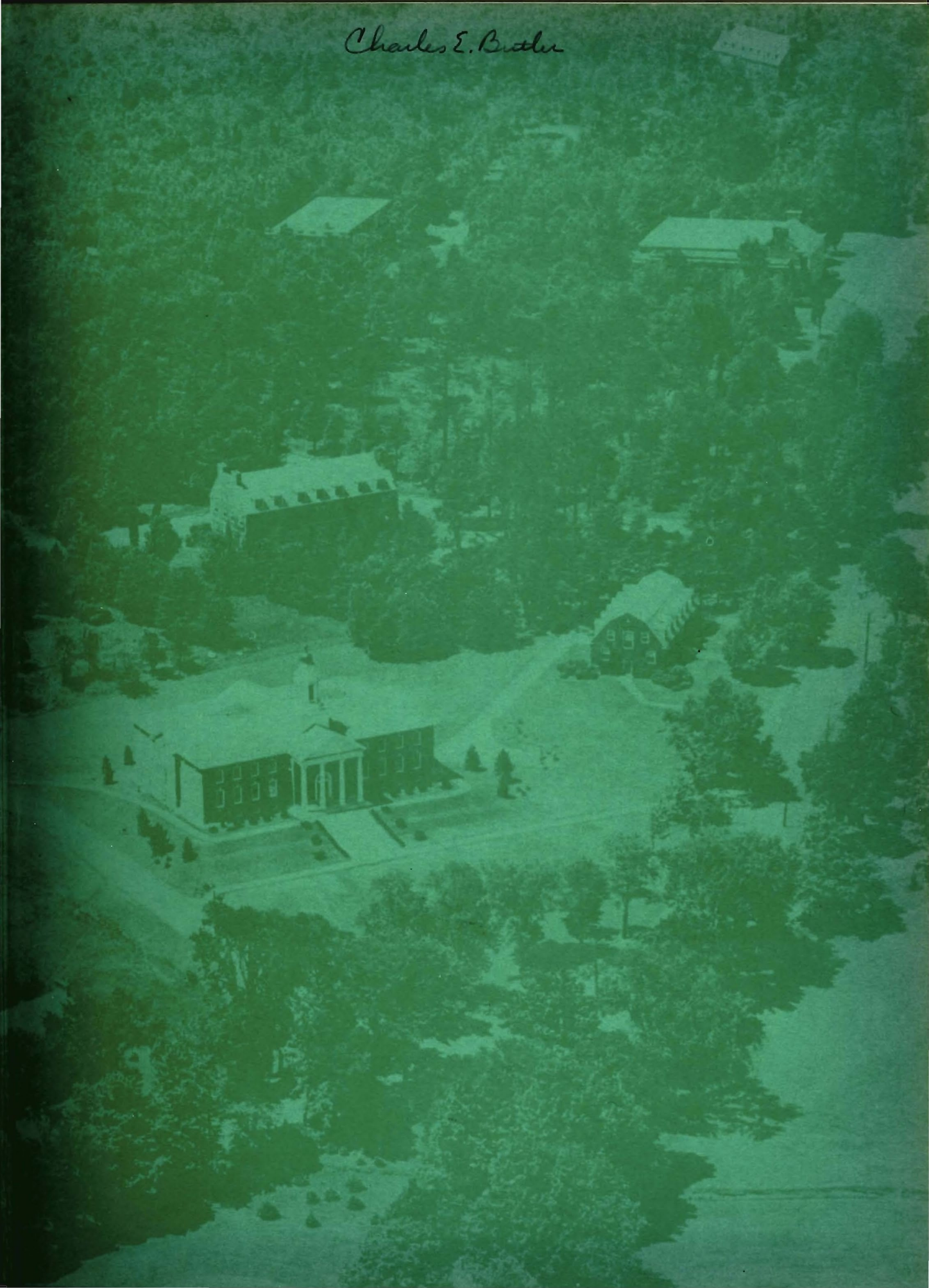


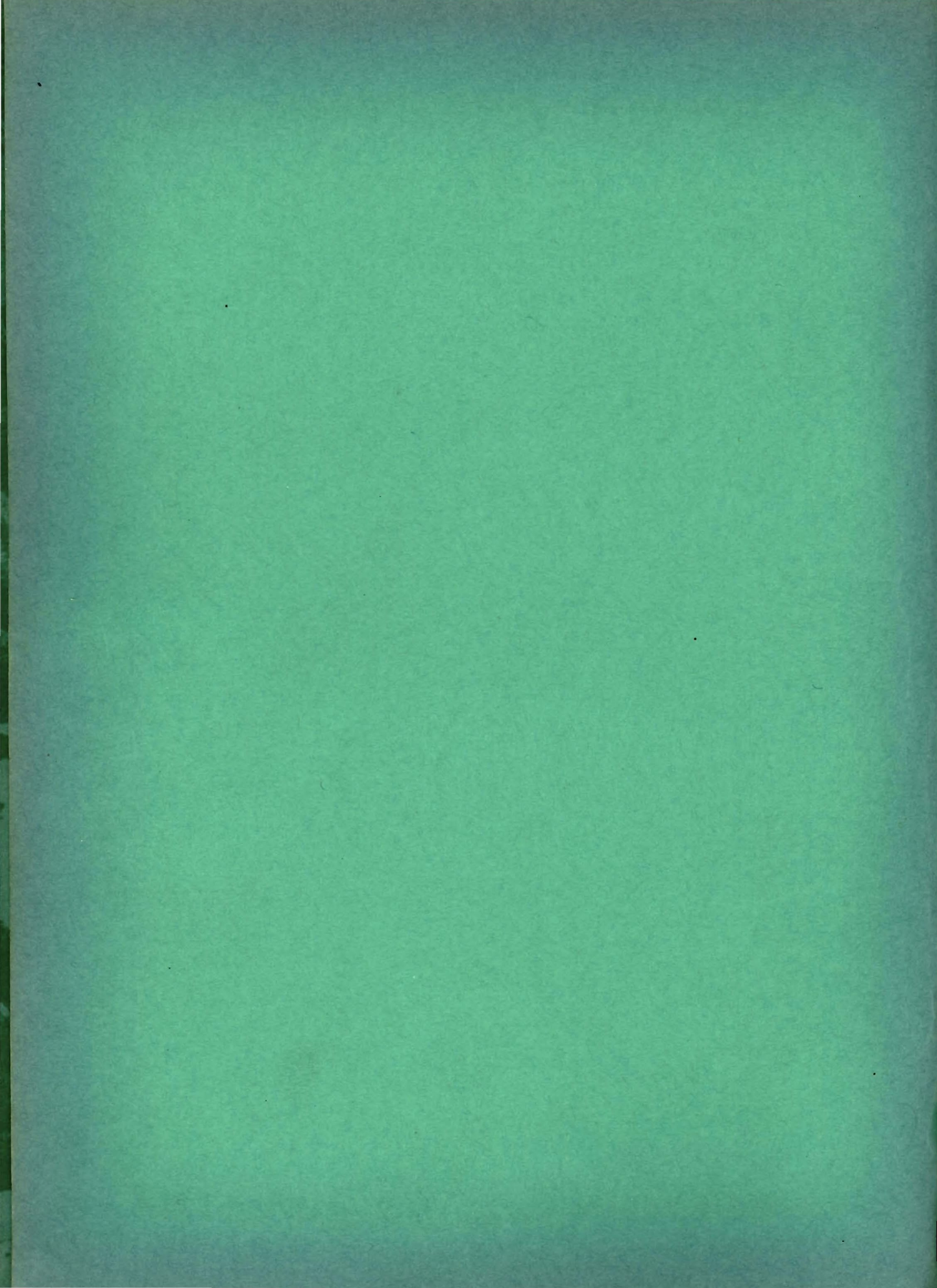


Robson



Charles E. Butler





The 1940 Babsonian

●
PRESENTED BY THE STUDENT
BODY OF BABSON INSTITUTE
BABSON PARK, MASSACHUSETTS

●
JOHN DB. TRAVER, JR. · EDITOR-IN-CHIEF
J. HAYWARD SEVIER · BUSINESS MANAGER

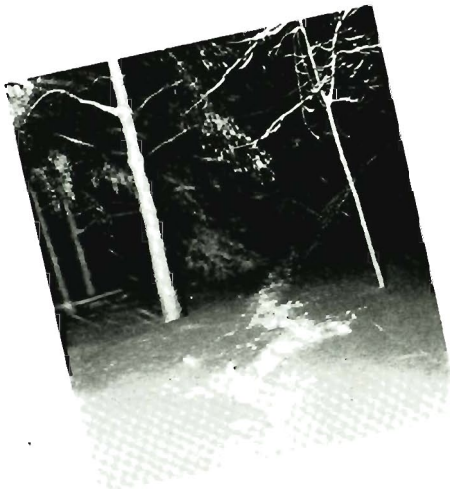
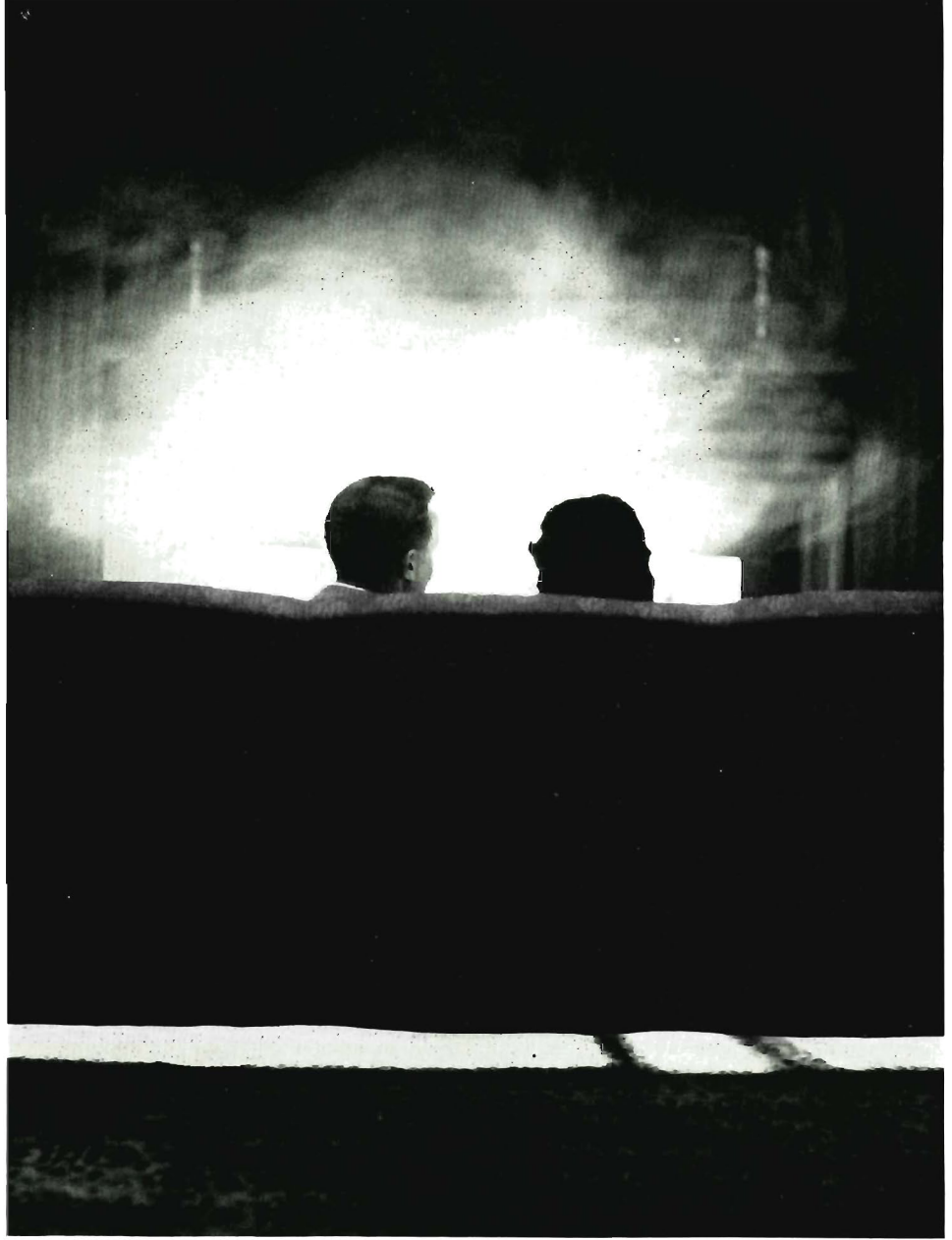


OF NINETEEN HUNDRED AND FORTY

Tabsonman

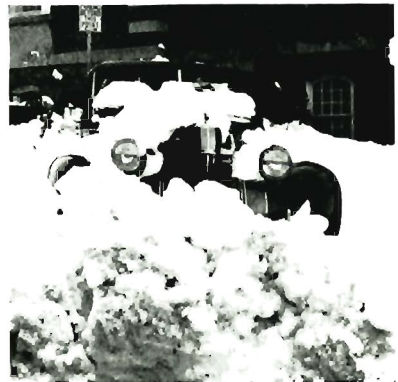






Thru the year

September, 1939: The beginning of what promised to be an eventful year. New classes, new teachers, and new students . . . *October:* The Library dedication, with many celebrities on hand. We had already moved into a swanky office . . . *November:* Armistice Day and two Thanksgivings — one on the Finance trip, in New York, the other with Phil Burt . . . *December:* The farewell party given by Schumann and McLaughlin just before vacation . . . *January, 1940:* Second term. A new decade . . . *February:* Snowed under in the record blizzard of 1940 . . . *March:* Still digging our way out of the snow . . . *April:* Regular pilgrimages to Providence. The big weekend of Patriots' Day . . . *May:* The fishing trip — some can't take it . . . *June:* Graduation. Oh, those comprehensives!





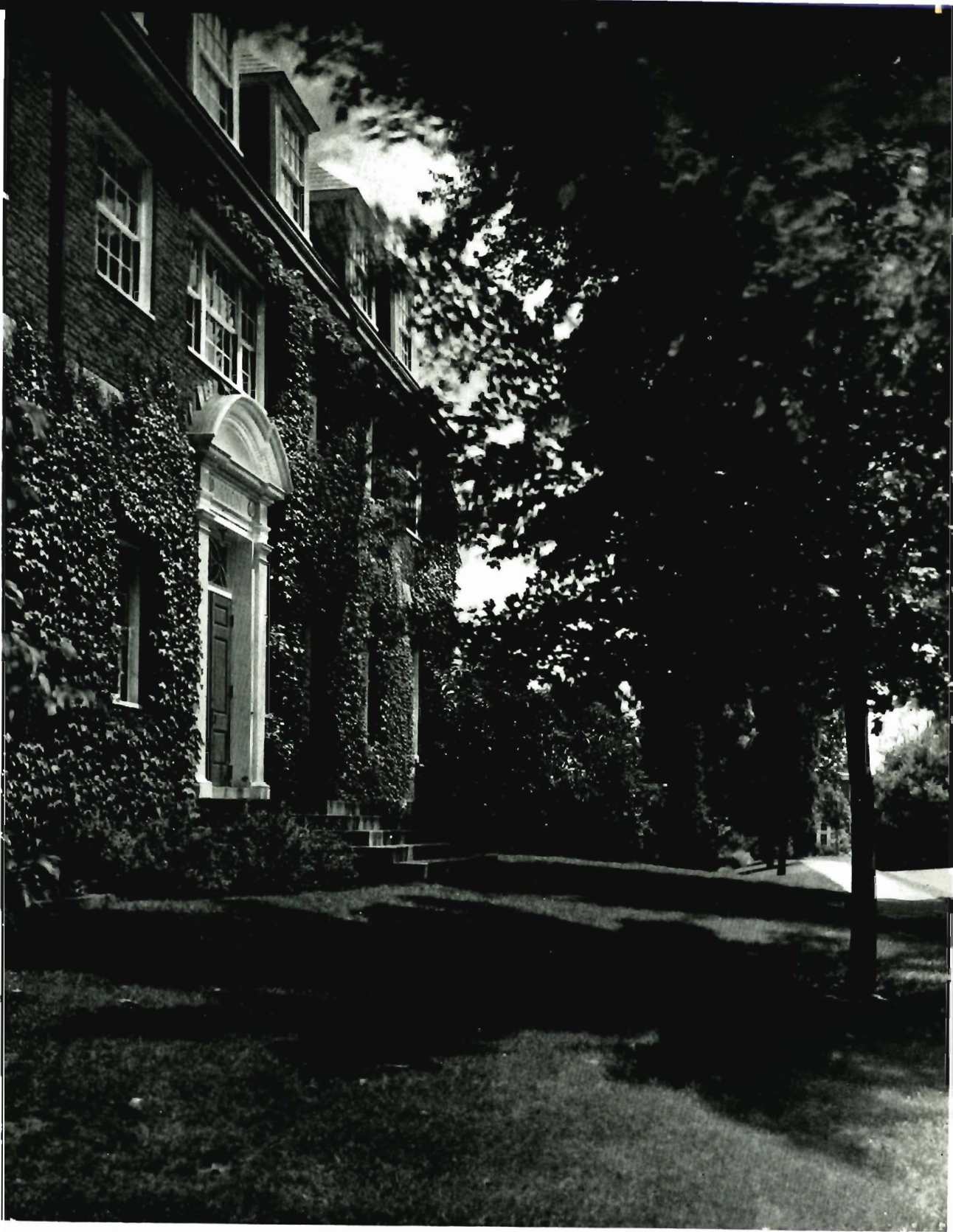
MR. AUSTIN H. FITTZ

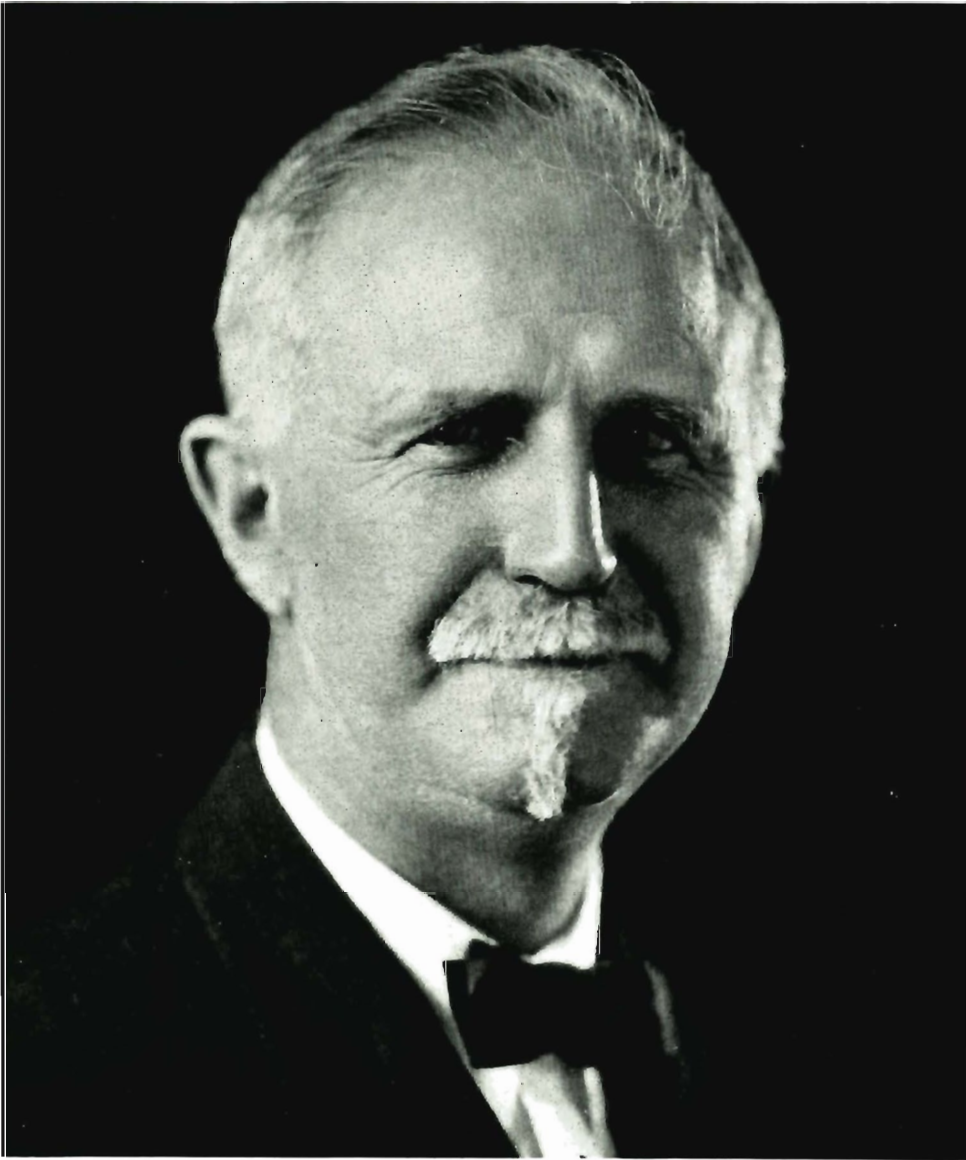
To Mr. Austin H. Fittz, the Class of 1940 respectfully dedicates this year's BABSONIAN. As he has walked with us and talked with us, he has become a beloved mentor and friend. Out of a great store of exact and scholarly knowledge and a lifetime of doing and learning, he has taught us many things which we could never learn from books.



