

The
DELTA SIG

VOL. XX

FEBRUARY, 1928

ISSUE 2

Delta Sigma Pi Enters
Washington University

Commercial Education *in*
Secondary Schools

By Herbert E. McMahan, *Omega*

Chain Stores, The Result of
Modern Economic Development

By Wm. D. Courtright, *Phi*



The DELTASIG

Published by the International Fraternity of Delta Sigma Pi

H. G. Wright, Editor

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THE DELTASIG, official magazine of the International Fraternity of Delta Sigma Pi, a professional Commerce fraternity, is published four times a year, in the months of November, February, May and August. Articles offered for publication should be presented at least two months previous to the date of publication. Chapter letters, alumni news and similar information should be sent in accordance with special instructions prior to each issue. This information is usually required on the first day of the month in which the magazine is issued.

Neither the Editor nor the Board of Directors is necessarily in sympathy with any of the opinions expressed in THE DELTASIG. We feel that one of the most important missions of a fraternity magazine is to cause the members to think about themselves; thought being the chief desideration, authors are sometimes solicited for expressions of opinions in the feeling that their opinions are wrong, but likely to stimulate argument.

Members of the fraternity are requested to contribute special articles on business subjects and news items concerning alumni.

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The DELTASIG

VOLUME XX

FEBRUARY, 1928

ISSUE 2

Delta Sigma Pi Enters Washington University at St. Louis

The forty-fifth chapter of Delta Sigma Pi was established when on February 18 and 19, 1928, our *Alpha-Chi* chapter was installed at Washington University School of Business and Public Administration, St. Louis, Mo. The ceremonies held in connection with this installation were the cause of great rejoicing on the part of our St. Louis alumni who for several years have been quite active in their support of the petition of the students at Washington to secure a chapter of Delta Sigma Pi.

The ceremonies were held at the Roosevelt Hotel, 59th Street and Delmar Avenue, St. Louis, where the official installation team and visiting brothers headquartered. The initiation ceremonies lasted throughout Saturday, followed by a banquet that evening. Sunday was devoted to acquainting the members and officers with the traditions and ideals of the fraternity, and going over the matter of duties and responsibilities of the various officers.

HISTORY OF ALPHA-CHI CHAPTER

Due to the extensive growth and development of Washington University, and to the increasing prominence of the School of Business and Public

Administration, it became apparent to a number of students that the one national professional commerce fraternity with a chapter in the department, Alpha Kappa Psi, did not adequately provide for the requirements of the department, for the registration was ample to support two such organizations. One factor which strongly influenced the belief that such opportunity existed is the location of Washington University. Being located in a city of very high commercial significance, the school has for its use the facilities and equipment of St. Louis which serve as excellent laboratories. With an organized group of students, such facilities may be closely studied and examined, thereby giving to the group a better and a more practical insight into commerce and industry.

With these points in mind, a number of active students, interested in a furtherance of commercial study, joined together three years ago and effected a local commerce organization. The next step was the determination of the commerce fraternity to petition, and it took little investigation to decide that Delta Sigma Pi was the one. Contact was formed with Delta Sigma Pi through our St.



INSTALLATION BANQUET—ALPHA-CHI CHAPTER—WASHINGTON UNIVERSITY

Louis Alumni Club and when this club was thoroughly convinced of the favorable conditions existing at Washington University and impressed with the seriousness of our petitioners, they endorsed the petition enthusiastically and assisted materially in the seasoning of our petitioning organization during the past three years and the preparing of them for installation.

With the assistance of our St. Louis alumni the local, which in the meantime had selected their name as *The Deltasig Club*, completed their petition and presented it to us. Grand Secretary-Treasurer Wright visited the petitioners on several occasions and also assisted them in the perfection of their local organization.

During the first year of the life of *The Deltasig Club*, Theodore W. Riedel was president, Gene A. Anderwert was vice-president, Earl J. Wipfler was secretary and Peter W. Herzog was treasurer. The members were selected with care, the scholastic requirements being an average grade of eighty per cent. Several joint meetings and parties were held with our St. Louis alumni and during the second year John C. Fenton presided as president, Theodore W. Riedel as vice-president, Earl Wipfler as secretary, Arnold J. Zimmerman as treasurer, and John H. Radford as sergeant-at-arms. In the meantime the university authorities had approved the nationalization plans of the local, a faculty adviser was selected and the members were working earnestly for the day to arrive when a chapter would be duly authorized.

During the current year Richard Kuehne served as president, Aubrey D. Reid as secretary and John H. Radford as treasurer, and when the

chapter was granted by the board of directors in January, the following officers were selected to comply with our constitutional requirements:

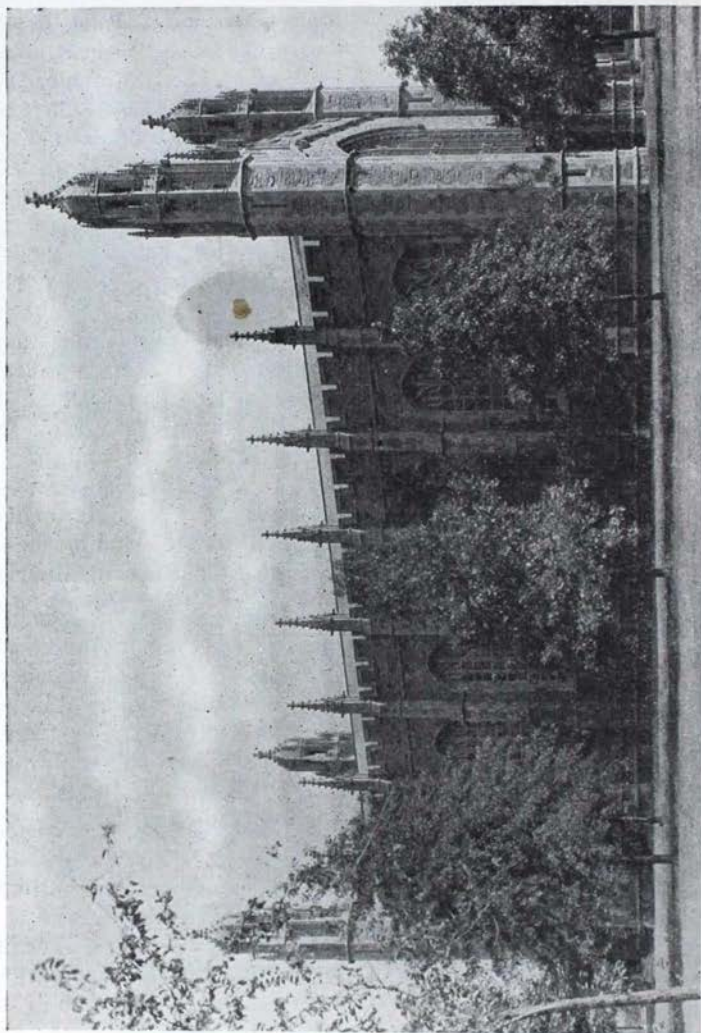
<i>Head Master</i>	Richard F. Kuehne
<i>Senior Warden</i>	Ralph H. Straub
<i>Junior Warden</i>	Milton E. Bechstein
<i>Scribe</i>	Aubrey D. Reid
<i>Treasurer</i>	John H. Radford
<i>Historian</i>	Edward G. House
<i>Chancellor</i>	John C. Mitchell
<i>Senior Guide</i>	John Grace
<i>Master of Ceremonies</i>	Charles P. Mason
<i>Master of Festivities</i>	William H. Heuer
<i>Chapter Adviser</i>	Dr. Lewis F. Thomas

The official installation team comprised Grand Secretary-Treasurer Wright, *Beta*, Royal D. M. Bauer, Leland L. Haupt, Arthur E. Haggett, Wm. E. Pemberton and Jewett A. Davidson, all of *Alpha-Beta*, Stanley J. Schrom and Wm. H. Lichty, *Upsilon*, who were assisted by the alumni residing in the St. Louis district.

A large number of members attended the banquet following the ceremonies and Dean Loeb of the School of Business and Public Administration of Washington University, and a member of Alpha Kappa Psi, was a guest at this banquet.

Alpha-Chi chapter has been established under the most favorable conditions, the members are enthusiastically interested in the affairs of Delta Sigma Pi, St. Louis is a thriving metropolis of 830,000 population, we have an active alumni club in the city to guide the destinies of the chapter, and there is no reason to have any fears regarding the future of this chapter.

We urge that any members of the fraternity who find occasion to visit St. Louis in the future, will also find



WASHINGTON UNIVERSITY—GRAHAM MEMORIAL CHAPEL

time to pay a fraternal visit to *Alpha-Chi*.

The charter members of *Alpha-Chi* comprised the following twenty undergraduate, ten alumni and two faculty members:

Undergraduates

Richard Magnus Kuehne
 Ralph Henry Straub
 Milton Earl Bechstein
 Aubrey Delmas Reid
 John Henry Radford
 John Calhoun Mitchell
 Edward Grant House, Jr.
 Charles Pressley Mason
 William Henry Heuer
 Roger Edward Constance
 John Frank Knapp
 Philip Edwin Askey
 Carl Louis Alexander Beckers
 John Meredith Westover
 Kenneth William Koechig
 Thomas Vernon Bate
 John Cornelius Grace
 Marvin Hurston Phillips
 Ernst Herman H. Schultz, Jr.
 Harry Theodore Vandeloecht

Alumni

John Crimble Fenton
 Theodore William Riedel
 Peter William Herzog
 Earl Bennett Shaw
 Earl John Wipfler
 Kenneth George Holtgrewe
 Turner Short Kelly
 Arnold William Zimmerman
 Ernest Alonzo Hayes
 Robert Penn Cranston

Faculty Members

Lewis F. Thomas
 Huntley Macdonald Sinclair

HISTORY OF WASHINGTON UNIVERSITY

Washington University has been a part of the life of St. Louis for nearly three-quarters of a century. It was

established, organized and supported through the gifts of public-spirited men and women who found pleasure in contributing to education as a most useful public philanthropy. The only help it has ever received from the state is an exemption from taxation of its property. During the last sixty-four years, 12,130 students have been graduated from its different schools, and during its existence, approximately 125,000 students have received some instruction within its walls. It has added to the literary, cultural, business, professional and industrial life of the community and is today, with its thirteen schools and departments, each placed in the first rank by every official and educational rating agency in the United States, with its 430 capable teachers, and its 7,000 students, entitled to be regarded as the most important enterprise in St. Louis.

In 1853 Wayman Crow, St. Louis merchant and state senator from his district, secured a charter for a seminary of learning to be called Eliot Seminary in honor of Dr. Wm. C. Eliot, pastor of the church of the Messiah in St. Louis, a colleague of Senator Crow in his educational enterprise.

A corporation of seventeen was founded for the purpose of organizing the school, and its first meeting took place on February 22, 1854. Assuming greater responsibilities than even the eager Senator Crow had cut out for them, the men decided that "Seminary" was too small a word for the thing they had in mind and changed it to "Institute." At Dr. Eliot's suggestion they removed the name "Eliot" as too sectarian and personal and substituted the name "Washington" because the corpora-



WASHINGTON UNIVERSITY—RIDGELY LIBRARY

tion meeting happened to take place on Washington's birthday.

In 1857 the State Legislature chartered the college as Washington University. In 1867 a Law School was organized. In 1879 a School of Art and Design was established as a department of the university. The university prospered until the death of Dr. Eliot in 1887, after which time the university's friends dwindled. Then Robert S. Brookings stepped into the foreground. With the same energy, enthusiasm and capacity for organization that had made him so well known in the business world, he turned to the task of the reorganization of the university. There is a curious parallel between the early histories of Washington University and Harvard. Harvard languished sadly until it was vitalized by John Harvard's bequest. Just so Washington, in its struggling infancy was set upon sturdy feet by Robert S. Brookings. Out of his own means, supplemented by contributions from new givers inspired by his zeal, Mr. Brookings established magnificently the fabric which for a time had seemed tottering.

The purchase of a new large campus opposite the northwest corner of Forest Park was one of the opening acts of the new regime. Mr. Brookings was also instrumental in securing for Washington University the Russell Institute Fund, a sum of \$130,000.00 to be used for endowment purposes. Then the task of raising money for buildings on the new location was taken in hand.

In February, 1889, the corporation announced the letting of contracts for six buildings, the gifts of Robert Brookings, Samuel Cupples, Adolphus Busch and Stephen Ridgely. On May 29, 1910, Mr. Brookings and Mr. Cupples announced that they had

deeded over to Washington University in fee simple, properties in downtown St. Louis, valued at more than three million dollars. This gift gave Washington University the largest unencumbered endowment of any university in the country at that time.

In 1901 Washington University leased its new grounds and buildings to the Louisiana Purchase Exhibition for a rental of \$650,000.00. Tower Hall Dormitory, Francis Gymnasium, and the Library in part were built from the World's Fair rental.

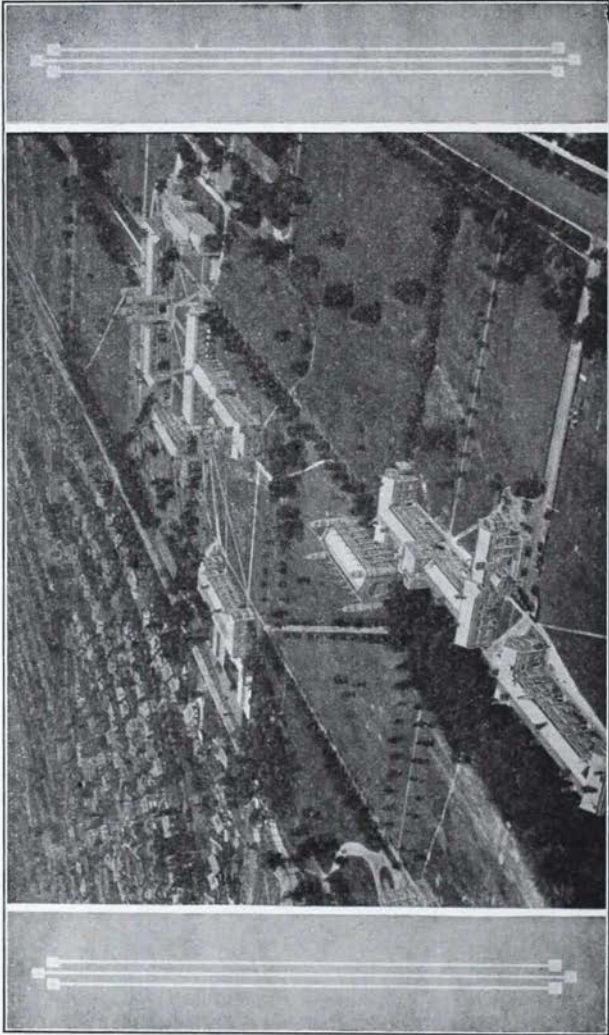
Washington University moved to its new home on January 30, 1905. Then began a period of steady growth. Not a year passed in which the University did not announce some notable accession in endowment, equipment or in faculty.

Meanwhile Mr. Brookings had turned his attention to the Medical School, and in 1914 he built and equipped at his own expense the new Medical School Building at a cost of \$1,000,000.00.

The visible properties of the University attract the attention first, and this is well, for Washington's physical aspect is fair. Situated at the edge of a great city, the campus with its fine buildings forms a part of a region of civic beauty. The university grounds are a mile in length and a half mile broad. Though at the entrance the ground is at a level with the city's streets, the campus rises rather abruptly at some distance from the front and is elevated to an imposing altitude. It is upon this elevated surface that the buildings are grouped.

HISTORY OF THE SCHOOL OF BUSINESS ADMINISTRATION

In 1917 Washington University established a School of Commerce and Finance, in which undergraduates



AIRPLANE VIEW OF THE CAMPUS OF WASHINGTON UNIVERSITY

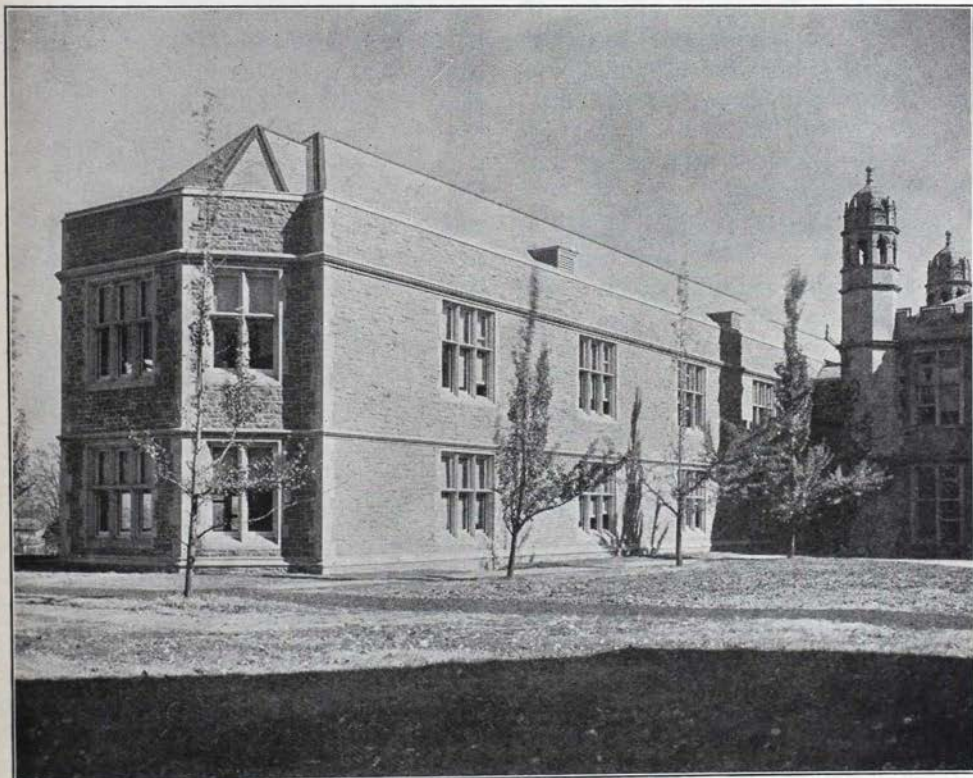
could secure professional training for business. Dr. William F. Gephart was the first dean, and he served until 1923, when he resigned to accept a vice-presidency of one of the largest banking institutions of the middle west. He was succeeded by Dr. Leverett S. Lyon, who served until 1925, when he resigned to accept an appointment with the Institute of Economics at Washington, D. C.

Dr. Isidor Loeb was then appointed dean of the school. Dean Loeb had served as dean of the School of Business and Public Administration at the University of Missouri for many years. Under the direction of Dean Loeb the school was expanded to include several additional courses in study, together with a new curricu-

lum, offering courses in public and social service, whereupon the name of the school was changed in 1926 to that of the School of Business and Public Administration.

This school is what is known as a "two-year" college, i.e., you enter the School of Business and Public Administration in the junior year, the prerequisite being two years of Liberal Arts work. There are between four and five hundred students carrying pre-commerce and commerce work.

A chapter of Beta Gamma Sigma (honorary scholastic commerce) was established at Washington University in 1921, and a chapter of Alpha Kappa Psi was established in 1923.



WASHINGTON UNIVERSITY

WEST END OF DUNCKER HALL, OCCUPIED BY THE SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

Commercial Education in Secondary Schools

By HERBERT E. McMAHAN,* *Omega*

Commercial education is supposed to have had its origin in Florence in the fifteenth century. It was at Florence that the earliest known textbooks on commercial subjects were written, and it was there that double-entry bookkeeping is supposed to have been given its first practical test in the counting-house.

The importance of commercial education in public schools of this country seems first to have been favorably considered in Boston in the early fifties, at which time many teachers of the Boston public schools familiarized themselves with shorthand and bookkeeping. Soon after shorthand was taught in a limited way in the New York Free Academy.

In 1841 the Central High School of Philadelphia organized two courses for commercial training, a four-year course and a two-year course. The four-year course was to provide a liberal education to those intended for business life, and the shorter course was to meet the needs of all those students who could give but a limited time to the work of preparation.

During the last decade of the nineteenth century the work of the public high schools became dominated by the classics, and as a result the business college began to draw many students from the high school courses. In order to prevent this, the high schools

introduced other short technical courses of the business college type. This meant the establishing of classes in commercial arithmetic, in penmanship, in commercial geography, in typewriting, and in stenography.

The introduction of shorthand into these schools, together with bookkeeping, is supposed to have marked the real beginning of commercial education in public high schools. This proved valuable, and it began to dawn upon the minds of many progressive business men and liberal-minded educators that a broader line of educational training should be offered to the young people of the country. Among leading organizations to discuss the subject of commercial education was the American Banker's Association. This organization went so far as to send a representative to Europe to investigate the educational systems there and today they have their own training schools in various cities.

In 1899 a study was made of a high school which graduated twenty students from the academic departments and nineteen from the commercial. Fifteen of the academic graduates obtained positions as clerks at salaries ranging from \$3.00 to \$5.00 per week. Eighteen of the commercial graduates obtained positions in business offices as stenographers or bookkeepers at salaries ranging from \$7.00 to \$12.00

*Brother McMahan is Head of the Commercial Department of the Altoona (Pennsylvania) High School.

per week, their average weekly salary practically doubling that of the non-commercial graduates.

The difference in compensation for services rendered is apparent today as in former years, and the relative difference in the earning power of the two classes of students is the same in all sections of the country. This important fact has played no small part in building up a sentiment favorable to commercial education.

The commercial course in the public school is now being regarded as important as the academic, except by a few of the academic educators who have failed to keep broad in their views, and still maintain an antagonistic attitude toward the commercial curriculum.

Our commercial courses today are as highly cultural and educative as are those offered in academic departments, and they at the same time prepare young men and young women for lives of usefulness in the business office, as well as in the home or as a citizen.

The establishment of commercial high schools and high schools of commerce in Boston, New York, Washington, Philadelphia, Pittsburgh, Detroit, Cleveland and other large cities, is an evidence of the growing popularity of commercial education. This growth, in the face of much opposition, is indicative of what the future holds in store for the practical vocational education, both from the standpoint of the number of schools and the quality of work that shall be done.

The fundamental purpose of secondary education must be kept in mind in making the commercial as well as other curriculums. The young people who graduate from our secondary schools must become leaders in society, and it is essential that com-

mmercial students, as well as all others shall receive the instruction and training in subjects essential to citizenship.

While it is essential that the required minimum of academic work be included in the commercial curriculum, it is, however, no longer necessary to depend wholly upon more or less related academic subjects such as foreign language and formal mathematics for the enrichment of the commercial curriculum. The commercial subjects now contain well organized educational content. These subjects are taught in accordance with the best educational methods. The greater intensity of effort which is sure to accompany their study by those who elect them for definite reasons, is bound to result in mental development beyond that resulting from the study of academic subjects by such pupils merely because they are required in a commercial curriculum.

In the making of the commercial curriculum, it should be assumed at the outset that the commercial curriculum is vocational, since practically all the students who choose the commercial course expect to accept positions before graduating or after graduating. All the minor and many of the senior commercial positions are but temporary stepping stones to more important positions. Commercial curriculums to be truly vocational must be organized with these facts in mind.

In the making of the commercial curriculum it must be remembered that placement in a position at its completion is expected by the pupil and by his parents. The opportunities for advancement offered by this placement in a position are also important. The commercial curriculum must include training that will help the boy or girl take advantage of the

promotional opportunities when the proper time comes.

Between 25 and 30 percent of all high school pupils are enrolled in commercial courses, and about 35 percent of all high school pupils take at least on or more of the commercial subjects, such as commercial law, or shorthand. Since about 30 or 40 percent of those enrolled for the commercial course leave at the end of the first year and about 25 percent leave at the end of the second year, it is essential that the four-year commercial course should not wait until the junior and senior years to begin the various commercial subjects, or it will have little advantage to those students who leave at the end of the first and second years. Thus the commercial curriculum should be organized so as to provide during the freshmen and sophomore years appropriate junior business subjects that will furnish a preparation for a minor position and also for advance study which will be taken by those who remain.

The four-year curriculum should not be regarded as a single course, but that each year is a short and intensive course. If the course is organized on a year-unit basis, the first unit will give the best training possible for those who leave at the end of the first year. For the boy or girl who wants to go to work at the end of the first year, the four-year course is not the surest way of getting him into the high school, or to hold him if he does enter. To sell him the first unit of a possible four-year program is the surest way of enrolling him in the high school and holding him to a time when he can be sold the second year or unit of the full four-year unit program. A modification of this plan has been used by the public business colleges for years in selling

students short courses and then at the completion of the course, sell them an additional course. It is easier to get both parent and pupil to see a year in advance than it is to see four years ahead.

In the earlier period there were but two major office positions—the book-keeper and the stenographer. All business training revolved around these two occupations. Today there are many kinds of office employments, and yet, commercial education in the public schools, at least a great many of them, goes on revolving around the two mentioned positions that have long since ceased to have a monopoly of the office payroll. If the commercial curriculum is to train for these newer positions, it is essential that the commercial subjects shall not be confined to the third and fourth years.

Our present commercial courses are not wholly suited to modern business requirements. We are now in a period of big business made possible and even necessary by the extremely complex economic conditions under which business is done. Competition is keen. Transportation facilities are highly developed. Specialization is the keynote of this age. Division of labor is fully as operative in the office as in the shop.

Not only are there a multiplicity of separate and distinct occupations, but there are numerous administrative departments each dealing with some important phase of the modern industrial or commercial plant—the purchasing department, the sales department, the accounting department, the advertising department, the correspondence department, credit department, and many other of equal importance. The boy a hundred years ago sought an opportunity to learn a business, while the boy today seeks

an opportunity to master a special department of a business.

Thus in making our commercial curriculum today, we must take into consideration these facts if we are to carry out the vocational aim of the commercial course. The commercial curriculum must be enriched with content subjects which will train for the numerous business positions.

