EDWARD RYAN O'HEIR

“Oh, I don't think so——”

The grand old man of the Institute; perhaps it is the contemplation of marital bliss that has given Eddie so sober a view of life and tinged his philosophy with Schopenhauerisms. Don't overlook the fact that Ed will do anything in the world for the man he respects.

CHARLES DANIEL PEACOCK, III

“Got to catch some sleep.”

Mr. Burt considered Peacock an excellent guest until Charlie’s Wah Hoo Wah training began to assert itself in the form of nocturnal banjo work, which, because of the fast and impressive footwork involved, soon placed the ceiling of the Clubhouse lounge in jeopardy. Chicago Latin paved the way for Charlie’s Dartmouth career.

ERNEST DICHRAN PEEK

“Absolutely! But don’t you think——”

Frederick the Great lost a potential colonel for his giant grenadiers when Ed chose to run in the twentieth century. Incidentally, the Prussian war-lord was also deprived of an excellent factory manager, a convincing orator, and a charming gentleman; and we are selfish enough to be glad of it.
LAWRENCE JOHN PLYM

"I might be interested. What is she like?"

The grin of the great Dane has kept Johnny Millea and Wellesley in a state of wildest confusion all this Spring. Larry started his business career auspiciously by lingering too long in balmy Bermuda and arriving late for school. Johnny immediately put him down for three A's.

JOHN GILBERT RAYMOND

"Going to the Copley tea dance?"

The Lake Placid Club School; the University Cruise around the world; a roadster as smart as man can assemble; Vassar, Wellesley, Smith, Goodrich Rubber—all have played prominent parts in Johnny's life at one time or another. And the result? A most attractive young man who enlists friends almost at a glance.

WILLIAM HENRY RUEPING

"Just call me Whang."

Bill's two-term career was nothing if not spectacular. Consider the incident of the Indian hunt in Wellesley's wilder climes or the evening on which the Fond du Lac Smoothie clinched the Bowling Cup for team Number 2, by registering a smashing 99.
ROBERT WELMER SCHAEFER

"We don't have mosquitoes in New Jersey!"

An expert netman, Bob bows to few on the courts. He should prove a strong contender for the school tennis crown. "Mac" Moore calls him "Chrysler Crazy," and "Al Smith mad," but these enthusiasms in no way detract from Bob's popularity either here at school—or in Wellesley Farms.

CHARLES WILLIAM HENRY SCHUCK

"Whoa Beby!"

This year we have learned that observation, memory, imagination, and reason are important contributors to intelligence. We have also learned that Tod has a most generous share of each. Why then even try to eulogize a young man so amply fortified against the future?

MAXWELL GRANT SETTERGREN

"That was when I was working for—"

Confidence and caution personified. Nothing has ever stirred a hair of the Maxian marcel. Commercial success, as the housewife's delight selling aluminum kitchen utensils, is responsible for his balance and assurance. Settergren's chief pride, however, is his social success. He made a Wellesley Prom on one week's acquaintance.
GEORGE ROGERS SIMPSON
“Keep in the stands, boys.”
Without apologies to Nietzsche, Joe may say, “I am no man, I am dynamite.” Captain of the Black Horse Troop last year, he started this year with a Chrysler, then chose a Cadillac, replaced that with a Wills, and selected, as a fitting climax to his student days—a wife.

BROOKS FELTON SMITH
“That’s the bunk!”
Adaptability to environment is the most accurate gauge of intelligence, and Brooks is 20th century through and through. Sponsored by Washington and Lee University; a thorough, systematic and imaginative worker, he should be among the outstanding successes of our group.

CHARLES WEBSTER SMITH
“Do you know who’s?”
Smitty’s preparation for the acid test of Babson life was furnished by Iowa State, a feverish year on the Continent, and an even more hectic one in the Florida land boom. How could one better fit oneself to garner laurels in business school?
WILLIAM FRANCIS SOULE

"That's a matter that requires serious consideration."

The genial Soule smile is one of our most popular institutions; also the gentlemanly Soule manner and princely bearing. Bill is an alumnus of Amherst, 1926, and another of our Cruise Around the World Men. Here he has been actively interested in almost all phases of Babson life.

ROY CHESTER SPAULDING

"That's a good one!"

