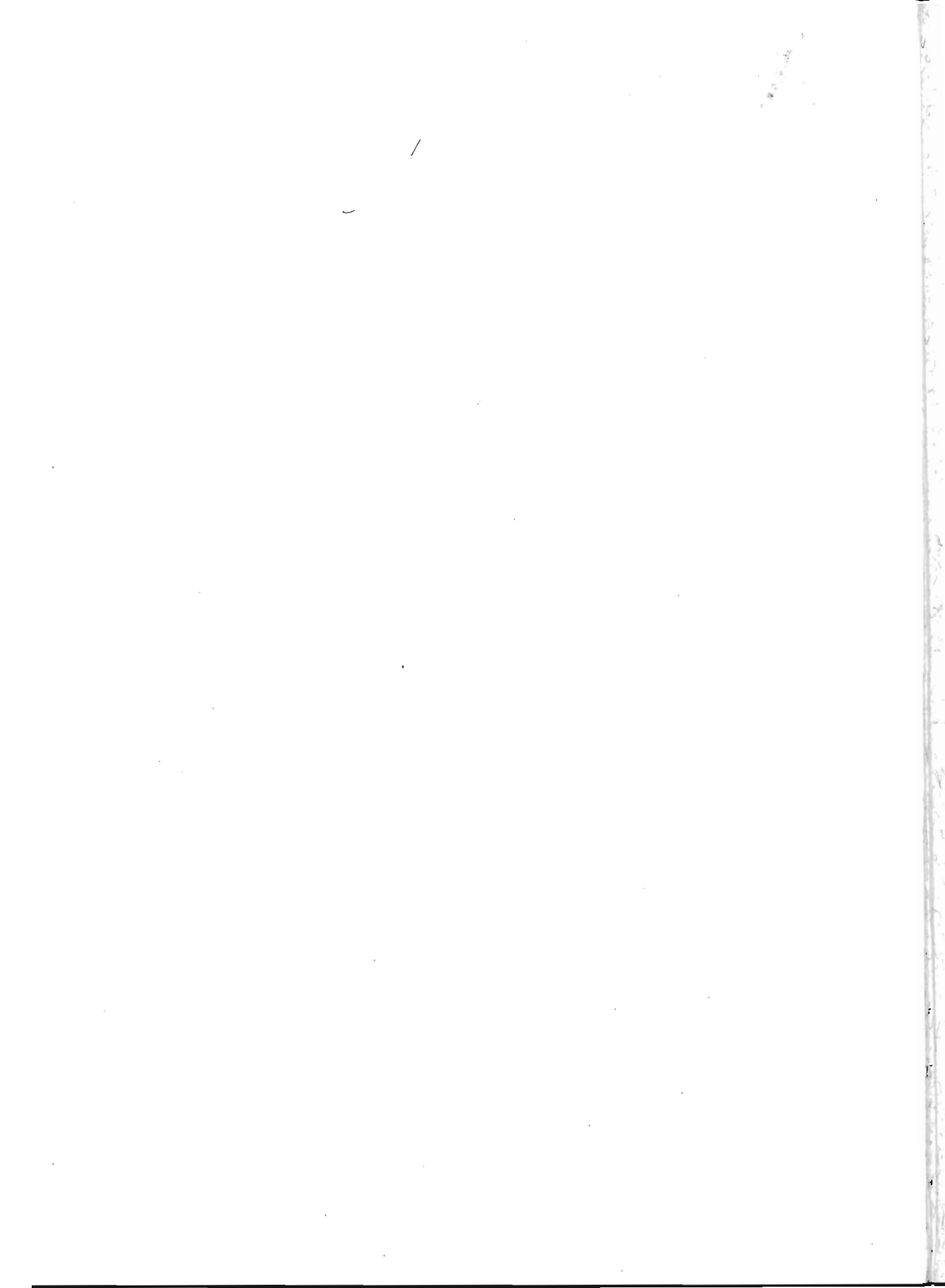
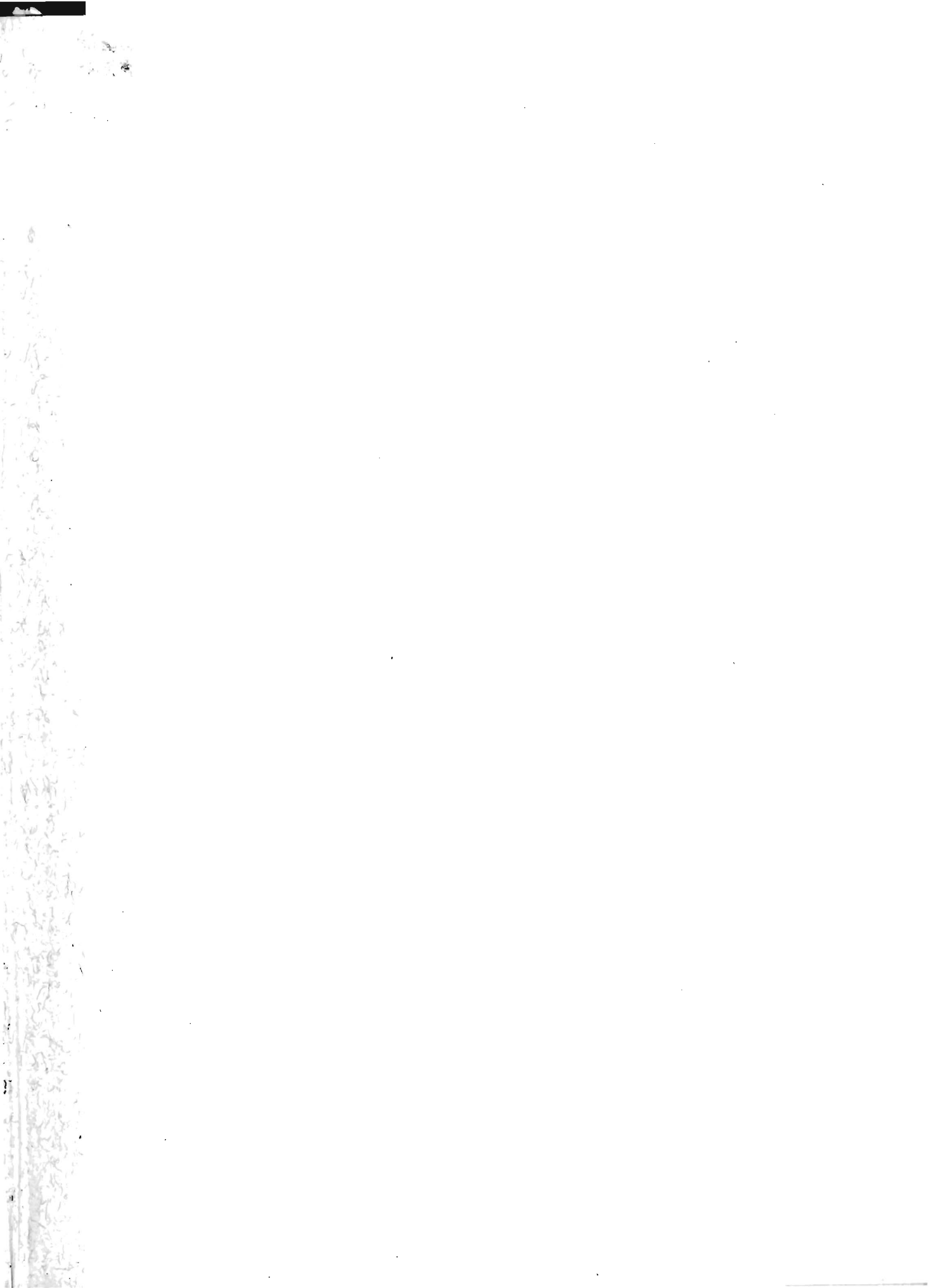


# BABSONIAN

- - - - - 1939









# BABSONIAN



The Chronicle of the Student Body  
of

BABSON INSTITUTE

1938 - 39



★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**BABSON PARK  
MASSACHUSETTS**



TO THE BABSON INSTITUTE CLASS '39:

For some years I have spent much of my winters with the cattlemen in the saddle. This year let me tell you some of the things "cow hunting" has taught me:

(1) *The great importance of breeding and feeding.* When I first came to Florida, we had terribly scrubby and thin cattle which sold for about ten dollars apiece. Gradually, we have been getting good stock from the north and, by careful selection, have now fine-looking herds, so that the yearlings sell for about thirty-five dollars. I believe in education, but no education can take the place of good breeding.

Next to mating with good stock, I am impressed by the importance of good feeding — that is, the right kind of feeding. All we are must come from the food we eat, the milk and water we drink, and the air we breathe — just as efficiency of a boiler depends largely upon the character of the coal it burns and the care taken to keep the grates free of ashes.

(2) *Developing ourselves for usefulness.* People who go to cattle shows think that cattle are graded by their looks, quality of the horns, and the shape of their legs. These things are considered, however, only as they are barometers of physical condition. A steer is really judged by his usefulness, — that is, his ability to produce meat; a cow is judged by her ability to produce milk; and a bull is judged by his ability to produce healthy useful calves.

I hope that you men are getting a useful education. Once a college diploma was very helpful in getting one a job; today it does not mean so much. This is very important for you men to consider because you are going out in a different world than faced your fathers. Competition is to be much severer and conditions are to be much harder. Hence the great importance of following up your business education with technical knowledge.

(3) *The safety of our herd depends upon improving our neighbor's herd.* Some cattlemen are selfish to start out with and consider only their own herd, giving their neighbors no

help. The first thing they know, their neighbors' herds are getting "ticks" or screw worms and these are beginning to infect their own herd. They then form an association to build up their neighbors' herds.

Here also is a lesson for you men. It shows why you should want to get other men interested in church work and civic organizations. Our own children are safe only as other children are safe. We all are brothers together whether we like it or not.

(4) *The importance of worship.* Institute men will wonder how the cattle teach us this lesson; but I will explain. A tenderfoot, during his first month on the range, thinks that the cows can be made to follow one another and "cooperate" with one another. After he has been on the range some months, however, he learns that this is not true. The fact is that every group of cows has a leader and they follow this leader. They really "worship" this leader. This applies to horses, sheep, and even wild animals.

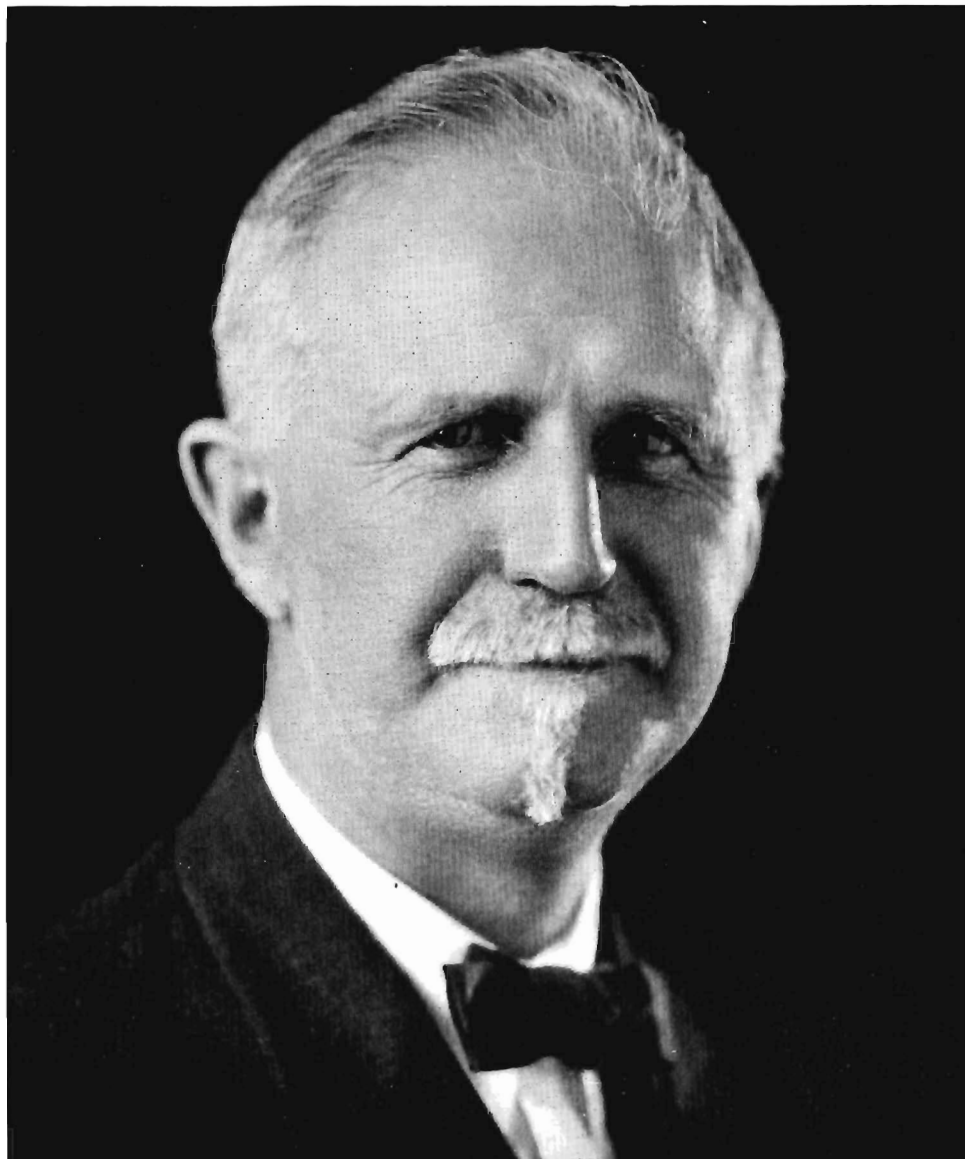
We hear much today about the need of more cooperation between capital and labor, farmers and city folks, and especially between nations. The ranch has taught me that people cannot be forced to cooperate one with another. True cooperation comes about only as we all worship the same God. This is why I say that only a revival of sane religion will save America.

(5) *The strong survive and the weak perish.* Notwithstanding the above four important facts, I still find that the laws of rewards and punishments really determine the life and health of the individual cattle, and also of the herd as a whole. Every cattle owner is a firm believer in eugenics. He knows that all the cattle are better off if the weak die and the strong breed.

This is very important to remember in these days when the tendency is for the government to give more attention to the weak than to the strong. There is danger in farm aid, price fixing, tariffs, and all other artificial props to business and so-called "general welfare." Only the competitive system develops and maintains a strong nation. R. W. B.



★  
★  
★



★  
★  
★  
★  
★  
★  
★  
★  
★  
★  
★  
★  
★  
★  
★

**Roger W. Babson**





**A 1939 Reality -  
The New Library**



DWIGHT GARDNER WRIGHT HOLLISTER  
B.B.A.

*Treasurer of the Institute*

Treasurer and Business Manager of the Institute, President of A. P. W. Paper Company, Director of Wellesley National Bank—here is a busy man. But not too busy to be one of the boys when the business day relents. An educator as well as a businessman, he keeps his hand in by showing the girls of Weber College the latest wrinkles in income taxes.



FRANCIS CLARK OAKLEY, A.B.

*Secretary of Admissions*

A graduate of Oberlin College and recently connected with Ernst & Ernst, public accountants, Mr. Oakley has had contacts with a large number of business interests. He joined the Institute in February of this year to establish an admissions office and public relations program in the Middle West. He'll be seeing you.



GILBERT ARTHUR CAM, B.B.A.

*Librarian*

The old and new libraries have finally fallen into masculine hands. On April 1, no foolin', Mr. Cam became their directing head. Since that time he has been earnestly and pleasantly accessible to students. It is a damaging omission not to know him among the books.



CHARLES EVANS BUTLER, B.S., BD., M.A.

*Student Secretary*

Counselor and leader of young men; minister, athlete, master of ceremonies; the inspiration of a varied program of student activities balancing and leavening the occasional heavy diet of problems and pork chops. A son of Wesleyan and of Yale; a brotherly guide to hundreds of men, from Rutgers, Dartmouth, and Babson's, where he has served; in off-moments a country squire.





ELEANOR WILSON COX

*Resident Secretary to the Admissions  
Committee and Supervisor of the  
Secretarial Offices*

Mrs. Eleanor Cox, supervisor of the secretarial department and resident secretary to the Committee on Admissions was appointed in March 1938. She was formerly in charge of the secretarial staff of the American Mutual Liability Insurance Company of Boston and has served as office manager of other large business organizations. She wishes students would "voice write" less and say more.



PHILIP VANNEVAR BURT, B.S.

*Manager of Park Manor Dormitories*

Up from M. I. T. and the Babson Statistical Organization, Phil applies the slide rule to student tastes and appetites. Stresses and strains he adjusts, not exactly as in engineering, but on the principle of bringing the greatest good to the greatest number.



IRWIN KENNETH FRENCH

*Secretary of the Institute and Assistant  
to the Treasurer*

Several years of accounting and banking experience qualify this individual for his seat in the front office. He fills it, handling hurricanes or minor howls with equal suavity and good humor. Students look forward enthusiastically to his yearly demonstrations of athletic prowess.



HARRY T. EMMONS, A.B.

*Secretary of Admissions*

An alumnus of Middlebury College in Vermont, Mr. Emmons has been an Associate Director of Admissions of that college and a Traveling Secretary for Sigma Phi Epsilon Fraternity. Young and handsome, he will be welcome in the Eastern Seaboard States as the new emissary of the Institute.