Since the majority of our cities and towns have the 6-3-3 plan of schools, there are two distinct commercial training problems which confront us. The first one concerns pupils who go no farther than the completion of the junior high school course. The second concerns those who remain to the end of the junior or senior years. If no commercial work is offered in the first and second years those who choose this kind of education in these two years go out and buy it. School officials must decide whether the best interests of their constituents will be served by forcing them to send their children to the private school to get a senior type of business training poorly adapted to their needs, or by developing a junior type of business training in the early high school years or the junior high school.

It is of the utmost importance that English, social studies and science form a part of every high school curriculum of commercial training. Each year should contain some general business education whose vocational training may not be apparent, as well as some definite vocational business training suited to the requirements of pupils of the age for whom it is intended.

It is certain that this elementary training will not prepare for the positions of bookkeeper and stenograph-

er, but it will train for the only kinds of position children under sixteen years of age are employed to fill; it will serve as a basis for more advanced training in the high school or in the evening school.

This type of elementary training may be regarded as both vocational and preparatory to more advanced work. Those who finish but a single year and drop out to go to work will have acquired a marketable skill and some good general education, which will make them more valuable to their employer and they in turn will be able to command a higher salary. Those who continue the second year or rather the first year of the senior high school and then seek employment will enter business on a slightly higher plane. Thus each year's training is valuable in and of itself. At the same time it is so constructed as to articulate advantageously with the succeeding year, thus encouraging pupils to remain in school.

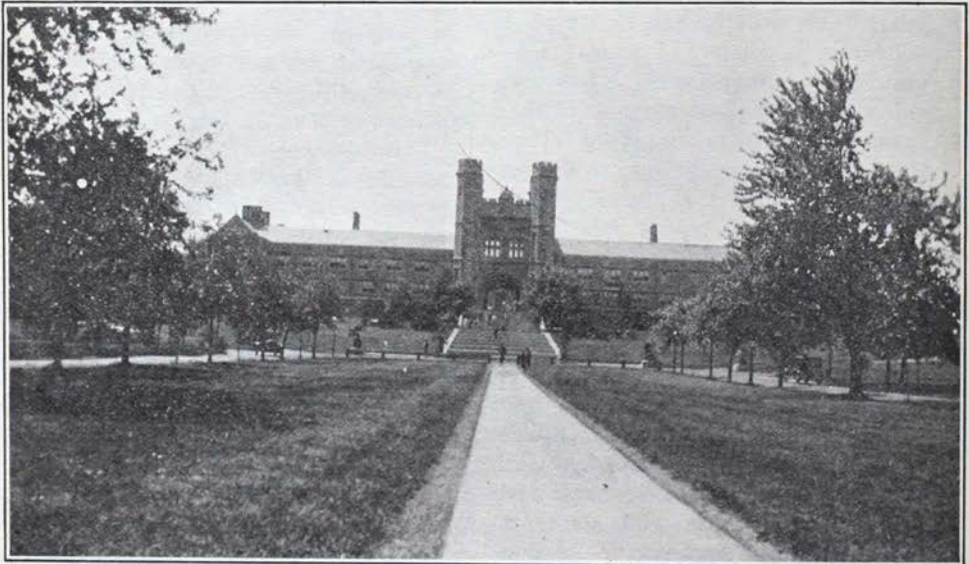
The problem of the senior type of training in the upper two years of the high school is one that can be met only by differentiation both in the interest of better vocational preparation and of better educational background. Under the present plan in the majority of high schools, nearly all the pupils major in bookkeeping and shorthand. In some schools many other subjects are added. Not all pupils have the mental and physical qualities that make for success in shorthand; hence, it should not be required of all commercial pupils.

Not all students are sufficiently interested in figures to justify the belief that they will succeed as bookkeepers; hence, bookkeeping should not be required of all. The majority of girls who take bookkeeping, take it because it is required. By properly dif-

ferentiating in the third and fourth years of high school, time will be conserved for more English, social studies, and such important general commercial subjects as business organization and management, office practice, office management, economics of business, advanced business mathematics, and business finance. These subjects are required to supply the general business training which was obtained formerly through the employer's personal instruction and the wide range of duties performed.

The commercial subjects as they are

taught today are better organized as to content and instruction method than they were a few years ago. It is no longer true that commercial courses are snap courses. They represent a range of difficulty quite equal to that of older secondary-school subjects. There is sequence and continuity in the subjects called junior business training, one may continue through elementary bookkeeping, advanced bookkeeping and elementary accounting. This sequence may be followed in college or home study through advanced accounting, auditing, and actuarial science.



WASHINGTON UNIVERSITY—MACMILLAN HALL (GIRLS DORMITORY)

Chain Stores, *the* Result of Modern Economic Development

By WM. D. COURTRIGHT,* *Phi*

One of the dominant modern economic tendencies is the movement of trade and business away from crowded metropolitan areas. In a small community, business tends to concentrate in the center of town at a cross-road or to spread out along the main street. After a town reaches about 10,000 inhabitants the spread of business is considerable. Here and there stores will spring up at convenient corners in residential localities. In larger cities this movement is further continued; business extends along the main traffic arteries, gradually filling in the gaps to form a continuous section. This has called forth zoning restrictions, the main tendency being to zone along such an artery or line or to confine business within a given circle. The former is known as "line" zoning, and the latter as "squat" zoning.

The Chain Store and the Community Center

This tendency in commercial development and city planning has been called centralization of business. Later, when the size of the city and traffic troubles restrict further con-

centration, neighborhood business centers spring up. This has been called decentralization, a result of the fact that utility of time and space has gradually created an inhibiting barrier to merchandizing being monopolized in the old established center of town. The value and effect of transportation upon modern economic development cannot be overestimated. In the early days of city growth - transport-caused or aided a centralization of business. Now, in our larger metropolitan cities, it has grown a step beyond, in that it is making possible the development of the neighborhood retail districts and the satellite suburban business community.

As in other fields of economic endeavor, chain operation is subject to the law of diminishing productivity which may be stated in a practical way as "beyond certain limits expansion will defeat its own purpose and profits may no longer be commensurate with the risk involved, or in proportion to expanding size." Chain experience has shown that goods must be bought in large volume on basis of an assured demand and a quick turnover.

The problem of "decongestion" is being taken care of by the development of the neighborhood shopping center. Progress now points toward centralization in these various suburban districts and community centers. Enlarging the cubic density of merchandizing space, by height additions in the existing center of town will not obviate the congestion incident to traffic to and from the downtown district. As a consequence the surplus

*Brother Courtright is associated with the Bureau of Statistics of the Merchants National Trust & Savings Bank, Los Angeles, California.

population incapable of being adequately served in such a "downtown" center, will demand and receive similar services at points more convenient to them, thereby causing the origin of satellite communities. This movement aided by the modern ease of transportation and caused by the previously stated elements is normal and economically sound as well as socially beneficial.

This centralization has given rise to the changing form of the merchandizing movement of the present day—chain stores and the application of large scale methods to many functions of retailing. To be successful, combination must result in equivalent or better service to the community or to society in general, and at the same time retain normal profits for the operators in face of increased competition. In order to accomplish this, better and cheaper distribution must be effected.

Coincident with the growth of the city has come the formation of the retail store district. Within the past ten or twenty years chain store methods have revolutionized business and have literally eclipsed business methods of many of the old time merchants. According to an old legend, chain store merchandising was first started about 200 years ago in China by one Lo Koss, a Chinese merchant, who established several retail stores throughout the nation. Comparatively recently, chain store merchandising has sufficiently expanded to include numerous lines of merchandise sold nationally with practically universal policies throughout. Due to these policies, the foremost of which are service and reduced prices through mass purchasing at lower cost per unit, this merchandise may be of-

ferred more effectively at a correspondingly reduced price.

Cut Rates and Low Prices Typical

The growth of these individual retail sections has perhaps hastened the expansion of the already greatly retarded movement toward chain store development. With the keenness of competition, the necessity for the utmost in merchandising economies becomes increasingly apparent. To realize these economies in retail distribution, the chain store system has steadily and rapidly developed within the last ten years so that it is now one of the foremost of economic movements in that it is becoming a tremendous factor in retail distribution. The wide spread activity of these retail chain stores has been one of the major economic factors entering into the business activity of the nation, and because of the economic theory upon which the chain store system rests, it has come to occupy a distinct and important part in the field of retail distribution. As a general rule they have exemplified cut rates and low prices—those which carry a strong appeal to the average purchaser. It is significant to note that chain stores are almost synonymous with the terms "cash and carry." In the success of the chain stores is a criteria of sentiment that the general public prefers the economy store.

In the matter of service some chains have developed exclusively along these lines, offering exceptional service facilities to their patrons. However, such stores as Piggly Wiggly have capitalized upon self service, thereby saving in salaried help. In any case chain store operations are based upon such economies which become apparent upon the utilization of the most efficient methods determined

through research and practical experience.

Location of Prime Importance

Location to the chain store is of prime importance insofar as a competitive retailer, other things remaining equal, either competes successfully or unsuccessfully, chiefly according to location, which will determine the number and character of people in the locality. True, several chains have sought to create a demand which would follow the business, but most seek the location which holds the most strategic position of this type of income producing business property. This is generally the "hot spot" location, or point of densest passage. All others are tributary to this factor of people in the aggregate—population.

Over a period of years it has been found that, generally speaking, volume merchandising will follow up quality merchandising. City growth has invariably been towards and through the quality district in the absence of discriminating factors. The cordial reception bestowed upon Woolworth's store upon Fifth Avenue, New York, is an example of this fact that, since a shopping locality is given merchandising value attributable to the number of pedestrians who pass, chain store locations are generally based upon pedestrian passage and district population density. Seldom has the chain been known to pioneer a new field; rather does it follow up a proven locality and seek to thoroughly cover the market. In developing merchandising facilities to a stage broad enough to make the community retail center practically self sufficient and to supply domestic and personal needs at downtown "bargain" prices and accom-

modations, the chain has gone a step farther. To achieve the utmost in convenience good merchandising results were the greatest purchasing power is and this is rapidly becoming the neighborhood center. Instead of attempting to block this economic migration, the large factors of retail distribution are themselves spreading to the outlying districts. Of course, increased competition has also affected this economic movement. Herein lies the basis and cause for the increasing success of the chain stores, which in groceries alone is rapidly eclipsing the unit store in many cities.

It has sometimes been regarded as a wasteful duplication of both invested capital and effort to locate branches correspondingly close to each other. This has often brought the thought that perhaps chain stores in the matter of establishing new units are overreaching themselves in a race for expansion. However, the explanation is found in the fact that the market must be completely covered to realize all possible sources of patronage therefrom. Herein is found the crux of the success of chain stores—they choose their markets, cultivate them intensively wherever they may be found and seek to cover them as completely as possible.

According to Hayward, "Chain Stores," store location is based upon several factors, the type of store and policy of the company being the final determinant. These are:

1. Proximity to supply source and market.
2. Policy of company in locating; dependent largely upon type of merchandise.
3. Population, present and growing rate.
4. Relations to competitive stores.

5. Such minor considerations which will lend themselves to increased patronage.

6. Shall the store rent or build—policy and finance.

7. Will store follow "hot spot" or attract purchasers through advertisement.

Several national chain systems have found it profitable and more satisfactory to maintain real estate departments of their own in order to take care of leaseholds and to buy where necessary and expedient, to make renewals and to be cognizant of the changing character of the district, or to be one jump ahead of it as the successful merchandiser must.

Market Coverage Necessary

One of the foremost and proven considerations of modern merchandising is "market coverage." Many markets are not completely served. An accurate knowledge of sales possibilities and their application to the business is the first step in expansion in any field. In the final analysis this market coverage is fundamental to the chain system, and for that reason exhaustive location surveys are made for new units. In contrast to the unit store one very seldom finds an unprofitable or a closed store of a chain system.

Out of the chain store movement has developed a store, comparatively small in size, with standard stock, offering efficient and economic services and generally operating upon a cash and carry basis. This type of store has been found more nearly to take care of the average need. The public usually follow the bargains when purchasing the necessities of life, in which chains deal. This fact in conjunction with convenience of location

and service has the greatest appeal to the buying public; especially is this true, when bargains are based upon nationally advertised lines and made possible, not by cut-throat competition, but an intelligent analysis of cost and efficient management. A chain system can offer to the buying public these bargains and low prices because of certain economies made possible by such advantages as purchasing in bulk direct from manufacturer in order to secure both quantity and trade discounts. In this way private brands have been developed into a real source of profitable advertising as well as net gain. This same quantity buying means that in selling, a smaller profit per article may be realized, but a larger total net gain.

Advantages of Large Scale Operation

The advantages of a large scale central administration are made apparent through control of turnover, both capital and stock. The control of capital turnover concerns itself chiefly with wise use of funds and proper investment; the control of stock turnover deals not only with judicious buying, but also with proper sales methods in disposing of the stock. These advantages also include definite sales, personnel, and advertising policies which are usually centrally controlled. The enormous wastes of organizations and administration, under the present merchandising system are most effectively minimized by the chain store method of distribution. One of the shortcomings of the individual store is eliminated—inability to weather periods of depression chiefly through lack of research, statistical and auditing information, and dependence upon business conditions in one locality or one section. Sales methods of more vital

significance can be formulated and followed out intelligently. This is exemplified by the chains' use of the "Loss Leader" idea by which profits are sacrificed on one article to draw trade. The theory upon which cost principles rest is that overhead decreases per unit of output up to the point of diminishing productivity. This gives the chain a decided advantage over the independent dealer. By these same operating methods calling for cash sales only, extension of credit ceases to be an item of significant necessity, thereby eliminating the burden of bad debt expense and collection hazards, which in turn solves to a large extent the problem of adequate working capital and renders extensive short time credit unnecessary.

Fields of Operation

Chains are known to operate in the following fields: Groceries, novelties, restaurants, drugs, tobacco, gasoline, confections, dry goods, shirts, jewelry, hotels, bakeries, building materials, clothing, 5 and 10 cent stores, and shoe stores.

According to a survey made by the Bureau of Statistics, Merchants National Trust & Savings Bank early in December, 1926, there were over 1387 chain stores in Los Angeles representing 183 different chain systems.

The jobbers' position has become insecure for the following general reasons:

Certain goods are not well adapted to jobber distribution.

The expansion of large scale retailing has become tremendous.

There is a tendency toward specialization—i. e., the increased use of private brands and other means of labeling goods.

Hand to mouth buying among retailers.

Direct manufacturing service.

According to one nationally known authority retail grocers purchase most of their stock from jobbers and wholesale grocers, whereas chains purchase a large percentage direct from the manufacturer. However, few grocery and drug chains purchase entirely without middlemen. The difference between chains and individual stores is mostly in degree, rather than kind.

Elimination of Jobber

The expansion of large scale retailing through chain stores, department stores, and to mail order houses, along with their policy of mass purchasing and sales has been decidedly at variance with the old manufacturer-retailer method of distribution. Chain stores and similar merchandising agencies are founded and operated upon the plan of purchasing direct from the original agent or the manufacturer. Some have gone so far as to operate as manufacturers on their own account; others, like Woolworth, find it unnecessary as long as purchasing can be carried on in a highly competitive market anxious to ensnare such profitable contracts as chains can place. As chain stores operate upon the theory of the least possible price for quantity merchandise, they would immediately endanger this basic theory by delving into the production of a number of varied articles which could be duplicated at a lower cost by unit producers. However, in general, chains are known to manufacture:

For sale in the stores of the chains;

(Bread is the most popular commodity under this classification.)

For the production of supplies.

For the introduction and maintenance of private brands.

Raw materials for further manufacturing.

Chains have developed by gradually adding units; through combinations and mergers; and by organizing to reap the profits of increased purchasing power, credit and advertising efficiencies, and most profitable methods of handling merchandise. One of the chief reasons for chain success has been the tremendous volume of sales per individual clerk. Chains are further able to have specially trained departments for functions which will occupy but a part of the individual store keeper's time—such as equipment, advertising, display, sales, plans, statistics and auditing. The following is a common classification

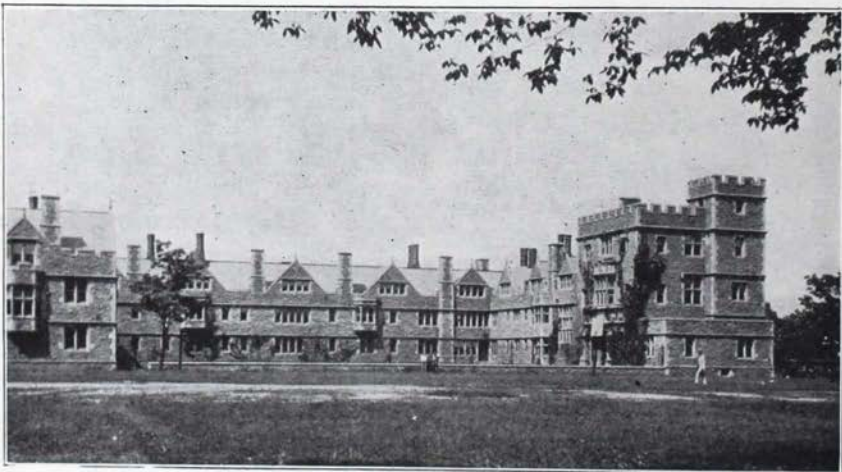
for chain stores, according to ownership:

1. Retailers, such as Kresge, Piggly Wiggly.

2. Jobbers, usually with hidden ownership.

3. Manufacturers—Standard Oil; W. L. Douglas Shoes, etc.

The nineteenth century tended to favor large scale production and centralized commercial facilities for its general distribution. The twentieth century has brought forth new methods to facilitate the carrying on of merchandising on a decentralized basis as to location, although becoming highly integrated as to management and ownership. This influence is still powerful in the modern economic trend. Possibly the greatest advantage reaped from this movement has fallen to the chain store.



WASHINGTON UNIVERSITY—ADMINISTRATION BUILDING

John Wanamaker on Buymanship

By E. ST. ELMO LEWIS, *Alpha*

Sometime ago in the page that the John Wanamaker store carries in the New York papers, there appeared a couple of editorials on the subject of Advertising.

They were so much to the point and so clearly indicated the importance of the Buyer as the final judge of advertising efficiency that we take pleasure in reprinting the editorial here.

It is very important for the advertiser to realize that the real reason why he is publishing advertising is to impress the Buyer—to persuade the Buyer—to get the Buyer to buy—which is the final test of successful advertising. Does the Buyer, as a result of the advertising, ultimately buy?

Mr. Wanamaker was known for a generation as the greatest retail advertiser of America—if not the entire world. It is, therefore, interesting to read this hit from his philosophy of advertising:

NOT TO SELL

BUT TO HELP YOU TO BUY

Usual advertising is written from the seller's point of view. Wanamaker advertising is written from the buyer's or consumer's point of view—from your point of view. Advertising that attempts to sell is argumentative or combative. It forces its way before your eyes, into your mind. It tries to *compel* you to buy.

Wanamaker advertising never forces itself upon you. It never strives to sell. It seeks to help you

to buy. It is informative, not argumentative. It is coöperative, not combative.

There is no big stick in Wanamaker advertising. It may use big type or big space occasionally but only when the importance of the news warrants it.

Now, most other advertising proceeds on the opposite principle. Dominate the field—Use pages or double pages, or even four, six—anything to dominate the newspaper or magazine or city—Headlines in big, bold type—In black ink until the news is submerged—Smash the message over to the public!—Knock them cold!—Force them to buy—Of me! Of me! And the fight is on, advertisers smashing their way in relentless competition, one with another, with black type, screeching headlines, big pictures, until the people begin to exclaim in disgust: "Oh, it is only advertising. Why pay any attention to it?"

But the pity is the people are saying more—to themselves. Are they not even now saying something like this?

"Advertising is forcing itself upon us without manners or taste or even morals. It mars our newspapers. It scars our landscape. It hangs its signs on our beautiful buildings. It flashes and blinks at us at night until we can hardly see where we are going. It howls and bawls at us by day, seeking to sell, sell, sell—as if we want to be sold, which we often are, worse luck!"

What will be the reckoning? Will newspapers have to curtail their advertising space or raise their rates to prohibitive figures, in order to save their news and their readers? Will laws have to step in and limit signs and displays? What is the solution of this wild effort to sell?

The solution is, we believe: Make all advertising a real service to the public, not by attempting to sell, but by earnestly helping people to buy.

Make advertising news! Helpful news of merchandise.

Wanamaker advertising is as newsy as the news section of a newspaper. Its reports are as vital to the woman

who buys for the family as stock reports are to the man who invests.

Wanamaker advertising is, first and last—SERVICE; human service.

Wanamaker advertising is not type, not picture, not brag, not insinuations, not domination. It cares not so much about typography and artistic make-up, except to make announcements easily read, pleasing to the eye, and easy to understand. It cares very greatly about clarity of expression, accuracy of statements, believability of the news—the helpfulness it can give the people in buying—the SERVICE it can render as a true expression of the store and the merchandise.

The Perfect Advertisement

I stood in the Advertising Department of a Great Business.

“Look,” said the Director of Advertising, “there is the Greatest Advertisement we have ever published!

“It is to appear in the most Expensive Space.

“It is illustrated by a Great Artist.

“It is written by one of our subtlest Word Wizards.

“It is arranged by one of our most cunning Typographic Experts.

“Every statement in that Advertisement has been carefully checked by Responsible Authority.

“I’ve shown it to fifty other Advertising Men and they pronounce it the cleverest Advertisement of the year.

“It is flawless.”

A year passed.

Again I stood in the same place. The Director of Advertising had gone.

“No,” said the General Executive, “we have stopped advertising. Our Customers didn’t seem to know what it was all about.”

—E. ST. ELMO LEWIS.

Forty-four Deltasigs *attend* Convention Held *in* Washington

A total of forty-four members of Delta Sigma Pi were in Washington, D. C., during the last week in December attending the conventions held by the American Economic Association, American Association of Collegiate Schools of Business, National Association of Teachers in Marketing and Advertising, National Association of University Instructors in Accounting, American Statistical Association and others.

Several luncheons and dinners were held at which occasions many of the members of Delta Sigma Pi were able

to discuss college and fraternity problems. These conventions also offered an excellent opportunity for our many members interested in educational work to meet members from other chapters, similarly interested.

Grand Secretary-Treasurer Wright spent that week in Washington and opened fraternity headquarters at the Washington Hotel. He was able to meet practically all of the Deltasigs in attendance, saw that they met each other and did everything within his power to promote the interests of the fraternity and the members.

THOSE IN ATTENDANCE AT THESE MEETINGS

Beta

Howard Berolzheimer
F. H. Bradshaw
F. S. Deibler
David Himmelblau
Thomas R. Taylor
H. G. Wright

Epsilon

Norris A. Brisco
Chester A. Phillips
Russell A. Stevenson
Ross G. Walker

Eta

Paul P. Cooper
Walter W. Jennings
Edward Wiest

Nu

Elvin F. Donaldson
H. H. Maynard
Karl D. Reyer
James M. Whitsett

Pi

Harold M. Heckman
James G. Johnson

Sigma

Eden C. Lorentzen

Upsilon

E. L. Bogart
Chas. F. Schlatter
Ivan Wright

Psi

Horace F. Clark
Harvey G. Meyer

Chi

Broadus Mitchell

Omega

Fred M. Kissinger

Alpha-Beta

E. E. Goehring

Alpha-Gamma

Carl W. Hasek
H. Watson Stover

Alpha-Eta

Bartow Griffis

Alpha-Theta

Wm. E. Dunkman

Alpha-Iota

Herbert W. Bohlman
Lynden E. Hoffman

Alpha-Lambda

Willard E. Atkins
Thomas W. Holland
Thomas L. Kibler
Malcolm D. Taylor

Alpha-Mu

Joseph B. Taylor
Ezra T. Towne

Alpha-Omicron

Ralph B. Alspaugh
William Conrad, Jr.

Alpha-Pi

Lionel D. Edie
William A. Rawles

Alpha-Kappa Chapter Promotes a Musical Comedy

By ROBERT A. BOLLMAN, *Alpha-Kappa*

At a regular meeting of *Alpha-Kappa* Chapter of the University of Buffalo held November 18th, the entertainment committee suggested that the chapter promote a musical revue to be called the "Deltasig Follies." The purpose of this revue was to bring publicity to the department and to the chapter. The suggestion was adopted by the chapter and after much discussion the date selected was December 8th and the place, the Elks' Temple, one of Buffalo's newest club houses.

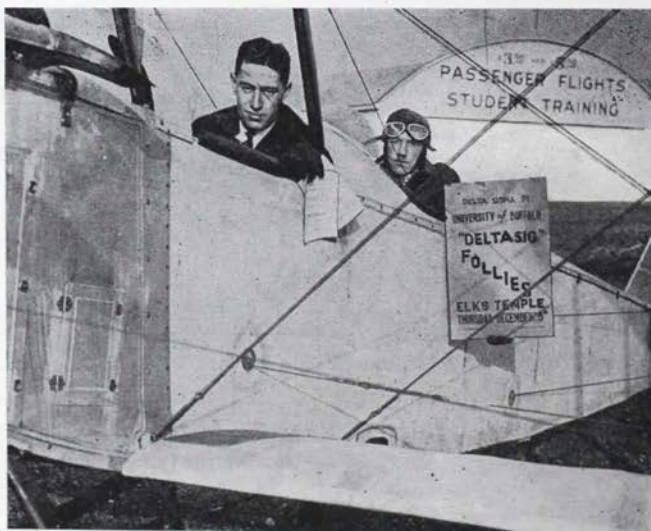
Three weeks was certainly very little time in which to stage such a production, but every member of the chapter entered wholeheartedly into the affair and in true Deltasig style it was put across.

Brother Striker, who had had considerable experience directing shows for a New York theatrical producing company, offered his services as director. The writer was chosen as business manager and general chairman. Other members were placed on different com-

mittees to handle the many details in connection with this production.

