



THE DELTASIG
OF DELTA SIGMA PI



MARCH · NINETEEN · THIRTY · EIGHT



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THE INTERNATIONAL FRATERNITY OF DELTA SIGMA PI

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Founded at New York University, School of Commerce, Accounts and Finance,
on November 7, 1907, by Alexander F. Makay, Alfred Moysello,
Harold V. Jacobs and H. Albert Tienken.

A fraternity organized to foster the study of business in universities; to encourage scholarship and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a high standard of commercial ethics and culture, and the civic and commercial welfare of the community.

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The
Editor's Foreword

THERE is a great diversification of articles and interesting news items in this issue. The article by Brother Morrison on "What Facts Are Essential to Sound Investment" will be of interest to many of our members. And don't fail to read the article "An Opportunity and a Responsibility" by President Compton of the Massachusetts Institute of Technology which should prove of particular interest to all members, both undergraduates as well as graduates. While it was addressed to engineering graduates it applies equally well to business administration. Our alumni certainly have a great variety of interests as the special articles and the alumni news in this issue will testify: archaeological exploration, community chest, politics, banking, civic activities, writing, just to mention a few.

THE BANQUET given in honor of Dr. James E. Hagerty, the founder and first Dean of the College of Commerce and Administration of Ohio State University was a most delightful occasion, and I congratulate our Ohio State chapter for the highly satisfactory manner in which it was handled. Which prompts a suggestion that probably many other chapters could give consideration to honoring their distinguished alumni NOW. Don't wait until you wished you had done it.

CHAPTERS CONTINUE to send in most encouraging reports regarding their pledging results. Initiations have increased at least five per cent over last year which was a mighty fine one. Many chapters are experiencing the largest pledge classes in ten years or more. All of which means bigger attendance and better support of the fraternity activities of our many chapters.

MEMBERS ARE beginning to anticipate the next Grand Chapter Congress of Delta Sigma Pi which will be held in September, 1939. The Grand Council will undoubtedly determine the place at their next meeting early this summer. Chapters and alumni clubs desirous of extending an invitation for the 1939 meeting should submit all facts immediately in order to receive thorough consideration.

OUR EXPERIENCE with the loans to our undergraduate members has been most satisfactory. Every loan due has been paid in full. The fraternity has additional funds which are available for loan to any deserving undergraduate member who can meet the requirements. Full details are published in the Manual for Chapter Officers; application forms can be secured by writing the Central Office.—H. G. WRIGHT

THE DELTASIG OF DELTA SIGMA PI

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H. G. Wright, Editor

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DELTA SIGMA PI is a charter senior member of the Professional Interfraternity Conference, organized in 1928 to encourage high scholarship, professional research, advancement of professional ethics, and the promotion of a spirit of comity among the professional fraternities in the advancement of fraternity ideals.

The members of the Conference comprise: ARCHITECTURE, Alpha Rho Chi. CHEMISTRY, Alpha Chi Sigma. COMMERCE, Alpha Kappa Psi, Delta Sigma Pi. DENTISTRY, Delta Sigma Delta, Psi Omega, Xi Psi Phi. EDUCATION, Kappa Phi Kappa, Phi Delta Kappa, Phi Epsilon Kappa, Phi Sigma Pi. ENGINEERING, Theta Tau, Sigma Phi Delta. LAW, Gamma Eta Gamma, Delta Theta Phi, Phi Alpha Delta, Phi Beta Gamma, Sigma Delta Kappa. MEDICINE, Alpha Kappa Kappa, Nu Sigma Nu, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Rho Sigma, Theta Kappa Psi. PHARMACY, Kappa Psi.





The Grand President's Page

■
EUGENE D. MILENER
Grand President of Delta Sigma Pi

WITH THE SECOND SEMESTER well under way most of the chapters and alumni clubs of Delta Sigma Pi can begin to see just what their accomplishments for 1937-1938 will be. In the large majority of cases this picture as it unfolds is a pleasant one, one that makes our members feel the thrill of activity and the satisfaction of achievement. I sincerely hope that before school closes every unit and every individual in our fraternity will check the prospects for the balance of the year and add them to what has been accomplished so far and take immediate steps to strengthen any weak spots. For instance, if any man in your chapter is carrying low marks let the whole chapter get behind him; let all help him and encourage him. Let's make it so the Dean will take notice!

Several chapters assure me they will have the maximum of 100,000 points in the Chapter Efficiency Contest. And I am sure they will. Remember though, it is not too late to make a spare although you may have missed a strike.

Again I want every chapter to remember 40-20. Get your active membership as near 40 as practicable before the year is up, but under no circumstances close your chapter activities this summer unless 20 good men and true are all ready to come back in the fall and get the chapter off to a quick, good start.

I am still watching professional activities very closely and this is one of the best years in that important branch of our work that I can remember. I congratulate the professional committees of chapters and alumni clubs on their selections of programs and speakers and particularly on their abilities to get the speakers after they have been selected.

Our baby chapter, Beta Omicron, at the University of Newark is passing out of the incubator stage. Their house is well kept, their affairs are well organized and they initiated some fine men in February. New Jersey is the last state we have entered but with Beta Omicron learning to walk, and that big, lively Beta Xi bunch at Rider College going like race horses, the little state of Jersey is fast becoming a leader in Delta Sigma Pi.

Congratulations to Nu Chapter for staging that big banquet to Dean Hagerty, founder of the College of Commerce and Administration. I wish every chapter would stage one unusual event each year that would bring it closer to the university and to the faculty.

I have visited several chapters and alumni clubs recently. A week-end at Deltasig Lodge, Atlanta, was particularly enjoyable. Those who attended the last Grand Chapter Congress would be quick to recognize the many improvements and additions that have taken place since then. If such a thing is possible interest and enthusiasm is at a higher pitch than in 1936. Truly this is an outstanding experiment in college fraternity work and should be continued to be watched with keen interest.

The Philadelphia Alumni Club banquet and party is yearly an event one never forgets. This year's event which was held in Camden, New Jersey was no exception. With two local chapters that have for years been feeding first class men into the club, and with other Deltasigs who gravitate to the City of Brotherly Love, the club can really do things. This year the banquet was preceded first by a Beta Nu undergraduate initiation and then by an unique event. Ten alumni members of Tau Delta Kappa, the local fraternity that became amalgamated with Delta Sigma Pi in 1932, were initiated as alumni members of Delta Sigma Pi. Some of these men graduated 15 or 18 years ago. Thus the bonds of Deltasig continue to be strengthened.



THE
OF



DELTA SIG
DELTA SIGMA PI

MARCH, 1938

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What Facts Are Essential to Sound Investment

FINANCIAL STATEMENTS that are adequately revealing are important tools of the intelligent investor. Unfortunately, too many financial statements are not adequately revealing and only the stockholders with a dominant interest and a few fortunate investing stockholders, or their investment advisers, who use their ingenuity to devise ways and means, are able to obtain essential data. With a substantial part of the capital of the country provided by the investing stockholder as contrasted with the controlling stockholder, it is reasonable that he should receive sufficient information to reach a well founded conclusion on buying, holding or selling a particular security.

What constitutes adequately revealing information? What should a balance sheet and what should an income statement show? What supplementary statements are desirable? Then—how may such information be used to advantage?

Operating Results Vital

THE PROBLEM of the investor is to appraise the value of specific securities. To do this he divides his problem into two parts, operating and financial. Ordinarily, analysis of operations is more important than analysis of the financial situation, although exceptions arise in the case of

burdensome debt or early maturities, or in deficiency of either production facilities or working capital. When any of these conditions prevail, financial problems loom large. Conversely, excess working capital or saleable assets may produce greater value for the security. However, the successful investor is primarily a student of operating results, which should be revealed in the income statement.

Balance sheets and surplus reconciliations help the analyst with his second problem, namely, the financial. An additional financial statement is sorely needed, but practically never made available to the investor, and that is a cash statement which indicates the ability of the business enterprise to pay debts, interest and dividends. To serve this purpose, many analysts prepare crude statements of "application of funds" from available data in the absence of a cash statement. It would of course be desirable to have available such a report issued by the company.

As indicated, the intelligent investor is interested fundamentally in the earning power of the company in which he is a present or prospective investor. This involves forecasting or budgeting because earning power involves the future. Unless the investor has rather complete and accurate information about the manner in which earnings were created in the past, his forecast will be but a very

By Paul L. Morrison

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poor guess. On the other hand, if he has a good historical record he has a good starting point from which to forecast the future.

Sales are the starting point in forecasting earning power. The customary procedure of a management in preparing its budget for the next succeeding year and years is to start with sales. The analyst forecasts future sales by examining what sales have been under various business and competitive conditions in the past. He then translates his opinion about the conditions which he expects to find in the future in general business, conditions which he expects to find in the particular industry, and conditions which he expects to find in the particular company, to arrive at an opinion about the trends and amount of sales for the company under review. Naturally, he must be a student of business and business conditions. If he is not, he cannot be considered an intelligent investor. As an intelligent investor, then, he must have as a minimum the historical record of sales from which to start his appraisal of the value of his investment.

Accuracy Alone Insufficient

THE PURPOSE of a financial statement is to tell not only an accurate, but also a reasonably complete story. An income statement which does not reveal sales or revenue is from the standpoint of the analyst incomplete and may lead to inaccurate interpretation. Most of the discussion about accounting principles deals with acts of commission. Equally important are acts of omission. The most flagrant case of omission of information vital to an investor is the omission of sales or revenue, because analysis of earning power begins with the revenue-producing ability of the company.

The most frequent objection made against stating sales is that competitors and customers will learn the amount of sales and profit margin. In certain isolated cases it is possible that a change from non-revelation of sales and profit margins to complete disclosure may produce some competitive complications. On the other hand, if the economic foundation of a particular business is so frail that it cannot withstand the modest publicity called for by revelation of sales there is grave doubt as to the justification for public financing.

Apparently the real issue is one of prerogative of management rather than damage to the company, some managements still regarding income statements as their personal property. Although one cannot agree with all acts of Securities and Exchange Commission, that commission is to be commended for requiring publicity of sales and cost of sales as vital information. Pressure of other work, however, has caused the commission to grant too many instances of confidential treatment of this information.

Appraisal of Future Costs

EARNING POWER results from selling commodities or services for an amount greater than the cost

of producing and distributing those commodities or services. Cost of goods sold, therefore, is also a minimum requirement in forecasting earning power. Given the historical record of sales, the costs of goods sold, and the resulting profit margins, an intelligent investor can arrive at a rough estimate of future costs in relation to future sales.

Similarly, selling and administrative expenses are also important. Sales, cost of sales and selling and administrative expenses appear to be information which certain controlling stockholders and managements prefer not to disclose to investing stockholders. An investor must have this information if his judgment of value is to be intelligently applied.

By way of illustration, historical records of sales, together with other information which is at the disposal of an intelligent investor, should enable the investor to see the degree of fluctuation which has occurred in sales in different phases of the business cycle. He could ascertain whether or not sales volume tends to fluctuate more or less than the fluctuation in general business. He already knows that businesses supplying necessary commodities and services directly to the consumer tend to fluctuate less in the business cycle than an average industry. An investigation of the historical record of a company which supplies necessary commodities and services will show whether or not that company has followed the pattern just outlined. Likewise he knows that the sales of heavy equipment tend to fluctuate more violently than the business cycle itself. If the company under review is of that type, the investor would be quite concerned to find that the historical record of sales was different from the pattern which he had anticipated. Such observations would call for further study on his part or a transference of interest to other companies where more information is available.

Must Know Competition

AN INVESTOR must ascertain from sources other than the financial statements the competitive forces and the changes in the prices of products sold if he is to interpret the real significance of historical sales. Some managements help still further by revealing the major components of sales by division or type.

The same general procedure that has been suggested for reviewing sales is repeated by the qualified investor in connection with cost of goods sold and selling and administrative expenses. The investor knows the trends of wage rates and costs of materials used by leading companies in important industries. Historical reviews will show him whether or not the published record produces the results he anticipated. If so, he can proceed to make forecasts of probable future trends and amounts of sales and costs with a reasonably high degree of accuracy. Consequently the net remaining after deducting all expenses from sales, which is the measure of earning power, takes on real significance. Forecasts of this net can be made with a reasonable degree of

accuracy where sales and costs have been forecast intelligently.

On the other hand, if only the resulting net is available for past years a high degree of error is injected into any estimate. By way of illustration, a declining net may result from declining sales and by less rapidly declining costs. The intelligent investor is interested to know whether or not the declining trend of net will probably persist or whether it may be arrested and reversed. To continue our illustration, sales may have reversed their downward trend and may have turned upward, but temporarily costs have increased more rapidly so that the net continues downward. A careful review of sales and cost trends would indicate that a reversal will occur in net soon and the trend will be upward. If only net is available the investor will not know of the trend until it has become an historical fact. He may sell the security with resulting loss but might not have done so if essential information had been made available to him.

Facts About Profit Margins

WHERE a resulting net is relatively large, in relation to the sales which produced it, this is termed a high profit margin. A high profit margin is not necessarily a sign of weakness nor of strength. The character of the industry and the state of efficiency of the particular company may produce very wide variations in the margin.

A company may be particularly efficient in production, in purchasing, in distribution, in location, in the cost of its capital, in its personnel, in patents, in trademarks, or in some combination of these, of other important factors. It may thereby produce more than a normal profit margin on sales and also on capital. If these advantages cannot be duplicated by competitors, the wide profit margin illustrates strength rather than weakness.

