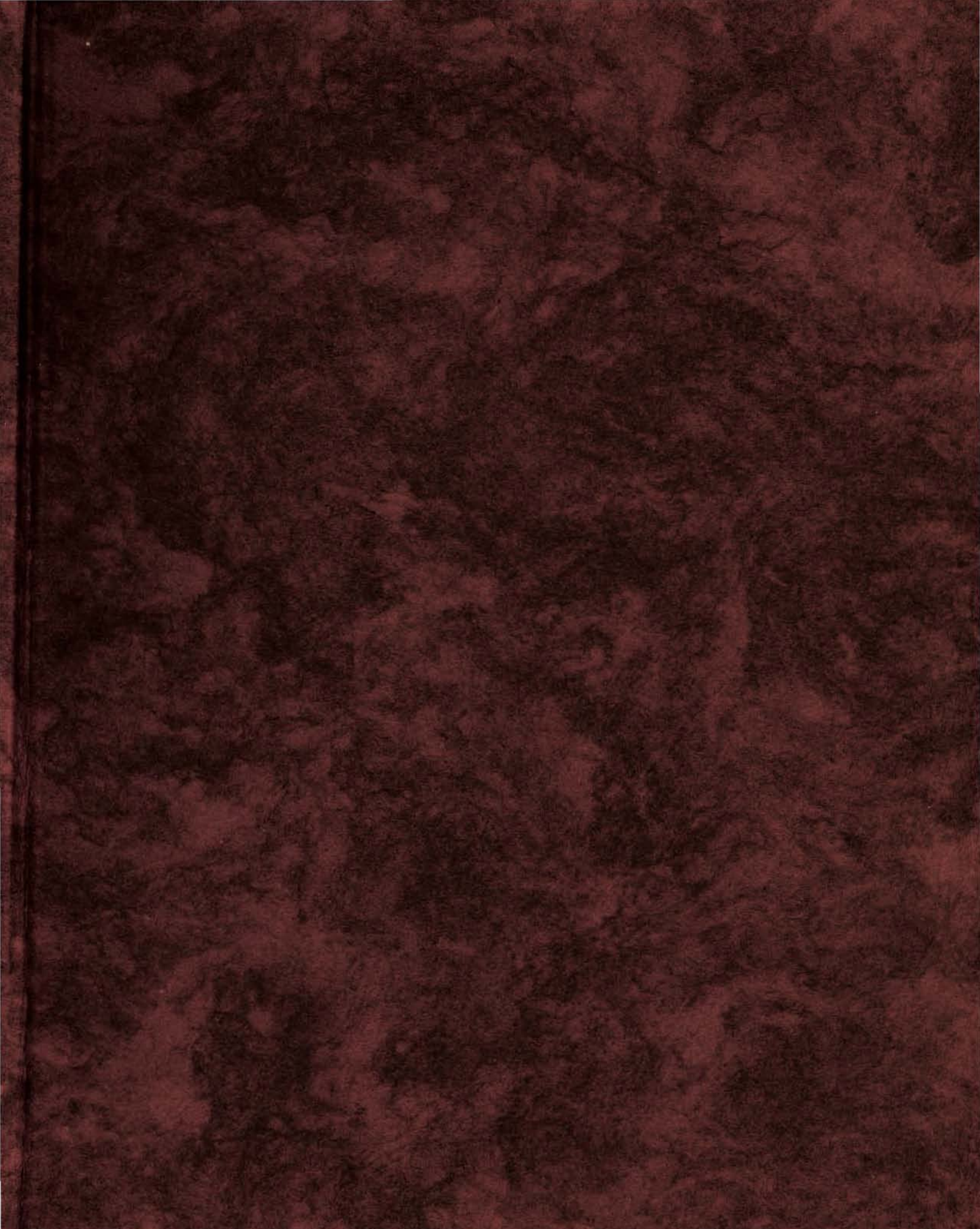
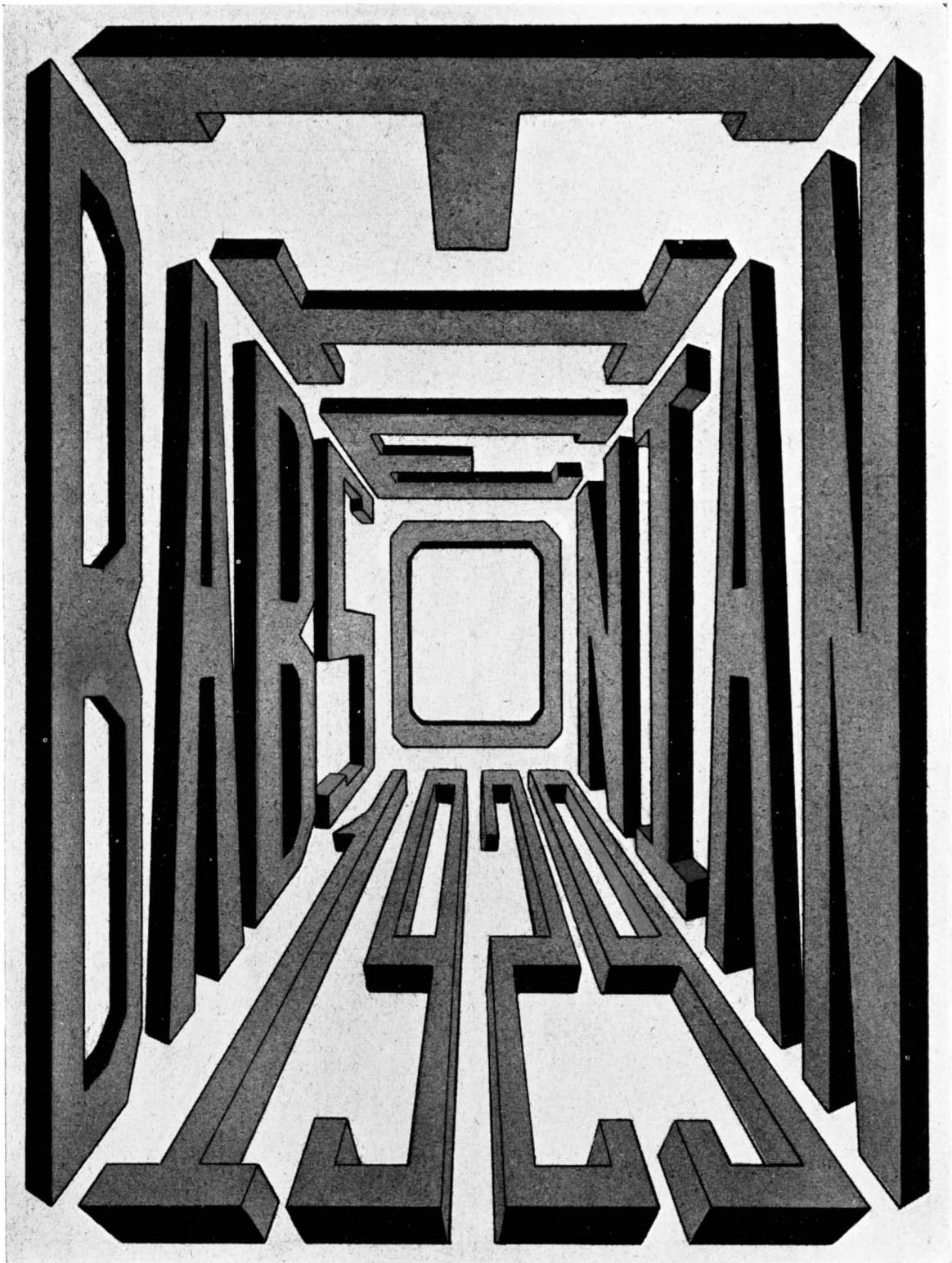


The
Babsonian
1 9 2 9



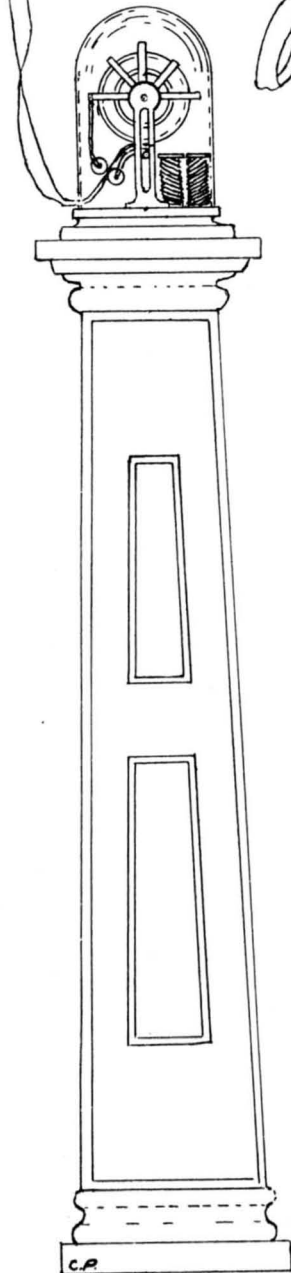






PLEASE RETURN TO
SABSON LIBRARY ARCHIVES
HORN LIBRARY

The Babsonian Board



Babsonian Board, 1929

ALDEN HOWARD
Editor-in-Chief

JOHN FOSTER
Assistant Editor

CHARLES WARD
Business Manager

CHESTER POND
Art Editor

SIDNEY ROSENTHAL
Photographic Editor

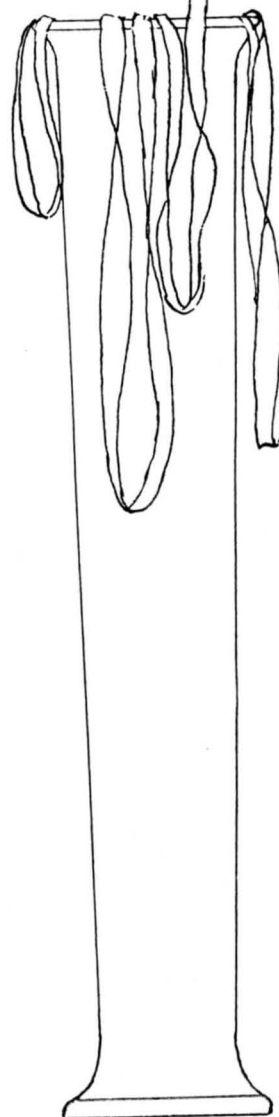
ROBERT RICH
Feature Editor

FRANK LANGSENKAMP
Advertising Manager

CARLTON VANDERWARKER
Assistant Advertising Manager

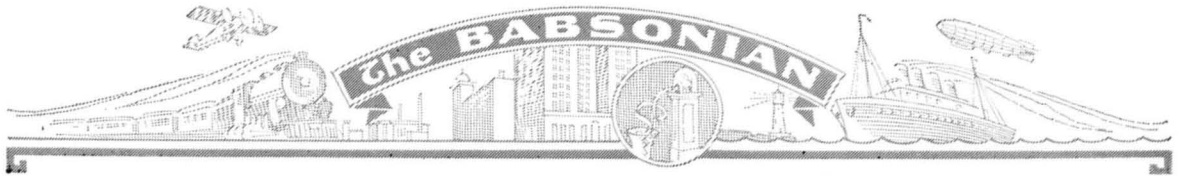
WILLARD HOPKINS
Assistant Advertising Manager

EARL SMITH
Alumni Editor





On Behalf of the Class of 1929
This Book
Is Respectfully Dedicated to
WILLIAM R. MATTSON
Who, as a true friend of Babson men,
and as assistant to the President,
has endeared himself to all.



Foreword

THIS volume celebrates the passing of the tenth year in the life of the Babson Institute. We have a great deal to be thankful for as we trace the development of the Institute through its first decade. The fostering care, generous support and inspiring cooperation of the founder of the Institute, Mr. Babson, are still large factors in our growth and progress. And Mrs. Babson, who has recently founded the new Webber College for women in Florida, has lost none of her devotion to the Institute as was evidenced this year in a very practical manner by her putting the Richard Knight Auditorium in condition for winter use. This beautiful building, a gift of Mrs. Babson, will now be used continuously throughout the year, the hall serving as a general assembly place whenever the entire student body is in session together. The present assembly halls in the Lyon and Bryant Buildings, no longer large enough for the general gatherings of the students, will be turned into offices to accommodate the increasing number of instructors.

With another overflowing registration this year and the contemplation of a still larger number of applicants for next September the Trustees have authorized a general plan of expansion which will comprise six new full time instructors, a student body fifty per cent beyond our present capacity and as soon as practicable a new dormitory.

Mr. Mattson in his contacts with prospective students reports keen interest in the Institute by outstanding industrial leaders who are contemplating sending their sons here. And he finds a growing appreciation of the work of the Institute on the part of educators in secondary schools and in the colleges.

While the Institute has been overflowing with students for the last two years there has been a steady improvement in the educational standards so that the quality of the student body shows definite advance over preceding years.

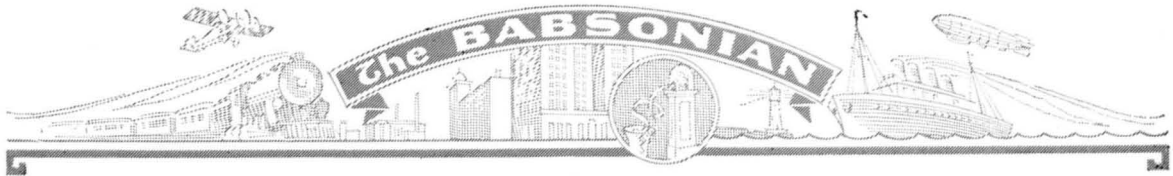
In connection with doubling the corps of instructors at the Institute beginning with the fall term of 1929 it has been necessary to provide for six new full time members of the faculty. In picking these men we have put the emphasis, so far as possible, on practical business experience. At the time of writing this announcement five of the six new men have been definitely engaged and the sixth one is in sight.

Mr. Millea will divide his courses with Mr. George R. Anthony who was for seventeen years with the American Radiator Company in charge of production in their various plants. Mr. Anthony was a classmate at the Massachusetts Institute of Technology with Mr. Babson and Mr. Peavey. He spent six weeks here at the Institute this spring familiarizing himself with the work. Already he has won a place for himself with both the students and the faculty.

In the Finance Department Mr. Fittz will be assisted by Carleton G. Lane, a Babson Institute Alumnus, who since his graduation has been with the Babson Statistical Organization. He has had an intensive training in the field of Investments and is a young man of character and ability. We are happy to welcome him as the first alumnus to join our faculty.

Dr. Edwin A. Shaw, now of Tufts College, handled the psychology course during the first year of the Institute and was most popular with everybody. He has recommended to us very highly Mr. John P. Tilton who will assist Mr. Henderson, taking one of the groups in Business Psychology. Mr. Tilton has shown his aptitude for business and has had a most thorough training in all phases of Psychology relating to business life. In addition to teaching at Tufts College he is also associated with the Psychological Laboratory at Harvard.

Beginning with the fall term the courses in Accounting and Taxation will be combined under one instructor. Mr. Hollister who has carried the Accounting course for years will be relieved of this responsibility in order that he may have more time for his increasing obligations as Treasurer in charge



of the business affairs of the Institute. Mr. Elliott who has handled the Taxation course for the last two years, as a part time instructor, will now give his whole time to his business as an accountant and auditor and Mr. Philip H. Hensel will join our staff as a full time instructor, carrying both the Accounting and Taxation courses with two groups of students. Mr. Hensel is now head of the Business Department of Western Ontario University at London Ontario. He has had long years of business experience and is also a trained teacher. He holds business degrees from Northeastern University, Boston University and Harvard University where he took his Master's degree. Mr. Hensel is a Massachusetts man and is thoroughly familiar with our Federal and State Tax laws.

In the Department of Economics, sharing the courses with Mr. Matthews, we have picked a man well seasoned in both business and academic life. Mr. H. H. Shively comes from the faculty of Ohio State University and has just taken his Ph.D. in Economics and Law at the University of Chicago. With a broad background in Economics he is particularly well qualified in Marketing and Business Law.

Our Distribution course will be further strengthened with a very capable man who will assist Mr. Thurlow on the side of Advertising Management and Sales Management. At the time of this writing it is too early to make a definite announcement, but the man who comes to us in this field will be a man whose whole life has been spent in the advertising and merchandising fields and who also has the gift of teaching.

It will be interesting to note that the average age of these six new instructors runs about thirty-five. We feel that we have been very fortunate in securing these men and look forward with delight to long years of association with them in the growing life of the Institute.

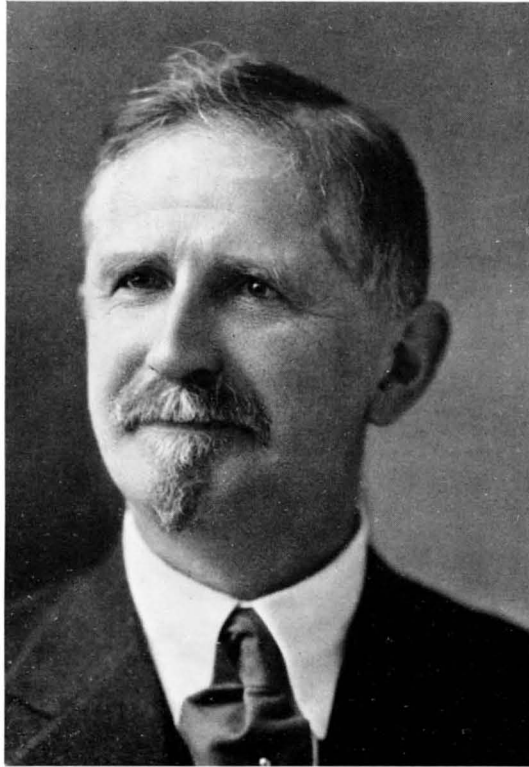
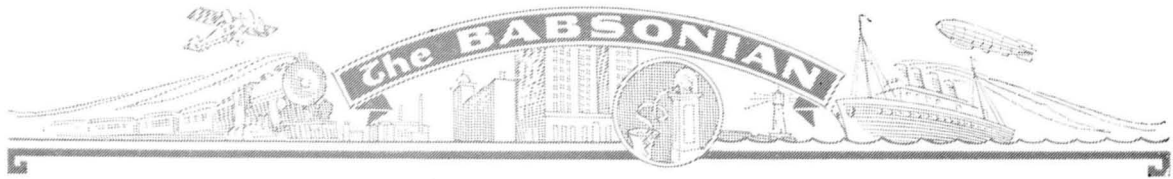
During the year just closed the Industrial Museum, under Mr. Millea's able direction, has made fine progress with many new exhibits of high quality representing outstanding manufacturers. Two floors in the right wing of the Coleman Map Building are now devoted to these exhibits and before long there will be an overflow on to the third floor. All this points forward to the time when we hope to have a special Millea building to house this fine and very practical Industrial Exposition.

Two very interesting new features have been added to the Institute life during the current year. We are making motion pictures to serve as a historic record of Institute life including students, faculty, officers, trustees and Mr. and Mrs. Babson. We will thus have a record of each succeeding class and of all instructors with records of classroom demonstrations and student activities. Mr. Mattson, on his trips around the country, will be able to show these films at Alumni gatherings in the larger cities. It doesn't require much imagination to foresee how invaluable these movie records will be in registering the actual life of the Institute through all the coming years. What would we not give now if we could only have a picture in life-like action of our departed friend and associate Mr. William C. Bamburg. And what would it not mean to students in long years from now to be able to see in full life the active, energetic, forceful figure and personality of Mr. Babson.

The other new feature is a broadcasting station to be located on the upper floor of the left wing in the Map Building. The station is now being set up and before long will be in active service.

In New York City recently Mr. Babson, on a twenty-four hour notice, was able to draw together a group of twenty Alumni for an evening dinner and an hour of fellowship. The Alumni gatherings in half a dozen of our leading cities are now in evidence. Boston, New York, Detroit, Cleveland, Chicago and Los Angeles are at present the centers where the Alumni life is most active. The interest of the Alumni in the Babson Institute and their eagerness to help every possible way is perhaps the most encouraging feature of our work. This issue of the *Babsonian* speaks for itself. Every year seems to show a marked improvement. The Editors and Managers seem determined each year to turn out a volume that will do high credit to all concerned.

GEORGE W. COLEMAN.

