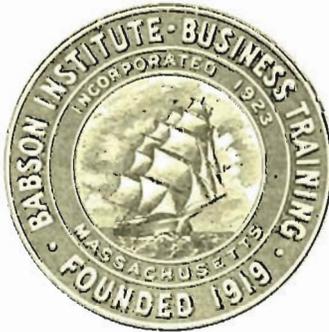


The  
BABSONIAN  
*of*  
1931

BABSON INSTITUTE  
LIBRARY

Babson Park, Massachusetts

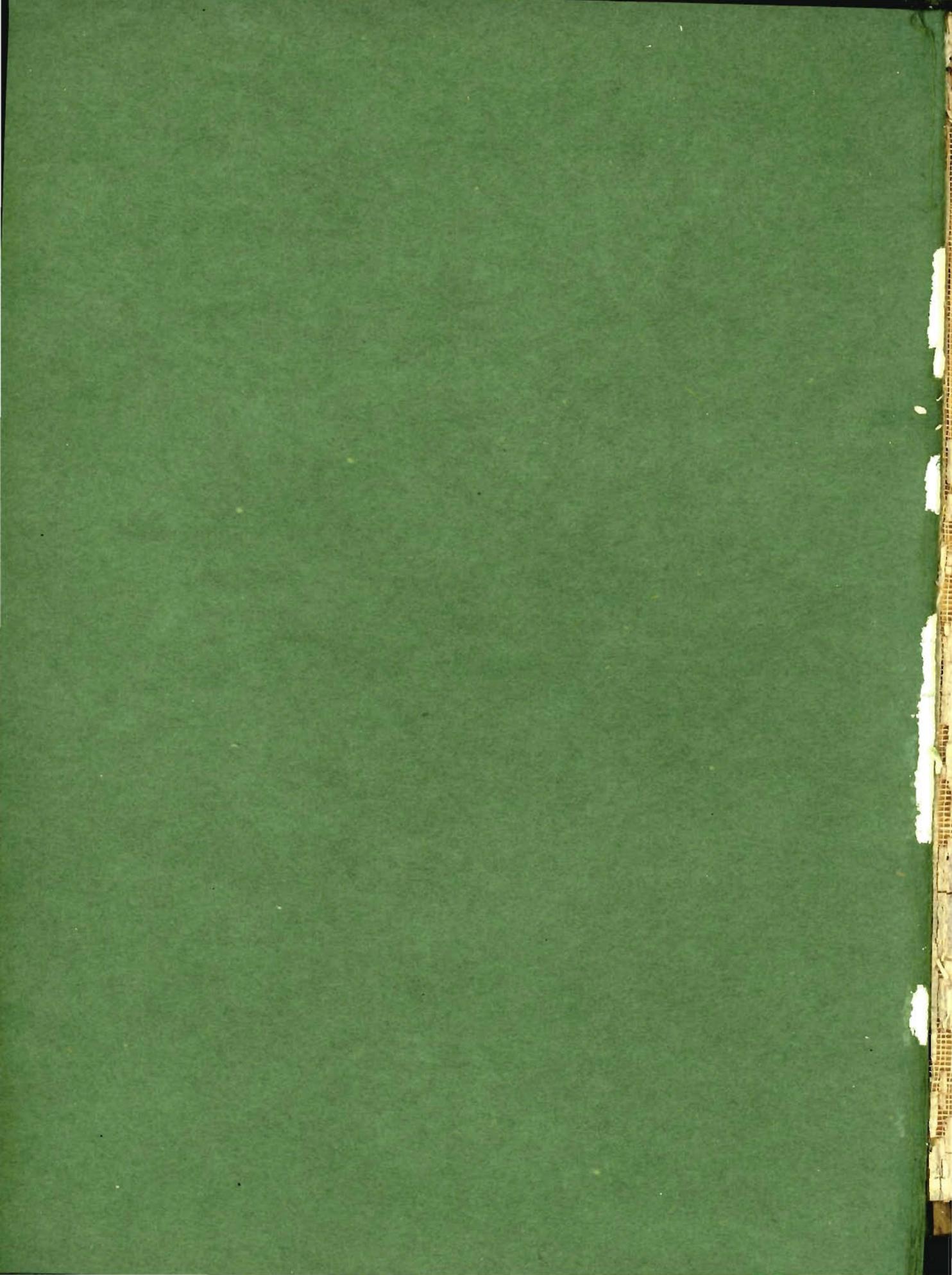


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THE 1931

# BABSONIAN

OF OPPORTUNITY



Published by the  
GRADUATING CLASS



# BABSON INSTITUTE



BABSON PARK, MASS.





## TO OPPORTUNITY

The achievements in the field of transmission, the huge progress that has been made in transportation, the great engineering feats of our master minds, the increasing efficiency in our industrial enterprises, and the tremendous steps that our great men of research have taken during the past few decades, are just a part of the great multiplicity of accomplishments that are astounding the world. Many people have been bemoaning the fact that there is so little more to be done. Here at Babson Park, however, we have been ever reminded that these great accomplishments are simply stepping stones to an even greater opportunity for the young man starting out in the world. It is to this OPPORTUNITY that the BABSONIAN of 1931 is dedicated.



# F O R E W O R D

It is not without regret that our all-too-short year here at Babson Institute is coming to a close. Friends made will oft be recalled and our life here will many times be lived over, while our pipes are full and a soft glow radiates from a fireplace before us. If this little book helps to make these reveries just a bit more real, its purpose will have been served.





# C O N T E N T S

CAMPUS

MANAGEMENT

MEN

MACHINERY

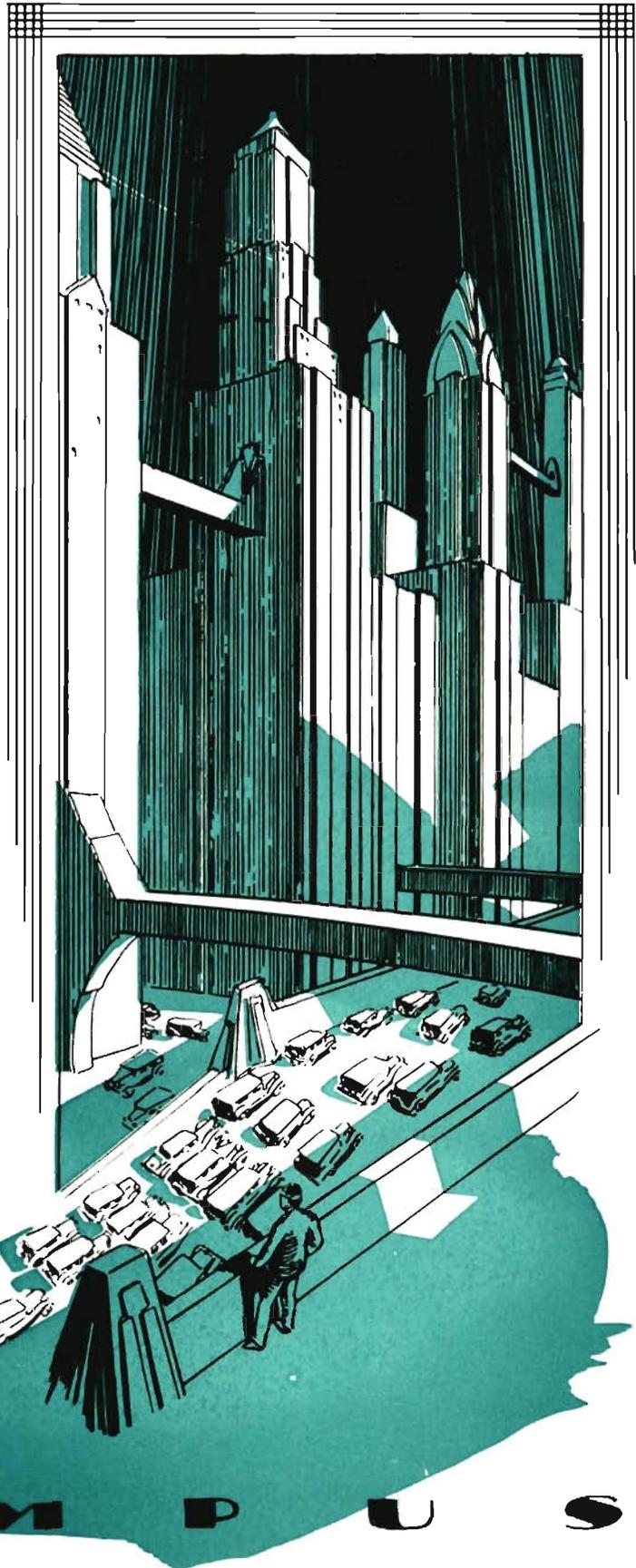
MATERIALS

RAW MATERIALS

ADVERTISING

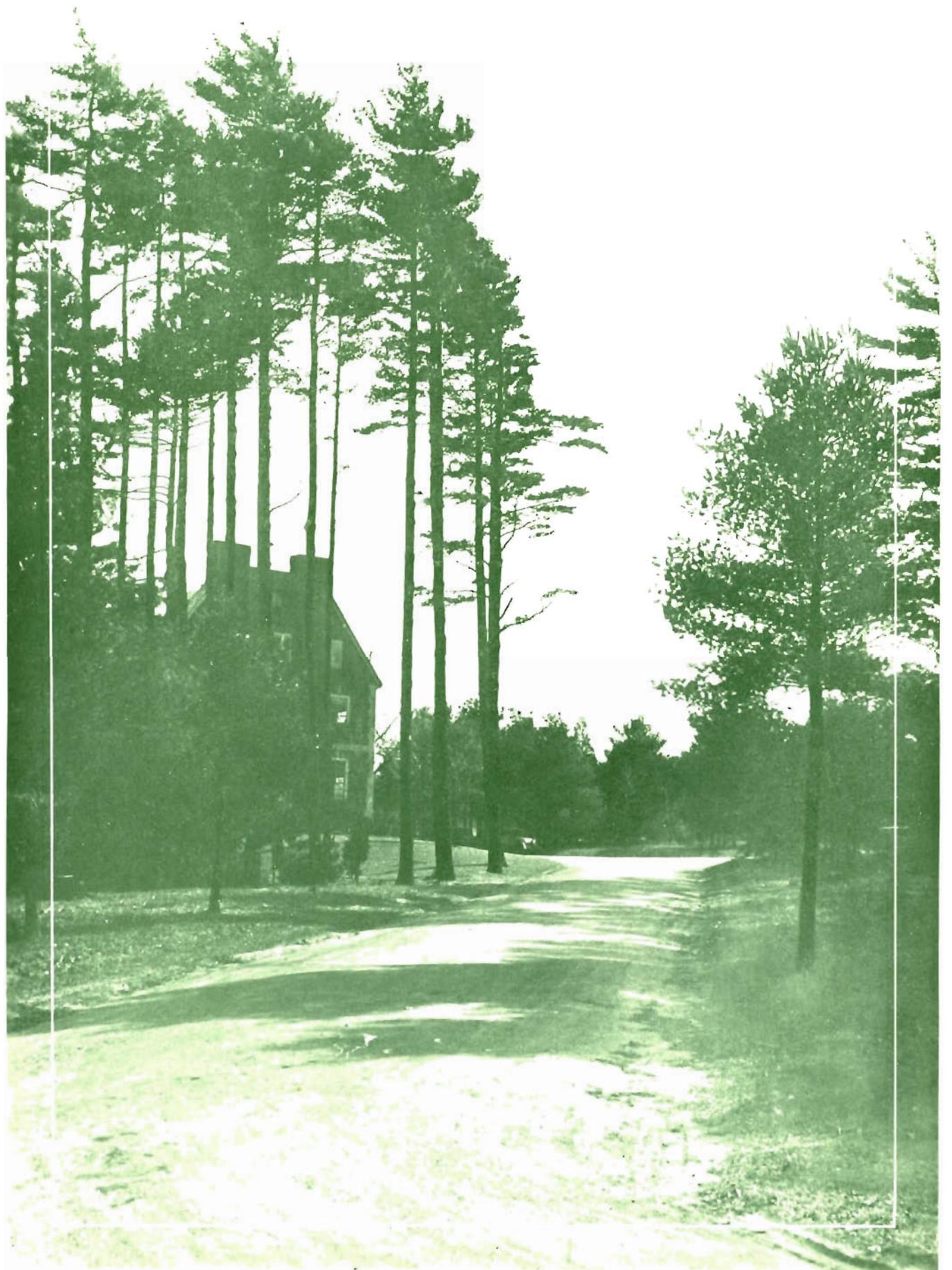


"If the automobile had been in existence one hundred years ago, our cities would be entirely different \* \* \* we must now rebuild our cities."



C A M P U S

THE TALL PINES



RICHARD KNIGHT AUDITORIUM



COLEMAN MAP BUILDING



LYON HALL



BRYANT HALL



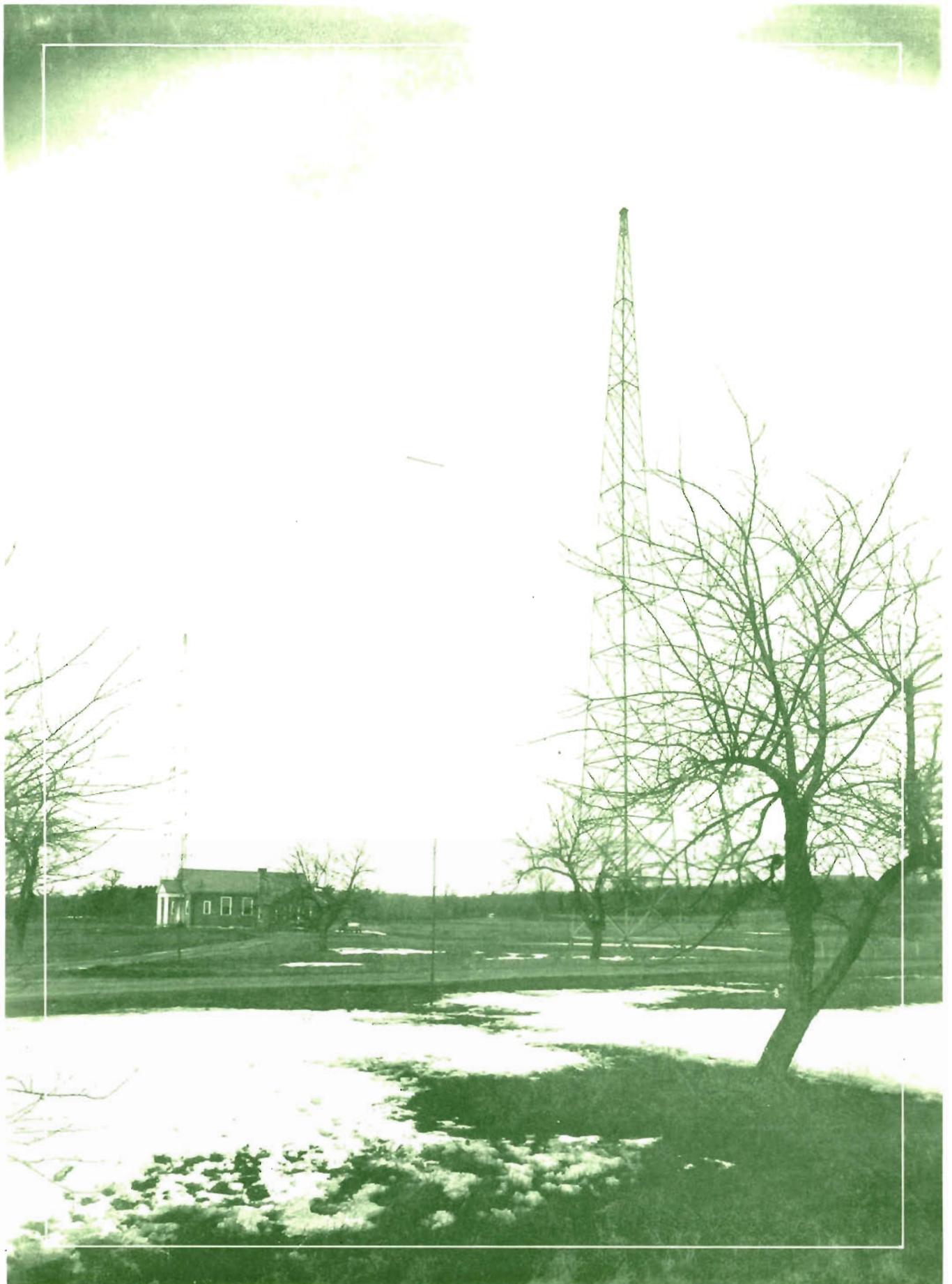
PEAVEY GYMNASIUM



PRESIDENT'S HOME



STATION WBSO



"The 'Ansophone' will receive the message and hold it until the return of the person for whom it was intended."

GEORGE W. COLEMAN

*President*

Babson Institute

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



## My Word To Babson Men

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"If you want to be the most, do the most, and get the most, let your consuming interest be something outside of yourself. Let it be your family, your business, or your community that you work for, not yourself. You will be just that much bigger, more powerful and better satisfied.

"At the very start, work for your boss, for the business you are in, not for yourself. Always let your goal be something outside of yourself. To think only of yourself is to cultivate an ingrowing personality which in time becomes as painful to you as it does to everybody with whom you come in contact.

"If you want to be the most, do the most, and get the most, keep on enlarging your goals as you grow in ability and accomplishment. Have an immediate goal and a distant goal, and keep them in line with each other.

"He who can throw himself, body and soul, into the interests of others, thereby automatically extends his reach, widens his horizon, increases his power, and deepens his satisfactions.

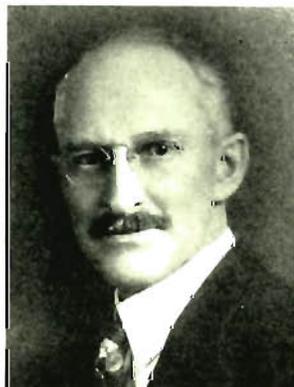
"To get the most out of yourself you must get out of yourself."

TRUSTEES



ROLFE COBLEIGH  
Business Manager of  
"The Congregationalist"  
Boston

DANIEL B. COLEMAN  
Physician  
Wellesley



CARL M. GATES  
Congregational Minister  
Wellesley Hills

ERNEST T. GUNDLACH

President,  
Gundlach Advertising Company  
Chicago



MYRON E. PIERCE

Lawyer  
Boston

HENRY P. SMITH

Safford and Smith  
Boston





Photo by Pirie MacDonald

EDSEL FORD  
Member of Advisory Board



NEWTON D. BAKER  
Member of Advisory Board

## FACULTY

JOHN E. MILEA, DEAN

*Director, Division of Production*



Dean "Johnny," as he is more affectionately known, graduated from Clark University, and has a Master of Business Administration degree from Harvard. His life has been a varied one along industrial lines. At various times he has been connected with a great number of companies, including the American Steel and Wire Company, Reed and Prince Manufacturing Company, Simplex Wire and Cable Company, the V-S Undermuslius Company, Worcester Products Company, and many others. Now, however, most of his time is taken up teaching Babson men the fundamentals of Factory Management, and seeing that the boiler room doesn't take too much of their time. He also acts as Consultant in Management to various firms. Mr. Milea is also the founder and life director of an organization that many of us have joined while here; namely, the "Royal Order of the Goat."

AUSTIN H. FITZ

*Director, Division of Finance*

Mr. Fitz is a graduate of Brown University where he was elected to Phi Beta Kappa. He later received his degree in Law at Harvard Law School. His kindly manner and his ever-willigness to guide the students in matters relative to stocks and bonds, as well as his aid in freeing the student body from the clutches of the Natick and Wellesley Police Force, have made him a much beloved professor at Babson Institute. He has spent a great part of his life teaching, being at one time Superintendent of Schools at Rindge, New Hampshire, and of Norwood, Massachusetts. He is director of various corporations including the Manchester Trust Company and the Babson Park Company. He is also connected with the A. P. W. Trust. Mr. Fitz has been president of Welber College and is the author of many articles in the *Financial World* and other magazines.



JAMES M. MATTHEWS

*Director, Division of Distribution*



Mr. Matthews is a graduate of Park College and of Harvard University. It is under him that the Institute men learn the whys and hows of Economics and Forecasting. He is also instructor of Public Speaking, at which the student body meets as a class every Wednesday morning. "Jim," as we all know him, is a nationally known speaker on subjects relating to business and economics. He has a calm disposition and always sits down to think things over before giving a talk. His actual business experience has been along both merchandising and transportation lines. Prior to coming to Babson Institute, he was a professor of Economics at the University of Maine.

C. A. HENDERSON

*Director, Division of Personal Efficiency*

Mr. Henderson is a graduate of the University of Missouri and has been from Missouri ever since. He also has an A.B. and an A.M. degree from Harvard University. He is a member of Phi Beta Kappa. His experience has ranged from that of a pastor in a Unitarian Church to that of an author of several business books on personnel and business efficiency. He is one of the pioneers in the field of Business Psychology, and his classes are a center of instruction and interchange of opinions in this interesting and controversial science. Before coming to Babson Institute, he was associated with The Sheldon Course, where he was both a salesman and an instructor, and with the College of Business Administration, Boston University. "Hendy's" life is now taken up with the attempt to pound the professional attitude into Babson men.



HAROLD A. THURLOW

*Sales and Advertising*

Mr. Thurlow has been at Babson Institute since 1923. Before he became President and Treasurer of the Thurlow Advertising Service, Incorporated, in 1924, he served as an Advertising Agent and Salesman, Art Director, Accounts Executive, Production Manager and General Manager in the advertising field. He has also been connected in Andrew Mellon's department as the Advertising and Publicity Director for the First Federal Reserve District, and later as the Sales and Advertising Manager for the Kelvinator Sales Company of New England. "Harold's" pet hobby is photography and whenever he isn't telling the students how to hit the nail on the head, he may be seen shooting snaps of redheaded students holding towels in their hands. What's done is done here at Babson and cannot be denied. Mr. Thurlow has a proof of all campus life and student activities under celluloid.



GEORGE R. ANTHONY

*Industrial Relations*

"Tony," as he is well known to all students, graduated from Massachusetts Institute of Technology in 1898. He has spent most of his life in the manufacturing end of industry. For sixteen years he was with the American Radiator Company as Manager of their various plants. He has served as Vice-President in charge of manufacturing for the Hart and Crouse Company of Utica, and was Vice-President of the Wolverine Tube Company of Detroit. Through his pleasing personality and paternal way of dealing with students, both in and out of his conference groups, he has shown us the reason for his huge business. It is through him that we have learned that business is not so hard-boiled in this present day and age as it has been, and that square dealing with all employees is the fundamental basis of industrial relations.





BERTRAND R. CANFIELD

*Advertising and Sales Management*

Mr. Canfield has just completed his second year at Babson Institute. Before coming here, he served on the Editorial Staff of the "Kansas City Star," and as Director of Advertising for the Union Bank Note Company of Kansas City. Later he came out of the West to assume the duties of Advertising and Sales Promotion Manager for the May Oil Burner Corporation of Baltimore, after which he served as the Sales Manager for the Fruit Pudding Company of Baltimore. It is almost unbelievable the amount of ground that is covered in Mr. Canfield's course. Every "in" and "out" is gone into in a snappy, calm manner. His extreme enthusiasm for this subject makes the hour go by in an unbelievably brief time.

CARLETON G. LANE

*Investments*

Mr. Lane is a graduate of Babson Institute. In addition to this, he has worked for the Southern New England Telephone Company and the Babson Statistical Organization. His thorough grounding in the principles of investments and his knowledge of the practical workings of the market make him a very valuable member of the Staff. Mr. Lane, being one of the younger instructors, is very close to the student body and may be seen at the bowling alley in Noddiam on any Wednesday night during the season.



ANDREW PETERSEN

*Accounting and Taxation*

"Pete," as he is generally known, is a graduate of Boston University. He is a Certified Public Accountant and was with Brown, Bornhofft and Company for several years. Previous to his coming to the Institute, he was head of the Accounting Department of the University of Porto Rico, and member of the Board of Examiners of Accountants in Porto Rico. Mr. Petersen is respected by every member of the student body for his noted ability pertaining to the intricacies of the Income Tax and his thorough knowledge of Accounting.



HAROLD H. SHIVELY

*Business Law and Marketing*

Ohio State University claims Mr. Shively as one of its graduates. He has also done graduate work at the University of Chicago. His actual business experience has been that of Advertising Manager and a Junior Executive. He has also been Assistant Professor of Business Administration at Ohio State University previous to his installation on the Institute Staff. Mr. Shively is the author of a number of monographs; among them, "Fair Methods of Competition in the Retail Field," "Ohio Ordinances Regulating Comparative Practices," "Training for Retail Advertising," and "A Content of Advertising Courses in Colleges of Commerce." Mr. Shively has a very friendly manner and is always willing to see both sides of a question.



JOHN P. TILTON

*Business Psychology*

Mr. Tilton is a graduate of Colby College, Waterville, Maine. He later attended Harvard University as a Research Assistant and also received an Ed.M. Before coming to Babson Institute, Mr. Tilton taught Psychology for a year at Tufts College. His youth gives him an appreciation of life from the student standpoint and the problems of the young men going out into business are appreciated greatly by him. We might best class Mr. Tilton as "The Friend of All."

A. GEORGE SILVERMAN

*Statistical Methods*

Dr. Silverman was graduated from Harvard in 1921 with an S.B. degree, and also a member of Phi Beta Kappa. Later he studied for his M.A. degree at Leland Stanford University and in 1924 took his A.M. at Harvard University. Again in 1930 he received a degree of Ph.D. from Harvard. His business connections have been in a capacity of research and consulting statistician with the Boston Federal Reserve Bank, the Food Research Institute of Stanford University, Better Homes in America, Incorporated, and the U. S. Department of Commerce, Division of Housing and Building. From 1925 to the present time he has been an instructor in Economics and Statistics at M. I. T., and a consulting statistician with the Babson Statistical Organization where he has worked mainly on the United States and Canadian Babson charts. He came to Babson Institute in 1930.





DEWITT G. WILCOX

*Lecturer on Hygiene*

Dr. Wilcox has been connected with Babson Institute for several years. He is a graduate of Akron University, of the Medical College of Ohio State University, and has in addition done a great deal of studying in Europe. At one time he was president of the New York State Medical Society, but now, aside from his duties at the Institute, he is Attending Surgeon at the Newton Hospital, is a Fellow of the American College of Surgeons, and Emeritus Professor of Surgical Gynecology at Boston University School of Medicine. Dr. Wilcox's lectures are most beneficial and interesting and the manner in which he presents his subject is admirable.

