

BABSONIAN



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*"How can such deep imprinted images
sleep in us at times, 'til a word, a
scene, awake them?"*

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B A B S O N I A N

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THE STUDENTS
OF BABSON
INSTITUTE
BABSON PARK
MASSACHUSETTS



1934



*"It's not the gale,
But the set of the sail . . ."*



F O R E W O R D

Let us pause for a moment in our
rapidly moving universe and
reflect on the happy and
noteworthy experiences
which were ours to
enjoy at Babson
Institute

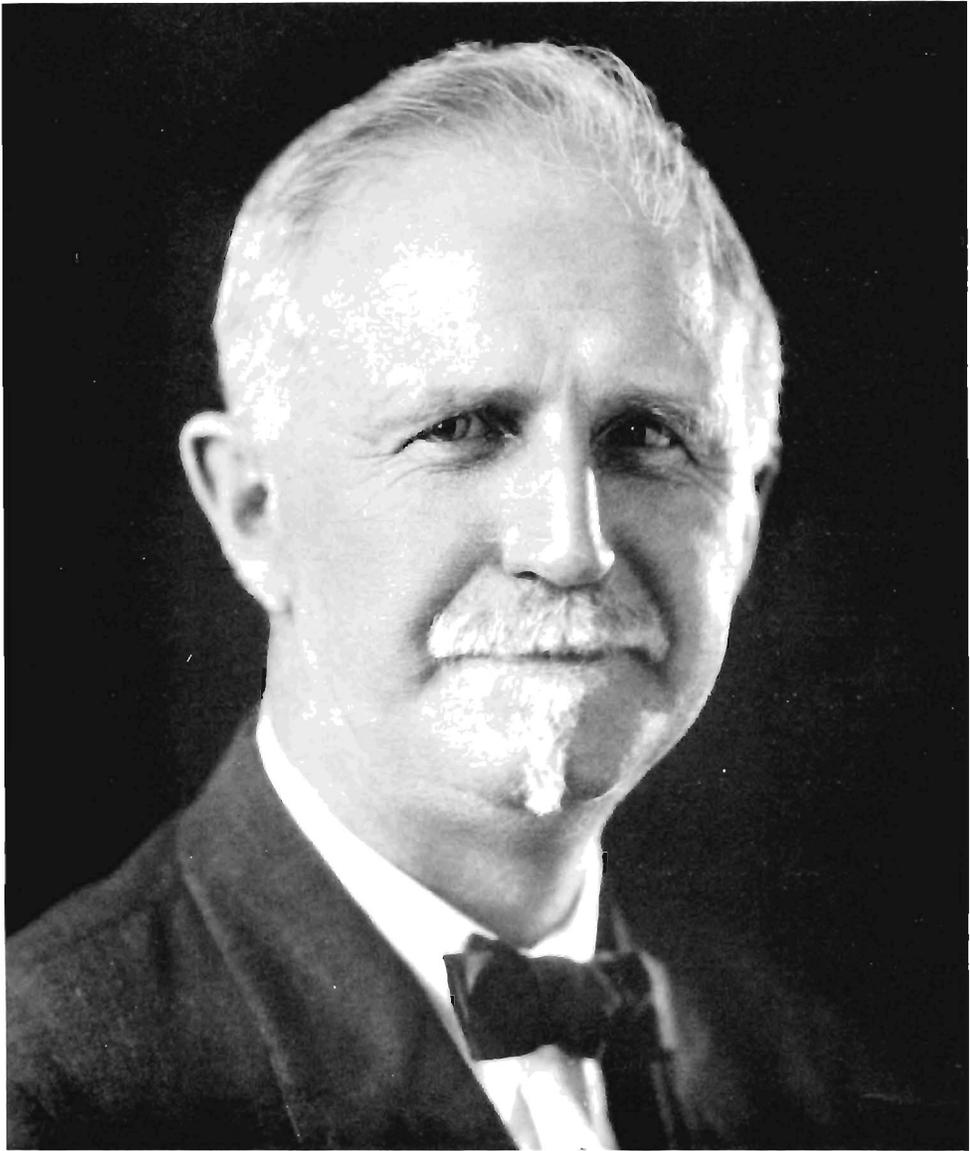


T H E 1 9 3 4 B A B S O N I A N

DEDICATION

MANAGEMENT . . . The science of marshaling collective effort for the common good. Many profess the art but few practice it. It is a relatively simple task to develop along orthodox lines but a decidedly difficult feat to discard tradition and anticipate progress. Management may be the foundation of prosperity or the cause of depression, and its course is determined by the capability, strength and unselfish activity of its members. Cultivate these faculties and you will have started well.





"Wise are the young men who today train to earn a living by rendering real service. Attempting to get a living by one's wits or by some form of speculation is today both dangerous and unsatisfying. The wisest young men will also keep in close touch with civic and governmental affairs so that if the State suddenly takes over private industry they will be taken along likewise."

Roger W. Babson

Founder of Babson Institute



A MESSAGE TO BABSON INSTITUTE STUDENTS FROM THE TRUSTEES

PERSONAL EFFICIENCY — training in which is one of the major objectives of Babson Institute — depends not only on mental and material equipment, but also on physical and spiritual factors. To live well and happily all these elements in success must receive their proper attention. Life must be well balanced if it is to attain its highest efficiency. The three basic characteristics of success are (1) Activity, (2) Knowledge, and (3) An intangible something combining judgment, inspiration, courage and persistence. Activity may depend largely on one's physical health. Knowledge may depend upon one's education, reading, and memory. But Judgment and the other three intangibles are definitely spiritual qualities.

Without attempting to appeal for any form of religion or for any sect, we do desire to call students' attention to the great importance of spiritual power in the lives of men and women. Moreover, such power is something which money cannot buy—neither can it quickly be obtained in an emergency. Spiritual power must be developed slowly through the years by quiet meditation, right living and unselfish service. To have such power when one feels the need of it, he must start to develop it before the acute need materializes. The years of conscious preparation for active work ought to be a period of special importance in this phase of one's development.

The above principles apply especially to the power derived from "Prayer" — so-called. Prayer — the best means for securing these qualities of judgment, inspiration, courage and persistence — must be practised long and systematically to be effective. It is the prayer of the righteous man which availeth much. Prayer, moreover, may take different forms at different times and with different

people. All these forms, however, combine an intense desire with an appeal to and a trust in an all-governing divine power. That you make a serious effort to work with and enjoy this divine power is our appeal.

Young men, with health, education and opportunity, may not now appreciate the full force of this message. It is perhaps inevitable that they cannot. The time is coming some day, however, when, through loss of health or the death of someone dear to you or some business failure or an experience in which your honest and earnest efforts for some worthy cause bring you face to face with forces you cannot control, you will feel utterly helpless by yourself. Then you will long for some anchorage in the midst of the storm, some strength and wisdom greater than your own or any other man's. Our hope is that when that time comes, you will remember this message from the Trustees of the Babson Institute. We go further and say it is the most important message which we can give you.

Just one word more. As you leave this institution, keep your eye on the developments of the science of Physics. The studies which are being made today in connection with energy and relativity may soon link up, more closely than ever before, our everyday experiences in the "physical" world with the faith which your fathers had in God, Love, Immortality and the like. It may even be that the old duality between matter and spirit will disappear and we shall discover that the only ultimate reality is spiritual. As yet investigations along this line have not reached the stage where they need affect your present preparation for a life work, but they do make perfectly clear that open-mindedness is the only attitude for any of us to take.

ROGER W. BABSON, Founder.

GEORGE W. COLEMAN, President.

ADMINISTRATION



"Our distinctions do not lie in the places we occupy, but in the grace and dignity with which we fill them."



"See the other side. There are always two sides or more. There is your side and the other fellow's. Then there is the right side and the wrong side. Sometimes there is an inside and an outside. Fly paper has just two sides. It makes a great difference which side the fly lights on."

George W. Coleman

President of Babson Institute

TRUSTEES



ERNEST T. GUNDLACH

Gundlach Advertising Company — Chicago

After receiving his Master's Degree at Harvard in 1899, Mr. Gundlach entered newspaper work. Intensely interested in the possibilities of advertising, he founded the Gundlach Advertising Company in 1902, and since that time has attained distinction among the foremost advertising men in the country. Mr. Gundlach has been a Trustee since 1921, and a staunch supporter of the Institute since its incorporation. He is also the author of "Facts and Fetishes in Advertising".