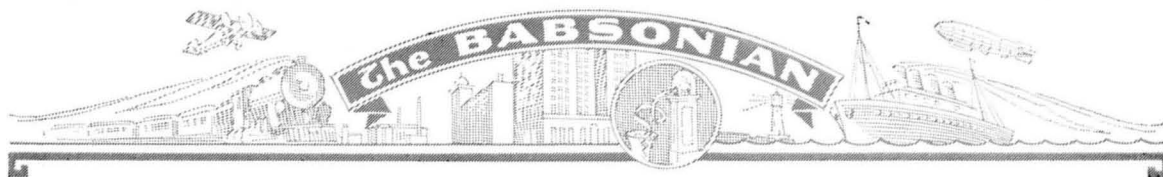


ROGER W. BABSON
Founder of
BABSON INSTITUTE

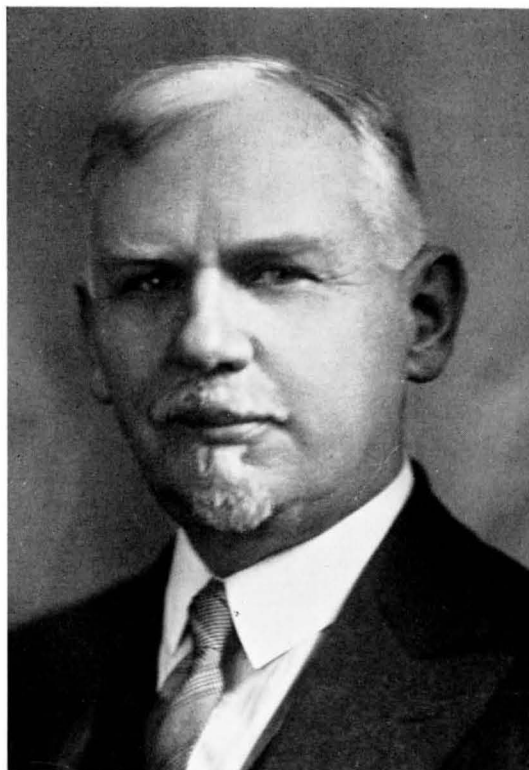
To the Graduating Class of 1929

KEEP up your relations with Dr. Coleman and his staff during future year. You have completed not merely a course of study, but have definitely allied yourself with an institution which is going onward and which will continue to grow. Your success and the future of the Institute depend much more upon your connections with it in the years to come than on what has transpired during the past year. I am continually urging the Trustees to keep in touch with you and help you whenever the opportunity arises in years to come. Also, I appeal to you to keep the Institute in touch with your work and plans. Write your old instructors often, and when possible, come back and talk things over with them.

A handwritten signature in cursive script that reads "Roger W. Babson". The signature is written in dark ink and is positioned below the main text.



· GEORGE W. COLEMAN
President of
BABSON INSTITUTE



To the Graduating Class of 1929

YOU are going out to make a living. You are not likely to forget that. At the very same time you will be making a life. Very likely you may overlook that. You are bent upon business. What you really want is life. Business is only a means to that end. The fullness of life will not be yours if you have no thought but to get all you can out of business for yourself.

Make your business serve life, your life the other fellow's life, the life of society, and you will not only find the where-withal to live, but you will also find life worth living.

Many a man who has made money wants to know what it all amounts to. If he has added something to life he is satisfied.

George W. Coleman



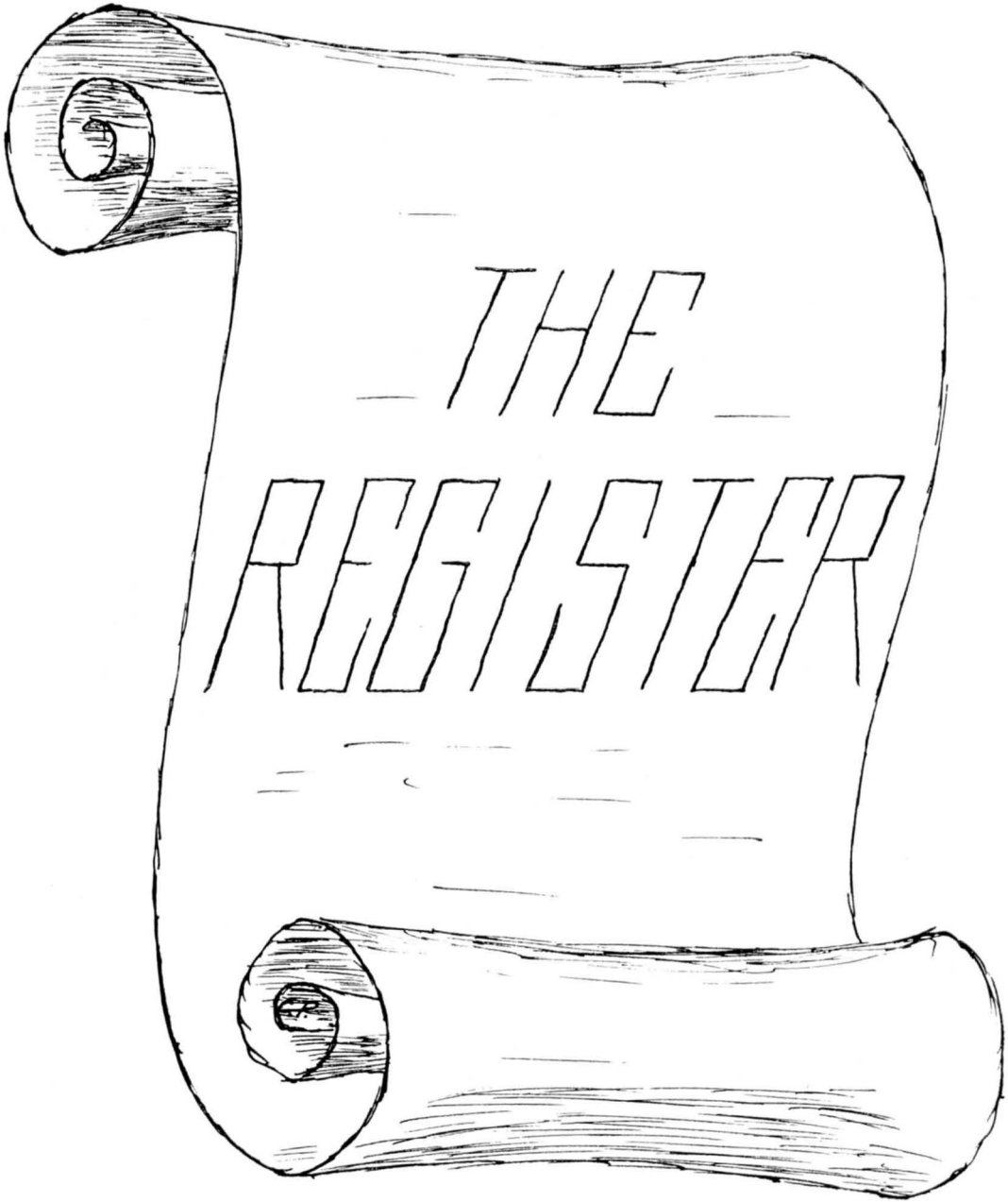
1 9 2 9

CONTENTS

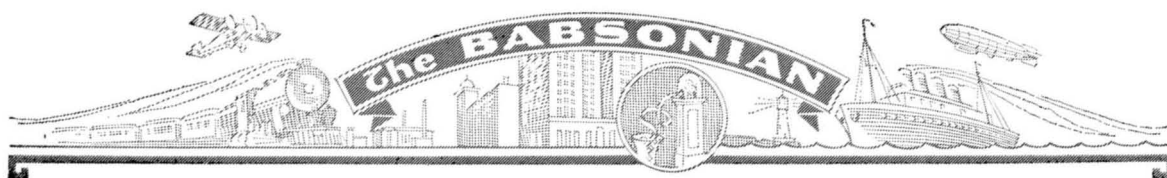


	PAGE
THE REGISTER	11
THE FACULTY	13
PORTRAITS AND BIOGRAPHIES	18
WHO'S WHO	43
CAMPUS SECTION	45
SPORTS	51
BOWLING	53
ALUMNI SECTION	61
ADVERTISEMENTS	69





THE
RAG STAR



BABSON INSTITUTE

Board of Trustees

GEORGE W. COLEMAN
Chairman

DANIEL B. COLEMAN, M.D.
 REV. CARL M. GATES
 ERNEST T. GUNDLACH
 FRANKLIN T. MILLER
 MYRON E. PIERCE
 HENRY P. SMITH

Officers

GEORGE W. COLEMAN
President

MYRON E. PIERCE
Vice-President

DWIGHT G. W. HOLLISTER
Secretary and Treasurer

ELEANOR HAYWARD
Registrar

OUTSIDE SPEAKERS, 1928--1929

Oct. 6	Arthur H. Merritt	April 6	James Bancroft
Oct. 20	Lillian M. Gilbreth	April 13	Daniel Evans
Oct. 27	Frank Leroy Blanchard	April 17	Carleton G. Lane
Nov. 3	Henry Johnson	April 24	Dwight M. Mills
Nov. 10	Robert Fechner	April 27	Colonel Ernest D. Peek
Nov. 24	Arthur E. Morgan	May 1	William H. Shumway
Dec. 1	Lucia Ames Mead	May 4	Adin Finney
Dec. 8	Col. Ernest D. Peek	May 8	Leavitt Parsons
Dec. 15	Frederick L. Hoffman	May 11	V. W. Kenney
Jan. 12	Everett C. Herrick	May 15	D. E. Robinson
Jan. 19	Henry P. Kendall	May 18	Leon P. Dutch
Jan. 26	Frederick L. Hoffman	May 25	L. C. McKenney
Feb. 2	Frank A. Arnold	May 29	Leroy D. Peavey
Feb. 13	George W. Coleman	June 1	Lester W. Smith
March 2	H. N. Andrew	June 5	Franklin W. Ganse
March 6	Louis Kirstein	June 8	Daniel Bloomfield
March 9	Frederick L. Hoffman	June 12	Roger W. Babson

"Let us again show our appreciation for
an old friend of mine."

George W. Coleman

"Briefly the story is this . . ."

Austin H. Hittig

"There is really nothing you can do about it."

John Willco

"The little chickens will come home to roost."

James M. Matthews.

FACULTY

"Salesmanship is the highest art."

Harold A. Thurlow.

"Let us say avoid rather than evade."

James H. Elliott.

"Mark you well, this course is vital."

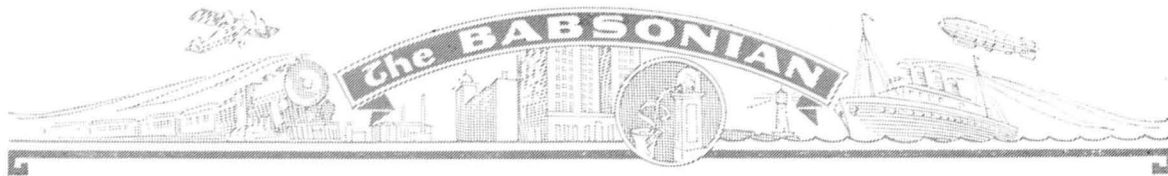
C. A. Henderson

"Now you birds get this . . ."

Dwight G. A. Hollister

"Your point is well taken."

E. Grosvenor Plowman



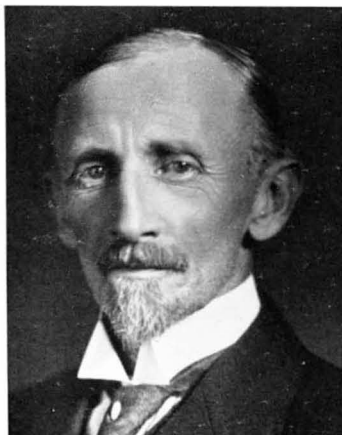
DWIGHT G. W. HOLLISTER
*Treasurer, Babson Institute
Instructor in Accounting*



WILLIAM R. MATTSON
Assistant to President



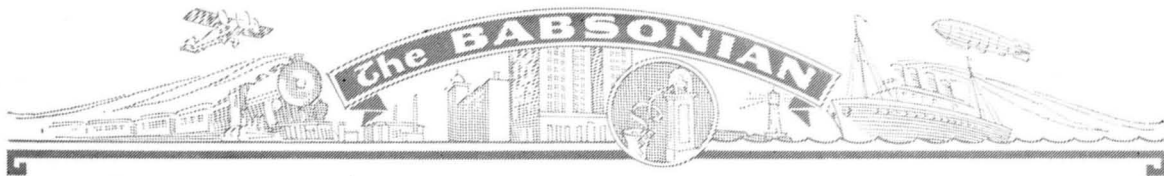
ELEANOR HAYWARD
Registrar



AUSTIN H. FITZ
*Director
Financial Management Division*



DR. FREDERICK HOFFMAN
*Dean
Advanced Research Department*



JOHN E. MILLEA
Director
Factory Management Division



JAMES M. MATHEWS
Director
Practical Economics Division



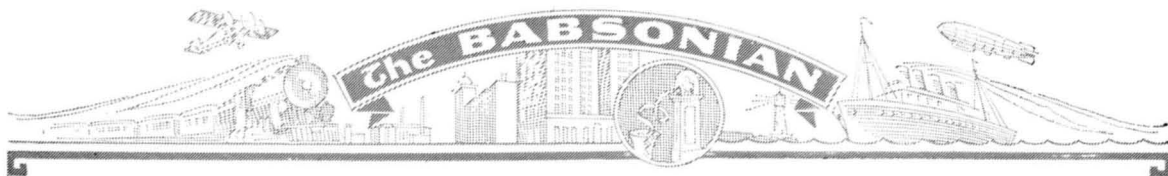
HAROLD A. THURLOW
Director
Sales and Advertising Division



C. A. HENDERSON
Director
Business Psychology

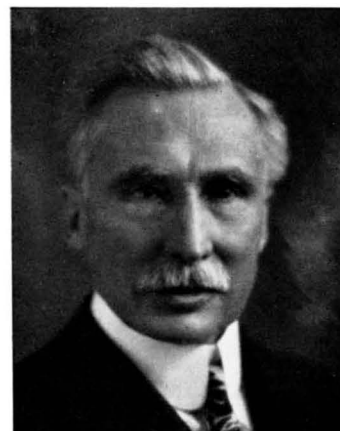


E. GROSVENOR PLOWMAN
Instructor in Statistics



H. CLYDE BALDWIN

*Instructor in Finance
Winter Term 1929*



DEWITT G. WILCOX

Lecturer on Hygiene



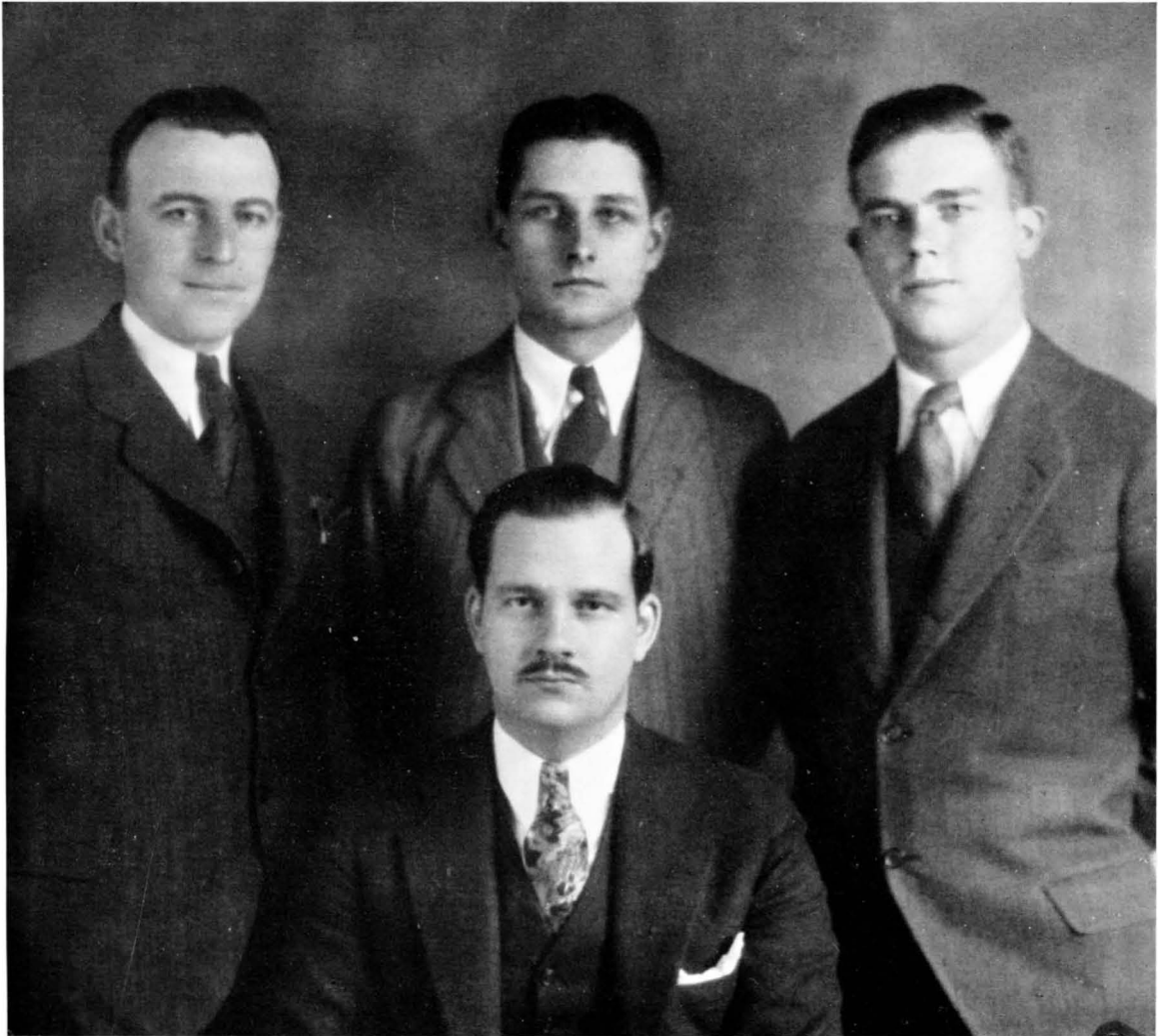
JAMES H. ELLIOTT

Instructor in Taxation



FORD A. CARPENTER

*Lecturer on Meteorology
and Aeronautics*



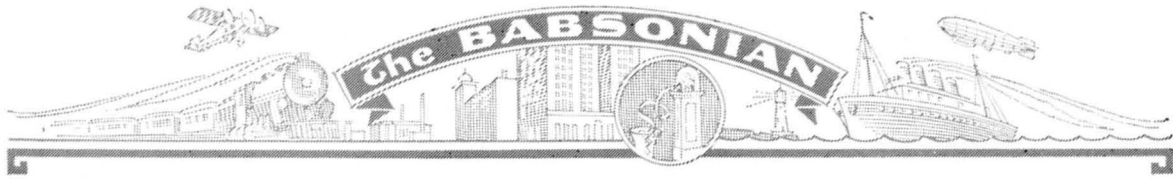
CLASS OFFICERS

F. A. KERSTING
President

R. D. PFOHL
Treasurer

J. K. FOSTER
Vice-President

P. C. JOHNSON
Secretary



MAJOR LEO JAMES AHERN

Governor's Island, N. Y.

U. S. Military Academy

The Major made a great hit with "Johnny" Millea. At first, we thought it was due to "Johnny's" well-known love for the Army, and anything pertaining thereto, but as we became better acquainted with the Major, we realized our mistake. Quiet, friendly, studious, always ready to lend a helping hand, we can only say that he is a credit to the Army and to Babson. "An officer and a gentlemen," we wish the Major success and happiness.

ROLLIN F. ALLYNE

3020 North Park Boulevard, Cleveland, Ohio

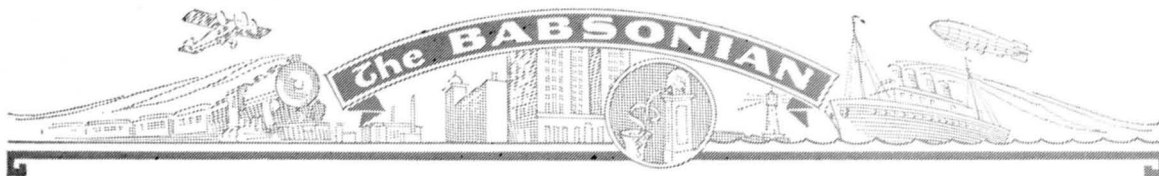
When Rollin left us, Babson lost a real man, a good and true friend. The combination of good looks, being always well dressed, and the possessor of a beautiful car made "Al" what he is today and always shall be, the idol of all womankind. No puns. He is coming back for the summer term and if he and "Bill" get to going together again—oh, well, it is none of our business.



WILLIAM B. ANSTED, JR.

1117 Central Avenue, Connerville, Indiana.

To many of us the first and strongest recollection we have of "Bill" is when he in no uncertain terms informed Mr. Fittz that "some of those jaspers are rolling in dough and so it's so much velvet". What he doesn't know about automobiles isn't worth knowing, and any steady adherent to Ford's policies will find a steady opponent in "Bill". His one all powerful desire is to see General Motors smash Henry in every possible way.