The revue was written and staged by Brother Striker. There were some one hundred persons in the cast, mostly students of the University of Buffalo and also friends of the members of the chapters. The revue was rehearsed a total of forty-eight hours, which compared very favorably with the time required for a professional cast to produce a show.

Brother Daniels was placed in charge of the tickets and 2,000 tickets were distributed among the members and their friends. Brother McCormick had charge of the properties. Brothers LaVan and Kirk handled the advertising for the printed program. Brother Franclemont looked after the transportation—the transporting of the cast to and from rehearsals. Brother Wagner had charge of the publicity. And speaking of the publicity a rather novel stunt was used. Two days before the show Broth-



BROTHERS STRIKER AND BOLLMAN IN THE AIRPLANE USED TO DISTRIBUTE ADVERTISING LITERATURE FOR THE "DELTA SIG FOLLIES"

ers Shriker and Bollman flew over Buffalo in an aeroplane and dropped some four thousand hand bills advertising the production.

The revue itself consisted of two acts and some eight scenes. The hit of the show was one of the scenes in the second act entitled "At the Night Club." The stage represented a fashionable night club. On the terrace were sixteen tables with sixty-four people seated around them in evening dress. A snappy jazz band was playing and the waiters were moving to and fro taking orders and telling some of the latest jokes. There were songs galore, and a chorus of fair young maidens. When the curtain was dropped for this act, the final act of the revue, the applause was so great several curtain calls were necessary. Following the revue a dance was held on the stage.

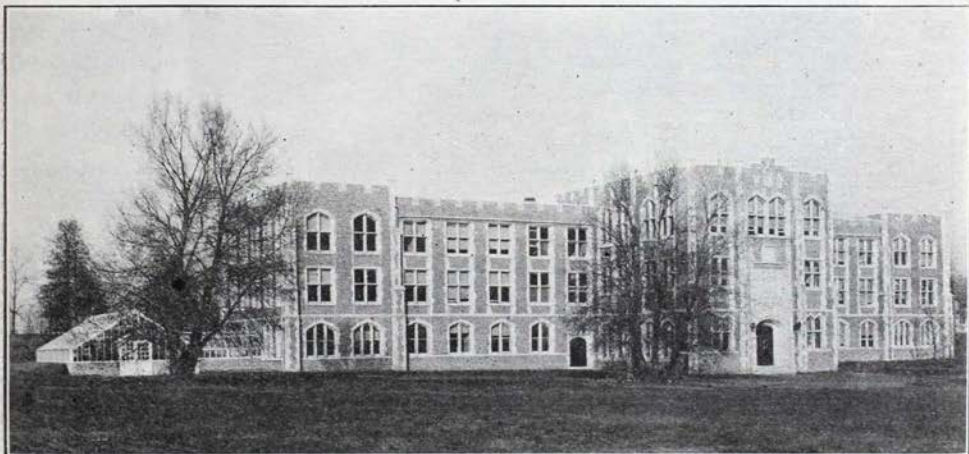
The chapter expected to clear six or eight hundred dollars, but the morning of December 8th, one of the worst storms Buffalo had experienced in forty years hit the city. There was a mile-a-minute gale, the temperature took a decided drop, and the city was in the grip of a blinding storm. Over

five hundred were in attendance at that, which was quite gratifying for on that same evening a prominent Chicago opera singer appeared at another hall in Buffalo and had an audience of only 125. As it turned out the revue just broke even.

Alpha-Kappa Chapter entertained the entire cast with a formal dance a few nights after the show in appreciation of the services that had been rendered in making the show a success.

The newspapers of Buffalo were more than generous with the amount of publicity they gave the chapter, and the members of the cast. Many photographs were published of the "stars" of the show in both daily and Sunday papers, and several columns of publicity all told appeared during the two weeks preceding the revue.

It is hoped that next year another revue will be attempted and that a better break as regards weather will make possible a substantial profit for the chapter. The members of the chapter were brought much closer together as a result of this enterprise and we feel that the results more than justified the effort.



REBSTOCK HALL



HAROLD J. POTTER, Xi



ROBERT L. GUNNELS, *Alpha Tau*

PROMINENT DELTASIGS

ROBERT L. GUNNELS, *Alpha-Tau*

BROTHER ROBERT L. GUNNELS was recently given the highest honors the Mercer University (Macon, Ga.) student body could bestow upon a fellow student when he was elected Master Mercerian at an election held February 8.

The qualifications for Master Mercerian are: "A man of high character, of sufficient scholarship to command the respect of the student body, of fine ideals, manifested by acts worthy of commendation; one who has made it apparent that he feels sincere interest in the activities of student life, in short, a man who fittingly represents in himself the fine traditions of his Alma Mater."

Brother Gunnels has won many honors during his four years at Mercer. He is president of the student body, a member of the Round Table, the Presidents Club, the Student Tribunal, the Panhellenic Council and the intercollegiate debating team. He has represented Mercer in three intercollegiate debates and has won all three. He was president of the sophomore class in '26, assistant football manager in '26, on the staff of *The Cluster* (the college paper) in '24 and on the Cauldron staff (the college annual) in '27.

He was a charter member of Alpha-Tau chapter of Delta Sigma Pi, and is also a member of *Phi Delta Theta* social fraternity. Another Deltasig was elected Master Mercerian last year, Brother Eugene Cook.

TELFORD C. BOWEN.

HAROLD J. POTTER, *Xi*

BROTHER HAROLD J. POTTER, erstwhile conductor of the department *Historics Never Told* that appears in THE DELTASIG frequently, was graduated from the University of Michigan in the class of '22. After graduation Brother Potter joined the sales promotion staff of the Liggett & Myers Tobacco Company working out of their Detroit office. In 1923 he joined the sales organization of the Shredded Wheat Company and worked out of Kansas City. In 1924 he became associated with the Niagara Searchlight Company in charge of national advertising.

In 1925 he joined the public relations staff of the Niagara Falls Power Company, which owns and operates the greatest power plant in the world. In the summer of that year the power interests on the Niagara frontier merged and formed the Buffalo, Niagara and Eastern Power Corporation and in the new organization Brother Potter was transferred to Buffalo, with the holding company, assisting the director of publicity, Mr. George S. Anderson.

On May 1, 1927, Brother Potter severed his connections with the public utility and created his own advertising agency, with Mr. George S. Anderson as his associate. This organization, known as IDEAService Advertising, has its headquarters in the new Trust Company building at Niagara Falls, N. Y.

Brother Potter is the youngest Rotarian in the Niagara area. He is also general chairman of the advertising section of the Greater Buffalo Advertising Club, with 1200 members. He lives at 427 Ferry Avenue, Niagara Falls, with his wife and daughter.

EDITORIAL COMMENT

CHAPTER ELECTIONS

BEFORE the next issue of THE DELTA-SIG goes to press practically every chapter will have elected new officers for the coming college year. I hope that every chapter will give serious attention to this important matter.

Most of the chapters in Delta Sigma Pi elect officers annually. A few elect officers every semester, in accordance with local campus custom. Most of the elections formerly came late in the spring, but I am gratified to note the many chapters who have changed their dates of their elections to February, March or April, instead of May or even June.

In the majority of cases the Head Master of the chapter is usually a senior and sometimes the Senior Warden, Treasurer and possibly Scribe are seniors. I feel it is an injustice to both the senior and the chapter to expect the senior to give as much of his time to chapter matters the last four or six weeks of college as he has heretofore. In June he will be leaving his associations of the past four years, and particularly if these associations have been happy and pleasant ones, he will want a few weeks of relaxation and participation in the many activities incident to commencement, class parties, etc. He should be relieved of all activity other than class activity. Chapter elections if for no other reason should be held in February, March or April.

But there is another reason, and a better one why your elections should be held early. By electing your new officers in March let's say, you give the new officers two or three months to acclimate themselves to their new work, and to get started right under the guidance of the retiring officers, who are still in college. By holding election the last of May, everyone rushes home for the summer in a week or two, and principal officers who are usually seniors do not return next fall, and the officers-elect are in many instances working under a handicap. There usually remains a lot of unfinished work that could and should have been cleaned up in

the spring, but wasn't in the rush of commencement, etc.

Why not advance your elections therefore to March or April? It's a fine idea and I do not believe that any of the chapters who have done that, would go back to the former method of electing late. This can be successfully applied in practically all of our chapters except the few chapters we have which are situated in the larger cities and where the students do not go home for the summer but remain in the city, like at New York and Northwestern.

Elect your officers early and give them a chance to start their work under favorable and satisfactory conditions. Your chapter will profit as a result.

CONGRATULATIONS, ALPHA-CHI

I KNOW I am expressing the sentiments of some five thousand members of Delta Sigma Pi when I welcome into the bonds of the fraternity, our new chapter, Alpha-Chi, at Washington University School of Business and Public Administration, St. Louis, Mo., and the thirty-two charter members thereof.

We expect big things from you, Alpha-Chi. You have come into existence under most favorable of conditions. You are situated in an excellent university; you have a strong and active alumni club to work with in St. Louis; St. Louis is a prosperous and thriving community. We know you will carry on the work of Delta Sigma Pi with pleasure and credit to yourselves and honor and glory to the fraternity.

YOUR GRAND CHAPTER CONGRESS DELEGATE

THE board of directors had hoped it would be able to definitely announce the exact place of holding our coming convention, but announcement cannot be made by the time this issue of THE DELTASIG goes to press, although it is expected that it can and will be made shortly thereafter. Notice will be sent immediately by mail to all chapters, alumni clubs, officers and members.

Each chapter is required to send an official delegate to this important and interesting meeting, and it seems to me that the logical choice of each and every chapter should be the Head Master-elect of the coming year.

At the last Grand Chapter Congress some 34 out of 39 delegates from chapters were Head Masters-elect, and this was fine. The Head Master is the officer charged with the responsibility for the success of the chapter. He should be the one sent to the Grand Chapter Congress as your delegate in order that he may participate in the discussion and legislation that will take place and be enacted there. He should absorb the many ideas and the enthusiasm that will abound there.

I hope that when the convention is convened this coming September that the roll call will show every chapter represented and represented with its Head Master-elect for the coming term.

WHAT OTHERS HAVE TO SAY

THE following three articles came to the attention of the Editor recently, and they have each been so much to the point that I have deemed them of sufficient importance and value to publish in the editorial columns of THE DELTASIG. Every undergraduate member of Delta Sigma Pi can read each of these with profit.

YOUR CHAPTER IS SLIPPING

1. When it initiates a man whose scholastic ability is questionable. The most reputable fraternities take no chances.

2. When it initiates a man whose ability to pay his way is questionable. No chapter can be independent in its selection once it has lost financial soundness.

3. When, under pressure, financial or otherwise, it initiates a man whom it would ordinarily reject. A weak man is dangerous. He represents your chapter to others. He influences others. He impresses prospective pledges badly. He draws others like himself into the chapter. He misuses voting power. If he has a strong personality, or if he is "agreeable," he may do much harm.

4. When it pledges a doubtful man on the assumption that he may be dropped later. A pledge enters into the life of the chapter. His influence is often nearly as strong as if he were a brother. A pledge who lives in the fraternity house may cause

any amount of trouble. He may split the ranks of the pledges. He often divides the active brothers, who take sides for or against him. A proposal to drop him nearly always causes dissension. There is a natural reluctance to break a pledge, and if there is any excuse for initiating a man who has been pledged, he usually passes to brotherhood.

5. When it shows too much brotherly indulgence to men whose general conduct, scholastic record, or financial irresponsibility is injurious to the brotherhood. The welfare of the brothers at large is better protected, and true brotherhood is more certainly assured, when the chapter deals sharply and promptly with those who threaten its quality.

6. When it elects its leaders hastily or unwisely. Only the old timers know how much good leadership means. Nearly all serious difficulty can be avoided if the right men hold the offices. Generally, the chapter is as good as its leaders.

7. When it places more emphasis on campus activities than it does on scholarship.—The Phi Mu Delta *Triangle*.

WHAT MAKES A CHAPTER STRONG

What is the most essential factor in developing and maintaining a good fraternity chapter? Is it a splendid chapter house? the prestige of a strong national fraternity? high scholarship? the possession of a goodly number of campus leaders? fine fellowship? satisfactory financial credit? social poise? an aggressive spirit?

No, it is strong internal organization. Given this, practically all things are added unto it; without it, apparent strength is merely deceptive.

A strong internal organization quickly becomes hereditary. It seems to persist, as does no other one quality, probably because the persistence of the other qualities are due to it. In some chapters one finds a continuous record of worthy achievement: correspondence is attended to immediately; obligations, financial and otherwise, are met promptly; guests are cordially received and properly entertained; the activities of the chapter are carried on quietly and efficiently, coöperation being a habit, and the direction of the chapter officers being accepted with a willing spirit.

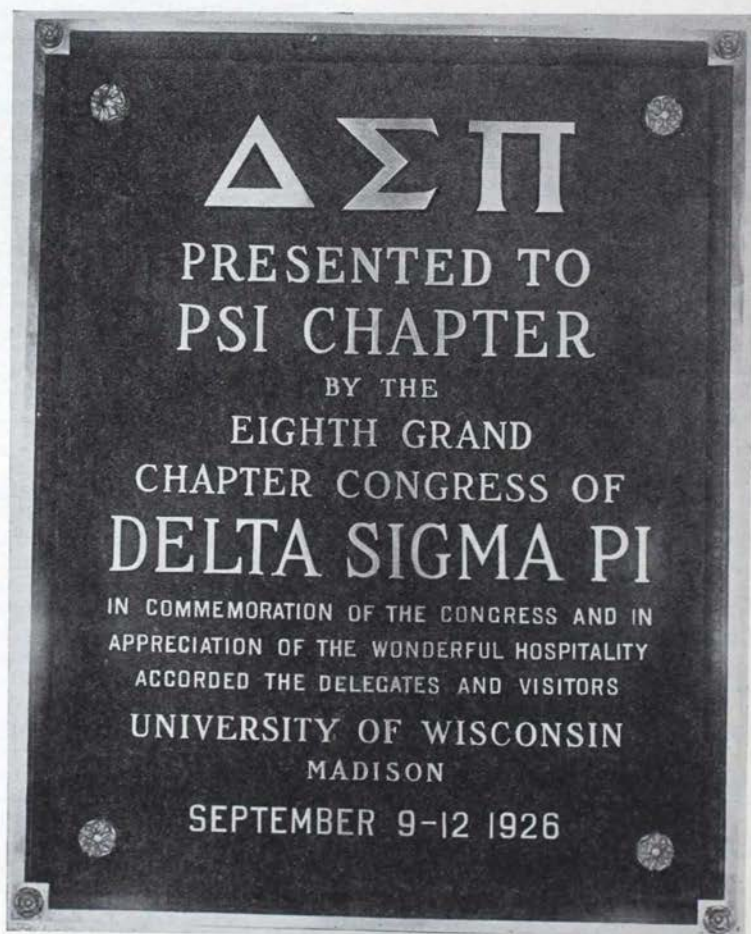
And how can a chapter build up its internal organization? First by the careful election of officers, selecting men because

they will be capable executives rather than because they are popular; second, by outlining a program of the chapter's activities for the entire year and distributing the responsibilities of that program wisely, with the executives keeping a check to see that each does his share in carrying out the program; third, the intelligent training of pledges so that they may fit into the scheme of things understandingly and easily.—*The Rattle of Theta Chi.*

THE PERFECT CHAPTER

The perfect chapter is one in which perfect harmony exists; in which every member

is in some activity and they bring in double the chapter's share of honors in *every* line; all rules of the chapter, fraternity and college are observed rigidly and all duties performed promptly; all secret work is done in due form without benefit of book or prompter; a creditable alumni letter is gotten out each year; no member ever is lost through poor scholarship and the chapter leads the campus in grades; every visitor to the house is cordially received, and no member ever so acts as to injure his chapter's and fraternity's good name. But we still are waiting to see such a chapter.—*The Caduceus of Kappa Sigma.*



BRONZE TABLET PRESENTED TO PSI CHAPTER
 BY THE DELEGATES AND VISITORS ATTENDING THE
 EIGHTH GRAND CHAPTER CONGRESS HELD AT PSI IN SEPTEMBER, 1926

NEW BUSINESS BOOKS

FUNDAMENTALS OF BUSINESS ORGANIZATION AND MANAGEMENT

BY WILLIAM B. CORNELL AND BROTHER JOHN H.
MACDONALD, *Alpha*

An excellent text prepared first, to acquaint the student with certain fundamental principles that are requisite for organizing and managing a business; second, to offer a reasonable solution of the common problems of business management; third, to encourage young people to think of business as a field that presents great possibilities for constructive work, and to teach them, therefore, to appreciate the importance of sound business knowledge; and fourth, to open a field rich in material for future study.

This text discusses the organizing of a business from its inception, through its various stages of growth into a going concern. There are many questions for discussion listed at the end of each chapter; the references provided in each chapter suggest material for investigating more extensively certain topics of special interest.

Published by the American Book Company
480 pp. Price \$1.72

HOW TO UNDERSTAND ACCOUNTING

BY HOWARD C. GREER

Professor of Accounting, Ohio State University

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Associate Professor of Business Administration,
University of Wisconsin

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space is given to discussing the daily routine of financial administration. The many chapters include Organization for Financial Control, Establishing a Financial Policy, Management of Working Capital, Credit Investigations, Collections, Banking Connections, Long-Time Financing, etc.

Published by The Ronald Press Company
377 pp. *Price \$4.50*

PURCHASING

BY W. N. MITCHELL

Instructor of Production Control, School of Commerce and Administration, University of Chicago

The purchasing manager performs a very important function in business organizations. Before either manufacturing or selling operations can be undertaken purchases must be made. The commodities thus acquired must be adapted to the needs of the production and selling departments. They must be purchased in quantities that, on the one hand, are sufficient to forestall interruption of operations and, on the other hand, are not excessive, else capital will be wastefully employed.

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Published by The Ronald Press Company
385 pp. *Price \$4.50*

BANK LOANS ON STATEMENT AND CHARACTER

BY MAHLON D. MILLER

Manager, New Business Department, Lake Shore Trust & Savings Bank, Chicago

With the growth of business enterprises and their increasing financial requirements there has come into wide use in the last two decades or so the practice of negotiating loans with banks upon the borrower's statement and character. This book is concerned with such unsecured commercial loans, and in undertaking it, the author has striven, in the light of a wide experience in examining into the condition of borrowers, to make a thoroughgoing analysis of the controlling factors involved in making commercial loans and to set forth his conclusions as to what policies have proved successful in safeguarding and encouraging the use of this class of accommodation.

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Published by The Ronald Press Company
492 pp. *Price \$6.00*

AMONG THE GREEKS

GROWTH OF THE GREEKS

New chapters recently announced are:

Professional

- Alpha Kappa Kappa (medical) at Georgetown and South Carolina (revived)
- Alpha Kappa Psi (commerce) at Brigham Young
- Delta Sigma Delta (dental) at San Francisco
- Delta Theta Phi (legal) at Emory and Indiana
- Kappa Psi (pharmaceutical) at South Carolina (revived)
- Phi Chi (medical) at South Carolina
- Phi Delta Phi (legal) at Cincinnati
- Psi Omega (dental) at Tennessee
- Sigma Delta Kappa (legal) at Alabama, Chicago-Kent, Denver, Illinois and Mississippi
- Sigma Nu Phi (legal) at Duquesne, Louisville and Vancouver

Social

- Alpha Gamma Rho at Georgia Agricultural and Kansas State
- Alpha Kappa Lambda at Washington State
- Alpha Kappa Pi at Brooklyn Tech
- Alpha Tau Omega at Mississippi and South Carolina (revived)
- Beta Kappa at Birmingham-Southern, Boston, Virginia, Penn State, Denver and Illinois Wesleyan
- Beta Theta Pi at Los Angeles branch of California
- Delta Chi at Purdue and Oklahoma
- Delta Kappa Epsilon at Mississippi (revived)
- Delta Sigma Phi at Iowa State, Missouri and Los Angeles branch of California
- Delta Tau Delta at Mississippi
- Kappa Alpha (southern) at Marshall, Mississippi Agri., South Carolina (revived), Furman (revived), and Los Angeles branch of California
- Kappa Sigma at Montana
- Lambda Chi Alpha at William and Mary, Toronto and North Dakota

- Phi Alpha at Chicago, Duquesne, Trinity and William and Mary
- Phi Beta at Wisconsin
- Phi Delta Theta at West Virginia
- Phi Kappa Psi at Los Angeles branch of California
- Phi Kappa Sigma at Alabama, Southern California, Auburn and Toronto (revived)
- Phi Kappa Tau at Alabama Tech
- Pi Kappa Alpha at Mississippi and Mississippi Agri.
- Pi Kappa Phi at Ohio State, Penn State, Michigan and South Carolina (revived)
- Sigma Alpha Epsilon at Michigan State, Montana, Norwich and South Carolina (revived)
- Sigma Chi at McGill
- Sigma Kappa at Michigan State
- Sigma Nu at Miami, Mississippi and South Carolina
- Sigma Phi Epsilon at Alabama
- Sigma Phi Sigma at Nebraska
- Sigma Pi at Mercer
- Tau Kappa Epsilon at Ohio, Wabash, Idaho and Washington State
- Theta Nu Epsilon at Penn State (revived) and Lombard
- Theta Xi at Nebraska and Oregon State

Sororities

- Alpha Chi Omega at Louisiana State, Michigan State, Syracuse and William and Mary
- Alpha Gamma Delta at Nebraska Wesleyan
- Alpha Omicron Pi at Butler, Colorado and California
- Beta Phi Alpha at Coe
- Beta Sigma Omicron at New Mexico and Illinois
- Chi Omega at Virginia and Culver-Stockton
- Delta Gamma at Mississippi
- Delta Psi Kappa at North Dakota Agri.
- Iota Alpha Pi at Denver
- Kappa Delta at Mississippi and Wittenberg
- Kappa Kappa Gamma at Alabama and Wyoming

Phi Mu at West Virginia and Oregon
 Pi Beta Phi at California
 Theta Upsilon at California
 Zeta Tau Alpha at Centenary, Newcomb,
 Franklin, Louisville and Washington
 State

The editor of *The Angelos of Kappa Delta* furnishes this 1927 sorority census showing the number of active chapters in each organization:

Chi Omega.....	77
Delta Delta Delta.....	71
Pi Beta Phi.....	71
Kappa Delta.....	60
Kappa Kappa Gamma.....	57
Kappa Alpha Theta.....	55
Zeta Tau Alpha.....	52
Phi Mu.....	51
Alpha Chi Omega.....	49
Delta Zeta.....	48
Alpha Delta Pi.....	47
Alpha Xi Delta.....	42
Delta Gamma.....	41
Sigma Kappa.....	38
Alpha Gamma Delta.....	37
Gamma Phi Beta.....	33
Alpha Omicron Pi.....	32
Alpha Phi.....	28
Beta Phi Alpha.....	13
Alpha Delta Theta.....	10

MORTUARY

An alumnus of Beta Theta Pi seems much disturbed about a recently "Dead Chapter" list. It is given below. The figures represent reports compiled from Baird's Manual for 1923. Here it is:

FATERNITY MORTALITY

Name	Found- ed	Live Chap- ters	Dead Chap- ters	Per- cent- age of Total
Psi Upsilon.....	1833	25	1	3.8
Delta Upsilon.....	1834	44	4	8.1
Sigma Phi.....	1827	10	2	16.6
Kappa Alpha.....	1825	8	2	20.0
Beta Theta Pi.....	1839	80	22	21.5
Phi Delta Theta.....	1848	85	24	22.0
Sigma Chi.....	1855	71	23	24.4
Delta Kappa Epsilon.....	1844	43	14	24.5
Alpha Tau Omega.....	1865	70	24	25.5
Sigma Alpha Epsilon.....	1856	90	31	25.6
Kappa Alpha South.....	1865	50	15	26.4
Zeta Psi.....	1847	24	9	27.2
Delta Tau Delta.....	1859	62	24	27.2
Phi Gamma Delta.....	1848	63	24	27.3
Delta Phi.....	1827	13	5	27.7
Alpha Delta Phi.....	1832	25	10	28.6
Phi Kappa Psi.....	1852	46	21	31.0
Chi Phi.....	1854	22	14	39.0
Chi Psi.....	1841	19	14	42.4
Theta Delta Chi.....	1847	28	16	47.0
Delta Psi.....	1847	7	13	60.5

We have carefully examined the so-called "Dead Chapter List" following through to the grave yards of the defunct chapters. We reiterate the statement made about a year ago, that if some of the older fraternities will investigate impartially some of the now existing locals where there have been grave yards they would find material enough to resurrect some of the dead. A number of the younger fraternities have placed chapters in these institutions where so large a number of dead chapters of the older fraternities lie buried. Alpha Tau Omega two years ago reentered Johns Hopkins, which by the way is not listed by Baird as on our former dead list—*The Palm of Alpha Tau Omega*.

Theta Xi is taking expansion seriously. An Expansion Commission has been appointed with a view of making a survey of those institutions of high standing in which they now do not have chapters but which give promise of development.

Phi Gamma Delta has revived its fourth oldest chapter by the colonization method at the University of North Carolina.

Pennsylvania State has decided to admit sororities. Chi Omega, the first to enter, chartered a local last September.

In a poll of students in 37 representative American colleges, 53 percent of them expressed opposition to prohibition. The data was tabulated by the University of Chicago.

Some fraternities tackle the expansion problem from a more systematic viewpoint. Alpha Tau Omega has a list of all the colleges she now wishes to enter. Unless a petitioner is from one of these colleges they are informed immediately that they stand no chance. Theta Chi has a similar list, and Lambda Chi Alpha is now preparing one.—*Theta Xi Quarterly*.

The year 1926 produced a record in fraternity expansion. According to the *Shield of Theta Delta Chi*, every four and a half days a new fraternity chapter was born in the United States.

Sigma Phi Epsilon moved into its new national headquarters at Richmond on April 1.

