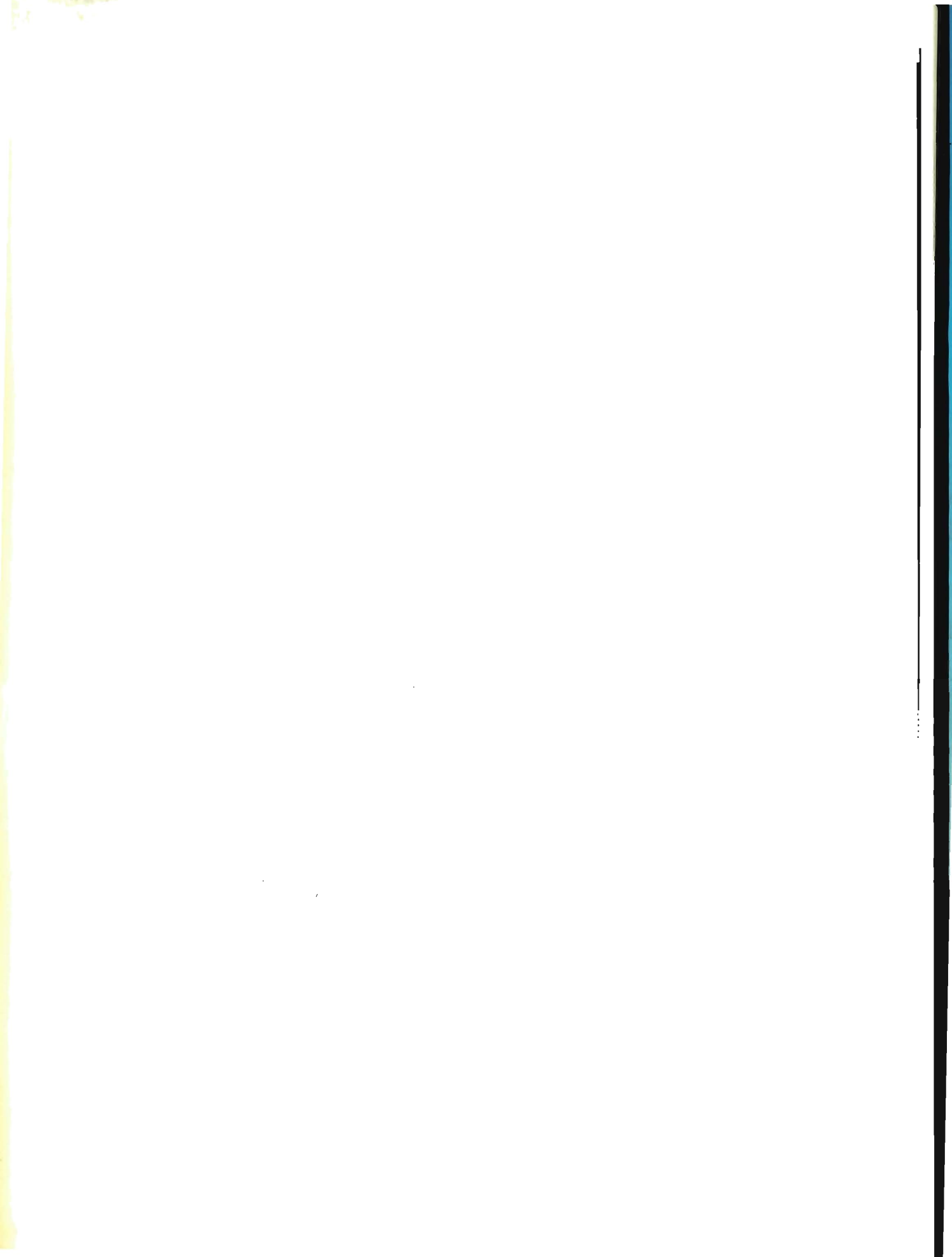




**BABSONIAN**  
1932



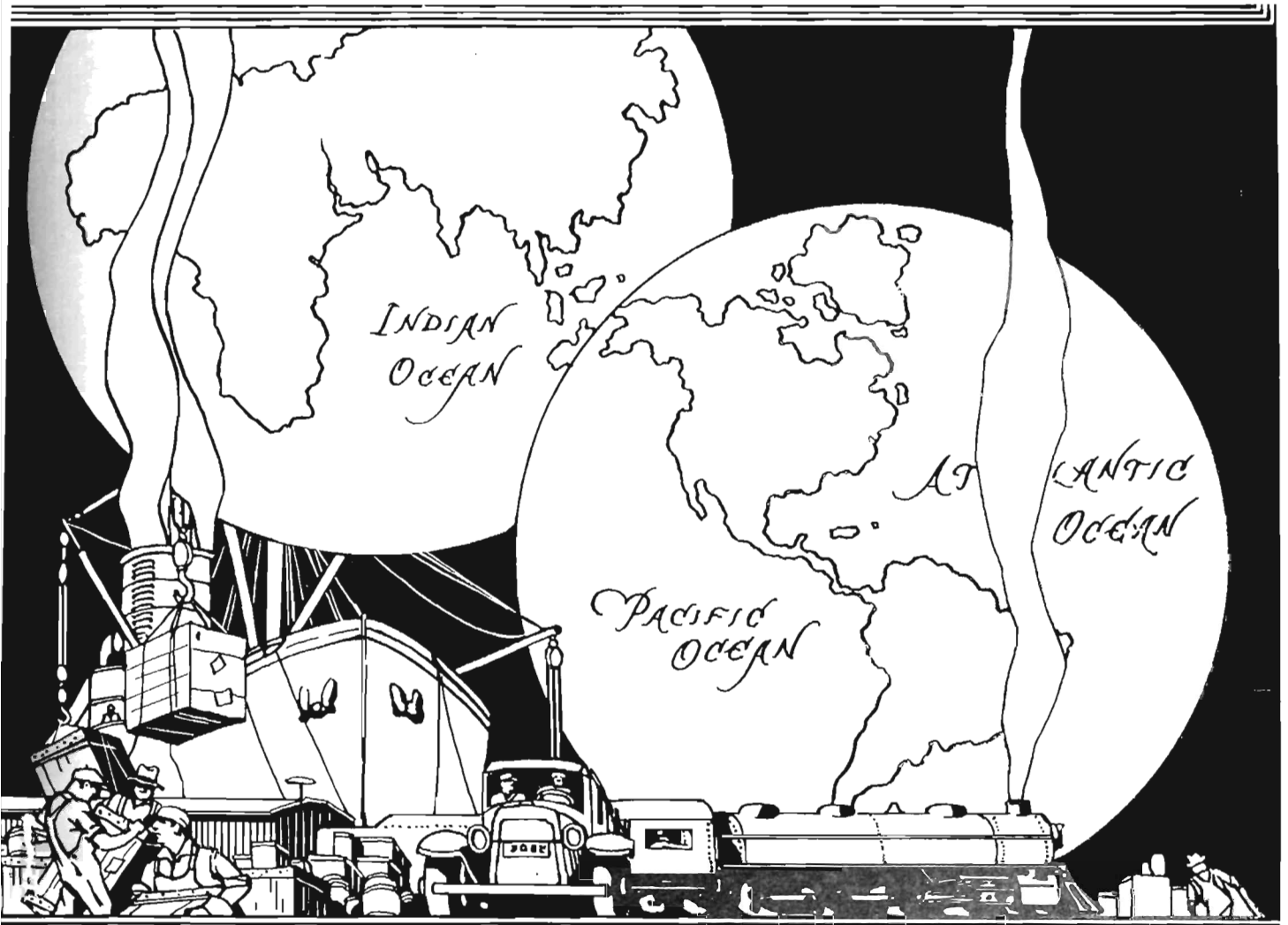




C. EUGENE ABBOTT, JR.  
EDITOR-IN-CHIEF

WARREN A. DOWNS  
BUSINESS MANAGER

FREDERICK CROMPTON  
ADVERTISING MANAGER



# THE BABSONIAN

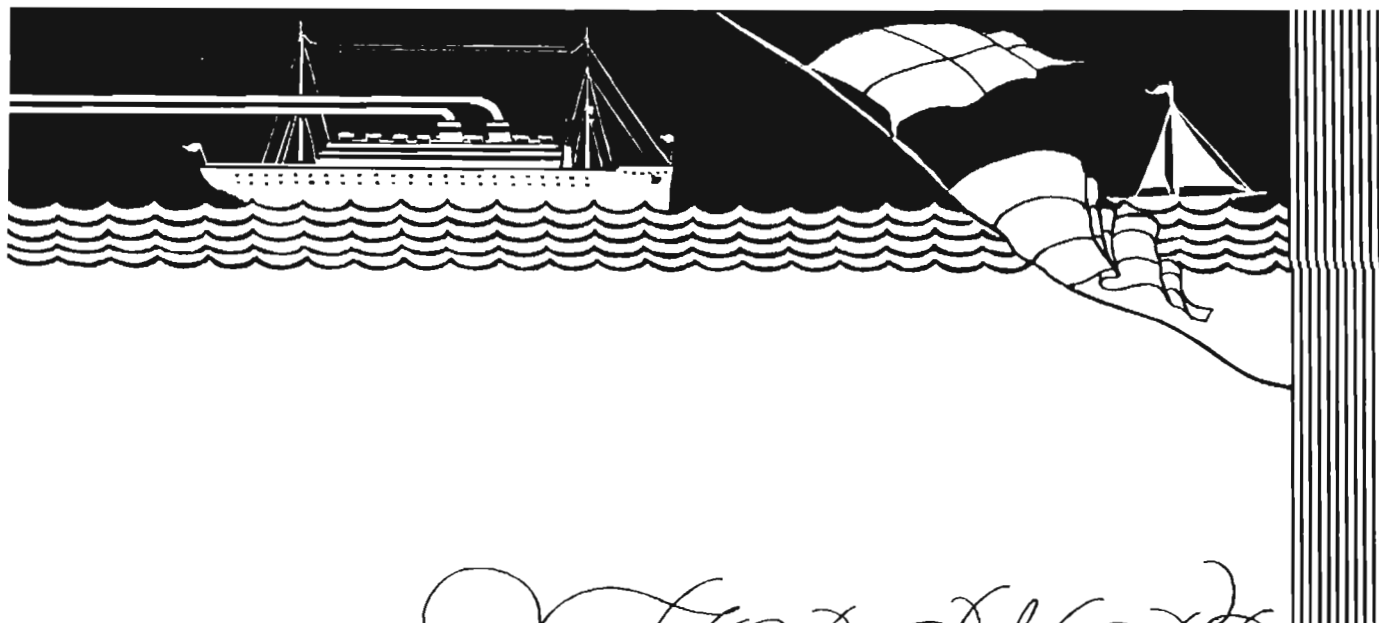
OF NINETEEN HUNDRED  
AND THIRTY TWO

PUBLISHED BY THE  
GRADUATING CLASS

F. BABSON  
INSTITUTE

BABSON PARK, MASS.

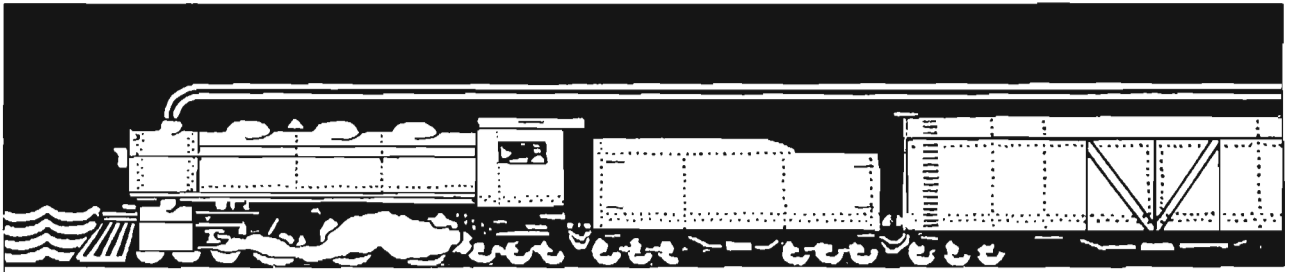




# FOREWORD

Never before have the States of the world been so dependent upon one another for their respective benefits. This is not only politically and socially, but also economically true. It is no longer possible for a civilized State to maintain a separate existence which might permit it to stand apart from the rest of the world. Isolated economic nationalism is a thing of the past. Economic internationalism is the formula for the present and future well-being of the nations of the world. It is, therefore, with the realization of what lies ahead that this volume of the Babsonian is dedicated to "the economic interdependence of nations."





# CONTENTS

CAMPUS  
MANAGEMENT  
MEN  
MACHINERY  
MATERIALS



From South America come asphalt and petroleum for roads and rubber for tires. Australia gives us wool for upholstery. Domestic materials complete the automobiles which are then sold to local as well as world-wide markets. The need for fuels and lubricants calls for exports and imports of petroleum and its products.

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GREENLAND

NORTH AMERICA

OCEAN

EUROPE

ASIA

AUTO  
TIRES

OIL

ASPHALT

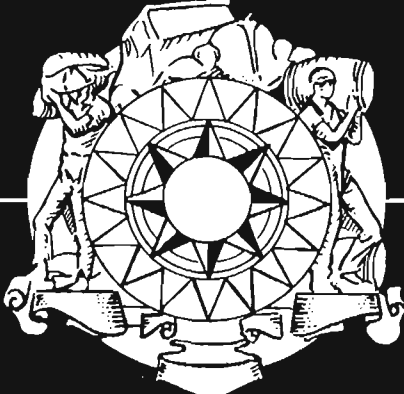
RUBBER

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PACIFIC OCEAN

ATLANTIC OCEAN

INDIAN OCEAN





PARK MANOR THROUGH DOORWAY PARK MANOR SOUTH



LYON HALL



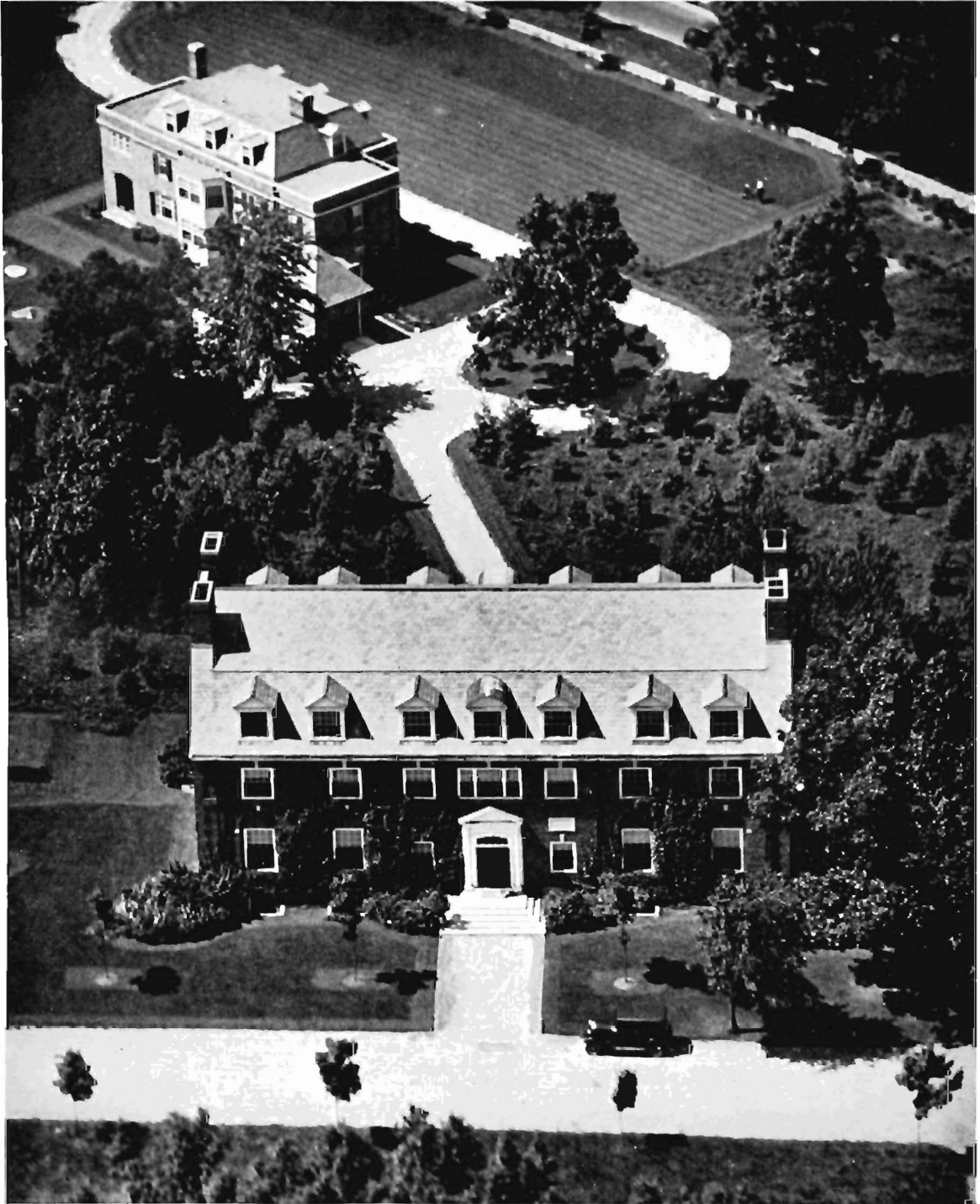
PEAVEY GYMNASIUM



LYON FAIRWAY



RICHARD KNIGHT AUDITORIUM—PEAVEY GYMNASIUM



BRYANT HALL—PRESIDENT'S HOUSE



THE DORMITORIES- PARK MANOR AND PARK MANOR SOUTH





THE TENNIS COURTS—PARK MANOR SOUTH

Chile exports huge quantities of nitrates for fertilizer to Germany. Germany sends the finished products to France. The latter country uses this fertilizer for its great vineyards and fields of flowers grown for perfume. France thus creates and exports fine wines and perfumes to the world. In addition France manufactures and exports finished silks made from raw materials received from the Orient.

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GREENLAND

NORTH AMERICA

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AMBERGRIS

FERTILIZER

SILK MILL

WINE

ASIA

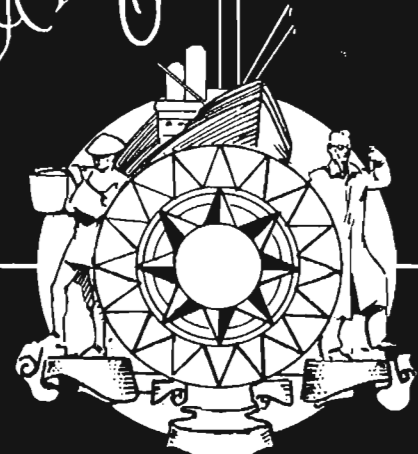
SOUTH AMERICA

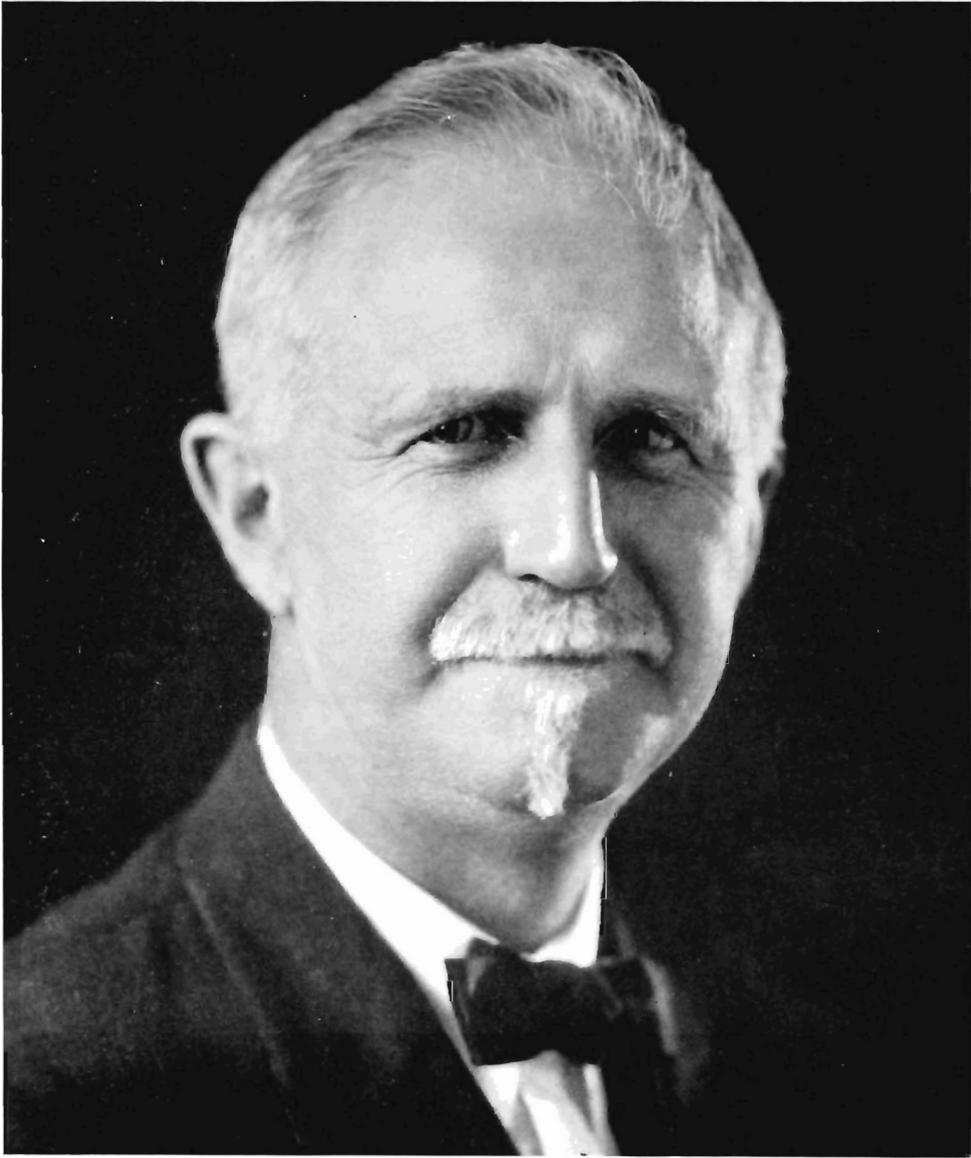
PACIFIC OCEAN

ATLANTIC OCEAN

INDIAN OCEAN

NITRATES





ROGER W. BABSON  
Founder  
Babson Institute

# My Word To Babson Men

ROGER W. BABSON

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We all remember when playing marbles, as boys, if one especially good player got all the marbles the game stopped! The truth is that it was impossible to have another game until the other boys earned, borrowed, or stole some more marbles. This general experience applies to sports in other ways. For instance, there is little fun in playing with one who plays a very poor game. Our own sport depends upon playing with efficient partners. Furthermore, the more evenly matched in resources and technique the various partners are, the better is the game for all.

