

The  
Babsonian  
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*Dr. J. L. Hollman*

PLEASE RETURN TO  
DABSON COLLECTING CO.  
HORN BEACH, N.C.

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THE BABSONIAN — VOLUME FIVE

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*Published By*  
The Graduating Class  
*of*  
Babson Institute  
JUNE 1926

THE  
NINETEEN TWENTY - SIX

BABSONIAN



ENTRANCE TO BARSON INSTITUTE CAMPUS

TO  
JOHN E. MILLEA  
OUR SINCERE AND EARNEST FRIEND WE,  
THE CLASS OF NINETEEN TWENTY-SIX,  
RESPECTFULLY DEDICATE THIS BOOK



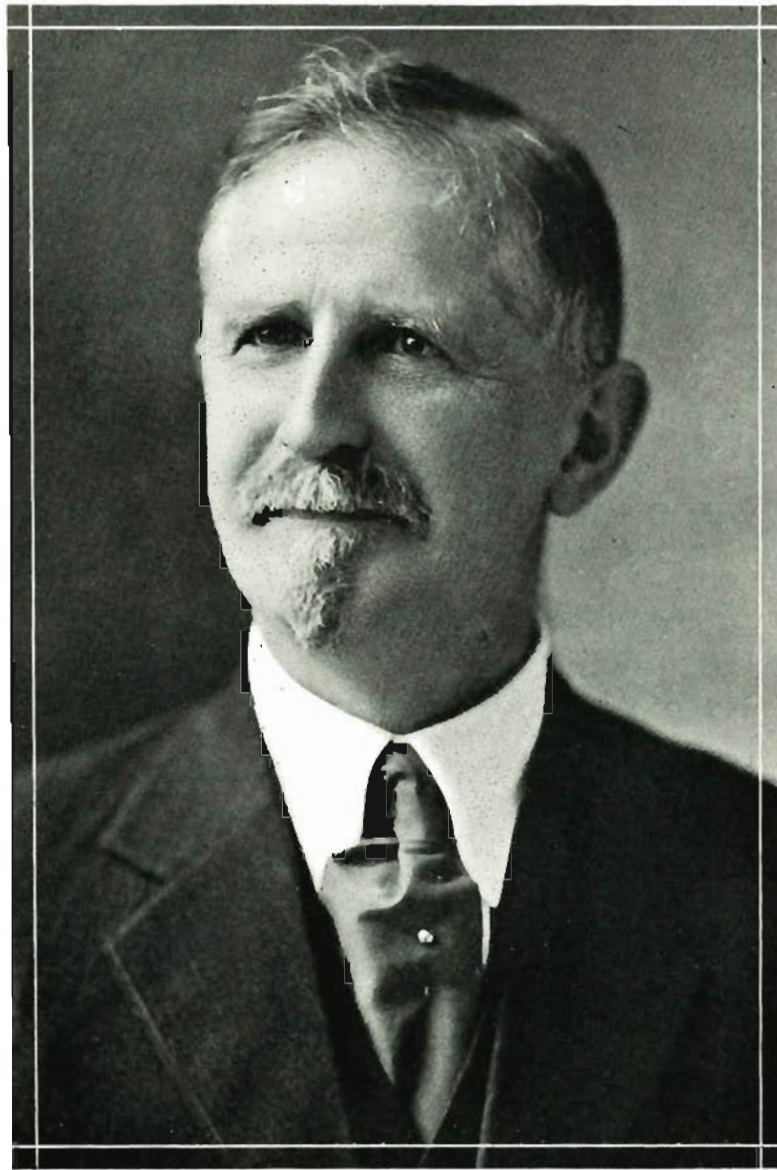
## FOREWORD

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

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

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

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



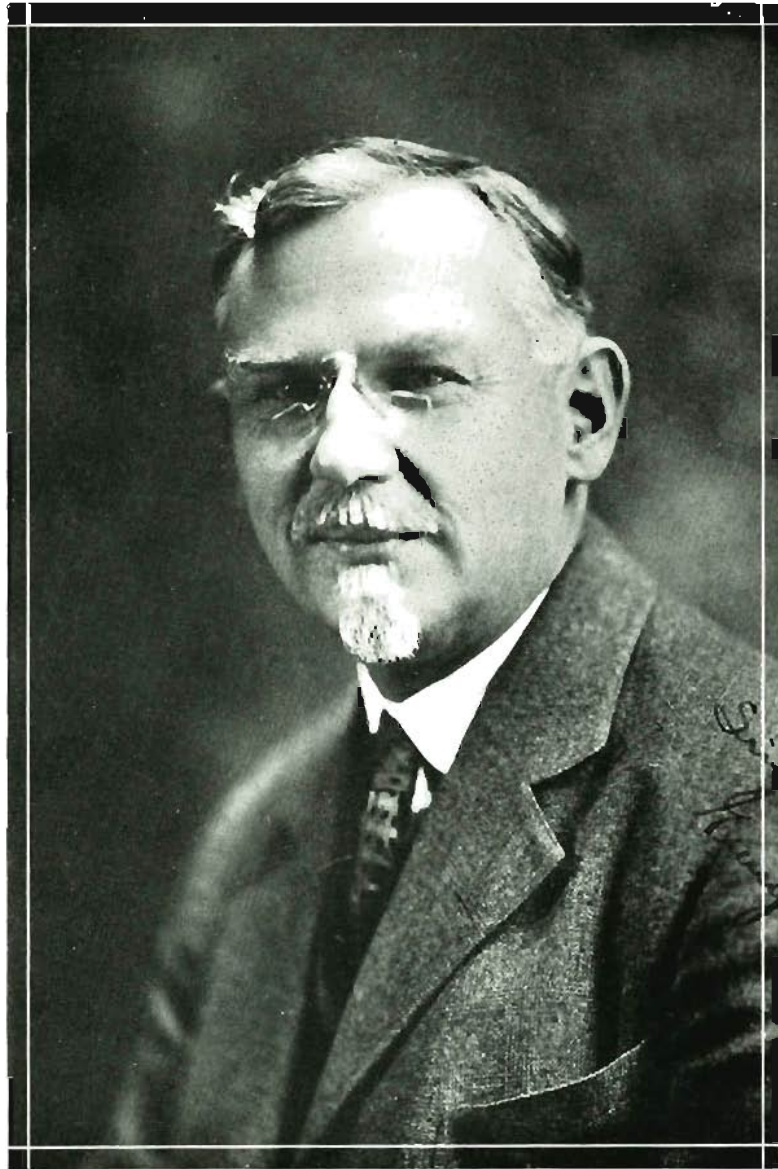
ROGER W. BABSON

*Founder of*

BABSON INSTITUTE

Mr. Babson's Message  
*to the*  
Graduates of 1926

REMEMBER that your real success depends on the service which you render and that the Institute was founded to help you render such service in business. Remember that you have been trained, not for self-gratification nor aggrandizement, but for this larger service to mankind,—that both you and the Institute will be a failure unless this is your goal.



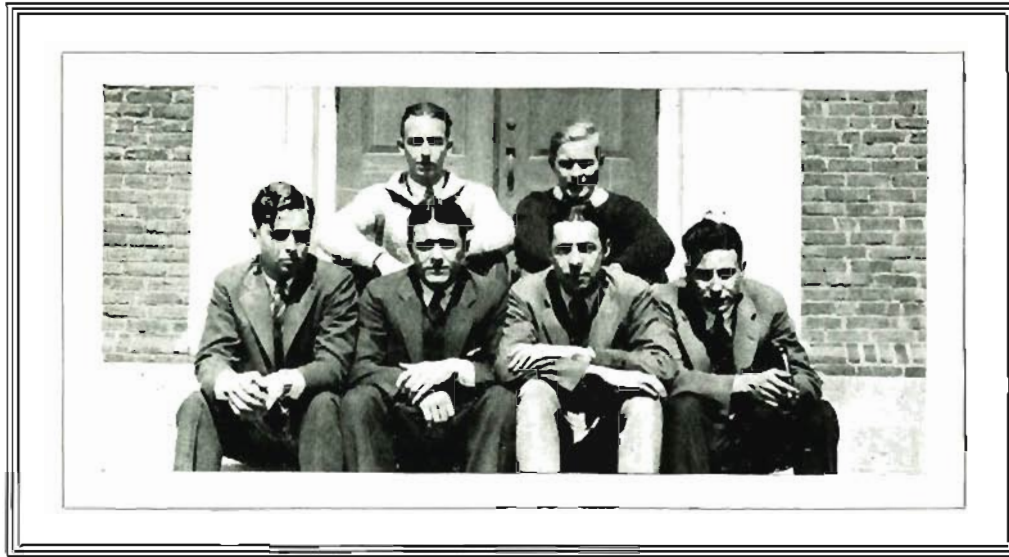
GEORGE W. COLEMAN

*President of*

BABSON INSTITUTE

Dr. Coleman's Message  
*to the*  
Graduates of 1926

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



EDITORIAL STAFF  
*of*  
 THE BABSONIAN

EDITOR-IN-CHIEF.....JOHN M. KLAPPROTH  
 ASSOCIATE EDITOR.....ALBERT J. T. WOLL  
 HUMOROUS EDITOR.....ARTHUR M. EDWARDS  
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 BUSINESS MANAGER.....STUART G. SEGAR  
 ADVERTISING MANAGER.....PAUL R. HOLMAN  
 FACULTY ADVISER.....HAROLD A. THURLOW



# The FACULTY

## DWIGHT G. W. HOLLISTER

*Treasurer, Babson Institute  
Instructor in Accounting*

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



## DR. FREDERICK L. HOFFMAN

*Dean, Advanced Research Department*

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



## AUSTIN H. FITZ

*Director Financial Management Division*

Brown University, Ph.B., 1900; Harvard Law School, LL.B., 1906. Teacher, 1900-07. Admitted to Massachusetts Bar, 1906; Practiced law, 1906. Superintendent of Schools, 1907-19. Since 1919, with Babson Institute. 1920—Director of Babson Park Company. 1921—Director of Manchester, Mass., Trust Company.

**JOHN E. MILLEA***Director, Factory Management Division*

Clark College, A.B., 1910; Harvard Graduate School of Business Administration, M.B.A., 1914. Gauger and foreman, American Steel and Wire Company, Worcester, 1910-1912. Efficiency Engineer, 1914-1917. Factory Superintendent, Simplex Electric Heating Company, Cambridge, 1917-1919. Organizer of Employment Department of same company. Consulting Industrial Engineer. Has done special work for retail stores, paper mills, tool and garment factories. Director Industrial Organization Department of Babson Institute since 1920.