CALVIN K. ARTER

2957 Sedgewick Road, Shaker Heights, Ohio.

Cleveland and Arter are synonymous, and without "Cal", Cleveland would never be basking in the sunshine along with California. He is one that has disproved the old proverb—"Lucky in cards, unlucky in love"—because he has cornered both markets. Although he lost a very close vote to Humeston he has "delivered the goods". We would recommend him to a New England company desiring a man thoroughly acquainted with the route between Wellesley and New London, Connecticut. More power to him.



FRANK E. AUSTIN, JR.

4321 St. John's Drive, Dallas, Texas

Austin was a quiet little chap until he got one of Henry Ford's products and then things began to happen. To be the Wellesley idol is the ambition of Frank, and from the number of dates he gets for his buddies, it seems as if he is realizing his ambition. More power to him. This is not "Aussie's" only accomplishment, however. We are startled to learn that none other than "Aussie" is the present tennis champion of New Mexico.

ROBERT FREDERICK BERWALD, JR.

19800 Marchmont Road, Shaker Heights, Cleveland, Ohio.

Brown University

Bob has the happy faculty of asking asinine questions with a perfectly straight face and the air of a serious student thirsting for information. Always thinking up some new and original way of doing things. Bob distinguished himself by his impromptu shower in the boiler room, and as a member of the inimitable "Ohio Gang" he won his laurels in the bowling alley. His candid friendliness will always be one of his greatest assets.





HARRY P. BIRD

Box 66, Elysburg, Pennsylvania

Harry has flown from us. (*Editor's note—stuff like that will creep in; try to overlook it.*) No more may we listen with ecstasy to the brilliant arguments he advanced to John. I tell you gents, when those two men discussed the whys and wherefores of firing a faithless bohunk it was a battle of wits, that's all, a battle of wits. Harry's real joy, though, was the initiating of Wallace into the thrills of Elkdom. Furthermore, not the least of his accomplishments was his ability and patience to room for a time with Humeston.

CLARENCE CLARK BLYTH

2057 S. Hobart Boulevard, Los Angeles, California

Dartmouth

Clark rated exceptionally high in the Intelligence Tests, and further distinguished himself by being one of the few living men who have had the last word in an argument with Millea. He never seems to be working very hard and yet his assignments are usually done before the rest of the crowd begin thinking about them. We appreciate the fact that he has refrained from establishing himself as a Representative of the Publicity Department of the Los Angeles Chamber of Commerce. His high-power compatriot, Bill Grupe, has done about everything along that line possible.

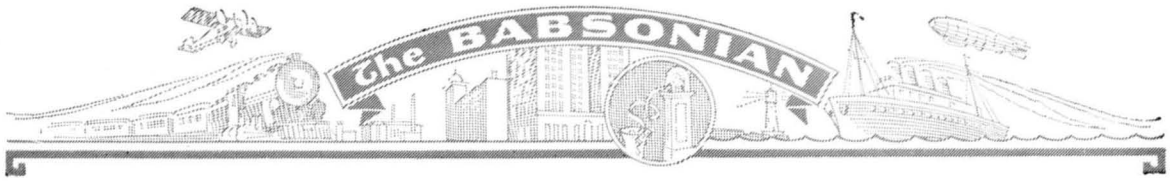


EWING WILDER BRAND

2251 Coventry Road, Cleveland, Ohio.

Brown

"Mun" is one of those quiet, unassuming persons who have the faculty of getting things done. And whatever he does, he does well. He always gets to classes on time and always has his work done. But in spite of his shining perfection, he is a most likable chap who will be a splendid business executive.



JOHN LOWER CANNON, JR.

18401 Park Boulevard, Cleveland, Ohio

Brown

"Unk" would die of loneliness and ennui if he couldn't get hold of the Financial Page. In fact, he is what "Jimmy" Matthews would call, "A Whale of an Operator," but rumor has it that he makes a specialty of selling short in a bull market. "Unk" is an all-round, good fellow, whom it has been a pleasure to know. His sartorial elegance, his nonchalant air, and his much abused La Salle are totally lost on the unappreciative Wellesley populace.



FRITZ CLAUSSEN

419 Forest Avenue, Cincinnati, Ohio

There is nothing small about Fritz—especially about his feet. The only way he can ever assure a permanent supply of bootery will be to manufacture them himself. As a contortionist, he is at his shining best in the act of folding himself up preparatory to getting into Wagner's Ford Roadster—a sight worth coming miles to see. Likewise, Fritz rides a bicycle—and how! Velodrome records fade into insignificance when compared with the time he made in competition with a farmer's dog. Of such stuff is success made!

HOMER K. COLLIER

175 Conklin Avenue, Binghamton, N. Y.

Take a long and steady glance at the shoulders on this little chappie. Homer got them by beating violently on his chest at five every morning. Everyone was puzzled as to why any man should take such excellent care of himself, so our inquiring reporter was commissioned to find the reason. After months of research he came to the conclusion that it was a matter of necessity. Homer is a member of the Ansted, Ferguson, Allyne band, and quite obviously to lead the life they do wears one down. Hence Homer's regard for his health.





EDWARD M. CONKLIN, JR.

4 Main Street, Hudson Falls, N. Y.

Here, my friends, is the one living descendant of Sir Francis Drake. The genealogy of this youth is interesting beyond words, and if you'd care to hear it he'll be delighted to tell you. If you desire more detailed information, and who would, send a self-addressed stamped envelope to him. He's an awfully nice boy and to hear him discuss Glens Falls one would almost be enticed into believing that the place is worth while. We must take "Ed's" word for it, however.

HENRY E. DORER

1934 East 90th Street, Cleveland, Ohio.

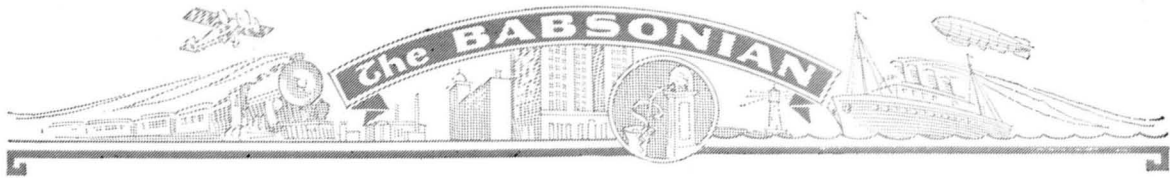
"Hank" comes from Cleveland and is the class cut-up. He received the distinction of being the high potentate of Johnnie's Goat Club of the summer group. He always had a wise crack ready for any occasion, even if it were only an Arabian joke. Dorer is a graduate of Case with a B.S. in Metallurgical Engineering. He made good use of his mathematical knowledge by calculating the number of seconds remaining in each term until he arrived in Cleveland. "Hank" should locate with a copper company, as was evidenced by his distribution talk. He can answer any question concerning the subject regardless of the validity of the answer. Well, we give him credit for being a good bluffer.



GEORGE DRAPER

Adin Street, Hopedale, Massachusetts.

Off hand, one might say that the characteristic charm of this handsome individual is his quiet tone of voice. You know, one might from observation be led to believe this boy a typical, normal, dippy youngster. But hush, my friends, such an assumption is far from true. He has had, we are told, a lurid and wicked past.



JAMES E. EDENTON, JR.

33 Northwood Street, Jackson, Tenn.

The other half of the inseparable "Aussie and Eddie" is better known in the circuit courts of Metropolitan Boston than in Wellesley. Ernie has shown a marked ability in creating friendships, especially with the nice policemen on the highways and bridle paths in the surrounding locality. This brawny mountaineer from Tennessee is President and Director of the Austin-Edenton School for Physical Development. We learn from the sports columns that this organization has under hand Mike Nalitt whom they expect to match with Gus Sonnenberg next fall. The gym where Aussie and Eddie are training Mike has been open to the public this spring.



JACK EPSTEIN, II

Emersonian Apt., Lake Drive, Baltimore, Maryland

And here's "Eppie"—the teacher's pet. Jack's drag with the faculty, and particularly with Dr. Coleman, is the envy of the school. We can't actually see how he rates it, with the exception that they may possibly approve the way he drives a car. It's really a joy to see him swing around the bend in front of Lyon. Frankly, we've been hoping for a turn-over, but so far the car has always kept at least two wheels on the ground.

FREDERICK G. ERBE, JR.

35 Berkeley Street, Rochester, N. Y.

One would ordinarily believe this man to be the quiet, retiring sort—we refer you to the picture. But no, the man is a social light, for we have seen him in all his brilliance. He has become a Wellesley fusser! We dare say that Arter is at the bottom of it all, but possibly Langsenkamp may have had something to do with it. At any rate, it pains us greatly to see Fred and his little Ford wending his way gaily toward the joys of Wellesley.





CHARLES B. FERGERSON

1600 Jeff Street, Paducah, Kentucky.

The greatest satisfaction that can come to one is to sit in one of Millea's classes and hear him ride the South. This satisfaction is doubly increased if one can watch Charlie's reaction to said beating. Like all Southerners he hates to be told they are lazy. And while Fergy may not be as lazy as Humeston we're willing to concede him second place. Of course there's a reason behind it. He's a playmate of Ansted's and one can't live that sort of life without some sad effect.

FRANCIS G. FLANDERS

1001 Gd. Traverse St., Flint, Michigan.

In spite of being quiet, meek, and unassuming, "France" with his golden wavy hair is quite the ladies man. He must also have a girl in Flint or he wouldn't dash off for there in his Chrysler when he has a few minutes to spare. Some people do funny things when they are in love, but then I don't suppose we can say much. We are just wondering, however, how he put 6,000 miles on his car in two months.

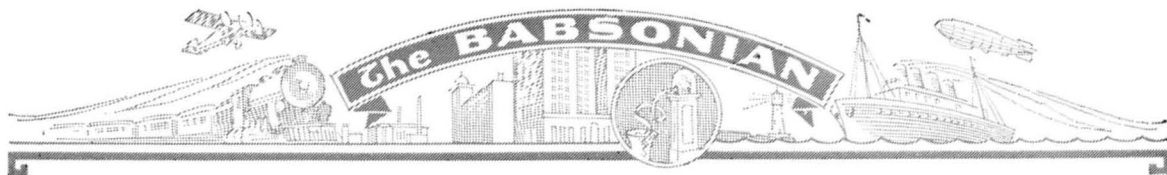


WILBUR EMMONS FORBES

140 Winthrop Street, Taunton, Massachusetts

"Bill" is a pleasant sort of fellow, who takes life quite easily and doesn't worry about much of anything. He might be described as a married bachelor, since he left his wife at home and lives in the Manor with the boys. He was evidently born under a lucky star—as witness his experience with a motorcycle cop who picked him up one dark night when he was doing about seventy. Bill's candid opinion is that the cop was drunk and, in fact, there seems to be no other explanation.





G. GORDON FOSHAY

11 Bond Street, Swampscott, Massachusetts

Frankly, we were fooled by this chap ourselves. Not simply because he's years older than his youthful countenance would lead one to believe, but because he has seen fit to associate with "Hank" Wemmer. Now wait a minute, wait a minute, we admit that "Hank's" a good boy at least. But, look here, at first we thought "Gordie" was taking care of "Hank", and now we're beginning to think—well, you can see what I mean.



JOHN KELLOGG FOSTER

31 Belle Avenue, Troy, New York

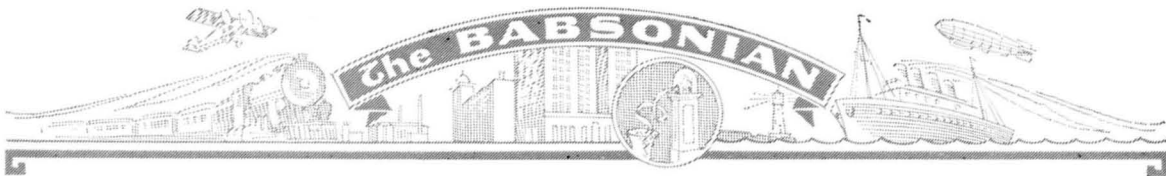
A brilliant mind that has not missed its calling. We have gotten him out of many situations, also a lot of work which, by the way, Jack does like to avoid, and also have taught him to swear ably in three languages. As Vice-President of the Class he has proved his worth to all. We are told the first thing Jack will do after getting his diploma is to embrace one—Dwight Hollister.

RICHARD M. GENIUS, JR.

55 East Washington Street, Chicago, Illinois.

Big Dick is the joy of the Institute. To see that beaming countenance day after day has really made life worth while. What he'd do without Ansted to guide his wayward footsteps we can't imagine. For a dull evening nothing can quite take the place of hearing "Dick" tell "Bill" that if the Wolverine is passing through the outskirts of Snodgrass Center at a speed of 42 miles per, it must be 4:16 A. M. With information of this sort the lad is bound to get ahead.





CAPTAIN JOHN DILLARD GOODRICH, U. S. A.

c/o Quartermaster General, Washington, D. C.

“Cap,” as can be seen from the accompanying photograph, is rather older than most of the boys, but if a man is as young as he feels, then the photograph is a liar. “Cap” entered right into the spirit of things the first day and each passing day has only served to enhance his popularity. The combination of a winning personality, an unreserved cordiality and a keen sense of humor have served to make him as well-liked and respected a student as the school can boast.

WILLIAM ARTHUR GRUPE

827 Hauser Boulevard, Los Angeles, California

University of Southern California

“California, Here I Come.” In Los Angeles the weather is always perfect, the roads are like billiard tables, and the California Fruit Growers’ Exchange cut grapes into slices and sell them by the pound. Bill agrees with Johnny Millea that the weather here is variable—it varies from bad to worse! Bill is a good student, who does his work quickly and well. He is also famous for his smile, which has made him popular with students and instructors alike.



JACOB HOLSTEIN

33 Irving Street, Hartford, Connecticut.

Buy rubber stocks men, they are bound to rise soon for our great rubber man is in the game. Soon, the world will be walking on his rubber tiles. “Jake”, while he was with us had two great worries, the unappreciative attitude of the Babson boys to the future of the rubber industry and the many money-seeking girls of Wellesley. Who will ever forget his combination sales, demonstration, and marketing talk. We have yet to see the Lincoln Limousine with the chauffeur and footman, “Jake”.





ALDEN HOWARD

63 Beechmont Street, Worcester, Mass.

The Editor of the *Babsonian*, in person! Considering the fact that a good many of the "Staff" had to be perpetually goaded into doing any work at all, it is really greatly to Duke's credit that the book ever came out at all. At least, it is a permanent and enduring monument to his ability to get things done! Aside from his literary labors, Duke found time to get all his work done, and to demonstrate his mechanical genius on a car, vintage of '73, and an inheritance from the famous Soik. He also made that run—and HOW!

CARTER HUMESTON

710 Main Street, Stevens Point, Wisconsin

"Our Carter", perhaps even better known as "Eppus", is best endeared to us because of his heightened anomalic tendencies. Most of us were entirely ignorant of the versatility of North Carolina's sons until the advent of the equally hot-blooded and indifferent Carter. This letter, shall I say, quality was most evident and most keenly felt at Wellesley—what a shame was the common reaction. Perhaps the greatest height of his versatility was reached in informal discussion. That inane ability to completely disassociate ideas and phraseology will no doubt prove invaluable.



PAUL C. JOHNSON

Memorial Drive, North Muskegon, Michigan.

Muskegon's only claim to fame is that it's Paul's home town. And that's a dubious distinction. What with rooming next to Kersting and going out with Plym, the boy has had a hectic year of it. However, he's managed to bear up well and is one of the most popular boys with the Wellesley girls. That may or may not be in his favor, depending upon the point of view.



FRANCIS AUGUSTUS KERSTING

Lafayette Hotel, Clinton, Iowa.

"Bud", "Prexy", or "Pres" as he is variously known, is the one and only, original, genuine High Power Salesman. First he sold himself, and was elected President of the Class, and he has been selling ideas ever since. Now that he is again turned loose upon the world, Henry Ford and John D. had better look to their laurels. Aside from his recognized business ability, Bud is an able leader, a conscientious worker, and a true friend. We wish him the luck he deserves—especially in view of his firm stand on drinking at Babson Dances.



FREDERICK C. KLINE

Box 444, Enid, Oklahoma.

Beside being the wittiest in Babson, Fred was one of the few to rate four straight A's in Johnny's class, and that's going some. Well, of course, the people from Oklahoma are pretty good anyway (ask them) and so we expect big things in the future from Fred. Fred says he was never so thrilled as when he landed in Boston and saw automobiles, airplanes, tall buildings, and cultured Bostonians, but he sure did miss the good old horses.

CALVIN HENRY KLUMB

522 Poplar Street, West Bend, Wisconsin.

"Cal" has an antipathy to the word "yes". Whenever he answers in the affirmative he delivers an enthusiastic "Yea, Boy!" A good, steady, conscientious worker whose pleasant disposition and ready smile have made him a host of friends, "Cal" nevertheless has one ticklish spot; he does enjoy seeing his friends get into a tight place in class. But once Mr. Thurlow landed on him—and what a ride "Cal" took. "Cal" has been the joy of many an Inn dance and will be heartily missed by Wellesley as well as Babson. "Yea, Boy!"





FRANK STROUP LANGSENKAMP

3828 Washington Boulevard, Indianapolis, Indiana.

Frank is an Engineer, and so of course he could hardly be expected to sympathize with our abortive struggles with a Slide Rule. But his training at Purdue and at Babson will probably be utterly useless to him in the end, because, beyond a doubt, he belongs in politics. With a few others, he quietly "swung" all the elections here, and even organized a *sub rosa* political party. His greatest ambition is to sell one of his electric razors to Dr. Coleman, "For the good of humanity".

A. INGERSOLL LEWIS

Union Trust Company, Detroit, Michigan.

You may believe us or not, just as you please, but it's our contention that this man is not as dignified as he looks. We have no actual proof concerning "Ing", but we have our own definite ideas. We who were fortunate enough to watch his bowl, congratulate him on having won the bowling match. To see him glide gracefully over the foul line was a sight worthy of better eyes. Anyway, he's a fine fellow and it really isn't his fault that he comes from Detroit.

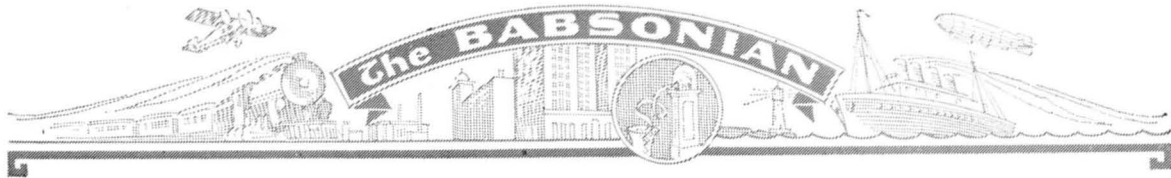


JAMES D. MACMAHON

30 Jefferson Avenue, Columbus, Ohio.

In some respects, Jim is like the well-known Rock of Ages. He changeth not. He rides along on the crest of the wave and nothing ever jars him loose from his precarious position. Apparently, he never works, but he always manages to have everything done—perhaps the result of Henderson's "Personal Efficiency" course. It is reported that various hair tonics have been tried with indifferent results. However, he can comfort himself with the reflection that grass never grows on a race track, and in this case it is only fair to note that the comparison holds!





DONALD MACRAE

75 South Third Street, Wilmington, N. C.

Have you heard about the time this little chappie tried to do a human fly on a rain spout? Say, that's good stuff for any session. The only trouble with him at all is that so many stories abound. We mean that if you led the type of life he does you'd understand. He's the kind of chap that provokes this sort of discussion: "Yeah, and one time he and this girl—" "That reminds me of the time he and Draper went to Cambridge and—"



ANDREW WAYTE McLAUGHLIN

1124 Grandin Road, Roanoke, Virginia.

"Andy's" Virginia accent is very marked, and as a result, he was the first member of Millea's Goat Club. He left a bank cashier's position to come to Babson, and while Production and Distribution were unexplored fields for him, he was in a familiar atmosphere in Finance. In fact, he became the recognized Bureau of Information. "Andy's" thoughts are usually devoted to serious subjects, but there is a case on record of a young lady who fell in love with his photograph! Anybody who wants steady women at Wellesley—see "Andy".

GEORGE F. S. MELBOURNE, JR.

1014 Market Avenue, North, Canton, Ohio.

"Cliff" is decidedly a ladies' man. We realize that's a horrible appellation but truth will out. We celibates of Burt's Mansion House have been entertained no end by "Cliff" and his girls—made it a point to have them there for dinner at least three night a week. If you want to have some fun get "Bill" and "Cliff" to argue over the virtues or non-virtues of Henry Ford. "Cliff" thinks Henry is the stuff—"Bill" thinks otherwise—and what a battle when the two start.





