MANAGEMENT
GEORGE W. COLEMAN  
President  
Babson Institute  

My Word  
To Babson Men

"After all is said and done emotions run the world. Business is no exception. A Florida boom, a stock market slump remind us of that fact. Scientific management, statistical analysis and business forecasting are but devices for controlling emotions. Without any steam the governor is useless. Without desire, ambition, and determination you have no need of business control."

"Don't get so absorbed in the study and practice of business controls that you forget the driving power that must lie back of it all. Conserve your health, feed your ambitions, cultivate your aspirations, enlarge your goals if you want to keep and increase this power that you have been spending a year learning how to control and direct."
ROGER W. BABSON

Founder
Babson Institute


My Word
To Babson Men

"You came to Babson Park to study banking, production, and distribution. You have wanted to learn how to accumulate Financial Reserves, and the Institute Staff has done its best to help you in such studies."

"I, however, desire that you shall realize, before going away, that Financial Reserves are not the most important things in life. Experience shows that a man with only Financial Reserves is a very poor man. Any such man will frankly tell you so. In order to feel satisfied with your life as years go on, you should now learn to store up Physical and Spiritual Reserves."

"The truly successful and happy man is the 'all-round' man who develops his body and soul as well as his bank account. Money can buy commodities, but it cannot buy health, loyal friendships, self-respect, and a peaceful mind. These come only from having Physical and Spiritual Reserves to draw upon in times of need."
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Faculty

JOHN E. MILLEA
Dean — Director of Division of Production
Dean Miller, or "Johnny," as he is more affectionately known to Alumni, graduated from Clark University and has the Master of Business Administration degree from Harvard. He has led a busy life. He was connected with a number of companies at various times, including the American Steel and Wire Company, Round and Prince Manufacturing Company, Simplex Wire and Cable Company, V-S Underwood's Company, Worcester Products Company, and others. At present the Dean spends most of his time teaching the men the fundamentals of Factory Management, and keeping them on the straight and narrow. He also acts as Consultant in Management to various firms. Mr. Miller's life is wrapped up in the phrase "from back laborer to boss," the story of which we are all justly proud.

AUSTIN H. FITZ
Director, Division of Finance
Mr. Fitz is a graduate of Brown University. He is a member of Phi Beta Kappa. After graduation from Brown, he received his degree in law at Harvard Law School. This genial, self-mannered professor of Corporation Finance is a keen student of the law and of the stock market. He serves as adviser to students on all matters relative to stocks and bonds and is always ready to lend a hand when they get into the clutches of the local arm of the law. Mr. Fitz has spent a great part of his life in the teaching profession, being at one time Superintendent of Schools of Ridgell, N. H., and of Norwood, Mass. He is director of various corporations including the Manchester Trust Company and the Babson Park Company. Mr. Fitz has been President of Wellesley College, and is the author of articles in the Financial World and other magazines.
JAMES M. MATTHEWS  
Director, Division of Distribution

Mr. Matthews is a graduate of Park College and of Harvard University. He teaches the Babson men the rudiments of Economics and Forecasting. He is also the chief engineer behind the Wednesday morning Public Speaking sessions. "Jim," as he is accustomed to call himself, is a speaker of national repute on subjects relating to Business and Economics. He is something of a vagabond traveler, via a Chrysler and the Tourist campgrounds. He has been active in business, both in merchandising and transportation. Prior to coming to Babson Institute he was an economist at the University of Maine.

C. A. HENDERSON  
Director, Division of Personal Efficiency

Mr. Henderson is a graduate of the University of Missouri, and has the A.B. and A.M. degree from Harvard University. He is a member of Phi Beta Kappa. Formerly a pastor in the Unitarian Church, Mr. Henderson's home is now Psychology and Philosophy. His book, "Personal and Business Efficiency," was one of the pioneers in the field of Business Psychology. His classes in Business Psychology are a center of instruction and interchange of opinion in this infant and controversial science. Mr. Henderson is in charge of arranging the Saturday morning lectures given by leaders of American business and intellectual life. Prior to coming to Babson, he was associated with the Sheldon course as instructor and salesman, and with the College of Business Administration at Boston University.

