SUE RICE STUDIO
PHOTOGRAPHS
Next to Hotel Waban, Wellesley, Massachusetts

IT'S TRUE THOUGH

Willson: "See here, Chummy, did you know that dead men talk?"

Bratton: "Don't kid me, Chummy."

Willson: "Well, listen here. The other day I was down at the morgue and a fellow walked by with a corpse on his shoulders, mumbling to himself. He said, 'I wonder how much I get for handling this stiff?' and the dead man said nothing."

Mr. Millea (addressing Cox who as usual has just come in fifteen minutes late for his first class): "See here, Cox, have you had your breakfast?"

The General: "No-o-oh!"

Mr. Millea (heaving a Simplex automatic coffee warmer at Gen's head): "Don't you ever come in here again without your breakfast. Don't you know that seven days without food makes one week?"
F. A. WHITNEY
CARRIAGE
COMPANY

MANUFACTURERS

of

the famous WHITNEY "Coaches"
Reed and Fibre Carriages
Children's Reed Rockers

and

Doll Carriages

General Office and Factory

LEOMINSTER
MASSACHUSETTS

ESTABLISHED 1858
INCORPORATED 1871
Fate of 1926 Babies

(Continued from Page 23)

rushed up to see our good friend, Sullie, known in social circles as Howard P. Seloever, and found him hard at work on his real estate business.

We inquired as to how he liked this business and Sullie replied that it was a hard job to dig the blooming sewers. Sullie, however, has not lost his gift of gab about California—in fact, all the time we were there he talked a steady stream about the advantages of California, which were not apparent to us nor to anyone else.

We told him that we could not believe all he said about California and he immediately procured statistics to prove to us that everything he said was true and that his statements were very conservative in comparison with what he could make them.

Our next stop was Hollywood. At the Dillusion Studios we were greeted by our friend, Mr. Ucapenheimer. He took us around the lots and on one set we saw our old schoolmate, Hills, directing. After he had finished directing the horse out of the way, he went on with his work of cleaning up the cigarette butts from the lot.

After walking a little farther, we met Hotell, who had grown a beard so that he could become a legitimate member of the House of David. We asked him what he was doing and he said, "nothing." Isn't it wonderful how that boy can stick to that same job for so many years? However, we learned from Hotell that our friend Reid was conducting the passing of the collection plate at the Easter Morning Service at Hollywood Bowl.

Further up the street we noticed a short man in a pretty white suit doing his best to uphold Helena's reputation for clean streets. As we walked by him he frantically waved at us and we noticed that it was Paul Brown. He has grown several inches shorter than when we last knew him, making him now about nothing at all. We stayed in Helena as long as our host would permit us so the next day we beat it for Spokane. As we were about to cross the Rocky Mountains we were kicked off the train by our old friend Frank Ducoudray. It seems that he has made a wonderful success for himself as Chief Bouncer on the Chicago, Milwaukee & St. Paul.

Late that evening, several days later, we arrived in Spokane just in time to see Sugar's balloon go up.

On Spokane's main street we ran across

(Continued on Page 56)
STRENGTH AND SERVICE

are both very necessary if your banking connections
are to be entirely satisfactory

Our strength is evidenced by our large Capital and Surplus, while Satisfactory Service is assured by reason of our three well-equipped offices and many years of successful experience in providing banking facilities for the residents and business men of Wellesley and vicinity.

THE WELLESLEY NATIONAL BANK

Capital ........................................... $150,000
Surplus and Undivided Profits .................. 300,000

Main Office
WELLESLEY SQUARE.

Branch Offices
BABSON PARK
LOWER FALLS

COOPER’S STORE
— Babson Park —

HEADQUARTERS

for

Smokes
Candy
Lunches
Newspapers
Magazines
Stationery
etc., etc., etc.

COOPER’S STORE
— Babson Park —

At WELLESLEY HILLS SQUARE

WEST’S
— has been the —

NABORHOOD DRUG STORE

Since 1894

Always At Your Service
PARK CLUB HOUSE

Near the Campus

"Good food, nicely served, amid pleasant surroundings"

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

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

PARK CLUB HOUSE — near the Institute Campus — BABSON PARK, MASS.