FRANK STROUP LANGSENKAMP

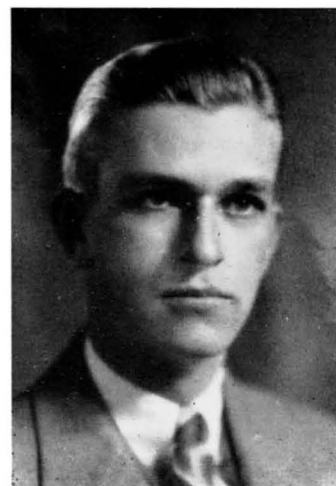
3828 Washington Boulevard, Indianapolis, Indiana.

Frank is an Engineer, and so of course he could hardly be expected to sympathize with our abortive struggles with a Slide Rule. But his training at Purdue and at Babson will probably be utterly useless to him in the end, because, beyond a doubt, he belongs in politics. With a few others, he quietly "swung" all the elections here, and even organized a *sub rosa* political party. His greatest ambition is to sell one of his electric razors to Dr. Coleman, "For the good of humanity".

A. INGERSOLL LEWIS

Union Trust Company, Detroit, Michigan.

You may believe us or not, just as you please, but it's our contention that this man is not as dignified as he looks. We have no actual proof concerning "Ing", but we have our own definite ideas. We who were fortunate enough to watch his bowl, congratulate him on having won the bowling match. To see him glide gracefully over the foul line was a sight worthy of better eyes. Anyway, he's a fine fellow and it really isn't his fault that he comes from Detroit.

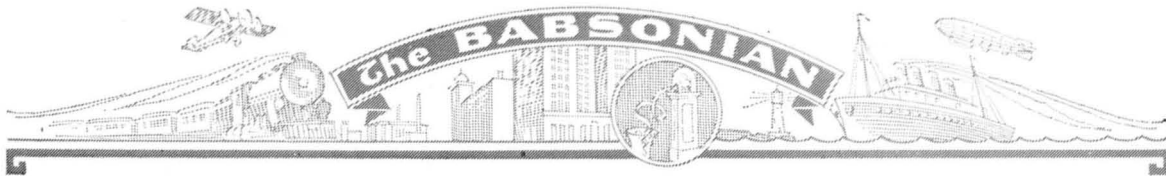


JAMES D. MACMAHON

30 Jefferson Avenue, Columbus, Ohio.

In some respects, Jim is like the well-known Rock of Ages. He changeth not. He rides along on the crest of the wave and nothing ever jars him loose from his precarious position. Apparently, he never works, but he always manages to have everything done—perhaps the result of Henderson's "Personal Efficiency" course. It is reported that various hair tonics have been tried with indifferent results. However, he can comfort himself with the reflection that grass never grows on a race track, and in this case it is only fair to note that the comparison holds!





DONALD MACRAE

75 South Third Street, Wilmington, N. C.

Have you heard about the time this little chappie tried to do a human fly on a rain spout? Say, that's good stuff for any session. The only trouble with him at all is that so many stories abound. We mean that if you led the type of life he does you'd understand. He's the kind of chap that provokes this sort of discussion: "Yeah, and one time he and this girl—" "That reminds me of the time he and Draper went to Cambridge and—"



ANDREW WAYTE McLAUGHLIN

1124 Grandin Road, Roanoke, Virginia.

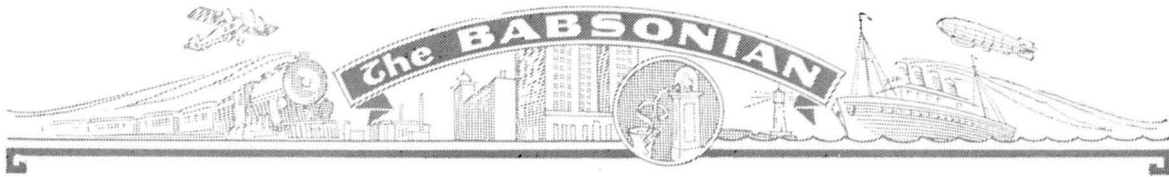
"Andy's" Virginia accent is very marked, and as a result, he was the first member of Millea's Goat Club. He left a bank cashier's position to come to Babson, and while Production and Distribution were unexplored fields for him, he was in a familiar atmosphere in Finance. In fact, he became the recognized Bureau of Information. "Andy's" thoughts are usually devoted to serious subjects, but there is a case on record of a young lady who fell in love with his photograph! Anybody who wants steady women at Wellesley—see "Andy".

GEORGE F. S. MELBOURNE, JR.

1014 Market Avenue, North, Canton, Ohio.

"Cliff" is decidedly a ladies' man. We realize that's a horrible appellation but truth will out. We celibates of Burt's Mansion House have been entertained no end by "Cliff" and his girls—made it a point to have them there for dinner at least three night a week. If you want to have some fun get "Bill" and "Cliff" to argue over the virtues or non-virtues of Henry Ford. "Cliff" thinks Henry is the stuff—"Bill" thinks otherwise—and what a battle when the two start.





NEAL OAK MILLER

18 Broad Street, Bangor, Maine.

Neal can talk his way into—or out of—anything at all, and he does. A natural craving for excitement leads him into inextricable situations, from which he deftly extricates himself with all the suave adroitness of a Chesterfield. He has graduated from the necessity of “lighting a Murad”, and affects a black cigar in its place. When we have all passed to our just rewards, we will probably buy superfluous oil heaters from a Satanic Neal—and thank him for the privilege!

JACOB R. MONTGOMERY

Marlow, Oklahoma.

“Dolf” is just one of the boys from Oklahoma and you know he really loves New England, the weather, the roads, and the tax collectors. Oh, yes! Horsburgh heard that “Dolf” had an accident on the way to school so it is but natural that he should have taken him in tow and now they are inseparable buddies. It was certainly great to listen to “Dolf” agree heartily with both “Hendy” and John on profit sharing and get away with it. Some will do anything to get a drag.



MITCHEL S. NALITT

28 West 33rd. Street, Bayonne, New Jersey

“Mike” strives to please. He carries this tendency to an extreme and in so doing shows that he is possessed of no small degree of originality plus an utter disregard of conventions. Millea balled him out for coming to class in a disguise and “Mike”, true to form, promptly secured a razor and used it in the boiler room between classes. It is safe to say that Johnny was stunned and anybody who can surprise Johnny, as all the world knows, is going some. We predict a brilliant future for this young man.



DAVID E. OBERWEISER

710 Main Street, Stevens Point, Wisconsin.

Here's a great boy and a philosopher of no little propensity. He and Hopkins, two hot-air artists, go at it for hours on end. The results are never published. And like the latter Dave has taken to Wellesley—or, I might better say, Wellesley has taken to Dave. With his modest, retiring ways he has won himself into their little hearts. We definitely know of at least one maiden that will have love's young dream shattered when Dave returns to Stevens Point, where the water is as pure as Poland Water. Ask him.



GUSTAV JOSEPH PAPENDICK

7070 Washington Avenue, St. Louis, Missouri.

"Gus" is little, but like Napoleon, he makes a big noise, especially outside of class. From the amount of research he has done on it, he should effect a revolution in the baking industry. "Gus" has the happy faculty of becoming intensely interested in anything he does, and as a result, his work at Babson has been of real value to him. Our only caution to him is that he keeps his wheat separate from his rye.

HARRY A. PARKER, JR.

1020 Leckie Street, Portsmouth, Virginia.

New England weather has been a sore disappointment to Harry; in fact, it has been "wearin' him daown to a nub!" He cherishes two great ambitions. One is to increase the sales of children's hosiery, and because he has a good "business head", he will probably do it. The other is his own personal affair, but the invitations should be out any day now.





RODERICK D. PFOHL

446 John Street, Niagara Falls, Ontario, Canada

We are seriously considering running Rod as a Presidential Candidate. He has all the standard qualifications for the job and a certain tact which would disarm his enemies. But, above all things, Rod has a burning, passionate, fanatical love of LIBERTY, and, like the Crusaders of Old, is always ready to do battle for his cause. And when he battles he does so with a whole hearted enthusiasm which is truly inspiring. Please glance again at his home address!

CHESTER CLARK POND

6712 North Eleventh Street, Philadelphia, Pa.

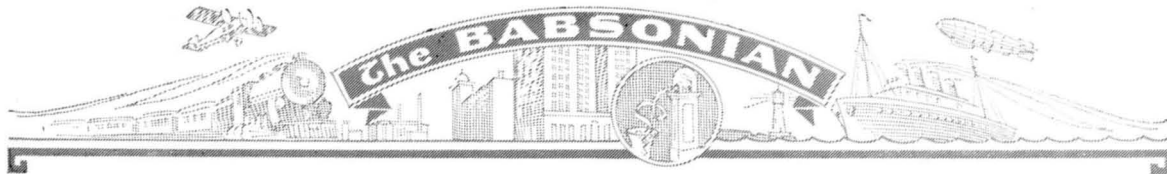
If this boy makes as good a husband as he does a student, his spouse can be proud of him for he is an outstanding example in a generation of blasé youths of one who has known true love. Anyway, in spite of it all, he's been the joy of many a procrastinating scholar, for we've all at some time or another been dependent on Here's knowledge. And perhaps the greatest enjoyment of all has been to watch the lovely friendship of Humeston and Pond bloom into mutual admiration of the other's characteristics.



VICTOR E. H. RANKIN

112 W. 72nd Street, New York City, N. Y.

We might get sued for this, but our only comeback to that is that you can't get blood out of a turnip. Here's the dope—draw your chairs closer, boys, and don't breathe a word of this—Our ear-to-the-ground department, has discovered, from authentic sources, that "Vic" uses peroxide to keep the rusty brilliancy of them there red locks of his'n. Maybe you little boys want to know what makes him so popular with those we humorously refer to as the fair sex. Well, so would we.



GORDON M. READ

530 Hudson Street, Ithaca, New York.

This big, handsome paper man from New York was thought to be a pretty quiet sort until we found out his Boston escapades. His common cry was "Where's my special delivery today?" It seems that a certain species of the other sex has a pretty good hold on our boy Gordon. Since he has acquired a hair lip, or rather two hairs, the henna dye manufacturers have reported a doubling in sales. Gordon and the big beer magnate from Pottsville have proved to be quite a source of worry for Thurlow.



EDWARD F. REED

622 North College Street, Neosho, Missouri.

We confess that we don't know much about this chap. He really is an enigma to the school. As a matter of fact I could sum up the whole discussion by merely mentioning that he's a room-mate of Wallace's. But add to that the fact that a box of Maybelline Eye Beautifier has been found in his room and you can draw your own conclusions. Of course there's the possibility that Wallace might have owned it, but if you know Marko the chances are you'll think not.

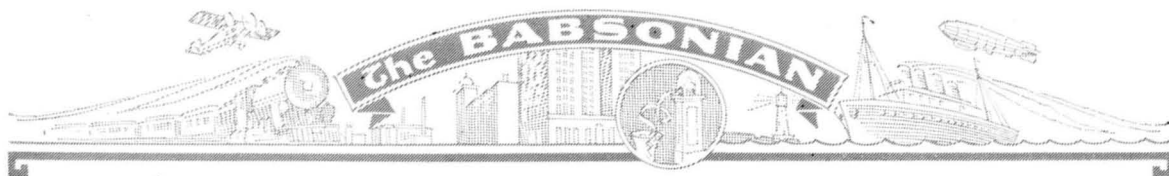


ROBERT H. RICH

1433 Mahautongo Street, Pottsville, Pennsylvania.

And as to this young man, he is wasting his time here. He belongs on the Editorial Staff of the *Mercury*. His quick mind has an iconoclastic bent, and he is never so happy as when he is being miserable about something. His command of vitriolic invective should make H. L. and George Jean blush for shame. Add to this considerable literary ability, quick perception, a sensitive, artistic temperament and you have the Paradox which is Bob. It's rather hard to visualize him taking orders from some comparatively uneducated boss, but he won't do it for long.





WILLIAM E. ROBINSON

6446 Sherwood Road, Philadelphia, Pennsylvania

"Bill" wasn't "on the job" before he had been here for a week, and the rest of the year has served to prove that there is certainly a Black List in operation in these parts. No amount of consistent, conscientious good work could get "Bill" off the list. But professorial grades aren't everything in the world. "Bill" has learned a lot, and his sleepy appearance only serves to mask a quick mind, which should carry him a long way. All he needs is—pardon, that's *his* business.

JAMES D. RODDEN

Oakdale, California.

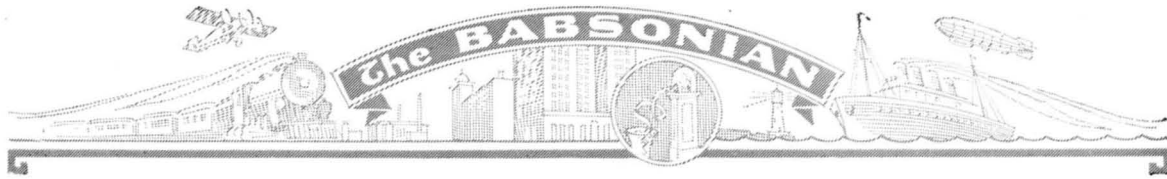
Jim was once seen wearing a blue tie. Oh, I know you'll not believe us, for he has worn that red one for so long. What? You thought it was a sweater? No, we did at first, too, but it seems he goes in for large knots; it's really a tie after all. And anyway, one can account for all that when one realizes that, first, he rooms with Wemmer; and second, he comes from California. Incidentally, he's the only Babson Californian who talks in a quiet voice. Just compare him with Grupe and you'll think California may not be so bad after all.



SIDNEY S. ROSENTHAL

919 Pear Street, Vineland, New Jersey.

Here's the little chappie who's always snapping pictures. We're afraid to get near him for fear he'll catch us in an informal pose that may lead to complications. There's one thing about him, though,— he took the movies of Ward's Sales Talk. Well, we're hoping that the movie magnates will sense Charlie's possibilities as a comedian and will keep him out West. Chalk one up for Rosenthal if that happens. "Syd" has a magnetic personality, for even Mike Nalitt is constantly on his trail. There's a chance he may be able to live this down.



EARL R. RYNO

416 Birch Avenue, Westfield, New Jersey

"Now I remember one night on the Albany night boat" etc. If a person wants some good stories for public speaking or wants to be the life of a party, he should see "Bim". When "Bim" steps out with his spats, cane, and high hat, I ask you where is a smoother man? It is said he carries the cane to keep the girls off who think he is John Gilbert. The New Jersey population is eagerly awaiting his return from Babson, to crown him as one they can be proud of.



EARL L. SMITH

Augusta, Illinois.

Earl is easily the most outstanding student who ever came to Babson. How in the world he ever finds time to do the amount of work he does is a mystery. He can talk intelligently on any subject covered in the course, and usually he can make the various professors back down on any point with which he disagrees. Our only criticism of him is that he makes it rather rough for the rest of us by establishing an impossibly high standard of comparison. It's useless to wish him good luck, because if he doesn't have it, he'll make it.

ROBERT D. SMITH

1520 Central Avenue, Memphis, Tennessee.

Smith's soft intonation alone would betray the fact that he hails from below the Mason-Dixon line. Further acquaintance serves to demonstrate the fact that Bob is *not* a Yankee, quite the opposite, in fact. We have always secretly envied the ease with which he can assume a pose of calm, indifferent nonchalance and dignity, when, as a matter of fact, he is not essentially dignified! Add to this an unusually tactful manner, and you have a good picture of "Bob". If any business needs a man who can send indignant customers away chastened and apologetic, the search is ended. He's the man!





EDWARD G. SOIK

Two Rivers, Wisconsin.

Our Edward is our idea of a college sheik—just ask him! We wonder what has become of some of the famous beauties of his harem—"Charleston Dot", "Dorchester Babe", "Louisville Lou", "Manhattan Mary", "Catskill Marian", "Wellesley Mary", and many others. Soik was the best accountant in the summer group. He was going to pass the examination in the winter. After the exam he continued to attend classes. We do give him credit for being a good singer. He received his training in the Carroll Glee Club. Al Jolson would stop singing if he heard "Ed". Why shouldn't he?

PRESTON L. SPAULDING

4336 Versailles, Dallas, Texas.

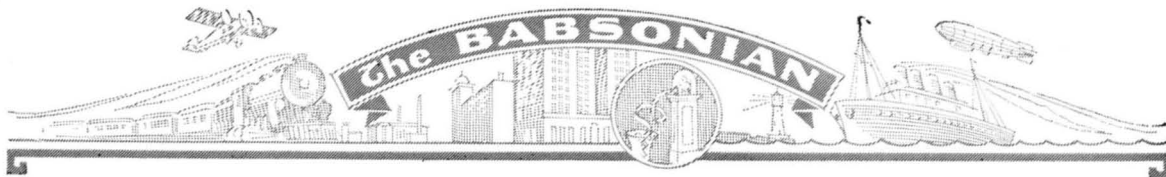
"Pres" is an unusually quiet chap, but he can't get over the habit of blushing when Fitz mentions something unpleasant about the finances of the great and sovereign state of Texas. We take it that he disagrees violently! He is a good worker, original, steady and reliable in everything he undertakes, but he has one bad form of dissipation—"Cowboy Pool". This is a bad, wicked and wasteful form of pleasure, "Pres", and you should try to overcome it! (It is only fair to note that he separated us from our last dollar this noon by means of an utterly impossible four-cushion bank shot.)



CHARLES N. TAFT

2541 Kennilworth Road, Cleveland Heights, Ohio.

Unlike his famous namesake, Taft is long and narrow! But both the Tafts are alike in one respect—they use their heads! Charley's quick thinking has saved him on more than one occasion. When he is disturbed by a sudden professorial question, he answers with a plausible counter question, which throws the discussion into some other channel, and Charley invariably retires with honor. Believe it or not, this is a valuable quality, one which will win more battles than a Phi Beta key!



CHARLES V. TREAT

113 East Center Street, South Manchester, Connecticut.

Charlie's another one of those handsome boys who instinctively leave the impression that they know their way around. Furthermore, he's been seen in the company of Howard and Ryno. I dare say that won't help his reputation any. Charlie has been with us for only a few months, during which time he has been remarkably silent. But we persist in believing he has a past, and hope that someday he'll loosen up and let us know how things are done on a big scale.



CARLTON E. VANDERWARKER

407 Linden Street, Wellesley Hills, Massachusetts

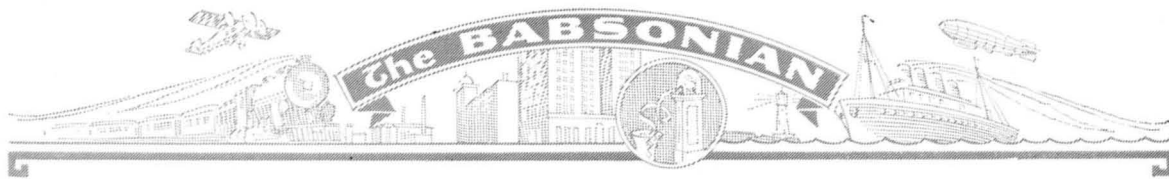
He looks sensible, doesn't he? Well, that only goes to show that you can't tell how sweet an orange is by the skin. Van was really a splendid fellow until he contracted Wellesley-itis. He can't stay away from the place, and if you don't believe it's had a bad effect on him send a stamped, self-addressed envelope to "Rich" for more intimate details. He and Humeston are the Babson exponents on true love, although Carter, of course, has had more experience.

RICHARD B. WAGNER

535 Belmont Park, Dayton, Ohio.

"Dick" has gotten high marks, very high marks, here at Babson, by the simple process of working for them. When you hear anybody saying, "I wouldn't be a grind like Wagner," just ask him to show you his reports, and compare them with "Dick's". He has done equally good work in all the courses, and will probably be an outstanding success in any line he takes up. Aside from his work, "Dick" has made many friends here, and has shown that the class-room is not the only place in which he can show his ability. Good luck, "Dick". It would be a good thing for Babson if there were more like you here.





FRANK M. WALLACE

476 Blaine Boulevard, Seattle, Washington.

"Marko," elsewhere referred to in this book of ours as the Salmon Man, is the delight of the third floor. One of the greatest joys that can come to one is to hear him hold a crowd breathless with all sorts of tales on the breeding of salmon. Emulating Vina Delmar, we expect him to write a book some day called "Bad Fish". But most of all, after "Marko" has left us, will we miss that soothing whistle of his as he wins another rubber in bridge.

CHARLES F. WARD, JR.