PRISCILLA KIRKPATRICK, A.B.  
*Recorder*

Secretary to the Personnel Office, keeper of the records, job hunter extraordinary - these are some of the activities which fill her days. Friendly and genial she reassures many a troubled questioner. We do not know about the after-hours.



RUTH PHYLLIS PROCTOR, B.S.  
*Assistant Librarian*

Lady of mood - cautiously caustic, futilely severe, appropriately gay. It is she who cracks the whip in the library side show, she who oils the lamps of learning, she who eases the dull pain of those haunting afternoons.



DEWITT GILBERT WILCOX, M.D.  
*University of Akron*  
*Public Health and Personal Hygiene*

Contrasting sophisters, economists, and calculators, Dr. Wilcox richly embellished the doctrine of personal hygiene in such manner as to impress us profoundly. Surgeon, philosopher and realist, he imbued us with wholesomeness.



JAMES D. STIEBER  
*Student Proctor*

Another Jim without the boutonniere. Recently graduated from Ohio State, he came on a fellowship to learn the ways of an investment trust from our Dean of Finance. Expecting to enter the business world, he'll take plenty of atmosphere from his experience as head of student offices.





### **Miss Clara Perani**

Pink envelopes in every Tuesday afternoon's mail bring out many a self-reproof, "Why did I call so many girls last week?" Repentant hearts march cheerfully over to the Treasurer's Office, and Miss Perani reluctantly relieves them by reducing quick current assets.

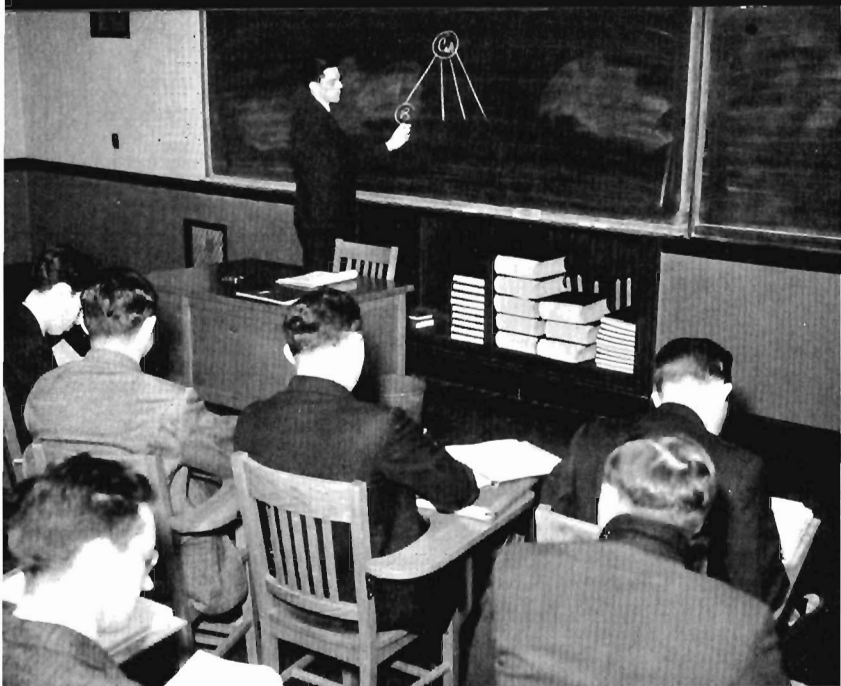
Officially Miss Kirkpatrick and Miss Clark recorded our grades, checked our time cards, and kept our personnel records. Unofficially they wrote personal letters for us, reminded us of reports due, and encouraged us as we struggled to meet the dead lines. We hope the next personnel office is as sympathetic and helpful.







*Campus views after the hurricane of Wednesday, September 21, 1938*



## The Babson Cycle

As the term opens, senior students are divided into three groups: Finance, Distribution, and Production -- under a plan which provides for the taking of each group of studies in rotation.

The Finance Course is made up of studies in money and banking, statistics, accounting, taxation, and hygiene.

The Distribution Course includes studies in sales and advertising administration, practical economics, law and business, marketing, and public speaking.

The Production Course includes studies in industrial management, government and business, human relations, and public speaking.

The work in each division is so laid out as to emphasize the practical application of business principles as the students progress from course to course.





AUSTIN HERVEY FITZ, Ph.B., *Brown University*; I.L.B.,  
*Harvard University.*

Babson Institute, 1919- ; Trustee and Secretary, American Public Welfare Trust; Director and Clerk, Poor's Publishing Company; Director and Clerk, Poor's Printing Company; Director and Clerk, Wellesley Community Playhouse, Inc.; President, Webber College, Babson Park, Florida, 1927-29.

FINANCE; DIRECTOR, DIVISION OF FINANCE

Here is our erudite master of many subjects. In full blown experience Mr. Fitz embellishes Finance with well turned realism plus a bit of antique fancy.

ANDREW PETERSEN, B.B.A., M.B.A., *Boston University*;  
C.P.A.

Babson Institute, 1929- ; Tax and Accounting Consultant, Boston, 1929- ; Head of Accounting Department, University of Puerto Rico, 1927-29; Member, Board of Examiners of Accountants for Puerto Rico, 1927-29; Public Accountant, Boston, 1925-27.

ACCOUNTING; FEDERAL TAXATION

"Pete" is the Institute's greatest obstacle to practiced garrulity. Direct of method, forceful of manner, exact in exacting. No degree of subtle efforts at digression decoyed him from his subject. Of all, he alone stands unbowed to bias.



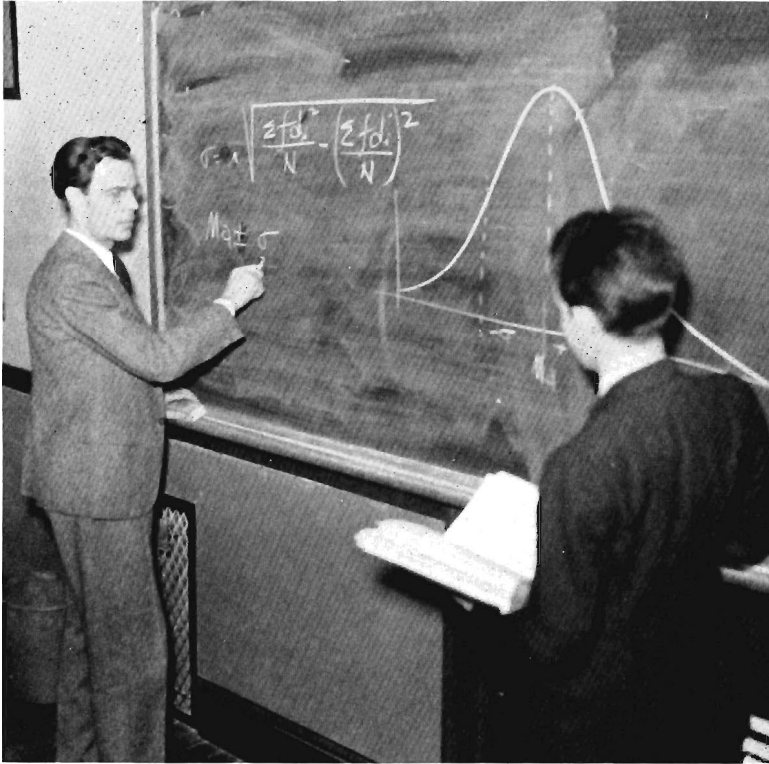
WILSON FRELS PAYNE, Ph.B., M.A., *University of Chicago.*

Babson Institute, 1937- ; Faculty Assistant, University of Chicago, 1936-37; Research Fellow, School of Business, University of Chicago, 1934-36; Instructor in Economics, Lehigh University, 1930-34; Harris Trust and Savings Company, Chicago, 1928-29; First Trust and Savings Bank, Moline, Illinois, 1923-25.

STATISTICS; BUSINESS RISKS; FINANCE

Profoundly keen, "Wils" happily digressed on the serious issues of our day. Truly a student, he understood and enjoyed his many friends. Strictly statistically, his deviation from congeniality was zero.





**F**ROM Mr. Fittz's opening reminiscences to the sidewalks of New York. Finance was an unforgettable experience. "A Sound Monetary System" started us rolling, plotting graphs and weighing index numbers added impetus, and the C.P.A. final in Accounting stopped us like a brick wall. Now we smile in recalling those first few days in Statistics, but then we all thought "Wils" was trying to explain the fourth dimension. We remember how Taxation challenged and brought out the ingenuity in us. Someone even thought he had doped out a

system for beating the tax collectors. And if any student of the Institute's 1939 Class ever appears before a Federal grand jury for income tax evasion, "Pete" will be the first to hear of it. No doubt his only comment will be, "Well, Jimmy, don't say I didn't warn you!"

In between the initial and final reactions came that fascinating detour en route - - the four-night stand at or around the Hotel Lincoln during the Stock Exchange trip. Three days among the pillars of finance, over which tower



the walls protecting the heart of the nation's lifeblood -- money -- could not but leave us awe-inspired at the thought that over the span of one man's lifetime, this great financial district had grown from the modest beginning of a button-wood tree, a church, and a small government treasury to the mighty dominion of money, banking, and business which it today represents.



Three days, from morning to night, we saw and felt the various phases of one of the most challenging fields of enterprise -- the milling mob of the New York Stock Exchange and the Curb Exchange; the inarticulate shouts and signs in the "rings" of the Cotton and Commodity Exchanges; the traders, characterized by our mentor as acting like "blubbering idiots"; the hushed dignity



of the great banks — all foci of vast networks of trade, and memorials to the achievements of great names.

We did not keep bankers' hours, but the days rounded swiftly. Each night after a shave, a shower, and a plan, the revolving door of the hotel spun each

Babsonite into the night on his chosen way.

Griswold and LaCroix made a mad dash for Fifty-Second Street. Prout pursued his silent way to the smoky dens of Harlem, not to be seen again until the nine o'clock roll call the following morn-

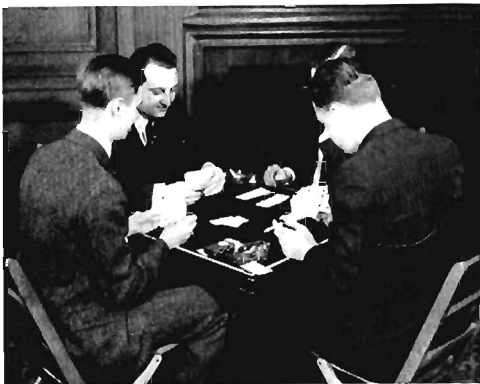


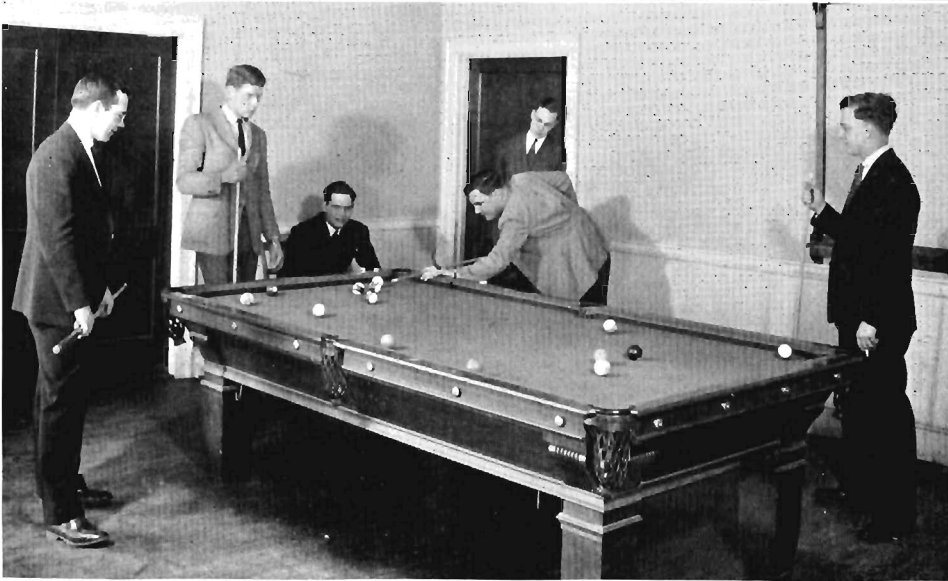
ing. Schoonover and Phillips took off for the theater in the hope of learning a few new gags. Who were those three youths peeking into the Roseland? On closer inspection they turned out to be "Pot Luck" Harden, "Shorty Gawge" Norsworthy, and "Lush" Lawrence, all

in high hopes of experiencing forbidden thrills. The gilded doors yielded, strains of music became audible, and then the doors brushed them inside . . . A solitary figure remained in the hotel, staring fascinatedly at a newly purchased pair of brogues. Meub! The energy which he had previously expended viewing the sights from his window had left him listless and content. With a sigh he prepared to retire.

Alas, it was over! The entire crowd was back at Babson Park. But no! Heath and Thayer had forgotten to get off the train. A telegram from Bangor reassured Mr. Fittz: "All is well. Please wire fifty dollars. See you Monday."

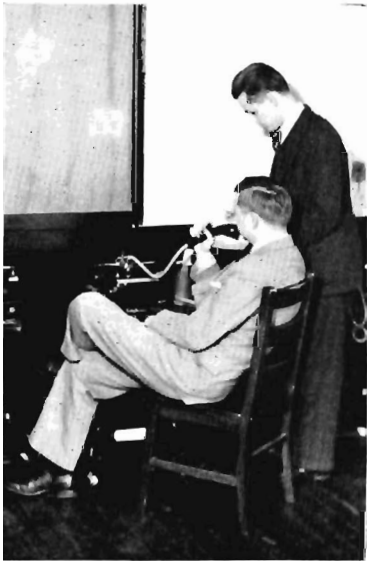
A side trip had stolen the show.





In the short period of less than three months a general unscrambling took place for most of us. Vague points, about which most of us had read or heard, but knew little, now became clear

and real. We could see something meaningful in the New York *Times* business graph, we could understand the Dow-Jones averages, we could analyze those comprehensive balance sheets in Poor's



Manual. The completion of the course, too, found something changed within us. We experienced a diminution in our amateurishness. While we knew we had yet far to go, we felt more secure in undertaking the journey; we felt we were prepared for it. And we take our hats off to three competent teachers and three good friends — Austin, Pete, and Wilson.







JOHN EDWARD MILLEA, A.B., *Clark University*; M.B.A. *Harvard University*.

Babson Institute, 1920- : Member, Supervisory Committee for New England, Reconstruction Finance Corporation; Director, Naushon Mills, New Bedford, Massachusetts; Consultant in Management, 1923- : Factory Manager, Simplex Electric Heating Company, 1916-20; Industrial Engineer, Simplex Electric Heating Company, Simplex Wire & Cable Company, 1914-16; Inspector, Assistant Foreman, American Steel & Wire Company, 1910-12.

FACTORY MANAGEMENT; DIRECTOR, DIVISION OF PRODUCTION

Here's a tough hard shell who isn't soluble in soft soap. Moreover he can prove that fools are made as well as born. Among his javelins of disdain - "piffle, piffle," "hot air" and "who do you believe, me or the author?" We are proud of our heritage as the "dumbest class" he has ever had. "Piffle!"

JOSEPH BIRD, A.B., *Phillips University*; M.A., *University of Oklahoma*; Ph.D., *New York University*.

Babson Institute, 1936- : Instructor, College of the City of New York, 1930-36; Organized Juvenile Delinquency courses for New York City Police Academy, 1933; Lecturer, New York University Summer School, 1935; Lecturer, College of the City of New York, summer school, 1932, 1933, 1934; Lecturer, University of Oklahoma summer school, 1930, 1938; Secretary of Employment, University of Oklahoma, 1925-28; Standard Chautauqua System (summers), 1917-24.

PERSONAL GUIDANCE; DIRECTOR, DIVISION OF PERSONNEL

With schooled precision the "Doctor" coordinated our scholastic and personal problems with understanding and psychological insight. Adroitly he banished free afternoons and stoically counselled "keep your sense of humor."



JULIAN SMITH DUNCAN, M.A., *University of Mississippi*; Ph.D., *Columbia University*.

Babson Institute, 1937- : Instructor, St. John's College, 1931-37; Research Fellow, Brookings Institution, 1930-31; Instructor in Economics, Bryn Mawr College, 1929-30; Instructor in Economics, Hunter College, 1929.

GOVERNMENT; GOVERNMENT AND BUSINESS

Dr. Duncan, with his analysis of broad situations, supported by documentary evidence and public opinion polls, gave us an optimistic outlook on world affairs. Locally, he seems to have encountered troublous times in crossed telephone wires, objective tests, and misinformation, much to his amazement. Truly a progressive instructor.







Q UITE as usual, all three of Dean Millea's production classes this year were the "smartest ever". And yet after two straight hours of Industrial Management one often wondered if present company were not excepted from his broader generalization. One-sided encounters, many of these sessions, with students leading with their chins and the Dean delivering knockouts. Perhaps it was a coma resulting from some mental uppercut that caused Henderson to ask, "What

is a girl?" In a coma still, Tom was promptly made a member of the "Goat Club," the only mystic brotherhood at Babson's. So shrouded are the rituals of the order that no member has yet discovered their meanings or implications. Rumor has it that the Dean lost the rule book some twelve years ago. Persistently, Don Lawrence has sought to find the rule under which he came in, but even the psychoanalysts can't help him.

