THE BABSONIAN
1933
PUBLISHED BY
THE STUDENTS
OF BABSON
INSTITUTE
BABSON PARK
MASSACHUSETTS
FOREWORD

The fundamental purpose of this publication is the presentation of the social and academic phases of student life in such a manner as to impress the student with the complete realization of his achievements, to recall the pleasant days of his association with the Institute, and to perpetuate the memory of friendly attachments which inspire, console, and condone.
CONTENTS
THE SCHOOL
PERSONNEL
STUDENTS
ACTIVITIES
ADVERTISING
Leadership in business depends not on personally having a mass of information, but on being able to mobilize it through others. The business leader himself must have energy, initiative, vision and ability to make decisions quickly.

—Roger W. Babson
Founder of Babson Institute
THE SCHOOL
Richard Knight Auditorium
Park Manor
PERSONNEL
Be Unhampered by Custom

A YOUNG man entering business at the beginning of a new era, such as that following the present depression, has a challenging opportunity to raise the standards of business ethics. He does not need to be circumscribed by traditional rules of industry. He has new ideas unbiased by years of conformity to old practices. If he has an understanding of the complexities of modern business, he should be able to offer protective measures to avert the recurrence of such debacles as we have experienced in the past. A specialized knowledge of business practices and a willingness to back up his judgment with action will aid him greatly in this task. In the same way this knowledge and this willingness to act will enable him to achieve success for himself in the game of business.

Unhampered by precedent, the well-trained young man should be able to lift himself above the level of the mediocre into the group of those who achieve because they are above the average in creative ability. His goal may well be an achievement beyond the usual of those who form the great middle class of our population whose aim is conformity to custom and who lack imagination and initiative. He will not heed the admonition of business when it says: “Conform to our laws.” He will remember that many of the outstanding leaders in business never hesitate to discard custom and are always willing to chart new paths in the field of business.

By this time I hope you have set a goal which you plan to attain. You have decided the best way to place yourself among the few who have sufficient nerve and wisdom to step out of the conformist mediocre group, by choosing the Institute as your last step in acquiring the practical background and inspiration for successful achievement. The wisdom of this choice is gauged by the manner in which you apply the principles you have learned, and the good judgment with which you meet the business problems of the future.

Pat B. Cosgrove.
Find out what you want. Estimate the cost of getting it. Take an inventory of yourself. Choose the best means to the desired end. Check again to make double sure that you really want what you want. Then put on full steam ahead.

**George W. Coleman,**

*President of Babson Institute.*
Trustees

Rolfe Cobleigh
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

Myron E. Pierce
Lawyer
Boston

Henry P. Smith
Safford & Smith
Boston
Speech can never be a substitute for action. It is primarily useful for the interchange of ideas. Stagnation is due to lack of movement. Part of a business man's philosophy should be: get all the facts; make as careful an analysis as possible; formulate a decision, and—don't delay—ACT.

JOHN E. MILLEA,

Dean of Babson Institute.
Faculty

GEORGE R. ANTHONY

Industrial Relations

Mr. Anthony went directly from Massachusetts Institute of Technology, where he was in the Class of 1898, into industry. For eighteen years he was with the American Radiator Company and out of these years he spent in managing various plants of this company. In addition he has been Vice-President in charge of manufacturing for the Hart & Course Company of Utica, New York, and is Vice-President of the Wolverine Tube Company, Detroit. His coming to the Institute in 1910 was fortunate for every student, not only because of the insight which he has given us into employer-employee relations, but also because his friendship has meant much to each of us.

BERTRAND R. CANFIELD

Advertising and Sales Management

Mr. Canfield has been a member of the faculty for four years. Before coming to the Institute he was a member of the Editorial Staff of the “Kansas City Star” and Director of Advertising for the Union Bank Note Company in Kansas City. He established his own business as Sales and Advertising Counselor at San Antonio, Texas. Later he came East as Sales Promotion Manager for the May Oil Burner Corporation of Baltimore, and afterward served as Sales Manager for the Fruit Pudding Company of the same city.

FORD A. CARPENTER

Visiting Member

Lecturer in Meteorology and Aeronautics

Dr. Carpenter has Sc.D. from Occidental College and LL.D. from Whittier College, California. He has studied at United States Balloon and Airship Schools, Rose Field, California; Scott Field, Illinois; and the Carson Astronomical Observatory. He has been associated with the United States Weather Bureau for thirty-one years and has been manager of the Department of Meteorology and Aeronautics of the Los Angeles Chamber of Commerce since 1919. He was a member of the faculty of the University of California from 1919 to 1929 and a lecturer at War College and also at the Aviation School of the United States Army. Dr. Carpenter is a member of The American Meteorological Society, The Royal Meteorological Society of London, of The Board of Governors of the Los Angeles Museum.
CLYDE J. CROBAUGH
Statistical Methods

Mr. Crobaugh graduated from Leland Stanford University and later received his Master of Arts degree there. His past connections have been: Professor of Business at the School of Commerce and Finance of Indiana University; Member of Research Staff of the United States Chamber of Commerce; Educational Director for the Aetna Life and Affiliated Companies at Hartford. He is a member of the Insurance Society of New York and also of the American Statistical Association. In addition, he is the author of several important books, among them the "Handbook of Insurance," "International Comity of Insurance," and co-author of "Casualty Insurance."

AUSTIN H. FITZ
Director, Division of Finance

Mr. Fitz is a graduate of Brown University where he was elected to Phi Beta Kappa. He later received the degree of LL.B. from the Harvard Law School and in 1906 was admitted to the Massachusetts Bar. He is a director of various corporations, among them the Manchester Trust Company and the Babson Park Company. He is a Trustee and Secretary of the American Public Welfare Trust. He has been President of Webster College and is the author of a number of articles of financial subjects that have appeared in various publications. Mr. Fitz takes much interest in his students and his friendly guidance in matters relative to stocks and bonds is invaluable.

ELEANOR HAYWARD
Registrar

Miss Hayward graduated from Simmons College with the degree of B.S. and later received her M.B.A. from the College of Business Administration of Boston University. She has been an Assistant in the Economics Department at Tufts College and an assistant in the Economics Department at Boston University. Miss Hayward came to Babson Institute when it was founded in 1919 as Registrar.
C. A. HENDERSON
Director, Division of Personal Efficiency

Mr. Henderson is a graduate of the University of Missouri. He also has an A.B. degree and an A.M. degree from Harvard University from which he graduated with honors in Philosophy. He was elected to Phi Beta Kappa at the University of Missouri. Mr. Henderson's postgraduate in the Unitarian Church was followed by several years in business. Before coming to Babson Institute he was associated with Burdett College through which he served business organizations as an instructor of salesmen, and with the College of Business Administration of Boston University where he was Assistant Professor in Business Methods. He is a pioneer in the field of practical business psychology and is the author of several books on personal and business efficiency.

DWIGHT G. W. HOLLISTER
Treasurer of Babson Institute

Mr. Hollister graduated from the College of Business Administration of Boston University in the Class of 1919 and is at present serving Babson Institute as Treasurer and Business Manager. He is Executive Vice-President of the A. P. W. Paper Company of Albany, New York; a Director of the Wellesley National Bank; and Trustee and President of the American Public Welfare Trust at Babson Park. In addition he is instructor on Income Taxes at Wellesley College.

CARLETON G. LANE
Investments

Mr. Lane is a graduate of Babson Institute. He has worked for the Southern New England Telephone Company and the Babson Statistical Organization. He has a thorough knowledge of the principles of investments as well as a practical understanding of the workings of the market.
JAMES M. MATTHEWS

Director, Division of Distribution

Mr. Matthews is a graduate of Park College and Harvard University. He was sugar distributor in the Maine Food Administration during the war and was a member of the Research Staff of the National Industrial Conference Board, a Boston and subsequently a New York Research Corporation. Before coming to Babson Institute he was Professor of Economics at the University of Maine. Mr. Matthews is a nationally known speaker on Economics and business subjects. In addition to teaching Economics and Business Forecasting at the Institute, he is instructor of Public Speaking.

WILLIAM R. MATTSON

Assistant to the President

Mr. Mattson is a graduate of Massachusetts Institute of Technology. He spent several years in engineering construction work and was a Captain of Engineers during the World War. Previous to coming to the Institute he was on the Staff of the Babson Statistical Organization. Almost all Mr. Mattson's time is devoted to interesting prospective students in the work here and his highly successful activities in this connection have extended from China to Sweden.