On the other hand, if the wide profit margin is temporary or is the result of secret processes or methods or conditions which may easily be lost, the investing stockholder may be lulled into false security if he is not aware of that fact. A wide profit margin is a challenge to any investor to decide whether or not the margin is a result of special efficiency or is a temporary situation.

A narrow profit margin likewise may be evidence of strength or weakness. If the narrow margin results from selling a large volume of goods at prices close to cost such efficiency may be a virtual monopoly as against others who might try to enter the field, or the same narrow profit margin may be the result of destructive competitive conditions which do not appear to have a good opportunity to be corrected. The narrow profit margin is a challenge to

the wise investor to see whether it is an element of strength or weakness. A more normal margin, particularly one which is normal for the industry, calls for less challenge than more extreme cases. Unless the investor has sufficient information to know the size of the profit margin of the company under review, he lacks fundamental facts which he needs.

Invest with Information

THERE is a recognized principle among institutional advisers, professional investment advisers and other intelligent investors that they will not invest in companies which do not provide adequate information. Among other things, sales and cost of sales are considered to be necessary. If this information is not available from public or private sources the general principle is that these well-informed investors will direct their attention toward other companies which do provide adequate information.

There are two principal reasons why this is so, where adequate information is not available. In the first place, a forecast of earning power may be so inaccurate that subsequent events may prove that the decision to buy, hold or sell was erroneous. Developments may occur which might have been foreseen if adequate information had been available but

which may appear later as a distinct shock to the investor. In the second place, complete and accurate information at frequent intervals reduces the probability that the price of the security may be manipulated on the strength of sudden and spectacular information.

The investor is interested not only in the amount of earnings to be expected but the relative degree of stability which is to be expected in these earnings. He will tend to pay more for relatively stable earnings than for widely fluctuating earnings, other things being equal. The extent of fluctuation in sales and costs are important factors in appraising the degree of fluctuations in earning power.

Balance Sheet Studies

AFTER determining earning power of the business the investor attempts to ascertain whether or not the company has sufficient working capital and sufficient physical plant and facilities to obtain the earning power which appears to be available to it. He is likewise concerned with debts and the maturities of those debts in order to test solvency and to ascertain whether or not earnings can be paid out in dividends. Most of this information is generally



PAUL L. MORRISON
Beta Chapter

available in typical balance sheets as absolute amounts.

Knowledge of sales provides a valuable tool to test the quality of many of the asset items. By way of illustration, a comparison of accounts receivable with sales will tend to give an idea as to the credit and collection policies of the company. This is particularly valuable when such comparisons are made over a period of years and at different periods in the business cycle. Naturally, this comparison cannot be made blindly but must be made intelligently in light of the credit terms which prevail customarily in the industry. Knowledge also is needed of the proportionate part of the sales which were for cash and which were on credit. Nevertheless this comparison is a valuable measure of the quality of the receivables.

A similar comparison of the inventories with sales gives a rough measure of the efficiency in handling materials. It also provides a challenge as to the method used in the valuation of inventories. A similar comparison between working capital and sales gives a rough measure of the adequacy or inadequacy of the amount of working capital.

Fixed Assets to Sales

THE RELATIONSHIP between fixed assets and sales provides similar information with respect to the efficiency of the plant or the reasonableness of the valuation employed. All of these tests are mere-

ly additional bits of evidence to an intelligent investor in formulating his conclusion about the earning power of the business and its ability to pay dividends. No one ratio or group of ratios gives the final answer but they all tend to provide additional material and facts on which more sound opinions can be placed. Unless sales are provided these qualitative tests cannot be made.

Upon completion of all the steps outlined previously, the decision to buy, hold or sell is still a relative one. It is a question of the relative attractiveness of this security against other securities in companies in this industry, against other securities in other industries, and against the desirability of holding cash. Also, all other uses for capital are alternatives. But more specifically in the securities field, if adequate and complete information is not available on all registered securities, the investor cannot make sound relative decisions.

In summary, financial statements are important tools of the intelligent investor. Poor tools, even in the hands of an expert, will produce a poor product. Many managements are taking the investor into their confidence to a greater extent and the efforts of such governmental agencies as the Securities and Exchange Commission are stimulating corporations to provide fuller information. It is a prudent course for investors to avoid commitments in companies whose financial statements are not adequately revealing, unless the necessary information is otherwise available.

Announcing a Delta Sigma Pi Bowling Competition

SINCE THERE APPEARS to be considerable interest in bowling among both our chapters and alumni clubs and in compliance with several suggestions received, Delta Sigma Pi will sponsor a national bowling competition with suitable awards for the winning chapter and alumni club team. Here are the regulations.

Any chapter or alumni club may enter as many five-men teams in this contest as they desire. Three regulation ten pin games are to be bowled at any time to suit your convenience on any regulation alleys in your city prior to April 15, 1938. The scores are to be certified by your chapter adviser, or some faculty member, or Province Officer, or some disinterested member or non-member of the fraternity and forwarded to the Central Office. Chapters will compete only against chapters and alumni clubs only against alumni clubs. Each chapter or alumni

club may enter as many teams as they wish but no member may bowl on more than one team. The chapter team reporting the highest total score for three games will be declared chapter champion and the alumni club team reporting the highest total score for three games will be declared alumni club champion. Duplicate awards will be presented and each of the five members of these two winning teams will be presented with one of the new Delta Sigma Pi wall plaques which retails at \$1.25 each in recognition of his athletic achievement.

The rest is up to you. If this competition appears popular we will make it a regular annual event. Forward your certified scores on or before April 20, 1938 to the Central Office of Delta Sigma Pi, Chicago, the names of the winners will be published in the May issue of THE DELTASIG.

An Opportunity and a Responsibility

By Dr. Karl T. Compton

President, Massachusetts Institute of Technology

WHATEVER MAY be the facts or theories of the eternal life, one thing is certain: Each man's achievement and influence leave a permanent mark that will last as long as the human race endures—a mark impressed on the physical, intellectual and spiritual qualities of all succeeding generations.

One of my friends, an astronomer, has used the following physical analogy to this aspect of immortality: Some combination of circumstances—perhaps a collision between two stars or a sudden outburst of internal energy—suddenly raises a distant star to bright luminosity, lifting its atoms into excited states from which they gradually subside to their normal states with emission of their characteristic spectra of light. After a while the star has cooled down again and the atomic activity has subsided. We might say that the atoms came to life for a brief period, and then died. But an astronomer on this earth, millions of years later, notices the sudden burst of brilliance in this star and reports the discovery of a Nova. He studies its light with a spectroscope and finds there the complete record of the activities of these distant atoms as they lived and worked and died millions of years ago. And if there should be another astronomer on some still more distant planet, he will read the same record perhaps another million years hence. These atoms lived their span of activity and then settled down to the inertness that is like death, but their energy is not lost, and the record of their lives passes on and on through space forever.

So with your lives and mine; our accomplishments and our influence, as they are created during the days which still lie ahead of us, will build up those complex but definite patterns which, for better or for worse, will filter down through all future generations as Karl Compton or John Smith—probably forgotten by name and merged with a myriad other influences but, like the spectral energy, still living.

It is this thought of the vast importance of the years ahead of each of you, the importance of your own personal happiness and the importance of your influence on all eternity that gives me a feeling of

inadequacy at this hour. For in a certain measure I now speak for your parents, your teachers and all others who have tried to help you to develop the character, knowledge and skill that form the equipment with which you will now proceed to carve out your destinies.

As a basis for my remarks I have chosen the parable of the talents, as recorded in Matthew 25: 14-30 and especially the text: "Well done, good and faithful servant, thou hast been faithful over a few things, I will make thee ruler over many things. Enter thou into the joy of thy Lord."

The application which I would make of this story is to put you in the place of the servants and to liken the nobleman to the world—to society, if you please, and the environment in which it lives. For you are a part of the world's organization, subject to the laws of nature and to the laws imposed by society. From the world you have received certain talents, some ten, some five, some one. These talents are the possessions with which you are endowed and, whether you wish it or not, they are responsibilities

for which the world will hold you inexorably accountable.

What are these talents, these possessions of yours, which comprise your opportunities and define your responsibilities?

One talent is your personality. Without effort or desire on your part you have been endowed with a certain physical appearance, physical strength, native mental ability and nervous temperament. These have come through heredity. Then, after your birth, there have been powerful factors of environment which have left their indelible mark on your personality. As an infant was there difficulty in finding a satisfactory good formula? Were you nervously overstimulated or the reverse? In childhood, did you ever have a severe shock or fright? All such factors of environment have been added to the factors with which you were endowed at birth to constitute this important talent of personality.

A second talent is your wealth, consisting of those things external to yourself which may be an asset to you in your careers. These include your bank account and other actual or potential financial re-



DR. KARL T. COMPTON

sources; they include also your group of friends and acquaintances, your family or business connections; among these assets are your diploma from M.I.T. and the prestige and support of its alumni body, its placement bureau and the friendly interest of your professors.

Still another talent is the knowledge which you have acquired through experience and study. As in the other cases, each of you has his own particular amount and kind of knowledge. Some of you have had wider experiences than others, some have studied harder, you have concentrated and at the same time broadened your knowledge in different fields, some of you have the more retentive memories, others may have more highly developed powers of association and reasoning. But, however these things may be, each one of you have today his own particular talent of knowledge.

Of the other talents which might be mentioned, I shall refer to only one more, your skill. For while you have been acquiring knowledge, you have also been developing skill in its applications. Some of you have acquired especially the techniques of expressing your ideas in architectural design, others in engineering design, others in laboratory manipulations, and still others in business practices. Many of you have gained some degree of several of these techniques. I hope all of you have also developed some supplementary skills in speaking and writing and in some avocational lines like athletics, music, dramatics, debate and art. To a greater or less extent each of you has some skill in dealing with people—in the important art of human relationships which includes tact, judgment and the social proprieties.

So, like the nobleman in the parable, the world has given you each your talents. We may start from this graduation week and say, here are your talents as they are today; *what next?*

What next? Well, you have the talents; what are you going to do about it? You may reply: "That is my business, I'll do as I please with them." Or you may answer, "I wish I knew"; or, "I want to do the best that I can with them"; or, "I have a job with XYZ Company, and I'm going to put forth my best effort and get ahead." But whatever your ideas in the matter may be, let me call attention to a very important point: after a time the nobleman called on his servants for an accounting of their stewardship, and dealt with them austerely in accordance with their performance.

Just so, the time will inevitably come when the world will call on you for an accounting of the manner in which you have handled your talents. I don't know when or how this call will come. It may come through illness, when you will succumb or recover depending on the manner in which you have cared for your health. It may be when you propose to the lady of your choice and she will decide in accordance with the appeal of your personality and her respect for the way in which you have used your opportunities. It may be when your em-

ployer has to decide whether you are to be chosen to fill a fine position, or left in a mediocre one, or fired. It may be when you are faced with a temptation to do some dishonorable or illegal act. Almost certainly it will be *all* of these situations in which, from time to time, the world will demand an accounting from you, and your fate will depend thereon. You may not be conscious that this is happening, but I think it fair to say that every critical point in your future career will be like the nobleman calling his servant to render a report on the use of his talents, and the result of this crisis in your affairs will be his judgment of your stewardship.

Just as some of the servants put the talents entrusted to them to work in business, so that they would earn dividends, so your talents of personality, worldly possessions, knowledge and skill can increase or not depending on how you use them. If you invest them wisely, you can increase and improve them. If you neglect them, you will be like the wicked and slothful servant, and you will suffer an analogous fate. You can do even worse—you can lose your talents through abuse or through letting them deteriorate. I have often wondered why Jesus did not add another example, by describing a servant who was even more blameworthy than the one who wrapped his talent in a napkin and hid it in the ground. For one of the servants might have misappropriated the talent and spent it on himself, or gambled or invested it carelessly so that part of its value was lost.

Any or all of these things have their direct analogies in the way you can use your talents. For example, your personality can be improved by good reading, good associations, hygienic living and continual effort to develop good habits. Or it can degenerate through licentious practices, carelessness and neglect. Selfishness, and lack of active interest in groups or movements or ideas larger than yourself is probably the most common cause of degeneration of personality. But the important point is that the direction in which your personality will change from now on, for better or for worse, is very largely within your own control. What you have today the world has largely given you; what you will have made of it when the world calls you to account is up to you.

Similarly knowledge and skill are talents which can be extensively developed if you set yourself to the task. Some students have the mistaken idea that, after graduation, they *quit* learning and begin to practice. I have heard alumni say, "No, I know nothing about that subject; I have never had a course in it." I have even noticed some tendency of the faculty to crowd more and more subject-matter into the curriculum as of in the assumption that, if this cannot be inserted into the students' brains before graduation, they are doomed to go through life with large sectors of unfortunate ignorance. But the real fact is that graduation should be no such sharp break as this. To be true, you have acquired a little knowledge and skill—enough to carry you out into

the world to do some little jobs of minor importance and make the beginning of earning a living. But you have only just enough to start out with. There is an infinite lot for you still to learn, and your college career is no blessing unless it has done two things far more important than giving you the knowledge and skill which you now possess: one of these things is some realization of how much there is still to learn, and the other is a training and an eagerness which will keep pushing you ahead continually to extend your knowledge and improve your skill.