525 Market Street, San Francisco, California.

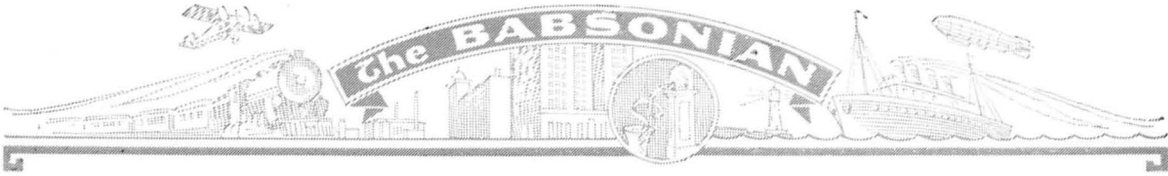
Charlie might be a splendid chap if it weren't for his laugh. His drag with the faculty, indeed, has done much in the way toward winning him a place in his classmates' hearts. It's a joy to hear him sing out in the morning as he passes Mr. Thurlow:—"Good morning, 'H. A.' how are you today?" That clubby sort of spirit has been a big factor in his undoubted success. He has made himself invaluable as Business Manager of the "*Babsonian*", and we're sure we never could have gone to press without the guidance of his friendly hand and western guffaw.



HENRY R. WEMMER

934 Market Street, Lima, Ohio.

"Hank" always has a wide grin on his handsome countenance. As yet nobody has succeeded in discovering the cause of all the merriment, but perhaps it is tracable to his amusement at the sight of so many otherwise intelligent young men gradually losing their reason in the maze of Accounting. He does most of his talking outside of the classroom, which shows a degree of wisdom seldom found in one so young, since classes at Babson demonstrate perfectly the truth of the old saying, "Silence is Golden."



JOSEPH M. WHITE

337 W. 71st. St., New York, New York.

"Colonel Joe" White, a true gentleman from Virginia, is another illustration of still water running deep. "Whitey" never talked much, but he did some thinking. "Joe" is quite a student and has many interests at heart, one being a Miss in Richlands. "Joe" has demonstrated on several occasions that he has a thorough knowledge of hardware. He is a good boxer, plays a good game of tennis, and plays checkers quite proficiently. He is a good sport, even though he is blest with a fiery Southern temper. Upon leaving Hampton-Sidney College he taught school for several years and served as athletic coach.



HERBERT H. WILLIAMS

Comanche, Texas.

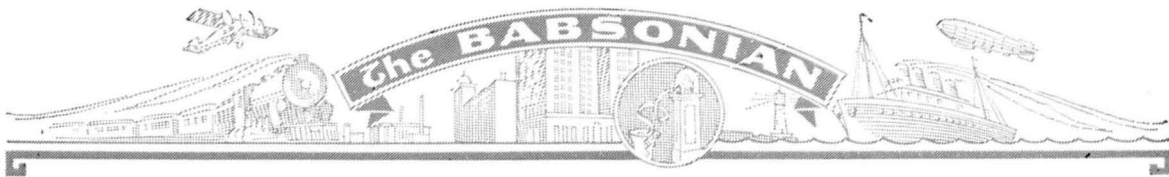
"Tex" has returned to the great open spaces he calls home, but we understand he still has an interest in New England—Newton, Mass., to be exact. He is quite a wrestler and kept in training by his long fast walks to Needham. His winning smile and personal charm quite made up for his taciturnity. No wonder the girls always fell! (We understand that a Miss at Sweetbriar received a collection of pennants from one Texas steer.) "Tex" attended Exeter and the University of Texas before joining us here.

ORPHEUS L. WOODBURY, Jr.

17 Monument Street, Wenham, Mass.

"Believe me, sweetheart", is now the password when "Wood" comes tearing by on his way to Reading. Once upon a time we can imagine that he was a nice boy, but then he started going with "Ernie", "France", and "Aussie", and his whole life changed. Showing girls the Coleman Map Building and the Beacon was "Wood's" vocation until "Birdie" Smith heard of it and said he was keeping the birds awake. We hope "Billie" doesn't hear of this.





ALBURN T. WOOSTER, JR.

Portage, Wisconsin.

"Woozy" hails from Portage, Wisconsin, and attended the University of Wisconsin before coming to Babson. "Al" is always known to have a smile for everyone. He is sure to be a big success in the world—he weighs about 255 pounds now! "Al" always has time for two things: to listen to a good joke and to discuss his favorite subject, horses. He is the other part of the Babson Siamese Twins—White and Wooster. He is at least the better half in avoirdupois. His Pontiac roadster is seen quite frequently at Wellesley College in the evenings. The girl will get a lot for her money when she marries our "Al".

FREDERICK G. YUENGLING

1440 Mahantongo Street, Pottsville, Pennsylvania.

"Fred" didn't get here until the Winter Term. He was mighty sorry for that. You see that left him only Winter and Spring to drive to Northampton. During the winter Fred roomed with "Jake" Holstein. The ordeal must have been too much for "Jake" because he left at the beginning of the Spring Term. Then "Fred" roomed with Gordon Read. It's a question how long Gordon can stand the pace. At any rate, we'll all agree that for novelty and entertainment "Fred" gave the best Sales Talk possible.



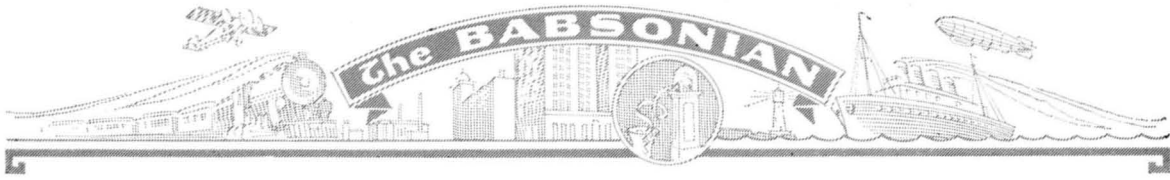
THE RESEARCH GROUP

In this group are found the more serious students among us. We say that in spite of the fact that Walker is one of them. To offset him, however, we had Carlson, to say nothing of the austere Bates. Gregg Armstrong for a while did some work in marketing and Larry Plym even now is hard at work on Finance. Melbourne is busy with some Production Research now. Bill Lashar last fall helped to swell the ranks of the Financial Research students. Altogether they make a fine bunch of boys and have done much to make life here at Babson as enjoyable as it has been.



WHO'S WHO

Most Likely To Succeed:	Kersting 27, Wagner 24, Foster 12.
Most Influential:	Kersting 48, Ward 10, Howard 8.
Most Popular:	Howard 28, Wemmer 25, Kersting 14.
Most Energetic:	E. L. Smith 21, Wagner 18.
Brightest:	Pond 31, Smith 18, Wagner 15.
Best Natured:	Wooster 58, Draper 8.
Biggest Grouch:	Ferguson 32, Blyth 31.
Most Versatile:	Forbes 26, Foster 24, McMahon 9.
Wittiest:	Kline 31, Grupe 18, Goodrich 11.
Class Clown:	Nalitt 31, Rich 23.
Heartbreaker:	Kersting 36, Ansted 18, Rich 15.
Most Optimistic:	Wooster 41, McLaughlin 20.
Most Pessimistic:	Ferguson 38, Collier 9, Cannon 7.
Best Dressed:	Ansted 39, Cannon 26.
Handsomest:	Berwald 48, Ansted 24.
Most Pious:	Conklin 27, E. L. Smith 24.
Wellesley Fusser:	Rich 47, Hopkins 13.
Woman Hater:	Genius 59, Wallace 8.
Hardest Worker:	E. L. Smith 49, Genius 18.
Laziest:	Humeston 29, R. D. Smith 25.
Most Absent-minded:	Wallace 21.
In Best With Faculty:	Ward 29, E. L. Smith 27.
In Worst With Faculty:	Epstein 33, Horsburgh 28.
Straightest:	Brand 31, Claussen 26.
Meekest:	Spaulding 28, Berwald 21.
Luckiest:	Hopkins 26, Howard 15, Horsburgh 11.
Unluckiest:	Epstein 34, Collier 21.
Most Sentimental:	Robinson 33, Vanderwarker 22.
Cutest:	Wemmer 34, Cannon 30.
Smoothest:	Berald 28, Ansted 22.
Class Rounder:	Horsburgh (unanimous)
Most Bashful:	Genius 39.
Best Mixer:	Ward 23, Howard 22, Ginger Ale 14.
Noisiest:	Melbourne 59, Ansted 3.
Quietest:	Yuengling 31, Brand 29.
Most Impulsive:	Ansted 32, McLaughlin 27.
Biggest Grievance:	Blyth 21.



“WORK FORWARD AND THINK BACK”

No matter where you are, let your thoughts go back to Babson. Whether you are attending a meeting of the Board or a gay party at the leading hotel where you have already had three or four, and your spirits are way up here at the top of the curve and your synapses are on a wild toot wasting your neuricity powder. Is this the time to take No. 5 and No. 6? No, it is time to call a halt and give some thought to your time and motion study and see if the picture has rhythm, remembering the while that the public is eye minded. It will be better to take No. 5 and No. 6 the morning after, when your spirits are way down here at the bottom of the curve, after which your thoughts will go back to Babson as to an OLD FRIEND.

OPINION OF MASSACHUSETTS

(Dedicated to Harry Parker, who has suffered much.)

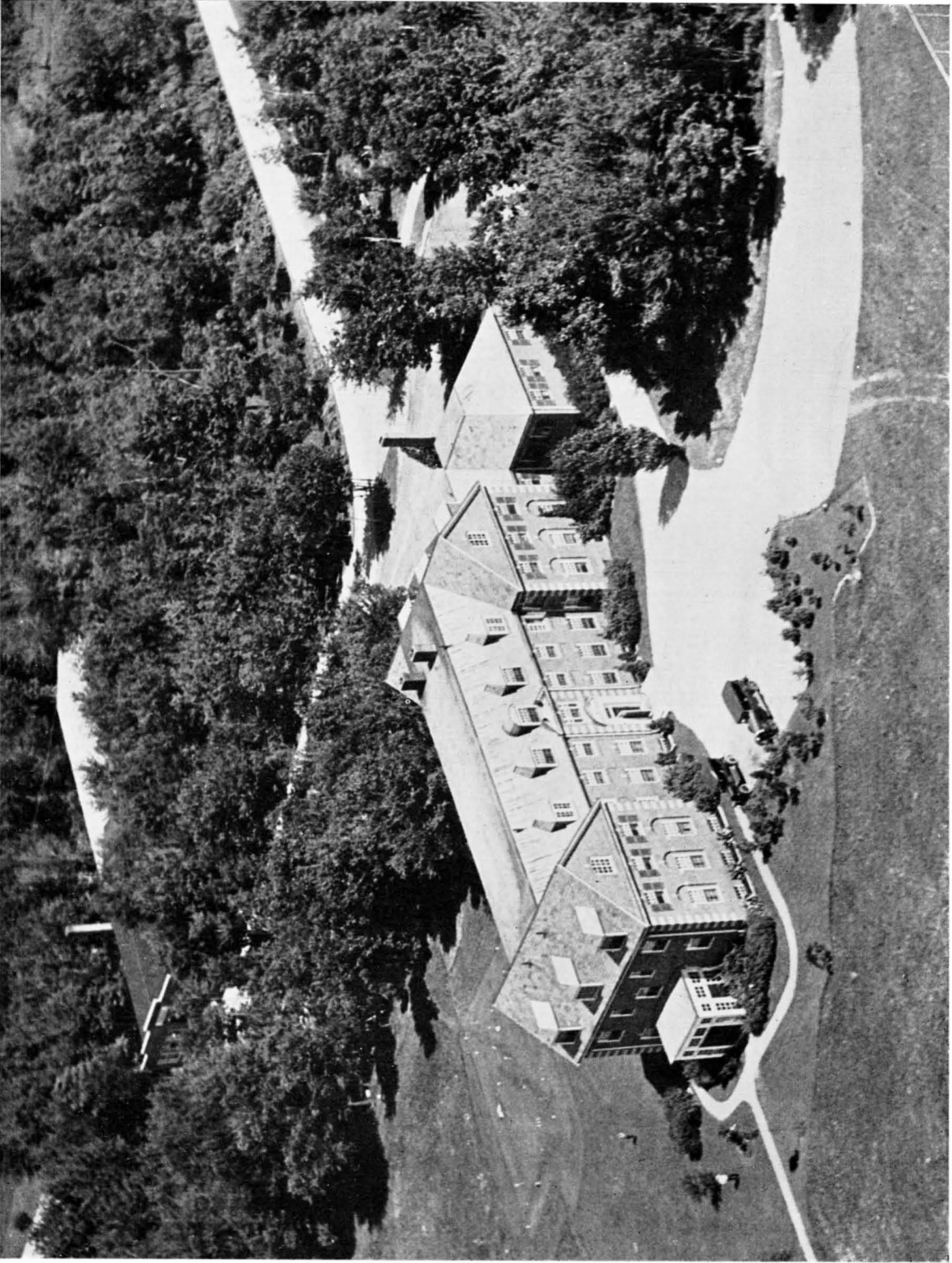
In Massachusetts' "Sunny" clime,
The weather's awful, all the time.
The winter weather, hot and cold,
Makes mankind prematurely old,
While all the Spring's aspiring flowers
Are met by ice, instead of showers.
From far above to far below
We watch the mercury swiftly go.
We shed our shirts, then reach for coats,
We drive our cars, and wish for boats!

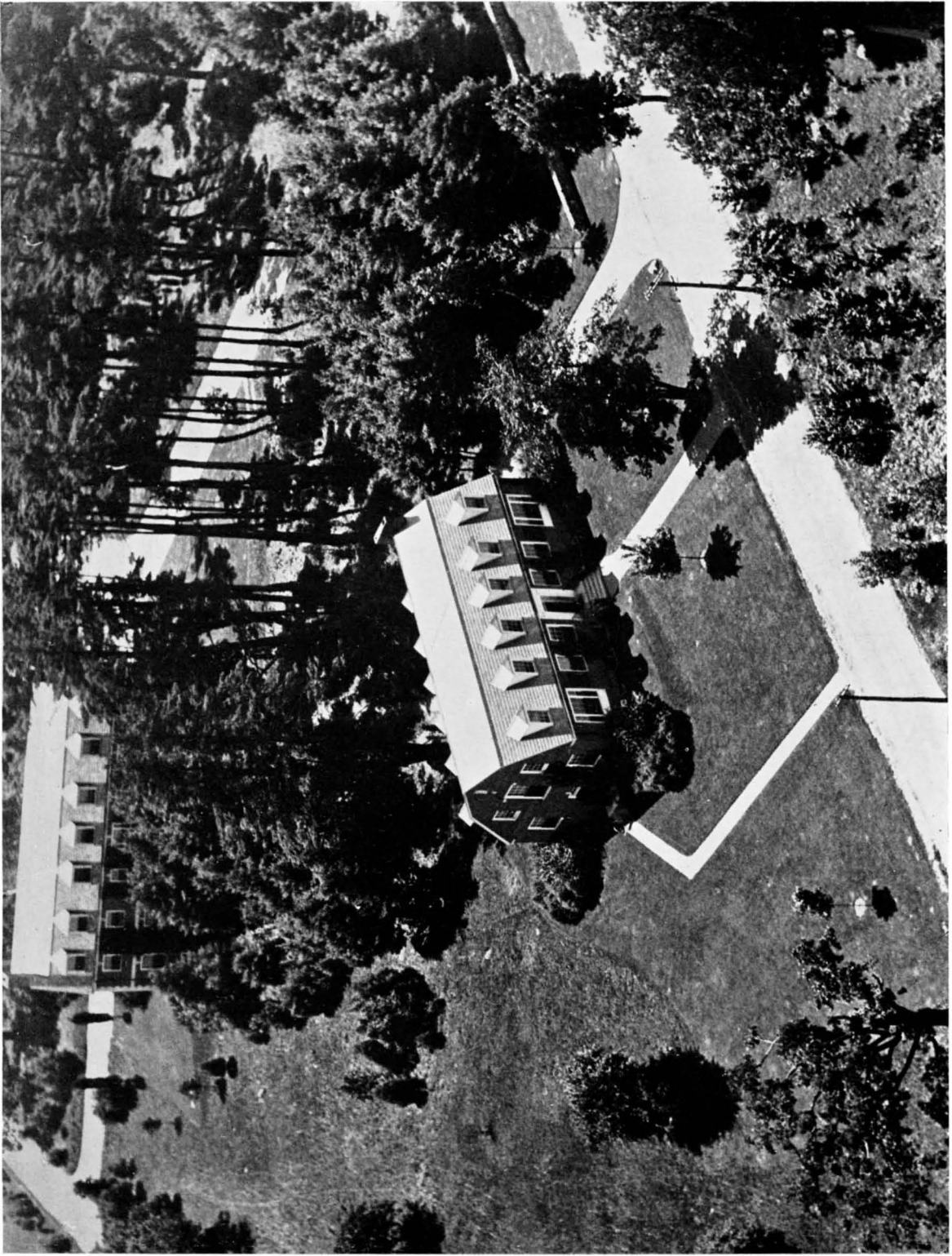
The things we suffer, none can tell.
So, Massachusetts, Go To -----!
Massachusetts' legal mazes
Make us wish they'd go to blazes!
They tax us here, they tax us there—
They tax our mothers' Silver hair!

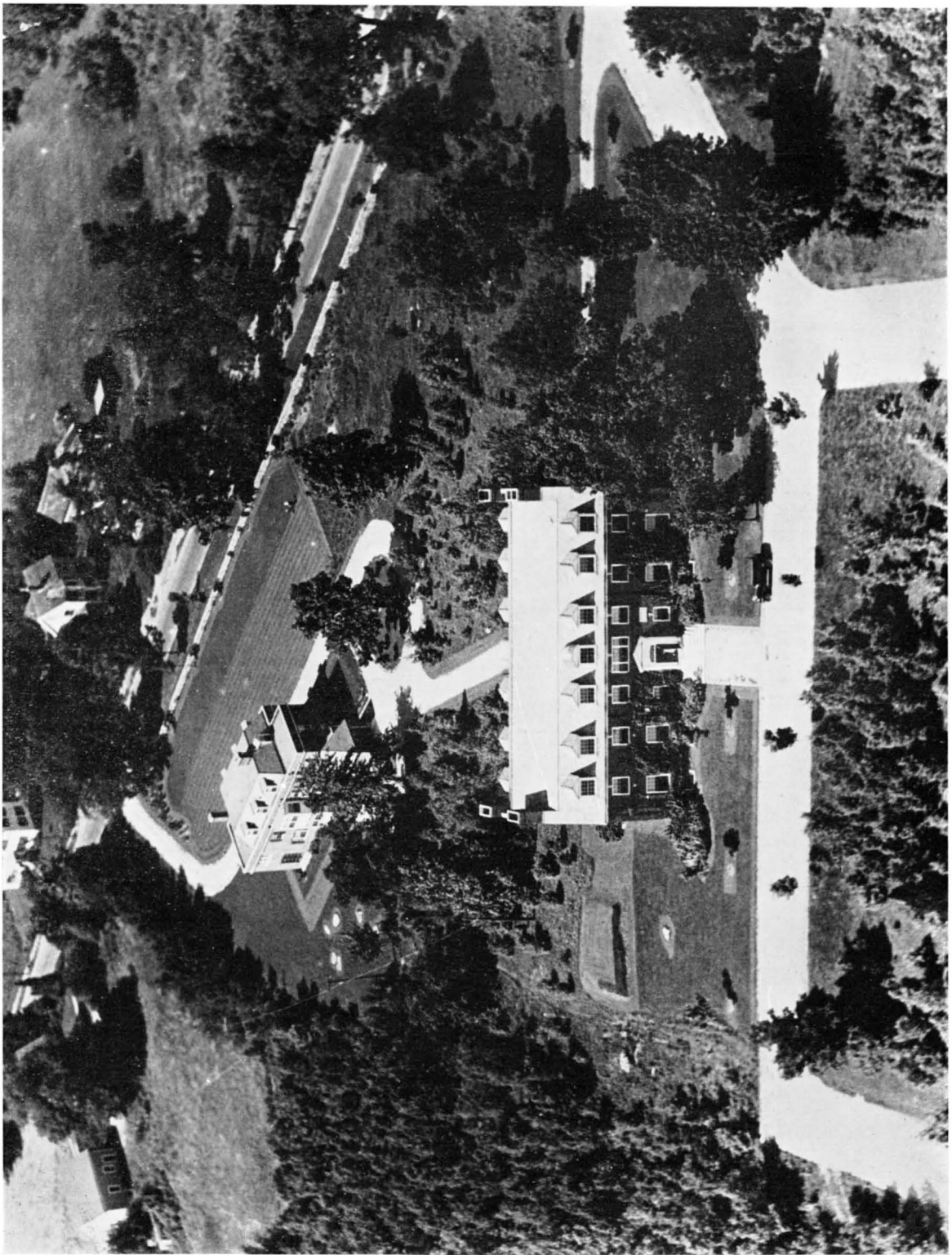
The things we suffer, none can tell.
So, Massachusetts, Go To -----!