HAROLD A. THURLOW  
Sales and Advertising

Mr. Thurlow has been pounding the basic and practical fundamentals of Advertising and Selling into the wide open minds of the Babson men since 1931. Before he became the President and Treasurer of Thurlow Advertising Service, Inc. in 1924, he served as Advertising Agency Salesman, Art Director, Account Executive, Production Manager, and General Manager in the advertising field. He also worked in Andy Mallis' department as the Advertising and Publicity Director for the First Federal Reserve District, and later as the Sales and Advertising Manager for the Kellogg Sales Company of New England. When he isn't imparting his formula on "how to make a million" to his airline students, he may be seen "shooting" a variety of subjects through a photographic lens. Fortunately he has remained aloof from "talkie" productions, but he is gradually adding material to a film of campus life and student activities which would speak volumes without a single subtitle.

E. Grosvenor PLOWMAN  
Statistical Methods

Mr. Plowman is a graduate of Dartmouth, a member of Phi Beta Kappa. He has also had two years' work at the Harvard School of Business Administration. Besides his classes in Statistics at the Institute, he is advisor on Industrial Relations and Marketing Problems for the Associated Industries of Massachusetts. He is also a lecturer at the Lowell Institute and at the College of Business Administration at Boston University. He serves in advisory capacity to a number of Massachusetts corporations. Mr. Plowman's Statistics Problems have caused the Babson men many a sleepless night and sleepy day. He leaves the Institute this year to become Director of the Bureau of Business Research and Professor of Marketing in the School of Commerce of the University of Denver.
GEORGE R. ANTHONY  
**Industrial Relations**

Mr. Anthony was a member of the class of 1898 of Massachusetts Institute of Technology. He has spent the major portion of his life in the manufacturing end of industry. For sixteen years he was with the American Radiator Company as manager of their various plants. He has served as Vice President in charge of manufacturing for the Hatt and Crouse Company of Utica, and was Vice President of the Wolverine Tube Company of Detroit. Mr. Anthony has a kind, brotherly way of dealing with the men at the school which indicates the reason behind his success in dealing with men in industry. One does not sit through his classes without catching the idea that firm, square dealing with all workers, great and small, is the fundamental basis of personnel relations.

BERTRAND R. CANFIELD  
**Advertising and Sales Management**

Mr. Canfield joined the faculty at the opening of the fall term and has since been showing the boys just how it is done on the other side of the Sales and Advertising Manager's desk. Before assisting in the production of future executives he served on the Editorial Staff of the Kansas City Star, and as Director of Advertising for the Union Bank Note Company of Kansas City. Later he came out of the west to assume the duties of Advertising and Sales Promotion Manager for the May Oil Burner Corporation of Baltimore, after which he served as the Sales Manager for the Front Paddle Company of Baltimore. Mr. Canfield is one of the hardest working profs in the school. He has an enthusiasm for his subject which keeps his tongue going at triple-socket rate from bell to bell of the class period.

CARLETON G. LANE  
**Investments**

Mr. Lane is a graduate of Babson Institute. He has worked for the Southern New England Telephone Company, before taking up his teaching duties he was on the Staff of the Babson Statistical Organization. He has a thorough grounding in the principles of investments and the practical workings of the market. Being one of the younger instructors, he finds no difficulty in understanding the student viewpoint. He has recently left the ranks of the bachelors.

ANDREW PETERSEN  
**Accounting and Taxation**

Mr. Petersen is a graduate of Brown University. He is a Certified Public Accountant. He was with Brown, Borodoff and Company for several years. Before coming to the Institute he was head of the Accounting Department of the University of Porto Rico, and Member of the Board of Examiners of Accountants in Porto Rico. "Pete" introduces the boys into the intricacies of the income tax, and gives them an exceedingly concentrated course in Accounting. Mature in his thought, youthful in his actions, "Pete" is universally respected among the student body for his ability.
HAROLD H. SHIVELY
Business Law and Marketing

Mr. Shively is a graduate of the Ohio State University, and has done postgraduate work at the University of Chicago. He has had experience in business as an advertising manager and as a junior executive, and has had previous experience in teaching as Assistant Professor of Business Administration at the Ohio State University. Mr. Shively is the author of a number of monographs, among them, "Unfair Methods of Competition in the Retail Field," "Ohio Ordinances Regulating Competitive Practices," "Training for Retail Advertising," and "Concept of Advertising Courses in Colleges of Commerce." Although Mr. Shively is one of the latest additions to the Institute faculty, he has, by his friendly manner, his willingness to see the other side of every question, and his quiet efficiency, made himself popular with all the students.

