BERTRAND R. CANFIELD
Advertising and Sales Management

Mr. Canfield, instructor in Sales Administration and Advertising Management since 1929, has added courses in Salesmanship and Advertising this year. Before coming to the Institute, Mr. Canfield was director of Sales and Advertising of a national food manufacturing concern, and was Advertising and Sales Promotion Manager of a national oil burner manufacturer. He served on the Editorial Staff of the "Kansas City Star," and as Managing Editor of the "Western Finances." He left the University of Kansas to join the Editorial Staff of the "American Contractor." After leaving the newspaper field, he established his own business as Sales and Advertising Counsellor at San Antonio, Texas. Mr. Canfield is the author of numerous articles, and a speaker on Sales and advertising subject as well as a director of the American Marketing Society.

FORD A. CARPENTER
Visiting Member
Lecturer in Meteorology and Aeronautics

Dr. Carpenter has Sc. D. from Occidental College and LL. D. from Whittier College, California. He has studied at United States Balloon and Airship Schools, Ross Field, California, Scott Field, Illinois; and the Carson Astronomical Observatory. He has been associated with the United States Weather Bureau for thirty-two years and has been manager of the Department of Meteorology and Aeronautics of the Los Angeles Chamber of Commerce since 1919. He was a member of the faculty of the University of California from 1919 to 1929 and a lecturer at War College and also at the Aviation School of the United States Army. Dr. Carpenter is a member of The American Meteorological Society, The Meteorological Society of London, and of The Board of Governors of the Los Angeles Museum.

ALICE X. CAVANAUGH, R. N.
Resident Nurse

After receiving an education for the teaching profession Miss Cavanaugh was for four years principal of the Helen Hunt Junior High School in Oldtown, Maine. During this time she had been interested in the profession of nursing and later attended the Massachusetts General Hospital Training School for Nurses. Graduating from there she came to Wellesley Hills to accept a position as nurse at the Babson Statistical Organization. For the past three years she has been resident nurse at Babson Institute where she gained the warm affection of the student body. She is always cheerful and willing to do whatever she can to make others comfortable.
CLYDE J. CROBAUGH

Statistical Methods

Mr. Crobaugh graduated from Leland Stanford University and later received his Master of Arts Degree there. His past connections have been: Professor of Business at the School of Commerce and Finance of Indiana University; Member of Research Staff of the United States Chamber of Commerce; Educational Director for the Aetna Life and Affiliated Companies at Hartford. He is a member of the Insurance Society of New York, and also of the American Statistical Association. In addition, he is the author of several important books, among them the “Handbook of Insurance,” “International Comity of Insurance,” and co-author of “Casualty Insurance.”

AUSTIN H. FITTZ

Director, Division of Finance

Mr. Fitz is a graduate of Brown University where he was elected to Phi Beta Kappa. He later received the degree LL.B. from the Harvard Law School and in 1910 was admitted to the Massachusetts Bar. He is a director of a number of corporations, among them the Babson Park Company and Poor’s Publishing Company. He is a Trustee and Secretary of the American Public Welfare Trust. He has been President of Webber College and is the author of a number of articles on financial subjects that have appeared in various publications. Mr. Fitz takes much interest in his students and his friendly guidance in matters relative to stocks and bonds is invaluable.

IRWIN K. FRENCH

Assistant To The Treasurer

Mr. French is now rounding out his fourth year as a member of the faculty of Babson Institute. For many years before coming to us his work had thoroughly prepared him for his present post. After Mr. French had spent several years with the Webster & Atlas National Bank in Boston, where he functioned as assistant auditor for nearly two years, he attended the Bentley School of Accounting and Finance. For three years before coming to the Institute he worked with Peat Marwick Mitchell & Company, public accountants. The boys appreciate Mr. French most for his valuable assistance in coaching the Institute basketball teams.
ELEANOR HAYWARD
Registrar

Miss Hayward graduated from Simmons College with the degree of B. S. and later received her M. B. A. from the College of Business Administration of Boston University. She has been an Assistant in the Economics Department at Tufts College and an assistant in the Economics Department at Boston University. Miss Hayward came to Babson Institute when it was founded in 1919 as Registrar.

C. A. HENDERSON
Director, Division of Personal Efficiency

Mr. Henderson is a graduate of the University of Missouri. He also has an A. B. Degree and an A. M. Degree from Harvard University from which he graduated with honors in Philosophy. He was elected to Phi Beta Kappa at the University of Missouri. Mr. Henderson's pastorate in the Unitarian Church was followed by several years in business. Before coming to Babson Institute, he was associated with Burdett College, through which he served business organization as an instructor of salesmen, and with the College of Business Administration of Boston University, where he was Assistant Professor in Business Methods. Mr. Henderson is the author of several books on personal and business efficiency.