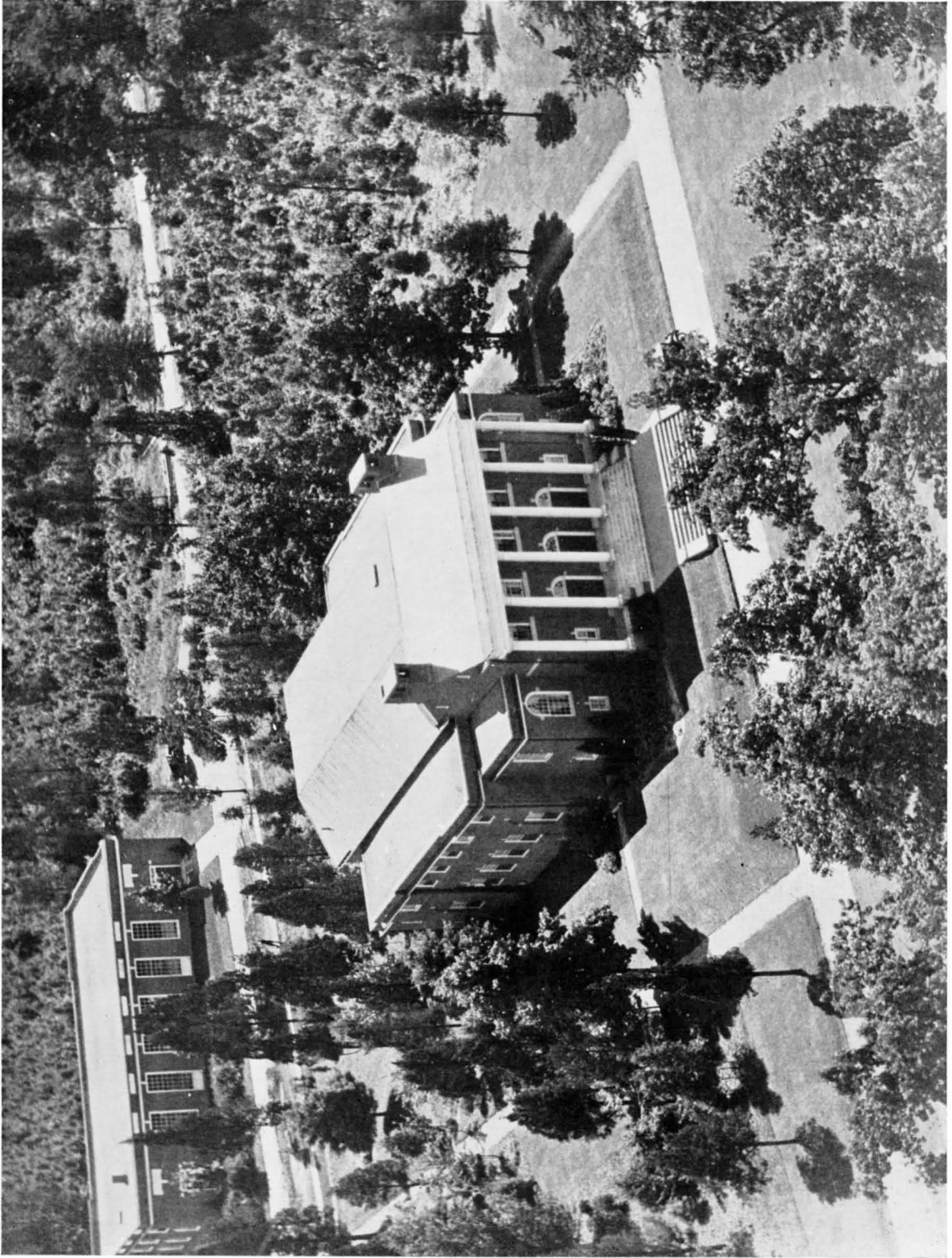


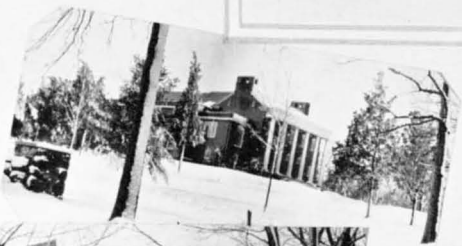
Campus

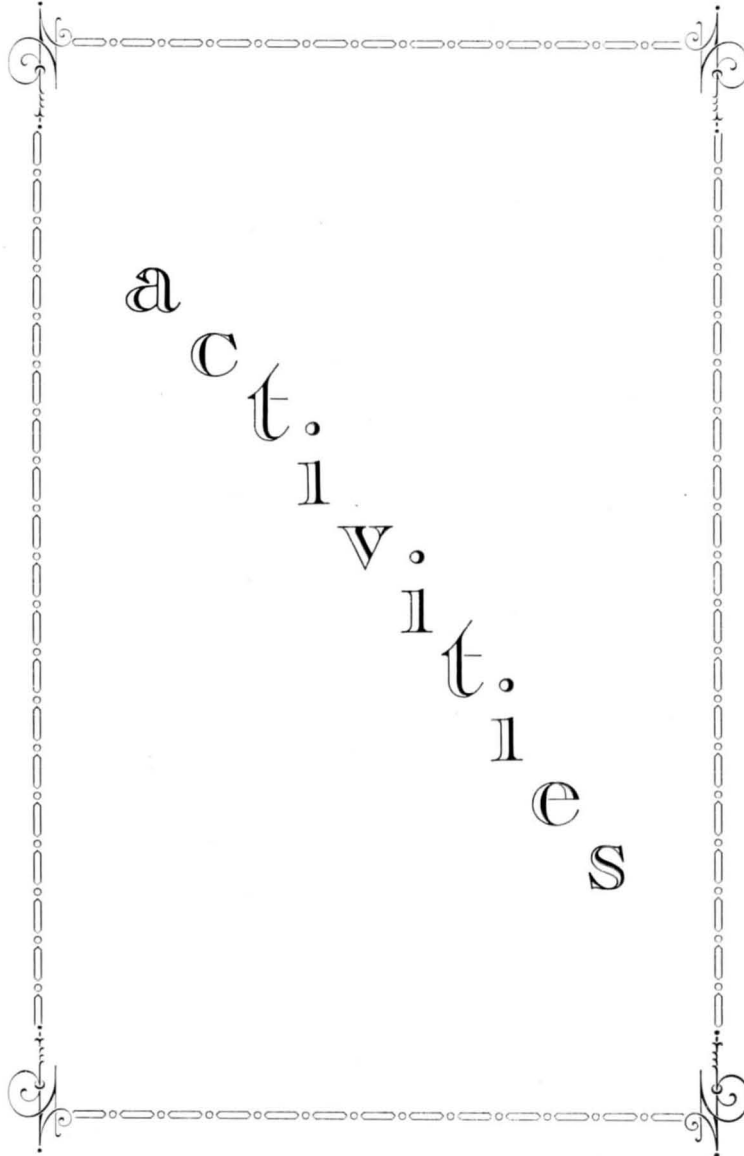




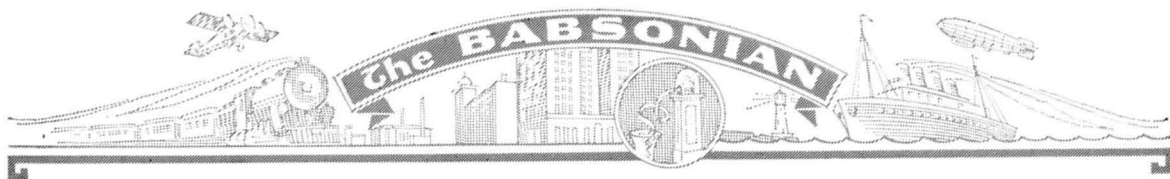








a
c
t.
i
v.
i
t.
i
e
s



BABSONIAN BOARD, 1929

WILLARD HOPKINS
Asst. Adv. Mgr.

JOHN FOSTER
Asst. Editor

SIDNEY ROSENTHAL
Photographic Editor

CARLETON WANDERWARKER
Asst. Adv. Mgr.

EARL SMITH
Alumni Editor

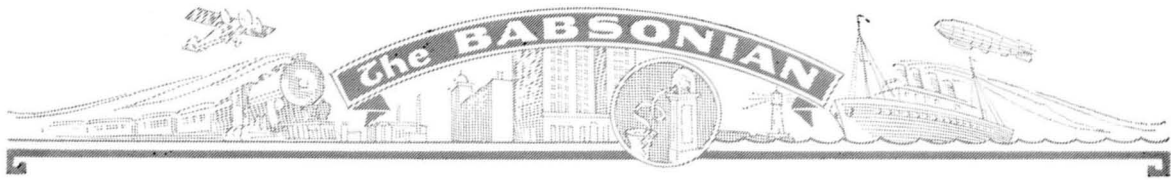
CHARLES WARD
Business Manager

ALDEN HOWARD
Editor-in-Chief

CHESTER POND
Art Editor

FRANK LANGSENKAMP
Advertising Manager

ROBERT RICH
Feature Editor



BOWLING



WINNERS

Every Other Ball Nalitt, (every other one went down the alley) and Heart Failure Wallace, of Seattle Fame.

The bowling banquet, held on Friday, March 15 at the Hotel Bellevue, was a huge success. Everyone was there to enjoy the big "feed". Prizes were given out and a good entertainment was provided. From the way the men ate one would be inclined to think that appetites were worked up during the bowling season and saved for the occasion. The boys are very much indebted to Mr. Mattson who gave a handsome loving cup to encourage the promotion of the bowling tournaments which brought forth a great deal of friendly rivalry and spirit among the boys. Five more men had their name engraved in the Babson Hall of Fame.

After a hair-raising thrill, the bowling season came to a successful close when the Ohio team, consisting of Captain Berwald, Brand, Cannon, Blyth, and Claussen won the pennant. The runner-up team, led by Captain Walker and his cohorts Epstein, Lewis, Nalitt, and Woodbury put up a splendid battle.

Led by the best bowlers of the field, the two teams struggled all season. Lewis, of Annex Fame with an average of 84.3 was hotly contested by Berwald with an 83.1. Wild Bill Ansted closed the season with a bang as his fade-away ball crept slowly down the alley, while Cannon Ball Papendick burnt the boards the last few strings. But perhaps the greatest thrill of a thrilling season was the fight-to-the-finish struggle between



RUNNERS-UP

FINAL LEAGUE STANDING

Team Captain	POINTS		POINTS		Average
	Won	Lost	Won	Lost	
#4 Berwald	2	2	*36	24	.598
#5 Walker	2	2	*35	25	.581
#3 E. L. Smith		(Did)	28	28	.500
#6 Vanderwarker			25	31	.440
#1 Allyne		(Not)	25	31	.440
#2 Klumb		(Bowl)	23	33	.405

*Bowled 15 meets—all other teams 14 meets.



THE BABSON BOWLERS

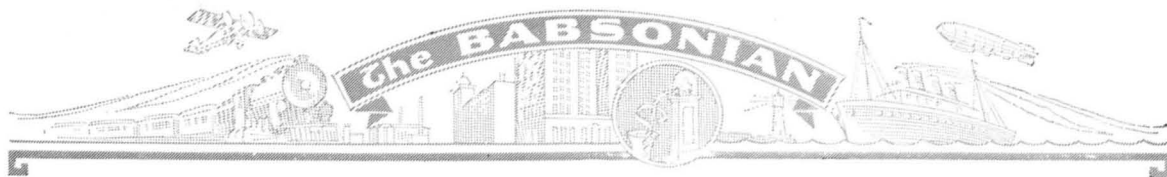
- #1 Allyne, Rosenthal, Howard, Langsenkamp, Ansted.
- #2 Klumb, Wooster, Millea, Erbe, McLaughlin.
- #3 E. L. Smith, Rich, Grupe, Mattson, Wallace.
- #4 Berwald, Clauseen, Towell, Cannon, Brand.
- #5 Walker, Lewis, Epstein, Woodbury, Nalitt.
- #6 Vanderwarker, Pond, Hopkins, Wemmer, Dorer.

HIGH TEAM STRING	ALLYNE 478
HIGH STRING TOTAL	ALLYNE 1293
HIGH INDIVIDUAL STRING	WALKER 115
HIGH INDIVIDUAL TOTAL	HOWARD 283

FRIENDSHIP

Friendship is a lovely thing,
 All else is only fleeting.
 Love and passion come and go,
 Born at some chance meeting.
 The flame burns high a little while,
 Consuming, glorious, dying—
 Leaving ashes, feeble flame,
 Memory and sad heart sighing.

Friendship is a lasting flame,
 Burning clear and steady.
 Good friends meet so joyously
 Friends are always ready
 To give us sympathy or warning,
 Knowing strength and weakness—
 With friendly smile and tender hand
 Lighting up life's bleakness.



A NIGHT IN THE MANOR

A bunch of the boys were whooping it up
In Howard's gambling room,
The kid that handled the radio,
Picked out a jazz-time tune.

Back of the doors in a black-jack game
Sat Horsburgh, Humeston, McMahon,
While watching their luck sat their light of love,
Wallace, the Salmon Man.

When out of the night that was gloomy and damp,
Into the smoke and the "bull"
There stumbled the Wellesley Santa Claus,
Hopkins, as usual, full.

"Oh Lord," he groaned, in a weary tone,
"I'm beaten and tired, I confess,
This Wellesley racket beats one down,
I'll give it up, I guess."

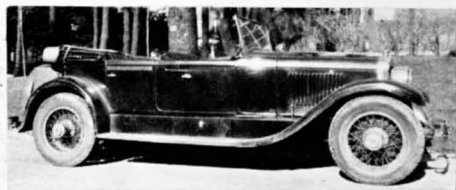
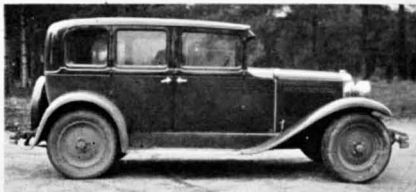
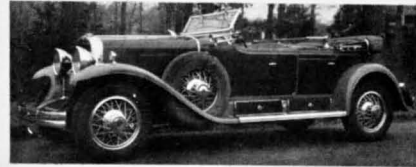
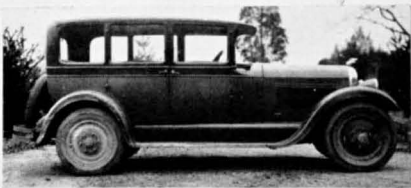
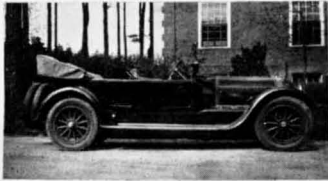
"But come, come, come, a game I see,"
And he gave a bill to McMahon,
"I'll take Humeston over the rocks,
Chips for the house my man."

Have you ever been out on the Waban Lake
When the moon is high and cold?
Such were the thoughts of the Hopkins boy
As he dallied with pots of gold.

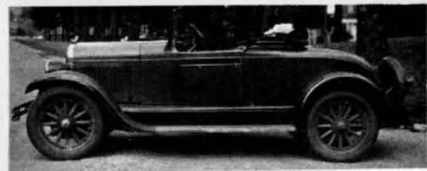
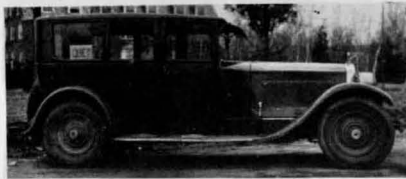
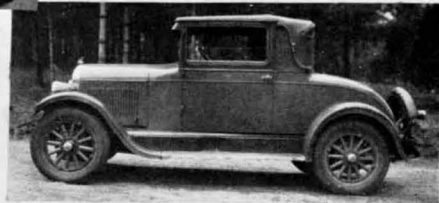
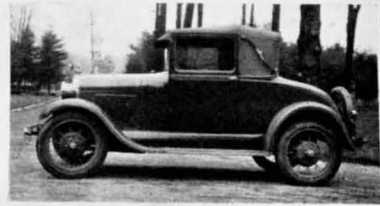
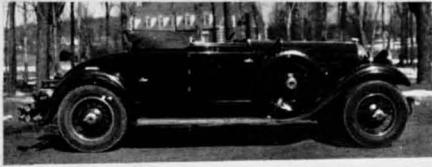
Then Humeston turned to the Salmon Man,
And chucked him under the chin,
Hopkins turned from the gruesome game,
His breath came fast and thin.

Then the lights went out with a blinding flash
Horsburgh ran for the door,
Some one turned them on again
And then they lay on the floor.

Hopkins stiff as a Babson boy
"Humeston's out," cried MacMahon,
No one knew how it came about
Save the Washington Salmon Man!

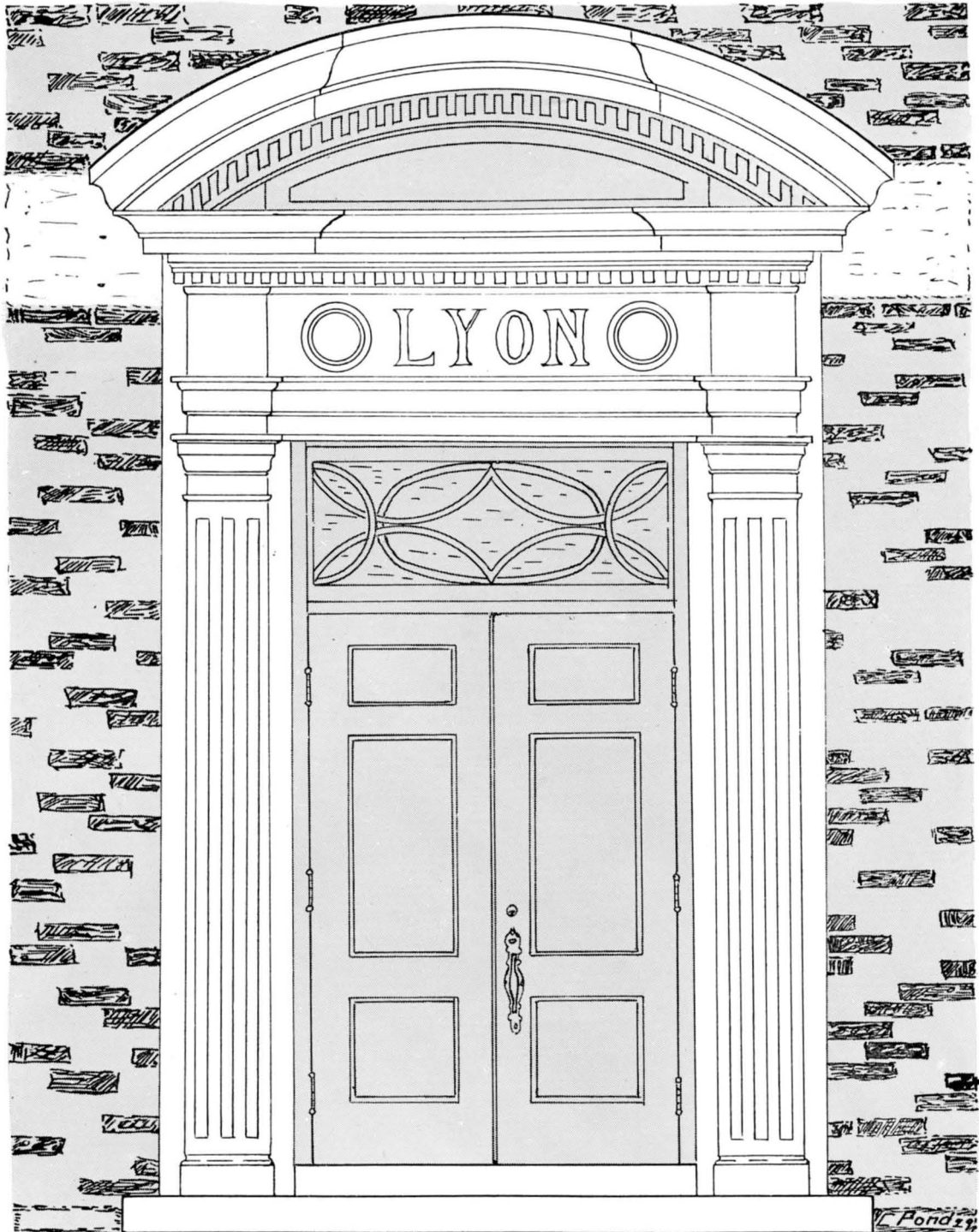


TRANSPORTATION TRENDS



TRANSPORTATION TRENDS





THE ALUMNI

Pondz



MR. MILLEA'S MESSAGE TO THE ALUMNI

IN the tenth year from the founding of the Institute by Mr. and Mrs. Babson the alumni group has grown to a membership of five hundred loyal Babson Institute adherents. In another ten years the membership will have trebled or perhaps quadrupled. Many alumni have already taken their places as leaders with a definite standing or accomplishment. Many more are well on their way toward distinction. It is a source of joy and pride to have been connected with the Institute from the beginning and to watch the alumni mount in number and maintain the high standard of loyalty with which it is imbued.