The School

You have offered us a knowledge of business; you have shown us how to apply principles to practice; you have emphasized methods of attacking problems similar to those in which we are to engage; you have modified and matured our attitude. You have afforded us comradeship with fine minds, great books, and friendly souls. For all these we are grateful. We go out now to put our experiences here to the telling test of the work-a-day world. May it stamp its approval.





ROGER W. BABSON
Founder of Babson Institute

To the Graduates

This is a political year. Babson Institute men should ponder over the following:

The Republican Party's claim that if legitimate business should sufficiently be given encouragement — free from unnecessary regulations and unjust taxes — abnormal unemployment would vanish. But the Republican Party ruled from 1919 to 1931, when this laissez faire policy resulted in panic and depression! Why? *Because its leaders ignored the moral issues involved and undermined the character of employees, bankers and investors.*

The Democratic Party's claim that if purchasing power should sufficiently be increased — through higher wages and government aid — abnormal unemployment would vanish. But the Democratic Party has ruled for nearly eight years and there are more unemployed today than in 1930! Why? *Because its leaders ignored the moral issues involved, and undermined the character of wage workers, family heads and government officials.*

Men — you may think the multiplication table and the ten commandments are old-fashioned; *but no!* Believe me — they are as fundamental as the laws of gravity and reaction, first *discovered* by Sir Isaac Newton nearly 250 years ago.

ROGER W. BABSON





CARL D. SMITH
President of Babson Institute

To the Graduates

We are fortunate to be living in a country like these United States where conditions are constantly changing, where individual initiative and freedom of action are accepted as a constitutional right, where inventions and new technical discoveries are continually improving processes, where markets are widening, and where business opportunities are plentiful and attractive.

Take no stock in the radically erroneous talk that business opportunities in America are rapidly decreasing, that all the good things of our country and of the world have been pre-empted by others, and that youth must be satisfied with the left-overs. Such a concept is fallacious and portrays a lack of understanding of the nature of opportunity.

The secret of opportunity for you and me, like that of happiness, lies in ourselves. The best opportunities for those of us who are going into business may lie at our own doorstep, and once we have discovered them and profited by them, we may then be fitted for larger openings in other places. As Thomas Carlyle once said, "Our grand business is not to see what lies dimly at a distance, but to do what lies clearly at hand." Opportunities exist largely for those who possess the mental qualities, the moral and spiritual stamina, the will to do, the willingness to sacrifice if need be, and the ability to put to use knowledge and power. With these assets there is practically no limit to what a man can accomplish in business if he only will.

CARL D. SMITH
President





DWIGHT G. W. HOLLISTER, B.B.A.
*Chairman, Board of Trustees
Treasurer of the Institute*



GILBERT A. CAM, B.B.A.
Librarian



MARY B. WELSH, R. N.
Resident Nurse



CHARLES E. BUTLER, B.S., B.D., M.A.
Student Secretary

ADMINISTRATION



From our administration, we have expected the enactment and enforcement of regulations. Enactment and enforcement there have been. Though annoying at times, a backward glance convinces us that they have been motivated by the answer to one question,—“Will they encourage the habits that make for success in business?” May the years ahead affirm their wisdom.

Standing at the head of the administrative group is President Smith. Genial, friendly, and helpful, “Prexie” has many times over

proved the statement which he made at the beginning of the year, "I'm here to help you men."

Whenever anything went wrong or we felt ourselves the victims of a new regulation, Dr. Bird was our first sanctuary. A sympathetic hearing generally removed most of the chips, and we waited to be satisfied by his explanation of the reasons behind the adjustment or rule.

Messrs. Hollister and French we remember for cryptic messages and insistent signatures. From these we have learned the essential lessons of accurate records and balanced budgets. (From "Irwin" we also learned not to try to call a ball a strike.)

Miss Perani emphasized the lessons in budget control. She is the originator of "pink envelope day", which sometimes turned us pink with financial embarrassment.



FRANCIS C. OAKLEY, A.B.
Secretary of Admissions



HARRY T. EMMONS, A.B.
Secretary of Admissions



PHILIP V. BURT, B.S.
Manager of Dormitories



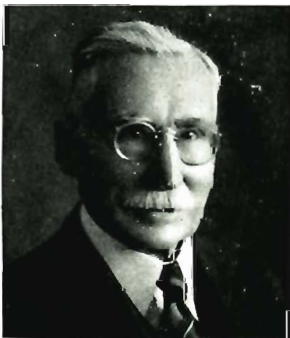
IRWIN K. FRENCH
*Secretary of the Institute
Assistant to the Treasurer*



PRISCILLA KIRKPATRICK, A.B.
Recorder



RUTH P. PROCTOR, B.S.
Assistant Librarian

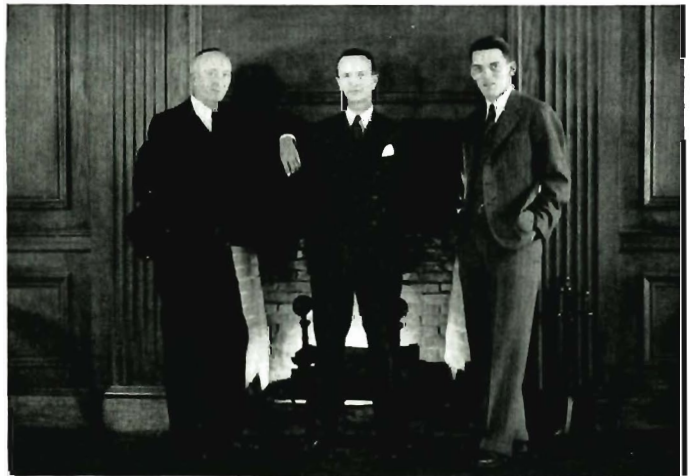


DeWITT G. WILCOX, M.D.
Public Health and Personal Hygiene

Mr. Oakley and Mr. Emmons are Secretaries of Admissions for the western and eastern parts of the country, respectively. Their scrutiny is the first bar to entrance. There are a lot more between that and graduation.

That he is a man among men can be sincerely said of Charlie Butler. He has guided us spiritually and physically. Through him we know that the spiritual can be both wise and mighty.

The present neat and efficient arrangement of library materials is tribute to the tireless labors of our librarian, Mr. Cam, assisted by Miss Proctor and the library staff. Due to their help, the tempo of promptness in completion of assignments has increased.



J. K. HORNER, DR. J. W. BIRD, A. PETERSEN
Committee on Administration

Out of a long and enviable record as a surgeon, Dr. Wilcox passed on to us essential facts concerning hygiene in the business world. His illustrated lectures, interspersed with colorful anecdotes, proved to us that, in business as in everything else, good health is a prime requisite.

Like the armies which are so much in our minds in these blitzkrieg days, students travel best on good food and good sleep. Phil Burt has furnished us with both as we've tried to dent the professorial lines.

"The following men . . . are entitled to free afternoons, 'P. Kirkpatrick.'" We looked for this, quizzically, every four weeks. We tried to see its signer, on some pretext or other, more often.



MISS CLARA PERANI
Secretary to the Treasurer



FREDERICK W. GILL, A.B., M.A.
Student Proctor



WALTER D. JAMES, A.B.
Student Proctor



MISS CLARK and MISS KIRKPATRICK



The world of finance, with its complicated problems of corporations, accounting, statistics, and estate management, was revealed to us by the able teaching of Messrs. Fittz, Petersen, and Payne. As the days passed, bewilderment and uncertainty gave place to clarity and understanding, and we felt better equipped to work in this complicated phase of business.

Money and banking and business enterprises with Mr. Fittz were mingled with anecdotes of school committees, the antique business, and student escapades. This year, personal estate management was introduced into the course, and we pored over budgets, life insurance contracts, prospectuses, financial statements, and wills. This work did much to make us realize the importance of careful personal expenditures, and we will always be indebted to Mr. Fittz for his guidance and interest in showing us the bases for a sound financial future.

On our first morning "Pete" gave us one of his infrequent accounting lectures. Before we knew it he had covered four pages of notes and had assigned us as many problems. From then on not one wasted word did we ever hear, and any attempts to get "Pete" to digress from strict accounting procedure were met with frosty glances and requests for attention to business. Unanimously, we agreed at the



AUSTIN H. FITTZ, Ph.B., LL.B.
Director, Division of Finance

end that he was one of the most thorough instructors of all our school years, and one of the most sincere in his interest in all our personal problems.

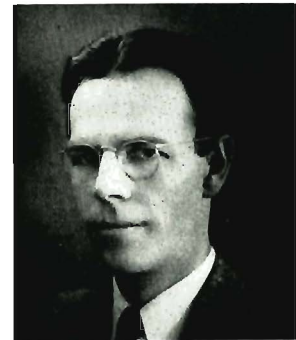
One third of our class will ultimately be engaged in statistical work, forecasts our Mr. Payne. If his forecast is as accurate as the statistical methods he taught us, we are certain we will be. During the course Mr. Payne himself became a national figure after his article on the strength of the nations appeared in publication and was highly commended by a well-known radio commentator. We knew it all the time because "Wils" is close to his students.

The Trip, the most important and interesting part of the course to some, came near the end of the term. We had been waiting like small boys for Christmas. Once taken, tales concerning it began to circulate. Roff found Santa Claus in Child's—Keyes and Anderson roamed Honeymoon Lane—Schroeder was robbed—Mussenden thought New York filet mignon was fish—Howell was ultra generous to the cab drivers.

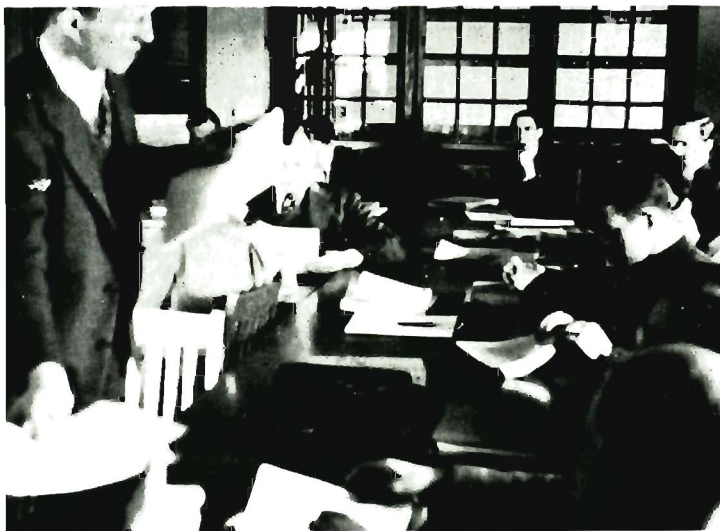
It was all most impressive and educational—the Stock Exchange, the Curb Exchange, National Association of Credit Men, the Commodity Exchange—and the tales.



ANDREW PETERSEN,
B.B.A., M.B.A., C.P.A.
Accounting; Federal Taxation



WILSON F. PAYNE, Ph.B., M.A.
Statistics; Business Risks; Finance





JAMES M. MATTHEWS.
A.B., LL.D., M.A.
Director, Division of Distribution



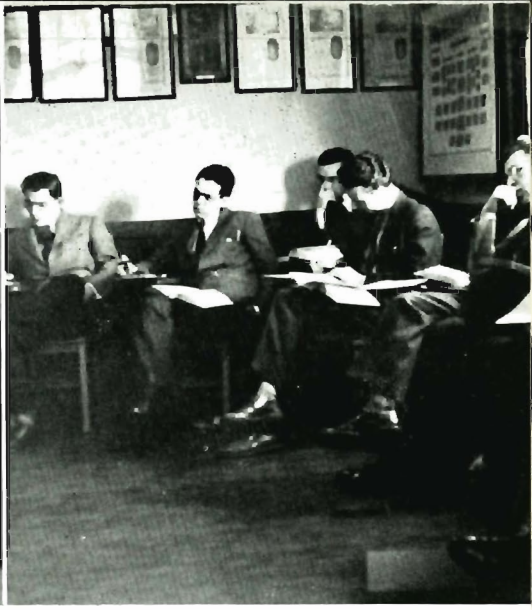
It was under the direction of that salesman, Mr. Canfield, that our eyes were opened to the complicated fields of salesmanship, sales management, and advertising. "Let's look at the advantages and disadvantages of the problem" became a byword and the daily green sheets were many times seen in our sleep, but we realize that it was the most productive way to teach these courses.

Sales interviews were after hours. Here we tested our knowledge on the firing line. McCracken was one prize winner. He sold the buyer of buyers, yet bemoaned that "B. R. had his feet on the salesman's chair during the whole thing."

Not until the last time we heard the familiar statement "leave these sheets as you go out" did we fully realize how much we had learned in such a short time, — thanks to an incomparable instructor.

There are few among the ranks of Babsonians who will soon forget "Shive's Novel" with its "hair-tearing" display of pertinent marketing data, nor his ingenious wit as displayed in such prologues as "Here is an illustration in point; though it may be slightly hazardous, I think it will illustrate." — followed by his story of the frog in the milk can, or some other similar rendition.





His Marketing tests were something that would make the keenest of students turn the convolutions upside down. Though these tests did not examine our knowledge of "line 2, page 14, volume 1," they did succeed in teaching us that the novel was written with two purposes in mind, — to be read thoroughly and to teach marketing. Orchids to one of the most brain-teasing subjects we have ever taken.

If there is any one field in which "Shive" exceeds his ability as a marketer, it is in the subject cataloged Law and Business. Mr. Shively's ready comprehension of the most involved cases has won for him the title of "The Legal Beacon", and rightly so.

Messrs. Horner and Matthews readily instilled into us the desire to be able to express ourselves when confronted with the proverbial "Sea of Smiling Faces." Mr. Horner with his bear story and Dr. Matthews with his typical Missouri wit seemed to act as a trowel in wet cement to the troubles and problems confronting the average "Douglas Disciple" who is learning how to "Win Friends and Influence People," through the use of his powers of oratory.



BERTRAND R. CANFIELD
*Sales and Advertising
Administration*



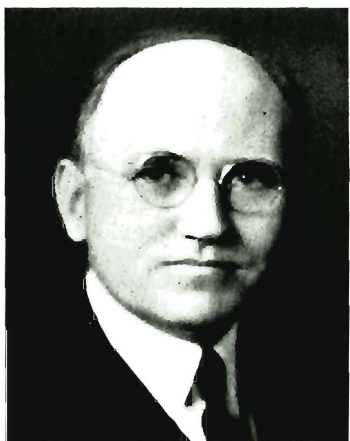
HAROLD H. SHIVELY,
A.B., M.A., J.D.
Marketing; Law and Business



PRODUCTION



"Factory trip Tuesday, report Saturday," was part of the routine that made the Chief's course so interesting and informative. "Now listen, anybody who puts any hot air in these reports gets an automatic 'F'; I won't even read them." And so these studies became analytical, and conversant with the methods used to successfully manage a factory.



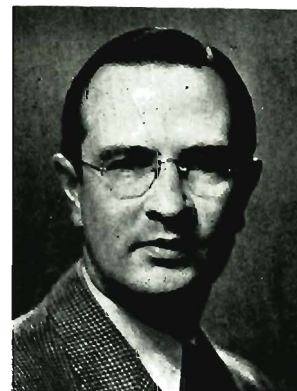
JOHN E. MILLEA. A.B., M.B.A.
Director, Division of Production

If anyone can teach a man to take it and hand it out, that man is John Edward Millea. In the heated discussions of production conferences, he brought out character and developed poise. Sarcasm actually became easy to take. Remarks such as, "Now listen, Winkelmeyer, if you don't stop nodding in this class, you're going to get pitched out on your ear," were more direct. Even valedictorian Wink might blush from the collar line up. It was in these "give-and-take" sessions that our Chief of Factory Operation selected this year's members of the Ancient and Honorable Order of the Goat. (See page 81.)

Psychological tests for Personal Guidance revealed strange findings. Traver should be a physicist; Tod, a farmer; and Kershaw a budding Y. M. C. A. secre-

tary. Once we felt sure we were businessmen. Not so sure now. That familiar phrase of Dr. Bird's, "150 letters will get you the job", proved an understatement when our first applications produced slim results. In this course we ourselves were the subjects of many experiments; guinea pigs, so to speak. They were an illuminating method of furthering our insight into personnel problems confronting employer and employee.

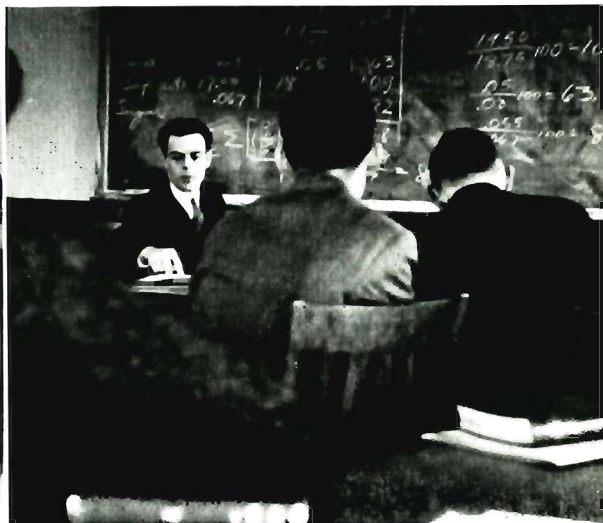
There were times when we asked ourselves, "Has Dr. Duncan forgotten his class?" However, a careful search always found him within the confines of his well-appointed office absorbed in the latest news broadcast, for brilliant interpretation to us. He made some news himself. His proposal that the metropolis of Natick appropriate \$50 for the purchase of road bumps won national prominence, while "objective and comprehensive" tests at the Institute brought him doubtful glory among Juniors and Seniors alike. Ask the man who took one.