ANDREW PETERSEN

Accounting and Taxation

Mr. Petersen graduated from Boston University. He is a Certified Public Accountant and was with Brown, Bernholtz and Company for several years. Before coming to the Institute he was Chairman of the Accounting Department of the University of Porto Rico and a member of the Board of Examiners of Accountants in Porto Rico. It is generally agreed that his courses in Taxation and Accounting are among the most ably presented and most important at the Institute.
E. GROSVENOR PLOWMAN
(Visiting member) Statistics

Mr. Plowman is a graduate of Dartmouth College and a member of Phi Beta Kappa. In addition he graduated from the Harvard School of Business Administration. He is advisor on industrial relations and merchandising problems for the Associated Industries of Massachusetts. Mr. Plowman used to be a full-time professor at Babson Institute, but he is now spending his time as Director of the Bureau of Business Research and Professor of Marketing in the School of Commerce at the University of Denver. He comes East once a year, however, and gives a series of lectures at Lowell Institute, the College of Business Administration of Boston University, and at Babson Institute.

EDWARD REIGHARD
Student Counsellor

Mr. Reighard received an A.B. degree from Middlebury College and a B.D. degree from Yale University. He has been Student Minister at the First Church in Cambridge, Massachusetts; Associate Minister of the First Congregational Church, Columbus, Ohio; Associate Minister of the First Congregational Church, San Francisco, California. He was active in student work before coming to the Institute where, for the past two years, he has still continued his good work.

HAROLD H. SHIVELY
Business Law and Marketing

Mr. Shively holds an A.B. in Arts and an M.A. in Commerce, with two years' additional graduate work in Law and Commerce at the University of Chicago. Previous to coming to Babson Institute he was an Assistant Professor of Business Administration at Ohio State University. In the business world he has held positions as salesman and market analyst, and advertising manager. He is the author of several scientific monographs. His fairness and friendliness have won him the respect of every student.
HAROLD A. THURLOW

Sales and Advertising

Mr. Thurlow, previous to coming to Babson Institute in 1923, was Director of Publicity and Advertising for the Savings Division of the United States Treasury Department in the First Federal Reserve District. His business experience has covered nearly all phases of advertising and selling. He has been sales and advertising counselor for the Bondville Shock Absorber Company, the Kleen-Heet and Silent Automatic Oil Burner Companies; the Kelvinator Sales Company of New England, the Air Container Company, and many others. He was special lecturer at Boston University and Northeastern University for several years. At present, in addition to his other duties, which includes his hobby, photography, he is President and Treasurer of the Thurlow Advertising Service, Incorporated.

JOHN P. TILTON

Business Psychology

Mr. Tilton graduated from Colby College, Waterville, Maine, later attending Harvard University as a Research Assistant. There he received the degree of Ed. M. Before coming to Babson Institute he taught Psychology for a year at Tufts College. His thorough knowledge of psychological intricacies, his acquaintance with practical psychology and his appreciation of the students' views make his course both valuable and interesting.

DEWITT G. WILCOX

Lecturer on Hygiene

Dr. Wilcox has been connected with Babson Institute for several years. He is a graduate of Akron University and of the Medical College of Ohio State University and has spent many years in study in Europe. At one time he was President of the New York State Medical Society. He is a Fellow of the American College of Surgeons, Emeritus Professor of Surgical Gynecology at the Boston University School of Medicine, and Attending Surgeon at the Newton Hospital.
A Great Opportunity Awaits Institute Graduates

Roger W. Babson

Unemployment must be eliminated. I further say that the future of the United States—politically, socially, financially, and spiritually depends upon eliminating unemployment. In short there are only two ways truly to relieve unemployment,—notwithstanding the speeches that are made in Congress and elsewhere. The first of these two ways is false and dangerous; but the second is constructive and effective. Furthermore, the second method is wholly in the hands of men such as graduates from the Babson Institute. These two ways are as follows:

(1) One way to relieve the unemployed is by giving doles—that is—direct aid. Surely it is our duty to give direct aid rather than to let people suffer; but doles give only temporary relief. Furthermore, all forms of direct relief both undermine the character of the recipient and use up the resources of the country. Some will dispute this statement, but if they will make a careful study of the situation they will unanimously agree that the statement is correct. Furthermore, direct aid relieves present distress at the expense of the people a generation later; that is to the extent that direct aid helps the poor today, such aid makes it just so much harder for the poor in years to come.

(2) The other way to relieve unemployment is by providing employment in established industries. By this I do not mean the building of public works merely to create work. These are especially dangerous when paid for by borrowed money which burdens future generations with interest charges, or when paid for by increased taxes which take money away from local enterprises. It is very important to remember that when men pay taxes, they do not use idle funds, but are compelled to go to the bank and draw out money which money the bank is now lending to someone else. For every dollar which the government spends on public works, there is so much less money available to the banks, corporations and individuals for the building of homes, the purchase of goods, and various forms of legitimate business. Therefore "by providing employment" I mean the hiring of men to build houses, manufacture and sell merchandise and perform other services which raise the standard of living and for which there is a definite demand. I mean such industries as now exist in your own communities, but are NOT now operating normally.

It is with this thought in mind that Mrs. Babson and I are giving our lives and fortunes to interesting young men and women to go into their family's business and assume the risks of finance and industry, thereby, truly helping to decrease unemployment. This was the great social and spiritual motive underlying the formation of the Babson Institute and Webber College. Of course, in the early stages of any business depression, drastic deflation is necessary before there can be a recovery. Most necessary deflation, however, so far as the present depression is concerned, has now taken place. The nation now needs, in order to bring back prosperity, only men and women willing to take the risks of "carrying on" as did your fathers and grandfathers. May you have the character, industry, initiative and courage to do so.

Thirty
Forget Yourself

GEORGE W. COLEMAN

For twenty-odd years you have been paying a good deal of attention to yourself—necessarily so. You have been growing, developing and acquiring in many directions. Your parents have given you everything. They have put your interests first. Now things are going to be different. You are out in the world on your own. The tables are turned.

You must forget yourself and think about your job. Forget what you dislike to do and think of what you must do. Forget what a fine fellow you are and find out what sort of a fellow your boss is likely to be. Don’t waste any time thinking about what you would like to have the boss do for you. Exercise your ingenuity to find out what you can do that will please the boss. Put your own personal interests in the background. Let the requirements of your job come first. Take very good care of your job and it will eventually take very good care of you—if not that particular individual job some other one will.

The moment you transfer your interest to the work you are called upon to do, just that moment you begin to function successfully for with that feeling of interest in your task not the smallest detail will escape your attention. If the work you at first are called upon to do seems uninteresting and hardly worth while, make a game of it. Try to do it better or quicker than others do it. If there are no others doing the same work, compete with yourself, setting yourself stints as to quality or quantity. It may be the boss is watching closely just to see how you manage yourself. At least you have made a good start and will soon be on your way.

A recent alumnus got a foothold in a big manufacturing concern. He has been making good in inside positions. He didn’t want an outside selling job. After acquiring a good understanding of the technique of production, he worked in the sales office for a while until his boss wanted him to try selling. The young man promptly forgot his personal disinclination to selling and did what he was asked to do and has already proved to himself and his employer that he can do what he didn’t like to do and thought he couldn’t do. So instead of refusing to do what was distasteful to him and looking for another job he has found another stepping stone on the way to success. Another alumnus, equally capable and worth while, turned down a good opening not just to his liking and is still looking for a job.

If you are dead in earnest about making a success in business you will forget yourself anyway. You can’t help it. It is a law of the mind, the stronger interest or affection will drive out the lesser.

Forget yourself and you will find your true self.
It has been said that men entering business now have not the opportunities which existed in a previous generation. To believe this statement is a confession that our civilization has gone as far as it can. Conditions have changed in the last hundred years, and there are different problems to be solved. But there are still great human and material resources, and small businesses will continue to succeed just as will large businesses. Man's success depends upon his capacity to utilize his intelligence in constructive fashion, and there are still opportunities to exercise it. Intelligence alone is not sufficient; it must be applied with energy and initiative to meet the wants of a growing civilization.

We hear constantly that the problems in production have been solved, while those in distribution and finance have not. It is true that greater headway has been made in the solution of our industrial problems than those of distribution and finance, but to say that we have solved our production problems is tommyrot, as any manufacturer knows.

Let us examine industrial requirements from a purely production viewpoint. We have to deal with material, men, and machinery.