Sigma Pi established a central office at Vincennes, Ind., with a full time secretary; adopted the budget system for its national work and for local chapters and revised its method of handling petitions at its recent national convention.

Indianapolis has become the center of several national fraternity headquarters. Those located in the Hoosier metropolis are Sigma Nu, Phi Kappa Tau, Lambda Chi Alpha, Kappa Delta, Delta Zeta, and Alpha Kappa Psi (commeree).

PLEDGING

After more than a year's trial the sophomore pledging rule at Southern Methodist has been abandoned as a failure and freshman pledging is again permitted.

Pi Kappa Phi has removed its national office from Charleston, S. C., to Chicago's Wilson Avenue District, and are now planning on moving to Evanston this coming May.

University of Washington sororities decline to publish the names of pledges, in an effort to spare the feelings of those who do not receive bids—The Kappa Alpha *Journal*.

For many years the fraternal organizations of the Purdue campus have been confronted by the problem of a grade slump during "hell week." Hoping to solve this, the local Panhellenic council and faculty selected a definite week during which the school authorities agreed to dispense with critical tests and quizzes. The fraternity council, in accordance with the faculty's action, made rulings limiting the probational activities of their members to the selected period.—*Shield and Diamond* of Pi Kappa Alpha.

Sigma Chi does many unique things. They have taken up rushing a la Lindbergh. Recently Texas members formed an aviation company, organized an air circus, appeared in cities and towns, carrying numerous passengers. Wherever possible they make Sigma Chi homes their headquarters and as-

sist local chapters by taking rushees up into the clouds.

THE RUSHING PROBLEM

Rushing at California is quite different from that at other colleges or universities. The only rush rule there is that a man breaking a pledge may not be pledged to another for six months and that pledges may not be initiated without staying off probation for at least one semester.

FRESHMAN RIGHTS

Of course a fraternity freshman has no rights. You can prove that proposition by several fraternity philosophers resident in each chapter house. But the freshmen are not the only lowly and meek specimens that stray into the house. There are others not given to harsh self-assertion upon whose rights the several fraternity philosophers aforesaid trespass with more or less abandon.

In their defense, we assert they actually have rights—inalienable, and all that—the said fraternity philosophers to the contrary notwithstanding. Without attempting to catalogue them all, we suggest with some trepidation that among these rights are the following:

1. The right to entertain private (and possibly non-conformist) opinions and give them exercise and airing at reasonable periods.
2. The right to retain a reasonable modicum of self-respect and personal independence without being adjudged in need of disciplinary measures.
3. The right to attend to one's affairs without too much interference on the part of specialists in other people's business.
4. The right to enjoy the use of one's own clothes, toilet accessories and other personal effects most of the time.
5. The right to select some of one's dates upon the basis of personal preference rather than upon chapter social policy.
6. The right to recommend to a gravely erring brother, intent upon invading your rights, a descent into that division of the Hereafter reserved for the ungodly and those whom you don't like.
7. The right to be addressed with somewhat less harshness than a labor foreman is wont to address his polyglot gang of southeast Europeans.
8. The right of maintaining one's cuticle

inviolate, notwithstanding sadistic urges on the part of barbarous brethren.

We mention these rights only by way of record; not by way of recommendation. The latter would be idle for the assertive brethren will continue to assert and the lowly and meek will become no less lowly and meek. But should a radical rise up from the ranks of the heretofore pacific members intent upon organizing them for their mutual protection, a declaration of independence might be based upon the foregoing bill of rights, which we conveniently set forth for that purpose, if any.—The Sigma Phi Epsilon *Journal*.

The May issue of *The Record* of Sigma Alpha Epsilon has devoted most of its space as a memorial issue to its former editor, the late William C. Levere. It not only contains numerous photographs but describes his various activities from his initiation to his death. It is a remarkable tribute to this devoted fraternity exponent.

We reprint two editorials written just before the death of "Billy" Levere, former Eminent Supreme Recorder of Sigma Alpha Epsilon.

EDITORIALS

By WILLIAM C. LEVERE

You say you belong to Sigma Alpha Epsilon. Are you sure of it? You belong! All of you, your heart, your sympathies, a reasonable amount of your time, your purse, at least some part of it. If you do belong, then it means all of you belongs. Or when you say you belong do you merely mean that you enjoy the prestige which comes from wearing the badge, the companionship that comes from mixing with fellow S. A. E.s, the help that some of you have had to get jobs, the assistance in the early days of your profession, the opportunity to enter substantial and refined homes, that it has been the getting of these things you have appreciated? Every bit of this has been good. I am glad Sigma Alpha Epsilon has brought you these honors, these helps, these good things, but I want you to bring something to Sigma Alpha Epsilon for it is bad for a man to receive everything and bring nothing. You have your chapter, your province, your national fraternity, for which to do something. All the strength the fraternity has comes because others have done something to build the fraternity: Are you going to be a builder? When you point out the points of your fraternity edifice in which you take pride, will you be able to discern some part of the structure you have built? If so, I felicitate you, for service brings regard, unselfishness finds joy in work for a beloved object, the satisfaction of doing something for a cause is beyond words. I challenge every S. A. E. who says he wants to do something for the fraternity to act and not wish, to do and not hope.

I have found life full of riches. I am not thinking of money and earth. The riches that have spelled the most for me have been of a more precious kind. I have found them in my fraternity. Sigma Alpha Epsilon has made my days opulent because the substance it has bestowed has

been imperishable. It has put into my life its real values. Did you ever taste friendship and its inestimable gifts? Do you know what the comradeship of youth means when its cup is brimming? Have you known the constancy and faithfulness of loyalty? Have your flaming memories of your campus life, the nearest and the dearest of all these, traced back to their roots to find their placements in Sigma Alpha Epsilon?

Delta Upsilon plans to publish and issue a new catalogue—the first in ten years.

Alpha Tau Omega and Alpha Kappa Psi (commerce) are both working on membership directories.

Phi Chi (medical) recently published one of the largest and most elaborate membership directories ever attempted by any fraternity. It cost them \$7,000 to issue 4,000 copies.

Delta Zeta has issued a new song book to help entertain those fraternity boys.

Theta Xi has issued a new directory. So has Mu Phi Epsilon.

Alpha Kappa Kappa announces the publication of a new ritual.

THE BETA BOOK

Through the generosity of Beta Theta Pi, a copy of *The Beta Book* has reached this department. It appeared in September. It is both a manual and a history, edited by Dr. Francis W. Shepardson, President of the fraternity and editor of the eleventh edition of Baird's Manual. It is published by The Collegiate Press of the George Banta Publishing Company, Menasha, Wis., and contains four hundred and sixty pages of historical and statistical information. Subject and name indexes, both useful, help the reader in pouncing upon his desired information with little trouble.

Twenty-five chapters are included in this well written book. Among those most appealing to others than members of Beta Theta Pi are *The First Year of Beta Theta Pi*, *The Civil War Period*, *Revolution and Renaissance*, *The Shadow of the World War*, *Betas of Achievement*, *Chapter Administration*, *The Endowment Funds*, and *The Code of Beta Theta Pi*.

William Raimond Baird published *The Handbook of Beta Theta Pi* in 1907. *The Story of Beta Theta Pi* therefore appears twenty years afterward with historical facts

brought up to date. It is dedicated to James Lathrop Gavin, treasurer of the fraternity for almost a quarter of a century.

While the edition is issued primarily for members of Beta Theta Pi, other fraternity men will be impressed with it because its author has written it in a way that any fraternity member will be delighted to read it from cover to cover.—*The Palm* of Alpha Tau Omega.

The courageous editor of the *Rainbow* of Delta Tau Delta has changed the size of his magazine from "book form" to a "flat," as was recommended for *The Phi Gamma Delta* by our last Ekklesia. Five Delts have contributed \$500 each to the fraternity's loyalty fund. The arch chapter has passed a resolution that no petition for a charter shall be granted before 1929. Five chapters have been notified that they are in institutions not up to the fraternity's desired standard for new chapters. The 1927 karnea of Delta Tau Delta will be held in Savannah.—*The Phi Gamma Delta*.

We suspect that there is a good deal of merriment in the fraternity over the typographical error in the latest issue of *The Diamond* of Psi Upsilon, which made the Wesleyan chapter read "Wellesley Chapter." In no magazine of the fraternities do the correspondents of the chapter write with such naivete—their superiority complex is perfect!—*The Phi Gamma Delta*.

Kappa Sigma chapter treasurers and house managers are bonded—a precautionary move recommended to all nationals for closer supervision of local chapter financing.

Delta Tau Delta's annual expenses have increased from \$18,000 in 1915, to \$36,000 in 1925.—*Phi Kappa Sigma News Letter*.

CLOSER SUPERVISION

The University of Wisconsin authorities have instituted a system of fraternity house inspection which includes the matter of cleanliness, good or bad order, correct housekeeping and fire hazards.

Phi Delta Theta reports its recent convention in Montreal as one high in value to the fraternity. Its survey commission made a report entailing several years in assembling, and the convention expressed com-

plete confidence in it. A permanent scholarship commissioner was authorized. Dr. John J. Tigert, Commissioner of Education of the United States, is the new national president.

Kappa Alpha (Southern) has given \$5,000 for putting on a campaign to raise funds for a national headquarters building in Richmond, Va. Three conventions have given their endorsement of the idea. Other fraternities planning national edifices are Phi Gamma Delta, Lambda Chi Alpha, Sigma Phi Epsilon and Phi Delta Theta. Past Grand Consul Joseph T. Miller advocated such a building for Sigma Chi during his progressive administration, but the fraternity has done nothing in this regard.

Zeta Psi has announced plans for a \$500,000 endowment fund campaign to finance activities of the fraternity. The man who conducted Cornell's \$10,000,000 campaign will supervise the drive.—*Purple, Green and Gold* of Lambda Chi Alpha.

Sigma Phi Sigma rejoices in the discovery of the grave of Guy Park Needham, one of its three founders, at Sacramento, Calif. An unsuccessful search for the grave had continued for many years.

The Sigma Phi Epsilon chapter at a certain West Virginia institution boasts as members the son of the sheriff, the son of the mayor, the son of the federal director of prohibition for the state, and the son of the legal adviser of the federal prohibition forces of the state. The brethren report that they have no liquor problem. Take it either way you like.—*The Rainbow* of Delta Tau Delta.

PENNSYLVANIA CHAPTER HOUSES TRANSFERRED

The Philadelphia *Inquirer* of January 5, 1927, described an unusual transaction in real estate, whereby eleven fraternity houses in the neighborhood of the University of Pennsylvania campus were transferred to the institution as a part of the University's dormitory system, those of Delta Tau Delta, Lambda Chi Alpha, Zeta Psi, Omega Upsilon Phi, Psi Upsilon, Phi Kappa Sigma, Sigma Chi, Acacia, Phi Kappa Sigma, St. Elmo Club, and one other not named.

This step was made necessary by the big

increase in taxes the various fraternities have been forced to accept in recent years as a result of the real estate boom in West Philadelphia and because of the University's urgent need for dormitory space to accommodate students.

Although the properties are to be held in trust by the University as long as the fraternities continue to exist, conveyance of them is practically the same as a gift, according to Henry P. Erdman, well-known attorney and graduate of the University, who was one of those instrumental in bringing about the agreement.—*Beta Theta Pi*.

WHAT IS PHI KAPPA PHI?

The honor society of Phi Kappa Phi was organized in 1897 for the purpose of promoting scholarship among American college students. It seems to foster learning in competition with the numerous attractive and conflicting interests affecting the modern everyday life of the undergraduate, by offering him membership on an equal basis with members of the faculty. Through meetings of the two factors, it aims to promote good feeling, learning, and high ideals among students in their personal college relationships. These meetings, it is hoped, will help to overcome the decentralizing tendencies of separate school emphasis in the larger institutions.—*Banta's Greek Exchange*.

PANHELLENIC CREED

We, the fraternity undergraduate members, stand for good scholarship, for the guardians of good health, for wholehearted coöperation with our college's ideals for student life, for the maintenance of fine social standards, and for the serving, to the best of our ability, of our college community. Good college citizenship, as a preparation for good citizenship in the larger world of alumnae days, is the ideal that shall guide our chapter activities.

We, the fraternity alumnae members, stand for an active, sympathetic interest in the life of our undergraduate sisters, for loyal support of the ideals of our Alma Mater, for the encouragement of high scholarship, for the maintenance of healthful physical condition in chapter house and dormitory, and for using our influence to further the best standards for the education of the young women of America. Loyal service to chapter, college, and community

is the ideal that shall guide our fraternity activities.

We, the fraternity officers, stand for loyal and earnest work for the realization of these fraternity standards. Coöperation for the maintenance of fraternity life in harmony with its best possibilities is the ideal that shall guide our fraternity activities.

We, the fraternity women of America, stand for preparation for service through the character building inspired in the close contact and deep friendship of fraternity life. To us fraternity life is not the enjoyment of special privileges, but an opportunity to prepare for wide and wise human service.

SOMETHING TO SHOOT AT

Tau Beta Pi, honorary engineering fraternity, at a recent convention passed the following Eligibility Code. It is worthy of duplication in our ever increasing honorary and professional fraternities. May others follow in such ideals for entrance:

ELIGIBILITY CODE

In order that there may be a more uniform basis for selection of men for Tau Beta Pi, these suggestions are offered. It is expected that a copy of this statement be given each active member before every election, and it may at times serve as a general expression of our policy in the selection of members.

It is the purpose of the Society to mark in a fitting manner those who have conferred honor upon their Alma Mater by distinguished scholarship and exemplary character as undergraduates, or by their attainments as alumni.

Distinguished scholarship, while the primary requisite for admission, must not be considered the sole criterion.

After the scholastic requirements have been fulfilled, the selection shall be based on integrity, breadth of interest both inside and outside of engineering, adaptability, and unselfish activity.

We consider that true integrity is the *sine qua non* for membership in Tau Beta Pi, that it transcends in importance scholarship, activity, and every other qualification. Without private and public integrity we believe that no organization is worthy of existence. Under integrity we include honor, and high standards of truth and justice.

Breadth of interest sufficient for eligibility in this Society, will enable a man to maintain his position in a community by the exercise of qualities other than engineering ability.

A true engineer in our estimation must be able to adapt himself ingeniously to all circumstances and conditions, making them conform to his purpose.

The rating of a man on the degree of unselfish activity he manifests, is intended to indicate that Tau Beta Pi believes that no man can become a worthy engineer without the welfare of his associates, his organizations, and his community at heart. It is furthermore expected that he display his willingness to aid and assist in worthy causes by his actual campus record. However, the fact that a man may not have shown unselfish activity to an appreciable degree throughout his course is no infallible indication that he would not if the opportunity offered. The most conspicuous illustration of this is that of the student who is self-supporting, for which due allowance must be

made and due credit given. In fine, it is in this capacity for the unstinted giving of his best, without thought of remuneration, that we believe lies one of the most sensitive tests for determining a candidate's right to bear the name and wear the Bent of Tau Beta Pi.

* * * *

When an honor society of good standing enters a school, it thereby creates a certain new situation. Certain students at least, out of the many, now set their sails to achieve the honors pertaining to winning the badge of the society. This means that in the case of an unfortunately large number of schools, the presence of the honor society adds its share to the already-existent temptation offered to dishonest students to win high places irrespective of the methods employed. Perhaps very little direct blame can be attached to the honor societies in this regard. There is no way of proving a case either way. But we can put the shoe on the other foot by pointing out that to the personnel of a good honor society, high opportunity should definitely mean responsibility. Now it is a fact that the practice which Honor Systems are erected to do away with, are deplorably widespread. In altogether too many colleges, it is the rule rather than the exception to find students who habitually expect to add to their chances of passing a course by making use of certain successful makeshifts during examinations and at other critical points in their collegiate career. The actual progress accomplished by use of such subversive tactics is not the factor most to be deplored; instead, it is the certain effect such general practices are bound to have in warping the characters of many college-trained men and women. Honor societies, above every other kind of organized agency, have the opportunity for helping in dignified ways to bring about a general spirit of honor in undergraduate life. If the job of doing something along this line cannot be forced upon honor societies by proving them to have a direct obligation, it at least can be offered on the grounds that to have such an opportunity and to fail to exercise it, is to fail in responsibility.—*The Bent of Tau Beta Pi.*

DECALOGUES, CODES, RULES

DECALOGUE FOR FRATERNITY MEN

1. Harmony, unity of action, and brotherly love among the brothers.
2. Kind consideration and toleration for the opinions of others.
3. An assurance of chapter financial solvency by each individual member paying up his house account in full at the end of each month.
4. Careful pledging of men with character and intelligence; who show qualities of steadfastness and dependability; and who will be able to pay their own way as they go for at least one college year.
5. The election of chapter officers who are not afraid of hard work and who will cooperate with the Grand and District officers to the most minute detail.
6. Closer personal acquaintance and more intimate fellowship with the chapter and alumni; this to be fostered and strengthened by chapter news-letters and personal letters.
7. A high chapter scholastic standing; and the encouragement of individual members, who manifest unusual mental qualities, to strive for academic honors.
8. The insistence on good manners from

all members, and the maintaining of a high chapter and individual social standing in the community.

9. Complete loyalty to the college authorities, and the placing of the welfare of the college or university above all other school organizations or connections.

10. The active participation of members in a reasonable amount of college activities outside the field of study but not at the expense of mental development.—*Shield and Diamond of Pi Kappa Alpha.*

SORORITY RULES FOR COEDS

When Alpha Delta Theta sorority held its convention banquet at Mackinac Island, Mich., in August, a Butler University senior, Miss Virginia Barnes, submitted to the assemblage the following "Ten Commandments," designed to popularize coeds with professors, parents and campus men:

1. Thou shalt not drink anything which makes thee say "yes" when meaning "no."
2. Thou shalt kiss no man more than twice in an evening.
3. Thou shalt scatter thy dances and smiles, instead of giving all to one man only.
4. Thou shalt be punctual for class, dance or motor ride.
5. Thou shalt not smoke the "boy friend's" cigarettes.
6. Thou shalt discuss chapel sermons with thy professors.
7. Thou shalt dress so as to make them bet about the next frock.
8. Thou shalt wear only one man's fraternity pin at a time.
9. Thou shalt finish the night's study in the library before stepping out in the moonlight.
10. Thou shalt repay thy partner one compliment for every one he payeth thee.

AND A CODE

Since I expect to receive much from Pi Beta Phi:

- I. I should give—
 1. Of my time to fraternity meetings.
 2. Of my funds regularly and punctually.
 3. Of my friendship and loyalty to my fraternity sisters.
- II. I should so govern my conduct that it shall be above reproach.
 1. In class rooms.
 2. In public places.
 3. In company of men.
- III. I should make my scholastic record representative of my best efforts.
 1. By regular and conscientious study.
 2. By unquestionable honesty in all school work.
- IV. I should be cheerful and faithful in the performance of all fraternity duties and tasks assigned to me.
- V. I should make my mental attitude
 1. Uncritical concerning my fraternity sisters.
 2. Broad and tolerant concerning opinions other than my own.
- VI. I should consider the affairs of my fraternity both private and secret in order that I shall not by idle or promiscuous talk cheapen Pi Beta Phi.
- VII. I should lead sincere cooperation in all things undertaken by my fraternity. Recognizing that these things are reasonable, realizing that they are right and are advantageous to me and to the organization of which I am a representative. I hereby acknowledge my responsibility and obligation by my signature.

—*The Arrow of Pi Beta Phi.*

WITH THE ALUMNI

CHICAGO

The first big event on the program of the Chicago Alumni Club this fiscal year was the joint celebration of Founders Day with the members of *Beta* Chapter. A suitable banquet was held at the chapter house on the Saturday following Founders Day, and a large number of alumni were in attendance, representing fifteen chapters of the fraternity, as follows: New York, Northwestern, Boston, Marquette, Kansas, McGill, Illinois, Wisconsin, Penn State, Nebraska, Minnesota, Tennessee, North Dakota, Ohio State and Ohio.

The election of officers for the coming year resulted in Thomas H. Wright, *Beta*, being elected president, James R. Hawkinson, *Alpha-Mu*, vice-president and Karl D. Reyer, *Nu*, as secretary-treasurer. Bert Brumm, the retiring president, made his annual report which showed that during the preceding year the club had 129 paid-up members, the largest number in its history. We hope to beat that record this year, however.

On December 12th a special dinner was served at the *Beta* chapter house and following the dinner we had the pleasure of hearing Brother Lionel D. Edie, *Alpha-Pi*, now professor of finance at the University of Chicago, talk to us on the Business Outlook for 1928. This talk was enjoyed by the brothers very much.

On December 20th we issued in printed form a pocket directory of all members of Delta Sigma Pi known to reside within the Chicago district. This is the third year that this handy book has been issued in printed form, and this year it contained 32 pages, and a total of 388 names, quite a showing.

On February 12th we again joined with *Beta* Chapter to celebrate the fourteenth anniversary of the establishment of *Beta* Chapter. Thirty-nine alumni turned out for this event, which was also a testimonial dinner given in honor of Bert Brumm, who left Chicago on February 15th to take up permanent residence in Milwaukee. Bert has

been one of the most active workers in the fraternity for many years, and as a slight token of regard in which the brothers hold him, a beautiful solid gold wrist watch was presented him, suitably engraved.

Luncheons are held every Thursday noon at Field's, of course. They are heavily patronized, and brothers from many chapters ultimately find their way there.

T. H. WRIGHT.

ST. LOUIS

February 18, 1928, will long be remembered by the St. Louis Alumni Club, because on this date *Alpha-Chi* chapter was installed at Washington University. We had worked with and for this petitioning group for the past two years and felt confident that this capable group of fellows could not be held off much longer.

The installation was held in the afternoon at the Roosevelt Hotel and followed by a delightful banquet. *Grand Secretary-Treasurer* Wright was in charge of the installation and was assisted by Brother Schrom and Lichty of the *Upsilon* Chapter, Brother Davidson of *Alpha-Beta* and Brothers Bauer, Haupt, Haggett and Pemberton of the St. Louis Alumni Club. The installation was considered a success by all those present but at the banquet we were again given a treat.

Brother Mason, *Alpha-Chi*, was toastmaster, a position at which he was a master. Interesting and entertaining talks were made by Brother "Gig" Wright, Dean Loeb of Washington University and Dr. Thomas, adviser of *Alpha-Chi*. Short, snappy speeches were made by Brothers Schrom, Davidson, Haupt, Kuehne and Haggett. The afternoon and evening were voted a huge success and something never to be forgotten by those present.

Representatives of the following chapters were present: *Beta*, *Upsilon*, *Alpha-Beta*, *Alpha-Epsilon*, *Alpha-Zeta* and *Alpha-Theta*.

Now with a chapter of Delta Sigma Pi at Washington University, the St. Louis

Alumni Club is looking forward to big things and enjoyable times. Every member expects to pull with the baby chapter and help them in every possible way and we know they can be of great help and inspiration to us. Their ambition with our experience we feel will make itself known before long. Just a tip to other chapters and alumni clubs—watch our smoke.

Our luncheons are growing in size regularly and we hope no visiting brother will fail to drop in on us any Thursday noon at the American Hotel Rathskeller.

WM. E. PEMBERTON.

DES MOINES

On February 9th, the Des Moines Alumni Club held the first noon day luncheon of 1928 at "Bishop's" Cafeteria, 711 Locust Street. The fifteen brothers who attended expressed themselves as being highly pleased with the meeting. Brother Clarence S. Mugge, the first *Head Master of Alpha-Iota* Chapter, won the attendance prize. The attendance prize feature will be continued at future meetings as an incentive for a more regular and larger attendance. The lucky brother will be the one telling the best and funniest story to be selected by a vote of the brothers present. Luncheons will be held regularly at "Bishop's" every other Thursday at 12 o'clock noon commencing February 23. The present alumni officers of the Des Moines Club are Brother Lloyd K. Perry, president, and Brother Harold Mathis, secretary-treasurer. Deltasigs visiting in Des Moines are cordially invited to attend the luncheons.

At the opening of the current school year the Des Moines Alumni Club, as a courtesy to *Alpha-Iota* Chapter, arranged the program and details for the Founders' Day banquet last November. Thirty-five members attended and enjoyed a program of musical numbers and appropriate talks by members.

We have had the pleasure of participating in the activities of *Alpha-Iota* Chapter. The initiation ceremonies of February 4th and 5th were proclaimed a complete success.

Brother D. M. McGahey, *Alpha-Epsilon*, is now in Des Moines with the Real Silk Hosiery Co. We hope that one of the first acts of Deltasigs locating in Des Moines

will be to call either the President or Secretary of the Alumni Club.

L. K. PERRY.

MILWAUKEE

Monthly dinner meetings are still being held the first or second Monday of each month. The Marquette Union, due to its central location, thus being easily accessible, has been where all the meetings have been held. All visiting Deltasigs are welcome. We hope they find occasion to be with us whenever opportunity offers.

Our membership is slowly growing. To date it numbers thirty-one. President "Dave" Jones is continually striving to bring new men into the fold.

Saturday, January 14th, forty couples attended the dance sponsored by the club, in the Crystal Room of the Hotel Astor. Arrangements were in charge by Chas. Cobeen, John Hudson, and Emil Kostner.

Eighteen members took part in a bowling party January 15th at the K. C. alleys. Al Handl acted as major-domo. It was a success; so much so that another is to be held shortly.

Alvin Newburg has been elected treasurer of the club. He replaces Emil Kostner, who has moved to Chicago. In Al we have a worthy successor to Emil.

The Milwaukee Alumni Club again invites all visiting Delta Sigs to make their presence known in town. We will thereby be able to apprise them of the coming events on our schedule of activities.