JOSEPH W. BIRD,
A.B., M.A., Ph.D.
Director, Division of Personnel




JULIAN S. DUNCAN, M.A., Ph.D.
*Government; Government and
Business*





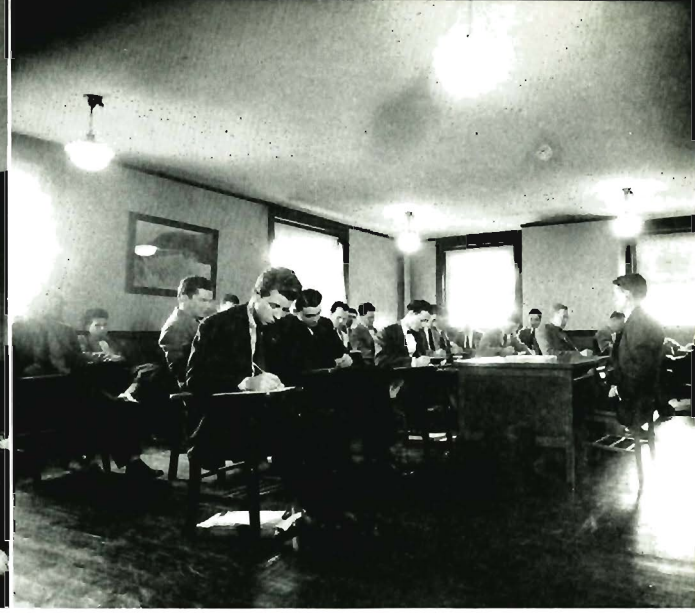
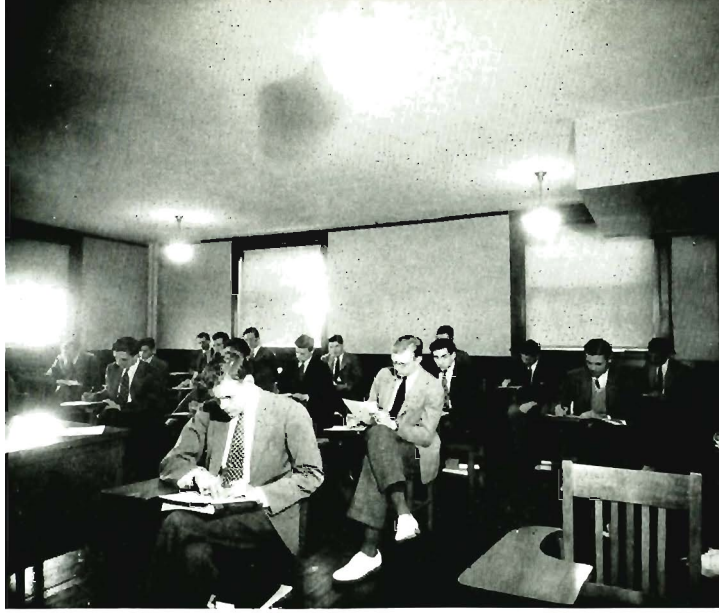
JOHN K. HORNER, A.B., M.B.A.
*Public Speaking; Introduction to
Business*



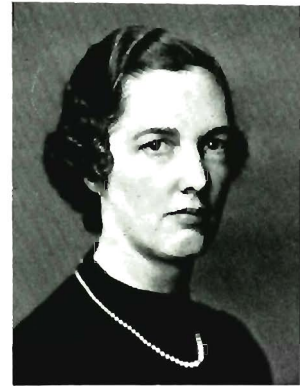
JUNIOR COURSE

Introduction to Business with Mr. Horner at the helm was an instructive and interesting course. "Jack" knows how to put humor into the most prosaic facts. We have all learned a great deal, and the credit does not belong to the student but to the teacher. Mr. Petersen gave us accounting and taxation with most surprising results. These difficult courses were easily assimilated under the able tutelage of "Pete". To find him in just one error is the ambition of his classes. Business Writing by courtesy of Dr. Harvey was never a dull course. The jovial "Doc" never lost his smile no matter how great the provocation. As letter writers and grammarians, we should have no peers for we have studied with a master. Dr. Duncan in Government and Business presented many of those problems that the business-





man and the politician are forever trying to solve. We don't know that we have found the ultimate solutions of these, but we do know that we have a different slant on them. Typing with Miss Wing and Miss Kirkpatrick was a profitable course for all of us. To many it was a complete surprise to learn that typing can be faster than longhand. Dr. Matthews brought economics out of the limbo of the intangible into the spotlight of concrete reasoning. Whether our views were solemn reactionary or red hot radical, we got the same impartial treatment from "Jim". One of his most frequently repeated expressions was "Maybe I'm wrong on that" — the best indication of an open mind.



MARION WING, A.B.
Typewriting



SHIRLEY W. HARVEY,
A.B., A.M., Ph.D.
Business Writing

AS WE SEE THEM



"DOC"

"DUNC"

"PETE"

"J. K."

"WILS"

"UNCLE JIM"

"CHARLIE"

"JOHNNY"

"BERT"

"AUSTIN"

"SHIVE"

"RUTH"

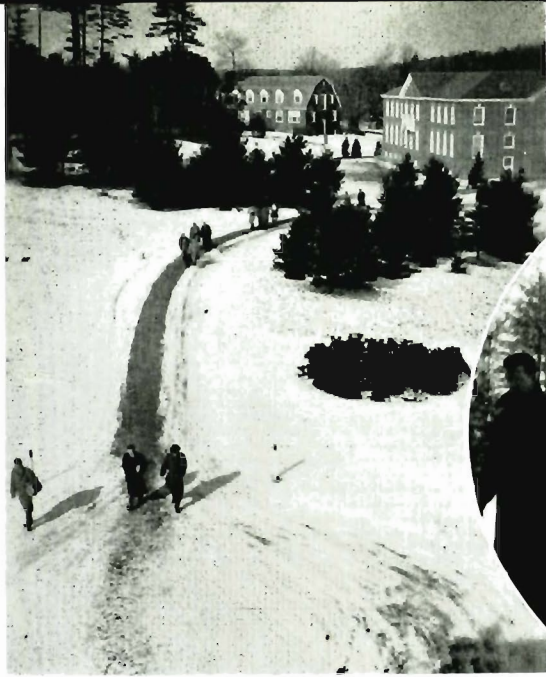




Campus
HI-LITES

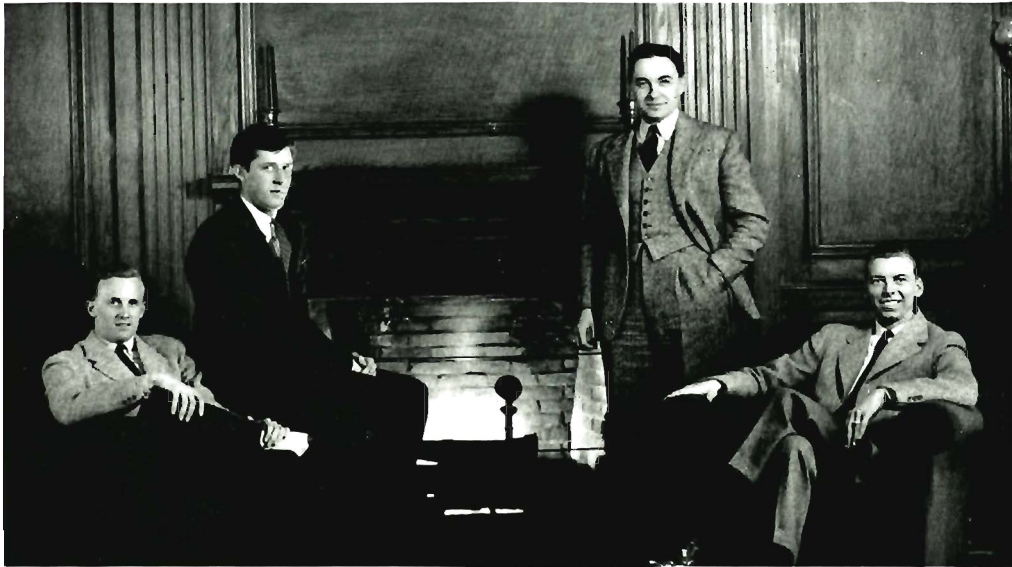


During the year, our campus life was punctuated with unusual and unique incidents - Fishing trips were increasingly popular, and Sevier returned triumphant (?) with "a" fish - The farewell party given by Schumann and McLaughlin at Sandy Burr became an artistic success when the former happily



gained possession of an *objet d'art* – Born was the STATISTICIAN, but as must all things, it passed away after a brief existence, principally remembered for "God Help Future Business", a violent attack upon our escape from reality – We were amazed one evening when four members of the local constabulary came to call. Their intense interest in Roff still remains a mystery. Will he ever tell? – The big blizzard of '40 found us ready and waiting, with Winkelmeier and Jones ski-joring as only two experts can, astounding us and neighboring Wellesleyites behind the "Dictator".





Left to Right - Howell, Jones, Sevier, Gilbert, Chapman (not in picture).

STUDENT EXECUTIVE COMMITTEE



On every campus the student body should have an opportunity to voice its opinion. Here at Babson Institute this expression is effected through an organization known as the Student Executive Committee.

During the past year many constructive criticisms have been presented to the Committee by members of the student body. With the cooperation of the administration, a majority of these criticisms have been satisfied.

One of the most important achievements of the Committee this year was the formation of a constitution, which was sanctioned by the student body and administration, making the organization permanent.



*Standing- McCracken, Sevier, Trump, Gorman.
Sitting- C. E. Butler, Rice, Payne, Butterfield, Marshburn.*

RELIGIOUS ACTIVITIES COMMITTEE



Our more discerning leaders in business, professional, and educational life have been calling our attention to the spiritual values which must inform our activities if we are to adequately and successfully meet the needs of life in our present world. Now, no overwhelming religious zeal is apparent among our Babson student body. However, in our more serious moods we do think about what we are to live for, the purposes, ideals, and standards which we accept as our own, and their relations to this world of reality.

The Religious Activities Committee has been the group of students which has sought to provide opportunities for the stimulation of this area of our busy life. Chapel services, church visitations, group discussions, and contact with outside groups and personalities have been the means utilized. A surprising number of students have participated in these activities during the year.



*Standing, Left to Right--Ogden, Peters, Brady, J. A. Anderson.
Sitting- Tod, Marsellus, Stinson, Dennison.*

SOCIAL ACTIVITIES COMMITTEE



As in years past, it has been the primary interest of this year's Social Activities Committee to impart to the student body a feeling of group consciousness and of school spirit, which are so stimulating to an educational organization. Through the sponsoring of student-faculty dinners, smokers, formal and informal dances, the Committee has aimed to further this goal.

It is the hope that future classes at the Institute will continue to build upon this endeavor until a coherent school spirit and tradition are achieved and an air of increased friendliness and co-operation added permanently to the business atmosphere.



Standing--Bauer, Dade, Rossman, Gorman, Connelly, Mayers, Keyes, Holmes, Ridgway.
Sitting - Gilbert, Butler, Roff, Vallee, Traver, Fox, Rice, Sevier, Jones.

In order that the 1940 Yearbook might be representative of many students' viewpoints and expressions, the BABSONIAN Staff was augmented from time to time throughout the year until it comprised a group of about thirty students, individually and collectively tackling and solving the realistic problems of producing, financing, and marketing a new product.

This group was under the able leadership of Editor-in-Chief John DB. Traver, Jr., and Business Manager J. Hayward Sevier. William Gorman, Tom Vallee, Tom Stinson, Bob Keyes, Bob Fox and Bernie Holmes deserve special recognition for contributions to make up and copy. It was they who led the way for the remaining members of the staff, and who were instrumental in the early completion of the book. The leg work of Bill Bauer, Larry Mayers, John Gilbert, and Frank Rossman went a long way toward paying for it.

To our photographic editor, Ken Butler, goes an orchid for his fine work in collecting, selecting, and arranging the many pictures. Court Roff put the circulation department over the top.

To Mr. H. H. Shively and Mr. C. E. Butler, our faculty advisors and censors, we express our earnest appreciation for their continuous interest and stimulus, for their practical ideas and criticism.

1940 BABSONIAN STAFF



Editor-in-chief John DB. Traver, Jr.
Business manager J. Hayward Sevier
Associate editor William L. Gorman, Jr.
Photographic editor Candler W. Butler, Jr.
Circulation manager Courtney M. Roff

EDITORIAL STAFF

J. Traver, W. Gorman, T. Vallee, T. Stinson,
R. Keyes, C. Roff, A. Rice, W. Mussenden,
E. Ridgway, B. Holmes, R. Dade, R. Fox,
C. Jones.

CONTRIBUTIONS

R. Dennison, G. Conklin, N. Billings, D. Kirkpatrick,
H. Gee, W. James, J. D. Anderson.

ADVERTISING

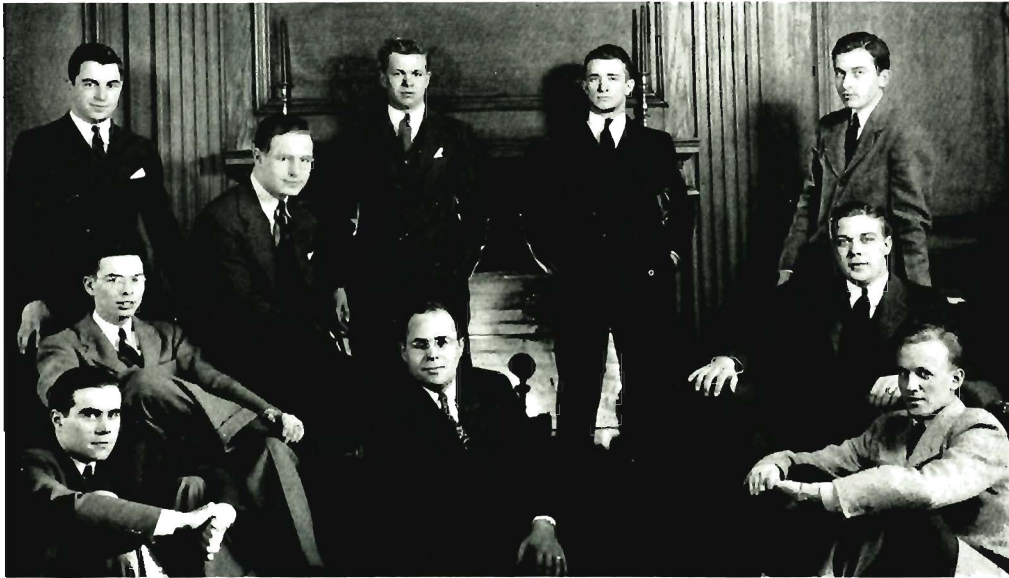
H. Sevier, F. Rossman, W. Bauer, L. Mayers,
J. Gilbert.

PHOTOGRAPHIC STAFF

C. W. Butler, W. Peterson, W. Connelly.

CIRCULATION

C. Roff, G. Kenyon, R. Kremers.



Standing--Broadwell, Holmes, Buck, Hoover.
Sitting--Burnham, DeOrsey, Gee, Bauer, Lagerman, Howell.

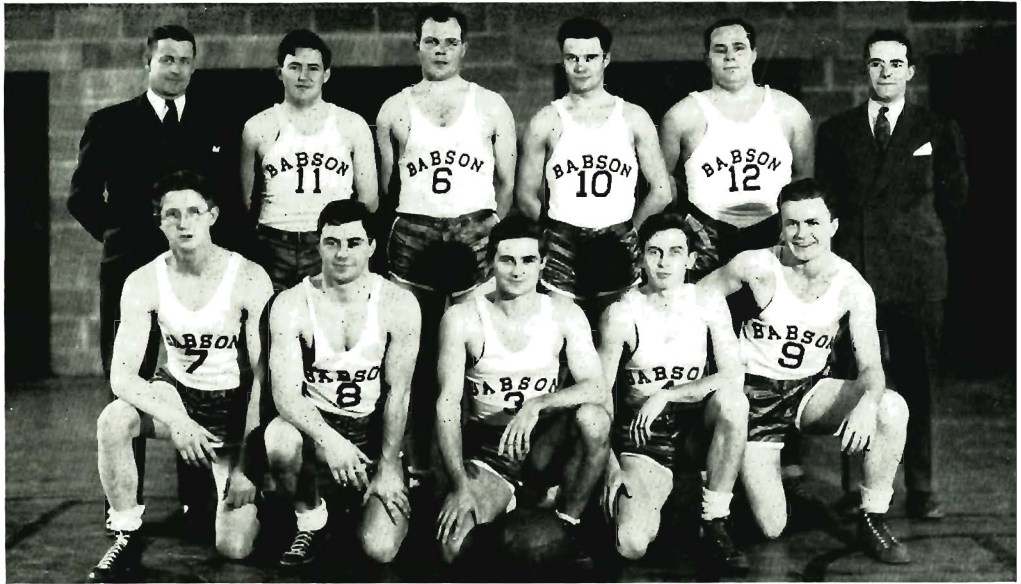
PHYSICAL ACTIVITIES COMMITTEE

●

The administration at Babson Institute recognizes the need of offering physical recreation in connection with student training. It knows that men who keep themselves physically fit are well equipped to do their assigned work and to take added responsibilities. These are basic reasons for administrative encouragement of a Physical Activities Committee.

The Committee, selected from the student body, attempts to promote the recreational interests of the students. When the proper season is at hand, it helps the various groups select teams and draw up schedules for contests. Records of all games are kept, points are given to participants, and awards are presented for outstanding accomplishments.

Contests have been promoted by this committee in such sports as: touch football, volley ball, basketball, softball, tennis and other games. The results of these contests have meant good health, better work, and the best of fun for all participants.



Standing—C. E. Butler, C. W. Butler, Schroeder, Bond, Bauer, James.
Kneeling —Malone, Broadwell, P. G. Anderson, Hoover, Foster.

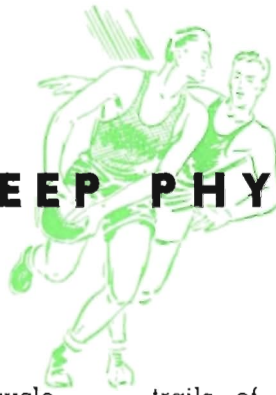
VARSIITY BASKETBALL TEAM



The ardent few followers of Babson's basketeers early recognized that in the small squad representing the Institute this year, we had a real working unit. Dartmouth contributed a forward in the person of Joe Hoover, whose calm assurance and steady influence on the team he captained meant much in the attainment of the victories which rolled up as the season went along. The University of Illinois sent Paul Anderson to fill the other forward post; he of the uncanny and deadly left arm that meant high scoring records in most of the games. Baldwin-Wallace sent height to the center position in Carl Marting, and, for guards, Notre Dame sent Harry Schroeder while Holy Cross gave up George Foster.

No memory of this team would be complete without including Bill Bauer, Bill Mussenden, Charlie Bond, Lathe Broadwell, Ed Malone, Ken Butler, and Manager Walt James. Our Coach, Charlie Butler, through his love for clean winning and his knowledge of basketball, inspired the team to many a victory.

BABSONIANS KEEP PHYSICALLY FIT



Babsonians ride the business cycle athletically as well as scholastically and socially. During the fall and winter months, activities such as bowling, skiing, skating, and basketball kept us on the upswing.

The bowling league was the first high point, evidenced by the large number of students competing for shares. Attending the sumptuous banquet that was held at the end of the season, Mr. Millea, for himself and other embryonic bowlers, complimented Walt James on the latter's fine brand of jokes. In the lower right-hand corner, "Windy" shows the technique that enabled him to lead his team to victory.

Not long after the first snowflakes were on the ground in Wellesley, the cry of "Let's hit the boards" found answering echoes throughout the campus. The Institute "boardmen", novices and experts alike, were led by Howell and Hoover as far north as the precarious

trails of Cannon Mountain in New Hampshire. At the top of the page, George Miller executes a difficult stem turn, while below the "Jaub" has at long last reached the top of the practice slope at Mt. Cranmore. Nearer at home, Gilbert and Peters are preparing for a cross-country trek.