This is no hypothetical point which I am raising; it is a very realistic one. A couple of years ago a committee of the Engineers' Council for Professional Development made an exhaustive survey of the habits of some thousands of young engineers in the metropolitan district of New York. There were men recently out of college who had not yet attained the rank of professional engineers; they were still in that zone of their careers where success, mediocrity or failure were being largely decided. The survey inquired into what they were doing to improve themselves professionally or to make themselves more valuable in their jobs. Were they enrolled in any formal courses of study? Were they habitually reading the journals of their profession? Were they doing any reading or study to enlarge their grasp of their fields? Were they devoting any time, after hours, to a study of their employer's business or his problems? Did they have any plan of improving themselves? Were they engaged in any type of altruistic service?

I must confess that the results of this study were disheartening, for it showed far too many in the category of that servant who simply gave back to his master that which was his—young men who worked the appointed hours on the job and drew their pay, and beyond that were making no effort to increase their talents. Such men constitute the great inert mass of mediocrity; they become like cogs in a wheel, going round and round and never getting anywhere; performing some useful functions to be sure, but not living up to their opportunities and therefore, by any exacting standard, moral failures.

You may have noticed that I have not mentioned "character" thus far, and perhaps you would think this surprising, for is not character at the very top of the list of talents with which we are endowed? I am going to suggest a definition of character, right in this very connection: "Character is the manner in which we improve our talents." Certainly we can agree that the man who continually improves his personality, his knowledge, his skill and his worldly possessions is a man of strong character; while conversely a man who allows them to stagnate or deteriorate is a weak character.

It is a trite saying that every opportunity carries with it a responsibility, but this cannot be too strongly emphasized. Perhaps if each of us had manufactured himself altogether out of nothing by his own efforts, and came back to nothing in the end,

he would have no responsibilities, except to himself. A man cast on a desert isle, alone, without possible hope of rescue or survival would have little social responsibility except to his own soul; yet even here is the possibility that explorers many years later might come upon the traces of his courageous struggle for survival and preserve the record for the inspiring annals of strong character. But presumably each of us will live our lives in contact with other people, and leave our mark on posterity, as I indicated in the beginning. Each of us is a link in a chain, or rather in a chain web, that stretches from the beginning to the end of time. We are engineers enough to know that the failure of one link will set up a concentration of stresses that will endanger the safety of that whole region of the web. So the failure of any one of us, whether through carelessness, lack of preparation, poor judgment, immorality or what not, will put a strain on society that will imperil others.

It is undoubtedly for this reason that society has developed in such manner as to exact from every member, in one way or another, an accounting for his stewardship; it holds him responsible for his use of opportunities; it has developed a great variety of rewards and punishments, some quick and obvious, others slow and insidious—but sure. You recall that the nobleman was described as "a hard man," reaping where he had not sown, gathering where he had not strewn. Just so the world is likely to be a hard taskmaster, often seeming unjust in the severity of its penalties, visiting them, as you recall it, even unto the third and fourth generation of those who transgress its laws.

So we must face this situation. Parents are indulgent; teachers try to help; but the world is not indulgent and no excuses are accepted—only performance. Society has set up helps, but not indulgences, such as libraries, hospitals, extension lectures and now certain new degrees of social security. It has done these things through religious and altruistic organizations, professional societies, state and federal governments. But, by and large, man sinks or swims by his own efforts.

And now let me pass to another aspect of your situation in the world today. What is the peculiar significance of the fact that your talents through natural inclination and training are especially adapted to investment in the creative fields of architecture, engineering and science? To my way of thinking, this fact gives peculiar significance to your talents and responsibilities.

From the days of the cave man, all through history up to the modern era of science, there were only two primitive recipes for securing the materials desired for what our President so aptly phrased "the more abundant life." One was to work hard and long in order to produce more, and the other was to take the good things of life from someone else by theft, conquest, taxation or exploitation.

To get the good things of life by taking them from others is a primitive instinct, undoubtedly de-

veloped by the age-old struggle for existence. We have all seen monkeys, or sea gulls, or wolves, or pigs snatching food from each other, fighting to possess it, or shouldering each other away from the trough. When human beings carry this philosophy too far beyond the accepted standards of propriety, as did Jesse James and John Dillinger, we call them "public enemies." But this same philosophy of taking what we want from others, by violence or trickery, or by legalized strategy and force has run all through history.

But now, in our day, science has given mankind, for the first time in the history of the human race, a way of securing a more abundant life which does not simply consist in taking it away from someone else. Science really creates wealth and opportunity where they did not exist before. Whereas the old order was based on competition, the new order of science makes possible, for the first time, a coöperative creative effort in which everyone is the gainer, and no one the loser.

For this reason, I believe that the advent of modern science is the most important social event in all history. It marks the point at which men have come to understand themselves and the world they live in well enough to begin systematically to control the hidden forces of Nature to their advantage. Science has introduced a new approach to the basic requirements for a more abundant life—an approach that is humanitarian because it does not involve taking things away from other people; an approach which is constructive because it creates instead of merely redistributes. This is such a great step forward in social philosophy, and seems to be so firmly based on logic and experience, that I find it difficult to understand why it has received so little attention by social reformers and political prophets.

Of course many agencies must coöperate to achieve the more abundant life. Economists must develop more efficient methods of using and distributing our wealth. Social workers must find more effective ways of assisting the unfortunate. Government must devise and administer a more favorable framework of legislation within which business, industry, agriculture and labor can function for the best total public welfare, consistent with basic freedom and happiness for the individual citizens. Religion and education must be more effective in promoting unselfishness, wisdom and finer spiritual qualities in our people—individually and collectively. But I think no one can question that science has given a new basic approach to these objectives which can be of inestimable benefit to mankind; and

whose possibilities have only begun to be realized.

So, you see, your talents in the fields of science and its applications in arts, manufacture and commerce, are of particular value in the world today. Unusual opportunities lie in your field, and your responsibilities are correspondingly great. For this reason there is an increasing tendency all over the world to hold technology and technologists to account. It is you, and men like you, who must use these opportunities so that, when the accounting comes, the world will say unto you, "Well done, good and faithful servant, thou hast been faithful over a few things, I will make thee ruler over many things. Enter thou into the joy of thy Lord."

This article is from the Baccalaureate Address of the author, delivered at the 1937 Commencement of Massachusetts Institute of Technology.

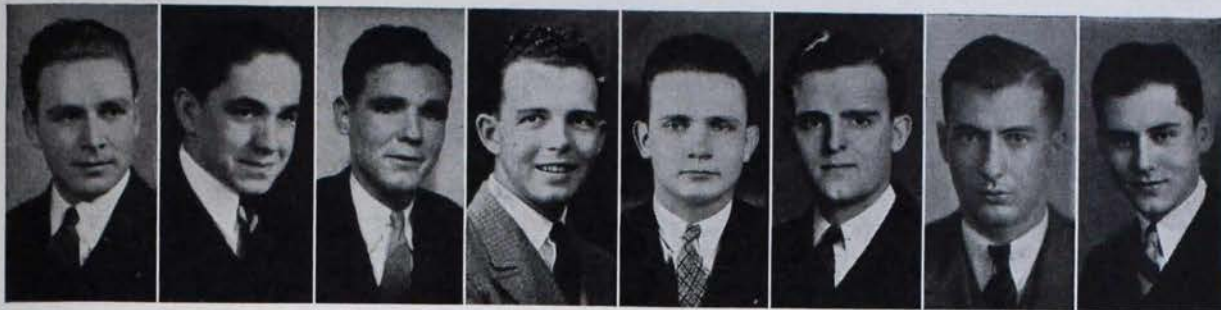
Presenting a New Delta Sigma Pi Wall Plaque



In response to many requests we are pleased to present to our membership a new and attractive Delta Sigma Pi Wall Plaque, which from advance sales, should prove to be one of the most popular novelty items ever presented to our membership.

The coat of arms of the fraternity has been reproduced in colors on bronze, mounted on a black ebony base about 5" x 6" in size, and is suitable for hanging in your room, home, or office.

Price, \$1.25 each, postpaid; remittance to accompany all orders. Send your orders to Delta Sigma Pi, 222 W. Adams St., Chicago.



MEMBERS OF DELTA SIGMA PI WHO WON OUR KEYS IN 1937

LEFT TO RIGHT: William Michel, *Georgetown*, James E. Hackett, *Penn State*, John R. Turnbull, *South Carolina*, M. M. Parrish, Jr., *Florida*, Milton D. Roth, *Alabama Poly*, Joseph Edwin McMurray, *Missouri*, Donald Montgomery, *Georgia*, and Herbert H. Christen, *South Dakota*.

Delta Sigma Pi Scholarship Key Winners for 1937

THE Delta Sigma Pi Scholarship Key, first established in 1912, is awarded annually by the fraternity at each university where an active chapter is maintained, to that male senior who upon graduation ranks highest in scholarship for the entire course in commerce and business administration. The award is made annually by the local faculty and the key may be won by any male student in the department, without regard to his fraternal affiliation, if any. As a result the members of Delta Sigma Pi compete with the entire department for this award, and it is particularly satisfying to a member of the fraternity when he wins one of these highly coveted scholarship keys. Of the 47 keys awarded in 1937, 8 of them were won by members of the fraternity, an average of 17 per cent.

Since 1912 a total of 728 keys have been presented by the fraternity, and 250 have been won by members of Delta Sigma Pi, for a grand average of 29 per cent.



The names of the 1937 winners follow, the names listed in capitals being members of Delta Sigma Pi:

| CHAPTER | UNIVERSITY | NAME OF WINNER |
|---------|---------------------|--|
| A | New York | Leo Sternfeld, Jr. |
| B | Northwestern | Walden C. Cummins, Jr. |
| Γ | Boston | *John Joseph Hurley *Robert Bartlett Kelsey |
| Δ | Marquette | Burke George Piper |
| Z | Northwestern | Nathan Harry Kreinberg |
| Θ | Detroit | |
| I | Kansas | Bert Harold Rush |
| K | Georgia (Atl.) | Richard Durwin White |
| Λ | Pittsburgh | Frank Sears Rittman |
| M | Georgetown | WILLIAM MITCHELL |
| N | Ohio State | James Douglas Willson |
| Ξ | Michigan | John Gordon Steele, Jr. |
| Π | Georgia | DONALD MONTGOMERY |
| Σ | Utah | Gordon Julian Miller |
| Φ | Southern California | Edmund M. Holmes |
| X | Johns Hopkins | J. William Lange |
| Ψ | Wisconsin | Carl Cherin |
| Ω | Temple | John H. Dripps |
| AB | Missouri | JOE EDWIN McMURRAY |
| AT | Penn State | JAMES E. HACKETT |
| AA | Nebraska | Edward Ross Martin |
| AE | Minnesota | Sam Ellery Hunt, Jr. |
| AZ | Tennessee | Jimmie Wise |
| AH | South Dakota | HERBERT HARRY CHRISTEN |
| AΘ | Cincinnati | Gilbert W. Riches |
| AI | Drake | John R. Clift |
| AK | Buffalo | Edward J. Fitzmorris |
| AM | North Dakota | Robert Mautz |
| AN | Denver | Oscar L. Armstrong |
| AI | Indiana | William Dale Rhodes |
| AP | Colorado | H. L. Morris |
| AΣ | Alabama | Marx Leva |
| AT | Miami | Edward Charles Redlin, Jr. |
| AX | Washington | Hanan Wedlan |
| AΨ | Chicago | Julian A. Kiser |
| AΩ | De Paul | Charles William Cullen |
| BΓ | South Carolina | JOHN R. TURNBULL |
| BΔ | N.C. State | Richard Tyler Edmonson |
| BE | Oklahoma | Ralph Charles Hocker |
| BZ | Louisiana State | William Dana Leathers |
| BH | Florida | M. M. PARRISH, Jr. |
| BΘ | Creighton | Paul C. Heider |
| BI | Baylor | Wendell Holmes Mixson |
| BK | Texas | Dean Vincent Grossnickle |
| BA | Alabama Poly | MILTON D. ROTH |
| BN | Pennsylvania | Roy Dickson Francis |
| BΞ | Rider | Joseph O'Connell Kennedy |

| YEAR | NUMBER OF KEYS AWARDED | KEYS WON BY MEMBERS | PERCENTAGE WON BY MEMBERS |
|--------|------------------------|---------------------|---------------------------|
| 1912 | 1 | 1 | 100 |
| 1913 | 1 | 0 | 0 |
| 1914 | 1 | 0 | 0 |
| 1915 | 1 | 0 | 0 |
| 1916 | 1 | 0 | 0 |
| 1917 | 1 | 0 | 0 |
| 1918 | 2 | 0 | 0 |
| 1919 | 3 | 1 | 33 |
| 1920 | 3 | 2 | 67 |
| 1921 | 11 | 4 | 36 |
| 1922 | 17 | 7 | 41 |
| 1923 | 23 | 8 | 34 |
| 1924 | 22 | 9 | 41 |
| 1925 | 30 | 10 | 33 |
| 1926 | 41 | 16 | 39 |
| 1927 | 45 | 21 | 47 |
| 1928 | 44 | 19 | 43 |
| 1929 | 52 | 20 | 38 |
| 1930 | 55 | 20 | 36 |
| 1931 | 57 | 24 | 42 |
| 1932 | 57 | 22 | 39 |
| 1933 | 55 | 15 | 27 |
| 1934 | 53 | 16 | 30 |
| 1935 | 52 | 12 | 23 |
| 1936 | 53 | 15 | 28 |
| 1937 | 47 | 8 | 17 |
| TOTALS | 728 | 250 | 29 |

* Two keys awarded, tie.