It is a decided problem to know how much material to keep on hand. The principle is to buy for requirements; simple sounding, but difficult in application. To operate short or to buy in advance of requirements is not necessarily speculation, but to do so successfully requires rare judgment and knowledge of markets and demands.

The management of men as a science is in its merest infancy. We do know that we must have co-operation, initiative and loyalty among employees. We do know that we must have proper working conditions, reasonably secure employment, a fair working day and fair wages. The combination of all of these factors, however, into a successfully operating unit requires a high degree of skill, a complete understanding, and an intensive knowledge of the motives which actuate men.

Many people not familiar with industry ignore the difficulties incident to the design and procurement of machinery. For them, machinery is merely a collection of revolving wheels. No thought exists in their minds of market changes resulting in obsolescence and the scrapping of thousands, perhaps hundreds of thousands, of dollars' value. Woe to the factory manager who fails to buy his equipment properly, and who upon purchase uses it wrongly. Here again careful thought and precise judgment are absolutely essential for success.

Then there is the problem of the wide spread between manufacturing costs and selling price. One of the prime reasons is the gullibility of the public. Those responsible for the distribution of commodities sometimes take advantage of ignorance in the advancement of claims concerning value. Another cause of the wide spread is the expense of educating
people to buy what is good for them. There is some justice in this statement, but those responsible ought to emulate the example of the automotive industry in the marketing of automobiles at a low price. Also it is not unusual to encounter a distributor who purposely sets a high price on the theory that people are attracted to high prices as an index of quality. There may be no difference between the quality of such a commodity and that of a competitor selling at a lower price. Yet these distributors are successful during periods of normal business activity. This practice is also vicious because it excites unwise competition, breaks down confidence, and sours the consumer towards the integrity of the distributor. In the long run the establishment operated on the basis of earning a reasonable profit is sound and ironically enough produces a greater profit than is otherwise possible.

Sound financing has for its prime purpose the maintenance of an equilibrium between income and outgo. More than this, there is the necessity of building up a financial structure which will stand periodic strain. Even in times of prosperity a business may be subjected to disturbing factors entirely beyond the control of those directly connected with it. For this purpose a surplus must be built up to carry on through such an emergency. The only difference between an individual financing his family and a treasurer financing a corporation is one of degree. Whether corporate securities are closely or widely held makes no difference in principle. The main evil in the distribution of financial securities is rooted in the desires of people at large to gain an unconscionable profit. Because of this desire they lay themselves wide open to the operations of unscrupulous promoters who take advantage of stupidity and ignorance. Corporate combinations or mergers effected with the idea of producing profits for promoters through issuing over-evaluated securities are vicious. The old caveat emptor principle is largely out-dated and out-moded. The rights of all individuals must be equally preserved and certainly one party to a contract must not be protected more than another.

Legitimate promotions will always be necessary and this class of operation must be freed from the odium attached to the other type whose only excuse for existence is the production of a profit. Finance is a legitimate function of business, a most important function, taking its place on a par with production and distribution. Unfortunately, however, in the mind of the public this field has laid itself open more widely to the gambling instincts than other phases.

To take advantage of present day opportunities, among the greatest and most valuable assets a man can possess is the faculty of working co-operatively and constructively with other men. This does not mean that all sorts of personal well-being must be sacrificed, but rather that economic and social welfare improve or decline to the degree in which this constructive co-operation exists. Most of the difficulties with which modern life is beset are the result of political and economic self-seeking without regard for normal progressive development or concern with general community welfare.
Class Officers

The members of the Class of 1933, whose enrollment falls a little below that of '32, have gathered from all parts of the country to study the fundamentals of business. We have lived together for the better part of a year and have heard the advantages of one section of the country being praised over the advantages of every other section. These geographical booster surveys together with the valuable friendships we have made should prove to be an education in itself.

The smaller conference groups in a period, such as the past year, have been very valuable for every man was given an opportunity to have his own problems studied in a way that would be most beneficial to him.

As the day for leave-taking draws near, each man will realize for one reason or another how much this year's training has meant to him along with the associations and contacts he has made at the Institute. In years to come he will look back over the events of 1932-1933 and realize how fortunate he was in being able to have the advantages of a fundamental business training before taking up a life work.

Thirty-five
J. Stephen Anderson, Jr.

Oklahoma City Oklahoma

The ability to enjoy himself fully and to make himself liked by all his associates characterize Steve in modicum. Courageous, too, we'd say, for in these days of depression Steve up and gets married—and a charming wife we are told! After this happy benedict graduates from Babson Institute he will be associated with Anderson-Pritchard Oil Corporation of Oklahoma.

Eldridge V. Avery

Earleville New York

"Uncle" claims the distinction of being one of the hardest working and most conscientious students at the Institute. He also won the utmost respect from his fellow classmates in raising ponies for field trials. We understand that many of these contestants crashed through with blue ribbons! Bravo, Unk. Before this young sports promoter came to the Institute, he graduated from Springfield College with a B.S. Degree. Now his chief interest is in the field of statistics and business research. We are confident of a successful future for this young man.
Emory D. Bacon

Worcester Massachusetts

“Bac” graduated from Babson Institute at the close of the winter term and returned to the automobile business in Worcester. While at the Institute he held the record as the long distance commuter by travelling from Worcester to Babson Park daily, a distance of some sixty-odd miles—surely a good road test for any good automobile!

J. Albert Bel

Lake Charles Louisiana

Al is a product of the “Kingfish” State, and a former student of Tomse School and the university of Alabama. Married only a few days before school opened in September, Al arrived early at the Institute with his delightfully charming belle in order that they might become acquainted with the Northern surroundings. After he graduates in June he intends to enter the investment banking business in Louisiana.
Robert L. Blanke, Jr.

St. Louis Missouri

St. Louis has sent the Institute a number of fine men, but few the equal of "horse" Blanke. Neither Johnnie's verbal beatings nor Pete's Accounting problems disturbed his sartorial composure one jot or title. So, ere long, New York City and International Business Machine Company will be celebrating his arrival and Independence Day simultaneously.

J. Howard Brown

Baltimore Maryland

No class is complete without at least one broker, so J. Howard was awarded that distinction shortly after his arrival. We can not reveal the source but somewhere between the sandpile and the University of Maryland, the germ was inculcated in him with the result that he walks, talks, thinks, and we suspect dreams like a broker. We find this young man virtually impervious to ribald jocularity, certainly an asset in any man's world.

Thirty-eight
W. Fred Brown
Hastings Nebraska

This corn husker received his previous education at Hastings High School and Hastings College. In January, he decided to come East to learn the fine points of business in preparation of entering the business of construction. At present Fred is undecided as to his future employment.

Winton H. Brown
Lakewood Ohio

We expect Win, a man of high ideals, to have a big hand in putting across "truth in advertising," which is his ultimate goal. Win not only was a hard-working student here at the Institute, but he was a mighty fine basketball player winning the second highest scoring honors. Frequently during the games this scrappy player would treat the ringside spectators to a bout—just for variety. His sincere and outstanding personality won him a warm spot in the hearts of all with whom he came in contact. We look for great things from the future adamant Brown.

A Delt from Ohio Wesleyan, Win finished his course at the Babson Institute in March.

Thirty-nine
COBURN A. BUXTON

Providence, Rhode Island

Waking the women and children in a manner which would have done great justice to the famous Paul Revere, Buck made his first ride from Brown University to Babson Institute in March, 1932. To pursue his work further at the Institute he joined us in September. Since no organization is complete without an Ambassador of Goodwill (be he self-appointed or by popular vote) the Class conferred this title of distinction on Buck who executed the duties of this high office very faithfully. We will always remember Buck's sense of humor—it was so baffling!—utterly beyond our poor power of comprehension.

ROYAL D. CLINTON

Binghamton, New York

Clint was another member who finished his work at the Institute in March. He lost no time in proving the merit of his practical training here at the Institute by entering the employ of the Lestershire Spool and Manufacturing Company. Before Clint started his course here, in the summer of 1932, he matriculated into Cornell University and the Bentley School of Accounting and Finance. He is a member of Delta Tau Delta.

Forty
PAT B. COSGROVE
JOHNSTOWN PENNSYLVANIA

From the rugged coal fields of Pennsylvania and the lofty spires of Penn State College arose the "man of the hour" of this year's class. After pocketing the treasurership, Pat mounted the editorial chair and skillfully guided The Babsonian through the most difficult year in its history. The Class will miss the ever popular Pennsylvanian, but we are confident that its loss will be the coal business' gain.

