We have often heard that our production problems are settled; that future opportunities lie in distribution. Those familiar with production know differently. There are still problems in production to be solved, and without efficient production there will be inadequate distribution.

Management of men is constantly improving but will never reach perfection. It is a difficult job which can be carried on only by those trained and widely experienced in dealing with men in action. It provides a splendid opportunity for a life work.

Methods are constantly changing and for this reason materials, machinery, men and money must be effectively coordinated to secure maximum productivity. Here is afforded another almost limitless range of useful activity and potential economic success.

No phase of business can progress without corresponding progress in every other phase. Opportunity is everywhere, especially at the base—Production.

John E. Millea, Dean  
Director, Division of Production

PRODUCTION
ADVERTISING
IT IS THE ACCEPTED JUDGMENT OF MEN WHO ARE EXACTING IN THEIR CHOICE OF CLOTHES AND ACCESSORIES THAT THE QUALITIES OF DESIGN AND TREATMENT ASSOCIATED WITH FINCHLEY EMBRACE THAT DEGREE OF CHARACTER AND DISTINCTION WHICH ASSURES CORRECTNESS AND SATISFACTION.

MADE TO MEASURE
FORTY-FIVE DOLLARS AND MORE
ALSO QUADLEY SUITS, TOPCOATS, SPORTSWEAR AND FORMAL DRESS
READY TO WEAR AT ONE PRICE ONLY

$35

SPORT JACKET OF QUADLEY TWEED $20
SLACKS $7.50

A FINCHLEY REPRESENTATIVE VISITS YOUR COMMUNITY AT REGULAR INTERVALS

FINCHLEY
FIFTH AVENUE
NEW YORK
Wake-Up and Go Places!

with a tingling PREP brushless shave

Prep shave cream has a priceless tonic — that keeps you fresh all day!

35c Tube or Jar

Prep wilts wild whiskers, soothes, cools tender skin — in a new, quicker way!

25c Introductory Tube 10c. If your dealer can't supply, mail 10c to Mark Allen Co., 2109 2nd, Detroit
Why Investors Are Turning to UNITED Service

In these months of business recovery and of active security markets, more investors than ever have turned to UNITED Service for advice and guidance. They realize that to find profit opportunities in today's markets a deeper knowledge of industries and of specific companies, as well as of basic trends, is needed than any individual can possibly possess.

Tested Through 17 Years

Built upon this broad foundation of information, the UNITED OPINION Method of Forecasting is more than a mere catch-phrase. It is an exclusive, tested method that rests upon the sound premise that the combined judgments of many experts is more dependable than the opinions of any one alone.

Send for Introductory Bulletin, without obligation, and learn how this timely, tested service can help you.

UNITED BUSINESS SERVICE
210 Newbury Street    Boston, Mass.

Business Intelligence is the Mark of the Modern Woman

Early business training insures these coveted abilities: (1) to hold a responsible paid position; (2) to manage household and estate income large or small; (3) to assume business responsibilities in clubs, societies, church or community; (4) to meet economic changes with foresight.

Write for catalogue describing Webber's Course of Business and Financial Training for Women—a unique course designed for the modern young woman.

WEBBER COLLEGE
535 Beacon Street    Babson Park
BOSTON    AND    FLORIDA
ALLAN BENZ

Sales

BUICK

SERVICE

ROCKWOOD BELL BUICK CO.
BABSON PARK GARAGE

Washing    Repairs
Storage

Babson Park        Massachusetts
COMPLIMENTS
OF
WELLESLEY NATIONAL BANK

Three Times Every Day We Call
At Park Manor For Your
Cleaning, Pressing and
Repairing

A. MINOVITZ
The Babson Institute Tailor

320 WASHINGTON STREET
Wellesley Hills, Mass.
Telephone Wellesley 0237-W

COMPLIMENTS
OF
BROOKSIDE LAUNDRY

At the
IDEAL BARBER SHOP

Babson Men

Always Enjoy . . .

• Prompt Service
• Congenial Atmosphere
• Absolute Cleanliness
Wellesley Hills Square
Wellesley, Mass.

"Haircutting by Experts"
GARDEN CITY PRESS, Inc.
A. P. HARTSHORN, Manager

Printing and Engraving
Phones: Newton North 4020, 4021

13 Boyd Street, Newton, Mass.
Monotype Composition — New Type for Every Job

Cool, Wood, Hay, Straw, Ice
Grain, Flour, Fuel Oils, Gasoline

F. DIEHL & SON, Inc.
Linden Street
Wellesley, Mass.
Telephone, Wellesley 1530

Lumber, Brick, Shavings, Building Material
Pipe, Flue Linings, Fertilizer
Cement and Lime
A Man's Clothes

- - - are his passport to correct appearance and social acceptance.