GENERAL VIEW OF NINE MILE CANYON SHOWING THE EXTREME ROUGHNESS OF THE AREA



THE AUTHOR TAKING PHOTOGRAPHS DURING THE EXPEDITION

Deltasig Member of Archaeological Expedition

DURING my last two years at the University of Utah in addition to pursuing regular undergraduate work in the School of Business, it has been my good fortune to take a very active part in the anthropological research being conducted by Dr. J. P. Gillan, University anthropologist. Investigations were made in heretofore archaeologically unexplored regions of Utah. An expedition jointly sponsored by the University of Utah and Harvard University was arranged and I was fortunate enough to be a member of this party.

The ruins excavated were built by Pueblo and Basket-Maker people who had inhabited the region from a very remote date (2000 B.C.) and had been driven into the large cliff dwelling regions of the Southwestern United States. The people whose houses we examined then, were the predecessors to the famous "Cliff Dwellers."

During the time they were slowly being driven to the south, they began to concentrate into larger and larger villages principally for defensive purposes. As a result their former economic and social activities were upset and changed. Today, the crudest dwellings are found farthest to the north, those at Willard, Utah, for example, and the farther south one travels, the better developed they are found. Another point that should be brought out, however, is that the nucleus of the culture seems mainly to have been centered in northern Arizona and southern Utah. Most improvements that originated from these centers spread concentrically to the surrounding areas and many times practices which had become obsolete in the culture center were still being used in the outer fringes of the culture. Diffusion was very slow. Later, with the concentration of the people into smaller areas this diffusion could take place faster.

With this brief picture of the culture situation in mind we can now proceed with some of the economic problems confronted by them. Obviously, food getting was foremost but this

problem will be dealt with later. That of transportation was very important. As far as is known, the only domesticated animals they had were the dog and the turkey. The horse was introduced to the American Indian by the Spanish. The only possible means then, was by foot. No evidence has ever been found of any travel by water. The aridity of the area discouraged this.

Trading took place profusely and was probably done by exchange of articles from one group of people to another. Pieces of abalone shells not only have been found in ruins throughout the Southwest, but they have been found as far east as the Mississippi River. Pottery, likewise, has been found in areas outside the culture in which they were manufactured. For example, the expedition of 1937 found at Marysvale, Utah, a piece of pottery from a bowl that had been made in Arizona. Pueblo pottery has also been found in Idaho and along the Columbia River. Pipes made of soapstone imported from California have also been found in Utah.

Agriculture was the principal means of subsistence and was augmented by hunting. At "Sky House," a ruin in 1936 by the University in Nine Mile Canyon, charred corn, beans, and pine nuts were found. Small villages of individual houses were built along river sides leaving the numerous canyons in all parts of the Rocky Mountains. Today white man, in many cases, has built his towns on top of the ancient ruins of the old Pueblo people. The many uses for which the streams could be utilized, for example, irrigation, had been recognized by the old aborigines a thousand years ago.

Animals such as the marmot, jack rabbit, cotton tail rabbit, deer, bison, and small birds were also eaten as evidenced by bone fragments that have been found distributed in the ruins that have been excavated. Fishing was done very rarely.

It is not known exactly when these people began to raise corn, but it was probably at a very early

(Continued on page 78)

By Carling Malouf
Sigma Chapter, University of Utah

| COMMUNITY CHEST OF WASHINGTON, D.C. | | | | |
|-------------------------------------|--------------------|---------------------|-----------------|----------------|
| TENTH ANNIVERSARY CAMPAIGN | | | | |
| YOU ARE YOUR BROTHERS' KEEPER | | | | |
| GOAL \$2,059,000. | | | | |
| UNIT | GOALS | PREVIOUSLY REPORTED | | REPORTED TODAY |
| | | DIVERS | AMOUNT | AMOUNT |
| | | DIVERS | | AMOUNT |
| | | AMOUNT | | PERCENT |
| SPECIAL ASSIGNMENT | \$50,000 | 27 | \$10,970 | 21.8 |
| GROUP SOLICITATION | \$419,000 | 1783 | \$42,736 | 10.2 |
| GOVERNMENT | \$775,000 | 8688 | \$6,125 | .84 |
| METROPOLITAN | \$201,000 | 1073 | \$1,517 | .75 |
| SUBURBAN | \$75,000 | 161 | \$68 | .11 |
| CAPITAL | \$10,000 | | | |
| TOTALS | \$2,059,000 | 9736 | \$73,896 | 3.61 |



A view of the score board and speakers table at a report meeting of the Community Chest Campaign. Brother Nash is presenting Lowell Mellett, publisher of the *Washington Daily News*.

First picture ever made of the publishers of all Washington daily newspapers. Left to right: Frank B. Noyes, *Star*, Eugene Meyer, *Post*, Eleanor Patterson, *Times and Herald*, Lowell Mellett, *News*, and Brother Nash, luncheon chairman.

Big Time Charity—With a Heart

By Earl A. Nash, Mu Chapter

WHEN CHARITY NEEDS more than two million dollars a year and requires the services of several thousand persons, it becomes big business with a vengeance and likewise it becomes heir to and prey of all the ills that befall big business, whether it be manufacturing, retail merchandising or what ever. One of the principal ills to guard against is the tendency to become too mechanical and hardened toward the ultimate recipients and toward the idea itself or, conversely, the biggest task is to keep the movement human and as personalized as possible.

Washington in its \$2,059,000 Community Chest appeal for the various 1938 charitable and philanthropic needs of some sixty-nine agencies in the District of Columbia and the nearby areas of Maryland and Virginia is one of the nation's outstanding examples of charitable big business—with a heart.

The organization for this effort is as complete and thorough as any of its kind in the country.

This year marked the Tenth Anniversary of the Community Chest in Washington and in commemoration of that event it was decided to have a campaign committee composed of past campaign chairmen and past presidents of the Chest, totalling 33 outstanding citizens. The committee was reduced by one notable member when Wilbur J. Carr, Assistant Secretary of State, was named minister to Czechoslovakia, but for that one involuntary deflection the ranks of the committee remained intact. Composed of the heads of nearly all the major businesses in the city, plus the presidents of several banks, the committee offered most effective leadership, and he promptly said that these gentlemen are truly philanthropic in



EARL A. NASH, *Mu Chapter*

tendency and intensely interested in seeing to it that the best possible job is done for the folks life has more or less passed by.

The active campaign setup includes a Special Assignment Unit—to solicit the individual gifts of persons giving \$100 or more—a Governmental Unit to solicit from government officials and employees—a Group Solicitation Unit to solicit from firms, executives and employees of businesses having 15 or more workers—a Suburban Unit to solicit small businesses and local residents in nearby Maryland and Virginia suburbs and a Metropolitan Unit to take in all homes and businesses not covered by other units. A special soliciting unit to reach the colored citizens not included in the other units also was organized.

A Speakers' Unit furnished speakers to any organization or group requesting a trained speaker—the Publicity Unit covered all phases of public relations, advertising and general news publicity and the Meetings' Unit made arrangements for the report meetings which were held daily except Saturday and Sunday. Incidentally, the report luncheons were attended by nearly a thousand persons.

Each soliciting unit, headed by a chairman and vice chairman, was broken down by areas, divisions, sections, teams and solicitors.

Every unit was manned by volunteer workers. There were nearly 9,000 of these volunteers who not only received no pay, but met their own expenses, such as gasoline, carfare, luncheons and the like. The only paid employees were the secretaries who kept the records and handled office routine.

It goes without saying that if such

a gigantic task is to be accomplished successfully, a publicity program of vast proportions and the complete coöperation of every publicity medium is absolutely essential. The Washington Community Chest has behind it probably the most efficient and effective publicity effort in the world.

This year each newspaper gave the space for 8 one-page advertisements and in addition the cartoonists of each paper prepared a special drawing for use during the campaign. Editorials supporting the drive were written and daily stories on the progress of the campaign liberally studded with quotations from various speeches and statements of leaders were run.

At one report meeting the competitive hatchet was buried, at least momentarily, and all the Washington newspaper publishers attended a report luncheon sitting together at the head table.

The radio broadcasting companies—Columbia, Mutual, and National—set aside numerous 5-minute periods during each day and night of the campaign, besides running short spots at each station break.

The Goodyear blimp Enterprise sailed over the city carrying a Chest message on a trailer by day and in neon lights by night. Plying every trolley route was a roving street car carrying a colossal reproduction of the official poster. Three thousand lamp posts had double posters attached to them and the motion picture theaters, both first run and neighborhood houses, ran a specially prepared Community Chest trailer.

All hotel restaurants had Chest stickers on the menus and every church congregation—Catholic, Protestant, and Hebrew—heard a Chest message on at least one Sunday during the campaign.

An air transport line—Pennsylvania Central—placed a 10-passenger ship at the disposal of the Publicity Unit, from which to broadcast a program from the skies at night. The youthful Mayor-elect of Boston, Maurice J. Tobin, accompanied by the writer, was the principal speaker on this occasion. Mr. Tobin's participation was just one example of the fever heat interest the campaign aroused not only among the bigwigs of Washington, but from other cities as well. Other prominent participants in the campaign meetings were Bruce Barton, newly-elected member of Congress from Manhattan, General Hugh S. Johnson, and Dr. Douglas S. Freeman.

Deltasig Member of Archaeological Expedition

(Continued from page 76)

date. When the people put down their hunting weapons, and began to grow foods, it imposed upon them a more sedentary mode of existence. They began to build permanent habitations, crude at first but good later. The pressure came first in the north. Other tribes began to bear pressure from other directions also. Nine Mile Canyon shows evidence of much fighting, and despite the extreme roughness of the mountains, and the high cliffs, the people managed to survive for a comparatively longer time than in more exposed areas. It necessitated building

The most remarkable phase of the publicity job, however, was of a post campaign nature. A day or two before the official closing date of the campaign it became perfectly apparent that the effort was going to fall short of the goal by at least \$250,000. The workers were pretty much of a mind to continue until the full sum was raised and at a meeting of the leaders it was decided to extend the organized effort for one week and to keep a skeleton organization on the job until the goal was reached, though several weeks might be needed.

In extending a campaign there is always the fear that interest and enthusiasm of the workers and the tempo of the publicity may be lost or at least cut down and thus kill the benefits of a time extension. With this in mind the Publicity Unit again swung into action. Representatives called on the publishers of the newspapers, broadcasting companies and the motion picture theater management asking for support. They promised to go down the line for us and did—more than 100 per cent in every way.

The newspapers ran special editorials, most of them appearing on the front page, gave space for an emergency full-page ad and threw their columns wide open for every word as to the progress of the extended campaign that was offered. Some of the papers sent their own photographers out for special pictures. One paper carried a 6 or 7 column 2-inch strip of such pictures across the front page every day, and special cartoons were again drawn and published. One publisher having already given \$5,000, sent an additional check for the same amount.

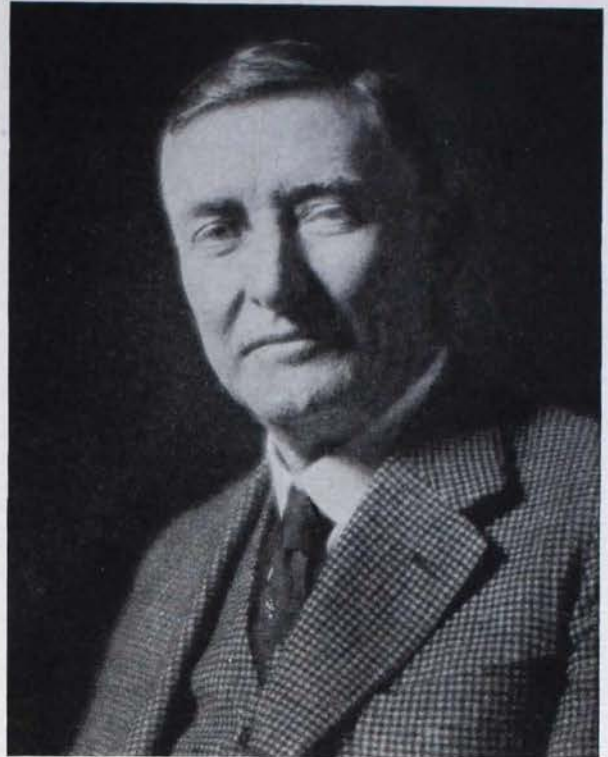
The four radio stations were no less active and three of them joined together for a 15-minute special appeal program on Thanksgiving day. The fourth station had a network broadcast, which it couldn't switch or it would have been in on the hookup as well. On Thanksgiving day the police department sent an officer to any point in the city to receive pledges of any one who called police headquarters. Again the clergy joined the effort and made appropriate pleas from the pulpits at all of the Thanksgiving services.

Yes, a two million dollar charity campaign is big business, but it must have the heart of a small town where everybody knows everybody else if it is to succeed.

their houses in inaccessible places along mountain tops, and ridges in order to gain safety from the enemy. Lookout stations and signal firepits were built at strategic points in the canyon and a very vigilant watch was kept. Water was brought up from the river below and was stored in ollas, or large clay jars. Food was stored in cists just outside the house. It was also stored in bins, or Moki houses, which are located in even more inaccessible places than the houses.

Eventually, about 900 A.D., the people were driven entirely out of their former lands in the north and east. In these more condensed areas the Pueblo culture grew until it was the most advanced in the entire United States. Today in their place live the Navajos and the Utes, and the Pueblo people are still fighting for their lands and customs on the Hopi, Zuni, and other reservations in Arizona and New Mexico.