The same principle applies to international relations. If one country should get all the gold, then gold automatically would cease to be the standard for the value of currency. Our own trade is dependent on having other nations prosperous. To have good business between nations, one nation cannot have all the marbles. As each nation has a surplus of some one form of goods, the prosperity of each nation depends upon having the other nations prosperous enough to take its surplus. The prosperity of each depends on the prosperity of all.

Imagine ten men on a desert island with number one man landing with one hundred dollars in gold, and the other men landing penniless. The number one man lends his one hundred dollars to number two man; and number two man lends this same hundred dollars to number three man. Number three man then lends it to number four man and so on until number ten man borrows and has the use of the one hundred dollars. Based on banking finance, the resources of the island have thereby increased from one hundred dollars to one thousand dollars, even though the indebtedness has increased from nothing to nine hundred dollars.

This illustrates how the business of the world is increased by one nation lending to another through the intelligent use of credit. The gold standard helps to *stabilize* currency; but it is much more important to *circularize* currency. The credit of nations depends largely upon their net resources; but the prosperity of nations depends more upon the rapidity with which they circulate goods one between another. This

thought is especially interesting when one reverses the above illustration. The same one hundred dollars could be used for paying up all the indebtedness by number ten man using it to pay number nine; number nine using it to pay number eight and so on down the line. In the same way, the foreign debts between nations could easily be paid if one would start the ball rolling by making a payment and if the others would then keep it rolling.

No man was ever known to hang the red flag of Communism on a home which he owned and for which he had paid. No nation ever suffered revolution when the majority of its people were prosperous. As more people become property owners within a nation, the safer that nation is against disturbances from within. The same principle applies to the family of nations. The safety of each depends upon the safety of the others. Not only does our prosperity depend upon having other nations prosperous, but our safety likewise depends thereon. The safety of the world is dependent upon the prosperity of the weakest link. Remember the great World War started in the little country of Serbia.

More important than all is that it is *right* we should help other people and other nations. We must, however, be sure that we help them in a truly constructive way. Either lending money or cancelling debts does not necessarily mean constructive help. Giving our children all for which they ask is not an evidence of love. Lending a man money with which to buy a gun to kill his neighbor is actually a crime. Yet this is for what much of the money, which American bankers lent to Europe since the war, has been used. The American people were not informed of this at the time, but from now on we will be guilty if further money is used for any such purposes. All this means that having money carries responsibility. Money is like fire, a power for good or evil. The important thing is for us to use it unselfishly, but intelligently.



GEORGE W. COLEMAN  
President  
Babson Institute

# My Word To Babson Men

PRESIDENT GEORGE W. COLEMAN

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Whatever the Institute has given you in the way of knowledge of business is of small concern in comparison with the training you have received. What you have learned about the ways of finance, methods of production, channels of distribution, and human relationships is just so much business capital stored up for future use. Your training at the Institute will largely determine how you use that capital. You will not invest it all at once, and the returns at first will be very small. And you can easily make a poor investment which will set you back some. Only you can do the investing of your business knowledge. Dad can not do it for you nor can anyone else.

Can you appraise values? Does a shining bauble shut out a distant solid value? Have you found out what work will accomplish and what magic can not do? Can you make yourself mind? Can you stick until it is done? Do you really understand that first things come first; that executive leadership is a fruit and not a seed? All this and much more was inherent in your training at the Institute. Will your first boss be able to see it in you? If you were well trained you will make a good investment of the business knowledge you have acquired. In fact you will keep right on training yourself and adding daily to your business knowledge.

But there is something more, a double extra, that this year's graduates will have to keep constantly in mind. Business is sick, very sick, and every last attendant on business will have to prove his worth. You are lucky if you have a chance to serve at all just now. And you need not be squeamish as to just where you serve, whether it is in the cellar, the kitchen, the parlor, or the attic. You are lucky to be in the household at all.

And don't forget that everybody around you will be anxious and dead in earnest. It is no place at all for a play-boy. The business world not only does not feel that it owes you a living, it is greatly concerned that everybody on the pay roll shall do his utmost to help business to live.



## My Word To Babson Men

DEAN JOHN E. MILLEA

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Probably the most common fault among people, or groups of people, or nations, is the refusal to recognize any individual or national responsibility for whatever ills may happen. People as well as nations fail to realize that they get out of society or international association exactly in proportion to what they put into it. Naturally we must think of the nation or of national alliances or lack of alliances, but in the last analysis, success or failure, individually or nationally, depends upon what part the individual plays in whatever sphere of activity he finds himself.

In every generation there is a small group of individuals who are properly classed under the general heading of "genius." These are outstanding and are automatically set apart from others. But intellectual brilliance is not necessarily essential to success. A relative mediocre mentality may sometimes achieve greater success. Accomplishment is proportionate to the effective use of intelligence; that is, success comes as a result of the expenditure of effort which is of value to some one else. Mental capacity can go to seed as quickly as any other faculty, perhaps more so, and in order to be kept on a high plane it must be constantly exercised.

In general, one advances in the same degree as success is achieved by the whole group. It is likewise with nations. One nation cannot progress permanently at the expense of another any more than can an individual. Genuine prosperity can result only from individual activity and cooperative effort. Individuals are too prone to delay. When confronted with a problem one should get all the facts possible, make as careful an analysis as possible, then do something. The inclination which many have "to sleep over" a decision results perhaps in another decision. The process may be repeated with still another conclusion. The result is indecision with a probable reversion to the original decision. Time has been lost, effort has been wasted, and nothing done which might not have been accomplished immediately. An original decision resultant from careful thought and analysis is usually the best—get the facts, analyze them as carefully as possible, then do something.

## TRUSTEES



ROLFE COBLEIGH  
Business Manager of  
"The Congregationalist"  
Boston

DANIEL B. COLEMAN  
Physician  
Wellesley



CARL M. GATES  
Congregational Minister  
Wellesley Hills

ERNEST T. GUNDLACH  
President,  
Gundlach Advertising Company  
Chicago



MYRON E. PIERCE  
Lawyer  
Boston

HENRY P. SMITH  
Safford & Smith  
Boston



# FACULTY



JOHN E. MILLEA, DEAN

*Director, Division of Production*

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

AUSTIN H. FITTZ

*Director, Division of Finance*

Mr. Fittz is a graduate of Brown University where he was elected to Phi Beta Kappa. He later received the degree of LL.B. from the Harvard Law School and in 1906 was admitted to the Massachusetts Bar. He has spent the greater part of his life in educational work. For two and one-half years he was a superintendent of schools in New Hampshire and for ten years the Superintendent of the schools of Norwood, Massachusetts. He is a director of various corporations, among them the Manchester Trust Company and the Babson Park Company. He is a Trustee and Secretary of the American Public Welfare Trust. He has been president of Webber College and is the author of a number of articles on financial subjects that have appeared in various publications. Mr. Fittz takes much interest in his students and his friendly guidance in matters relative to stocks and bonds is invaluable.



JAMES M. MATTHEWS

*Director, Division of Distribution*

Mr. Matthews is a graduate of Park College and Harvard University. He was sugar distributor in the Maine Food Administration during the War and was a member of the Research Staff of the National Industrial Conference Board, a Boston and subsequently a New York Research Corporation. Before coming to Babson Institute he was Professor of Economics at the University of Maine. Mr. Matthews is a nationally known speaker on Economics and business subjects. In addition to teaching Economics and Business Forecasting at the Institute, he is instructor of Public Speaking. He has a way of making his classes not only instructive but very interesting.



## C. A. HENDERSON

### *Director, Division of Personal Efficiency*

Mr. Henderson is a graduate of the University of Missouri. He also has an A.B. and an A.M. degree from Harvard University, from which he graduated with honors in Philosophy. He was elected to Phi Beta Kappa at the University of Missouri. Mr. Henderson's pastorate in the Unitarian Church was followed by several years in business. Before coming to Babson Institute he was associated with Bardett College, through which he served several business organizations as an instructor of salesmen, and with the College of Business Administration of Boston University where he was Assistant Professor in Business Methods. He is one of the pioneers in the field of practical business psychology and is the author of several books on personal and business efficiency. Mr. Henderson's life is now taken up with the attempt to indoctrinate Babson men with the professional attitude.



## HAROLD A. THURLOW

### *Sales and Advertising*

Mr. Thurlow, previous to coming to Babson Institute in 1923, was director of publicity and advertising for the Savings Division of the United States Treasury Department in the First Federal Reserve District. His business experience has covered nearly all phases of advertising and selling. He has been sales and advertising counselor for the Houdaille Shock Absorber Company, the Klean-Heat and Silent Automatic Oil Burner Companies; the Kelvinator Sales Company of New England, the Air Container Company, and many others. He was special lecturer at Boston University and Northeastern University for several years. At present, in addition to his other duties, which includes his hobby, photography, he is President and Treasurer of the Thurlow Advertising Service, Incorporated.



## GEORGE R. ANTHONY

### *Industrial Relations*

Mr. Anthony went directly from Massachusetts Institute of Technology, where he was in the Class of 1898, into industry. For eighteen years he was with the American Radiator Company and sixteen of these years he spent in managing various plants of this company. In addition he has been Vice-President in charge of manufacturing for the Hart and Crouse Company of Utica, New York, and is Vice-President of the Wolverine Tube Company of Detroit. His coming to the Institute in 1930 was fortunate for every student, not only because of the insight which he has given us into employer-employee relations, but also because his friendship has meant much to each of us.





## BERTRAND R. CANFIELD

### *Advertising and Sales Management*

Mr. Canfield has been a member of the faculty for three years. Before coming to the Institute he was a member of the Editorial Staff of the "Kansas City Star" and Director of Advertising for the Union Bank Note Company in Kansas City. He established his own business as sales and advertising counselor at San Antonio, Texas. Later he came East as sales promotion manager for the May Oil Burner Corporation of Baltimore, and afterward served as sales manager for the Fruit Pudding Company of the same city. His sincerity and enthusiasm both in class and out are appreciated by his students.

## CARLETON G. LANE

### *Investments*

Mr. Lane is a graduate of Babson Institute. He has worked for the Southern New England Telephone Company and the Babson Statistical Organization. He has a thorough knowledge of the principles of investments as well as a practical understanding of the workings of the market. As one of the younger members of the faculty, he is very close to the student body.



## ANDREW PETERSEN

### *Accounting and Taxation*

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



## HAROLD H. SHIVELY

### *Business Law and Marketing*

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



## JOHN P. TILTON

### *Business Psychology*

Mr. Tilton graduated from Colby College, Waterville, Maine, later attending Harvard University as a Research Assistant. There he received the degree of Ed. M. Before coming to Babson Institute he taught Psychology for a year at Tufts College. His thorough knowledge of psychological intricacies, his acquaintance with practical psychology, and his appreciation of the students' views make his courses both valuable and interesting.

## CLYDE J. CROBAUGH

### *Statistical Methods*

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





### DEWITT G. WILCOX

#### *Lecturer on Hygiene*

Dr. Wilcox has been connected with Babson Institute for several years. He is a graduate of Akron University and of the Medical College of Ohio State University and has spent many years in study in Europe. At one time he was President of the New York State Medical Society. He is a Fellow of the American College of Surgeons, Emeritus Professor of Surgical Gynecology at the Boston University School of Medicine, and Attending Surgeon at the Newton Hospital. Dr. Wilcox's lectures are most beneficial and interesting, and the method in which he presents his subjects is admirable.

### FORD A. CARPENTER

#### *Lecturer in Meteorology and Aeronautics*

Dr. Carpenter has Sc.D. from Occidental College and LL.D. from Whittier College, California. He has studied at United States Balloon and Airship Schools, Ross Field, California; Scott Field, Illinois; and the Carson Astronomical Observatory. He has been associated with the United States Weather Bureau for thirty one years and has been manager of the Department of Meteorology and Aeronautics of the Los Angeles Chamber of Commerce since 1919. He was a member of the faculty of the University of California from 1919 to 1929, and a lecturer at War College and also at the Aviation School of the United States Army. Dr. Carpenter is a member of many clubs and societies, among them The American Meteorological Society, The Royal Meteorological Society of London, and a member of the Board of Governors of the Los Angeles Museum. He has been President of the Southern California Academy of Sciences since 1929. He is a member of Phi Beta Kappa. Since 1921, Dr. Carpenter has, in a very interesting way, been portraying to Babson Institute students the future of meteorology and aeronautics in American business.



### E. GROSVENOR PLOWMAN

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



WILLIAM R. MATTSON

*Assistant to the President*

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



DWIGHT G. W. HOLLISTER

*Treasurer of Babson Institute*

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

ELEANOR HAYWARD

*Registrar*

Miss Hayward graduated from Simmons College with the degree of B.S. and later received her M.B.A. from the College of Business Administration of Boston University. She has been an assistant in the Economics Department of Tufts College and an assistant in the Economics Department at Boston University. Miss Hayward came to Babson Institute when it was founded in 1919 as Registrar. We hear that she is in the market for a new car and we have the utmost confidence in her final selection if it is made with as close a check-up as she keeps on the time cards and the library books.



The United States annually exports millions of dollars' worth of cotton to England. Australia sends huge quantities of wool to the same country. In turn England gives the world the finished textiles. England is also the source of much of the world's finest cutlery and tools made from ores received from Sweden and Spain among other countries.

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GREENLAND

NORTH AMERICA

OCEAN

TEXTILES

STEEL

CUTLERY

EUROPE

COTTON

MINERALS

ASIA

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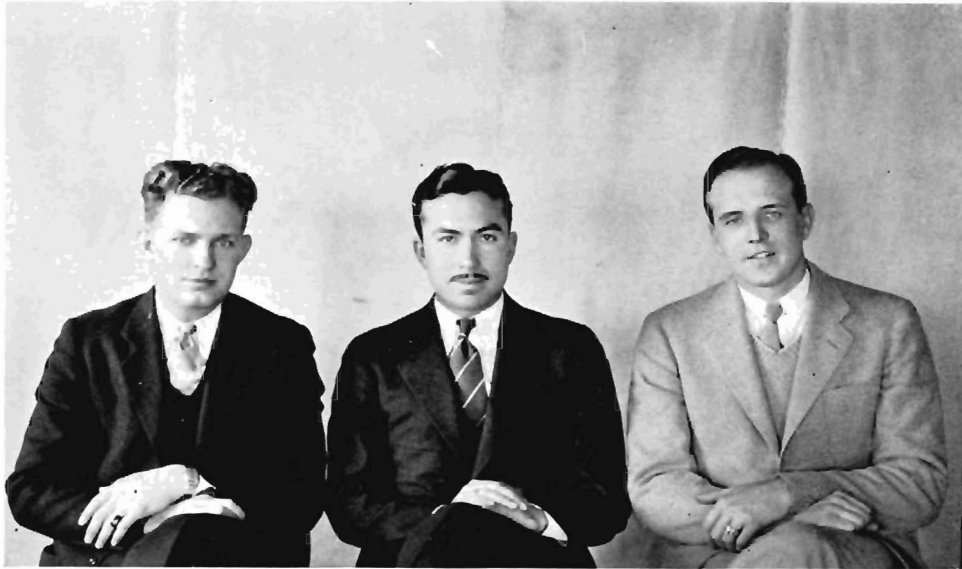
PACIFIC OCEAN

ATLANTIC OCEAN

INDIAN OCEAN

SOUTH AMERICA





## CLASS OFFICERS

W. A. DOWNS  
Secretary-Treasurer

M. L. BUCKLEY  
President

R. McKINNEY  
Student Representative

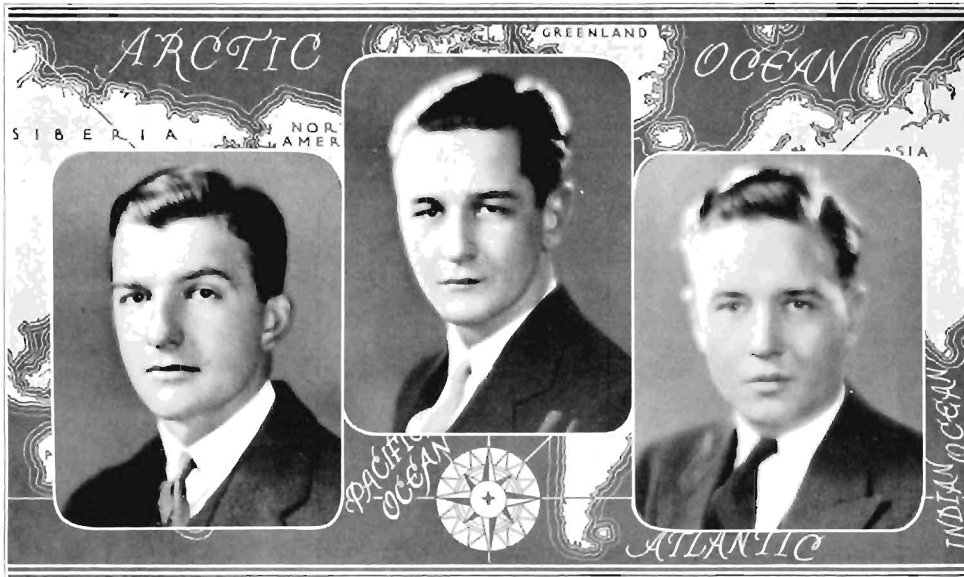
The Class of 1932, being of a modest nature, makes no boast of its record at the Institute. Its members have gathered from many states and several foreign countries and these men have lived together and have come to know one another. This in itself is valuable aside from all that has been learned in studies.

The 1932 BABSONIAN presents a record of the class as a whole and of its individual members and as one reads through it he finds what has been done during the year. For the second year a basketball team was organized and its record was excellent. Bowling aroused a great deal of interest and provided a means of getting together as well as an opportunity to know the faculty and to see them in surroundings quite different from those of the class rooms.

It must be said that the students and the faculty at the Institute are very close to each other. The limited size of the school permits each instructor to know the men well and they, in turn, are given every opportunity to know their instructors, to talk with them and to visit in their homes.

The dances arranged by the Dance Committee were enjoyable affairs and to a certain extent indicative of the good times which were spent during the year at the Institute. All in all a happy relation between business and pleasure has existed, each being present in its proper degree.

As graduation draws near each member of the class will feel for one reason or another that he has gained a great deal from this year here and that he can not only look forward with anticipation but backward as well upon events which have meant much to him.



26 Ridge Drive  
 C. EUGENE ABBOTT, JR.  
 Birmingham, Alabama

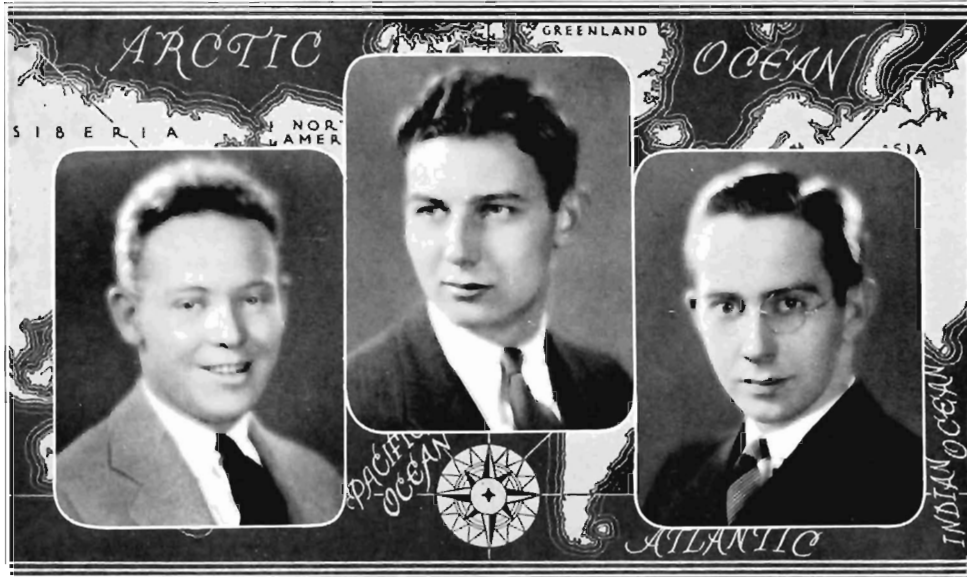
Gene's capabilities as a future diplomat have been very clearly proved at the Institute by his able management as Editor of *The Babsonian*—a difficult position requiring a great amount of tact and cooperation. Previously Gene went to University School, Swarthmore Preparatory and to Princeton University. At Princeton Gene received a great deal of his *Babsonian* training as Photographic Editor of the Annual.

Sheboygan  
 CARL ACKERMANN  
 Wisconsin

Carl came to the Institute after graduating from Sheboygan High School and spending two years at Beloit College, where he became a member of Pi Kappa Alpha Fraternity. Here at the Institute, Carl has made many lasting memories. His "Chevy" is noted for the frequency with which it travels certain nearby roads. As for the future, all we know is that he expects to locate in the East.

