TRUSTEES

ROLFE COBLEIGH

Business Manager of
"The Congregationalist"

Boston

DANIEL B. COLEMAN

Physician

Wellesley

CARL M. GATES

Congregational Minister

Wellesley Hills

ERNEST T. GUNDLACH

President,
Gundlach Advertising Company

Chicago

MYRON E. PIERCE

Lawyer

Boston

HENRY P. SMITH

Safford & Smith

Boston

FACULTY

JOHN E. MILLEA, DEAN

Director, Division of Production

Dean "Johnny," as he is more affectionately known, graduated from Clark University, and has a Master of Business Administration degree from Harvard. His life has been a varied one along industrial lines. At various times he has been connected with a great number of companies, including the American Steel and Wire Company, Reed and Prince Manufacturing Company, Simplex Electric Heating Company, the V-S Undermuslin Company, Worcester Products Company, and many others. Now, however, most of his time is taken up teaching Babson men the fundamentals of Factory Management, and seeing that the boiler room doesn't take too much of their time. He also acts as Consultant in Management to various firms. Mr. Millea, is the founder and life director of an organization that many of us have joined while here; namely, the "Royal Order of the Goat."

AUSTIN H. FITTZ

Director, Division of Finance

Mr. Fittz is a graduate of Brown University where he was elected to Phi Beta Kappa. He later received the degree of LL.B. from the Harvard Law School and in 1906 was admitted to the Massachusetts Bar. He has spent the greater part of his life in educational work. For two and one-half years he was a superintendent of schools in New Hampshire and for ten years the Superintendent of the schools of Norwood, Massachusetts. He is a director of various corporations, among them the Manchester Trust Company and the Babson Park 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. Fittz takes much interest in his students and his friendly guidance in matters relative to stocks and bonds is invaluable.

JAMES M. MATTHEWS

Director, Division of Distribution

Mr. 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. Mr. 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. He has a way of making his classes not only instructive but very interesting.

C. A. HENDERSON

Director, Division of Personal Efficiency

Mr Henderson is a graduate of the University of Missouri. He also has an A.B. 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 several business organizations as an instructor of salesmen, and with the College of Business Administration of Boston University where he was Assistant Professor in Business Methods. He is one of the pioneers in the field of practical business psychology and is the author of several books on personal and business efficiency. Mr. Henderson's life is now taken up with the attempt to indoctrinate Babson men with the professional attitude.

HAROLD A. THURLOW

Sales and Advertising

Mr. Thurlow, previous to coming to Babson Institute in 1923, was director of publicity and advertising for the Savings Division of the United States Treasury Department in the First Federal Reserve District. His business experience has covered nearly all phases of advertising and selling. He has been sales and advertising counselor for the Houdaille Shock Absorber Company, the Kleen-Heet and Silent Automatic Oil Burner Companies; the Kelvinator Sales Company of New England, the Air Container Company, and many others. He was special lecturer at Boston University and Northeastern University for several years. At present, in addition to his other duties, which includes his hobby, photography, he is President and Treasurer of the Thurlow Advertising Service, Incorporated.

GEORGE R. ANTHONY

Industrial Relations

Mr. Anthony went directly from Massachusetts Institute of Technology, where he was in the Class of 1898, into industry. For eighteen years he was with the American Radiator Company and sixteen of these years he spent in managing various plants of this company. In addition he has been vice-President in charge of manufacturing for the Hart and Crouse Company of Utica, New York, and is Vice-President of the Wolverine Tube Company of Detroit. His coming to the Institute in 1930 was fortunate for every student, not only because of the insight which he has given us into employer-employee relations, but also because his friendship has meant much to each of us.

BERTRAND R. CANFIELD

Advertising and Sales Management

Mr. Canfield has been a member of the faculty for three years. Before coming to the Institute he was a member of the Editorial Staff of the "Kansas City Star" and Director of Advertising for the Union Bank Note Company in Kansas City. He established his own business as sales and advertising counselor at San Antonio, Texas. Later he came East as sales promotion manager for the May Oil Burner Corporation of Baltimore, and afterward served as sales manager for the Fruit Pudding Company of the same city. His sincerity and enthusiasm both in class and out are appreciated by his students.

CARLETON G. LANE

Investments

Mr. Lane is a graduate of Babson Institute. He has worked for the Southern New England Telephone Company and the Babson Statistical Organization. He has a thorough knowledge of the principles of investments as well as a practical understanding of the workings of the market. As one of the younger members of the faculty, he is very close to the student body.

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 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 Taxation and Accounting are among the most ably presented and most important at the Institute.

HAROLD H. SHIVELY

Business Law 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, sales 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.

JOHN P. TILTON

Business Psychology

Mr. Tilton graduated from Colby College, Waterville, Maine, later attending Harvard University as a Research Assistant. There he received the degree of Ed. M. Before coming to Babson Institute he taught Psychology for a year at Tufts College. His thorough knowledge of psychological intricacies, his acquaintance with practical psychology, and his appreciation of the students' views make his courses both valuable and interesting.

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; and 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." This is Mr. Crobaugh's first year at the Babson Institute and during this time he has won an important place among us.

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 Surgeons, Emeritus Professor of Surgical Gynecology at the Boston University School of Medicine, and Attending Surgeon at the Newton Hospital. Dr. Wilcox's lectures are most beneficial and interesting, and the method in which he presents his subjects is admirable.

FORD A. CARPENTER

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-one 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 many clubs and societies, among them The American Meteorological Society, The Royal Meteorological Society of London, and a member of the Board of Governors of the Los Angeles Museum. He has been President of the Southern California Academy of Sciences since 1929. He is a member of Phi Beta Kappa. Since 1921, Dr. Carpenter has, in a very interesting way, been portraying to Babson Institute students the future of meteorology and aeronautics in American business.

E. GROSVENOR PLOWMAN

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 Babson Institute but 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 lectures at Lowell Institute, the College of Business Administration of Boston University, and at Babson Institute.

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 and was a Captain of Engineers during the World War. Previous 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.

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 of Wellesley; director of the United Business Service of Boston; and Trustee and President of the American Public Welfare Trust at Babson Park. In addition he is instructor on Income Taxes at Webber College.

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 of 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. We hear that she is in the market for a new car and we have the utmost confidence in her final selection if it is made with as close a check-up as she keeps on the time cards and the library books.