**JAMES M. MATTHEWS***Director, Practical Economics Division*

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

**HAROLD A. THURLOW***Director, Sales and Advertising Division*

Lawrence Scientific School of Harvard University. Practical work in Sales and Advertising. New England Publicity Director for U. S. Treasury Department 1919 Thrift Campaign. Sales and Advertising Manager of Kelvinator Sales Company of New England. President of Thurlow Advertising Service, Inc., Boston. Former faculty member of Boston University, College of Business Administration. Became associated with Babson Institute as Director of Sales and Advertising Division in 1923.



**HOWARD H. HAWLEY***Instructor in Statistics*

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

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

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

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

For some men take the upper  
But those who take the middle

**C. A. HENDERSON***Director, Business Psychology*

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

**WILLIAM R. MATTSON***Assistant to the President*

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



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*The*  
**HISTORY**  
*of*



**BABSON INSTITUTE**

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

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

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

augurated under Dr. Hoffman in the spring of 1922. The following spring the first students began work with him.

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

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

Most of our students take advantage of the opportunity the Park Club House offers to live on the campus. This hotel is owned and operated by the Babson Park Company. The big relief map of the United States now under construction is housed in the Coleman Map Building. It will take two years or more to complete this great map. Beside the Institute buildings the Babson Park Company has built on the edge of the campus an office building, a post-office, a store, and a garage. The facilities thus afforded are available to students.

## THE SECRETARIES



Lillian  
Perkins

Marion  
Wing

Carolyn  
Hitchcock

Katherine  
Brophy

Frances  
Burgess

\* \* \*  
*To each of you, we, the Students of 1925-1926,  
 express our sincere appreciation for your un-  
 selfish and whole-hearted co-operation.*  
 \* \* \*

## THE MIDDLE ROAD

*By Lillian M. Perkins*

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

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

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

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

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

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



## BABSON INSTITUTE

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OREN TAFT, III  
*Secretary*



**DONALD H. ADAMS**

His prowess on the basketball floor is exceeded only by his Charlestoning ability.

**FREDERICK L. BLACK**

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

**HENRY W. ALTORFER**

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

**JOHN W. BRANDT**

Jackie Coogan, a name honestly won.

**R. VICTOR ANDERSON**

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

**EDMUND H. BRANDTS**

When better Buicks are built Brandts will still wreck them.

**GEOFFREY D. BAKER**

His "Standard" car arrives at irregular times, all propellers turning at full speed.

**HARRY C. BRATTON**

The red head whose few remarks were always duly appreciated.

**W. LESLIE BENDSLEV**

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

**PAUL I. BROWN**

What a whale of a difference a few quarters make.





**FREDERICK M. BUGHER**  
The inimitable.

**ROBERT C. HILLS**  
What Lux! What Lux!

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

**JOHN G. HOTTEL**  
Our custom made man

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

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

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

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

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

**W. MAXWELL KENNEDY**  
A big man with but a small  
frame.







**JOHN M. KLAPPROTH**

The man who has, single-handed, financed the Wellesley Inn.

**C. RICHARD O'ROURKE**

A prodigal sun-kissed son of California who dares to refrain from boosting the Golden State.

**FREDERICK J. KNIGHT**

Ask Katherine.

**ELWOOD E. PETERS**

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

**CARLTON G. LANE**

The biggest man in the school in more ways than one.

**IRVING L. POND**

Ducky is a leader in the social swim.

**CHARLES B. LUTZ**

We give up.

**ALBAN E. REID**

"We make the best milk pasteurizing machinery."—Adv.

**FREDERICK H. MERRILL**

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

**PHILIP B. REIMOLD**

He will debate any point, anywhere, anytime, anyhow, and with anybody, even Johnny.



**LOUIS R. RIPLEY**

With a smile that could upset the world, he travelled to Wellesley.

**WILLIAM T. WALKER**

A native of Detroit whose boasting ability California would be glad to claim.

**STUART G. SEGAR**

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

**ROBERT G. WIGGLESWORTH**

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

**HOWARD P. SELOVER**

He stops the wheels of justice. See calendar.

**EDWARD P. WILLSON**

Chum-Chum. The little round-faced cherub.

**OREN TAFT, III**

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

**ALBERT J. T. WOLL**

All the world's a stage and Al is no Ham Actor.

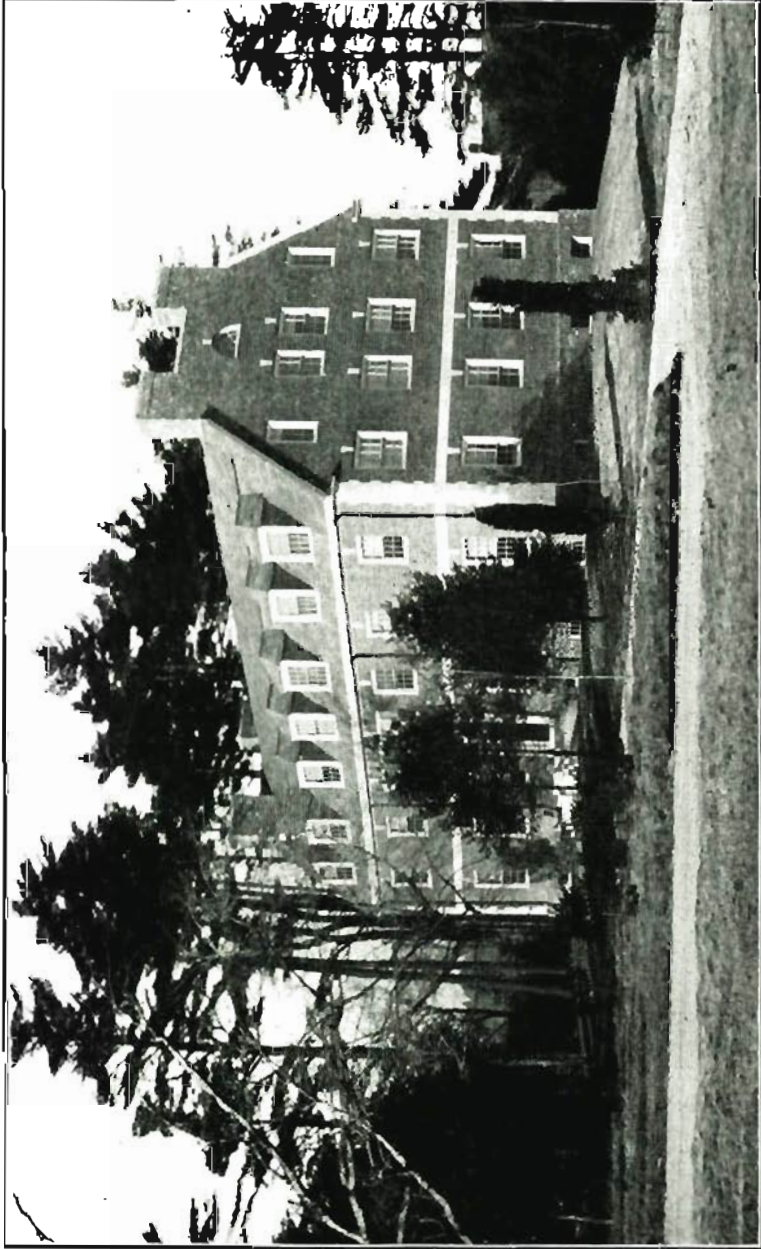
**HENRY B. VAN GIESON, Jr.**

See the Society Columns or the Court records.

**EDWARD J. ZIOCK, Jr.**

We are led to believe that the hosiery business enjoys prosperity.





LYON BUILDING



# Probable Fate of the 1926 Babson Babies Or--- What Happened to the \$2,000

*By Elwood E. Peters*

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

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

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

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

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

On the signboard in front of the old New

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

We went, on our arrival in Washington, to see the President of the United States and upon entering we found our old friend Jimmy Matthews, with a halo still around his head, expounding to our Chief Executive a theory for eliminating the "Wild Toots" in Business. We hastily made our exit from the room admitting at the time that Jimmy was a marvelous Toreador.

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

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

At the theatre that evening the comedian of the show was none other than Jackie Coogan. I mean to say John W. Brandt. We hardly recognized him because the comedian seemed very peppy whereas our Jackie was very droll.

The next day we went to Chicago, the city which blew a great many of our 1926 Babson Babies to us. At the cheapest hotel we glanced at *The Chicago Tribune* and saw in large headlines that our friend, Taft, had just been sent to prison for murdering his sixth wife along with his five children. One minute later our old friend, Knight, blew in. He is now holding down a soft job in the leading hotel of Oshkosh, Illinois. He works from three o'clock in the morning till twelve o'clock at night and he says that in his spare time he spends his money on wine, women and song.

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

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

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

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

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

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

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

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

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

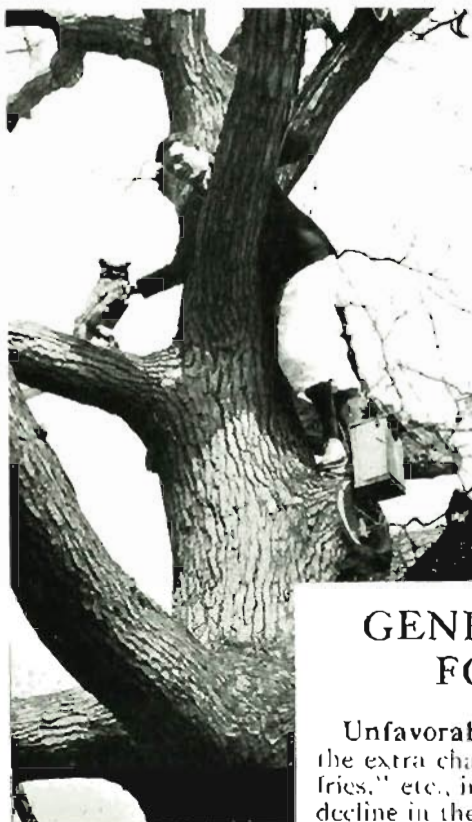
As we walked along one of the uptown streets I saw my old friend, Altorfer, peddling his butter and eggs with a sweet little peroxide blonde from one of the burlesque houses. As I was glancing from one side of the street to the other my eyes rested on a sign bearing the names of Bratton & Ditzler. These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

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

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

The next day about noon we arrived in Los Angeles, the city of the nation where they have weather all year 'round. We immediately

