, Bill, do come home. I’ve mixed the plugs in some way. The radio is all covered with frost and the electric icebox is singing, ‘Way Down South in Babson Park.’”

THE SCIENCE OF APPROACH
“Where is the manager’s office?” asked Klapproth.
“Follow the passage until you come to the sign reading, ‘No Admission.’ Go upstairs till you see the sign, ‘Keep Out.’ Follow the corridor till you see the sign, ‘Silence,’ then yell for him.”

WHEN SLOGANS SLIP THEIR MOORINGS
Onyx Hosiery—“Best in the long run.”
Otis Elevators—“Good to the last drop.”
Klaxon—“His master’s voice.”
Ford—“I’d walk a mile for a Camel.”
Fatima—“I see in town, Honey.”
Ivory Soap—“There’s a reason.”
Listerine—“What a whale of a difference just a few cents make!”
Palmolive—“44 years without loss to an investor.”
B. V. D.—“Ask the man who owns one.”
Cunard—“It floats.”

PRETTY TOUCH
Holman: “That was the most unkindest cut of all, as the poet says.”
Matthews: “What was that?”
“I showed her one of my boyhood pictures with my father holding me on his knee, and she said, ‘My, who is the ventriloquist?’”
Music and Dancing
and GIRLS!

The Club House is a blaze of lights. It is the most festive of festive occasions. The merry tinkle of youthful laughter resounded and reverberated throughout the house. From a distance could be heard the gentle clinking of ice, and the soft swish of the shaker. Cigarette smoke. A lot of it! "A votre sante Monsieur." In the haze, gentlemen slowly moving to and fro in dinner coats accompanied by beautiful young creatures in dancing frocks.

The scene shifts. A gayly and elaborately decorated dining room. A long table. The Babson Court at the least. The Prime Minister leaning forward and talking confidentially to the Dippy Dowager. The Military Attache whispering gentle wise-cracks into the ear of the Prime Mistress. The King and the Queen softly crooning love ballads. The Chancellor and the Court Jester quite taken with their latest acquisitions in the way of two exquisite girls from the far off Kingdom of Wellesley. Let us away while the vulgar process of eating proceeds. Suddenly a fanfare of music, young women screamed, old ladies fainted, babies were born, and in far off Boston an elderly man threw away his crutches and cried, "Cured!" Huzza! Huzza! The dance—the dance is on!


The dance continues, growing in merriment, excitement and supreme joy. The hours glide swiftly by. People coming. People going. Dancing one minute. Walking the next. Everyone is here. Shouted greetings resounding across the room. Bits of foolish chatter flying about. The sweet and fragrant scent of perfumes. The soft swish of silk, the flashing of the slim silken clad limbs. The orchestra bursts forth in a roar of celestial approbation. The Military Attache suddenly moves to the center of the floor and renders an esthetic interpretation of the festive Bull at play. The music rises and increases in volume and madness, stopping with a sudden crash.

A flurry of well-bred huzzas and bravos, mingled with soft gloved handclaps as the music subsides. Many adieux, cries of good-bye, good-night, "dormez bien," and au revoir. Purring motors, slamming doors, the choking and coughing of motors warming up. Shivering people huddled together for mutual warmth. Suddenly a cry in the dark, "Boost 'er on clear! Contact!" A great

(Continued on page 40)
OUR ROLL OF HONOR

We take our hats off to ---

Freddie Merrill, for stopping Jimmie on the third cycle by asking what it was all about. Naturally, Jimmie couldn't tell him.

Jimmie Matthews, for showing us what a public speaker shouldn't do.

Thurlow, for having a humble opinion.

Lawyer Fittz, for showing us how to dodge the workhouse.

Paul Holman, for being a firm believer in the joys of connubial bliss.

Bill Walker, for being an authority on what he and the rest of the elite like.

Burt, for saving pennies and throwing away dollars.

The Wellesley Girls, for being like California bungalows—all painted in front, shingled in back, and nothing in the attic.

Cox, on "general" principles.

Johnnie Millea, because he will knock them off if we don't.

Ourselves, for thinking up these honors.
Bullometer Letter

It was early in the evening of June 14th, 1924, that BALLOON became inflated. It was first noted by a passerby in the street, who, when he noticed it, set up the cry of balloon inflation! Balloon inflation! Soon this cry was taken up by thousands and it spread like Wild Fire, resulting in a panic.

This much is history. What is not generally known is that the Federal Trade Commission, then known as the State Boxing Board, in an effort to bring chaos out of order, threw 350,000 shares of U. S. Whistle (450,000 shares) on the market in an effort to break up the deadlock. This resulted in another panic. Since then the market has shown decided tendencies, this much we can be certain of. Take Bank Clearings—and who wouldn’t like to—they went off from 18½% to 2½%. Late in the Fall of 1923 they went off again—this time to Fall River. No one was to blame. It was just one of those things.