With the organization of the alumni into territorial groups, the value of the associations will spread out so as to include all phases of life and living and continue the development which launched Babson men into intelligent and scientific management of business affairs.

JOHN E. MILLEA.

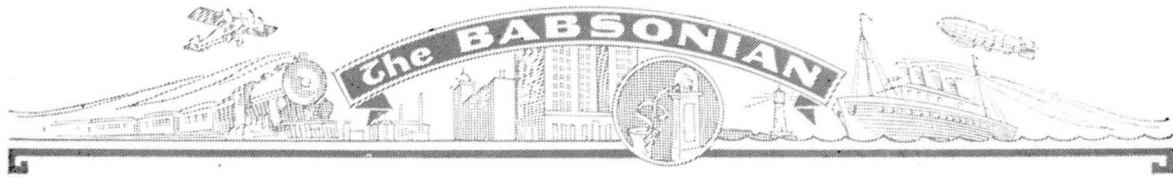
HOME STATE AND PRESENT LOCATION OF BABSON INSTITUTE ALUMNI INCLUDING THE CLASS GRADUATING IN JUNE 1929.

	Home State	Present Residence		Home State	Present Residence
Alabama	1	1	New Hampshire	2	1
California	23	19	New Jersey	21	18
Colorado	2	5	New York	44	61
Connecticut	17	13	North Carolina	4	5
Delaware	1	0	North Dakota	1	1
District of Columbia	12	11	Ohio	41	33
Florida	4	4	Oklahoma	5	6
Georgia	4	5	Oregon	1	0
Illinois	28	24	Pennsylvania	40	30
Indiana	14	13	Rhode Island	2	2
Iowa	4	3	Tennessee	4	3
Kansas	4	4	Texas	9	11
Kentucky	2	1	Utah	1	0
Maine	5	2	Vermont	1	1
Maryland	4	3	Virginia	8	7
Massachusetts	70	91	Washington	12	11
Michigan	22	23	West Virginia	4	3
Minnesota	5	5	Wisconsin	12	12
Mississippi	2	1	Canada	13	8
Missouri	6	3	Cuba	1	0
Montana	2	1	Argentina	0	1
Nebraska	4	2	France	0	1

NECROLOGY

Class of 1921—CHARLES S. COREY
700 Delaware Avenue,
Detroit, Michigan.

Died April 17, 1929



BABSON INSTITUTE COMMENCEMENT 1929

Saturday, June 15

- 10:30 A. M. Baseball Game. Students vs. Faculty.
 Final Score: Students 7, Faculty 5.
- 1:00 P. M. Alumni Luncheon at Park Manor.
- 2:00 P. M. Alumni Meeting at Lyon Hall.
- 3:00 P. M. Tennis Finals on Institute Courts.
- 6:30 P. M. Student-Alumni Banquet. Babson Institute Auditorium.

Sunday, June 16

- 11:00 A. M. Baccalaureate Sermon. Wellesley Hills Congregational Church.
 REV. C. M. GATES
- 4:00 P. M. Open House—Dr. and Mrs. Coleman, 201 Wellesley Avenue.

Monday, June 17

- ALL DAY—Great Map and Industrial Museum open for inspection.
- 8:00 P. M. Commencement Exercises. Babson Institute Auditorium.
 Speaker DR. S. PARKES CADMAN

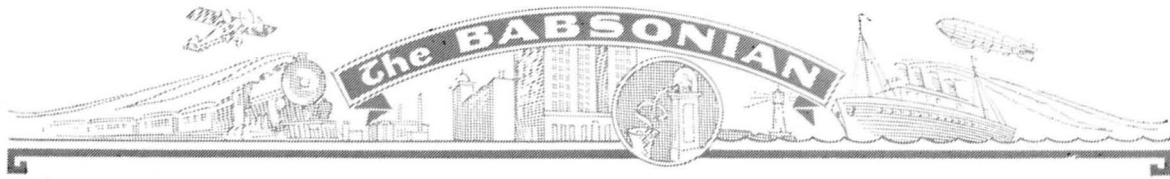
PROGRAM, 1929

GEORGE W. COLEMAN, Presiding

1. AN EDUCATION FOR EFFICIENCY
 Richard B. Wagner
2. NIRVANA
 DOWN HERE
 Edward MacHugh
 Sylvester Slate, *Accompanist*
3. PRESENTATION OF DIPLOMAS
4. THE ROAD TO THE ISLES
 BONNIE DUNDEE
 Edward MacHugh
 Sylvester Slate, *Accompanist*
5. COMMENCEMENT ADDRESS
 Dr. S. Parkes Cadman
 Central Congregational Church, Brooklyn
6. BENEDICTION
 Rev. Walter S. Swisher







IDYLE OF VERMONT FARM LIFE

I was born on a farm. Maybe in a stable. Yes, probably in a stable. What's the difference?

All I can remember of my youth is a conglomeration of hills and rocks—hills to climb, rocks to throw—rocks to climb, hills to—well, what of it? Haven't you thrown a hill? No, why should you. You weren't born on a farm.

You speak of love and loneliness. What do you know of it? Tell me, do your women read mail-order catalogues? Have you heard nothing for weeks on end but the rumble of two blades of grass striking each other? Then what do you know of love and loneliness? I know, and I'll tell you.

My father loved my mother; so I killed him. Why shouldn't I kill him? He was my father, wasn't he? What business had he to love my mother. And she—jealousy and hatred, that's what it was. In that low, rasping voice of hers that cut into my heart, she gurgled, "Why didn't you do it sooner?" So I shot her. Yes I did. And why not? She was my mother, wasn't she?

And my sister, driven insane by her love and loneliness, slowly shrank to the shadow of herself. "What happy days," she would murmur ravenously chewing on spinach, "What happy days now that Wilfred and I are alone." I hated to see her eat spinach. You can't understand. Is your love for spinach a consumming one? Does the word spinach burn its way into your stomach? Then you know why I killed her. I shot her. She didn't mind; so why should I care. And wasn't she my sister?

Then days of weariness. Two bullets left and no one to kill. Love and loneliness. What could I do. Each night as the leaves in the trees clattered and clashed, I became frantic. Two bullets left and no one to kill. Well, I did it. A few days Bossy was gone. Yes, she was a nice cow, but I had to kill something, didn't I? And she was my cow, but you can't understand. Now I'm alone. Mother, father, sister, and Bossy gone. And one bullet left.

Well, that's for me. Pretty soon I'll be gone—pretty soon. To-morrow or the next day. Love and loneliness did it. I was born on a farm. Maybe in a stable. Yes, probably in a stable. What's the difference.

AN APPRECIATIVE ODE

When the balance sheet won't balance
And statistics will not check,
When the factory's shot to pieces
And you're feeling like a wreck.

When ideas are simply minus,
And you haven't had much sleep,
And you've used your poor free hour,
Why, don't break down and weep.

Not so far from the Park Manor
There is surcease for your care,
A tranquil sense of peace and joy
For those who pay the fare!

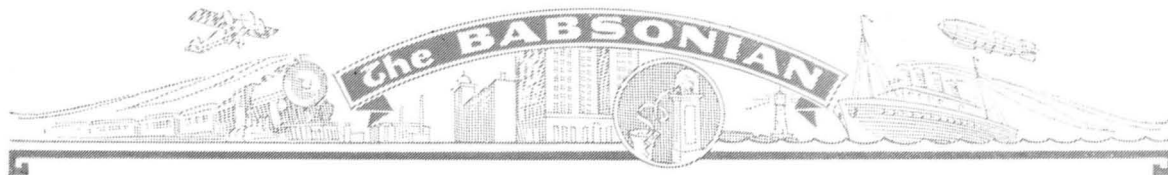
Oh, some would call her criminal
And some would call her knave,
But think of all the Babson Boys
Whose hopeful lives she'll save.

So, Madame, here's our gratitude,
And a prayer for your success,
We'd like to tell the world your name,
But "Babson Boys" can guess!



ALMANAC

- September 26 Well, here we are. What's it like?
 27 You mean we're got to be here in school every afternoon?
 28 This afternoon racket isn't so bad.
 29 Do we have to take notes on the speakers?
 30 Sundays are going to be hard to put in around here.
- October 1 I know I won't like Accounting
 2 Humeston takes an afternoon off.
 3 Arter takes an afternoon off.
 4 That's a nice car Towell has.
 5 Nalitt sleeps all day.
 6 Mr. Matthews discusses "wild toots".
 7 He discusses the advisability of building factories five and six.
 8 He discusses the Tariff.
 9 His class favors "wild toots".
 10 It favors building factories five and six.
 11 It favors a high protective tariff.
 12 Patriots' Day—no school.
 15 Horsburgh barely makes class.
 16 We find our point is well taken by Mr. Plowman.
 17 These Public Speaking Classes are sad.
 18 Towell falls asleep in Accounting.
 19 The Production boys fire the bohunk.
 20 These Wellesley Inn dances aren't bad.
 21 My God, another Sunday.
 22 Humeston takes an afternoon off.
 23 Arter takes an afternoon off.
 24 Settergren wants to know how much reliability one can place
 on tips.
 25 Grupe discusses California.
 26 Does Roger Babson ever come over here?
 27 These Wellesley plays aren't so good.
 29 Monday, and Hollister again.
 30 Henderson discusses sex.
 31 He's still discussing it.
- November 1 Towell stays awake in Accounting.
 2 Some one saw Roger Babson.
 3 The usual exodus to Boston.
 5 Tired eyes searching their way to class.
 6 Towell becomes interested in the Slide Rule.
 7 Let's show our appreciation for the speaker.



- 8 Towell rips up the Bryant Driveway.
- 9 Henderson discusses Psychology for a change.
- 10 Kersting entertains the boys at Coconut Grove.
- 11 The Captains of Industry begin noticing the weather.
- 12 Still noticing the weather.
- 13 Humeston takes the afternoon off.
- 14 Arter takes the afternoon off.
- 15 Armstrong does not get the mail between periods.
- 16 Williams gets the low-down on Taxation.
- 17 Millea gets the class on Company A.
- 19 Horsburgh gets back in time to look at his time card.
- 20 Slide Rule and Towell are boon companions.
- 21 Henderson gets back to Psychology.
- 22 Settergren wishes he were in Mr. Fittz's shoes.
- 23 Rueping stays from Bryant at night.
- 24 Millea's "darn fools" buy the turret lathe.
- 25 In a case like this you can't generalize.
- 26 Millea and Grupe discuss California roads.
- 27 Nalitt seen strolling to Bryant.
- 28 Peterson takes his ill-gotten gains to New Haven.
- 29 Thanksgiving Day and where is everyone?
- 30 A few have failed to return because of—well what of it?
- December 1 Babson meets Harvard at the Inn.
- 2 Nothing quite takes the place of Sunday here.
- 3 Humeston takes an afternoon off.
- 4 Arter takes an afternoon off.
- 5 We learn there will be no drinking at the dance.
- 6 We think there will.
- 7 We get ready for the dance.
- 8 BABSON DANCE—It arrives—fill this in yourself.
- 9 We continue the week-end.
- 10 Most of us have recovered.
- 11 Horsburgh gets on his feet.
- 12 Well, it was a good dance.
- 13 I'm glad there's no gambling at Babson.
- 14 That man Hopkins is lucky.
- 15 Saturday—Peterson lights out for New Haven.
- 16 Pond gives his philosophy of love.
- 17 Rich disagrees.
- 18 Vacation's almost here.
- 19 Exams are upon us.
- 20 Those Production boys have it easy.
- 21 Last Day of School.—Homeward bound.



January	7	Bleary Babson Babes return to the fold.
	8	Humeston takes an afternoon off.
	9	Arter takes an afternoon off.
	10	Nalitt late to class.
	11	Charlie Ward comes out of the West.
	12	We wish he were still in the West.
	14	Vanderwarker dates at Wellesley.
	15	Wallace and Bird tear up Boston.
	16	Wallace refuses to join the Elks.
	17	Howard beats Arter at blackjack.
	18	Plym and Johnson have some crime.
	19	Epstein makes a hit with Millea.
	20	Hopkins has a date.
	21	Blyth spoke to someone.
	22	Miss Hayward finds Allyne has punched Ansted's card.
	23	Walker goes to Florida.
	24	Nalitt is late to class.
	25	Bird has another night with the Elks.
	26	Humeston enjoys an Inn dance.
	27	Wooster goes to church.
	28	Millea actually signed an excuse.
	29	We get some oranges from Florida.
	30	R. Smith was in class this morning.
	31	We're all tired of hearing of wild toots.
February	1	Well, well, here's another month.
	2	Southern Club dances become popular.
	4	Elliott takes the boys over in Accounting.
	5	Baldwin does likewise in Finance.
	6	Pfohl entertains at public speaking.
	7	Hopkins has a date.
	8	Ferguson and Ansted have a little crime.
	9	Nalitt is late to class.
	10	Another Sunday.
	11	Yuengling looks sleepy after his 90 mile ride.
	12	Collier ate his usual apple.
	13	Bowling is still in full swing.
	14	Wemmer and Kersting off on a wild toot.
	15	The Stewart Club takes Wellesley's place—almost.
	16	Off to Boston again.
	17	Vanderwarker has a date.
	19	Humeston establishes a line of credit.
	20	We find we don't understand cost accounting.
	21	Vacation soon.
	22	Here it is—off for New York and points west.
	23	Not so dead around here after all.
	25	Humeston takes an afternoon off.
	26	So does Arter.
	27	R. Smith takes a whole day off.
	28	Grupe holds forth on California.
	29	So does Ward.
March	1	Marketing talks begin.

Continued on Page 75



Advertisements



1. And the Lord spoke from a pillar of cloud unto his two prophets:
2. Wroth am I with the wicked and stiffnecked. Therefore to Mine uprighteous flock I will make a land of SUCH dazzling beauty. Unto this land flowing with milk and honey will I lead the strong and blessed of My favor. And He said
3. The rest of the land shall be consumed in trouble. And He said
4. The rain shall fall for many days: Heat like fire cold like ice shall torment them. Nor shall their paths be smooth and broad.
5. Struggle and strife shall be the lot of those Mine enemies who must dwell in the land of Darkness where no light penetrateth the clouds ever.
6. And the Lord created the promised land for those who had found grace in His sight.
7. And He saw it was most beautiful and He was pleased.
8. And from a pillar of cloud spoke He to the two prophets.
9. My favored shall dwell here in greatest happiness and shall call this their land CALIFORNIA.

Representatives of the Golden State

CHARLES FRANK WARD, JR.

WILLIAM ARTHUR GRUPE



*The New Model A Car
is Building Daily*

*A NEW EXPRESSION
IN REFINEMENT*



DIEHL & PUTNAM

Over the Bridge at
Wellesley Square

*Compliments
of*

THE CLEMENT DRUG CO.

and

COLLEGE PHARMACY

Wellesley



BELVEDERE PHARMACY

Wellesley Hills



*Compliments
of*

M. M. FITZGERALD

Natick, Mass.



*Compliments
of*

JOHN WALLACE

Seattle, Wash.



ALUMNI WINTER OUTING

Frank Langsenkamp, '29

Listen, my children, and you shall hear
Of the Institute winter party, minus the beer;
Johnny Millea gathered the flock to his fold
And started out for Nashua plenty bold,
Although Johnnie's a good chauffeur and got there all right
It seems his 35 and bad roads gave the boys a fright.
Our arrival at the club house was one of clamorous din,
For there was the single alumnus to welcome us in;
Since sport was our purpose, sport must be had,
So we gathered at the slide and found it plenty bad;
For the novices there was the stairway to be used as a chute
And from the way they bounced over bumps, they didn't give a hoot.
Then from sport into competition and away they did fly.
For tobogganing, unlike golf, was to see who could be high;
Doc Coleman, Johnnie Millea, and Duke Howard seemed bound for fame
As they tried to coast for a new record in this little game.
All went well till a tree loomed in sight
And a little twist and—well—that sled was awfully light.
It wasn't so bad till the next sled came around,
For it ran those three sledless ones right to the ground.
Some tried skiing but just somehow couldn't get the gist
So the outdoor party ended with Charlie and Johnnie on the casualty list;
Then after the injured were treated, it wasn't very long
Till we heard the welcome sound of that old dinner gong.
The dinner was one to make a king sit up and frown,
With chicken and the trimmin's to make it a good feed all around,
And after the heavy repast we heard from all the boys
Of all the days' happenings with little bits of joys,
And thus ended our annual outing in a pleasurable way
With everyone vowing that this was "Der Tag" or the real good ole' Day.

COMPLIMENTS

OF

FRITZ A. CLAUSSEN

Cincinnati, Ohio.

REPACO

**THE
READ PAPER CO.**

INCORPORATED

MILLS

ITHACA, N. Y.

MARCELLUS FALLS, N. Y.

The State of Ohio

Sends its Compliments

to the Babsonian

ROBERT F. BERWALD

EWING W. BRAND

CALVIN K. ARTER

DELBERT L. HORSBURG

RICHARD WAGNER

FITZ A. CLAUSSEN

HENRY WEMMER

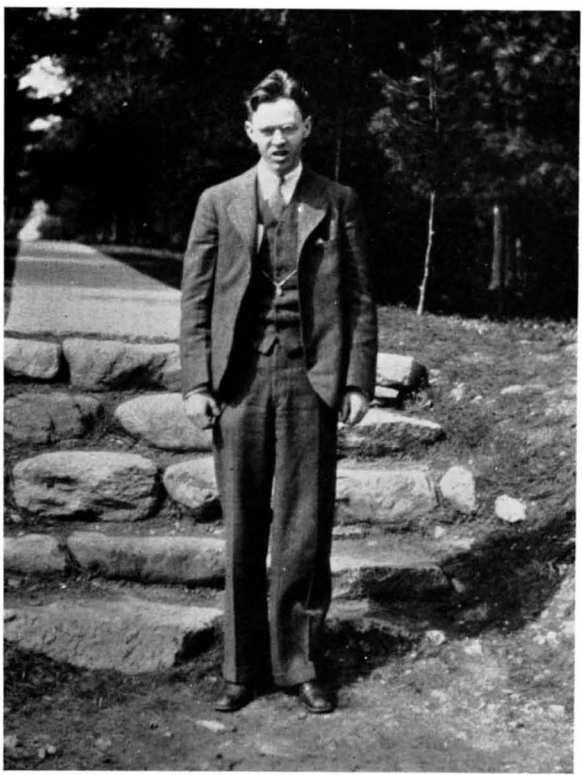
C. N. TAFT

JAMES MacMAHON

CLIFFORD MELBOURNE

JOHN L. CANNON

The Private Residence
of
Mr. Roger W. Babson
and
All the buildings at Babson Park are built
of
EXTER - ANTIQUE - WATER - STRUCK - BRICK
Manufactured and furnished
By
C. H. SPRING COMPANY
27 Washington Street
Newton Lower Falls
TELEPHONE WELLESLEY 0200



COPPER STATISTICS CO.

INVESTMENT COUNSELLORS

SPECIALIZING ON
COPPER SECURITIES

=====
Babson Park, Mass.