BALTIMORE

Baltimore Alumni Club was honored by a recent visit from *Grand Secretary-Treasurer* Brother Wright. His visit was very much appreciated and indeed beneficial to the fraternity, a more appropriate time could not have been chosen. The active chapter had six men pledged who were instructed to attend a meeting held in honor of "Gig." At this meeting Brother Wright, for the benefit of the brothers present as well as the pledges, held an open forum. He gave us a world of information in reference to our fraternity and outlined the progress of our fraternity in comparison with other commerce fraternities. It is our opinion that the six pledges that heard what he had to

say will make ardent workers for the welfare and advancement of Delta Sigma Pi. His storehouse of information was well imparted and fell on receptive ears.

Our luncheons are still going over big; with a paid-up membership of twenty-eight we can always count on at least thirteen to be present. In addition we always have some active brothers in attendance. There is one thing always lacking at our luncheons and that is out-of-town brothers. We feel sure that there are members from other chapters who at one time or another are in Baltimore on a Thursday, but so far none of them has put in his appearance at the old trysting place; remember, Thursday, 12:00 to 1:00 o'clock, "Rector's," Fayette at Park Avenue.

The Baltimore Club is working right along with the active chapter helping them to solve their problems, supporting their social functions, and assisting them with their initiations. In general we are in constant touch with the active chapter. In this way we are strengthening the potential size of the Alumni Club. The actives upon becoming qualified for membership are very enthusiastic to join our ranks.

Here's hoping that the ensuing year will be a prosperous one for all Deltasigs.

J. L. MCKEWIN.

TWIN CITIES

On a cold and dreary night, such as Minnesota alone can produce, there assembled a godly number of Deltasigs at the *Alpha-Epsilon* Chapter house for the express purpose of getting together in order to play cards, smoke whatever they liked and eat that which had been prepared for them by Mrs. C. J. Meldahl and to drink the coffee so deliciously made by the former steward, Brother Cook. 'Twas a happy gang so assembled regardless of the fact that the janitor was incapacitated with lumbago and the thermometer registered stubbornness in ascending to the correct altitude for perfect flying. However, the Brothers were in good form and things soon warmed up to such an extent that the 32 present called it a successful evening. More stags will be in order.

Word is about and rumors have it that something is going to happen which will be a knockout from the first bell. The referee has assured us of a long count so the Deltasigs and some of the feminine hopefuls look

forward to the big dance of the winter. The Twin Cities alumni are going to throw something big and because of it, it was necessary to acquire the ball room of the Francis Drake Hotel in order to hold the multitude which is expected to attend. Orchestra, they are the black wonders of the city, entertainment—yes, sir—enough to satisfy the most critical. Results of the struggle will be given in the next issue of *THE DELTASIG*.

What do we do in between time? The active chapter is religiously supported whenever there is a professional meeting, dance, smoker or dinner. Thursday noons, why mention that? The luncheons are still at the same place, at the same time and without fail we have a good bunch on hand to make a lively hour. We are honored occasionally with out-of-town Deltasigs, at times one of our own chapter alums who has been gone for a long time, drops in, but always the same congenial gang is there to welcome you to our midst.

RUDOLPH JANZEN.

D E T R O I T

The January meeting was dispensed with in favor of the second annual Canadian stag party. The night was extremely cold but the attraction was worthwhile braving the elements. Twenty-five brothers were present, including several old timers, whom we have not seen for some time. No casualties were reported, due, no doubt, to the excellency of the refreshments and the entertainment committee was highly praised for its efforts.

Speaking about entertainment committees, we have the most active committee under the chairmanship of Brother Larry Nagle that has ever served the alumni in Detroit.

With the approach of the Lenten season social activities will be at a standstill until April. Either a dance or dinner-dance will be held late in April and definite announcement will be made as soon as the details are worked out.

At the annual meeting of the stockholders of the Theta Building Corporation held in December T. M. Digby was elected president, Gordon Goodrich vice-president, W. E. Perkins secretary and E. Thistle treasurer. It is hoped that plans will be brought to a successful conclusion before long to provide for the erection of a house for *Theta* Chapter adjacent to the new Detroit campus.

The Detroit Alumni Club has lost two of its active members who have taken positions which will keep them out of the city. Brother W. E. Perkins is traveling for the Burroughs Adding Machine Company and Brother C. B. Hill, who was connected with the Cadillac Motor Car Company for several years, has been transferred to London, England, with the General Motors Export Company. These brothers carry the best wishes of Deltasig with them in their new positions.

T. M. DIGBY.

PERSONALS

ALPHA

Walter A. Cooper, who has been associated with the firm of Barrow, Wade, Guthrie & Co., accountants and auditors, for many years, has been admitted as a partner in the firm.

John N. Freed is an accountant with Wilmer & Vincent Corporation of New York.

Lee Galloway has been very much in demand to speak before large conventions during recent months. On November 17 he spoke on "Better Business Through Research" before the third New England Conference at Springfield, Mass. Some twenty-five hundred people were in attendance at this meeting. During the Christmas holidays he journeyed to Vancouver to address the Pacific Coast Association of Professors of Economics and Business Administration on "Cultural Basis of Business Education," while on January 24th he appeared before the Advertising Club of Los Angeles, his topic being "Modern Tendencies in Business Thinking."

The first law firm composed exclusively of women in the city of Baltimore was organized on January 5, when Mary Campion Zimmerman, wife of George H. Zimmerman, executive vice-president of the Commercial Credit Company, joined with Marie W. Presstman in forming a partnership for the general practice of law under the firm name of Presstman and Zimmerman.

BETA

Martin C. Remer, who has been connected with the bond department of the Continental National Bank & Trust Company for several years, has recently established an investment securities firm under the name of Remer, Mitchell & Reitzel, Inc., with offices at 208 S. LaSalle Street, Chicago.

Paul F. Hoierman has been made man-

ager of a new studio just opened at 900 N. Michigan Ave., Chicago, by Underwood & Underwood.

Bert C. Brumm has recently moved to Milwaukee, Wisconsin, where he will have charge of the Sales Promotion work of the Cheese Division of the Pabst Brewing Company. His residence address is 1301 Cedar St., Milwaukee, Wis.

DELTA

John J. Hudson is associated with the advertising agency of Hannah-Crawford, Inc., Milwaukee, in the capacity of office manager.

ETA

Paul P. Cooper is located at Erie, Pa., where he is a member of the faculty of the Extension Division of the University of Pittsburgh.

THETA

W. E. Perkins writes from Nashville that he has joined the Burroughs Adding Machine Company force as a member of the Traveling Auditor Staff. His headquarters are Detroit.

J. Felix Simpson is managing the Tax Division of the Security Trust Company, Detroit.

IOTA

George R. Esterly is a member of the faculty of the School of Business Administration of the University of Pittsburgh.

LAMBDA

R. I. Brinkerhoff is in the credit department of the Graybar Electric Co.

Joseph Schewe is now advertising manager of the B. K. Elliott Company, manufacturers of engineering supplies.

J. A. Civilett is selling for the industrial sales department of the Westinghouse Electric & Mfg. Company.

George M. Kurth is sales manager of the Jackson Printing Company, Pittsburgh.

MU

Peter Coffield is in the New York office of W. R. Grace & Co., and is living at 171 West 81st St.

RHO

William O. Cole, Jr., is with the Union Lithograph Co., Inc., of San Francisco.

SIGMA

Sidney Williams is selling General Electric Refrigerators for the Motor Equipment Company of Salt Lake City.

CHI

Eugene D. Milener has resigned his position with the Consolidated Gas, Electric Light and Power Company of Baltimore, Md., to become Industrial Gas Research representative of the American Gas Association, 420 Lexington Ave., N. Y.

PSI

Orvin Anderson is on the staff of Ernst & Ernst, Detroit, Mich.

OMEGA

Raymond Horan is manager of the North-West Oil Company of Chicago, and is living in Park Ridge, Ill.

Harry Pitts was recently appointed District Deputy of District I of the Eastern Province, succeeding Fred M. Kissinger, who was promoted to the Directorship of the Eastern Province of Delta Sigma Pi.

Charles B. Bowman is an instructor in the high school at Hanover, Pa.

Harry L. Hartman is expounding the principles of accounting in Arthur Backensto's business college in Troy, N. Y.

E. Winston Bretz is now connected with the National City Bank of New York, N. Y.

ALPHA-BETA

Royal D. M. Bauer, first *Head Master* of Alpha-Beta, is now connected with the public accounting firm of Conner, Ash & Company, Arcade Bldg., St. Louis.

Harry L. Wuerth is attending the Harvard Graduate School of Business Administration at Cambridge, Mass.

ALPHA-ETA

J. L. Hart is assistant manager of the F. W. Woolworth Company at Waterloo, Iowa, and reports that he is enjoying the business.

ALPHA-IOTA

Henry J. Garrett is confidential secretary to the Secretary of Labor, Washington, D. C.

Robert F. Sloan left on January 2nd for a trip to South America.

Irel C. Starry has accepted a position with the Frigidaire Company and is selling electric refrigeration.

H. K. Young is continuing his work with the Sinclair Oil Company since completing his university training.

Kenneth Shawhan is continuing his work with insurance since he has finished his college work.

Albert Guhgedahl is sales manager of the local branch of the General Electric refrigeration sales.

Lloyd Perry is still connected with the Chicago, Rock Island and Pacific railroads in the passenger traffic division.

ALPHA-PI

James J. Cochran is doing specialized sales work for the B. F. Goodrich Rubber Company at Akron, Ohio, and is living at the University Club in that city.

MARRIAGES

J. T. Minor, Jr., *Alpha-Tau*, on April 28, 1927, to Annie Mae Jolley, at Macon.

David N. McCarl, *Beta*, on November 8, 1927, to Thelma Wilhelminia Lund, at Chicago.

Paul Herring, *Xi*, on November 11, 1927, to Lillian Ann Penny.

Theodore R. Zack, *Beta*, on November 26, 1927, to Grace Marjorie Swanton.

W. M. Brown, *Alpha-Tau*, on November 30, 1927, to Dolores Ware, at Macon.

Frederick B. Dorman, *Alpha-Gamma*, on December 25, 1927, to Margaret Ann Sterling, at Mifflinburg, Pa.

Alfred H. Gansberg, *Alpha-Upsilon*, on December 31, 1927, to Doris B. Wittig, at Chicago.

J. Russell Peacher, *Alpha-Beta*, on January 17, 1928, to Edith I. Betts, at St. Louis, Mo.

Frederick Cappel, *Alpha*, on February 12, 1928, to Teresita Emma Giovanna, at Newark, N. J.

BIRTHS

Frand H. Miller, *Alpha*, on September 8, 1926, a daughter, Jane Mary.

Ralph B. Finney, *Alpha-Tau*, on May 15, 1927, a son, Ralph B., Jr.

Vernon S. Bottenfield, *Beta*, on December 15, 1927, a son, Vernon Charles.

Joseph Thalhofer, *Delta*, on December 25, 1927, a son, Paul.

Clarence J. Welsch, *Beta*, on December 31, 1927, a son, Wayne Bernard.

George H. Mew, *Alpha*, on January 5, 1928, a daughter, Vera Ellen.

Herbert E. McMahan, *Omega*, on January 15, 1928, a son.

O B I T U A R Y

WALTHER ADOLPH SCHWEIZER,
Beta-240

Born January 24, 1898
Initiated December 6, 1919
Died June 15, 1927

Brother Schweizer died suddenly of heart disease at New York, N. Y., on June 15, 1927. For several years he was connected with the Statler Hotels Corporation at Buffalo, N. Y. When the Statler executive offices were removed to the Hotel Pennsylvania, New York City, "Wally" was also transferred and became assistant treasurer, an unusual responsibility for one of such young years.

Besides his widow, he is survived by two small daughters, his parents, a sister and a brother. Burial was at his old home in Chicago.

He was a member of the Illinois Chapter

of Sigma Chi. He did not complete his course at Illinois but was transferred to Northwestern University School of Commerce, where he was initiated into Beta Chapter of Delta Sigma Pi on December 6, 1919.

SETH SEARS DAY, *Chi-76*

Born, December 3, 1888
Initiated February 28, 1925
Died January 7, 1928

Found unconscious in a gas-filled room in his first-floor apartment at 1923 Eutaw Place, Baltimore, Md., Brother Seth Sears Day, was pronounced dead on admission to the Colonial Hospital, where he was rushed by his wife when she was awakened by the crying of their two-year-old child, and detected the odor of gas in their apartment.

Brother Day was a veteran of the world war, being a lieutenant in the 112th Engineers. He was injured in action, had been treated by government doctors, but became completely blind. He was despondent over his condition.

Burial took place at Arlington Cemetery, with full military honors.

Scribe John Dvorsky returned from Czechoslovakia in time to participate in the last initiation. Brother Ken White was here from Texas for a short stay, while Arthur Goodwin was making a round trip to Porto Rico. We also want to let the other chapters know that Brother Robert Parthch has recently announced the arrival of a future Deltasig, for which we all offer congratulations.

WILLIAM F. SUESSBRICK, JR.,
Correspondent.

Seventeen men from *Delta* graduated last year, leaving only nineteen actives to carry on the work of the chapter. We have always upheld high standards in our membership requirements, and we made no exception to the rule this year. We determined to get men of high calibre, and were not concerned with increasing our size in number only. Thus far we have had no initiation, but plans are under way for one to take place March 4th. We have six pledges at the present time who are very good men, and who we believe will be good Deltasigs. They are: A. Ansay of Port Washington, Wis.; John Caveney of South Milwaukee, Wisconsin; John May of Reesville, Wis.; Gordon Maes of Green Bay, Wis.; V. Kleinpeter of Wesley, Iowa; and R. Jillson of New London, Wis. We expect to have a class of ten for this initiation.

In spite of our small membership we have been quite successful in school politics. Brothers Rowan and Tabor represent our department on the Union Board. Brother Rowan is also *President* of the Commerce Club. The Business Administration Dance under the chairmanship of Brother Pfeffer was a huge success financially as well as socially. Brother Leonard is *President* of the Banderole, the Honor Society of the Business Administration Department.

The Alumni Club started the social activities of the year by putting on a party early in the fall. Then came the Homecoming Dance, which everyone proclaimed to be the best one ever attempted by *Delta*. The alumni put on another dance January 14th.

We are making plans for a number of dances during the spring season. The Alumni Club is known for its famous St. Patrick's Day dances, and we are all looking forward to the one this year. We are also

planning on a Formal Easter Party, which will be followed by our annual spring dinner-dance. This will bring our social year to a glorious close.

We have had a number of smokers which were well attended, and which brought to light a large amount of prospective pledging material. The late Edgar A. Hughes, Executive Vice-President of the First Wisconsin National Bank, gave us a very good talk on the business of banking. At other times we were favored with talks by Dean J. Freeman Pyle, A. J. Witmeyer, A. A. Englehard, Professor Roman R. Sevenich, C. P. A., and Professor L. A. Schmidt.

At our recent election the following officers were elected to serve for the coming year: Robert C. Horn, *Head Master*; Robert A. Soener, *Senior Warden*; Richard Stenger, *Junior Warden*; George F. Gibout, *Treasurer*; and John H. Solsrud, *Scribe*.

Prospects for *Delta* look much brighter now than they did in the fall. Many of the difficulties have been ironed out, and we expect the remainder of the year to bring very satisfactory results.

JOHN H. SOLSRUD, *Scribe*.

At the present time *Epsilon* Chapter is busy leading a group of neophytes through the rigors of so-called "Hell Week" and so far everyone has proven to be a good sport which is a fair indication of a good future Deltasig.



For the past several weeks the attention of the chapter has been held by the progress of our basketball team. Resplendent in new uniforms the team took the floor at the beginning of the intra-mural season, and a smooth-running team soon placed *Epsilon* chapter of Delta Sigma Pi in a tie position for first place of our division. However, not all things are perfect and a heart-breaking game was lost, which dropped us from further competition in the series. Much credit for the wonderful showing of the team is due to Brothers Bob Gull, Francis Tobin, Cecil Bolsinger, and Carl Spies. These men were in every play and showed plenty of fight.

In spite of the intense interest shown in athletics the boys have not neglected the social side of life. Just before the Christmas holidays the chapter entertained at an informal party at the Valencia ballroom. The holiday spirit was observed in the dec-

orations which consisted of a large prettily trimmed Christmas tree in the center of the room, while bits of holly and evergreen branches completed the "scenery" with here and there a sprig of mistletoe to catch the unwary (?).

On Saturday, February 10th, another dance was held in conjunction with *Alpha Kappa Psi*. This was our second annual dance party and was a very enjoyable event. Both fraternities were there almost to a man and the evening was featured by the singing of fraternity songs. It is hoped to make this deuce party a tradition on the Iowa campus.

The end of the first semester witnessed the departure from school, due to graduation, of Brothers Lee Fuller and Jesse Westwick. We certainly miss these boys and wish them luck in the business world.

In all probability rushing activities will be the main idea of the coming weeks, due to the large number being initiated our pledge roll has suffered drastic reductions and it will take some time to build it up again.

The new semester ushered in new officers and Brother Bob Gull was elected *Head Master*; Garret Popma, *Senior Warden*; Kent Fish, *Junior Warden*; Joe Piper, *Chancellor*; Hugo Ostberg, *Scribe*; and Elmer Gable, *Secretary and Treasurer*. The boys feel that we have a very efficient group of officers in these men and we are back of them in every move to make 1928 a banner year for *Epsilon* chapter of *Delta Sigma Pi*.

HOWARD A. BENTHIN, *Correspondent*.

Eta has made marked progress within the last three months in spite of the many difficulties which were encountered during the holiday season and the latter part of January. Although we have, as yet, been unable to have a regular Commerce Convocation established as part of the curriculum, it is hoped that this objective will be gained before the close of this semester.

Brother McIntyre, who is a member of the faculty, has materially assisted *Eta* Chapter in the establishment of a placement bureau for Commerce graduates, and the organization has already started operations.

Brothers Miles, Roberts, and Glenn were initiated into *Beta Gamma Sigma*, honorary Commerce fraternity, on February 18th.

This accomplishment becomes of greater significance when it is remembered that these brothers were the only men initiated into *Beta Gamma Sigma* this year.

Although *Eta* will lose fourteen men by graduation in June, the size of the chapter and the prospect for the initiation of several outstanding men in May cause us to feel confident that *Eta* will get off to a flying start in September.

Any brother who may visit Lexington will be welcome at the luncheon which is held the second Thursday of each month during the school year.

PHILIP GLENN, *Scribe*.

On January 7th eleven neophytes were given the initiatory degrees, followed by the finishing touches and a banquet at Webster Hall on January 8th. This addition brings the active chapter to forty-seven. At a smoker held at Webster Hall, February 7th, over fifty guests were entertained. This group will furnish the nucleus for the next class.

Theta has taken great strides forward due to the activities of the past semester. Its place, always secure, has been strengthened by the support given to the school. The football bust was the first of its kind at Detroit, fostered by the combined forces of the alumni and active groups. Members of the active chapter were chosen to act as ushers at the Golden Jubilee banquet.

The annual Valentine dinner-dance at the Tuller Hotel, attended by fifty couples, was a huge success. A social party is scheduled for the 21st of February at Webster Hall, at which a large attendance is anticipated.

The annual basketball banquet is scheduled for March 22nd at Northwood Inn. The squad of coaches will be the guests of the evening. The annual closed dinner-dance will be held May 17th at one of the large hotels, yet unselected.

The Union Opera "Aces Wild" ran two full weeks and was a huge success under the general chairmanship of Brother Collins. Brothers Christie and Goodrich also served on the committee. Howard Bowes has been selected leader of the grand march of the Senior Ball.

The housing corporation has been holding meetings and working out a satisfactory financial plan to provide the chapter with



a suitable home. The lack of a house has been a serious drawback at Detroit, but this difficulty will be overcome very shortly.

On the whole the outlook for *Theta* is very promising. *Theta* sends the best wishes to all the chapters for a successful second semester.

FRANCIS WEIPERT, *Correspondent.*

Swinging into the final semester of the present school year with that same old vim, fight and leadership possibilities that has especially characterized our chapter during the past year and a half, *Iota* is now ready to begin the final spurt down the straightaway for the remaining four months, hurdling all opposition, and coming out at the finish, we hope, with heads up and an intensive activity program successfully completed.

With a great semester behind us to serve as an ideal, *Iota* is going to be hard to hold down. Scholastic activity and athletic supremacy has been ours the past eighteen weeks, and with eleven new men recently initiated to take hold and do their share even better results should be forthcoming.

Since our last report for THE DELTASIG, *Iota* Chapter has won the intramural championship of the University in basketball, never losing a game in either the professional division, semi-finals or finals. The final game with the Pi K. A.s, winners of the social division, was a bitter struggle, but *Iota* finally emerged with an uncomfortably narrow margin of victory. A large silver basketball, a gift from the University Athletic Association, has been added to our fast growing collection of loving-cups, due to the championship. A smaller cup was also awarded to us for the winning of the division.

At the professional Panhellenic smoker, an annual affair held each fall at the University, *Iota* was represented by the "Delta-sig Patter Court," which pattered themselves into high honors, first place, and another beautiful loving-cup, in front of a wildly screaming mob of "Pros," who almost laughed themselves into hysterics over the patter court. The judges had no trouble in determining the victor for the evening stunts.

As far as activities are concerned, *Iota* is well balanced in representative organiza-

tions. Brother Forrest Kimmel is president of the Professional Panhellenic conference, while Grother George Ramsey is president of the Social Panhellenic. Brothers Schmersey and Schultz, and Pledge Finch represent us in the Ku Kus, local chapter of *Pi Epsilon Pi*. The football roster contained the names of Brother Janes and Pledge Shannon. And it was Shannon that was a great deal responsible for the lone defeat, in the Missouri Valley Conference, of Missouri, champions of the Valley. Brothers Dent and Mullins are members of the University 100-piece band, considered by many as the greatest college band in the world; while over in Biz-Ad school Brother Mitchell Foster easily had things all his own way in the fall election for the editorship of the *School of Business News*. And let us add that Mitch is editing a mighty newsy *News* and is to be congratulated upon it.

Ten pledges started the second semester with us, and a few other mighty fine boys are being watched with a view of a later spring pledging. The ten men: Wilburn S. Bramblett, Vernon Burgett, Allyn Finch, Wendall Holmes, J. Nelson McClees, Jr., Frank McFarland, Herbert Schultz, John Shannon, Paul Steel and Harold Trumball. They are all fine material, and we hope to announce their initiation before the end of the semester.

As far as scholastic achievement is concerned, *Iota* is always proud of its record. Close to a "B" average, which means in University of Kansas terms about 85 percent to 93 percent, is almost constantly maintained by the chapter. In the last few years it has never been necessary to maintain a study-hall for either the pledges or any members as everyone in the house seems to know just what they are here for, as far as studies are concerned.

But "all work and no play," you know. So parties are necessary. And what parties they are! Brother Joe Schultz sees to it that nothing is missing. And nothing is.

Iota Chapter recently purchased a fine parcel of land, bordering on the west side of the campus, on which we are planning to erect our new home in about another year. The plans are far from completed yet, but the Building Association have rough outlines for about a \$50,000.00 house, with the interior furnished and decorated completely and beautifully. We are expecting many back-sets in raising the remaining required money, but *Iota* has never failed nor fal-

tered yet, and in this great supreme enterprise they are not going to fail, either.

Due to the great growth of our Commerce School under the mighty leadership of Brother Dean Stockton, the location of the new house may be greater than is now realized. For the building that now quarters the Biz-Ad and Commerce students will soon be inadequate for their needs if the enrollment continues to increase in the School of Business as it has recently been doing. And if a new building for the teaching of business is erected, as there has been some talk of, it will be, in all probability, located on the west of the campus within a very short distance of our new house.

Right now it is impossible to tell how many men we are going to lose at the end of the year. Graduation will take about six, and outside of that most of the others should be back. However, Cupid has been making the house one of his hangouts, and the little feller might thrust one of his arrows too far, and if he does—but we will lose only about three of the brothers if he does, and maybe not that many.

Yes, summing up, *Iota* has had a fine semester. We conscientiously believe that we are by far the leaders in the School of Business, its activities and accomplishments; we also believe that we are one of the leaders in the group of professional fraternities; and we further believe that *Iota* Chapter of Delta Sigma Pi is bound for greater glory, due to the perfect coordination of every brother from the teachings of "the gang just ahead."

Lucky! you say we are? Wait and see.

WILFORD R. LUTZ, *Correspondent.*

Although *Kappa* Chapter has seemingly made a poor showing this year so far as

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THE DELTASIG reports indicate, *Kappa* has really been working as is evidenced by our eleven evening school pledges and three day school pledges. Seven of these neophytes are to travel the long hard road into the Land of Mysteries on February 18th and 19th; the rites being concluded by a

dinner at the Carlton Hotel. A warm welcome will be given our pledge brothers according to reports from Brother Geo. G. Thomas, who is in charge during these days of apprehension.

Permit us, this time, to give a brief resume in order to get caught up for this year. We started off in the Evening School with about fourteen active members, and three actives in the Day School. The early part of December, we initiated four, thereby bringing our total actives to twenty-one.

At the Annual Evening School dinner-dance on November 12th, Brother Horace M. Davis was awarded a \$100.00 scholarship prize given by the Southern Baking Company for the highest average of grades throughout the school. Brother Norman W. Pettys came second.

In the election of class officers in the Evening School, Deltasig secured both the *President* and *Vice-President* of all the upper classes with the exception of the Junior presidency. The *President* of the Freshman class is a pledge.

On December 3rd *Kappa* entertained their pledges, friends, and visiting brothers from Athens and Macon at a tea-dance following the annual Tech-Georgia game.

Brother Guy Amason and Mrs. Amason entertained the chapter at their home one Sunday evening and one of the brothers was overheard to remark that Brother Amason's example was well set.

On March 4th we are to have our first professional meeting of the semester. This feature is being planned by Brother Tom Payne and his committee.

Before closing, I should like to call attention to the fact that the ranks of the bachelors in *Kappa* are rapidly losing their recruits. *Head Master* Hugh W. Russey has taken unto himself a charming wife, and if rings, poor memories and things like that are evidence, then *Kappa* should hear wedding bells peal many times before the school term is over.