A Detroiter, it is no wonder that Roy knows all the maidenly secrets of carburetors and dynamos; and in the field of medicine he has displayed no mean skill, as members of a certain Sales Class will vehemently testify. We anticipate the early appearance of Dr. Spaulding's book—"Routing Systems for Funerals."

WILLIAM HUDSON SWATSZEL

"Oh, My, Yes!"

Our Beau Brummel is constantly being called to the telephone by fair admirers wanting some time, or by advertising agents desiring the qualities essential to the success of their latest collar or union suit. Just now he is displaying a penchant for fire escape testing and judging by his early successes he might well make it his life work.
ROBERT MARTIN TEEGE

"Ten's my point."

Teege started the matrimonial ball rolling last Fall. As a result, he shuns the elevating environment of the Club House and has his own home. Almost any evening, however, he may be seen working at Bryant after a hard day in the Library or on the basement gold course.

WILLARD HAMILTON THOMPSON

"Hidy-hidy, after eleven comes seven!"

Being intimately acquainted with one-half of the "movies," and snubbing the other half, it is no wonder that Pedro has doubled his money, via the bones, during his sojourn in Wellesley Hills. Unless we are wrong, our gambler will within a short while reduce that piker, Livermore, to a diminutive has-been.

JOHN ADDISON TURNER

"What do you think of that picture?"

Internationally speaking John's social standing, especially in Paris and environs, is of the highest order. Nor can less be said of his prestige in matters social and scholastic in and about Wellesley, Wellesley Hills, and Springfield, Ohio.
ALFRED JAMES VALK

"Well, you see, it's like this."

Knowing all the fine points on the importation of olives, our Alf discriminatingly bartered for an ancient vintaged Ford Coupe with which he now assorts and labels some of the olives and lemons of a nearby female seminary. A conscientious hard worker who will easily garner a generous share of success.

ARTHUR KENT WAGNER

"Keep them tresses out of your eyes, Ray!"

Contrary to the average close-tipped, penny-wise natives of wild and rugged Wisconsin came Art, whose ability as a bally-hoo expert has made this book a financial success. In the too small category of true friends, Art occupies a firm position.

ASA OZELL WALKER

"I come from pioneer stock."

This young gentleman wears the insignia of a U. S. Flying Cadet with appropriate pride and modesty. He is connected with the Boeing Air Transport Company. His greatest ambition, however, is not big business, but big game hunting on safari out of Mombasa or along the Congo.
GEORGE HENRY FALES WASS

"Tuesday night's my night off."

The assistant secretary and treasurer of the Warren Steam Pump Company is one man in Babson who has not been elected to the Goat Club. Since George is a native of Massachusetts, Mr. Milea undoubtedly considers him a charter member.

HARRY HOWARD WEBB, Jr.

"Out where the skies are a little bluer, and the hearts a little truer."

In no man have we seen a more generous, sincere and keen regard for his fellow men than in Harry. Humbly and gratefully then do we follow your example as a man.

JEWETT WHITE

Man of few words.

If it is true that still waters run deep, Jewett is fathomless. He once got very excited and said, "Hello." The shock was almost fatal. Beneath layers of Exeter and Princeton veneer, however, there beats a heart of gold for those able to plumb the depths.
FRANCIS SULLIVAN WHITMORE

"Don't you think so?"

A man—he has won the love and admiration of us all by his spontaneous unselfishness, by his genuine interest in his work and in his associates, and by his unfailing ability to meet Life's various moods smiling.

BENJAMIN YANOVITZ

"Gee! What kind of a factory is this?"

Ben's ability as a speaker should be a big asset in whatever line he may choose to pursue, be it managing boys' camps or selling the more intimate items of women's apparel. His geniality and high scholarship made us all sorry to have him go in March.

WILLIAM RICHARD YOUNG

"Am I tired—just ask me!"

Nashville beware! A handsome but unscrupulous bond salesman is about to descend upon you in the person of our financial genius, Willie, the quick-thinker. If you see a pack of hounds in full cry closely followed by a Chevrolet coupé, you'd better fly your "Out to lunch" sign.
WHO'S WHO

By Actual Class Vote

Most Likely to Succeed: 

Most Influential: 
Eason 63, Peek 30, Culver 23, Brinckerhoff 18, Hansen 17.

Most Popular:
Brinckerhoff 48, Hansen 36, Eason 30, Culver 16.
Field 32, Bullard 19, Brinckerhoff 15, Peek 12, Kennedy 12, Bishop 10.

