My Word To Babson Men

"If you want to be the most, do the most, and get the most, let your consuming interest be something outside of yourself. Let it be your family, your business, or your community that you work for, not yourself. You will be just that much bigger, more powerful and better satisfied.

"At the very start, work for your boss, for the business you are in, not for yourself. Always let your goal be something outside of yourself. To think only of yourself is to cultivate an ingrowing personality which in time becomes as painful to you as it does to everybody with whom you come in contact.

"If you want to be the most, do the most, and get the most, keep on enlarging your goals as you grow in ability and accomplishment. Have an immediate goal and a distant goal, and keep them in line with each other.

"He who can throw himself, body and soul, into the interests of others, thereby automatically extends his reach, widens his horizon, increases his power, and deepens his satisfactions.

"To get the most out of yourself you must get out of yourself."
TRUSTEES

ROLFE COLEIGH
Business Manager of
"The Congregationalist"
Boston

DANIEL B. COLEMAN
Physician
Wellesley

CARL M. GATES
Congregational Minister
Wellesley Hills
ERNEST T. GUNDLACH
President.
Gundlach Advertising Company
Chicago

HENRY P. SMITH
Safford and Smith
Boston

MYRON E. PIERCE
Lawyer
Boston
EDSEL FORD

Member of Advisory Board
NEWTON D. BAKER

Member of Advisory Board
FACULTY

JOHN E. MILLEA, DEAN
Director, Division of Production

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

AUSTIN H. FITTZ
Director, Division of Finance

Mr. Fitz is a graduate of Brown University where he was elected to Phi Beta Kappa. He later received his degree in Law at Harvard Law School. His kindly manner and his ever-will ingness to guide the students in matters relative to stocks and bonds, as well as his art in freeing the student body from the clutches of the Natnick and Wellesley Police Force, have made him a much beloved professor at Babson Institute. He has spent a great part of his life teaching, being at one time Superintendent of Schools at Keene, New Hampshire, and of Natick, Massachusetts. He is director of various corporations including the Manchester Trust Company and the Babson Park Company. He is also connected with the A. P. W. Trust. Mr. Fitz has been president of Wellesley College, and is the author of many articles in the Financial World and other magazines.

JAMES M. MATTHEWS
Director, Division of Distribution

Mr. Matthews is a graduate of Park College and of Harvard University. It is under him that the Institute men learn the why's and how's of Economics and Forecasting. He is also instructor of Public Speaking, at which the student body meets as a class every Wednesday morning. "Just" as we all know him, is a nationally known speaker on subjects relating to business and economics. He has a calm disposition and always sits down to think things over before giving a talk. His actual business experience has been along both merchandising and transportation lines. Prior to coming to Babson Institute, he was a professor of Economics at the University of Maine.
C. A. HENDERSON

Director, Division of Personal Efficiency

Mr. Henderson is a graduate of the University of Missouri and has been from Missouri ever since. He also has an A.B. and an A.M. degree from Harvard University. He is a member of Phi Beta Kappa. His experience has ranged from that of a pastor in a Unitarian Church to that of an author of several business books on personnel and business efficiency. He is one of the pioneers in the field of Business Psychology, and his classes are a center of instruction and interchange of opinions in this interesting and controversial science. Before coming to Babson Institute, he was associated with The Sheldon Course, where he was both a salesman and an instructor, and with the College of Business Administration, Boston University.

"Hendy's life is now taken up with the attempt to pound the professional attitude into Babson boys."

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HAROLD A. THURLOW

Sales and Advertising

Mr. Thurlow has been at Babson Institute since 1922. Before he became President and Treasurer of the Thurlow Advertising Service, Incorporated, in 1921, he served as an Advertising Agent and Salesman, Art Director, Account Executive, Production Manager and General Manager in the advertising field. He has also been connected in Andrew Mellon's department as the Advertising and Publicity Director for the First Federal Reserve District, and later as the Sales and Advertising Manager for the Kellogg Sales Company of New England.

"Harold's" pet hobby is photography and whenever he isn't telling the students how to hit the nail on the head, he may be seen shooting snaps of redheaded students holding towels in their hands. What's done is done here at Babson and cannot be denied. Mr. Thurlow has a proud record of campus life and student activities under his conduct.