FORD A. CARPENTER

*Lecturer in Meteorology and Aeronautics*

Dr. Carpenter is a graduate of Occidental College and has studied at the Carson Astronomical Observatory. He has been associated with the United States Weather Service for thirty-two years and was at one time manager of the Department of Meteorology and Aeronautics of the Los Angeles Chamber of Commerce. He has lectured in the past at the summer sessions of the University of California and also at the Aviation School of the United States Army. Dr. Carpenter is a member of many clubs and societies, among them The American Meteorological Society, The Royal Meteorological Society of London, Member of the Board of Governors of the Department of Aeronautics, and a member of Phi Beta Kappa. Since 1921, Dr. Carpenter has, in a very pleasant and interesting way, been portraying to Babson Institute students the future of meteorology and aeronautics in American Business.



E. GROSVENOR PLOWMAN

*Visiting Instructor in Statistical Methods*

Mr. Plowman is a graduate of Dartmouth College and a member of Phi Beta Kappa. He has also had two years' work at the Harvard School of Business Administration. Besides his classes in Statistics at the Institute, he is advisor on Industrial Relations and merchandising problems for the Associated Industries of Massachusetts. Although he used to be a full time professor at Babson Institute, he is now spending most of his time as Director of the Bureau of Business Research and Professor of Marketing in the School of Commerce at the University of Denver. Once a year he comes East, however, and gives a series of lectures at the Lowell Institute, at the College of Business Administration of Boston University and at Babson Institute.



WILLIAM R. MATTSON

*Assistant to the President*

"Bill" is a graduate of Massachusetts Institute of Technology. He has spent several years in engineering construction work and was a Captain during the World War. Previous to his coming to Babson Institute, he was on the Staff of the Babson Statistical Organization for a number of years. Right now he is helping Dr. Coleman bring new students to the Institute and is throwing out lines for students all the way from Seattle to Sweden. Mr. Mattson has a magnetic personality and it is through him that a good many of us became really interested in Babson Institute. He certainly gives a good impression and as long as he is on the Staff and keeps circulating among the different colleges, a steady growth in number of new students is certainly assured.



DWIGHT G. W. HOLLISTER

*Treasurer of Babson Institute*

Mr. Hollister was one of the first members of the Babson Institute Staff. He was graduated from Boston University and since then has been associated with the Johns-Manville Company and the Forbes Lithograph Company. He was also with Bond & Goodwin, note brokers, and also with the firm of Scoville, Wellington & Company, Certified Public Accountants and Industrial Engineers. He is now connected with the A. P. W. Company as well as being Treasurer of the Institute. For several weeks each year he goes to Babson Park, Florida as an instructor of Webber College. Although we don't see quite so much of Mr. Hollister as we should like to, he certainly is respected by the student body.

ELEANOR HAYWARD

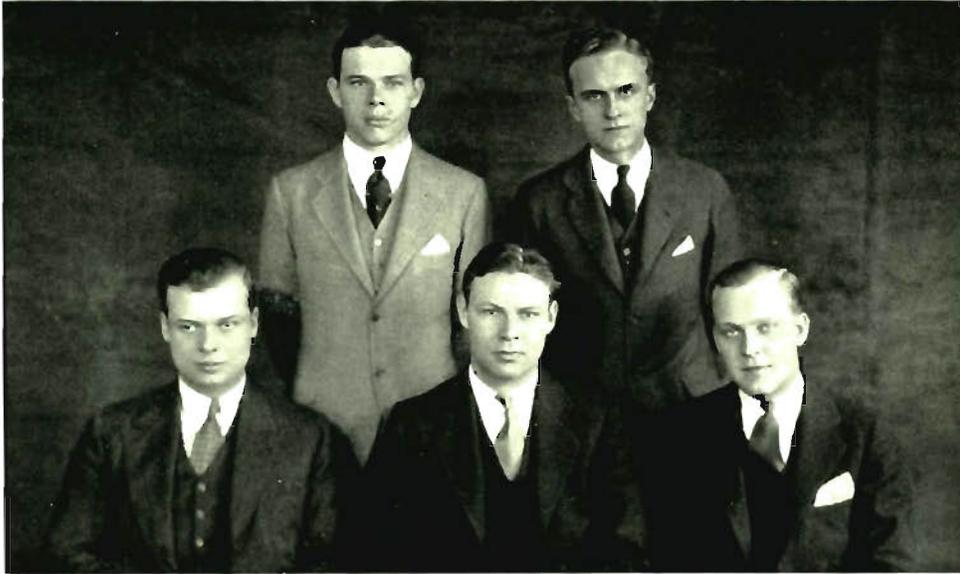
*Registrar*

Miss Hayward has been at Babson Institute since its founding in 1919. She received her degree of Bachelor of Science at Simmons College and later her M.B.A. from the College of Business Administration of Boston University. Before coming here, Miss Hayward was an Assistant in the Economics Department at Tufts College and an Assistant in the Economics Department at Boston University. Aside from her duties as Registrar, Miss Hayward has other duties, such as checking up on the books in the library, especially old BABSONIANS, and notifying various students that the book they ordered has come in or that "Johnnie" would like to see them in his office.



“The greatest changes to be witnessed by the next generation will be along the lines of multiplying intellectual power by machinery and other means.”





## CLASS OFFICERS

William Winter ..... President  
 Oscar Hedstrom ..... First Vice-President  
 William D. Swallow ..... Second Vice-President  
 William Ward ..... Secretary  
 Robert P. Johns ..... Treasurer

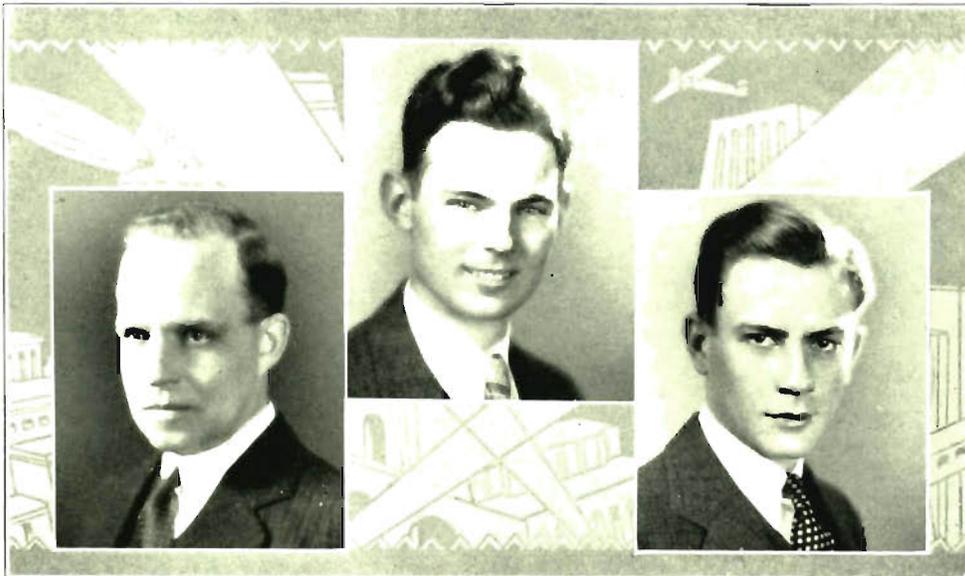
When the Class of 1931 arrived at Babson Institute they were soon informed by prominent officials of the school that the outstanding Class in the history of the Institute had just graduated shortly before. In fact, they intimated that they didn't quite see how we could come up to them. We accepted the unspoken challenge and put our record against any Class in the history of Babson Institute.

Among other accomplishments the Class put the first organized basketball team in the field to represent the school and more efficiently to utilize the gymnasium facilities. The Class of 1931 was the first in the history of the school to have a father and a son. It goes without saying that we are the largest class ever to attend the Babson Institute.

Were we diversified? We certainly were. There are only forty-eight states in the Union, as you probably know, and thirty-two of these were represented as well as two provinces of Canada and the country of Switzerland. It was like a trip around the country to talk to the next half dozen fellows you met at the Institute.

Successful in our school enterprises? Ask any one who attended the dances and get his opinion as to whether he would give them an "A" or a "D," as dances go. I think even Dr. Silverman would have to, and a plus to the former. Mr. Mattson will vouch for the record the bowling teams made. And THE BABSONIAN? Well, you're reading it now.

We leave and while we are not like "misery" in that we like company, we can not help but wonder what the officials of the Institute will tell next year's class. We do hope that it will be the same thing they told us.



## SAMUEL PARKER ALLISON

143 Cliff Road

Wellesley Hills, Massachusetts

In December "Sam" graduated from the Institute into a fine position with the Statistical Organization and now plans to rear his three children in Wellesley Hills. In enumerating his past experiences, one should not omit his graduating from Wooster Academy and College in Ohio as well as McCormick Theological Seminary in Chicago. Then his activities included the ministry, American Consular Service in Guatemala for two years, and the Chautauqua. At various other times he has been classed as a press agent, promoter, and lecturer. While at the Institute he has shown a keen interest in bowling.

## ALBERT ASHMANSKAS

63 "G" Street

South Boston, Massachusetts

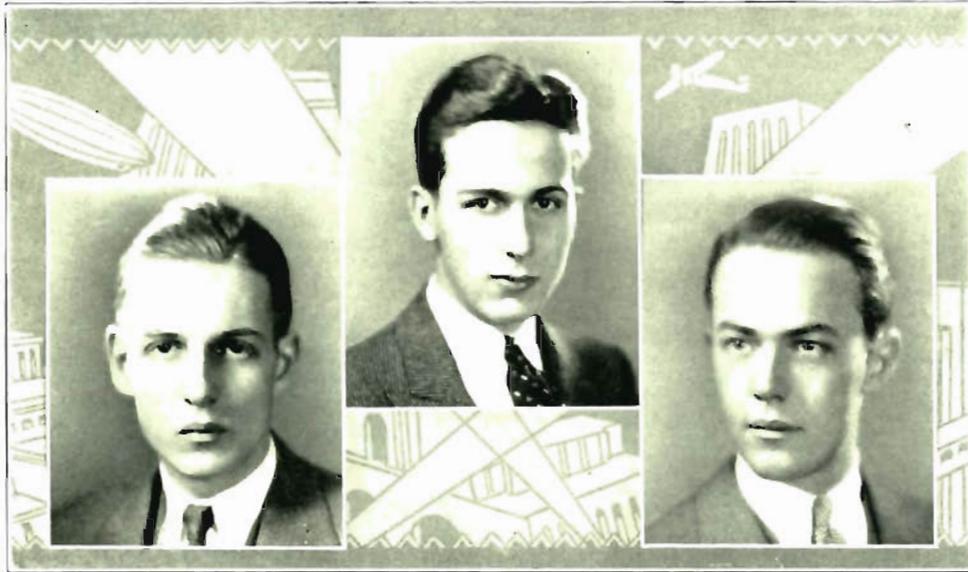
"Ash," as Albert is commonly known on the Institute campus, is a graduate of Boston English High School as well as Boston University. He has gained practical business experience auditing for the Boston & Maine Railroad and in the Foreign Exchange Department of the Boston office of the Cunard Line. Commuting from his home in South Boston daily, "Ash" has unwillingly denied many fellows his close friendship.

## JOHN G. BABBITT

Flagstaff

Arizona

"Bab," a true son of the new southwest, has received most of his education in other sections of the country. After graduating from Loyola High School in Los Angeles he attended the University of Santa Clara for one year, followed by a year at Georgetown University and two years at Loyola University in Los Angeles. While at the Institute John has been an enthusiastic bowler and has also enjoyed horseback riding and winter sports.



DEANE L. BASSETT

171 Cliff Road

Wellesley Hills, Massachusetts

"Bass" entered the Institute at the beginning of the winter term after spending three years at Cornell University, where he was a Kappa Sigma. He plans on continuing right through the summer term here, so in all probabilities next September the Wellesley Townsman will print in bold face type—"Local boy makes good . . ." Before entering Cornell, he attended Phillips Academy, Andover, for three years.

HOWARD A. BERNDT

1136 Eighth Street

Portsmouth, Ohio

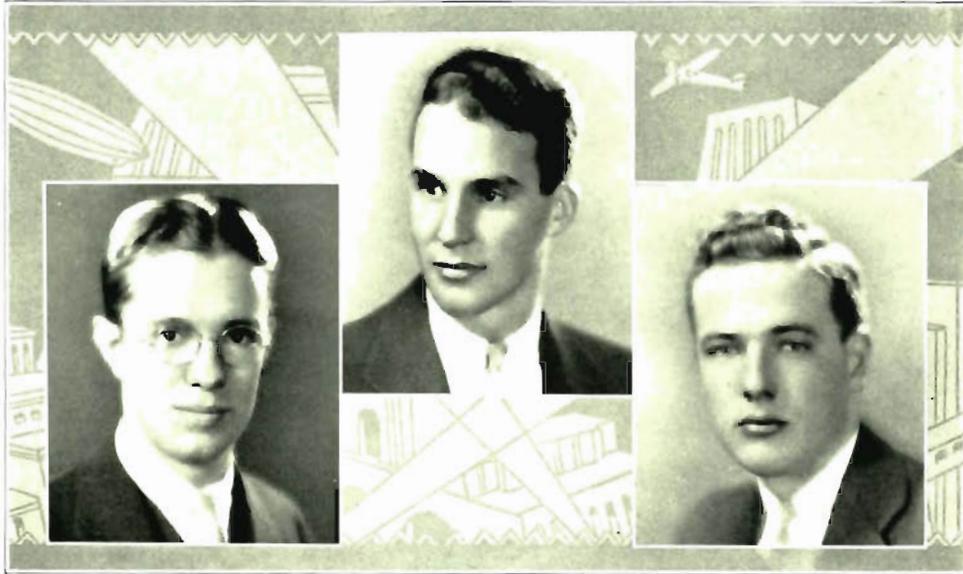
"Howie" is fortunate or unfortunate (as you wish it) in having Nate Crabtree for a cousin. Nate wrote such enthusiastic letters to him describing Babson Institute that Howard could not resist the catalog and found himself enrolled at the beginning of the winter term. In the past, "Howie" spent four years at the Portsmouth High School, two years at Miami University, (Sigma Chi) as well as working for the American Building and Loan Association at home.

PAUL P. BIRD, JR.

11 W. Cedar Street

Boston, Massachusetts

Paul has devoted four years of his life to St. George's School in Newport, Rhode Island, and another to River School in Boston. He has also spent a year each with Laidlaw Company, New York brokers, and the Boston Sand and Gravel Company. In the near future he expects to locate with this latter company or with a Boston investment house.



GEORGE KINGSLEY BIRGE

33 Gates Circle

Buffalo, New York

George entered Cornell University this fall and was promptly pledged Chi Psi. Three months there showed him that he was more desirous of a business training so he entered the Institute at the beginning of the winter term. He plans to continue through the summer term here and then enter his father's wall paper plant in Buffalo. He has spent considerable time on the West Coast as well as travelling in Europe.

ROLLIN R. BLEAKLEY, JR.

1515 Liberty Street

Franklin, Pennsylvania

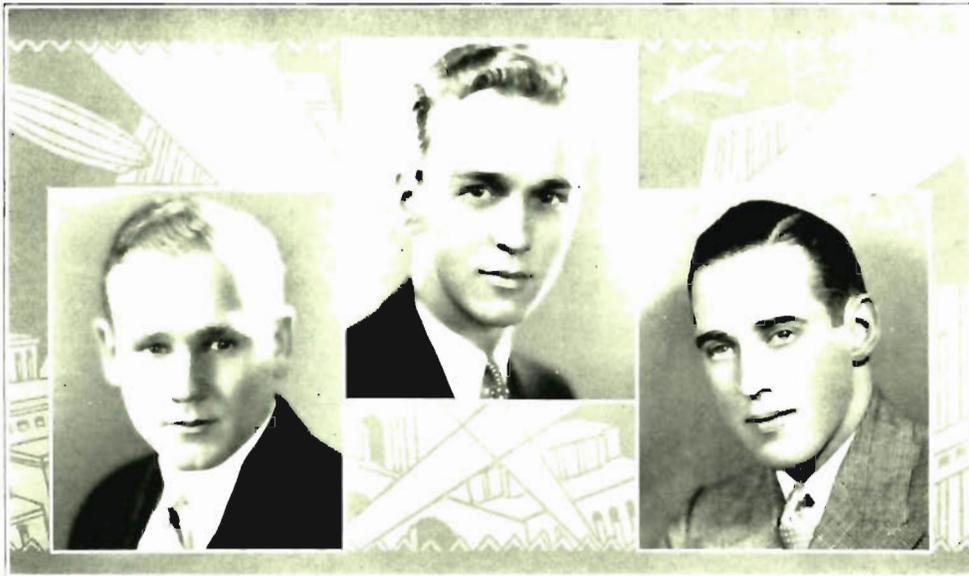
"Dick" comes to Babson Institute after winning a membership in the Cum Laude Scholastic Society at Hill School at Commencement last June. During the past four summers he has worked as teller in the home-town bank gaining a background for his entry into that field after graduating from the Institute. The "Pennsylvania Bowling Team" elected him captain of their outfit last fall. In that sport he has become a capable leader.

KENNETH B. BOURNE

817 Fifth Avenue

New York City, New York

Here is a tall, rugged, well-liked fellow who has come to the Institute after a preliminary education derived from the Taft School in Connecticut, and the Hun School in New Jersey. "Ken" has taken special interest in financial matters and intends to enter the banking profession after graduation.



JOHN DANNER BRANDLI

Forest Hills Inn

Forest Hills, Long Island

"Whitey," after graduating from Culver Military Academy in 1927, spent two years at Stevens Institute and one year at Massachusetts Institute of Technology over in Cambridge. He is a member of the Delta Kappa Epsilon Fraternity. During his spare moments in the past few years, he has worked in an oil export terminal in which his father is interested. "Whitey" leans to a financial career in Wall Street, however.

MAGNUS G. BRINKMAN

1914 N. Sixth Street

Sheboygan, Wisconsin

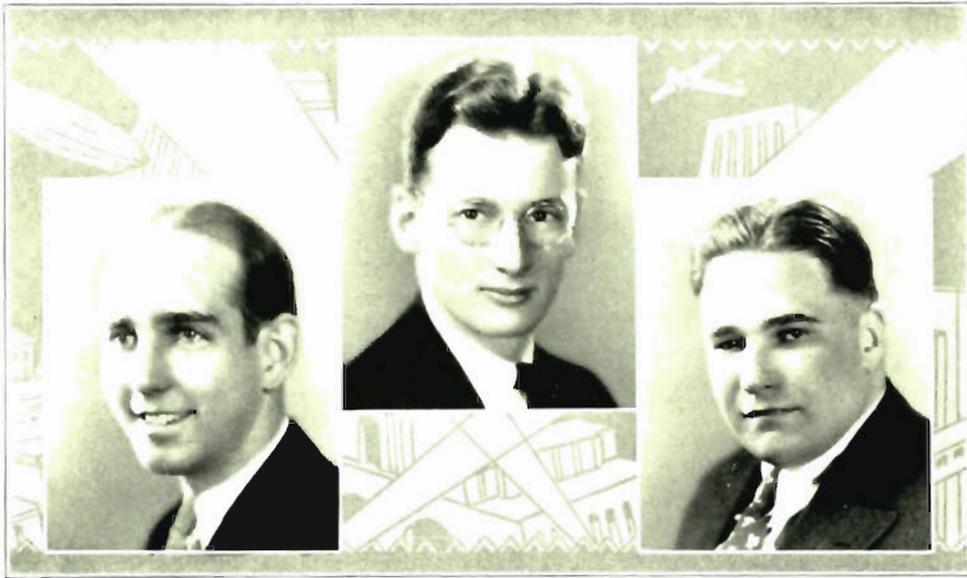
"Mag," a true son of the State of La Follette, is a finished product of the Sheboygan High School, St. John's Military Academy, and the University of Alabama (Sigma Phi Epsilon). Each of these three seats of learning was allotted two years of his time. Just now Magnus is very much interested in foreign sales, so don't be surprised if you meet him in Shanghai some day.

CHARLES LARROWE CLAPP

311 Maple Avenue

Cohocton, New York

"Charley" is best known around the campus by those who are interested in up-to-the-minute men's styles and those who admire the latest thing in Packard phaetons. He has a well-founded education, spending over three years at Phillips Exeter Academy and one year at Cornell University where he made Beta Theta Pi. Finance in general and Accounting in particular are in his "future business plans."



#### H. EVEREST CLEMENTS

7 Argyle Street

Rochester, New York

Hun School and Massachusetts Institute of Technology, where Everest was a member of Phi Beta Epsilon, constitute "Hi's" achievements thus far. He entered Babson Institute in the spring of '30 and following his graduation will continue further with Advanced Finance. His activities here include bowling and membership on the Advertising Board of the Babsonian. "Hi" intends to enter business with his father, James C. Clements, who conducts a general insurance agency in Rochester, upon completion of his work here.

#### FRANKLIN MINER COBLEIGH

60 Forest Street

Newton Highlands, Massachusetts

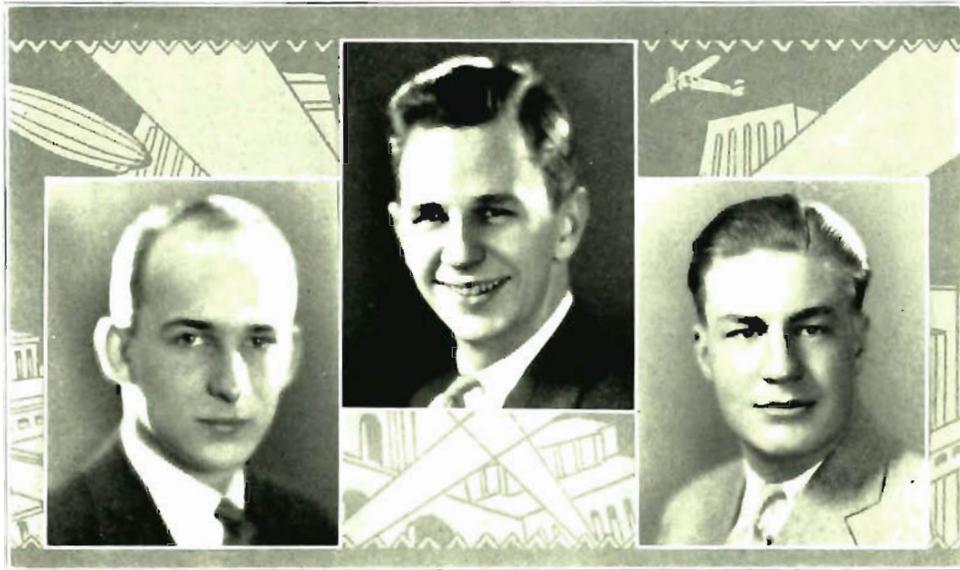
"Frank," son of one of the Institute's trustees, is a graduate of Colby College at Waterville, Maine. In addition to belonging to Delta Kappa Epsilon, "Frank" was a member of the Druids, junior honorary society there. During the summer he has passed the time as a salesman, chauffeur, cook, and life guard. During the school year "Frank" has spent much time on the Alumni Bulletin as Advertising Manager.

#### AARON COOK

Manchester Green

Connecticut

Among the institutions of higher education which have been honored by "Cookie's" presence we find Worcester Polytechnic Institute, Connecticut Business College, and Bentley School of Accounting and Finance. Then there were four profitable years at South Manchester High School some time ago. In addition to his schooling he has found time to run a successful garage at home as well as acting as secretary of the Kappa Pi Alpha Society.



DAN W. COOK

15 Seventh Street

Youngwood, Pennsylvania

It is almost a certainty that in years to come one will find Dan as one of the biggest building contractors in Pennsylvania. He spent three years at Carnegie Institute of Technology as a Phi Kappa Psi as well as all his spare time in the building game before arriving at Babson Institute. Here he has interested himself in bowling as well as being a member of the Class Charm Committee.

GEORGE B. COOK

Beatrice

Nebraska

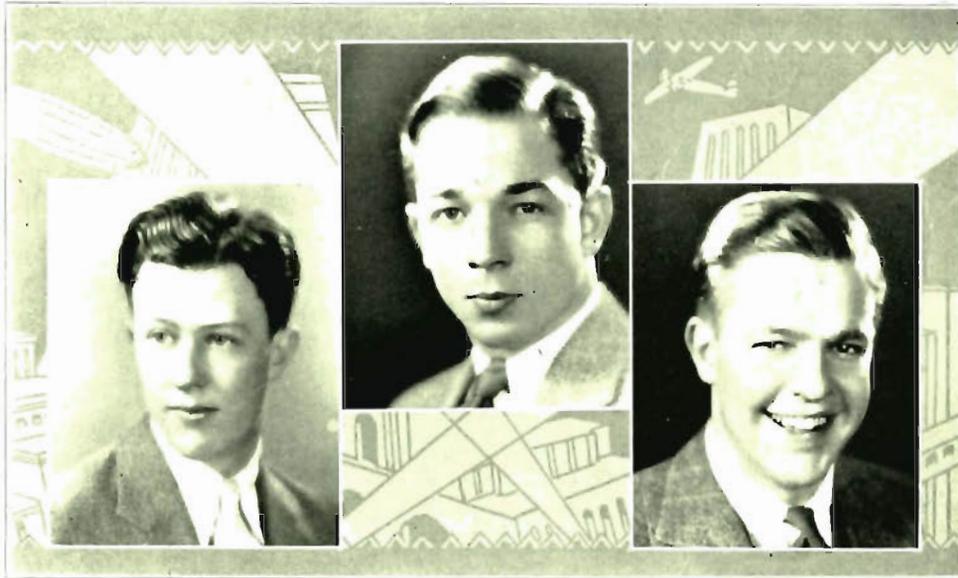
One of the most popular students to graduate at the end of the fall term is none other than George Cook. His genial wit and ever-present spirit of friendliness gained every one's admiration. George enters the Investment Department of the Equitable Life Insurance Company of New York after two years at both the Beatrice High School and Wentworth Military Academy followed by three years as a Phi Kappa Psi at the University of Nebraska. Several summers in his own town bank complete his education to date.

JOHN A. CORTRIGHT

Binghamton

New York

The University of California and Greene High School, Greene, New York, have given "Cort" his educational background before coming to the Institute. He has had experience in the business world with W. and J. Sloane, home furnishers in San Francisco. As for the future, "Cort" is a bit uncertain pending the completion of his training here.



NATE L. CRABTREE

Henry

Illinois

Nate is a product of Illinois Wesleyan where he was elected to Sigma Chi and Pi Kappa Delta, an honorary debating society. Other activities there included Alumni Secretary, Publicity Director, and Newspaper Reporter. Nate keeps busy at the Institute by acting as Business Manager of the Babsonian. He also held this job with the Alumni Bulletin for some time. Nate hopes to get in the Federal Farm Loan Bank in St. Louis after graduation.