CARL M. GATES

Congregational Church — Wellesley Hills

Rev. Gates, pastor of the Wellesley Hills Congregational Church for over twenty years, has been affiliated with the Babson Institute since 1919. He is a graduate of Amherst College and the Union Theological Seminary. After spending two years in study at the University of Berlin, Mr. Gates held pastorates in Maine for ten years. He is esteemed as a true friend of Babson Institute men.



MYRON E. PIERCE

Lawyer Boston

Mr. Pierce, one of the foremost of Boston lawyers, received his early training at M. I. T., and later graduated from the Harvard Law School in 1898. At present he is counsel for many large Boston business interests. During his eventful career, Mr. Pierce has been organizer and leader in many progressive civic movements. He is acknowledged as a true benefactor to his fellow Bostonians. For ten years he has been an Institute Trustee.

HENRY P. SMITH

Stafford & Smith Boston

Mr. Smith has achieved his prominent place in Boston's flour business, through constant application of his sound judgment and good business sense. At the present time he serves as moderator for the flour exchange. He is affiliated with Cole & Smith, general agents for insurance and real estate. We feel indebted to Mr. Smith especially for his efforts in securing the properties on which our school now stands. He has served as a Trustee since 1926.



DANIEL B. COLEMAN

Physician Wellesley

Dr. Coleman, a graduate of Union University and the Boston University School of Medicine, has during the past several years built up a wide medical practice and an admirable professional reputation. He is a member of the Newton Hospital staff, and official physician for several schools in the vicinity of Wellesley, including the Babson Institute. For the past six years he has served on the Institute's Board of Trustees.

S. MONROE GRAVES

Superintendent — Wellesley Public Schools

Dr. Graves received his early college training at Colgate, and later received his doctorate at Harvard in 1913. For many years he was connected with educational work in the United States Foreign Civil Service. For the past twenty years he has been Superintendent of the Wellesley Public Schools, and during this time has been outstandingly active in educational work throughout Massachusetts. Dr. Graves was elected to the Board of Trustees of the Institute this year.





*“Silence may be golden. It may also be
a cloak for inertia, ignorance or stupidity.
If you have something constructive to
say — say it.”*

John E. Millea

Dean of Babson Institute

FACULTY



BERTRAND R. CANFIELD

Advertising and Sales Management

Mr. Canfield, instructor in Sales Administration and Advertising Management since 1929, has added courses in Salesmanship and Advertising this year. Before coming to the Institute, Mr. Canfield was director of Sales and Advertising of a national food manufacturing concern, and was Advertising and Sales Promotion Manager of a national oil burner manufacturer. He served on the Editorial Staff of the "Kansas City Star," and as Managing Editor of the "Western Financier." He left the University of Kansas to join the Editorial Staff of the "American Contractor." After leaving the newspaper field, he established his own business as Sales and Advertising Counsellor at San Antonio, Texas. Mr. Canfield is the author of numerous articles, and a speaker on Sales and advertising subjects as well as a director of the American Marketing Society.

FORD A. CARPENTER

Visiting Member

Lecturer in Meteorology and Aeronautics

Dr. Carpenter has Sc. D. from Occidental College and LL. D. from Whittier College, California. He has studied at United States Balloon and Airship Schools, Ross Field, California, Scott Field, Illinois, and the Carson Astronomical Observatory. He has been associated with the United States Weather Bureau for thirty-two years and has been manager of the Department of Meteorology and Aeronautics of the Los Angeles Chamber of Commerce since 1919. He was a member of the faculty of the University of California from 1919 to 1929 and a lecturer at War College and also at the Aviation School of the United States Army. Dr. Carpenter is a member of The American Meteorological Society, The Meteorological Society of London, and of The Board of Governors of the Los Angeles Museum.



ALICE X. CAVANAUGH, R. N.

Resident Nurse

After receiving an education for the teaching profession Miss Cavanaugh was for four years principal of the Helen Hunt Junior High School in Oldtown, Maine. During this time she had been interested in the profession of nursing and later attended the Massachusetts General Hospital Training School for Nurses. Graduating from there she came to Wellesley Hills to accept a position as nurse at the Babson Statistical Organization. For the past three years she has been resident nurse at Babson Institute where she gained the warm affection of the student body. She is always cheerful and willing to do whatever she can to make others comfortable.

CLYDE J. CROBAUGH

Statistical Methods

Mr. Crobaugh graduated from Leland Stanford University and later received his Master of Arts Degree there. His past connections have been: Professor of Business at the School of Commerce and Finance of Indiana University; Member of Research Staff of the United States Chamber of Commerce; Educational Director for the Aetna Life and Affiliated Companies at Hartford. He is a member of the Insurance Society of New York and also of the American Statistical Association. In addition, he is the author of several important books, among them the "Handbook of Insurance," "International Comity of Insurance," and co-author of "Casualty Insurance."



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 the degree LL. B. from the Harvard Law School and in 1906 was admitted to the Massachusetts Bar. He is a director of a number of corporations, among them the Babson Park Company and Poor's Publishing Company. He is a Trustee and Secretary of the American Public Welfare Trust. He has been President of Webber College and is the author of a number of articles on financial subjects that have appeared in various publications. Mr. Fitz takes much interest in his students and his friendly guidance in matters relative to stocks and bonds is invaluable.

IRWIN K. FRENCH

Assistant To The Treasurer

Mr. French is now rounding out his fourth year as a member of the faculty of Babson Institute. For many years before coming to us his work had thoroughly prepared him for his present post. After Mr. French had spent several years with the Webster & Atlas National Bank in Boston, where he functioned as assistant auditor for nearly two years, he attended the Bentley School of Accounting and Finance. For three years before coming to the Institute he worked with Peat Marwick Mitchell & Company, public accountants. The boys appreciate Mr. French most for his valuable assistance in coaching the Institute basketball teams.





ELEANOR HAYWARD

Registrar

Miss Hayward graduated from Simmons College with the degree of B. S. and later received her M. B. A. from the College of Business Administration of Boston University. She has been an Assistant in the Economics Department at Tufts College and an assistant in the Economics Department at Boston University. Miss Hayward came to Babson Institute when it was founded in 1919 as Registrar.

C. A. HENDERSON

Director, Division of Personal Efficiency

Mr. Henderson is a graduate of the University of Missouri. He also has an A. B. Degree and an A. M. Degree from Harvard University from which he graduated with honors in Philosophy. He was elected to Phi Beta Kappa at the University of Missouri. Mr. Henderson's pastorate in the Unitarian Church was followed by several years in business. Before coming to Babson Institute, he was associated with Burdett College, through which he served business organization as an instructor of salesmen, and with the College of Business Administration of Boston University, where he was Assistant Professor in Business Methods. Mr. Henderson is the author of several books on personal and business efficiency.



DWIGHT G. W. HOLLISTER

Treasurer of Babson Institute

Mr. Hollister graduated from the College of Business Administration of Boston University in the Class of 1919 and is at present serving Babson Institute as Treasurer and Business Manager. He is Executive Vice President of the A. P. W. Paper Company of Albany, New York; a Director of the Wellesley National Bank; and Trustee and President of the American Public Welfare Trust at Babson Park. In addition, he is instructor on Income Taxes at Webber College.

JAMES M. MATTHEWS

Director, Division of Distribution

Dr. Matthews is a graduate of Park College and Harvard University. He was sugar distributor in the Maine Food Administration during the War and was a member of the Research Staff of the National Industrial Conference Board, a Boston and subsequently a New York Research Corporation. Before coming to Babson Institute, he was professor of Economics at the University of Maine. Mr. Matthews is a nationally known speaker on Economics and business subjects. In addition to teaching Economics and Business Forecasting at the Institute, he is instructor of Public Speaking.



WILLIAM R. MATTSON

Director of Admissions

Mr. Mattson is a graduate of Massachusetts Institute of Technology. He spent several years in engineering construction work and was a Captain of Engineers during the World War. Previous to coming to the Institute, he was on the Staff of the Babson Statistical Organization. Almost all Mr. Mattson's time is devoted to interesting prospective students in the work here and his highly successful activities in this connection have extended from China to Sweden.

ANDREW PETERSEN

Accounting and Taxation

Mr. Petersen graduated from Boston University. He is a Certified Public Accountant and was with Brown, Bornhofft and Company for several years. Before coming to the Babson Institute, he was Chairman of the Accounting Department of the University of Porto Rico and a member of the Board of Examiners of Accountants in Porto Rico. It is generally agreed that his courses in Accounting and Taxation are among the most ably presented and most important at the Institute.