When into these sessions of sheep and





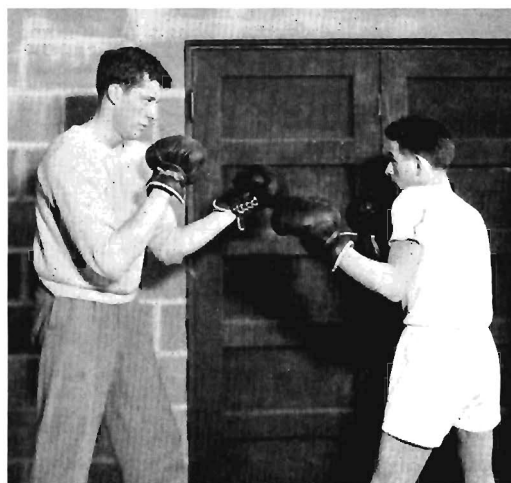
goats sudden quizzes on assigned readings were tossed, all faces fell, especially Thayer's, on whom rested the responsibility of upholding the tradition of Worcester. 'Nuf said. One might expect that following such mental gyrations students would be completely spent, but, oddly enough, evenings found the die-hards, — Kirk, Thayer, LaCroix, and McArthur — bound for Sandy Burr and a chassis lubrication.

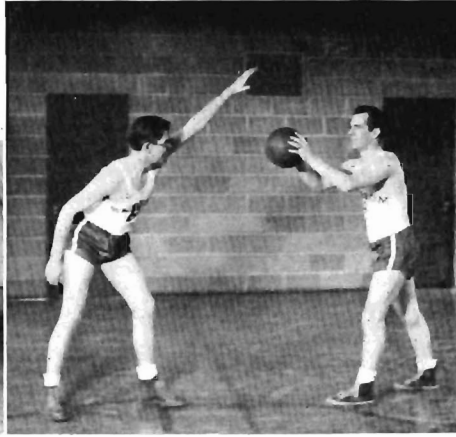
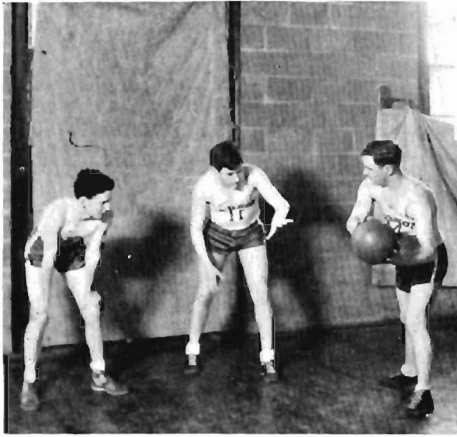
Then there were factory trips. "Trip on Tuesday; report on Friday." Routine? No! While more pleasant to recall than to anticipate, each trip did have its "scoops" and each report its own individualities. Unquestionably the most anticipated day of each week was that on which graded reports were returned. Provocative they were of comments,

sometimes curses, and even threats by the hardest losers in the deals of justice. The good sport we found is the man who can "take it" and "dish it out" in turn, under extremely adverse circumstances. To accomplish these, wins the admiration of the Dean himself. "Meub, do you call that a five?" — "Now, Phillips, if you've something to say, don't make a speech, -- spit it out!" Even if their answers don't belong here, they themselves do.

Few hours went by during which something personal, constructive, and useful was not left imprinted on the minds of students. That was the Dean's course in Management.

"Personal Guidance — Dr. Bird". Thus read the announcement in the Babson Institute Catalog, and we looked forward to the course. Soon we were in the midst of discussions of the most per-





sonal kinds of problems, and Harden was trying to sell himself. Shortly we became conscious of an oft repeated phrase, "Let's look at this thing from a bi-lateral point of view." Its very repetition imprinted it indelibly on our minds as a method of approach for the executive who would deal intelligently with all those personal intangibles that make or break businesses. From time to time unique psychological tests popped up. Some scores, amazing alike to "Joe" and his class, were recorded. Kirby should be a farmer; Leighton an insurance man. And what a mechanic our West Point engineer turned out to be in comparison to "Booty", a mere merchandiser!

In Government and Business a gentleman from the Deep South took us in

hand for a composite course -- rather a melting pot of ideals, ideas, and opinions, and "miscellaneous misinformation". Over topics as diverse as U. S. Steel's construction of a great new plant to the whys and wherefores of the "Haavaad" who won the annual May Day Hoop Rolling Contest at Wellesley, Dr. Duncan, with his genuine sense of humor, gave us a lot of laughs. In utilities a shock of red hair stood out; in politics, a Republican from the granite state. The laughs were not all. We literally went from one examination to another, and from one level of grades to another, until he had us all in the 60's, --us with none of the Bryn Mawr charms to fall back on . . . We move to adjourn.

### Winter Term Bowling

Another successful and very popular bowling tournament was inaugurated at Babson Institute early in October. During the entire season a closely contested and hard-fought battle was waged for top position in the final standings. Throughout the period of competition the six teams were closely bunched, coming down the final stretch with only two games separating the four leaders. However, about six weeks before the final tabulation, the Amateurs went into the lead to stay insecurely, finally heckling their way into the championship under the leadership of "Gabby" O'Neill.

Coming back to the alleys after an early season absence, gutter-ball Harden was a high-toned asset to his team. Ted Smith became famous for his "follow through", sometimes floating with the ball clear down the alleys to pick off a pin or two with his head, and then be silent. Hugh Smith developed a curve that broke widely over two or more alleys and was said to have enticed some scouts of the World's Champion Yankees to the galleries. And Cap Shepherd proved the king of all bowlers with a three-string average of 61.333. Other outstanding stars have suppressed their eccentricities.



Carrying on the tradition of a banquet at the end of the season, all who participated in the tournament met at the dinner table to ring down the curtain. After a delightful dinner, prizes were given to the winning team members and runners-up. Tom Henderson was given prizes for the high individual average for the entire season and the individual high string for the year.

#### FINAL TEAM STANDINGS

TEAM	WON	LOST	PERC.
Amateurs	35	25	.585
Dynamos	32	28	.534
Barbees	31	29	.517
Jitterbugs	31	29	.517
Juniors	26	34	.434
Rollers	25	35	.417





JAMES McCLURE MATTHEWS, A.B., I.L.D., *Park College*; M.A., *Harvard University*; LL.D., *Tusculum College*.

Babson Institute, 1921- ; Member of Research Staff, National Industrial Conference Board, 1919-20; Assistant to the Food Administrator for Maine, 1917-18; Assistant Professor, University of Maine, 1913-19; Instructor in Economics and Sociology, Park College, 1906-12; Instructor, Wayland Academy, 1905-06; Instructor in History, Park College, 1904-05.

ECONOMICS; DIRECTOR, DIVISION OF DISTRIBUTION

Accomplished individuality, green bow-tie, Hugh Herbert gestures, do not becloud his astute grasp of the increasing importance of social understanding. While his iconoclastic severity shocked all the neophytical capitalists, even they admit that if his head is a cocoanut, it has a lot of meat in it.

BERTRAND R. CANFIELD, *University of Kansas*.

Babson Institute, 1929- ; Sales Manager, Fruit Pudding Company, Baltimore, 1927-29; Advertising Manager, May Oil Burner Company, 1925-27; Advertising Manager, Union Bank Note Company, Kansas City, 1925; Advertising Director, Rein Printing Company, Houston, 1924; Advertising Counselor, San Antonio, 1923; Editor and Secretary, *Petroleum Refiner*, 1921-22; Manager, *Western Financier*, 1919-20.

SALES AND ADVERTISING ADMINISTRATION

His classes are symposiums of sling, where one may vent his favorite feelings. Thayer, it was, who wanted to apostrophize cows and cream and lend personality to fence posts. Mr. Canfield has claim to the happy faculty of making class work honest fun; education a pleasure.



HAROLD HASTINGS SHIVELY, A.B., *Ohio University*; M.A., *Ohio State University*; J.D., *University of Chicago*.

Babson Institute, 1929- ; Assistant Professor in Marketing, Ohio State University, 1923-28; Manager, Radio Station WAIL, summer, 1927; Advertising Manager, Longman's Green & Company, New York City, 1922-23; Instructor in English, Ohio State University, 1919-22; Assistant to General Manager, Stevenson & Company, Fairmount, West Virginia, 1918-19.

MARKETING; LAW AND BUSINESS

Efficiently deliberate, "H. H." meted legal doctrine and marketing practice on willing ears. A dry, witty humor, an enigmatic smile enhanced his student welcome. Guiding light to our "Babsonian".





**T**IMES have changed; nowadays the man that makes the best mousetrap must beat his own pathway to the world's markets through the underbrush of competition. In distribution we found out how to make these pathways for the mousetraps we build.

Our first big class problem was to learn the five-step routine for the sale of everything from Fuller Brushes to Packards; our next one to follow it. Dick Holmes, selling Fyr Fyter Extinguishers, was an early adept; if he hadn't got the horse and the barn into the picture he might never have been dubbed "Fire Chief." But classroom demonstrations were not the supreme test in the application of the five-step routine. This came in the office of a tough prospect—Mr. Canfield himself—while we were trying to sell him an article the sales kit said would sell itself. Telephone interruptions, (which seemed to come constantly) made him lose all idea of commitment

to a dotted line. Even Bob Glenn couldn't remember the routine for that situation. There were no dull moments, not even the blue, blue-book days, so delightful to our one hundred per cent Ellis. For all the pep and enthusiasm of these moments we bow to Professor Canfield.

What of the minutes of the Marketing course? It was here that we found out just what went on in the channels of trade, and why. It was here that the problems of wholesalers, brokers, manu-





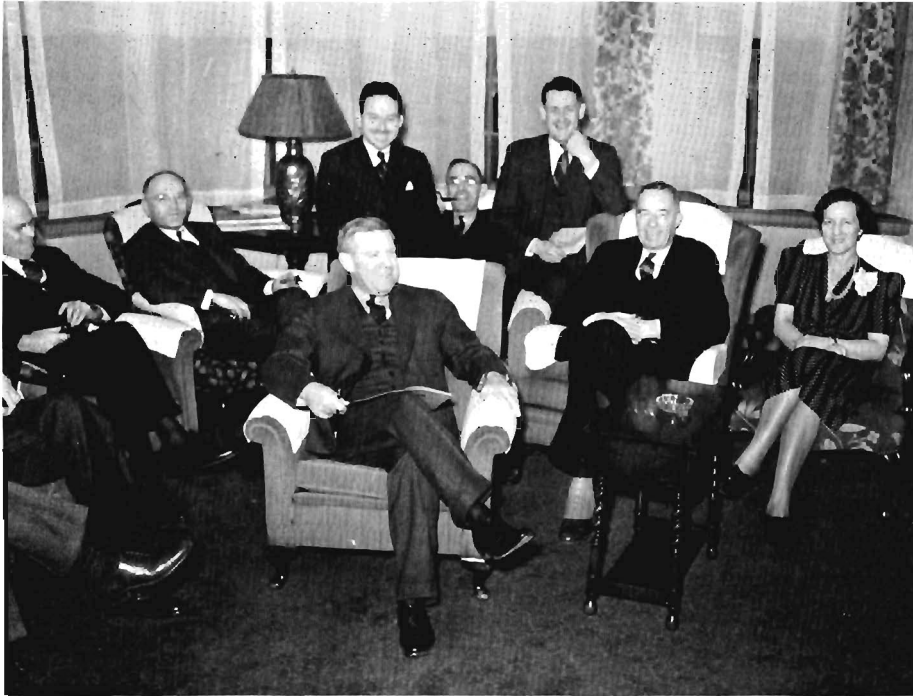
factors' agents, and retailers of all types were disclosed to us. It was here we had our first taste of dictated reports, on trips as diverse as wool warehouses and builders' supply yards. It was here that marketing problems of all varieties gave us many an hour of bewilderment. It was here that those of us who will enter trade pursuits gained information which perhaps is nowhere more valuably and practically available. It was here that we learned how to "hedge" — a polite nomenclature for not sticking our necks out. It was here that Leo took so many firsts. It is rumored that he put plots in his reports and occasionally parts of the preamble to the Constitution, and that H. H. liked both.

Our class in Law and Business was a scene of much activity every morning. It seemed we were frequently on the witness stand. During this brief hour the law of contracts, agency, and sales were presented to us through a review of famous cases and a multiplicity of problems. Astute at finding loop holes and

getting both arms and legs into them, Bert Woodward was often the attorney for the defence. Law also revealed a great legal mind in the person of Monroe Graves, and we all remember how he won a momentous decision on a hotly debated problem by looking up the exact reference of the word "it". When agreement seemed impossible we could break the deadlock by appealing to Joe Ellis, our Michigan trained, one-man Supreme Court. Law made us think, and think constructively. Its many problems created a lively interest, an interest flavored by pinches of Shively humor — all leaving many pleasant memories and valuable legal information to guide us through our business life.

We come now to the minutes in Economics. Here we discovered the Law of Action and Reaction, which simply means that what goes up must come down. We found that one of today's big problems is the smoothing out of these ups and downs, and we read many solutions on how to smooth them. Some of





us decided that prosperity is simply the time when people go into debt for things that they don't need, and depression a time when books are written on how we got there.

We touched on a little of everything in connection with business cycles and world conditions. On labor conditions and sit-down strikes Ted Smith was something less than voiceless. Since his home town was the scene of much strike activity he was well qualified, though reticent. Also, he knew all about work — in fact it fascinated him; he could watch it for hours. When international affairs were on the agenda, we could always count on Lt. Chandler for the inclusive viewpoint. “Chic” was our Navy representative. He had joined the Navy and seen the world, and could give much information based on salty experience. If we ever have to go to war we'd like to sign up on his

battleship and fight for him as well as for the good old U. S. A.

In Economics, too, we went places and did things. We listened to the Babson Business Conference, held here on the Campus, and later attended dinners in honor of governors and heads of industry — all these under the genial direction of the Doctor who made the good old economic man a creature of the present and kept us all genuinely interested in him, whether the hour was eight-thirty or eleven-thirty.

These few passing comments on the activities of Distribution do little justice to the actual work that we have covered. We shall perhaps never be able to describe just how much we accomplished, but hope that some day our records as business men will express it fittingly for us.



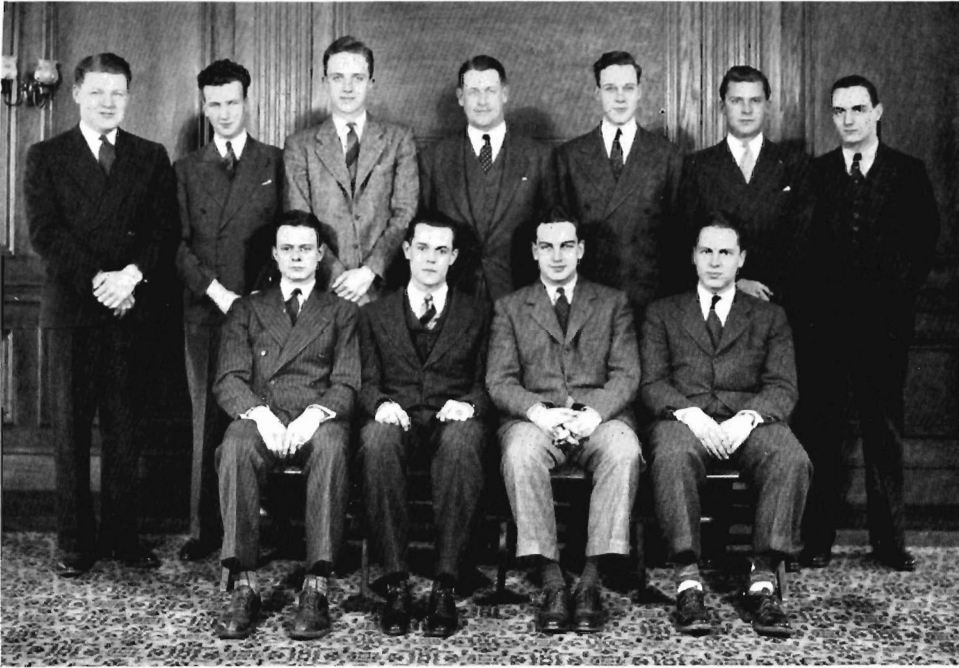
TOP ROW—J. Lagermann, S. Howell, A. Roggeveen  
BOTTOM ROW—J. Ellis, T. Henderson, F. Warren, E. Heath

### THE STUDENT EXECUTIVE COMMITTEE

Taking as its point of departure the work of last year's Committee, the Student Executive Committee this year took further steps toward the ultimate goal of responsible student representation. The establishing of a definite liaison between the student body and the faculty was one of its chief aims. This year such problems as the maintenance of a standard menu, the increase of dormitory lighting facilities, and afternoon smoking were thoughtfully attacked; a plan calling for the levying of an activities fee on each student and the assigning to the various subordinate committees of a definite financial responsibility within their respective fields was carefully devised and

placed in the hands of the Committee on Administration.

In representing student attitude and point of view to the faculty and administration of the Institute, and also in cooperating in interpreting the administration procedures and point of view to the student body, the Committee therefore finds its present objective. With the experience of past years readily accessible, and with greater convenience afforded by a definite meeting place in the new library, next year's Committee should replace the beginning steps of 1938-39 with quick strides in the direction of worth-while student government.