It must be obvious that this is indicative of one of those things. It would be silly for us to mention them, for every reader of this department knows just what they are. The first one begins with “W.” However, in considering this it is necessary to give some weight to Europe’s plight. Europe is never without its significance. It can always be depended on for 23% of the gate and 10% of the net, making a per capita consumption of 18 5-6%.

Early in the year both Production and Consumption picked up but it was not until later that WHOOSIZ ZINC and BICARB went off 42 points and left thousands of investors looking into space. Doubtless they are still looking.

We feel at this time that the market is either bullish or bearish. The general consensus of opinion is that it is and it isn’t. To be sure, one can rarely rely upon the general opinion in time of a crisis such as this, but we feel there is sufficient evidence behind this opinion so that we may pass it on to our investors. If, however, we make a careful analysis of the series we will find that fundamental statistics show it to be a bit cattish, while a study of comparative statistics show it to be decidedly horse; all of which is very confusing, we assure you.

The psychology of the situation at the present time is a variable factor. As a matter of fact, it is unknown. Whether the beer will hold out during the strike and whether the American laborer thinks enough of his golf and literature to stick to it, is very questionable. The bootleggers, as our readers are sure to know, received a frightful shock and were almost drowned out.

Taking it all in all, to say nothing of by and large and on the whole, we feel that the wise investor will sink his funds in first mortgage gold real estate bonds paying a cool 2½% and return to his bridge—never neglect your bridge. Bring your children up to be good bridge players since it may bridge over what otherwise might be a wet evening when they have loved and lost—even though they got their presents back.

DADSON’S STATIC ORGANIZATION.

---

DADSON’S RETORTS

"ASK DAD — HE KNOWS"

Dear Mr. Dudson:

What do you think of the Fleischmann Yeast stock?

V. I. Timine

Answer: Expected to rise. A good buy. Organization well bred.

Dear Mr. Dudson:

If the summer of 1926 is to be cool, what are the prospects for FLANNEL UNDERWEAR?

Ivan Itch

Answer: Don’t be bearish. Buy long.

(Continued on page 47)
Kappa Alpha Phi

HONORARY MEMBERS

John E. Milles
Austin H. Fitz
Dwight G. W. Hollister

ACTIVE MEMBERS

Harry M. Andrews
W. Leslie Bondalev
Fred L. Black
Clifford Card
Francis L. Doudray
Arthur M. Edwards
James A. Hubbard
John M. Klapproth
Frederick J. Knight
Carleton C. Cane
Charles R. O'Rourke
Elwood E. Peters
Albert E. Red
Louis R. Ripley
Stuart G. Segar
Howard P. Selover
Owen Taft, III
Henry B. Van Gieson, Jr.
William T. Walker
Albert J. T. Wall
Edward J. Zöck, Jr.
WHO'S WHO

By Actual Class Vote

Most Likely to Succeed: Ziock 7, Walker 5, Woll 3, Bratton 2, Willson 2, Segar 1, Taft 1.

Most Popular: Klapproth 14, Taft 3, Bratton 2, Merrill 2, Hawley 1, Pond 1.


Class Rounder: Ditzler 7, Cox 5, Bendslev 2, Anderson 1, Kennedy 1, Black 1, Segar 1, Klapproth 1, Wigglesworth 1.

Class Chimney: Cox 11, Bratton 2, Hubbard 2, Peters 2, Segar 2, Kennedy 2, Black 1, Taft 1.

Most Optimistic: Ripley 5, Peters 2, Babson 1, Baker 1, Bendslev 1, Adams 1, Wigglesworth 1, Pond 1, Edwards 1, Van Gieson 1, Anderson 1.

Most Pessimistic: Taft 5, Baker 3, Adams 2, Brandts 2, Black 1, Edwards 1, Wigglesworth 1, Anderson 1, Peters 1, Segar 1.

Class Lady Killer: Segar 6, Cox 3, Van Gieson 3, Baker 1, Bendslev 1, Bratton 1, Brown 1, Anderson 1, Klapproth 1, Reimold 1, Walker 1, Woll 1.


Class Air Container: Walker 8, Klapproth 6, Reimold 3, Bendslev 1, Bratton 1, Edwards 1, Holman 1.

Best Dressed: Pond 5, Woll 5, Klapproth 4, Baker 1, Bugher 1, Cox 1, Ripley 1, Taft 1.

Champion Wellesley Fusser: Wigglesworth 18, Klapproth 4, Brandt 1, Lutz 1, Woll 1.

Most Convincing Line: Woll 5, Walker 4, Reimold 2, Anderson 1, Bratton 1, Brown 1, Kennedy 1, Pond 1, Millea 1, Van Gieson 1.

Most Absent Minded: Taft 6, Brandts 3, Henderson 2, Willson 2, Adams 1, Brandt 1, Bratton 1, Cox 1, Kennedy 1, Ripley 1, Van Gieson 1.