When snow conditions were not at their best, winter sports enthusiasts flashed blades on the ice at Lake Waban. Perhaps it was not the ice alone that attracted our students to this spot. However, Jones and Howell, as pictured below, seem to be carrying on without aid from Wellesleyites.

And who has not heard of the famous Babson basketball team, captained by Hoover and Paul Anderson to victory over a majority of their opponents during the 1939-1940 season? Adjacent pictures show perfect form for profit-taking scores.





In the spring, activities shifted from snow-covered slopes, ice-covered lakes, and basketball court to the Institute tennis courts and softball diamond. Kirkpatrick, Kenyon, and Rossman looked good on the courts. As can be seen below, even our president takes an occasional flier in softball. Golf was more popular than ever this year with "Blackie" Tod leading other divot diggers over many New England courses.





Standing - Tod, J. D. Anderson, Bauer.
Sitting - Rice, Everest, McCracken, Dade.

WINTER TERM BOWLING



The first of November brought with it the opening of another very successful and popular bowling tournament. The six teams which constituted the league encountered many hard-fought battles during their fifteen matches. Standings shifted weekly during this season with the exception of first place, which the Pin Splitters, under the able direction of Bob "Windy" Everest, took the first night of the tournament, and did not relinquish throughout the season. The Alley Rats, a junior team, proved the most volatile, rising from last place to second, in a difficult uphill battle, under the leadership of another Bob, — Bob Emerson.

Following the close of the tournament, the team members indulged themselves in the traditional banquet. Members of the winning team and second team were honored. Individual as well as team achievements were recognized by awarding prizes for the highest three individual averages, the highest single string, and the highest three strings. The men who received these honors were Bob Everest, Al Rice, Bob Kremers, Bruce Edenton, and "Wink" Winkelmeyer, respectively.

FINAL TEAM STANDINGS

<i>Team</i>	<i>Won</i>	<i>Lost</i>	<i>Percentage</i>
Pin Splitters	38	22	.635
Alley Rats	34	26	.568
Shrub Club	33	27	.551
Hot Rocks	28	32	.468
Jokers	25	35	.418
Guttersnipes	22	38	.367



Standing—C. Perani, C. Crouch, B. Hammond, A. Moulton, A. Gerraughty, M. Thompson, E. Harte, F. Burgess, D. Lawless, (not in picture) N. Stiles.
Sitting—H. Barnes, E. Minkovitz, P. Neice, C. Clark, S. Bernhardt.

SECRETARIAL STAFF



The Secretarial Staff is one of the groups who help to make Babson Institute unique among schools of business administration. This is the group who takes our jumbled Ediphone mumblings and makes them into completed reports. It transmutes and transmits ideas for both faculty and students. It has been called "the heart of the Institute." By its willingness to undergo extra strain and stress for students' benefit, we know that it is a friendly heart. It has aided the Babsonian Staff most generously, and we are grateful.



Standing— M. Nee, B. Grant, M. Silva, A. Kelly, J. Leonard, M. Loring, J. McNeill.
Sitting— L. Berube, S. Lyons, F. Quinlan, A. Doyle, M. MacNeil, O. Perry,
M. Deady; *Not shown:* A. Brown, M. McGinnis.

DOMESTIC STAFF



The efficiency of Mr. Burt and the thorough cooperation of Miss Wilson and the group above have made the life of one hundred and twenty men under one roof comfortable, healthful, and pleasant. It is with the utmost sincerity that we record our appreciation for services which have made life at Babson so enjoyable.



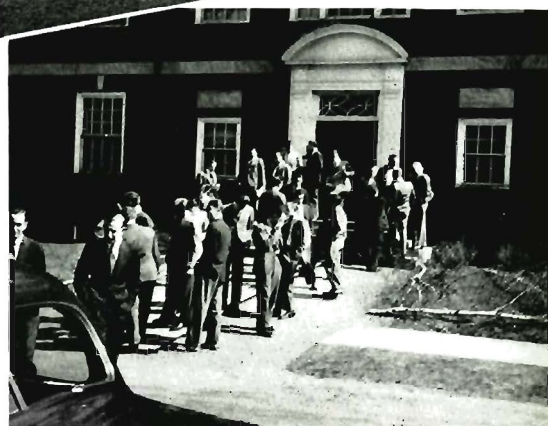
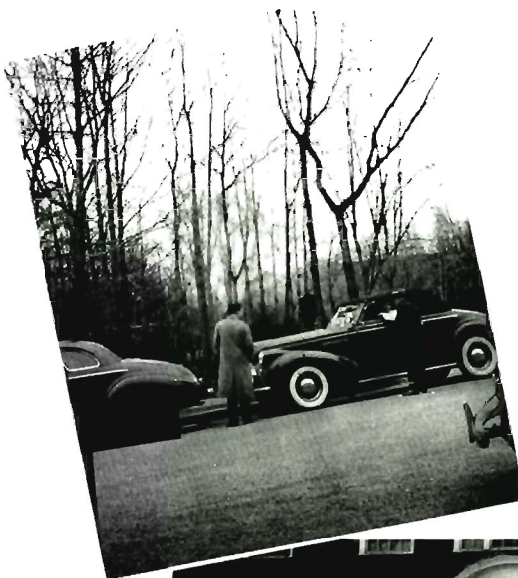
Classes

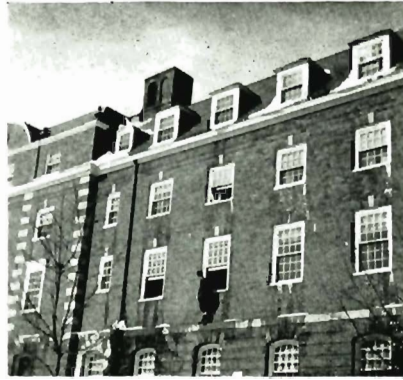
At Babson Institute, seniors are seniors, by virtue of training preliminary to entrance, or by completion of a year's training at the Institute itself. A further year's intensive effort merits the ensuing recognition. Juniors, when entering, look forward to climbing to the same heights via the path of hard work.



From the Seniors' **VIEWPOINT**

Appropriating a line from John Masfield, we asked for "a tall ship, and a star to steer by." We could not all have the tallest ships. We could and did enter Babson Institute to steer by men possessed of practical experience and eagerness to pass it on to us. We think they have done a good job, and now we leave our status as co-pilots to become captains on our own



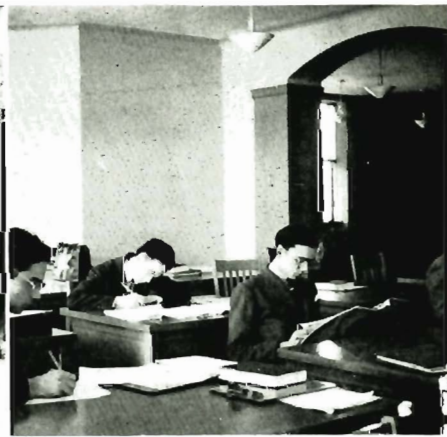
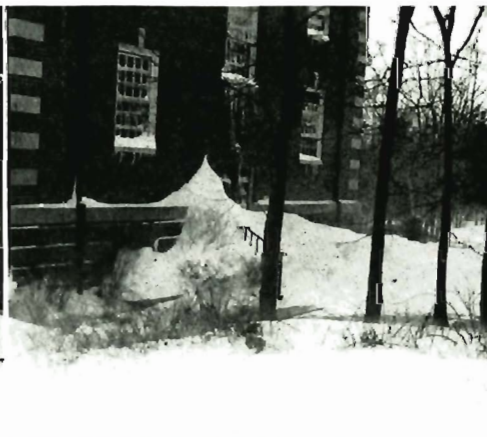


ships, however small or large they may be.

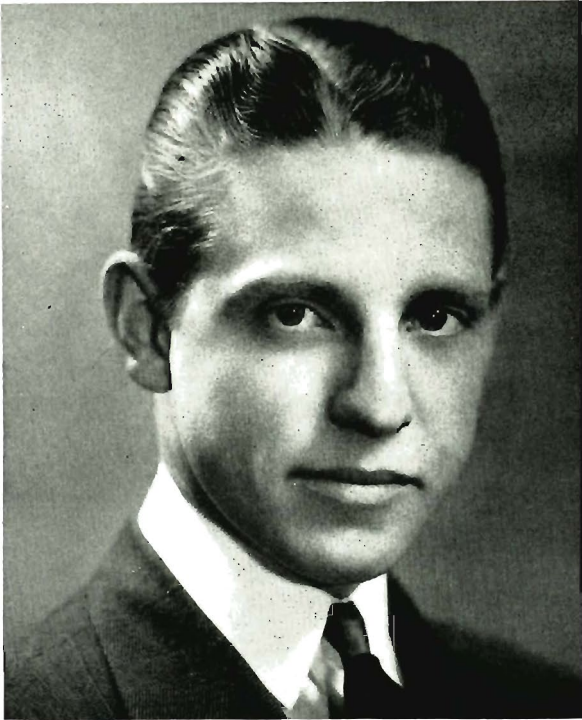
The period of preparation has not been an easy one for us. But it has blessed us with a full realization of our future responsibilities as we have gone ahead, day by day, in our training for business life, through activities many and varied, serious and light, - factory trips, market trips, conferences, conven-

tions, recreations, — all to be well remembered by us in years to come.

We have been taught to navigate in shallow water and deep, and have charted our courses. It is with hope and confidence that we set forth to follow these courses. We know now the truth of our motto, "It's not the gale, but the set of the sail."



THE SENIOR CLASS OF

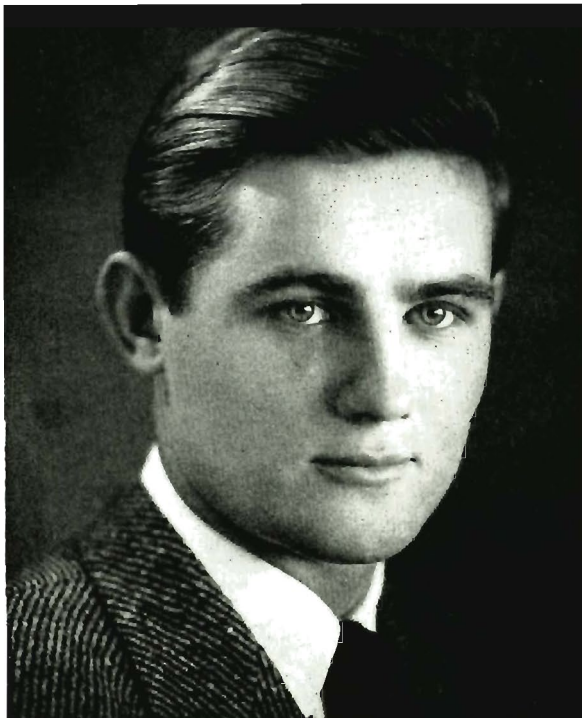


JOHN D. ANDERSON

305 Clifton Street
Barnesville, Ohio

Previous School: University School

Speed has never been a desideratum to Jack. Regardless of the work, he would still amble; yet due dates always seemed to find him with a well-done piece of work—on time. It has always been a source of amazement, how he could sit down to breakfast at 8:25, take his time, and still have the time card show 8:29. The secret must lie in great efficiency before breakfast. If he can maintain this, he should find great success and happiness in the management of his father's dairy business.



PAUL ANDERSON, JR.

Oaks Apartments
East Grove Street
Bloomington, Illinois

Previous School: University of Illinois

The "Illinois Flash" has been in the eyes of Babson Institute this year because of his outstanding athletic ability. A good student and a good athlete—these attributes make Paul what he is on the campus. How well we remember his three-mile jaunt around the campus—and his limping gait the next day. The University of Illinois lost a masterpiece when Paul left to come East. His classmates count him a fine and worthy friend.

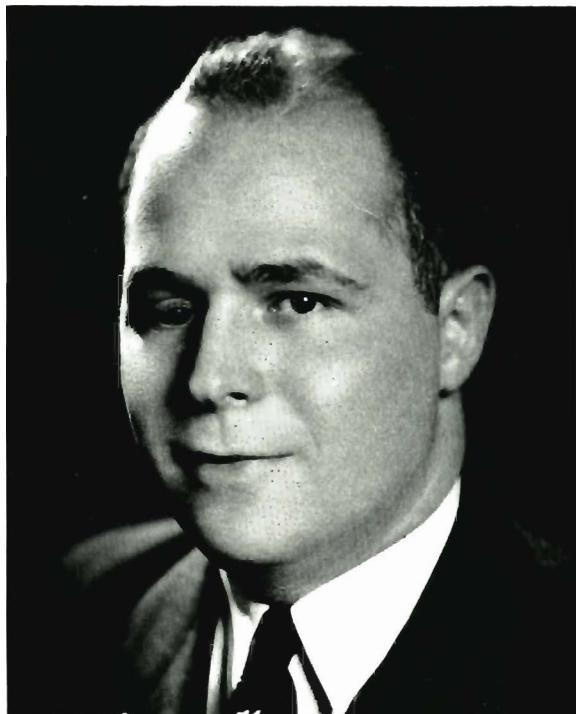
NINETEEN HUNDRED FORTY

H. WILLIAM BAUER

3016 Lischer Avenue
Westwood
Cincinnati, Ohio

Previous School: Washington & Lee University

"Banker Bill" made a lot of noise, and he also made many friends. At times, however, he wasn't quite sure of his friendship with our Production Chief, who possessed the unique ability of being able to outtalk him or to reduce him to silence with a well-placed shaft. Bill will be remembered for his warm-hearted generosity, which was available to all, his ability at athletics, and that laugh, which announced his presence even in a darkened Boston theater. He himself will have one memory of Babson that will never fade — J. K. and the disastrous Sewell problem of the Junior year.



CHARLES C. BOND

42 Brantwood Road
Arlington, Massachusetts

Previous School: Northeastern Law School

Charlie came to us on a Business Scholarship, well earned. He has had experience in the business world and brought to us finished examples of the attributes for which we train. The ever active Charlie found time to play on the basketball team, act as one of the night librarians, be Advertising Manager of the Alumni Bulletin, and a good student; time, too, to be jovial and helpful to those less versatile and business wise. Some business will get a bundle of activity and ability as he offers his service.



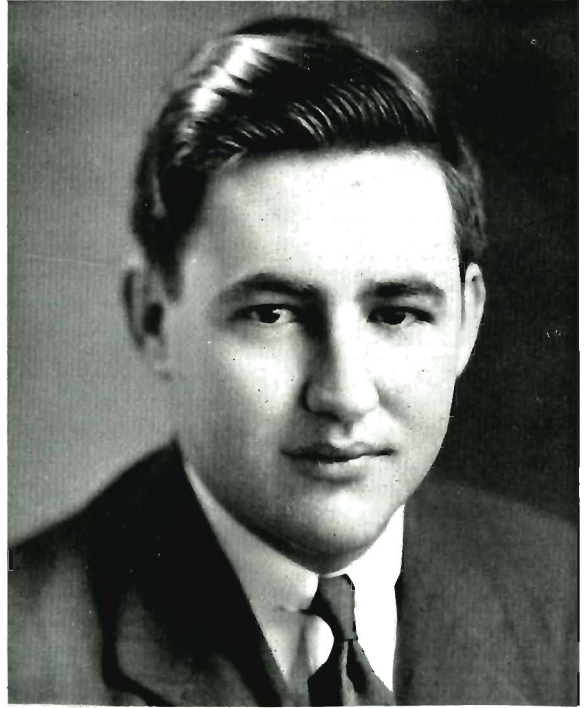
THE SENIOR CLASS OF

CANDLER W. BUTLER, JR.

1287 Ponce de Leon Avenue
Atlanta, Georgia

Previous School: Georgia Tech

Out of the Southland came Ken, bringing with him a heart as big as his now famous collection of glasses. Always ready to do anything for anyone, Ken readily made a multitude of friends, who will remember him for his big heart, loyal cooperation, ready wit, and steady brilliance. Only an executive in embryo could whip so many pictures and so much copy into line and make them fit—a fitting preamble to the shoe business where Ken eyes an executive position.



JOHN A. CASHMAN

2881 S. Park Blvd.
Shaker Heights, Cleveland, Ohio

Previous School: Princeton

Good-hearted "Cash" is one of Cleveland's gifts to the business world. Not exactly a gift either, for Time Magazine, Inc., is just about to begin paying him for his services. According to John, the Institute was an excellent place to stay while waiting for the week ends and the regular trips to New York. We wondered why this mere metropolis should so engage a world traveler until we learned of the denouement in June.



NINETEEN HUNDRED FORTY



GEORGE W. CHADWICK

"Woodlands," Lewiston Heights
Lewiston, New York

Previous School: Choate School

Another to be numbered among that distinctive group of Babson men from the Empire State. George talked little, said much. However, those who penetrated his formidable formality found in him a firm friend. True to the English tradition he favored sailing as a major sport, but squash was a strong substitute, as many of us amateurs know. Incidentally, he also holds the speed record from Bryant Hall to the Park Manor dining room. If George's attitude toward work at Babson is any indication, he will go a long way as a paper manufacturer.



GEORGE E. CONKLIN

Box 718
Binghamton, New York

Previous School: Binghamton Central High School

Imbued with an appreciation of the finer things in literature and art, George was our outstanding critic of the arts. He was also our leading authority on foreign affairs, and his opinion concerning matters of international importance carried weight with the experts. If the Doctor can keep his glasses on, he'll certainly be a success in the business world.



THE SENIOR CLASS OF

RICHARD S. DADE

75 Wilshire Park
Needham, Massachusetts

Previous School: Middlebury College

Watch the pins fall; then look at the score sheet with its rounds of strikes; we all know who's at the other end of the alley. It's "Dead-Eye" Dick hurling the ball down at 60 per, in deadly accuracy. No less unerring were his pet promotions. Dick Dade's Dirty Diner, to be known to patrons as "The Flintlock" was but one of them which restaurateur Dade conceived for the Finance class. Whether it be in business or any other line of endeavor, success should be inevitable for anyone with the good nature and fine sense of humor which Dick is fortunate enough to possess.



EDWARD H. D'ATRI

Courtland Hotel
Canton, Ohio

Previous School: Roxbury Academy

Ed is the only pilot in this year's class and although he talks very little of his ability here at school, in professional circles he is known as "Down-wind" D'Atri. He has had many successful conquests, both in the air and on the ground, and it is not for us to decide which were the most spectacular. Ed is of the quiet, retiring type, and can generally be found at home. However, he does go out occasionally. And there will be many broken hearts in the Greater Boston area this June when Ed leaves. We know he will feel badly also. To the laymen it seems impossible that he could love that many girls! Ed has always wanted to go to South America, but it has been a difficult task to find out whether he was more interested in the business opportunities or in the oft-pictured luxurious, South American way of living.

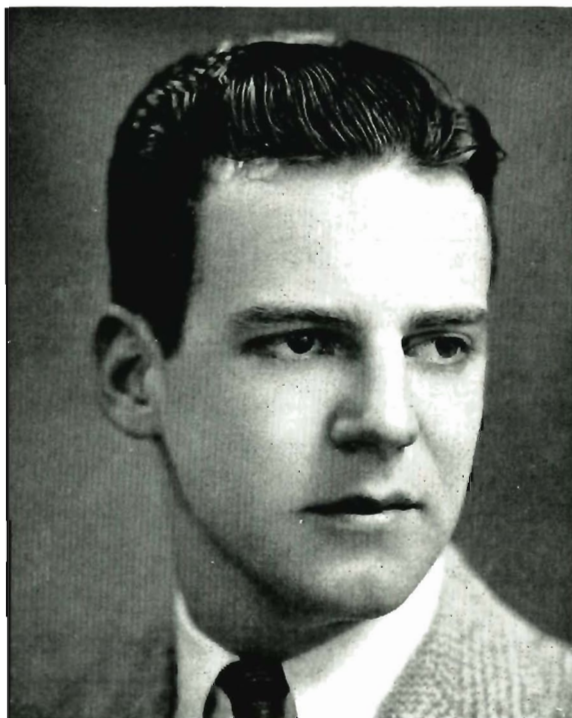
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ROBERT C. DENNISON

43 Prospect Avenue
Montclair, New Jersey

Previous School: Cheshire Academy

At 4:35 almost every day a blue roadster could be seen streaking away from the campus toward nearby seminaries. On week ends this same car headed out for more distant points. It was Babson's own Bob Dennison taking seriously his duties as Chairman of the Social Committee. Bob got more social mileage than most of us and more social results. Between times, "Denny" planned and worked in preparation for the paper pulp business. He seems well fitted for it, having shown marked aptitude as a crusher.