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GEORGE R. ANTHONY

Industrial Relations

"Tony," as he is well known to all students, graduated from Massachusetts Institute of Technology in 1898. He has spent most of his life in the manufacturing end of industry. For sixteen years he was with the American Radiator Company as Manager of their various plants. He has served as Vice-President in charge of manufacturing for the Hart and Crane Company of Utica, and was Vice-President of the Wolverine Tube Company of Detroit. Through his pleasing personality and paternal way of dealing with students, both in and out of his conference groups, he has shown us the reason for his huge business. It is through him that we have learned that business is not so hard-boiled in this present day and age as it has been, and that square dealing with all employees is the fundamental basis of industrial relations.
BERTRAND R. CANFIELD
Advertising and Sales Management

Mr. Canfield has just completed his second year at Babson Institute. Before coming here, he served on the Editorial Staff of the "Kansas City Star," and as Director of Advertising for the Union Bank and Trust Company of Kansas City. Later he came out of the Retail to assume the duties of Advertising and Sales Promotion Manager for the May-Ohmmer Corporation of Baltimore, after which he served as the Sales Manager for the Fruit Products Company of Baltimore. It is almost unbelievable the amount of ground that is covered in Mr. Canfield's course. Every "In" and "Out" is gone into in a snappy, calm manner. His extreme enthusiasm for this subject makes the hour go by in an unbelievably brief time.

CARLETON G. LANE
Investments

Mr. Lane is a graduate of Babson Institute. In addition to this, he has worked for the Southern New England Telephone Company and the Babson Statistical Organization. His thorough grounding in the principles of investments and his knowledge of the practical workings of the market make him a very valuable member of the Staff. Mr. Lane, being one of the younger instructors, is very close to the student body and may be seen at the bowling alley in Needham on any Wednesday night during the season.

ANDREW PETERSEN
Accounting and Taxation

"Pete," as he is generally known, is a graduate of Boston University. He is a Certified Public Accountant and was with Brown, Corinth and Company for several years. Previous to his coming to the Institute, he was head of the Accounting Department of the University of Puerto Rico, and member of the Board of Examiners of Accountants in Puerto Rico. Mr. Petersen is respected by every member of the student body for his excellent ability pertaining to the intricacies of the Income Tax and his thorough knowledge of Accounting.
HAROLD H. SHIVELY

Business Law and Marketing

Ohio State University claims Mr. Shively as one of its graduates. He has also done graduate work at the University of Chicago. His actual business experience has been that of Advertising Manager and a Junior Executive. He has also been Assistant Professor of Business Administration at Ohio State University previous to his installation at the Institute. Staff. Mr. Shively is the author of a number of monographs, among them, "Interpret Methods of Competition in the Retail Field," "Ohio Ordinances Regulating Competitive Practices," "Training for Retail Manager," and "A Content of Advertising Courses in Colleges at Committee." Mr. Shively has a very friendly manner and is always willing to see both sides of a question.

JOHN P. TILTON

Business Psychology

Mr. Tilton is a graduate of Colby College, Waterville, Maine. He later attended Harvard University as a Research Assistant and also received his A.M. Before coming to Babson Institute Mr. Tilton taught Psychology for a year at Tufts College. Mr. Tilton gives him an appreciation of life from the student standpoint and the problems of the young men going out into business are appreciated greatly by him. We might best class Mr. Tilton as "The Friend of All"

A. GEORGE SILVERMAN

Statistical Methods

Dr. Silverman was graduated from Harvard in 1921 with an A.B. degree, and also a member of Theta Gamma. Later he studied for his M.A. degree at Radcliffe Stanford University and in 1924 took his A.M. at Harvard University. Again in 1929 he received a degree of Ph.D. from Harvard. His business connections have been in a capacity of research and consulting statistician with the Boston Federal Reserve Bank, the Rand Research Institute of Stanford University, Better Homes in America, Incorporated, and the U. S. Department of Commerce, Division of Housing and Building. From 1925 to the present time, he has been an instructor in Economics and Statistics at M.I.T. and a consulting statistician with the Babson Statistical Organization, where he has worked mainly on the United States and Canadian Babson charts. He came to Babson Institute in 1930.
DEWITT G. WILCOX