Nu Chapter Honors Dr. James E. Hagerty



DR. JAMES E. HAGERTY, *Nu Chapter*

DR. JAMES E. HAGERTY, for 36 years a member of the faculty of Ohio State University, founder and first Dean of its College of Commerce and Administration, and a member of Nu Chapter of Delta Sigma Pi for many years was honored with a testimonial banquet on February 2, 1938. The dinner was sponsored by Nu Chapter in appreciation of Dr. Hagerty's long service to Ohio State University and was held in the Faculty Club at Columbus, Ohio, on the eve of Brother Hagerty's departure for a vacation in Florida. All members of the faculty and the office staff of the College of Commerce and Administration who had served under Dr. Hagerty were invited to be present and of course the entire active chapter and many alumni were on hand swelling the attendance to approximately 100. Grand Secretary-Treasurer Wright made a special trip to Columbus to be present at this banquet in behalf of the fraternity.

Born in LaPorte County, Indiana, Dr. Hagerty received his Bachelor's Degree at Indiana University in 1892 and his Ph.D. Degree at the University of Pennsylvania in 1900. He joined the Ohio State faculty in 1901 and has been there continuously since that time. First he was assistant professor of economics and sociology and in 1903 he was made head of that department. He organized the first courses in commerce at Ohio State and was appointed Dean of the College of Commerce and Administration in 1916, in which position he continued until 1927 when he became director of the School of Social Administration. He gave one of the first courses in marketing in the country. He developed one of the finest faculties in the country and today Ohio State University has over 2200 regularly enrolled students in its College of Commerce and Administration making it one of the largest, if not the largest, full-time day divisions in the country.

Clarence F. Dunning, Treasurer of Nu Chapter acted as toastmaster and introduced the five speakers. Alfred E. Lageman, Head Master for the current term paid tribute in behalf of the chapter and its alumni to Dr. Hagerty and spoke of his long and active interest in Delta Sigma Pi affairs. Grand Secretary-Treasurer Wright spoke of his early associations with Dr. Hagerty in the formation of Nu Chapter back in 1921, both having been present at the installation banquet, it being mainly through Dr. Hagerty's interest and efforts that our Ohio State chapter came into existence. Brother Wright also gave high praise to the College of Commerce and Administration and to Dr. Hagerty's important contribution to its development. He also extended the fraternity's best wishes to Dr. Hagerty for a very pleasant vacation, general improvement in his health, and many more years of service to Ohio State University.

President Rightmire of Ohio State University had planned on being present but when the banquet was advanced one day he was confronted with a conflicting engagement so was represented by George W. Eckelberry, his assistant and a close friend of Dr. Hagerty, who said "It is a rare experi-

ence to know Dr. Hagerty and to have worked with him. As a Dean he was an ideal and set up an example of dignity and pride that made us all want to teach. He is the least publicized of the really big men on the Ohio State campus which only more clearly illustrates his fine modesty." Scanning the early activities of Dr. Hagerty, Dr. Felix Held, Secretary of the College of Commerce and Administration said, "Dr. Hagerty envisioned a College of Commerce and proceeded to found and develop the present institution. He succeeded in securing the large building which the college now occupies. Dr. Hagerty possessed a quality of calmness and never became excited or acted on a thoughtless impulse; however he possessed a bulldog tenacity when convinced that he was right. He was democratic in his method of procedure constantly consulting those who were concerned with the subject at hand."

Walter C. Weidler, present Dean of the College of Commerce and Administration spoke from the standpoint of a former student and co-worker of Dr. Hagerty, "I am more deeply indebted to Dr. Hagerty than to anyone I know," said Dean Weidler. "He was my adviser as a student at the university and it was a delightful experience that I shall never forget. His willingness to give counsel to the student was only one of his outstanding characteristics."

At the conclusion of the talks in his honor, Dr. Hagerty said, "My ideal would be to be all that my friends have said I am. I hope that I may be able to return from Florida soon and continue active in the teaching capacity for many years and I wish to thank those individuals who have spoken kindly of my efforts on this campus." Dr. Hagerty reviewed briefly the development of the College of Commerce and Administration and presented many interesting sidelights. He pointed out several faculty members in the audience who were his former students and he remarked that he had taught everything in the College of Commerce in the early days except law, accounting and industrial management. He had also made a study of penology and criminology and had written several books on the subject. Mrs. Hagerty was also present at the banquet.

With the ALUMNI

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THE WORLD OVER



After Graduation—What?

CONTINUED INTEREST in your alma mater, your chapter, active support of the nearest Delta Sigma Pi alumni club and an awakening interest in the national activities of the fraternity. That is the answer, the answer that the National Committee on Alumni Activities is working to secure. So many members overlook the fact that they are an undergraduate for only three to five years while they are an alumnus for a long long time, and that the greatest benefit from fraternity membership comes after graduation. Naturally the success of the work of our committee depends upon the interest and activities of the individual committee members scattered all over the country and that is why we endeavor to secure members experienced in fraternity work and whose interest in Delta Sigma Pi is unflagging.

Our committee probably has a greater diversification of interest than any other group in the fraternity. First of all we are interested in the active chapters because their members will be the future members of the alumni clubs. Then we are vitally interested in Life Memberships for that insures continuing interest in Delta Sigma Pi and the success of our national program through endowment. We also look upon the Alumni Placing Service as one of the greatest efforts of the fraternity, the successful operation of which requires active and well organized alumni clubs. We encourage sponsorship and participation and attendance in our Grand Chapter Congress and provincial meetings, since nothing opens the eyes of or creates more appreciation of the national scope and wonderful work of Delta Sigma Pi than these meetings. We also are interested in the welfare of the alumni clubs and endeavor to revive interest should it wane anywhere. We also encourage the formation of new alumni clubs wherever there is a sufficiently large membership to warrant same.

Our committee endeavors to encourage all members of organized alumni clubs to revise their programs at frequent intervals and to arrange new and diversified activities which will revive any possible lagging interest due to a lack of variety in their programs. Members everywhere are encouraged to organize new alumni clubs and we can render considerable assistance in this connection. A manual on alumni club operations is available at the Central Office of the fraternity and will be mailed to anyone interested free of charge.

A short Life Membership campaign will be held each year. This year it will be held during the month of April and each alumni club and every active chapter is urged to appoint a special committee and endeavor to secure a minimum of ten Life Members. Don't wait for the other fellow to do it—YOU do it NOW!

Similarly the first national alumni club bowling tournament will be held during April and more details are published elsewhere in this issue of THE DELTASIC.

The National Committee on Alumni Activities is composed of the following personnel: J. Hugh Taylor, chairman, 3634 Old York Road, Baltimore, Maryland; Howard B. Johnson, vice-chairman, Atlantic Steel Company, Atlanta, Georgia; Denton A. Fuller, Jr., M. & T. Trust Company, Buffalo, New York; William E. Pemberton, 427 West Erie Street, Chicago, Illinois; Royal Gelder, 963 Logan Street, Denver, Colorado; and Walter A. Schaefer, care Paul Brown & Company, St. Louis, Missouri. The country is divided in two sections and each member of the committee

is assigned a certain territory. We have a couple of vacancies on this committee which we hope to fill shortly. These members are responsible for the alumni activity in their respective section and you are requested to write to the member nearest you for any information regarding any phase of the alumni club program outlined in this article. We also welcome volunteers to serve on this committee as we are anxious to expand its personnel.—J. HUGH TAYLOR, Chairman, 3634 Old York Road, Baltimore, Md.

Prominent Banker

ONE OF THE BEST KNOWN bankers in the country is none other than Philip A. Benson, Alpha Chapter, recently elected first vice-president of the American Bankers Association, and President of the Dime Savings Bank of Brooklyn, Brooklyn, New York. One of the early initiates of Alpha Chapter, Brother Benson has always retained his interest in Delta Sigma Pi affairs and in fact was the principal speaker at our Founders' banquet in New York in November. His elevation to the first vice-presidency of the potent American Bankers Association means his advancement to the Presidency next year, the highest honor which can be bestowed on any banker in the country.

Brother Benson was born in the Borough of Manhattan and is a descendant of one of the early Dutch settlers of Manhattan Island. During his boyhood his family moved to Bath Beach and he attended the New Utrecht (later City of Brooklyn) Public School. At the age of 13 he went to work, his first position being that of office boy with the Phenix Insurance Company of Brooklyn. He entered the evening division of New York University, graduating in 1911 with a degree of B.C.S. In 1912 he received the degree of C.P.A. from the state of New York. After working for the Realty Associates of Brooklyn for many years he became assistant secretary of the Dime Savings Bank of Brooklyn in 1917, and was later made secretary and treasurer. He was elected president in January 1932.

From 1928 to 1930 he was president of the Savings Banks Association of the state of New York and he is now a member of their executive committee. He served as president of the National Association of Mutual Savings Banks for two years beginning with 1933. In 1935 he became president of the Savings Division of the American Bankers Association. In September 1936 he was elected second vice-president of the American Bankers Association and a year later was made first vice-president.



PHILIP A. BENSON, *New York* president, Dime Savings Bank, Brooklyn

He is a member of the advisory board of the Chemical Bank and Trust Company of New York, trustee of the Title Guarantee and Trust Company, president of the Railroad Securities Owners Association and director of the following companies: Savings Bank Trust Company, Institutional Securities Corporation, Commonwealth Insurance Company of New York, and the Guardian Life Insurance Company. He is a member of various bond holders' protective committees. He has also been active as a trustee or member or officer of the Brooklyn Chamber of Commerce, the Downtown Brooklyn Association, the Citizens Budget Commission, the Brooklyn Institute of Arts and Sciences, the Long Island College of Medicine, Adelphi Academy, the Brooklyn Bureau of Charities, the World's Fair Corporation, the Y.M.C.A., the American Red Cross and the Sons of the Revolution.

He was married in 1911 and has three sons and one daughter. One son is attending Stanford and the other two are at M.I.T. He is co-author with Nelson L. North of the book, "Real Estate Principles and Practices." He also lectures at New York University.

A large and enthusiastic audience greeted Phil Benson at the Founders' Day banquet in New York in November and the entire fraternity joins in extending best wishes for his continued success.

Province Officer Receives Business Promotion

WALTER M. BAGGS, for many years Deputy Province Director at Baltimore was recently appointed office manager of the Washington, D.C. office of the Goodyear



Tire & Rubber Company effective February 7, 1938. Brother Baggs joined this company in 1932 serving as credit manager in the Baltimore office until January 1935 when he was made assistant office manager. As a member of Chi Chapter Walter is well liked by all Deltasigs in Baltimore and he has proved himself to be a loyal and earnest fraternity brother. Initiated by our Johns Hopkins Chapter on April 14, 1928 he served his chapter both as Chancellor and Head Master. Later he affiliated with the Baltimore Alumni Club of Delta Sigma Pi and continued his fraternity interest and activity,

serving this club as president. He was later made Deputy Province Officer in Baltimore and continued to serve his fraternity with distinction. The Baltimore members will miss Walter but since Washington is only 40 miles away we know we will see him frequently. Meanwhile he will enlarge upon his friendships with members of Mu Chapter of Delta Sigma Pi at Georgetown and our Washington Alumni Club.—JOSEPH OBERLE, JR.

Two Kappa Deltasigs Aid Charity

THE EYES OF the nation's capital, Washington, were turned on Christmas day to a football game. To some it was just another football game; to others it was a football game played only for charity; while to others it was a test,

in the interest of charity, to see just what one organized football team could do with a team of picked stars representing several teams. To some, however, it was Deltasig versus Deltasig, or to be more technical, it was blood brother against blood brother.

You see it was like this. David T. (Red) Barron, Kappa, president of the Vocations and Trades School at Monroe, Ga., and coach of that school's football team, turned out one of the best prep teams in the south last year. Red was the first Head Master of Kappa Chapter and is Kappa Number 1. He will be remembered by many as one of the greatest football players ever to play for Georgia Tech. He made all-American. He was also featured in Ripley's Believe It Or Not as the player who played a whole game with a broken jaw wired together with plain copper wire. His brother, Carter Barron, Kappa 58, himself an all-American football player several years later, now manager of Loew's in Washington, D.C., and president of a civic club there, conceived the idea of a football game between his brother's team and a picked team representing the best players on twelve of the capital's high school teams. Carter made his suggestions to his civic club and the idea caught on, the game was scheduled and played before 12,000 people. The boys from "way down in Dixie" won, 28 to 6. As a result of this game about \$4,000 was realized for the needy of Washington, and it all came about due to the willingness of two Deltasig brothers from Kappa Chapter to do their part in helping others.—ALBERT CLARK

Two Members on President's Ball Committee

TWO DELTASIGS were members of committees that put on Washington's Monster President's Birthday Celebration to raise funds for the National Foundation for Infantile Paralysis. Gerald F. Stack, Head Master of Mu Chapter, was on the Floor Committee and was assigned to the famous Wardman Park Hotel. Earl A. Nash, deputy province director, served as the chairman of the Publicity Committee. Washington really goes to town on the President's Birthday Celebration. Second only to New York in number of dollars raised, the District of Columbia celebration is one of the most highly organized in the country.

The General Chairman for the 1938 affair was Melvin C. Hazen, President of the Board of Commissioners, and he surrounded himself with some of the outstanding business and professional leaders in the city.

The so-called big shots in Washington business circles are noted for the fact that they really labor when they take over a civic assignment. There are few stuffed shirts among them and there is little of the old "name lending" so often practiced in some cities. That is good for the various civic enterprises, because shenanigans are hard to put over if the big names are also working right down in the ranks. The professional promoter working for a big percentage of the gross "take" gets almost nowhere in Washington. There was one mild ripple on the otherwise placid waters here this winter when a smart promoter got the ear of a kindly, but inexperienced lady and sold her a bill of goods, but even he was purged before the event actually came off. True, getting rid of him took what would have been a profit on the affair, but the thing ended up on a clean note anyway.