Brightest:

Best Nat u red:
Simpson 29, Arnold 15, Bates 15, Bond 12.

Class Grouch:
Genkinger 95, Berry 24, Dulaney 17.

Most Versatile:
Brinckerhoff 44, Eason 17, Lemon 17, Soule 17.

Wittiest:
Spaulding 55, Simpson 30, Nebeker 17, Kennedy 14.
Spaulding 90, Simpson 37, Schuck 10.

Class Clown:
Culver 35, Swatszel 22, Simpson 15, Brownell 14, Hansen 11.

Heart Breaker:
Soule 32, Smith 20, Schuck 12, Webb 11.

Most Optimistic:
Genkinger 60, Dulaney 16, Berry 14, Bishop 10, Lemon 10.

Best Dressed
Lemon 83, Culver 32, Brinckerhoff 22, Lashar 22.

Handsomest:
Swatszel 40, Culver 30, Jackson 30, Bond 14.

Most Pious:

Wellesley Fussier:
Brinckerhoff 37, Simpson 34, Lang 29, Arnold 15, Swatszel 15.

Woman Hater:

Hardest Worker:
Bullard 30, Bishop 20, Peek 18, Yanovitz 11.
Young 55, Nebeker 26, Bates 16, Genkinger 16, Raymond 10.

Laziest:
Young 55, Nebeker 26, Bates 16, Genkinger 16, Raymond 10.

Most Absent-minded:
McCormick 23, Spaulding 20, Nebeker 19, Henderson 14, Brinckerhoff 11.

In Best With the Faculty:
Eason 34, Peek 29, Hansen 17, Smith 16, Field 15, Brinckerhoff 14.

In Worst With the Faculty:

Straightest:
Soule 32, Peek 29, Bond 18, Brinckerhoff 18, Boone 16.

Meekest:

Luckiest:
Thompson 37, Eason 32, Culver 28, Simpson 10.

Unluckiest:
Murgittroyd 55, Turner 21, Teege 15, Kennedy 12.

Most Sentimental:
WHO'S WHO

Cutest: Swatszel 47, Rueping 20, Kennedy 13, Schuck 11.
Smoothest: Hansen 19, Lemon 14, Swatszel 14, Culver 12, Brinckerhoff 11.
Class Rounder: Simpson 41, Arnold 40, Bates 26, Hansen 17, Genkinger 11.
Noisiest: Simpson 65, Genkinger 41, Moore 17.
Quietest: Young 38, Bullard 37, Yanovitz 24.
Most Impulsive: Kennedy 26, Henderson 19, O’Heir 14, Diehl 12, Berry 11.
Biggest Grievance: Park Manor 32, Miss Hayward 20, Mr. Burt 17, Time clock 15, Millea 11.

1. In Best with the Faculty.  2. Best Dressed.  3. Cutest.  4. Wellesley Fussers.
5. Quietest — Noisiest.  6. Most Sentimental.
DIRECTORY 1928

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493 Hassalo Street, Portland, Oregon

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A TRAGEDY
Four Episodes from Real Life and the Moral

Episode I—THE GIRL
A maiden fair sighed deep and said,
"I vow that I will never wed.
No man on earth will prove to be
Worth loving for eternity!

"They all are false—they swear to love
Each maid they meet by stars above,
Faithless, disloyal, never true—
Who trusts a man her trust will rue!

Episode II—THE MAN
"My fair one's false," the young man said.
"No maiden will I ever wed.
They know not love—they only see
How much you spend on jewelry.

"On theatres, candy, flowers, cars;
No limit's put this side the stars!
Who trusts a maid is not so wise,
She'll only fill his cars with lies!"

Episode III—THE MEETING
He smiled at her and she at him,
Their former rancor soon grew dim.
Thought he, "Ah, ha! She's pretty keen,
In fact, the prettiest I've seen!"

A chummy car sped them along
And neither thought it very wrong
If he hugged her and held her tight,
And kisses were no more than right!

Episode IV—THE CONSEQUENCES
They met awhile—then interest died
And each again sat down and sighed.
"Who trusts a man her trust will rue,
They're faithless and they're never true!"

"Who trusts a maid is not so wise,
She'll only fill his ears with lies!"
Their is indeed a sorry tale—
And loudly they their fate bewail.