SAMUEL C. DAVIS, JR.
ST. LOUIS MISSOURI

Sam may be from the "you show me" State, but ever since his arrival at Babson Park, he has been showing us—what?—well—how to live in two places at the same time; how to really drive a LaSalle; how to make a lot of noise; how to keep "Unc" out of mischief; how to take Fords apart; and as our famous ambassador to and from Harvard, how to make Babson Park from Cambridge in eight minutes. As a further exploit "Sam I" thoroughly demonstrated the "maximum result with minimum effort theory" to his fellow classmen. Banking will eventually claim this popular Louisian—a line of endeavor that should be able to utilize his talent.
Pop, one of our married men, earned his nickname when an addition to the family arrived one day during the winter term. Characteristically positive about everything is Pop Dayton. Right or wrong one has no chance in an argument. This young man is interested in finance, and if an attitude of self-assurance is an indication of success in business, he should go far.

Ray A. Dunn

Washington, District of Columbia

Captain Dunn of the United States Air Corps adapted himself well to the comparatively easier life of an institution of learning after the rigorous discipline of the Army. He used to tell some tall stories of the experiences he'd had with planes; particularly, do we recall one thriller which was a double fish and airplane story—probably the best ever told? Captain Dunn will continue in his official capacity in the Army after his time at the Babson Institute.
As a graduate of Oxford College of Business Administration in Cambridge, Massachusetts, Farrington had a good background for pursuit of his studies at the Institute. A hard-working, conscientious student, and although a very quiet person, he was well liked by all who came in contact with him. Farrington lived at home so we were deprived of his company at many nightly student gatherings.

Bill came to us from Colgate University where he had graced the Deke House during his college years. It was said of Bill by certain members of the Babson Institute Faculty that he had the heartiest laugh of anyone in school. On the strength of this statement, don’t be surprised if you hear him pinch-hitting for the Texaco Fire Chief. Fenn completed his work in March and is now in the paper container business.
"John Bull" battled the business world while the rest of us were absorbing a liberal education. When he completes his work in June, he will be ready to sally forth again, shirts and all, with his Babson Institute "degree" in his trunk and a host of friends to whip industry into line.

Bowdoin College yielded this prominent "towmie" and familiar campus figure, who confounds his friends with feats of prestidigitation, and conducts a card business on the side. His destination is not revealed, but we assuredly can count on his having some weight in whatever he enters.
EDCAR M. GREEN, JR.
Easton, Pennsylvania

Lafayette College and the Delta Kappa Epsilon bequeathed Ed to us, but we still do not know just what should be inscribed on his epitaph. However, much credit is due him because he weathered the loss of the "Colonel," comforted the Chaplain in his mournful moments, and turned in an excellent golf score.

JOHN A. HAMMOND
West Roxbury, Massachusetts

Jack, the speed king, dashed in upon us on two wheels and with screeching brakes, after spending several years at Massachusetts Institute of Technology, Brown University, and the Phi Gamma Delta House in Providence. He anticipates eventually entering the boat-building industry (if speed is wanted, we'll bet Hammond-made boats will have it)—but at present, he is making plans to tour Europe this summer.
As an educational background Tommy boasts Westminster School and Oxford College of Business Administration. As a golfing enthusiast, Tommy enjoys outdoor life. A further confirmation of this fact is the frequency with which his yellow roadster cruises a nearby campus. Tommy hopes to go into some financial business when school days are over, and we feel sure that he will be a staunch upholder of the reputation of Babsonmen.

The affable "kewpie" Harrington deserted the Moses Brown School to examine that enigma, the business world, via the Institute, and as a result crystallized a life-long ambition. We would not be surprised if Harrington Boat Corporation unloads a "frost-biter" on us—when, as, and if, business recovers.

Forty six
EARL O. JOHNSON

Bricelyn, Minnesota

A quiet, likeable, and hard-working fellow—that's Olie. After he graduated from St. Olaf College, he came East to compare the severity of the New England winters with those in Minnesota. Olie gave a good account of himself in basketball and was one of the most consistent players on the team. He was the third member of the "Three Musketeers" until the spring term bereaved him of his two valiant brothers in crime, Brown, Veitch. Olie is undecided as to the future, but he hopes to stay here in the East.

HERBERT R. KEITH

North Bay, Wisconsin

The University of Wisconsin, Alpha Delta Phi, and Wisconsin (the home of cheese) sent Herb to us. Here at the Institute he has become the classroom debater of note, and if he continues to tackle the problems of the business world as he has those here at school, we feel certain the problems of distribution will be solved in the next few years. We might dare to predict further if the constant companionship of a pipe was a contributing factor in the election of Dawes to the Vice-Presidency, we may expect to find Herb and his pipe presiding over the senatorial arguments in the future!
Alva L. Kitselman, Jr.

Muncie, Indiana

Babson Institute’s contribution to culture is a product of “Middletown” Muncie, Indiana, Culver Military Academy and Stanford. Here at the Institute, Kitsie’s extra-curricular activities alternate between riling the ether with his radio antics and assaulting the “upright” in “South.” If a man’s success is measured by the diversity of his interests we will be forced to award the palm to our “slide rule genius.” The Class of ’33 pays a great tribute to its youngest member in his being a big brother to all of us.

John J. Koenig, III

New York City

New York

The “beer baron,” after supporting Roosevelt against heavy odds, undertook to apply Columbia University tactics to our social situation with astounding results. Of course our guess is no better than yours, but we suspect that he will have the New York Orchestra and beer situation well under control by next year.
William H. Kraper
Oklahoma City Oklahoma

It seems that Babson Institute just plain would not be Babson Institute unless someone gave a sales demonstration of an airplane. Bill was the man who upheld the name of Babson Institute this year. As a fellow Oklahoman, Bill was the Reception Committee for the newlyweds, Mr. and Mrs Steve Anderson. Later, we understand, with the groom’s permission, he helped the bride make her first biscuits! In regard to personal characteristics, we will always remember Bill as the man who ate eggs three times a day.

Jack R. Linton
Eau Claire Wisconsin

The wilds of northern Wisconsin and its University produced the Advertising Manager of this book, and one of our leading social lights. Jack claims both titles and anticipates using them to advantage in the field of distribution. Good luck, Jack—the Class will miss your optimism and good temper.
Mitch, the owner of Dodge Brothers' first dream of automotive transportation created sufficient noise on the first floor of Park Manor to graduate to the second floor and be elected to the "Knights of Prevarication" as Grand Prevaricatory. This loyal son came to the Babson Institute in the spring of 1932 and completed his course here at the Institute in the following December. The latest reports are now that he is perfecting an automatic floor hunger for Lyon Study Hall as a fitting memorial!

Robert A. Moosmann
Plainfield, New Jersey

Entering Babson Institute in January of this year, "The Moon" is our second representative from Princeton University. At the present time his chief interest, other than school, is trying to work out a plan whereby Schramm, Linton and he can all see the West Indies from the deck of a forty-eight foot boat.
Paul E. Munson
Mt. Pleasant, Michigan

“Fingers” was the big shot this year being the Class Prexy. Previous to coming to the Institute he had taught chemistry to budding young pupils out in Michigan and he could floor any of us on chemical formulae. Paul was the mainstay of the basketball team, being high point man for the season. He was very well liked by everyone and surely no class could ever have a better leader than President Munson. At present Paul is undecided as to just where he will plow under his talents in the business world.

Jerome F. Murphy, Jr.
Wellesley Hills, Massachusetts

Having established an enviable record at Holy Cross, Murphy decided that concentration was the most appropriate role for the Babson Institute—much to its loss. However, a fitting reward undoubtedly awaits this very conscientious young man when he enters his chosen field, the commercial side of music.
Fore! Here is John Murray the professional golf player. Johnnie came to us from the United States Naval Academy and was one of the boys who had the floor at every meeting of the "speech" class. Here at the Institute he upheld his reputation as a public speaker of no mean ability. In addition, he was a ping-ponger of note and a member of the basketball squad.

Nicholas F. Noland, Jr.

Kansas City  Missouri

The plains of Kansas and her University sent us as their representative "Ironman Nick." He lived up to his reputation as guard on the basketball team by turning in consistent performances. July I will find him sitting among the grains of wheat in Kansas City trying to figure out how to corner the market—or how to sneak forty winks.
George E. Rathmell

Uniontown, Pennsylvania

"Pudge" arrived fresh from Washington and Jefferson College where he was a Phi Kappa Psi. Here at the Institute, extra-curricularly speaking, his chief interest was in bowling and each Wednesday, George proceeded to give a good account of himself on the alleys. As he is very much interested in finance, he hopes some day to give present financial tycoons a run for their money.