Top Row—H. Leighton, W. Gorman, J. Schoonover, C. Butler, A. Rice,  
A. Roggeveen, H. McCracken  
Bottom Row—T. Henderson, W. Birr, F. Warren, W. Meub

## RELIGIOUS ACTIVITIES COMMITTEE

The fundamental idea activating all the programs of the Religious Activities Committee was that religion, properly understood, should have an important place in the life and work of the modern business man.

The main emphasis of all meetings was on religious topics of workaday interest, as for example, those discussions based on a questionnaire which had been distributed among the student body.

The members of the committee arranged Chapel programs on alternating Sunday evenings, and took active part in

them. Principal speakers at these meetings included members of the faculty and leaders of church and religious groups. There were also several group church visitations during the year. A drive to collect funds to help Chinese students was conducted with encouraging success.

To students showing special interest in religious problems, opportunity was given to attend various conferences, forum sessions, and programs sponsored by other religious organizations.



Top Row—T. Stinson, S. Keller, F. Tod, W. Kershaw, C. Strosnider, S. Howell  
Bottom Row—F. Lange, F. Brevillier, R. Pickford, G. Mills, G. Conklin, R. Griswold

### SOCIAL ACTIVITIES COMMITTEE

Social life had its devotees at Babson Institute. Student-faculty dinners and smokers regaled them at the first of the year. Later the ways of young men with maids, or maids with young men, demanded open houses and informal dances for Webber College misses and others, and these were held at Park Manor. Rugged individuals were soon running rampant on the campuses of Wellesley, Pine Manor, Lasell, and St. Regis. Planned economy had its day, or night, when the fall formal was spread

in the Salle Moderne of the Hotel Statler. The delights of harmony moved some to attend Sunday afternoon musicales where Beethoven, Wagner, and Sibelius vied with each other before and after tea. On another occasion several enjoyed Macbeth at a theater party. Fall outings, winter sports' parties, the Bowling League, the spring fishing trip, and picnic groups were further listings on a well-rounded program for gregarious youth - - inspired by Charlie Butler, staged by the Committee.



TOP ROW - J. Smith, R. Taylor, E. Heath, J. Lagermann  
BOTTOM ROW - C. Roff, W. Lawry, W. Gorman, J. Ellis, S. Howell

### PHYSICAL ACTIVITIES COMMITTEE

As sponsors of athletic activity, the Physical Activities Committee has tried to encourage interest and action in recreational sports throughout the school year. Touch football, volleyball, basketball, and baseball consumed the bulk of student interest, but golf, tennis, hockey, skiing, and gym work received proportional attention. Broadening of the list to include bench warming at Seilers' or the Music Box is not contemplated.

Most of the credit for the physical program rests with our own Charlie Butler, whose honest toil and genuine interest have compensated any student laxity and indifference. Through his efforts alone a varied and interesting program was created. The student committee has tried merely to carry out this program. Its success is a tribute to Charlie's willingness to believe in the student body.



### THE BABSONIAN STAFF

The 1939 Babsonian represents the cooperative efforts of the above group. In addition, F. N. Warren, R. C. LaCroix, J. W. Schoonover, R. M. Stockwell, S. M. Graves, Jr., and J. A. Phillips generously contributed many hours of their time and thought to make this book possible.

Special recognition belongs to R. D. Sperling, the Advertising Manager, who personally solicited 95% of the advertisements.

To Mr. Shively, the Faculty Advisor, we owe deep appreciation for wise counsel and guidance wholeheartedly given us.

- G. MILLS . . . . . *Editor-in-Chief*
- E. OSTROWSKI . . . . . *Business Manager*
- R. SPERLING . . . . . *Advertising Manager*
- J. PHILLIPS . . . . . *Circulation Manager*
- E. SHEPERD . . . . . *Associate Editor*
- L. MAYERS . . . . . *Assistant Business Manager*
- A. RICE . . . . . *Junior Editor*
- A. ROGCEVEEN . . . . . *Photographic Editor*

#### EDITORS

- R. LACROIX   R. STOCKWELL   R. GLENN
- M. GRAVES   F. WARREN
- E. HEATH   J. SCHOONOVER   C. ROFF



Top Row—J. Ellis, W. Butler, R. Taylor, C. Butler, Jr., C. Butler  
Bottom Row—R. Pickford, J. Smith, W. Gorman, R. Glenn

## Varsity Basketball

Basketball is one of the elective activities of the physical recreation program. Each year teams are organized for competition with those who dare to risk it. There is a "varsity," represented this year by the group above. During the current season, fourteen games, scheduled approximately at weekly intervals,

kept the squad busy upholding "laissez faire" on the courts, at home and abroad, and surviving with the fit if not with the fittest. Individual stars are mentioned throughout the subsequent narrative. Look for your favorites. Scores are on file with the other I. Q's.

## PATRONS

MR. AND MRS. L. H. ZELE

MR. H. C. KITTREDGE

MRS. F. J. SCHUMANN

MR. AND MRS. JOHN F. DALY

MRS. W. T. MCAARTHUR

MR. CHARLES T. KIRK

MR. F. C. WARREN

MR. R. W. GRISWOLD

MR. H. W. GEE

MR. A. G. WALKER

MR. AND MRS. O. H. MILLS





FREDRICK CHARLES BREVILLIER

*934 West Ninth Street  
Erie, Pennsylvania*

WESLEYAN UNIVERSITY

PRODUCTION

Here are pink cheeks and a smiling pout. Along with them we have an adamant determination, and an unyielding persistence in mannerisms. With his thumb vested, he defended the ridiculous and laughed generously at the reasonable. Well senced in humor, and forever friendly, Fred looks ahead to sun in boilermaking back in Erie.



BILLY R. BRYANT

*Cleveland, Tennessee*

UNITED STATES NAVAL ACADEMY

Enthusiastic, good natured, and raring to go, -- that is Bill in a nutshell. When Bill joined us we found that this nutshell of pep was just what we needed, and so it wasn't long before he became one of the gang on every occasion. Most any business, too, can use a nutshell packed with such kernels, and we look for some big deals from him.

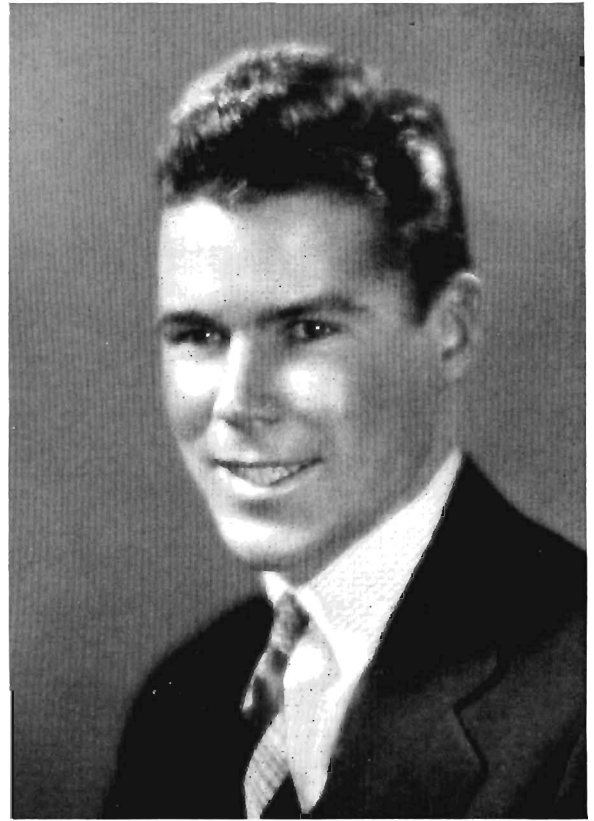


WILLIAM E. BUTLER, JR.

*131 Brook Street  
Wellesley, Massachusetts*

COLGATE UNIVERSITY  
MERCHANDISING

Representing the town of Wellesley and upholding the prestige of mighty Colgate. New England's qualities of reserve and stick-to-itiveness are embodied in "Booty." In addition, there is that unusually different sense of humor - reserved, natural, deep-seated, human. "Booty" carried on like a true soldier and did his bit by taking part in practically every extra-curricular activity on the campus. Then there was the night he played every position on the basketball team. From all reports "Booty" will enter the merchandising field, where his capacity for hard work and common-sense thinking should bring him rapidly to the paneled offices.



LT. BRYANT A. CHANDLER

*Lancaster, New York*

UNITED STATES NAVAL ACADEMY

DISTRIBUTION

"Chic" arrived from down Maine, and did an excellent job representing the Navy. Seldom were the decks awash, and never were they sunk. Both in the scholastic battle and in the bowling alleys all comers found a willing and capable opponent. But his pride and joy was young son "Fritz", who is even now learning to keep the decks dry. We are loath to see Chic pull up anchors for Honolulu.



JOHN DALY

*Philadelphia, Pennsylvania*

UNIVERSITY OF PENNA.

SALES

Another Kayo and Shively's chief foil in law class. Possessing all the virtues and most of the vices of a bantam, Philadelphia Jack brandished his strident laughter in all his classes. Intelligent, analytical, resourceful, he has a bright brokerage future.

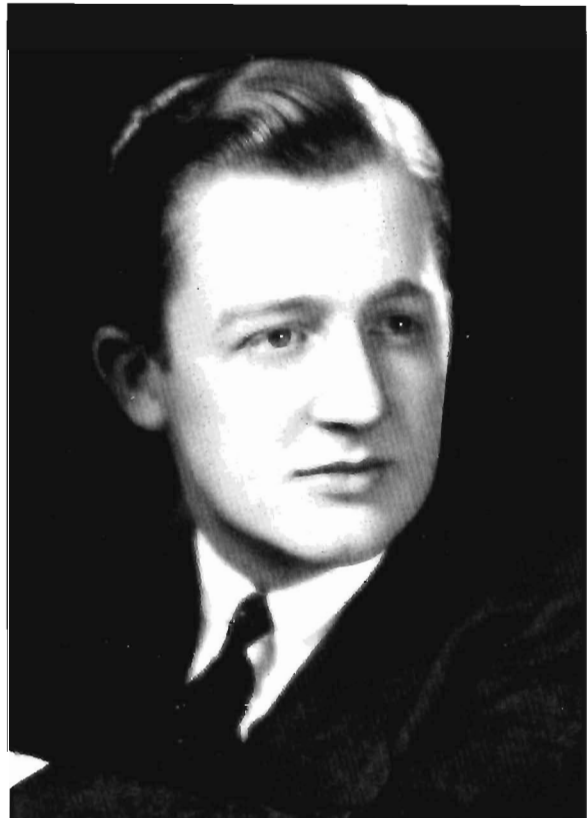
JOHN BURGESS DARROW

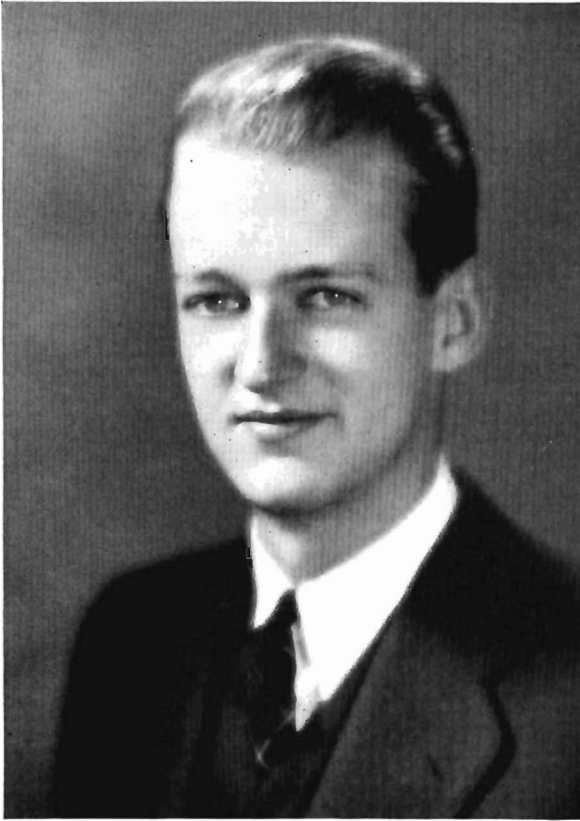
*R. D. No. 7*

*Akron, Ohio*

MASSACHUSETTS INSTITUTE OF  
TECHNOLOGY

"Jack" hails from the country of Akron and vicinity, and if anyone wanted to know about rubber here was the consultant superior. Public Speaking was Jack's pet hate, but his rubber furnished a partial insulation. Skiing was his one form of relaxation except of course those occasional excursions to the vicinity of Auburndale. His forte was vocabulary, with "abulia" as his prize for awhile -- isn't that right, Mary?





JOHN V. DOUGLASS

*5500 Northumberland Street  
Pittsburgh, Pennsylvania*

PRINCETON

DISTRIBUTION

A master of expression and wit, Jack kept classes in good humor, thus making himself an asset to students and profs alike. Jack claims that the Douglass clan were famous in the Highlands of Scotland, but we just can't picture Jack with kilts and bagpipes. Wherever he casts his lot in the business world he will always have lots of friends, caught and held by the contagion of mirth.

JOSEPH O. ELLIS

*1250 Third Street South  
Wisconsin Rapids, Wisconsin*

UNIVERSITY OF MICHIGAN

"Joe" came from Wisconsin, bringing with him a Michigan training in law, which led him into lengthy and stimulating discussions in conference and helped him to acquire that pinnacle of scholastic nicknames, "one hundred per cent Ellis." Joe also showed proficiency on the basketball court, and was up front with the best of them.



EDWIN R. FELLOWS, II

*65 Cherry Hill  
Springfield, Vermont*

CORNELL UNIVERSITY

Here is one of Matthews' "Kayos" who has much the same smile as the Sphinx. His Vermont-born silence conceals a shrewdness of thought, and suggests some recessed esoteric wisdom. Even so, emphatic vehemence has sometimes marked his defense of the machine tool industry, which will call him home to Springfield. A man of figures, slide rules, and exactness; the answer must be on graph paper.



ROBERT M. GLENN

*127 Franklin Boulevard  
Pontiac, Michigan*

MICHIGAN STATE COLLEGE

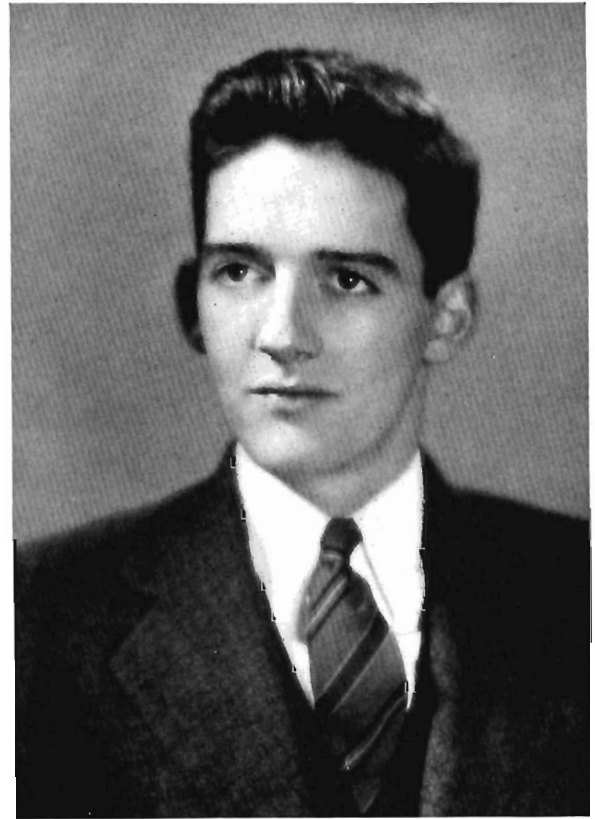
"Bob" vied for number one spot in Public Speaking. On the spot or off, he was fluent, and no doubt will succeed in his chosen field of salesmanship. A steady man in scholarship, he was also a cordial mixer in extra-curricular activities. Good fortune should come to this good friend of ours after graduation, because of natural ability and willingness to see his work through to completion.

WALTER C. GORMAN

*9 Malone Avenue  
Westfield, Massachusetts*

WESTFIELD HIGH SCHOOL

“Cuthy” won fame by his engaging slogan: “Be ahead of the Times with the Tribune.” Walt was captain of the Sluggers Softball team, and the inspiration of his group as he pitched numerous ten-hit games. The way he stands them up in Westfield, too, shows the true masculine independence.



S. MONROE GRAVES, JR.

*31 Elm Street  
Wellesley Hills, Massachusetts*

COLGATE UNIVERSITY

“Mun” took his work seriously, and had outlines that were handy for almost any assignment. Each Wednesday night saw him in the library doing his stint, and cooperating with others in their quest for outlines and “outs”. Though widely traveled and schooled, he is said to distinctly and distinctively prefer the blessings of local society.



ROGER W. GRISWOLD, JR.

*240 West 7th Street  
Erie, Pennsylvania*

PRODUCTION

A shrill shriek of tires, the blast of a horn, and then silence — “Rog” has returned from somewhere! A connoisseur of trifles gathered late at night, he follows nocturnal research as an avocation. He is also the possessor, as many have heard, of a large collection of sizzling records. Despite orgiastic tendencies, he is, above all, the true executive.

JAMES D. HARDEN

*1300 N. W. 63rd Street  
Oklahoma City, Oklahoma*

NEW MEXICO MILITARY INSTITUTE

SALES

Without any question, Jim is the Institute's best example of a high-pressure salesman. His uncanny ability to swap and reap a profit will forever cause jaws to sag open in undiluted admiration. Perhaps he also best can exemplify a swiftly vanishing art — the manufacturing of rose-colored glasses through which to view a troubled world.