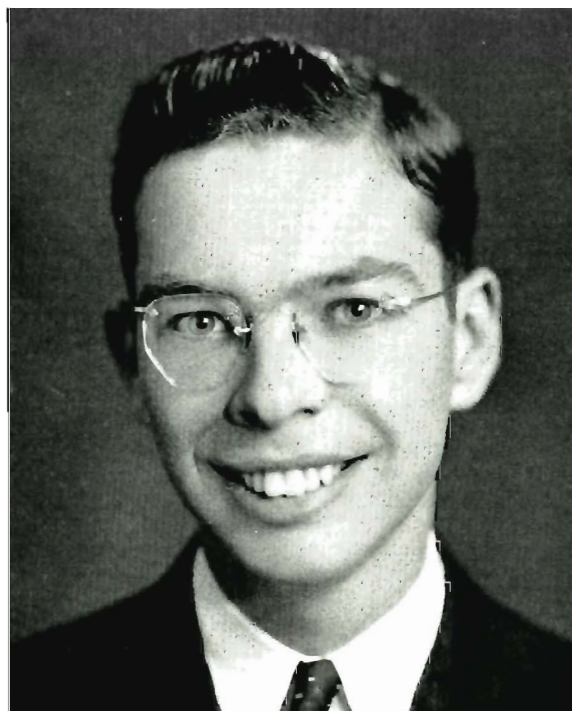


CLARENCE E. DeORSEY

84 Hackett Street
Lewiston, Maine

Previous School: Northbridge High School

It was "C.E." who proved to us that the only way to keep ahead of the times is with the Tribune. One year the ping-pong champion of Northbridge, located "just over the hill;" the next, a plunger into the wilds of Maine, facing the grave problem of finding a safe bank in which to deposit his savings. And we know, too, through experience, that he'll find one if there is one. There is hardly a sport in which "C.E." has not participated to some degree, and there is no doubt in our minds that he will maintain his high batting average in the business world. When all else fails, "C.E.'s" spontaneous wit and sense of humor will carry him over any obstacles.



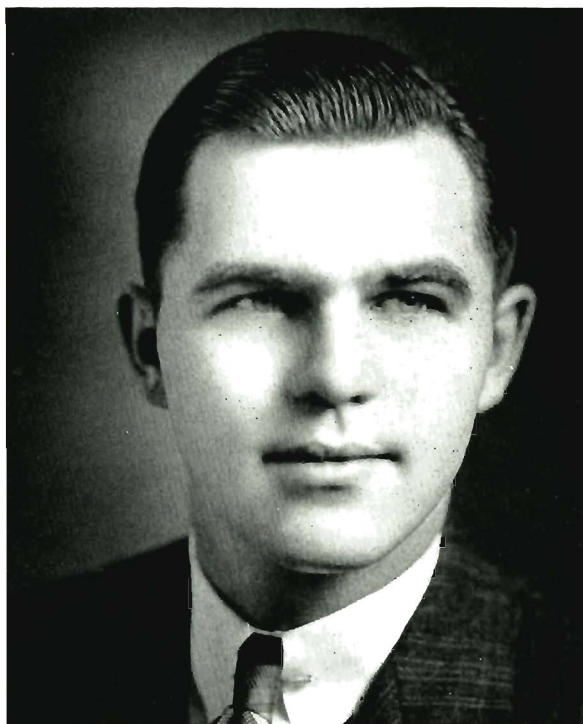
THE SENIOR CLASS OF

THEODORE DONALDSON

55 Beverly Road
West Orange, New Jersey

Previous School: Washington & Lee University

Tall, dark, and handsome we will always remember "Duke" as an able classmate, a sincere student, and a regular fellow. He brings a good time to any group and takes a good time away for himself. Sweden before hostilities and after is one of his keenest interests and his favorite topics, for in this direction lies his future.



ROBERT F. EVEREST

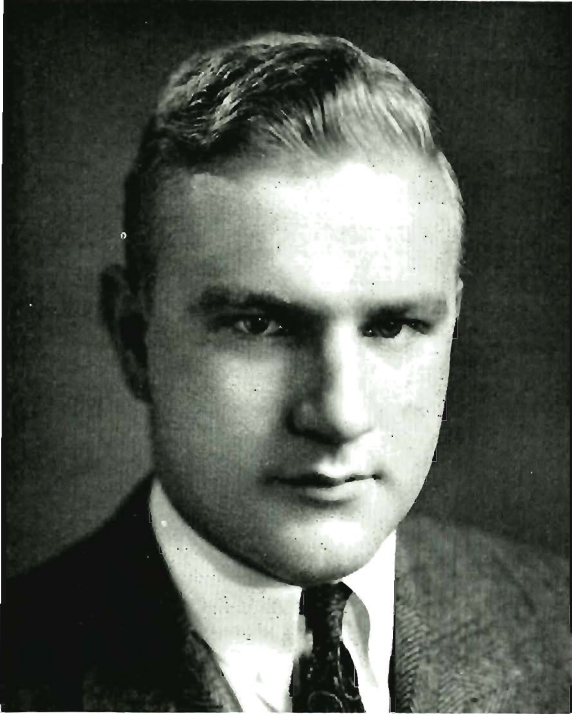
29 Birch Road
West Hartford, Connecticut

Previous School: Colgate University

Good, common sense should take Bob far. He is practical in all he does, with a hard head that will dodge many bumps and shunt off many others. Those who know him admire Bob's straightforwardness, his courage, and the certain amount of tenacity that hangs on to accomplishment. The electrical wiring device industry is getting one of Babson's finest men when Bob goes "on the road" in June.



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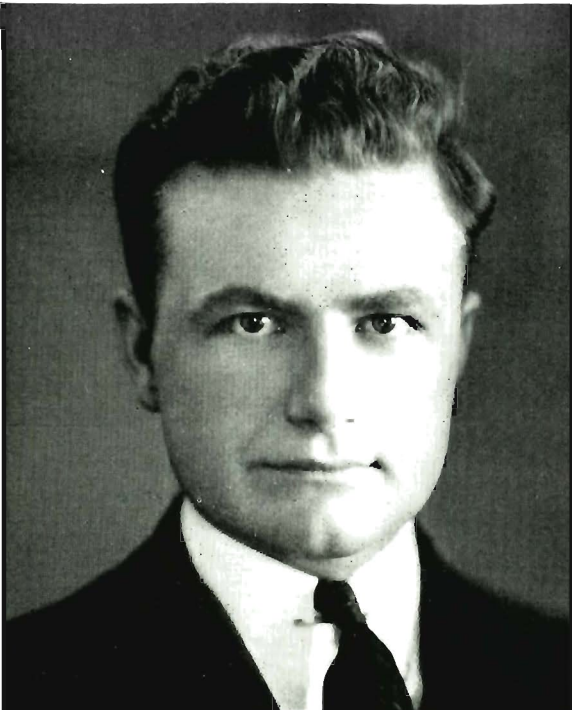


JAMES H. FLINN, JR.

1000 Harvard Road
Grosse Pointe, Mich.

Previous School: Princeton University

Who among us can possibly forget him, this good fellow with the build of Hercules and the innocence of Daphne? A Puritan of wit, the last of his kind, he often seemed deeply engrossed till some swift sally made his presence known among us. There is none to whom we more sincerely wish success than to "Bosco."



GEORGE M. FOSTER

67 Curve Street
Wellesley, Massachusetts

Previous School: Holy Cross

After graduating from college, George decided to further equip himself to enter upon a business career. We are glad he chose Babson. His cheerful smile and sunny disposition, both in the classroom and on the basketball court, were assets which did not seem to suffer depletion with use or trial. In the evenings he let us in free at the library; at the Community Theatre perform he was less generous.

THE SENIOR CLASS OF



HARRY W. GEE, JR.

Stamm's Lane
Wheeling, West Virginia

Previous School: Linsly Institute

A familiar sight on campus has been Harry and his camera. Neither dark of night nor fury of storm stayed our sturdy photographer in his quest for pictorial mementos of school life. A good student, a fine athlete, and a good sportsman, he will be long remembered by us all. His demonstration of the method of closing a sale should go down in history. The Gee Electric Company will indeed profit by its acquisition of this staunch Babson man.



PHILIP GODDARD

50 Fairview Avenue
Brockton, Massachusetts

Previous School: Choate School

Hailed as the "Flash," Phil has long since won his laurels on the track. He has kept in practice by jogging daily from class to the dining room of Park Manor in record time. Quick to burst into flame, equally quick to cool, his warm and friendly nature has made him a friend of all. When Phil starts a thing, he sees it through to the finish, win, lose, or draw - - an excellent quality in any budding businessman who hopes to keep in the running.

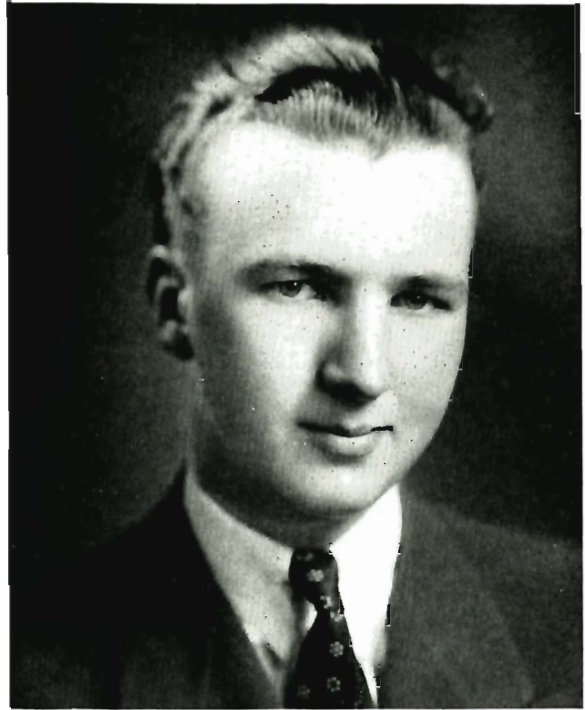
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WILLIAM L. GORMAN, JR.

30 Stone Avenue
Bradford, Pennsylvania

Previous School: Bradford High School

Bill, who hails from down Bradford way, combines the ability to see a job through with one of the best dispositions we have ever observed. Whether in conference discussion or any other form of personal association, he is the type of man whose opinions are never downed without a gallant struggle — the type of material of which leadership is made. It seems inevitable that whatever business Bill chooses, he will be a success in it, because he can lead or follow, influentially.



LIEUT. H. L. HENDRICK

1605 Fifth Avenue
Fort Worth, Texas

Previous School: U. S. Naval Academy

The Lieutenant has pushed victoriously through his studies with the merciless force of a dreadnought. When he gets going we are reminded of the big guns and have a contented feeling that our "first line of defense" is entrusted to such men. Our best wishes go with him and his friendly family as they return to our defense in a perilous time.



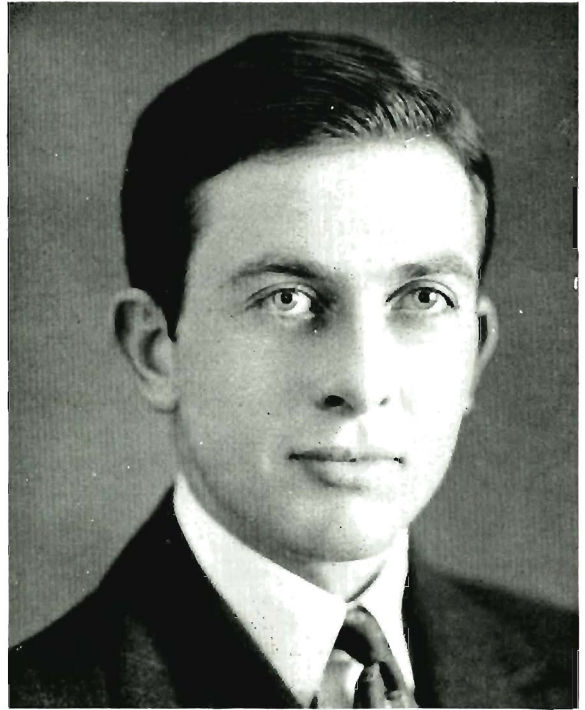
THE SENIOR CLASS OF

JOSEPH S. HOOVER

210 W. Summit Street
North Canton, Ohio

Previous School: Dartmouth

Undoubtedly "Wiry Joe" has been an outstanding man in his class, being most versatile and active. He has starred at football and basketball, excelled in bowling and skiing, been a scholastic leader in all his classes, and has shown unchallenged talent in musical and social activities. There is so much persuasiveness in his smiling, frank, and personable make-up that it is hard to imagine the housewife who will be able to refuse to buy a Hoover Cleaner from Joe.

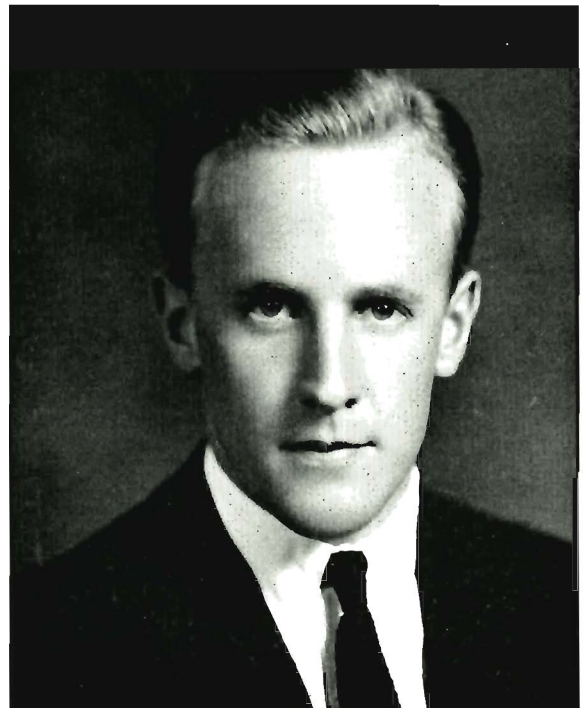


SAMUEL W. HOWELL

122 Edgeview Lane
Rochester, New York

Previous School: Westminster

With a swish and a cloud of powdered snow, a skier goes by and it does not take much of an imagination to know that this is Sam. Every week end this winter he has gone North to "hit the boards." And on the whole, they have been very canny week ends. Sam is going to work for American Can and he should do well in that business as he has practically lived out of cans during these week ends. On the campus many an activity has had the stimulus of his pleasant personality and leadership.



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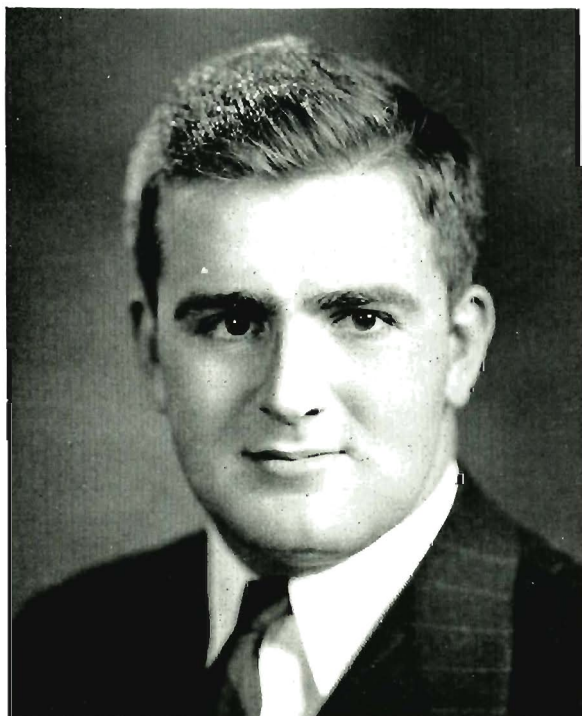


NEAL JACOBS

25 Chestnut Road
Needham, Mass.

Previous School: Harvard

What would the classroom and library be like without his wit and dissertations, upholding the dignity of membership in "the brotherhood of educated men"? A capable student as a scholarship man should be. Longest remembered though will be his unfailing good humor and cleverness.



GEORGE F. JOHNSON, JR.

33 Summer Street
Weston, Massachusetts

Previous School: Trinity College

"Squeaky" is famous for his noisy cars and his tumbling ability. When cars and things were not running as smoothly as they should be, George was always ready and willing to relieve the friction or tension by some deft twist. So it is not so remarkable that junked cars always sufficed for his junkets, whether production trips or more romantic ones. The service side of a department store or credit agency may soon call for this ability to make a little go a long way.

THE SENIOR CLASS OF



CHARLES T. JONES, III

Lundale Farm
Oak Hill, West Virginia

Previous School: Hun School

"Tandy" is a big boy — in stature, school activities, and popularity. There is little that Charlie cannot do, and probably nothing he hasn't tried to do. He took the coal industry apart while he was here and what he didn't know, from living in the center of the coal district, he found out. Perseverance is one of his finest characteristics — one that many of us covet. Now that he is growing up in more than one direction, we are certain that no problem will be sufficiently difficult to daunt him.



WILLIAM H. KERSHAW

2717 Collingwood Street
Toledo, Ohio

Previous School: Miami University

8:29½ A. M. and up the concrete walk to Lyon plods this finished exponent of the "savoir-faire" of cafe society. To observe him in conference, one might think his thoughts to be miles away; many an instructor, too, has made this misassumption, only to have Bill expound one of his theories in a way that truly amazed us all. Good natured and possessing a unique sense of humor, Bill could get a laugh without doing so at the expense of someone else. The world likes this kind and he should go places.

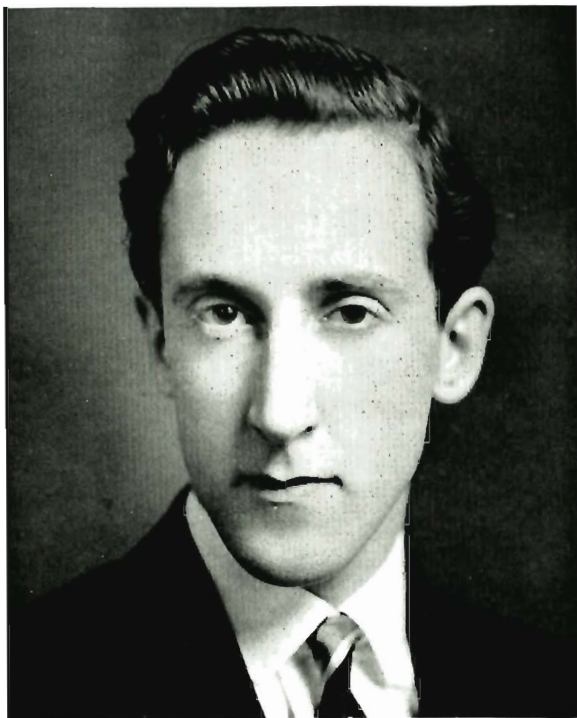
NINETEEN HUNDRED FORTY

ROBERT L. KEYES

3509 Humboldt Avenue, So.
Minneapolis, Minnesota

Previous School: Hamline University

Out of the Middle West came Bob bringing with him a subtle humor rare in any region, but profuse among the pages of this book. We could not have hoped for a more willing and co-operative worker to help us in our journalistic strife. He enjoyed a good time and knew where to find it—it certainly didn't take him long to discover the location of our beloved Bacchante Room and renowned Zombie cage. He was no slouch on the tennis courts either, and this sport should serve to keep him physically fit to meet the rigors of a modern milling business.