Lecturer on Hygiene

Dr. Wilcox has been connected with Babson Institute for several years. He is a graduate of Akron University, of the Medical College of Ohio State University, and has in addition done a great deal of studying in Europe. At one time he was president of the New York State Medical Society, but now, aside from his duties at the Institute, he is Attending Surgeon at the Newton Hospital, is a Fellow of the American College of Surgeons, and Emeritus Professor of Surgical Gynecology at Boston University School of Medicine. Dr. Wilcox’s lectures are most beneficial and interesting and the manner in which he presents his subject is admirable.

FORD A. CARPENTER

Lecturer in Meteorology and Aeronautics

Dr. Carpenter is a graduate of Occidental College and has studied at the Carnegie Astronomical Observatory. He has been associated with the United States Weather Service for thirty-two years and was at one time manager of the Department of Meteorology and Aeronautics of the Los Angeles Chamber of Commerce. He has lectured in the past at the summer sessions of the University of California and also at the Aviation School of the United States Army. Dr. Carpenter is a member of many clubs and societies, among them The American Meteorological Society, The Royal Meteorological Society of London, Member of the Board of Governors of the Department of Aeronautics, and a member of Phi Beta Kappa. Since 1921, Dr. Carpenter has, in a very pleasant and interesting way, been portraying to Babson Institute students the future of meteorology and aeronautics in American Business.

E. GROSVENOR PLOWMAN

Visiting Instructor in Statistical Methods

Mr. Plowman is a graduate of Dartmouth College and a member of Phi Beta Kappa. He has also had two years work at the Harvard School of Business Administration. Besides his classes in Statistics at the Institute, he is advisor on Industrial Relations and merchandising problems for the Associated industries of Massachusetts. Although he used to be a full time professor at Babson Institute, he is now spending most of his time as Director of the Bureau of Business Research and Professor of Marketing in the School of Commerce at the University of Chicago. Once a year he comes East, however, and gives a series of lectures at the Lowell Institute, at the College of Business Administration of Boston University, and at Babson Institute.
WILLIAM R. MATTSON
Assistant to the President

"Bill" is a graduate of Massachusetts Institute of Technology. He has spent several years in engineering construction work and was a Captain during the World War. Previous to his coming to Babson Institute, he was on the Staff of the Babson Statistical Organization for a number of years. Right now he is helping Dr. Coleman bring new students to the Institute and is throwing out lines for students all the way from Seattle to New York. Mr. Mattson has a magnetic personality and it is through him that a good many of us became really interested in Babson Institute. He certainly gives a good impression and as long as he is on the Staff and keeps circulating among the different colleges, a steady growth in number of new students is certainly assured.

DWIGHT G. W. HOLLISTER
Treasurer of Babson Institute

Mr. Hollister was one of the first members of the Babson Institute Staff. He was graduated from Boston University and since then has been associated with the John Manville Company and the Forbes Lithograph Company. He was also with Rand & Goodwin, note brokers, and also with the firm of Seatville, Wellington & Company. Certified Public Accountants and Industrial Engineers. He is now connected with the A. P. W. Company as well as being Treasurer of the Institute. For several weeks each year he goes to Babson Park, Florida as an instructor of Webster College. Although we don't see quite so much of Mr. Hollister as we should like to, he certainly is respected by the student body.

ELEANOR HAYWARD
Registrar

Miss Hayward has been at Babson Institute since its founding in 1919. She received her degree of Bachelor of Science at Simmons College and later her M.A. from the College of Business Administration of Boston University. Before coming here, Miss Hayward was an Assistant in the Economics Department at Tufts College and an Assistant in the Economics Department at Boston University. Aside from her duties as Registrar, Miss Hayward has other duties, such as checking up on the books in the library, especially old BABSONIANS, and notifying various students that the book they ordered has come in or that "Johnnie" would like to see them in his office.
"The greatest changes to be witnessed by the next generation will be along the lines of multiplying intellectual power by machinery and other means."