

*THE
BABSONIAN*

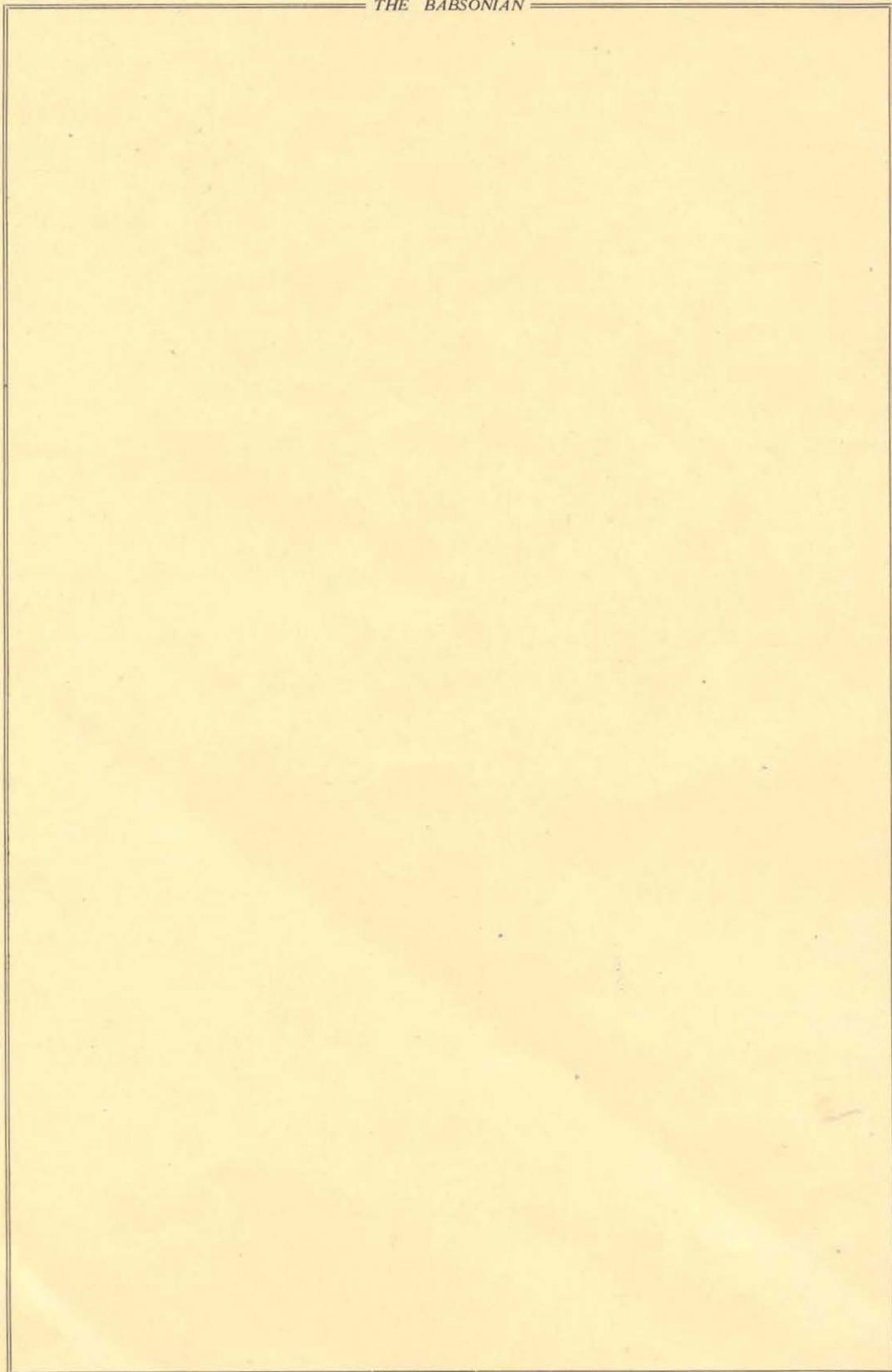
1923

THE BABSONIAN

THE
BABSONIAN



ISSUED BY THE
CLASS OF 1923



THIS BOOK IS RESPECTFULLY DEDICATED

TO

GEORGE W. COLEMAN

PRESIDENT OF BABSON INSTITUTE

WHO, DURING THIS YEAR, HAS

BEEN A TRUE FRIEND TO

EACH ONE OF US.