*(Continued on Page 50)*



## GENERAL OUTLOOK FOR BUSINESS

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

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

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

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

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

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

# OUTSIDE Speakers

I 9 2 5      a n d      I 9 2 6

- H. Howard Smith**, *Boston Consolidated Gas Company*  
Gas, an Ally of Industry
- Thomas Gregory Burt**, *Dean of Occidental College*  
Psychology in Business
- Ellerton J. Brehaut**, *Boston Chamber of Commerce*  
City Planning and Street Traffic
- Robert Kelso**, *Boston Council of Social Agencies*  
The Philosophy of the Community Chest
- J. A. Garvey**, *Dennison Manufacturing Company*  
The Broader Aspects of Personnel Management
- H. B. Elkind**, *Massachusetts Society for Mental Hygiene*  
Psychology in Industry
- Benjamin R. Alexander**, *Boston Chamber of Commerce*  
Chambers of Commerce and their Functions
- Mrs. Lucia Ames Mead**, *Author and Publicist*  
The World Court
- C. A. Cole**, *Dennison Manufacturing Company*  
Employee Training
- Dr. Dewitt G. Wilcox**, *Physician and Surgeon, Boston*  
Personal Hygiene
- Mrs. Lillian M. Gilbreth**, *Frank B. Gilbreth, Inc.*  
Eliminating Unnecessary Fatigue
- Gordon W. Herdman**, *Babson Statistical Organization*  
Investments
- E. Grosvenor Plowman**, *Associated Industries of Massachusetts*  
Industrial Relations
- Captain R. J. Hernandez**, *Quartermasters Corps, Boston Area*  
The Business Side of War Planning
- W. J. Totten**, *Plimpton Press*  
The Accountant's Place in Management
- E. S. Cogswell** } *Massachusetts Old Age Pension Commission*  
**W. P. Thore**, }  
Old Age Pensions
- Dr. Ford A. Carpenter**, *Los Angeles Chamber of Commerce*  
Air Transportation, and Influence of Weather on Business
- Fred I. Brown**, *Beller Service Company*  
Merchants and Shop-keepers
- M. W. Powers**, *Unitarian Laymen's League*  
Efficiency in Religion
- H. W. Miller**, *Jordan Marsh Company*  
Operation of an Employment Department
- L. R. Peavey**, *Babson Statistical Organization*  
The Present Business Situation
- Daniel Bloomfield**, *Boston Retail Trade Board*  
Functions of the Retail Trade Board
- Dr. R. S. Quimby**, *Hood Rubber Company*  
Health Work in Industry
- James M. Folan**, *Norwood Morris Plan Bank*  
Work of the Morris Plan Banks
- Clarence N. Stone**, *Babson Statistical Organization*  
Mental Labor Saving Devices
- H. O. Stetson**, *Associated Industries of Massachusetts*  
Our Interest in Industry





# Babson Institute

## CALENDAR

### 1925 -- 26

- September 23**—Miss Hayward finds out who's who, what's what and why. Students give views on 18th Amendment in filling out registration blanks.
- September 24**—Dr. Coleman holds a meeting and introduces an identification test. Students guess what each man's name is and—try to remember it, and how to spell it.
- September 25**—Classes begin. Mr. Millea opens Factory Management with an unusual remark, "When I was at Simplex—"
- September 29**—Mysteries of the X-Y line "revealed" to students.
- October 2**— Finance Group learns that Natick has town meetings and a School Board.
- October 9**— Selover knocks rear wheel off a police patrol.
- October 10**— Student meeting—election of officers.
- October 16**— Mrs. Cooley gives a tea for the boys at the Club House.
- October 23**— Mr. Babson gives his annual tea at his home. No smokes!
- October 31**— Sears, Roebuck & Co., rejuvenates Mr. Matthews' car.
- November 1**— 8:30 a.m.—Mr. Matthews drives to school in his car.  
6:30 p.m.—Mr. Matthews gets his car started!
- November 5**— Dr. Coleman and "Birdie" Smith have a wild hunt after a tame partridge.
- November 16**— The big smoker and County Fair.
- November 22**— Wigglesworth turns jail bird. Lester Smith says this is not a rare variety.
- November 25**— We thank the Pilgrims.
- December 5**— Clarence Darrow learns that Dr. Coleman is a Christian.
- December 16**— Moss buys cane and spats and leaves for Milwaukee.
- December 19**— Moss gets married.
- December 19**— Christmas vacation starts.
- December 25**— Everybody gets a sock on the chimney.
- December 31**— New Year's Eve. More socks.
- January 1**— 1926.
- January 4**— Classes begin. Students start back.
- January 6**— Most of student body get back.
- January 7**— Most of student body put on probation.
- January 10**— Fire in the Club House chimney.
- January 11**— Basketball series opens. Peter's keeping score wins for Factory Group 21-20.
- January 12**— General Cox elected cheer leader.
- January 13**— Mr. Fittz, President pro tem., reports Mr. Millea late to Factory Management.
- January 14**— Factory Group defeats Finance Group 52-18. Lane scores a touchdown.
- January 15**— Dr. Coleman arrives in Dallas, Texas, is welcomed with bouquet—and a kiss. (Particulars upon request.)
- January 16**— Bacchus reigns at the Club House.
- January 17**— Three boys at the Club House decide to move.
- January 20**— Cox buys loud speaker for radio.
- January 21**— Mr. Fittz tells the boys not to take the doors off the Lyon Building.
- January 25**— Sharp increase in commodity prices at Park Club House Grill.
- February 4**— "Snow bound." Students push Mr. Millea's Buick out of snow drift.

- February 6— Cox gives Wellesley a box party at "Gay Paree."  
 February 7— Mr. Millea drives into snow bank—again.  
 February 10— Cox dashes for Lyon in polar togs.  
 February 12— B. I. Varsity beats Dri-Bow Club 31-29.  
 February 22— Washington's Birthday. Nothing much at Lyon.  
 February 23— Montreal delegation reports Canadians in good spirits.  
 February 25— Van Gieson is summoned by Commonwealth of Massachusetts.  
 March 1— Van Gieson dismissed by Commonwealth of Massachusetts.  
 March 10— Cox elected baseball manager.  
 March 11— Cox resigns.  
 March 12— Babson boys trip the light fantastic at Club House.  
 March 16— Park Club House still an old ladies' home.  
 March 19— Spring vacation.  
 April 1— When salesman meets salesman—Thurlow buys a Paige.  
 April 20— Coldest April 20th in thirty years.  
 April 22— Hottest April 22 in history.  
 April 24— First baseball practice. "All those who wish to play safe be out."  
 April 26— The Babson dramatic club plays "The Choker" at Mugwumps Club. Ripley stars. Brings down the house.  
 May 3— All Finance Group take out endowment policies after being talked to death by Mr. Potter about Life Insurance.  
 May 4— Mr. Millea's "bomb" is missing.  
 May 7— Cox brings his batting average up to seven nights a week.  
 May 14— Everybody out for tennis tournament.  
 May 15— *Babsonian* supposed to go to press.  
 May 18— The X-Y line still a mystery.  
 May 21— "Uncle" Burt again reminds us that the Club House is still an old ladies' home—"Be good, boys, or you will be looking for a new home."  
 June 12— The big banquet.  
 June 14— Commencement exercises. The end of a worth while year.  
 June 15— "Good-bye and good luck."



### WE AIM TO PLEASE

A dejected student entered and said to the clerk:

"I want a quarter's worth of carbolic acid."  
 "Sorry," said the clerk; "you got into the wrong store. We deal only in hardware, but we have a choice line of ropes, razors and revolvers."

### CROSSED WIRES

Mrs. Mattson (at the telephone): "Oh, Bill, do come home. I've mixed the plugs in some way. The radio is all covered with frost and the electric icebox is singing, 'Way Down South in Babson Park.'"

### THE SCIENCE OF APPROACH

"Where is the manager's office?" asked Klapproth.

"Follow the passage until you come to the sign reading, 'No Admittance.' Go upstairs till you see the sign, 'Keep Out.' Follow the corridor till you see the sign, 'Silence,' then yell for him."

### WHEN SLOGANS SLIP THEIR MOORINGS

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

### PRETTY TOUGH

Holman: "That was the most unkindest cut of all, as the poet says."

Matthews: "What was that?"

"I showed her one of my boyhood pictures with my father holding me on his knee, and she said, 'My, who is the ventriloquist?'"







# Music *and* Dancing *and* GIRLS!



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

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

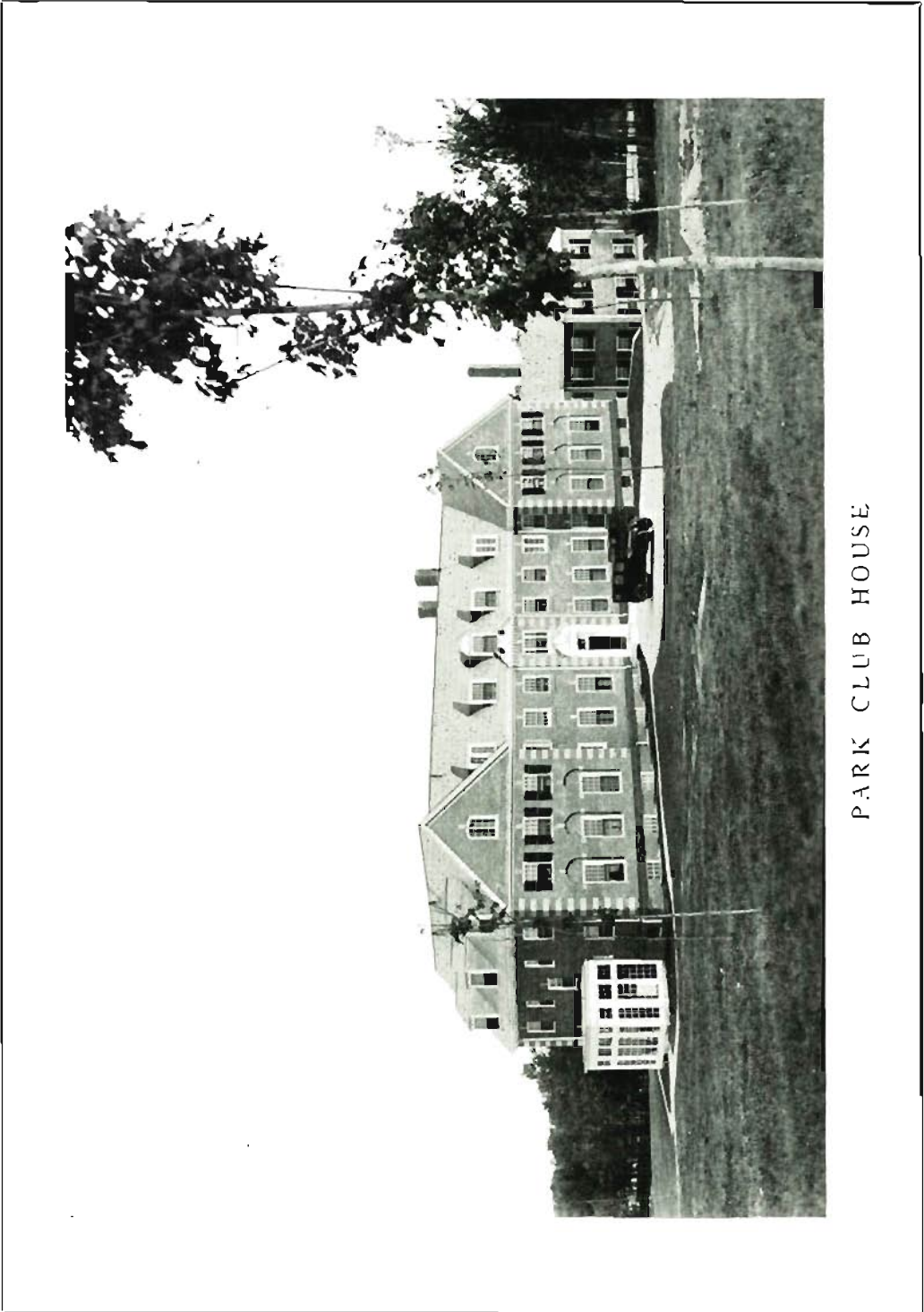
A room! A strangely familiar room. Ah, yes, 'twas the feasting hall but a moment ago. Now it is a shimmering, dazzling, swimming, dancing mass of humanity. Lights. Soft lights. Low lights. Carmen lights. Music. Wild Jazz music! Throbbing music. Palms. A maelstrom of undulating and rhythmical

movements. The embryo merchants, bankers and investors displaying their Terpsichorean arts. But lo! What's this strange dance being executed. Is it? No, it can't be. Ah, yes, but it is, the Charleston! Gal, do that thing. Hey! Hey! Charleston. Charleston!