E. GROSVENOR PLOWMAN

Statistics

Visiting Member

Mr. Plowman is a graduate of Dartmouth College and a member of Phi Beta Kappa. In addition he graduated from the Harvard School of Business Administration. He is advisor on Industrial relations and merchandising problems for the Associated Industries of Massachusetts. Mr. Plowman used to be a full time professor at the Babson Institute, but he is now spending his time as Director of the Bureau of Business Research and Professor of Marketing in the School of Commerce at the University of Denver. He comes East once a year, however, and gives a series of lectures at Lowell Institute, the College of Business Administration of Boston University, and at the Babson Institute.

EDWARD REIGHARD

Student Counsellor

Mr. Reighard received an A. B. Degree from Middlebury College and a B. D. Degree from Yale University. He has been Student Minister at the First Church in Cambridge, Massachusetts; Associate Minister of the First Congregational Church, Columbus, Ohio; Associate Minister of the First Congregational Church, San Francisco, California. He was active in student work before coming to the Institute where, for the past three years, he has still continued his good work.



HAROLD H. SHIVELY

Legal Relations and Marketing

Mr. Shively holds an A. B. in Arts and an M. A. in Commerce, with two years' additional graduate work in Law and Commerce at the University of Chicago. Previous to coming to Babson Institute, he was an Assistant Professor of Business Administration at Ohio State University. In the business world he has held positions as salesman and market analyst, and advertising manager. He was also general manager of a large radio station. He is the author of several scientific monographs. His fairness and friendliness have won him the respect of every student.

DEWITT G. WILCOX

Lecturer on Hygiene

Dr. Wilcox has been connected with Babson Institute for several years. He is a graduate of Akron University and of the Medical College of Ohio State University and has spent many years in study in Europe. At one time he was President of the New York State Medical Society. He is a Fellow of the American College of Surgery, Emeritus Professor of Surgical Gynecology at the Boston University School of Medicine, and Attending Surgeon at the Newton Hospital.



MESSAGE

This book is new and original in dress only. Behind these pages lie fifteen years of accumulated traditions. Though there has been no regular perpetuation of custom, because of the system of rotation, there is a Babson standard which persists year after year. This standard does not show itself in some conventionalized formula such as a mode of cutting the hair or tying the necktie. It is rather a deep-seated characteristic imbedded in all Babson men. Business men are coming to recognize it. They see the manifestations of this standard in the Babsonian qualities of Adaptability, Practicality and Perseverance. No school can make masters out of all its students, varied as they are in ability and personality. Yet, regardless of these, one thing can be said of every member of a Babson graduating group; namely, that they are more adaptable, more practical, more persevering than the average young man going into business.

Babson Institute has placed 805 men in the business life of forty-six states and ten foreign countries. There are Babson graduates in all walks of life. Here we find a lawyer, there a teacher, and yonder a dentist. We find our alumni among the leading younger brokers, insurance men and manufacturers in all of our larger cities. Those who have made these first fifteen years of the school distinctive have set a high standard for the generations to come.

Graduation of the Class of 1934 will mark the completion of the third five-year period in the Institute's life. We are entering business at the beginning of its recovery from the depths of the worst depression ever experienced in this country. The graduating class comes upon the scene on the turn of a new flow of prosperity, a flow that will reach flood tide and spread to all strata of society. Much will be demanded of the leaders in such an era. Building upon the gigantic and complicated structure which industrial leaders of the past have built, they must be equipped to cope with it, to manage it for the common good. For this task business men have gradually been developing the professional attitude and today highly trained leaders go into the field. The Class of 1934 has this professional attitude, with a high ideal of service. This ideal plus qualities ingrained in every Babson man should enable them to succeed for themselves at the same time that they are aiding in building a stable and enduring commercial structure.

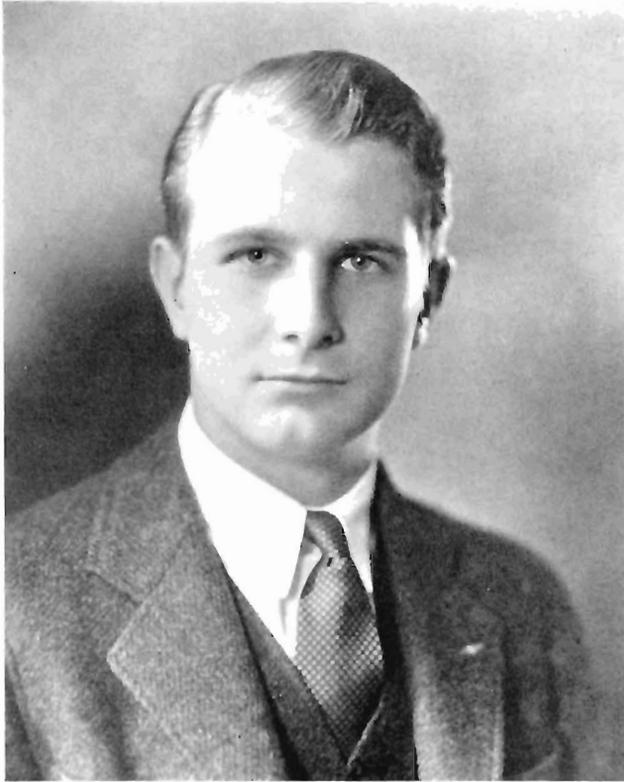
JOHN A. SMITH, Editor-in Chief



*"Bite off more than you can chew
Then chew it
Plan for more than you can do
Then do it
Hitch your wagon to a star
Keep your seat and there you are."*

S T U D E N T S





JOHN L. VETTE, JR.

C L A S S

PRESIDENT

STUART B. PETT
VICE PRESIDENT



C. PORTER SCHUTT
SECRETARY



GERALD L. BALDWIN, JR.
TREASURER



STUDENTS



HARRY W. AIKEN, JR.

Winthrop

Massachusetts

Harry is a chemical engineer from Norwich University where horsemanship is an art. Nothing could be more natural than having Aiken on hand to teach us the tricks that make a man a good rider. Quiet and amiable, Aiken is a hard worker, keenly interested in advancement through the ranks of the field artillery. He has not definitely decided whether to enter business in the field of Finance or Production.



GLENN E. ALEXANDER

Bartlesville

Oklahoma

From the oil fields of Oklahoma, the famous Culver Military Academy, and the University of Kansas, came our grinning Alex. He has found little difficulty in gaining the friendship of those with whom he has come in contact. His laughter has raised the lids of many a "sleepy" eye in the wee hours of the morning. Because of Alex's outstanding work inside and outside of conference lectures, we feel that he has obtained a solid foundation for work in his chosen field. He plans to begin his business career by working for the McCreslenn Oil Company.

SANFORD L. BABSON

Claremont

California

The coyote howls on the lone prairie, the wind rattles the dust in Death Valley. Sandy once walked thirty miles on a Wyoming ranch. Tuscon, Phoenix, Accounting, rent — he knew them all. His was the "A" in Economics; his the bad luck that some one spoke in Flagstaff. Should he ever get back to God's Country — that speech at once will be held against him. A man, and we will shake on that — Sandy.



GERALD L. BALDWIN, JR.

El Centro

California

Jerry is numbered among that distinctive group of Babson men — the California students. From Pomona clear across the continent to the Babson Institute came this lengthy son of the Golden State. An enthusiastic student, Jerry has also been active in our social activities. He generously took charge of the bowling tournament and arranged the dinner at the close of the season.





J. EDWARD BECK

Clarion

Pennsylvania

As a representative of Pittsburgh, the center of coal and steel, Ed has presented us with vivid descriptions of the situation at home. His contributions to the class discussions have always been interesting and welcome. A regular reader of the morning Herald, Ed always had a brief resume of the news ready for Mr. Matthews during our Distribution days. Ed hasn't disclosed his plans for the future but with our meager knowledge of forecasting we look for a steady upward climb by Ed in whatever field of endeavor he chooses to enter.



SAMUEL D. BERDOFSKY

Wallingford

Connecticut

The way of life is stony. Charted statistics on the trend of mid-night prove beyond a doubt this important fact. It might be proved too, that when get-rich-quick Wallingford named that town in Connecticut, he left the heritage of brains taking only his questionable virtues with him. Sam came from Wallingford is the gist of what has been said. From Wallingford via Babson, he is off for the high seas. We picture him, on the bright dawn of tomorrow, trading bowling balls for sandalwood with the wily chiefs of Tibet.