Tailoring by Rosenberg ensures the wearer of creating a favorable impression at all times.

Representatives of this concern visit the leading cities of the country, enabling us to serve Babson patrons after graduation.

THE

Arthur M. Rosenberg Co.

TAILORS

1014 Chapel St. 16 East 52nd St.
New Haven New York
AIME' DUPONT STUDIOS INC.

OFFICIAL PHOTOGRAPHERS

for

THE 1937 BABSONIAN

509 FIFTH AVENUE    NEW YORK CITY
An Appreciation

Of Patronage Received

COMMUNITY

PLAYHOUSE

BENDSLEV'S

V. S. MARTINO'S
Sanitary Barber Shop
Barbers to Babson Men for 18 Years
Individual Sanitary System
Wellesley Square
Next to Free Parking Space

Compliments of

FLOCK AND ARNOLD
Builders of Fine Homes
New York    Detroit    Chicago

Dine At The

WHITE HOUSE

CAFE

NATICK

We Specialize In
Steaks and Chops — Salads
Sandwiches
Chicken Pies and Dinners

Cole & Smith, Inc.

Complete

INSURANCE

Service

WELLESLEY HILLS SQUARE

Telephone Wellesley 0583
Designers and Producers
of IMPRESSIVE PRINTING

Charles H. Rosseel, Jr.
President

W. Phil Frye
Vice-President

Raymond J. Rosseel
Treasurer

WASHINGTON
PRESS OF WORCESTER INCORPORATED
17 FEDERAL STREET WORCESTER
Progress . . . Then and Now

The first “Horseless Carriage” at Lake Waban Laundry was an event in town affairs.

One was quite enough twenty-five years ago . . . but as the laundry habit has grown, so has Lake Waban Laundry grown . . . until today a modern fleet of eight big trucks is needed to give adequate service.

More and more self-respecting men are insisting on Lake Waban Laundered shirts . . . more and more discerning men are capitalizing good appearance with regularly Sanitized suits and other apparel; more and more considerate men are making a place in the family budget for Lake Waban Laundry service.

Does Lake Waban’s Complete Service for Clean Clothes play a part in your scheme of things, too?

Lake Waban Laundry

Launderers Cleaners
Business Men
use Babson's Reports as a
guide to the trend of funda-
mental conditions. Based up-
on Newton's Law of Action
and Reaction, the Babson-
chart helps executives to prof-
it by past experience, appraise
the current situation, and
prepare for future ten-
dencies.

Besides interpreting and ap-
plying basic statistics, the Re-
ports advise on commodity
price trends and opportunities
in advertising, merchandizing,
and credit granting. Practical
information and advices are
also given on labor conditions,
living costs and other topics of
timely importance.

Investors
find in Babson's Reports un-
biased counsel. These Reports
are not concerned with at-
tempts to pick winners or play
the short-swings. Rather they
offer the safeguards of diver-
sification and long-pull plan-
ning. There appeal is to
seasoned and conservative
investors.

A feature of the Babson
financial service is the Superv-
ised Stock List and the Sup-
ervised Bond List. These pro-
vide a diversified portfolio of
securities,—carefully selected
and constantly supervised.
Acquaint yourself with this
forward step in investment
service.

For full particulars address

Babson's Reports
INCORPORATED

Babson Park  Massachusetts
Millions LACK VITAMINS

Many people do not get enough vitamins to maintain optimum health. A partial deficiency of any one of them means living below par. Supplement your diet with Fleischmann's Yeast and really live.

Fleischmann's Yeast Supplies:-

Vitamin A - know as the anti-infective vitamin. It protects the lining of the nose and throat and raises the resistance to colds and infection.

Vitamin B - essential for appetite, aids digestion and improves intestinal action.

Vitamin D - essential for the assimilation of lime and phosphorus, necessary for strong bones and sound teeth, lessens dental decay.

Vitamin C - has been called the longevity vitamin. It prolongs the vitality of the prime of life. With Vitamin B it makes healthy nerves.

EAT THREE CAKES A DAY.
HOWARD-WESSON CO.

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

Engravers and Publishers of this book

44 Portland Street (Printers Building)
Worcester, Massachusetts
Telephone 3-7266

COMPLIMENTS
OF THE

McKAY COMPANY

Manufacturers of

McKay Multi-Griptive Chains

and

McKaycraft Furniture

Pittsburgh
Pennsylvania