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THE BABSONIAN

Babson Institute, during its twelve years of existence, has shown a very steady growth, and the Babsonian of 1931 is one of the many barometers of this fact. Under the editorship of Robert Ferguson, last year's book blazed a trail for an entirely different class of yearbook than has previously been edited. It was due to this partially that our book has had the success that it has.

The members of the Board were so fully impressed with the purpose and theme of Mr. Babson's late book "New Ways to Make Money" that they decided that it would be a fitting theme to incorporate in The Babsonian of 1931. The art work throughout has been inspired through this medium and with the cooperation of Mr. Peter Gurwit, the Creative Manager of the Jahn and Ollier Company, we feel that this work has been very suitably carried out. Mr. Armstrong of the Armstrong Seadrome Corporation also aided us in developing a certain portion with his scientific facts to back up the picture which we wished to portray.

The Jahn and Ollier Company, Chicago, had charge of the engraving; The Benton Review Shop, Fowler, Indiana, did the printing; the North American Press of Milwaukee furnished the covers; and the Warren Kay Vantine Studio of Boston had charge of the photography. To these four concerns, we must give thanks as their cooperation and assistance throughout made the work go along with an amazing degree of smoothness.

We wish to thank Mr. Millea, Dr. Coleman, and Mr. Thurlow for their readiness to give us advice as well as constructive criticisms. Were we to talk from now until doomsday we could not thank our secretaries enough. They were all ever ready to respond with their little favors, letters, and mimeograph work. Miss Hueg carried the heavy burden of the work on the Dummy and Miss Burgess, Miss Hagan, Miss Dohoney, Miss MacKenzie, Miss Bickford, Miss Toy, Miss Mann, Miss Coolidge and Miss Hitchcock all served as friends in need in one time or another. Mr. White, our janitor, aided us in shipping.

It would not be fair to end without calling attention to the many friends of Babson Institute who readily responded to us by acting as donors to the publication of this book. Their names appear on the next page, and it is through their cooperation that we owe a great deal of the success of The Babsonian of 1931.

—The Editor
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Like every up-and-coming educational institution these days, Babson Institute is keeping directly in touch with her Alumni. The Alumni Bulletin is one of the strongest connecting links, and is one that a school a good many times larger could well be proud to publish.

The usual function of an Alumni Bulletin is to keep the Alumni all pepped up and at the psychological moment hit them for a snappy donation for the new endowment drive or new building or whatever it may be. As an observant student at the Institute, the writer is of the opinion that this is not the case entirely with Dean Millea's publication. It has been suggested that it serves a threefold purpose: "of unifying the Alumni body, of providing a place for the comments and ideas of the Alumni on business problems, and of keeping the Alumni in touch with what is happening on the Campus."

The Bulletin is unique also in the fact that it is the only regularly-issued publication during the year that goes to the student body. In the absence of a school paper it serves also as an organ for the undergraduates and is read eagerly by them.

It is interesting to watch for timely comments in the Bulletin from Dr. Coleman and Mr. Babson, as in almost every issue one or the other, or both, have something encouraging and enlightening for any Babson men. Campus news, Alumni notes, Book Reviews by Miss Hayward, and many other features make it all the more attractive.

As intimated above, Dean John E. Millea, the fear of the flippant and friend of the fervant, is the good editor and business manager, publisher, and "perpetrator." As the college cheer leader would say, "come on boys, let's give him a hand."
"There shall not be 'all work and no play'," declared the class of 1931 at one of its first meetings. In answer to what the class should do about it, President Winter appointed a Dance Committee with instructions to have something doing pretty quickly. The dances that have come as a result of their work have been among the most successful in the history of the school according to enthusiastic faculty members.

The Social Committee was composed of Everett Stephenson, Chairman, Oscar Hedstrom, Delbert Damm and John Van Nortwick. Their presentations were as follows: The fall party held in early December; the winter dances at the start of the second quarter; in April, the spring edition of Babson “in the lighter vein”; and the final touch, of course, the farewell dance during Commencement week.

In keeping with the season the fall dance was celebrated with true holiday spirit(s); Richard Knight Auditorium, where all the dances are held was decorated with tons of evergreens and a generous sprinkling of yellow chrysanthemums all over the room. Holly, red Christmas berries,
and clever lighting aided in making the decorations more attractive. Roy Lamson and his Harvardians furnished music for the evening.