THE CLEAR FORESIGHT
AND UNSELFISH EFFORTS
OF
ROGER W. BABSON
HAVE MADE POSSIBLE THE
BABSON INSTITUTE

A WORD FROM OUR PRESIDENT

To the Class of 1923

We are sincerely proud of you. In character, accomplishment and promise you worthily represent what the Babson Institute is striving for. It has been a joy to all of us to work with you. Our regret in parting is lost in a lively anticipation of the successes you will achieve. We covet for each one of you that kind of business accomplishment which will contribute something worth while to everybody concerned. Employ the scientific method, cultivate the professional spirit, and put the business drive behind it all and you will not only arrive but you will also be content.

Faithfully yours,

GEORGE W. COLEMAN

A WORD FROM THE FOUNDER OF THE INSTITUTE

To the Graduates of 1923 :

As you leave the Babson Institute there are many things which we might say to you. I, however, will simply try to impress you with the tremendous importance of starting right.

In seeking a position choose a firm at the head of which are men who are fundamentally sound—don't mind the initial salary but look for opportunity.

Do not allow yourself to become easily discouraged. Men who have accomplished the greatest things in life have done so in the face of opposition.

The people who start in life, and especially business life, with their paths lined with roses are ill prepared to withstand the thorns which they are bound eventually to encounter.

The greatest character builder in the world is hardship and the greatest help in hardship is faith—faith in God and faith in mankind.

Sincerely your friend,

ROGER W. BABSON

THE
SCHOOL
AS WE KNEW IT



BABSON INSTITUTE

HISTORY OF BABSON INSTITUTE

In September, 1919, the doors of Babson Institute were opened to the first group of students. They were twenty-six in number, coming to Wellesley Hills from thirteen states and Canada. During the four years of the Institute's life it has grown steadily in number of men enrolled, and has drawn these men from a territory constantly widening. In the year just finished fifty-three men representing twenty states and Canada have attended the Resident School.

President Coleman came to the Institute in 1921, following Mr. Linnekin, the Vice President by a year. Of the four instructors who have headed departments this year, Mr. Fittz has been with the Institute since its earliest days. Mr. Bamburgh and Mr. Millea joined the teaching staff in the middle of the academic year 1919-20, Mr. Matthews being added in the following June.

The physical setting for the Resident School's first year was Mr. Babson's former home on Abbott Road. The following year the school moved to the building on Washington Street, taking possession after the Babson Statistical Organization had departed for their present quarters. Early in 1922 the new Institute campus was purchased, and in the fall of that year construction was begun on the buildings for Resident and Extension Divisions. This new campus of two hundred acres affords unlimited opportunity for the future of Babson Institute. It is there that the school's activities will be continued during and after the academic year 1923-4.