WILLIAM E. CONANT

Wellesley

Massachusetts

Bill, a civil engineer from the Massachusetts Institute of Technology, has proved a most influential contact man at Wellesley. A lover of the great outdoors, nothing pleases him more than to wield a flashing tennis racquet, or to steer an elusive puck to the goal, or to stroll along the beautiful wooded paths with fair company. Here at the Institute he has freely lent his technical viewpoint to our class discussions.



A. KERMIT CRANDALL

Presque Island

Maine

As the formality wore off the first few weeks of life at the Institute, all of us found an earnest friend in Kerm. His Maine accent, though not to be heard all the time, was a welcome note in any conversation. In his capacity as youngest member of the Class of '34 Kerm made a fine speech at our first student-faculty dinner. The Aroostook Valley potato growers would do well to engage Kerm after graduation as an advisor to help straighten out their early profit fluctuations. We recommend his services highly.





KENNETH I. DADSON

Glen Ridge

New Jersey

The Garden State, the University of Michigan, Drake Business College - all have had a part in the moulding of "Ken", and as he grew and prospered he developed a fond weakness for photography and aeronautics. The BABSONIAN owes many of its fine snapshots to "Ken's" untiring efforts. Much better than that, however, he has acquired that wholesome personality which will guide his career along a course parallel to that old standby of Professor Matthews, "the super-secular line".



PAUL DESRUISSAUX

Sherbrooke

Quebec, Canada

"Good morning, Judge"

"Ten dollars and costs"

That was the way the day began, but the day would have been brighter if it had not been that sales had something to do with — "comp - compet — well, anyway the fellow that sells the same thing you are trying to sell". In spite of all that the "Judge" could always tell us what it was all about—whether it was law, production, or what-have-you. We only regret that we could enjoy his company for only two terms, since he wished to prepare for the summer Canadian Bar Examinations. After he completes his work at the Institute he will be affiliated with the Sherbrooke Carpet Mills.

JOHN E. DODSON

Bethlehem

Pennsylvania

"Oh, I've got a wife and a bull dog, too," quaint old song, is it not? If any of you gents think otherwise, that is perfectly all right. If you don't think, that is all right, too. John is like that, gents. You know, one of the first families of Virginia, the University of the Cavaliers, and then to the blizzards of New England. It is a tough life, John, but then no cold, no coal — no coal, no business — no business, and John you know what that would mean!



HERMAN R. DONLEY

Volant

Pennsylvania

"Up an atom", said the molecule, whereupon Don left the Pennsylvania country, left the University of Pittsburgh, even left Westminster. While at Babson Institute, he was at Goffs Falls, at Natick, and in between times at work. His enthusiastic expression of ideas ought to get him a long way in laundrying or in investments. We will always remember the way that he stood dauntless when all around him were examinations, and he came through with flying colors.





CHARLES G. DUFFY, JR.

Buffalo

New York

Duff gracefully passed through Nichol's School and Georgetown, and landed at Babson Institute. He brought with him that cheery, confidential manner that always makes us feel good. When he left to take up his duties in the Duffy Silk Company, he gave us the following advice:

"Take life as comfortably and as easily as you know how; never let a care or worry enter your head. Have lots of fun, and don't work too hard."



HARRY K. ELSTON, JR.

Santa Barbara

California

Harry, one of the more dignified members of our class, comes to us from Harvard, and the land of orange juice and movie stars. His forethought and splendid cooperation with the other members of the Dance Committee made this year's dances the best in the school's history. An immaculate dresser and a good student, Harry always offered intelligent and practical ideas in class. To any one inquiring about him, we'd respond, "A popular member of the class well liked by all the students and faculty."

WILLIAM H. EVANS

Pittsburgh

Pennsylvania

Take a good portion of Shadyside Academy, add four parts of Princeton, mix well with Babson, and serve in running togs on a frosty morning. It goes well with squash racquets and adds that subtle something to Ping Pong. Bill can take and Bill can dish out. His sympathy with Matthews ends with a bow tie. We are sure that the Diamond Alkalie will appreciate a good chemist, tie or no tie.



JOHN A. FAULKNER

Chelmsford

Massachusetts

John is one of the few men in this year's class who actually lives in the state of Massachusetts. A quiet fellow, John has a good sense of humor, and is one man who really enjoys the sports of hunting and fishing. During the partridge season, many of us enjoyed a few choice bits of one of the birds that he and "Birdie" shot. Although John has not as yet called any shots in a business way, we are confident that he will hit what he aims at.





EDWARD L. FAY, JR.

East Jaffrey

New Hampshire

A solid son of New Hampshire, Ed brought with him the best wishes of Phillips Exeter Academy and Bowdoin College. One of our three bona fide musicians he gave us the pleasure of hearing his violin concerts frequently. Skating and skiing are his meat, but with his track experience behind him, we think he would do well to play more hockey. He is the lone charter member of the Ancient Order of "Red Rats," that unworthy organization which died trying to compete with "The Goats."



G. WILLIAM GRIFFITH

West Pittston

Pennsylvania

After a comprehensive course in electrochemical engineering at Penn State, Griff came away with a chain full of keys from the honorary fraternities. He wisely chose the Babson Institute to give him the few things he had missed that might help him. Griff did an exceptionally fine piece of work as Associate Editor of this year's BABSONIAN. He expects to enter the chemical industry where we feel sure that he is going places.

ROBERT N. HAGER

Chicago

Illinois

"Bob" was recruited from the Hasty Pudding Club of Harvard. However, we are never quite sure of the profoundness of that Harvard stamp of culture, because Bob is well sold on his ideas concerning the ideals of Socialism. When you come to talk with him, you will find his approach one of quiet, commanding, confidence. He would travel a long way to indulge in his favorite sport- skiing. He is expecting to reach Sweden this summer as a counselor for young travelers.



FREDERICK H. KNIGHT

Newton Center

Massachusetts

Fred entered the Finance Group in the fall to prepare for the investment field. He came to the Institute and shared with the members of his Group the experience gained from twelve years service with the General Motors Corporation and its subsidiaries. Here's something he may not have told you, for at Princeton he was not only a member of the Arch Club but also belonged to the high and mighty Phi Beta Kappa. We wish him luck in his new field of endeavor, selling insurance with Arthur Potter.





GORDON H. LADD

Barre

Vermont

The great Stone Face cocked one eye at the frozen world and Ladd came out of the woods. On the first day he seated himself on the left side of Matthews of the green shirt and purple tie. Undaunted by such a handicap, this northern light became one of the brightest on this Campus and Wellesley's. In the cruel cosmos of the future, Gordie alias Butch, alias Barrie, is due to be one of the big shots in the world of figures, that is financial figures.



F. ROWLAND LEFFINGWELL

Arcadia

California

Rowlie, another one of those Californians, came to us after receiving a background from the Principia and Pomona College. Rowlie likes his Ping Pong and bowling, but his greatest prowess is on the tennis courts. His interest in railroading no doubt will lead him into that field. It is a subject of which he never grows tired, and he has given the rest of us many important pointers in this interesting phase of distribution.

CHING HSI LI

Hankow

China

When "Lee" arrived in February 1932 directly from China, we found him fluent in English at its best. He became one of us without effort, and our admiration for the Chinese reached a new high. He learned from us the arts of skiing, skating, motoring, and finally punning. In turn, "Lee" enthusiastically instructed us in Ping Pong and eating with chop sticks. Though, he was often away on special work, he finished his course in the fall of 1933, and after some practical experience, he returned to China to join his father in the growing and exporting of Tung oil.



WILLIAM R. McCLARY

Nebraska City

Nebraska

They raise corn in Nebraska. Yes, George, corn. They use the cobs for training young ballplayers. Where they get the Rotarians we cannot say, but then the origin of the species was Darwin's idea. Mac, however, is due to be a Chamber of Commerce man. Some thing different from a chambermaid, we assure you. Some thing of the new order is this man McClary. Something complex, for any one who can write a treatise on women is bound to be complex. But then he is married, so what?