DELBERT C. DAMM

Muskegon

Michigan

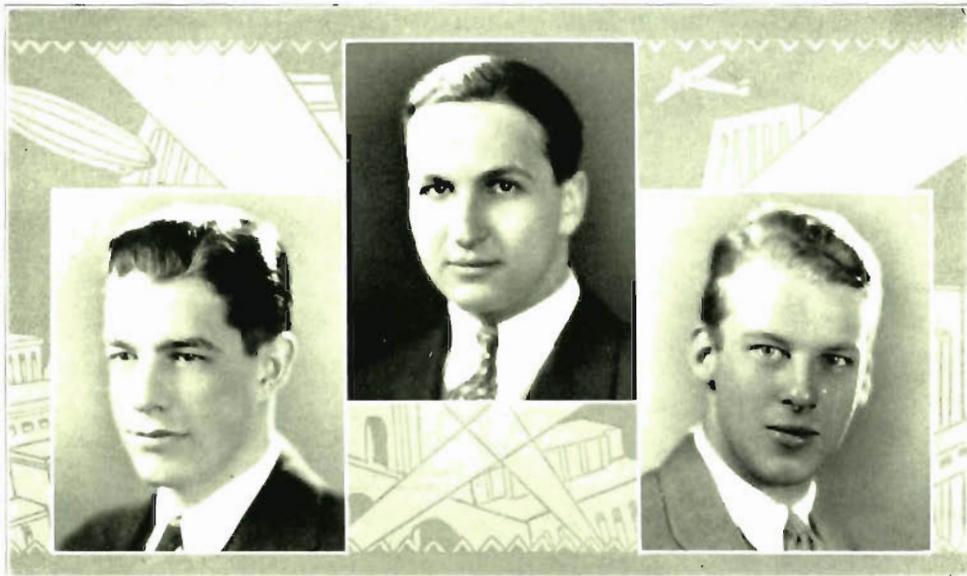
"Del's" activities as Photographic Editor of the Babsonian, the Dance Committee, and the Basketball Squad have made him an outstanding man on the Babson Institute Campus. "Del" has attended Muskegon High School and Valley Forge Military Academy where he was prominent in football and basketball. It is probable that "Del" is to enter business with his father, C. P. Damm, president of the Independent Electric Company.

PHILIP ST. GEORGE COCKE d'ARCIS

17 Boulevard Helvétique

Geneva, Switzerland

"Philbert," in spite of his tricky name, is a fine fellow, to whom every one hated to say good-bye at the end of the fall term when he completed his course. He is now busy importing American goods—particularly General Motors products—into Switzerland for distribution. He attended Carnal Institute and Geneva University. At the latter he was a member of the Paedagogia, student corps. He has worked for the Marmon Motor Car Company and the Frigidaire Corporation while in the United States.



PAUL R. DAVIS

566 S. Thirteenth Street

Salt Lake City, Utah

Paul returned to Salt Lake City in March hoping for a position in a brokerage house in that city. One should not worry himself if Paul did not succeed, as it is impossible to drown oneself in the Great Salt Lake. Previous to his entering the Institute, Paul had spent four years at the East High School at home and one year at the University of Utah.

J. W. DEUTSCH, JR.

2500 Edgehill Road

Cleveland, Ohio

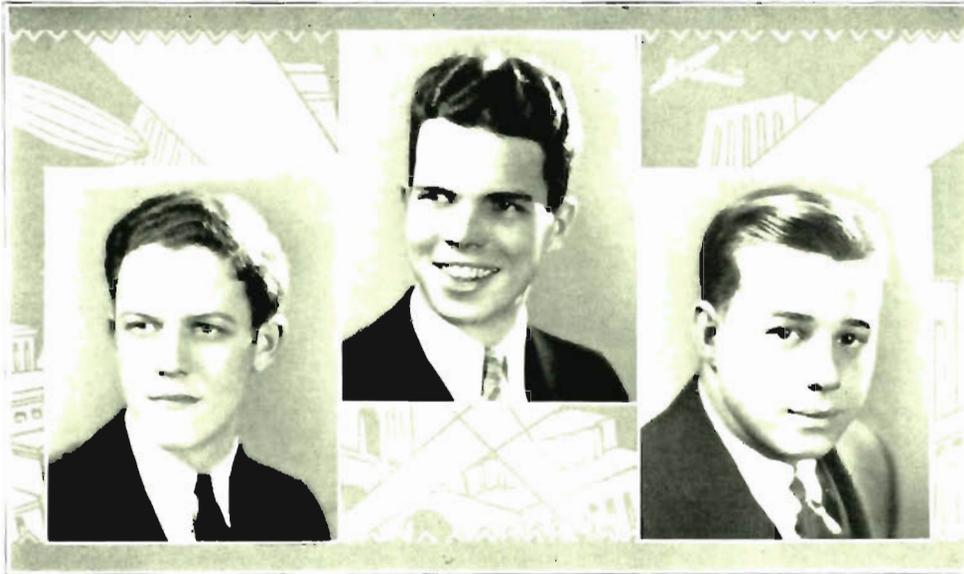
"Bill" is a product of the University School and the Heights High School in Cleveland, as well as Milford School. That he is greatly interested in automobiles is proved by one summer spent selling auto insurance and another spent acting as a junior automobile salesman. Upon graduation he is hoping for a position in the Cadillac Division of General Motors Corporation in Detroit.

CHARLES MILLARD DODSON

309 E. Market Street

Bethlehem, Pennsylvania

After spending his prep school days at Choate, "Swede" spent two years at Yale where he was a Chi Psi. He entered the Institute at the beginning of the winter term to broaden his business knowledge and to prepare him for the coal mining industry in which he has spent some time. Next September should find "Swede" back in Bethlehem ready for most anything.



CHARLES ARNOLD DU BOIS

3421 Middletown Avenue

Cincinnati, Ohio

"Kissie," as he is known to every one here, gained a broad perspective of life at Culver Military Academy, Hughes High School, and Riordan Preparatory School. Here at the Institute, he has taken an active part in bowling. As to the future, "Kissie" is to locate with his father, T. V. Du Bois, of the Du Bois Soap Company.

W. G. DUNCAN, III

120 Cherry Street

Greenville, Kentucky

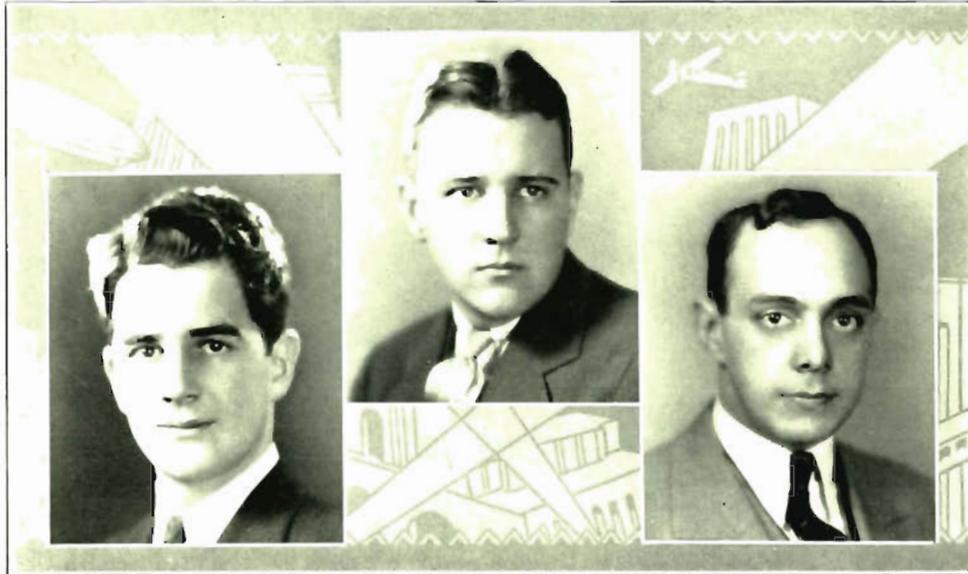
After "Bill" graduated in March, the Institute not only lost a good student, but a mighty sweet married couple. He is one of the few at the Institute who has taken the fatal step. It was only last June that Bill graduated from Purdue University with a chemical engineer's degree as well as a Sigma Phi Epsilon Fraternity pin.

JOHN C. DUNHAM

1029 Downer Place

Aurora, Illinois

John qualified for admission to Babson Institute with four years at the West Aurora High School and two years at North Central College at Naperville, Illinois. His father manufactures metal fixtures, cabinets, and other like products, so it is only natural that John has worked in the plant at home and will probably return after graduation.



ROBERT FRASER EDDY

150 Arlington Avenue

Providence, Rhode Island

After graduating from Manlius School and spending three years at Brown University as a Phi Kappa Psi, "Bob" entered the Institute last spring. By taking the summer course, "Bob" was able to finish last December so he has a decided jump on most of us. At various times during the past summer, he has worked for the Ballon Thread Company in Providence.

WILLIAM D. FELDER, JR.

3402 Cedar Springs Road

Dallas, Texas

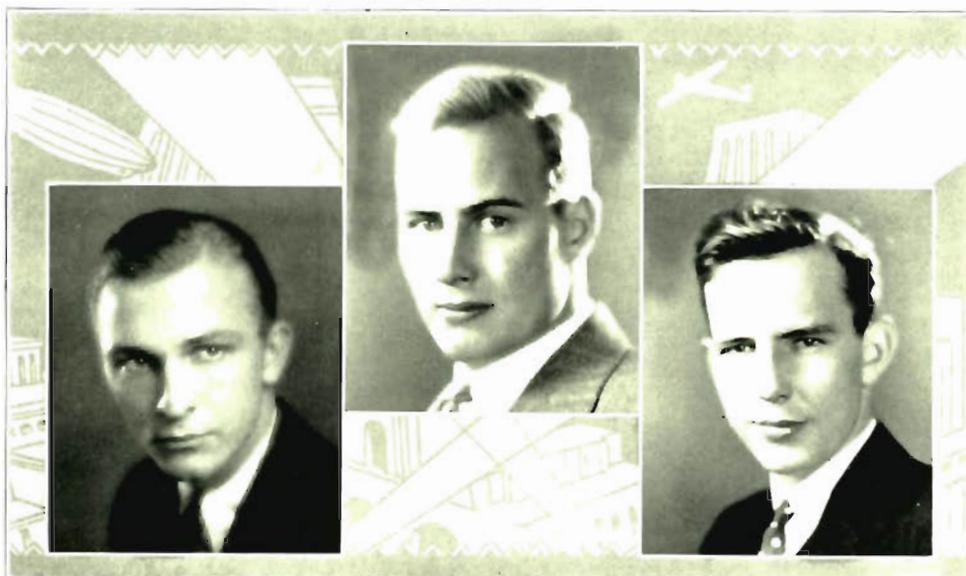
"Bill" started his educational career at the Terrill School, Dallas, Texas, and continued further at Hill School, and Ashville School, North Carolina, before entering Babson Institute. His father, W. D. Felder, is a cotton broker, and "Bill" is to enter some branch of the cotton business next year.

HENRY FERNBERGER, II

Rittenhouse Plaza

Philadelphia, Pennsylvania

If the photographs in this Annual please you, give Henry a "little hand" as he has had much to do with them. Being Assistant Photographic Editor. Besides this work, he has found time to give to his bowling team. "Hank's" academic theories should be very "Quakerish" as he has spent ten years at the Episcopal Academy in Philadelphia and one year at Milford School.



ROBERT F. FIXEL

627 Roscoe Street

Chicago, Illinois

Delta Upsilon, Phi Delta Gamma (Honorary Dramatic, Debating, and Forensic Fraternity) and the Garrick Club all claimed "Bob" during his two years at Indiana University. From there he went to the glass industry spending two years with the Foster-Forbes Glass Company to which he hopes to return this June. "Bob" was captain of the "Illinois Bowling Team" as well as a member of the school basketball team.

EDGAR B. FLINT

19501 Cumberland Drive

Detroit, Michigan

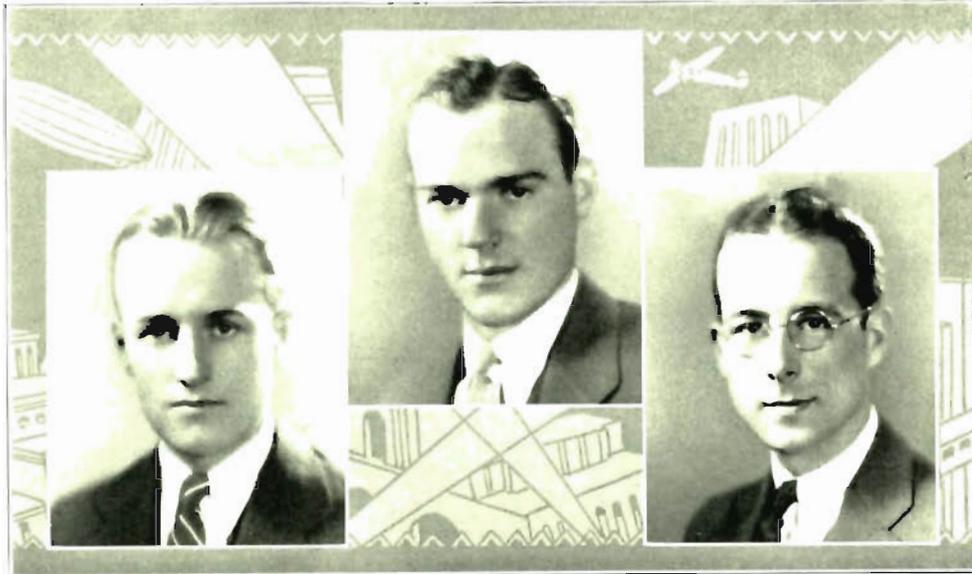
"Ed" comes to Babson Institute after four years spent at the Detroit Country Day School and one year at the Detroit Institute of Technology. He has also spent six months as a salesman working for his father's organization, The Howard Flint Ink Company in Detroit, to which he hopes to return after graduation.

WILLIAM FORD

Weiser

Idaho

To date "Henry's" education consists of four years at the Weiser, Idaho, High School, three years at the United States Naval Academy at Annapolis, Maryland, and three years as an up-and-coming young bond salesman. As he entered the Institute in January, he will not graduate until September. Upon completion of the course, he hopes for an opening in some Investment and Financial Counseling Organization.



MINOT GARDNER GAGE

150 Cedar Street

Braintree, Massachusetts

"Godner," being a roommate of "Bud" Scoville and "Dick" Bleakley, has had to take a lot of punishment this year. They claim it is to prepare him for married life which is soon to come. After six years at Morristown School in New Jersey, Gardner spent two and one-half years at Syracuse University. One summer he was employed by the Cities Service Refining Company.

FRED HOOKER GORDON, JR.

Brockport

New York

Phillips Academy at Andover and Hun School have paved the way for "Hook's" Babson career. It is not surprising that he has had experience in the coal operating business and that he intends to follow this line due to the fact that his father, F. H. Gordon, is a prominent coal dealer in Rochester, New York.

LEROY W. GRIFFITHS, JR.

76 Bennett Avenue

Binghamton, New York

"Roy," a January entrant, comes to us from the Binghamton High School and one year with the Shell Eastern Petroleum Company. He plans to take the summer course so as to graduate in September. Personnel work has interested "Roy" to the extent of hoping for a job in that line of work. He proved an ardent bowler during the winter term.



## ALBERT HANSCOM

58 Ruskin Road

Mattapan, Massachusetts

"Al" was one of the older men taking advantage of the courses offered at the Institute. He graduated from Berwick Academy in 1907 and held an executive position with an insurance concern until 1921. Following his graduation in December, he accepted a position with the Babson Statistical Organization and has found the work very much to his liking.

## GEORGE C. HANSELMAN

810 W. South Street

Kalamazoo, Michigan

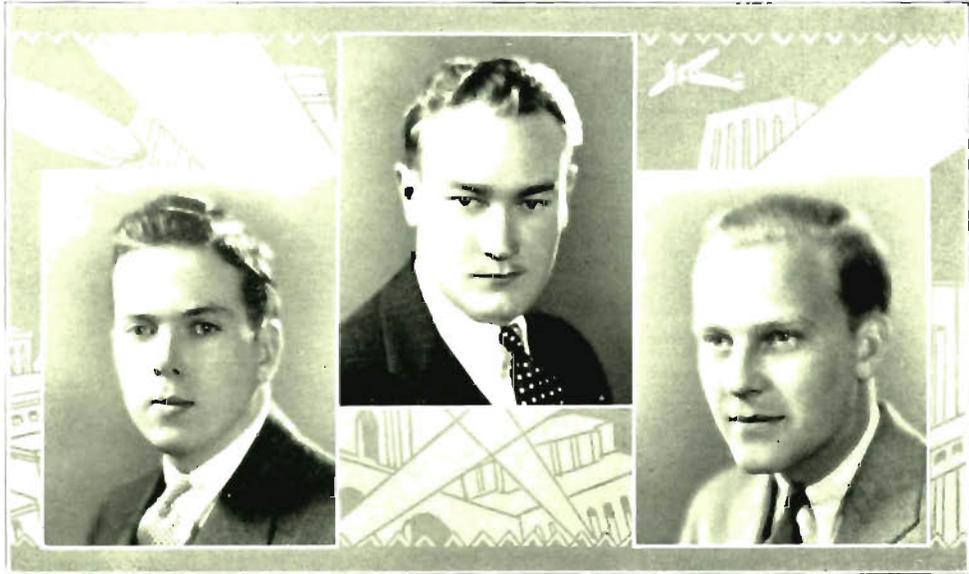
George is a man of wide and varied experiences. Following his graduation from Kalamazoo Central High School, he spent a year at McKinley School in Honolulu, Hawaii, and another at Hollywood Secretarial & Business School, Hollywood, California. Still further, he has been an assayer and prospector for the Glorietta Gold-mines Company. George is seriously considering Hawaiian fruit growing as his future occupation.

## MARK HARTNESS

Nichol's Hills

Oklahoma City, Oklahoma

Mark, alias the "Oklahoma Whiffle Bird," has proved one of the most gifted orators discovered by Dr. Matthews. Coming from the same state, it should not be at all unexpected if he succeeds Will Rogers in later years. Mark has spent two years at Culver Military Academy and another two years with a finance company in Oklahoma City. His present ambition is to be a building contractor in California.



JOHN L. HAVERKAMPF, III

3750 Sheridan Road

Chicago, Illinois

Preliminary training at Culver Military Academy and three years in the Real Estate Loan business have given John an excellent background for his work here. He is a member of the Editorial Board of the Babsonian and he has also taken an active interest in bowling. John will continue in Real Estate Loans in Chicago after graduation.

EARL L. HEDDEN

143 Wyoming Avenue

Billings, Montana

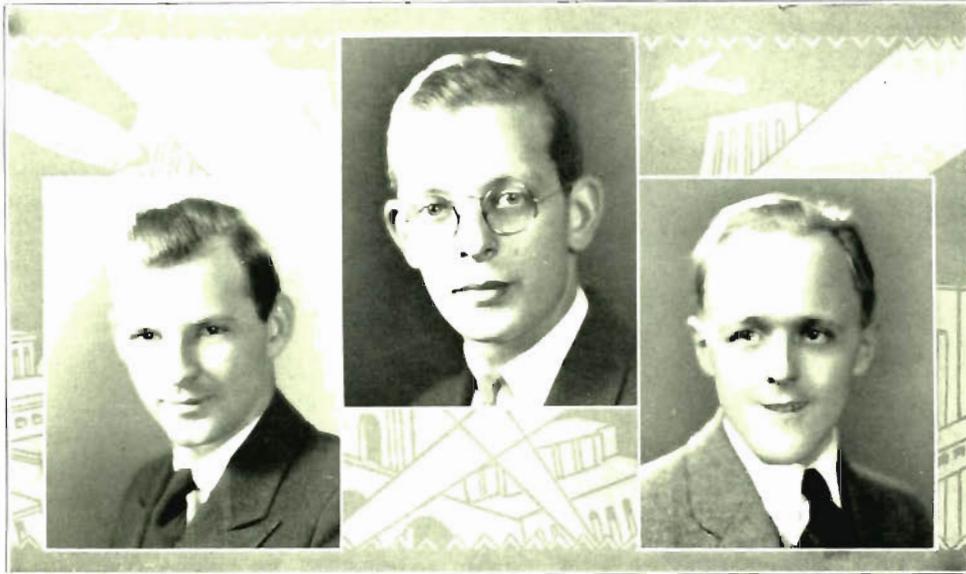
Earl, the "candy kid" of Billings, is the product of his home town High School and Culver Military Academy. He has spent considerable time in the candy business in Billings in the wholesale, retail, and manufacturing end. The venture is a comparatively new one there, but it is working out fine as the organization is able to compete with large firms in its home state through quick delivery and freshness of product.

OSCAR G. HEDSTROM

Jonathan Street

Gardner, Massachusetts

The Class of '31 has made good use of "Swede's" talents, electing him to the Class vice-presidency as well as appointing him to the Dance Committee. Mercersburg and Lawrence Academy claimed his Prep School days; while two years were spent at Bowdoin College as a Delta Kappa Epsilon. "Swede" says that he is going back to Gardner and make baby carriages after graduation.



J. E. HINES, JR.

3862 Beechwood Boulevard

Pittsburgh, Pennsylvania

While a true son of Pittsburgh, "Joe" has received all his schooling in Florida. After four years at Miami, Florida, High School, he entered the University of Florida, then the John B. Stetson University claimed him for three years. Joe is a member of Pi Kappa Phi Fraternity. He has worked for his father's concern, The J. E. Hines Construction Company, in the past and expects to return to it.

J. WILLARD HOLLANDER

59 Hyde Avenue

Newton, Massachusetts

"Bill" is none other than the esteemed Advertising Manager of this Annual, and deserves much credit due along that line. As Newton is quite close, Bill is a daily commuter to and from the Campus. He is a Wesleyan University man, and a member of Beta Theta Pi. A few months with a Boston bank have convinced "Bill" that he should go in for Finance after graduation.

NORBERT H. HOUSE

49 Benton Street

South Manchester, Connecticut

"Nibby" is probably known best to the followers of Babson athletics as the official school referee. He comes to the Institute from the Manchester, Connecticut, High School. During the past summers, "Nibby" has worked for the Cheney Brothers, silk manufacturers, and he may go into that line of business even though he has especial aptitude for Accounting and Life Insurance work.



GEORGE PORTER HOWES

256 Everett Street

Wollaston, Massachusetts

George is another local boy who has received all of his schooling near Boston. He spent two years at the Quincy High School and two more at the New Hampton School in New Hampshire. One summer was very profitably spent in a Boston bank, but George looks forward to wholesale sales work.

WARBURTON G. ISELIN

Riverdale-on-Hudson

New York City, New York

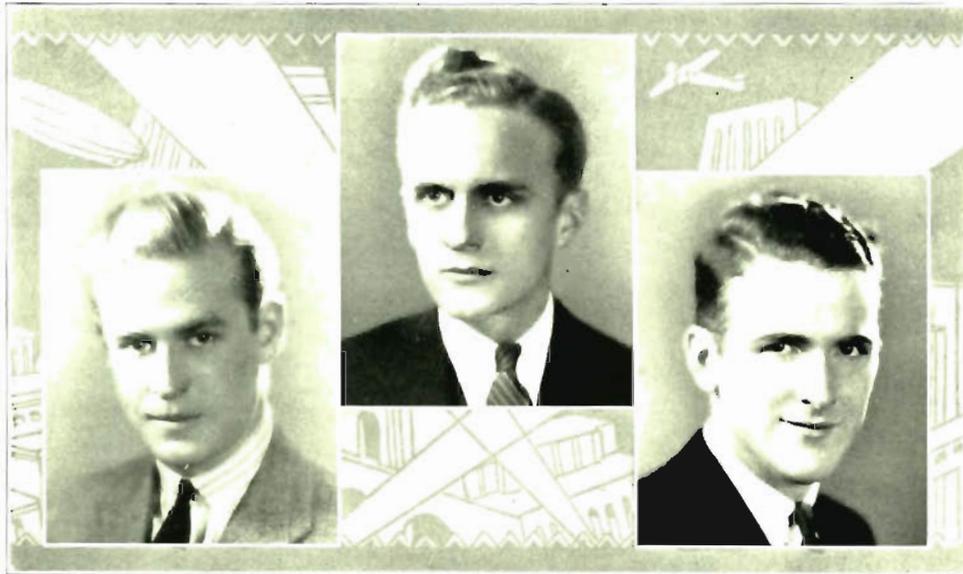
"Wip" is probably best known as the boy who has covered practically all the United States in his decrepit Ford. Probably his greatest weakness is a certain young lady living hereabouts whom he hopes to marry some day. He spent some time at the Mesa Ranch School in Arizona followed by two years at Harvard where he was a member of the Speakers Club.

LLOYD J. JEFFRIES

23 High Park Avenue

Toronto, Ontario, Canada

"Jeff" is one of the very few "foreigners" who graces our campus. Two years at Pickering High School in New Market, Ontario, and another two years at Humber-side Collegiate complete his schooling. He is the proud captain of the championship "North Bowling Team." "Jeff" has spent quite a bit of time in rubber manufacturing at home and hopes to further Canada's prosperity along that line in years to come.



EDWARD H. JEWETT, II

Grosse Pointe Shores

Michigan

"Ned" came to Babson from the Milford School at Milford, Connecticut, where he was graduated last June. While here he has shown himself to be an able horseman as well as a polished gentleman. His father, once President of the Paige-Jewett Automobile Company, is now connected with a large laundry in Detroit. "Ned's" time in the future will be divided between the laundry business and taking care of the twelve-thousand acre ranch in northern Michigan.

ROBERT POWELL JOHNS

407 W. 9th Street

Wilmington, Delaware

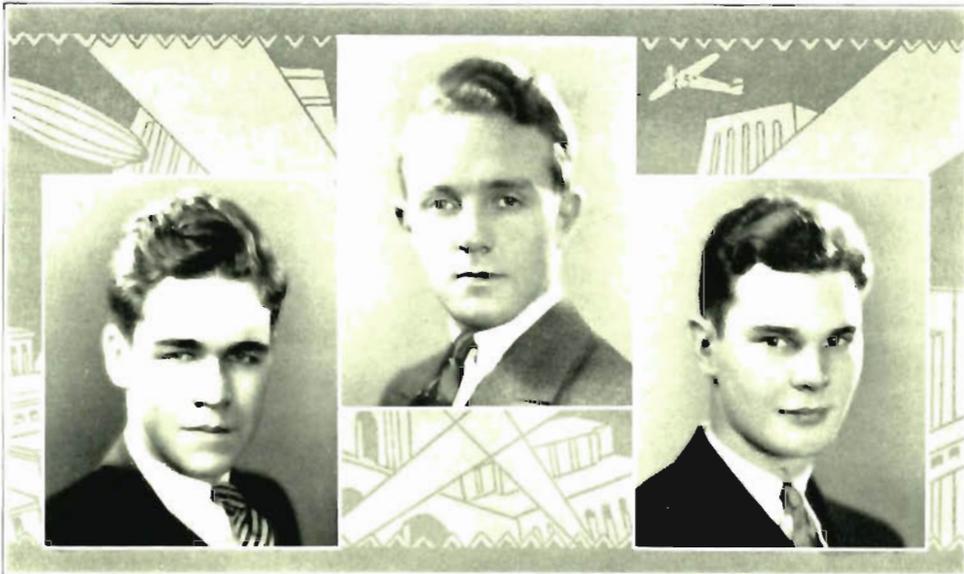
During this past school year "Bob" has probably been the school's busiest man. Because he is Editor-in-Chief of the Babsonian, the entire responsibility for the book's success has rested on his shoulders. The Class also elected him their Treasurer. The Beta Theta Pi Fraternity claims him at Wesleyan University. During the past summers "Bob" has worked at everything from the advertising department of the DuPont Company to a security salesman for P. W. Brooks & Company of New York.