DONALD B. KIRKPATRICK

61 Thomas Street
Portland, Maine

Previous School: Bowdoin

"I.B." came to us from "down in Maine." He brought with him a variety of musical instruments, a wood-carving set, a collection of pipes, and many other miscellaneous items, plus a pleasing personality, a lot of wit, and even more common sense. His ability as a speaker and a story teller is unmatched, and it will be a long time before his classmates forget his classic illustration of ingenuity in Public Speaking class. He is best described by this quotation: "Born for success he seems."



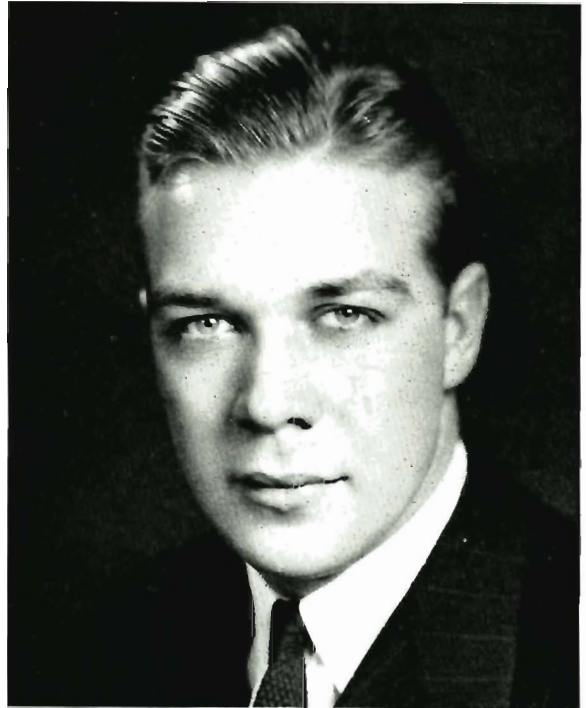
THE SENIOR CLASS OF

JOSEPH F. LAGERMAN, Jr.

47th and Pine Streets
Garden Court Apartments
Philadelphia, Pennsylvania

Previous School: Severn School

Every time we see a Swift Premium advertisement we think of Joe, who aspires to success in the packing business. A good start he has, being the "swiftest" member of the class to get a job. Among the several potential Bing Crosbys in school, Joe has been the most persistently potential, having done more than the others to take singing out of the shower and put it where it does not belong. A light heart does not preclude practicality in industry, and Joe was chosen during his senior year to guide the juniors in the ways of work habits.



RICHARD W. MARSELLUS

204 Sedgwick Drive
Syracuse, New York

Previous School: Deerfield Academy

Capable, yet unassuming, Dick readily wins the friendship of all who know him. There are no two ways about Dick - whether working or doing something else, he applies himself completely and wholeheartedly. His remarkable ability to budget his time and direct his energy is envied by all. In conference he says little, but a glance at his grades will confirm the old adage that "still water runs deep." Quietly, but surely, he will achieve his goal.



NINETEEN HUNDRED FORTY



JOHN E. MARSH

70 Delmont Avenue
Barre, Vermont

Previous School: Spaulding High School

This true son of Vermont, with his ready smile and good nature, quickly became a favorite with everyone. Insurance was his forte, and he was ever ready to defend it against any and all comers. If ever you find this fellow in your office with an insurance policy in his hand, you're as good as sold.



MAJOR OWEN M. MARSHBURN

United States Army

Previous School: University of No. Carolina

In the Major we found a true gentleman of the Old South, a top student, a wise friend, and a democratic leader. Many of us who have listened to and taken his counsel know that he has a genuine love and admiration for the youth of America, whom he leads in peace and war. We are proud to have been associated with him at the Institute. We don't mind the defeats he has administered at golf and bridge, and sincerely hope that our acquaintance will not be completely broken after he leaves us for stern duties in the army of Uncle Sam.

THE SENIOR CLASS OF



CARL A. MARTING

173 Seminary Street
Berea, Ohio

Previous School: Baldwin-Wallace College

Among many virtues Carl was notable for sincerity. It brought him a host of friends. After distinguishing himself in athletics during the early months, he further singled himself out by being the first member of the class to get married, obtaining a yes just before the beginning of the leap year season. And we don't blame him for hurrying down Wellesley Avenue.



LAWRENCE S. MAYERS, JR.

262 Central Park West
New York, New York

Previous School: Fieldston School

Larry did his work consistently and well to rank high in his class throughout the year. At Katy Gibbs and Vassar where he "flew" in the Black Beauty, his quiet and gentlemanly manner found him several supporters. In arguments with Rositer, he won many firsts. As author of editorials, he electrified the campus, and defended his points with good-natured conviction in a manner admired by us all.

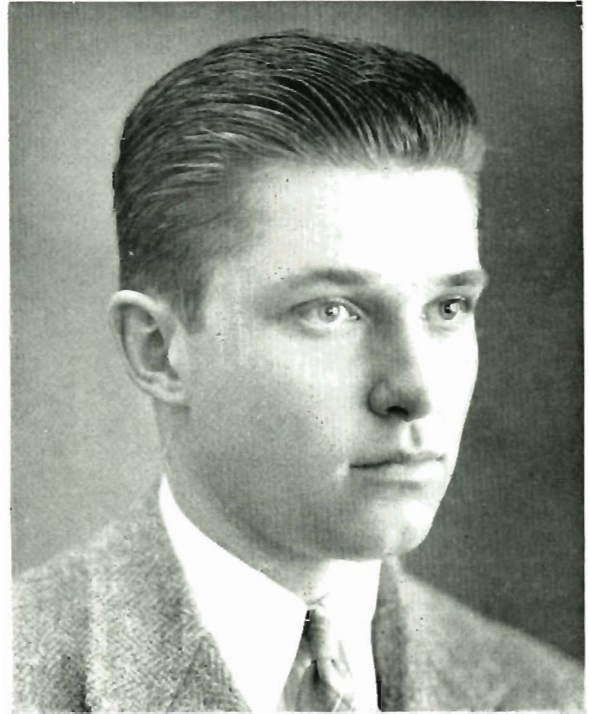
NINETEEN HUNDRED FORTY

GEORGE MILLER

18 Jameson Road
Newton, Massachusetts

Previous School: Harvard

George Miller is the accredited "glamor boy" from Newton's 400. This manly Brenda Frazier is at least given credit for having seen most of the best people in the worst places. George is far ahead of most of his competitors, for he has now started dressing in Boston and flying to New York for dinner. South America seems to have got quite a hold on this romantic member of the class, and it is possible that unless he raises his efficiency as a Lochinvar, he may be off for South America. George has a well-rounded personality and a good business head. This should make him a welcome asset to any company for which he works.

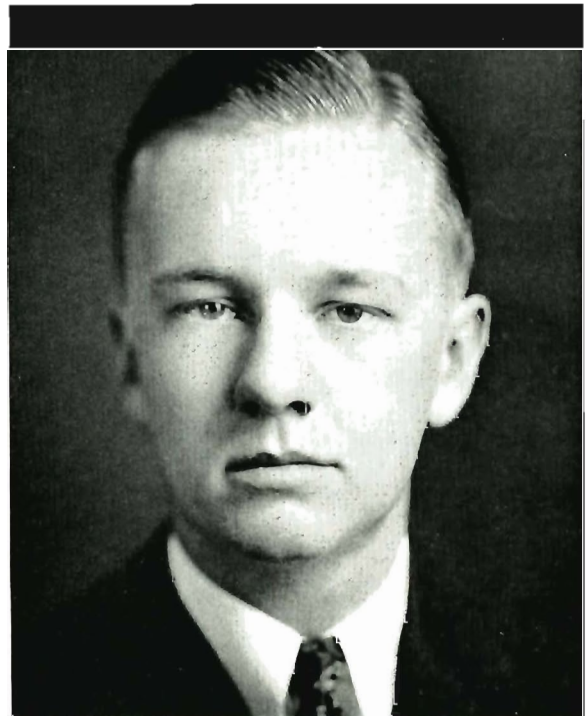


WILLIAM F. MUSSENDEN

16 Garden Street
Bath, Maine

Previous School: University of Maine

The salt sea air of the far northeastern sea-coast produced this distinctive lad. One would expect him to be a good sailor. And he is. He sailed through the hazards of new friends and studies with the speed and ease of a Yankee Clipper. An able student, athlete, and good fellow, we predict that Bill will make a name for himself in some occupation closely associated with the sea, salt, and ships.



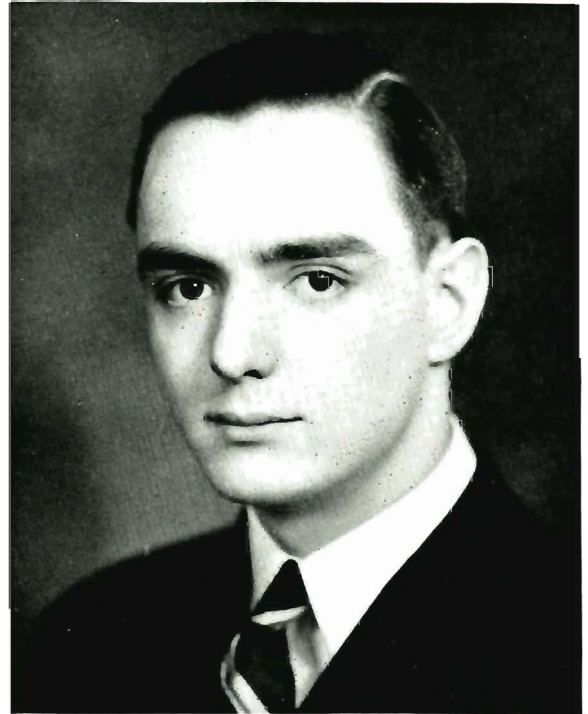
THE SENIOR CLASS OF

HUGH M. McCRACKEN

32 Ballantyne Avenue North
Montreal, West, Quebec

Previous School: Ridley College

"Mac" came to us from the North Country as a student, but through superior ability, he was added to the faculty to assist "Pete" in accounting instruction. The arrival of this twenty-first birthday was a rare occasion, and the celebration incident to it will be long remembered by every one of us. "Mac" likes our country, but is puzzled as to why wire fences are camouflaged in such a manner as to trip the unwary.



GEORGE N. McMAHON

89 State Street
Brewer, Maine

Previous School: University of Maine

Mac is without doubt one of the most proficient storytellers ever to enter Babson. It will be a long time before any of us forget the tall stories that he brought to us from the tall woods of Maine, both near and far from the booming metropolis of Brewer, his native city. As a brewer and dispenser of stories, he has tried to live up to the name, if not the traditions. Although Mac seems to have had experience in most fields, he has chosen the field of purchasing in which to pursue a future. We are all sure that "Forty Fathom" Mac will catch plenty of success in the purchasing department of some company.



NINETEEN HUNDRED FORTY



FRANK OGDEN

Crescent Drive
Clinton, Iowa

Previous School: University of Wisconsin

The endowments of an able mind, a splendid physique, and easy social graces have made Frank a conspicuous member of the class. Though the youngest in his division, he was by no means the least self confident, and naturally enough, since he did well in all his student endeavors. He has the distinction of being able to absorb accounting between naps. It is hard to imagine Frank attaining anything short of success.



WILLIAM H. PETERSON, JR.

3003 Wheeling Street
El Paso, Texas

Previous School: Harvard

If ever the axiom "A gentleman and a scholar" was apropos in description, it is here. Although Pete came to us from Harvard, we soon learned to respect this genial Texan. Conscientious in enterprise, he yet could be depended upon for a full share in the lighter things in life. It takes a light heart to walk the railing of a railroad overpass under the silent observation of a Wellesley policeman and to meet him nonchalantly on the other side. Both agreed that the weather was cold and parted company respectfully.

THE SENIOR CLASS OF



ALFRED J. RICE

1688 Beacon Street
Brookline, Mass.

Previous School: Mass. Institute of Technology

As a socialite, a writer, or a manager, Al could adequately handle the job. His talents as a qualified journalist were displayed as editor and manager of the STATISTICIAN. Al has the unusual ability of being able to work very hard when necessary, along with the faculty for complete relaxation when the time comes. Add to these qualities a smart scholarly head and one of the most pleasing personalities we have yet experienced, and you have a picture of the working-playing businessman we read about.



EDWIN R. RIDGWAY

355 So. Rimpau Boulevard
Los Angeles, California

Previous School: Stanford University

From the beginning of the year, when he spoke for the new seniors at the student-faculty dinner, "Smilin' Ed" proved his worth as a son of California. His eloquence in speech class has assured him of a place in our memories. In spite of the clouds of blue smoke from Mussenden's cigars, which darkened their room, Ed's sunny smile never dimmed. We never did discover his destination on those week-end trips, and he'd never tell us a thing.

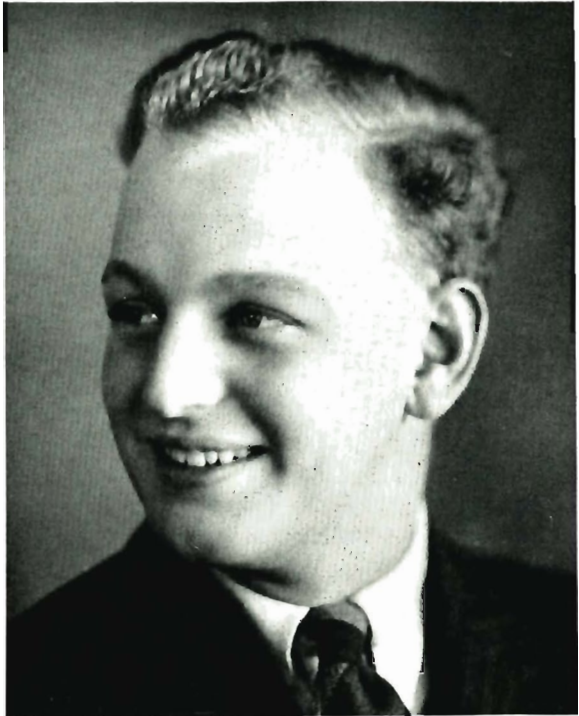
NINETEEN HUNDRED FORTY

COURTNEY M. ROFF

Loudonville
New York

Previous School: Williams College

From the time that he first blandly proclaimed the fact that he was "a new kid in school," "Red" was assured of a place in the memory of us all. Possessed of a keen and wide-awake mind, he has many times over proved his prowess both in the classroom and on the baseball diamond. We found him never too busy to lend a helping hand, yet woe be unto him who tried to best the "Red-head" in a battle of words. In the battle for circulation he had proved an admiral unafraid of the biggest guns. We predict for "Court" a successful career in his chosen field - textile manufacture.



ADRIAAN ROGGEVEEN, III

12 Belleview Street
Weehawken, New Jersey

Previous School: Phillips Exeter Academy

"Ruggy" has many interests centered around the shipping industry. He is an internationalist; to him France and Holland are as familiar as are these United States. "Ruggy" combines a pleasing personality, distinguished appearance, and a command of the English language with a cosmopolitan knowledge of life and business. They should prove invaluable. May he be faced with problems, for problems are for solving, and solving brings success.



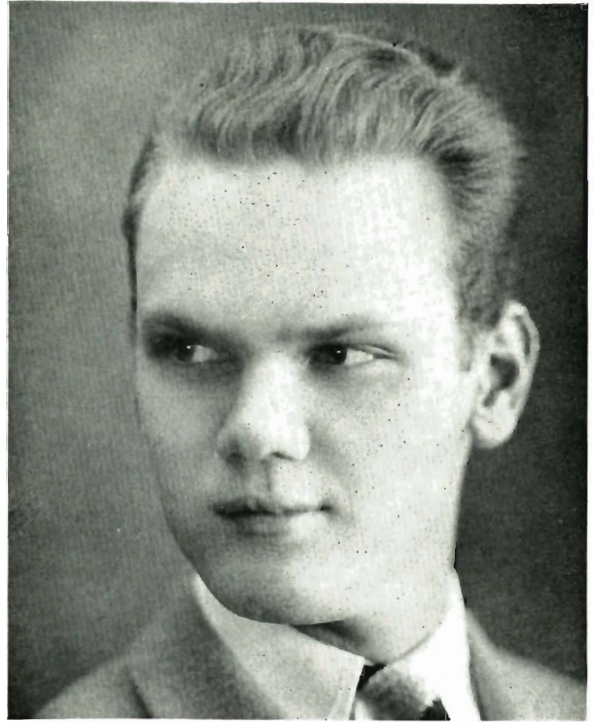
THE SENIOR CLASS OF

JOHN ROSSITER

85 Terry Road
Hartford, Connecticut

Previous School: Phillips Exeter Academy

A mighty car, with the speed of light, a cloud of dust, a motor's roar, and "Johnnie" rides again! Thus were we introduced to this "Barney Oldfield of Babson Park." However, we soon found that he did not plan to confine his powers to the driving of motors. He intends to make them - steam turbines - for Uncle Sam and other good customers. If he is occasionally late in a delivery, we feel sure that "Jack" will be undisturbed by the throat clearings and stage whispers which sometimes greeted his tardy entry into his Lyon Hall conferences.

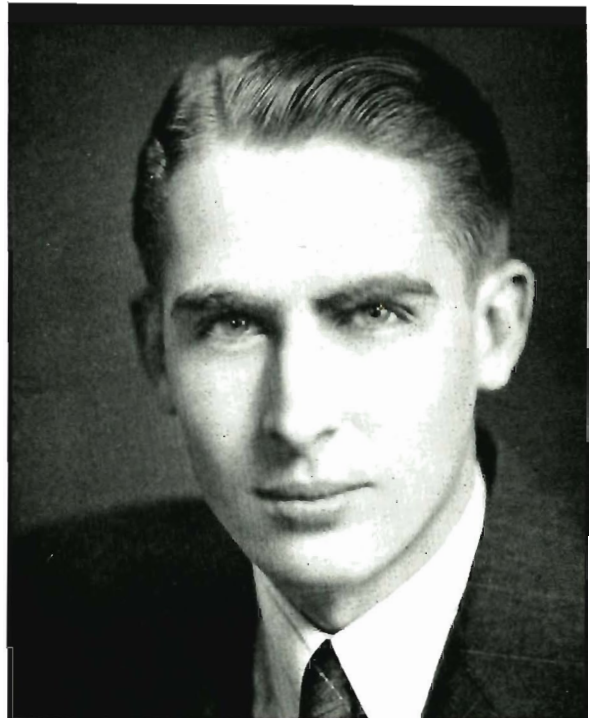


FRANK C. ROSSMAN

31 Woolnough Avenue
Battle Creek, Michigan

Previous School: University of Michigan

As a representative of the breakfast food center of the United States comes this serious delegate. He may appear to be quiet as well, but to those who know him, he has the pep of his native city. A good share of it he generously gave to the advertising problems of the Babsonian which always welcomes such a producer as he is. Here's good luck to a fine fellow as he goes out to capitalize on his experience in advertising and publishing before and at the Institute.