Pecos  
 L. WALLACE ANDERSON, JR.  
 Texas

Tex is a real product of the land of "sage brush and cactus." With his drawl as a true indication of his home, he reached us via the Castle Height Military Academy, the Texas College of Mines, and the University of Southern California. Not satisfied with the Yankees, he expects to go right back and become a rancher.



JOHN R. AUSTIN

19 Couch Street

South Norwalk, Connecticut

Even though Red says that he is undecided as to his future business, we would not be surprised to see him turn out to be a professional in either tumbling or golf. Reports also state that he made quite a name for himself in basketball and tennis at Suffield School and at St. Paul's School in Garden City, Long Island.

WILLIAM H. BALL

353 Ninth Avenue, South

Fargo, North Dakota

After garnering an education at the University of Minnesota, where he was a Psi U, Bill, as he is politely known, packed his suitcase and came East to the Babson Institute. Although he was previously connected with the Universal Credit Company, a Ford subsidiary, for two years, he refuses to disclose his future profession except that he wants the distribution end.

WILLIAM L. BELKNAP, III.

62 Stratfield Road

Bridgeport, Connecticut

Bill is another one of the fellows from Connecticut. The latter years of his life before coming here were spent at Salisbury Preparatory and then at Rutgers University, where he was a Phi Gam. After absorbing everything offered here at the Institute, we expect to hear that Bill is in the selling field of the Belknap Manufacturing Company, Bridgeport, Connecticut.



PAUL P. BIRD, JR.

11 W. Cedar Street

Boston, Massachusetts

Paul, a true Bostonian and a product of St. George's and the River School, was not content with the completion of the year's course at the Institute, but decided to stay on with us for a term to discover the "why's and wherefore's" of Advanced Finance. His future activities will be connected with either the Boston Sand and Gravel Company, of which his father is president, or with a Boston brokerage house.

NED BITNER

131 Esplanade Avenue

Mt. Vernon, New York

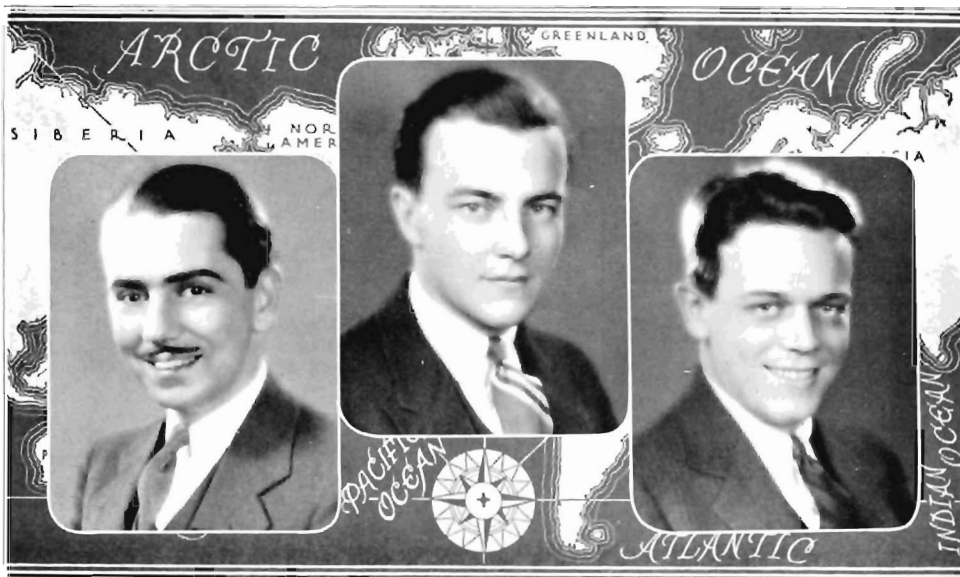
Not content with making a name for himself in baseball, swimming, and football while at Mercersburg Academy and at Dartmouth, Ned came here and proceeded to make a name for himself as a bowler. In the future he tells us that he is to be on the selling end at Leo Feist, Incorporated, the music publishers in New York.

JAMES R. BLUE

1305 Fifth Avenue

Freedom, Pennsylvania

Jimmy, previously with the Spang Chalfont Company, brought to us the traditions at Freedom High and Duquesne University. At this latter school the Gamma Phi's claim him. The student as well as the Institute bowling teams have filled any free time left while studying for a future position in the distribution field.



GEORGE T. BRADY

565 Chestnut Street

Waban, Massachusetts

George, previously a junior aeronautical engineer with the Ford Motor Company, married and with one son, came to us claiming Culver Military Academy and Massachusetts Institute of Technology as a background. He tells us that he expects to go into the aircraft field in any branch except that of advertising.

MAURICE E. BRAGG

1046 Union Street

Manchester, New Hampshire

Married only five days before school opened in September, Moxie is a graduate of both Phillips Exeter Academy and Brown University, where he was a member of Delta Upsilon. Interested in newspaper work, he is a member of the Editorial Board of the Babsonian, and has taken an active interest in golf and bowling. Production in one form or another will probably occupy his future.

WILLIAM P. BROWN

740 Webster Street

Needham, Massachusetts

Pel is a local boy who has received almost all his schooling near Boston. Williston Academy in Easthampton, University of Vermont, and Massachusetts Institute of Technology, as well as the Sigma Phi Fraternity, claim him as a product. Even though he has been connected with the National Shawmut Bank and the S. A. Woods Company, both in Boston, he says that he is going into the production end of a firm "pertaining to ship building."





MILTON L. BUCKLEY

738 St. Louis Street

Edwardsville, Illinois

In the course of events Buck has attended Edwardsville High, Illinois Wesleyan University, Washington University at St. Louis, and the University of Texas. He is a Beta Kappa and is now the President of his Class here at the Institute. Varsity basketball has filled his time in the past and the selling of automobiles will occupy his future.

THOMAS H. BURCHARD

169 Fisher Avenue

Brookline, Massachusetts

After spending his preparatory school days at Sewanee Military Academy in Tennessee, Tom started North; stopped at Cornell University, and then came on to Babson Institute, where he is absorbing Finance in particular, in line with his past experience in the First National Old Colony Corporation of Boston and with his future aspirations.

LEONARD H. CLARKSON

7 Forest Street

New Britain, Connecticut

Before coming to Babson Institute Clarkie obtained a rather broad education at St. Joseph's Academy, Culver Military Academy, the Milford School, and Lafayette. Clarkie is very fond of all outdoor sports, particularly golf and swimming, but in spite of his accomplishments in this direction, we rather guess that the Olympic's loss will be Industry's gain.



GEORGE LOUIS COLBURN, JR.

56 Rawson Road

Wollaston, Massachusetts

George's ever-present spirit of friendliness gained everyone's admiration at the Institute. Before coming here, he spent two and one-half years at Massachusetts Institute of Technology. Not content with completing his course here in December, George continued further study at Boston University. However, not all his time is absorbed in books, for George enjoys drumming in the University Band.

PATRICK J. COLLINS, JR.

103 Brown Avenue

Holyoke, Massachusetts

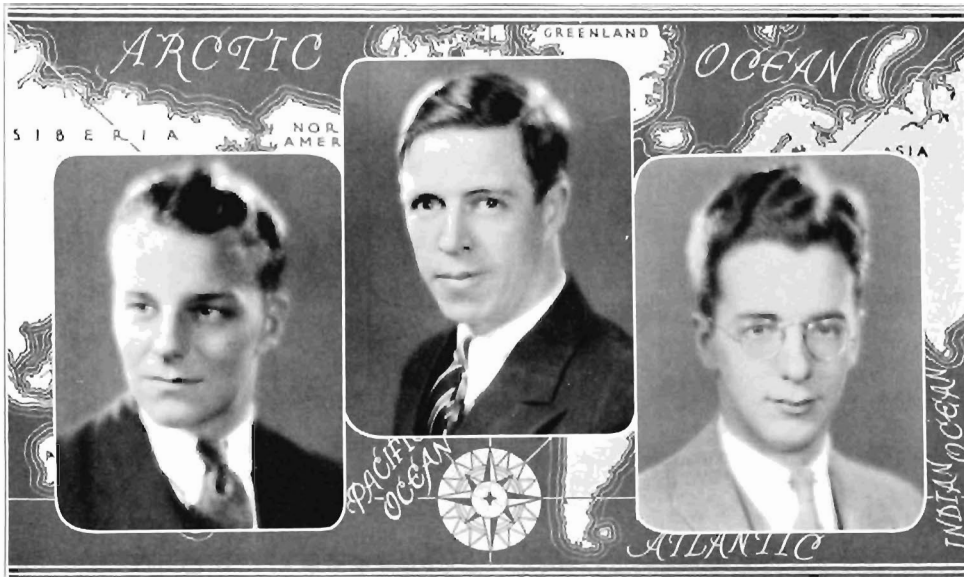
"Single - very much so!" says Pat, who comes to us from the Stearns School, Phillips Andover Academy, and the Wharton School at the University of Pennsylvania. Perhaps his liking for all athletics, especially golf, account for this aversion to the weaker sex, but we wonder what the future will report when he is in the furniture business with Dad.

H. RILEY COLVIN

612 W. 116th Street

New York City, New York

In direct contrast to Pat, Riley is firmly and proudly engaged. Perhaps that is because he lives in New York and derived an education from New Rochelle High and Columbia University, where he was a Delta Phi. As a basis for his future financial career he likes bridge and other athletics, and has spent six months with the Bankers' Trust Company and a year and a half with the Irving Trust Company, both in New York.



JOHN J. CRABILL

818 N. Fountain Avenue

Springfield, Ohio

With two years at Ohio State University, where he became a member of the Phi Kappa Psi's, to his credit, Jack came to Babson Institute undecided as to his future. At the present time, however, he has chosen in favor of production, with, as far as we know, no definite leanings toward any special branch.

FREDERICK CROMPTON

159 Central Street

Central Falls, Rhode Island

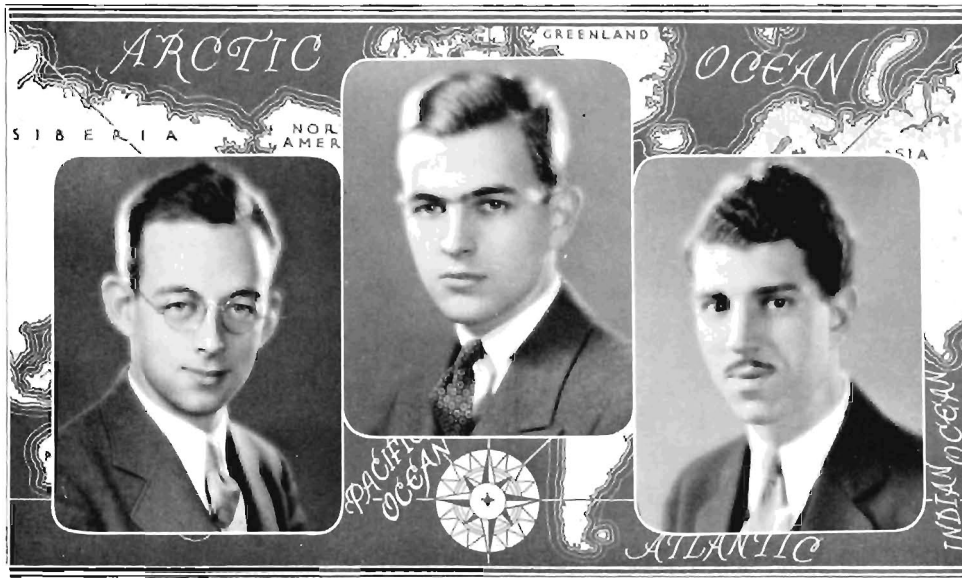
Typically English in birth, wit, and seriousness, Freddie was an industrial chemist before he arrived at Babson Institute. Bradford Durfee Textile School, Fall River, Massachusetts, and Phi Psi Fraternity are part of his background. Being the Advertising Manager of the Bahsonian, the highest individual bowler in our winter tournament, and one of the most promising prospects for a production career, Fred has been one jolly, busy Britisher.

ROBERT D. DAVIDSON

356 Victoria Place

Toledo, Ohio

We gleefully watched him walk to the piano, but we were amazed when he began to play like Paderewski suddenly gone jazz-mad. And yet he says his hobbies are swimming and bowling. Here as a Chi Phi from the University of Michigan, Bob is working toward a future financial position in the Lumbermen's Mortgage Company in Toledo.



SIDNEY M. DAVEY

15 Kensington Avenue

Somerville, Massachusetts

Dave had the jump on us when he came here from the College of Business Administration connected with Boston University. It is evident that the Production Course here appealed to him though, for he is planning to go into the paper industry in spite of the fact that he was office manager of a chain jewelry company in Boston.

DAVID PRICE DAVIES

202 Fifteenth Street

Racine, Wisconsin

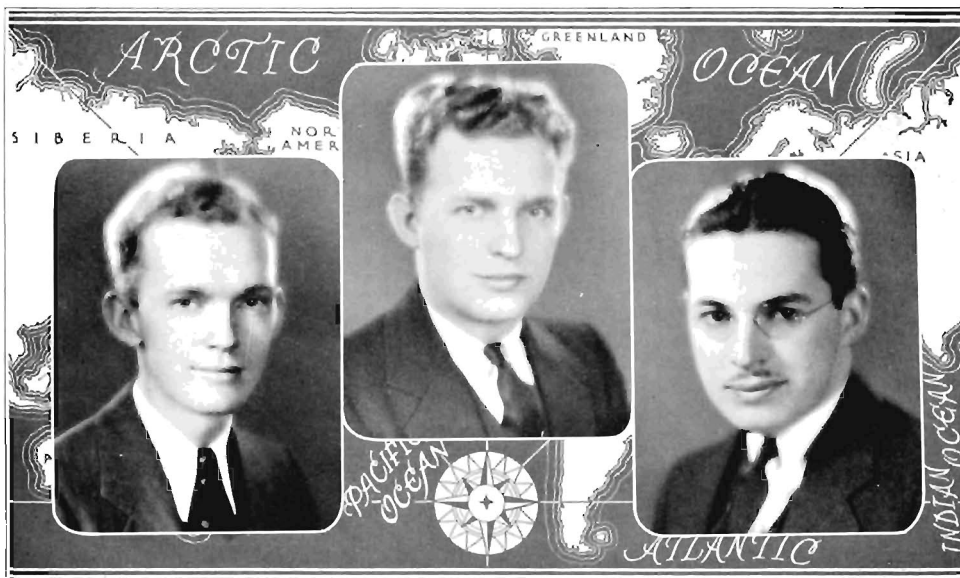
Dave is going to make his first million in advertising, although he fails to mention the specific business. Perhaps his previous connection with the Nash Motor Company and the Consolidated Water Power and Paper Company may offer him some suggestion. Before he came here to become a member of the Dance Committee, he was a Theta Chi Epsilon at Phillips Andover and an Alpha Delta Phi at the University of Wisconsin.

BRADLEY DEARINGTON

4 Summer Street

Melrose, Massachusetts

Brad told us to guess as to whether he was married or single. We have, and we don't believe it! However, we do know that he went to Huntington School, to Worcester Academy, to the University of Michigan, and to the University of New Hampshire; that he is a member of Sigma Alpha Epsilon; that he has worked with the Curtis-Wright Flying Service and the Western Air Transportation Company; and that he is going to continue in the air service.



RAYMOND S. DENTON

Zebulon

North Carolina

Red says that he is an eligible bachelor, but we know that that hair of his and his hobby of deep-sea diving will get some mermaid yet. Wakelon High at Zebulon and King's Business School in Raleigh, North Carolina, as well as his previous connections with several banking concerns, have trained him for a successful career as a banker, if, as he says, "this depression ever ends."

WARREN A. DOWNS

Bloomington

Illinois

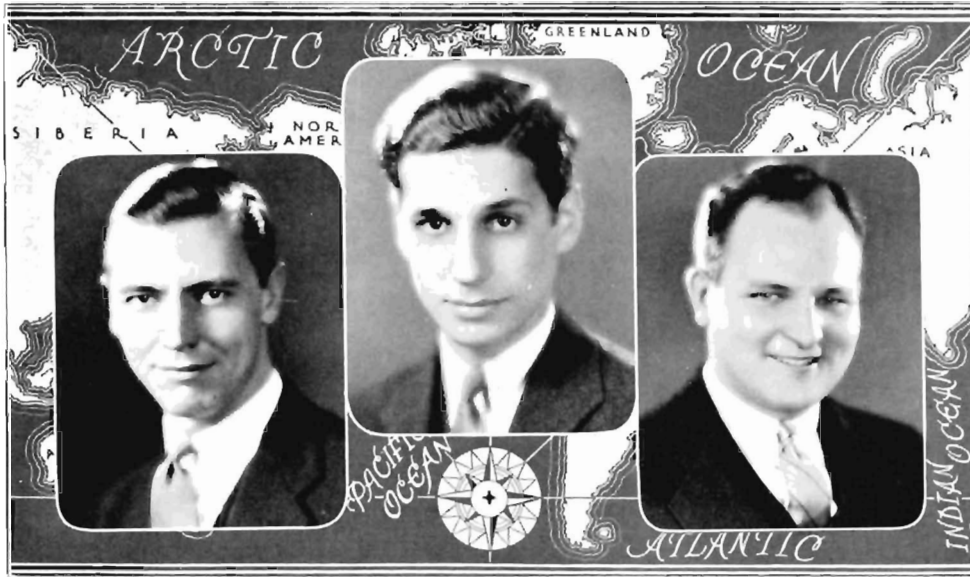
Warren has been one of the busiest fellows on the campus this year. Not content with studying for an, as yet, undecided future, and being one of the mainstays on the basketball team, he was chosen as Treasurer of the Class and as Business Manager of the Babsonian—a tough job. Previously, Warren was a Sigma Chi at Illinois Wesleyan University, where he was also active in editorial work and sports.

WILLARD L. ECCLES

Salt Lake City

Utah

When Bill graduates, the Institute loses not only a good student and the Chairman of its Dance Committee, but also a mighty nice married couple, for Bill is one of the few here who have taken the fatal step. He has had an excellent training for his banking career by attending both Oregon and Utah State Colleges, and by working with several prominent banks in Utah.



FRANKLIN K. ESTERLY

1322 Perkiomen Avenue

Reading, Pennsylvania

Frank is a graduate of Pennsylvania State University. His business experience before entering the Babson Institute included work in production and selling with the American Steel and Wire Company and the Johns-Manville Corporation.

DAVID FELDMAN

Netherland Plaza Hotel

Cincinnati, Ohio

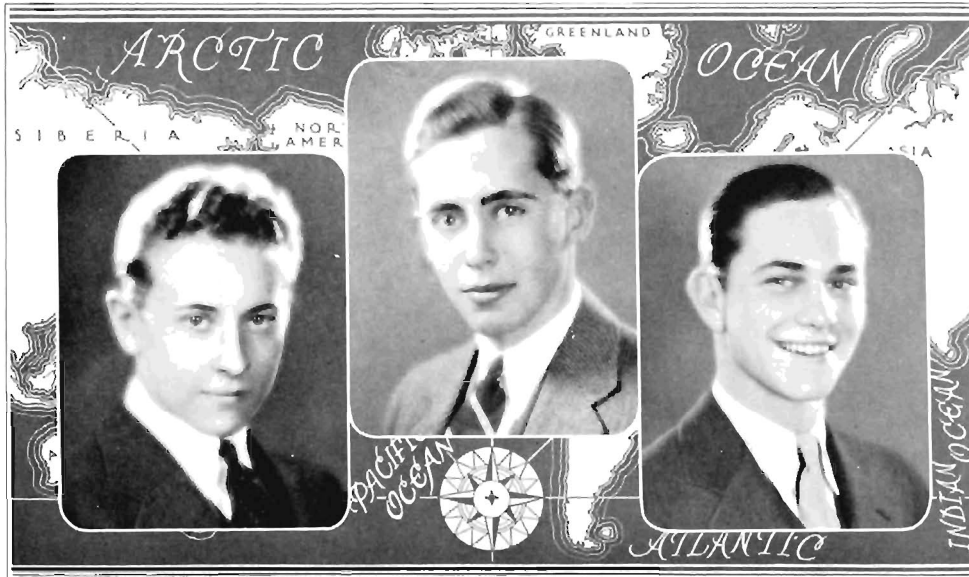
Dave qualified for admission to Babson Institute by attending the University School in Cincinnati, a noted school in Switzerland which we cannot pronounce, much less spell, the Los Angeles High School, and the University of Wisconsin. His father is a member of a brokerage firm, where Dave has worked; so it is only natural that he should go into the same line after graduation.

GARRETSON FLINN

1000 Harvard Road

Grosse Pointe, Michigan

Gus is another of our representatives from Grosse Pointe who came to the Babson Institute to learn as much as possible about the sales organization of business. After attending Grosse Pointe Private School, Detroit University School, Northside and Williamstown, Gus worked in the credit department of a mortgage and contract company.



WILLIAM P. FORBES

7059 South Shore Drive

Chicago, Illinois

Bill dropped in on us in January instead of being orthodox and starting in September. Before coming here he went to Morgan Park Military Academy in Chicago in preparation for his entrance to Dartmouth, where he became a Sigma Nu, and active in Lacrosse, boxing, and cross country. His future profession takes him into the export department of the Texas Oil Company.

JAMES D. FORWARD, JR.