JOHN ALBERT HARE

*1039 East Connor Street  
Noblesville, Indiana*

INDIANA UNIVERSITY

SALES

Jack, a true son of Indiana, proved that the men from the middle-west are far from being slouchers in the art of charming attractive girls. Having overcome Wellesley College and Lasell in three straight off-tackle plays, he temporarily left Babson to take a General Motors training course. Jack intends to return soon, however; so look out Wellesley!

DENISON H. HATCH

*Riverside Avenue  
Riverside, Connecticut*

UNIVERSITY OF VIRGINIA

BANKING

“Denny” as he was known to some and “Scratch” as he was called by many others is desirous of becoming a farmer, a professional farmer. As Denny says, he will at least be healthy, in the open air, and independent. Destined for the confined spaces, many of us secretly envy him. Congratulations, and best of luck.



EDWARD P. HEATH

*325 North 23rd Street  
Allentown, Pennsylvania*

DARTMOUTH COLLEGE

Hear ye! Hear ye! This apathetic, sapient son of Dartmouth, better known as "Red," shall not leave this campus unheralded or unsung. The echo of his priceless metaphors and innocuous idiosyncracies will long remain with us who fought the battles of economics (and utilities) and sales with him. An anomaly totally insouciant to the spoils and glory of achievement; omniscient, jocund, and at times urbane, especially in the library. This man is a leader. His keen, analytical mind coupled with his wholesome genuineness will see him through to success in whatever field he chooses for his career.



THOMAS R. HENDERSON

*1930 Lafayette Avenue  
Columbus, Indiana*

DEPAUW UNIVERSITY

ACCOUNTING

"T. Ray" proved throughout that he was one of the most congenial fellows on the campus. We shall all remember him as the boy who asked the Dean, "What is a girl?" Bumping his head on this one, he became a member of the Goat Club forthwith. He continued his knocking about on the Religious Activities Committee and the Student Executive Committee. It is said that he has developed a private brand of apple shining, superior to any other on the market.



GEORGE S. HINKINS, JR.

*Strasburg, Virginia*

MERCHANT MARINE

"Tiny" has many interesting angles on the shipping industry, which he aspires to eventually control and direct. In league bowling meets, he was depended upon for incredible scores and frequently found it necessary to roll them to keep his team in the running. "Bilge" qualifies as an expert heckler; also, as a far-to-the-rear-admiral on a tramp steamer from which he saw the world while chipping paint and swabbing decks. Take a sounding. Bilgewater!



CHARLES A. HODSHON

*Pine Acres*

*Danbury, Connecticut*

DANBURY HIGH SCHOOL

DISTRIBUTION

Charlie's smile is the broadest on our three hundred odd acres. A great asset in his social affairs, it has been the disturbing factor of the Hodshon-Zele combination. Charlie's most remarkable ability is remaining true to his one Wellesley Hill's girl. Long days and short nights were his habit. If ever you thought Park Manor was on fire, and the gong was sounding, you were wrong; that was only Charlie's Big Ben striking the hour.



ALVIN H. HOWARD

*1649 Joseph Street  
New Orleans, Louisiana*

UNIVERSITY OF VIRGINIA

FINANCE

“Al” joined us from the University of Virginia at the beginning of the winter term, and has all the earmarks of a future banker. He excels in dictating long reports and is also long on outdoor sports. When he isn’t wearing down the Ediphone he can usually be found racing his speedboat on the Cape. Sincere and regular, he is a popular fellow on the Babson Campus.

SETH MORSE KELLER

*26 Orchard Street  
Laconia, New Hampshire*

UNIVERSITY OF VERMONT

MERCHANDISING

From Laconia, New Hampshire, Seth brought us a ready mind and a serious purpose. After attaining honors in his Junior year, he failed to raise the Dow-Jones averages to a free time basis. Lately he has been daydreaming about that Wellesley lady who graduated last year and took up her permanent abode in nearby Lynn.





EMERSON KIRBY

*1474 Whitney Avenue  
Mount Carmel, Connecticut*

RETAIL JEWELRY BUSINESS

An exponent of subtle slumber — a variety found freshest in classrooms. His favorite hate — those who catch him slumbering subtly. His sense of humor has brought more than one audience to its feet, and his ability to discourse on the diamond market has made a lasting impression on his classmates. He leaves to carry on a jewelry retailing tradition dating back to the eighteen thirties.

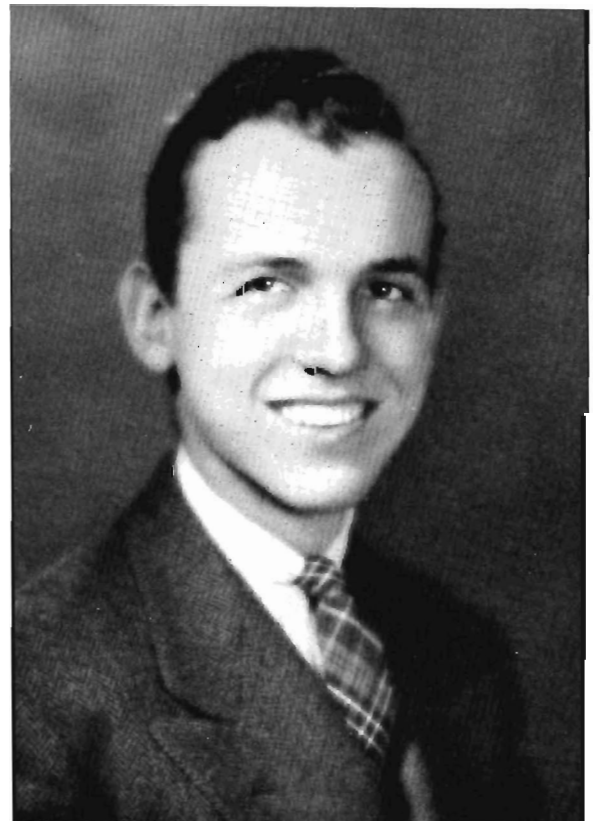
CHARLES R. KIRK

*915 South Main Street  
Findlay, Ohio*

WASHINGTON AND LEE UNIVERSITY

DISTRIBUTION

“Clap hands, here comes Charlie!” His sword is his gleaming personality; his field of conquest, Greater Boston. Loud will sound the gnashing of teeth and the wails of women when he leaves in June to direct the distribution of Clover Farm products. Some feel that Charlie’s true genius is much the same as Billy Rose’s; nevertheless, no matter what his calling, he is bound to succeed. “Clap hands, there goes Charlie!”



HARRY C. KITTREDGE, JR.

*San Rafael Drive  
Rochester, New York*

M. I. T.

PRODUCTION

In the true Babson manner, Harry was tops among all our Babson statisticians. Massachusetts Institute of Technology gave him his start; his great "splash" of all "A's" at the mid-term in February, his reputation. Being a most consistent loser in bowling didn't phase him much — the life of the party.



ROGER LACROIX

*58 Sayles Avenue  
Pawtucket, Rhode Island*

BROWN UNIVERSITY

ADVERTISING

For a long time we thought that Rod's expression derived its sophisticated aspect from artful urbanity and practiced suavity. Not so. Just the natural for a many-sided advertising mind which had been around. But in at least one course he believed it better to be silent and thought stupid than to open his mouth and remove all doubt.

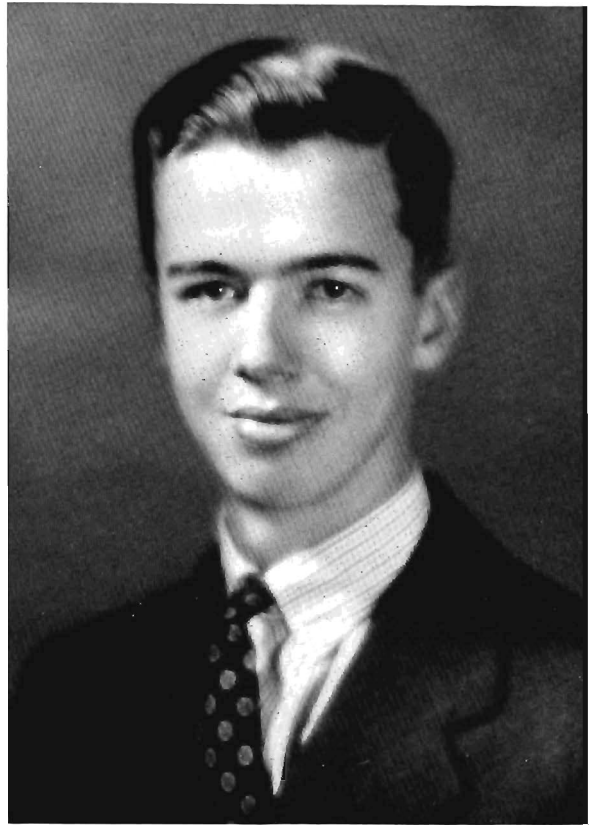
FREDERICK M. LANGE

*2927 East Newbury Boulevard  
Milwaukee, Wisconsin*

UNIVERSITY OF PENNA.

MARKETING

Coming to Babson from Wharton, Fred was destined to do great things in his Senior year, and did, even attaining membership in the Goat Club and a remarkable consistency in bowling. He was the constant companion of "T. Ray" throughout the last year. His favorite saying was, "All right, T. Ray, no more 'D's'"; his biggest day, his twenty-second birthday party when he received many practical gifts to give away this coming Christmas.



DONALD LAWRENCE

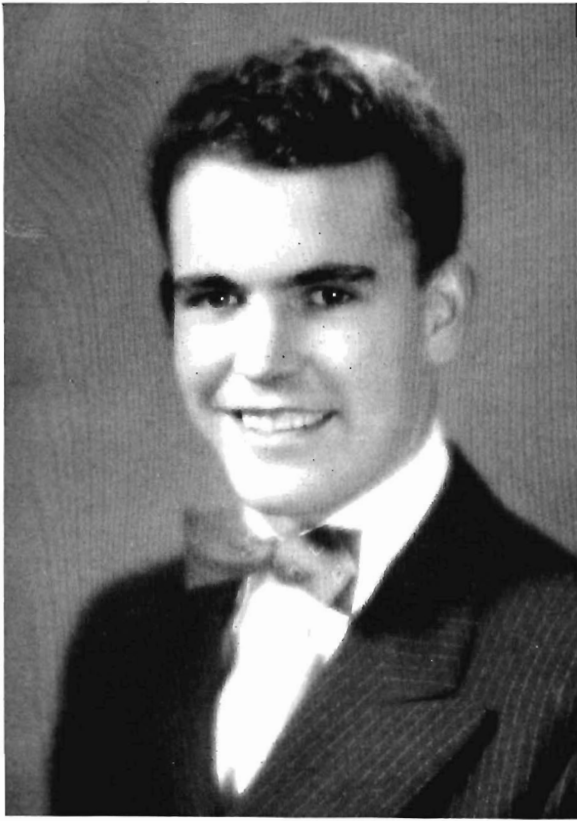
*98 Carroll Street  
Portland, Maine*

WILLIAMS COLLEGE

PRODUCTION

The "Portland Nightingale" rates high among those immortal heartbreakers who always seem to go down in history. His roommate, Dude Norsworthy, lives in constant fear of losing "Lush" to an undeserving woman; but the day never comes — quite. His favorite stunt is swearing off something; later, relenting and making up for lost time. Quietly but surely he will achieve his goal.





WILLIAM LAWRY

*336 Orchard Avenue  
Webster Groves, Missouri*

UNIVERSITY OF ARIZONA

Bill, alias "Never Say Die", can tell anyone that selling bicycles becomes quite a problem. Another of the brain-trusters, he has, nevertheless, applied most of his talents to selling and to efforts at lowering Griswold's speed records between school and Cambridge; albeit for a more constructive purpose.

HOWARD H. LEIGHTON

*94 Clark Road  
Lowell, Massachusetts*

WILLISTON ACADEMY

INSURANCE

"Howie" is the school's official insurance salesman. He'll sell you any kind -- including "gripping" and lovelorn insurance. Savings bank life is his specialty. Proving that life has its compensations, his concentration on printed pages is frequently refreshed by reflections of the home town girls. Possessed of high ideals and aims, Howie will be one of the most successful in the class.







CHARLES R. LEO, JR.

*Wilbur Place  
Bronxville, New York*

SALES

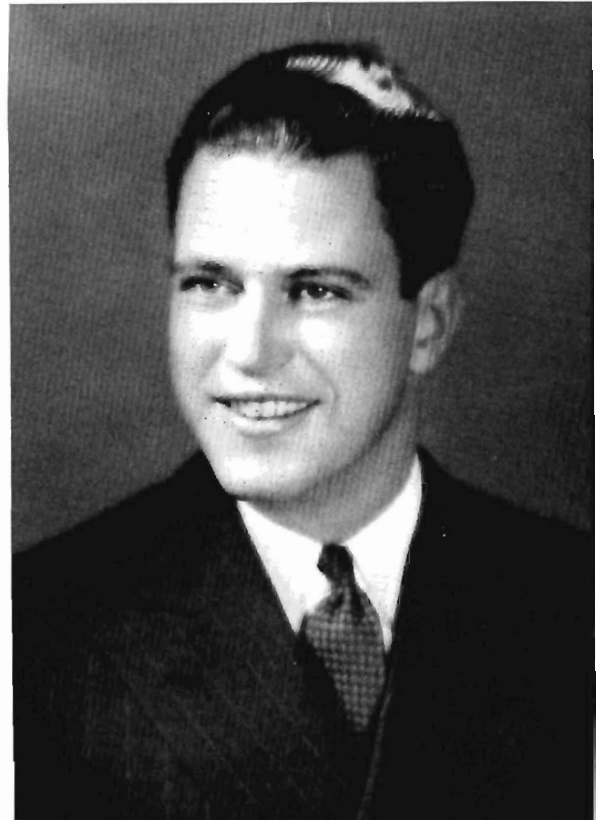
One of the most suave of men, "Ma" had fine friends and few enemies. Always near the top of his class scholastically, he sometimes went over it. Occasionally, established grades were not high enough; then Charlie had an unusual thrill, as the "A-25" in Production, for example. Such a man should have no trouble when he again locks grips with business.

DUNCAN D. McARTHUR  
*2025 South Western Avenue  
Los Angeles, California*

WESLEYAN UNIVERSITY

DISTRIBUTION

The Lochinvar who really came riding out of the West. Squire de luxe. Expert in lupine tactics, and in faultless parlor football, to mention but two of his remarkable and diversified accomplishments. His memory will long cling to female dormitories when he forsakes this exploited territory to sell turbines in Thibet.



JOHN J. McCLELLAN

*74 Lookout Circle  
Larchmont, New York*

FORDHAM UNIVERSITY

DISTRIBUTION

"Fiery Mac," beset with the complexities of his future has thought of resigning himself to a small farm in New Hampshire, and hibernating, along with confederates Moon and Kittredge, who have also succumbed to the lure of a more peaceful life. The call of the markets overcoming initial urges, he is firmly grasping the rungs of the ladder to success in the making and marketing of timing devices.



CHARLES A. McKINNEY

*111 Hermitage Road  
Charlotte, North Carolina*

UNIVERSITY OF NORTH CAROLINA

PRODUCTION

Quiet, reserved, and an all around good fellow. That was our first impression of Charlie, and it has been well confirmed. Charlie is plenty good with a pool cue, and is tops in many other sports; also an active socialite, in the best southern manner.

JAMES R. McLAUGHLIN

*1400 Lake Shore Drive  
Chicago, Illinois*

AMHERST

Here is our most successful proponent of studied ubiquity. Mac, a modern crusader, ever beating his way against all elements to the collegiate Mecca, Northampton, is our firmest believer in women's faith. This "Smith Willie" has willed his ambition to the airline industry. Completely unselfish in his generosity, stranger to a frown, he writes his own description colloquially as "plenty real." "Am I right, or am I right?"



WALTER E. MEUB, JR.

*151 Newport Drive  
Youngstown, Ohio*

PRINCETON UNIVERSITY

BROKERAGE

Unperturbed and comfortably reclining in soft tweeds, "Bud" enjoys watching the squirrel cage of life revolve around him. His favorite hobby is collecting rare art treasures such as horse pistols and postage stamp covers. He is firmly convinced that unleashed emotions cause instability and lead to eventual ruin. If solidity is the way to success, Bud already has a grand start.



GARDNER WAYNE MILLS

*8 Upland Street  
Brookville, Massachusetts*

WORCESTER POLYTECHNIC INSTITUTE

SALES

The sine qua non of the Babsonian — and what a slave driver! Gardner has clearly proved his ability to sell advertising space, assemble yearbook contents, and pick horses. Little is known of his off-campus activities, but occasionally faint echoes of thunder and dim flashes of distant lightning may be seen from Park Manor in the vicinity of Brockton, some twenty miles away.