WILLIAM J. JONES, JR.

286 Beach Street

Wollaston, Massachusetts

After graduating from the Quincy High School "Red" worked with the Merrill Hosiery Company for six months as well as with the Texas Corporation for over a year. He also spent a very enlightening year working his way around the world, sightseeing, when the time permitted. He became so intrigued with the Far East that he hopes to win a position with the Standard Oil Company of New York after graduating this June.



WILLIAM T. JONES

9 Walbridge Road

West Hartford, Connecticut

"Bill" has brought to Babson Institute traditions of Milford School, Loomis Institute, and Masse Prep. Following his graduation from this latter school in '28, he has been located with his father, R. F. Jones, in building and real estate development in Hartford. "Bill", however, has come to the Institute to learn the fundamentals of banking.

ROGER KENNA

419 Whalley Avenue

New Haven, Connecticut

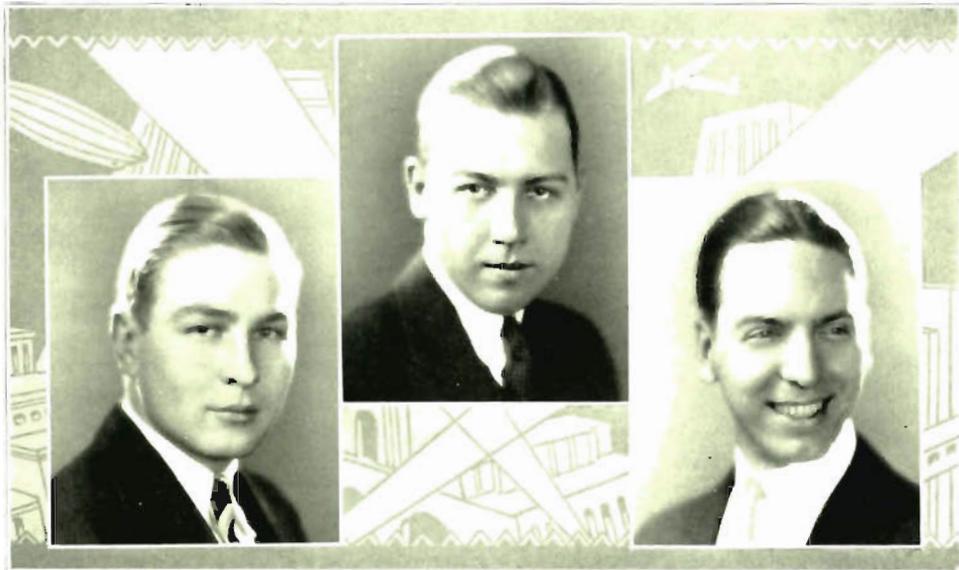
Three years in the Advertising Department of Illustrated Current News, following his graduation from New Haven High School, have given "Rog" a keen interest and deep insight in the profession of Advertising. At the Institute he has been a member of one of the bowling teams. "Rog" will devote himself to Advertising after graduation.

GORDON E. KERNOHAN

2 Clarendon Avenue

Toronto, Ontario, Canada

"Gord" is the partner and fellow Canadian of the famed "Lord" Jeffries. He attended Ridley Prep in St. Catherine's and Pickering College in New Market, Ontario. At the Institute, "Gord" was a member of the victorious "North Bowling Team" and a member of the Advertising Department of the Babsonian. At the present time "Gord" plans on a career in Distribution, following his father who is a merchandising manager.



#### THOMAS C. KNAPP

214 Westminster Road

Rochester, New York

"Tom" is one of the mystery men here at the Institute. Aside from the fact that he attended Newman School, Lakewood, New Jersey, for three years, we have been unable to discover more of his history. His future is just as vague, but if he is as successful in business as he has been at cracking up La Salles, he will undoubtedly be one of our future leaders.

#### ROBERT T. KNIGHT, II

1307 Bennington Avenue

Pittsburgh, Pennsylvania

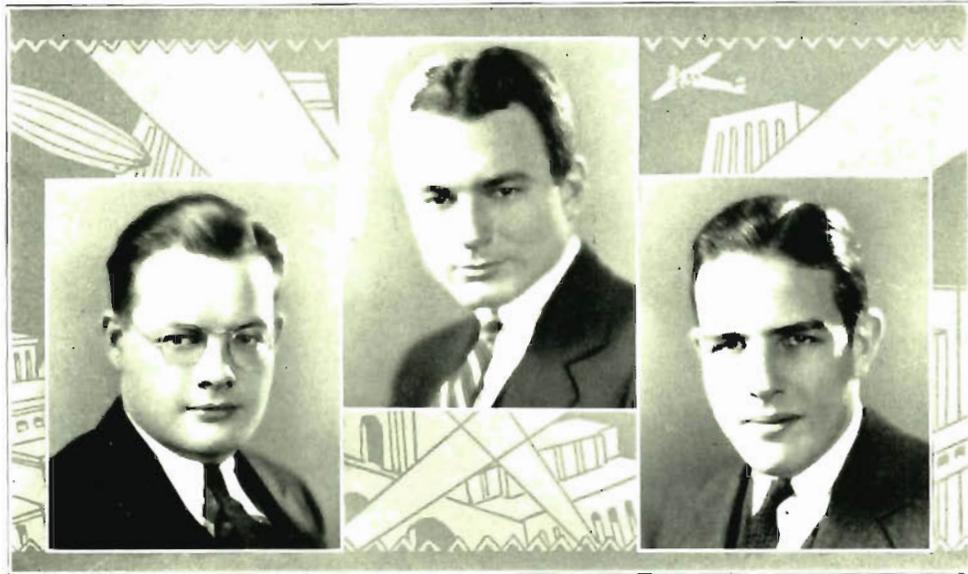
"Bob" is one of the members of the Babsonian's Advertising Board, whose duty it has been to get ads—no matter how you get them. Two years at Shady Side Academy and three at Blair Academy led to the life of a Psi Upsilon at Kenyon College at Gambier, Ohio. "Bob" spent a summer with the Columbia Steel Company, but plans to enter a brokerage office after Commencement.

#### E. GILBERT KOTSCH

515 North Avenue

Wilkinsburg, Pennsylvania

"Gil," for four years a member of the Institute of Radio Engineers, has shown especial aptitude along that line. He has spent six years selling radios and four years selling electric refrigerators. With all that experience behind him he hopes to re-enter the field at an early date. During the last three years "Gil" has been a member of Orient Lodge No. 590, Free and Accepted Masons.



DONALD LANDPHAIR

287 Liberty Street

Painesville, Ohio

"Don" entered Babson in 1929, but because of illness was forced to discontinue his studies. He returned in the fall of 1930 to complete the work here, and upon graduation in March will enter some branch of Distribution. "Don's" other schooling was received at the Painesville High School.

THATCHER P. LUQUER

Pine Lodge

Mt. Kisco, New York

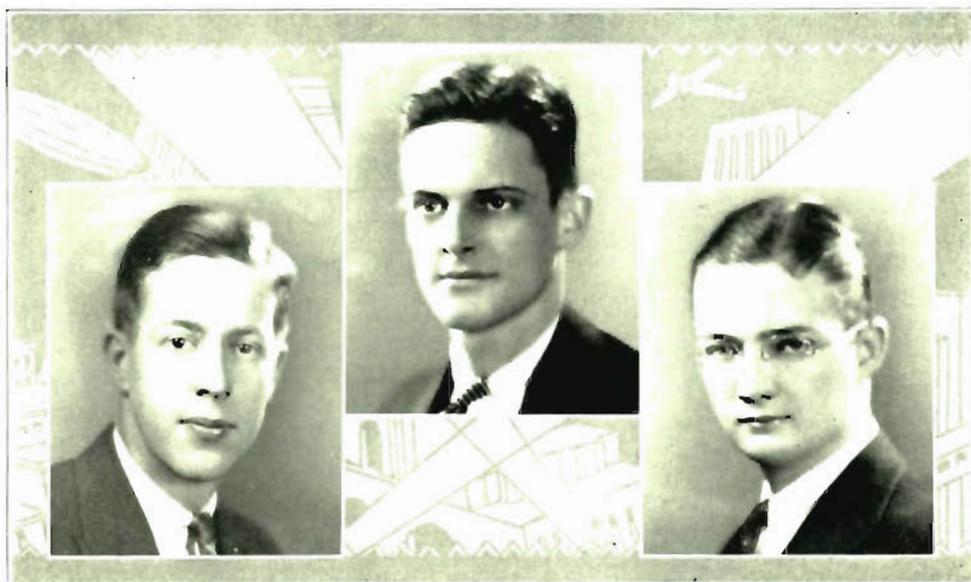
"Tad" attended St. George's School, Newport, Rhode Island, for four years and graduated a year later from Silver Bay School, Lake George, New York. He went to Williams long enough to become a Delta Psi pledge and then went to New York City where he spent four years as a real estate salesman. "Tad" next entered Babson for a training preparatory to a career in banking or advertising. Besides his studies here, "Tad" has been much interested in bowling.

ANDREW Y. McDONALD

1209 Prairie Street

Dubuque, Iowa

"Andy" is a Zeta Psi who spent one year at the University of Pennsylvania and three at the University of California. Previously "Andy" spent four years at the Dubuque High School. During two of the past summers he has held a job at home as machine shop timekeeper with the A. Y. McDonald Manufacturing Company, producers of heating and plumbing supplies and oil equipment.



EDWARD F. McKNIGHT

756 State Street

Springfield, Massachusetts

Westminster School, Roxbury School, and Lafayette College, where he was a Zeta Psi, have given "Ed" his previous education. He entered the Institute in January and immediately attained prominence as a member of the basketball team. It is said that he has shown much promise in the realm of tennis. "Ed" intends to enter upon a career in the field of insurance.

JAMES NORMAN McLEOD

5620 Hurst Street

New Orleans, Louisiana

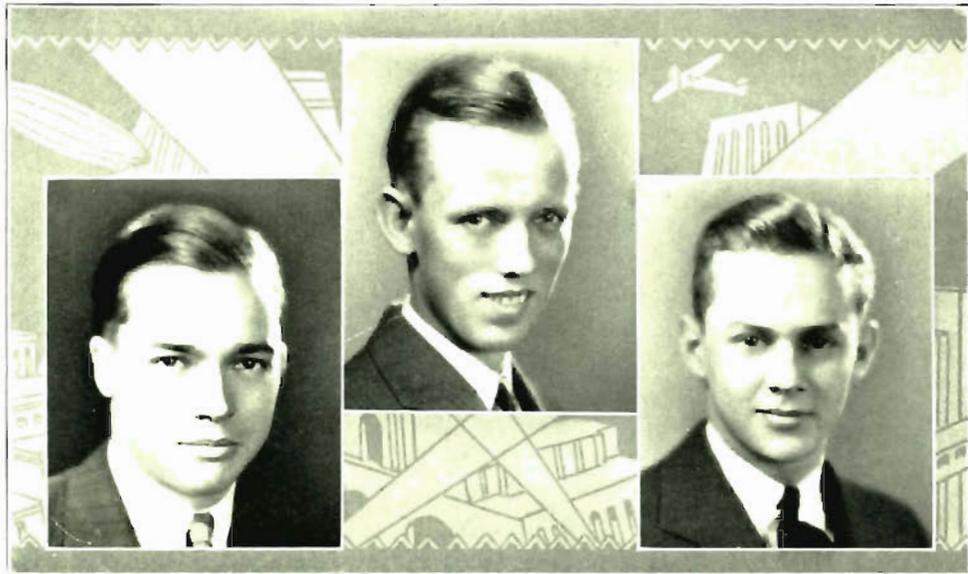
After attending the McCallie School in Chattanooga, "Jim" went to Millsaps College in Jackson, Mississippi, where he was a member of Kappa Sigma and Alpha Psi Omega (National Dramatic Fraternity). At the Institute, "Jim" was a member of one of the bowling teams and the school basketball team. After school closes, he plans to enter the sales department of the Fisk Rubber Company in Chicopee Falls, Massachusetts.

JOSHUA GEORGE DOWELL MANWARING

918 E. Kearsley Street

Flint, Michigan

We now have before us Babson Institute's financial genius who believes the easiest way to make money is to "sell short." He should know more than most of us as he spent two years in the stock brokerage business during the boom years. Before that, he attended the University of Michigan, Northwestern Military Academy and Flint High School. "Josh" conceived and conducted a very enjoyable bridge tournament during the winter term.



PHILIP RALPH MATHER

4802 Burger Avenue

Cleveland, Ohio

"Phil," having graduated in December, has had a six months' start on the rest of the boys toward the creation of a fortune. Before coming to Wellesley Hills, a year ago this spring, he attended the Stuyvesant High School, New York City, and the University of North Carolina. A year with the National Carbon Company followed by a like contact with the American Telephone and Telegraph Company has given "Phil" a broadening viewpoint necessary for a successful business career.

QUENTIN MATZEN

1519 S. Manhattan Place

Los Angeles, California

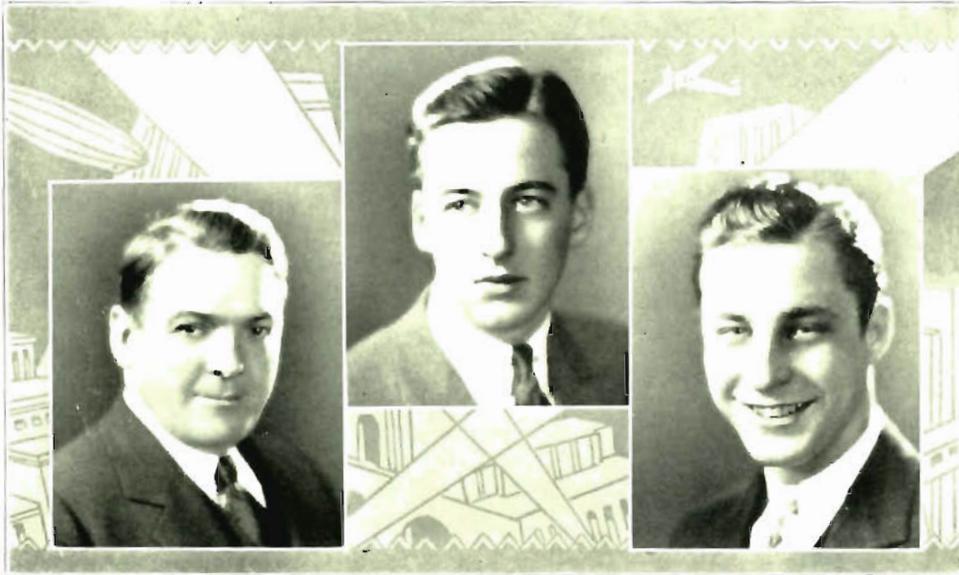
Although "Quent" now makes his home in Los Angeles, he received his four years of High School training in Seattle. Then he spent one term at Principia College, St. Louis. At the present, "Quent's" plans for the future are rather indefinite, but he hopes to get a position with some firm engaged in foreign trade.

EDWARD B. MAY

2214 Hanscom Boulevard

Omaha, Nebraska

Two years as a Chi Psi at University of Wisconsin and four at Omaha Central High School have given "Bud" a broad and tolerant outlook on life. He has also worked three summers in the piano business. As to the future, "Bud" declares he will go into the piano business maybe.



WILLIAM L. MEIKLE

132 Girard Avenue

Salt Lake City, Utah

"Bill" one of the older men at the Institute, has had a very interesting business career. He spent three years organizing the Oklahoma State Athletic Club; five years selling securities, and considerable time building up the National Confection Service Company in Los Angeles. After graduation, "Bill" plans to organize a holding company to finance, sell, and construct apartment houses, probably in Oklahoma.

CHARLES WESLEY MILBURN

30 Orchard Road

Chatham, New Jersey

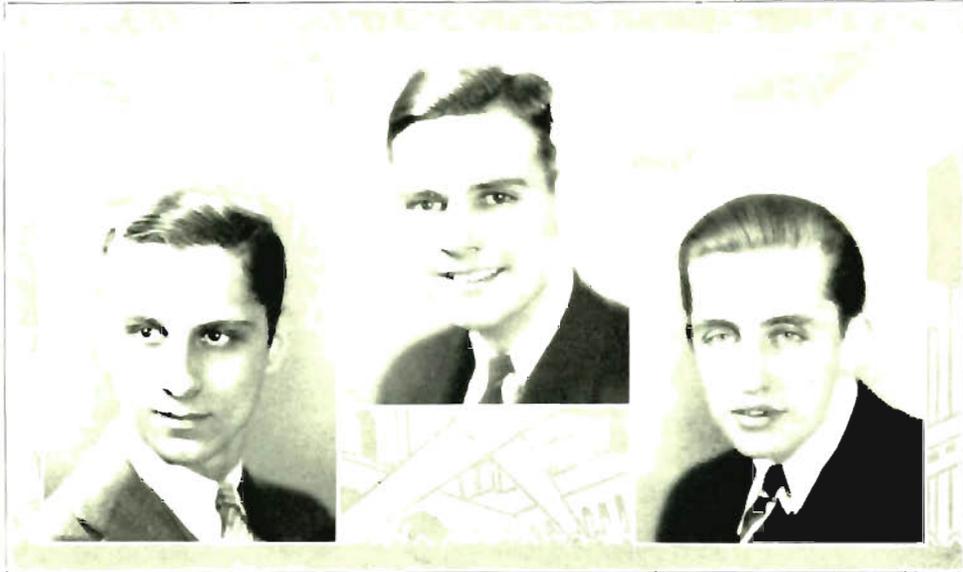
"Wess" has achieved a discriminating sense of values as the result of five years at Peddie and one more at Blair Academy. His business experience consists of a year with the Home Insurance Company, and two years with Chrysler Motors. As to what the future holds for "Wess," we can not even guess, even "Wess" himself does not know.

NORTON THAYER MONTAGUE

837 Oak Street

Chattanooga, Tennessee

As name and home town might indicate, Thayer and Ted are related—cousins in fact. During his Prep School days, Thayer attended Choate School in the East, and McCallie School at home. Then he spent two years at The University of The South at Sewanee, Tennessee, where he was a Delta Tau Delta. Aeronautical designing has interested Thayer and he hopes to follow that line in the future.



THEODORE L. MONTAGUE, JR.

941 E. Terrace

Chattanooga, Tennessee

"Ted" has received all his education in the East, attending Pawling School for two years, Hotchkiss School and one year at Yale University. During the past summers, he has had considerable experience with life and industrial insurance. "Ted" would be a great booster of New England weather if it did not snow, turn cold, and become windy.

JOHN B. MORSE, JR.

South Main Street

Wallingford, Connecticut

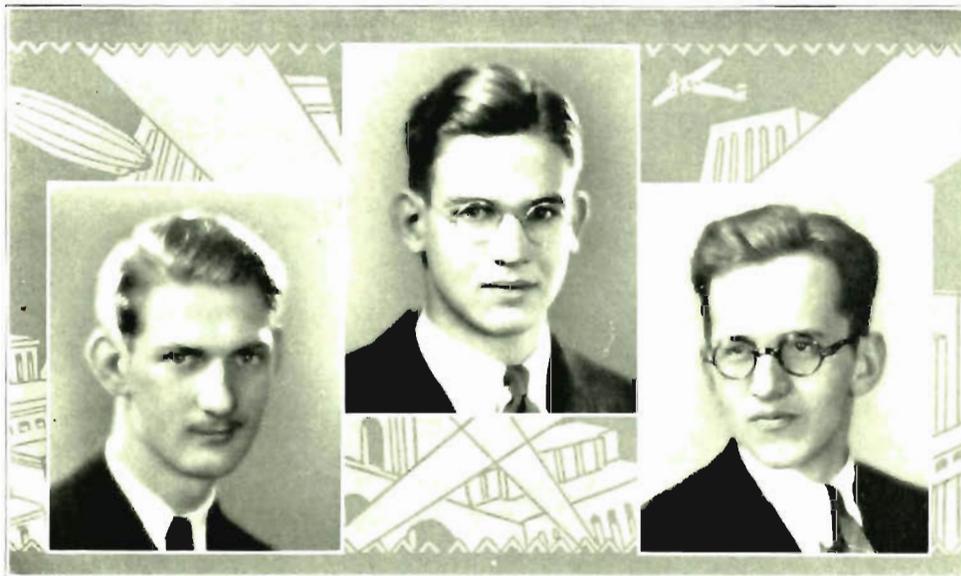
The latter years of "Jack's" life have been spent at Storm King Preparatory School and in the office of H. B. Ives Company, hardware manufacturers, in New Haven. The next years will undoubtedly find him with the same concern, but with a broadened viewpoint and experience as a result of his studies here.

HAROLD E. MYERS

106 Laurel Avenue

Binghamton, New York

"Hal" is one of the younger members of the class, having come to Babson directly upon his graduation from Binghamton High School. Here he has taken an active interest in bowling. By way of business experience "Hal" has been one summer with a wholesale hardware company. His objective, however, is the investments field.



R. LINCOLN NASON

43 Overbrook Drive

Wellesley, Massachusetts

Since "Ray's" graduation from Somerville High School, he has worked in the sales department of Shreve, Crump & Low, Boston jewelers, and as a salesman for Packard Motors. Following the completion of his Babson courses "Ray" intends to enter business as a financial counselor.

HOLLIS P. NICHOLS

26 Whittemore Street

Boston, Massachusetts

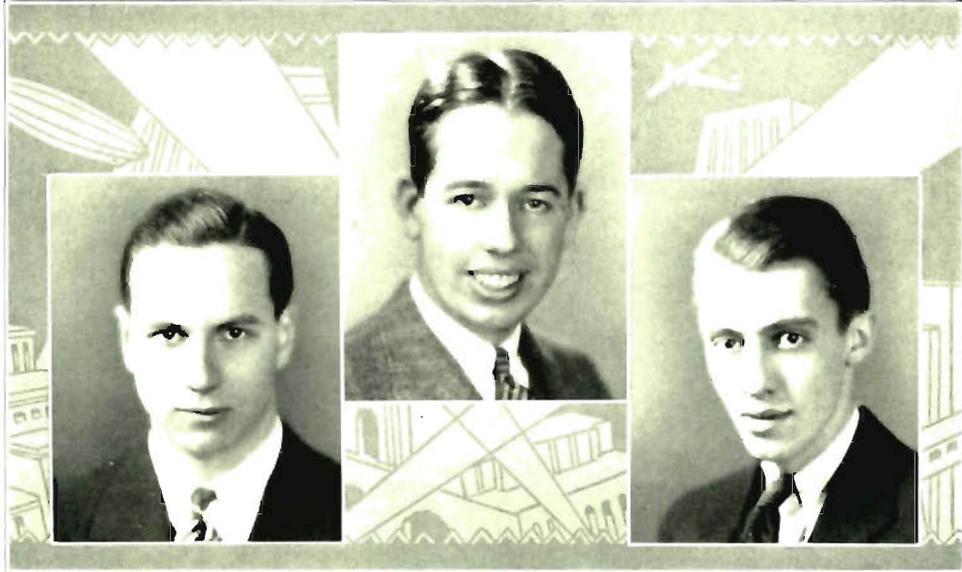
"Nick" is a local boy who believes in patronizing "neighborhood stores." After six years at Roxbury Latin School, he spent two and one-half years at Harvard where he belonged to the Speakers Club. The regular investment course proved of much interest to Nick and he plans on returning next fall to take an advanced course. Then he hopes to work into that line of work in Boston.

ARNOLD B. NORCROSS

421 St. Ronan Street

New Haven, Connecticut

Previous to entering the Institute in September, Arnold received all his education down in New Haven. He is a graduate of the Taft School and Yale University, spending four years at each. Arnold hopes for a position with some investment trust after graduating from here in June. Around the Campus, he has earned the reputation of being a daring man at the steering wheel of his trusty Chevrolet.



GEORGE BREWSTER MATHEWS OLMSTED

161 Windsor Avenue

Buffalo, New York

Before his arrival at the Institute, "Brew" spent four years at the Nichols School in Buffalo and three years at the Hill School. Then he enjoyed two years of work at Yale University. "Brew" was a member of the "New York Bowling Team" which won its league championship, but lost in the "World Series." At the present time, "Brew" is unable to state a preference as to a career.

CHARLES G. PADULA

67 Chatham Street

Worcester, Massachusetts

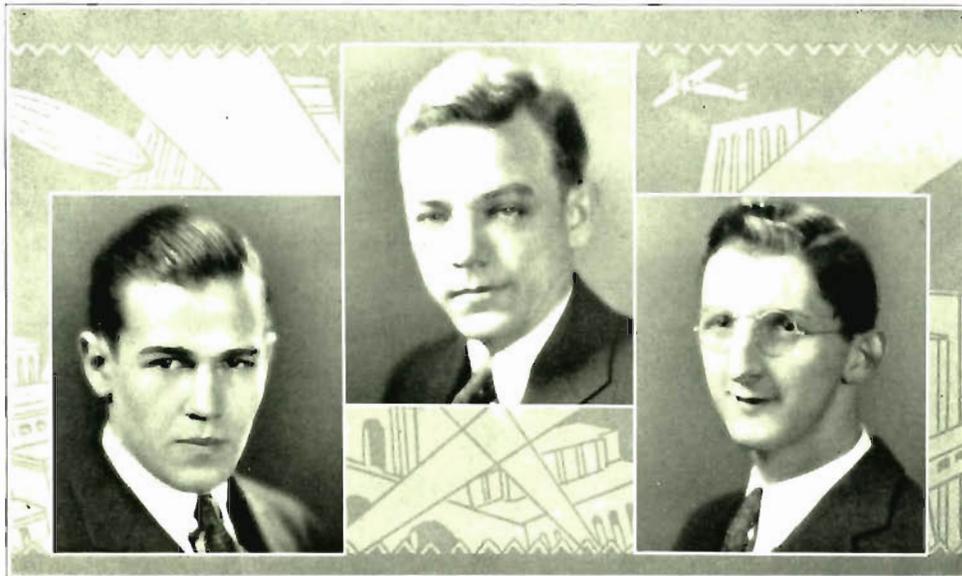
"Charley" is one of the lucky Institute boys whose home is close enough to go to each week-end. Before entering in September, he went to Worcester Academy for two years and one year at South High, also at home. As yet college has not appealed to Charley, and he has not picked out his life's work.