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

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

*(Continued on page 40)*



PARK CLUB HOUSE



## OUR ROLL OF HONOR

### *We take our hats off to ---*

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

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

**Thurlow**, for having a humble opinion.

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

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

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

**Burt**, for saving pennies and throwing away dollars.

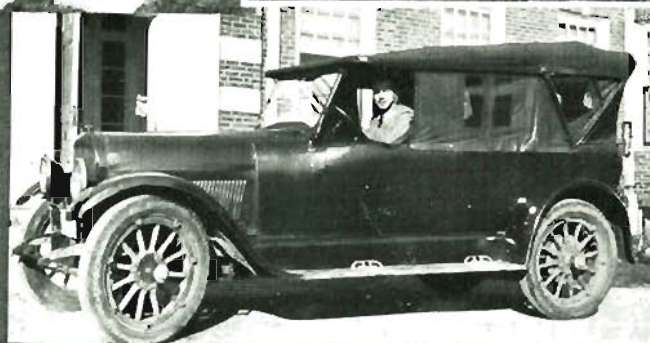
**The Wellesley Girls**, for being like California bungalows—all painted in front, shingled in back, and nothing in the attic.

**Cox**, on "general" principles.

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

**Ourselves**, for thinking up these honors.







# Bullometer Letter

BROADCASTING STATIONS — TAKE NOTE  
FOR WAVE LENGTHS NOT EXCEEDING 300 METERS

## ADVICE TO INVESTORS

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

**This much is history.** What is not generally known is that the Federal Trade Commission, then known as the State Boxing Board, in an effort to bring chaos out of order, threw 350,000 shares of U. S. Whistle (450,000 shares) on the market in an effort to break up the deadlock. This resulted in another panic. Since then the market has shown decided tendencies, this much we can be certain of. Take Bank Clearings—and who wouldn't like to—they went off from 18 $\frac{2}{3}$ % to 2 $\frac{1}{2}$ %. Late in the Fall of 1923 they went off again—this time to Fall River. *No one was to blame.* It was just one of **those things**.

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

Early in the year both Production and Consumption picked up but it was not until later that WHOOSIZ ZINC and BICARB went off 42 points and left thousands of investors

looking into space. *Doubtless they are still looking.*

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

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

**Taking it all in all,** to say nothing of by and large and on the whole, we feel that the wise investor will sink his funds in first mortgage gold real estate bonds paying a cool 2 $\frac{1}{2}$ % and return to his bridge—never neglect your bridge. **Bring your children up to be good bridge players since it may bridge over what otherwise might be a wet evening when they have loved and lost—even though they got their presents back.**

DADSON'S STATIC ORGANIZATION.

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## DADSON'S RETORTS

"ASK DAD — HE KNOWS"

Dear Mr. Dadson:

What do you think of the Fleischmann Yeast stock?

V. I. Timine.

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

Dear Mr. Dadson:

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

Ivan Itch.

Answer: Don't be bearish. Buy long.  
(Continued on page 47)



# Kappa Alpha Phi



FOUNDED 1923

## HONORARY MEMBERS

John E. Millen

Austin H. Fitz

Dwight G. W. Hollister

## ACTIVE MEMBERS

Harry M. Andrews  
 W. Leslie Bendslev  
 Fred L. Black  
 Clifford Card  
 Francis L. Ducoudray  
 Arthur M. Edwards  
 James A. Hubbard

John M. Klapproth  
 Frederick J. Knight  
 Carleton G. Lane  
 Charles R. O'Rourke  
 Elwood E. Peters  
 Alban E. Read  
 Louis R. Ripley

Stuart G. Segar  
 Howard P. Selover  
 Oren Taft, III  
 Henry B. Van Gieson, Jr.  
 William T. Walker  
 Albert J. T. Wolf  
 Edward J. Zieck, Jr.

# WHO'S WHO

*By Actual Class Vote*



Most Likely to Succeed:	<b>Ziock 7</b> , Walker 5, Woll 3, Bratton 2, Willson 2, Segar 1, Taft 1.
Most Popular:	<b>Klapproth 14</b> , Taft 3, Bratton 2, Merrill 2, Hawley 1, Pond 1.
Best Natured:	<b>Peters 6</b> , Merrill 4, Baker 3, Edwards 2, Klapproth 2, Taft 2, Bendslev 1, Pond 1, Wigglesworth 1.
Class Rounder:	<b>Ditzler 7</b> , Cox 5, Bendslev 2, Anderson 1, Kennedy 1, Black 1, Segar 1, Klapproth 1, Wigglesworth 1.
Class Chimney:	<b>Cox 11</b> , Bratton 2, Hubbard 2, Peters 2, Segar 2, Kennedy 2, Black 1, Taft 1.
Most Optimistic:	<b>Ripley 5</b> , Peters 2, Babson 1, Baker 1, Bendslev 1, Adams 1, Wigglesworth 1, Pond 1, Edwards 1, Van Gieson 1, Anderson 1.
Most Pessimistic:	<b>Taft 5</b> , Baker 3, Adams 2, Brandts 2, Black 1, Edwards 1, Wigglesworth 1, Anderson 1, Peters 1, Segar 1.
Class Lady Killer:	<b>Segar 6</b> , Cox 3, Van Gieson 3, Baker 1, Bendslev 1, Bratton 1, Brown 1, Anderson 1, Klapproth 1, Reimold 1, Walker 1, Woll 1.
Most Bashful:	<b>Peters 7</b> , Taft 3, Woll 3, Van Gieson 2, Hubbard 2, Anderson 1, Edwards 1, Merrill 1.
Class Air Container:	<b>Walker 8</b> , Klapproth 6, Reimold 3, Bendslev 1, Bratton 1, Edwards 1, Holman 1.
Best Dressed:	<b>Pond 5</b> , Woll 5, Klapproth 4, Baker 1, Bugher 1, Cox 1, Ripley 1, Taft 1.
Champion Wellesley Fusser:	<b>Wigglesworth 18</b> , Klapproth 4, Brandt 1, Lutz 1, Woll 1.
Most Convincing Line:	<b>Woll 5</b> , Walker 4, Reimold 2, Anderson 1, Bratton 1, Brown 1, Kennedy 1, Pond 1, Millea 1, Van Gieson 1.
Most Absent Minded:	<b>Taft 6</b> , Brandts 3, Henderson 2, Willson 2, Adams 1, Brandt 1, Bratton 1, Cox 1, Kennedy 1, Ripley 1, Van Gieson 1.
Biggest Nuisance:	<b>Cox 9</b> , Anderson 3, Bendslev 2, Bratton 2, Knowlton 2, Willson 2, Knight 1.

Brightest:	<b>Pond 7</b> , Woll 6, Lutz 3, Walker 2, Bendslev 1, Brandts 1, Bratton 1, Ditzler 1.
Noisiest:	<b>Reimold 6</b> , Brandt 2, Black 2, Holman 2, Peters 2, Adams 1, Brown 1, Henderson 1, Kennedy 1, Ripley 1, Taxman 1, Woll 1.
Quietest:	<b>Black 7</b> , Hubbard 3, Brandts 2, Ziock 2, Edwards 1, Lane 1, Peters 1, Ripley 1.
Hardest Worker:	<b>Hubbard 7</b> , Bratton 3, Ditzler 3, Walker 2, Woll 2, Cox 1, Knight 1, Van Gieson 1.
Class Mystery Man:	<b>Cox 13</b> , Lutz 7, Brown 3, Taft 2.
First to be Married:	<b>Holman 10</b> , Hubbard 5, Reimold 3, Lutz 1, Peters 1, Segar 1.
Best Mixer:	<b>Ripley 6</b> , Klapproth 5, Matthews 2, Knight 2, Taft 2, Baker 1, Brown 1, Lane 1, Black 1, Peters 1.
Most Handsome:	<b>Segar 6</b> , Peters 5, Klapproth 3, Holman 2, Baker 1, Cox 1, Bendslev 1, Hubbard 1, Kennedy 1, Pond 1, Ripley 1, Taft 1, Van Gieson 1, Woll 1.
Wittiest:	<b>Baker 5</b> , Woll 4, Pond 3, Selover 2, Lutz 1, Matthews 1, Ripley 1, Van Gieson 1.
Laziest:	<b>Segar 9</b> , Walker 3, Anderson 2, Cox 2, Ditzler 2, Brandts 1, Hubbard 1, Pond 1, Reimold 1, Woll 1.
Most Pious:	<b>Peters 6</b> , Segar 4, Holman 2, Taft 2, Bendslev 1, Brandt 1, Hubbard 1, Kennedy 1, Fittz 1, Walker 1, Woll 1.
Easiest Course:	<b>Factory Management 7</b> , Hawley's B. S. O. 6, Accounting 5, Psychology 1, Finance 1, Forecasting 1.
Hardest Course:	<b>Accounting 5</b> , B. S. O. 4, Factory Management 3, Taxation 3, Statistics 1.
Institute Grievance:	<b>Eight-thirty A. M. 8</b> , Afternoon work 4, The Spook 2, Movies 2.
Best Factory Manager	<b>Reimold 6</b> , Millea 5, Taft 2, Bratton 1, Ditzler 1, Lane 1, Merrill 1, Ripley 1, Willson 1, Woll 1.
Best Salesman:	<b>Brown 7</b> , Walker 3, Bratton 2, Baker 2, Babson 1, Edwards 1, Kennedy 1, Segar 1, Wigglesworth 1, Woll 1.
Class Grouch:	<b>Anderson 6</b> , Brandt 5, Ripley 3, Bendslev 2, Kennedy 2, Peters 2, Brandts 1, Segar 1.
Most Impulsive:	<b>Peters 6</b> , Henderson 4, Woll 4, Reimold 3, Baker 1, Ditzler 1, Knight 1, Holman 1, Van Gieson 1, Segar 1, Anderson 1, Lutz 1, Taft 1.

