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.
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.

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 Prevaricator. 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 hanger 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.
John T. Murray

Jamestown, Rhode Island

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.

Fifty-three
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

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.
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 Ramonian. Bill will be with the Seaman Patrick Paper Company when he finishes his work here at the Institute.
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

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 redbound 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 enshrined 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 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 frame-work of the map is of steel tubing so shaped that it curves equally in every direction, presenting a surface for 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 frame-work 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.

Sixty-one
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 pantograph 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 joyously exclaimed that they hoped we never would 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 enliven 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 one 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, 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 refer-
ence 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 sec-
tions 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 repre-
sent 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 out-
door 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 develop-
ment 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.

Sixty-three