GORDON F. PEMBER

3 Quaker Street

Granville, New York

"Gordy" is a graduate of the Granville High School. After that he spent two years at the University of Pennsylvania where he was a Theta Delta Chi. His summer vacations have been well spent as a bank teller for two years and as a construction job timekeeper for another two years. At the Institute, "Gordy" was a member of the runner-up "New York Bowling Team."



## RICHARD S. QUIGLEY, JR.

Lock Haven

Pennsylvania

"Dick" received his early education at Newman School, Lakewood, New Jersey, where he spent six years. Following this he attended Lehigh University for a year and then came to the Institute to specialize in business prior to entering the field of manufacturing.

## THOMAS G. RAGLAND

Murfreesboro

Tennessee

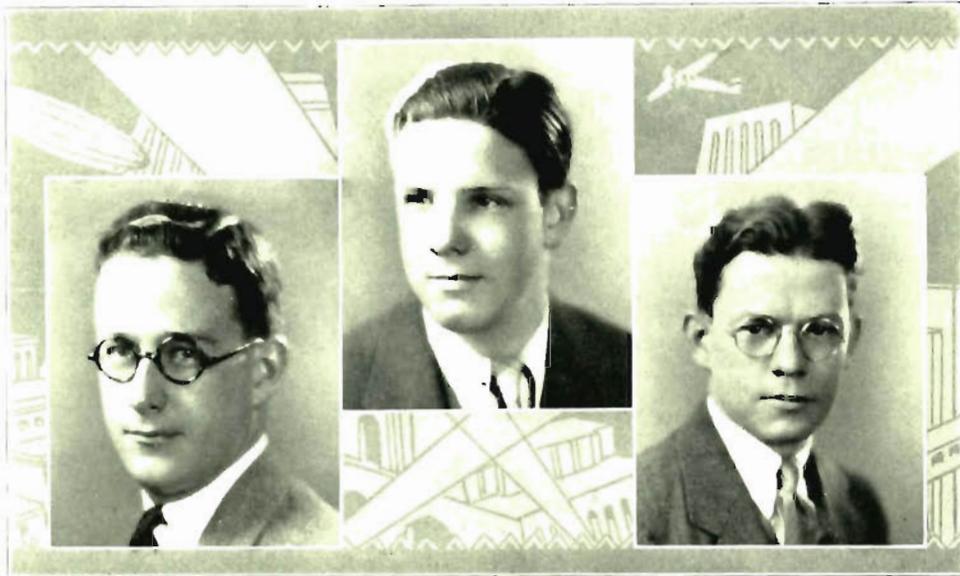
"Tom" dropped in on us in January instead of being orthodox and starting in September. He plans to continue through the summer so should graduate in September. The Distribution Course was of special interest to "Tom" because of his wholesale grocery experience at home. "Tom" performed very creditably for the "South's Bowling Team" during the winter term.

## EDWARD G. REESE

Lincoln Highway, East

Lancaster, Pennsylvania

"Ed" comes to the Institute with two and one-half years' experience with his father who is a hardware manufacturer in Lancaster. "Ed" is a graduate of the Lancaster High School. Here at the Institute, he was a valuable man on his bowling team. He plans to return to his father's hardware manufacturing plant this summer.



EDWIN S. ROSS

313 W. Front Street

Buchanan, Michigan

"Eddie" is a graduate of Culver Military Academy and is taking the course here primarily to prepare himself for a sales management future. His father is an official with the Clark Equipment Company, Buchanan, Michigan, which manufactures small truck and transportation equipment. "Ed's" Ford is the envy of every Babson student. How does he keep it so neat, clean, and shiny?

HARRY JAMES SCHONBLOM

130 Jackson Avenue

Bradford, Pennsylvania

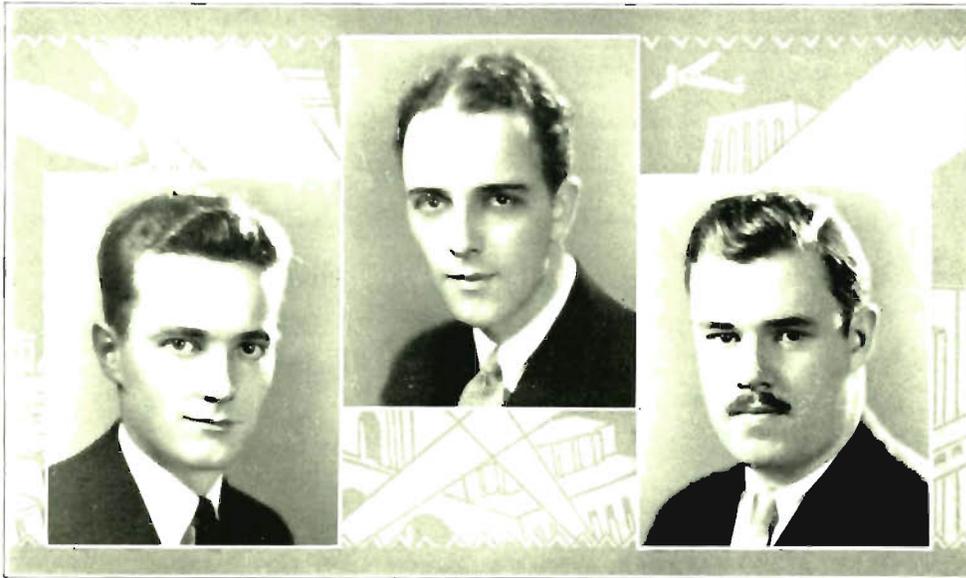
"Blimp" is another one of the boys from Pennsylvania. The latter years of his life have been spent pursuing an education at Lawrenceville Academy and Princeton. After completing his course here, "Blimp" is expecting to enter upon the field of oil production.

LEWIS PAUL SCOVILLE, III

205 Tennyson Avenue

Pittsburgh, Pennsylvania

In the course of events "Bud" has graduated from Bellefonte Academy and Williams College. At the latter institution he was a member of Theta Delta Chi. At the Institute "Bud" has actively engaged in bowling and turned in a good record. His future profession takes him into the field of advertising.



## EARL WILLIAM SELDON

866 Virginia Park

Detroit, Michigan

Earl has been eagerly searching for an education all his life. He has graduated from Northern High School in Detroit, Dartmouth College, and upon completing his courses at Babson Institute, he will study further at Harvard Law School. His business experience has been with the Arco Vacuum Corporation. Earl is a member of the Business Board of the Babsonian. He is also a Sigma Chi.

## DAVID A. SIMMON

6 Lincoln Road

Wellesley Hills, Massachusetts

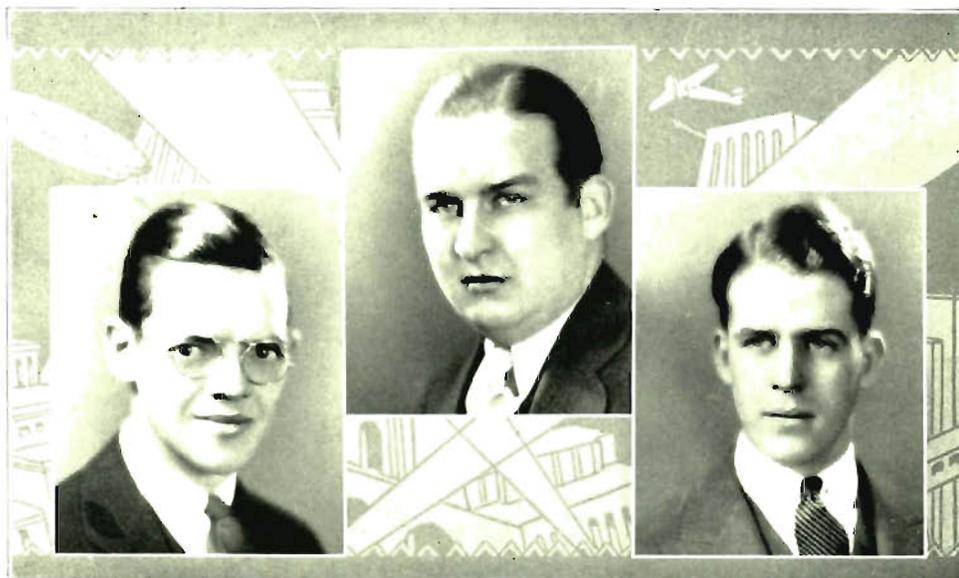
Before entering Babson Institute, "Dave" worked for a time at the First National Bank at Boston. Before that he was a Delta Kappa Epsilon at Bowdoin College, and before that he was at Phillips Exeter Academy. The investment counsel business is to have his services upon completion of his studies at the Institute.

## HARLAND ROSS SMITH

603 W. Michigan

Jackson, Michigan

WHO'S WHO would list him as H. R. "Dill" Smith, Jackson High School, three years; Jackson Junior College, one year; University of Michigan, two years; member of Phi Mu Alpha; real estate salesman, three years. The rest remains to be seen, but it is expected that foreign sales will claim his attention for life.



RICHARD M. SMITH

2830 Sedgewick Road

Shaker Heights, Cleveland, Ohio

"Dick" spent four years at the University School in Cleveland as well as one year at the Evans School in Tuscan, Arizona. He has also had two years' experience as an athletic instructor in Cleveland and one year's experience in a motion picture laboratory. "Dick" was a consistent and good bowler during the season. Manufacturing has appealed to "Dick", so that's the line he will make his first million in.

THOMAS L. SMITH, JR.

66 Prospect Street

Summit, New Jersey

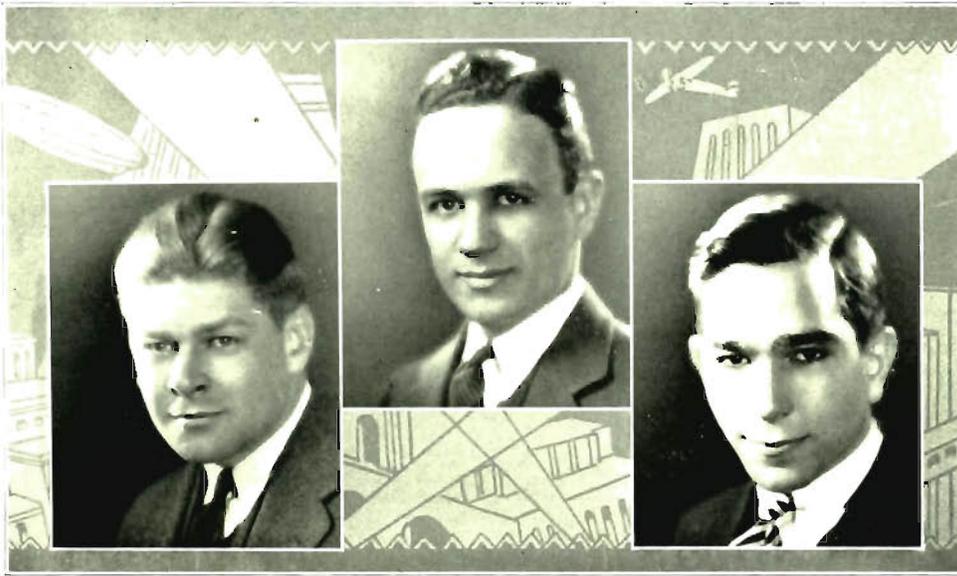
Augusta Military Academy and Washington and Lee University have both played prominent parts in shaping "Tom's" career; likewise, Sigma Alpha Epsilon. He has also worked during past summers with his father, who is vice-president of Standard Brands, Incorporated. Having no definite plans as to the future and being truly a product of the South, "Tom" is considering a career as one of "those there southern gentlemen."

WALTER LANE SMITH, JR.

1520 Central Avenue

Memphis, Tennessee

"Walt" attended Hill School for three years and four years later graduated from Princeton where he was a member of the University Cottage Club and the Triangle Club, of which he became manager his last year there. At Babson "Walt" has been chosen for the Business Board of the Babsonian. Next year he intends to locate with the Memphis Stone & Gravel Company.



EVERETT W. STEPHENSON

308 Victory Avenue

Schenectady, New York

"Steve" spent four years at The Manlius Military School and one year at the Bentley School of Finance in Boston before coming to the Institute. As Chairman of the Dance Committee, he has aided in putting on some elaborate social functions. "Steve" intends to enter the banking field after graduation.

SAMUEL M. STONE, JR.

224 County Street

Attleboro, Massachusetts

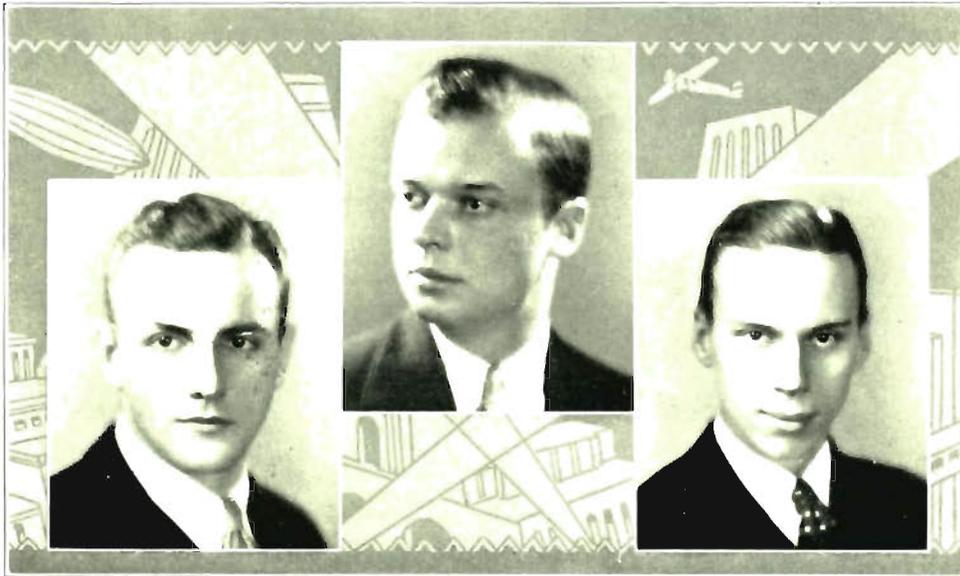
During the past few years, "Sam" has been at the University of Michigan and Deerfield Academy, and he is taking the business course here in preparation for a career in either the banking field or the jewelry business. He has had some experiences in jewelry manufacturing with Horton-Angell Company of Attleboro, Massachusetts. Bowling has constituted his outside activity at the Institute.

JOHN MARTIN STRONG

52 Kingsboro Avenue

Gloversville, New York

"Jack" left the Institute last December with a well defined idea for the future. He plans spending two years in the retail merchandising field and then joining his father who is already well entrenched in that line. Before appearing at the Institute, "Jack" attended Swavely Prep at Manassas, Virginia, and then he spent a year and one-half at Lehigh University where he was a Phi Sigma Kappa.



CHARLES F. STUART

328 E. Glen Avenue

Syracuse, New York

"Chuck's" college experiences have been derived from the University of Alabama, Syracuse University, and Phi Delta Theta. This year he has been endeavoring to absorb as much finance as possible preparatory to selling bonds in New York City, and seems to be making out well.

WILLIAM D. SWALLOW

3801 Campbell Street

Kansas City, Missouri

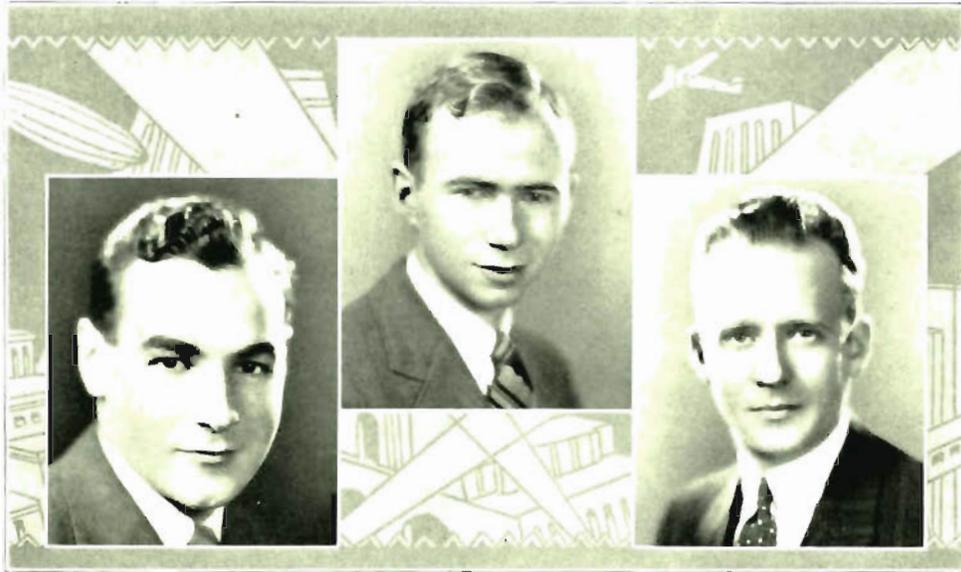
This humorous, ingenious, and enterprising young man is a product of Westport High School, Kansas City, and Finlay Engineering College. For some years he was in the radio business until he felt the urge to come to the Institute to pave the way for a career in the stock brokerage field. "Bill" is on the Babsonian Board in the capacity of Associate Editor.

WILLIAM L. THOMAS

113 Center Street

Frackville, Pennsylvania

"Bill" is at Babson Institute rounding out his education which previously has been derived from Mercersburg Academy and Lafayette. His fraternity is Delta Upsilon. The next years will find "Bill" actively engaged in life insurance and doing big things.



## FREDERICK S. TODD

282 Barrington Street

Rochester, New York

Previous to his taking the Production Course here, "Fred" has spent three years at Cornell University studying mechanical engineering. There he was a member of Phi Epsilon and also of the crew and the track team. "Fred" is now back at Cornell to get his degree and intends to enter the financial field after graduation.

## JAMES BAXTER TOMLINSON

191 Pine Street

Portland, Maine

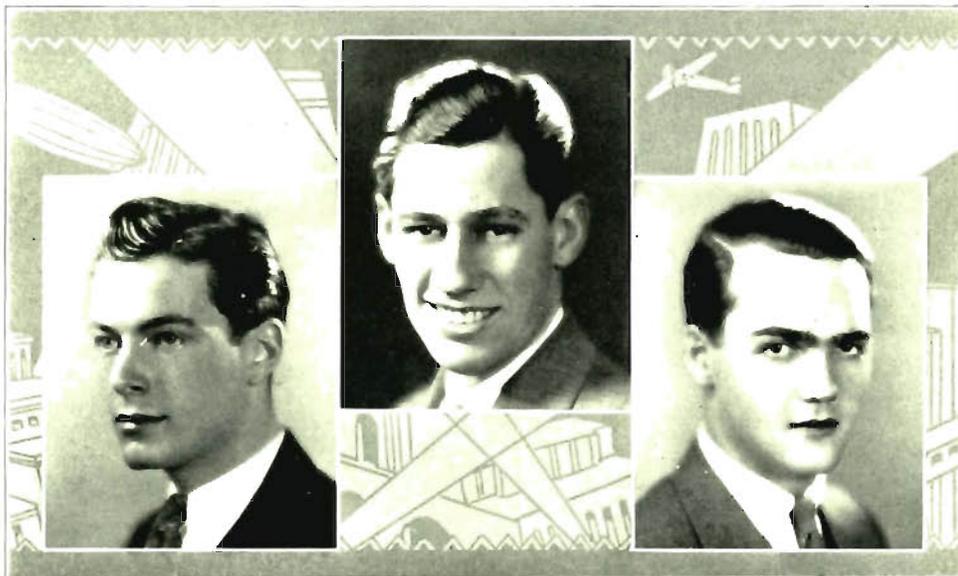
"Jim", a true Yankee from old Portland, comes to Babson Institute after spending a year at Burdett College, a business school in Boston. Previous to that Hebron Academy up in Hebron, Maine, claimed two years of his schooling. A summer job as bank messenger appealed so much to "Jim" that he is going to enter the banking field after graduation.

## HENRY A. TRASK

24 Linden Avenue

Buffalo, New York

"Bus" comes to us from Buffalo with a considerable business background. He was connected with the General Outdoor Advertising Company for two years and then spent three years in a home-town brokerage house. After Commencement he hopes for a position with an investment counselor in New York City. "Bus" was an ardent member and supporter of the runner-up, the "New York Bowling Team."



JOHN PHILEMON TURNER

523 N. Main Street

Butler, Pennsylvania

The past few years "Jack" has spent at Carnegie Tech intermingled with work in vacation time with a variety of companies, notably the Gulf Refining Company, Baltimore and Ohio Railroad in Pittsburgh, American Austin Car Company, and the Wimer Construction Company. His future career, however, is to be in export work or investments.

JOHN VAN NORTWICK, JR.

24 S. Batavia Avenue

Batavia, Illinois

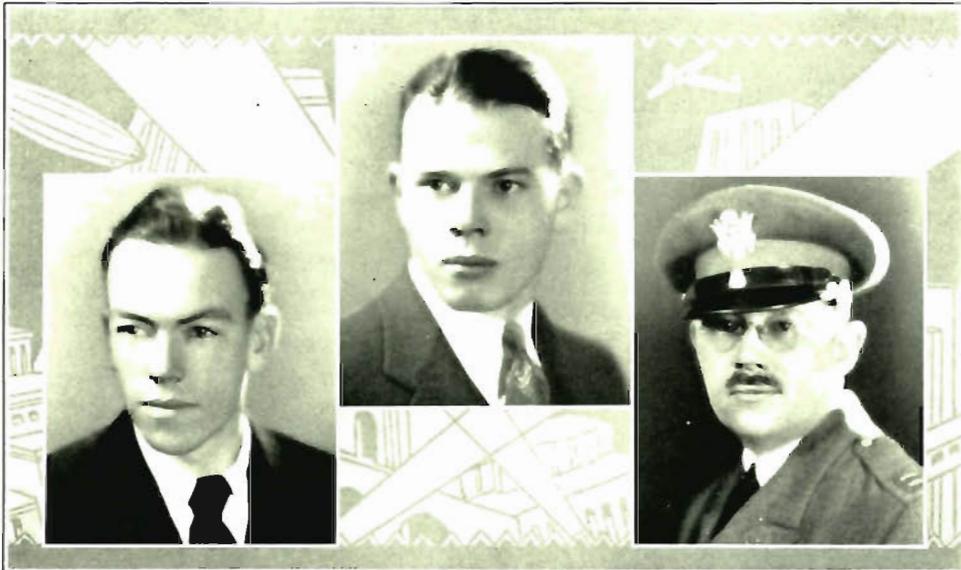
"Van" completed the regular course in December but returned to take a three months' course in Advanced Production during the winter. Before coming to the Institute, he attended St. Albans, Berkshire, Ashville, and Miss Harris' School as well as Roxbury and Princeton Prep. During this time he also had over two years' practical experience in factory work. "Van" was a member of the Dance Committee during his four terms at the Institute.

PHILIP ARTHUR VAN VLACK, JR.

319 Linden Avenue

Oak Park, Illinois

"Van's" experiences along educational lines have been derived from Chicago Latin School and Tome School, Port Deposit, Maryland. His business experience has been with the Oak Park Buick Sales Company, and several summers with the Moser Paper Company of Chicago, with which concern he intends to be located next year.



B. SANDERS WALKER

213 High Street

Macon, Georgia

Until Christmas vacation "Sandy" was a partner in a father-son student combination at the Institute, as his father spent three months up here taking an advanced course in Finance. "Sandy," being married, has no just cause for being lonesome now though, as Mrs. Walker is up here with him. Sigma Alpha Epsilon claimed "Sandy" during his four years at the University of Georgia.

EDWIN C. WARD

3934 Frontier Avenue

Chicago, Illinois

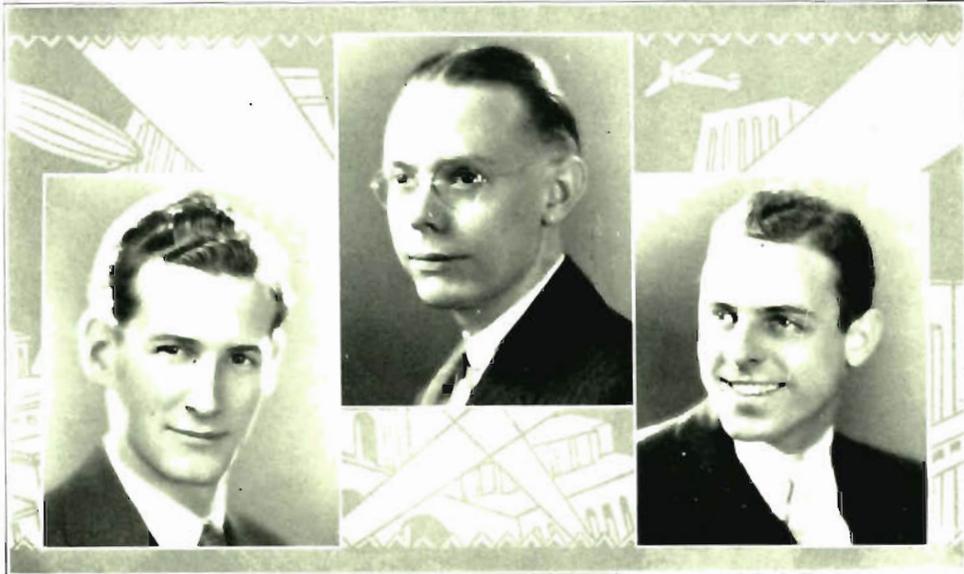
"Bill" is the Class Secretary. Culver Military Academy, Purdue University, and Alpha Tau Omega have all claimed an important part in shaping "Bill's" destinies. His business experience has been in the construction field, and after receiving the Babson Institute sheepskin, he is to be located with the United Cork Company of Chicago. Incidentally "Bill" is a bowler of no mean ability.

CAPTAIN GEORGE STEWART WARREN

Chief of Air Corps

Washington, D. C.

The "Cap" is the Army's representative at the Institute this year. Every one feels that General "So and So" certainly made a wise appointment. Captain Warren's prime achievements in the Army Air Corps are his qualifications as airplane pilot, airplane observer, aerial gunner, airship pilot, balloon pilot and observer and expert aerial bomber. These distinctions are the maximum one may achieve in the Army Air Corps and the number who have made the grade are very few.



MYRON M. WARREN

64 Barber Street

Torrington, Connecticut

"Skipper" comes to Babson after four years at Gloucester, Massachusetts, High School, and another four years at Colgate University. At the Institute he has interested himself in bowling and basketball as well as being one of the members of the Editorial Staff of this Yearbook. "Skipper" hopes to get into industrial engineering after graduation.