OLD

MASSACHUSETTS

has developed

POETS

POLITICIANS

PATRIOTS

Longfellow

Coolidge

Hancock

Lowell

Lodge

Adams

and also

Draper

Forbes

Foshay

Howard

Vanderwarker

Woodbury

WITH COMPLIMENTS

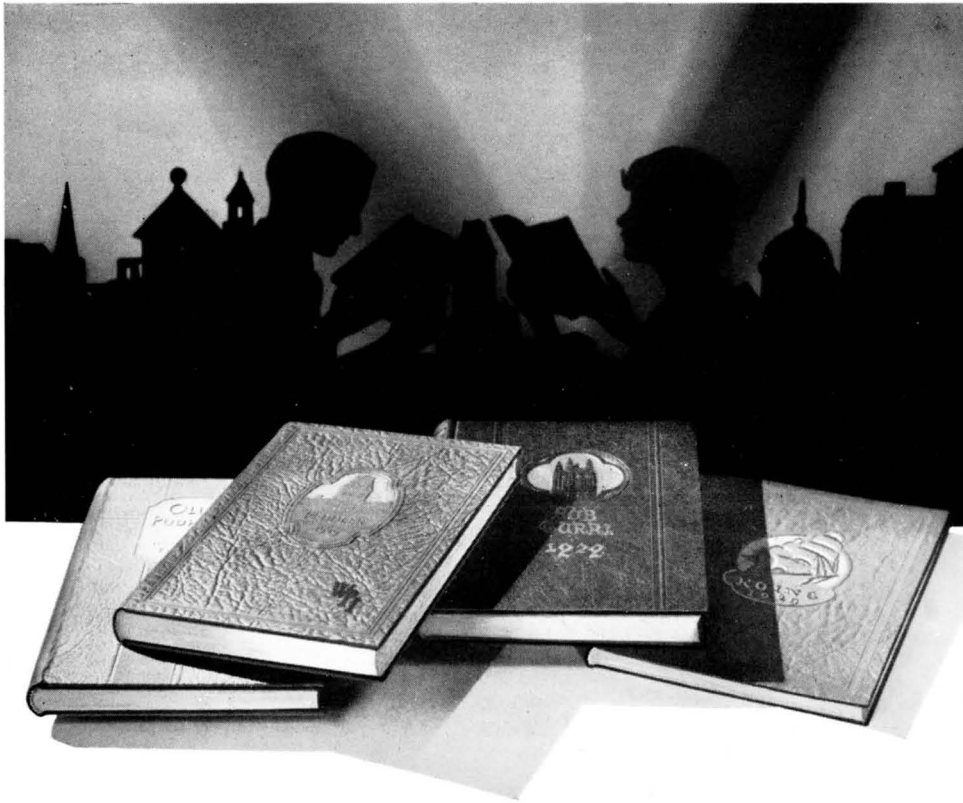
OF

A FRIEND

Continued from Page 68

- 2 Foster orates on centrifugals.
4 Back for Accounting.
5 Someone heard Draper talking.
6 Robinson and Blyth honor Wellesley.
7 Humeston dishonors it.
8 Draper smashes his car.
9 Horsburgh's always doing it.
10 Conklin tells us a little of Glens Falls.
11 He's still telling it.
12 Nalitt late for class.
13 These hygiene talks are the stuff.
14 Millea discusses prohibition.
15 I hear Berwald is a musician.
16 Yes, he can play in any flat.
17 Wooster goes to church.
18 Yuengling with that week-end look in his eyes.
19 Term's almost over.
20 Doctor Wilcox gives some good dope.
21 Millea's exams really are nasty.
22 Off for a little needed recreation and rest.
- April 1 Back from vacation.
2 The boys from Bermuda breeze in.
4 Nalitt comes late to class.
5 This business correspondence is great stuff.
6 So are marketing talks.
7 Tennis is becoming popular.
8 It's nice to see Mr. Fittz back again.
9 Hopkins had a date.
11 Someone saw Vanderwarker at Wellesley.
12 Harry Parker is wrapped up in his statistics course.

Continued on Page 79



*Engravers and Publishers
for this book*

HOWARD-WESSON COMPANY
Engravers and Publishers of Better College Annuals
WORCESTER, MASSACHUSETTS

COMPLIMENTS AND BEST WISHES

TO THE BABSONIAN

from

F. H. LANGSENKAMP CO.

Manufacturers of Canning Machinery

130 E. Georgia Street

Indianapolis, Indiana

BOWLING

The Babson Bowling Tournament has been hold here for the last three years.

Enjoyable recreation and exercise on good alleys.

NEEDHAM BOWLING
ALLEYS

Chestnut Street

NEEDHAM, MASS.

P. A. Dolan, Ph.G.

REGISTERED
PHARMACIST

Prescriptions Our Specialty

Save with Safety at the

Rexall Drug Store

Next to the Community Theatre

Tel. Wellesley 1497

Compliments of the
State of New Jersey

EARL R. RYNO

MITCHELL S. NALITT

WILLARD F. HOPKINS

SIDNEY ROSENTHAL

The
BLUE DRAGON

60 CENTRAL STREET
WELLESLEY, MASS.

HOURS

11:00 a. m. to 7:30 p. m.
Sunday, 5:30 to 7:30 p. m.

Telephone Wellesley 1089

That Snappy Look

Easy to acquire and keep when professionally laundered shirts and collars are a habit! Favorite ties can also be cleaned to look like new, not to mention suits and coats.

Just Phone.

WELLESLEY 0727



Continued from Page 75

- | | | |
|-----|----|--|
| | 13 | This advertising is great stuff too. |
| | 15 | Horsburgh recuperates. |
| | 16 | Humeston takes a day off. |
| | 17 | Arter takes a day off. |
| | 18 | Forbes was in school today. |
| | 19 | Patriots' Day—no school. |
| | 20 | A few of the boys were here this week-end. |
| | 21 | Damn few. |
| | 22 | Everyone's a trifle bleary-eyed. |
| | 23 | Well, well, it rained today. |
| | 24 | Charlie Ward's laugh is really the stuff. |
| | 25 | Genius was seen with his hand on his hip. |
| | 26 | Montgomery and Horsburgh start the week-end. |
| | 27 | Humeston hangs one on. |
| | 28 | Ansted went to church. |
| | 29 | Montgomery and Horsburgh back from week-end. |
| | 30 | And that's all of April. |
| May | 1 | We saw the sun for five minutes to-day. |
| | 2 | Eppie juggles vacuum cleaners. |
| | 3 | Pond seen at tea dance. |
| | 4 | Nalitt arose at 6:15—reported to class at 8:45. |
| | 5 | Note: Rich spent an evening at home. |
| | 6 | Claussen dons knickers. |
| | 7 | We show our appreciation. |
| | 8 | The production group realizes the course is vital. |
| | 9 | Millea buys a Hupmobile—shame! |
| | 10 | Vanderwarker, Oberweiser, Rich, Hopkins, at Wellesley. |
| | 11 | Factory Nos. 5 and 6 built. |
| | 13 | The word "nuts" becomes unpopular. |
| | 14 | Rodden wears a blue tie. |
| | 15 | One (1) bird was seen to-day. |

Continued on Page 89

Not wholly a school—

Not wholly an office—

But a nicely balanced combination of both—
where the student is trained for business leadership
through the application of tried and tested theories
to practical business problems.

An intensive one-year course in the three
elements of business: Finance, Production, and
Distribution. Supervised by practically-minded
instructors.

Babson Institute

Babson Park, Massachusetts

Catalog sent upon request.

Wellesley Motors Incorporated

LOCAL

HUDSON - - ESSEX

SALES-SERVICE

Also a good line of used cars

Colonial Building, Wellesley

Telephone Wellesley 1601

STANLEY W. LEIGHTON, *Pres.*

Vanderwarker Wins Advertising Contest

FIVE HONORABLE MENTIONS
AWARDED

In awarding the first place to C. E. Vanderwarker, the judges, President George W. Coleman, W. R. Mattson, and H. A. Thurlow experienced much difficulty as there were several advertisements that were almost worthy of first place. Advertisements submitted by the students admirably reflect the knowledge acquired from advertising instruction at Babson Institute. These advertisements were judged on originality, attractiveness, copy material, and general layout. Honorable mention was given to the following, in particular: W. E. Forbes, W. A. Grupe, C. C. Pond, R. H. Rich, and E. L. Smith.

1832

1929

*Compliments
of*

BEVIN BROS.



BELL MANUFACTURERS

*East Hampton,
Connecticut*

BABSON'S REPORTS

—————**HELP**—————

**Business Men and Investors
To Increase and Protect
Their Capital**



Babson Statistical Organization

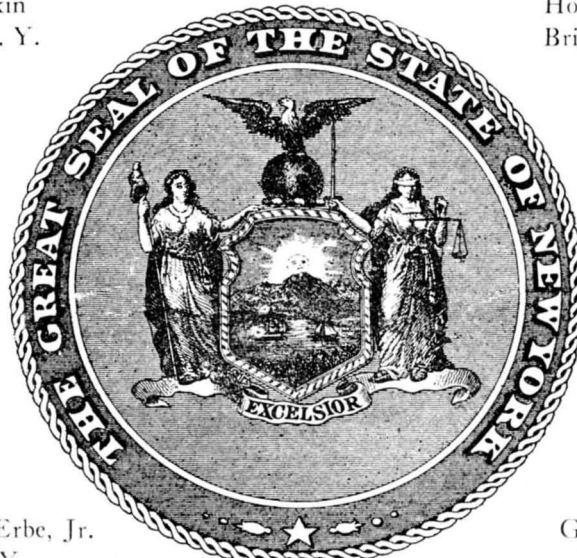
—————**INCORPORATED**—————

Babson Park :- Massachusetts

Victor Rankin
New York, N. Y.

Homer K. Collin
Brighamton, N. Y.

NEW



YORK

Frederick G. Erbe, Jr.
Rochester, N. Y.

Gordon M. Read
Ithaca, N. Y.

STATE

HAMLET COLLINA

EXPERT SHOE

REPAIRING

Wellesley Hills

Wellesley

Dolan Block

Arcade Block

WHAT ABOUT THE MARKET FOR YOUR PERSONAL SERVICES?

Changing business conditions may make a new business connection desirable or even necessary. When so, the best counsel and cooperation is necessary.

The Personnel Company of Babson Park, Mass., operates nationally. It has the facilities, the information and a trained staff necessary for making an analysis of individual executives, studying the market for their services and conducting an active program based on such findings.

Our booklet, "The Marketing of Personal Services," describes how our service meets your individual needs and how we find the best market for your abilities. It is available without cost or obligation. Address:

THE PERSONNEL COMPANY
OF
BABSON PARK, MASS.

QUALITY Brand

Piston Rings

There are but three types of piston rings in the Quality Brand line—yet there is a ring, or combination of rings, to solve every piston ring problem.

Quality Brand Piston Rings are used by more than 150 leading manufacturers as standard equipment.



QUALITY



DRAIN-OIL



NO-LEAK-O

SINGLE AND
DOUBLE SLOT



SIMPLE
LOGICAL
RELIABLE

HERE IS PISTON RING INTEGRITY



Builders of today, looking to the future are specifying steel windows for every type of structure. Lupton—*always up to the minute* with the newest in steel window design, is supplying the windows for many of the finest buildings in America.

For Office, Hotel and Public Buildings there are Lupton Casements of many types, Double Hung Windows and Projected Windows.

For Residences and Apartments Residence Casements, rigid, weather-tight, with the new friction hinge and good hardware. Also Basement Windows in five sizes—all stocked by building supply dealers.

LUPTON

WHERE STEEL IS FUSED WITH SINCERITY

For Industrial, School and Institutional Buildings

Pivoted Windows, Projected Windows, Pond Continuous Windows, Counterbalanced Windows, Operating Devices, Rolled Steel Skylights, Steel Doors. Information on any type window will be furnished on request.

Other Lupton Products are: Steel Shelving, Partitions, Factory Equipment, Display Counters and Cases and Special Equipment for the hardware and Automotive Fields.

David Lupton's Sons Company
Allegheny Avenue and Tulip Street
Philadelphia

Quality Merchandise



manufacture a full line of
**Office - Bank - School and
Library Equipment and
Systems.**

**Quality Merchandise with
Service is never Expensive**

- LITERATURE SENT UPON REQUEST -

Branches or Representatives Everywhere

YAWMAN AND ERBE MFG. CO.

1099 JAY ST., ROCHESTER, N. Y.

TWENTY-FOUR HOUR SERVICE

Wellesly Colonial Garage

FIREPROOF BUILDING

Telephone Wellesley 1600

What Oil Stock

Policy Are You Following?
?—————?

THE OIL STATISTICS SERVICE, since its inception in 1923, has successfully anticipated every major swing in oil prices and oil share values.

Why not take advantage of our specialized knowledge? Let us help you make greater profits in oil.

Specimen Bulletins Upon Request

Oil Statistics Co.
BABSON PARK, MASS.

Hardware & Paints

We Carry Corbin Hardware and Bay State Paints and Varnishes.

You will find our line of RADIOS and SPORTING GOODS complete and of finest quality.

CORKUM BROS.

587 Washington Street
WELLESLEY, MASS.

FINE SWISS AND AMERICAN

Watch and Clock REPAIRING

Ernest Forsberg

WATCHMAKER

and

Jeweler



Central Block, Wellesley, Mass.

Opposite Blue Dragon

Tel. 1345-M



APPAREL

Clothes cut in accord with current English custom designs from weaves confined solely to this Institution. Also, Hats, Haberdashery, Shoes, Leather-goods and many other distinguished articles of Dress.

ATTEND THE NEXT EXHIBITION TO
BE HELD IN YOUR COMMUNITY.
WRITE DEPARTMENT C FOR DETAILS
AND CATALOG, OR VISIT THE SHOP.

THE
FINGHLEY
Establishment

NEW YORK

CHICAGO

THE MELBOURNE CONSTRUCTION CO.

General Contractors and Builders

Geo. F. S. Melbourne, Pres. and Treas.

E. T. Gibbons, Vice-Pres.

A. A. Grable, Sec'y.

One of our many Testimonials

THE TIMKEN ROLLER BEARING COMPANY

Canton, Ohio, May 8th, 1926.

Melbourne Construction Co.,
Brant Building,
Canton, Ohio.

Gentlemen:

I have just looked over the factory building you recently finished for the Hercules Motors Corporation, in which company I am largely interested. It is a well done job and I compliment you on it.

Naturally, I expected this result in view of the fact that during the last ten or twelve years you have built for me personally and for the companies in which I am interested over two million dollars worth of buildings—all of which have been entirely satisfactory.

Some of these jobs were built by you on a cost plus basis and some by contract, but irrespective of whether they were built one way or the other they have all been eminently satisfactory and we know that we received full value for each dollar we paid you.

Your record with me and the companies in which I am interested has always been strictly first class.

Yours truly,

(Signed)

H. H. Timken.

225 Tuscarawas Street, West

Canton, Ohio.

SERVICE
SATISFACTION

CLEANLINESS
GOOD FOODS

Enright Lunch

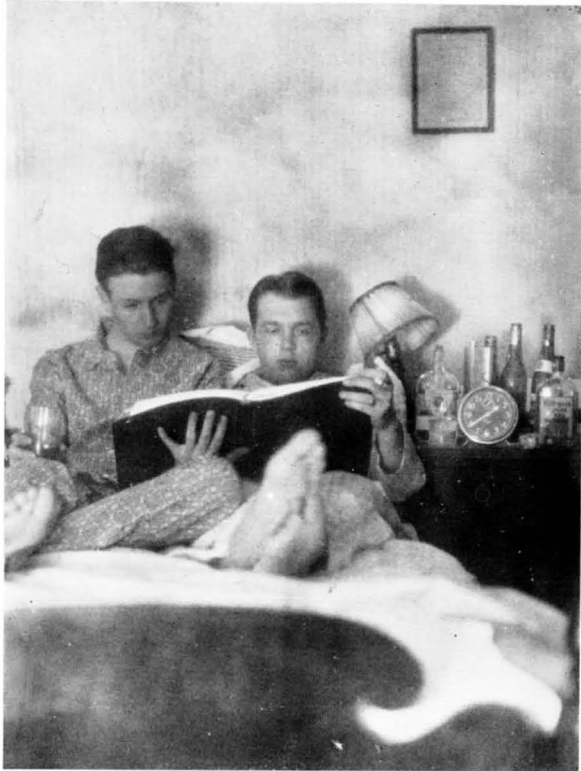
*A Filling Station for
Hungry Students*

OPEN ALL NIGHT

COLONIAL BUILDING, WELLESLEY

Continued from Page 79

	16	Also a flower to-day.
	18	Babsonian editors begin to worry.
	19	Nalitt asks a question of one sentence.
	20	Austin and Edenton catch themselves a time (southern style)
	21	Oberweiser discourses on Cornell.
	22	Conklin goes Taussig.
	23	Humeston seen at school.
	24	Humeston takes an afternoon off.
	28	The boys go down to Rolls-Royce.
	29	Some went to school this afternoon.
	31	The boys are a trifle tired.
June	1	"Mr. — is an old friend of mine."
	3	Vanderwarker still on hand at Wellesley.
	4	And Pond too—tch, tch.
	5	Hopkins says good-by to the old Buick.
	6	And Ansted has a tough job with that Cadillac.
	7	Everyone has paid their taxes.
	8	This was
	9	A big week-end.
	10	Rodden talks on almonds.
	11	Last minute cramming.
	12	Who can study these days.
	13	Tennis still in full swing.
	17	Finis.



Suburban Equipment Co.

Furniture—Stationery—Supplies

BABSON PARK
MASSACHUSETTS

Slide Rules
Drawing Instruments
Engraved Paper and Cards
Typewriter Paper and Ribbons
Loose Leaf Binders and Note Books
Eversharp and Waterman Pens and Pencils

Desk and Chairs Rented and Sold

Special Discount to Institute Students

TWENTY-FIVE YEARS

have passed since this bank first commenced to serve the residents of Wellesley and vicinity.

Starting in 1904 with a Capital of \$50,000.00 it has enjoyed a steady, healthy growth and now has a Capital of \$200,000.00 a wholly earned Surplus of \$350,000.00 and deposits in excess of \$4,000,000.00.

This record of growth offers striking testimony to the capable management of our officers and directors.

THE WELLESLEY NATIONAL BANK

Main Office
Wellesley Square

Branch Offices
Babson Park
Lower Falls

THAT FIRST IMPRESSION!

Business executives, particularly sales managers, realize the importance of the first impression in their salesmen's contacts with prospects. Salesmen consider their "approach" as much as the rest of their presentation.

We believe these factors should be reckoned with in correspondence, that is, in doing business by mail. When your customer receives a business letter from you, he certainly receives some kind of impression from the physical characteristics of the letter-head. When he takes your letter-head in his hand, does a crisp crackle suggest high quality, and does a pure white or clear bright tint suggest cleanliness?

To get that favorable first impression, put your letter-head on a good grade of Rag-content bond paper. Among the papers of this kind which we manufacture is

ARTESIAN BOND

Loft-dried and hand sorted; in white and ten brilliant colors.

We will be glad to tell your printer where he can get ARTESIAN BOND, if he has forgotten.

WHITING-PLOVER PAPER COMPANY

Stevens Point, Wisconsin.





IT IS OUR HONEST ENDEAVOR:

to manufacture such High Grade Tires and to so conduct our business, that every customer of ours will be completely satisfied, so that whenever he speaks of us to his friends, he will then and always recommend



The Mason Tire and Rubber Corp., Kent, O.

Telephone Wellesley 0430



SUE PAGE STUDIO
PHOTOGRAPHS

Next to Hotel Waban, Wellesley, Massachusetts

=====
Compliments

of

A FRIEND
=====

Authorized **BUICK** Dealer

*We now have a Department for
EVERY NEED*

You may expect
Courtesy and Prompt
Attention at all Times

Robinson Automotive Corp.
Frank B. Robinson, *President*

366 Washington St. Tel. Wellesley 0233
WELLESLEY HILLS

Natick—Framingham—Milford



BARR-WRIGHT MOTOR CO., INC.

**CADILLAC
LASALLE
HUPMOBILE
DE SOTO**

PHONE FOR DEMONSTRATION

WELLESLEY HILLS SQUARE

PHONE SALES, Wellesley 0560

SERVICE, Wellesley 1208



DAVIS QUALITY
and
DEPENDABILITY
Now Available In
HABERDASHERY

ARROW SHIRTS AND COLLARS PHOENIX HOISERY
JANTZEN BATHING SUITS COMFY SLIPPERS
CARTER'S UNDERWEAR HANDKERCHIEFS

NECKWEAR

E. F. DAVIS & CO.

Holman Block

Wellesley, Mass.

A. MINKOVITZ

Custom Tailor

Cleaning, Pressing, Dyeing and
Repairing

CLUB RATES

320 Washington Street
WELLESLEY HILLS

Telephone Wellesley 1188-J

ALSO

COUNTRY CLUB TAILOR
BABSON PARK

*Compliments
of*

S. DEFAZIO

WELLESLEY HILLS
MASSACHUSETTS

Cole & Smith, Inc.

General Insurance

Wellesley Hills Square

HAROLD E. COLE HENRY P. SMITH FORREST N. MADDIX



Coal, Wood
Ice

Hay, Straw
Grain

F. DIEHL & SON, INC.

LINDEN STREET
WELLESLEY, MASS.

Telephone Wellesley 1530

Lumber, Brick
Building Material

Pipe, Fertilizer
Cement and Lime

PARK MANOR

Near the Campus

" Good food, nicely served, amid pleasant surroundings "

In addition to complete dining room service, the club house offers living accommodations for sixty guests. All rooms are outside rooms with private baths. Furnishings and draperies will be found in accord with the type and quality of the building itself.

During the summer months the PARK MANOR affords an excellent place to spend your vacation in a modern hotel tucked away in the restful quiet of a wooded New England countryside.

PARK MANOR

BABSON PARK, MASS.

Near the Institute Campus

A decorative border with a repeating floral and scrollwork pattern surrounds the central text.

TRAINING FOR BUSINESS POSITIONS

The Babson Institute trains the young man for a business career, impressing upon him the fundamental principles involved in Finance, Production, Distribution and Personal Efficiency.

The student is taught the application of business theories to practical problems thus preparing him for an executive position.

CATALOGUE SENT ON REQUEST

BABSON INSTITUTE
BABSON PARK, MASSACHUSETTS

Finis