Russell B. Sallinger

Brookline, Massachusetts

Here is another Culver Military Academy man and a daily commuter to the Institute. However, Russ found time to attend the famous noon hour meetings in Room 112 Park Manor where the affairs of the brewing industry were settled. He intends to go in business with his father in the fall.
Ted M. Schramm

Philadelphia Pennsylvania

William Penn Charter School and Philadelphia Textile School sent Ted, our all-round man, to the Institute. Here at school his interests were many and varied and his life a busy one. In addition to the usual curriculum Ted was a bowling shark, manager of the basketball team, and Assistant Advertising Manager of The Babsonian. Ted informs us that he is open for suggestions as to his future business career.

Albert Smart

Hull Massachusetts

Al was able to withstand the lengthy harangues of his roommate on the importance of Wisconsin’s cheese industry to the welfare of the United States. Before coming to the Institute, Al attended Brown and Nichols School and Thayer Academy. He is undecided as to his future after he finishes his work here at the Institute.

Fifty-four
Duane F. Sparks
Indianapolis Indiana

The Tropic air man from the plains of Indiana arrived at the Institute as a representative of A. T. O. and the University of Arizona. Spark-sie's residence at Babson Park marked the largest increase in incoming mail since 1929. This popular mail correspondent expects to become associated with Noblett Sparks Industries, Incorporated when he finishes his work here at the Institute.

William F. Starling
Detroit Michigan

Dartmouth College and Sigma Nu sent Bill, another one of our all-round men, to the Institute. Here at the Institute not only did he excel academically, but he was also greatly interested in books, and extra-curricularly speaking—in a certain blonde bit of femininity in Detroit! Bill is very much interested in advertising and sales promotion, and he has had an opportunity to use his abilities along these lines as Business Manager of The Raysonian. Bill will be with the Seaman Patrick Paper Company when he finishes his work here at the Institute.
ARThUR M. STEWART, JR.

Newton Center Massachusetts

Stewie spent several winters hibernating in Waterville, Maine, at Colby College, but the lack of heat in the A.T.O. House and his desire to enter the field of sales prompted him to enter Babson Institute last fall. Bang! Crash!! How many times has the peace of Lyon Hall been shattered, followed by a defensive, “Hammond did it,” from Stewie? According to the much maligned Jack, however, Stewie creates the disturbances. We only know that one is never seen without the other, and destruction follows in their wake.

ALEXANDER SUERO FALLA

Havana Cuba

Al is a graduate of the Havana Institute of Liberal Arts with B.S. and B.Litt. degrees; he also attended Massachusetts Institute of Technology for a year. Al used to have a great time speeding down Wellesley Avenue in his Cord roadster until one day he was stopped by the “law”—he mastered the emergency by speaking Spanish! Ahh—not a bad racket, we think. Needless to say this clever young man is very popular both with the student body and the faculty. His business interest lies in sugar and he will return to Cuba to assume a managerial position in his father’s concern.
Andrew D. M. Tomlinson  
Whittier  
California

The Californians are all pretty much sold on their Golden State and Andy proved to be no exception. He entered the Institute in January and had little good to say for a New England winter after basking in the sunshine of California at Christmas and incidentally, amid the earthquakes! Andy lost no time in becoming one of us here at the Institute. He was with us too in play for he donned a basketball uniform, and when he was not in action on the floor, he was shouting his moral support of the team from the roof-top! Andy is undecided as to his future business career, but judging from his willingness in co-operating, we are certain of his success in whatever he undertakes.

Winthrop E. True  
Amesbury  
Massachusetts

Win is another of our aspiring boat builders from the Codfish State. He intends to enter business with his father in June after finishing his work at the Institute and become one of our important cup defenders in future years. (English newspapers please note.) In order that Win should not become too sea-minded, he combines horseback riding with boating.
JAMES G. UPHAM  
WICHITA FALLS, TEXAS

After a well-rounded preparatory school background, Jim descended upon the Babson Institute ostensibly to befit himself for the petroleum industry. Be that as it may, he hung up several records that will not be approached very soon—those “hats,” the “tall” stories, and his respect for the law. Jim is still searching for an office chair which can do satisfactory duty as a couch!

EDWARD J. VEITCH  
BLOOMINGTON, ILLINOIS

Ed graduated from the Babson Institute in March and stepped into the advisory investment service of United Business Service of Boston. Before he entered the Institute he was graduated from Ohio Wesleyan as a member of T.K.E. as well as holding a membership in Pi Kappa Delta (national honorary forensic society). Ed proved his loyalty to the Institute by coaching Win Brown and Olie Johnson “over the balcony” at the basketball games. Oh! speaking of balconies, Ed was some Romeo, too!
JOSEPH WELCH, JR.

Wellesley Massachusetts

With a mind turned toward the idea of industrial engineering you might think this lad out of place in a business school, but not Our Joeey, no siree! Joe played basketball and had a good time doing it just like everything else he did. A wonderful faculty to possess, we believe, such a consistently good-natured disposition. And the old Ford coupe came in mighty handy for the weekly jaunts down to the industrial movies. Joe is a graduate of Massachusetts Institute of Technology.

WALTER S. WESP

Los Angeles California

The relatable Walter, case-hardened by several years in California, survived his roommate’s steam showers and rallied the basketball team in times of stress. But, not satisfied with these accomplishments, he added to his laurels financially as well by defying the “market” to outguess him, an experience which should be of decided benefit in his chosen field, the brokerage business.
Robert B. Whittredge

Needham, Massachusetts

Herewith the answer to the question of "Technical vs. Liberal" education. Yale Sheffield School and Cornell bestowed degrees upon Bob and prepared him for Babson Institute via the General Electric Company of Schenectady. What the future holds no man can say, but we'll bet that it will be no unsolvable mystery to this Phi Beta Kappa.

Advanced Students

Joseph S. Hall
Greenwich, Connecticut

Lieutenant Bennett E. Meyers
Washington, D.C.
An Amazing Campus Attraction

On a bronze tablet in the center of the Babson Institute campus under the shade of a century-old, solitary cedar, badly torn on one side by an ice storm of a decade ago, the wandering visitor will find this strikingly pungent but anonymous quatrain:

Bite off more than you can chew
Then chew it.
Plan for more than you can do
Then do it.
Hitch your wagon to a star
Keep your seat and there you are.

That homely verse it seems to me characterizes pointedly Mr. Babson’s keen insight, homely philosophy, and plain speech. A few hundred yards across the ball field on this highest crest of the campus stands a building which is a perfect illustration in brick and mortar of the sentiment embalmed in that quatrain. This structure was erected to house a great relief map of the United States and southern Canada. The central section contains the big map and the ample wings will furnish accommodations for a complete map library on one side and a comprehensive financial library on the other. You will readily see how this bit of enterprise parallels the quatrain on the bronze tablet when you understand that the structure itself cost $120,000. The map which has been under construction now six or seven years has cost $70,000 up to date and is still a long, long way from completion. Nothing like it was ever undertaken before. No other indoor relief map can compare with it in size or accuracy.

The framework of the map is of steel tubing so shaped that it curves equally in every direction, presenting an area for the surface of the map curved exactly as the earth would be if it were on the same scale as our map. This steel framework is covered with plaster slabs a quarter of an inch thick, 400 of them in all, and each one so perfectly curved that it would fit equally well on any portion of the surface. This framework is 63 feet wide from east to west and 46 feet long from north to south and rises 6 feet 6 inches in the center from the edges. It all rests on four small steel supports and is so strongly joined together in all its parts that if the building should settle, or the foundation weaken even an inch or two, the entire map would adjust itself as one solid piece and could not break or crack in any portion of it.
Mr. George Carroll Curtis, during his lifetime acknowledged the American Leader in the making of natural relief maps, was commissioned to have charge of the building of this mammoth piece of topography, but died before reaching the end of the first year of his labors. President Wallace W. Atwood of Clark University, an institution which specializes in Economic Geography, is chairman of a group of college leaders in New England who have assisted with their advice and counsel. Mr. E. Leroy Nichols, who was assisting Mr. Curtis in the construction of the map and who is a resourceful mechanic, an expert photographer, and an artist in color effects, has carried on most acceptably ever since Mr. Curtis' death.

