CLARENCE FRANCIS
CHAIRMAN OF THE BOARD
GENERAL FOODS CORPORATION
To the Graduating Class
of the Babson Institute:

Please accept my warmest congratulations on your successful preparation for the world of industry. Your training will add materially to the great contribution you will make to human betterment.

People today can enter business with a new awareness of their mission. We no longer work merely to "get ahead" or "make money." We have learned that true success in business means the creation of jobs, human satisfactions, and social values. This is just as true of those in the distributive and service fields as it is of those engaged in manufacture and agriculture. The "value added" to goods by transportation and merchandising is every bit as great as that contributed by physical processing.

Since I began work in 1936, the number of persons engaged in sales and distribution has risen from three and a half million to seven million -- an increase of exactly 100 percent. I am confident that it will rise even more sharply in the next decade.

You are dedicating yourself to a great and growing field. I know that you will serve well in raising the living standards not only of Americans but of the whole world besides.

Again my heartiest congratulations.

Sincerely,

Clarence Francis
Distribution

By all estimates we are on the threshold of the greatest period of prosperity this country has ever known. Although beset by shortages and labor-management discord, complete reconversion is at hand. However, one of the conditions of this promised prosperity is efficient, low cost distribution.

It therefore follows that a thorough knowledge of distribution techniques is imperative today to help insure the success of any enterprise. Here at Babson one can acquire a mastery of the tools needed to help solve distribution problems. For example, in Sales, Sales Management, Advertising, and Marketing, one learns not only the fundamentals of distribution theory, but also acquires a broad view of sales practice. The student has the advantage of instructors who are businessmen by actual experience — not merely textbook theorists. He has the opportunity to cross-examine successful visiting sales executives; he learns first hand from field trips what makes a given company’s distribution program successful.

As Selling is becoming more a profession, so Distribution is more nearly assuming the status of a science. While its laws are not as immutable as those of Newton, subject as they are to changing markets and the vagaries of human psychology, yet definite progress has been made. Research discovers market potentials, and media adoption results in more effective merchandising. Babson men inculcated in these principles and applications can help contribute to better living in a better world.
BERTRAND R. CANFIELD
University of Kansas
Director, Division of Distribution

PAUL C. STAAKE
A.B., M.A.
Sales Management, Marketing

JOHN L. RACINE
B.S., M.B.A.
Marketing, Salesmanship

WILLIAM R. WINSOR
Ph.B., Brown University
Marketing

EARL K. BOWEN
B.S., M.A.
Statistics

WILLIAM H. BLOUGH
A.B., B.D., A.M.
Chaplain; Psychology

HAROLD B. BUSE
B.S., M.E., J.J.B.
Business Law

JOHN D. MONTGOMERY
B.A., M.A.
English
Objective:
Production

Personal Data:
Age 27; married; height 5'7''; weight 160 lbs.

Adamian intends entering the Personnel Management or Production fields. He has obtained the necessary background and training through his business experience and education. Holding an A.B. degree from Boston University in Government, Adamián has worked as manager for the Adam Coal and Wood Company. His preparation in the year course here at Babson, added to his past training, will make Adamian invaluable in his field of endeavor.

John J. Adamian

Objective:
Aviation

Personal Data:
Age 28; single; height 5'9''; weight 150 lbs.

Ainsworth is interested in the export and foreign angles of aviation. Experience working for General Motors, Inc., Pratt and Whitney Aircraft Corp. and the Chance-Vought Aircraft Corp. have given him a working knowledge of the problems and developments connected with the industry. With such a practical background and a general familiarity with business conditions gained while here at Babson, Ainsworth is ready to make his bid for success in his future field.

Bertram J. L. Ainsworth
415 South Fifth Avenue, West Reading, Pa.

Objective:
Coal Industry

Personal Data:
Age 23; single; height 5’ 11”; weight 175 lbs.

After graduating from Franklin and Marshall Academy, Ammon entered the Army, where he served as a Captain in the Air Corps in the China Theater of Operations. He is very interested in the selling and financial problem confronting the Coal Industry. Connected with the Imperial Coal Corp., he has acquired practical training which will be of use to him in his future work.

Robert Custer Ammon

William S. Armstrong

50 Abudun Street, Newton, Massachusetts

Objective:
Sales

Personal Data:
Age 27; single; height 6’; weight 155 lbs.

Armstrong is interested in the financial and selling stages of personal insurance. He has been employed by the John Hancock Insurance Company, The American Policy Holders Insurance Company, and the Massachusetts Indemnity Insurance Company. With such a varied and vivid background to his credit, combined with his sales personality and aggressive determination, Armstrong will secure the utmost respect of his prospective employer.
James D. Babbitt

Lincoln Cooper Bailey

42 Woodside Avenue, Brockton, Massachusetts

Objective: 
Sales and Advertising

Personal Data: 
Age 23; single; height 6’; weight 175 lbs.

Babbitt attended the University of Santa Clara in California before coming to Babson. He worked for the Babbitt Brothers Trading Company in Flagstaff, where he gained much practical business experience. In his work here at Babson and in his work in industry, he has shown executive ability. While at Babson he has shown a great desire and interest to be associated with the distribution end of the commercial world.

Bailey has exerted considerable effort here at Babson by undertaking an exhaustive study of Business Administration. Experience obtained in this respect while at the University of Vermont has served as a background for his course here. Interested in Advertising and Sales Promotion he is endowed with all the elements necessary for successful completion of his goal. A sense of alertness and a spirit of perseverance should carry him along on the road to success.
Archway Ocean Villas, 6861 Collins Avenue, Miami Beach, Fla.