GEORGE H. F. WASS

West Brookfield

Massachusetts

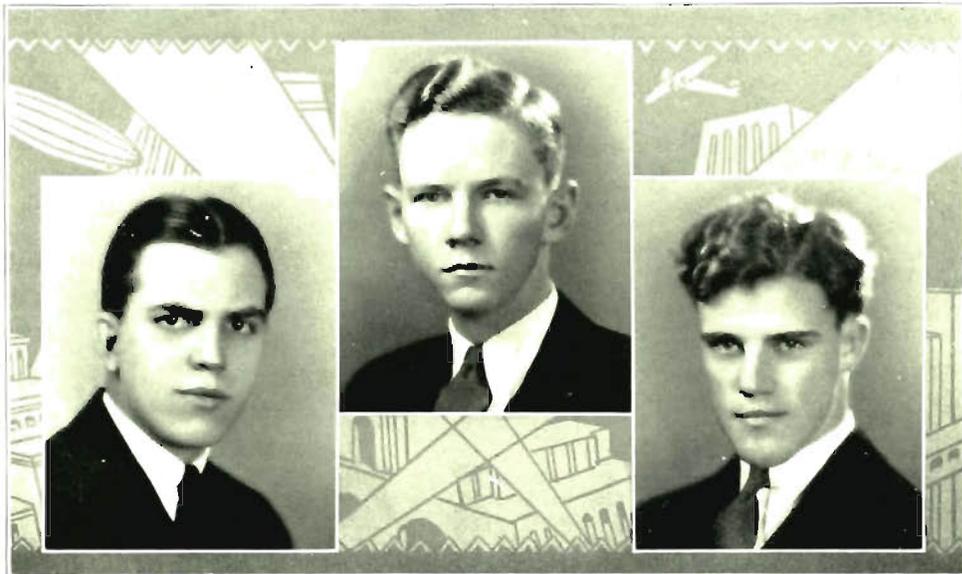
"Sam" returned to complete his course this January after about two years' absence. During this time, he has acted as secretary and treasurer of the Warren Steam Pump Company of Warren, Massachusetts. He has been with this concern since graduating from the Warren High School about ten years ago. "Sam" plans to take a course in Advanced Distribution next fall before battling the business work anew.

RALPH WAYNE

136 Kemper Street

Wollaston, Massachusetts

After four years at Thayer Academy and three at Massachusetts Institute of Technology, where he was a member of Delta Tau Delta Fraternity, Ralph has come to Babson to apply the finishing touches to his education. In the past, he has been associated with the Jordan Marsh Company of Boston, but as to the future, he is more or less uncertain.



DANA C. WELLS, JR.

39 Broad Street

Newburyport, Massachusetts

This tall lad has come all the way to Babson Institute from Newburyport by way of Phillips Exeter Academy and Wesleyan University, where he became affiliated with Sigma Nu Fraternity. His business experience during this time has been with the Harvard Cooperative Society and the Hood Rubber Company. Here among other things, Dana has become quite adept in the science of bowling. His future plans point to advertising.

DESHLER WHITING, JR.

231 Brahan Boulevard

San Antonio, Texas

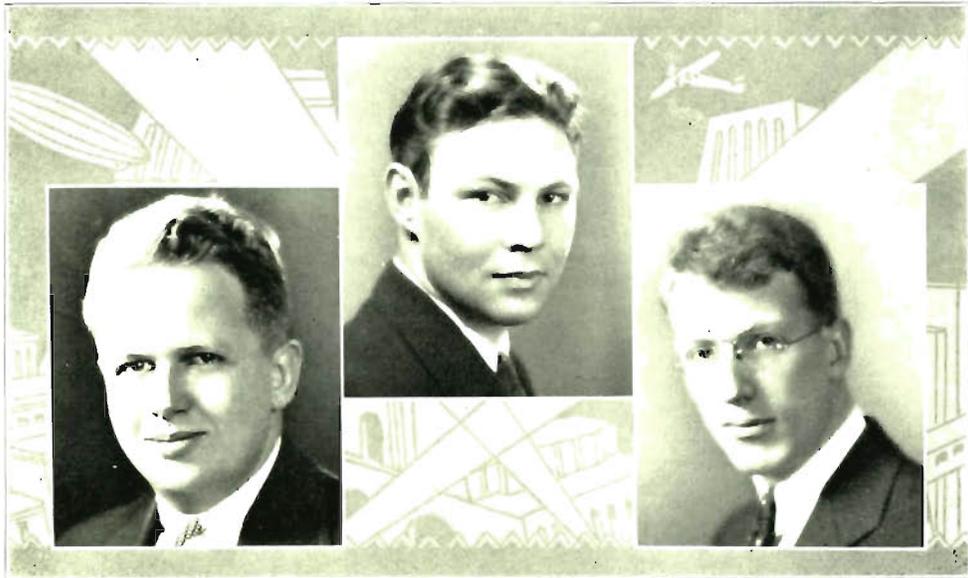
And here is a man from the "land of sage brush and cactus." The popular conception of the Texan fits him perfectly, a tall, lean, lanky chap with a slow southern drawl. "Tex" has attended New Mexico Military Institute for three years before entering Babson, and in the future, he intends to engage in mining operations.

LAURENCE R. WILSON

180 Franklin Street

Denver, Colorado

After a year at Princeton University, "Laurie" packed his bag and moved up to Massachusetts so as to have a better eye on the Tiger's dreaded rival—Harvard. Previously he attended Hill School for three years and Hun School for one. "Laurie" was a most enthusiastic bowler during the season. The oil industry has a hold on "Laurie" so some day we may hear of "Wilson's Gas."



HENRY J. WELCH, JR.

13715 Shaker Boulevard

Cleveland Heights, Ohio

"Hank" is a product of the University School of Cleveland and Gunnery School of Washington, D. C. Following the completion of the regular Institute courses, he took up an additional study in Advanced Finance. "Hank's" business experience has been with the Youngstown Sheet and Tube Company with which concern he expects to be located in a production or sales capacity.

WILLIAM WINTER

Medina

Washington

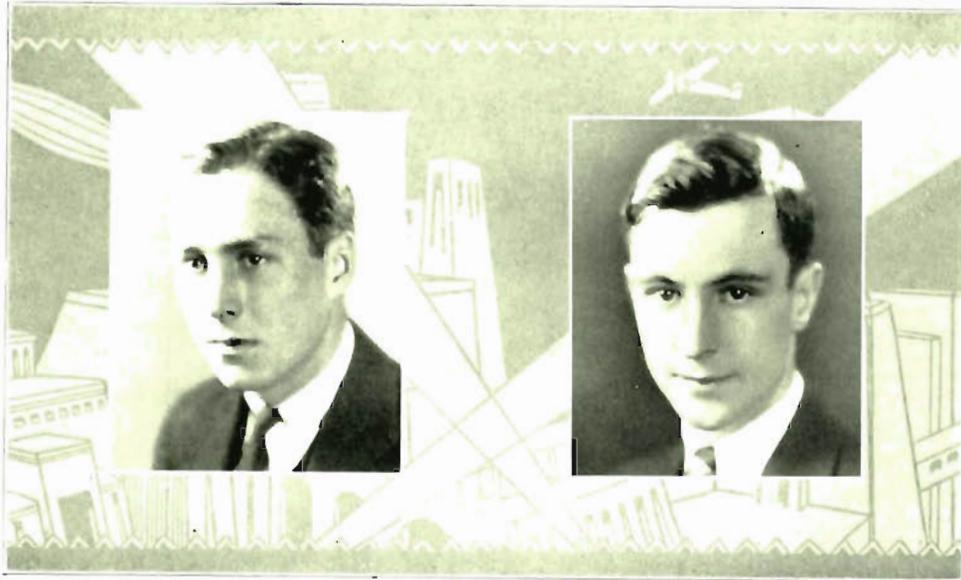
Here we have the President of the 1931 Class. Before leaving Seattle "Bill" attended the Moran Preparatory School for four years and the University of Washington for three terms. At the latter he was a Phi Gamma Delta. Working in a brokerage house at Long Beach, California, for a short while has shown "Bill" that he has a liking for the investment game which he hopes to enter soon.

RICHARD RULE YOUNG

15 President Street

New Rochelle, New York

"Dick" has garnered his education from Needham, Massachusetts, High School, Whitgift Grammar in London, Knox College, and Brown University, where he joined the Sigma Kappa Psi Fraternity. At Babson "Dick" has taken a keen interest in bowling and is one of the team captains. His business experience has been with the Walworth Company, in statistical work, in which field he is to engage after finishing at the Institute.



EDWARD D. SPILMAN

South Hills

Charleston, West Virginia

Four years ago, "Speed" was enjoying life at Princeton Prep; two years ago at Shenandoah Valley Academy; and now at the Institute. "Speed" has also displayed his talents as an electrical engineer with the Appalachian Power Company, but as to the future, neither he nor we can even guess.

GERALD H. THOMPSON

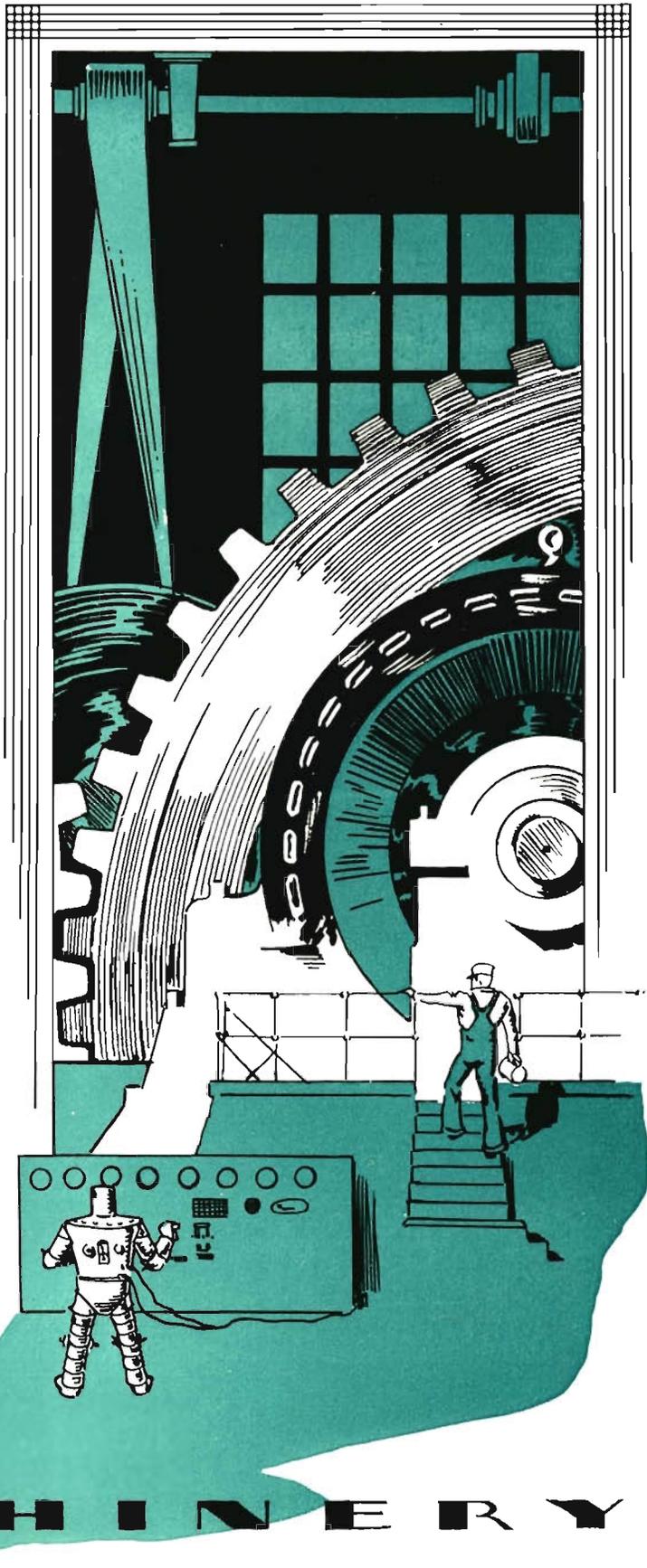
624 Orchard Lake Avenue

Pontiac, Michigan

"Jerry" returned to Pontiac in December after completing the Finance Course. He also spent the fall term at Babson Institute a year ago taking the course in Distribution, but did not return that winter, preferring a trip through Europe. While at the Institute, "Jerry" was very prominent in bowling. As to future plans, he has not decided whether to take a law course at home or to enter the banking field.



“All such automatic methods create new demands and new industries \* \* \* the greatest profits will go to those who popularize and sell such automatic machinery.”



# MACHINERY

## THE HISTORY OF BABSON INSTITUTE

Babson Institute was founded by Mr. Roger W. Babson in 1919 with the purpose of training 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. From its founding, the Institute has not been interested in helping men to make money per se, but rather to prepare men to enter business with the desire to render service and to develop right habits that make for true business success.

He also believed that the way to learn is to do. In learning to swim, the first step is to get into the water; just so, it is not strange that the school was organized that young men may learn the fundamentals of business by actually doing at the same time they are studying, and so Babson Institute has been a careful blending of the practical and the theoretical and is an innovation in the American educational system, unique in its foundation, its set-up, its purpose, and its methods.

In the fall of 1919, the school opened with about twenty-five students. A house at 31 Abbott Road, formerly the home of Mr. and Mrs. Babson, was used as the one and only school building that year. Soon afterward, however, the Babson Statistical Organization moved into its present quarters, after which the Institute moved into the Organization's old building on Washington Street. When we think of this very humble beginning and see the huge Campus and equipment which now exist, we can not but be impressed by the great progress that the school has made in but twelve years.

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 of Massachusetts, he became chairman of the Board of Trustees, and Dr. Coleman came to the Institute as president, which position he has held ever since. It is a wonderful thing that these two great men have got together to focus their interests on one great goal. They have but one purpose, one end in view, as Mr. Babson puts it: "We both were aiming at the same results, but Dr. Coleman started with the masses at Ford Hall, and I started with the bankers on Wall Street."

While the school was located on Washington Street, Mr. Babson was gradually acquiring for the Institute a large tract of land which is partly

in Wellesley and partly in Needham. This land was later to become known as Babson Park: 125 acres are owned by the Babson Institute, and the remainder by the Babson Park Company. The Administration Building, the Richard Knight Auditorium, given by Mrs. Babson, the Lyon Building, and the Bryant Building were all built in 1923. The Peavey Gymnasium and Park Manor South were built in 1924, and the Coleman Map Building in 1925. In addition to these buildings there has sprung up, under the ownership of the Babson Park Company, an office building, a post office, a store, and a garage, offering facilities to the students of the school, all of which make Babson Park quite a community in itself.

Within the last year a very modern radio broadcasting station, headquarters of Station WBSO, has been completed; also an ultra-modern dormitory, at a cost of over a quarter of a million dollars, has been finished. This new Park Manor has added greatly to the housing facilities as well as to the comfort of the students. It is considered one of the most modern dormitories of its kind in the country.

The Institute student body has shown a great increase every year since its existence. This year over 145 students will have passed through its doors. The distribution of the student body is considered to be one of the greatest for its size of any school in the country, representing thirty-two states and two foreign countries.

Babson Institute will never be a great deal larger than it is at present, as its purpose is to train by the small conference group plan where the acme of personal attention can be given to every man. However, its traditions, fame, and reputation will go on ad infinitum.





LYON STUDY GROUP

## BUSINESS TRAINING

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It would be far from fitting to leave out mention of the more serious side of our life here at Babson Institute. Here, where we learn by doing, it would take far too long to tell the whole story of our laboratory methods, so we will try simply to scan briefly the high lights of the past year.

The first thing that happened when we arrived was to be given an office desk and the use of telephone and ediphone service in a brick office building. Here we were immediately taught business hours and business methods. Our work began promptly at eight-thirty in the morning and it was five o'clock before we were free to ourselves.

The Distribution Course included Business Law, Marketing, Economics, Forecasting, Advertising, Advertising Management, Sales, Sales Management, Public Speaking, and Business Correspondence. The classes were run on the small conference group plan. There was very little field



ECONOMICS CONFERENCE



BRYANT STUDY GROUP

work in this division, the only two trips taken were to the Christian Science Monitor, and to the Boston Produce Market. Sales demonstrations were given by students ranging from Austin Cars to Investment Trusts. It would be impossible to evaluate the different classes as they were all pertinent and practical.

Every Wednesday morning during the last hour, we had Public Speaking under the eminent Dr. Matthews. These classes were not only helpful, but very entertaining. Subjects for discussions ranged all the way from the immortality of the soul to arguments against marrying at a youthful age. The final meeting of the class was in the form of a banquet in the Park Manor dining room. This was certainly a most fitting climax to this course and was an event that will be well remembered by all.

An annual feature of the Advertising Class has been the writing of an advertisement for The Babsonian by the students. The contest this year for the best advertisement for the Babson Institute was won by Thatcher P. Luquer. This advertisement appears in the Advertising Section of The Babsonian.



CONFERENCE IN BUSINESS LAW



A SCENE AT THE DENNISON MANUFACTURING PLANT

Late in the fall Dean Millea started to hold open forum sessions at his home Sunday evenings. The Dean made it plain that every one was welcomed. Once a week a group of more or less philosophically-minded students met and definitely settled questions that theologians have been arguing about for centuries. On several occasions Dean Millea escorted a delegation to the home of Mr. Babson where most enjoyable evenings were spent in conversation with the honored founder of the school.

The old time clock, which received its daily quota of punches, was not the only thing that became a habit. Friday afternoon Industrial Movies were just as much a part of our life as our meals. We soon found that the number of times we got hit on the head with beans, tin cans, shoes, or what not were in inverse proportion to the timeliness and interest of the particular picture. It would have been impossible to have travelled all over the United States to visit all kinds of factories, mines, stores, and the like, but it was no trick at all for the school to bring them right to us by means of the celluloid.

After solving the problem of demand creation, forecasting prices,



PSYCHOLOGY CONFERENCE



A SCENE AT THE SALADA TEA CO.

learning how to tramp on a sound economic footing, and eventually marketing our product, we changed to our course of how to produce them. The courses in this group were: Factory Management, Business Administration, Psychology of Business Judgment, Psychology of Business Management, and Industrial Relations. This group was likewise composed of discussions and problems arising from the management and direction of business. By going over a large number of situations, which cause friction in the smooth running of a plant, a common sense attitude in the handling of production difficulties and personnel problems was soon developed.

In the Production Division came our real dose of field work. Every Tuesday afternoon at twelve-thirty, Dean Millea led a long stream of cars out of the Park Manor driveway headed for some nearby plant. These visits were both interesting and instructive, and the reports which had to be written on them later certainly kept the boys out of mischief. A few of the plants visited were: The Ford Motor Company, The H. P. Hood and Sons, Incorporated; Clicquot Club Company; American Woolen Company; Ayer Mills; the Pacific Mills; Walk-Over Shoe Factory; The Dennison



CONFERENCE IN FACTORY MANAGEMENT



A LECTURE IN HYGIENE

Manufacturing Company; the Industrial Exposition at Babson Park; The Loose-Wiles Biscuit Company; Lever Brothers Soap Company; The Boston Woven Hose Company; B. F. Sturtevant Company; Salada Tea Company; The New England Structural Steel Company; The Stetson Shoe Company; The William Carter Underwear Company; Hood Rubber Company; Pneumatic Scale Corporation; General Electric Plant at West Lynn; General Electric, River Works; and the Edison Lamp Works.

The Psychology courses are a combination of personnel work, the psychology of selecting men and the development of a personal philosophy of life. Several trips were taken in connection with this course: to a conference on mental hygiene and employment at the Twentieth Century Club at Boston, to the Waverly School for the mentally deficient, and to the Worcester Insane Asylum.

It was along about this time that we became acquainted with Dr. Wilcox. Public Speaking ended shortly after the beginning of the second quarter and a course in Hygiene immediately followed. Babson Institute not only stands for mental hygiene in business, but physical and



CONFERENCE IN ACCOUNTING



THE PUBLIC SPEAKING BANQUET

spiritual hygiene as well. Dr. Wilcox, one of the foremost physicians and surgeons in the vicinity of Boston, was most admirably qualified to give this course of lectures. His talks were readily received by the students who benefited greatly from them.

Equally interesting were the series of lectures delivered by Dr. Ford A. Carpenter of the Los Angeles Chamber of Commerce. Dr. Carpenter is one of the foremost authorities in the world on aeronautical meteorology and is an annual guest for a period of lectures. Dr. Carpenter's talks were illustrated with slides that he had personally compiled and he impressed the student body with the great future of aviation. Since an airport is in the process of construction on the Institute Campus, it was of particular interest to us all.

Speaking of lecturers reminds one of the weekly Saturday morning talks in the Richard Knight Auditorium. Dr. Coleman presided at these meetings and it was an education in itself to see him handle such assemblies, as he is generally recognized as one of the foremost chairmen in the country and is in constant demand at meetings of all types. The



LYON SECRETARIES AT WORK

following business leaders were among the speakers: Mr. William H. Shumway of the William H. Shumway Personnel Company of Boston; Mr. E. Grosvenor Plowman of the University of Denver, a leader in the Statistical field; Mr. Daniel Bloomfield of the Retail Trade Board of the Boston Chamber of Commerce; Dr. Everett C. Herrick, President of the Newton Theological Seminary; Miss Doris Hayes of the Fairchild Trade Publication of Boston; Mr. E. L. Chase of the Babson Park Personnel Company, another vocational speaker; Mr. Lawrence P. Tolman, Vice-President of the Certified Industries of Boston; Mr. Hugh D. Butler, Director of the Foreign and Domestic Commerce Office of Boston; Dr. Charles N. Arbuckle, Pastor of the First Baptist Church of Newton Center, Massachusetts; Mr. Earl Dean Howard, Vice-President of the Hart, Schaffner and Marx Company, Chicago; Mr. Leonard W. Cronkhite of the Leonard W. Cronkhite Company, Boston, an authority on the international situation; Mr. Thomas Dreir, The Thomas Dreir Service, an expert on monthly house organs; Dr. J. A. Burns, President of the Oneida Institute, Oneida, Kentucky, a unique educational enterprise; Mr. Stewart Girriel, Sales Counselor to the leading paint and varnish manufacturers in the United States, a sales executive par excellence; and Mr. Charles Ward of the Appenzeller, Allen and Hill Company of New York City.

After the three months of Production came Finance. Soon we began to read the financial pages of the daily paper more religiously than the sports or comics. Nearly every one bought a few thousand dollars' worth of stocks on paper and we were off on a temporary career of high finance. This course included Accounting, Taxation, Investments, Corporation Finance, and Statistics. Oh! what a headache that last-mentioned subject was to many of us. It was not long before every one realized what an exact science the general subject of financing anything or everything really is. Accounting and Taxation taught us the art of keeping track; Investments taught us the general set-up of the things financial and taught us how to analyze companies of all types. Corporation Finance showed us the various ways to organize companies; Statistics, the noble effort to try and know the why and wherefore of all the zigzags on all the charts. Trips were taken in Finance to the Federal Reserve Bank, Stock Exchange, and many brokerage houses in Boston.

Babson Institute is truly a very definite road to plenty—of hard work to the plentiful twin cities of success and happiness.



## ALUMNI

I have been advised by the Editor that this Babsonian is to be dedicated to Opportunity.

This creates in my mind a vision of Opportunity personified as an elderly gentleman knocking at a door, and, having briefly knocked, departing with a speed which belies his apparent age, and with an expression of evil joy on his face at not having been apprehended and detained by the party or parties on the other side of the door. He will not, according to popular legend, return to this particular door. He is the original "one-timer"—this "Old Man Opportunity."



A. J. T. WOLL  
President of Alumni Association

I am prepared to admit that one has to be fairly quick on the trigger to lay the old fellow low, but despite the fact that I have heard it repeatedly stated that he knocks but once I do not believe it. On the contrary, I have ample evidence to prove conclusively that he knocks not once, but innumerable times—almost continuously. Quite a task for an old chap, to be going around knocking on doors continually, but then he's fast. Moreover, general belief to the contrary notwithstanding, I have an idea that he likes his job.

The Alumni Association as far as opportunity is concerned is somewhat of a double-edged affair. As an organization it is blessed with an abundance of opportunity. To its present and prospective members it represents opportunity. But, curiously, this is not true unless its members and prospective members take advantage of their opportunity, which opportunity does not actually exist unless the Association takes advantage of its own numerous opportunities. Involved and poorly expressed, probably, but true nevertheless. In other words, it takes the combined efforts of the Association as such, and its individual members to grasp the opportunities which the old man is handing out all the time—neither one can do it alone.

The Alumni Association has been and is growing. We will continue to do so and achieve the ends for which we are striving. In the past we have been able to throw "Old Man Opportunity" for a loss several times, and, consequently, to forge ahead toward our proper station in the usual order of things. To be sure, there have been times when it has not, for various reasons, been expedient to make a headlong dash to capture the old man when he has knocked at our door and we have had to forego the pleasure of "taking" him every time that he has shown up. However, gradually we grow stronger and more skillful and he need look for no quarter in the future.

I wish to welcome the members of the Class of 1931 into the Alumni Association—come along and help us take "Old Man Opportunity" into the camp. You will find it fair sport and valuable.