3123 Zola Street

San Diego, California

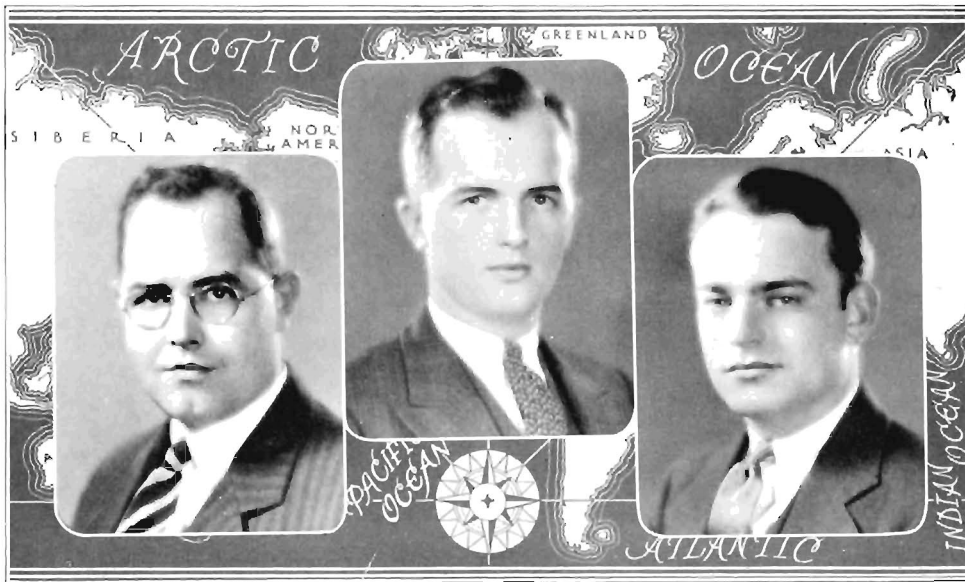
Jim wanted to see what we "hick" Yankees looked like, so he came 3,000 miles to Babson Institute from the land of the over-advertised sun to learn more about finance before he goes into business with his father in the Union Title Insurance Company in San Diego. Before he got the bright inspiration to come East, Jim went to the Point Loma High School in San Diego, and then to Stanford University.

DAN K. FOSTER

1617 Sheridan Road

South Euclid, Ohio

Dan must have gone to Culver Military Academy just for the setting-up exercises, for he promptly decided to become a big business man by coming to the Institute to train himself for his future position with his father in the Foster Development Company. Here he will undoubtedly release all of the ambitions that he has "fostered" for the last few years.



FRANCIS B. FOSTER

14 Adams Road

Framingham Centre, Massachusetts

Married, with two cute youngsters, Fran comes to us with a wealth of practical experience in responsible positions in several furniture companies to back him up, to say nothing of the technical and classical education he has received from Worcester Polytechnic Institute, Dartmouth, and Princeton. The Sigma Nu's claimed him while in college, and sales work will claim him in the future.

E. RUSSELL FOWLE, JR.

1445 Commonwealth Avenue

Boston, Massachusetts

Russ is another member of the "I-don't-know-what-I-am-going-to-do" Club. A banker? He won't commit himself, but, anyway, we do know that his hobbies are sailing and riding, and that he went to Mercersburg Academy, New Preparatory in Cambridge, and to Harvard College before he signed up here at the Institute.

JOHN HENRY FRENCH, JR.

936 Lake Shore Drive

Grosse Pointe Shores, Michigan

The Class of '32 lost a splendid Vice President and a highly respected and popular member when Johnny was forced to leave during the winter because of illness. John's previous education was acquired at Grosse Pointe Private School, Swarthmore Preparatory and Brown University, where he was a member of Psi Upsilon Fraternity. We hope that next year will find him back at Babson Institute.





LUTHER P. FRIESTEDT, II.

6006 Sheridan Road

Chicago, Illinois

"Did you build that too, Friestack?" is a current expression around Babson Institute, especially at the Friday movies. And now it turns out that he is going into the contracting business with his father in Chicago. His previous training for this position he found at Chicago Latin School, Manlius School, Blair Academy, Miss Harris' School, and Northwestern University, to say nothing of having worked as salesman for the Commercial Oil Soap Company of California, and as assistant to his father, president of the Friestedt Company.

SIEBOLT D. FRIESWYK

40 Johnston Avenue

Whitinsville, Massachusetts

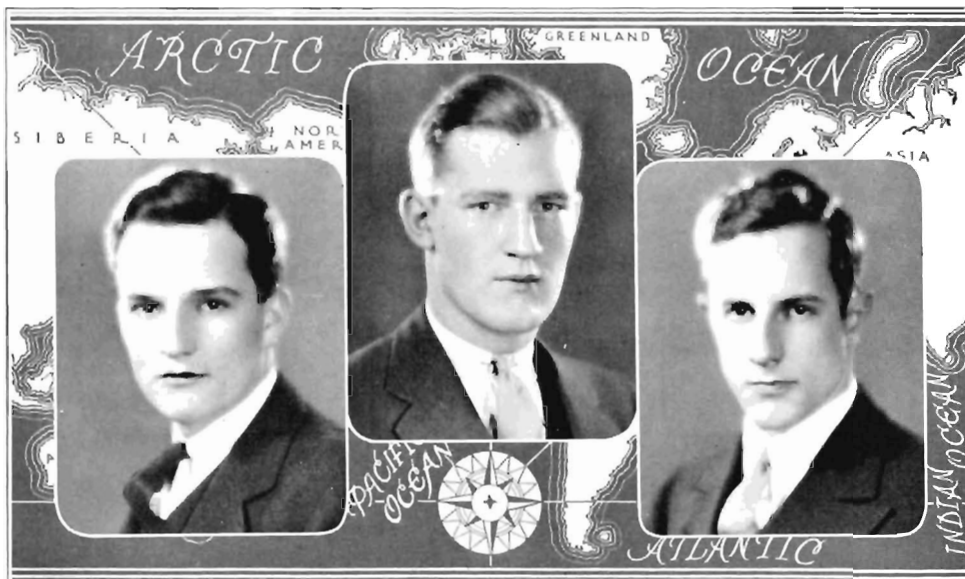
If his future experience in the commercial research field is as successful as his year here at the Institute, Fritz has got a great life ahead of him. His educational and practical background includes Calvin College, the University of Michigan, where he was a Phi Alpha Kappa, and seven months with the Metropolitan Life Insurance Company. And what could be more fitting for research work than to have reading as his hobby?

SAMUEL S. GAN

30 Kingsbury Street

Wellesley, Massachusetts

From the neighboring town of Wellesley comes Sam to us with Wellesley High School and the Bentley School of Accounting and Finance in Boston to back him up, to say nothing of an exceptional ability in bowling which stood his team in good stead in the winter's tournament. He has also worked in several local concerns including his father's, but, as yet, he has made no definite choice as to his future vocation.



RICHARD B. GOODALL

21 North Clifton Avenue

Alden, Pennsylvania

Dick has the constant envy of his classmates in regard to his magical ability to keep his "automobile" running--even between buildings, but then, a man who is ready to take "any" position must be able to do anything. Dick comes from the Virginia Military Institute with the hopes of going into production in some field after completing the course here.

JOSEPH S. HALL

Belle Haven

Greenwich, Connecticut

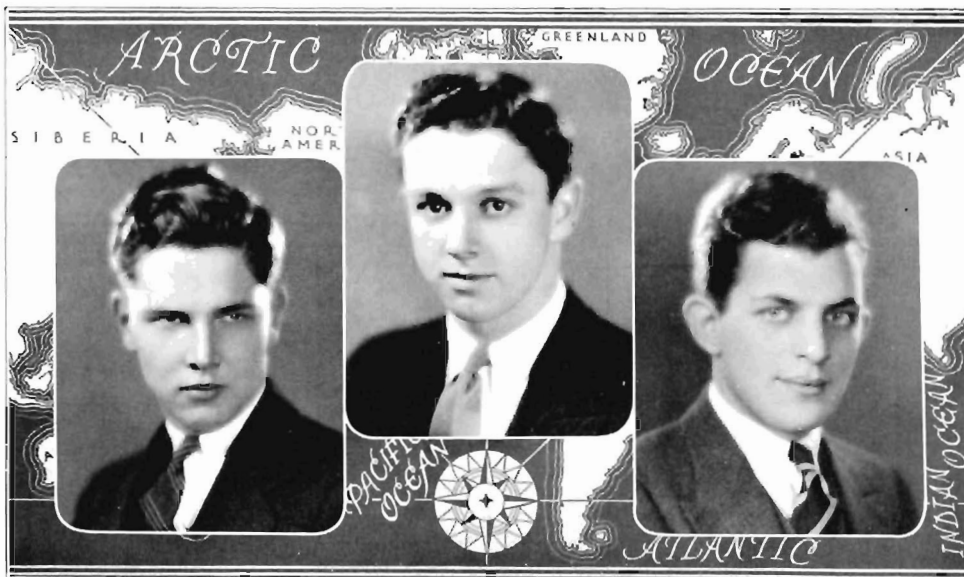
Joe proved his worth right away by becoming the Captain of the Runner-Up Team in the bowling tournament, and also being appointed to the Advertising Board of the Babsonian. He is another fellow who is undecided regarding his future, but perhaps his past experience with the Brosseau Tire Company in Oklahoma City, and with the Duchess Farm Products, Incorporated, of Beacon, New York, may offer some inspiration.

A. STUDLEY HART, JR.

Narragansett

Rhode Island

Berkshire School in Sheffield, Massachusetts, and Hill School in Pottstown, Pennsylvania, claimed Stud before he saw the light and came to Babson Institute. He says that one of his hobbies is collecting coins; let's hope that his collection in whatever business he may enter may not only be sufficient in number, but also not entirely based on prehistoric methods of exchange.



DONALD H. HART

633½ W. Water Street

Elmira, New York

As the name implies, these two are related—you're wrong; they're not brothers; they're cousins. The Eastwood High School, two years in the retail shoe business, and the research laboratories of the Eastman Kodak Company occupied the greater part of Don's time before he came to Babson Institute to learn business methods as well as a remarkable underhand throw on the battlefield of bowling. Perhaps one of these worthy fields will suggest a future career, which is, as yet, "in the air."

GEORGE L. HAWN

24 Henry Clay Avenue

Pontiac, Michigan

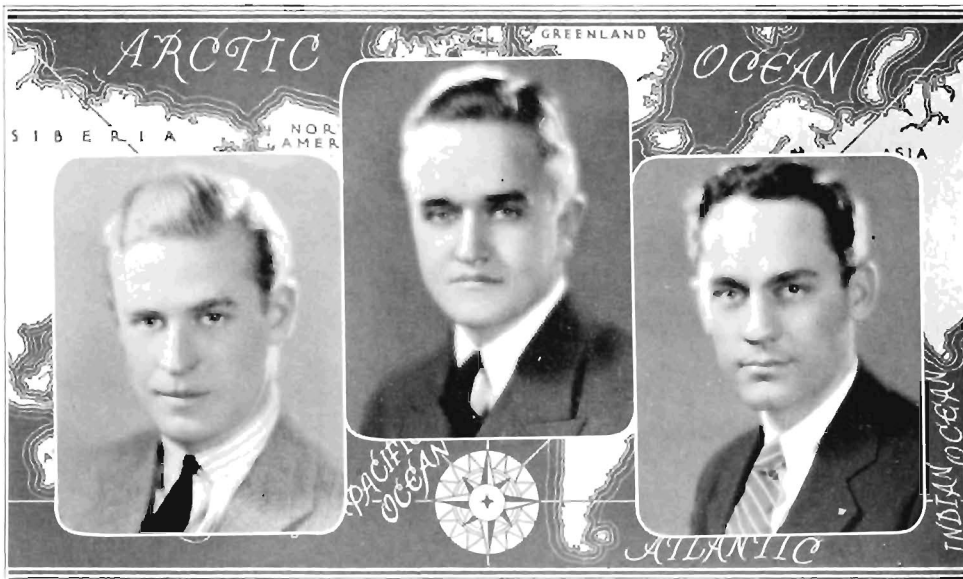
It doesn't take long to guess what George is going to do when we learn that he came from the Pontiac High School and from the University of Michigan, where he was a Sigma Phi, and that he has worked with the Oakland Motor Company, the Wilson Foundry, and the City Engineering Field Crew. You're right; it's production, and, very likely, the product will be automobiles.

HERBERT HOFFHEIMER, JR.

4130 Rose Hill Avenue

Cincinnati, Ohio

We neglected to ask Herb about his views on Prohibition, but we don't have to wonder long when we find out that he is going into the New England Distilling Company with his father as soon as he graduates from here. Herb's other schooling was received at Swarthmore Preparatory and at Cornell University.



EDWARD H. JEWETT, II.

Grosse Pointe Shores

Michigan

We learned with genuine regret that Ned had decided to forsake Babson Institute at the end of the Winter Term because the call of the West, and in particular, of the Colonial Laundry business in Detroit, proved too strong. Ned seriously assures us that he is going to learn every phase of the business by experience—"from the bottom up." We know that part of his time, however, will be spent on his ranch in Northern Michigan, since his favorite pastimes are hunting, fishing and riding.

ROBERT H. KENNETT

Conway

New Hampshire

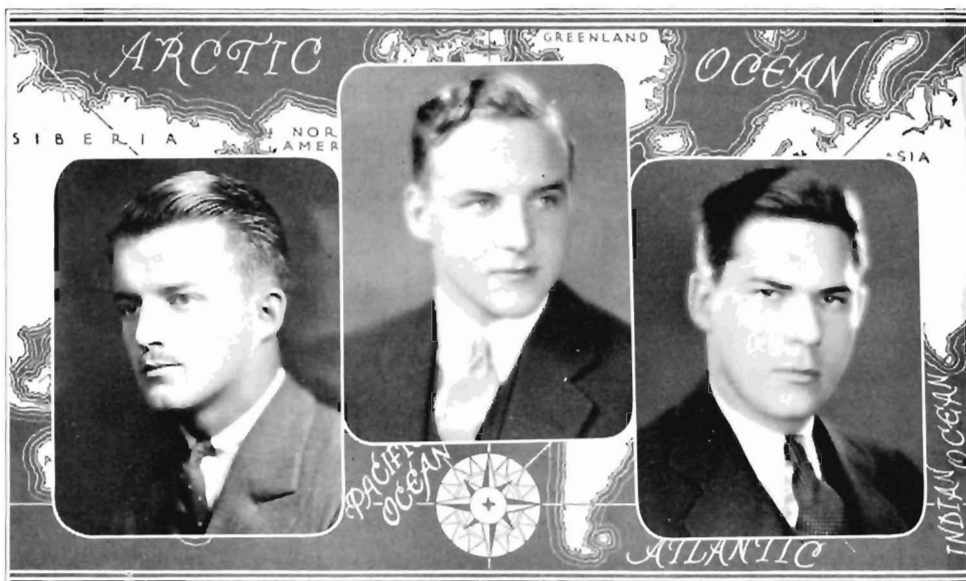
Bob has had a lot of tough luck during the last year with a broken leg and a serious case of appendicitis which has kept him out for an entire semester, but, now that is over, we hope that nothing serious will hinder his career as a banker. The Phillips Exeter Academy, where Bob was a Phi Epsilon Sigma, formed his background before coming to Babson Institute.

CLIFFORD A. KLEYMEYER

608 E. Powell Avenue

Evansville, Ind.

Even though he says that he is going into the Standard Brick and Tile Corporation with his father, we think that the Duke with his little moustache and goatee, which he so proudly "stands behind," has missed his calling, and should either be a high official in some government or else a prominent medium. We often wonder whether that moustache was started back in Evansville High School, or whether he waited until he reached Ohio State -we know when the goatee started.



ROBERT B. KNAPP

2275 Chestnut Hill Drive

Cleveland, Ohio

"Who's Who" would list him as R. B. (Bob) Knapp, University School in Cleveland, graduate; Culver Military Academy, two years; Brown University, one year; pledged Delta Kappa Epsilon; visiting experience with the Shanghai Telephone Company in Shanghai in 1929. The rest remains to be seen in his future with Schmidt in the brokerage field.

ROY E. KNAUER, JR.

166 Abingdon Avenue

Kenilworth, Illinois

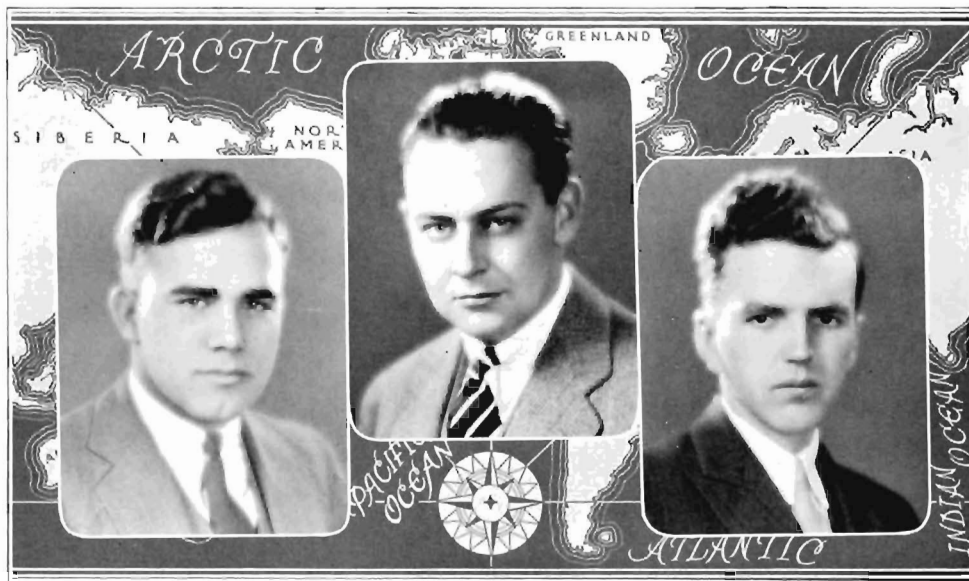
Roy received his educational perspective before coming here by attending the New Trier Preparatory School at Winnetka, Illinois, and the University of Wisconsin, where he became a member of Psi Upsilon. While here he has been an active member of the Bowling League, which, we hope, will aid him while bowling along in the real estate field.

CHARLES S. LAMY

1 Forest Ridge

St. Louis, Missouri

Although Charlie has made no definite decision as to the future, we suspect that his experience with the Francis Brothers and Company in stocks and bonds and his ability shown while in Finance will ultimately bring him into the financial field. On his way East, Charlie started with the St. Louis University Academy, after which he went to Georgetown University before he finally reached the Babson Institute.



BRYANT W. LANGSTON

Wenonah

New Jersey

Butch is another one of the fellows from New Jersey who realized the value of a course at the Babson Institute. Before he received the inspiration to come here to train for his future in the Paper Working Machinery business with his father, Butch went to Woodbury High and then to Cornell University, where he became a Chi Phi.

ALVIN C. McCOY

4 Sunset Terrace

West Hartford, Connecticut

The Westminster School at Simsbury, Connecticut, and Yale University formed Mac's educational foundation before he came to the Babson Institute to brush up on distribution work before entering the music merchandising field with his father. His previous experience seems to have been mainly with football, baseball, and his hobbies—boating and riding.

JOHN A. MCGILL, JR.

148 Linden Street

Wellesley, Massachusetts

After attending Bowdoin College, where he was an Alpha Tau Omega and active in football, tennis, and hockey, John decided that the Babson Institute would better supply the training he needed before he entered the business of F. Diehl & Son, Incorporated, of Wellesley, of which his father is vice-president.



RUSSELL McKINNEY

29 South Crest Road

Chattanooga, Tennessee

Russ was a football star at Georgia Tech. where he also took prominent part in every other sport and where he was a member of Phi Delta Theta, Phi Psi, and Skull and Key. At Babson Institute he was a member of the basketball team and class delegate during the winter term. He graduated in March and wasted no time in starting for Chattanooga, where a certain girl was waiting and where he expects to enter the textile business with his father.

EDWARD F. McKNIGHT

756 State Street

Springfield, Massachusetts

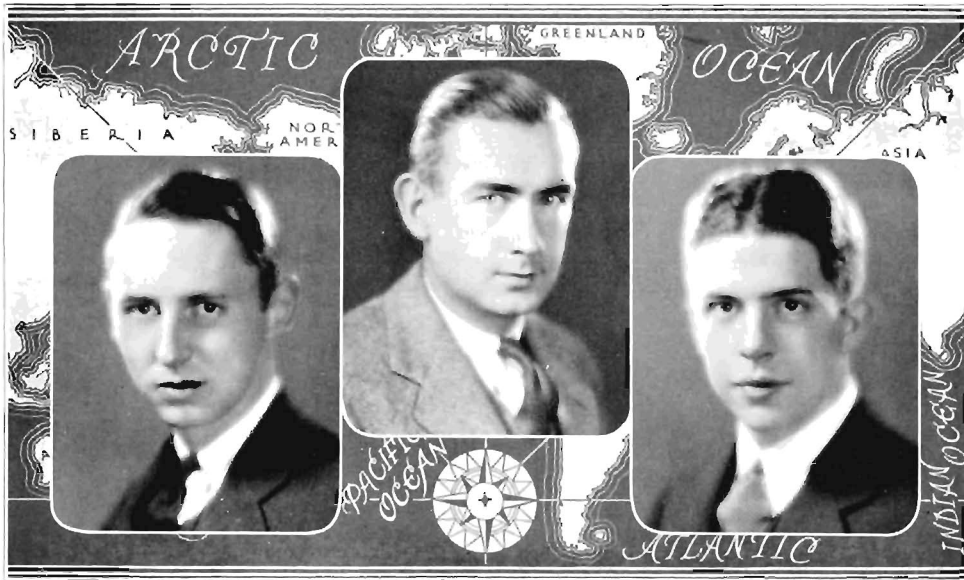
This is the second time that Ed has got his picture in this book, so we guess that the only thing to do is to repeat that he went to Roxbury School in Cheshire, Connecticut, and then to Lafayette College, where he became a member of Zeta Psi. Tennis is his hobby, and insurance is his chosen profession.

LIEUTENANT BENNETT E. MEYERS

Chief of Air Corps

Washington, D. C.