Objective:
Sales

Personal Data:
Age 22; single; height 5'10"; weight 190 lbs.

Armed with a determination to become a successful sales executive, Baumgardner has specialized in sales management courses during his training career. He has attended the Asheville School, N.C. and the Milford School at Milford, Connecticut, prior to entering Babson. Outstanding in his ability and sales personality he has acquired a knack of spotting, organizing, and solving sales management problems. Alert and ambitious to discover new and better ways, he will prove himself a leader of tomorrow's sales executives.

Marvin Dodge Baumgardner

Richard Lowell Biggs

57 Tedesco Street, Marblehead, Massachusetts

Objective:
Sales

Personal Data:
Age 21; single; height 5'7"; weight 120 lbs.

Before entering Babson, Biggs attended Boston University, where he majored in English and Office Management. Interested in sales management procedures, he has applied himself to related problems while in the employ of the Sylvania Electric Products, Inc., Ipswich, Massachusetts, and the Canadian Pacific Railway Company in Boston. Well rounded, ambitious and possessing a pleasing personality, Biggs offers more than a conventional sales executive's position will demand.
3821 Colgate Avenue, Dallas, Texas

Objective:
Sales Promotion

Personal Data:
Age 24; married; height 5' 8"; weight 150 lbs.

An enterprising young man from Dallas is Bradford. Interested in the private plane field and impressed by its possibilities, Bradford is directing his ambitions toward a sales promotion position in this industry. Rollins College, extensive travel and various positions in business have equipped him with the proper background and incentive. Athletic Chairman, Religious Chairman and a member of the Student Council while at Babson, his capacity for work should bring him rapidly to the paneled office.

Hugh Bradford

H. Harry Bresky

52 Hammondswood Rd., Chestnut Hill, Mass.

Objective:
Flour Milling

Personal Data:
Age 22; single; height 5' 10½"; weight 165 lbs.

With five years of The Choate School and one year each of Yale and Babson Institute behind him, together with his experience working for the Rodney Manufacturing Co. of Kansas City, Mo., as a chemist, Bresky is ready and looking forward to going into the production and selling end of the milling and baking industry. He should easily qualify for a good position in one of the large bakery or milling concerns of this area.
5 Lathrop Avenue, Westfield, Massachusetts

Objective:
Distribution

Personal Data:
Age 24; single; height 6'2"; weight 165 lbs.

Traveling extensively in Nova Scotia, the West Indies, Panama and throughout the United States, Bridgman is associated with distribution and its related fields. Employed by the Firetox System, Inc. of West Hartford, Connecticut, he became familiar with sales management policies and systems. Concentrating on a course in sales and advertising procedures here at Babson, Bridgman has proven his talent in getting results.

Edward Fowler Bridgman

John McCall Browne

94 Kemper Street, Wollaston, Mass.

Objective:
Sales

Personal Data:
Age 25; single; height 6'; weight 185 lbs.

Browne is interested in the field of sales and distribution. A graduate of one year course here at Babson, he also attended Massachusetts State College for two years and is a member of the SAE fraternity. He received training in the Navy, where he held the rank of Lieutenant. Browne also has practical training in the field of aviation. With his well-rounded personality and fine sense of humor, he will be of great value in the sales end of business.
Edmund Hugh Browning, Jr.

John A. Byrne

411 Chestnut Street, Logan, West Virginia

Objective:
Sales

Personal Data:
Age 29; married; height 5'7"; weight 130 lbs.

After having served over five years in the Army in all theatres of operations, Browning is anxiously looking forward to entering the sales and advertising field of business. His experience, received while working for the East Coast Seafood Co. as a salesman, serves to give him the necessary practical experience for entering his chosen field of endeavor. An alert and ambitious young man with a pleasing personality, Browning has the ability to go far in the business world.

417 Centre Street, Newton, Mass.

Objective:
Sales

Personal Data:
Age 28; single; height 5'10½"; weight 178 lbs.

Intending to go into the sales promotion field upon graduation, Byrne has the necessary practical training and education which will enable him to be a success. Byrne has worked for H. P. Hood and Co. of Cambridge, Mass., as retail manager before entering the service. Having held that position for a number of years he learned much about retail food sales. His background, together with his determination to get ahead, all go to make up a very promising future business man.
131 South 59th Street, Omaha, Nebraska

Objective:
Sales Management

Personal Data:
Age 24; single, height 6’; weight 175 lbs.

Specializing in Sales Management and Distribution policies while attending Babson, Caldwell has carried on this trend from Cornell University. While at Cornell he was active in the Chi Psi Fraternity and became a member of the honorary society of Kappa Beta Phi. Demonstrating outstanding ability in all business activities and previously employed by the Bozell & Jacobs, Inc., of Omaha, he has secured all the potentials necessary for a successful career.

Andrew Ellison Caldwell

William Baily Campbell

4110 Poplar Avenue, Memphis, Tennessee

Objective:
Advertising

Personal Data:
Age 26; married; height 5’ 8”; weight 145 lbs.

Campbell has had a great deal of practical experience in the business world. He was a supervisor for the E. I. DuPont de Nemours Company for a number of years and also did quite a bit of advertising work before entering Babson. While here, he became interested in the distribution process of advertising, which is his future work. Campbell has won a number of prizes in advertising poster work and a scholarship in fine arts and design.