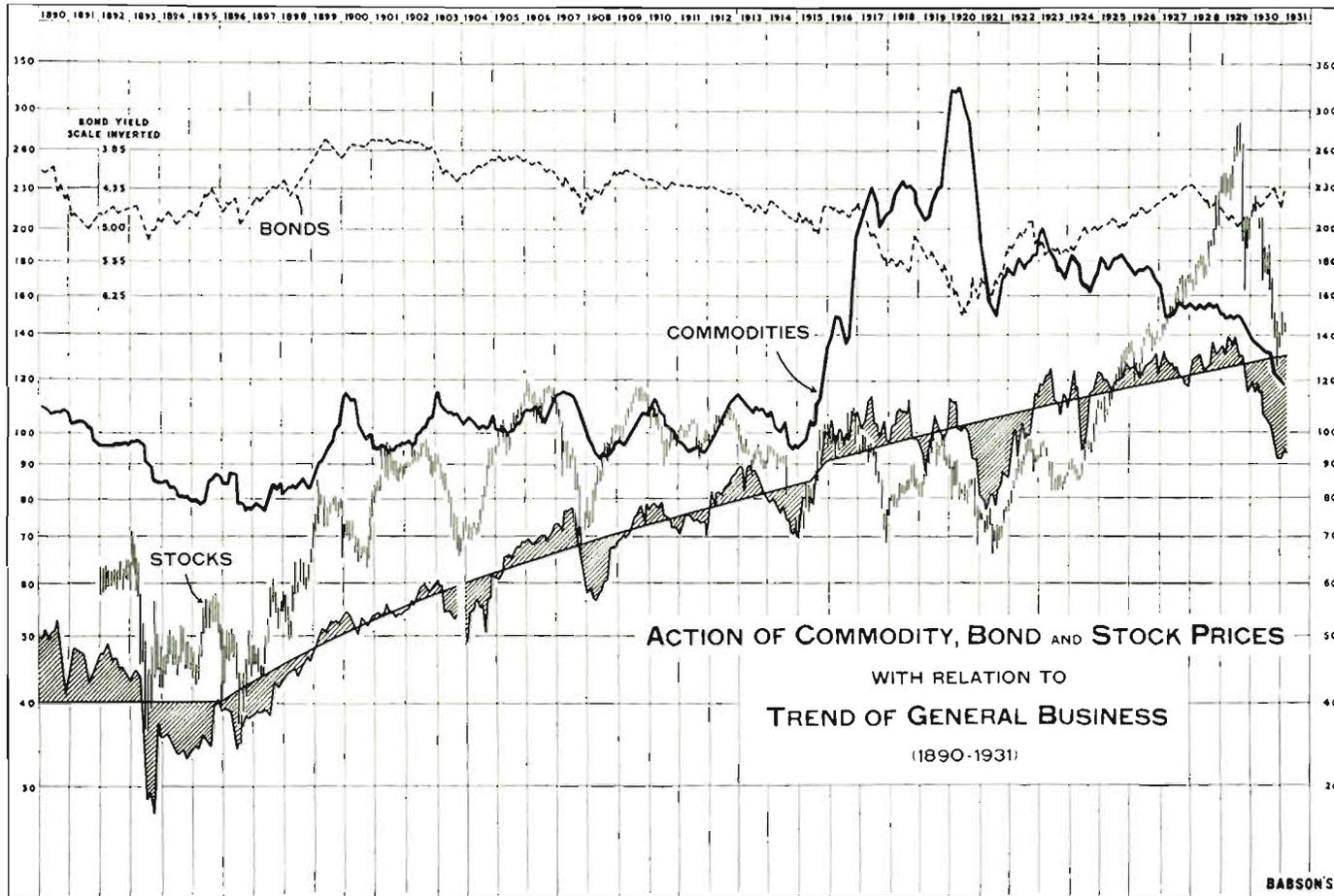


CHART OF BUSINESS DEPRESSIONS

## OPPORTUNITIES

Roger W. Babson

An old saying runs somewhat as follows:—"Blessed is he to whom adversity comes in early life." This might be stated as "It is much better to start at the bottom of the ladder than at the top." The fishermen of my old home city of Gloucester say:—"Those who go up like a rocket, come down like a stick." The general philosophy of these sayings may be rather discouraging to those who graduated from the Institute in 1927-1928, during the height of prosperity; **but should be very encouraging to those who are graduating in 1931.**

The year 1931, possibly the year 1932 also, is destined to be a year of adversity. General business is bad, unemployment is great, few people have any money, politics are very confusing, conditions abroad are unsatisfactory, failures are running heavy, commodity prices are very low and most people are blue and discouraged. Therefore, you men now graduating must scratch for jobs and scratch even harder to keep them after you get them. Yes, you are surely having adversity early in life and hence are greatly blessed. So here's a hand, men, for you all. I envy you.

Looking back over the economic history of our country, there have been eleven important business depressions. The first one began in 1837 and they followed in 1847, 1857, 1865, 1873, 1884, 1893, 1903, 1907, 1914, 1921, and 1929. The Major Depressions started with the dates above in black, and they came about once in a generation, the theory being that each generation must learn its own lesson for itself. Hence you are very fortunate to learn your lesson at the beginning of your generation rather than at the close thereof. Moreover, I can speak from experience, having graduated from the Massachusetts Institute of Technology in June 1898, at the end of the great Major Depression of 1893-1898.

## IN MANAGEMENT

Dean John E. Millea

The greatest opportunity in business management today is that of pioneering in the new order of business which has as its keynote educated intelligence and controlled initiative.

Our business history is characterized by alternating periods of false prosperity and depression, the elimination of which is the most important task confronting men entering business. Such a condition is not an essential accompaniment of management and its causes are found to lie in business ignorance and personal selfishness. If business men analyzed markets properly and kept within reasonable bounds in supplying those markets, if the wide range between manufacturing cost and selling price were reduced by the elimination of wasteful distribution practices, if resources were properly budgeted, if business managers widened the range of their visions to cover long-term prosperity rather than immediate gain, if reason rather than desire were made paramount, the hills and valleys would soon be levelled automatically.

In order to accomplish this end, sound business principles must be identified as such and vicious business practices discarded. It is not necessary to fear the so-called mechanization of industry, for this industrial development serves but to increase the standard of living. Rather should we fear any retrogressive step which would bind men more closely to industry. The best and unanswerable argument in favor of short working hours is that the principle makes it possible for a man to be a man. Greater industrial development will still further fortify man's position as man. Reasonable wages, regularized employment, and a proper working day form a combination which furnishes a market and a source of supply.

In an intelligently controlled business every individual serves a useful purpose. Business success is proportionate to the number of people served and the manner in which they are served. It is necessary to plan every step in every phase of business. Concentration on one and neglect of another prevent proper balance, lack of which results in periodic chaos.

The greatest bar to consistent business progress is the failure of the managerial incumbents to utilize logically their own natural capacities

for development. Depressions can be stopped only during times of prosperity. When the structure topples it is too late.

It is almost tragic to observe the degree of contentment and optimism with which business men as a class smother themselves when "business is good." The medical profession is taking great strides in the direction of health preservation. Business should adopt principles analogous to those found in preventative medicine. It is not difficult. It requires merely patient, consistent direction of applied intelligence to the field of business.

The responsibility for intelligently planned control in business rests largely upon the generation now entering the field. Success will be long in coming and progress will at times be barely discernible. Yet nothing worth while is easy of achievement. To bear a share in the intelligent discharge of this responsibility is the greatest opportunity open to you men entering business.



## IN FINANCE

Austin H. Fittz

All lines of business offer opportunities to the men who can either grasp or make them. It is not true, as the old adage would have us believe, that opportunity knocks at a man's door but once. Opportunities are continually knocking at the doors of all of us. And so whether it be in the domain of distribution, the field of finance, the province of production, the professions, or elsewhere, opportunities exist today as they always have existed and always will continue to exist.

What a young man is going to be able to make out of his life depends upon the character of the young man, the effort he is ready to put forth, and the sacrifices he is willing to incur, that he may achieve his ambition, whatever that ambition may be. His ambition may be to make money, to gain power, to win fame, or to serve humanity. He can attain to the realization of any of these ambitions in any honorable undertaking. But to accomplish his purpose requires the wise expenditure of twenty-four hours a day; that is, the utilization of his leisure as well as the efficient organization of his working hours.

Finance at once suggests banking. What, then, are some of the opportunities in banking? The percentage of failures among our commercial banks is appalling. That more than five per cent of all the commercial banks of the United States should have failed during the single year of 1930 is indisputable evidence that the banks of this country are not efficiently organized. That the depositors in these banks have been deprived of the use of nearly a billion dollars of money rightfully theirs is a situation that has created widespread and serious suffering.

Our banking difficulties have been due to a multiplicity of causes, chief among which is the circumstance that our banks have been operated as local units with boards of directors too often made up of illiterates in investment understanding. A reorganization of our banks into larger units ought to result in fewer failures. The future of commercial banking in the United States would seem to offer excellent opportunities to the young men of today to make money, to gain power, to win fame, and to do so by serving humanity.

The East has been long settled and its natural resources, although not fully developed, have been largely utilized. The greater part of the West has been rather thoroughly, though not completely, exploited. The

South, however, is rich in resources that have remained untouched and is a field still open to the promoter and the investment banker. There are many wonderful opportunities for the young men of today to become investment bankers to the South of tomorrow.

These financial opportunities in the South, however, are not exclusive. There will always be opportunities for investment bankers in the East and in the West as well as in the South. Already the lives of the American people have been lengthened. Undoubtedly, the next generation will see a further prolonging of life. More and more attention will be paid to personal hygiene and to community sanitation. Companies organized to promote the health of the people should prosper and should offer excellent opportunities for financial gain in return for the social service rendered.

Ten years ago investment trusts in the United States were unheard of. Up to date the history of our investment trusts has presented a sorry outcome. But just as investment trusts survived early years of mismanagement in England, so will investment trusts in the United States come to be of real service to the American people. There are going to be many opportunities for the young men of today to do good and to make good money in the management of investment trusts.

The newest of all the professions is that of the so-called "investment counselor." To the man who can wisely advise his clients how to invest their money and more particularly to make their money grow by speculation, the opportunity to obtain financial return for service rendered is very great.



## IN DISTRIBUTION

Dr. James M. Matthews

It is stimulating that the Babsonian Board of Editors have woven their editorial efforts this year around a theme. The idea is different. Things which are different have attraction and desirability.

The fact that Opportunity was chosen as this literary and philosophical nucleus has little to do with the situation,—and yet, Opportunity herself lies largest along lines and in situations which are unique. The editors deserve to place this year's Annual in every graduate home and 100 per cent among the Alumni.

I think it was the elder Morgan who was reputed to have told a young man, seeking his vocational advice, that it made little difference what line of work he entered if he would play a game so strict and so undeviating in honesty as to make him different from the ordinary run of men in his line. "Your very uniqueness," he said, "will attract people and business to you."

We Americans are a great bunch of Babbitts most of the time. We live on a sort of psychological main street which brooks not of deviation. Our loudly vocal individuality is but a thin disguise to this quality of mind. We buy stocks when they are high and we sell them when they are cheap, and then wonder why we have Cycles. Bankers over-reserve in Depression and dangerously deplete reserves in periods of Inflation, and our financial structure cracks under the strain of over-expansion. American business builds factories six and seven and eight and nine and ten when skies are rosy, and these same factories are foreclosed for taxes or other debts a year or so later. We make a drive for Fall Trade; we do a "whale of a business" sixth months in the year, and close our doors the rest of the season. We stick to a policy of economic American provincialism in a world one-half as large as a century ago and calling for new policies and points of view, and wonder why this period of economic revival is so long delayed. We wrote books five years ago entitled "Mass Production The Way Out," and everybody fell in line who could, and those who could not cursed themselves for their inability, and today we have a productive capacity at least 20% beyond domestic consumption and with foreign outlets suspicious, incapable, or openly hostile.

It would have been supposed that the four outstanding fields of economic endeavor: Producing, Marketing, Dividing Profit, and Con-

suming should have been simultaneously developed and coordinated these hundred years since the Industrial Revolution. They have not been. We have given our chief attention to Production, until we have become up to very recently the marvel of the world and the host of varied visiting committees of investigation, eager to see how we worked this prosperity racket; and today we are worrying about our several million unemployed and the general business depression, and we are still wondering what country is responsible for our condition.

Can not the young men of this generation do something original—for here lies their Opportunity. Have we lost all imagination? Can we no longer pioneer in the field of Social and Economic and Intellectual, and even Religious endeavor, as our grandfathers pioneered the new nation? The new field is as fertile and as needful of careful exploitation, and far more difficult. It challenges the best that is in the American young man. It will not be satisfied by a Tea-Hound, a Jazz Artist, a "Nincompoop," or a "Copper Stomach." The whole capitalistic and factory system, both national and international, call for the closest interdependency and coordination and cooperation of classes. The very theory of the system itself is division of occupations and responsibilities. Yet dog eat dog, class hate class, and group exploit group, is still too strongly the motivating philosophy which can only bring our system to ruin.

Do you still remember my old stuff on the Evolution of Competition? It is still worth following.

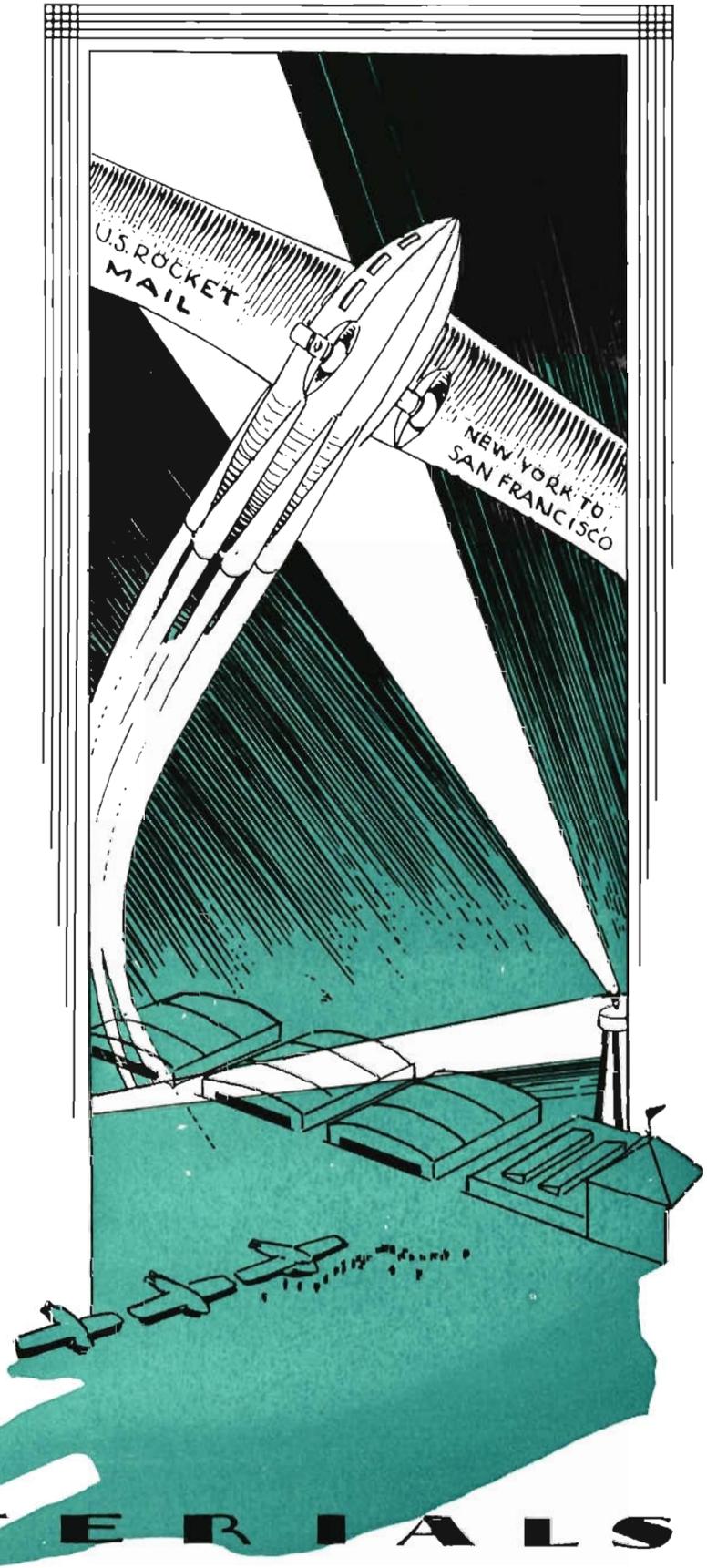
Stage 1—"Dog Eat Dog." "Every Man for Himself and the Devil Take the Hindmost."—Chaos.

Stage 2—"Live and Let Live." Our fathers' philosophy (God bless them). —Good, but negative.—Uncertainty.

Stage 3—"Live and Help Live."—Cooperative competition, coordination,—planned, active, and positive.—Stability.

Never was Opportunity so bright for setting things in their proper relation, and thereby challenging effectively the communistic coordination and scientific planning which we dare not ignore and which must inevitably be forced upon us if we do not set our economic house in order.—And all this is merely waiting for a generation which dares to put a degree of originality where economic conformity has ruled so long.

“It is generally recognized that the use of explosives will be greatly extended to everyday needs.”



**M A T E R I A L S**



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## THE BABSONIAN

Babson Institute, during its twelve years of existence, has shown a very steady growth, and the Babsonian of 1931 is one of the many barometers of this fact. Under the editorship of Robert Ferguson, last year's book blazed a trail for an entirely different class of yearbook than has previously been edited. It was due to this partially that our book has had the success that it has.

The members of the Board were so fully impressed with the purpose and theme of Mr. Babson's late book "New Ways to Make Money" that they decided that it would be a fitting theme to incorporate in The Babsonian of 1931. The art work throughout has been inspired through this medium and with the cooperation of Mr. Peter Gurwit, the Creative Manager of the Jahn and Ollier Company, we feel that this work has been very suitably carried out. Mr. Armstrong of the Armstrong Seadrome Corporation also aided us in developing a certain portion with his scientific facts to back up the picture which we wished to portray.

The Jahn and Ollier Company, Chicago, had charge of the engraving; The Benton Review Shop, Fowler, Indiana, did the printing; the North American Press of Milwaukee furnished the covers; and the Warren Kay Vantine Studio of Boston had charge of the photography. To these four concerns, we must give thanks as their cooperation and assistance throughout made the work go along with an amazing degree of smoothness.

We wish to thank Mr. Millea, Dr. Coleman, and Mr. Thurlow for their readiness to give us advice as well as constructive criticisms. Were we to talk from now until doomsday we could not thank our secretaries enough. They were all ever ready to respond with their little favors, letters, and mimeograph work. Miss Hueg carried the heavy burden of the work on the Dummy and Miss Burgess, Miss Hagan, Miss Dohoney, Miss MacKenzie, Miss Bickford, Miss Toy, Miss Mann, Miss Coolidge and Miss Hitchcock all served as friends in need in one time or another. Mr. White, our janitor, aided us in shipping.

It would not be fair to end without calling attention to the many friends of Babson Institute who readily responded to us by acting as donors to the publication of this book. Their names appear on the next page, and it is through their cooperation that we owe a great deal of the success of The Babsonian of 1931.

—The Editor

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## ALUMNI BULLETIN

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Like every up-and-coming educational institution these days, Babson Institute is keeping directly in touch with her Alumni. The Alumni Bulletin is one of the strongest connecting links, and is one that a school a good many times larger could well be proud to publish.

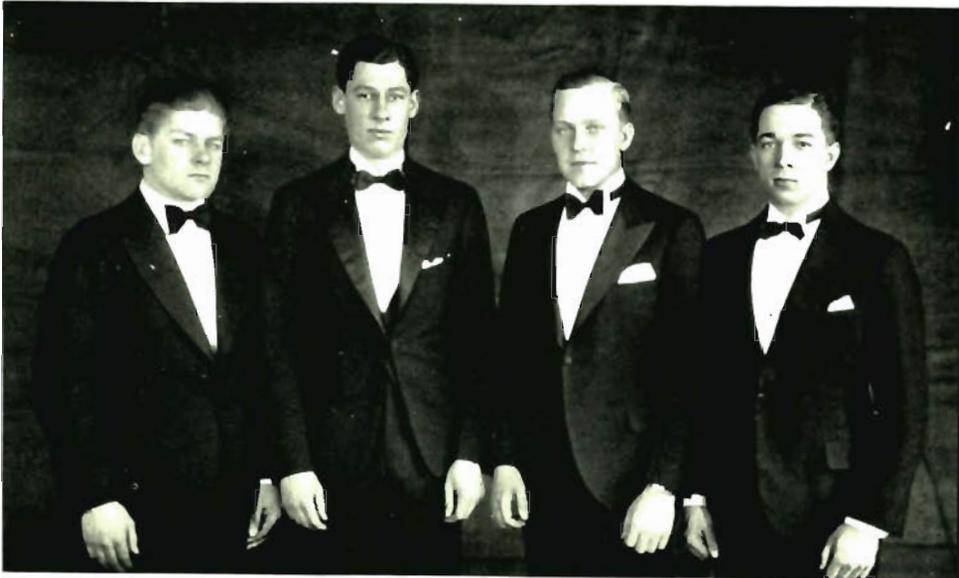


The usual function of an Alumni Bulletin is to keep the Alumni all pepped up and at the psychological moment hit them for a snappy donation for the new endowment drive or new building or whatever it may be. As an observant student at the Institute, the writer is of the opinion that this is not the case entirely with Dean Millea's publication. It has been suggested that it serves a threefold purpose: "of unifying the Alumni body, of providing a place for the comments and ideas of the Alumni on business problems, and of keeping the Alumni in touch with what is happening on the Campus."

The Bulletin is unique also in the fact that it is the only regularly-issued publication during the year that goes to the student body. In the absence of a school paper it serves also as an organ for the undergraduates and is read eagerly by them.

It is interesting to watch for timely comments in the Bulletin from Dr. Coleman and Mr. Babson, as in almost every issue one or the other, or both, have something encouraging and enlightening for any Babson men. Campus news, Alumni notes, Book Reviews by Miss Hayward, and many other features make it all the more attractive.

As intimated above, Dean John E. Millea, the fear of the flippant and friend of the fervant, is the good editor and business manager, publisher, and "perpetrator." As the college cheer leader would say, "come on boys, let's give him a hand."



THE COMMITTEE

## DANCES

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"There shall not be 'all work and no play,'" declared the class of 1931 at one of its first meetings. In answer to what the class should do about it, President Winter appointed a Dance Committee with instructions to have something doing pretty quickly. The dances that have come as a result of their work have been among the most successful in the history of the school according to enthusiastic faculty members.

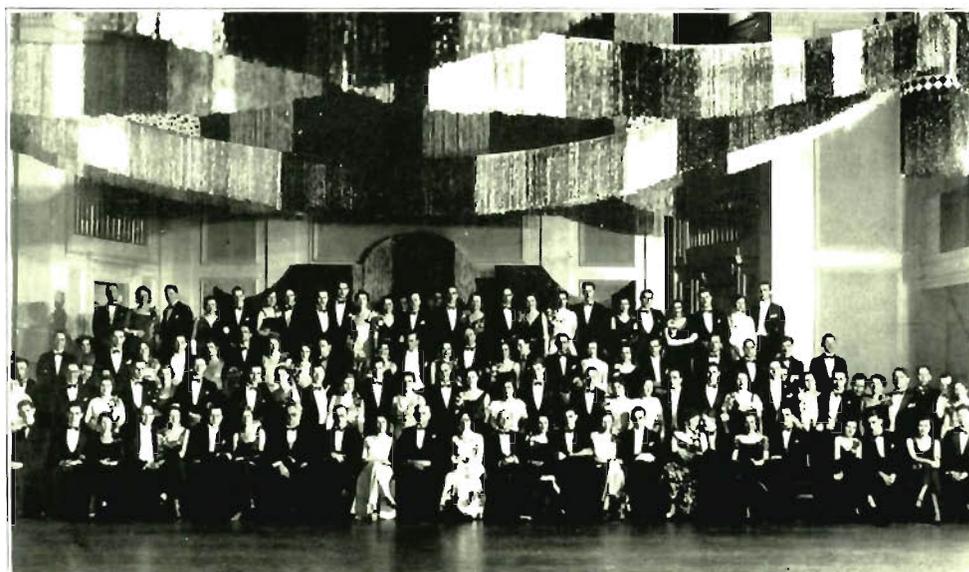
The Social Committee was composed of Everett Stephenson, Chairman, Oscar Hedstrom, Delbert Danm and John Van Nortwick. Their presentations were as follows: The fall party held in early December; the winter dances at the start of the second quarter; in April, the spring edition of Babson "in the lighter vein"; and the final touch, of course, the farewell dance during Commencement week.

In keeping with the season the fall dance was celebrated with true holiday spirit(s); Richard Knight Auditorium, where all the dances are held was decorated with tons of evergreens and a generous sprinkling of yellow chrysanthemums all over the room. Holly, red Christmas berries,

and clever lighting aided in making the decorations more attractive. Roy Lamson and his Harvardians furnished music for the evening.

Let's look into the details of just one other dance, and speaking of decorations, we just can't leave this one out. You should have seen Richard Knight Auditorium about January 23. With the help of a representative of the Dennison Manufacturing Company, thousands of drapes were hung at all angles over and around the dance floor—rotating colored lights playing on the already multi-colored room made the scene an unforgettable one. That evening Perley Breed and his Club Karnac Orchestra gave out snappy musical numbers while the beautiful women and the brave men danced round and round. What an evening!

Yes, the class has not had all work, but as a class there have been some very fine times. Thanks a lot to the Dance Committee.



THE WINTER HOP



BASKETBALL TEAM

## BASKETBALL

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For the first time in the history of Babson Institute a regularly organized athletic team represented the school in combat. We are speaking of the first edition of the Babson Basketball team who breezed through a very successful season by winning seven and losing five games.

Being equipped with a modern gymnasium, a group of Babson men decided one winter afternoon that it might as well be put to full use. Among others Fixel, Walker, and Van Nortwick, (said to be the arch conspirators) called an official practice session. With shabby and ill-fitting suits and scarce two or three nights work together the team played the Wollaston Ramblers, and lost 32 to 29. In fact, they lost their first five games.

Something was radically wrong. They seemed jinxed, losing overtime and one-point games. It was decided perhaps that new suits were needed. The sixth game saw the boys attired as nattily as any hard wood aggregation that ever graced a New England basketball court. That psychological "something" must have done it; that and perhaps the fact that practice and team play were just naturally making them better, for

the Financiers, as they liked to be called, won their last seven games without even coming close to defeat and most of the games were won from teams which had taken previous games.

The first seven regulars were Brandt, Walker, Bleakley, McLeod, Damm, Fixel, and Van Nortwick. Other members of the squad were McKnight and Warren. Sandy Walker of Macon, Georgia, led the scoring for Babson with 125 points or an average of better than ten points a game. Bob Brandt and Jim McLeod were tied with 86 a piece. Delbert Damm, Bob Fixel, and John Van Nortwick, the defensive stars, should also receive just comment as should Dick Bleakley, the utility offensive star.

All in all, Babson's first basketball team was a decided success. Big crowds turned out to Peavey Gym to see them play, the faculty were mighty interested, and the team made a fine showing for the Institute.

#### BASKETBALL SCHEDULE

	Babson	Opponents
Jan. 19—Wollaston Ramblers .....	29	32
Jan. 29—Newton Theological .....	35	37
Feb. 5—Bentley School .....	37	39
Feb. 12—Newton Theological* .....	37	40
Feb. 16—Wollaston Ramblers .....	30	42
Feb. 19—Bentley School .....	46	31
Feb. 24—Newton Theological .....	37	32
Feb. 26—Wellesley Congregational Church* .....	29	13
Mar. 2—Wellesley Town Team .....	41	21
Mar. 5—Gordon Theological .....	52	33
Mar. 9—Elizabeth Peabody .....	51	43
Mar. 12—Wollaston Ramblers .....	32	25
	<hr/>	<hr/>
Total .....	456	388

\*Games away



THE WINNERS

## BOWLING TOURNAMENT

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For the fifth year the annual bowling tournament started a few weeks after the opening of the fall term. Considerable enthusiasm was evident. There were sufficient candidates to form eight teams, whereas we have had only six in previous years.

Two leagues of four teams each were formed. The schedule continued from October until the middle of February and fifteen meets were held by each league.

The teams were named for geographical sections according to the men in the group. One league consisted of the South, New York, Pennsylvania, and West teams. Competition was very keen throughout the season and during the latter part it was a toss-up as to whether New York or the South would win. New York in the last meet won by the narrow margin of one point.

The other league was composed of the North, Illinois, Massachusetts, and Connecticut. Competition was also very keen, although for many weeks running Illinois continued to hold the lead. Near the end, the North increased its standing and in the last meet gained first place.