Another wise Army choice was their sending Meyers as their representative to the Institute this year. Married and with a hobby of making Oriental collections and playing bridge, Bennett has been with the United States Air Corps since his graduation from the University of Southern California in 1917. With the record that he has, his future is already well outlined for him in the same field.



WILLIAM MILLS, III.

67 Longfellow Road

Wellesley Hills, Massachusetts

Bill, another one of the "fatal step men" here at the Babson Institute, has had a wide variety of both educational and practical experience. The Hackley School of Tarrytown, the Morristown School, and Lafayette College, where he was a Delta Kappa Epsilon furnished the former, while connection with the Chase National Bank in New York, with the Rowley Coal and Lumber Company, and with Berry and Company, both in Middletown, New York, afforded the latter. In the future, Bill expects to enter some form of the investment and security business.

DAVID PARK MONKS

47 Monmouth Street

Brookline, Massachusetts

This quiet-mannered chap has been a valuable aide to his fellow classmates and deservedly so. Before Dave entered the Institute he was graduated from Princeton and he had had three years' experience in the banking and brokerage fields. Since Dave completed his work at the Institute in December, he is among the more fortunate ones in being located with Jackson & Curtis of Boston.

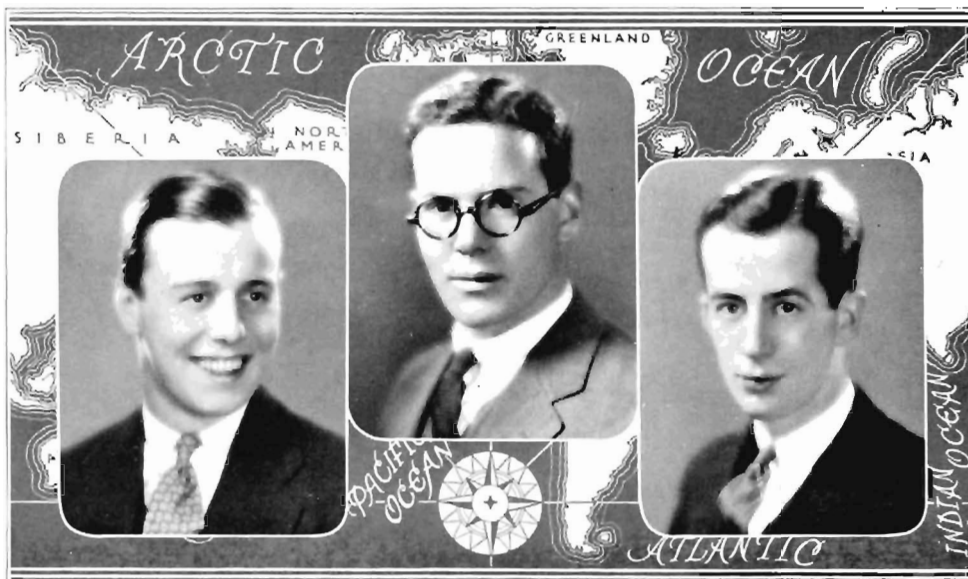
J. BAILEY MOORE

215 West Berkeley Street

Uniontown, Pennsylvania

Mercersburg Academy, the Hench Tutoring School in Pittsburgh, and Washington and Jefferson College, where the Phi Kappa Psi's claim him, produced Bailey as a student and an asset to our bowling team. Sales work has been his forte in the past, but, as yet, he has made no definite decision regarding the future.





LOUIS HENRY MORRIS, JR.

123 West 57th Street

New York City, New York

Lou's education includes attendance at the University of Geneva, Switzerland, where he played Rugby and basketball. At Babson Institute he starred on the basketball team. Where the future will take him Lou doesn't know, but he hopes to go into some kind of sales work.

LEWIS P. MYERS, JR.

48 Belvidere Street

Crafton, Pittsburgh, Pennsylvania

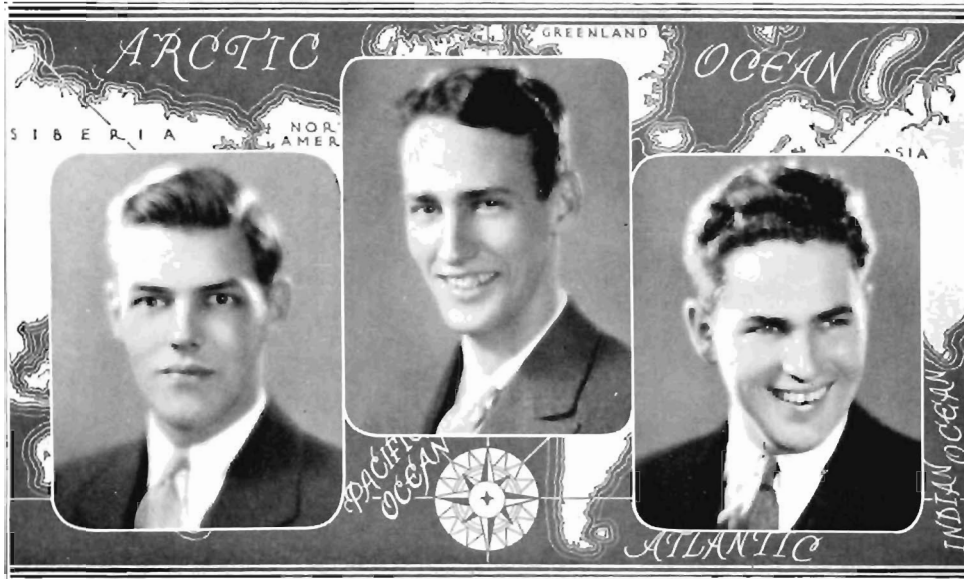
Before coming to the Babson Institute, Lew was graduated from Cornell University and he had had about two years' experience in production and sales with the Dover Manufacturing Company, Dover, Ohio. While at the Institute, Lew, together with his regular course, did special work in Advanced Distribution, in which he exhibited marked ability.

JOHN A. NAUGHTON, JR.

477 Hudson Avenue

Albany, New York

John comes to the Institute with a rather broad business experience in brokerage and banking, to say nothing of newspaper reporting. Meanwhile, he found time to attend New York University. From here John expects to return to some financial work, brokerage, or investment trust.



CLARENCE J. NEPLER, JR.

227 West Pike Street

Pontiac, Michigan

Joe came from Culver Military Academy, a Chi Phi man. He has worked for the Oliver-Cadillac Company, Pontiac, Michigan, with which his father was formerly connected, but he has not made any definite plans for the future.

EDWIN H. NORMAN

542 South Crest Road

Chattanooga, Tennessee

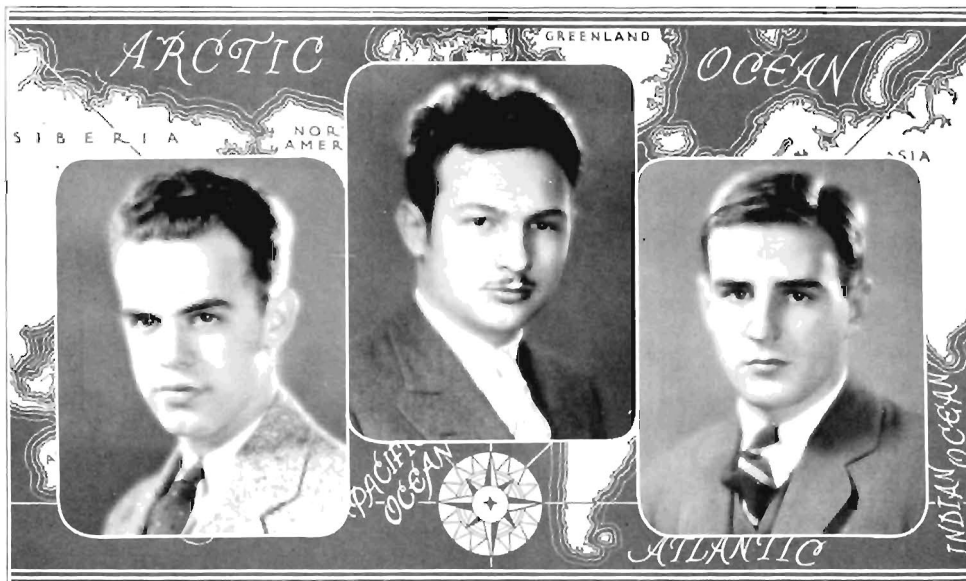
Ed set at least one record at the Institute with his six feet six inches of height. At Georgia Tech he was a member of the Sigma Phi Epsilon and the Phi Psi Fraternities, and a student of the technical side of the textile industry which he hopes to enter.

HENRY B. PAGE

17 Cohawney Road

Scarsdale, New York

"Is there a doctor in the house?" and Hank comes rushing up--to fix the piano, and do his stuff tap-dancing. We often wonder whether or not he learned this latter art at St. John's Military Academy or while a Phi Gam at the University of Wisconsin. Anyway, he's going into business with his father in the Borden Milk Company.



CLARENCE PAPENDICK

7070 Washington Avenue

St. Louis, Missouri

Pap, a big bread and butter man from St. Louis, is here to study the latest methods of running a large bakery business with his father as soon as he graduates. Before deciding on the Babson Institute, Pap also graduated from the Commerce and Finance School of Washington University in St. Louis, where he became a member of Theta Chi.

PAUL A. PORTER

320 Wisconsin Avenue

Oak Park, Illinois

Paul is an artist of some ability who did cartoons for the "Kitty Kat," a publication of the University of Arizona, and who is now on the staff of the Babsonian. His interests seem to be in other lines of art, too, for his hobby is music, but being a practical young man he plans to do some statistical work when he gets through the Institute.

FREDERICK L. REGNERY

221 Ayres Avenue

Hinsdale, Illinois

Reg has come to be known to all the fellows as a gifted temperance orator. Before he came to Babson Institute, he had attended several of the best known colleges in the country: Amherst, Cornell, and Northwestern, and during this career joined the Psi Upsilon Fraternity. He expects to enter the textile manufacturing business with his father.



TYLER NOYES REYNOLDS

524 North 27th Street

Billings, Montana

Ty is another product of the "great open spaces" whom we were glad to welcome last fall, and coming from Montana, it isn't strange that he should crave outdoor sports. The future will probably find Ty engaged in the display-work phase of distribution- a subject in which he is most interested.

ROBERT R. RODENBERG

3501 Macomb Street

Washington, D. C.

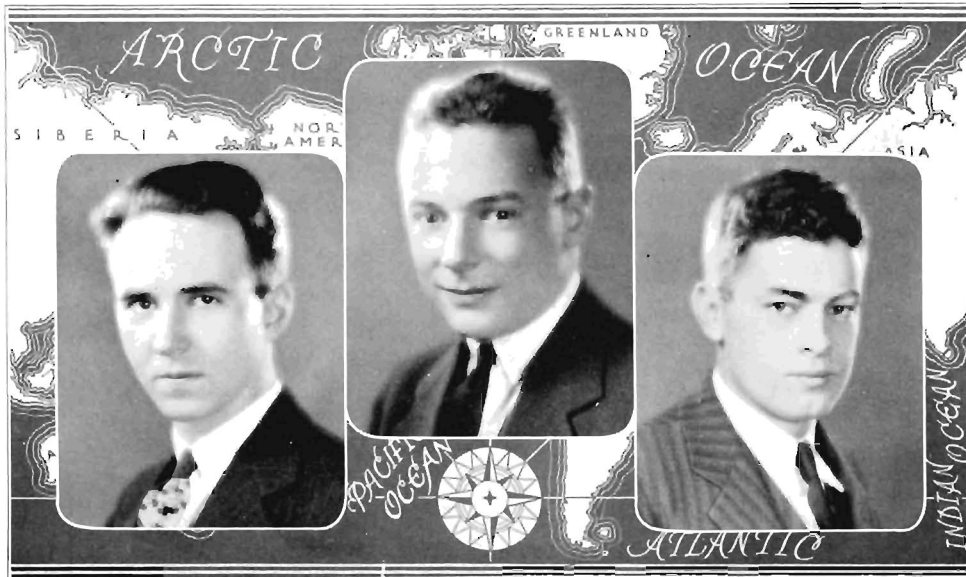
Harvard sent several sons to Babson Institute and among them was Rody. Before his Harvard career, Rody had been to the Dewitt School, Stuyvesant School, and Tabor Academy. He is rather uncertain about his future, but may enter the investment business- or devote his life to a study of the Classics.

GEORGE ALLEN ROSS, JR.

56 Upper Bellevue Avenue

Westmount, P. Q., Canada

This big, successful Canadian banker finished his work at the Institute in December. Before Al entered the Institute he was graduated from Lower Canada College, and he had nearly two and one-half years' experience in investment banking. Now, after his intensive training at the Institute, we find Allen has returned to the banking field.



J. WARD RYAN

16 Abbott Street

Wellesley, Massachusetts

Here's another one who believes in patronizing his "local industries." Ward, before coming here, attended Wellesley High, Harvard College, and Middlebury College, and he has worked with the National Seaboard Bank in New York, and the Old Colony Trust Company in Boston. Perhaps these latter connections may suggest a career for him which, as yet, is indefinite.

MANSFIELD SCHMIDT

60 Bellevue Place

Chicago, Illinois

"Manny" looks like a broker, acts like a broker, and is going to be a brother broker with Knapp—an outfit likely to be in demand in a few years. This ambition probably arose while he was attending the Valley Ranch School in Cody, Wyoming, or Northwestern Military and Naval Academy, or the University of Chicago, or while he was working with Winthrop, Mitchell and Company—at least, it was one of these.

PRENTICE SHETHAR, JR.

Little Compton

Rhode Island

Pete was active in athletics at Andover and the Storm King School before he decided to prepare for a business career at the Babson Institute. Aside from his interest in sports, Pete's hobby is painting, a talent which he should be able to commercialize successfully later on.



JOHN F. SLOAT

327 West Main Street

Watertown, New York

After going to the Watertown High, to Immaculate Heart Academy, and to Vesper George School, Jack worked in the Production Department of the Sloat & Son Lumber Company; he also was in the employ of the Clark Music Company and the Northern New York Trust Company. About his future he is definite only to the point of saying, "I wonder."

RICHARD M. SMITH

2830 Sedgewick Road

Shaker Heights, Cleveland, Ohio

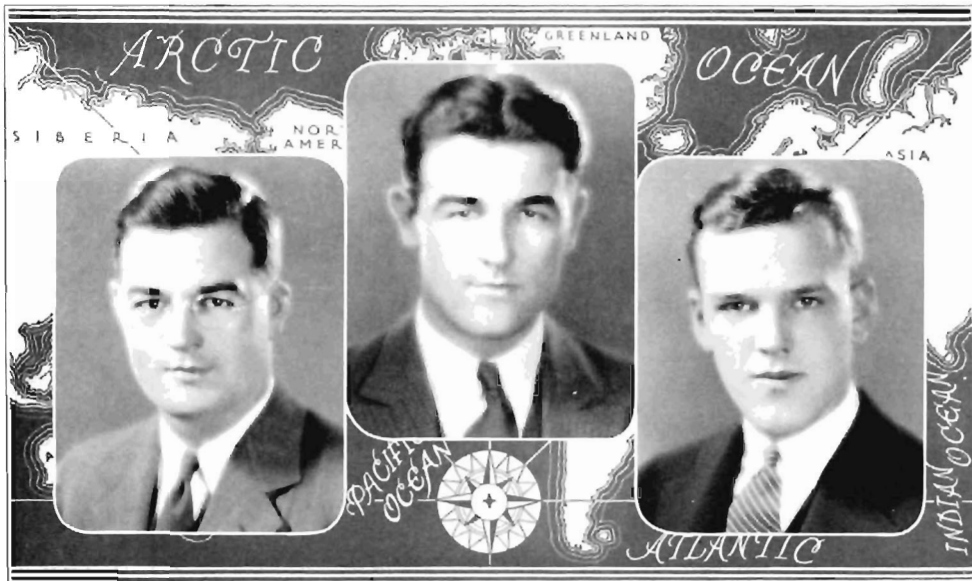
Dick liked us so well that he came back for an Advanced Course in Production. Four years in the University School in Cleveland and one year in the Evans School in Tucson, Arizona, as well as experience in industrial work have formed an excellent background for a successful career in production.

WARREN G. STANNARD

11 Riggs Avenue

West Hartford, Connecticut

Tabor Academy, where he was active in football, hockey, and baseball, brought Warren to the Babson Institute to study for the production end of electrical work in line with his past work with the Arrow-Hart and Hegeman Electric Company in Hartford.



ALLEN B. SULZER

Compton Road, Wyoming

Cincinnati, Ohio

Al came to Babson Institute from Miami University, which for no apparent reason, is in Oxford, Ohio. While there he was a member of the football and golf teams and the college glee club. His father is associated with the International Printing Ink Corporation and Al expects to follow that line.

ROBERT W. SULZER

Compton Road, Wyoming

Cincinnati, Ohio

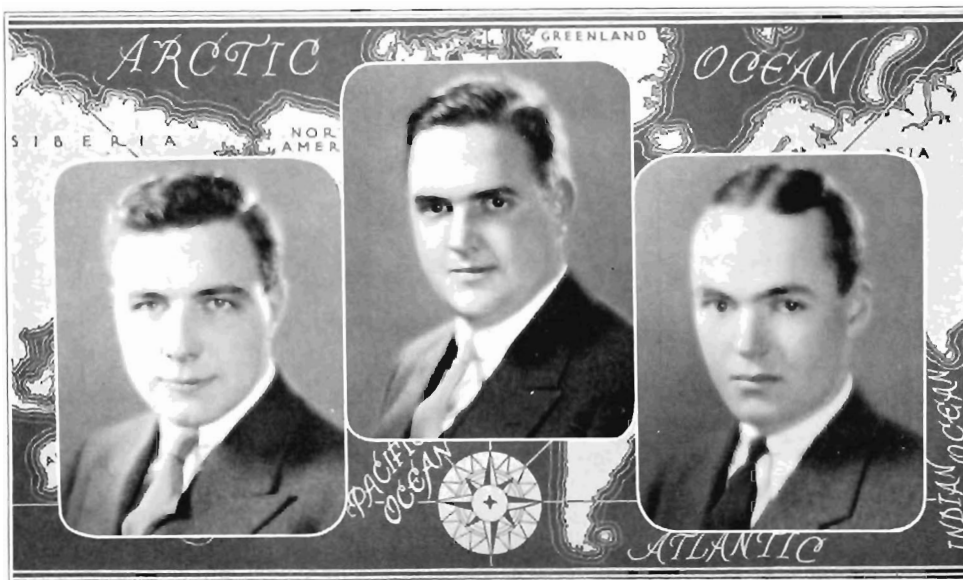
Again we have two names which indicate relationship, but this time you are right—they are brothers. One of the mainstays of the Bowling League, Bob, who is a Phi Delt, comes to us from Ohio Military School, the University of Cincinnati, and Miami University. His future goes to the highest bidder, unsettled as yet.

RALPH E. SWANSON

345 Fullerton Parkway

Chicago, Illinois

Building management is going to claim Ralph after he leaves the Babson Institute. Previous to coming here his last few years have been occupied at the Chicago Latin School and at the University of Wisconsin, where he became a member of Delta Kappa Epsilon.



CHARLES H. THOMPSON

81 E. Front Street

Red Bank, New Jersey

Harv is still another member of the "I don't know" club as far as his future is concerned. Before coming here to study for this indefinite position, he went to the University of Virginia, where he was a member of the Theta Delta Chi's.

EDWARD M. TOWNSEND

Brodhead Hotel

Beaver Falls, Pennsylvania

Rosy, after leaving Mercersburg Academy, first went to Lafayette College and then to George Washington University. Extra-curriculum work and the Zeta Psi's claimed him while in college, and sales work in the Townsend Company will claim him in the future.

JACKSON TURNER

288 Marlboro Street

Boston, Massachusetts

Choate School in Wallingford, Connecticut, and Harvard College constituted Jack's educational achievements before coming here, while Lincoln & Smith Press in Boston made up his practical experience before coming here to study advertising and sales in preparation for his future undecided-as-yet position.





OSCAR H. VALENTINE

24 Göteborgsgaten

Göteborg, Sweden

Not satisfied with merely learning his own language and customs, Oscar has, through traveling and constant study, learned to speak Swedish, English, French, German, and Spanish fluently, not to mention Latin, Italian, and Russian. He obtained this remarkable linguistic ability by studying at the Lysée Janson in Paris, the Noah Webster School in Hartford, Connecticut, in Geneva, Switzerland, and under the private tutorage of Professor Josephy in Vienna. In the future Oscar is planning on a career in the export and import business.

ARTHUR D. VAN WINKLE

85 E. Pierrepoint Avenue

Rutherford, New Jersey

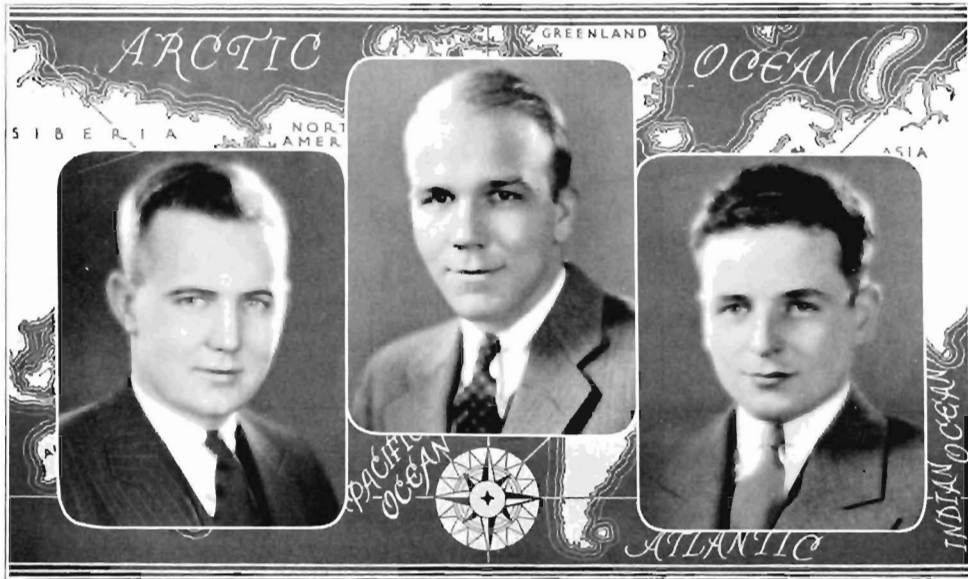
Rip says that he is going into real estate after leaving the Babson Institute, but we wonder whether or not he means the "Mystic Iron Woiks." Previous to coming here, Rip went to Bordentown Military Institute and to Rutgers Preparatory, and during his spare time he worked with a brokerage house in New York and with a real estate and insurance company in New Jersey.