NINETEEN HUNDRED FORTY

HARRY SCHROEDER

514 Fourth Street
Fort Madison, Iowa

Previous School: Notre Dame

A graduate of Notre Dame, Harry brought to Babson the true spirit of the "Fighting Irish." Fine athletic ability, scholastic capacity, sociability, and astonishing oratorical powers are only a partial list of his exhibits. Many a Babson man will rank his stirring speech on "How Not To Get A Job" as the classic of the year. He loves Greater Boston, equally with the campus schedule, and hopes to attain summa cum laude in both. Such twin aspirations are possible enough when one is as high-powered as Harry.



ROBERT F. SCHUMANN

100 Berkshire Road
Newtonville, Massachusetts

Previous School: Newton High School

Prevented by an unfortunate illness from graduating with his original class, "Schume" became a member of our first Finance group. His ever-present good nature made him the object of frequent sallies and jokes, which he always repaid in kind. An expert operator of the electric calculator, he established a record for the amount of mechanical ciphering. We were all sorry to lose this "champion of the square deal" at the end of the fall term.

THE SENIOR CLASS OF



J. HAYWARD SEVIER

1703 Tenth Avenue
Greeley, Colorado

Previous School: University of Denver

Hayward came to us from Colorado with freshness and assurance built on years of successful experience in the business world. His classmates soon came to know in him a conscientious worker and an honor student. Quickly he was selected for leadership on the 1940 BABSONIAN and on the Student Executive Committee, two of the most important campus activities. To both he has contributed untiring energy, solid judgment, and enviable achievement. He has had us awed, and it is said he has business bidding.



JACK SOBLE

5628 Woodbine Avenue
Philadelphia, Pennsylvania

Previous School: Pennsylvania Military College

Drug chains, wholesale houses, and the "ponies" are Jack's world, and his enthusiastic disclosures about all three vividly opened our eyes to his diversified accomplishments. However, his major interest, and fiancée, was in Quincy, to which spot he regularly departed at 4:30 probably to another time clock. As an active participant in class discussions, he alternately became friend and foe of Dr. Matthews, whose eyes gleamed questioningly whenever Jack took the floor in public speaking class.

NINETEEN HUNDRED FORTY

RICHARD A. SOLOMON

1878 Commonwealth Avenue
Auburndale, Massachusetts

Previous School: Mount Hermon

"Bing's" car, the BOMBER, was the clamoring fanfare announcing a peace-loving personality, but one famous outburst in defense of his automobile against the aspersions of our production chief evoked a dynamic demonstration unequaled in Millea's melees. It was without success that he conducted his notorious campaigns in Dr. Bird's office for the purpose of ——— (Sorry, the purpose is still a mystery to us.)

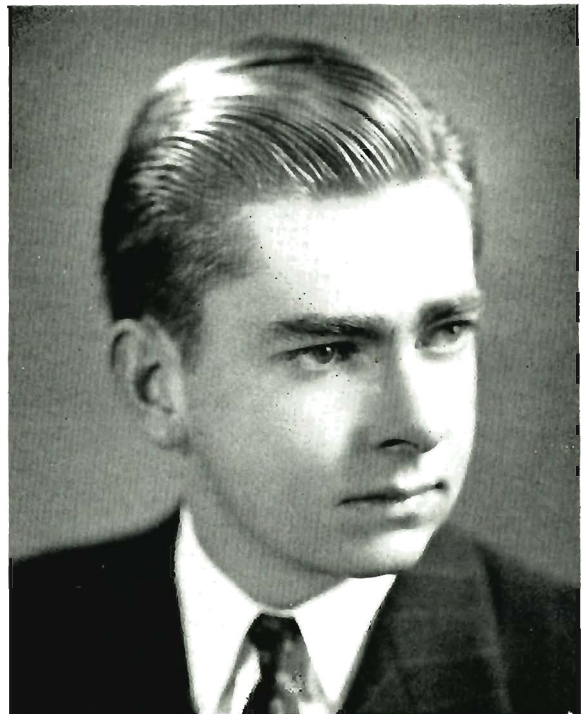


WILLIAM M. STEPHENSON

2017 San Pasqual Street
Pasadena, California

Previous School: Dartmouth

This fellow Bill hails from California, and eats "ham and eggs" every morning for breakfast. He is well known, among other things, for the large number of telephone numbers in his little red book, and for his interests up Dartmouth way whence we think must be some of the highest of his numbers. Bill represents one of the vanishing types of students, who don't, and probably won't, walk a mile for a Camel. He is gracious company and some advertising business on the West Coast will like him, as we do.



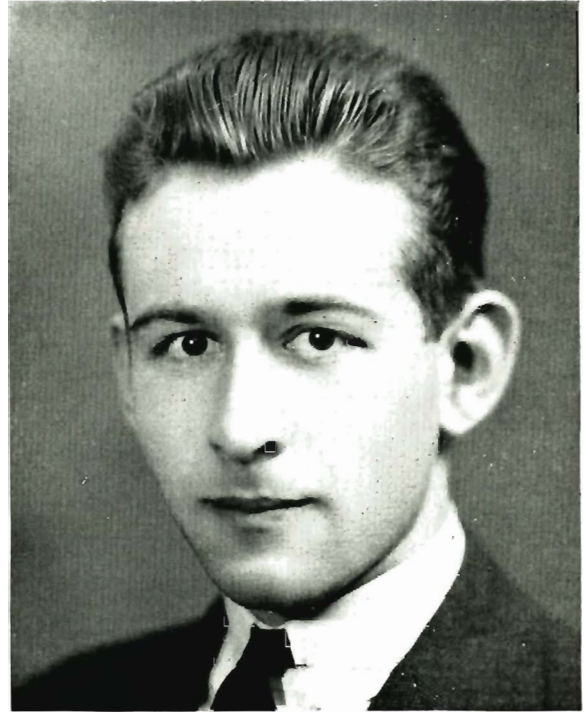
THE SENIOR CLASS OF

THOMAS B. STINSON

2 Brookshire Road
Worcester, Massachusetts

Previous School: Yale

Among many memories of Babson, none will be more vivid than those deep, bulldog growls uttered from the throat of good-natured "Stins." His daily crossword puzzle out of the way, and settling down to an afternoon of work, Tom invariably would be interrupted by "Hey, Stins, how do you spell this?", or "What does this word mean?". A pleasant growling of the answer showed us both a good disposition and the mastery of an art. But Tom was not only a master of English, he could always be depended upon to give a party any necessary "push" over the dull spots. We've truly enjoyed his company.



JOHN R. STROH, JR.

440 Alameda Avenue
Youngstown, Ohio

Previous School: Culver Military Academy

"All right, fellows: how about a little quiet?" - and we knew that Johnny had found the next day's assignments to be no "cinch." Another Ohio man, his specialties are clay and steel - fields in which he has become "statistics conscious." Among us he has earned for himself a reputation as a hard worker and a good student. Well equipped, John will make his mark as a broker of basic products for a basic industry.



NINETEEN HUNDRED FORTY

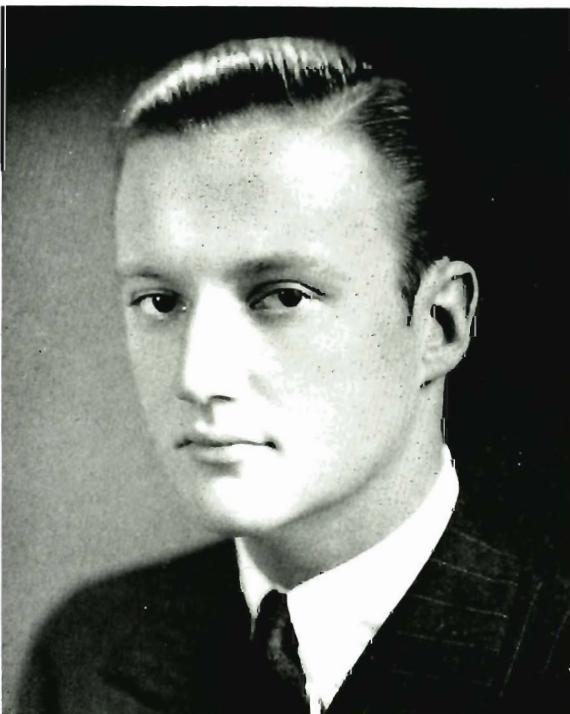


ROYAL C. TAFT, JR.

124 Fifth Street
Providence, Rhode Island

Previous School: Brown University

Genial and co-operative. Roy was a stabilizing influence, which we lost and missed when he left at the end of the fall term. Like the derived demand of the economists, at least part of this influence and inspiration came from the weekend excursions to Providence where Roy is the young head of a household.



JOSIAH V.K. THOMPSON

Fox Hill
Uniontown, Pennsylvania

Previous School: Yale

With Choate and Yale for a background, Joe made an easy transition to the Institute hills. Here he has done well in what he has attempted — balancing on skis on dizzy slopes, riding fractious mounts, taming unruly courses. It is hard to picture the reserved and well-poised Joe as anything less than a graceful, gentlemanly executive.

THE SENIOR CLASS OF

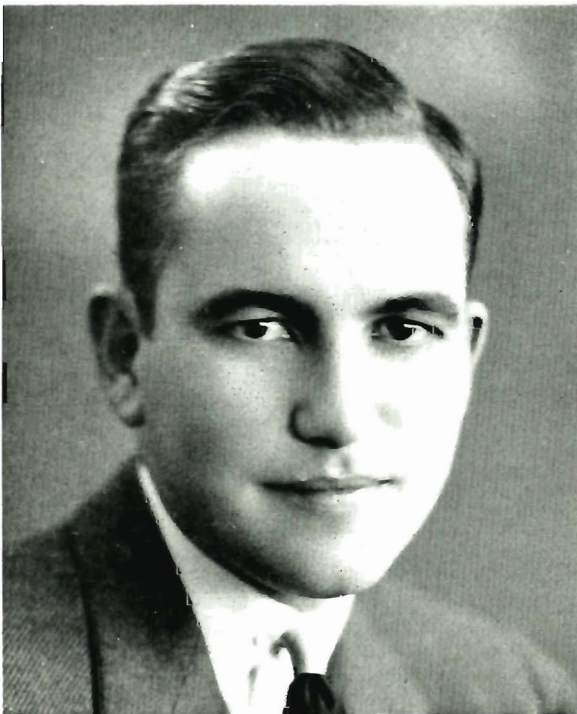


ARTHUR B. TINGLEY, JR.

28 Jenny's Lane
Barrington, Rhode Island

Previous School: Vermont Academy

"Shylock" Tingley is one of the school's most prolific spenders. In spite of his apparent proclivity for wasting his sustenance in expensive living, he has maintained the most spotless transportation. While here Art has had a broadened and vital interest in the real estate business and some sort of a suburban development carried him as far afield as Northampton during the week ends. Though he seems to be a sailor at heart, we know that he will do well on shore.



FRED TOD, JR.

278 Broadway
Youngstown, Ohio

Previous School: Choate School

Conservative in manner and dress, "Fud" came to us looking like the typical executive. His big LaSalle was a familiar sight, not only on our own campus, but on the campus of Pine Manor as well. In skiing, bowling, and squash "Fud" was among the leaders. After Babson he will tackle the field of finance, and if his attitude toward work here at the Institute is any indication, it won't be long before Fred's desk will support a small but meaningful sign entitled "President."

NINETEEN HUNDRED FORTY

JOHN DB. TRAVER, JR.

549 Union Street
Hudson, New York

Previous School: Yale

There has never been much argument about who is the smoothest boy in Babson, — the "Ravin' Traven" has won hands down. However, the "Dube's" impeccability of attire has not prevented his scaling sheer walls, even to second story windows. Johnnie, as editor of the 1940 BABSONIAN, has done a real job of corraling and correlating material for this issue. Judge for yourself. Besides this achievement, he has found time to keep his high ranking in the green record books.



THOMAS A. VALLEE

Dunover Farm
Cedarburg, Wisconsin

Previous School: Shorewood High School

Though no relation to the famous orchestra leader, Tom was still one of our leading ballroom habitués. However, his numerous social activities did not prevent his stepping out with a high hat full of right answers at the right time. He has been a member of the "Statistician" staff, and has worked hard on the 1940 BABSONIAN, which experience will serve as good capital for a planned career in Advertising and Sales Promotion.



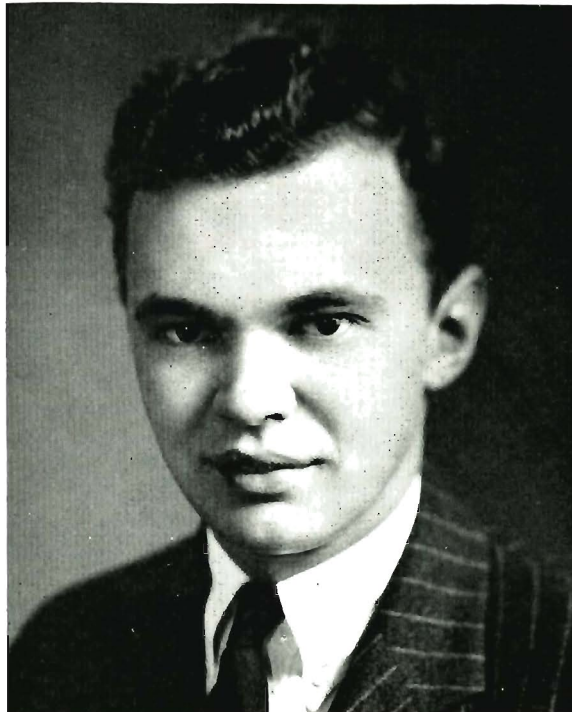
THE SENIOR CLASS OF

WILLIAM G. WALKER

580 Lincoln Avenue
Erie, Pennsylvania

Previous School: Strong Vincent High School

Willie was one of our floorwalkers in constant search of a thriving bull session or a good bridge fight. He was also an adroit hand at helping us entertain our lady friends, smooth or "difficult." Possessing a fine sense of humor and an excellent disposition, he laughed at our jokes, and worried with us about our futures. He will leave behind one unsolved question — Can he consume eighteen (hard-boiled eggs, of course) in three hours?

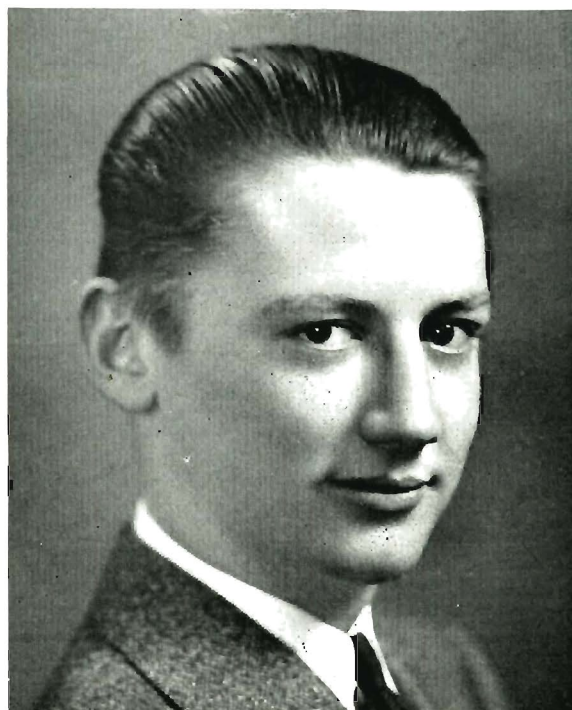


RALPH E. WINKELMEYER

8 Fox Run Lane
Webster Groves, Missouri

Previous School: University of Missouri

Wink, like all true Missourians, had to be shown; so he came to Babson to be shown how to run a business. And, like Caesar, he came, he saw, he conquered. He conquered not only with his brilliance in his studies, but also with his scintillating personality. When Wink returns to Missouri and makes his name in the business world — and we know he will — Missouri will be famous for two things: its mules, and Wink.



NINETEEN HUNDRED FORTY

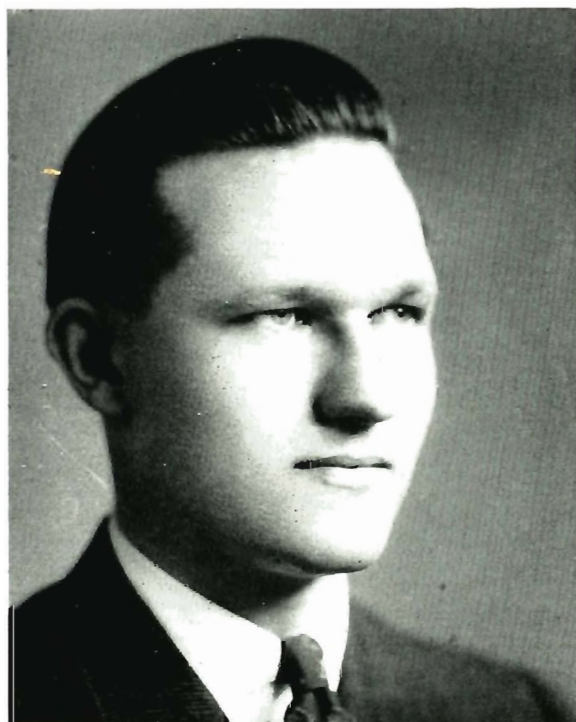


RALPH W. AUBIN

226 Lowell Street
Somerville, Massachusetts

Previous School: Harvard

One of our most vivid recollections of "Aubie" will be of his torrid, plaid waistcoats, framed by a Brooks Brothers sport jacket. His uncanny ability to get tickets to the newest show or other popular event at the last minute won for him the title of "the man about town." When 4:30 came, there was nothing faster on two wheels or four than Ralph on his way to Lasell. Logically enough, rapid, dependable transportation is his business goal.



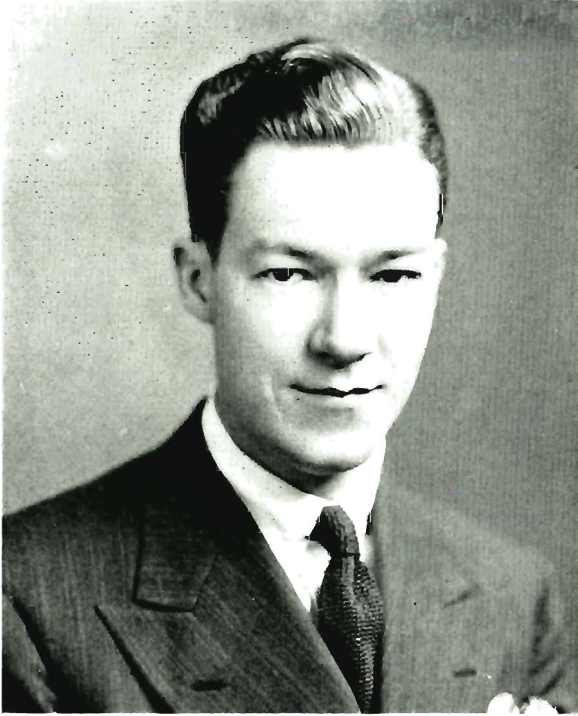
HENRY C. BRUMMEL

737 West Hutchinson Street
Chicago, Illinois

Previous School: University of Michigan

Henry is one of our "third-termers," having joined us at the beginning of the spring term. Planning to enter the field of stocks and bonds, he is eagerly awaiting the study of finance under Mr. Fittz. We are certain that, with his aptitude for this type of work, he will do much better in it than he did on the spring fishing trip.

THE SENIOR CLASS OF



PAUL F. O'DEA

1320 Orchard Street
Terre Haute, Indiana

Previous School:
Georgetown University Law School

When we returned from spring vacation, we found that our class had acquired a new member who is a "legal eagle" in his own right. Far from resting on his laurels, however, Paul entered heartily into all conference discussions, even including those where we strove to acquire the fundamentals of business law. Outside of class, on the nights when he wasn't working overtime, he managed to keep up with the gang. - Boston, Providence, etc.