BRIGHT SAYINGS OF THE CHILDREN

Millea: "When I was at Simplex—."
Hendy: "Boston is full of belching students—."
Hawley: "1964 for April; 1312 for May; June 1100—."
Thurlow: "Attaboy, Cox! Great stuff!"
Matthews: "When we are on a wild toot—."
Hollister: "This stuff is simple if—."
Mattson: "You fellows should—."
Coleman: "Let's express our appreciation—."
Fitz: "By and large, and on the whole—."

EMBOSSING

Thurlow: "It's funny that you can't remember what I said two weeks ago. After a football game you remember all the plays and details."
Holman: "Well, a football game makes an impression."

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For Fine Work and Service send your laundry to us

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OKLAHOMA
In Appreciation of
the value of Babson Institute
in the field of education.

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Save with Safety at the

Rexall Drug Store

Next to the Community Theatre
Tel. WELLESLEY 1497
Fate of 1926 Babies

(Continued from Page 50)

Frederick McLean Bugher of Washington and he told us all about his success as Chief Shovel Boy in the local fertilizer works. After Bugher had made several strong statements (too strong to please us), we thought we had better retire while we were still healthy.

We noticed a large sign in front of one of Spokane's dilapidated buildings which said that our friend Billy Walker had opened a school giving courses in the complete mis-management of any factory. We talked to him for a couple of hours but were unable to get a cent out of him, so we immediately left him and walked down the street a little farther and saw our good friend, Lane, who was dressed in a natty black and white checked suit and who is renowned all over the United States as "the big needle and thread man from So and So."

Having seen all we wanted of Spokane and being pretty good oozers, we oozed out of town on the next train. The next morning we landed in Frisco. As we looked out through the Golden Gate and saw that Scotch mist hanging over the horizon we realized that we were in the land of Sunshine and Liars.

As we were walking along on the wharves we ran across Louis Ripley sitting on an old soap-box figuring something. We asked him what he was figuring and he replied that he was trying to prove mathematically that he could loaf eight days in the week.

Now everybody knows that to be a fact so I think Louis was spending his time rather foolishly trying to work up figures on it. Along towards the end of the wharves we saw Van Gieson, he of the permanent wave. And upon questioning him about what he was doing he replied that he was a great actor. We asked him what aspirations for the stage he had, to which his astounding answer was that he would rather play the umbrella in "Rain" or the slapper in "He Who Gets Slapped," than play the alarm from without in "Hamlet."

Next we went down to a lunch cart to have a bite to eat. The proprietors of this joint, and it is wisely called a "joint" were Young and Moss. They put out food that would even make Mother look ashamed (if she cooked food that way). From Young we learned that Cap Andrews had become a notorious criminal and had fled from the country after taking a nickel from young Andy's bank to buy a "White Owl."

(Continued on Page 58)
What Happened Here?

This chart shows the sales records of two competing businesses. Up to a certain point, their sales maintained an even average; both followed similar policies of sales and advertising.

Then something happened.

The introduction of a new and vital selling factor created a marked increase in volume for one concern. This factor was the recognition of changing conditions.

For people don’t sit home any more. They are on the go. Modern transportation has changed our habits. Automobiles and good roads are pulling us outdoors.

THIS IS AN OUTDOOR AGE!
And the way to reach the restless public today is through an outdoor medium.

This company realized that their former advertising was overlooking this outdoor development. Their plans were realigned to include Outdoor Advertising. That was the factor which brought new prosperity.

Your business may need the helpful stimulus of Outdoor Advertising.

Walker & Co. are an outstanding and distinct Outdoor Advertising organization, functioning nationally as well as locally.

Let a Walker & Co. representative discuss your sales problems with you. Let him show you what Outdoor Advertising can do for you, too.

No selling campaign is thoroughly planned unless ALL the uses of Outdoor Advertising are carefully considered.

Walker & Co.