THE
FACULTY
AN APPRECIATION



SIDNEY A. LINNEKIN
Vice President and Business Manager



WILLIAM C. BAMBURGH
Sales and Advertising



AUSTIN H. FITTZ
Financial Management

JAMES M. MATTHEWS
Practical Economics



JOHN E. MILLEA
Factory Management



GEORGE L. MOORE
Psychology





HOWARD H. HAWLEY
Business Reports



DWIGHT G. W. HOLLISTER
Accounting

LECTURES DELIVERED IN 1922-23

Dr. Willinsky, Boston Health Department
Albert C. Dieffenbach, Editor of the Christian Register
Leonard W. Cronkhite, Cronkhite, Sands & Ross
Howard Coonley, President of the Walworth Manufacturing Company
Frank W. Gilbreth, Industrial Engineer
Thomas Dreier, Thomas Dreier Service
Charles Kroll, The Kroll Company
Mme. Agresti, International Institute of Agriculture, Rome
Earl D. Howard, Hart, Schaffner & Marx
Professor M. L. Perrin, Boston University
H. P. Kendall, President of the Plimpton Press
Professor C. A. Henderson, Boston University
Rev. C. M. Gates, Wellesley Hills
Dr. Ford A. Carpenter, Los Angeles Chamber of Commerce
Dr. Dewitt G. Wilcox
Dr. Eugene R. Kelly, State Health Commission
Winslow Wetherbee, Secretary of Massachusetts Retail Merchants Association
Harry Cartilidge, Community Service, New York City
E. A. Filene, William Filene's Sons Company
Rev. W. S. Swisher, Wellesley Hills
Roger W. Babson, President, Babson Statistical Organization
Leroy D. Peavey, Vice-President, Babson Statistical Organization
Preston F. Bryant, Babson Statistical Organization
Ralph B. Wilson, Babson Statistical Organization
Alice X. Cavanaugh, Babson Statistical Organization
Philip S. Sweetser, Babson Statistical Organization
Melvin L. Morse, Babson Statistical Organization
Herbert N. McGill, Babson Statistical Organization
George E. McIlwain, Babson Statistical Organization
Sidney L. Sholley, Babson Statistical Organization
Charles W. Wallour, Babson Statistical Organization
William R. Mattson, Babson Statistical Organization
Olin Hill, Babson Statistical Organization
Clarence N. Stone, Babson Statistical Organization

We have greatly appreciated
the fine courtesy and friendly
spirit of the Ladies

Miss Hayward
Miss Hamilton
Miss Gove
Miss Hogan
Miss Burgess
Miss Brophy
Miss Wing
Miss Perkins
Miss Greene
Miss Holman

*THE
STUDENT
BODY*

AND ALL ABOUT IT

CLASS OFFICERS

<i>President</i>	C. H. Phillips
<i>Vice President</i>	A. W. Walker
<i>Secretary</i>	I. W. Bonbright, Jr.

STUDENT-FACULTY COMMITTEE

F. L. Snowden
Oscar Monrad
A. W. Walker

BABSONIAN STAFF

H. W. Vogler
J. A. Flynn
R. D. Hopkin
C. B. Messenger

CLASS COMMENCEMENT ORATOR

R. D. Hopkin

*HIGH MEN IN THE PSYCHOLOGY TESTS
WATCH 'EM!*

THE THURSTONE TEST

Buxton, F. W.
Boal, D. A., Miss
Ellison, E. B.
Hanrahan, P. B.
Hopkin, R. D.
Meade, J. M.
Miller, Frank
Tholen, F. H.
Vogler, H. W.
Vogler, W. H.

THE LEADERSHIP TEST

Boal, D. A., Miss
Bonbright, I. W., Jr.
Chapman, N. S.
Flynn, J. A.
Francis, C. N.
Hampton, C. G.
Phillips, C. H.
Theg, A. H.
Vogler, H. W.
Vogler, W. H.

THE BASE BALL TEAM



LINE-UP

Francke	l. f.	Hollister	c. f.
Durand	3rd b.	Shontag	c.
Francis	1st b.	Tholen	r. f.
Miller	s. s.	Krutckoff	2nd b.
Armtz (Captain)		p.	

GAMES

May	17,	B. I.	8	B. S. O.	4
May	24,	B. I.	4	B. S. O.	0
May	31,	B. I.	20	B. S. O.	1
June	14,	B. I.		B. S. O.	



CLASS OF 1923

THE STUDENT BODY

AHERN, JAMES M., Webster, Mass.

Boston University, College of Business Administration.

No elaborate experience in the marts of trade.

Training for sales work with B. S. O.

ANDERSON, A. D., Normandy, Mo.

Work in preparatory schools in different sections of the country. Will take up laundry business established by father. (One term.)

ARNTZ, GLENN H., 169 N. Manistique Ave., N., Detroit, Mich.

One year at McLachlan Business University, Grand Rapids, Mich.

One year Law—Detroit College of Law.