Episode V—THE MORAL
Dear reader, be you man or maid,
Trust in the Lord, be not afraid,
But trust no man, your trust you'll rue,
They're false and faithless, never true!

And trust no maid, it is not wise,
They'll always fill your cars with lies!
Your inward feelings always hide,
And let your conscience be your guide!
RESEARCH GROUP

This year the Advanced Division has had the largest enrollment in the history of the Institute. The total lineup included eight men, all from different parts of the country, as far north as Bangor, Maine, and as far west as Santa Barbara, California. As we close our last year at the Institute and go forth to battle with the commercial and financial problems of life, we wish to express our sincere thanks and appreciation to Dr. Hoffman and Mr. Fitz, who through their whole-hearted co-operation have assisted us in solving the many problems in Research and Advanced Finance.

Lester T. Bradbury—

Mike was one of our group during the Fall term. His special line of interest and endeavor has been with Aviation. After obtaining his pilot’s license and spending three months of intensive study on the subject, Mike left the Institute to help Uncle Sam in Washington. He has a fine job with the Bureau of Aeronautics, and has been a credit to his school, proving what Babson Institute can do for a fellow if he is willing to try.

George A. Crafts—

All the way from Bangor, Maine, George returned for an additional year at the Institute, to study the Pulp and Paper Industry. In this young man we have the delightful combination of a typical, progressive business man and an expert in his particular line. If there are any questions on this subject, George is the man to consult. The Paper Industry has a great future to look forward to when George returns from his trip abroad, where he intends to make a study of foreign conditions in the industry.

William F. Potts—

Our first term group had another member interested in the Paper trade—more especially paper cups. It is hard to decide which fellow was right regarding the subject of Re-forestation. Crafts and Bill had many arguments over the matter, each in his own belief. We are, however, thoroughly convinced after listening to a number of Bill’s sales talks that the “old family drinking cup is a relic of by-gone days” to be replaced by the pure, spotless, snow-white paper cups made by the Vortex Company, of which Bill hopes to be President some day??

Louis R. Ripley—

After returning from a wonderful year’s tour of the world, Louie spent three months partly in the Fall and Winter Terms, studying Advanced Finance and Accounting. We wonder if Louie has still held on to Radio that was one of the attractions in the market and still is. Aviation proved to be more exciting for Louie, and we have learned that he has a job with the National Air Transport Company—another Babson flier.

Oren B. Taft, III—

Here is another fellow who has seen something of the world and returned to Babson Institute last Fall for some additional information on Finance. Taft was our authority on Stocks and Bonds. His calm, cool and conservative frame of mind will prove a great asset in this regard. His advice to Ripley regarding Radio was: “Sell the darn stuff—the market is surely going to blow up. Get rid of it.” (Market was then around 90.)

Harry H. Webb—

Uncle Harry joined our happy gang for the last three months of the school year. He is another student of Finance. It has been a problem for Mr. Fitz to find enough to keep Harry busy. He has read, marked, learned and inwardly digested all financial information in the library. Foreign securities are his specialty. After all, a year spent at St. Paul’s, V. M. I., and the University of California in this country and courses of study in French and English schools and at Cambridge University, give Harry a scholastic background which supplemented by his world travels leave him extraordinarily well-equipped to attack international problems.

Gordon Dwight Beldin—

Gordon is another of our members who has been with us for two years. Having finished the Business Administration Course, he decided to find out what there was to be known about the Bell Industry, and, while the information obtainable was limited, we believe that Gordon will keep his competitors on their toes in the future. Never mind checking up on Gordon’s time card, Miss Hayward, you know it’s O.K., and besides it will make the rest of us feel very much ashamed. We wish you all the luck in the world, Gordon, and we know you already have the inspiration.

Henry M. Brinkerhoff, Jr.—

Beyond the possibility of a reasonable doubt, Brinck is the most versatile of our varied group. While the rest of us struggle with our one pet subject, he thinks nothing of mastering Advanced Finance and Aviation at the same time, while on the side he edits the Babsonian, holds high office in the class, and sits on divers committees. In his spare time he plays a mighty game of Golf, and bids fair to win the Tennis Tournament, while never neglecting the social life of Wellesley. Doubtless in the future, he will be able to inform us of his doings, re-echoing the words of Caesar: “Veni, Vidi, Vici.”