Biggest Nuisance: Cox 9, Anderson 3, Bendslev 2, Bratton 2, Knowlton 2, Willson 2, Knight 1.
Brightest: Pond 7, Woll 6, Lutz 3, Walker 2, Bendslev 1, Brandts 1, Bratton 1, Ditzler 1.

Noisiest: Reimold 6, Brandt 2, Black 2, Holman 2, Peters 2, Adams 1, Brown 1, Henderson 1, Kennedy 1, Ripley 1, Taxman 1, Woll 1.

Quietest: Black 7, Hubbard 3, Brandts 2, Ziock 2, Edwards 1, Lane 1, Peters 1, Ripley 1.

Hardest Worker: Hubbard 7, Bratton 3, Ditzler 3, Walker 2, Woll 2, Cox 1, Knight 1, Van Gieson 1.

Class Mystery Man: Cox 13, Lutz 7, Brown 3, Taft 2.

First to be Married: Holman 10, Hubbard 5, Reimold 3, Lutz 1, Peters 1, Segar 1.

Best Mixer: Ripley 6, Klapproth 5, Matthews 2, Knight 2, Taft 2, Baker 1, Brown 1, Lane 1, Black 1, Peters 1.

Most Handsome: Segar 6, Peters 5, Klapproth 3, Holman 2, Baker 1, Cox 1, Bendslev 1, Hubbard 1, Kennedy 1, Pond 1, Ripley 1, Taft 1, Van Gieson 1, Woll 1.

Wittiest: Baker 5, Woll 4, Pond 3, Selover 2, Lutz 1, Matthews 1, Ripley 1, Van Gieson 1.

Laziest: Segar 9, Walker 3, Anderson 2, Cox 2, Ditzler 2, Brandts 1, Hubbard 1, Pond 1, Reimold 1, Woll 1.

Most Pious: Peters 6, Segar 4, Holman 2, Taft 2, Bendslev 1, Brandt 1, Hubbard 1, Kennedy 1, Fittz 1, Walker 1, Woll 1.

Easiest Course: Factory Management 7, Hawley’s B. S. O. 6, Accounting 5, Psychology 1, Finance 1, Forecasting 1.


Best Factory Manager Reimold 6, Millea 5, Taft 2, Bratton 1, Ditzler 1, Lane 1, Merrill 1, Ripley 1, Willson 1, Woll 1.

Best Salesman: Brown 7, Walker 3, Bratton 2, Baker 2, Babson 1, Edwards 1, Kennedy 1, Segar 1, Wigglesworth 1, Woll 1.

Class Grouch: Anderson 6, Brandt 5, Ripley 3, Bendslev 2, Kennedy 2, Peters 2, Brandts 1, Segar 1.

Most Impulsive: Peters 6, Henderson 4, Woll 4, Reimold 3, Baker 1, Ditzler 1, Knight 1, Holman 1, Van Gieson 1, Segar 1, Anderson 1, Lutz 1, Taft 1.
STUDENT SMOKER at the County FAIR

An observer nonchalantly sauntering about the campus of Babson Institute, inhaling deeply of the brisk November air, offered the following report of his reconnaissance.

It was early in the evening of November 16th, 1926, that I chanced by the Park Club House, when suddenly from the doors there burst one of the most extraordinary routings that it has ever been my good fortune to witness. My first thought led me to believe that it was part of a circus troupe: but upon closer observation and from facts gathered from snatches of conversation that floated to me as they passed by, I found that the crew consisted of Babson students outward bound for the express purpose of affording some one entertainment. Out of something more than morbid curiosity I followed.

The trail led to the gymnasium, and there with the aid of lights I discovered cowboys, clowns, prizefighters, fortune-tellers, big girls in short skirts, negroes, barker, etc. On the various parts of the floor, booths were arranged which contained games demanding skill in many and divers lines, ranging from crap-shooting to target practice.

A strong undertone of conversation buzzed outside of the doors, which seemed to be the cue for the entertainers to take charge of their special activities. An orchestra went into action, and rendered unique but truly remarkable music, and simultaneously the doors opened admitting innumerable guests.

The games were indulged in by the guests with superb enthusiasm, much to the enjoyment of everyone. Quite without warning a ring appeared in the middle of the floor, and a boxing bout ensued in which there was more genuine humor than I have seen in many a day. Following this came a moving picture entitled "The County Fair." Immediately upon the completion of the moving picture an impromptu dance took place which was really a pleasure to watch. This event was the climax of a very eventful and enjoyable evening furnished by the students of Babson Institute. I found out later that the function was called the County Fair.

Babson Babes Beat at Basketball

Shortly after the Christmas holidays basketball teams were organized in each of the several groups and games were played in which the Factory Management Group, doubtless because of the coaching of one J. E. Millen, easily defeated the Distribution and Finance Groups. With the season yet young, and with the impetus furnished by the inter-group games, a varsity team was formed which did indeed do justice to the title.