One year Law—University of Detroit.

One year Baseball Coach, University of Detroit.

5 years sales and sales management with representative real estate companies and investment bankers of Detroit.

15 months U. S. Navy—Yeoman 1st Class.

President of Army & Navy Baseball League, 1918.

President Commercial Baseball League of Detroit, 1915.

Director of Greenville (Mich.) City Band.

Mgr. Arntz Chippena Indian Baseball Club and Band, summer 1913, 1914.

BABSON, EDITH L., Wellesley, Mass.

Graduated from Kent Place, Summit, N. J.

One year at Boston University.

BEEBE, FRANK W., c/o Beebe Grain Co., Butte, Montana

Born in Montana. Educated in Scotland. Several years experience in production and distribution of West Coast lumber. In Regular Army during War. In training for sales work with B. S. O.

BINGENHEIMER, CLYDE E.*, Timmer, North Dakota.

Wounded and gassed in World War. Business experience with McClellan Paper Co., Minneapolis; Bingenheimer Mercantile Co., Mandan, N. D.; Megson Investment Co., Duluth, Minn. Intends to enter stock brokerage business.

BOAL, DOROTHY A., Chautauqua, N. Y.

Graduate of University of Florida. In summer season associated with her mother in hotel management. Special student at Institute in work along this line.

BONBRIGHT, I. W., JR., Englewood, N. J.

Prepared for United States Naval Academy. Disarmament Conference changed his plans. Attended St. Paul's School, Concord, N. H., two years. Plans to enter public utility fields.

BUTTREY, H. E.,* Havre, Montana.

Graduate of Shattuck, Faribault, Minn.
Ex. Cornell and Columbia Universities.
Chain Store manager. Married.
Preparing for further extension in chain store business.

BUXTON, F. W., Wellesley, Mass.

Graduate of Yale. One year at Harvard Law School. One and one-half years Harvard School of Business Administration. Three years of War service. Recently in the banking business. Has appointment in Sales Department of B. S. O.

CASEY, SAMUEL B., Pittsburgh, Pa.

Graduate of Shadyside Academy, Pittsburgh. Plans to enter father's business—John F. Casey Co., contractors and engineers.

CHAPMAN, NORMAN, Philadelphia, Pa.

Graduate Wharton School of Finance; successful in business management of college publication. Preparing for salesmanship with the B. S. O.

CLAYTON, CHARLES C., Salt Lake City, Utah

Finished early education in Europe, 1907. Engaged in piano business from 1908 to 1919. For three years prior to enrollment at B. I. associated with Inland Crystal Salt Company, Salt Lake City. Business experience has been in field of sales and advertising. Has been member of board of directors of Clayton Investment Company, Salt Lake City for twelve years.

CRAIG, DEXTER H., II,* Pontiac, Michigan

Graduate Williston Seminary. Two years special course Amherst Agricultural College. Four years experience as entomologist with U. S. Dept. of Agriculture. Preparing for extensive work along manufacturing lines.

DURAND, J. MILTON,* Denver, Colo.

Graduate Milford School, Milford, Conn. Attended Yale University. Preparing for Investment banking.

EVANS, ROBERT T.,* 115 East 39th St., N. Y. C.

Graduate The Choate School, 1920. Williams College two and one-half years. No business experience. Connected with R. Hoe & Co., manufacturers of printing presses.

EVERSOLE, SELMA A., Charleston, Ill.

Normal School training. Graduate University of Illinois: Phi Beta Kappa; M. S. degree from Simmons College. In training for Service Department, B. S. O.

FLYNN, JAMES A., 3133 N. Camac St., Philadelphia, Pa.

Graduate Northeast Manual Training High School: Drexel Institute. Formerly with Blaw-Knox Co., Pittsburgh, and Stokes and Smith Co., Philadelphia.

FRANCIS, CAMILLUS N.,* Portsmouth, Va.

Preparatory school, and courses at Columbia, School of Journalism. Two years of army service. Married. Has real estate interests.

FRANCKE, JOHN C., New Brunswick, N. J.