GEORGE S. McVICAR

Toronto

Ontario, Canada

Though Mac hails from Dartmouth, we will always remember him going through his paces with Daughter in arms, much as he paraded about at Shuttuck Military School. The facts that have come to his attention he carries around in his head. Consequently, he is our reservoir of information where heated discussions take place. George apparently has little aversion toward the writing of short stories, but his passion for devouring the substance of the PRINTERS' INK Weekly should certainly qualify for an advertising career.



LINCOLN E. MARTIN

New Rochelle

New York

Bud left the halls of Washington and Lee, a star of the track, the gridiron, and the swimming pool to finish his education with us. A truly refined gentleman, he has acquired at Babson Institute the title of "The Great Buddha". You will always find him enthusiastically involved in the goings-on of the gang, lending himself wholeheartedly to the appropriate move whether it be meditative or boisterous, serious or hilarious. It seems that the J. C. Penney Company already has placed its weathered-eye on Lincoln anticipating the need of future executives. We feel that his pleasing manner and keen judgment will make Bud successful in both the business and social world.

RAMOND P. MECHERLE

Bloomington

Illinois

Ray, as vice president of the State Farm Insurance Company, has already attained to a degree of success in business. His barrages of searching questions has convinced many of his instructors that the younger generation is capable of successfully running large business enterprises. Throughout the school year, he has vigorously been engaged in our social activities at all times keeping his home open to our informal gatherings where his wife, Billie has been our charming hostess.



JOHN MUMA

Los Angeles

California

John is probably the most widely traveled man in this year's class. Though he has been nicknamed, "Hitler" by the boys we are inclined to envy that broad experience acquired from his traveling. John seems to have an inexhaustible supply of enthusiasm. We know that this and his winning personality will help him to make himself as popular in the business world as he has been here at the Institute. We all owe John a vote of thanks for the many rides in his memorable station wagon. It's a great bus.





JAMES T. NELSON

Chestnut Hill

Massachusetts

Jim is one of Boston's own sons. His first hand information on department stores has been most interesting and has evoked much discussion in class. Jim's splendid singing and his keen knowledge of orchestras helped considerably in making our dances successful. His aggressive challenges to the solution of problems offered in class have made many a class discussion lively. We wish him luck with his future work and hope he will continue to beat down the fallacies that have been binding this old world of ours.



JOSEPH W. NELSON

Memphis

Tennessee

"Memphis" Joe is one of our big Southern boys who follows the southern tradition in being hospitable, cheerful, and friendly. As we recall it, Joe arrived a few weeks late for the fall term, but it wasn't long before he had become one of the boys and was writing out pink and salmon sheets with the best of us. A real southerner even to the accent and facial expressions, Joe can tell a story without apologies to even the traveling salesman. Joe loves his southland, yes sir, and his trip to Florida at Christmas stood him well through those cold winter months that followed.

EDGAR A. OLSON

Wilmington

Delaware

There comes a time when even the best of friends must part. We are all going to miss Olie when we separate in June. However, as a most successful Business Manager in publishing this yearbook he has made it possible for us to carry away a review of pleasant memories and close friends at Babson. Wilmington yielded Olie to us where he developed the faculty of sound judgment and the drive to do things efficiently and properly in his several years of practical business experience. Olie possesses an uncanny trait of personality which enables him to gain the full cooperation of everyone in attaining a worthy objective. Although Olie didn't play Basketball, he raised the necessary funds to equip the team - a fine example of loyalty. If present performance is a step toward success, success, we have no worry for Olie.



LAWRENCE M. PATTERSON

Auburndale

Massachusetts

After spending his preparatory school days at Newton and later graduating from Harvard, Pat came here in search of the finishing touch of practicality for which we are famous. At Harvard, he was affiliated with the Falcoln Club, and was active in tennis, soccer, and swimming. It has been rumored on our Campus that Pat would make an excellent trapper. However, most of Pat's training has been in geology, and we know that he will be a big success in this line in years to come.





JOHN PAULSON

Oskaloosa

Iowa

"The speaker today is Mr. John Paulson." This introduction will assure those who may hear it that their speaker is one of exceptional ability. Penn College out in Iowa sent him to us. It was there that his talent took him into Pi Kappa Delta, the national honorary forensic fraternity. At the Institute his activities were not limited to public speaking, for John was a key man on the basketball team. His effervescent enthusiasm was a god-send to the lagging Pennsylvania team for it salvaged their spirits on many a Wednesday night.



STUART B. PETT

Salt Lake City

Utah

Though our Vice President calls his home Salt Lake City, because he is a Stanford graduate, he was allowed to adopt California temporarily. At Stanford, Stew was a prominent member of Phi Delta Theta, the Scalpers and Phi Phi. Golfing over California's greener greens was his chief hobby while at college. Now, however, it has been replaced by frequent trips to Northampton where he has come to be known as the "Smithsonian." Stew had the coveted honor of being the first "goat" in our class. After graduation, he expects to enter the field of investment banking.

FREDERICK G. RIESEN, JR.

Milwaukee

Wisconsin

Fred came from the Mid-West to dedicate himself to the pursuit of studies at the Babson Institute. A good talker, Fred substantiated several claims made by us to the extent of our winning many an argument in class. Fred expects to enter radio broadcasting work and with the experience he has already had we feel sure he will be successful. We feel sure that in the years to come others will enjoy working with him just as much as we have. We thought it was Schlitz that made Milwaukee famous until we met "Flash."



C. PORTER SCHUTT

Wilmington

Delaware

Country club life at the University of Virginia was a little too blasé for Charlie, so he came up to the Institute this year to discover a few of the fine points of the business world. His glorification of one of Mr. Ford's Model A's was certainly a sight to behold, and the car's smart paint job was a credit to the Institute's parking space. We do not know what Charlie plans for the future, but, based upon his terse rebuttals to Mr. Matthews' class discussions, we'd say that no one is going to pull the proverbial wool over Charlie's eyes.





WILLIAM B. SCOTT

Lakewood

Ohio

"Scottie" came to us after a sojourn with the du Pont Company in Tennessee. It was the Case School of Applied Science that started him out into the world. Here at the Institute he has become a classroom debator of note, and his possession of a rare gift of witticisms has made him many friends. If he continues to tackle the problems of the business world as he has here at school we feel certain that many of the problems of distribution will be solved during the next few years.



GEORGE A. SHWAB, JR.

Nashville

Tennessee

He of the trembling limb arrived at Babson from Duke and quickly made the friendship of those with whom he came into contact. He was another member of the dance committee who helped put the Babson dances over so successfully. The "colonel" made quite a few trips down to Rye and after much effort finally came away engaged . . . lucky girl. "Everybody", as he was known, proved to be a real southern gentleman, hospitable and friendly.

JOHN A. SMITH

Roxbury

Massachusetts

Jack, a live-wire graduate of the Bentley School of Accounting and Finance, has capably filled the chair of Editor-in-Chief in making this year's BABSONIAN a colorful record of events at the Babson Institute. His straight forwardness has brought him many friends. A man eager to get things done—he does not let them interfere with his fun. He has practically convinced Johnny Millea that he would make a star cushion salesman, and has even had the distinction of attaining the top limb of Hendy's tree of intelligence. We are looking forward to seeing Jack climb to an equally high place in the business world.



JOSEPH W. SMITH

Needham

Massachusetts

The memory of Joe's cheerful laugh will stay with us even through our drab moments for many moons to come. His previous education was acquired at William and Mary and the University of Pittsburgh, where he was affiliated with the Delta Tau Delta Fraternity. After all his collegiate experience as Dance Committee Chairman, he broke his toe just in time to prevent his participation in our fall Formal. Even on the sidelines, however, he did his part in making the dance a cheerful one.





PHILIP A. STARCK

Chicago

Illinois

The Chicago contingent found its ranks honored by the presence of a rather quiet fellow whose future efforts are to be directed toward the piano business. As the bowling season materialized, those teams matched against the Illinois team found Phil to be a consistently good bowler. Phil's accomplishments were not limited to those Wednesday nights, for, as we recall, it was he who received a gold certificate testifying to his merit as a writer of advertising copy. The bane of his existence is that power box of his, but we are inclined to believe that not even that will hinder his becoming an active, successful business man.



FRANS W. J. H. VAN DER ELST

Maarssen

Holland

After two year's study and work in some of our biggest industries, Van came to Babson for the finishing touches before going back to Holland. An indefatigable student possessed with characteristic Dutch precision and thoroughness, he set a standard for us all in his work and play. We will never forget the hospitality at his house on Sumner Road where Hette presided as the perfect hostess.