The first game the varsity played was at home, with the Dri-Bow Club of Wellesley as opponents. This game proved to be a walk-away, the score being 32-4 in favor of Babson. Following this a second varsity team was organized in order that we might cope with the first and second teams of the Wellesley High School. The first varsity was defeated after a noble struggle to the tune of 25-21. The second varsity defeated the second team of Wellesley by a score of 9-6. A return game was played with the Dri-Bow Club at the Wellesley Congregational Church. This game was the game of the season, going to two extra periods with a final score of 31-29 in favor of Babson's. This game completed a short but excellent basketball season in which the members of the Institute participated with commendable skill and vigor.

CRAZY CLOCK

Reed: "I wish you would please fix this cuckoo clock."
Miss Hayward: "That isn't a cuckoo clock."
Reed: "Yes, it is. It's cuckoo. It just struck thirteen."

Merrill: "I went to see a memory expert last night."
Henderson: "Was he good?"
Merrill: "Naw, he forgot to show up."
crash and a bang analogous to the noise which might result if the American Can Company were the target of an aerial bombardment. Mr. Kennedy and party taking off from the Club House.

A huge, silent, hollow hulk. The Club House. No lights are showing. The youthful laughter has ceased to ring and echo. Deep, long, exhausted breathing of sleeping people. Nothing is left but a broken derby, some peanut shells and a few scattered programs as silent witnesses of the great struggle which has taken place.

Off stage in the distance, a stringed orchestra softly renders, "After the Ball." The Court Jester curses in a low but firm voice and turns over. Snap! The last light goes out. A low groan of satisfaction and the creaking of a bed. The orchestra switches to "That's All There Is, There Ain't No More," and the curtain is rung down on the grand finale of the Babson Institute Dance at the Park Club House, March 12 and 13, in the year of our Lord, One Thousand, Nine Hundred and Twenty-Six.
Commencement Program

SATURDAY, June 12—
10:30 A. M. FACULTY — STUDENT CONFERENCE
1:30 P. M. Meeting of Alumni at Park Club House
7:00 P. M. BANQUET at Peavey Gymnasium
   Faculty, Students, Alumni, and Trustees guests of Babson Institute
   Toastmaster — George W. Coleman
   Speakers —
   Alumni Speaker
   Elwood E. Peters, Student Speaker
   Music

SUNDAY, June 13—
11:00 A. M. BACCALAUREATE—
   At Wellesley Hills Congregational Church
   Rev. Carl M. Gates, Pastor

MONDAY, June 14—
8:00 P. M. COMMENCEMENT—
   Invocation—Rev. W. S. Swicher
   At Wellesley Hills Unitarian Church,
   George W. Coleman—Presiding
   Organ Selections—Miss May Kingsbury
   Commencement Speaker, Henry L. Dennison,
   President, Dennison Manufacturing Co.
   Student Speaker—Albert J. T. Woll
   Presentation of Diplomas—Roger W. Bubson
   Benediction—Rev. Stanley Ross Fisher

Commencement Committee
C. A. Henderson, Chairman
   Eleanor Hayward
   James M. Matthews
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
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<tbody>
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<td>STUMPP, GEORGE O.</td>
<td>Stumpf &amp; Walter Co., 3032 Barlow St., N. Y. C.</td>
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<td>VOLLRATH, ARTHUR W.</td>
<td>Deceased</td>
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<td>WIEBENSON, WALTER E.</td>
<td>The Wiebenson, 605 Cuyahoga Blvd., Cleveland, Ohio</td>
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<td>WIRT, WILLISTON</td>
<td>Conklin's, 11th and San Carlos Sts., San Jose, Calif.</td>
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<td>WOODGATE, ARTHUR E.</td>
<td>Lakeside Biscuit Co., Toledo, Ohio</td>
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<td>Smith-Kosco Co., Cincinnati, Ohio</td>
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<td>CARY, CHARLES S.</td>
<td>Kowtitz Bros., 144 Broadway, N. Y. C.</td>
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<td>GROSS, REV. JOHN F.</td>
<td>Presbyterian Board of Pensions.</td>
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<td>LARABEE, CHARLES W.</td>
<td>205 E. Missouri Ave., St. Joseph, Mo.</td>
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<td>MARSH, HARRY K.</td>
<td>Banker's Supply Co., 5950 S. State St., Chicago, Ill.</td>
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<td>McADOO, ROBERT H.</td>
<td>American Electric Corp., 120 Broadway, N. Y. C.</td>
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<td>MERRELL, SEWARD S.</td>
<td>Geo. B. Marble &amp; Co., Inc., 551 Plum St., Syracuse, N. Y.</td>
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<td>MODISSETTE, ALLEN F.</td>
<td>Dewing &amp; Dewing, 129 Trumbull St., Hartford, Conn.</td>
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<td>MOLA, LEROY</td>
<td>Purity Baking Co., St. Paul, Minn.</td>
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<td>NELSON, FREDERICK C.</td>
<td>Frederick &amp; Nelson, 1532 W. 57th St., Seattle, Wash.</td>
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<td>Reeves Brothers Co., Alliance, Ohio</td>
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<td>PETERSON, J. WHITNEY</td>
<td>United States Tobacco Co., 1107 Broadway, N. Y. C.</td>
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<td>PULMAN, OSCAR S.</td>
<td>Wellesley Hills, Mass.</td>
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<td>REED, LLOYD G.</td>
<td>Gamebridge Inn, Gamebridge, Ontario, Can.</td>
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<td>THOMPSON, EDWIN G.</td>
<td>Thompson Products, Inc., 2216 Clarkwood Rd., Cleveland, Ohio</td>
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<td>VAN ROEMEL, GERARD J.</td>
<td>42 Bigelow St., Quincy, Mass.</td>
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WILKINS, JOHN H., Jr.,
John H. Wilkins Co.,
510-517 Rhode Island Ave.,
N. E.,
Washington, D. C.
WILSON, ARTHUR V.,
The Young-Wilson Co.,
100 E. Rayen Ave.,
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YINGLING, JOHN S.,
42 E. Central St.,
Natick, Mass.