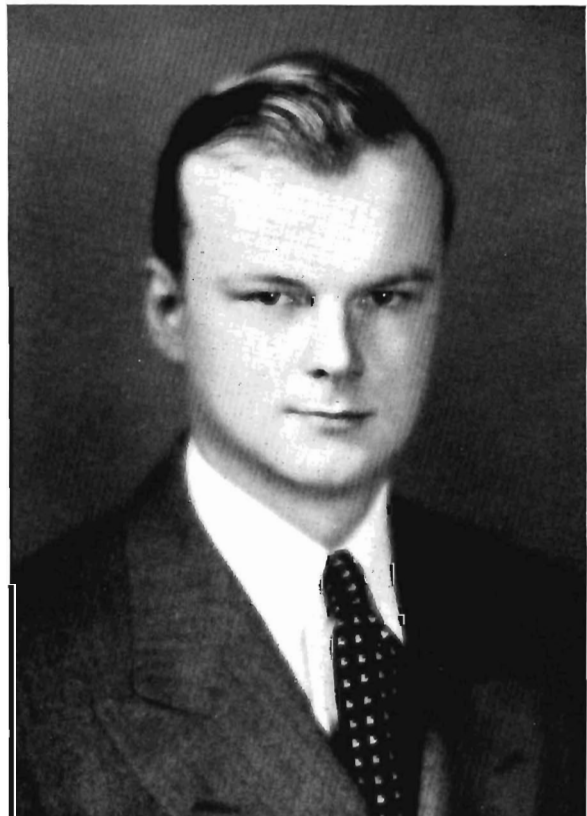
DAVID B. MOON

*2455 Scottwood Avenue  
Toledo, Ohio*

SCOTT HIGH SCHOOL

DISTRIBUTION

Little is known about the leisure of the Moon. Though quiet and unassuming on and about campus, it is rumored that he has a showmanship complex when provided with enough coffee and doughnuts. Boston's better hotels live in awe of the man who enters like a breeze, and leaves a celebrity.





GEORGE H. NORSWORTHY

*4912 Swiss Avenue  
Dallas, Texas*

UNIVERSITY OF TEXAS

INVESTMENT BANKING

And this is the man who has everything on the ball including the "eight." George's most appreciated characteristic is his ability always to cheer up the other fellow, to instill confidence in the downhearted. If his efforts to sell bonds are as effective as his dialect and humor, we predict he will soon have control of Texas — if Mexico doesn't beat him to it.

WILLIAM L. O'NEILL, JR.

*Lake Shore Athletic Club  
Chicago, Illinois*

MICHIGAN

SALES

The secret is finally out. By concentrating on the study of human nature, this individual got his assigned work done more quickly than anyone else. Thus he found time to know more people in more places in more situations than most of us. During the winter season "Bill" broadened these outside contacts with pretty figures on the college ice pond.



EDWIN OSTROWSKI

*1095 West Main Street  
New Britain, Connecticut*

WILLISTON ACADEMY

DISTRIBUTION

A copy of the original hot dog man, "Ozzie" has at his command a thriving meat packing business which he eventually expects to Babsonize. Ask him how much ham was eaten in 1926 and he'll tell you offhand. Statistics of family rolling stock he'll tell you without asking. To prove them and refute a dispute of long standing, the "Major" finally rolled up in a Sixty Special.



JOHN PHILLIPS

*Amesville, Ohio*

OHIO UNIVERSITY

FINANCE

Who wants some red-hot financial counsel? Probably no student is better qualified to give this information than "Johnny." He also qualifies as "best-dressed man" and "most domestically inclined." We expect to learn some day of a securities empire arising, from John's magic "touch," on foundations of native ability and heterogeneous experience.



ROBERT J. PICKFORD

*High Street  
Farmington, Connecticut*

HILLSDALE COLLEGE

Here is a truly rare Pickwickian. His is the happy faculty of combining complete amiability with honest firmness, a rarity that speaks its own value. Generously proportioned. "Pinkie" firmly stilled the ruinous wrath of his roomie "Terrible Ted." We respectfully request your patronage at his hostelry where Pinkie will administer conviviality to all his friends.



THOMAS PECK PROUT, JR.

*26 Prospect Street  
Summit, New Jersey*

HUN SCHOOL

The Fates decreed it was his lot to be victimized by his associates. A student of research in the ways of retaliatory torture, he armed himself with countless hot jazz records, and dealt swift vengeance to those living within range of his victrola's volume. Outstanding among his characteristics are tenacity of purpose, a genuine sense of humor, and a superbly passive resignation to his disrupting environment.



RICHARD N. ROBERTS

*33 Kingsbury Street  
Needham, Massachusetts*

THE BENTLEY SCHOOL OF ACCOUNTING

Here is the sort of fellow “Whimper” Thayer refers to when he berates those “stooges who have the nerve to do their own work.” Honest, keen, and conscientious, he is long on knowledge and short on bluff, just the combination needed for responsible debiting and crediting. Who wants a top-notch?

WILLIAM M. RODEN

*108 Franklin Avenue  
Yonkers, New York*

FLORIDA MILITARY ACADEMY

DISTRIBUTION

Bill has not only been one of the most notable public champions of happiness among us, but a consoling friend as well. However, we know he would much rather be remembered for those many eventful Junior study-hall days when the Whit-tredge-Roden feud was in full swing. Bill first gained administrative approval by executing the first “spiking act” at the proctor’s telephone. He plans to be less playful as a publisher of best sellers.







JOHN W. SCHOONOVER

*334 S. Cole Street  
Lima, Ohio*

DEPAUW UNIVERSITY

BANKING

A disarming smile at seven per cent interest, and there you have "Schoon." While the national deficit increases, so will the profits of the City Loan and Savings Company; at least if Jack has anything to say about its policies, and we know he will. Aside from his regular studies, probably his greatest achievement has been in getting his roommate, Phillips, to attend at least one class per day.

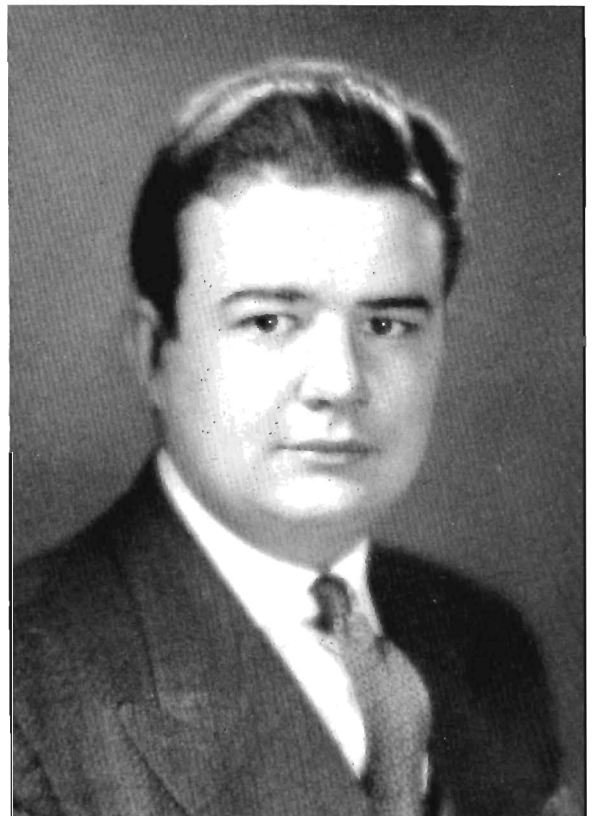
ROBERT FRANCIS SCHUMANN

*100 Berkshire Road  
Newtonville, Massachusetts*

NEWTON HIGH SCHOOL

BROKERAGE BUSINESS

Known as the school warbler and the newest member of the Ashmet Rod and Gun Club, Bob has startled us many times with his high tenor and his knowledge of ballistics. His broad authoritative remarks impute rare meanings and accents to the most stable Yankee terms. Bob's favorite hobby has been eating "Schumann specials" for lunch and then wrestling with Dick Stockwell during the noon hour.



CAPT. EDWARD F. SHEPHERD

*7302 Paxton Avenue  
Chicago, Illinois*

UNITED STATES MILITARY ACADEMY

QUARTERMASTER CORPS, U. S. ARMY

A leader, of whom it should be said that he was greatest in his understanding of others. The Captain's patient sympathy and anxious willingness to help others firmly established his popularity among all students. His knowledge, reasoning, and humor lightened many a becalmed conference. A distinct credit to the Army and to the Institute. His acquaintance was a privilege and pleasure.



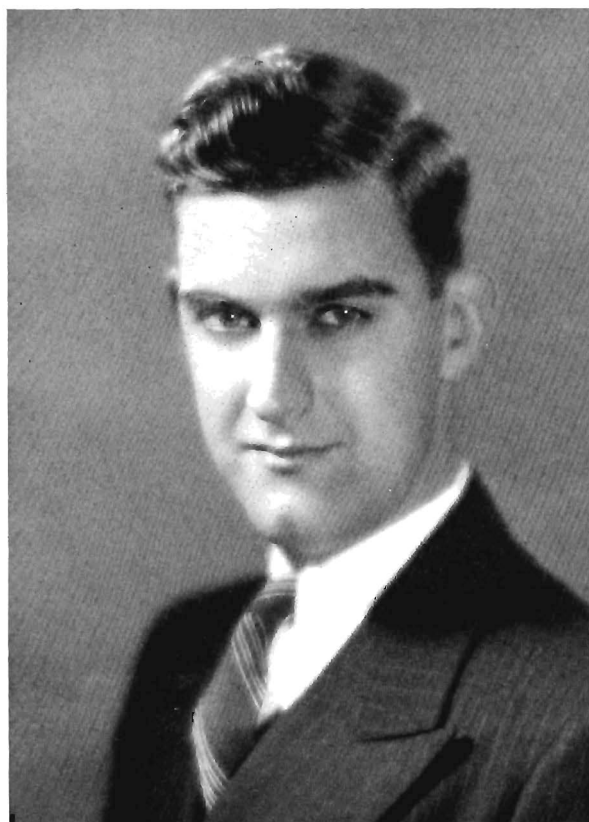
HUGH M. SMITH, JR.

*11 Oak Street  
Binghamton, New York*

UNIVERSITY OF PENNA.

RETAIL MERCHANDISING

Hugh is the holder of a remarkable record. During his Junior year, he had but one honest-to-goodness date. However, during his Senior year the off-campus co-eds caught up with him, making up for lost time. We learned bridge from him, and the costly lesson that he was a most crafty football bookie. Hugh's favorite nickname is "Sexy", and his favorite pastime is passing witty remarks up to the professors.

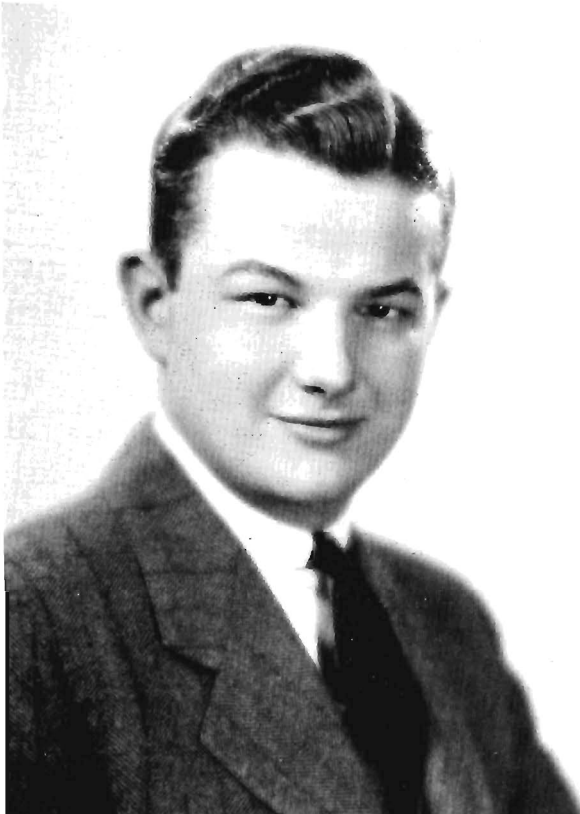
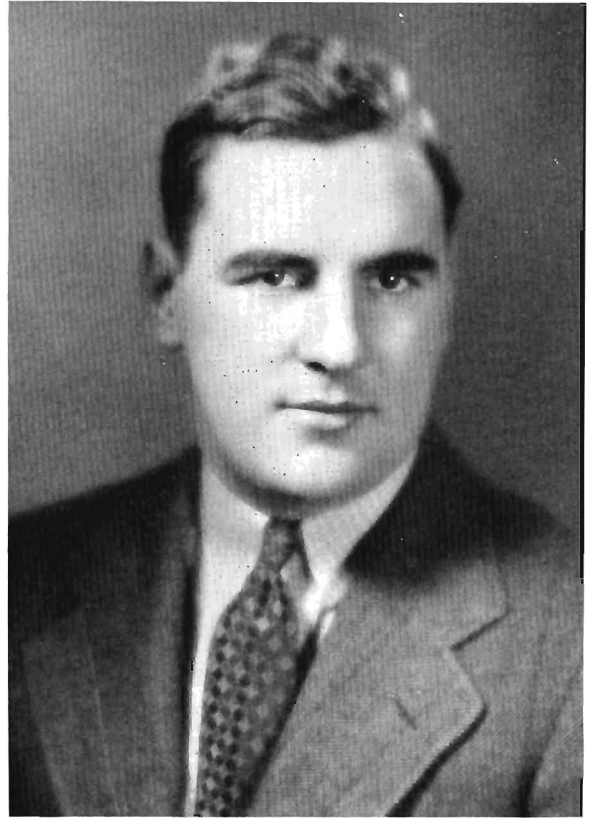


JAMES F. SMITH  
*109 Woodside Drive*  
*Flint, Michigan*

HILLSDALE COLLEGE

SALES

“Smitty” got along well with everyone, even with the leaders of the opposition in high-pitched battles with Matthews and Millea. He had more of what it takes to get up and say what he thought than most of the rest of us. Of course he wasn't always right but he was always interesting. To his future business he will bring high spirits, full body and flavor. Somewhere he acquired the name of “Snooper” and by popular acclaim that now takes precedence.



ROBERT D. SPERLING

*29 Oxford Street*  
*Montclair, New Jersey*

SALES

Bob has been our greatest make-believe man. Never will we forget about that splendid thirty-two mile demonstration he and his “wife” received, and then how he told the salesman he had decided on an Oldsmobile. Bob's faithful work on the Babsonian resulted in many very pleasant afternoons for his staff, and many pleasant advertisements for the business manager. Robert has already sold himself to chain store management.



RICHARD M. STOCKWELL

*10 Lovett Place  
Lynn, Massachusetts*

LYNN BURDETT COLLEGE

FINANCE

An ardent economist; a consistent free-timer; but said to be somewhat addicted to carrying week-end toothaches to Lynn. He will carry high grades and high endeavor into the finance field, to become a clipper of coupons, if not exactly a defender of the status quo.

CHARLES M. STROSNIDER

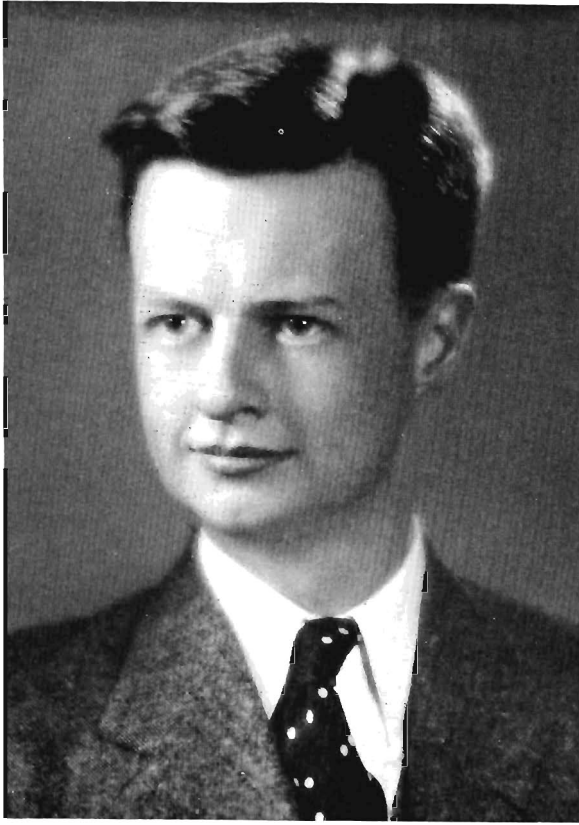
*154 South Hudson Street  
Los Angeles, California*

UNIVERSITY OF CALIFORNIA

COMMERCIAL AIRLINES

“Chuck” was one of the scholastic leaders in the class and a favorite with the professors. A favorite also with his many Lasell acquaintances, it can not be said that his education was angular or one-sided to the neglect of the curves. With an even disposition, a friendly personality, and better than average ability to speak, he should have no difficulty in promoting airlines and summer resorts.





ROYAL C. TAFT

*124 Fifth Street  
Providence, Rhode Island*

BROWN UNIVERSITY

DISTRIBUTION

“Father Roy” came to Babson for a rest cure, and landed in a room with Mills. No rest. Quiet and unassuming, he is a hard worker, truly capable of going places. His chief interest is cooperatives, regardless of kind. As to outside activity, he spends weekends enjoying family life and the night spots of Providence.

ROBERT B. TAYLOR

*231 Fairgreen Avenue  
Youngstown, Ohio*

YOUNGSTOWN COLLEGE

DISTRIBUTION

Affectionately known as “Sweet Old Bob,” he owns one of the Institute’s most voluminous date books, and has constantly amazed students with his ability to locate last minute dates. Frequently rumors would have us believe that he contemplates promoting and directing an escort bureau for tired business men. At any rate, we know that he will succeed.