The climax of the series of events in the Washington President's Birthday Celebration was the balls at seven hotels on Saturday, January 29, and the \$25.00 Gold Plate breakfast beginning at two o'clock, Sunday morning.

The organization required at the hotels to handle the tremendous crowds and to safely steer Mrs. Roosevelt and the dozen odd movie stars through the entire list was of no small proportions itself. A gigantic Floor Committee was assembled and a vice chairman for each hotel was appointed. The Vice Chairman in turn had a number of aides and they

BOSTON ALUMNI CLUB OFFICERS



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Director



HARVARD L. MANN
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RALPH A. PALLADINO
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Vice-President



EDGAR B. PITTS
Director



JOHN E. McDONOUGH
Asst. Sec.-Treas.



THOMAS J. FURLONG
Vice-President

had the ticklish job of seeing to it that everything ran smoothly and that nothing happened to prevent the celebrities from keeping up with a most rigid schedule.

The Publicity Committee's job included handling news stories, newspaper advertisements, posters in buildings and on lamp posts, radio skits and speeches, billboards, stickers on restaurant and hotel menus, a blimp riding high over the city carrying streamers of copy by day and neon signs by night, newsreels and dash signs on trolleys. Over thirty individuals served on the Publicity Committee, ranging from the publishers of all the Washington papers to representatives of advertising agencies.

Mrs. Roosevelt was the guest of honor at each hotel and at some time during the evening Eleanor Powell, Ray Bolger, Joe E. Brown, Janet Gaynor, Maria Gambarelli, Vera Zorina, Patricia Bowman, Louise Fazenda, Ken Murray and Oswald, and the kids in the Tom Sawyer picture, Ann Gillis and Tommy Kelly, appeared before the enthusiastic and admiring thousands at the various hotels and midnight shows at two theaters.

Yes, it was a big party and the fight on Infantile Paralysis fund will be richer by upwards of \$50,000.—REX WISENFELD

John Cashmore Heads New York Democrats

JOHN CASHMORE, an alumnus of Alpha Chapter of Delta Sigma Pi, and for 14 years an alderman in the New York city council from the 48th district in Brooklyn, was recently elected by the democratic members of the New York city council as their candidate for vice-chairman of the council. Brother Cashmore has served with distinction during this period and has accomplished several outstanding achievements in civic life and public service. He was the father of a relief measure making it possible for blind men and women of New York city to be self-supporting and he has assisted many in securing old age pensions.

Born in Brooklyn, June 7, 1893 his first business activity was as a newsboy at Gates Avenue and Broadway where he sold *Eagles* after public school 26 let out each day. Brother Cashmore treasured the badge he wore in those days but it was lost some 10 years ago and only returned last fall when the young son of a neighbor secured it in a swap for some marbles. Brother Cashmore was one of the earlier members of Alpha Chapter of Delta Sigma Pi having been initiated on March 3, 1917. He is married, has a son 6 years old and for many years has been engaged in the office equipment and furniture business at 59 Beekman Street, New York, New York. His residence is at 654 Jefferson Avenue, Brooklyn, New York. With the adoption of the proportional representation voting in New York city last fall, Brother Cashmore demonstrated that a systematic campaign for election to the New York city council based on his record in public office, would win votes, and he carried on a well organized campaign instead of a hit-and-miss proposition. Brother Cashmore spoke before a large gathering of Alpha Chapter actives and alumni on December 2 on the question of proportional representation. We wish him a long and successful career in politics.—L. L. DAVIS



Ohio State Faculty Defeats Actives in Bowling Contest

IN A MOMENT of rashness several Ohio State faculty members challenged the active chapter to a bowling match. We did not know at the time that the active chapter's bowling team was leading the Intramural League and in fact had not lost a single game. The faculty therefore appeared for the match with fear and trembling but when the results were completed, lo and behold the faculty had won all three games. Seriously and still telling the truth we had a very interesting match and feel that it did much to cement fraternal relationships between the students and the faculty. The scores follow:

| Actives | | | Total |
|-------------------|-----|-----|-------|
| Richard Wood | 126 | 145 | 160 |
| Richard McCloskey | 166 | 147 | 166 |
| Paul Fitez | 122 | 136 | 125 |
| Harold Moushey | 99 | 173 | 94 |
| Alfred Lageman | 114 | 112 | 122 |
| Totals | 627 | 713 | 667 |

| Faculty | | | Total |
|----------------|-----|-----|-------|
| H. H. Maynard | 145 | 118 | 108 |
| M. J. Jucius | 162 | 151 | 147 |
| J. M. Whitsett | 114 | 158 | 180 |
| J. F. Mee | 139 | 163 | 130 |
| J. B. Taylor | 168 | 145 | 158 |
| Totals | 728 | 735 | 723 |

—H. H. MAYNARD

Florida Chapter Organizes Alumni Association

BECAUSE OF THE substantial growth of Beta Eta chapter of Delta Sigma Pi at the University of Florida, it has been found expedient to establish an active chapter alumni association. Only through such a medium can we maintain fraternity interest and further progress of our vast alumni membership. Tentative plans were formulated during the summer of 1937 by members of the chapter executive committee and the plan was first presented to the alumni and active members of the chapter through the publication of a special issue of the *Beta Eta News* which was widely distributed. With enthusiastic acceptance by both alumni and undergraduates a definite campaign was launched. A banquet was planned which was held at the time of the Florida Homecoming on November 20 as it was felt that the largest possible number of alumni could be assembled at that time with the least trouble. This banquet was a big success.

With the alumni of the Florida chapter scattered all over the country, and many situated in smaller cities where there are no alumni clubs of Delta Sigma Pi we felt that the best means of continuing their fraternity spirit was through an alumni association of our chapter. O. L. Sands of Ocoee, Florida was elected president of the alumni association, and Lyle S. Hiatt of Washington, D.C. was elected secretary. At that time it was only possible to draw up a skeleton outline for the coming year, but we plan for a more definite organization to follow the growth of our association. For the present activity is centered upon acquainting alumni with our plan, gaining their interest and support, and planning for our next meeting. We believe that our efforts have been well spent and that our alumni association will be influential in strengthening and extending the interests of Delta Sigma Pi as a whole.—A. T. BRANDON

Prominent on Texas Campus

THERE IS NEVER an idle moment for this Texas brother. Still in his late thirties, Brother Dolley can enumerate more achievement than the average man could even hope for in a lifetime. Yet he is so modest that many of his intimate friends would be surprised at the facts brought to life in this article. Locomotive fireman! Boy Scout instructor! High School football coach! From this humble beginning Brother Dolley has indeed risen to great heights.

James Clay Dolley was born in Lebanon, Illinois in 1900 and received his B.A. Degree from McKendree College in the same city in 1919. During his undergraduate days at McKendree he was star basketball, football and baseball player. He also worked as a locomotive fireman and he was in charge of a Boy Scout camp one summer. He then taught in high school and also coached football and basketball. He secured his Master's Degree at Illinois in 1923 and was elected to Beta Gamma Sigma. He was on the faculties of California and Chicago for several years and finally joined the University of Texas staff in 1928 where he has since remained. He is now an authority on investments and is writing a book to be called Security Investments soon to be published. He has also been active in the American Institute of Banking.

Although a very busy man, Brother Dolley still finds time to indulge in his favorite sport, tennis. He is also chairman of the important athletic council of the University of Texas and was largely instrumental in bringing the well-known football coach, Dana X. Bible to Texas. He is also sponsoring a move to establish a commissioner of athletics in the Southwestern Conference. And above all he still remains an active and interested member of Delta Sigma Pi.

Hail to Beta Kappa Chapter's most distinguished brother!
—GRANT S. BAZE



JAMES C. DOLLEY
Texas

Philadelphia Holds Annual Banquet

THE NEW YEAR has been a year of renewed activity for the Philadelphia Alumni Club, Saturday, February 19, in particular being a red-letter day. Once every year the club holds its famous banquet, and this year we had the added attraction of an alumni initiation. Ten members of Tau Delta Kappa and Tau Delta Phi, the predecessor fraternities of Beta Nu Chapter, and who had never affiliated, were initiated into Beta Nu Chapter of Delta Sigma Pi. Two actives were also initiated. We extend a warm welcome and sincere greeting to John K. Bergin, Frederick H. Bickert, Andrew K. Birch, Harry Garrison, Maryus S. Harcum, John K. Hulse, Oliver James, Harry J. Kulzer, Norman H. Smith and Charles J. Yoder to membership in Delta Sigma Pi. We look forward to their active participation in the affairs of our alumni club.

As to the banquet itself, suffice to say that it was undoubtedly the most elaborate and best attended in the history of our club. There were 76 present, including Grand

President Milener and Province Director Eckdahl of New York. Following the banquet a large initiation of members into the Yellow Dog took place. With the February banquet now history our club activities have been turned to two important matters; a program for the next few months, and renewed activity to have the 1939 Grand Chapter Congress held in Philadelphia. We in Philadelphia have been so impressed by the success of the Chicago Alumni Club that beginning next month we are going to model our meetings after theirs. The next meeting, to be held Tuesday, March 22, will be a dinner, and President Rohrer will have a well-known speaker for the occasion.

We feel sure that all Deltasigs will be interested in knowing that the Philadelphia Alumni Club has extended to the Grand Council a cordial invitation to hold the 1939 Grand Chapter Congress in Philadelphia. This invitation has been supplemented by petitions from Omega, Beta Nu, and Beta Xi Chapters. Historically, culturally, educationally, financially, and industrially, Philadelphia is one of the leading cities of the country. Combining with these attributes the conveniences of its great hotels, restaurants, clubs, and Convention Hall, we can truthfully say that Philadelphia is "The Convention City." Of particular interest to Deltasigs is the fact that Philadelphia is almost the exact geographic center of a territory encompassing eight chapters of Delta Sigma Pi. The closest of these chapters are within thirty city blocks of each other, the most distant is less than 175 miles from the city. These chapters are: Alpha, at New York City; Beta Omicron, Newark, N.J.; Beta Xi, Trenton, N.J.; Alpha Gamma, State College, Pa.; Omega and Beta Nu, Philadelphia, Pa.; Chi, Baltimore, Md.; and Mu, Washington, D.C. What city can furnish a more ideal set-up for our next Grand Chapter Congress? Brothers—BOOST PHILADELPHIA FOR THE 1939 GRAND CHAPTER CONGRESS!

It is with great regret that we of Philadelphia must announce the death of another of our brothers, Samuel J. C. Brown. For a great many years Brother Brown was employed as a traveling auditor for the Standard Oil Co. of New Jersey and consequently spent little time in Philadelphia. His sudden death at New Orleans on February 9 was a great shock, and his passing leaves a deep-felt loss to all who knew him.—RAYMOND L. HILDENBRAND

Publishes Book on Practical Office Management

HARRY L. WYLIE, chief accountant of the comptroller department of the Pure Oil Company, Chicago and an alumnus of our Ohio State Chapter is the author of a new book, "Practical Office Management" published by Prentice-Hall Inc. of New York. The purpose of this book is to make more effective the various services of the office and covers all phases of the subject with six chapters on personnel. The principles and practices of scientific management laid down in this book are applicable alike to small and large offices. Concrete illustrations are used and the book is intensely practical. It has been written for office managers, supervisors, and office executives, and also for the student of business.

Brother Wylie is the author of several articles published in the *Credit News* of the Chicago Association of Credit Men and the *N.O.M.A. Forum* of National Office Management Association. He is also a lecturer in business organization at the Central Y.M.C.A. college and at DePaul University, Chicago. Collaborating with Brother Wylie in this book was Merle P. Gambler, an alumnus of our Iowa Chapter and acting dean of the School of Commerce of the Central Y.M.C.A. college, Chicago, and Robert P. Brecht, assistant professor of industry, of the Wharton School of Finance & Commerce, of the University of Pennsylvania.

Personal Mention

JOHN P. LOUGHNANE, *DePaul*, has recently been appointed assistant general passenger agent for the Cleveland & Buffalo Transit Company, Chicago. Jack is well remembered as the delegate from his chapter to the Atlanta convention. . . . B. F. WALLACE, *Pennsylvania*, is sales engineer of the Harnischfeger Corporation, Milwaukee, Wisconsin, in their Philadelphia office. . . . BURTON R. MORLEY, *Alabama*, is on leave of absence from the University of Alabama to act as regional representative of the Unemployment Compensation Bureau of the Social Security Board for six southern states. . . . V. WEBNER WIEDEMANN, *Northwestern*, was elected president of the Life Insurance General Agents' and Managers' association of Kansas City at their recent annual meeting. Brother Wiedemann is connected with the Kansas City office of the Sun Life Assurance Company of Canada. . . . FRED E. KING, *Wisconsin*, is controller of Munsingwear, Inc., Minneapolis. . . . DELBERT J. DUNCAN, *Colorado*, has been advanced to the rank of professor of marketing at the Northwestern University School of Commerce. He is on leave of absence this year, teaching at the Graduate School of Business Administration of Harvard University. . . . LLOYD B. RAISTY, *Iowa*, has returned to the faculty of the School of Commerce of the University of Georgia after a leave of absence in which he directed a W.P.A. survey of the financial administration of counties in Georgia. . . . DAVID GILSINN, *Georgetown*, was recently elected commander of the American Legion Post No. 38, Washington, D.C. . . . M. H. HORNBEAK, *Tennessee*, has been promoted from instructor to assistant professor of business administration at Louisiana State University. . . . GARRET J. DEKKER, *Northwestern*, is assistant manager of the Detroit branch of the Air Reduction Sales Company, at 7991 Hartwick Street, Detroit, Michigan. . . . BROADUS MITCHELL, *Johns Hopkins*, conducted a party of American students, teachers and social workers to England, Scandinavian countries and Russia. . . . MAURICE R. BREWSTER, *Droke*, assistant professor of marketing at Emory University, has resigned to return to Georgia School of Technology. . . . DONALD L. MENENDEZ, *Rider*, after graduating from Rider College transferred to the Ohio State University law school, from which he recently graduated and has been admitted to the Ohio bar. He will open an office in Columbus under the name of Carpenter & Menendez. . . . PAUL M. GREEN, *Miami*, who has been with the Federal Housing Administration in Washington, since December, 1934, as a research accountant, resigned this position to accept an assistant professorship at the University of Illinois. . . . ROBERT J. SCHUBACK, *Chicago*, is on the faculty of Kansas City University, Kansas City, Missouri. . . . IVAN WRICHT, *Illinois*, on leave of absence from the University of Illinois, is lecturing in the department of economics, School of Commerce, Accounts, and Finance and in the Graduate School of Business Administration of New York University. . . . H. A. RHINEHART, *North Carolina*, is comptroller of the Fidelity Bank, Durham, North Carolina. . . . TERRANCE G. LEONHARDY, *North Dakota*, is doing graduate work in foreign trade this year at Louisiana State University.