1922

ALBERSHARDT, FREDERICK C.,
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ANDERSON, EDWIN O.,
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Baltimore, Md.
BRYAN, G. WARREN,
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7th Ave. and Bedford St.,
New York City
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Waterloo, N. Y.
CASSIDY, H. SYDNEY,
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Montreal, Quebec, Can.
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612 Bedell Bldg.,
San Antonio, Texas

CUSHING, JOSEPH
J. Cushing Co.,
23 Cushing St.,
Fitchburg, Mass.

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Geo. S. Dales Co.,
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Akron, Ohio
DAY, CLARENCE H.,
Pilgrim Plywood Corp.,
200 Devonshire St.,
Boston, Mass.

DAZER, THOMAS F.,
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Belmont, Wis.

DULLAS, JOHN W., 3d,
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208 R. A. Long Bldg.,
Kansas City, Mo.

EMERY, WALDO D.,
Max B. Miller & Co.,
708 Mid-Continent Bldg.,
Tulsa, Okla.

FISKE, GEORGE A.,
438 Wolcott St.,
Auburn, Mass.

FITCH, CHARLES G.,
Hood Rubber Products Co.,
96 Bigelow Ave.,
Watertown, Mass.

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Domestic Electric Co.,
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Indianapolis, Ind.

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Oakland, Calif.

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Somerville, Mass.

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Babson Park, Florida

ROSENFIELD, WILLIAM M.,
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921 Grand Traverse St.,
Flint, Mich.

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10 South 4th Ave.,
Mt. Vernon, N. Y.

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P. O. Box 1449,
El Dorado, Arkansas

WASHBURN, THOMAS S.,
Bickford's Lunch System,
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WHITE, RALPH A.,
98 Collins St.,
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ARNST, GLENN H.,
Commercial National Co.,
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Detroit, Mich.

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Deceased

BOAL, DOROTHY A.,
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Winter Haven, Fla.

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Irving W. Bonbright,
120 Broadway, N. Y. C.
MADDEN, EDWARD A.,
Ganse Estate Protection Service,
80 Federal St.,
Boston, Mass.

MESSENGER, CHARLES B.,
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Gilbert Chevrolet Co.,
2131-39 Gilbert Ave.,
Cincinnati, Ohio

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Old Town Woollen Co., Inc.,
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Old Town, Maine

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J r.,
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Hagerstown, Md.

SNOWDEN, F. LAIRD,
6030 Drexel Road,

SPERL, WARREN,
73 Kaposia St.,
Auburndale, Mass.

SPLANE, HOWARD S.,
Devonian Oil Co.,
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STRAUS, JAMES I. D.,
The Straus Brothers Co.,
10 South La Salle St.,
Chicago, Ill.

THEG, ALBERT H.,
Grosvernor Studios,
492 Boylston St.,
Boston, Mass.

THOLEN, FREDERIC H.,
Diamond Crystal Salt Co.,
St. Clair, Mich.

VOGLER, HENRY W.,
Crystal Lime Co.,
Middletown, Ohio

VOGLER, WILLIAM H.,
N. E. Confectionery Co.,
253 Summer St.,
Boston, Mass.

WALKER, ALBERT W.,
Allan E. Walker & Co.,
Southern Bldg.,
Washington, D. C.

WEBBER, MRS. WINSLOW L. (EDITH BABSON),
Babson Park, Fla.

WELCH, CHARLES H.,
Cooley & Marvin,
15 Ashburton Place,
Boston, Mass.

1924

BARSINGER, HENRY S.,
308 East Market St.,
York, Pa.

