MACHINERY
The Babsonian

The Babsonian of 1930 marks another milestone in the life of the Institute. A great deal of effort has been expended to make it one which will be worthy of gracing the Tenth Anniversary celebration of the Institute’s founding. It is presented to the student body and the alumni with the knowledge that fame at best is only temporary and with the hope that future staffs may benefit in some small way by our example.

The financial success of the book has rested upon the capable shoulders of John L. Kellogg, Jr. His efficient work in getting ads, contributions, and subscriptions, and his driving force in reaching any goal he sets have evoked our admiration. As general critic, assistant, and caretaker of the Editor he has been most valuable.

Robert Smith has done an excellent job of getting ads and obtaining the advertising copy. Smitty is a super-salesman and the fact that Kellogg and he handled the whole load of the advertising work is a tribute to them both.

Lewis Durdin has handled the photographic work with Bahchach, has taken a great number of snapshots and helped in arranging them, and has written many of the individual write-ups. Without his all-round assistance we might still be in the doldrums of preparing the copy.

Robert F. Stewart
Associate

W. James McQuiston
Associate
Robert Stewart, better known as "Joe," has taken a number of snapshots for the book, has written a portion of the individual write-ups and has supplied much of the humor in the latter part of the book. He was also of valuable assistance in keeping the Staff amused.

James McQuiston has executed the individual silhouettes in the snapshot section and has done some of the write-ups of students.

Thanks must be given to Hammersmith-Kortmeyer Company for their general efficient work and for their execution of the art work throughout the book. Bâcher's have cooperated in prompt delivery of a very excellent set of pictures.

We wish to thank Dr. Coleman, Mr. Millea, and Mr. Thurlow, for their encouragement, criticism, and advice; William Schafer for the silhouettes of the buildings; Miss MacKenzie for thoroughgoing assistance in preparing the dummy and copy for the printers; Fred Urch, "Bud" Lockwood, and Bruce Denison for write-ups; Miss Ford, Miss Toy, Miss Dehoney, Miss Burgess, Miss Huey, Miss Hitchcock and Miss Mann for innumerable letters and mimeograph work; Miss Perkins for work on the dummy; Miss Hayward, Miss Doe, Mrs. Clark, Miss Richmond for other favors, and Joe White, the janitor, for his efforts to keep an editorial office immaculate.

THE EDITOR.

LEWIS H. DURDIN
Associate

ROBERT D. FERGUSON
Editor

JOHN L. KELLOGG, Jr.
Business Manager

ROBERT S. SMITH
Advertising Manager
Alumni Bulletin

The old Alumni News has had a metamorphosis, or a reorganization as we say in business. It has become the Alumni Bulletin. It is now in magazine form with a new cover and with a new layout. Under the new regime it is becoming of increasing value as the medium for the expression of Alumni opinion and the recording of Alumni activities.

As the bulletin is now arranged it contains articles of interest by men who are authorities in their particular field, messages from Dr. Coleman or Mr. Babson to the alumni body, news of the doings of the Babson Institute Alumni Clubs in the various cities, happenings of interest about the campus, personal news notes of individual alumni, and news notes of the faculty. The most recent innovation is the Letter Box in which there may be a free exchange of ideas and opinions. Another feature is the review of recent books upon business.

The student body early in the year gave its support to the publication by unanimously agreeing to pay for a number of pages to be devoted to student news. Bill Schafer and Duane Collier have been assisting Mr. Millea in the editing of these pages.

As the alumni body is becoming increasingly stronger and more influential the future prospects of this little magazine are extremely sanguine. It should serve the triple purpose of unifying the alumni body, of providing a place for the comments and ideas of the alumni on business problems, and of keeping the alumni in touch with what is happening on the campus.

The capable editor of the Bulletin is John E. Millea, our august Dean.
Alumni

"Be the aims and functions of an Alumni organization what they may, very little if anything will be accomplished in any direction unless the action of the body is concerted and well organized. While there is nothing very startling or new about this fact (indeed, it is an old, old story), it appears to be one which frequently passes unnoticed.

"The Alumni Association can be a significant and recognized factor in relation to the Institute and its student body, or it can be simply an association with officers, committees, and what not, plodding along and getting absolutely nowhere at an amazingly high rate of speed. An association that has symptoms of being the latter is simply an annoyance and really has no excuse for existence.

"The publication of this Babsonian comes at the end of the first decade of the Institute's existence. Year by year, of course, for the last ten years the Alumni Association has been augmented by new members. As the Association has grown in number its potential power has increased proportionately. Today, at the end of ten years, we, as an Association, are in a position to accomplish things. We have arrived at the point where our membership in numbers is such that we can organize effectively and bring to bear our potential power in such a way as to be very valuable both to the Institute and to ourselves. We can, as the old lady is reported to have said, do a 'power of good.'

"Let us anticipate the growth of the Institute from this point forward rather than to follow it. Let us not overlook our potentialities which as alumni and as an association are great, and which can be readily realized through cooperation and united action."
**Business Training**

A true picture of Babson Institute cannot be given without mention of the more serious work of the conference room, the factory trips, and the work at the Ediphones.

