D. T.'S
I've followed the hearse of all my hopes,
    I've buried them one by one.
Gaze upon me and you can see
What the curse of drink has done!

I had a wife and a child and a home
    And now I am all alone.
Would God my thirst hadn't craved that first
Insidious ice-cream cone!

But I was young and my friends were false;
"Just one can't hurt," was their cry.
They started me there on a chocolate eclair
    And I ended on Eskimo Pie.

My mother dear cried and said, "Oh, Willie,
Them phosphates will lead you astray.
Lay off the vanilly: spurn sassafrilly
    And shun soda fountains so gay!"

(Continued on Page 95)
Compliments

of

Mr. and Mrs. T. T. Eason
D. T.'S.
(Continued from page 93)

But fool that I was I laughed her to scorn
I could take it or leave it alone.
And I had that same day a walnut frappey—
Oh, God, if I had but known!

One day an angel came into my life.
“T believe in you, Clarence,” she said.
I loved her so dearly that for a whole year—nearly—
A temperate life I led.

Then a baby came, as babies will,
And grew to a tottering child.
I craved all that time just the taste of one lime—
The thought of it drove me wild!

One day I fell into an ice-cream den—
I shrieked, for I knew that I'd sink.
Under night's starry dome I staggered on home,
Again the victim of drink!
(Continued on page 97)
Climax - Engineering Co.

PIONEERS AND LEADERS

HEAVY DUTY GASOLINE ENGINES

35 to 100 Horsepower

STURDY and TRUSTWORTHY POWER

For

CRANES, SHOVELS, HOISTS, GENERATORS, AIR COMPRESSORS, PUMPS, LOCOMOTIVES, POWER UNITS, PORTABLE SAWMILLS, OIL DRILLING RISS, OIL PUMPING RISS

Main Office and Factory

CLINTON, IOWA

BRANCHES

NEW YORK
309 CHURCH ST.
Tel. Canal 8711

CLEVELAND
LEADER BLDG.
Tel. Main 8140

CHICAGO
111 W. MONROE
Central 9510

LOS ANGELES
644 E. 3RD ST.
Van Dyke 4871
I'll never forget that dreadful night,
That horrible, living death!
When I kissed her, my child cried in accents so wild,
"There is raspberry crush on your breath!"

I've followed the hearse of all my hopes,
I've buried them one by one.
Gaze upon me and you can see
What the curse of drink has done!

BABSON 1928
Bond: "Do you like dancing in this dark corner?"
Brunette: "No. Let's stop dancing."

Raymond: "Say, Gene, your car's been stolen."
Culver: "Oh, well, it was dirty anyway."

THE MUSICAL intelligentsia from Leo Reisman and Jon Garber to Fletcher Henderson and Duke Ellington patronize the Melody Shop because of its exceptional service.

Victrolas, Radios, Sheet Music, Novelties

The Melody Shop
191 Massachusetts Ave., Boston
THE

SPAULDING ELECTRIC

COMPANY

DETROIT

MICHIGAN
Elkhart Brass Mfg. Co.

Manufacturers of all Types
of
Fire Fighting Apparatus

ELKHART INDIANA

DAILY ROUTINE
Monotony unspeakable,
Bonds that chafe and bind,
Daily tasks that weary and confine—
Each morning rise.
And then set out,
With brisk or lagging feet.
The similarity of tasks
That hedge one round
Wearies and annoys,
Dragging the long day through—
Which even so is short
Compared to evenings
That somehow do pass by—
And then another day is done!
—Lillian M. Perkins.

Salesman: “This is the kind of a car
that pays for itself in no time.”

Edwards: “Well, when it’s all finished
paying up, have it sent around to me.”

Berry: “Yes, sir, I’m through with
women. I’m going to be a bachelor and
bring up my children likewise—”

Hardware & Paints

We Carry Corbin Hardware and Bay State
Paints and Varnishes.

You will find our line of RADIOS
and SPORTING GOODS complete
and of finest quality.