BINGENHEIMER, CLYDE E.,
Timmer, N. D.

BROCK, WILLIAM E., Jr.,
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**

DADSON'S RETORTS
(Continued from page 34)

Dear Mr. Dadson:
Will a bear skin be all right for winter coats?  
"Red" Hot.
Answer: Not fur long

Dear Mr. Dadson:
What are the prospects for the cattle market?  
Daisy Cowslip.
Answer: Bully.

Dear Mr. Dadson:
How can I raise my boy to be an investor?  
Iva Child.
Answer: Have you got $2000?

Dear Mr. Dadson:
How can I make a million dollars?
Answer: Get a job at the U. S. Mint.

Dear Mr. Dadson:
Do clever men make good husbands?
Answer: Clever men don't marry.

Dear Mr. Dadson:
If at three o'clock on a June afternoon the grandstands are full, the crowds cheering, and some one knocks a two-bagger, who is playing?
Answer: Yes.

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 1926, urge that future classes patronize the advertisers who have so generously co-operated with us.
SUE RICE STUDIO
PHOTOGRAPHS

Next to Hotel Waban, Wellesley, Massachusetts

IT’S TRUE THOUGH

Willson: “See here, Chummy, did you know that dead men talk?”

Bratton: “Don’t kid me, Chummy.”

Willson: “Well, listen here. The other day I was down at the morgue and a fellow walked by with a corpse on his shoulders, mumbling to himself. He said, ‘I wonder how much I get for handling this stiff?’ and the dead man said nothing.”

Mr. Millea (addressing Cox who as usual has just come in fifteen minutes late for his first class): “See here, Cox, have you had your breakfast?”

The General: “No-o-oh!”

Mr. Millea (heaving a Simplex automatic coffee warmer at Gen’s head): “Don’t you ever come in here again without your breakfast. Don’t you know that seven days without food makes one week?”

E. A. DAVIS & CO.
WELLESLEY
F. A. WHITNEY CARRIAGE COMPANY

MANUFACTURERS of

the famous WHITNEY "Coaches"
Reed and Fibre Carriages
Children's Reed Rockers

and

Doll Carriages

General Office and Factory

LEOMINSTER
MASSACHUSETTS

ESTABLISHED 1858 INCORPORATED 1871
Fate of 1926 Babies

(Continued from Pag. 23)

rushed up to see our good friend, Sullie, known in social circles as Howard P. Selover, and found him hard at work on his real estate business.

We inquired as to how he liked this business and Sullie replied that it was a hard job to dig the blooming sewers. Sullie, however, has not lost his gift of gab about California—in fact, all the time we were there he talked a steady stream about the advantages of California, which were not apparent to us nor to anyone else.

We told him that we could not believe all he said about California and he immediately procured statistics to prove to us that everything he said was true and that his statements were very conservative in comparison with what he could make them.

Our next stop was Hollywood. At the Dissillusion Studios we were greeted by our friend, Mr. Ucapenheimer. He took us around the lots and on one set we saw our old schoolmate, Hills, directing. After he had finished directing the horse out of the way, he went on with his work of cleaning up the cigarette butts from the lot.

After walking a little farther, we met Hottel, who had grown a beard so that he could become a legitimate member of the House of David. We asked him what he was doing and he said, "nothing." Isn't it wonderful how that boy can stick to that same job for so many years? However, we learned from Hottel that our friend Reid was conducting the passing of the collection plate at the Easter Morning Service at Hollywood Bowl.

Farther up the street we noticed a short man in a pretty white suit doing his best to uphold Helena's reputation for clean streets. As we walked by him he frantically waved at us and we noticed that it was Paul Brown. He has grown several inches shorter than when we last knew him, making him now about nothing at all. We stayed in Helena as long as our host would permit us so the next day we beat it for Spokane. As we were about to cross the Rocky Mountains we were kicked off the train by our old friend Frank Ducoudray. It seems that he has made a wonderful success for himself as Chief Bouncer on the Chicago, Milwaukee & St. Paul.

Late that evening, several days later, we arrived in Spokane just in time to see Sugar's balloon go up.

On Spokane's main street we ran across

(Continued on Page 56)
STRENGTH AND SERVICE

are both very necessary if your banking connections
are to be entirely satisfactory

Our strength is evidenced by our large Capital and Surplus, while Satisfactory Service is assured by reason of our three well-equipped offices and many years of successful experience in providing banking facilities for the residents and business men of Wellesley and vicinity.

THE WELLESLEY NATIONAL BANK

Capital . . . . . . . . . . . . $150,000
Surplus and Undivided Profits . . . . . . 300,000

Main Office
WELLESLEY SQUARE.

Branch Offices
BABSON PARK
LOWER FALLS

COOPER'S STORE
_____ Babson Park _____

HEADQUARTERS
for
Smokes
Candy
Lunches
Newspapers
Magazines
Stationery
etc., etc., etc.