The Production course is in the form of conferences on problems arising in the management and direction of a business. By going over a large number of situations which cause friction in the smooth running of a plant, the student develops a common sense attitude in the handling of production difficulties and personnel problems.

Long snake-like lines of cars shoot out of the Manor park at precisely 12:30 each Tuesday afternoon bound for a factory trip to one of the large companies in the sur-
rounding region. The American Woolen Company, the Pacific Mills, the Ford assembly plant, the Clicquot Ginger Ale plant, the Dennison Manufacturing Company, the Loose Wiles Biscuit plant, the Walk-over Shoe factory, the Salada Tea plant, the Sturtevant plant, the Stetson Shoe Company, and the General Electric plants were some of the factories visited this year. The factory reports in many cases were illuminating and constructive criticism of an unexpected nature was produced.

The Psychology course is a combination of personnel work, the psychology of selecting men, and the development of a personal philosophy of life. Interesting trips in connection with the work were made to the Waverly School for the Mentally Deficient, and the Worcester Insane Asylum.
The Distribution course involves many subjects. Sales and Advertising and the Management problems connected with them, Business Correspondence, Marketing, Forecasting, and Economics were studied. Sales demonstrations were given by each student ranging from candy to Cord cars. Sales problems of individual companies were worked out by the students.

In Finance the work was divided among the formation and operation of businesses, Investments, Money and Banking, Analysis of Stocks and Bonds, Accounting, and Taxation. Outside lecturers took up such subjects as Insurance, Building and Loan Associations, Investment Trusts, Morris Plan Banks, and kindred subjects. Trips were taken to the Federal Reserve Bank, the Stock Exchange, and brokerage houses.

One period a week was devoted to a Public Speaking hour. Some speeches were voluntary, others were forced upon us. The subjects of discussion ranged from "Immortality" to the "Business Cycle." The final meeting of the year was a pseudo-banquet which was a riot. Mr. Matthews had taught several of his performers better than he knew or perhaps it was just their natural ability coming to the surface.

In the latter part of the year the Public Speaking period was dispensed with and a course of lectures on Hygiene was given by Dr. Wilcox. These lectures took up the construction of the human body, and the effects of diseases upon it. Dr. Wilcox lectured in a practical and entertaining fashion.

On Saturday mornings a period was given to lectures by leaders in American Business. These lecturers included John V. Smeadie of the Mohawk Carpet Mills, William H. Shumway, personnel adviser, Leon P. Dutch, of Doremus and Company, Robert Fechner of the International Association of Machinists, Percy Brown of Filene's, Frank A. Arnold of the National Broadcasting Company, Thomas Dreier, Charles Wallour of the Investment Research Company, Kenneth Bachman of the Boston Better
Business Bureau, L. C. McKenney of the Hood Rubber Company, Creighton Hill of the Babson Statistical Organization, Robert C. Dexter, Social Service Investigator, our own "Birdie" Smith, and others. Part of the lecture period was given to the lecture, and during the remainder the students "popped" questions at the speaker.

An annual feature of the Advertising class has been the writing of an ad for the Babsonian by the students. The contest this year was for the best ad for the Park Manor. Lieutenant Grimes' ad has been chosen by the committee as the best ad and it is being run in the Advertising section of the Babsonian. Honorable mention for their ads goes to Schafer, McQuiston, and Kundtz in the order named.

The Friday afternoon industrial movies are as much of a habit around the Institute as punching the time clock and you can't get out of either. The Institute supplies the movies and the students supply the sound effects. Many of these movies touch upon subjects not within reach of the Institute factory trips and help in this way to round out the industrial instruction.

Not the least of the work is the making of reports by use of the Ediphone. These reports are then transcribed by the Secretaries and corrected for diction. Letters are dictated to the Secretaries. Credit must be given to the Secretarial group which has served the boys this year. They have been very painstaking in their work and most accommodating at all times.

Lyon Secretaries
Bowling

Interest ran high in the bowling tournament this year. Six teams were picked to uphold the honor of their particular districts. The New York team, led by Bliven, was scraping bottom during the first part of the tournament, but they gradually pulled themselves together, and rose to the top—winners. Illinois was their close rival and a play-off was necessary to determine who should have the high honors.

Michigan held high three string total, and Fred Libbey capped the high individual honors with Sampson running a close second.

The season ended March fifth with the fourth annual banquet. The dinner was held at the University Club, Bill Mattson presiding as toastmaster.

The high spots in the program were the presentation of the two annual awards, one the cup to the winning team, New York, and the other, a medal to Fred Libbey as the outstanding bowler of the season.

The banquet was unusual in the fact that there were no speeches. Instead, Bill Mattson supplied a radio which was for the purpose of listening in on a "strictly Babson Institute" program that was presumably coming from some Boston station. John Millea was convinced from the beginning that the whole thing was a "fake," but President Coleman had to be shown.

Fake radio, fake telegrams, and jokes all went to make up an evening of real fun, climaxed by a few amusing sketches by a professional entertainer.

Credit should be given to Bill Mattson for his efforts to carry on the bowling tournament, ending appropriately with an excellent banquet and splendid program.