Let's look into the details of just one other dance, and speaking of decorations, we just can't leave this one out. You should have seen Richard Knight Auditorium about January 23. With the help of a representative of the Dennison Manufacturing Company, thousands of drapes were hung at all angles over and around the dance floor—rotating colored lights playing on the already multi-colored room made the scene an unforgettable one. That evening Perley Breed and his Club Karnac Orchestra gave out snappy musical numbers while the beautiful women and the brave men danced round and round. What an evening!

Yes, the class has not had all work, but as a class there have been some very fine times. Thanks a lot to the Dance Committee.
For the first time in the history of Babson Institute a regularly organized athletic team represented the school in combat. We are speaking of the first edition of the Babson Basketball team who breezed through a very successful season by winning seven and losing five games.

Being equipped with a modern gymnasium, a group of Babson men decided one winter afternoon that it might as well be put to full use. Among others Fixel, Walker, and Van Nortwick, (said to be the arch conspirators) called an official practice session. With shabby and ill-fitting suits and scarce two or three nights work together the team played the Wollaston Ramblers, and lost 32 to 29. In fact, they lost their first five games.

Something was radically wrong. They seemed jinxed, losing overtime and one-point games. It was decided perhaps that new suits were needed. The sixth game saw the boys attired as nattily as any hard wood aggregation that ever graced a New England basketball court. That psychological "something" must have done it; that and perhaps the fact that practice and team play were just naturally making them better, for
the Financeers, as they liked to be called, won their last seven games without even coming close to defeat and most of the games were won from teams which had taken previous games.

The first seven regulars were Brandt, Walker, Bleakley, McLeod, Damm, Fixel, and Van Nortwick. Other members of the squad were McKnight and Warren. Sandy Walker of Macon, Georgia, led the scoring for Babson with 125 points or an average of better than ten points a game. Bob Brandt and Jim McLeod were tied with 86 a piece. Delbert Damm, Bob Fixel, and John Van Nortwick, the defensive stars, should also receive just comment as should Dick Bleakley, the utility offensive star.

All in all, Babson's first basketball team was a decided success. Big crowds turned out to Peavey Gym to see them play, the faculty were mighty interested, and the team made a fine showing for the Institute.

**BASKETBALL SCHEDULE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Babson</th>
<th>Opponents</th>
</tr>
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<tbody>
<tr>
<td>Jan. 19</td>
<td>Wollaston Ramblers</td>
<td>29</td>
</tr>
<tr>
<td>Jan. 29</td>
<td>Newton Theological</td>
<td>35</td>
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<td>Feb. 5</td>
<td>Bentley School</td>
<td>37</td>
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<tr>
<td>Feb. 12</td>
<td>Newton Theological*</td>
<td>37</td>
</tr>
<tr>
<td>Feb. 16</td>
<td>Wollaston Ramblers</td>
<td>30</td>
</tr>
<tr>
<td>Feb. 19</td>
<td>Bentley School</td>
<td>46</td>
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<td>Feb. 24</td>
<td>Newton Theological</td>
<td>37</td>
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<td>Feb. 26</td>
<td>Wellesley Congregational Church*</td>
<td>29</td>
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<tr>
<td>Mar. 2</td>
<td>Wellesley Town Team</td>
<td>41</td>
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<tr>
<td>Mar. 5</td>
<td>Gordon Theological</td>
<td>52</td>
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<td>Mar. 9</td>
<td>Elizabeth Peabody</td>
<td>51</td>
</tr>
<tr>
<td>Mar. 12</td>
<td>Wollaston Ramblers</td>
<td>32</td>
</tr>
</tbody>
</table>

**Total** 456 388

*Games away
For the fifth year the annual bowling tournament started a few weeks after the opening of the fall term. Considerable enthusiasm was evident. There were sufficient candidates to form eight teams, whereas we have had only six in previous years.

Two leagues of four teams each were formed. The schedule continued from October until the middle of February and fifteen meets were held by each league.

The teams were named for geographical sections according to the men in the group. One league consisted of the South, New York, Pennsylvania, and West teams. Competition was very keen throughout the season and during the latter part it was a toss-up as to whether New York or the South would win. New York in the last meet won by the narrow margin of one point.

The other league was composed of the North, Illinois, Massachusetts, and Connecticut. Competition was also very keen, although for many weeks running Illinois continued to hold the lead. Near the end, the North increased its standing and in the last meet gained first place.
To determine the tournament champions a three-meet series was held by the North and New York teams. The men on the North did remarkably well and beat New York seven points to two.

The season ended with a banquet at the University Club. The members of the North team were the guests of the other teams at this dinner and the Institute bowling cup was presented to Captain L. J. Jeffries. A medal awarded annually to the man considered the best bowler in the tournament was won by Rollin Bleakley.