RAYMOND G. VESTAL

Red Bluff

California

"Crafty" is one of those Stanford graduates from the Coast. A bowler of distinction, he saved the reputation of the California Team on many an occasion. On top of that, his talent in gym won for him his letter at Stanford. He plans to return to his home in northern California after leaving the Institute. If his wish comes true, he will go into business there. Incidentally, he has other warm interests in California besides just the weather.



JOHN L. VETTE, JR.

Chicago

Illinois

Yale is still regretting the loss of John, but Yale's loss is our gain. Straight from the Boeing School of Flying in California, John has come with his flying prowess. One of his chief delights is to tickle the top bricks of the chimneys of Park Manor as he dips over this school. His "sweetheart" smile and his winning personality we will long remember. They prompted us to choose him for Class president. Master of the Babson Institute Campus, he is preparing to be a master of rivets in the future.





GORDON D. WILLIAMS

Sherrill

New York

Gordy, a Theta Delt from the University of Minnesota came to us and became one of the most liked fellows on the campus. Williams is one of those men you just can't help liking. He is always cheerful, jolly and willing to help. This year's dance successes were due largely to Gordy's unselfish time and efforts. He is a strong believer in "On with the dance, let joy be unconfined". He is a leader and a planner and the future should hold big things for him.



ROBERT S. WILSON

Scarsdale

New York

Bob lost all interest in the University of Michigan when he heard of the grandeur of Babson Institute. He came to show us how "A's" are made, but nevertheless he found time to run the basketball team and steer it safely through the season. He finds it great sport to fly back and forth to New York over week-ends; it lends such zest to this social life. But the fact that his brain seems to operate like a lawnmower, has him perplexed. Right now, he is trying to decide who needs his services most — The Vick Chemical Co. or the A. & P. Tea Co.

JAMES G. WOLCOTT

Rochester

New York

Jim, coming to us from Yale and Andover, was held in high esteem by his classmates just as he is here. Sincerity and gentlemanly qualities are his outstanding contributions to the Babson Institute this year. Scheduled for a year's trip around the world. Jim will soon acquire that added finesse of a globe-trotter. The ease with which he cultivates friendships combined with his proven ability will never leave him wanting the extra luxuries of life secured from success in business.



THROUGH FIFTEEN YEARS

by

George W. Coleman

Roger W. Babson achieved success, fame and fortune in early middle life. The outstanding elements contributing to this success were keen insight, penetrating foresight, unflinching courage, sterling character and a shrewd Yankee trading instinct. Brought up under Christian training he had a passion for service. For years he had been publishing business and financial reports for the benefit of thousands of clients scattered all over the United States and Canada. He wanted to find some way of passing on to the sons of these clients what he had learned in the course of his business life. He wanted the privilege of helping to train for business leadership young men who were likely to inherit or achieve power in the business world. He believes that if men are moved by the desire to serve and have been trained to think straight they are bound to be useful citizens and that personal success will inevitably accompany such a course of action.

Mr. Babson went at the solution of his problem like the statistician that he is. He found that few businesses survive the century mark while many schools and colleges function long after the century mark has been passed. He therefore decided to use a school or college rather than his own great business as the means for accomplishing the end he had in view.

Then the question arose as to whether he should endow professorships in schools of business that were already established or set up a new school. He wanted these prospective leaders of business to be trained the way a business man would train them and not along the lines of academic tradition. He wanted to set up a school of business that would be unattached to any college or university and free to pioneer its own way. When Mr. Babson and I were working together for Uncle Sam during the war in the Bureau of Information and Education of the Department of Labor under Secretary Wilson we used to discuss at length plans for such a school.

Mr. and Mrs. Babson were favored with only one child, a daughter, and having no son found themselves moved to put such a school as they were dreaming about in the place of a son. So the Babson Institute was born September 3, 1919 and naturally became the personal, private possession of its parents. While we were still in Washington Mr. Babson and I had picked out an outstanding pastor of a college church to be the first President of the Babson Institute. When this clergyman declined, Mr. Babson himself undertook the direction and management of the Institute during its first two years. Mr. Ralph B. Wilson, now for years Vice President of the Babson Statistical Organization, with Miss Eleanor Hayward, his secretary, who has been Registrar and Librarian of the Institute from its beginning drew up the first curriculum and sent out the original announcement of the Institute. Soon afterward Mr. S. A. Linnekin, one of the younger executives of the Babson

Statistical Organization, became Vice President of the Institute. It was near the end of the second year of the school that Mr. Dwight G. W. Hollister who had recently been serving the Babson interests as an accountant and auditor was made Treasurer of the Institute.

With all his many interests Mr. Babson found that he could not give the Institute as much attention as it required. It was in the spring of 1921 that he invited me to take the Presidency of the Institute and informed me of his purpose to incorporate it under the educational and charitable acts of Massachusetts like any other regularly chartered college organized not for profit. I assumed office the first of September, 1921, under the direction of a Board of seven Trustees. From the beginning Mr. Babson served as Chairman of the Board, continuing in that capacity for a number of years. Miss Nona M. Dougherty, an official of the Babson Statistical Organization, served as Secretary of the Institute and of the Board of Trustees for a number of years. Mr. Ernest T. Gundlach, a well known advertising man of Chicago who served with Mr. Babson and myself in Washington during the war, was the only distant member of the Board of Trustees. He has continued his active interest and co-operation as a member of the Board ever since.

A former home of Mr. and Mrs. Babson at 31 Abbott Road, Wellesley Hills provided the first accommodations for the new school. Shortly afterward when the Babson Statistical Organization moved into its present home the Institute took up its abode in the office building which the Statistical Organization had just vacated on Washington Street in Wellesley Hills, diagonally opposite from the railway station. Not long afterward Mr. Babson began to acquire a variety of properties including the larger part of the Lyon Farm as a permanent seat for the new and growing school. Then followed a vigorous campaign of laying out roads and building construction to provide for the future of the Institute. In an astonishingly short time the Institute moved up onto the new campus, occupying the Lyon and Bryant class room buildings, the Administration Building, and the dormitory now called Park Manor South. The campus had been carefully laid out by John Nolen, the famous landscape architect and city planner, and the series of buildings were all designed in Georgian Colonial style by the architect, Mr. George F. Marlowe. Provision was made for a Bird Sanctuary in the heart of the campus and an ornithologist, Mr. Lester W. Smith, was placed in charge. Few educational institutions have such a sightly, spacious and attractive campus within such a short distance from a great cosmopolitan city.

It was Mr. and Mrs. Babson who supplied the means that were essential for this rapid and generous expansion. Mrs. Babson herself made a special gift of the Auditorium which is named after her father Richard Knight, a Congregationalist clergyman. The Coleman Map Building was constructed to house the great relief map of the United States which is still in process of construction, and is the temporary home in both wings of the growing industrial exposition for which Dean Millea is largely responsible. Peavey Hall and Gymnasium is named after Mr. Leroy D. Peavey, President of the Babson Statistical Organization, who made a generous donation toward its building. Mr. Preston F. Bryant, who at the time was Sales Manager for the Babson Statistical Organization, together with his salesmen made a large

contribution toward the building of the class room structure that was naturally named Bryant Hall. Other contributions have been made from time to time by friends and alumni. The entire gymnasium equipment was presented by Mr. E. F. Price whose son graduated from the Institute and continued in residence for post-graduate work. Quite recently a handsome and commodious second dormitory known as Park Manor was built.

Mr. and Mrs. Babson were not satisfied with their generous gifts of land and buildings, equipment and road construction and began to provide endowments in generous amounts so that for every dollar that was put into land and buildings there was provided another dollar for endowments to take care of them. Within two months after I found myself in the saddle at the Babson Institute Mr. Babson made generous provision for the Institute through an annual payment of royalties to continue during his life time and long afterwards.

With all that the Babsons have done for the Institute they have never had one cent of return from it and indeed have insisted on paying the full price of tuition for members of the family who have taken the Institute training.

The teaching and administrative staff of the Institute is taken so far as possible from the business world. A practical emphasis is given to every course. The idea of small classes with secretarial assistance to students has been maintained from the beginning. A thorough training in the fundamentals of business in one academic year has always been the Institute's ideal for young men with an adequate educational background. A two-year course is now under way for younger men with less background.