Mergers

Fred C. Dippel, *Rider*, on June 18, 1937, to Lela Hotchkiss, at New York, N.Y.
Edward W. Fitzgerald, *De Paul*, on June 25, 1937, to Dorothy Hurley, at Chicago, Ill.
Francis J. Hickey, *Pennsylvania*, on June 26, 1937, to Helen Kelley, at Riverside, N.J.
George Rakovan, *Detroit*, on June 26, 1937, to Mary Ann Muir, at Detroit, Mich.
Alfred H. Lambrecht, *Northwestern*, on July 24, 1937, to Lanore Ann Drott, at Tomahawk, Wis.
Paul Clark, *Georgia*, on August 10, 1937, to Emily Stallings, at St. Augustine, Fla.
Paul Benson, *Georgia*, on August 14, 1937, to Jean Blasgame, at Atlanta, Ga.

Fred W. Mergenthaler, *Pennsylvania*, on August 14, 1937, to Mildred Billow, at Elkton, Md.
George J. Bottkol, Jr., *Marquette*, on August 21, 1937, to Dorothy E. Conley, at Green Bay, Wis.
Jules F. Karkalits, *Baylor*, on September 12, 1937, to Margaret Goatz, at Tyler, Texas.
Dominic Fertitta, *Johns Hopkins*, on September 20, 1937, to Mildred Peters, at Baltimore, Md.
Allen L. Fowler, *Pennsylvania*, on September 25, 1937, to Edith Bishop, at Camp Hill, Pa.
James T. Booth, *South Carolina*, on October 1, 1937, to Ruth Vollotton, at Conway, S.C.
Ralph F. Baker, *Johns Hopkins*, on October 16, 1937, to Angela de Falco, at Baltimore, Md.
John L. Lagna, *Johns Hopkins*, on October 23, 1937, to Rose Heckman, at Baltimore, Md.
Paul S. Smith, *Rider*, on October 27, 1937, to Fayne Newlin, at Mercersburg, Pa.
Douglas B. Horne, *Georgia*, on November 17, 1937, to Nancy Bell, at Augusta, Ga.
Salvador F. Taranto, *Florida*, on November 25, 1937, to Cecelia Armstrong, at Pensacola, Fla.
Floyd A. Teter, *Missouri*, on December 4, 1937, to Grace Pearson, at Paxton, Ill.
James J. Moore, *Johns Hopkins*, on December 18, 1937, to Mary McCullough, Baltimore, Md.
Harry T. Radford, *Colorado*, on December 23, 1937, to Lois Maxine Farr, at Scottsbluff, Neb.
James E. Hackett, *Penn State*, on February 12, 1938, to Helen Cameron, at State College, Pa.
Eugene J. Steinmetz, Jr., *De Paul*, on February 26, 1938, to Marie Zuercher, at Chicago, Ill.
Arthur E. G. Shuman, *Wisconsin*, on February 26, 1938, to Ruth Griffin, at Madison, Wis.

Dividends

To Brother and Mrs. Walter Miller, *Georgetown*, on July 4, 1937, a daughter, Sally Ann.
To Brother and Mrs. Malcolm M. Edwards, *Johns Hopkins*, on August 1, 1937, a daughter, Susan Virginia.
To Brother and Mrs. F. L. Lacy, Jr., *Northwestern*, on August 2, 1937, a son, Franklin III.
To Brother and Mrs. Paul M. Scott, *Missouri*, on August 2, 1937, a son, Dwight Martin.
To Brother and Mrs. Frank L. Paul, *Northwestern*, on August 26, 1937, a daughter, Susan Marie.
To Brother and Mrs. Ralph Robinson, *Northwestern*, on August 26, 1937, a daughter, Carol Dawn.
To Brother and Mrs. Harry G. Grube, *Rider*, on August 31, 1937, a son, Glenn Erb.
To Brother and Mrs. Robert Adams, *Ohio State*, on September 5, 1937, a daughter, Mary Kay.
To Brother and Mrs. Dave Jones, *Wisconsin*, on September 10, 1937, a son, James Frederick.
To Brother and Mrs. Robert V. Harman, *Missouri*, on September 10, 1937, a son, Robert III.
To Brother and Mrs. D. J. Doyle, *Georgetown*, on September 21, 1937, a son, Donald Joseph, Jr.
To Brother and Mrs. Karl R. Bopp, *Missouri*, on October 10, 1937, a son, Karl, Jr.
To Brother and Mrs. Donald W. Belknap, *Texas*, on October 22, 1937, a son, Donald William, Jr.
To Brother and Mrs. Richard S. Spangler, *Missouri*, on November 17, 1937, a daughter, Sarah Jane.
To Brother and Mrs. Thomas A. Swafford, *Georgia*, on November 26, 1937, a daughter, Martha Ann.
To Brother and Mrs. Alex Lindholm, *Georgia*, on November 26, 1937, a daughter, Nancy Louise.
To Brother and Mrs. Leon J. Heidgen, *Marquette*, on December 10, 1937, a son, Charles.
To Brother and Mrs. Edwin G. Neuharth, *Minnesota*, on December 17, 1937, a daughter, Mary Ann.
To Brother and Mrs. Carl H. Silber, *Missouri*, on January 17, 1938, a son, Carl Henry, Jr.
To Brother and Mrs. Fred M. Owen, *Georgia*, on February 13, 1938, a son, William Frederick.



Among C the △ △ △ △ CHAPTERS

Georgia Secures Chapter Quarters

AT LAST WE HAVE succeeded in getting a chapter meeting room! For the past two years the members of Pi Chapter have dreamed of having a place that they could call their own. Now we have it. The fourth floor of the Commerce Building at the University of Georgia has been opened, and through the efforts of our faculty adviser, Professor Harold M. Heckman, Delta Sigma Pi has secured the use of one of the rooms. It affords a cozy rendezvous for our members and pledges to meet in a "bull session" between classes, as well as a place for studying. After the Christmas holidays, members brought back various articles of furniture. Yes, Sir! We are really proud of our "Penthouse," as it has been named.

Recently the following brothers were elected to guide the destinies of our chapter until June: Head Master, Willis O. Jackson; Senior Warden, Franklin McDade; Junior Warden, James O. Hoover; Treasurer, Eugene Broxton; Scribe, Charles Simmons; Chancellor, Jack Humes; Historian, Charles Berry; Master of Festivities, Allen Davis; Master of Ceremonies, Glenn Parham; Senior Guide, J. W. Lawson; Junior Guide, Wallace Miller; and DELTASIG Correspondent, William J. Benton. Look out Chapter Efficiency Contest! Pi is out to win again.

Our "Penthouse" was officially opened with a reception Sunday afternoon, February 20, and at the same time we celebrated our sixteenth birthday. The faculty of the School of Commerce was invited and we had a fine time.

The personnel director of the university spoke to the members of our chapter and our guests recently on "How to Apply for a Job" and gave us many helpful suggestions. Fifty-five were present at this meeting.

We succeeded in electing all of the officers of the Economic Society recently, thus continuing a time-honored custom of Pi Chapter. They were: Allen F. Davis, president; James O. Hoover, vice-president; Franklin McDade, secretary; and J. W. Lawson, treasurer. How dare you mention politics!

John Duke has been elected to Beta Gamma Sigma. Johnny is the brains of the chapter. We hope to have at least two or three more members on the coveted list before graduation.

With plenty of social and professional activities, as well as industrial tours on our schedule, we are looking forward to a very busy quarter here in Athens.

We should like to extend an invitation to any Deltasig who might be through Athens, Ga., to stop by and see our new quarters. Pardon our bragging, but we are mighty proud of it.—WILLIAM J. BENTON



A VIEW OF THE QUARTERS OF OUR PI CHAPTER AT THE UNIVERSITY OF GEORGIA, ATHENS, GEORGIA

Much Progress Reported at Miami

ALPHA UPSILON CHAPTER at Miami reports the year so far as progressing rather nicely despite the chapter's being handicapped by the loss of a large group of graduates last spring. To give ourselves some distinguishing publicity and to help the freshmen who are enrolled in our School of Business Administration find out the answer to "What am I going to be?" we are publishing a series of folders written by Delta Sigma Pi members of the school's faculty and edited by a committee of our own members. These folders are to be presented to both freshman men and women.

The slow wheels of the "rushing" mechanism were set in motion in October. With a round table discussion by our Headmaster, Ed Robertson, and a greyed air of cigarette smoke, our first smoker reviewed the men we deemed most worthy.

Just as prospects for a brilliant year loomed ahead, a truck came over a hill and crashed powerfully into the car driven by Dr. Gorton James, one of our faculty brothers. To his memory the chapter dedicates the folder being published by us and has caused a plaque to be erected permanently in his memory.

Besides the regular luncheons and business meetings, we had planned trips to industrial plants in the vicinity, but owing to the disagreeable labor troubles and more recently to the bad slump in business, this particular activity has been cut short. However, our trip to the Cincinnati *Times-Star*, the famous Taft newspaper, was, we all agree, a swell one. Witnessing the whole process of getting news, both by reporters, teletype and special leased wires, we saw the hot news written up, linotyped, proof read, pages composed, a matrix made and the semi-circular mass of lead that is put on the press. In the room with the ten presses rolling out 500,000 papers an hour, even the whole chapter couldn't add any noticeable amount of noise with a combined yell. While there, Cartoonist Shafer gave each one of us two of his original cartoons which have appeared in this newspaper.

Miss Johnson was guest of honor at our luncheon on October 21. As the most important woman in the Business Office we were surprised to hear that she was leaving for a position at the University of Idaho, as private secretary to the President who was until recently the Dean of our School of Business.

A high point of our series of luncheons was that given on November 5, when Grand Secretary-Treasurer H. G. Wright visited with us. Besides the talk on "This Business of Getting a Job" his private conversation to members gave us a better foundation and fund of ideas on which to build our activities. His visit was a real benefit.

Under the guidance of Senior Warden Avery Phillis, the following pledges had passed their preparatory training and on November 11, 1937, were duly initiated: Robert Baker, Edward Hughes, Robert Newsock, Richard Troester, Kenneth Jones, Julian Lange, Richard Kern, Ted Killian, George Saxelby, J. Harrison Gerdes, Don Blank, and Don Harshman. And on November 23, a banquet for the said initiates was held at the New England Kitchen. The speaker was the well-respected tax authority, Dr. E. S. Todd, who helped in the creation of the business school here.

As a sort of relief from the cares of strenuous studies, the chapter headed by Gerdes and Gross had a sub-rrosa beer party. Lange can hold eleven beers and still walk

the proverbial straight line.

On December 14, the chapter sponsored a lecture open to all students interested in current business difficulties. The speaker, Mr. W. R. Giesinger—head of the investment division of the Central Trust Co. of Cincinnati—offered his opinions on "The Value of the Profit Incentive." Approximately 200 people heard his attack on the administration's taking profits from business and investors by means of excessive proportional taxes.

After the second semester was well headed toward a busy session of studies and extra activities, we again started our series of luncheons. And on February 19, after several weeks of planning, we had a conference and dinner with the executives and foremen of The Carthage Mills Company of Cincinnati; Alpha Upsilon Chapter had visited this linoleum company last spring. Our Head Master Ed Robertson was very much the key-man in arranging the meeting which consisted of an informal getting together, an excellent dinner, if I do say so, and then an exemplar foreman's conference. This was led by Foreman T. Coulter and the discussion was titled, "Keeping Composed in Times of Factory Rush and Upset." As a relaxation, the Carthage men were our guests at a basketball game which proved no relaxation but a yelling, cheering divertissement.

With a smoker for prospective brothers, a movie, and election of officers coming up soon, this chapter will be busy.

Here's good luck to all the other chapters.—A. A. LEININGER

New Year Means Good Year for Kansas

IOTA CHAPTER started the spring semester in a blaze of glory by initiating four pledges and pledging seven. We have initiated seven members so far this year and with additional pledges to be secured next week our spring initiation should bring the grand total to about 20 initiates for the year. We are pleased to present Jim Nelson, Don Clinger, Jack Ledyard, and John O'Brien as our new brothers.