DONALD A. THAYER  
*18 Audubon Road  
Worcester, Massachusetts*

BROWN UNIVERSITY

DISTRIBUTION

Well, well, the milk man from Worcester. This metropolitan mazda beamed on every social horizon until "Studsie's" cherished theory of action and reaction in love exploded in a series of complete "shrubs." Here is the Falstaffian of cakes and ale, the polyglot of good times, the rhyme without reason. Ours is a plea that he will cease to hide his intellectual gem in the ore of unconcern.



GORDON C. VAUGHN

*9 Pine Street  
South Hamilton, Massachusetts*

DISTRIBUTION

"Gordie" has kept the administration wondering for two school years whether or not he was enrolled at Pine Manor. The only real evidence is the several junked cars worn out between Babson Park Avenue and the vicinity of Hampden Street. Having recently acquired a large electrical appliance agency, "Gordie" expects his business will furnish the burned toast for millions in a few years hence.

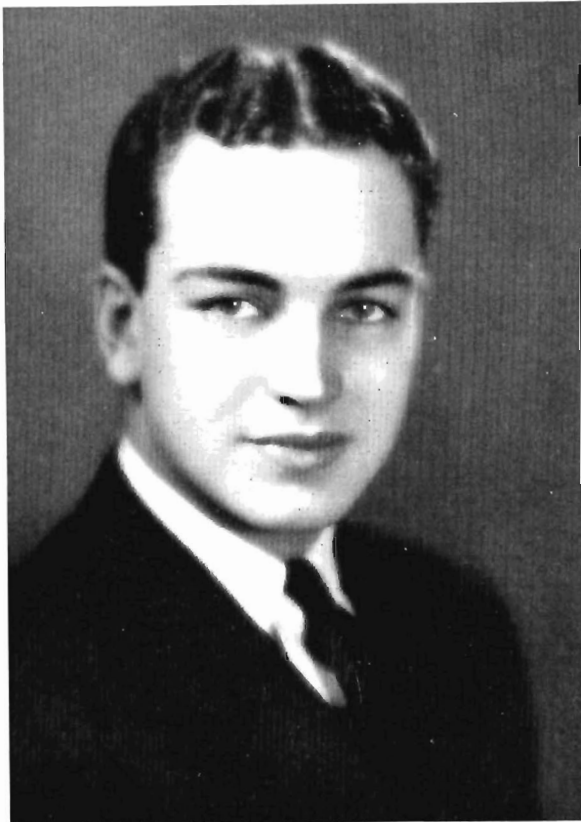


JOHN S. WARD  
*74 Whittredge Road*  
*Summit, New Jersey*

DARTMOUTH

FINANCE

Jack came to us from Dartmouth during the winter term to add a little Hanoverian dignity to the gang. In ensembles that would do credit to the pages of *Esquire*, he gave us a panoramic example of what the well dressed college man should wear. In conferences he gave us a picture of how the well dressed mind should think.



FRANK WARREN  
*Emporia, Kansas*

UNIVERSITY OF KANSAS

FINANCE

A rawk chalk Jay Hawk from K. U. Also, a man of mellifluous peelings, sounding forth great sayings out of dim nothingness. Here is a protagonist of that ancient platitude, "It isn't what you say that counts, but how you say it." Rightly popular, Frank was elected to shoulder many honors as well as the dull duties of many thankless jobs about the campus. Intelligent, conscientious, forceful, and a true leader, he can achieve nothing less than success. We like to remember him for the lushness of his public speaking.





RICHARD P. WHEELER

*Hatchville, Cape Cod  
Massachusetts*

DERBY ACADEMY

DISTRIBUTION

Dick has not only won the admiration of his class, but also that of a charming miss. So Sally and Dick are to be married on August 19. Soon to be a benedict, we hope he remembers his recent bachelor's dinner. One of Dick's outstanding feats at school was originating and executing the famous "kindergarten" class for the Dean during the fall Production. But he will be no "kindergarten" in the business world, where his pleasing personality and tact should send him rapidly to the top.

LAWRENCE WHITEHOUSE

*101 Briarwood Avenue  
Lynchburg, Virginia*

VIRGINIA MILITARY INSTITUTE

PRODUCTION

"Larry" attempted to keep everyone on his toes with timely questions. Some startling responses are recorded in Production. But it is rumored that the early morning risings of this illustrious Virginian were less timely, and that unmistakable and noisy stimuli were necessary to get the questions started. South Hadley was a favorite rendezvous for his high humor and social inclinations.







BURTON M. WOODWARD

*125 Highland Street  
Newton, Massachusetts*

UNIVERSITY OF VIRGINIA

DISTRIBUTION

“Woody” surely was, and is, in love with his airplanes. His determined drive, combined with a friendly spirit and cooperative attitude, show forth a well developed personality. Both studies and social life were taken care of in their turn, so as to provide time for a turn at the controls. We wish him the best of luck, as we stick to the ground.

LEON M. ZELE

*399 Prospect Street  
Torrington, Connecticut*

SALES

One of the short, dark and handsome, who consistently found it necessary to wage war with his roommate in order to assert himself. A born mechanic, he regularly takes his car apart, and puts it together again, building other gadgets with the superfluous parts. He hopes to sell Chevrolets a la the five-step routine.







JOHN KEENE HORNER, A.B., *University of Oklahoma*;  
M.B.A., *Harvard University*.

Babson Institute, 1937; Instructor, Northeastern University, 1930-37; Assistant Professor, University of Oregon, 1926-29; Instructor, University of Oklahoma, 1922-26; Lecturer, summer sessions, University of Texas, 1926 and 1928; Sales Manager, Charles Wiper, Inc., 1929-30; Special Instructor: Westinghouse Manufacturing Company, 1935; American Institute of Banking, 1923-29, 1932-33; the *Boston Post*, 1933; Credit Men's Association, Portland, Oregon, 1928; Instructor in Accounting and Business, The Chandler School (part time), 1932-37.

PUBLIC SPEAKING; INTRODUCTION TO BUSINESS

Jack Horner's course, enlivened by stories of bear hunting and Whalen's troubles with the Tylon and Perisphere, gave us basic business knowledge. "Business is business", and vice versa, but neither will mix with World's Fairs and stamp collecting.

MARION WING, A.B., *Oberlin College*.

Babson Institute, 1922- .

TYPEWRITING

To the tune of "Shine, Little Glow Worm. Glimmer, Glimmer," Miss Wing turned many a worm into a first class typist. No records fell, but many a glow increased its candle power. Someday, Miss Wing hopes to find a student who can speed away without the help of that magnetic keyboard.



SHIRLEY WILCOX HARVEY, A.B., *Dartmouth College*; A.M.,  
*Harvard University*; Ph.D., *Boston University*.

Babson Institute, 1936; Instructor, Harvard University, 1931-34; Secretary of Committee on Use of English by Students, Harvard University, 1930-31; Instructor, Harvard University, 1928-30; Assistant in English, Harvard University, 1925-28; Instructor, The Erskine School (part time), 1926; Instructor, Northeastern University, 1925-26; Instructor, Williams College, 1922-24; Instructor, Florence Mann School, 1918-19; Instructor, Tufts College, 1916-18.

BUSINESS WRITING

Jovial Dr. Harvey humored us through a most interesting and profitable course in Business Writing. His critiques of written work cured many of us of conventionalisms, "and" sentences, and awkward (K) phrases. His mirth pleasantly pointed, removed the gloominess of many a short night's sleep. We deeply appreciate his efforts to keep us forever learning.





September 27, 1938. A big storm blew in; so did an awed awkward Junior class. Introductions, questions (Do you know her too?), questionnaires, time schedules, time clocks, long afternoon study hours, were initial thrills and problems to these active tots.

Worries soon came. Tod, Rice, Roggeveen, and Mayers just missed the lock-up in Natick. Wellesley 3010 was discovered. Marcellus and Miller got lost in these woods. Still are. George Johnson's car constantly backfired in the center of the Wellesley campus, much to the consternation of the grazing flocks.

Boiler-room gossip flourished. Windy's uncle was once president of the Grey Pay Telephone Company, Bill Bauer had run a bank, Tom Stinson went to Yale, and Deyo had been around.

Then came the winter. Skiers Howell, Conklin, and Chadwick welcomed New England crust . . . A cold spring saw that great baseballer D'Orsey, that home runner Gee, and strike-out Roff lead the jittery Dodgers to an unsuccessful season; it saw also a depleted squad looking forward to the examinations and the summer. Next fall, we hope.

*Many great men are remembered by their favorite expression, by the places they frequent, or by the aims they cherish. For future reference, the individual sayings, the relaxation centers, and the foremost ambition of Junior candidates for the Hall of Fame are herewith presented.*



ANDERSON, *Andy*  
 When I was at the Ritz ....  
 Not at the Ritz .... To get  
 there  
*305 Clifton St.*  
*Barnsville, Ohio*



AUBIN, *Aubeveen*  
 Sally's back .... 201 Bryant  
 .... To have HFR near  
*86 Stone Rd.*  
*Belmont, Mass.*



BAUER, *Banker Bill*  
 That's right .... Anywhere ....  
 To teach banking  
*3016 Licher Ave.*  
*Cincinnati, Ohio*



NORRIS H. BOKUM  
*2430 Lake View Avenue*  
*Chicago, Ill.*



BUTLER, *Butle*  
 With Denny  
*1287 Ponce de Leon Ave.*  
*Atlanta, Ga.*



CHADWICK, *Shadrack*  
 In bed .... To surpass Rip  
 Van Winkle  
*Lewiston Heights*  
*Lewiston, N. Y.*



CHICK, *Bill*  
 Honest Officer ---- Smith ....  
 To have a date with Anne  
*317 Commonwealth Ave.*  
*Boston, Mass.*



CONKLIN, *George*  
 H'ya boys .... Under sun  
 lamp .... To find snow  
*99 Murray St.*  
*Binghamton, N. Y.*



DADE, *Dick*  
 I want a strike .... With  
 Whiting .... To get a strike  
*76 Wilshire Pk.*  
*Needham, Mass.*



D'ATTRI, *Ed*  
 Kershaw please .... Kenmore  
 Sq. .... To be a transport  
 pilot  
*Courtland Hotel*  
*Canton, Ohio*



DENNISON, *Denny*  
 Careful bud .... Pine Manor  
 To get rid of Walker  
*13 Prospect Ave.*  
*Montclair, N. J.*



EMMET, *Herm*  
 I got an uncle .... Listening  
 to a radio .... To get an "A"  
 in typing  
*446 West 6th St.*  
*Erie, Pa.*



EVEREST, *Windy*  
 Now you take the gray pay  
 telephone .... With Priscilla  
 .... To fight the whole class  
*29 Birch Rd.*  
*West Hartford, Conn.*



GEE, *McGee*  
 In his room .... To take a  
 good picture  
*Stamm's Lane*  
*Wheeling, W. Va.*



GODDARD, *Phil*  
 Down at Choate .... Running  
 between the dining hall and  
 Bryant...To make it on time  
*50 Fairview Ave.*  
*Brockton, Mass.*



GORMAN, *Bill*  
*30 Stone Ave.*  
*Bradford, Pa.*



HOWELL, *Sam*  
 Back in '08 .... Paterson, N.  
 J. .... To be there all the time  
*221 Canterbury Rd.*  
*Rochester, N. Y.*



HOVEY, *Doc*  
 Well now let me see .... In  
 a photomatic .... To marry  
 Evie  
*R. D. No. 1 Rosendale Rd.*  
*Schenectady, N. Y.*



*JOHNSON, George*  
 My wife .... On his car ....  
 To keep standing  
*33 Summer St.*  
*Weston, Mass.*



*JONES, Charley*  
 If H. E. could only see me  
 .... Hanging from the pipes  
 .... To outdo Charles Atlas  
*1 Staunton Rd.*  
*Charleston, W. Va.*



*KERSHAW, Bill*  
 Is Ed there? .... Kenmore  
 Sq. .... To be a glamor boy  
*2717 Collingwood St.*  
*Toledo, Ohio*



*KIRKPATRICK, I. B.*  
 Hey roomie... Ona bike ....  
 To read music  
*61 Thomas St.*  
*Portland, Me.*



*MARSELLUS, Uncle Dick*  
 Ol' Cow .... Pine Manor ....  
 To invent a zipper casket ....  
*47th & Pine Sts.*  
*Philadelphia, Pa.*



*LAGERMAN, Joe*  
 Hi fellas.... The country club  
 .... To be a crooner  
*204 Sedgwick Dr.*  
*Syracuse, N. Y.*



*MARSH, John*  
 Hi .... Out .... To be a one  
 and only  
*70 Delmont Ave.*  
*Barre, Vt.*



*MAYERS, Chief*  
 When do we leave 112 Park  
 Manor .... To succeed Os-  
 trowski  
*262 Central Park West*  
*New York City, N. Y.*



*MILLER, G. George*  
 Kenmore Sq.  
*18 Jameson Rd.*  
*Newton, Mass.*



MILLER, J. Jack

Where do we go tonight,  
Dick? .... Two inches behind  
Dick .... To catch up to him  
620 South Hill Ave.  
Pasadena, Calif.



MCCRACKEN, Hugh

In God's country .... At Piano  
.... To be a great restaur-  
anteur  
32 Ballantyne Ave. N.  
Montreal West, Canada



PETERSON, Pete

Let's go to a show .... At a  
show .... To find a left-hand  
chair  
1941 Wallingford St.  
Pittsburgh, Pa.



PECK, Bob

Let's give the churn the wad  
stick .... Wellesley .... To see  
Ann all the day  
3003 Wheeling St.  
El Paso, Texas



MAXWELL K. REYNOLDS, JR.

500 East Ridge  
Marquette, Mich.



RICE, Al

Hey Bill, wake up .... Tele-  
phoning Winchester .... To  
use his own toothpaste  
1688 Beacon St.  
Brookline, Mass.



ROFF, Court

New kid in school .... At the  
mail box .... To get three  
letters a day  
207 Main St.  
Cohoes, N. Y.



ROCCVEEN, Roggy

On my 36th crossing .... 162  
Warren St. .... To stoke a  
boiler  
12 Bellevue St.  
Weehauken, N. J.



ROSSITER, Johnny

Hartford tonight .... With  
Anderson .... To be an auto  
mechanic  
85 Terry Rd.  
Hartford, Conn.





STINSON, *Pug*  
 Down at Yale I knew .... Demanding service .... To get closer to Uncle Dick than Jack  
 2 Brookshire Rd.  
 Worcester, Mass.



STROH, *John*  
 Quiet you guys .... Studying .... To have silence  
 440 Alameda Ave.  
 Youngstown, Ohio



TOD, *Fred*  
 Give me the financial page .... Writing Nancy .... To catch up with Nancy  
 278 Broadway  
 Youngstown, Ohio



TRAVER, *Johnny*  
 Well .... Soble's car .... To get home  
 549 Union St.  
 Hudson, N. Y.



VALLEC, *Tom*  
 Pig's .... At Mal's .... To get married  
 4229 North Woodlawn St.  
 Milwaukee, Wisc.



WALKER, *Bill*  
 Back in Erie .... In the halls .... To consume 18 in three hours  
 580 Lincoln Ave.  
 Erie, Pa.



WHITING, *Fred*  
 Oh darn .... At Newton Center High .... To break 100  
 209 Mt. Vernon St.  
 West Newton, Mass.



WINKELMEYER, *Wink*  
 Hey Jones .... To lick Jones  
 8 Fox Run Lane, R.R. 5  
 Webster Groves, Mo.

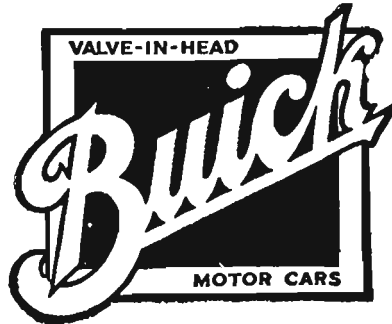
Frasers up to Snuff flowers will  
make a hit —  
even if you Can't!!



**FRASERS FLOWERS**

481 Central Street  
Wellesley — Mass.  
Telephone 0700

**ROCKWOOD BELL  
BUICK CO.**



Babson Park Garage

*Sales*    **BUICK**    *Service*

Babson Park Ave.    -    Tel. Wel. 1866

*Competent Service !*

Coal  
Coke  
Wood

Fuel Oil  
Range Oil  
Gasoline

Lumber  
Building  
Materials

Grain  
Fertilizer  
Ice

**F. DIEHL & SON, Inc.**

180 LINDEN STREET

WELLESLEY, MASS.

*1876 — Diehl's Dependable Deliveries — 1939*



*FINCHLEY REQUESTS THE HONOUR OF EXTENDING YOU A NEIGHBORLY INVITATION TO VISIT THIS FAMOUS ESTABLISHMENT, WHICH HAS THE HONOUR TO CARRY ON THE PLEASANT TRADITIONS OF SERVICE SO HIGHLY ATTACHED TO THE AGE-OLD LONDON SHOPS DEVOTED TO GENTLEMEN'S WEAR. IT IS BELIEVED THERE IS MUCH HERE WHICH YOU WILL FIND ENTERTAINING AND INTERESTING, NOT ONLY AS REGARDS CORRECT AND EXCLUSIVE ATTIRE BUT IN THE CHARACTER AND ATMOSPHERE WHICH PREVAIL IN AMERICA'S FINEST GENTLEMEN'S EMPORIUM.*

*CLOTHES • HATS • FURNISHINGS  
SHOES AND LUGGAGE*

*NEW YORK -- FIFTH AVENUE AT FORTY-SIXTH STREET  
CHICAGO -- NINETEEN EAST JACKSON BOULEVARD*

*Finchley*



## **Business Intelligence is the Mark of the Modern Woman**

Early business training insures these coveted abilities: (1) to hold a responsible paid position; (2) to manage household and estate income large or small; (3) to assume business responsibilities in clubs, societies, church or community; (4) to meet economic changes with foresight.