COOPER'S STORE
_____ Babson Park _____

At WELLESLEY HILLS SQUARE

WEST'S
— has been the —

NABORHOOD DRUG STORE

Since 1894

Always At Your Service
PARK CLUB HOUSE

Near the Campus

"Good food, nicely served, amid pleasant surroundings"

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

During the summer months the club house affords an excellent place to spend your vacation in a modern hotel tucked away in the restful quiet of a wooded New England countryside.

PARK CLUB HOUSE — near the Institute Campus — BABSON PARK, MASS.

BRIGHT SAYINGS OF THE CHILDREN

Millea: "When I was at Simplex—."
Hendy: "Boston is full of belching students—."
Hawley: "1964 for April; 1312 for May; June 1100—."
Thurlow: "Attaboy, Cox! Great stuff!"
Matthews: "When we are on a wild toot—."
Holister: "This stuff is simple if—."
Mattson: "You fellows should—."
Coleman: "Let's express our appreciation—."
Fitz: "By and large, and on the whole—."

EMBOSSING

Thurlow: "It's funny that you can't remember what I said two weeks ago. After a football game you remember all the plays and details."
Holman: "Well, a football game makes an impression."
STEEL TANKS

Any Size --- Any Place --- Any Purpose

Warren City Tank & Boiler Co.

WARREN, OHIO
WELLESLEY INN
and
TEA ROOM

—WELLESLEY—
MASSACHUSETTS

Suburban Equipment Co.
Furniture—Stationery—Supplies
BABSON PARK
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Slide Rules
Drawing Instruments
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Pencils

Desks and Chairs Rented and Sold

Special Discount to Institute Students

Lake Waban Laundry Co.
Telephone Wellesley 727
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For Fine Work
and Service send
your laundry to us

Cleansing
and
Pressing

KERR DRY GOODS COMPANY

OKLAHOMA CITY
OKLAHOMA
In Appreciation of
the value of Babson Institute
in the field of education.

W. P. WOLL

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Watch and Clock
REPAIRING

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Watchmaker
and
Jeweler

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Opposite Blue Dragon Telephone 1345-M

P. A. DOLAN, Ph.G.

Registered
Pharmacist

Prescriptions Our Specialty
Save with Safety at the

Rexall Drug Store
Next to the Community Theatre
Tel. WELLESLEY 1497
Fate of 1926 Babies

(Continued from Page 50)

Frederick McLean Bugher of Washington and he told us all about his success as Chief Shovel Boy in the local fertilizer works. After Bugher had made several strong statements (too strong to please us), we thought we had better retire while we were still healthy.

We noticed a large sign in front of one of Spokane's dilapidated buildings which said that our friend Billy Walker had opened a school giving courses in the complete mismanagement of any factory. We talked to him for a couple of hours but were unable to get a cent out of him, so we immediately left him and walked down the street a little farther and saw our good friend, Lane, who was dressed in a natty black and white checked suit and who is renowned all over the United States as "the big needle and thread man from So and So."

Having seen all we wanted of Spokane and being pretty good oozers, we oozed out of town on the next train. The next morning we landed in Frisco. As we looked out through the Golden Gate and saw that Scotch mist hanging over the horizon we realized that we were in the land of Sunshine and Liars.

As we were walking along the wharves we ran across Louis Ripley sitting on an old soap-box figuring something. We asked him what he was figuring and he replied that he was trying to prove mathematically that he could lose eight days in the week.

Now everybody knows that to be a fact so I think Louis was spending his time rather foolishly trying to work up figures on it. Along towards the end of the wharves we saw Van Gieson, he of the permanent wave. And upon questioning him about what he was doing he replied that he was a great actor. We asked him what aspirations for the stage he had, to which his astounding answer was that he would rather play the umbrella in "Rain" or the slapper in "He Who Gets Slapped," than play the alarm from without in "Hamlet."

Next we went down to a lunch cart to have a bite to eat. The proprietors of this joint, and it is wisely called a "joint" were Young and Moss. They put out food that would even make Mother look ashamed (if she cooked food that way). From Young we learned that Cap. Andrews had become a notorious criminal and had fled from the country after taking a nickel from young Andy's bank to buy a "White Owl."

(Continued on Page 58)
What Happened Here?

This chart shows the sales records of two competing businesses. Up to a certain point, their sales maintained an even average; both followed similar policies of sales and advertising.

Then something happened.

The introduction of a new and vital selling factor created a marked increase in volume for one concern. This factor was the recognition of changing conditions.

For people don't sit home any more. They are on the go. Modern transportation has changed our habits. Automobiles and good roads are pulling us outdoors.

THIS IS AN OUTDOOR AGE!

And the way to reach the restless public today is through an outdoor medium.

This company realized that their former advertising was overlooking this outdoor development. Their plans were realigned to include Outdoor Advertising. That was the factor which brought new prosperity.