The usual orthodox method of cardboard contours well known to all relief map makers furnished the basis of all our first castings until Mr. Nichols developed what I think is an entirely new process—just the opposite of the orthodox method. It is particularly economical of time and labor where the contrast in elevations in the same block is extreme. By this process we operate directly from the Government surveys without redrawing, using an electric router with a pantagraph attachment and an adjustable platform enabling us to cut out of a solid block of plaster a positive relief maintaining the same accuracy which the cardboard method allows. The process of modeling in clay between the contours provided by these two methods and the further castings and coloring present a procedure so fascinating that many of our visitors, entranced with the map, have jocosely exclaimed that they would never finish the map because the process of making it was so interesting to watch. The visitor’s first inquiry is, for what purpose did you ever start on such a great undertaking? The answer is three fold.

The map when finished, and even in its partial development, presents a magnificent spectacle revealing our blessed country in such a manner as to enthral the youngest spectator and fascinate the veteran savant. No such portrayal of the surface of the United States has ever or could ever be seen in any other way. It is as though you were looking down upon the United States from a point twelve miles above its surface and yet through some magic instrument could see the country as a whole and at the same time study in detail its infinite variety of lakes, and rivers, and valleys, and mountain ranges, and irregular coast lines. The map can be seen on all four sides, standing on a platform just a few inches above the lowest edge of the map, or it can be viewed from a fifteen-foot gallery surrounding the map on all sides.

The horizontal scale of the map is four miles to the inch and the vertical scale four miles to the foot. This twelve times exaggeration of height over area is essential as an accommodation to the eye. Otherwise Pike's Peak, for example, the highest mountain in Colorado and all its surrounding area, would look more like a mud flat than the mighty mountain that it is.

The map is being constructed with such minute scientific accuracy and will be so correct from an educational point of view that scientists and scholars and teachers will find it of great service as a laboratory for all their students. But its chief value will be to the business man in working out problems of transportation, irrigation, forestation, mining, lumbering, fishing, and manufacturing. On the big map he will be able to study his problem as it is related to the whole country. In the map library he will find all the valuable subsidiary maps, charts, and graphs essential to the development of his plans. When the map is as nearly completed as the progress of Government surveys permits and the library has been established, conventions of business men, interested in some particular industry, will visit the great map and find on the inside walls surrounding it, great outline maps of the United States 4 feet x 6 feet containing carefully worked out data pertaining to their line of business. When these groups have completed their studies and returned to their
places of business these outline maps can be taken down, deposited in the library for reference purposes and another set made of an entirely different character for another group interested in a widely different line of business activity. This is the dream that, again let me remind you, parallels the quatrain on the bronze tablet. We are on our way. Mr. Babson jokingly declares that it will probably be his grandson who will finish the map. It probably is not known by the average citizen that the Federal Government has not yet surveyed one-third of the area of the United States. And of the two-thirds that has been surveyed the portions thus covered are not all contiguous. For instance, even in such older parts as New England, Ohio, and Pennsylvania, there are great areas in northern New England and in the heart of Ohio and Pennsylvania where there are so many sections as yet unsurveyed by the United States Government as to make it impossible for us to finish these states with the same degree of painstaking accuracy that has characterized all that we have done so far.

It may interest the reader to know how it happened that such a mammoth enterprise was ever undertaken. Of course, Mr. Babson himself is the only answer to such a question. One summer eleven or twelve years ago I showed him the map of Palestine laid out on the ground in relief at Chautauqua, New York, with Chautauqua Lake serving to represent the shores of the Mediterranean. Mr. Babson was so fascinated with the impression made upon him that he immediately planned for a great relief map of the United States for the new campus of the Babson Institute which was just then in the making. An outdoor map was first contemplated, but a consideration of New England climate put a stop to that before we started. After visiting the biggest relief maps in Washington, in the Pan-American Union Building, and in the Ferry Terminal in San Francisco, the size of our undertaking was determined and a building erected to contain it. In determining the size, it was essential that it should be small enough so that the human eye could take it all in at a glance and yet not so large but that every section could be examined in detail. These conditions have been very closely approximated in the Coleman Map Building.

Many other interesting developments as to the use of the map for economic studies, military and naval purposes, and for universities and chambers of commerce, desirous of having replicas or photographs of their particular section, are well in mind ready for development when the time comes. One concrete illustration of this is the plan for a travelling crane which will take a small carriage to any part of the map for purposes of cleaning, repairing, and photographing. An interesting speculation in finishing large sections of the map is in the way of artificial markings, like state lines and names of states and cities, which shall be made a part of the map surface. The widely varying irregularity of the topography, one can readily see, makes this a far more intricate problem than anything the flat map makers have to deal with.

George W. Coleman.
ACTIVITIES
To the Editor of the 1934 "Babsonian"

When your printer is howling for copy,
And your Board is all down with the flu,
The photographer cries, "Sun or no pictures,"
And the rain simply won't take the cue.

When nobody's paid his subscription;
And the printer wants cash in advance.
When your contract reads, "Sixteen hundred;"
And your business board says, "Not a chance."

When the students find grinds are a nuisance,
And decide not to write any more—
Our advice is—pray don't be downhearted,
Just remember it's happened before.

So demand all your copy by December,
And all your pictures by fall;
And if you don't get them till April—
Why be thankful you got them at all.

—Selected
Babsonian Staff

Editor

Business Manager

Advertising Manager

Assistant Editorial Manager

Assistant Editorial Manager

Assistant Advertising Manager

Pat B. Cosgrove

William Starling

Jack R. Linton

Herbert R. Keith

Edward J. Veitch

Ted R. Schramm
In Appreciation

The Babsonian Board takes this opportunity to express its sincere appreciation and thanks for the good work done by the following:

The Administration for its co-operation in aiding us in the construction of this book.

Mr. Babson, Dr. Coleman and Dean Millea for their interest in the success of this publication.

Mr. Russell Knight of the Howard-Wesson Company for his suggestions and very good co-operation.

Miss Virginia Hueg, secretary of this yearbook for her untiring effort in seeing that all the details of the book were taken care of.

The advertisers through whose generous assistance this publication of the Class of 1933 has been made possible.

The Class of 1933 for having enough faith in us to put out the yearbook.
Dance Committee

John J. Koenig, III

Pat B. Cosgrove

J. Stephen Anderson, Jr.

Sixty-eight
Well do I remember my first encounter with the Ediphone! What a weird, uncanny instrument it was! Nervously I grappled with it, and as I stuttered broken, halting syllables into its grinning maw, there began one of the most cataclysmic conflicts of mind and matter that I have ever experienced. At last, however, my valiant struggles were rewarded with success, and the reproduction of my vocal triumph was a paean of glory in my ears. Surely Saint George in all his glory slew never so diabolic a dragon as that which I had conquered. Mighty were my strides as I hastened with my prize to the secretaries' office, master of my mystic cylinder. Horatio and Lancelot looked down on me in awe!

But, alas! Picture my chagrin on being informed by the high priestess of the printed word that she had an excellent record of the peanuts which I had eaten and the gum I had chewed, but unfortunately there was paucity of Demosthenic grandeur. Ah, what a fall was that, my countrymen!

Dictation, I found, was an ogre more easily conquered; in fact, I became quite proficient in the art. So expert did I become that the other students soon perceived my talent, and they were not long in showing their consideration for one so gifted. Imagine my surprise one day on entering the secretaries' office to find that my fellow classmates had thoughtfully moved my desk down from the study hall upstairs so that I might not be inconvenienced in my work. Tears came to my eyes at the thought of their loving sympathy, and as they go out into the world may they carry with them the knowledge that they, as my first patrons, have earned my eternal gratitude.

---The Class Maledictorian.
(With apologies to H. Keith.)

Sixty-nine
Once again the students of Babson Institute were represented by a basketball team of which they can well be proud. The team, drawn from a student body of only about sixty men, rolled up a total of 662 points against 488 for their opponents and won a total of thirteen games out of seventeen played. Only the Harvard J. V.'s, the Needham Episcopal Church, and the Andover-Newton Theological teams were able to take the count of the Babson team during the year.

The team was built around Captain Paul Munson, who, during the season, scored the high total of 326 points, by far exceeding any individual total score since a Babson team has played a regular schedule of games. Next in line for scoring honors was Win Brown with 118 to his credit. Joe Welch followed closely with 101. The team was fortunate in having guards of the calibre of Olie Johnson and Nick Noland, both of whom played a bangup game during the entire season. The play of these sterling guards in no small way was accountable for the success of the team. These five regulars together with Walter Wesp, John Murray, Andy Tomlinson, and Ted Schramm, student manager, made up the personnel of the team.