The Institute has been fortunate in its teaching staff, some of whom became associated with the work from its beginning. Miss Eleanor Hayward, Mr. Austin H. Fittz, Mr. John E. Millea and Dr. James M. Matthews are among the earliest comers on the staff. Among the student secretaries Miss Marion Wing, Miss Frances E. Burgess and Miss Carol B. Hitchcock are the oldest in service. Miss Carrie E. Mason, Assistant to Mr. W. R. Mattson, Director of Admissions, has been in the service of the Institute about as long as some of the student secretaries. From the beginning and even before the Institute took shape Mr. Frederick A. Libbey has been the guiding hand in the conduct of extension courses. It has always been the ideal of the Institute to provide such courses for those who are unable to come to Babson Park for resident instruction.

Notwithstanding such generous contributions in the way of plant as has been provided by the Babsons the operating expenses are heavy because of our methods of instruction. And the dormitories are like a first-class hotel in country surroundings. The Institute believes that young men who come here should, through the tuition and dormitory charges, pay running expenses. Therefore the tuition and the dormitory charges are fixed at a price intended to permit a balanced operating budget. The idea is that future business men should begin business training by paying for what they get. In spite of these necessarily high charges students at the Institute have

realized that they were getting their money's worth and saving a year in their training.

The idea from the beginning was to have a small school and train only those who by inheritance, family connections or marked ability might reasonably be expected to become business leaders. We rarely have had as many as thirty in a class, twenty being the usual maximum, and even our present ample accommodations would be severely taxed with an enrollment of 150.

Alumni activities under the competent direction of Dean John E. Millea have resulted in local alumni clubs in Boston, New York, Binghamton, Cleveland, Detroit, Pittsburg, Philadelphia, Chicago, Cincinnati, Los Angeles, Seattle and Montreal. The Bulletin of the Babson Institute Alumni Association, edited by Dean Millea, functions very successfully as a medium of fellowship and exchange of ideas between the alumni scattered throughout the United States and Canada with representatives in Sweden, Switzerland, China and Cuba.

At the close of its fifteenth year the Institute, having passed safely through four years of the great depression, looks forward confidently to unnumbered years of growing usefulness. It has been demonstrated beyond a doubt that there is a significant place in the educational world for a school of business administration with the characteristics of the Institute. The rising generation of business executives will carry on in an environment unlike that in which their fathers and grandfathers operated. They will have to meet new problems with new methods and in a new spirit.

Already there are nearly one thousand Babson trained men actively engaged in the business world and our records demonstrate that they are giving a good account of themselves. We take as much interest in their development and progress now as we did in their training when they were under our tutelage. And the goal of the Institute remains the same, to train young men for sound business leadership without any unnecessary loss of time. We want our graduates to be fit physically, intellectually and spiritually, to meet successfully all the conditions business men have to face. We want them to be able to function usefully and happily whatever may be the economic and political conditions of the period in which their active business life is cast.







*"Only actions give to life its strength,
as only moderation gives it its charm."*

A C T I V I T I E S





T H E
B A B S O

EDGAR A. OLSON
Business Manager

Staff Associates
GORDON D. WILLIAMS
JAMES G. WOLCOTT



KENNETH I. DADSON
Photographic Editor

N I A N
▼

JOHN A. SMITH
Editor-in-Chief



Staff Associates
GERALD L. BALDWIN, JR.
WILLIAM B. SCOTT

G. WILLIAM GRIFFITH
Associate Editor





NANCY ELLEN PETERSEN

CLASS SWEETHEARTS



GEORGIA LOU MECHERLE



JENNIFER-ANNE MC VICAR



DANCE COMMITTEE



George A. Shwab, Jr.



Gordon D. Williams



Hurry K. Elston, Jr.



NEW ENGLAND WINS

MEET OF FEBRUARY 25

Teams		Points		Total Points		Average
		Won	Lost	Won	Lost	
New England	396	3	1	36	20	.642
Illinois	410	3	1	31	25	.553
California	406	1	3	30	26	.535
New York	400	2	2	25	30	.446
Faculty	414	1	3	23	33	.410
Penn	400	2	2	23	33	.410

LEAGUE STANDING

SCORES

Teams	1st string	2nd string	3rd string	Total
Faculty	373	416	434	1223
vs Illinois	410	401	452	1263
California	417	398	404	1219
vs New England	425	410	396	1231
New York	415	373	414	1202
vs Penn	401	419	402	1222

High Team — Strings, Illinois	452
High Team — Total, Illinois	1263
High Individual — String, Paulson, Penn	103
High Individual — Total, Olson, New England	271

NEXT MEET

Banquet -- Monday, March 12
Detailed Announcement later

BOWLING

Man with highest average
Starck — 90

Next five based on averages
Pett — 86, Petersen — 85, Baldwin — 85,
Wolcott — 85, Millea — 84

Highest individual string for the season
Starck — 123

Highest individual three string total for the season
Patterson — 305

Highest string for team
Penn — 480

Highest three string total for team
Penn — 1330



BOWLING

Inaugurating the eighth successful bowling season, the students of the Institute turned out en masse early in October for try-outs. Since only six teams could be accommodated in the Needham alleys, it was necessary to restrict the number to thirty, making up a league of six teams — Faculty, Illinois, California, New England, New York, and Pennsylvania.

The New England team stepped into top position at the first meet and only once was threatened, when California became tied with them for first place in the middle of the season. Illinois always was a serious contender, forging into second place in the last contest. The narrow margins between the averages of the six teams made the Wednesday night gathering an attractive break in the week's work.

Carrying on the tradition of a banquet to close the season, all who had participated in the bowling tournament met at the Woodland Country Club on March 12th. After a delightful dinner, Mr. Mattson took the chair as master of ceremonies and awarded the cup to Captain Olson of the New England team. "Olie" came through with the surprise of the evening — a bowling pin decorated with the names of the Pennsylvania and Faculty teams which were tied for last place.

BASKETBALL

The 1933-34 basketball season contributed much to the winter season at Babson Institute both from the spectators' and the players' viewpoint, although a glance at the results does not show a highly successful season as far as wins go. It was the spirit that pervaded, win or lose, that everyone enjoyed. "It was a lot of fun" was the invariable verdict at the end of each game.

Everyone on the team was outstanding in some way or other. Captain "Chuck" Anderson was recognized for his ability to put them in from all angles from his forward post. His running mate up front—"Swede" Paulson—was noted for his pep talks and he showed no mean ability in dropping them in, as his individual record shows. "Gordy" Williams, at his center post, was outstanding for the fight he had—he battled until the whistle or until he dropped. John Vette, playing one of the guard positions, was notable for his ability to break up concerted assaults on the part of the entire opposing team and to send them flying in all directions. His mate on the back court—Manager "Bob" Wilson—could usually be found sprawled out as a result of a scrimmage. No one can deny the scrappiness of little "Bill" Scott, and the steadiness of Ladd and "San" Babson.

Much could be said for the work of Mr. French in the arrangement of the schedule and his assistance in organizing the team. We wish to express our appreciation to Earl Johnson for coming over and acting as coach, and to Ed Beck who faithfully assisted with the stopwatch at all the games.

BABSON INSTITUTE

COMPLETE SUMMARY OF INDIVIDUAL SCORES

FOR THE BASKETBALL SEASON 1933-34

Player	Position	Field Goals	Shots	Fouls		Points
				Goals	Personals	
Anderson, forward		60	48	25	21	145
Paulson, forward		38	34	13	19	89
Wilson, guard		27	19	5	21	59
Williams, center		18	12	5	17	41

Player	Position	Field Goals	Shots	Fouls	Goals	Personals	Points
Greene,	center	8	5		4	4	20
Vette,	guard	1	13		5	29	7
Scott,	utility	2	2		1	3	5
Martin,	utility	1	6		1	3	3
Babson,	utility	1	1		1	2	3
Ladd,	utility	0	0		0	1	0
Total		156	140		60	120	372

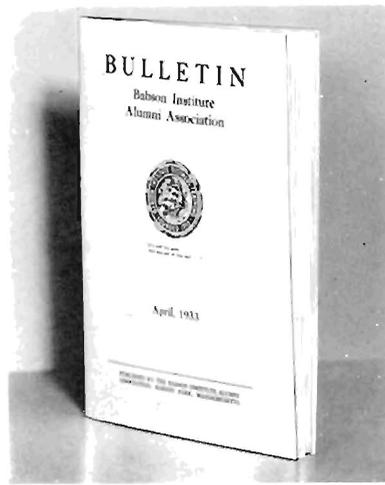
Left in middle of season.