Your business may need the helpful stimulus of Outdoor Advertising.

Walker & Co. are an outstanding and distinct Outdoor Advertising organization, functioning nationally as well as locally.

Let a Walker & Co. representative discuss your sales problems with you. Let him show you what Outdoor Advertising can do for you, too.

No selling campaign is thoroughly planned unless ALL the uses of Outdoor Advertising are carefully considered.

Walker & Co.

Outdoor Advertising
Poster, Painted and Electric Displays — Commercial Signs

Detroit — Michigan
Fate of 1926 Babies  
(Continued from Page 56)

We then took a trip out to Rowbie Erving's ranch. Of course, it isn't exactly his ranch but he works on it and anyway what difference does a name make? Rowbie told us of a former schoolmate of ours who was working with him on the ranch, Freddie Merrill. Freddie has a soft job—all he has to do is get up at four o'clock in the morning, go out and buck bronchos all day and then if he's tired he can go to bed around nine o'clock. But Freddie says that he's never tired.

That night we boarded the train for Mena, Arkansas. Here came the climax of our trip because we saw our old lumber-jack friend, General Cox. As once the famous song-writer said in the olden days, "He's a devil in his own home town." I wish all of our classmates could have seen him there in Mena. A sheik he was! When we saw him he was standing in front of the general store smoking a filthy cigarette, spitting it out like a gentleman upon the ground and trampling it underfoot. My goodness, boys, but he was rough! He greeted us rather cordially in his old friendly way by coming up and kissing us Hello.

(Continued on Page 61)
Compliments
of
Kappa Alpha Phi

Authentic College Style

For more than a generation well groomed men at college have favored the ROSENBERG type of CLOTHES

This organization is considered the forerunner in establishing New Haven tailoring as authentic college style.
You will be better pleased with your clothes if made by tailors whose product is authority.

THE
Arthur Rosenberg Co.
TAILORS

11 EAST 470 ST
NEW YORK
1014 CHICHEL ST
NEW HAVEN, CONN.

Compliments of
Howard P. Selover
Babson Institute
Compliments

of

Mr. and Mrs. Frederick Klapproth
Fate of 1926 Babies
(Continued from Page 58)

Upon receiving this kiss from the General, Segar and I immediately gave way to our better senses and so that we would not undergo such painful operations in the future, we shot ourselves through the mouths and that, my friends, is how it became possible for both Segar and me to be here in Heaven tonight and tell you all about the Class of 1926 at Babson Institute, Wellesley Hills, Massachusetts.

Now, harpists, on with your music and let joy be unconfined!

HE WAS FRAMED

Millea: "Reimold, lean back so I can see the rest of the class. I can’t see through your head."

Reimold: "I don’t see why you can’t. I have a pain in my head."

Wail of Taft! Soon we shall be the coming generation’s greatest problem.
Compliments of

Straus Brothers Company

First Real Estate Mortgage Bonds

10 South La Salle Street, Chicago
Compliments of
The Clement Drug Co.
and
College Pharmacy
Wellesley

Belvedere Pharmacy
Wellesley Hills

Why so many international rivalries—economic, racial, political?

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**LOW BRIDGE**

Wig (playing the South hand): “Three Hearts.”

Van (playing the West hand): “I double.”

Wig: “Does that mean six?”

Freddie Merrill offers the following as proof that he has found that “new kind of man.”

NOW OPEN: Position as Salesmanager with large firm for right man with a nationally advertised product.

Taft (to Hazel in the “Grill”): “Have you any pie like mother used to make?”

Hazel: “Oh, yes, indeed!”

Taft: “Well, I’ll have a ham sandwich.”

Henderson: “Ever had Psychology?”

Brie’ Stude: “No, only scarlet fever and bronchitis.”
BABSON'S REPORTS
HELP TO IMPROVE BUSINESS CONDITIONS
GREAT WESTERN STOVE CO.

"BANQUET" PORCELAIN ENAMELED RANGES

For

COAL, WOOD AND GAS

LEAVENWORTH, KANSAS

OMAHA, NEBRASKA
OKLAHOMA, OKLAHOMA

DENVER, COLORADO
SEATTLE, WASHINGTON

IN MONTE CARLO

Brown: "Gosh, I sure had a bad night."
Cox: "Howzat, Brownie?"
Brown: "Dreamed I was pitching quarters, and I tossed all night."

HE MUST BE RIGHT

Mr. Hawley: "By the way, Edwards, can you tell us what Babson's latest prediction is?"
Edwards: "Sure, he claims there will be little change in men's pockets toward the end of the month."

Girl (on being introduced to our "'Al'"): "Haven't I met you somewhere before?"
Al: "More than likely. I've been there all my life."

HEALTH HINT

Our telephone operators should work eight hours, and sleep eight hours, but not the same eight hours.
POOR'S