JOHN P. TILTON
Business Psychology

Mr. Tilton is a graduate of Colby College of Waterville, Maine. Here he received an A.B. degree. Later he attended Harvard University where he held the title of Research Assistant, and also received an Ed.M. Before coming to Babson, Mr. Tilton spent a year teaching Psychology at Tufts College. At the present Mr. Tilton is making a research with an effort to ascertain the correlation, if any, between physical size and mental ability. The students have always found Mr. Tilton "just one of the boys" that can still remember the thoughts and problems of the growing young man. He has become quite famous for his part of the Tilton-Henderson argument upon the Heritistic-Mechanistic theories, & la Watson, et al.

DEWITT G. WILCOX
Lecturer on Hygiene

Dr. Wilcox has been associated with Babson Institute for several years. He is a graduate of Akron University, of the Medical College of Ohio State University, and has studied in Europe. He was at one time president of the New York State Medical Society. At the present time, aside from his duties at the Institute, he is attending surgeons at the Newton Hospital, is a Fellow of the American College of Surgeons, and Emeritus Professor of Surgical Gynecology at Boston University School of Medicine. Dr. Wilcox treats the subject of hygiene in a way that makes it very interesting and easily understood as well as instructive.

FORD A. CARPENTER
Lecturer in Meteorology and Aeronautics

Dr. Carpenter is a graduate of Occidental College and has studied at the Caseon Astronomical Observatory. He has been associated with the United States Weather Service for thirty-one years, and was at one time manager of the Department of Meteorology and Aeronautics for the Los Angeles Chamber of Commerce. He has lectured in the past at the summer sessions of the University of California, and also at the Aviation School of the United States Army. Dr. Carpenter is a member of many clubs and societies, among them the American Meteorological Society, the Royal Meteorological Society (London), member of the board of governors of the Department of Aeronautics, and a member of Phi Beta Kappa. Since 1921, Dr. Carpenter has been lecturing on Meteorology and Aeronautics at Babson Institute.
ELMER HENRY FISH
Industrial Relations

Mr. Fish became a member of the faculty in the fall term, substituting for Mr. Anthony, who was compelled by ill health to give up teaching for a time. Mr. Fish is a graduate of Worcester Polytechnic Institute, and for six years was an instructor there. He later became head of the newly established Worcester Trade School. In 1911 Mr. Fish took charge of educational work for the Norton Company, manufacturers of grinding wheels and grinding machinery, and afterwards took charge of all industrial relations for that company. Mr. Fish has written books on Employment Management, Production Management, Employment Psychology and other subjects. Because of these past connections, as personnel manager, as educator and as author, Mr. Fish has shown himself to be thoroughly familiar with problems confronting students of Industrial Relations and Business Management, and is able and willing to untangle these problems to the satisfaction of all.

WILLIAM R. MATTSON
Assistant to the President

Mr. Mattson is a graduate of Massachusetts Institute of Technology. He spent several years in engineering construction work. He was a Captain in the World War. Before coming to the Institute, he was on the Staff of the Babson Statistical Organization for a number of years. At present he is assisting Dr. Coleman in bringing new students to the Institute, keeping intact that far-flung line of students from Maine to Florida, to California and British Columbia. "Bill" is a high-power telephonist. He makes you feel as if he were an old friend in the first ten minutes.

DWIGHT G. W. HOLLISTER
Treasurer of Babson Institute

Mr. Hollister has been with the Institute almost from its beginning. He was graduated from Boston University, and since then has been associated with the John-Manville Company and the Forbes Lithograph Company. He was also associated with Bond and Goodwin, note brokers, and just prior to joining the Institute Staff in 1921, he was with the firm of Scowen Wellington and Company, Certified Public Accountants and Industrial Engineers. Mr. Hollister's first connection with the Institute was as Accountant for various Babson Organizations. He assisted in the administration of the business department and was the director of Accounting Instruction. Later he was elected Treasurer of the Babson Institute which position he now holds.

ELEANOR HAYWARD
Registrar

Miss Hayward is one of the oldest living inhabitants of Babson Institute, having been here since its founding in 1881. She received her degree as Bachelor of Science from Simmons College. She received her M.B.A. from the College of Business Administration of Boston University. Before coming to the Institute Miss Hayward was an assistant in the Economics Department at Tufts College, and an assistant in the Economics Department at Boston University. Aside from her duties as registrar, Miss Hayward watches the books in the library with an eagle eye. One of her chief delights is calling up the study hall and telling this or that student that "Mr. Miller would like to see you in his office."