DWIGHT G. W. HOLLISTER
Treasurer of Babson Institute

Mr. Hollister graduated from the College of Business Administration of Boston University in the Class of 1919 and is at present serving Babson Institute as Treasurer and Business Manager. He is Executive Vice President of the A. P. W. Paper Company of Albany, New York; a Director of the Wellesley National Bank; and Trustee and President of the American Public Welfare Trust at Babson Park. In addition, he is instructor on Income Taxes at Webster College.
JAMES M. MATTHEWS

Director, Division of Distribution

Dr. Matthews is a graduate of Park College and Harvard University. He was sugar distributor in the Maine Food Administration during the war and was a member of the Research Staff of the National Industrial Conference Board, a Boston and subsequently a New York Research Corporation. Before coming to Babson Institute, he was professor of Economics at the University of Maine. Dr. Matthews is a nationally known speaker on Economics and business subjects. In addition to teaching Economics and Business Forecasting at the Institute, he is instructor of Public Speaking.

WILLIAM R. MATTSON

Director of Admissions

Mr. Mattson is a graduate of Massachusetts Institute of Technology. He spent several years in engineering construction work and was a Captain of Engineers during the World War. Prior to coming to the Institute, he was on the Staff of the Babson Statistical Organization. Almost all Mr. Mattson's time is devoted to interesting prospective students in the work here and his highly successful activities in this connection have extended from China to Sweden.

ANDREW PETERSEN

Accounting and Taxation

Mr. Petersen graduated from Boston University. He is a Certified Public Accountant and was with Brown, Bornhofft and Company for several years. Before coming to the Babson Institute, he was Chairman of the Accounting Department of the University of Porto Rico and a member of the Board of Examiners of Accountants in Porto Rico. It is generally agreed that his courses in Accounting and Taxation are among the most ably presented and most important at the Institute.
E. GROSVENOR PLOWMAN  
Statistics  
Visiting Member  
Mr. Plowman is a graduate of Dartmouth College and a member of Phi Beta Kappa. In addition he graduated from the Harvard School of Business Administration. He is advisor on industrial relations and merchandising problems for the Associated Industries of Massachusetts. Mr. Plowman used to be a full time professor at the Babson Institute, but he is now spending his time as Director of the Bureau of Business Research and Professor of Marketing in the School of Commerce at the University of Denver. He comes East once a year, however, and gives a series of lecture at Lowell Institute, the College of Business Administration of Boston University, and at the Babson Institute.

EDWARD REIGHARD  
Student Counsellor  
Mr. Reighard received an A.B. Degree from Middlebury College and a B.D. Degree from Yale University. He has been Student Minister at the First Church in Cambridge, Massachusetts; Associate Minister of the First Congregational Church, Columbus, Ohio; Associate Minister of the First Congregational Church, San Francisco, California. He was active in student work before coming to the Institute where, for the past three years, he has still continued his good work.

HAROLD H. SHIVELY  
Legal Relations and Marketing  
Mr. Shively holds an A.B. in Arts and an M.A. in Commerce, with two years' additional graduate work in Law and Commerce at the University of Chicago. Previous to coming to Babson Institute, he was an Assistant Professor of Business Administration at Ohio State University. In the business world he has held positions as salesman and market analyst, and advertising manager. He was also general manager of a large radio station. He is the author of several scientific monographs. His fairness and friendliness have won him the respect of every student.

DEWITT G. WILCOX  
Lecturer on Hygiene  
Dr. Wilcox has been connected with Babson Institute for several years. He is a graduate of Akron University and of the Medical College of Ohio State University and has spent many years in study in Europe. At one time he was President of the New York State Medical Society. He is a Fellow of the American College of Surgery, Emeritus Professor of Surgical Gynecology at the Boston University School of Medicine, and Attending Surgeon at the Newton Hospital.
MESSAGE

This book is new and original in dress only. Behind these pages lie fifteen years of accumulated traditions. Though there has been no regular perpetuation of custom, because of the system of rotation, there is a Babson standard which persists year after year. This standard does not show itself in some conventionalized formula such as a mode of cutting the hair or tying the necktie. It is rather a deep-seated characteristic imbedded in all Babson men. Business men are coming to recognize it. They see the manifestations of this standard in the Babsonian qualities of Adaptability, Practicality and Perseverance. No school can make masters out of all its students, varied as they are in ability and personality. Yet, regardless of these, one thing can be said of every member of a Babson graduating group; namely, that they are more adaptable, more practical, more persevering than the average young man going into business.

Babson Institute has placed 805 men in the business life of forty-six states and ten foreign countries. There are Babson graduates in all walks of life. Here we find a lawyer, there a teacher, and yonder a dentist. We find our alumni among the leading younger brokers, insurance men and manufacturers in all of our larger cities. Those who have made these first fifteen years of the school distinctive have set a high standard for the generations to come.

Graduation of the Class of 1934 will mark the completion of the third five-year period in the Institute's life. We are entering business at the beginning of its recovery from the depths of the worst depression ever experienced in this country. The graduating class comes upon the scene on the turn of a new flow of prosperity, a flow that will reach flood tide and spread to all strata of society. Much will be demanded of the leaders in such an era. Building upon the gigantic and complicated structure which industrial leaders of the past have built, they must be equipped to cope with it, to manage it for the common good. For this task business men have gradually been developing the professional attitude and today highly trained leaders go into the field. The Class of 1934 has this professional attitude, with a high ideal of service. This ideal plus qualities ingrained in every Babson man should enable them to succeed for themselves at the same time that they are aiding in building a stable and enduring commercial structure.

JOHN A. SMITH, Editor-in-Chief