Attended Rutgers College. One year in automobile business. Father is vice-president, Francke Company, manufacturing flexible couplings.

HALL, JOSEPH P., Marion, Ala.

Graduate of Marion Institute, Marion Ala., 1914; A. B. Howard College, Birmingham, Ala., 1922; Quartermaster Corps, U. S. Army 1917-1919; several years office experience E. I. Du Pont De Nemours, St. Louis, Mo., and Carolina Portland Cement Co., Birmingham, Ala.

HAMPTON, DR. C. G., D.D.S., 50 Blaine Ave., Detroit.

University of Michigan. Married. Believes a professional man should be well-groomed in business methods.

HANRAHAN, PAUL B., Brighton, Mass.

Graduate of Boston Latin School and Boston University, School of Business Administration. Successful record in Sales Department of Columbia Graphophone Company. Has appointment as salesman for B. S. O.

HARVEY, ROBERT A., Fairfield, Illinois: 595 Arcade Bldg., St. Louis, Mo.

University of Illinois, Class of 1922. Ensign, U. S. N. One year, Sales Engineer, Schutte & Koerting, Philadelphia. Six months prior to coming with B. S. O. as salesman, was in partnership in St. Louis.

HEBERLEIN, HAROLD R., Ashland, Wisconsin.

Graduate of Northland College, 1922. Majored in mathematics and science. Practical experience in both mechanical and office departments of a public garage.

HECKMAN, W. E., Auburndale, Mass.

Student at Colegio Americano, Buenos Aires; Mass. Institute of Technology; and Harvard Graduate School of Business Administration. Sold radio equipment in Boston. Owner first licensed amateur radio station F A A. Plans to do business in South America

HOPKIN, R. DOUGLAS, Denver, Colorado

Graduates from University of Colorado this year. Forestry Service in Idaho and Montana. Manufacturing and banking experience in summer work. Married.

KRUTCKOFF, CHARLES H.,* 4817 Grand Blvd., Chicago, Ill.

Graduate of St. Luke's School, Wayne, Pa. Two years at Northwestern Military and Naval Academy. Some experience in coal business. Intends to enter that field.

LANDRY, HARRY M., Memramcook, N. B., Canada

Graduate Commercial School. Approximately eighteen months experience as Accountant with financial house. Eight months selling experience. Preparing for sales position with B. S. O.

LOWENSTEIN, LEOPOLD, Mobile, Ala

Jackson Academy, St. Louis; Springhill College, Alabama. Preparing to go into father's bond and real estate business.

MACDOUGALL, R. B.,* Wellesley, Mass.

Graduate of Brown University, 1922.

MADDEN, EDWARD A., Wellesley, Mass.

Prepared for college intending to take up law, but turned toward business life. Worked during summer vacations. Father a contractor.

MCKNIGHT, JOHN S.,* Jersey City, N. J.

Graduate of Stevens Prep. Two and one-half years at Stevens Institute of Technology.

MEADE, J. MYLES,* Stoughton, Mass.

Graduate of St. Johns, Danvers, Mass. One year at Catholic University in Washington. Course interrupted by illness. Father president Meade Rubber Company.

MESSENGER, CHARLES B., Middleton, N. S.

Two years at Acadia University. Three years with Canadian Bank of Commerce; three years with the Sun Life Assurance Company of Canada at Halifax. Seeking broader foundations for business life.

MEYER, H. PETER.,* Bronx, N. Y.

Graduate High School of Commerce: about a year at Ohio University School of Commerce.

MILLER, FRANK., Cornwall, Conn.

Preparatory school and commercial college; year and a half at Mass. Institute of Technology.

MONRAD, OSCAR., Portsmouth, Ohio.

Courses in Trinity College and University of Cincinnati—academic and mechanical engineering. Successful head of a Buick automobile agency and treasurer of The Monrad Engineering Co. Married.

NATTENHEIMER, RAYMOND M. 643 Nelson Place, Newport, Kentucky.