# STUDENT SMOKER *at the* County FAIR

**A**N observer nonchalantly sauntering about the campus of Babson Institute, inhaling deeply of the brisk November air, offered the following report of his reconaissance.

It was early in the evening of November 16th, 1925, that I chanced by the Park Club House, when suddenly from the doors there burst one of the most extraordinary coteries that it has ever been my good fortune to witness. My first thought led me to believe that it was part of a circus troupe; but upon closer observation and from facts gathered from snatches of conversation that floated to me as they passed by, I found that the crew consisted of Babson students outward bound for the express purpose of affording some one entertainment. Out of something more than morbid curiosity I followed.

The trail led to the gymnasium, and there with the aid of lights I discovered cowboys, clowns, prizefighters, fortune-tellers, big girls in short skirts, negroes, barkers, etc. On the various parts of the floor, booths were arranged

which contained games demanding skill in many and divers lines, ranging from crap-shooting to target practice.

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

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

\* \* \*

## Babson Babes Beat at Basketball

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

The first game the varsity played was at home, with the Dri-Bow Club of Wellesley as opponents. This game proved to be a walk-away, the score being 32-4 in favor of Babson. Following this a second varsity team was organized in order that we might cope with the first and second teams of the Wellesley High School. The first varsity was defeated after a noble struggle to the tune of 25-21. The second varsity defeated the second team of Wellesley by a score of 9-6. A return game was

played with the Dri-Bow Club at the Wellesley Congregational Church. This game was the game of the season, going to two extra periods with a final score of 31-29 in favor of Babson's. This game completed a short but excellent basketball season in which the members of the Institute participated with commendable skill and vigor.

### CRAZY CLOCK

Reed: "I wish you would please fix this cuckoo clock."

Miss Hayward: "That isn't a cuckoo clock."

Reed: "Yes, it is. It's cuckoo. It just struck thirteen."

Merrill: "I went to see a memory expert last night."

Henderson: "Was he good?"

Merrill: "Naw, he forgot to show up."



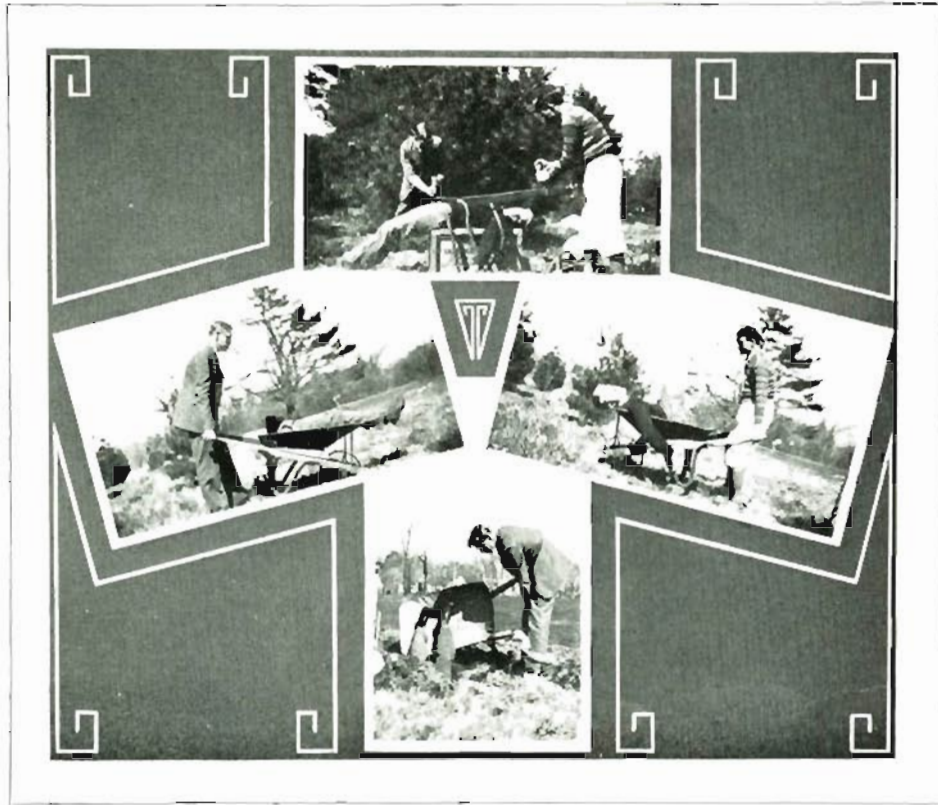


PLAYHOUSE





## The WHOLE Story --- in Two Parts!



*"Your Story in Pictures Leaves Nothing Untold"*

\*\*\*

## Music and Dancing and Girls

(Continued from page 30)

crash and a bang analogous to the noise which might result if the American Can Company were the target of an aerial bombardment. Mr. Kennedy and party taking off from the Club House.

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

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

## Commencement Program

SATURDAY, June 12—

10:30 A. M. FACULTY — STUDENT CONFERENCE

1:30 P. M. Meeting of Alumni at Park Club House

7:00 P. M. BANQUET at Peavey Gymnasium

Faculty, Students, Alumni, and Trustees guests of Babson Institute

Toastmaster — George W. Coleman

Speakers —

Alumni Speaker

Elwood E. Peters, Student Speaker

Music

SUNDAY, June 13—

11:00 A. M. BACCALAUREATE—

At Wellesley Hills Congregational Church

Rev. Carl M. Gates, Pastor

MONDAY, June 14—

8:00 P. M. COMMENCEMENT—

Invocation—Rev. W. S. Swicher

At Wellesley Hills Unitarian Church,

George W. Coleman—Presiding

Organ Selections—Miss May Kingsbury

Commencement Speaker, Henry L. Dennison,

President, Dennison Manufacturing Co.

Student Speaker—Albert J. T. Woll

Presentation of Diplomas—Roger W. Babson

Benediction—Rev. Stanley Ross Fisher

*Commencement Committee*

C. A. Henderson, *Chairman*

Eleanor Hayward

James M. Matthews

# 1920 -- 1926 ROSTER 1920 -- 1926

## 1920

- CLEVELAND, ARTHUR M.,  
Edgerton Mfg. Co.,  
Plymouth, Ind.
- CRAWFORD, HAROLD D.,  
Parkersburg Rig & Reel Co.,  
Parkersburg, W. Va.
- DENISON, HOMER C.,  
Citizens State Bank,  
Sheboygan, Wis.
- DEUTSCH, CLARENCE,  
E. C. Hamilton Co.,  
Ontario St., Chicago, Ill.
- GERBER, DANIEL F.,  
Fremont Canning Co.,  
Fremont, Mich.
- HAMER, ROTHWELL W.,  
Deceased
- KINGSBURY, JOHN T.,  
Copper Statistics Co.,  
Babson Park, Mass.
- MACK, ARTHUR McL.,  
Norwalk Tire & Rubber Co.,  
1500 S. Western Ave.,  
Chicago, Ill.
- McLEAN, AMOS A.,  
B. S. O., *905*  
*1826 Penobscot Bldg.*  
*70 years of experience in the*  
*1826 Penobscot Bldg.*  
Detroit, Mich.
- McRAE, DONALD C.,  
McRae-Stowe Co.,  
54 Ball St.,  
Sherbrooke, P. Q., Can.
- MORGAN, R. GEORGE,  
The Upton Co.,  
Lockport, N. Y.
- NYE, WILLIAM C.,  
J. B. Nye & Sons,  
106 Main St.,  
Brockton, Mass.
- O'DAY, JOHN B.,  
5132 Westminster Place,  
St. Louis, Mo.
- PERRY, F. GARDINER,  
B. S. O.,  
Wellesley Hills, Mass.
- SCHAFFER, CARL A.,  
Schaffer Bros., Door & Lum-  
ber Co.,  
Montesano, Wash.
- SCHULZ, R. W. S.,  
W. F. Schrafft & Sons Corp.,  
160 Washington St.,  
Boston, Mass.
- STUMPP, GEORGE O.,  
Stumpp & Walter Co.,  
30-32 Barclay St., N. Y. C.
- TIMMINS, MICHAEL J.,  
Nesbitt, Thomson & Co.,  
605 Dominion Express  
Bldg.,  
Montreal, P. Q., Can.
- VOLLRATH, ARTHUR W.,  
Deceased
- WIEBENSON, WALTER E.,  
The Wiebenson,  
605 Cuyahoga Blvd.,  
Cleveland, Ohio
- WIRT, WILLISTON,  
Conkling's,  
11th and San Carlos Sts.,  
San Jose, Calif.
- WOODGATE, ARTHUR E.,  
Lakeside Biscuit Co.,  
Toledo, Ohio
- 1921
- BAYLIES, ROBERT S.,  
85 Bedford St.,  
New Bedford, Mass.
- BROOKS, CHARLES G., Jr.,  
Smith Kasson Co.,  
Cincinnati, Ohio
- CARTER, CLARENCE H.,  
Lever Bros. Co., *Dist*  
164 Broadway,  
Cambridge, Mass.
- CLEVELAND, CHESTER W.,  
Magazine of Sigma Chi,  
608 S. Dearborn St.,  
Chicago, Ill.
- COREY, CHARLES S.,  
Kountze Brothers,  
148 Broadway, N. Y. C.
- DOW, HARRY R., Jr.,  
J. W. Robinson Co.,  
455 Common St.,  
Lawrence, Mass.
- GROSS, REV. JOHN F.,  
Presbyterian Board of Pen-  
sions,  
912 Witherspoon Bldg.,  
Philadelphia, Pa.
- HARPER, THOMAS H.,  
Dallas Lunch Box Co.,  
614 Commerce St.,  
Dallas, Texas
- JOHN, LEWIS H.,  
6140 Dorchester Ave.,  
Chicago, Ill.
- LARABEE, CHARLES W.,  
205 E. Missouri Ave.,  
St. Joseph, Mo.
- MARSH, HARRY K.,  
Banker's Supply Co.,  
5950 S. State St.,  
Chicago, Ill.
- McADOO, ROBERT H.,  
American Electric Corp.,  
120 Broadway, N. Y. C.
- MERRELL, SEWARD S.,  
Geo. B. Marble & Co., Inc.,  
551 Plum St.,  
Syracuse, N. Y.
- MODISSETTE, ALLEN F.,  
Dewing & Dewing,  
129 Trumbull St.,  
Hartford, Conn.
- MOLAN, LEROY,  
Purity Baking Co.,  
St. Paul, Minn.
- NELSON, FREDERICK C.,  
Frederick & Nelson,  
1532 W. 57th St.,  
Seattle, Wash.
- ORWIG, ARTHUR R.,  
Reeves Brothers Co.,  
Alliance, Ohio
- PARDEE, MARVIN L.,  
S. W. Straus & Co., *Dist*  
Detroit, Mich.
- PETERSON, J. WHITNEY,  
United States Tobacco Co.,  
1107 Broadway, N. Y. C.
- PULMAN, OSCAR S.,  
B. S. O.,  
Wellesley Hills, Mass.
- REED, LLOYD G.,  
Gamebridge Inn,  
Gamebridge, Ontario, Can.
- SOMMERS, F. FELDHER,  
900 N. Michigan Ave.,  
Saginaw, Mich.
- THOMPSON, EDWIN G.,  
Thompson Products, Inc.,  
2216 Clarkwood Rd.,  
Cleveland, Ohio
- VAN BOEMEL, GERARD J.,  
42 Bigelow St.,  
Quincy, Mass.
- WHITING, HENRY,  
Packard Motor Car Co.,  
8500 Woodward Ave.,  
Detroit, Mich.