Outdoor Advertising
Poster, Painted and Electric Displays — Commercial Signs

Detroit — Michigan
Fate of 1926 Babies
(Continued from Page 56)

We then took a trip out to Rowlie Erving's ranch. Of course, it isn't exactly his ranch but he works on it and anyway what difference does a name make? Rowlie told us of a former schoolmate of ours who was working with him on the ranch, Freddie Merrill. Freddie has a soft job—all he has to do is get up at four o'clock in the morning, go out and buck broncos all day and then if he's tired he can go to bed around nine o'clock. But Freddie says that he's never tired.

That night we boarded the train for Mena, Arkansas. Here came the climax of our trip because we saw our old lumber-jack friend, General Cox. As once the famous song-writer said in the olden days, "He's a devil in his own home town." I wish all of our classmates could have seen him there in Mena. A sheik he was! When we saw him he was standing in front of the general store smoking a filthy cigarette, spitting it out like a gentleman upon the ground and trampling it underfoot. My goodness, boys, but he was rough! He greeted us rather cordially in his old friendly way by coming up and kissing us Hello.

(Continued on Page 61)
Compliments of
Kappa Alpha Phi

Authentic College Style
For more than a generation well-groomed men at college have favored the ROSENBERG type of CLOTHES
This organization is considered the forerunner in establishing New Haven tailoring as authentic college style.
You will be better pleased with your clothes if made by tailors whose product is authority.

Compliments of
Howard P. Selover
Babson Institute
Compliments

of

Mr. and Mrs. Frederick Klapproth
1865—1926

61 YEARS OF INVESTMENT BANKING ON ITS RECORD FOR SUCCESS

PEARSONS-TAFT COMPANY INVITES THE ACCOUNTS OF THOSE SEEKING DEPENDABLE SERVICE

CHICAGO SAN FRANCISCO

Fate of 1926 Babies
(Continued from Page 58)

Upon receiving this kiss from the General, Segar and I immediately gave way to our better senses and so that we would not undergo such painful operations in the future, we shot ourselves through the mouths and that, my friends, is how it became possible for both Segar and me to be here in Heaven tonight and tell you all about the Class of 1926 at Babson Institute, Wellesley Hills, Massachusetts.

Now, harpists, on with your music and let joy be unconfined!

HE WAS FRAMED

Millea: "Reimold, lean back so I can see the rest of the class. I can't see through your head."

Reimold: "I don't see why you can't. I have a pain in my head."

Wail of Taft! Soon we shall be the coming generation's greatest problem.

The BLUE DRAGON

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WELLESLEY :: MASS.

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Sunday, 5.30 to 7.30 p.m.

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LOW BRIDGE

Wig (playing the South hand): "Three Hearts."

Van (playing the West hand): "I double."

Wig: "Does that mean six?"

Freddie Merrill offers the following as proof that he has found that "new kind of man."

NOW OPEN: Position as Salesmanager with large firm for right man with a nationally advertised product.

Taft (to Hazel in the "Grill"): "Have you any pie like mother used to make?"

Hazel: "Oh, yes, indeed!"

Taft: "Well, I'll have a ham sandwich."

Henderson: "Ever had Psychology?"

Brite Stude: "No, only scarlet fever and bronchitis."
GREAT WESTERN STOVE CO.

"BANQUET" PORCELAIN ENAMELED RANGES

For

COAL, WOOD AND GAS

LEAVENWORTH, KANSAS
OMAHA, NEBRASKA
OKLAHOMA, OKLAHOMA
DENVER, COLORADO
SEATTLE, WASHINGTON

IN MONTE CARLO
Brown: "Gosh, I sure had a bad night."
Cox: "Howzat, Brownie?"
Brown: "Dreamed I was pitching quarters, and I tossed all night."

HE MUST BE RIGHT
Mr. Hawley: "By the way, Edwards, can you tell us what Babson's latest prediction is?"
Edwards: "Sure, he claims there will be little change in men's pockets toward the end of the month."

Girl (on being introduced to our "Al"): "Haven't I met you somewhere before?"
Al: "More than likely. I've been there all my life."

HEALTH HINT
Our telephone operators should work eight hours, and sleep eight hours, but not the same eight hours.

Compliments of
S. DeFazio
Wellesley Hills
Massachusetts
The End