Born in Newport, Ky. Attended Cincinnati Evening Commerce School for Advanced Business English & Marketing—Cincinnati University.

Past three years working for Donaldson Lithographing Co., Newport, Ky.

PHELPS, HOLLIS D., Old Town, Maine

Eastman Business School. Has had some experience in woolen mills. Completed course in April—doing special research work in Wholesale Drygoods under Dr. Hoffman.

PHILLIPS, CHARLES H., Richmond, Virginia

Successful real estate developer and architect. Student Washington and Lee School of Commerce. U. S. Navy during World War.

POUTASSE, GEORGE F., Wayland, Mass.

Twenty years with Waltham Watch Co. in mechanical and office departments. Married. Nearly two years military service in France. Has appointment as salesman for B. S. O.

RICHARDSON, BERTHIER W., Worcester, Mass.

Prepared for Dartmouth College. Course at Burdett Business College.

ROULETTE, WILLIAM U., JR., Hagerstown, Md.

Phillips Exeter Academy and Haverford Schol. Year and a half in business of J. C. Roulette & Sons, manufacturers of underwear. Preparing to enter father's business.

SNOWDEN, F. LAIRD., Pittsburg, Pa.

A contractor from western Pennsylvania who desired to add to his equipment the special training afforded by Babson Insitute. Married.

SPERL, WARREN, Auburndale, Mass.

Graduate of Northeastern University. Took special course at Institute. Has appointment with the Babson Park Company.

SPLANE, HOWARD SCOTT, 601 W. 1st Street, Oil City, Pa.

Graduate of Salisbury School, Salisbury, Conn., Class of 1921. Attended Cornell University one and one-half years. Sibley College of Engineering.

STRAUS, JAMES I. D., 4900 Ellis Avenue, Chicago, Ill.

1918—graduated from Legonier High School; 1921—graduated from Phillips Exeter Academy. 1921—1922, University of Chicago. 1922—1923, Babson Institute. 1923—, The Straus Bros. Co., 10 S. Lasalle St., Chicago.

THEG ALBERT H., Boston, Mass.

Graduate of Boston University, School of Business Administration. Three years in army; munitions factory experience. Training for salesmanship with B. S. O.

THOLEN, FREDERIC H., Stafford, Conn.

Entered U. S. Naval Academy June, 1920. Continued at Brown University in the following year. Worked for Phoenix Woolen Company. Minister's son.

TURK, ROSWELL L.,* Buffalo, New York

Preparatory school graduate; year at Wharton School of Finance. Interested in transportation.

VOGLER, HENRY W., Marengo, Iowa.

Graduate of Grinnell College, Iowa—Phi Beta Kappa. A limited amount of business experience to his credit.

VOGLER, WILLIAM H., Marengo, Iowa

Twin to Henry W. Also Phi Beta Kappa graduate of Grinnell College, with a year of work before entering college.

WALKER, ALBERT W., Washington, D. C.

Started to study medicine; became interested in salesmanship through his father's business. University of Virginia.

WELCH, CHARLES H.,* Framingham, Mass.

Graduate Boston University, 1923.

* Will Graduate in 1924.

AND NOW AS THIS
SCHOOL YEAR ENDS
LIFE
BEGINS



BABSON'S REPORTS

make for Better Business

Reduce Periods of Unemployment

Diminish Commercial Failures

Lessen the Severity

of Depressions

BABSON PARK

A Suburban development of over two hundred acres of rolling land located in Wellesley and Needham, Massachusetts within ten miles of the Boston Public Library

Combining the Residential Advantages of Architecturally Restricted Building and correctly Appointed Golf Club.

With the Business Advantages of Being in intimate personal contact with The Babson Statistical Organization and Allied Specialized Groups.

*Designed and Laid out under the personal direction of
John Nolen of Cambridge, Massachusetts*

Address the

BABSON PARK COMPANY BABSON PARK, MASS.

DEVELOPING A COMMUNITY FOR THE IMPROVEMENT OF BUSINESS CONDITIONS

THE PEERLESS PRESS, FRAMINGHAM, MASS.