ROBERT S. WARREN

Shreveport

Louisiana

Judge graduated from the Law School of George Washington University before coming to the Babson Institute, but despite his erudition, he was never missing from the spot where pranks were being played. After he graduated in March, he returned to his beloved Washington with the hopes of getting a position in the Department of Justice. His fraternity is Phi Gamma Delta.



R. HOWARD WEBSTER

7 Edgehill Road

Westmount, P. Q., Canada

We were all sorry when Howie graduated in March, and we were sure that there were some young ladies in Greater Boston who felt the same. He came to the Babson Institute after graduating from McGill University, where he was a member of the Alpha Delta Phi Fraternity, the golf team, and the Scarlet Key Society. What the future holds neither Howie nor we can predict.

HENRY WEISSENBACH

1256 Madison Avenue

Columbus, Ohio

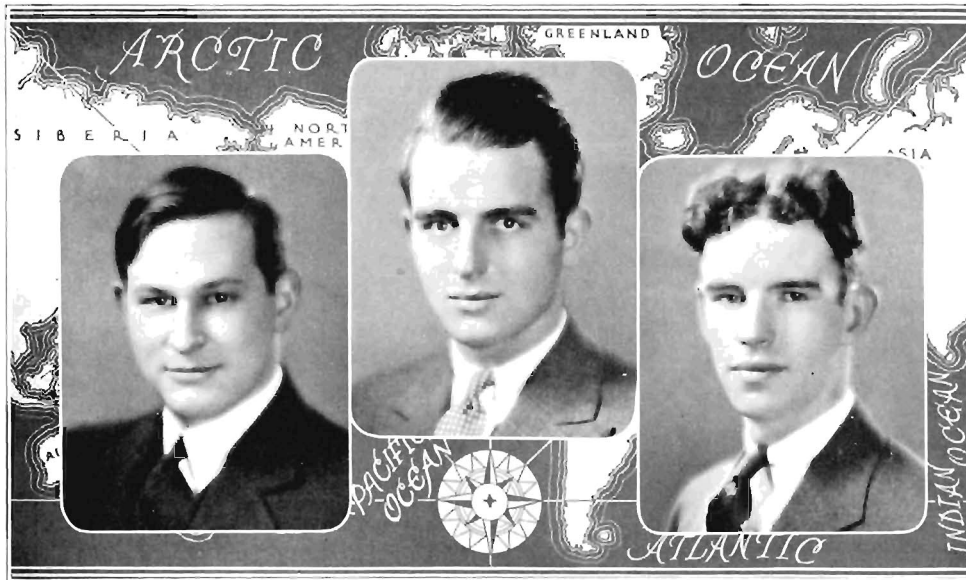
Hank is a graduate of Ohio State University, and is another member who completed the course at the Babson Institute in December. We are sorry that this gentleman of the Great Mid-West was with us for so short a time, but we hope he will have ironed out some of the major causes of this great depression before we venture onward.

BURT T. WEYHING, JR.

825 Grand Marais

Grosse Pointe Park, Michigan

With "everything" for a hobby, and an ambition leading toward the manufacturing jewelry field as a goal, Burt comes to us, having previously attended the Eastern High School in Detroit and Kenyon College in Gambier, Ohio. Burt is a member of the Alpha Delta Phi Fraternity, and has spent almost all his spare time working with his father in the jewelry field.



EVAN A. WIMER

North Main Street

Butler, Pennsylvania

Chubby, who says that he is "single but not for long"—came to us from the local High School at Butler, from Washington and Lee University at Lexington, Virginia, and the University of Pittsburgh. As a member of the Sigma Nu's and as a graduate of the Institute, Evan should not have any difficulty in becoming successfully established in general building construction work.

EDWARD H. WINSLOW

29 Highland Avenue

Greenfield, Massachusetts

His future so far left almost entirely up to Fate, Ed made the wise choice of signing up here to discover, at least, the field of business he wanted to enter. Previously, Ed went to Deerfield Academy in Deerfield, Massachusetts, and to Milford School at Milford, Connecticut.

JOHN R. WISEMAN

117 Pearson Road

Somerville, Massachusetts

A local boy with a local education at Cambridge High School, Cambridge Latin School, and Boston University, Johnnie became so interested in the work while with the Stephen M. Weld and Company, cotton merchants in Boston, that he decided to enroll here to learn more about the necessities for success in the same field in the future.



WILLIAM A. WOOD

711 Wick Avenue

Youngstown, Ohio

With a background of practical experience obtained in various firms, Bill came to the Institute almost directly from Worcester Academy. In the future Bill is planning to enter the sales and advertising end of the educational field.

LOUIS E. WRIGHT

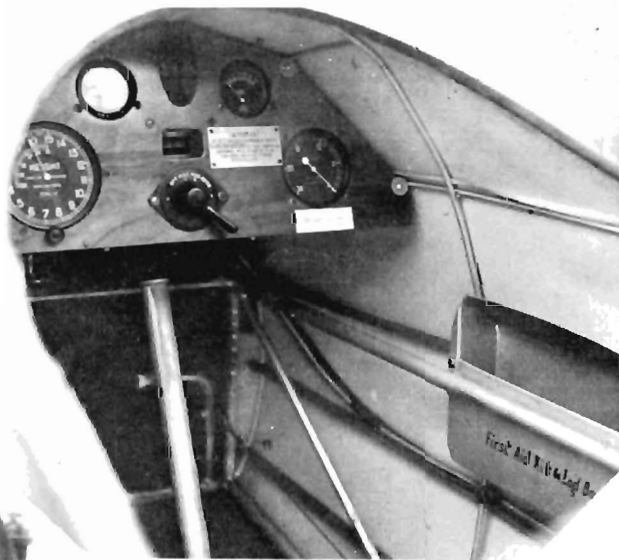
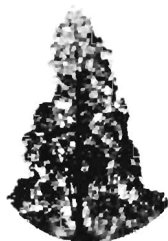
222 Webster Street

Rockland, Massachusetts

Lou has a wealth of experience in education and sports, especially track, obtained at Moses Brown and Clark School preparatories, and at Brown University, where he became a member of Delta Tau Delta. He worked as Assistant Credit Manager in the E. T. Wright Company in Rockland before he came here to learn more concerning business methods prior to going back into the same concern in the near future.



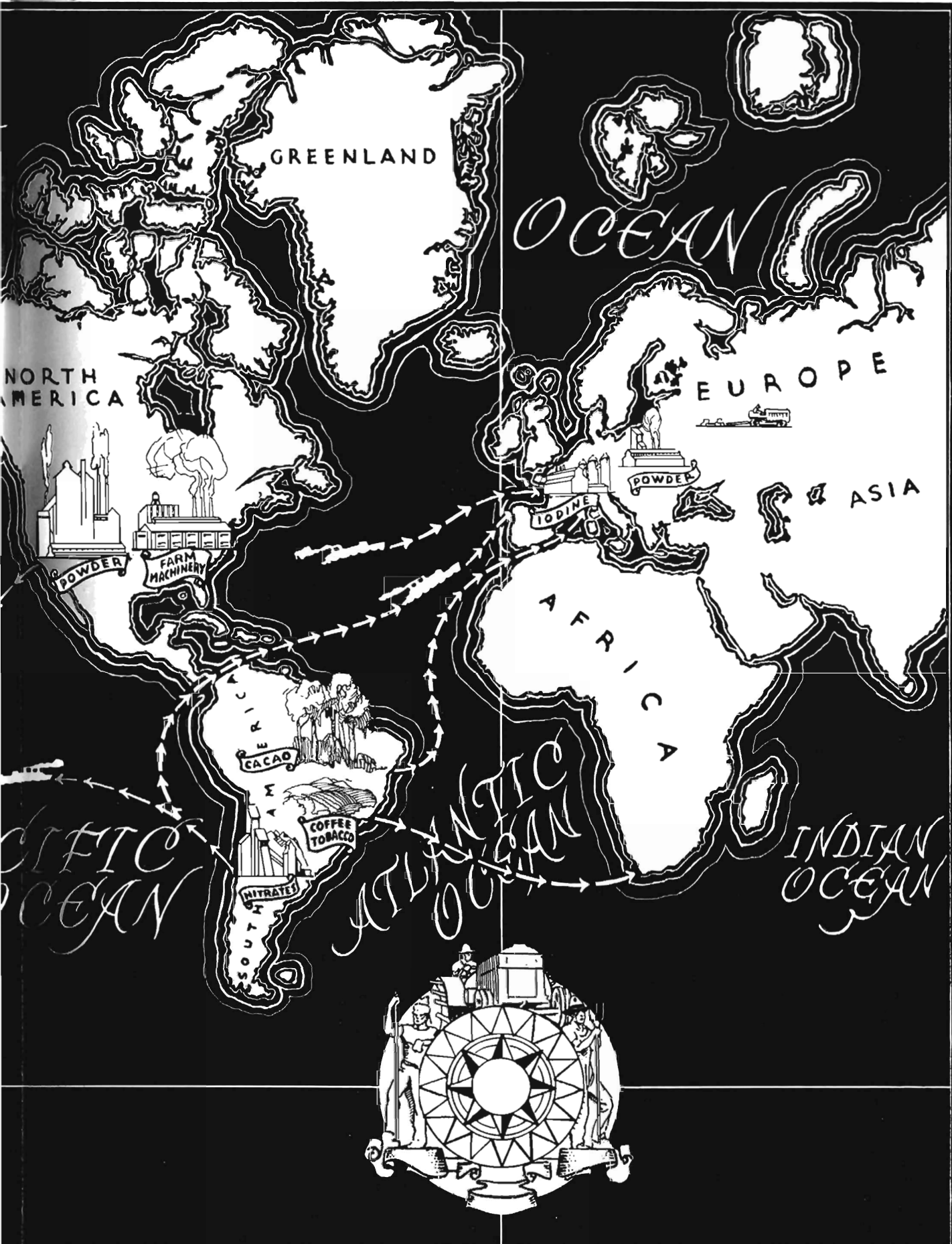
"A MOST UNUSUAL SALES  
DEMONSTRATION"



The United States exports large amounts of farm and other machinery to Europe, South America, and Asia thus enabling many countries on these continents to cultivate agricultural products and to process these and other raw materials for domestic and foreign trade.

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GREENLAND

NORTH AMERICA

EUROPE

ASIA

AFRICA

PACIFIC OCEAN

ATLANTIC OCEAN

INDIAN OCEAN

OCEAN

POWDER

FARM MACHINERY

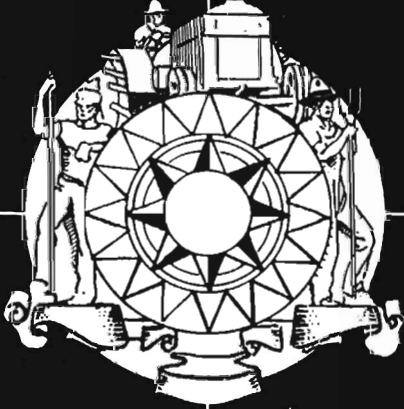
CACAO

COFFEE TOBACCO

NITRATES

IODINE

POWDER





Coleman Map Building Housing Great Relief Map

## World's Largest Relief Map

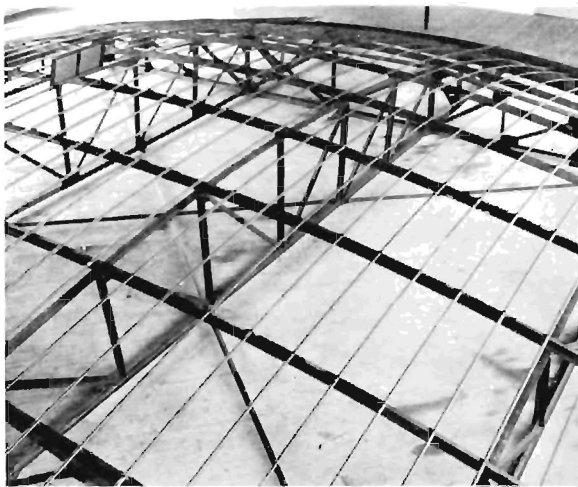
The world's largest relief map of the United States is housed in the Coleman Map Building on the campus of Babson Institute. This map is built on a spherical surface in exact ratio to the actual curvature of the earth. It is 63 feet long (east and west) and 46 feet in width (north and south), and covers an area of 3,000 square feet. The horizontal scale is four miles to an inch.

This map when completed will show in proportional relief the exact topographical elevation of the country, and, in addition, by means of four projection units operated from a balcony surrounding the map, there will be portrayed on its surface the location of agricultural lands, water power sites, highways, railroads, changes in crop conditions, purchasing power, and other fluctuating business, industrial, and economic conditions throughout the country. This balcony affords a bird's eye view of the map as a whole, or if desired, a prolonged study may be made of any particular section.

The uninitiated cannot fully realize the tremendous task of constructing a map of this kind. The topographical relief is built up from measurements in the Government Topographical Survey Maps and since these are issued in many scales, they must be reduced by a pantographic method to a common scale of four miles to an inch. The remaining processes involve highly technical work which up to the time of his death was done by Mr. George C. Curtis, who was one of the leading geographic sculptors of the country. At present Mr. E. Leroy Nichols is carrying on this construction for which there is little, if any, precedent.

For the benefit of those who are interested in technical processes, the means by which each section of relief is built up after its proper scale has been arrived at is as follows: the scaled drawings are blue-printed and cut into quarter sections which, in turn, are used as pattern





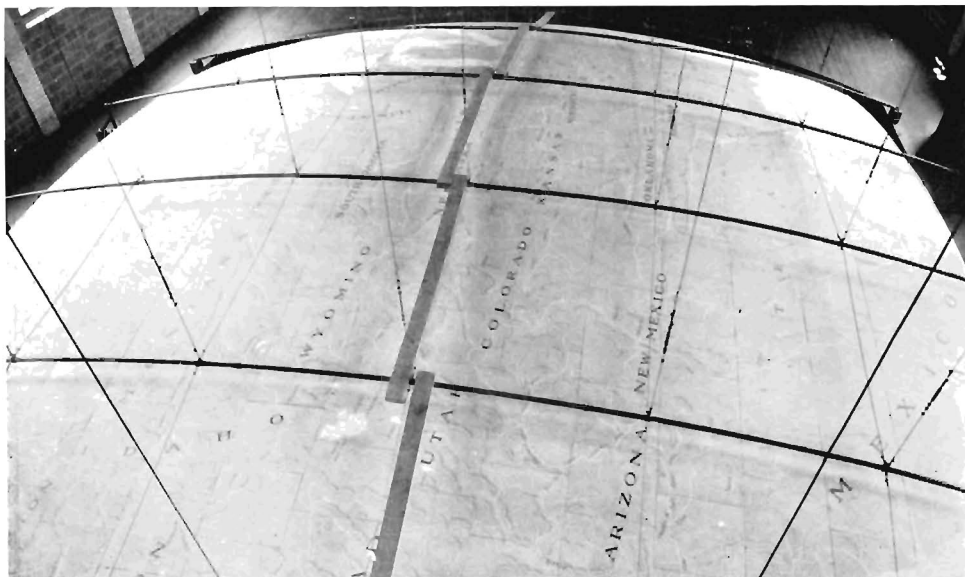
Steel Framework Supporting Map Base

sheets. A jig saw is used to cut along contour the lines indicated on these pattern sheets and through an extra piece of cardboard underneath the pattern. In this manner an outline picture is secured of each separate contour from the highest to the lowest.

After these separate contour outlines are cemented together with the highest levels at the bottom, a mould is obtained which represents the section described by the pattern in the exact vertical scale. In order that mountains and ridges may

stand out properly, it has been found necessary to make them twelve times as high as they would be normally; i. e., they are built on a scale of four miles to a foot instead of four miles to an inch which is the horizontal scale.

A rough cast is made from the mould and is placed in the hands of a modeler who spends an average of three weeks on a quarter section, measuring approximately 13x17 1/4 inches in order to smooth out the step



Map Base in Place—Latitudinal and Longitudinal Lines Located, States and Larger Cities Indicated

effect of the slope of the land and to fill in the detail between the contour intervals. This work requires much patience because of the detailed efforts necessary. The finished block is now ready for its final casting, after which it is colored and set in its place on the large curved surface of the base map.

The final result is such that one viewing the map finds it difficult to leave until the many details have been scrutinized. The waters are colored blue and the cities and main transcontinental railroads are in red. State lines are dark brown with shaded border strips. The tops of mountains are accented by a change in color according to their respective heights, thus picturing the permanent snows and glaciers in dark surroundings. The ground or general color is a warm cream which is restful to the eye and, in addition,

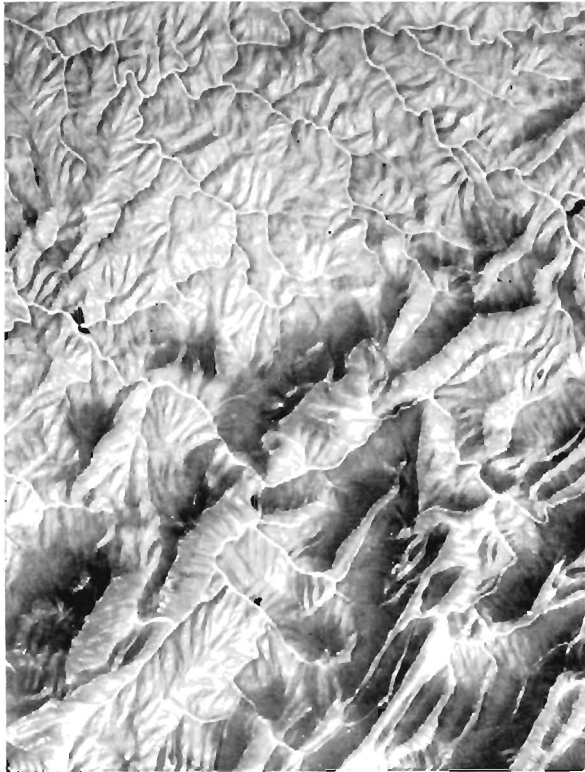


Photo of Lynchburg District, Virginia as Though Taken from a Height of 12 Miles

forms a perfect background for the other details.

The importance of this huge map cannot be portrayed, however, by a mere description of its physical features. To appreciate its value, one must take into consideration its uses. It is obvious that by photographing the surface of the map, it is possible to show three dimensions in place of only length and breadth, which present road and railroad maps show. Photographs of any part of the surface will bring to light minute topographical variations in clear relief, and what is more important, these photographs will be more accurate than those taken from airplanes, and, of course, far less expensive.

The photographs will be of value not only to engineers, but also to the Chambers of Commerce and other civic organizations by affording a visual description of the territories surrounding each city and town. By these means, natural physical conditions may be clearly seen and understood and the attractiveness, accessibility, and economic advantages of any particular area easily pictured with little of the expense which has been necessary hitherto.

As the work on the map itself progresses, much supplementary ma-



Photo—Relief of California

state, under each of whom there is a state sub-committee. In addition, an Advisory Council, headed by President W. W. Atwood of Clark University, has assisted to a great degree both in the actual construction of the map and in making it available for public use.

In such a limited space it has been impossible to present more than a brief description of this great map. It is to be a fascinating exhibit, as well as a laboratory for students, scientists, and business men, because it provides a most exact, detailed and comprehensive view of the United States. That it is of great importance is made evident by the following letter written to Dr. Coleman by Mr. Calvin Coolidge while he was President of the United States.

THE WHITE HOUSE, Washington  
My dear President Coleman:

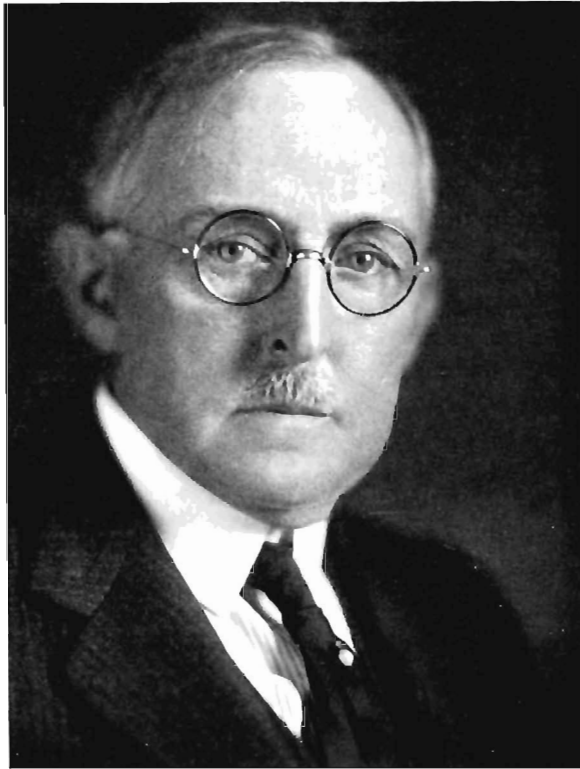
I have been very much interested to learn of the great relief map of the United States, which you propose to erect on the campus of the Babson Institute. Not only should it prove to be of very real service to every part of the country in connection with the problems of transportation, distribution and power, but its construction is in itself an accomplishment of which you may well be proud. I am told it can be put to many uses to which ordinary maps do not lend themselves and the project as a whole is in line with the helpful ideals of the Institute over which you preside.