DAVID F. MYRICK

312 East Pedegrosa Street
Santa Barbara, California

Previous School:
Santa Barbara State College

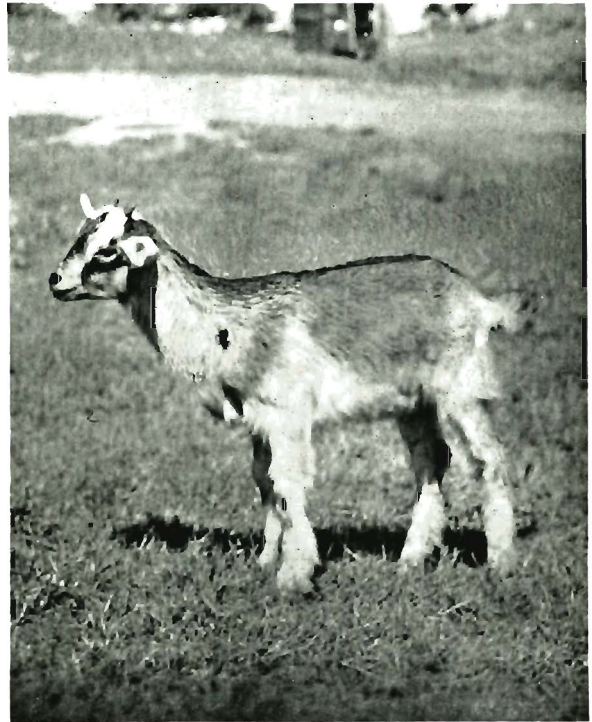
Some think of Dave as a one-subject man, and the subject as railroads. He does know this one, and others too. What is more important, he knows how to absorb still more knowledge about them. The present is the foundation of the future, and he'll be an expert someday. We'll put our money on him now as a sure thing.

NINETEEN HUNDRED FORTY

**ANCIENT ROYAL ORDER
OF THE GOAT**

Most High and Exalted Goat

John E. Millea



Another year has passed, and it's still a mystery! Not even the initiates comprehend its veiled purposes. "Johnnie," the high and mightiest of the goats, and the one who directs the inner workings of the organization, is the only one who knows how and why "The Goat" came into being.

To us it seems that some members are taken into the fold because they talk too much, some because they talk too little, others for pulling the chief goat's whiskers, and still others for succumbing to the fiery onslaughts of the high and mighty. No matter what the entrance requirements, though, members are recognized for having heads and using them.

MEMBERS

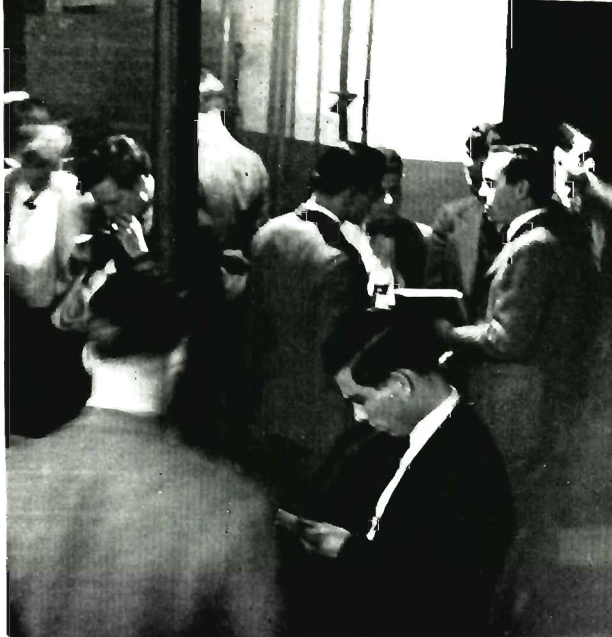
Mussenden	Hoover	Roggeveen	Rossiter
Cashman	Marshburn	Howell	Traver
Ridgway	Lagerman	Kershaw	Winkelmeyer
Hendrick	Miller	Gorman	Stinson

HONORARY MEMBERS

Dr. George W. Coleman

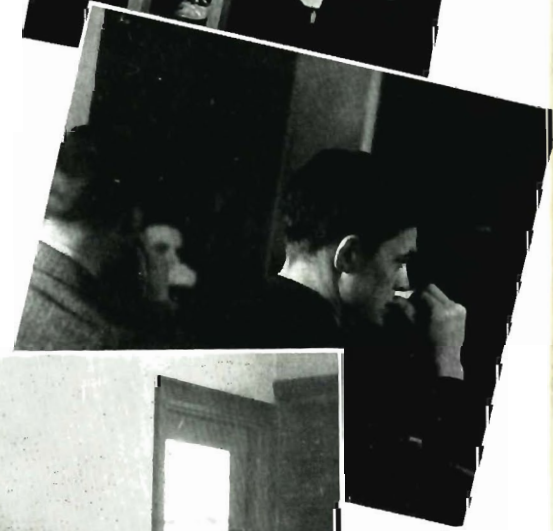
Harold H. Shively

*From the
Juniors
Viewpoint*

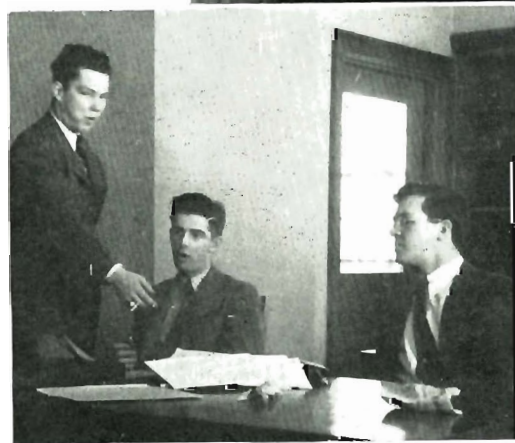


In September the juniors arrived full of pep, vim, and vigor. The neophytes hailed from many states—from the sunny shores of California to the variable clime of Massachusetts. To obtain a good business education was their common ambition. Many of them came from other colleges such as Harvard, Yale, Brown, Amherst, Williams, Dartmouth, Ohio U., Georgetown, M. I. T., Rensselaer, Alabama, and others. In the group there were already many mutual friends and acquaintances, and quickly they all be-





came one big happy family. Soon they were swinging lustily along the road that points toward success in business. Surprises have been many. Scholastic and personal problems have been legion. But progress has been definite. With aid from teachers and help from the administrative staff, a heaping year's growth has been attained, and the neophytes are advancing.



J U N I O R S



ARTHUR J. ANDERSON, JR.

2 Woodchester Road
Wellesley Hills
Massachusetts



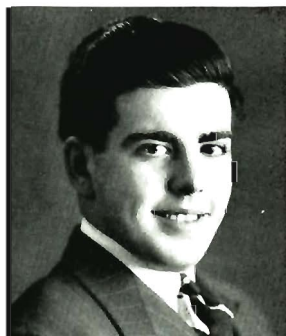
JAMES A. ANDERSON

1711 Palmer Avenue
New Orleans
Louisiana



WARREN BENSON

6039 Collins Avenue
Miami Beach
Florida



NAT A. BILLINGS, JR.

26 Llewellyn Road
West Newton
Massachusetts



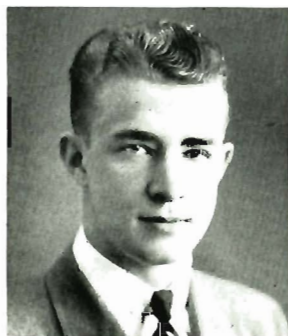
JOHN J. BRADY, JR.

"Jon-Mar"
Fort Dodge
Iowa



LATHAN BROADWELL

3645 Brookside Road
Toledo
Ohio



JAMES W. BUCK, JR.

3725 East Douglas Avenue
Wichita
Kansas



JOHN N. BURNHAM

Fiske Hill
Southbridge
Massachusetts

J U N I O R S

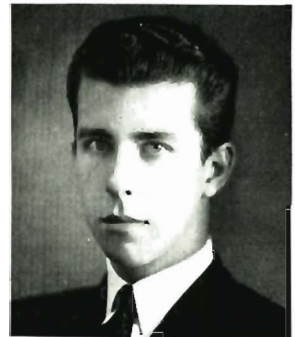
FRED H. BUTTERFIELD

25 Allston Place
Fitchburg
Massachusetts



JOHN E. CHAPMAN

434 East 52nd Street
New York
New York



JAMES J. CLIFFORD

20 Hillcrest Road
Reading
Massachusetts

WILLIAM J. CONNELLY

1228 East 29th Place
Tulsa
Oklahoma

JOSEPH A. DARTS

3117 Broadway
New York
New York



BRUCE C. EDENTON

Northwood
Jackson
Tennessee

ROBERT L. EMERSON

Box 505
Villanova
Pennsylvania



ROBERT S. FOX

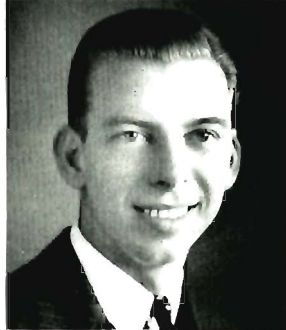
58 Brenton Avenue
Providence
Rhode Island

J U N I O R S



ERNEST M. FREEDMAN

20 Marshal Street
Brookline
Massachusetts



JOHN H. GILBERT, JR.

144 Grove Street
Waterbury
Connecticut



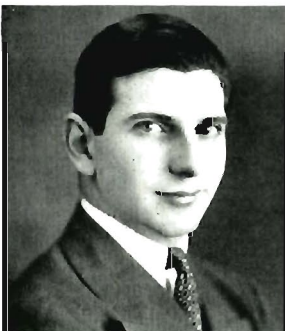
JAMES N. GODFREY

4918 Walnut Street
Philadelphia
Pennsylvania



JAMES R. GRANDIN

514 Third Avenue
Warren
Pennsylvania



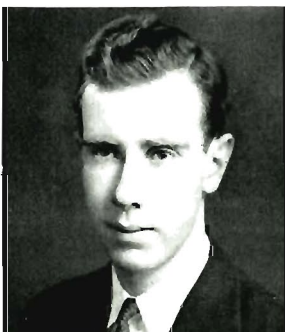
ANDREW B. HART

Chumleigh Farm
Pinesbridge Road
Ossining
New York



BERNOLD T. HOLMES

447 Ridge Road
Wethersfield
Connecticut



G. WEBSTER KENYON

175 Upton Avenue
Providence
Rhode Island



WILLIAM J. KNIGHT

620 Hamilton Building
Wichita Falls
Texas

JUNIORS

ROBERT J. KREMERS
3333 North Shepard Avenue
Milwaukee
Wisconsin



ARCH McLELLAN
528 Franklin Street
Ogdensburg
New York

C. KEITH PARK
Meriden Road
Middletown
Connecticut



BERTRAM C. PAYNE
1601 Virginia Street
Charleston
West Virginia

MARK D. PERKINS
273 North Heights
Youngstown
Ohio



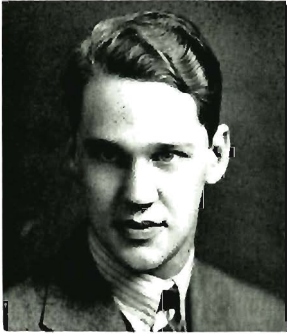
DONALD B. PETERS
2319 South Gunderson Avenue
Berwyn
Illinois

CHARLES H. RETZ
Stottswood
South Nyack
New York



MAXWELL K. REYNOLDS
500 East Ridge Street
Marquette
Michigan

J U N I O R S



EDWARD O. ROE
619 Townsend Street
Lansing
Michigan



ARTHUR MERRIAM ROLFE
104 Atlantic Avenue
Swampscott
Massachusetts



ALLEN SHOTT, JR.
3973 Red Bud Avenue
Cincinnati
Ohio



JOSEPH SEIGEL
610 West Boston Boulevard
Detroit
Michigan



JAMES E. STEWART
6939 Penn Avenue
Pittsburgh
Pennsylvania



THOMAS B. TRUMP
2930 North Marietta Avenue
Milwaukee
Wisconsin



JOHN VAN RIPER
Change Bridge Road
Montville
New Jersey



VAN D. VanUTT
32 Bretton Road
Scarsdale
New York

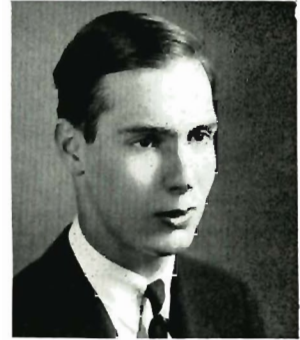
J U N I O R S

ROBERT D. WALRATH

50 Ostego Street
Canajoharie
New York

EDWARD W. WARE

135 Crafts Road
Chestnut Hill
Massachusetts

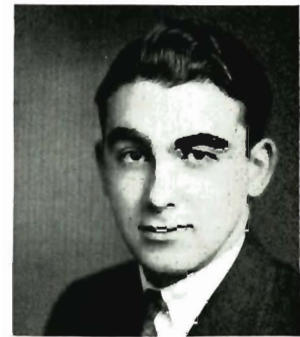
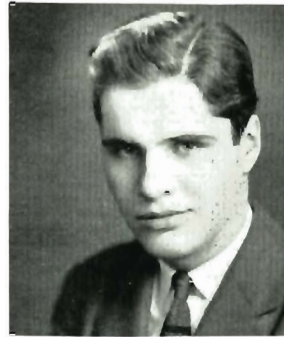


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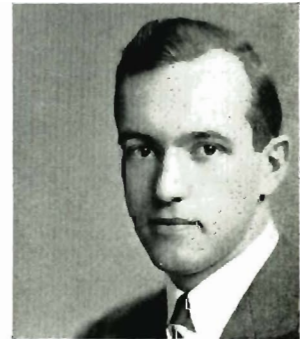


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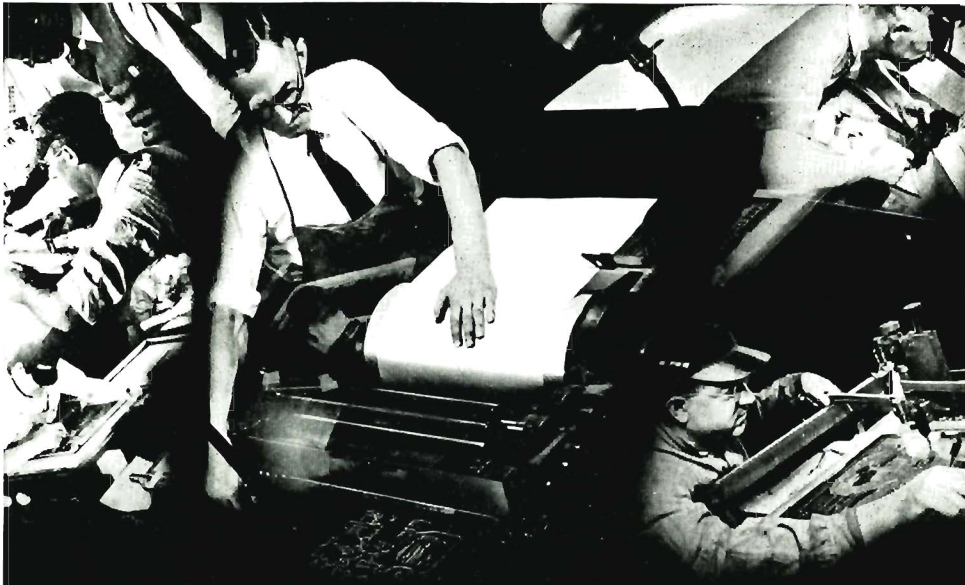
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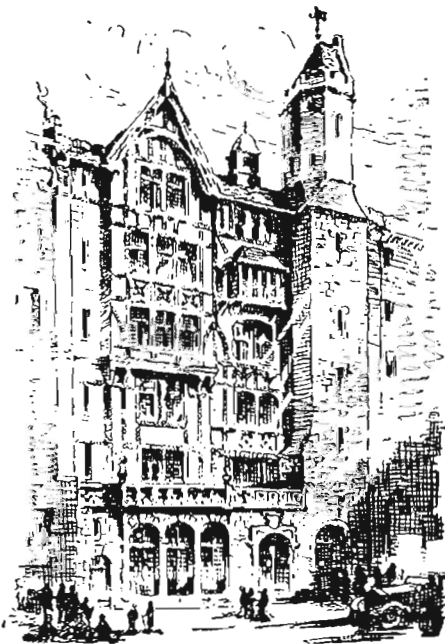
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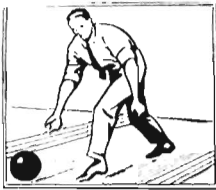
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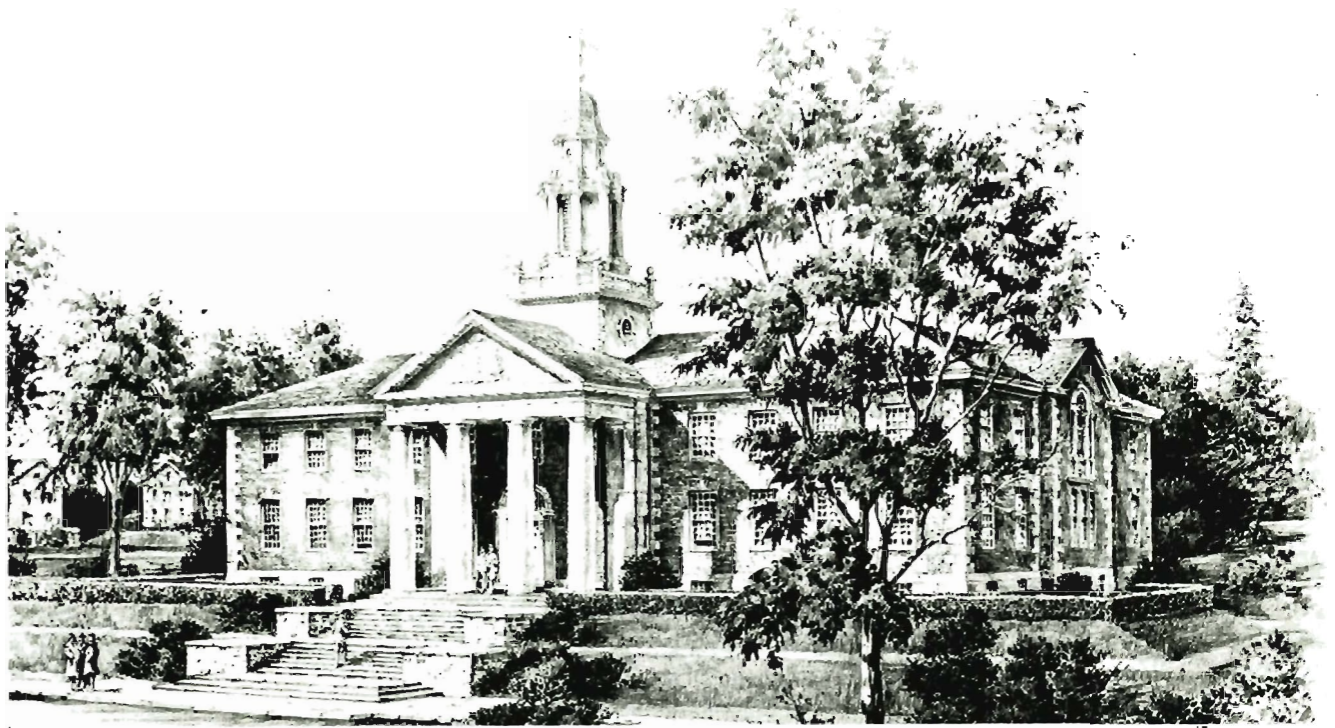
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