Since there are no organized athletics at Babson Institute, those making up the team, play for the pleasure of the game, the means it affords for relaxation from the strenuous curriculum, and the opportunity for keeping in good physical condition. The entire team whether in victory or defeat, always showed an exceptional brand of sportsmanship and fair play.

The majority of the games was played at the Institute gymnasium. Students, employees, and local admirers were always on hand to lend their support to the team and many did not miss a game throughout the season.

The basketball team attributes a very successful season to its capable Faculty Manager, Mr. French, who scheduled the games and secured the officials. The team heartily applauds such a loyal supporter!
Basketball Schedule

<table>
<thead>
<tr>
<th>Points</th>
<th>Babson Institute</th>
<th>31</th>
<th>Wollaston Ramblers</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points</td>
<td>Babson Institute</td>
<td>20</td>
<td>Needham Episcopal</td>
<td>21</td>
</tr>
<tr>
<td>Babson Institute</td>
<td>38</td>
<td>Needham Newton Theological</td>
<td>29</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>18</td>
<td>Harvard Junior Varsity</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>39</td>
<td>Needham Congregational</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>60</td>
<td>Needham Congregational</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>47</td>
<td>Wellesley Congregational</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>47</td>
<td>Oxford College of Administration</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>35</td>
<td>Wollaston Ramblers</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>26</td>
<td>Harvard Junior Varsity</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>42</td>
<td>Needham Episcopal</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>48</td>
<td>Shell Oil Company</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>29</td>
<td>Newton Theological</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>43</td>
<td>William Filene's Sons Company</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>54</td>
<td>Oxford College of Administration</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>52</td>
<td>Needham All-Stars</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>Babson Institute</td>
<td>33</td>
<td>Andover-Newton Theological</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

Total | 662

Individual Scores

<table>
<thead>
<tr>
<th>Player</th>
<th>Position</th>
<th>Field Goals</th>
<th>Field Goals</th>
<th>Free Throws</th>
<th>Free Throws</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Munson, center</td>
<td>. . .</td>
<td>142</td>
<td>102</td>
<td>42</td>
<td>20</td>
<td>326</td>
</tr>
<tr>
<td>Brown, forward</td>
<td>. . .</td>
<td>50</td>
<td>36</td>
<td>18</td>
<td>37</td>
<td>118</td>
</tr>
<tr>
<td>Welch, forward</td>
<td>. . .</td>
<td>45</td>
<td>28</td>
<td>11</td>
<td>29</td>
<td>101</td>
</tr>
<tr>
<td>Johnson, guard</td>
<td>. . .</td>
<td>18</td>
<td>20</td>
<td>9</td>
<td>25</td>
<td>45</td>
</tr>
<tr>
<td>*Gangewere, forward</td>
<td>. . .</td>
<td>19</td>
<td>7</td>
<td>3</td>
<td>11</td>
<td>41</td>
</tr>
<tr>
<td>Noland, guard</td>
<td>. . .</td>
<td>7</td>
<td>12</td>
<td>5</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Wesp, utility</td>
<td>. . .</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Murray, utility</td>
<td>. . .</td>
<td>1</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Tomlinson, utility</td>
<td>. . .</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Schramm, utility &amp; Student Mgr.</td>
<td>. . .</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Total | 285 | 221 | 92 | 150 | 662 |

* Left in middle of season.
Bowling

The seventh very successful bowling season opened in October with six teams vying for honors. These contesting teams were called the New York, Interstate, Pennsylvania, Massachusetts, Michigan, and the Faculty.

An enthusiastic battle was fought throughout the tournament on account of the keen competition that one team gave another, but a still more potent factor in this contest was the ever present desire to defeat the Faculty—no matter what team. Put to test, however, the Faculty fell easy prey to their captors, the New York and Interstate teams. In the final struggle the New York team proved the proud conqueror with the Faculty team in the role of the defeated champions.

As marks a true and fitting end of any successful season, the bowling tournament was brought to a close by a banquet held at the Woodland Golf Club on March 15, with Mr. Mattson occupying his favorite seat, that of Master of Ceremonies. Nearly all the team members turned out for the special occasion, and when Joe Hall, captain of the winning New York team, was presented with the Bowling Cup, he spoke in behalf of his team, "We all won it together, fellows." What a striking expression of team co-operation!
### The League Standing

#### TOTAL POINTS

<table>
<thead>
<tr>
<th>Teams</th>
<th>Won</th>
<th>Lost</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>37</td>
<td>19</td>
<td>.661</td>
</tr>
<tr>
<td>Interstate</td>
<td>30</td>
<td>26</td>
<td>.536</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>28</td>
<td>28</td>
<td>.500</td>
</tr>
<tr>
<td>Faculty</td>
<td>28</td>
<td>28</td>
<td>.500</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>26</td>
<td>30</td>
<td>.464</td>
</tr>
<tr>
<td>Michigan</td>
<td>19</td>
<td>37</td>
<td>.339</td>
</tr>
</tbody>
</table>

#### HIGH STRINGS

**Individuals**

- J. G. Upham: 125
- A. M. Stewart: 115

**Total (3 strings)**

- A. M. Stewart: 302
- J. G. Upham: 293

#### FACULTY (Defeated Champions)

- Milka
- Canfield
- Petersen
- Mattson
- Lane

*Seventy-three*
One of the most important tests of the worth of any school is the degree of loyalty of its Alumni. That Babson Institute passes this test with distinction is evidenced by the marked spirit of loyalty among her Alumni. This is due in no little part to the Alumni Bulletin.

It is the purpose of this publication, under the capable editorship of Dean Millea, to maintain active contact between the Institute and the Alumni, and to provide a medium for the comments and ideas of Alumni on business problems. If nothing more than this were achieved the Bulletin would be well worth while, but in addition, the articles on important business subjects by Mr. Babson and Dr. Coleman, as well as by members of the Faculty, who are experts in their respective fields, make it doubly interesting.

The Alumni Bulletin is the only periodically issued publication of the Babson Institute during the year which goes to the student body, and as such, it takes the place of a student publication by serving as an organ of the undergraduates.

Without going into too much detail, this publication is made additionally attractive by campus views, campus news and activities, Alumni notes, and book reviews by Miss Hayward.

For the past three years an annual Alumni Directory has been published as a supplement. It contains the names, addresses, and business connection of Alumni and is a valuable store of information.

It is the opinion of all concerned that the Alumni Bulletin fills an important place in the life of Babson Institute.
Program

FOURTEENTH ANNUAL COMMENCEMENT

SUNDAY, JUNE 11—11.00 A.M.

Baccalaureate Sermon by the Rev. J. Burford Parry,
Wellesley Congregational Church.

WEDNESDAY, JUNE 14—4.00 P.M.

Tennis Tournament Finals on Babson Institute Courts.

FRIDAY, JUNE 16—3.00 P.M.

Student-Faculty Baseball Game, Babson Institute Field.
6.30 p.m.—Alumni Banquet, Wellesley Country Club.

SATURDAY, JUNE 17—10.45 A.M.

Commencement, Richard Knight Auditorium—Mr. Stanley High, Speaker.
12.15 p.m.—Buffet Lunch, Park Manor.
1.00 p.m.—Alumni Meeting.
FIRST ADDITION TO THE

Ancient Royal Order of the Goats

Motto—It doesn’t take brains to fire a man.

Meeting Place: Room 201, Lyon.

Most High and Exalted Goat
John E. Millea

Honorary Members
John E. Millea
Dr. G. W. Coleman
H. H. Shively
G. R. Anthony

It would not be appropriate to allow this annual to go down in history without mentioning our one honorary society, (the one in which membership requirements are very stringent as well as selective) along with other activities. The word activity may be used here also, because those connected with this organization were at all times active, especially during the six hours of the week when regular meetings were held.

As an organization we take this opportunity to apologize to those who were aroused from their slumbers to witness the initiation of a new brother goat and to those members of the faculty who have applied for membership only to find that the entrance requirements were unfavorable for their selection.