To determine the tournament champions a three-meet series was held by the North and New York teams. The men on the North did remarkably well and beat New York seven points to two.

The season ended with a banquet at the University Club. The members of the North team were the guests of the other teams at this dinner and the Institute bowling cup was presented to Captain L. J. Jeffries. A medal awarded annually to the man considered the best bowler in the tournament was won by Rollin Bleakley.



BOWLING TROPHY

Bowling has become an established recreation at the Institute. Keen competition was noted in all the meets, considerable interest was shown by the students, and the 1930-31 tournament was one of the best. A great deal of the credit for this successful season is given to "Bill" Mattson under whose capable management it rested.



THE RUNNERS-UP



## RIDING CLUB

Led by that master horseman, Phil d'Arcis, riding started early last fall, to the delight of all the horsy-minded, and paused only with the few heavy snows, to start again with the first signs of spring. Nearly any Saturday afternoon or Sunday a group of these gallant riders may be seen jogging along one of the wooded trails or following the hounds over Dedham way. Evening riding is also becoming increasingly popular with the longer warm days.

But amidst all of these good times several outstanding ones will always remain in the minds of the participants. Bob Fixel's first appearance at McGee's was certainly such an occasion. A strong heart, strong reins, and a good grip served Bob well as his tormentors led him at a merry pace over hill and dale. True, he returned to the barn still master of the situation, but he was a very upright young man for some time.

A Saturday's hunt last October was another ride which will never be forgotten. A dead run for seven miles with ins and outs, water jumps, rails, and very substantial stone walls was a real test of man and beast. Lots of thrills and spills—but what a ride! It is hoped that the Club will make these hunts a regular event soon.

The Boston Horse Show followed, where the best riders of this country and Europe delighted the most critical eye with a wonderful exhibition of every kind of individual and team jumping. The horses themselves were probably the finest exhibited in this section for some years.

From a strictly stag beginning the sport has become entangled with a feminine complication. Breeches have taken on a new press and the boots have shown forth a new luster. With fine trails, good horses, and Wellesley's fairest to complete the picture the future success of the Club seems assured.



## THE RESEARCH GROUP

Brandt, Robert C.  
Burke, John E., Jr.  
Clements, H. Everest

Johnston, Al S.  
Newell, Robert C.  
Van Nortwick, John, Jr.

If you have ever visited a broker's office you will notice that for every "big shot" you see behind the mahogany desks there will be about twenty kids running here and there, posting the board and generally making the place look busy even in bad times. Sometimes Babson Institute reminds me of a broker's office.

On the second floor of Bryant Hall will be found the lair of the Research Group, the brokers, shall we say, of the Institute. Every day they come to their lavish offices, (take that with a grain of that w.k. preservative) listen to the latest quotations, watching every little hitch in the market with hawk-like scrutiny; analyzing stock after stock after stock; selecting at last a gilt edge list; and buying perhaps millions of dollars worth of them (on paper).

The rest of the students, and with the risk of being ex-communicated, shall I call them, the "board boys" of the broker's office, drop in, inquire as to every move of stock prices for the day and humbly ask the wise for some good tip.

More truth than levity in the paragraphs above. Under the direction of Austin H. Fittz, who is head of the Finance Division of the Institute, the Research Group goes into the stocks of practically all the leading companies in the country and when they leave they will tell you they are beginning to know what "Big Business" and the stock market are all about.

There have also been several students this year doing advanced research in both Production and Distribution, but the majority have been under Mr. Fittz' direction in Finance.



## SECRETARIES

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We've heard of stage fright, movie fright, talkie fright, microphone fright and so on, but did you ever hear of stenographer fright? Well, that's the feeling you have the first time you dictate a letter to a stenographer.

It's pretty tough for a young fellow to go in a large office and go through this embarrassing situation before a dozen strange and amused "stenogs." Babson men have no fear of this—they know their "dictation"!

One fellow who is a little older, and who has had experience in business was heard to remark in one of the buildings the other day, "I've never seen a force of secretaries where all the girls were so congenial, business-like and capable." I am sure that expresses the thoughts of all the students.

The Institute is also proud of its secretaries—they are nearly all college graduates, who understand business, who can not only take dictation and write reports for the men, but who can give helpful and constructive advice at all times.

Thanks to the help of the Babson Institute Secretaries, we have little fear of going into the biggest office in the world—looking about at the galaxy of secretaries at hand, picking out the snappiest looking number present, and saying with a gruff, deep basso profundo charged with executive prowess—"Come here, Miss Shorthand! Take a letter!"



RICHARD KNIGHT AUDITORIUM



BRYANT HALL



ON THE WAY TO BRYANT



THE TALL PINES IN WINTER



THE PEAVEY GYMNASIUM



THE ADMINISTRATION BUILDING



PARK MANOR AND PARK MANOR SOUTH



THE FIRS IN WINTER



*"The Well Beaten Path"*



*"Section of the Park"*



*"Birdies Paradise"*



*"The Observatory View"*



*"The Flying Field in Winter"*



*"God's Country"*



*"It's a Long Way Down"*



*"The Cotton Patch"*



*"Another Bird's Eye View"*



*"Auditorium"*



*"Lyon"*



*"Park Manor"*



*"Peabody Hall"*



*"The Bryant Circle"*



*"Park Manor South"*



*"A Well Known Scene"*



*"Bryant"*



*"Clm"*



*"Shive"*



*"Bill"*



*"Silverman"*



*"Fitz"*



*"Tilton"*



*"Tony"*



*"Pete"*



*"Johnnie"*



"Earle"



"Steve"



"Skip"



"Ash - Nick"



"Sandy - Ash"



"Ref"



"Bus Bob Ted Howie"



"Cookie"



*"The Long and Short of it"*



*"Taking Johnnie for a Ride"*



*"An Aerial View"*



*"In Waiting"*



*"Oh! Oh!"*



*"Squirrel Hunting"*



*"Tony Learning How"*



*"The Charge"*



*"Off For Nashua"*



*"Um"*



*"Early Bird"*

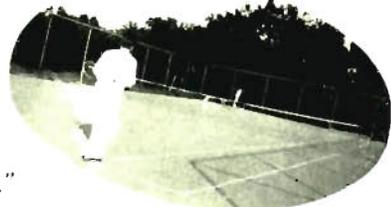


*"The Fort"*

*"Athlete's Foot"*



*"On the Court"*



*"40-Love"*



*"Just Begun"*



*"Pull in Your Ears"*



*"Gingerbread"*



*"On the Up and Up"*



*"What Sampson Couldn't Do to These!"*



*"The Finished-Product"*



*"Lookit Athletes"*



*"Junk"*



*"Intermission"*



*"All is Wells"*



*"Sim - Tex"*



*"The Four Horsemen"*



*"Kernohan - Smith - Jeffries"*



*"Bodger 'n Mac"*



*"Just Before the Battle, Mother"*



*"Just a High Mark"*



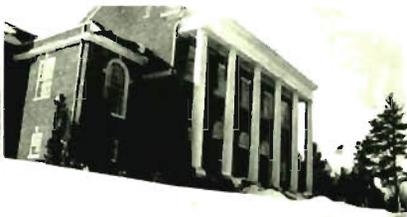
*"YOU Threw that Snowball"*



*"Saturday Noon:"*



*"After Lunch"*



*"Auditorium Again"*



*"Just a Reminder"*



*"Pewee's Tiltz"*



*"A Rugged Country"*



*"Birdie's Daughter"*



*"Hang On"*



*"Nature Excludes"*



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"Swallow"



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"Clapp"



"Bleakley"



"Van. Norwick"



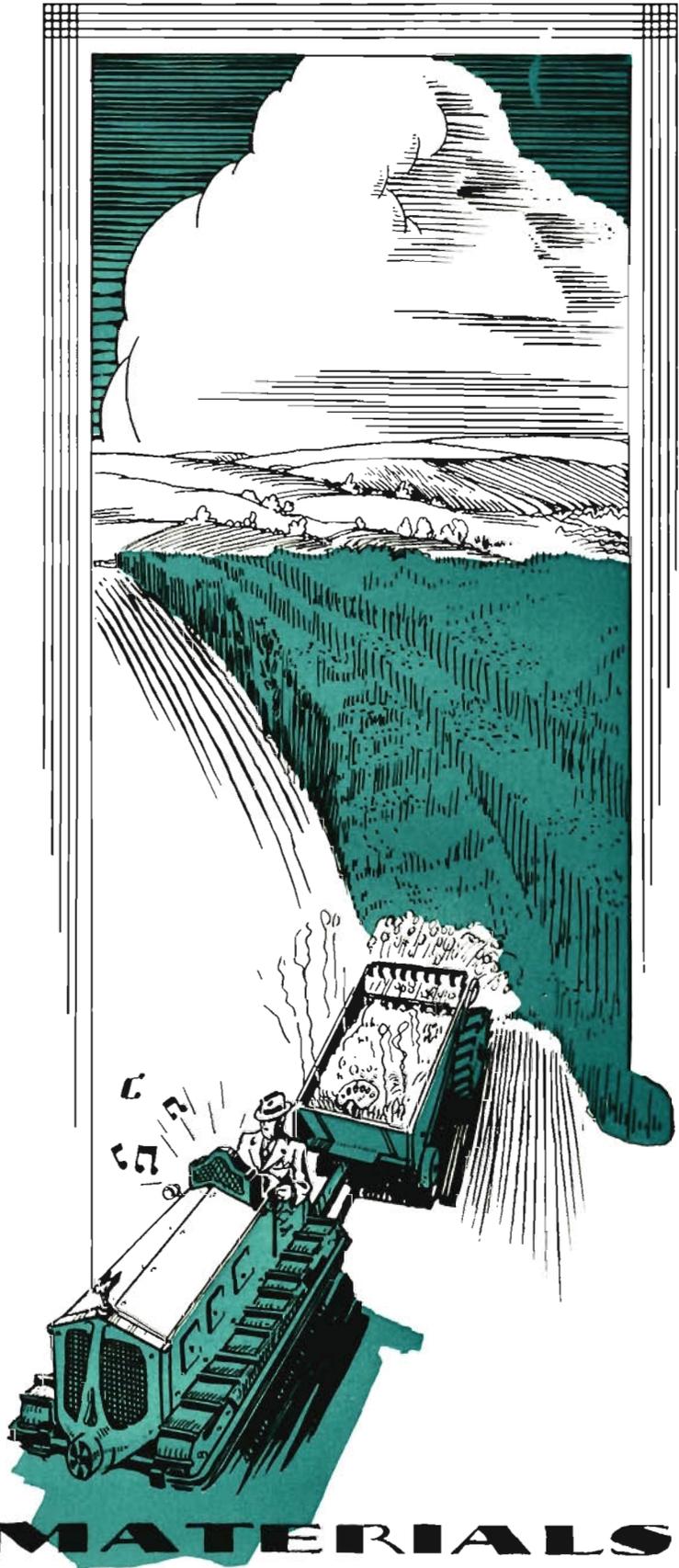
"Seldon"



"Jewett"

DOORS WE HAVE MADE FAMOUS

“While authorities disagree as to fertilization by this method, they are far from skeptical with regard to its efficacy \* \* \*.”



**RAW MATERIALS**

## NEW WAYS TO MAKE MONEY

W. D. SWALLOW



A great many people have got themselves into trouble trying to make money. They have tried to make snuff coupons look like real money. They have also bleached out one-dollar bills, and then made photostatic copies of the larger ones on the bleached paper. The sweating and reaming of gold coins has also become very popular. On account of this and the present crowded conditions at Atlanta and Leavenworth, I have been implored by the frantic wardens to write this article. I am not going to tell you how to make money physically, but how to acquire the money that Uncle Sam has put here for us. This money is really good enough, at least for most purposes.

Believing that there are lies, damned lies, and statistics, I started out after my graduation from correspondence school to take up this racket. It offers great possibilities since anything can be proved by statistics. For instance, it has been proved by statistics that athlete's foot is composed of twelve itches, and yet only the surface has been scratched. There is no question about it, there is big dough in this field. No particular qualifications are necessary for anyone who wishes to get into this work. It has been proved by statistics that rabbit raisers make the best statisticians.

As most trouble, big, small, and indifferent, starts at home, I feel it is my duty to bring this subject up at once. I want everything I say to go right home. In case some of you have not been home lately, and have forgotten what it is like, I will say that home is where you can scratch any place that itches—and really there is no place like it. It has been predicted that some day our homes will be made of glass, but as people who live in glass houses shouldn't, they will probably never be made this way. On the contrary, the reverse situation will probably come to pass. Think of it! houses with no windows at all! Boy, won't the neighbors have a tough time then. If they can be made soundproof also, that will really put the "sweet" in Home Sweet Home. So come on, you Bozos, and get the old skulls going on this most serious problem.

For a while the stock market ran in a great circle, the broker was banker. But it wasn't long before the public found out it was broker, and since then, most of the bond salesmen have been selling apples. Owing to the many inquiries I have received from my host of friends, among them ex-bulls and bears, I feel it is my duty to set them thinking along other lines. In case some of you do not know the difference between a bull and a bear, I will say that a bull goes mo-o-o-o-o, and a bear goes wo-o-o-f. Many of these ex-bulls and bears, not knowing what to do, have turned to gambling. They have turned to horse racing to find that such is mere horse play. They have also bet on dog racing, only to find their dog left at the post. Here is my suggestion to all of those who fall into this classification. There are nine million nine hundred and ninety-nine stock tickers that tick no more. Take these stock tickers and convert them into combination stands and enclosures for stuffed canaries, waxed ferns, etc. One can also be used to hold the ashes of Uncle Ezry after his cremation.

There is probably no field of endeavor that offers greater opportunities than does the field of health. "Millions now living will never die," and the holes in doughnuts are getting much smaller—but that is another story. In the past, we Americans have been getting too much mileage on our roller towels. However, the family toothbrush rack is now getting Fuller and Fuller. In the food industry great changes have also been made. Childless couples have started to eat breakfast foods for growing children. Much has also been done towards the control of such serious diseases as housemaid's knee and athlete's foot. Many a young man has been bothered with athlete's foot because his girl's father was an All-American. I know that those bothered by this disease will be glad to know that it is receiving the greatest attention in every athletic club in the country.

If you like to mow your lawn in your underwear and you are so absent-minded that you pour molasses down your back and scratch your pancakes, you should not hesitate to make teaching your profession. Believe me, your future is made. All you need to do is choose your field. This should be very easy because new schools are springing up everywhere. There are Plumbing Schools, Schools of Porch Climbing and Safe Cracking; there are also schools for those who stammer, but I would advise staying out of this field as it is easier for one to p-p-p-pick it up himself. Remember that you have been on the receiving end of many flunk notices—if you are teaching, you are on the sending end and get a chance to do your share of dirty work in this world. You can flunk any one you wish, but time always passes.

A great many people in looking for new ways to make money, either by hook or crook, overlook the farmers. These poor buzzards had a devil of a time last year on account of the drought. Most of them only raised a large crop of sore blisters, and the corn crop was so poor that it yielded less than five gallons to the acre. However, they did raise a lot of "hell," but this crop does not depend directly on the weather. Any one, who can figure out some way for the farmer to pay off the mortgage without his selling the manure spreader and the family album, will have the world by the tail on a downhill pull.

The petroleum situation is very alarming and offers great possibilities to any one who wants to use the old brain box. A substitute for oil must be found. The oil we are pumping out of the earth was put there to lubricate the bearings that enable the earth to rotate on its axis. Some day we will pump the last drop of oil out of the earth, and not having any lubrication, she will burn out a bearing and come to a quick stop. Now, folks, I have often been asked, "What is hell?" You all probably have your own definitions of it, so we will not argue here. But I really think this would be Hell, don't you?

Now that the automobile has come to stay, and the number of fly spots on livery stable windows has decreased about ninety per cent, something must be done about the traffic in our cities. There is only one part of an automobile which gives trouble, that being the nut behind the wheel. This *simple* piece of mechanism causes about ninety-five per cent of all our traffic troubles. Automobilists are required to obey certain traffic laws in our cities, but the pedestrians still flit from curb to curb, while the undertakers build marble fronts for their establishments and pay off the mortgage. The pedestrian must be taught that there are only two classes of people. "The Quick and the Dead." The person who can straighten out this mess will go down in history with Napoleon, Volstead, and Cleopatra.

The amusement field offers great possibilities for those interested in this line of work. The fickle public is constantly changing its desires and new ideas are always in demand. The public is amusement-minded. The radio has caused it to stay home for a lot of its amusement. Those not interested in radios have employed other means of obtaining amusement at home. For instance, one of my friends had a life insurance salesman come over and talk to him. He thought this was something different, but really there is nothing new about it, for in history we read that an

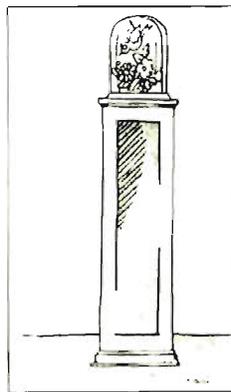
ancient Greek sat up all night listening to a lyre. Some people, who are interested in theatricals, have amused themselves on cold winter nights by putting their legs in a cast. A great future awaits the person here with sales ability because these people should have footlights. The Telephone Company reports that in the last few months there has been a great increase in the number of party lines installed. They are finding that the radio is not the only thing that can be used for listening in. Why doesn't some one produce a loudspeaker for telephones? This would be much better than sitting in a cramped position all evening with a receiver. Furthermore, the wife and kiddies might like to listen, too.

The field that probably offers the greatest opportunities of any is the one of research and invention. One of my friends, whom I have known for twenty years, and by the way, he has known me for twenty years also, making a total of forty years, has been working on an invention to prevent the crack of dawn. He has not had much success as yet because the solution has not dawned on him. He wants to "take in" some one with large capital to help him with this wonderful invention. Many other wonderful opportunities await those who want to assist in the perfection of some amazing invention. Just remember what Barnum said. For those who have inventive ability, but don't know what to invent, I will give a few suggestions which might help. A lotion for close shaves would find a ready market. Now here is an opportunity which every one has overlooked. A rock crusher for gallstones would pay big money. As young people are seldom bothered with them, the young inventors, not knowing what a hard proposition it is, have passed it up. Even if this is a rock of ages, it should gather no moss and the inventor with gall enough should make a fortune from this invention. One of the greatest pests we have today is the bookworm. He can usually be found crawling through the leaves. Why not invent an insecticide for bookworms and rid us of this terrible pest? Some other inventions for which the world is crying are: glass eyes for needles, pillows for flower beds, a stop light for the road to ruin, a key for lockjaw, boxing gloves for cowpunchers, and chains to prevent a slip of the tongue.

I am bringing surgery up as my last topic because it is here that a great many of us end any way. A surgeon is a man who opens you up and prowls around among your innermost organs. In some ways he might be classed as a musician because many an organ has played its last tune in the hands of a surgeon. Believe me, you can't hide anything from these boys. They don't care how you look on the outside but how you look on the inside, it is strictly an inside job. Surgery is a good field be-

cause it is a repeat proposition. Some people have been to the surgeon's so many times that they are considering having zippers put in their sides. Another reason it is a good field to enter is you can get anything you want out of a person unless some other surgeon beats you to it. It takes guts to make a surgeon.

Now, in conclusion, I want to say, in case some of you have read this far, that any way you slice it, it is still boloney, and it is a great blessing that cooties can't chirp. Most of this article is all foolishness and if you really do want to make more money, go ask the boss for a raise, you numbskull! The door to making both a living and a life is now opened to you. The entering and progress are up to you, but be careful that you don't bump your head.



Or to Hold Uncle Ezry's Ashes



## J. Matthews School of Eligent Speaken



Know all *yous* folks *air* this document.

Hellow!

This *hearian* paper sutificates that this here said yokle

### **Mark Hartness**

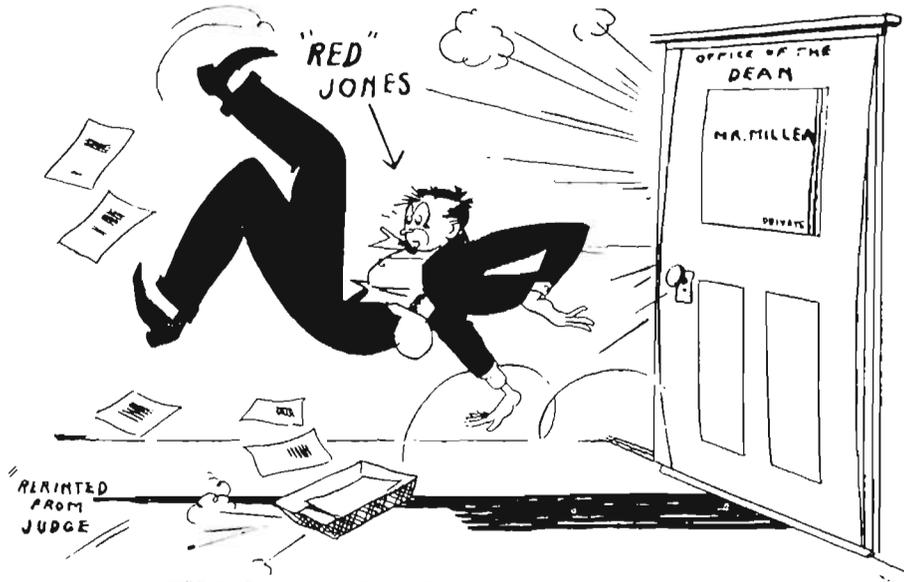
*Don't* use *no* bad language *no* more. He has *done* completed all I learned him and *ain't* to be clased as *no* poor *speaken Rube*. As this here course which he has done completed *air* the english as is spake *Twist King* and *King*.

Look at my hand on this *hearian*. The 32nd day of february in the 2nd year after probition—or thereabouts.

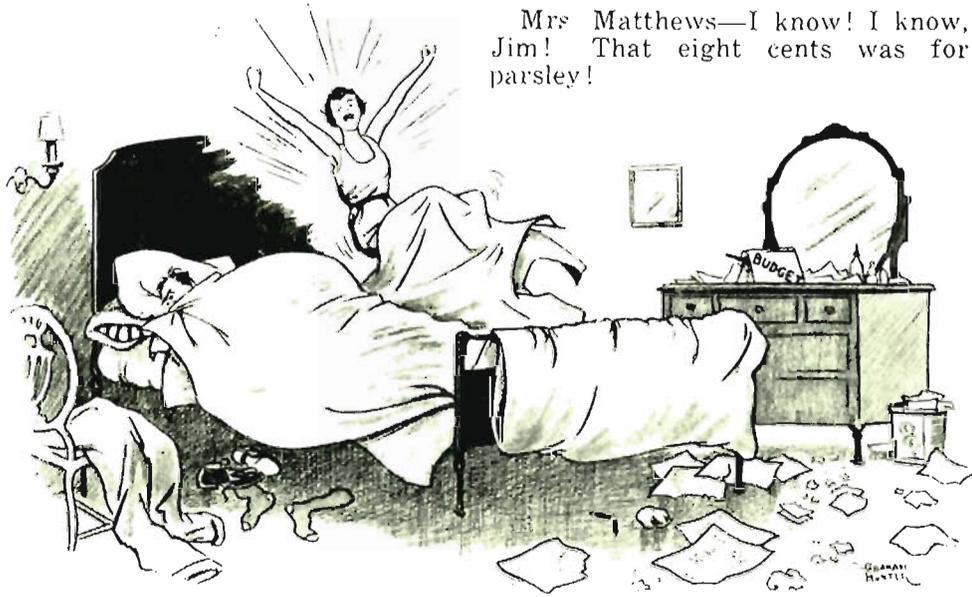
Look! Jim Matthews his hand

X

Saw by Hiram Daniel Jones  
Josephus Lincoln Smith



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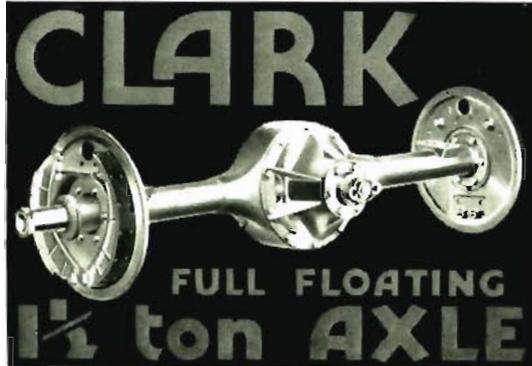
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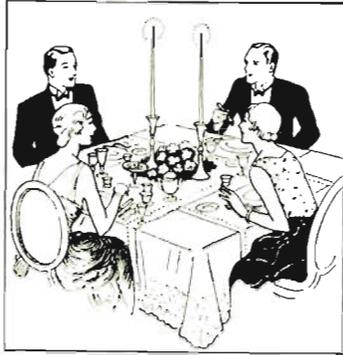
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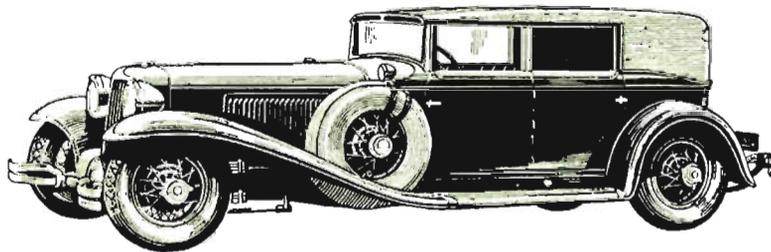
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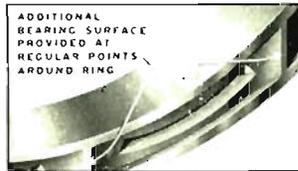
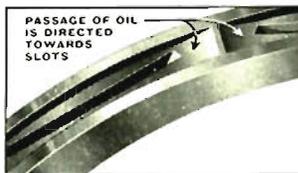
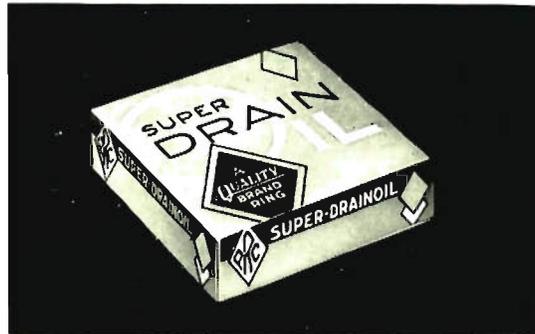
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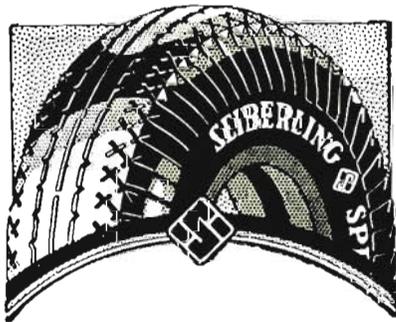
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