GAMES PLAYED

	Points		Points
Babson Institute	24	Wollaston Ramblers	52
Babson Institute	26	Needham Episcopal Church	37
Babson Institute	22	Oxford College of Business Adm.	23
Babson Institute	31	Andover Newton Theological	49
Babson Institute	39	William Filene's Sons Co.	33
Babson Institute	32	Needham Congregational Church	29
Babson Institute	23	Andover-Newton Theological	56
Babson Institute	25	Needham Episcopal	24
Babson Institute	27	Wollaston Ramblers	26
Babson Institute	15	Oxford College of Business Adm.	17
Babson Institute	18	Harvard Junior Varsity	23
Babson Institute	32	William Filene's Sons Co.	40
Babson Institute	32	Needham Congregational	20
Babson Institute	26	St. Paul Catholic Church-Well.	38
Total	372		467

SUMMARY

Won	5
Lost	9
Total Games Played	14



ALUMNI BULLETIN

It is often agreed that a school progresses or comes to a standstill according to the extent of loyalty and cooperation existing among its alumni. That the members of fourteen classes graduating from Babson are loyal is continually in evidence by suggestions and letters from individuals, meetings of local clubs, and general reunions of alumni. The medium largely responsible for this cooperation is the BULLETIN of the Babson Institute Alumni Association.

The BULLETIN, under the editorial management of Dean Millea, strives to preserve this unity between school and alumni. The publication is issued five times annually and its circulation includes undergraduates as well as alumni, since it is the only Institute periodical. In it may be found articles by Mr. Babson, Dr. Coleman, members of the Institute faculty, heads of departments of Babson's Reports Incorporated, and—last but far from least—alumni themselves. All are authoritative articles and deal with the progress of business in a rapidly changing economic system.

Supplementing the main subject matter of the BULLETIN are campus scenes, notes about local alumni clubs, students activities, and a personal section containing the latest information about former students. New business books are reviewed by Miss Hayward.

Continuation of the BULLETIN is important to the life of Babson Institute.



Richmond
Toy

Coolidge

Wing
Hitchcock

Mann

Hueg
Burgess

THE BABSON INSTITUTE SECRETARY

What does the Babson Institute secretary think about as year after year she sees the students come and go?

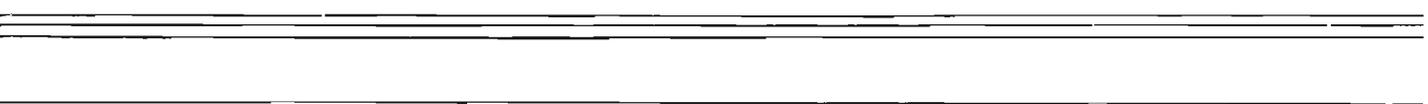
Each September she watches the new ones enter; she checks their I. Q.'s with interest wondering the meantime if this one will be quite as bad as his I. Q. would make him out or whether that one will live up to such a high score; she marks their faces at the get-together meeting and thinks surely she will remember at least this one or that one by name. But alas, not even the gleaming teeth of a Vette, the blue eyes of a Donley, or the intrepidity of an Olson will perform that miracle and it is only gradually that she comes to know each by name. But gradually too, she comes to know more than the name. She knows just how this one or that one will react to criticism, how much he will cooperate, whether his records will come in on time, or whether she must be constantly asking for papers. She labors over records that only a Babson Institute secretary would labor over, and twists distorted sentences into meaningful things. Seldom does she refuse a request. And before June has come, she sewed on more than one button that threatened to part company with the owner's coat (if it hadn't already done so); she has iodinated and bandaged more than one bleeding finger; she has produced more unthought of articles and done more unexpected things than could ever be put down in any book. And all the time she has been thinking this is about the best class yet.

So here's to the Class of 1934!



"The mind ought sometimes to be diverted, that it may return the better to thinking."

I N F O R M A L S





They have heads and they use them.

THE ANCIENT ROYAL ORDER OF GOATS

Caprigenous, from the Latin meaning goat, is indeed a noble word. As the word, so goes the beast. In all zoology there is no more rightly honored being than this glint-eyed, sharp-horned quadruped. Pax Vobiscum on his tin consuming soul. From the aristocrats of far Angora to the bearded ones of shanty town, goats have ever carried with them that air of strength and distinction so characteristic of the noble race.

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MEMORY TICKLERS

One, two, three. Hello Sweetheart! — oh, yes, recall the Kiester making a ritzy polo pony out of the dear madam's jackass — and the time when Mecherly chinned himself on his bumper? — Sure do wish the Oklahoma Indian warhoops wouldn't echo around the dorm what you scared of Aiken? — faintly remember the ill nite Memphis Joe made Evans look as though he were running backwards — and the Bish doing a ballet four-forty through the snow? — My, my no trou . . . ! — Wolcott sounds off ta-ta-ta. — Everybody ! ! ! Send me a telegram like the last, honey — and when Olie or Jerry come around, hide your dough, that is if you have any. — Anyhow, they tell me that Cupid socked it to the Great, Great Buddha. I mean bud . . . Crafty is still puzzled about that Bermuda trip — why not buy the tavern, Jason? — Quit pointing at me, McVicar — See Johnny Millea always doing his healthy thirty-five miles an hour — The Big Bad Wolf may be from Maine, but who's afraid of Crandall, or sumpin — Paul Revere and Babson came all the way from Boston — but the big Vermont moon never sets before dawn — Distribution puts the out in the Finance inning — a little far, but you'll guess . . . But what about Dadson's canny camera assisting Nero Fay on the blinker?

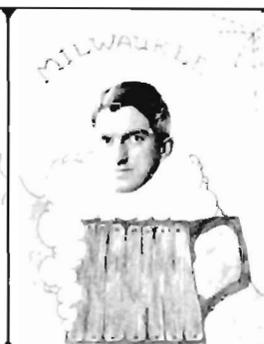




Darned if we know, even if the Swede did get a lift to Natick — which puts Iowa right next to the Corncob Club of Nebraska — What's the correlation coefficient between Florida and Harry's trip to town . . . we know — and finally McDuff espied the open twenty-four hour dining room — "round-and-round" never got you home Faulkner — Is it a ten-cent one, Gordy? — Who won the prize as sleeping beauty on the desk top? — no, it wasn't Hitler's beachwagon — Oh, Shux, the socialist lost the balloon bombardment. Casualty, one hand congress passed a law. No sneakers and rolled-up cuffs on Broadway — flash, flash. Flash the short-time Schlitz engagement — or was it four in one — as in a well trained gladiolus orchard — Let's have a flower garden, a sweet buttercup bouquet and a curley toupee . . . and then Fittzie plays doctor — Harvard, Halibut, Hades; bahoons, babies, Babson — Grif applied as Webster's understudy — Smoky Joe, the Babson grind — Babson knows he's no angel; but Doc Coleman takes it from Mae West — You know, we know there is a Penn timber Baron amongst us — and around us there is a Conn. statistician — 99,100, 101, 102 — am I nuts? Maybe the world is — maybe Donley didn't go to Goffs Falls — why not drive all the cars back? — Conant skates while Patterson sets his traps, or perhaps they both set traps — Some new guys came not long ago; may the Dean keep them from any of the foregoing pitfalls!



WOW! WHEN COME BACK SOMETIME!



IN APPRECIATION

The 1934 BABSONIAN Board takes this opportunity to express its sincere appreciation for the generous assistance rendered by the following:

Mr. Babson, Dr. Coleman and Dean Millea for their helpful advice and keen interest in the success of this publication.

The members of the faculty for their kind cooperation in aiding us with the preparation of the book.

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The advertisers, patrons and patronesses, through whose generous assistance the publication of the 1934 BABSONIAN has been made possible.

The Class of 1934 for having the faith that the Board could successfully publish its yearbook.

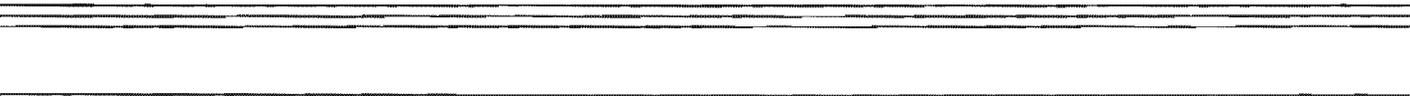
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