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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 Sts.
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
Flowers
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

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