Write for catalogue describing Webber's Course of Business and Financial Training for Women -- a unique course designed for the modern young woman of the day.

**WEBBER COLLEGE**

535 Beacon Street

Babson Park

**BOSTON • AND • FLORIDA**

## BUSINESS MEN

use Babson's Reports as a guide to the trend of fundamental conditions. Based upon Newton's Law of Action and Reaction, the Babson-chart helps executives to profit by past experience, appraise the current situation, and **prepare for future tendencies.**

Besides interpreting and applying basic statistics, the Reports advise on **commodity** price trends and opportunities in advertising, **merchandising**, and credit granting. Practical information and advices are also given on **labor** conditions, living costs and other topics of timely importance.

## INVESTORS

find in Babson's Reports unbiased counsel. These Reports are not concerned with attempts to pick winners or play the short swings. Rather they offer the safeguards of diversification and long-pull planning. Their appeal is to **seasoned and conservative investors.**

A feature of the Babson financial service is the **Supervised Stock List** and the **Supervised Bond List.** These provide a diversified portfolio of securities, — carefully selected and constantly supervised. Acquaint yourself with this forward step in investment service.

*For full particulars address*

# Babson's Reports

INCORPORATED

Babson Park



Massachusetts

*Say It With Flowers - None are Fresher than ours*

**NELSON'S  
CONSERVATORIES**

*Cut Flowers, Corsages, and Plants a Specialty*

**Wellesley Hills, Mass.**

**Wellesley Avenue**

½ Mile Beyond Wellesley Golf Club

*We Telegraph Flowers*

Wellesley 1591

*At the*

**IDEAL  
BARBER SHOP**  
**BABSON MEN**

**ALWAYS ENJOY**

- Prompt Service
- Congenial Atmosphere
- Absolute Cleanliness

**ABBOTT BUILDING  
260 Washington Street**

Wellesley Hills Square

Wellesley, Mass.

*"Haircutting by Experts"*

*Compliments*

*of*

**BROOKSIDE  
LAUNDRY INC.**

*An Appreciation  
of Patronage Received*



**COMMUNITY  
PLAYHOUSE**

*Compliments of*

**WELLESLEY  
NATIONAL  
BANK**

*Three Times Every Day We Call At  
Park Manor For Your*

**CLEANING, PRESSING AND  
REPAIRING**



**A. MINKOVITZ**

*The Babson Institute Tailor*

**320 WASHINGTON STREET  
Wellesley Hills, Mass.**

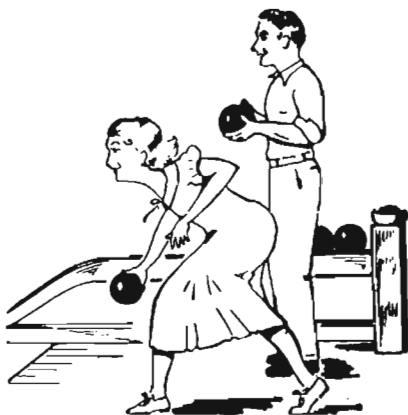
Telephone Wellesley 0237-W

**PEOPLES BROTHERS**

**AMOCO SERVICE STATION**

**U. S. TIRES . . . AUTO ACCESSORIES . . . EXIDE BATTERIES**

**EAST CENTRAL and UNION STS. — NATICK, MASS. — Tel. Natick 1854**



**BOWL - - - -**

**BOWL FOR HEALTH  
AND FUN**

Alleys for Ladies — 2 Strings 25c

Tel. Natick 1787 for Reservations

**NATICK BOWLING  
PALACE**

**23 Washington St., Natick, Mass.**



Wellesley Hills

Windsorphone • Wellesley 0265

---

**THE MAUGUS RESTAURANT**

The oldest Restaurant in Wellesley Hills where the same good food can be obtained as it was 10 years ago.

We serve from a tasty sandwich to a full course dinner.

300 Washington Street  
Wellesley Hills, Mass.

Wel. 3330 - 3331

---

*Compliments of*

**BUSHWAY - WHITING**

Ice Cream Company



103 Concord St. — Framingham

We Can and Will Save You Money  
on Better Grade Men's Clothing  
and Furnishings.

Framingham 4252

**PETERSON'S, INC.**

**JEWELERS TRAVEL AGENTS**

Theatre Bldg.

Needham

Telephone, Needham 1228

---

**HALPERIN MOTOR CORP.**

Dodge-Plymouth Motor Cars

*Cars Called for and Delivered at  
No Extra Cost*

SAMUEL HALPERIN  
Representative

469 Washington St., Wellesley, Mass.

---

HANcock 4786

**Allston A. Stillman & Co.**  
IMPORTERS

**TEA & COFFEE**

Catering to

Hotels, Restaurants, Tea Rooms

231 Milk St. — Boston, Mass.

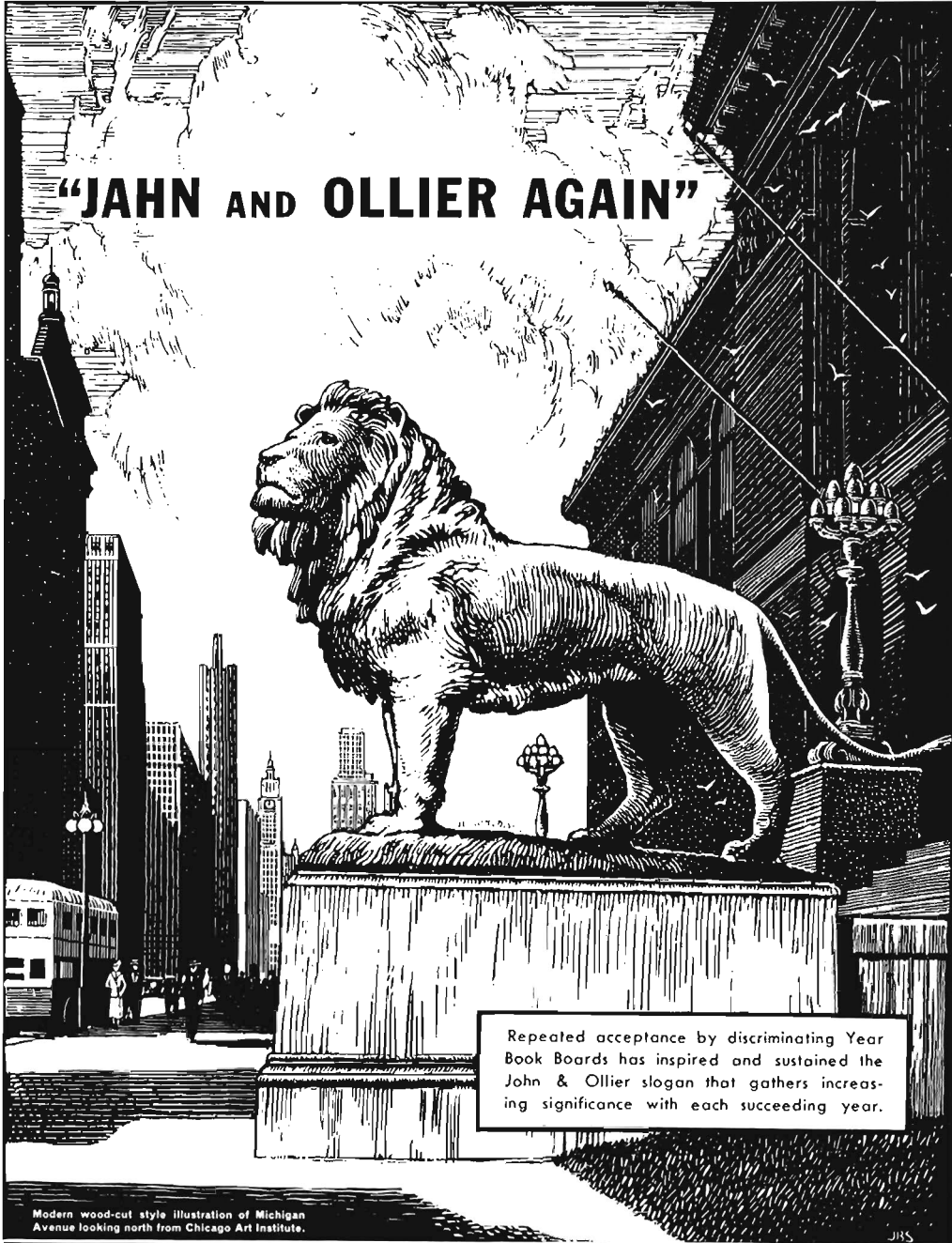
---

*Compliments of*

**The  
MUSIC BOX**

Wellesley, Mass.

# "JAHN AND OLLIER AGAIN"



Repeated acceptance by discriminating Year Book Boards has inspired and sustained the John & Ollier slogan that gathers increasing significance with each succeeding year.

Modern wood-cut style illustration of Michigan Avenue looking north from Chicago Art Institute.

**JAHN & OLLIER ENGRAVING CO.**

817 West Washington Blvd., Chicago, Ill. - Telephone MONroe 7080

Commercial Artists, Photographers and Makers of Fine Printing Plates for Black and Colors



## A Reputation Founded on Reliability

The UNITED Business and Investment Service was organized 19 years ago with the sole object of rendering to business men and investors an accurate, dependable, and comprehensive forecast service.

In the belief of its founders, there was real need for an organization which would not be merely another group of experts publishing their own opinions -- but which would analyze, check, and weigh facts and forecasts from all recognized sources -- and then render a definite summarized UNITED OPINION.

Through the succeeding years the United Service has proved its value — has gained for itself an outstanding reputation for reliability, accuracy, and profit-making for its users. It now serves more individual investors than any other investment advisory service in the country. If you are not already familiar with UNITED Reports, just drop us a line and we will be glad to send you the Service on trial without charge for one month as a test of its value.

## United Business and Investment Service

210 Newbury Street, Boston, Mass.



110 Norway Street, Boston

### Delightful Dining

SEILER'S 1812 HOUSE, Inc.  
Framingham Center      Route 9

SEILER'S 1775 HOUSE  
Lexington      Route 2

SEILER'S TEN ACRES  
Wayland      Route 20      Dancing

April to November

SEILER'S, Inc.      Wellesley



*Compliments of*

## A Friend



## The Peerless Press

## PRINTING

74 Hollis St., Framingham, Mass.

## FOR 35 YEARS

Manufacturers of Finest Quality  
Vapor and Vacuum Heating  
Systems for All Types  
of Buildings.

---

*Installed Throughout*

BABSON INSTITUTE BUILDINGS

---

## Barnes & Jones Incorporated

128 Brookside Avenue, Boston, Mass.

## COLE & SMITH

Incorporated

*Complete*  
**INSURANCE**  
*Service*

290 Washington Street  
Wellesley Hills, Massachusetts  
Wellesley 0582

Those who have "arrived" in the world of business demonstrate their maturity of judgment and appreciation of values by the selection of their clothing. Young executives "on the rise" may rely upon Rosenberg clothes for the distinctive appearance that is a prerequisite to success.

THE *Arthur M. Rosenberg* CO.  
MERCHANT TAILORS

16 East 52nd St.  
New York

1014 Chapel St.  
New Haven

OLDSMOBILE • CADILLAC • LASALLE

*Sperling-Orlando, Inc.*

41 MARKET STREET  
MORRISTOWN, N. J.

Morristown 4-1400      Service: 40 Bank Street

*Compliments of*

**A. Y. O. Packing Co.**

New Britain, Conn.

**CARD'S RIDING  
ACADEMY**

Weston Road                      Wellesley  
 $\frac{3}{4}$  Mile North of Turnpike

*Compliments of*

**BLAISDELL  
PHARMACY**

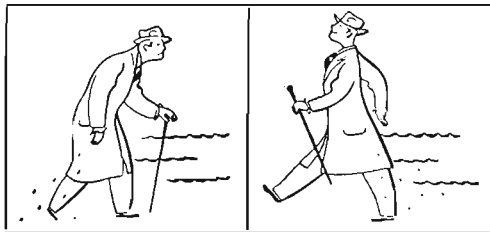
*The* **BABSONIAN**

is an excellent example of today's  
College Annual — arranged and  
printed in the modern manner —  
and very naturally it is gratifying  
to state that this issue is a product  
of our craftsmen.

•

**WASHINGTON PRESS**

OF WORCESTER, INCORPORATED  
17 Federal Street • Worcester, Mass.

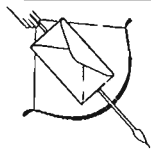
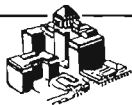


They arrive *anorectic*  
They depart *boulimic*

*Anorectic* means no appetite; *boulimic* means an appetite like an athlete's. The quickest way to become *boulimic* is to visit these beachfront hotels, where salt air and tempting, wholesome food make mealtime a major event. Moderate rates.

LEEDS AND LIPPINCOTT COMPANY  
Chalfonte-Haddon Hall

ATLANTIC CITY



Here at Dedham is one of the most complete and flexible envelope plants in the country. Thirty years of manufacturing for leading businesses on the Atlantic seaboard have developed standards and quality you can use profitably. When you have need of an envelope service that includes thorough designing, vibrant printing and an abundant range of sizes you are cordially invited to write.

**BOSTON ENVELOPE CO.**

BOSTON DRINKING CUP CO. DIVISION

HIGH AT MAVERICK STREETS  
DEDHAM, MASSACHUSETTS

## BARBER COMPANY

HEATING AND VENTILATING  
ENGINEERING

26 WARRENTON STREET  
BOSTON, MASSACHUSETTS

## WELLESLEY PLUMBING AND HEATING CO., Inc.

PLUMBING AND HEATING

69 CENTRAL STREET  
WELLESLEY, MASSACHUSETTS

## ANDERSON COFFEY COMPANY

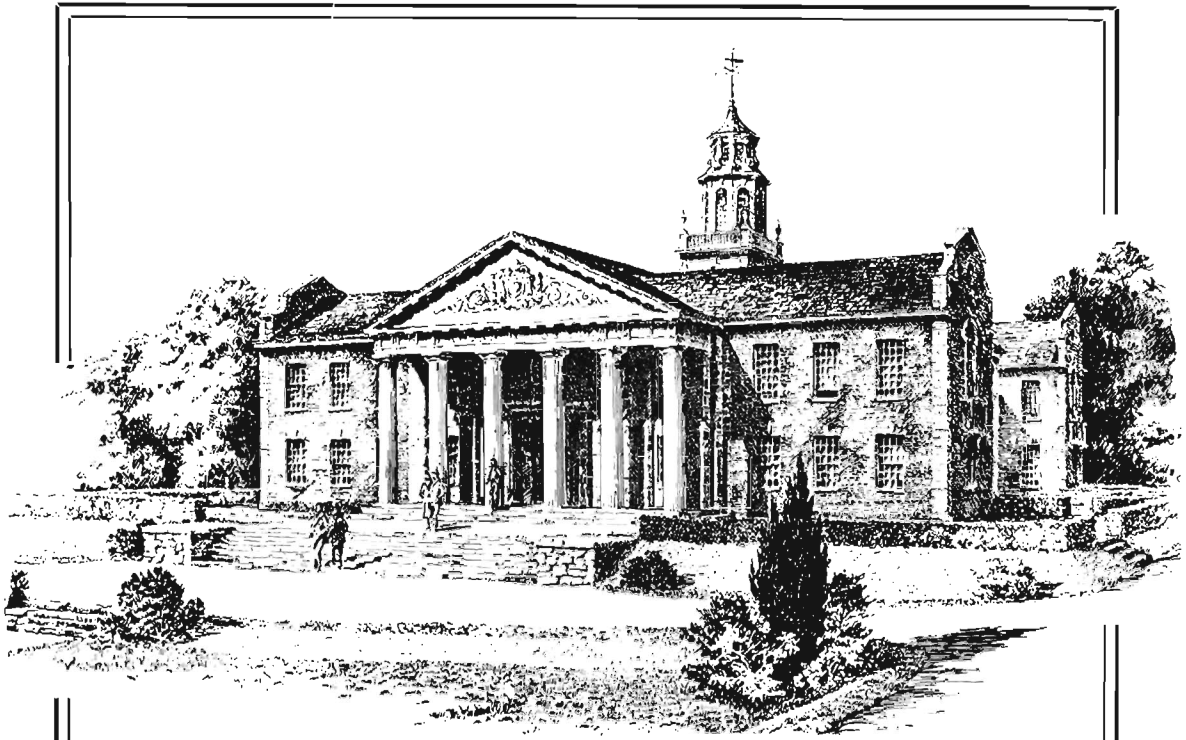
ELECTRICAL ENGINEERING

22 SHAWMUT STREET  
BOSTON, MASSACHUSETTS

## J. B. HUNTER COMPANY

*HARDWARE*

60 Summer St., Boston, Mass.



BABSON INSTITUTE LIBRARY

**HENRY AND RICHMOND  
ARCHITECTS**

**LAWSON W. OAKES INC.  
BUILDERS**