WILKINS, JOHN H., Jr.,  
John H. Wilkins Co.,  
519-537 Rhode Island Ave.,  
N. E.,  
Washington, D. C.  
WILSON, ARTHUR Y.,  
The Young-Wilson Co.,  
100 E. Rayen Ave.,  
Youngstown, Ohio  
YINGLING, JOHN S.,  
42 E. Central St.,  
Natick, Mass.

## 1922

ALBERSHARDT, FREDER-  
ICK C.,  
George S. Olive,  
908 Hume-Mansur Bldg.,  
Indianapolis, Ind.  
ANDERSON, EDWIN O.,  
Melrose Ave., Covans,  
Baltimore, Md.  
BRYAN, G. WARREN,  
The Upjohn Co.,  
7th Ave. and Bedford St.,  
New York City  
CARPENTER, ROBERT F.,  
Jefferson Securities Corp.,  
Watertown, N. Y.  
CASSIDY, H. SYDNEY,  
20 St. Matthew St.,  
Montreal, Quebec, Can.  
CATES, LEWIS G.,  
B. S. O.,  
Wellesley Hills, Mass.  
✓ CONROD, ROBERT L.,  
Lincoln National Life Ins. Co.,  
612 Bedell Bldg.,  
San Antonio, Texas  
✓ CUSHING, JOSEPH  
J. Cushing Co.,  
23 Cushing St.,  
Fitchburg, Mass.  
DALES, GEORGE F.,  
Geo. S. Dales Co.,  
128 S. Main St.,  
Akron, Ohio  
DAY, CLARENCE H.,  
Pilgrim Plywood Corp.,  
200 Devonshire St.,  
Boston, Mass.  
DAZEY, THOMAS F.,  
746 Park Ave.,  
Beloit, Wis.  
DULLES, JOHN W., 3d.  
B. S. O.,  
208 R. A. Long Bldg.,  
Kansas City, Mo.

EMERY, WALDO D.,  
Max B. Miller & Co.,  
708 Mid-Continent Bldg.,  
Tulsa, Okla.  
FISKE, GEORGE A.,  
438 Wolcott St.,  
Auburndale, Mass.  
FITCH, CHARLES G.,  
Hood Rubber Products Co.,  
96 Bigelow Ave.,  
Watertown, Mass.  
FLAGG, WALTER E.,  
Domestic Electric Co.,  
Wellesley, Mass.  
GEORGE, CLIFTON, Jr.,  
Olmos Crushed Rock Co.,  
Inc.,  
728 E. Houston St.,  
San Antonio, Texas  
HAYNES, MARCH W.,  
1935 S. Armstrong St.,  
Kokomo, Ind.  
HELLER, ARTHUR C.,  
Heller Bros. Co.,  
865 Mt. Prospect Ave.,  
Newark, N. J.  
HELME, JAMES B.,  
Thurston-Helme, Inc.,  
41 E. 42nd St., N. Y. C.  
HINMAN, WILLIAM H.,  
The Shoe Shoppe,  
47 Main St.,  
Tuckahoe, N. Y.  
HOLDEN, E. W. J.,  
Holden Co., Ltd.,  
354 St. James St., W.,  
Toronto, Ontario, Can.  
HOUSTON, SAMUEL C.,  
32 Laurel Ave.,  
Wellesley Hills, Mass.  
HUMISTON, BURR  
B. S. O.,  
Wellesley Hills, Mass.  
LEAVITT, J. P. H.,  
Bird & Son,  
E. Walpole, Mass.  
MACKENZIE, CYRIL E.,  
New Glasgow, Nova Scotia  
MAYER, CARL G.,  
Oscar Mayer & Co.,  
1241 Sedgwick St.,  
Chicago, Ill.  
MOSGROVE, JOHN A.,  
Electric Rotary Machine Co.,  
1843 Grand Central Termi-  
nal Bldg.,  
New York City  
MUIR, JOHN P.,  
Guardian Life Insurance Co.,  
50 Union Square,  
New York City

*Boston Life Savs. Under-  
writers' Ass'n 185-  
Devonshire St., Boston  
(5-8 Centre St., Quincy)*

PATTON, CHARLES W.,  
Northwestern Machinery Co.,  
2170 Northwestern Ave.,  
Indianapolis, Ind.  
PETERS, R. GORDON,  
Howland-Hughes Co.,  
Bank St.,  
Waterbury, Conn.  
PFLUEGER, THEODORE S.,  
Fleischmann Yeast Co.,  
859 Mead Ave.,  
Oakland, Calif.  
PORTER, RANDALL E.,  
42 Highland Ave.,  
Somerville, Mass.  
ROBINSON, FREDERIC J.,  
Babson Park, Florida  
ROSENFELD, WILLIAM M.,  
Mandel Brothers,  
1 North State St.,  
Chicago, Ill.  
SWAYZE, C. KENNETH,  
921 Grand Traverse St.,  
Flint, Mich.  
TROUT, PAUL M.,  
Weschester Bond & Mort-  
gage Corp.,  
10 South 4th Ave.,  
Mt. Vernon, N. Y.  
WALTERS, MAURICE W.,  
P. O. Box 1449,  
El Dorado, Arkansas  
WASHBURN, THOMAS S.,  
Bickford's Lunch System,  
3 North Calvert St.,  
Baltimore, Md.  
WEBBER, WINSLOW L.,  
Babson Park, Florida  
WHITE, RALPH A.,  
98 Collins St.,  
Woonsocket, R. I.

## 1923

AHERN, JAMES M.,  
American Trading Co.,  
25 Broad St., N. Y. C.  
ARNTZ, GLENN H.,  
Commercial National Co.,  
536 Griswold St.,  
Detroit, Mich.  
BEEBE, FRANK W.,  
Deceased  
BOAL, DOROTHY A.,  
Spring Lake Terrace,  
Winter Haven, Fla.  
BONBRIGHT, IRVING W.,  
Jr.,  
Irving W. Bonbright,  
120 Broadway, N. Y. C.



- BUXTON, FRANK W.,  
Great Atlantic and Pacific  
Tea Co.,  
Fitchburg St.,  
Somerville, Mass.
- CASEY, SAMUEL B.,  
Hillside Stone & Supply Co.,  
P. O. Box 1753,  
Pittsburgh, Pa.
- CHAPMAN, NORMAN S.,  
4312 Spruce St.,  
Philadelphia, Pa.
- CLAYTON, CHARLES C.,  
Halsey, Stuart & Co.,  
85 Devonshire St.,  
Boston, Mass.
- FLYNN, JAMES A.,  
H. C. Roberts Electric Supply  
Co.,  
16 South Howard St.,  
Baltimore, Md.
- FRANCKE, JOHN C.,  
Box 547, Delray, Fla.
- HALL, JOSEPH P.,  
Oil Statistics Co.,  
Babson Park, Mass.
- HAMPTON, Dr. CHARLES G.,  
610 Collingwood Ave.,  
Detroit, Mich.
- HANRAHAN, PAUL B.,  
Hornblower & Weeks,  
60 Congress St.,  
Boston, Mass.
- HARVEY, ROBERT A.,  
B. S. O.,  
1048 McKnight Bldg.,  
Minneapolis, Minn.
- HEBERLEIN, HAROLD R.,  
Geo. A. Hormel & Co.,  
Austin, Minn.
- HECKMAN, WALLACE E.,  
U. S. Gypsum Co.,  
17 State St., N. Y. C.
- HENLEY, MRS. T. E.  
(SELMA EVERSOLE),  
Mattoon, Ill.
- HOPKIN, ROBERT D.,  
Concord Colonial Chair Co.,  
Ashland, Mass.
- KRUTCKOFF, CHARLES H.,  
Penn-Western Oil & Refining  
Co.,  
77 West Washington St.,  
Chicago, Ill.
- LANDRY, HARRY M.,  
B. S. O.,  
165 Broadway, N. Y. C.
- LOWENSTEIN, LEOPOLD,  
930 Government St.,  
Mobile, Ala.
- MADDEN, EDWARD A.,  
Ganse Estate Protection Ser-  
vice,  
80 Federal St.,  
Boston, Mass.
- MESSINGER, CHARLES B.,  
Spectator Co.,  
135 William St., N. Y. C.
- MILLER, FRANK,  
B. F. Griggs Co.,  
Waterbury, Conn.
- MONRAD, OSCAR,  
W. R. Reynolds & Co.,  
178 Michigan Ave., W.,  
Jackson, Mich.
- NATTENHEIMER, RAY-  
MOND M.,  
Gilbert Chevrolet Co.,  
2131-39 Gilbert Ave.,  
Cincinnati, Ohio
- PHELPS, HOLLIS D.,  
Old Town Woolen Co., Inc.,  
North Main St.,  
Old Town, Maine
- PHILLIPS, CHARLES H.,  
State-Planters Bank Bldg.,  
Richmond, Va.
- POUTASSE, GEORGE F.,  
Blythe Writter & Co.,  
1 Federal St.,  
Boston, Mass.
- RICHARDSON, BERTHIER  
W.,  
Washburn Wire Goods Co.,  
28 Union St.,  
Worcester, Mass.
- ROULETTE, WILLIAM U.,  
Jr.,  
J. C. Roulette and Sons,  
Washington St.,  
Hagerstown, Md.
- SNOWDEN, F. LAIRD,  
6030 Drexel Road,  
Philadelphia, Pa.
- SPERL, WARREN,  
73 Kaposia St.,  
Auburndale, Mass.
- SPLANE, HOWARD S.,  
Devonian Oil Co.,  
Box 1441,  
Tulsa, Okla.
- STRAUS, JAMES I. D.,  
The Straus Brothers Co.,  
10 South La Salle St.,  
Chicago, Ill.
- THEG, ALBERT H.,  
Grosvenor Studios,  
492 Boylston St.,  
Boston, Mass.
- THOLEN, FREDERIC H.,  
Diamond Crystal Salt Co.,  
St. Clair, Mich.
- VOGLER, HENRY W.,  
Crystal Lime Co.,  
Middletown, Ohio
- VOGLER, WILLIAM H.,  
N. E. Confectionery Co.,  
253 Summer St.,  
Boston, Mass.
- WALKER, ALBERT W.,  
Allan E. Walker & Co.,  
Southern Bldg.,  
Washington, D. C.
- WEBBER, MRS. WINSLOW  
L. (EDITH BABSON),  
Babson Park, Fla.
- WELCH, CHARLES H.,  
Cooley & Marvin,  
15 Ashburton Place,  
Boston, Mass.
- 1924
- BARSHINGER, HENRY S.,  
308 East Market St.,  
York, Pa.
- BINGENHEIMER, CLYDE  
E.,  
Timmer, N. D.
- BROCK, WILLIAM E., Jr.,  
Brock Candy Co.,  
Chattanooga, Tenn.
- BUTTREY, HARRY E.,  
F. A. Buttrey Co.,  
Havre, Mont.
- BYRON, EDWARD J.,  
Harris, Forbes & Co.,  
56 William St., N. Y. C.
- CARTER, GERARD,  
B. S. O.,  
4322 Connecticut St.,  
St. Louis, Mo.
- COHOON, CHARLES A.,  
Dedham Ave.,  
Needham, Mass.
- COLBURN, J. MAXWELL.,  
Edward T. Harrington Co.,  
10 State St.,  
Boston, Mass.
- CONNORS, PHILIP,  
Prudence Co., Inc.,  
331 Madison Ave., N. Y. C.
- CRAIG, DEXTER H., III,  
M. D. Hubbard Spring Co.,  
636 South Jessie St.,  
Pontiac, Mich.
- DALES, GERALD L.,  
Geo. S. Dales Co.,  
128 South Main St.,  
Akron, Ohio