Very truly yours,  
(Signed) CALVIN COOLIDGE

Dr. George W. Coleman  
Babson Institute  
Wellesley, Mass.

material is being collected. Maps and charts pertaining to every section of the country and to every phase of its economic life are being made. On the walls surrounding the map, there will be presented the latest data concerning agriculture and forestry, finance and investments, industry and transportation, mining and mineral industry, and others. These maps will thus illustrate the sections of the country wherein lie the greatest opportunities for present activities as well as for future developments.

The progress of the construction of the map has been due largely to the National Map Committee, of which Dr. George W. Coleman, President of Babson Institute, is Chairman. This committee consists of forty-eight prominent men, one from each



DR. GLEN LEVIN SWIGGETT  
Member Advisory Council

## One Way Out of Depression

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Conferences and conversations since the fall of 1929 on the cause and cure of business depression by business prophets and business doctors of the leading commercial countries have been apparently fruitless. Their diagnosis does not seem to have advanced beyond the statement that the world is suffering from a variety of ills due to overfeeding, underconsumption, malnutrition, poor circulation, imperfect functioning, etc. Their politically partial remedies have been of little help.

The world is sick; even as nations and individuals are sick due to conditions

proceeding from the World War. Recovery will begin when these nations and their nationals re-establish business policies and practices that are natural and normal, economic but impersonal. Real business progress is growth from within, from the smallest parts, like all life processes, and cannot be started from without by conferential fiats, etc. Fewer politically-motivated international recovery proposals, and greater courage, visions, and understanding of individual business men will start this old world to function again as any right-minded physical organism should. And that's just what the world is. Let any or all of its two billion parts, whether grouped as tribe, clan or nation, suffer, and it suffers accordingly. The world will be well and strong if there is poise and balance in its parts.

"Know Thyself," was once the ideal of a great civilization. It is as needful now as in the days of Socrates. We must all recover, therefore, poise in our daily living. We must re-establish moral foundations for human conduct. The Golden Mean as well as the Golden Rule must come back again into our lives. Without these two, our surveys and statistics,

our machines and technical fitness, seem without point and purpose. It is of little profit to acquire riches, information and technique, if their misuse follows through lack of understanding.

Curs is a business world; was, is, and always will be. Economic principles have governed human conduct since the dawn of trade. In the beginning, trade was primitive and personal; with the passing centuries, less so naturally. This is in line with man's own development; with his more complete understanding of himself and his social environment. Whenever the latter, however, expands too rapidly, there is a tendency for trade to revert to the more personal and profitable way of more primitive times. An overrapid development of transportation and communications among nations, for example, due to scientific interest and invention, to commerce and conquests, has overtaxed in recent years individual and group capacity for disinterested service and cooperation; has overstrained the gift "to see ourselves as others see us." International understanding is only effective if based on mutual understanding. And understanding of others depends on understanding of self.

World depression will not be lifted merely by the removal of fear or by artificial trade stimuli. We must go deeper than that. We must build anew by wiping out, or nearly so, much that has been done in these World War reconstruction years. If we are to get at the root of this world-wide depression we must courageously propose a scientifically adjusted world-wide program of liquidation to pre-war levels, or nearly so, of wages, profits, values and prices. In these levels we shall find the base from which business can again develop in an orderly and dependable fashion.

We must forgive much and forget even more. Debts and promises and many of the channels created in these recent years for their clearance must be remade to conform to real conditions; and remade understandingly by disinterested business experts. Neither political considerations nor unwarranted social ideals should continue to retard and deflect the natural channels and movements of trade. National and regional groups should be encouraged to develop without political pressure their natural business. Real cooperation among these groups will then become possible. International conferences can then serve for mutual advantage. And international trade channels and controls set up by these conferences will function automatically, therefore, helpfully. But until the United States and Mexico, China and Japan, France and Germany, and similar pairs, can carry on their economic exchange with friendly understanding and mutual profit, how futile these larger accords to which we aspire, burdened with national selfishness and individual prejudice.

# Causes of Business Cycles

ROGER W. BABSON

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The business cycle is in reality a curve of man's attitude toward life and his neighbor. Starting from a normal condition of business, men strive to be useful and a period of business improvement naturally develops. Success breeds greater success and soon a period of business prosperity is being enjoyed. Prosperity, however, always breeds carelessness, inefficiency and unrighteousness. The desire to get something for nothing becomes the dominant incentive. A period of business decline is the inevitable result. As persons see their profits fading away, they become panic stricken and throw over their holdings of commodities and securities. Creditors sell out borrowers which add to the debacle and finally a period of business depression follows.

How does a nation get out of a business depression? Acts of Congress, Governmental Decrees and various "plans" may help; but *fundamentally* the nation recovers only as individuals recover, which means when we change our individual attitude toward life. In the early part of a business depression the feeling is that it will be of short duration. As a result people continue for a while along the same business and personal lines without any changes. The spirit of speculation, which is so rampant during a period of prosperity, still continues. This accounts for the strong rallies which always follow the first great drop in prices. People still hope to get something for nothing and make one or two or perhaps three more attempts to "get in right" and recoup their losses.

Finally, however, people become discouraged. After entering the markets to buy several times at variously lower levels, they still see commodity and security prices go still lower. Then they finally give up and conclude that speculation is dangerous and useless. (Of course during these deflated conditions of a business depression is the real time to speculate rather than during the inflated conditions of prosperity; but there is no use telling people so.) Men then revert to their own businesses and make up their minds that they must depend upon their own efforts to work out. As this new spirit becomes general, honesty takes the place of dishonesty, efficiency takes the place of inefficiency, and a desire to be useful supplants the old desire to get something for nothing. In place of a desire to give as little as possible in service or materials for a dollar, there develops a new desire to give as much as possible "pressed down and running over."

Hence it is evident that a nation emerges from a business depression

## ALUMNI

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A. J. T. WOLL  
President of Alumni  
Association

It must have been very pleasant indeed to have been able to study business during the school year 1931-1932 unimpeded by any active business engagement or connection. To say that business in general during that period was in a chaotic condition is almost an understatement. A rational study of business, made without the tremendous handicap of actual business pressure, should have yielded information the value of which it would be difficult to compute. While business men in the last two years have probably discovered a great many things they did not know before—or if they did, gave them no consideration—it has been a very expensive lesson for everyone and has proved fatal to many. The student, on the other hand, had the opportunity to obtain the same object lessons, brought home and emphasized by daily occurrences in the business world, and at no greater cost or expense than usual. If present-day students have absorbed these lessons, and will profit by them, they are fortunate; it is not often that such valuable material can be obtained at so low a price.

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not so much through legislation, as through a "change of heart" by the people. This must include all groups—wage-workers and employers, farmers and manufacturers, bankers and merchants. As these groups each in turn—through lessons of adversity—learn to repent and turn over a new leaf, then prosperity begins to return. Furthermore, the more intense the depression, the sooner this repentance takes place; while the less intense the pain, the longer men hold on to their old ways and the longer the depression lasts. This is one of the reasons underlying the Area Theory so well illustrated by the Babsonchart.



Conference in Factory Management

## Business Training

The morning period at Babson Institute, from eight-thirty until twelve-thirty, is taken up by small group conferences, each under the supervision of an instructor. The limited size of these conferences not only permits each instructor to know his men well, but also allows ample opportunity for every student to be questioned or to discuss any problem which he may wish to present. This is undoubtedly an ideal system for teaching and learning. It is eminently flexible to whatever conditions arise in each course, be it in the Division of Production, Distribution, or Finance.

The conferences in Factory Management and Industrial Relations which are pictured on these pages are included in the Production Division in addition to two courses in Psychology. The first-named course calls not only for conference discussion of management problems, but for field work as well. Each week a trip is taken to some factory—the Ford Motor Company, American Woolen Company, General Electric Company and others—and reports must be written about these factories. This is valuable training. Industrial Relations calls for a review of all the factors which enter into employer-employee relations, the multiple problems connected with this important subject and the common-sense attitude in the handling of production difficulties and personnel work.



Conference in Industrial Relations





Conference in Corporation Finance

The Corporation Finance Conference comes in the Division of Finance, along with Accounting, Taxation, Investments, and Statistics. The many ramifications of Finance are discussed in this division- the organization and analysis of companies, methods of Accounting, statistical problems, the practical workings of the markets and other subjects which are of great importance in business.

The Distribution Division includes the conferences in Advertising Management as well as those in Business Law, Marketing, Economics, Forecasting, Sales Management, Sales, Advertising, Business Correspondence, and Public Speaking. Several field trips to publishing houses and produce markets are taken. Sales demonstrations are given by the students in products ranging from tooth brushes to Rolls-Royce cars.

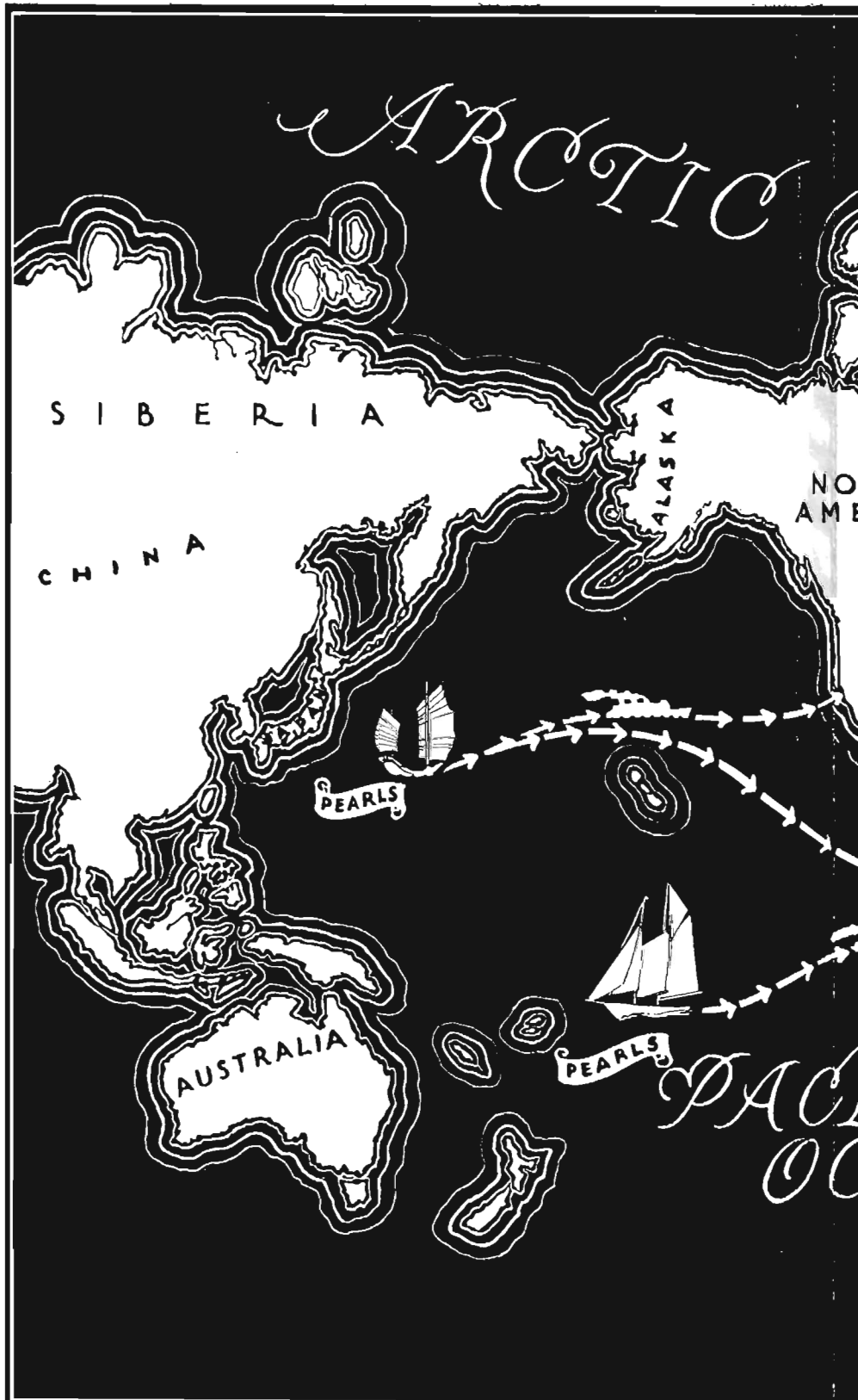
There can be no doubt that the field of business is thoroughly covered by the courses in these three divisions. Every student learns not only the fundamental principles which underlie each field but he is especially well grounded in the practical side of the subjects in order that he may be fully aware of what lies before him after graduation.



Conference in Sales and Advertising Management

South America and Mexico export silver to the manufacturing jewelers of Europe, especially in England and Holland. Africa sends diamonds, other precious stones, ivory and rare woods. Australia, Japan and various East Indian Islands furnish pearls. From Argentina come hides to be made into fine leather goods.

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OCEAN

NORTH AMERICA

JEWELRY

EUROPE

LAPIDARIES

FURNITURE  
LEATHER GOODS

ASIA

JEWELRY

AFRICA

IVORY,  
EBONY and  
MAHOGANY

PACIFIC OCEAN

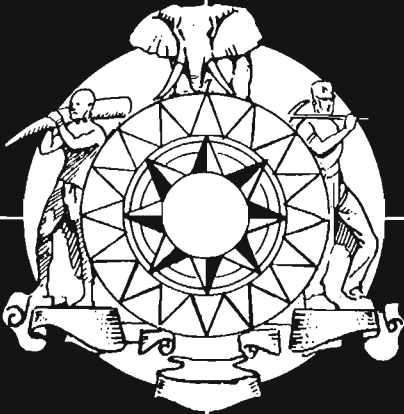
ATLANTIC OCEAN

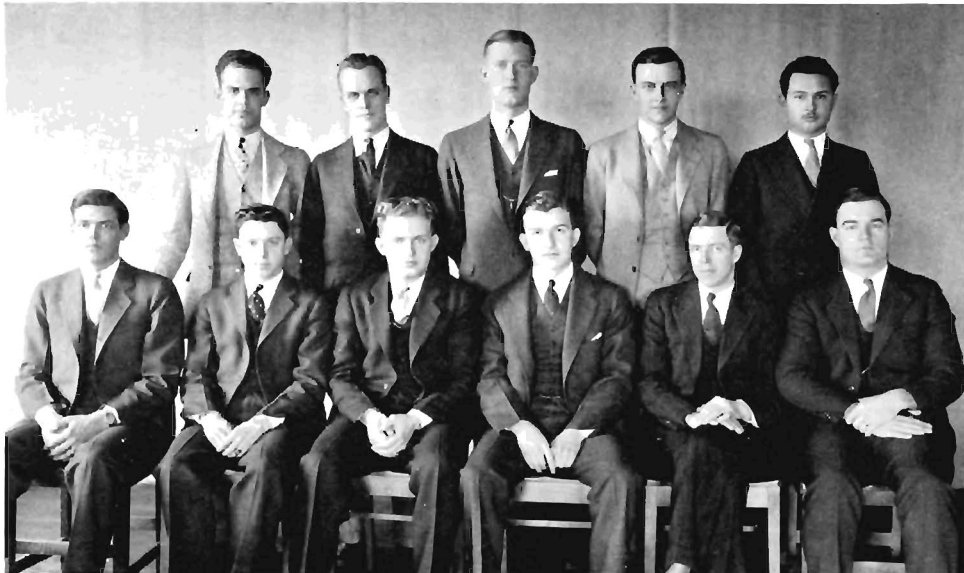
INDIAN OCEAN

SILVER

CATTLE  
HIDES

DIAMONDS





Standing—Papendick, Sloat, Hall, Bragg, Porter.  
Seated—Nephler, Hawn, Downs, Abbott, Crompton, Sulzer.

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# THE BABSONIAN

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The study of business—its fundamental principles and its practical workings—is the aim of the students at Babson Institute. This study leads to an analysis of the basic conditions of business and therefore the present world-wide economic depression has been the object of much observation, investigation, and discussion. This crisis had brought to the attention of all the fact that the nations of the world are dependent upon one another for their well being. It is, therefore, with this truth in mind that the BABSONIAN of 1932 is dedicated to “the economic interdependence of nations.”

The art work throughout the book is the result of the sincere interest and the creative ability of Mr. Peter S. Gurwit, Creative Manager of the Jahn & Ollier Engraving Company, Chicago.

We wish to thank Mr. Babson and Dr. Coleman for their interest and assistance, and Mr. Mattson as well. To Mr. Millea goes our especial gratitude for his ever-willingness to help and for his cooperation in all ways. Mr. Thurlow and Mr. Canfield rendered aid at opportune moments.

Warren Downs, the Business Manager, carried on the work of the Editor during the latter's leave of absence, and too much credit cannot be given him for the work he accomplished. The Editor is grateful to the entire Board as well for the manner in which the work was handled. Added credit must be given Maurice Bragg, Editorial Associate, for the exceptional interest he has shown in preparing the student write-ups and other student activities.

Miss Hueg, secretary of the yearbook, had a difficult task this year in being forced at times to assume managerial responsibilities, and it would be impossible to give her all the thanks that are due her. She is the author of the Secretaries' Article. Miss Hitchcock willingly gave her assistance, as did Mrs. Burhoe, Miss Dohoney, Miss Mann, Miss Richmond, Miss Sutton, and Miss Toy. Thanks are also due Mr. White for aiding us in shipping.

We deeply appreciate the good cooperation of the parents and friends of the 1932 Class in helping us to make possible the publication of the 1932 BABSONIAN.

—The Editor

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Mr. and Mrs. John M. Townsend.....	New Brighton, Pennsylvania
Mr. and Mrs. Charles A. Van Winkle..	Rutherford, New Jersey
Warren Kay Vantine.....	Boston, Massachusetts
Mr. and Mrs. Burt T. Weyhing.....	Grosse Pointe, Michigan
Harry Wimer.....	Butler, Pennsylvania

## ALUMNI BULLETIN

---

One of the most important tests of the worth of any school is the degree of loyalty of its Alumni. That Babson Institute passes this test with distinction is evidenced by the marked spirit of loyalty among her Alumni. This is due in no little part to the Alumni Bulletin.

It is the purpose of this publication, under the capable editorship of Dean Millea, to maintain active contact between the Institute and the Alumni, and to provide a medium for the comments and ideas of Alumni on business problems. If nothing more than this were achieved the Bulletin would be well worth while, but in addition, the articles on important business subjects by Mr. Babson and Dr. Coleman, as well as by members of the Faculty, who are experts in their respective fields, make it doubly interesting.

The Alumni Bulletin is the only periodically issued publication of the Babson Institute during the year which goes to the student body, and as such, it takes the place of a student publication by serving as an organ of the undergraduates.

Without going into too much detail, this publication is made additionally attractive by campus views, campus news and activities, Alumni notes, and book reviews by Miss Hayward.

For the past two years an annual Alumni Directory has been published as a supplement. It contains the names, addresses, and business connections of Alumni and is a valuable store of information.

It is the opinion of all concerned that the Alumni Bulletin fills an important place in the life of Babson Institute.





Standing—Colvin, Manager Schmidt, Wimer.  
Seated— McKnight, Morris, Captain Downs, Buckley, Collins.

## BASKETBALL

---

For the second year a basketball team was organized at Babson Institute and to this team honor is due. When it is considered that there are less than a hundred students in school, making a restricted field from which to choose, and that the players coached themselves, the success of the team is deserving of praise.

The first game was won from the Newton Theological Seminary, and for the next seven games the team displayed fine cooperation and playing ability, winning all of them. One of these games was played against the Harvard Junior Varsity in Harvard's new gymnasium.

It was unfortunate that Buck Buckley suffered a knee injury and that Ed McKnight became ill, because their absence immeasurably handicapped the team. While these two players were out the team went to Manchester, Connecticut, where it met the strong National Guard five losing only in the last two minutes of play. Riley Colvin and Evan Wimer substituting for Buckley and McKnight, play well. The season closed on March 3 just as it began, with a victory.



The first five regulars were Buckley, at center; Captain Downs and Morris, forwards, and Collins and McKnight, guards. Other members of the squad were Wimer, Colvin, and Sulzer. Buck Buckley, despite his injury, led the scoring with 101 points, or an average of better than twelve points for the eight games in which he played. Captain Warren Downs and Lou Morris were second, with ninety-four points each. Pat Collins and Ed McKnight played equally well in their respective positions. Manny Schmidt acted as Manager of the team and played in several games as well.

From the first, the games drew good crowds and much support was given this second and most successful season of basketball at the Institute. Mr. French deserves many thanks, not only for scheduling games, but for cooperating in every way.

#### BASKETBALL SCHEDULE

	Babson	Opponents
Nov. 20, 1931—Newton Theological .....	28	21
Dec. 3, 1931—Wollaston Ramblers .....	41	12
Dec. 10, 1931—Gordon College .....	66	20
Jan. 14, 1932—Natick Five Aces .....	28	22
Jan. 20, 1932—Harvard Junior Varsity* .....	33	21
Jan. 28, 1932—Harvard Housing Five .....	50	32
Feb. 1, 1932—Wollaston Ramblers .....	52	33
Feb. 4, 1932—William Filene's Company .....	25	24
Feb. 11, 1932—Harvard Junior Varsity .....	25	51
Feb. 17, 1932—National Guards* .....	37	48
Mar. 3, 1932—Needham Baptist .....	63	22
	<hr/>	<hr/>
Total .....	448	306

\*Games away.



THE WINNERS  
Standing—French, Lane.  
Seated—Millea, Captain Petersen, Canfield.

## BOWLING

---

The sixth and most successful bowling tournament opened in October with the selection of six teams. Five of them were named for those geographical sections of the country from which their members came; namely, South, New York, New England, Ohio, and the West, and the sixth for the formidable combination—the Faculty.