CORKUM BROS.
587 Washington Street
WELLESLEY, MASS.
BABSON'S REPORTS

HELP

Business Men and Investors
To Increase and Protect Their Capital

Babson's Statistical Organization
INCORPORATED

Babson Park, Massachusetts
PARK MANOR
Near the Campus

“Good food, nicely served, amid pleasant surroundings”

In addition to complete dining room service, the club house offers living accommodations for sixty guests. All rooms are outside rooms with private baths. Furnishings and draperies will be found in accord with the type and quality of the building itself.

During the summer months the club house affords an excellent place to spend your vacation in a modern hotel tucked away in the restful quiet of a wooded New England countryside.

PARK MANOR—Near the Institute Campus—BABSON PARK, MASS.

Breathless Hunter: “Say, boy, did you see a fox run by here?” Boy: “Yes, Mr. Smith.” Hunter: “How long ago?” Boy: “It’ll be a year next Christmas.”

FINE SWISS AND AMERICAN
Watch and Clock REPAIRING

Ernest Forsberg
Watchmaker
and
Jeweler

Central Block, Wellesley, Mass.
Opposite Blue Dragon  Tel. 1345-M
Barbara: "I just had a phone call from Jack. He wanted to know if I got home all right from the dance he took me to last night."
At Wellesley Inn

"When Dreary Without 'Tis Cheery Within"

WELLESLEY, MASSACHUSETTS

What Oil Stock Policy Are You Following?

THE OIL STATISTICS SERVICE, since its inception in 1923, has successfully anticipated every major swing in oil prices and oil share values. Why not take advantage of our specialized knowledge? Let us help you make greater profits in oil.

Specimen Bulletins Upon Request

Oil Statistics Co.
BABSON PARK, MASS.

"The reason why the woman pays and pays and pays is because she buys on the installment plan.

Coal, Wood Ice Hay, Straw Grain

F. DIEHL & SON, Inc.
LINDEN STREET
WELLESLEY, MASS.

Telephone Wellesley 1530

Lumber, Brick Pipe, Fertilizer
Building Material Cement and Lime

FRANK BROTHERS
Fifth Avenue Boot Shop
Between 47th and 48th Streets, New York

A type of a shoe for each of the footwear needs of the modern college man

Permanent Exhibit Shop
—Room 252—
ABBOTT BUILDING
Cambridge — Massachusetts
Eason: “Say, Hammy, there is a man downstairs with a case of fallen ankles.”
Bates: “Tell him to leave it. I’ve about finished that last case.”

METROPOLITAN BARBER SHOP

WE APPRECIATE AND ENJOY
THE PATRONAGE OF BABSON STUDENTS

545 WASHINGTON STREET
WELLESLEY

RELIABLE TAILORING CO.

25 CENTRAL STREET
WELLESLEY, MASS.

Tel. Wel. 0179-M
Said Field as he sat on a tack: "This has gone too far!"

A. MINKOVITZ

Custom Tailor

Cleaning, Pressing, Dyeing and Repairing

CLUB RATES

320 Washington Street
WELLESLEY HILLS
Telephone Wellesley 1188-J

ALSO

COUNTRY CLUB TAILOR
BABSON PARK
Horrmann: "Is this a one-way street?"
Cop: "Yes, and there ain't no two ways about it!"

The plate work in this publication shows the handicraft of our work shop.

We assist many other concerns in their engraving problems, and offer you our closest co-operation in yours.

The Modern Engraving Co., Inc.
286 Congress Street  Boston  Mass
The hidden and awful wisdom which apportions the destinies of mankind is pleased so to humiliate and cast down the tender, good and wise; and to set up the selfish, the foolish, or the wicked. Oh, be humble, my brother, in your prosperity! Be gentle with those who are less lucky, if not more deserving. Think, what right have you to be scornful, whose virtue is a deficiency of temptation, whose success may be a chance, whose rank may be an ancestor's accident, whose prosperity is very likely a satire.

—Thackeray.