With best wishes to all the chapters for a successful year and a cordial invitation from *Kappa* and the Atlanta Alumni Association to all visiting brothers, we will close our short letter for this time.

NORMAN W. PETTYS, *Correspondent.*



The first semester of the school year is now history, and it has proven to be pleasant history for *Lambda* Chapter. We feel that this has been the most successful semester that we have experienced since the inception of *Lambda* in 1921. Under the able guidance of *Head Master* George Dierker and *Scribe* Fred Wehe, *Lambda* Chapter is moving forward by leaps and bounds and it is safe to predict unlimited future prosperity.

At the opening of school in September eleven actives returned from the previous year. This condition, we are happy to state, was quickly remedied. Shortly after the rushing period began we had ten pledges, and on November 26th formally initiated seven of his number into active membership, thus bringing the number of actives to eighteen. At the present time we have twelve pledges. On February 25th we are holding another initiation, at which time we expect to initiate most of our pledges and bring our active membership close to the thirty mark.

We are again established in comfortable quarters on the ninth floor of the Hotel Chatham, Penn Avenue, Pittsburgh. Get-togethers are very every Friday night and many of the alumni in addition to the actives are present each week. Any *Delta-sig* traveling through Pittsburgh is assured of a cordial welcome at our quarters.

In October our first open-house smoker of the year was held at the Y-hut on De Sota Street. About one hundred and fifty students were present. Movies, boxing bouts, smokes, and vaudeville acts served to keep the crowd interested. This smoker proved to be so successful and the demand for another so great that on January 7th we held a similar affair at the same place with an even larger crowd present. At this smoker "*Gig*" Wright was the principal speaker and his talk "went over with a bang." Again the movies, singing, smokes and boxing bouts entertained our guests.

On December 28th our annual Christmas dance was held at the Faculty Club. About forty couples two-stepped, slid, and glided to the tuneful music of The Golden Triangle Orchestra. On New Year's Eve an impromptu party was held at the chapter quarters.

We have twice had the pleasure of entertaining Grand Secretary-Treasurer "*Gig*" Wright at dinners in the Hotel Henry. Once on the eve of the Eastern province convention, and again on the night of our last smoker. We have also had the pleasure of making the acquaintance of Brothers DeKyne of *Omega*, Donovan of *Nu*, Brinker of *Alpha-Delta*, and Warton, Craig, and Rotondo of *Chi* during the semester.

For the initiation dinner on February 25th we plan one of the most pretentious affairs of this kind that we have ever held. The Hotel Roosevelt is the place and we have already listed as speakers Brother Ralph S. Boots of *Alpha-Delta*, Dr. Vincent W. Lanfear, Director of the Downtown Division, and Brother L. I. McQueen, Secretary of the National Association of Credit Men. The plan of having each pledge give a talk on some business subject will also be carried out. At our last dinner this was done with surprisingly good results. In this connection we might mention that the pledges who were initiated on November 26th planned and executed an entertainment, given solely by themselves, which lasted for two hours at a smoker given for the alumni and actives.

Brother Glass, chairman of the social committee, promises us a bridge party, a dinner-dance, and a swimming party in the near future.

The success of *Pitt Rivets*, Downtown Division monthly magazine, is in no small measure due to the efforts of Brother Karl Freed, *Managing Editor*. *Lambda* is well represented on the staff of this publication with the following men: George E. Manchester, *Art Editor*, M. W. Glass, *Assistant General Manager*, and George M. Kurth, *Assistant Advertising Manager*.

Brother E. V. Silver was recently elected *president* of the local chapter of *Delta Mu Delta*, national honorary commerce fraternity. Brother Silver is also a member of *Scabbard and Blade*, military fraternity.

To sum up, *Lambda* looks back on the last semester with the pride of achievement and hopes to make the next one even more successful.

H. M. KURTH, *Correspondent*.

The activities of *Mu* Chapter so far this year have been highly successful, marked by such high points as the Hallowe'en dance, the Thanksgiving dance and the Christmas dance.



These have been interspersed at frequent intervals by smokers. Brother Dawson, chairman of the Social Committee, and Brother Weisner, our able interior decorator, are, at this writing, making extensive plans for the annual George Washington's Birthday dance on February 22nd. We are attempting to keep the interest of our members at a constant high pitch by means of social functions.

Mu's rushing season came to an eventful close on February 12th, on which day the formal initiation was held and the following new brothers were introduced to the chapter: Robert H. Camine, Raymond J. F. Carroll, James A. Caveney, Gerald A. Daley, Henry Ernest, V. Manning Hoffman, Edward Hornibrook, H. Mason Lee, Jr., Leo McAloon.

At this writing, the chapter is looking forward to the initiation banquet to be held at the Hotel Lafayette on February 19th, at which, among others, Senator Walsh of Massachusetts and Thomas H. Healy, Ph.D., Assistant Dean of the School, will speak.

Mu is getting under way for the coming semester's social and rushing activities, and all indications point towards a financially and socially successful year.

The visit of Brother "Gig" Wright, Grand Secretary-Treasurer, in January, was of considerable interest as well as being instructive, and *Mu* Chapter turned out in mass in an attempt to make his stay in Washington as enjoyable as possible.

CLARENCE E. BIRGFELD, *Correspondent*.

Like all organizations, our object is success. Success by having a live-wire chapter.



We plan to make this year a real *Nu* year.

Last fall we moved into our new abode—quite a big jump from our former house. At first the house was not on a paying basis, but we are pleased to say that it is now taxed to its capacity

and the finances of the chapter are in good shape. Likewise, the commissary department is flourishing and the steward is to be complimented upon the ever increasing good meals he is serving us.

During the year we have had numerous smokers that has proven of great value and add to the fraternity life. We had the pleasure of having Brother Robert B. Streeper of *Nu* with us on one of these occasions. Brother Streeper is with the American Consul Service at Tientsin, China. He gave us an interesting talk concerning that land that was both instructive and entertaining.

Grand Secretary-Treasurer Wright paid us an official visit on January 25th. His information and advice regarding fraternity matters was exceedingly valuable as well as interesting. We hope he will be able to visit us again this year.

Recently the chapter has staged an intensive rushing campaign which ended February 8th with a big smoker. The affair was a huge success as it resulted in an increase in our pledge roster to twelve promising Deltasigs. We were equally pleased to have had many members of the faculty among those present that night, and we sincerely hope that they will be with us more often.

The pledge basketball team in the intramural league is going at a fast pace. They have conquered every team in their division. Only one more game stands between them and the cup, which we hope will be theirs. The actives have a team in basketball and in bowling but can't produce that good a record.

The scholarship record of the chapter is on a higher level than that of last year. If continued progress is made *Nu* will be making a strong bid for the fraternity scholarship cup.

Nu has thrown many dances this year, but thus far all have been within the four walls of our little mansion. The big dance of the quarter will be our winter formal, February 24th, which promises to be an affair reaching the 99 percent mark.

All Deltasigs have a standing invitation when in or about Columbus to be our guest.

A. C. CONAWAY, *Correspondent*.

After successfully closing out the first semester of the school year Ξ is now looking forward to the second term with hopes of duplicating the fine work. In the field of scholarship we boast some of the best grades

handed out in the Business School—both brothers and pledges sharing in the good grades. Most encouraging, however, is the fact that we will soon be able to make ten pledges members of our chapter. Very soon indeed for within the week—on February 13th—our celebrated “Hell Week” will begin, then a good time will be enjoyed by all. Our rushing has been encouraged principally because of the graduation of fifteen actives—this number being the largest ever to finish at one time. A few are planning on returning for the additional work in Business Administration, but even then we must replace an exceptional number of men. In connection with new members we feel proud to say that two of the younger men of the Business School Faculty—Mr. Merwin H. Waterman and Mr. Maynard Phelps—will be formally initiated February 18th. This will give us a representation of four in that faculty body and certainly ought to bring about a closer relationship between the chapter members and the faculty. We are following a plan known as “faculty night.” This is a system whereby we invite different faculty men to dinner one night a week. It is certainly working admirably and has enabled us to establish ourselves in the Business School. In fact we honored the presence of an executive of the J. L. Hudson store of Detroit and the sales manager of the Grand Rapids branch of the Buick Motor Company. Brother Galloway of *Alpha* also honored us with a few hours of his valuable time, telling us all about how they do it in New York and why we should do it that way here. We hope to carry on this work as we believe these connections have a very beneficial effect upon the members.

Socially speaking Ξ was well represented at the annual J-Hop held February 3rd. Nine actives and three alumni attended the beautiful occasion. Our lady friends even came from such out-posts as Baltimore, Maryland, and Philadelphia to enjoy the party. The mother and father of Brother Sinclair made us two faultless chaperons. Of course we had a house party. Nine girls

held the house of Ξ over till Sunday noon. Then on Saturday night we staged a big dinner-dance and several of the alumni journeyed out from Detroit to enjoy it with us. All in all we had a perfect time and shall never forget those pleasant J-Hop experiences.

Athletically speaking we boast of a sure-fire basketball team. The squad is composed of four brothers and two pledges and believe it or not when they get going it looks as though the Varsity couldn't beat them. We have only lost one game and have won four so that ought to be proof enough. We are looking forward to the success of two of the brothers who are striving for membership on the Varsity baseball squad. And as soon as football call is issued we can send out another man who was a promising candidate for the freshman team last fall.

Much of the success of Ξ this year is due to our fine alumni of Detroit who are taking a profound interest in the running of the chapter. Many problems of a fraternity house have been solved with the appreciative assistance of our distant brothers. We certainly hope they shall always cooperate with us for they serve a genuine balance wheel purpose.

Ξ will welcome the opportunity of entertaining any traveling brothers who happen to come to Ann Arbor. Some of our own brothers have been so wonderfully entertained at other chapters that we shall appreciate the chance to return the favors.

CHAS. C. CURRIE, *Correspondent.*

Pi chapter has been handicapped throughout the year by a new system of registration in the University which went into effect at the beginning of the fall term, however, we have held several meetings and have a plan under way whereby we hope to surmount the difficulties and have a bigger and better chapter next year.

The School of Commerce will have a new building completed and ready for occupancy February 20. *Pi* Chapter hopes to have a room in this building where meetings can be held and in that way form a closer contact with the students who will be eligible for membership in Delta Sigma Pi.

B. B. McAFEE, *Scribe.*

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Although we may be a little late the members of *Sigma* Chapter wish to take this opportunity to extend a Happy and Prosperous New Year to the active and alumni members of all our chapters.



In the past, *Sigma* has made a mistake, as probably some of the other chapters have of initiating a majority of upperclassmen every year, leaving the ranks depleted by graduation when school started in the fall. This year we have altered our policy a bit and have initiated or pledged by a large majority, more underclassmen than upperclassmen.

Sigma held its first initiation of the school year December 4th. Dan Wall, Paul Smith, Elmer Barlow, Claude Mathews, and Frank Cook underwent the trials of initiation to become brother Deltasigs. The next initiation is to be held in the President's suite at the Hotel Newhouse, February 12th.

On the eleventh of December the pledged members entertained the active and alumni chapters at an informal dancing party held at the Salt Lake Tennis Club.

The big blowout of the season is just in the offing. *Sigma's* sixth annual dinner-dance is being given on the evening of March third. Everyone is set to have a good time and if history repeats itself everyone will.

After having seen the Pathé and various other movie weeklies and taking special note of the sort of weather that the brother Deltasigs are experiencing in different college towns in the east and middlewest, *Sigma* Chapter would like to extend an invitation to all to visit Salt Lake and *Sigma* Chapter. Our weather rivals that which the boys of *Phi* Chapter tout so highly.

WALLACE B. WORSWICK, *Correspondent.*

Upsilon Chapter started the year out with a bang and has been going strong all year.



Last September one pledge and seventeen brothers returned to school. After an extensive rushing program under the super-

vision of Brother Clyde Andrews we succeeded in pledging sixteen men, bringing the total number in the house to thirty-four.

With the problem of pledging out of the way, the brothers settled down to make plans for the new chapter house. On October 29, 1927, the contract was let for the construction of the house to be completed by August 15, 1928. The total cost of the project will be in the neighborhood of \$80,000. The house will accommodate forty-one men and will give *Upsilon* Chapter a home equal to any on the Illinois campus. Credit for the success attained must largely be given to the alumni association of the chapter and the Board of Directors.

At the end of the first semester we were unfortunate enough to lose six members, one through graduation and the others through dropping out for a semester. Brother Stuart Ogg, who graduated in February, is working with the Central Illinois Public Service Co. in Springfield. The loss of these brothers is largely made up by the fact that we initiated nine good men on February 12, bringing the total of actives to twenty-one.

Our athletic activities have been more or less of a success. We didn't go so hot in volleyball, but our basketball team has a good chance to win the championship of our division. At present we are in a tie for first place. Our prospects for a good baseball team are also excellent.

Professionally, *Upsilon* has a good hold on Commerce Activities. Brother S. J. Schrom is *President* of the Commerce Council, an organization composed of representatives of all commerce organizations in the university. Brother Schrom is also *President* of the Illini Chamber of Commerce, *Secretary* of the Interfraternity Council, and *Business Manager* of *The Enterpriser*, the commerce magazine. Brother Uhlenhop is *President* and Brother Adelmhelm is *Treasurer* of the Accountancy Club. Brother M. J. Rose holds down the job of *Advertising Manager* of the *Enterpriser*.

There are only three seniors in the house this year, so there will be a good nucleus to start operations in the new house next year. *Upsilon* has extended a bid for the Grand Chapter Congress to be held next September and if we are successful in securing it, we will show all the visiting brothers a wonderful time. We extend a cordial invitation to all Deltasigs to make the chapter house their headquarters while in Champaign.

W. H. LICHTY, *Scribe.*

Phi has inaugurated the second semester with considerable success. Seven pledges are now wearing the coveted triangle with numerous prospects coming up. They are being handled in a very orderly manner. A schedule is drawn up weekly by which they are to abide. The oak is being constantly threatened and applied.



The recent professional interfraternity basketball tournament brought the name of Deltasig into prominence once again. We entered the finals against *Alpha Rho Chi*, but unfortunately made our exit as runners-up after a rarin' battle. However, we offer a faint excuse in that the previous night we had quite a tussle with *Psi Omega*. At half time the score registered by us did not give any hopes that we had a chance. By the third quarter things began to look brighter, but still we were not threatening. A burst of speed in the last three minutes brought the score to a tie as the final whistle blew. The first overtime period both teams tallied one point. An uncovering of reserved energy such as never before has been witnessed on the Southern California Gym was uncorked and eleven points went over the board for a victory for Deltasig, to close a game of two overtime periods and hilarious excitement.

Thursday, February 2, the chapter held a dance at the famous Coconut Grove of the Ambassador Hotel. Our exams were over and there was nothing to hinder us having a wonderful time. Another dance at the house is being planned for the near future as well as a few smokers and professional meetings.

At the present time our lodge is enjoying prosperity. All available space is occupied by 21 satisfied men.

The coming golf and tennis tournaments will have representatives from Deltasig entered. Our ranks reveal some coming champs and some surprises are about to make their appearance.

An impressive dinner was given the night of January 18th at the Mary Louise Tea Rooms for the purpose of the installation of the new officers. Several of the alumni favored us with their most esteemed presence. Reminiscences of what our fraternity stands

for were reiterated and the old spirit manifested itself immensely.

ALFRED MILLER, *Correspondent.*

Chi Chapter has put over quite a few events since the last news letter which we think might be of interest to the other chapters. After a series of



smokers we picked out quite a number of prospects and after selecting six for our first initiation we gradually smoothed out their numerous wrinkles and after considering them sufficiently purged of undesirable qualities, we put them on the path that leads through the burning sands and on to membership in our fraternity.

The names of our new brothers are as follows: J. Howard Schad, Franklin A. Fite, George Charles Gross, J. Campbell Ashley, Walter F. Boyd, and Robert P. Auer. We followed up the initiation with one of our traditional banquets at the Emerson Hotel and it is needless to say that a good time was had by all.

Since the last news letter we have had one dance and have another scheduled for Saturday, February 18th, at the Emerson Hotel. The next after this dance will be our annual dinner-dance with which we always wind up the school year.

We recently had the pleasure of entertaining Brother "*Gig*" Wright at a dinner and smoker. At the smoker he addressed the brothers and also the six goats and gave us the benefit of his great wealth of information about Deltasig affairs. These visits of Brother Wright are always looked forward to and certainly give inspiration to do better and bigger things for the fraternity. Come oftener, "*Gig*."

The luncheons which are sponsored by the Baltimore Alumni Club are getting more and more popular with both the alumni and actives. From a beginning of about five each luncheon we now see from fifteen to twenty each time. As *Chi* Chapter is temporarily without a house these luncheons give the opportunity to meet brothers regularly and satisfactorily fill a great need.

Our pledging program calls for nine more men this year and at the present time we have four definites and expect to experience no difficulty in getting the other five.

W. R. COMPHER, *Correspondent.*

At the December semi-annual election of officers *Psi* Chapter was proud to reelect



Brother Jack Towle as *Head Master*, and Brother Ruben Lueloff as *Scribe*. Brother Fred King is the new *Treasurer*; Brother Ken Marsden, *Senior Warden*; Brother Art Kuenkler, *Junior Warden*; Brother Romaine Dassow, *Librarian*; Brother Lorry Schmidley, *Historian*; and Brother Swede Siren, *Chancellor*.

Now that the new semester has begun, every brother of *Psi* is again embarking the Ship of Commerce for another cruise. We all feel certain that the proverbial "new leaf" will be as full of good tidings as that of the past semester has been. By moving some pledges, *Psi* expects to have a full house again until June when Brothers Siren, Towle, Knott, Fischer, Ellickson, King, Kiesling, Schaars, and Trayser, present seniors, will leave the ranks of the active chapter.

Psi is taking steps to further its associations with the Commerce faculty by inaugurating a plan of Sunday after-dinner social gatherings at the chapter house. It is expected that more may be accomplished in the way of good fellowship by informal group discussions with prominent faculty members, rather than by the customary dinner speeches.

Psi chapter takes pride in again having a substantial representation in the University of Wisconsin Men's Glee Club. The brothers who have been elected to the concert club are Brothers Art Kuenkler, Arno Meyers, Dick Fischer, Harry Schuck, and Pledge Roll Molzahn. Brothers Fischer and Knott are again on the editorial board of the *Commerce Magazine*, while Brother Art Schaars is business manager of that publication. Brother Erv Senneff last fall won the honor of being initiated into Scabbard and Blade, honorary military fraternity.

On February 15th *Psi* chapter holds its annual Founders' Day Banquet at which it will be a pleasure to hear messages from Brothers Stephen W. Gilman and Carman Blough.

Plans of pledging activities are under way for the new semester, and *Psi* hopes for the success which it has attained on this score in the past semester, having pledged some twenty men during that time. We have a larger active chapter at present than there

was last year at this time, and with every brother's shoulder at the wheel, *Psi* will not stand still.

Athletically, *Psi* has not been very successful in basketball, but boasts of an outstanding bowling team with Brother Bob Lauson as captain. We still fondle great hopes of proving our traditional skill and prowess on the hockey rink if spring weather will only wait until its proper season.

Psi Chapter extends its best wishes for prosperity to all chapters of Delta Sigma Pi, and cordially invites any traveling brothers to visit the "House of Hospitality."

RICHARD R. FISCHER, *Correspondent*.

Omega closed the first semester of the current school year with a most successful dinner-dance held at the Ben Franklin Hotel, Saturday, January 28th, in honor of the twenty-two men initiated the preceding Saturday.



Harry Kuntzleman, popular accounting instructor in the School of Commerce, was also initiated at that time. The dinner-dance was attended by fifty-five couples, including faculty and alumni members.

The initiation of the first semester was one of the most impressive in the history of the chapter. Twenty-two neophytes were subjected to the first and second degrees of the initiation on the Friday evening preceding the day of the final court when all were accepted into full brotherhood. A great deal is expected of this large group of new brothers, as they are the best material available at Temple University, in the estimation of the older brothers.

With the beginning of the new semester on February 6th, the chapter held election of officers. Brother William J. (Rex) Roberts was elected *Head Master* to succeed Brother John B. Haldeman, who was elected at the beginning of the first semester. Other officers elected at the same time are: *Senior Warden*, Ron E. Miller; *Junior Warden*, H. Stanton Reynolds; *Treasurer*, Charles D. Neast; *Scribe*, Alfred G. Witter; *Chancellor*, John H. Shultz; *Historian*, Kenneth H. Nickerson; and *Steward*, Robert F. Kohr. Brothers Kohr and Witter are serving their second terms in their respective capacities.

A most active second semester is looked forward to by members of *Omega* chapter in

the social and scholastic activities of the University. Hearty support of the Interfraternity Ball, to be held February 24th, has been pledged by the brothers. This is the first time in three years that this memorable event has taken place at Temple, and *Omega* is one of the leaders in its revival. A house party, in commemoration of the installation of *Omega* chapter, is scheduled to take place in the chapter house on the evening of February 17th, the fourth anniversary of the chapter.

The active member list of fifty-eight will be decreased by eighteen through graduation in June. It is planned to initiate a few of the pledges held over from the last group sometime this spring, to fill this gap to be left in our ranks by the awarding of sheepskins.

Grand Secretary-Treasurer "Gig" Wright spent two days officially visiting us in January. This was his second visit of this college year, having been with us for several days at the time the Eastern Provincial meeting was held last October.

Brothers Robert F. Kohr and J. George Hummel, *Business Manager* and *Editor-in-Chief*, respectively, of the *Templar*, official yearbook of Temple University, are hard at work on this year's issue and predict a bigger and better book than ever before. Their work is worthy of much praise and the students will surely be greatly surprised and delighted at the result which will be in evidence sometime in May.

Under the careful guidance of Brother Rex Roberts, *President*, the Temple branch of the Y. M. C. A. has started a new membership drive with a quota set at three hundred. Brother Roberts is firm in his belief that the quota will be reached within a short time, with the cooperation of every brother in *Omega* chapter.

Brother Ernest C. Wolf recently received notice of his election as *student manager* of the Temple varsity football team for the season of 1928. The election of Brother Wolf marks the third successive year that this all-important position has been held by a Deltasig. Ernie succeeds Rex Roberts, who was reputed to be the youngest college football manager in the nation last fall.

The destinies of the Temple basketball team are watched with no little interest by all the boys of *Omega*. Cast in the role of student manager of this Temple team that is making a name for itself in eastern ranks, is Brother Samuel McLaughlin, who has

been with the team for the past three years as an assistant and now manager.

RONALD E. MILLER, *Correspondent*.

Alpha-Gamma's winter activities began with a rushing smoker which was attended by more than fifty upperclassmen enrolled in the Commerce and Finance department. After an evening of entertainment, the brothers selected fifteen men whom they thought best fitted to carry forward the work of the fraternity on the Penn State campus. These new men will be pledged and initiated within the next few weeks. As yet, no date has been set for the initiation dance and banquet.

Among the speakers who will conduct meetings, sponsored by *Alpha-Gamma*, for the Commerce and Finance men, are several officials of the Bell Telephone company. These speakers will explain to the students the practical side of advertising, accounting and other subjects in the business administration curriculum.

The annual visit of *Grand Secretary-Treasurer* Wright occurred in January. We were mighty glad to see him and listen to his words of advice for the further improvement of our work.

Publication of *Commerce Comments*, the chapter's news sheet, will be resumed during the second semester. The paper will contain discussions of the chapter's activities and also doings of the Commerce and Finance Department.

W. S. THOMSON, *Correspondent*.

During the first semester *Alpha-Delta* had twenty-five actives, eight of whom were initiated last fall. At present we have five pledges whom we will initiate the last part of March, we also plan to secure a number of new pledges this spring.

Last semester our chapter had several smokers and two banquets. During the coming semester, we are planning to have a joint dinner with *Alpha Kappa Psi*, a Spring party, and we hope to have several monthly dinners and smokers.

At the end of last semester two of our brothers left. Our *Head Master*, Brother



Gratigny, graduated and has accepted a position selling phonographs down on the Mexican border line. Brother Douthit, our *Treasurer*, left school this semester to accept a position which was offered him. This spring we will lose seven more of our brothers through graduation.

Brother Croft, one of our graduate students, was awarded a scholarship in Business Research last semester, and at the same time Brothers Robb, Sougey and Weckback were elected new members of *Beta Gamma Sigma*.

Last semester we also presented the Delta Sigma Pi Scholarship Key to Richard Brown, who had the highest average for the four years of anyone in our college. At this same meeting several scholarships were presented to men in the college and Mr. Weaver spoke to us. Mr. Weaver is the man whom we hope will be the coming governor of Nebraska.

Alpha-Delta is looking forward to the coming semester as one of its best and we hope most successful.

KENNETH F. MOORE, *Correspondent*.

For *Alpha-Epsilon* the present school year is proving to be one of the busiest years in its history and is consequently also proving to be a most enjoyable and profitable one. The new chapter house plays no small part in its present success as the increased facilities have permitted more activities and more extensive pledging.

The social events that have been held have proved to be very successful. Numerous dances have been held at the house, at which many alumni have been present, as well as men from other chapters. The monthly banquets which are a feature of the chapter's activities have been interesting and inspirational, as prominent business men from various fields have been our speakers. Among our recent speakers we have had a lawyer, a realtor and a broker. These banquets are always greatly anticipated and in every instance they fulfill our expectations.

In order to create greater spirit within the School of Business, a series of smokers have been held with Alpha Kappa Psi. Such a smoker was held on February 14th and the informal mix was a spirited affair, making for a true realization of their purpose.

Alpha-Epsilon has been fortunate in having many men influential in the various school actives. Brother Schulz was recently elected *President* of the *Commerce Club*, Brother Gordon Larson was elected *All Senior Treasurer*, and Brothers Lundberg, Redding and Moe were appointed to various committees arranging for the Junior Ball.