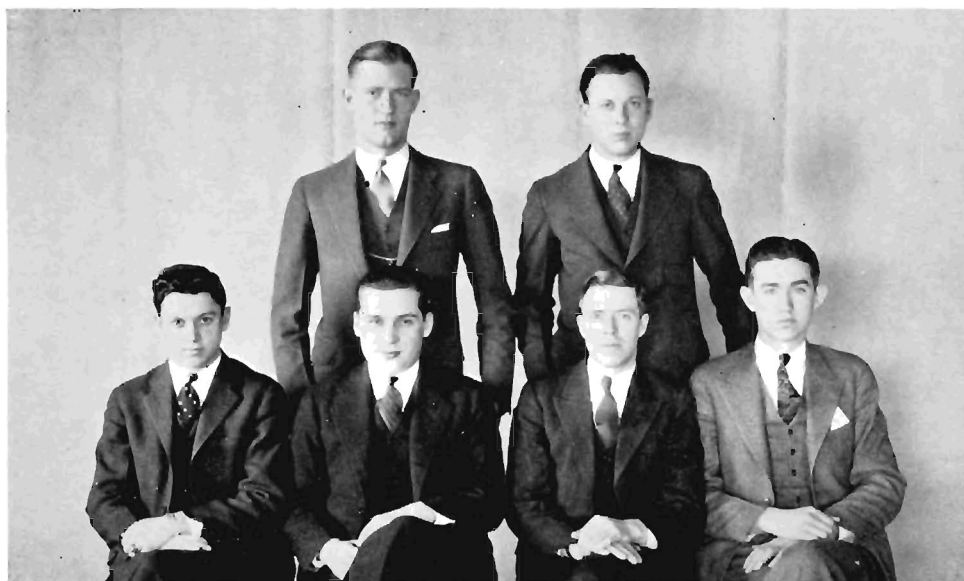
Enthusiasm was maintained throughout the season, first because of the keen competition of all the teams, and second because it was the desire of all to do that which every student longs to accomplish in one way or another; that is, to defeat the Faculty. Many valiant efforts were made in order that ignominy might rest upon the exalted heads of our instructors, but as is usually the case they conquered in the end. New York and Ohio fought as well as they were able, but in the final test the Faculty was three games ahead of New York after tying the latter two to two, and trouncing Ohio by three points to one. To New York went the honor of being runner-up to the champions.

In order that honor might be done to the Faculty a banquet was held at the University Club on March 7. Mr. Mattson acted as master of ceremonies and presented the bowling cup to the Faculty through their Captain, Mr. Petersen, and individual medals to each member of the team. Fred Crompton, Captain of the Ohio team, was awarded a medal as the best individual bowler, having finished the season with an average of eighty-nine. Captain Jim Blue of the South had the second highest average with eighty-seven. High single string for the tournament was rolled by Ned Bitner, who piled up 129 points, while Leonard Clarkson had the highest three string total of three hundred.



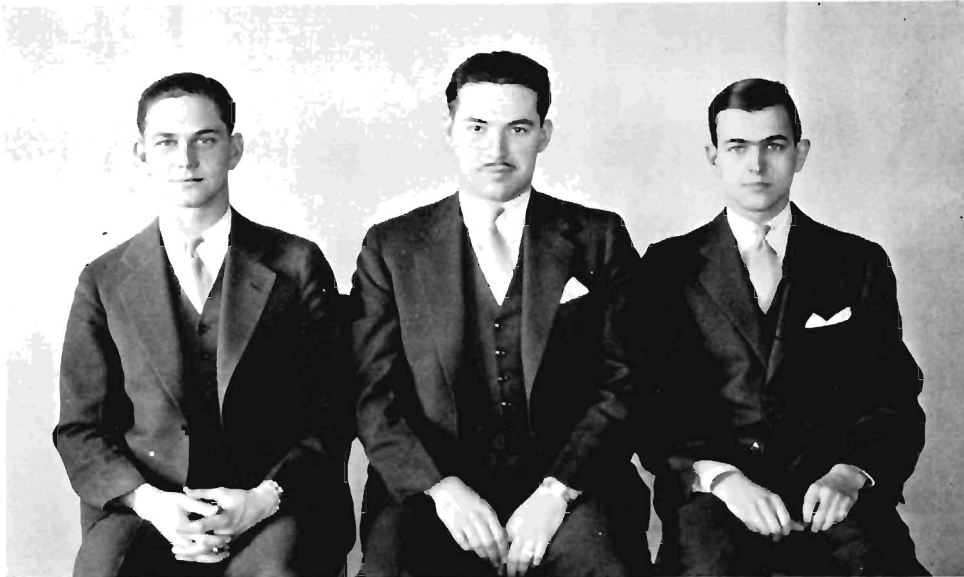
Bowling Trophy

Interest in bowling was so great this year that an Institute Team composed of the best bowlers from each team was formed under the managership of Joe Hall. Jim Blue, Leonard Clarkson, Fred Crompton, Sam Gan, and George Hawn rolled against several local teams, winning three of their four meets. It is recognized by all that the success of the 1931-32 tournament was due in no small part to the capable leadership of Mr. Mattson.



INSTITUTE TEAM

Standing—Hall, Clarkson.  
Seated—Hawn, Blue, Crompton, Gan.



THE DANCE COMMITTEE  
D. K. Foster, Eccles, Davies

## THE LIGHTER SIDE

---

Miles of multi-hued crepe streamers draped artistically from chandeliers, balcony, and walls, multi-colored flood lights continuously turning the floor and the many dancing couples into tiny sections of a huge rainbow, constantly changing tempo of Roy Lamson's Harvardians, laughter and a continual hum of voices—all forming a veritable kaleidoscope of color and action which signified that the first big social function of the Institute year was well in progress. Every one was in the best of spirits—but not too much so—and every one, including the best “dates” patrons and patronesses obtainable from near and far was getting his first real taste of the social side of the Institute.

Thus the first dance of the 1931-32 season went down in the annals as such a huge success that the students almost immediately voted to have another one at the earliest opportunity. Accordingly, the Dance Committee scurried around and specified, arranged, and worked for the next one to be held on March 4. If possible, more effort was placed in the

elaborate preparations, longer and brighter streamers were used to decorate with and to form the low, interwoven canopy which covered the partners below, larger flood-lights were used, and more enthusiasm was evidenced in the effort to make this the brightest spot of the entire winter term. Even the Babsonchart, which told us that business was rotten and that the bottom was falling out of our stocks, could not in any way stop each student's ambition to make sure of having the second dance more enjoyable than the first—and they did! What a night!—but it ended too soon.

A great deal of commendation is due the Dance Committee which spent so much spare time making it possible for the rest of us to have such a pleasant time. Bill Eccles, Chairman of the Committee, and his assistants, Roy Griffiths, Dave Davies, and Dan Foster with practically no outside help, arranged the many decorations, made the arrangements for music, and all the rest of the thousand and one things which are necessary to make an event of this nature a unanimously—faculties of both the Institute and Wellesley College included—acclaimed success.

The Committee now informs us that a still larger and a still more picturesque affair is to take place during the latter part of May. If this prediction is possible of fulfillment, on the basis of the preceding two dances of the year as criteria, there is no doubt that the spring or graduation dance will prove to be one which will long be remembered by every person attending.





Standing—Burgess, Hitchcock, Coolidge, Wing, Mann, Richmond.  
Seated—Hagan, Sutton, Hueg, Ford, Toy, Burhoe.

## SECRETARIES

Do you remember that first ediphone assignment—the secretary does. It was on time. You called her “operator” and carefully spelled out the instructor’s name. You put in periods and mentioned paragraphs—if you didn’t your two-page report was turned out one sentence, one paragraph, and your attention was called to it. You visited the secretary some five times within the first half hour in quest of your masterpiece. Nervously you scanned the carbon copy and remarked, “You must be a wizard to make it out. I couldn’t recognize my own voice.” After the secretary had made a few constructive criticisms, you made a quick exit with “I’ll do better next time.” The second assignment was late!

Do you remember your first attempt at dictating a letter? How you paced the hall with fear and trepidation until you mustered up enough courage to enter. Hesitatingly you began the letter, but you soon forgot your nervous plight in the novelty of watching the cabalistic signs trickle off the the secretary’s pencil. Incidentally, “she” never did answer that letter!—but business is business, and the practice is invaluable.

Fancy us, human mortals, when you dictate to dad’s secretary in that waiting private office—when time clock and period bells mean nothing to you—still revelling in your seemingly terrifying experiences.

Our best wishes to the Class of '32 as you speed along the highroad of life trailing clouds of glory—but we hope that defaulted ediphone assignment will ever disturb your peaceful slumbers!

—A Secretary



SUMMER IN MASSACHUSETTS



IT'S A LONG LONG TRAIL



REALLY NICE TREES



THE START OF THE CHART

COLD! GRIM! GRIEF!



NO MAN'S LAND



THE LONESOME ROAD



BETTER DETOUR



INFORMATION BOOTH INSIDE









"THE AUSTIN TWINS"



DEAN AND DEPRESSION



"UMPTY · UMPTY · UMP"



"L - AWFULLY YOURS"



"DEMERIT CARL"

Just how the year began we cannot say. We were new then. We remember among the first things a Mr. Burt who seemed to be a sort of an overlord around the Campus. This impression lasted, it is believed, up until the time he began to make frequent use of the red half of the typewriter ribbon, thereby laboriously spelling out suggestions as to what should be done about overdue bills and those kinds of things. Then the instructors began to attract our interest. We traveled mile after mile with Jim Matthews in his Plymouth; we stopped in tourists camps with him and helped push that green car up the steepest of hills, and last but at the same time far from least, we applauded speech after speech delivered before Rotary Clubs or it may have been the same speech. That was never



CLYDE



"CUPID'S CAPTIVE"

"CHECK AND DOUBLE CHECK"



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"UNEXCUSED"



"THE PHANTOM"



DADDY BILL



SILENT SHIFT



DISTINCTION



"BABSON'S SWEETIE"



HIS FIRST ATTEMPT

discovered. We sat at our Dean's feet watching him totter on the edge of chairs, a feat of skill comparable only to his success in industry in the past, and in teaching us the finer points of factory management and proper educational conduct. Then there was a course called, "Mark you now, Hendeology." Harold Thurlow (we might just as well use first names all the way through now that the thing has been started) gave a course in anecdotes, traveling salesmen stories and selling, and Austin Pittz talked about finance, it is believed.

The secretaries, in general, and, in several cases in particular, relieved the boredom which the students quite frequently lapsed into. It is believed that several of these hard working young ladies are about to establish a school of



"THE ROVER BOYS"



"MISSOURI FLASK"



"SNOW BIRDS"



BIRDIES NEST



WHERE'S KNAPP OR CAPONE?



"THE PURGATORY FOUR."



"THE FOREIGN EMBASSY"

"THREE WISE MEN"

"TWEEDLE-DUM  
AND  
TWEEDLE-DE"



"N-ICE MEN"



"BABE" WEIMER



"HIGH FINANCE"



THE LATEST CATCH

spelling which will revolutionize the present prosaic manner of combining letters so as to form words. We mean this in a nice way, of course, because we like the secretaries, in general, and, in several cases in particular.

Among the student body it had long been suspected that Goodall had one of those strong curiosity urges that Hendy speaks about, but there was no definite proof of this until that night at Wellesley when he discovered the adhesive tape in strange places—two strange places. Webster became nothing short of a vagabond during the winter term. Warren had several other names for him, however. In retaliation, Webster had some names for Warren. Weld had a name or two for Warren and Warren for Weld. It was all pretty much mixed up after a while what with names bandied about in such an irresponsible manner.



THE UNHOLY TWINS

BABSON  
PARK  
FLORIDA



SWEET QUINTET



ALIAS, BUDDY ROGERS



THE COLLEGIANS



DRUG STORE COWBOYS



CALL IT WHAT YOU MAY



INFANTS IN TOW

It is known to a few that the Old Maestro has a horror of Black Cats. On the contrary, however, Jewett is generally considered as the most perfect transcriber in the history of the Babson Institute. He does his Accounting papers in no half-way manner.



BIG BUSINESS

By unanimous vote, including the Dean's, it was agreed that McGill derived the most benefit from the factory trips. He made so much money transporting passengers that on the last trip he turned up in a new Packard. Also, by unanimous consent it was decided that Brown got least from said trips - but then everyone knows that "Black Flash" of his. For information inquire of Naughton, McCoy, and Abbott. They suffered.



THE BABSON NINE

Cliff, the ventriloquist, was Dr. Coleman's only rival in the way of mustachios. There was a difference in hue, however.



FREE PARKING



BIRDIES' PRIDE



JUST VIRLE BOYS



LAND MARKS



WORK! WORK! WORK!



ALWAYS AT THE HELM



OLYMPIC TRYOUTS

AFTER THE BRAWL



RECESS



CO-EDS?



PINCH-HITTER



STEERAGE



FISH

The Friday afternoon movies brought forth much (1) hidden talent, and (2) hitherto unveiled secrets. (1) Rodenberg talked most and said least. Warren said a little. Webster was usually silent but things were said about him. McKinney startled us at irregular intervals with his laugh. The prize for the greatest improvement in increasing volubility was divided equally between Regnery and Weld. (2) Papendick's Oxford accent; Townsend's laugh; Meyers and Foster's peanut-aim; the great building accomplishments of Friestedt's ancestors.

It is too bad that these snapshots could not picture some of the choicer incidents which took place during the year. If Sulzer had had a little tabloid experience this might have happened. It is just as well, however. Imagine seeing Frieswyk entertaining THE Sawyer of Newton Center, or McKinney and Flood weaving their way into Boston



OH! THAT FRIDAY



BABSON MEN (Extreme left)



THE TAKE OFF



COLEMANS HAVEN



PHONOGRAPH RECORDS



COURSE IN NATURE



BETTER OUTSIDE



THEY'RE OFF



A HIDDEN COMPLEX



THERE IS A GARAGE



REAL FINANCE  
KNOW YOUR SPEECH



TO OUR MAP



EXPENSIVE GAME



TOO FAR

"just to buy a package of cigarettes" or even Hawn doing his "little act." Too, a study might have been made of Buckley, Downs and Morris on one of their nocturnal excursions.

A rustic air was given to the class by "Farmer" Dearington and his corn-cob as well as by Reynold's great tales of his sheepherding days. Ball, the old money-collector, was on the side of the capitalists, however.

We take off our hats to Denton, Norman and one other person (one guess) for the regularity of their church attendance. It matters not that they did so with ulterior motives in mind. We also lift said hats to Kennett for taking Mr. Matthews' advice about it being outrageous and uneconomical to own certain kinds of automobiles, and sending away that green truck of his. He substituted the Boston and Albany, however.

# WHY THESE 34 STOCKS?

*Deposited Stocks in Each Unit of 100,000*

**NORTH AMERICAN TRUST  
SHARES, 1955**

**MAXIMUM CUMULATION TYPE**  
*(As of October 17, 1951)*

<b>CHEMICAL 15%</b>	
E. I. duPont de Nemours & Company . . . . .	200
Eastman Kodak Company . . . . .	100
The Procter & Gamble Company . . . . .	100
Union Carbide & Carbon Corporation . . . . .	300
<b>ELECTRICAL EQUIPMENT 6%</b>	
General Electric Company . . . . .	400
Westinghouse Electric & Manufacturing Co. . . . .	100
<b>STEEL 5%</b>	
United States Steel Corporation . . . . .	100
<b>FOOD 11%</b>	
The Borden Company . . . . .	200
Corn Products Refining Company . . . . .	100
General Foods Corporation . . . . .	100
National Biscuit Company . . . . .	200
Standard Brands Incorporated . . . . .	200
<b>RETAIL MERCHANDISING 9%</b>	
Drug Incorporated . . . . .	100
Sears, Roebuck & Co. . . . .	200
F. W. Woolworth Co. . . . .	200
<b>MACHINERY 6%</b>	
American Can Company . . . . .	100
American Radiator & Standard Sanitary Corp. . . . .	300
Oris Elevator Company . . . . .	200
<b>FARM MACHINERY 1%</b>	
International Harvester Company . . . . .	100
<b>TOBACCO 6%</b>	
The American Tobacco Company "B" . . . . .	100
R. J. Reynolds Tobacco Company "B" . . . . .	200
<b>AUTOMOBILE 2%</b>	
General Motors Corporation . . . . .	200
<b>PETROLEUM 1%</b>	
Standard Oil Company (New Jersey) . . . . .	300
<b>RAILROADS 12%</b>	
The Atchafalaya, Tulelake & Santa Fe Railway Co. . . . .	100
The New York Central Railroad Company . . . . .	100
The Pennsylvania Railroad Company . . . . .	100
Union Pacific Railroad Company . . . . .	100
<b>UTILITIES 2%</b>	
American Telephone & Telegraph Company . . . . .	100
Columbia Gas & Electric Corporation . . . . .	400
Consolidated Gas Company of New York . . . . .	200
The North American Company . . . . .	200
Pacific Gas & Electric Company . . . . .	200
Public Service Corporation of New Jersey . . . . .	100
The United Gas Improvement Company . . . . .	300

As of October 17, 1951, the date of expiration of the Trust Agreement, a stock unit consisted of the shares listed above. Percentages approximate of total investment by industries are based on market prices of that date.

The deposited stocks in each unit of 100,000 North American Trust Shares, 1955 (Maximum Cumulation Type) consisted on October 17, 1951, of 17,250th of the number of shares of the various stocks listed above.



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The offering price of NORTH AMERICAN TRUST SHARES is based upon and varies with the actual New York Stock Exchange 100-share lot transaction prices of the underlying stocks during market hours. (Complete details of the method of calculating this offering price are contained in the Offering Circular.)

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How these 34 stocks were chosen is described in detail in a booklet, "Building the Portfolio", which will be sent without charge on request to any student of investments. Address your request to Distributors Group, Incorporated, 63 Wall Street, New York City, Dept. K.





# ATTENTION

By

M. E. BRAGG, Associate Editor

---

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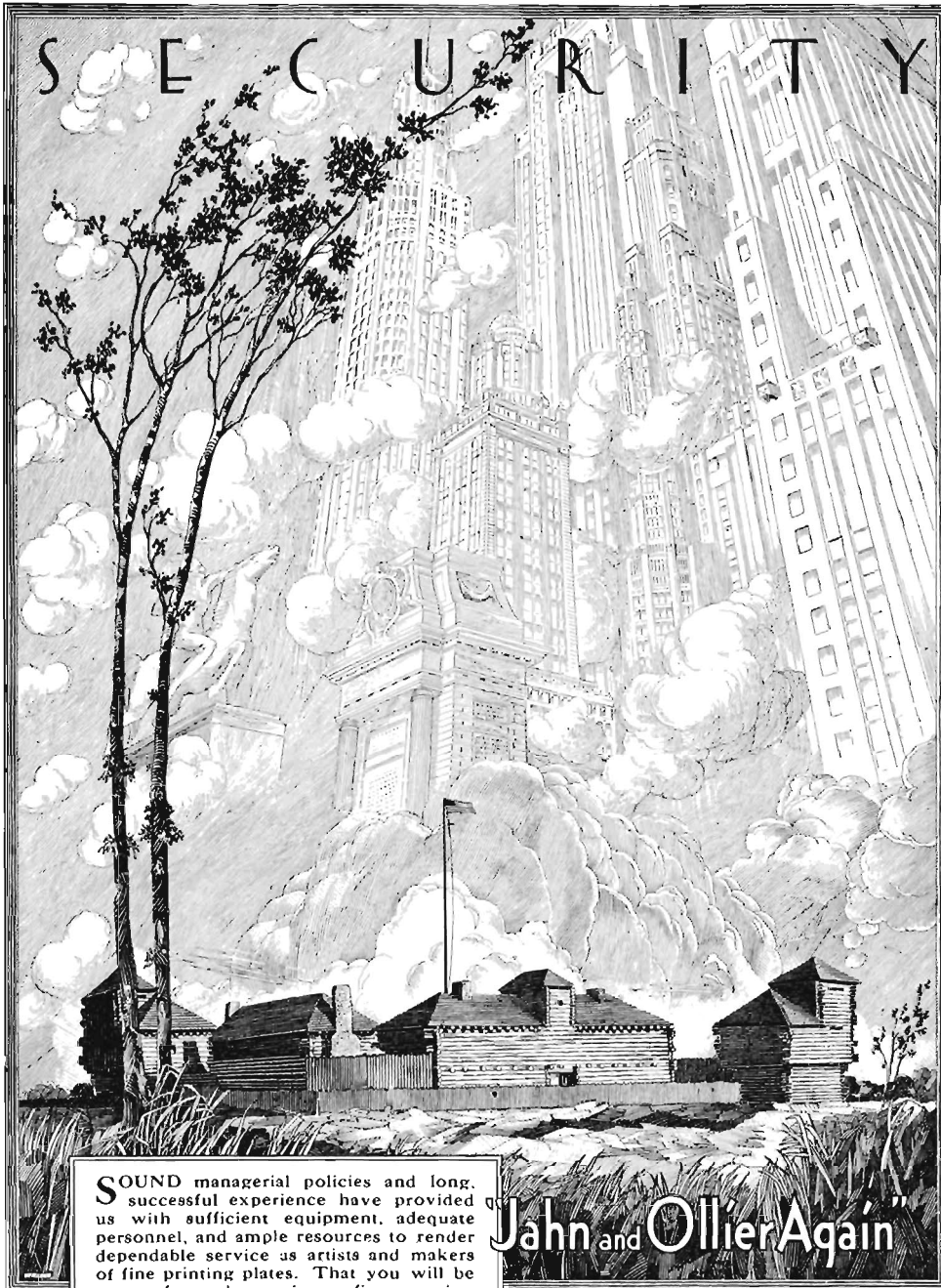
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