- DAVIS, CABELL S.,  
Pence Springs, W. Va.
- DAVIS, HARRY C.,  
Pence Springs, W. Va.
- DOLTON WILLIAM R.,  
Murray Rubber Co.,  
No. Clinton and Mulberry  
Sts., Trenton, N. J.
- DUNLAP, DONALD C.,  
Berwald-Stewart Co.,  
813 Williamson Bldg.,  
Cleveland, Ohio
- DURAND, JOHN M., Jr.,  
275 Arlington Drive,  
Pasadena, Calif.
- FORD, WILLIAM R.,  
Box 547, Delray, Fla.
- FRANCIS, CAMILLUS N.,  
Frank P. Stras,  
319 Arcade Bldg.,  
Norfolk, Va.
- FRANCIS, MERWYN O.,  
Deceased
- FRUEN, KENNETH L.,  
Washburn Crosby Co.,  
200 Chamber of Commerce,  
Minneapolis, Minn.
- GRUBBS, HARRY L.,  
B. S. O.,  
Wellesley Hills, Mass.
- HOOD, THOMAS R.,  
Howe, Snow, Bertle's,  
Grand Rapids, Mich.
- HORTON, RAYMOND C.,  
116 Central Avenue,  
Minneapolis, Minn.
- IVES, MARY E.,  
3 Langdon St.,  
Cambridge, Mass.
- JELLY, DONALD B.,  
16 Beckford St.,  
Salem, Mass.
- KERRIGAN, J. GRANT,  
McCown & Co.,  
Franklin Trust Bldg.,  
Philadelphia, Pa.
- LUTZ, ROGER A.,  
Hornblower & Weeks,  
60 Congress St.,  
Boston, Mass.
- MacALPINE, STEWART A.,  
MacAlpine-McComb Motors  
Inc.,  
1222 Main St.,  
Buffalo, N. Y.
- MacDOUGALL, ROBERT B.,  
Brown University,  
Providence, R. I.
- MAINS, JOHN T.,  
American Pad and Textile Co.,  
Greenfield, Ohio
- MARBUT, MRS. GEORGE,  
(CHARLOTTE REED),  
Pancoast Hotel,  
Miami Beach, Fla.
- MARCH, GEORGE W.,  
535 Swede St.,  
Norristown, Pa.
- MARSTON, FRANK M.,  
Marston & Tapley Co.,  
349 Main St.,  
Athol, Mass.
- McKNIGHT, JOHN S.,  
Diversified Sales Co.,  
577 Jackson Ave.,  
Jersey City, N. J.
- MEWHINNEY, FREDERICK  
B.,  
A. B. Mewhinney Co., Inc.,  
129 North 9th St.,  
Terre Haute, Ind.
- MEYER, RATJE H.,  
Weber-Bunke-Lange Coal Co.,  
270 West 96th St., N. Y. C.
- MILLER, ROLLIN E.,  
Libertyville, Illinois
- PAINE, LORIN D.,  
W. H. Ballard Co.,  
45 Milk St.,  
Boston, Mass.
- PEER, EDWARD S.,  
117 South Windsor Blvd.,  
Los Angeles, Calif.
- PHILLIPS, HENRY A.,  
300 East Grace St.,  
Richmond, Va.
- PHILLIPS, RALPH E.,  
Dean Whitter & Co.,  
709 Van Nuys Bldg.,  
Los Angeles, Calif.
- SADLER, PAUL,  
Paul Sadler Ins. Agency,  
Auburn St.,  
Nashua, N. H.
- SMITH, WILBUR A.,  
G. Edwin Smith Shoe Co.,  
Columbus, Ohio
- SPITZ, HENRY,  
Quackenbush Co.,  
Paterson, N. J.
- SWAN, WILLIAM C.,  
Midland Lumber Mfg. Co.,  
P. O. Box 1124,  
Tacoma, Wash.
- TAYLOR, NORMAN C.,  
C. N. Taylor & Son.,  
26 Grove St.,  
Wellesley, Mass.
- TOOHILL, THOMAS F.,  
Main & Co.,  
718 Farmers Bank Bldg.,  
Pittsburgh, Pa.
- TURK, ROSWELL L.,  
A. J. Wright & Co.,  
Erie County Bank Bldg.,  
Buffalo, N. Y.
- VAN FLEET, STEPHEN C.,  
Federal Trade Commission,  
Washington, D. C.
- WARNER, CHARLES, Jr.,  
Charles Warner Company,  
Wilmington, Del.
- WILLMAN, W. C. A.,  
Wm. Filene's Sons Co.,  
Washington and Summer  
Sts.,  
Boston, Mass.
- YOUNG, JOHN M.,  
Southern Mill & Bungalow  
Company,  
Hollywood, Fla.
- 1925
- ANDRESS, REED M.,  
Barnes Drill Co.,  
814 Chestnut St.,  
Rockford, Ill.
- ANDRETTA, HENRY F.,  
Pallotti-Andretta Co.,  
96 Windsor St.,  
Hartford, Conn.
- ASHTON, E. REID,  
Louis G. Palmer & Co.,  
548 Penobscot Bldg.,  
Detroit, Mich.
- BAIN, WILLARD S.,  
W. K. Ewing Co.,  
805 Travis Bldg.,  
San Antonio, Texas
- BLISS, CHARLES M.,  
Penn Mold & Mfg. Co.,  
17 West 42nd St., N. Y. C.
- BUCKINGHAM, D. RAN-  
DALL,  
Woodward & Lothrop,  
11th and F Sts., N. W.,  
Washington, D. C.
- CRAMER, PAUL M.,  
Campbell-Ewald Co.,  
General Motors Bldg.,  
Detroit, Mich.
- DAVIS, JAMES T.,  
H. D. Lipford Grocery Co.,  
12 North Robinson St.,  
Richmond, Va.
- EVANS, ROBERT T.,  
115 E. 29th St.,  
New York City.
- FITCH, CYRIL E.,  
Howland-Hughes Co.,  
Bank St.,  
Waterbury, Conn.

FREEMAN, ROY B.,  
St. Petersburg, Pa.  
COURD, DAVID F.,  
Wm. Carter Co.,  
Needham Heights, Mass.  
GRIFFIN, RAYMOND A.,  
55 Leonard St.,  
Annisquam, Mass.  
HOGG, THEODORE B.,  
300 South Dallas Ave.,  
Pittsburgh, Pa.  
HORKAN, CAPT. GEORGE  
A.,  
Room 2048 Munitions  
Building,  
Washington, D. C.  
HUGHES, WILLIAM S., Jr.,  
N. Y. State Retail Jewelers  
Association,  
10 South Fourth Ave.,  
Mt. Vernon, N. Y.  
HUNT, JARVIS, Jr.,  
9 East Antonio St.,  
Chicago, Ill.  
JOHN, PAUL R., Jr.,  
Home Seekers Realty Co.,  
Hollywood, Fla.  
KEENAN, JAMES E.,  
Keenan Bros., Ltd.,  
Owen Sound,  
Ontario, Can.  
KLEISER, GEORGE W., Jr.,  
Foster and Kleiser Co.,  
Fresno, Calif.  
LIDDLE, JAMES W.,  
Ganse Estate Protection Ser-  
vice,  
442 Chamber of Commerce  
Bldg.,  
Boston, Mass.  
MARKS, KENNETH W.,  
317 West Clinton St.,  
Elmira, N. Y.  
MOREY, CHARLES C.,  
Mutual Life Ins. Co. of N. Y.,  
217 Ovitk Block,  
Waukesha, Wis.  
MOSS, LAWRENCE V. V.,  
Equitable Life Insurance  
Company,  
Lockport, N. Y.  
PAIGE, RICHARD S.,  
Frank F. Paige & Co.,  
68 Essex St.,  
Boston, Mass.  
PHILLIPS, THEODORE C.,  
Caldwell, Cornwall & Banker,  
415 Spring Arcade Blvd.,  
Los Angeles, Calif.

POMEROY, RALPH,  
Lockwood-Shackleford Co.,  
Transportation Bldg.,  
Los Angeles, Calif.  
PRICE, E. KENAN,  
Union Carbide and Carbon  
Corporation,  
30 East 42nd St.,  
New York City  
RAMSDELL, HERBERT F.,  
11 Einhorn Rd.,  
Worcester, Mass.  
REIMER, ALFRED B.,  
Abbott, Hoppin & Co.,  
120 Broadway, N. Y. C.  
RICKEY, H. NORRIS, Jr.,  
Grasselle Chemical Co.,  
Guardian Bldg.,  
Cleveland, Ohio  
ROSS, CHARLES W., 3d,  
Monocacy Valley Canning  
Company,  
Frederick, Md.  
SELOVER, HOWARD P.,  
Box 31,  
Wellesley Hills, Mass.  
THOMAS, J. ADDISON,  
State-Planters Bank & Trust  
Co.,  
900 Main St.,  
Richmond, Va.  
WARD, FREDERIC A.,  
Home Insurance Co.,  
59 Maiden Lane, N. Y. C.  
WING, ABNER T.,  
25 Tremont Row,  
Boston, Mass.  
WOODCOCK, JULIAN A., Jr.,  
Citizens Transfer & Coal Co.,  
Asheville, N. C.  
WOTHERSPOON, JAMES B.,  
4450 Kingswell Ave.,  
Hollywood, Calif.