Bowling has become an established recreation at the Institute. Keen competition was noted in all the meets, considerable interest was shown by the students, and the 1930-31 tournament was one of the best. A great deal of the credit for this successful season is given to “Bill” Mattson under whose capable management it rested.
RIDING CLUB

Led by that master horseman, Phil d'Arcis, riding started early last fall, to the delight of all the horsey-minded, and paused only with the few heavy snows, to start again with the first signs of spring. Nearly any Saturday afternoon or Sunday a group of these gallant riders may be seen jogging along one of the wooded trails or following the hounds over Dedham way. Evening riding is also becoming increasingly popular with the longer warm days.

But amidst all of these good times several outstanding ones will always remain in the minds of the participants. Bob Fixel's first appearance at McGee's was certainly such an occasion. A strong heart, strong reins, and a good grip served Bob well as his tormentors led him at a merry pace over hill and dale. True, he returned to the barn still master of the situation, but he was a very upright young man for some time.

A Saturday's hunt last October was another ride which will never be forgotten. A dead run for seven miles with ins and outs, water jumps, rails, and very substantial stone walls was a real test of man and beast. Lots of thrills and spills—but what a ride! It is hoped that the Club will make these hunts a regular event soon.

The Boston Horse Show followed, where the best riders of this country and Europe delighted the most critical eye with a wonderful exhibition of every kind of individual and team jumping. The horses themselves were probably the finest exhibited in this section for some years.

From a strictly stag beginning the sport has become entangled with a feminine complication. Breeches have taken on a new press and the boots have shown forth a new luster. With fine trails, good horses, and Wellesley's fairest to complete the picture the future success of the Club seems assured.
If you have ever visited a broker’s office you will notice that for every “big shot” you see behind the mahogany desks there will be about twenty kids running here and there, posting the board and generally making the place look busy even in bad times. Sometimes Babson Institute reminds me of a broker’s office.

On the second floor of Bryant Hall will be found the lair of the Research Group, the brokers, shall we say, of the Institute. Every day they come to their lavish offices, (take that with a grain of that w.k. preservative) listen to the latest quotations, watching every little hitch in the market with hawk-like scrutiny; analyzing stock after stock after stock; selecting at last a gilt edge list; and buying perhaps millions of dollars worth of them (on paper).

The rest of the students, and with the risk of being ex-communicated, shall I call them, the “board boys” of the broker’s office, drop in, inquire as to every move of stock prices for the day and humbly ask the wise for some good tip.

More truth than levity in the paragraphs above. Under the direction of Austin H. Fittz, who is head of the Finance Division of the Institute, the Research Group goes into the stocks of practically all the leading companies in the country and when they leave they will tell you they are beginning to know what “Big Business” and the stock market are all about.

There have also been several students this year doing advanced research in both Production and Distribution, but the majority have been under Mr. Fittz’ direction in Finance.
SECRETARIES

We’ve heard of stage fright, movie fright, talkie fright, microphone fright and so on, but did you ever hear of stenographer fright? Well, that’s the feeling you have the first time you dictate a letter to a stenographer.

It’s pretty tough for a young fellow to go in a large office and go through this embarrassing situation before a dozen strange and amused “stenogs.” Babson men have no fear of this—they know their “dictation”!

One fellow who is a little older, and who has had experience in business was heard to remark in one of the buildings the other day, “I’ve never seen a force of secretaries where all the girls were so congenial, business-like and capable.” I am sure that expresses the thoughts of all the students.

The Institute is also proud of its secretaries—they are nearly all college graduates, who understand business, who can not only take dictation and write reports for the men, but who can give helpful and constructive advice at all times.

Thanks to the help of the Babson Institute Secretaries, we have little fear of going into the biggest office in the world—looking about at the galaxy of secretaries at hand, picking out the snappiest looking number present, and saying with a gruff, deep basso profundo charged with executive prowess—“Come here, Miss Shorthand! Take a letter!”
RICHARD KNIGHT AUDITORIUM

BRYANT HALL
ON THE WAY TO BRYANT

THE TALL PINES IN WINTER
THE PEAVEY GYMNASIUM

THE ADMINISTRATION BUILDING
PARK MANOR AND PARK MANOR SOUTH

THE FIRS IN WINTER
"The Start"

"Washington House"

"The Chapel"

"Where a Slag goes when he has no Dog"

"The Stables"

"Severance"

"Tower Court"

"Entrance to the Quad"

"The Finish"

OUR NEIGHBORS
DOORS WE HAVE MADE FAMOUS
"While authorities disagree as to fertilization by this method, they are far from skeptical with regard to its efficacy."