The chapter has also been well represented in athletics. Brothers Kreuger and Setre, by some heady playing, annexed the much coveted championship and cup in the Professional Golf Tournament. The house basketball team went far into its schedule before elimination.

The formal initiation of the winter quarter was held on January 28th and brought to a close a most intensive "Hell Week." The initiation of the five pledges was witnessed by many alumni, who conceded it to be an impressive ceremony. A banquet was then held, after which the evening was fittingly concluded at the Schubert theatre. With the elevation of the pledges to brothers there are now twenty-four actives. This number is still to be increased with the initiation of several new pledges in the spring. Thus with the initiation of every pledge and the pledging of several new men, *Alpha-Epsilon* looks forward to its continued success.

GERHARD R. LANDSKOV, *Correspondent*.

Alpha-Zeta seems to have undergone a complete rejuvenation. Heretofore we have been meeting and discussing things; now we are meeting and doing things. The officers of the chapter are Harry Miller, *Head Master*; Thomas Moffat, *Treasurer*, and Alvin Senter, *Scribe*.

School opened with fifteen old men back wearing the badge of *Deltasig*. Even though we were few in number our spirit was not lacking. Plans were immediately made for a smoker and new men invited to it. The smoker was a huge success with twelve men being pledged. The neophytes proved themselves worthy and were initiated February 8th, 1928. These new brothers have entered into the work and added new life to the chapter.

As to activities on the campus, *Alpha-Zeta* is well represented. Brothers Hooser, Elliott, and Bybee were outstanding men on

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Tennessee's undefeated football team. Brothers Baxter and Hancock are being counted upon as valuable men for the varsity baseball team. Brother Youngsteadt is editor-in-chief of the school annual, *The Volunteer*. In other activities such as glee club, dramatic club, etc., *Alpha-Zeta* is equally well represented.

Meetings are held every week at the University Cafeteria. Fraternity business is taken up at this time and from time to time we have as our guests speakers who present discussions on various phases of the professional commerce world. Plans have been made to have prominent men of the business world brought before the school of commerce. Brother Meyer, our chapter adviser and district deputy, has been untiring in his efforts for the welfare of *Alpha-Zeta*.

In closing the members of *Alpha-Zeta* wish to extend to every chapter of Delta Sigma Pi their best wishes for a prosperous year.

ALVIN H. SENTER, JR., *Scribe*.

Since the last issue of THE DELTASIG things have been moving along rapidly for



Alpha-Eta. We initiated ten men in January. They are: Erven Montgomery, Bernard Bryant, Floyd Flack, Thomas Hart,

Frank Reicke, Merlin Clark, Peryl Grosve- nor, president of the Students Association. Also, the following professors: R. H. Sparkman, L. V. Connolly, and Edwin Fitch.

We plan to have another initiation for the remaining eight pledges sometime in March.

We have had several real dinners of late and one banquet following the January initiation. Plans are being made for our winter formal dance to be held March 2nd. The hall and the orchestra have been secured, and the committees are working on the plans to make this the outstanding dance of the year.

Plans are being formulated for an annual Business Day to be held for the first time in the spring. Dean Sparks, of the School of Business Administration, has charge of the plans which are being largely sponsored by *Alpha-Eta*. It is planned to have several prominent business men down for that day, also to have some prominent speaker who is nationally known. More will

be said about this day in the next issue of THE DELTASIG.

Our finances are in the best condition that they have been in for some time, allowing us to have quite a substantial amount for our house building fund.

LEO M. SCHULTZ, *Correspondent*.

Fred Dixon is the newly elected *Head Master* of *Alpha-Theta* Chapter and is in-



stilling much enthusiasm into the fraternity. Our progress is insured with "Freddy" at the head.

Eight men were initiated Saturday afternoon, January 28th. The new members are: Professor Robert E. Taylor, associate professor of accounting and business law; Baxter Moore, Edwin Drake, Jr., Charles Owen, Anthony Stuhreyer, Owen Price, John Biehn, Earl Aylstock.

Grand Secretary-Treasurer "Gig" Wright was expected to visit us at the time of our January initiation but at the last moment we changed the date and Brother Wright was unable to change his itinerary. We expect him later on in the year.

Mr. Edwin Frankewitch, another pledge who was to be initiated on the 28th, was prevented from doing so by being confined in the hospital. Edwin is our star in the ancient art of fencing and was accidentally stabbed when the protecting button on his opponent's foil fell off. Eddy is out again now and will be initiated with the next group of pledges.

Alpha-Theta is planning quite an elaborate smoker to be given some time in February, to which eligible men on the campus will be invited. Desirable men selected from this group, together with two men already pledged will increase our membership adequately.

Alpha-Theta holds a combined business and social meeting on alternating Thursday nights. The hour between seven thirty and eight thirty is devoted to business. Following this, some man known in commercial circles in or around Cincinnati discourses on some subject in which the group is interested. The combination business and social evening is found to be very enjoyable.

JOHN BIEHN, *Correspondent*.

Alpha-Iota Chapter at Drake University, Des Moines, Iowa, began the school year 1927-28 with twenty-two active members back in school and one *Alpha-Nu* brother also enrolled here. With Brother Walter Weisinger at the helm plans were laid for a year's activity and its occurrence thus far will follow herewith.



Word was received definitely that *Alpha-Iota* was to be honored by being allowed to have the provincial convention in Des Moines. All the meetings were held at the Chamberlain Hotel including the banquet in the evening. The day was ended with a stag theatre party at the Princess. Brothers representing each of the following chapters were in attendance: Northwestern, Minnesota, Iowa, Missouri, Kansas, Nebraska, and South Dakota.

We have opened a chapter house at 2838 University Avenue, Des Moines, which is proving very popular and, we hope, will also prove successful in a financial way.

A Founders' Day banquet staged for the active chapter under the direction of the alumni chapter was a big success. Mr. Mareno, foreign export manager of The Rollins Hosiery Mills, was the speaker and he made a real impression with his forcefulness.

The first Deltasig dance of the year was given on December 12th, at Lighthouse Inn and is still the talk of the campus. Paul Christensen's famous radio popularity orchestra assisted us in entertaining our numerous guests in royal fashion. We had guests representing most of the fraternities and sororities on the campus.

On Sunday, February 5th, following mock initiation the night before, at which time the Valley Junction jailer nearly took from us our six neophytes, we initiated the following men into active membership in Delta Sigma Pi: Robert Zeh, William Graustra, Richard Cole, Irwin Abram, Paul Nelo Donohoo, and Eugene Keuffner.

Our second dancing party was given on Friday evening, February 10th, at Bartlett Hall. Freshmen and sophomores of scholastic promise and leadership possibility were our guests and we are planning one big spring dance to sum up our social calendar for the year.

We are anticipating several banquets in the three months yet to come and some plans

have already been laid for the first one of the series.

The active chapter has pledged itself in cooperation with the alumni club to put over a bi-weekly luncheon program. The meetings are held in the private dining-room of Bishop's Cafeteria and any out-of-town brothers visiting the city should remember the luncheons on the first and third Thursday of each month.

Also, one of the biggest things *Alpha-Iota* Chapter has done this year is the beginning of work on a plan for a new building for the College of Commerce and Finance. A committee has been appointed to work on it and plans are being formulated for a drive for the building.

LAWRENCE O. HOLMBERG, *Correspondent.*

"'Tis a sad and woeful tale,
And sorrowful to relate,"
and all that sort of thing.

If the beginning of the quarter could have been used as a criterion, we would have a bountiful supply of pledges. At every meeting a goodly number of new men were brought up. As a rule, they were a good looking bunch of prospective brothers.



Then the beginning of the end.

The Deltasigs seemed to have developed a high superiority complex, or for some reason a blackball clique was formed. At any rate, the result was the same. Man after man was balled, and interest in rushing died out. We have only two pledges so far this quarter. Interest is becoming manifest, however, and we are hoping for more success.

Just now we are looking forward to the coming of Brother *Gig* Wright. To most of us, it will be the initial meeting.

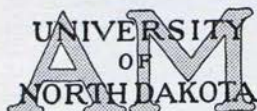
Alpha-Lambda is planning several dances for the near future. It is about time that we indulged in just a little social activities. We have done nothing in that line this year.

We have decided to follow the example of several of the other chapters. According to tentative arrangements and plans, an *Alpha-Lambda News* will be published. "It pays to advertise," and we are going to test out this maxim.

We extend a cordial invitation to all brother Deltasigs to visit us if they ever happen to be in "Carolina."

FRANK E. MATTHEWS, *Scribe.*

The members of *Alpha-Mu* chapter are not only active in the School of Commerce,



but also in various other phases of student activity. Ted Peterson is *president* of Beta Alpha Psi, Jack Blain was *manager* of the Military Ball, Earl Benser is *Cadet Colonel* of the University R. O. T. C., Webster Pullen is *business manager* of the 1929 year book, Howard Myster is *business manager* of the *Dacotah Student*, and Harrison Wilder is *president* of the Interfraternity Council and *manager* of the Senior Prom.

Alpha-Mu has been holding regular monthly luncheons and has had some very interesting topics discussed. We held an initiation in January at which we initiated eight new brothers. A second initiation is being arranged to take place about the first of May.

HARRISON W. WILDER, *Correspondent*.

Alpha-Nu under Head Master Brandt has just completed its most successful term in history. Brothers

Brandt as *Head Master*, Loury as *Senior Warden*, Kidder as *Junior Warden*, Botts as *Treasurer*, and Sukeforth as *Scribe*, were officers during the past semester. Brandt, Botts, and Sukeforth were all reelected as an appreciation of their good work. Loury resigned because of business activities.

The alumni of *Alpha-Nu* entertained the active chapter at the Broadmoor Country Club on November 28th of last year. There were approximately seventy couples in attendance. On December 10th the first initiation of the year was held at the Denver Country Club. We placed pins on eight men, three of whom were faculty members, namely, Dr. G. M. Francis, Prof. H. W. Wood, Prof. R. C. Limber. The banquet and dance that followed was very successful.

Our fortnightly luncheons which are held every other Tuesday at the chapter house are going over big, and at our most recent ones, between thirty-five and forty members,

pledges, and rushees attended. The profits from these luncheons are turned into the house fund which is gradually increasing. At these luncheons we have had several well-known business men of the city, among them being the credit manager of one of the large clothing stores, Mr. Davis of the Retail Credit Company, the head of the installation department of the Mountain States Telephone Company, and Brother Harry Wood, of the Capital Life Insurance Company. One of our other schemes for building up our house fund was a theatre party which was held at the Aladdin Theatre on December 5th and 6th. We realized about fifty dollars on tickets sold by two competing teams.

Alpha-Rho Chapter of Colorado University extended an invitation to *Alpha-Nu* to a dance held on February 4th. Several of the brothers attended and reported a very enjoyable time. We hope to bring *Alpha-Nu* and *Alpha-Rho* closer together from now on, and build up a real Deltasig spirit in this state.

The semester ended on January 28th; the grades were out by February 4th. This was the beginning of our pledging season, and by February 10th thirteen new men were wearing the crown and Delta of Delta Sigma Pi. This success may be directly attributed to the great work of *Senior Warden* Bob Loury during the past semester. We want to state here that we are coming up and that the baby chapter of two years ago is not stopping until it ranks among the best.

Another victory for *Alpha-Nu* at Commerce was scored when representatives of the Commerce Co-ed Club asked us to stage a play in cooperation with them. This play, which is an official commerce activity, was given to Delta Sigma Pi because our fraternity is considered the official men's organization of the school.

One other thing of interest is the first issue of the monthly news letter which will appear within two weeks from date. Brother Curtis Hicks was appointed the *editor-in-chief* of the news letter, and will make it a signal success, if past work is an indication of his ability.

Alpha-Nu extends a cordial invitation to all Brother Deltasigs to place Denver on their vacation itinerary, and while here to make the chapter house their home.

JOHN T. FENN, *Correspondent*.

Alpha-Omicron now owns its own home. The house in which the chapter is living has been purchased and improvements are being made in the form of a shower room and another study room, which is being fitted out in the basement.



At the meeting held January 23rd Brother Dudley resigned as *Head Master* of the chapter and Brother Kreager was elected to fill his place. Brother Dudley left us to take a position with Lybrand, Ross Brothers and Montgomery, C. P. A.s, in Detroit. Brothers Clifford and Mason also accepted positions with this firm for a period of six weeks after which they will return to school. Brother Dudley will return in June for graduation.

The second anniversary dance of *Alpha-Omicron* was held December 10th with seventy couples present. Chase's Collegians furnished the music. Our second house party of the year was held at the chapter house Saturday, February 11th.

Alpha-Omicron has initiated seven men this year and has ten pledges at the present time. An initiation is planned for March at which time we will probably initiate eight men.

Brother Wright, *Grand Secretary-Treasurer*, officially inspected our chapter on January 24th, in time to attend the farewell dinner given our *Head Master*, Brother Dudley. A wrist watch was presented to Brother Dudley in appreciation of his untiring efforts in behalf of *Alpha-Omicron*.

To carry on our professional work *Alpha-Omicron* has had two smokers this year, with Brother Cherrington, Professor of Economics, and Professor Maurer as speakers.

Alpha-Omicron sends an invitation for all brothers to visit us when in Athens.

JOHN H. RICE, *Correspondent*.

Eleven active members of *Alpha-Rho* returned to the School of Business Administration to start a school year which has proved very successful. As there is no competition with Delta



Sigma Pi at the University of Colorado, the best men in the School of Business Administration are pledged without much active

rushing. The men who were pledged and initiated during the fall quarter of school were: Donald Griffin of Connecticut, Ray Morris of Golden, Colo., Clifton E. Davis of Claude, Texas; Herbert Stoll and Roland T. Seebass, both of Denver, Colo. Brothers Nachtrieb and Davis were unable to attend the second quarter of school, leaving an active membership of fifteen. Sophomores entering the School of Business Administration will soon be eligible for pledging, and it is hoped that a number of new pledges may soon be announced from among these men as well as from men who have proven their ability on the campus.

The Deltasig annual formal dance, held February 4th at the Phi Kappa Psi house, was an enjoyable affair. Members of *Alpha-Nu* Chapter, Denver University, were invited to the dance, and we were pleased that six couples from Denver were able to attend the dance as our guests.

A program of speeches and talks once a month by prominent business men in the state had been planned for the winter quarter of school, but due to the interruption of intramural basketball, Operetta practices, and other campus activities, this program was cancelled until spring quarter. The first speaker secured for spring quarter is Sam Freed, Advertising Manager of the Great Western Sugar Co.

During fall and winter quarters meetings have been held once every two weeks, but during the spring quarter the business meetings will be alternated with the programs and speeches arranged for.

Prof. Bushee, Dean of the School of Business Administration, Mr. Duncan and Mr. Johnson, of the Business School faculty, all Deltasigs, take a very active interest in the affairs of *Alpha-Rho* and aid the chapter in numerous ways. The chapter owes much of their present position to the active interest taken in it by these members of the faculty.

Alpha-Rho, as usual, is well represented in activities on the campus. Brother Griffin has been prominent in Little Theatre plays, and in the annual Operetta. Brother Anderson has also been prominent in Little Theatre plays and in the Operetta, and is a member of the Varsity Swimming Team. Brother Tuft is in the Operetta, Brother St. Clair is *Business Manager* of the *Silver and Gold*, the official semi-weekly newspaper of the University, while Brother Kinney is engaged in numerous activities. Besides being

a member of Delta Sigma Pi, he is a member of Sigma Delta Chi, professional journalistic fraternity, and Phi Delta Phi, legal fraternity.

CLARE ST. CLAIR, *Correspondent.*

Alpha-Sigma chapter is making plans to initiate some fifteen men near the end of March. Seven have



already been pledged, and about that many more are to be pledged within the next few days.

Our new Commerce Building, which promises to be the finest on the campus, is well under way, and it will be ready for occupancy next September. This building will mean much to the School of Commerce and Business Administration at Alabama, and the enrollment in this department of the University should increase steadily upon its completion.

Brothers Victor Johnson, Clyde W. Davidson, William E. Pickens, and Harry V. Mitchell have added to their numerous honors by being among those of the School of Commerce who made practically all A's for the first semester, as announced by the weekly *Commerce Bulletin*.

IRIS W. CARMACK, *Scribe.*

The active membership of *Alpha-Tau* Chapter was increased by eleven members



at our initiation November 20th. This was the first initiation since our installation last March. We

were assisted by brothers from *Kappa*. The usual Delta Sigma Pi banquet was held at the Pick Wick Tea Rooms in the evening. Our active enrollment now totals twenty-three which has greatly increased friendship and brotherhood among the students of the Commerce School.

The officers installed for this term are: *Head Master*, Jones Brown; *Master of Ceremonies*, Robert Gunnels; *Master of Festivities*, Thomas Whaley; *Scribe*, J. B. Hanson; *Treasurer*, E. M. Turlington; *Senior Warden*, Alta Finney; *Junior Warden*, Alton Bartlett; *Historian*, Aubrey Myers; *News Editor*, Telford Bowen.

Our round table discussions headed by prominent men of business are held on Thursday evenings of each week. These meetings are instructive and are becoming more popular every week.

The students of Commerce are now publishing a *Commerce Bulletin* which is issued quarterly and affords much publicity among the high schools of the State.

Plans are being made by the chapter to have a smoker for the entire School of Commerce, the purpose of which is to become better acquainted with all commerce students and to afford discussions for the advancement of the school.

Brother Donald M. Guthrie, of *Epsilon* Chapter, had visited with us frequently and given many good suggestions.

TELFORD BOWEN, *Correspondent.*

Although seventeen brothers failed to return this year, most of them having gradu-



ated, the remaining eleven brothers have worked hard to strengthen and improve the chapter. We

have sixteen pledges who will be ready for initiation in March. Of these pledges, the entire class is near the top and the first three men on the sophomore scholarship list are Delta Sigma Pi pledges. Brother Niswonger heads the junior list and Brother Cox the senior list. All other pledges and brothers are high, scholastically, and we are quite well pleased with the chapter average; not satisfied, however.

Our meetings are held every other Wednesday night and a luncheon is held on intervening Tuesdays. These luncheons are proving very successful and all the brothers make it a special point to attend. Speakers are always provided for at these meetings, either a member of the faculty, or a business man from a nearby community, which adds greatly to the pleasure of the meetings.

Because Brother Richard Young is Editor-in-chief of the school paper, Delta Sigma Pi is getting a lot of publicity and every student in the University is aware of the existence of Delta Sigma Pi and has recognized its significance on the campus.

Brother Cox is assistant in the Accounting Department and intends to follow it when he graduates this year. Brother Niswonger is Assistant to Dean Todd, our chapter adviser by the way, and both the brothers are doing great work both for the School of Business and for the chapter.

Along the social line the chapter has been quite active, and, with the approach of spring looming up in the near future, our social activities are bound to increase. Already we are known for the smokers we give and everyone who attends is assured of a good time. These smokers are given for the primary reason of becoming acquainted with prospective pledges and to give the brothers a good time. Ample refreshments are always served and everyone gets enough to eat. Plans for a dance are beginning to formulate and I am sure that, as spring progresses, a Delta Sigma Pi dance will be a reality. Plans have already been made for the initiation with the banquet and all the other things that go to make the day an unforgettable one for the men who are initiated.

With Brother Niswonger as *Head Master* things certainly do look bright for the future. All the brothers are working together and coöperating and I predict a very prosperous year for our chapter. Everything seems to be working out better than we had planned. Delta Sigma Pi on the Miami campus is getting stronger and bigger and better. The faculty are taking a lively interest in the chapter and the Kiwanis Club of Oxford is aiding us in procuring speakers, and by inviting the entire chapter to its meetings.

G. W. SHAW, *Correspondent.*

Alpha-Phi Chapter has its glove in the ring this year. At our last meeting we



fixed the date for our spring initiation, which is to be March 22nd and 23rd. At this time we shall initiate about ten men into the chapter. We want to begin next year with approximately thirty answering to the roll call.

At present there is quite a disturbance throughout Mississippi about moving our university. It has been proposed, and a bill will soon be entered in the legislature, to move the university to our capital city, Jackson. On February 3rd the legislative body was brought to the university campus to investigate the condition of buildings and to decide whether it would be advisable to make this proposed change. It seems that a majority of the votes will be cast against moving it. *Alpha-Phi* Chapter is practically one hundred percent strong in favor of making the change as we believe the Commerce School will be benefited thereby.

Alpha-Phi is well represented throughout the entire South this semester. Brother R. A. Selby and Brother Dewitt Laird represent us on the basketball squad which will make several extensive tours. We are represented by Brother N. B. Bush on the debating team and by Brother V. E. O'Neil on the glee club, both of which will visit several of the southern colleges. Brother S. L. Fortenberry is *Managing Editor* of *The Mississippian*, our college paper. Briefly stating the facts, *Alpha-Phi* is represented in most all activities on the campus.

Ten brothers will be lost this term through graduation but the men we shall initiate in March will try to fill the vacancies.

We extend an invitation to all *Deltasigs* to visit us at any time.

W. P. MULLINS, *Scribe.*

RECENT INITIATIONS

RHO—November 13, 1927

- 138 COLBY, Gilbert Winslow, *Berkeley, Calif.*
 139 FISH, Oscar Henry, *Escondido, Calif.*
 140 KIEFFER, Robert Soule, *Berkeley, Calif.*
 141 CASE, John Danford, *San Francisco, Calif.*
 142 WHEELER, Charles Ruston, *Berkeley, Calif.*
 143 STANLEY, Wheeler Kennedy, *Oakland, Calif.*
 144 HANSON, Alvar, *Fresno, Calif.*
 145 de REYNIER, René Eugene

ETA—November 26, 1927

- 99 BELT, Sylvan Amplias, *Marion, Ky.*
 100 CARPENTER, Dauris Clyde, *Georgetown, Ky.*
 101 CONGLETON, Herman Horton, *Lexington, Ky.*
 102 CROUCH, William Peyton, *Lexington, Ky.*
 103 DAVIS, Ben Perry, *Covington, Ky.*
 104 GRAVES, Jr., Austin Taylor, *Louisville, Ky.*
 105 LUCKETT, Charles Preston, *Morganfield, Ky.*
 106 OGDEN, Jr., Hayden Thomas, *Madisonville, Ky.*
 107 ROHDE, Jr., Robert, *Newport, Ky.*
 108 RUFER, Alf Davis, *Louisville, Ky.*

LAMBDA—November 26, 1927

- 79 ASHMAN, Edward Davis, *Dravosburg, Pa.*
 80 JACOBS, George, *Pittsburgh, Pa.*
 81 VENSEL, William John, *Pittsburgh, Pa.*
 82 PACKARD, Harold Arthur, *Wilkinsburg, Pa.*
 83 KURTH, Jr., George Matthew, *Pittsburgh, Pa.*
 84 MANCHESTER, George Earle, *Pittsburgh, Pa.*
 85 KAUFFMAN, Paul Cutler, *Pittsburgh, Pa.*

SIGMA—December 4, 1927

- 101 SMITH, Paul Wallace, *Salt Lake City, Utah*
 102 COOK, Frank Laty, *Salt Lake City, Utah*
 103 BARLOW, Elmer Call, *Woods Cross, Utah*
 104 MATHEWS, Claude Hyrum, *Salt Lake City, Utah*
 105 WALL, Daniel LeRoy, *Mt. Pleasant, Utah*

PHI—December 4, 1927

- 104 SCHLENS, Lee, *Los Angeles, Calif.*
 105 EVANS, Louis David, *Whittier, Calif.*

PSI—December 4, 1927

- 124 GIESSEL, Lloyd Alexander, *Black Earth, Wis.*
 125 MYERS, Arno Rhodes, *Clarion, Iowa*
 126 KAMM, Kermit Albert, *Madison, Wis.*
 127 JONES, Hayden Addison, *Madison, Wis.*
 128 KIESLING, Arthur George, *Fort Atkinson, Wis.*
 129 MEAGHER, Edward, *Ottawa, Ill.*
 130 KUENKLER, Arthur, *Kenosha, Wis.*

ALPHA-PI—December 4, 1927

- 76 BLADES, Kenneth Marshall, *Hope, Ind.*
 77 EUSEY, Don Fred, *Noblesville, Ind.*
 78 STUDY, Robert Stewart, *Muncie, Ind.*
 79 BENZEL, Edward Francis, *Belford, Ind.*
 80 WARREN, Truman Gerald, *Muncie, Ind.*
 81 HIRONS, Andrew Joseph, *Portland, Ind.*
 82 STEWART, Paul Russell, *Frankfort, Ind.*
 83 RINNE, Carl Herman, *Indianapolis, Ind.*
 84 GRAVES, Paul Andrew, *Salem, Ind.*
 85 BOLITHO, Lester Morey, *Chicago, Ill.*
 86 MURRAY, Russell Alvin, *Linton, Ind.*
 87 VORDERMARK, Don F., *Ft. Wayne, Ind.*

ALPHA-RHO—December 4, 1927

- 37 DAVIS, Elmer Clifton, *Claude, Texas*
 38 MORRIS, Raymond Reuben, *Golden, Colo.*
 39 GRIFFIN, Donald Colman, *Hartford, Conn.*
 40 SEEBASS, Roland Thies, *Denver, Colo.*
 41 STOLL, Jr., Herbert Mortimer, *Denver, Colo.*

GAMMA—December 9, 1927

- 164 WOODMAN, George Scott, *Waban, Mass.*
 165 GILLIS, Maurice Angus, *Boston, Mass.*
 166 O'HARA, John Francis, *Arlington, Mass.*
 167 LYNCH, Jr., Thomas Francis, *E. Weymouth, Mass.*

ALPHA—December 10, 1927

- 466 PARSONS, Howard Charles, *Brooklyn, N. Y.*
 467 HENNING, Fred Robert, *Paterson, N. J.*
 468 SHERIDAN, Cornelius Bernard, *Brooklyn, N. Y.*
 469 STRONG, Elmer Kenneth, *New York, N. Y.*
 470 MCCARTHY, Frederick Joseph, *White Plains, N. Y.*