Signed:
F. V. Avery     J. A. Hammond     T. M. Schramm
R. L. Blanke    A. L. Kieselman    A. D. M. Tomlinson
W. H. Brown     H. R. Keith        J. G. Upham
P. B. Cosgrove   J. J. Koenig       E. J. Veitch

Seventy-six
In Conclusion

The 1933 Babsonian Staff has presented to the best of its ability a résumé of the life at the Babson Institute. It hopes that, as the years pass, you will find this book a source of much happiness and pleasure.
ADVERTISING
Index to Advertisers

Babson Park Garage . . . 10
Babson Park Laundry . . . 8
Babson Statistical Organization . . 4
Bendslev's and Community Playhouse . 11
Brookside Laundry, Incorporated . 12
City Brewing Corporation . . . 7
Cole & Smith . . . 11
Du Pont De Nemours, E. I. & Co. . 3
Ernest Forsberg . . . 10
Finchley . . . . 2
Frank Brothers . . . 8
Gherin Gallery . . . 6
Howard-Wesson Company . . 14
Ideal Barber Shop, The . . 11
Miller Rose Company . . . 10
Needham Bowling Alleys . . . 11
Needham Sales, Inc. (Ford Dealers) . 5
Rimmele's Fish Market . . . 10
United Business Service . . . 9
Webber College . . . 13
Wellesley National Bank, The . . 9
Whiting Milk Companies . . . 9
CHARACTER

While it is not the intention of Finchley to appear to claim or dictate an inflexible standard of style and worth, it is nevertheless true, that certain characteristics peculiarly associated with the service of this institution are accepted as fair and final by gentlemen of the most engaging type who are very exacting in their choice of clothes and give the element of cost due and proper consideration. In new suits, excellence, freshness and character prevail and fabrics are most unusual. Also, it is stated quite frankly, that even the most economically minded persons will find prices extremely fair and interesting. Everything is of the Finchley standard in cut and worth. Clothes tailored to order.

$35 to $50

THE
FINCHLEY
Establishment

Fifth Avenue at 46th Street
Confidence

The world has lately witnessed a confirmation of the fact that only as confidence is maintained can government endure. When that foundation is shaken by untoward events, fears kindle quickly and spread like wildfire with disastrous results. The recent financial crisis grew out of widespread fears. Prompt action by our Government successfully averted the perils of a situation more serious than any that has confronted our nation since the World War.

The stability of the American dollar is obviously of vital importance, for it supports the credit structure. There must be confidence in standards of value, and that is as true of merchandise as it is of money. Noticeably during the past three years there has been a more or less general departure from old-time quality standards as they apply to manufactured goods. Prices have been forced to low levels. Shoddy merchandise has been offered to the public so insistently under the lure of bargain appeals that only those who know values can distinguish the really good from the inferior. Under such conditions one can well understand why many people are disinclined to exchange good money for products of questionable merit.

A vigorous campaign is now under way to restore confidence in quality products, with the active support of reputable merchants and manufacturers from coast to coast. It is stressing the point that only standard merchandise, fairly priced, is likely to give satisfaction and service; that cheap and shoddy things are rarely good values at any price. Happily there are evidences that quality goods are in stronger demand in many parts of the country, and it is hoped that this trend will continue, for it will help to bring about better business conditions with benefits to all concerned.

Faith has been restored in the stability of the American dollar. The public will now do well to make its purchasing power effective by intelligent buying from reputable concerns who refuse to lower prices at the expense of quality.

Reprinted From
THE DU PONT MAGAZINE
April, 1933
Babson's Reports

Help
Business Men and Investors
To Increase and Protect
Their Capital

Babson's Statistical Organization
Incorporated

Babson Park Massachusetts
Needham Sales, Inc.
Authorized FORD Dealer
Needham, Massachusetts

SALES

SERVICE

PARTS

ACCESSORIES

“Greatest Car I've Ever Driven”
Photographs
Miniatures
Charcoals
Pastels
Portraits in Oils

Gherin Gallery
969 Great Plain Avenue
Tel. Needham 1062
NEEDHAM - BOSTON
Superior Quality
That Appeals
To The
More Discriminating
Taste

CITY BREWING CORPORATION
NEW YORK CITY

The Original Finance "A"

Ne Plus Ultra
(The uttermost point of megalomania)

Elbridge V. Avery
Samuel C. Davis, Jr.
Earl O. Johnson
Herbert R. Keith

Paul E. Munson
Jerome F. Murphy
Joseph Welch, Jr.
Robert B. Whittredge
FRANK BROTHERS
588 Fifth Ave between 47th and 48th St.
NEW YORK

Footwear that meets the young man's point of view.
Smartly styled . . . soundly made . . . and economically priced.

A correct model for every activity
of student life.

Frequent Exhibits at Park Manor

Hotel Taft
New Haven

Babson Park Laundry

Exclusive service to Babson Institute
Students

BABSON PARK
MASSACHUSETTS
COMPLETE BANKING SERVICE

has been rendered by this bank to the students of Babson Institute since its organization.

It is our aim to make that service always increasingly helpful.

The Wellesley National Bank

Main Office
WELLESLEY SQUARE

Branch Offices
BABSON PARK  LOWER FALLS

United Opinion Forecasts

The independent conclusions of UNITED experts alone would justify your fullest confidence, because each is an acknowledged authority. But UNITED OPINION gives you more than the independent findings of our own staff. It brings you a balanced decision based on the weighted opinions of all recognized authorities plus our own conclusions.

Special Rates to all Babson Institute Graduates

United Business Service


WHITING
MILK COMPANIES

Park Manor serves and recommends
Whiting's Ice Cream and other Dairy Products

Whiting's Service Covers New England

Chas. 2860  Pros. 1600
**Flowe rs**

for all

**Occasions**

---

Corsages

---

**MILLER ROSE CO.**

Needham Massachusetts

Opposite Babson Radio Station

---

**RIMMELE’S FISH MARKET**

Needham Massachusetts

---

**SEA FOODS**

**VEGETABLES**

**FRUITS**

---

Supplying Park Manor

---

Fine Swiss and American

Watch and Clock

Repairing

---

**ERNEST FORSBERG**

Watchmaker and Jeweler

---

Central Block Wellesley, Mass.

(Opposite Blue Dragon)

Telephone - - Wellesley 1345.M

---

**BABSON PARK GARAGE**

(Rockwood Brothers)

---

Renders

Prompt and Complete

Service

---

Washing - Repairs

Storage

---

Babson Park, Massachusetts
an appreciation of patronage received

Bendslev's

The Community Playhouse

THE IDEAL BARBER SHOP

Nicholas Quataole

Wellesley Massachusetts

(Located downstairs next to Post Office)

Caters to Babson Institute men

COLE & SMITH, Inc.

Complete INSURANCE Service

Wellesley Hills Square
Telephone Wellesley 0583

BOWLING

The Babson Bowling Tournament has been held here for the last seven years.

Enjoyable recreation and exercise on good alleys.

Alleys reserved for ladies.

Needham Bowling Alleys
Chestnut Street
Needham - Massachusetts
FINE LAUNDERING
and
DRY CLEANING

DAILY COLLECTIONS

Brookside Laundry
Incorporated

47 Cottage Street  Wellesley

Phone Wellesley 0248
BUSINESS TRAINING
FOR WOMEN

WHAT is the finest inheritance a man can leave his daughter? Surely not property, for that, through unwise investment or careless handling, may decrease and eventually disappear.

The Incomparable Inheritance is a thorough education in the fundamentals of Investing, Finance, and Business Management—a training that will make it possible for a young woman to manage her own finances wisely, and to accept successfully executive responsibility in business or banking.

A New Era in Education

When Webber College was founded in 1927 by Mrs. Roger W. Babson, it opened a New Era in the education of women. The aim of Webber is to provide for young women the same fundamentally sound executive training that Babson Institute offers for men. Webber is the first college for women, whose curriculum includes as broad a foundation for success in business and banking as the classical colleges offer in cultural background for successful living.

Catalogue on Request

If you know any ambitious young woman who may be interested in Webber, you will do her a service if you send for the new Catalogue which describes the courses; the Fall Term in Boston; the Winter Term in Florida; the methods of study, and the outside activities, all planned for the student’s finest development.

Webber College

Cooperating with Webber Foundation

535 Beacon Street         Boston, Massachusetts
HOWARD WESSON

New England's Largest College Annual
Designers and Engravers also Publishers

Engravers and Publishers of this book

HOWARD-WESSON CO.
Artists and Makers of Fine Printing Plates
44 Portland Street (Printers Building)
Worcester, Massachusetts
Telephone 3-7266