## 1926

ADAMS, DONALD H.,  
28 Barberie Ave.,  
Highlands, N. J.  
ALTORFER, HENRY W.,  
1303 E. Nebraska Ave.,  
Peoria, Ill.  
ANDERSON, R. VICTOR,  
Fairview,  
Oklahoma  
ANDREWS, CAPT. H. M.,  
Munitions Building,  
Washington, D. C.  
BAKER, GEOFFREY D.,  
333 Beacon Street,  
Boston, Mass.

BENDSLEV, W. LESLIE,  
29 Rockland St.,  
Wellesley Hills, Mass.  
BLACK, CAPT. FREDERICK  
L.,  
Care of The Adjutant General,  
Washington, D. C.  
BRANDT, JOHN W.,  
Hotel Ambassador,  
Chicago, Ill.  
BRANDTS, EDMUND H.,  
Celina,  
Ohio  
BRATTON, HARRY C.,  
207 E. Lane Ave.,  
Columbus, Ohio  
BROWN, PAUL I.,  
12 Upland Road,  
Wellesley, Mass.  
BUGHER, FREDERICK M.,  
1155 Sixteenth St.,  
Washington, D. C.  
CARD, CLIFFORD,  
150 Central Ave.,  
Fredonia, N. Y.  
COX, RUSSELL E.,  
Mena,  
Arkansas  
DITZLER, EDWARD R.,  
327 Etna Ave.,  
Huntington, Ind.  
DUCOUDRAY, FRANCIS L.,  
Griffer Ave.,  
Scarsdale, N. Y.  
EDWARDS, ARTHUR M.,  
115 E. Washington Ave.,  
Warren, Ohio  
ERVING, ROWLAND,  
Oak Hill, Amberson Ave.,  
Pittsburgh, Pa.  
HILLS, ROBERT C.,  
235 Nutmeg St.,  
San Diego, Calif.  
HOLMAN, PAUL R.,  
106 Merriam Ave.,  
Leominster, Mass.  
HOTTEL, JOHN G.,  
897 Bellevue Ave.,  
Trenton, N. J.  
HUBBARD, JAMES A.,  
Bloomfield Highlands,  
Pontiac, Mich.  
KENNEDY, W. MAXWELL,  
1220 Edwards Road,  
Cincinnati, Ohio  
KLAPPROTH, JOHN M.,  
3334 Park Ave.,  
Chicago, Ill.  
KNIGHT, FREDERICK J.,  
407 North E St.,  
Tacoma, Wash.

KNOWLTON, G. W., III,  
West Upton,  
Mass.

LANE, CARLETON G.,  
212 Holcomb St.,  
Hartford, Conn.

LUTZ, CHARLES B.,  
425 W. 17th St.,  
Oklahoma City, Okla.

MERRILL, FREDERICK H.,  
11 Fayette Place,  
Taunton, Mass.

MOSS, GEORGE B., Jr.,  
3215 Walnut St.,  
Milwaukee, Wis.

O'ROURKE, C. RICHARD,  
Route A,  
Hanford, Calif.

PETERS, ELWOOD E.,  
37 Hawthorne St.,  
Lowell, Mass.

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\* \* \*

## DADSON'S RETORTS

(Continued from page 34)

Dear Mr. Dadson:

Will a bear skin be all right for winter coats?  
"Red" Hot.

Answer: Not fur long.

Dear Mr. Dadson:

What are the prospects for the cattle market?  
Daisy Cowslip.

Answer: Bully.

Dear Mr. Dadson:

How can I raise my boy to be an investor?  
Iva Child.

Answer: Have you got \$2000?

Dear Mr. Dadson:

How can I make a million dollars?

I. M. Broke.

Answer: Get a job at the U. S. Mint.

Dear Mr. Dadson:

Do clever men make good husbands?

I. Lovem.

Answer: Clever men don't marry.

Dear Mr. Dadson:

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

D. I. Mond.

Answer: Yes.

## PLEASE PATRONIZE OUR ADVERTISERS

THE advertisers in this book have given the students of Babson Institute excellent service throughout the year and have extended many favors that were greatly appreciated. They have helped make possible the publication of this book and we, the Class of 1926, urge that future classes patronize the advertisers who have so generously co-operated with us.



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## SUE RICE STUDIO

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VICTOR RECORDS

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**WELLESLEY**

#### IT'S TRUE THOUGH

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

Bratton: "Don't kid me, Chummy."

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

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

The General: "No-o-oh!"

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

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CARRIAGE  
COMPANY**

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MANUFACTURERS

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*the famous* WHITNEY "Coaches"  
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and

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MASSACHUSETTS

*Adolph Bendislev*

*Lessee --- Manager*

## Fate of 1926 Babies

(Continued from Page 23)

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

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

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

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

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

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

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

On Spokane's main street we ran across  
(Continued on Page 56)

# STRENGTH AND SERVICE

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

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

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Surplus and Undivided Profits . . . . .	300,000

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LOWER FALLS

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Candy  
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Oil Industry

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### BRIGHT SAYINGS OF THE CHILDREN

Millea: "When I was at Simplex—."

Hendy: "Boston is full of belching students—."

Hawley: "1964 for April; 1312 for May; June 1100—."

Thurlow: "Attaboy, Cox! Great stuff!"

Matthews: "When we are on a wild toot—."

Hollister: "This stuff is simple if—."

Mattson: "You fellows should—."

Coleman: "Let's express our appreciation—."

Fittz: "By and large, and on the whole—."

### EMBOSSING

Thurlow: "It's funny that you can't remember what I said two weeks ago. After a football game you remember all the plays and details."

Holman: "Well, a football game makes an impression."

# STEEL TANKS

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

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## Fate of 1926 Babies

(Continued from Page 50)

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

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

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

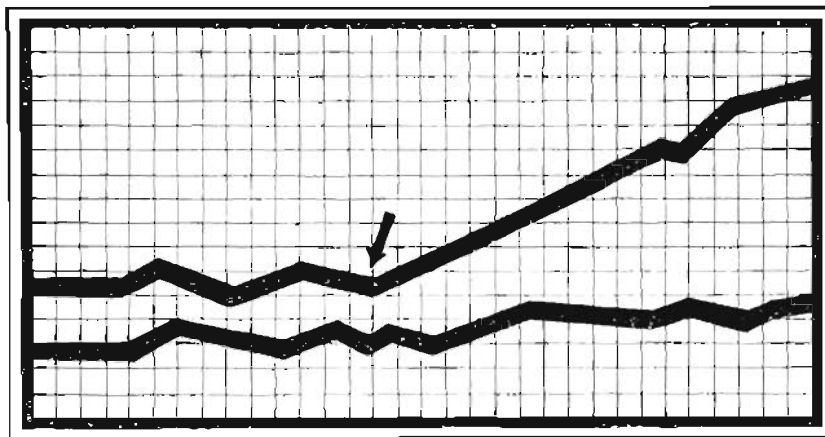
As we were walking along on the wharves we ran across Louis Ripley sitting on an old soap-box figuring something. We asked him what he was figuring and he replied that he was trying to prove mathematically that he could loaf eight days in the week.

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

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

(Continued on Page 58)

# What Happened Here?



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

Then something happened.

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

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Your business may need the helpful stimulus of Outdoor Advertising.

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

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COUNTRY CLUB TAILOR  
BABSON PARK

## Fate of 1926 Babies

*(Continued from Page 56)*

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

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

*(Continued on Page 61)*



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For more than a generation well groomed men at college have favored the

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**CLOTHES**

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YEARS OF  
**INVESTMENT BANKING**  
ON ITS RECORD FOR SUCCESS  
**PEARSONS-TAFT COMPANY**  
INVITES THE ACCOUNTS OF  
THOSE SEEKING  
DEPENDABLE  
SERVICE

CHICAGO

SAN FRANCISCO

## Fate of 1926 Babies

*(Continued from Page 58)*

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

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

### HE WAS FRAMED

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

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

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

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The Ideal Car for your transportation, comfort and economy while at the Institute. Whether new or used we have them both, all models. Our prices and service are right—

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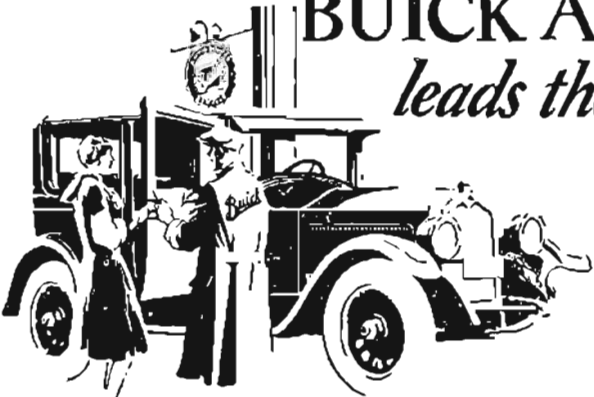
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### LOW BRIDGE

Wig (playing the South hand): "Three Hearts."

Van (playing the West hand): "I double."

Wig: "Does that mean six?"

Freddie Merrill offers the following as proof that he has found that "new kind of man:"

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

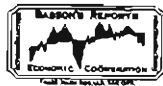
Taft (to Hazel in the "Grill"): "Have you any pie like mother used to make?"

Hazel: "Oh, yes, indeed!"

Taft: "Well, I'll have a ham sandwich."

Henderson: "Ever had Psychology?"

Brite Stude: "No, only scarlet fever and bronchitis."



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**SEATTLE, WASHINGTON**

*Compliments of*

**S. DeFazio**

Wellesley Hills

Massachusetts

### IN MONTE CARLO

Brown: "Gosh, I sure had a bad night."

Cox: "Howzat, Brownie?"

Brown: "Dreamed I was pitching quarters, and I tossed all night."

### HE MUST BE RIGHT

Mr. Hawley: "By the way, Edwards, can you tell us what Babson's latest prediction is?"

Edwards: "Sure, he claims there will be little change in men's pockets toward the end of the month."

Girl (on being introduced to our "Al"): "Haven't I met you somewhere before?"

Al: "More than likely. I've been there all my life."

### HEALTH HINT

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



# POOR'S



*The End*