ALPHA-NU—December 10, 1927

- 58 LIMBER, Ralph Clark, *Denver, Colo.*
 59 WOOD, Harry Wyckham, *Denver, Colo.*
 60 FRANCIS, Gerald McFadden, *Denver, Colo.*
 61 GRACE, James Russell, *Denver, Colo.*
 62 BAKKE, Hjalmer Engman Oliver, *Denver, Colo.*
 63 LOE, Stuart Dent, *Denver, Colo.*
 64 BELL, William Louis, *Oak Creek, Colo.*
 65 NORBLOM, Harold Adolph, *Denver, Colo.*

THETA—January 8, 1928

- 174 WITCHELL, Marshall Peter, *Lansing, Mich.*
 175 BUTLER, Bancroft George, *Detroit, Mich.*
 176 WARD, Tom, *Detroit, Mich.*
 177 MATZEN, Donald, *Detroit, Mich.*
 178 FITZPATRICK, Michael, *Kalamazoo, Mich.*
 179 WEBER, Ralph Leonard, *Detroit, Mich.*
 180 PETZ, John Theodore, *Detroit, Mich.*
 181 MARANTETTE, David Theodore, *Detroit, Mich.*
 182 JAKSINA, Stanley Joseph, *Detroit, Mich.*
 183 O'GRADY, Lawrence R., *Detroit, Mich.*
 184 BABO, Edwin Bernard, *Greenville, Pa.*

BETA—January 14, 1928

- 429 LUNDBERG, Lloyd Lawrence, *Chicago, Ill.*
 430 NEALY, Elton John, *Chicago, Ill.*
 431 BLOOM, Paul, *Chicago, Ill.*
 432 NORTON, Wallace John, *Oak Park, Ill.*
 433 CANNON, Lee Baker, *Oak Park, Ill.*
 434 DENNIS, Francis Hagarty, *Chicago, Ill.*

ZETA—January 15, 1928

- 82 SHIMMIN, Robert Edwin, *Evanston, Ill.*
 83 EVANS, Richard Carl, *Evanston, Ill.*
 84 De BER, George Leonard, *Chicago, Ill.*
 85 HARVEY, Robert Emmett, Jr., *St. Joseph, Mo.*
 86 VAN DEUSEN, Bradford, *Grand Rapids, Mich.*
 87 MELLICK, Carlton, *Evanston, Ill.*
 88 WILLIAMS, Keith Thomas, *Detroit, Mich.*
 89 TATHAM, Arthur Edward, *Evanston, Ill.*
 90 MOORE, Lyman, *Evanston, Ill.*
 91 DUNN, Ernest C., *Cairo, Ill.*
 92 PIERCE, Richard Heaps, *Winfield, Kan.*
 93 ROSIE, Walter Allan, *Oak Park, Ill.*

ALPHA MU—January 19, 1928

- 64 WHITLO, Charles Milton, *Mohall, N. D.*
- 65 RUTHERFORD, Bruce Flemming, *Fargo, N. D.*
- 66 MCKENZIE, George Arthur, *Dickinson, N. D.*
- 67 SHOWERS, Edward George, *Kenmore, N. D.*
- 68 PETERSON, Theodore Carl, *Lakota, N. D.*
- 69 PULLEN, Webster Ennis, *Donnybrook, N. D.*
- 70 WILLIAMS, Charles Howard, *Fargo, N. D.*
- 71 BUCHANAN, Charles Thomas, *Carrington, N. D.*
- 72 BILLIGMEIER, Walter Forest, *Goodrich, N. D.*

OMEGA—January 21, 1928

- 139 ALBERTINI, William Fred, *Mt. Carmel, Pa.*
- 140 ALEXANDER, Chester Ludwig, *Milton, Pa.*
- 141 ARNOLD, Frank Henry, *Lebanon, Pa.*
- 142 BOLEY, William Keene, *DuBois, Pa.*
- 143 BROWELL, John Nelson, *Palmerton, Pa.*
- 144 BROWN, Orris Hall, *Warren, Pa.*
- 145 DeLANCEY, James Oliver, *Philadelphia, Pa.*
- 146 FINK, Melvin Franklin, *Philadelphia, Pa.*
- 147 HAMEL, William Albert, Jr., *Pittsburgh, Pa.*
- 148 HITCHCOCK, Wendell Joseph, *New Castle, Pa.*
- 149 HOFFMAN, Leslie Arthur, *Wisconsin, Pa.*
- 150 HOLLAND, Robert Grover, *Kostlyn, Pa.*
- 151 KUNTZLEMAN, Harry Lee, *Phoenixville, Pa.*
- 152 McHENRY, James Francis, *Philadelphia, Pa.*
- 153 MUMMA, Bigler Hoffman, *Mount Joy, Pa.*
- 155 PIPA, Joseph George, *Keiser, Pa.*
- 156 PORTER, Milton Thomas, *Saratoga Springs, N. Y.*
- 157 RITCHIE, John Milton, *Baltimore, Md.*
- 158 RUTTER, Frank Walter, *Rotterdam Jct., N. Y.*
- 159 SHUBROOKS, William Kissinger, *Lancaster, Pa.*
- 160 STEWART, William Joseph, *Kane, Pa.*
- 161 TURNER, Thomas Irwin, *Julian, Pa.*
- 162 WALLER, George Raymond, *New Castle, Pa.*

ALPHA-KAPPA—January 21, 1928

- 44 LOCKHART, Oliver Cary, *Buffalo, N. Y.*
- 45 BURTON, Norman Lee, *Buffalo, N. Y.*
- 46 RICHARDSON, George Hurd, *Buffalo, N. Y.*
- 47 GAULD, Richard, *Buffalo, N. Y.*
- 48 ALLEIN, Eugene John, *Buffalo, N. Y.*
- 49 BARKER, Robert Dunclee, *Niagara Falls, N. Y.*
- 50 PHILLIPS, Edwin, *Buffalo, N. Y.*
- 51 DETRICK, Harold Roy, *Buffalo, N. Y.*
- 52 ACKERMAN, Everett William, *Buffalo, N. Y.*

ALPHA-EPSILON—January 28, 1928

- 107 SCOTT, Russell Barteau, *Minneapolis, Minn.*
- 108 KRUEGER, Arthur Russell, *Minneapolis, Minn.*
- 109 HARRIGAN, Robert James, *Stillwater, Minn.*
- 110 PEDERSON, Fred G., *Underwood, Minn.*
- 111 LANDSKOV, Gerhard Raymond, *Minneapolis, Minn.*

CHI—February 4, 1928

- 103 ASHLEY, J. Campbell, *Baltimore, Md.*
- 104 AUER, Robert Phillips, *Baltimore, Md.*
- 105 BOYD, Walter Francis, *Baltimore, Md.*
- 106 FITE, Franklin Allen, *Baltimore, Md.*
- 107 GROSS, George Charles, *Baltimore, Md.*
- 108 SCHAD, John Howard, *Baltimore, Md.*

ALPHA IOTA—February 5, 1928

- 81 ABRAM, Irwin, *Des Moines, Iowa*
- 82 COLE, Richard George, *Omaha, Neb.*
- 83 DONOHOO, P. N., *Des Moines, Iowa*
- 84 KUEFNER, Eugene A., *Des Moines, Iowa*
- 85 GRAUSTRA, William H., *Foreston, Minn.*
- 86 ZEH, Robert Erwin, *Des Moines, Iowa*

MU—February 12, 1928

- 161 CAMINO, Robert Hugh, *Brownsville, Pa.*
- 162 CARROLL, Raymond John Francis, *Pawtucket, R. I.*

- 165 CAVENEY, James Augustine, Jr., *Chicago, Ill.*
- 166 DALEY, Gerald Andrew, *Burlington, Vt.*
- 167 ERNEST, Henry, Jr., *Newport, R. I.*
- 168 HOFFMAN, Van Manning, *Washington, D. C.*
- 169 HORNIBROOK, Edward, Jr., *Washington, D. C.*
- 170 LEE, Henry Mason, Jr., *Dowagiac, Mich.*
- 171 McALOON, Leo Raymond, *Pawtucket, R. I.*

UPSILON—February 12, 1928

- 195 THORN, Marvin Dobbins, *Rocky Ford, Colo.*
- 196 LIOHTY, Robert Eldon, *Zion, Ill.*
- 197 HAMPTON, John Lowell, *Litchfield, Ill.*
- 198 COOPER, Arthur Edwin, *Chicago, Ill.*
- 199 HAWKE, James Edward, *Hobart, Ind.*
- 200 UHLENHOP, William Bernard, *Litchfield, Ill.*
- 201 REID, Leslie Donald, *Chicago, Ill.*
- 202 MACLIN, Edmond Anderson, *Ripley, Tenn.*
- 203 SMITH, Edwin Allison, *Evanson, Ill.*

KAPPA—February 18, 1928

- 118 PICKARD, Charles Wesley, *Atlanta, Ga.*
- 119 VAUGHAN, William Price, *Atlanta, Ga.*
- 120 BELL, Ralph, *Atlanta, Ga.*
- 121 CLARKE, Elijah Stephen, *Atlanta, Ga.*
- 122 MURDOCK, Guy Erving, *Atlanta, Ga.*
- 123 GILES, George Thomas, *Atlanta, Ga.*
- 124 MORRELL, Stanley Alfred, *Atlanta, Ga.*

EPSILON—February 19, 1928

- 170 SNYDER, Wilford Eugene, *Delta, Iowa*
- 171 TORRANCE, Vance William, *Iowa City, Iowa*
- 172 GOFF, Eli Murray, *Winfield, Iowa*
- 173 SHELLABARGER, Carl Cecil, *Columbus Junction, Iowa*
- 174 FELLOWS, William Kenneth, *Lansing, Iowa*
- 176 HAIGHT, Allan Francis, *Winfield, Iowa*
- 177 CLARK, Frank Ellis, *Winfield, Iowa*
- 178 BERGLUND, Kenneth John, *Rock Island, Ill.*
- 179 BERGLUND, Millard Frederick, *Rock Island, Ill.*
- 180 BRUNK, William Curtis, *Waterloo, Iowa*

ALPHA CHI—February 18, 1298

- 1 KUEHNE, Richard Magnus, *St. Louis, Mo.*
- 2 STRAUB, Ralph Henry, *Webster Groves, Mo.*
- 3 BECHSTEIN, Milton Earl, *Kirkwood, Mo.*
- 4 REID, Aubrey Delmas, *St. Louis, Mo.*
- 5 RADFORD, John Henry, *Eldorado Springs, Mo.*
- 6 MITCHELL, John Calhoun, *Clinton, Mo.*
- 7 HOUSE, Edward Grant, Jr., *St. Louis, Mo.*
- 8 MASON, Charles Pressley, *St. Louis, Mo.*
- 9 HEUER, William Henry, *St. Louis, Mo.*
- 10 FENTON, John Crimble, *St. Louis, Mo.*
- 11 RIEDEL, Theodore William, *St. Louis, Mo.*
- 12 HERZOG, Peter William, *St. Louis, Mo.*
- 13 SHAW, Earl Bennett, *Monroe, Iowa*
- 14 WIPFLER, Earl John, *St. Louis, Mo.*
- 15 HOLTGREWE, Kenneth George, *St. Louis, Mo.*
- 16 KELLY, Frederic Short, *St. Louis, Mo.*
- 17 ZIMMERMAN, Arnold William, *Cape Girardeau, Mo.*
- 18 HAYES, Ernest Alonzo, *New London, Iowa*
- 19 CRANSTON, Robert Penn, *St. Louis, Mo.*
- 20 CONSTANCE, Roger Edward, *Webster Groves, Mo.*
- 21 KNAPP, John Frank, *St. Louis, Mo.*
- 22 ASKEY, Philip Edwin, *St. Louis, Mo.*
- 23 BECKERS, Carl Louis Alexander, *St. Louis, Mo.*
- 24 WESTOVER, John Meredith, *St. Louis, Mo.*
- 25 KOECHIG, Kenneth William, *St. Louis, Mo.*
- 26 BATE, Thomas Vernon, *Belleville, Ill.*
- 27 GRACE, John Cornelius, *Charleston, Mo.*
- 28 PHILLIPS, Marvin Hurston, *Marshall, Mo.*
- 29 SCHULTZ, Ernest Herman H., Jr., *St. Louis, Mo.*
- 30 VANDELOECHT, Harry Theodore, *St. Louis, Mo.*
- 31 THOMAS, Lewis Francis, *St. Louis, Mo.*
- 32 SINCLAIR, Hunjly Macdonald, *Aultsville, Ont., Can.*



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The Central Office
ADAMS-FRANKLIN BUILDING, CHICAGO, ILL.
Telephone Franklin 3476

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ALPHA—New York University, School of Commerce, Accounts and Finance Chapter House, 26 W. 11th St., New York, N. Y. Tel. Watkins 10422

Head Master.....J. Joseph Keane.....1008 Summit Ave., New York, N. Y.
ScribeEdwin J. Carroll.....1910 University Ave., New York, N. Y.
TreasurerCharles A. Snyder.....1167 E. 32nd St., Brooklyn, N. Y.

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News Editor.....Paul Bloom.....5938 Broadway, Chicago, Ill.

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Head Master.....Ernest L. Collins.....8 Euston Street, Brookline, Mass.
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TreasurerJames W. Connors.....26 Pickman St., Salem, Mass.

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ScribeHugo Ostberg.....615 S. Clinton St., Iowa City, Iowa
TreasurerElmer H. Gabel.....615 S. Clinton St., Iowa City, Iowa

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ScribePaul W. Fairchild.....Sigma Chi House, Evanston Ill. Univ. 1317
TreasurerRobert Rusch.....Delta Tau Delta House, Evanston, Ill. Univ. 908

ETA—University of Kentucky, College of Commerce

Head Master.....Leroy M. Miles.....601 E. Main St., Lexington, Ky. Tel. 2958
ScribeJ. Philip Glenn.....211 E. Maxwell St., Lexington, Ky.
TreasurerLon B. Rogers.....505 E. Main St., Lexington, Ky. Tel. 750

THETA—University of Detroit, School of Commerce and Finance

Head Master.....Gordon Goodrich.....15373 Parkside Ave., Detroit, Mich.
ScribeJ. F. Collins.....90 W. Euclid Ave., Detroit, Mich. Tel. Empire 1213
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IOTA—University of Kansas, School of Business Chapter House, 1244 Louisiana St., Lawrence, Kans. Tel. 1288

Head Master.....Ralph E. Doughton.....1244 Louisiana St., Lawrence, Kan.
ScribeAlbert Dent.....1244 Louisiana St., Lawrence, Kan.
TreasurerDale McNeal.....1244 Louisiana St., Lawrence Kan.

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Head Master.....Hugh W. Russey.....Campbell Coal Co., Atlanta, Ga.
ScribeGeorge G. Thomas.....404 W. Peachtree Street, Atlanta, Ga.
TreasurerHorace M. Davis.....192 Hurt St., N. E., Atlanta, Ga.

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Head Master.....George J. Dierker.....319 Broadmoor Ave., Pittsburgh, Pa. Tel. Lehigh 4949
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Head Master.....John F. Healy.....2003 Columbia Road, N. W., Washington, D. C.
ScribeJames F. Clancy.....2003 Columbia Road, N. W., Washington, D. C.
TreasurerClarence E. Birgfeld.....3600 Connecticut Ave., N. W., Washington, D. C.

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Head Master.....Calvin Sommer172 15th Ave., Columbus, Ohio
ScribeTom L. Wheeler.....172 15th Ave., Columbus, Ohio
TreasurerDonald Jones.....172 15th Ave., Columbus, Ohio

XI—University of Michigan, School of Business Administration Chapter House, 1502 Cambridge Road, Ann Arbor, Mich. Tel. 5518

Head Master.....Clare M. Harder.....1502 Cambridge Road, Ann Arbor, Mich.
ScribeC. Rolland Damm.....1502 Cambridge Road, Ann Arbor, Mich.
TreasurerRobert M. Birdseye.....1502 Cambridge Road, Ann Arbor, Mich.

PI—University of Georgia, School of Commerce

Head Master.....John B. Hill.....490 E. Pulaski St., Athens, Ga.
ScribeOtis C. Joiner.....Box 814, Athens, Ga.
TreasurerWilliam A. Ward.....Georgia Co-op, Athens, Ga.

RHO—University of California, College of Commerce

Head Master.....Walter Peterson.....2428 College Ave., College Ave., Berkeley, Calif.
 ScribeJack Kemp, Jr.....2335 Piedmont Ave., Berkeley, Calif.
 TreasurerEric Stanford.....2728 Durant Ave., Berkeley, Calif.

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 ScribePaul L. Henry.....221 S. 13th St., East, Salt Lake City, Utah
 TreasurerWallace Worswick.....3059 S. 7th St., East, Salt Lake City, Utah

UPSILON—University of Illinois, College of Commerce and Business Administration
Chapter House, 709 S. Second St., Champaign, Ill. Tel. 2440

Head Master.....M. T. Rose.....709 S. Second St., Champaign, Ill.
 ScribeW. B. Uhlenhop.....709 S. Second St., Champaign, Ill.
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PHI—University of Southern California, College of Commerce and Business Administration
Chapter House, 335 W. 27th St., Los Angeles, Calif. Westmore 7683

Head Master.....W. Kermit Wilson.....335 W. 27th St., Los Angeles, Calif.
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Head Master.....George H. Murdock.....9 Linden Terrace, Towson, Md.
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ALPHA-GAMMA—Pennsylvania State College, Department of Commerce and Finance

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 ScribeW. F. Stimmel.....Omega Epsilon House, State College, Pa. Tel. 97
 TreasurerW. S. Turner.....Phi Kappa Sigma House, State College, Pa.

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 ScribeWillard G. McNamara.....1423 "S" St., Lincoln, Nebr. Tel. B-3716
 TreasurerAlfred A. Hook.....558 N. 14th St., Lincoln, Nebr. Tel. L-5598

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 ScribeThlman O. Moe.....1029 4th St., S. E., Minneapolis, Minn.
 TreasurerWalter L. Swanson.....1029 4th St., S. E., Minneapolis, Minn.

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 TreasurerThos. B. Moffat.....1312 Highland Ave., Knoxville, Tenn.

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TreasurerClarence B. Forkner.....South Hall, Bloomington, Ind. Tel. 579-W

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TreasurerClarence Cox.....Sigma Chi House, Oxford, Ohio. Tel. 241

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- KANSAS CITY, Mo.: *President*, H. Emmons Kincaid, 601 Continental Bldg.; *Secretary-Treasurer*, Louis A. Buck, Jr., 714 Ridge Arcade Bldg. Luncheons, every Friday, fifth floor, City Club Bldg., 1023 Grand Avenue, at 12:00 noon. Dinners, the third Friday of each month, University Club, at 6:30 P. M.
- LOS ANGELES, Calif.: *President*, Charles E. Berry, 660 S. Spring Street; *Vice-President*, Carl J. Duggan, 518 Merchants National Bank Bldg.; *Secretary*, W. J. Courtright, 660 S. Spring Street; *Treasurer*, Maury W. Latker, Reo Motor Car Co., 1200 S. Hope Street. Luncheons, every Thursday, Broadway Department Store, 4th & Broadway, at 12:00 noon. Dinners as announced by special notice.
- MADISON, Wis.: *President*, Harry M. Schuck, Tripp Hall; *Vice-President*, Carman G. Blough, 2610 Chamberlain Avenue; *Secretary-Treasurer*, Martin A. Bliese, 132 Breese Terrace. Luncheons, first and third Thursdays of each month, Park Hotel, at 12:15 P. M.
- MILWAUKEE, Wis.: *President*, David R. Jones, 275 10th Street; *Vice-President*, C. L. Kreuz, 238 13th Street; *Secretary*, A. J. Witmeyer, 399 Third Avenue; *Treasurer*, Alvin Newburg, 130 14th Street. Luncheons, every Thursday, City Club, 3rd floor, Merrill Bldg., at 12:15 P. M.
- MINNEAPOLIS, Minn.: *President*, Rudolph Janzen, 1405 Sixth St., S. E.; *Secretary-Treasurer*, Claude H. Cook, 1531 Hewitt Ave., St. Paul, Minn. Luncheons, every Thursday, Priscilla Tea Shop, 6th floor, New England Building, 5th Street and 1st Avenue, N., at 12:00 noon.
- NEW YORK, N. Y.: *President*, A. A. Masterson, care American Chic Company; *Secretary-Treasurer*, Benj. A. Ross, 100 Washington Square East.
- PHILADELPHIA, Pa.: *President*, Clarence B. Wingert, 1100 S. 52nd Street; *Vice-President*, E. Winston Bretz, 1857 N. 17th Street; *Secretary-Treasurer*, Harry H. Pitts, 631 W. Clearfield Street. Luncheons, the second and fourth Thursdays, at the Adelpia Hotel, at 12:30 P. M.
- PITTSBURGH, Pa.: *President*, Paul F. McCoy, Downtown Y. M. C. A., Wood St. and Third Avenue.
- ST. LOUIS, Mo.: *President*, A. E. Haggett, 3703 Washington Avenue; *Vice-President*, Karl F. Brunkow, 505 National Bank of Commerce Bldg.; *Secretary-Treasurer*, Wm. E. Pemberton, 3703 Washington Avenue. Luncheons, every Thursday, American Hotel Ratskeller, at 12:00 noon. Meetings, last Friday of each month, Windsor Hotel, 4209 Lindell Blvd., Apt. 714, at 8 P. M.
- SALT LAKE CITY, Utah.: *President*, Joseph Matson, 1123 East 7th South; *Vice-President*, Lee L. Pitchforth, care R. H. Pitchforth Livestock Company; *Secretary-Treasurer*, Charles H. Cook, 1127 Second Avenue. Luncheons, every Monday, Shay's, at 12:00 noon. Meetings, first Monday of each month.

Fraternity Supplies

Official ΔΣΠ badges can be secured only through The Central Office of the fraternity, 1485 Adams-Franklin Building, 222 W. Adams St., Chicago, Illinois, and our official jewelers are not permitted to either accept orders for new badges, nor make repairs on old badges. Address all correspondence in this connection through The Central Office. A complete stock is maintained at all times, and your orders will be filled promptly and without delay. Please remember it takes a few days to engrave your number on your badge, so give us all the time possible. This engraving is required on all badges, and is provided free of charge.

No jewelry is shipped C. O. D. Checks must accompany all orders, and the price list, which is subject to change without notice, is as follows:

BADGES

Standard ΔΣΠ pearl badge, 19 pearls, full crown set.....	\$12.60
Standard ΔΣΠ white gold badge, 19 pearls, full crown set.....	17.60
Standard ΔΣΠ opal badge, 19 opals, full crown set.....	12.60
Alternate diamond and pearl badge, 9 diamonds, 10 pearls, platinum mounted	90.00
All diamond badge, 19 diamonds, platinum mounted.....	125.00

CHAPTER GUARDS

One letter, pearls or opals, full crown set.....	\$ 5.50
Two letters, pearls or opals, full crown set.....	10.00
White gold guards, one letter, pearls, full crown set.....	8.00
White gold guards, two letters, pearls, full crown set.....	12.50
One letter, plain gold.....	2.50
Two letters, plain gold.....	8.50

MISCELLANEOUS

Engraved fraternity stationery, size 7¼ x 10¼", 48 engraved sheets containing coat-of-arms in gold, 24 plain sheets, and 48 envelopes to the box, postage prepaid.....	\$ 2.00
(Add 15c for extra postage if west of Denver, east of Harrisburg, Pa., or south of Macon, Ga.)	
Recognition buttons, gold \$1.25 each, silver, each.....	.75
ΔΣΠ felt banners, 4 x 6' in size, purple background with letters ΔΣΠ in gold, prepaid	12.00
Playing cards, bridge size, gold edged, with ΔΣΠ imprinted on the back, postage prepaid, per deck.....	1.75
Volumes XVII, XVIII, and XIX, THE DELTASIG, beautifully bound, postage prepaid, per volume.....	2.50
(Copies of volumes earlier than XVII are no longer available.)	
Official fraternity songs: "Yours Fraternally in Delta Sigma Pi," "Rose of Deltasig", \$4.00 per dozen copies, \$2.50 per half-dozen copies, single copies50
Certificates of membership are supplied free of charge at the time of initiation. Copies supplied thereafter are.....	1.50
ΔΣΠ book labels, containing your name, 500 copies.....	5.00

Make all checks payable and address all orders to

Delta Sigma Pi

Adams-Franklin Bldg., Chicago

A Fraternity Man

I am a fraternity man;
I wear a pin.
Somehow things aren't breaking right
For me this year.
Of course classes have never meant very
much to me;
Then by nature I'm not especially athletic.
Probably that's the reason
I've never made any of the teams.
The boys, however, don't seem to under-
stand me.
I would have gone out for one of the papers
Except for that raw deal I got,
And a gentleman has feelings, I think.
Sometimes I believe
I'd still like to go into dramatics;
But they never give a new man a decent part,
And it would be rather a nuisance
Having to commit a long one to memory.
A year ago the chapter made me corres-
ponding secretary—
You know, to write letters
For the magazine.
It wasn't very much of an office
For a good man.
But I never could seem to remember
When the things were due.
Old Dr. Flut got right nasty about it.
Then there was that affair of last week.
Some of the fellows got to work
Cleaning the house up.
I really was sorry not to be there,
But I just had to go to town that afternoon.
Mary expected me—or was it Sue?
I forget.
Still, I told them how nice the place looked
After they got through.
Went out of my way, too, to say it.
And how they acted!
Unsympathetic, I call it, from brothers.
Really, I'm getting to care less
About the place every day.
It's frightfully limited at home, but one's
appreciated—
At least to a certain extent.
Oh, well! Anyway, I am a fraternity man;
I wear a pin.

—Rainbow of Delta Tau Delta.