Achievement

There is no crowded street in the world today where men and women may not be found wearing and using the fine woolen and worsted fabrics that come from the "seven-league-loom" of the American Woolen Company.

The prestige of the American Woolen Company rests securely upon the unsurpassed achievement of fifty-nine modern mills which measure their output by the millions of yards because they have taken infinite care in the making of each and every yard.

At their various prices, American Woolen Company fabrics have no equals in quality, texture, uniformity, and style among the woolens and worsteds of the world, domestic or imported.
WELLESLEY NATIONAL BANK

The Wellesley National Bank wishes to be of service to the students and friends of the Babson Institute and those associated with the Babson Statistical Organization.

We offer the following banking facilities: checking and savings accounts, traveler’s checks, letters of credit, foreign exchange, and safe deposit vaults.

C. N. TAYLOR. President
LOUIS HARVEY, Cashier

Dear Mother:

"Break, break, break
On thy cold gray stones, O Sea!
But you could break for a million years,
And not be as broke as me."
Your loving son,
"Monty".

A nice young fellow called "Snitz"
Falls asleep wherever he sitz—
On the curb he did nap
With his hat in his lap.
When he woke he had in it six biy.

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THE OPTIMUM SQUAB CO.
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Annual Production 50,000 Squabs

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TO ROSY, JACK, MACK, SAM, ETC.
If you don’t feel just right
If you can’t sleep at night,
If you moan and sigh,
If your throat is dry,
If you can’t smoke or drink,
If your grub tastes like ink,
If your heart doesn’t heat,
If you’ve got cold feet,
If your head’s in a swirl,
Why don’t you marry the girl?

AS WASHBURN SAID
Tell me pretty maiden,
With eyes of deepest brown,
If I kissed you on the forehead,
Would you call me down?

OAK
A woodpecker sat on Leavitt’s head,
And settled down to drill.
He pecked and pecked and pecked away
And wore away his bill.

FUTILITY
A deaf and dumb man trying to give his blind wife hell.
MASTER
MOTOR
TRUCKS

"MASTER OF THE ROAD"

Wm. Rosenfield, Chicago.
What Determines Your Profits?

What portion of the profits of your business is the result of your individual energy — and what portion is the result of changing fundamental conditions?

Professor David Friday of the University of Michigan — after an investigation of more than a hundred representative concerns over a period of years — furnishes convincing proof that the greater part of profits is due to fundamental conditions.

A more detailed investigation just completed, which covers over 400 concerns in the 26 main divisions of industry, determines the proportion as 57%, due to fundamental conditions and 43%, due to individual competitive efficiency.

This means, on the average that of every $1000 profit made in American business: $570 is the result of changing fundamental business conditions—$430 is the reward for individual competitive efficiency.

The utter folly of struggling along—guessing and gambling — without a thorough knowledge of the great underlying fundamentals is apparent.

Co-operating with conditions—present and future—you have an opportunity to do more than double the results of your own effort. Trying to run cross current or counter to them you are liable to lose profits already made and face a loss for your pains.

It will take less than an hour of your time each week to keep thoroughly posted on these coming conditions that play so large a part in the success of your business.

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