Always progressive, always ready to grasp a good idea, Iota chapter held an industrial tour to Kansas City in lieu



PROMINENT ON KANSAS CAMPUS

Three members of our Kansas chapter were recently elected officers of the student body of the School of Business. Left to right: Martin Flesher, secretary, Hazlett Steiger, president, and Maurice Breidenthal, treasurer.

of its regular February smoker. This tour proved very successful. Two buses were chartered and 67 students and three faculty members participated in the all-day tour. Stops were made at Armour and Company, the Kansas City Board of Trade, Sears, Roebuck and Company, Harris, Upham, and Company, New York Stock Brokers, and the Federal Reserve Bank. Our chapter hopes to make this an

annual event as it was well received by the student body of the School of Business and the prestige of our chapter greatly enhanced as a result. The trip was suggested by Grand Secretary-Treasurer Wright when he visited us on January 20 and was magnificently directed by Head Master Steiger and Brother Flesher and supervised by Professors Ferrel, Dowling and Pettee. Our chapter is also sponsoring a show at the leading Lawrence theater as a part of our publicity campaign.

We hear of the continued success of many of our alumni. Former Head Master George Flint is with the Aetna Insurance Company at San Antonio, Texas, and doing quite well.—CLAUDE CRAVENS

Texas Plans for Chapter House

FOREMOST IN THE minds of the members of Beta Kappa Chapter this week was the plan advanced by Head Master Ottis Stahl for the establishment of a chapter house on the campus. The plan would establish a house near the campus which would provide lodging for ten to fifteen boys, serve as a meeting place for the chapter, and become a nucleus for the chapter's activities. The plan received favorable comment by Chapter Adviser W. P. Boyd, charter member Dr. J. C. Dolley, and Dr. J. A. Fitzgerald, dean of the School of Business Administration. Further action on the plan will await initiation of new members next month.

Last week the president of the student's association at the University of Texas announced the appointment of Head Master Ottis Stahl to the student assembly for the remainder of the school year. Stahl is the second member of Beta Kappa Chapter to become a member of that body this year, the first and only other representative from the School of Business Administration being Chancellor Cordie Harper who was elected earlier in the year. Other members of the chapter receiving recognition the past month included Clyde Taylor who was elected president of the Senior Class, Sydney Reagan, president of Men's Inter-Community Association and chairman of the Cultural Entertainment Committee, who was named student of the week on the *Daily Texan* radio program, and Jack Bover who last week went into spring training for varsity football.—WOODROW WALTER

Florida Resumes Radio Broadcasting

THE FLORIDA CHAPTER sponsored a series of 27 radio broadcasts in 1933 on "Economic Conditions of Today." These talks were broadcast under the auspices of Delta Sigma Pi over the University of Florida radio station, WRUF, each Monday, Wednesday, and Friday and we had as our guest speakers, members of the faculty as well as various members of the chapter. Resulting from the active work done by the committee in charge of this program we had many outstanding speakers in the various phases of economics offer us their services and we had a most interesting series of broadcasts. Letters were mailed to all of the high schools in the state of Florida and we requested that the principals urge their students to avail themselves of the benefits offered by listening to these talks. Mimeographed copies of the talks were mailed to newspaper editors throughout the state and the chapter received many columns of newspaper publicity.

With the graduation of the members of the committee in charge of this activity these radio broadcasts were terminated. But because of their tremendous success, Beta Eta Chapter again does its share to bring closer affiliation between the commercial world and students of commerce by organizing and presenting another such series. During the

past semester we have had some of the leading business men of the state talk on the relationship to their various fields of activity such as general business, foreign trade, banking, education, transportation, etc. And we hope that over the balance of this year this important activity will be developed to greater heights than previously enjoyed.

Marquette Swings into High Gear

ALL THE BROTHERS of Delta Chapter had wonderful Christmas vacations and then returned to college only to be greeted with semester examinations. After the suspense there was a natural let-down, but now we have held our elections and are all set to swing into high gear for the remainder of the semester. The new chapter officers are: Head Master, James Jertson; Senior Warden, Robert Krill; Treasurer, Howard Ring; Scribe, Olaf Knudson; and Junior Warden, William Manegold. Delta Chapter has made it a matter of record and wishes to give public acknowledgment to Robert O'Melia, our retiring Head Master, for the splendid work he did in taking up that office in the middle of the term and carrying on in fine style.

Happily picking on one of the few cold nights that permitted the snow to remain, Delta Chapter held a sleigh ride party at the Brown Deer Country Club on Monday, February 7. Robert Krill was in charge of the party, and he saw to it that the brothers had a good time after the ride by providing a place to dance. Everybody enjoyed the party, and now plans are in progress for a good old-fashioned hay ride party.

As their last official act in office the retiring officers conducted a smoker on Monday evening, February 21, and it was a rousing success. If any more guests had arrived we would have been forced to hang them from the ceiling. Approximately 60 students showed up to hear Mr. Beyerly of the Milwaukee Association of Commerce speak, and enjoy the refreshments which were served. After the talk the guests and the brothers joined in playing cards and singing songs. That evening Delta Chapter pledged five men, Matthew Keese, Henry Pandle, Ernest Johannes, Paul Loftus, and Lawrence Loehr, all the type of men that Delta Sigma Pi will be glad to accept as brothers. About five more men are about ready to pledge; we expect to initiate 10 or 12 shortly.

Roland Porter has congratulations due him at this time for his acceptance into the select group of accounting students, the Marquette Accounting Club.

In order that the alumni and active brothers of Delta Chapter may become more closely related and work hand in hand in certain matters, Head Master James Jertson and the alumni club president, Heath Crider, are arranging a smoker for the combination of both groups on Monday evening, March 14, 1938, at the chapter house. Special notices will be sent out to all alumni members but should anyone be overlooked we hope that they will accept the invitation which is included in this paragraph. We want to make this affair the acme of perfection in smokers. We especially would like to see some of the brothers who graduated years and years back, and have not found it convenient to visit the house as often as they would probably like to. There will be games, smokes, and refreshments. Will we see you?—VINCE BERTSCHE

Grand President Milener Visits Atlanta

SUNDAY, JANUARY 23, brought a surprise visit to Atlanta of Gene Milener, Grand President of Delta Sigma Pi. The news was quickly spread by the chapter attendance committee and by mid-afternoon there was a large crowd out at the Deltasig Lodge to help entertain our visitor. Brother Milener was shown the proposed lake site and

also the improvements made since his last visit with us which was at the time of the national convention in September 1936. A dinner was held in his honor at a downtown restaurant that evening.

Due to a fear that more members would attend than could be handled, our chapter held an unannounced steak fry on Saturday, January 29, at the Deltasig Lodge, but somehow the good news couldn't be kept and when supper time approached we had a record breaking crowd to feed. Our pledges proved equal to the occasion, turning out a delicious supper of steak with all the trimmings, which was made quick work of by the members and their dates. During the afternoon many of the members did yeoman work in helping construct a road to the proposed dam site and



GRAND PRESIDENT MILENER VISITS ATLANTA
Two informal views taken during the visit of Grand President Milener to Atlanta late in January. These pictures were taken at the Deltasig Lodge.

about 150 feet were completed. After the steak fry songs were sung, followed by ping-pong, cards, and dancing.

Previously in January the chapter held a most interesting smoker for the entertainment of commerce students and O. C. Hubert, an alumnus of the chapter, sales manager for the Georgia Power Company, spoke on "Sales Management as a Profession" before a crowd of approximately 100. In keeping with the season our chapter and alumni promoted a Valentine dance at the Lodge on Saturday, February 12. Many visitors were present from out of town and the Lodge was appropriately decorated. Several interesting contests were held during the evening and a large crowd was present. On February 10 Kappa Chapter managed to defeat Alpha Kappa Psi in a hard fought basketball game, 23-21, Brothers Gregory, Blackstock, and Phillips being our star players.—ALBERT CLARK

Florida Conducts Industrial Tour to Jacksonville

IN THE FALL of last year twenty of us good brothers of Delta Sigma Pi journeyed to Jacksonville, Fla., for the week-end. We arrived on Friday afternoon at the Hotel Seminole, a fashionable hostelry in that fair city—the aforementioned hotel was our headquarters for the week-end.

We cleaned our be-smudged faces, and substituted beaming smiles on our respective countenances which heretofore were overladen with frown and worry, supposedly due to the trials and tribulations encountered in an institution of higher learning! We attired ourselves in our most stylish regalia and presented our personages in the banquet room of the hotel. We had a very nice Delta Sigma Pi Banquet, at which we were welcomed to Jacksonville by our good alumni, Glenn Calmes, Beta Eta, and Peyton Yon, Beta Eta. After the banquet we sought the companionship in form of feminine pulchritude; and I might add that we were highly successful—in fact, I think we had one extra beauty! We traveled in motorcade fashion and “a-jooking we went.” We closed all the night clubs and “jooks” up in fine style.

Saturday morning (we *did* get back from our escapade of the night before!) Brothers Calmes and Yon started conducting us on one of the finest industrial tours that I have ever had the pleasure of attending. A few of the businesses which we visited were: the Southern Bell Telephone and Telegraph Company; Clyde-Mallory Steamship Line; Federal Administration Building; United States Post Office Building; Fenner and Beane, stock exchange; Cuesta-Ray Cigar Factory; Jax Brewing Company (pretty good beer! So the boys tell me, anyway!); and various others. We spent the whole day and 'til late in the afternoon inspecting the numerous concerns, and the tour was extremely interesting as well as educational.

We then had a few victuals and most of the good brothers started back to the university city, Gainesville; but a few, including Lloyd Anderson and myself, were attracted by the fairer sex of Jacksonville—thus, we did not arrive in Gainesville until the following day! I can assure you that the rest of our boys don't know what a further good time they missed!

We rented an automobile for the trip to Jacksonville and, at this point, let me offer a bit of advice—if ever there is the necessity of renting a car for a trip, *don't do it*; just purchase the car outright—you'll save money!

Brothers all over the country—the sun is shining bright in Florida; occasionally, when it becomes very cold, we have to roll down our sleeves! So, all of you, if you get a chance, come on down to see us and throw your coats away 'cause you won't need them in the Sunshine State.

Good luck to all in the Chapter Efficiency Contest.—
R. R. DEAS, JR.



HERE WE FIND the active members of our North Dakota Chapter with Dean E. T. Towne at the microphone just prior to the radio broadcast sponsored by the chapter on February 15. Dean Towne spoke on “Changing Methods in the Preparation for Business.”

The Wisconsin New Deal

PSI CHAPTER OF DELTA SIGMA PI has caught the spirit of prevalent political issues and has adopted a program known as the “Psi New Deal.” This particular “new deal” began with the start of the school year in the fall of 1937 and will continue until all thought of the depression is forgotten. The program began with an extensive scrubbing brush campaign in which all ceilings, walls, windows, and floors received plenty of soap and water. Immediately thereafter a project of redecoration was undertaken which terminated in the repainting of the first floor walls and ceilings in a light buff color, the sanding and re-varnishing of the entire floor space, and the restaining of the woodwork. In keeping with the first floor decorations, the chapter room was redecorated in like manner and the floor painted with a special cement paint of a deep red color.

Refurnishing was then in order and no part of the chapter house was left untouched. New, dark green carpets with supporting ozite pads were laid throughout the entire first floor. An additional red leather davenport was purchased and placed before our fireplace. Several new indirect lighting floor lamps were placed in the most advantageous locations and a new indirect lighting fixture was installed in the library. A steel card table set was purchased for the den and a regulation ping-pong table was built and placed in the chapter room. The rugs that originally occupied the first floor were cut up and distributed among the various rooms of the second and third floors. And last but not least—Psi Chapter has installed an automatic stoker on the central heating unit which has given us uniform heat throughout the entire three-floor house and plenty of hot shower water at any and all hours of the day and night. With the new improvements in the chapter house, rushing has been very successful.

Our “Reconstruction” has not been all hard work for it has been tempered scientifically with a well apportioned series of social and athletic events. At the present time plans are being made for our annual “Bowery Party” and Spring Formal, our bowling team is entering the interfraternity finals to determine the champion bowling team of the University, and our basketball team has finished with better than average rating.

Yes, prosperity is just around the corner, for Psi Chapter has turned that corner and can see prosperity straight ahead.—HOWARD OLMSTED



ENTRANCE TO OUR SOUTH CAROLINA CHAPTER HOUSE

Our Beta Gamma chapter at the University of South Carolina has leased one of the university dormitories; here is pictured some of the members in front of the entrance.

Deltasig Heads Northwestern's Commerce Club

ON SEPTEMBER 25, 1913, the Commerce Club of Northwestern University in Chicago was granted its charter by the state of Illinois and will shortly celebrate its silver anniversary. This club was organized by the students in the evening division of the School of Commerce of Northwestern University and has enjoyed great success with each succeeding year. For many years Beta Chapter of Delta Sigma Pi has played an important part in the development of this famous Commerce Club which has the longest continuous period of operation of any collegiate Commerce Club in the country and also the largest membership. Over half of all of the presidents of the Commerce Club since its organization have been members of Beta Chapter of Delta Sigma Pi. All male students registered in the School of Commerce in Northwestern University are associate members, being charged a nominal fee at the time of registration. They are all also eligible to become regular members on application which entitles them to hold office and to participation in a rather elaborate club program of activities. About 800 students are regular members of this Commerce Club.

And when the School of Commerce of Northwestern University built its \$1,000,000 building on Chicago Avenue, 12 years ago, the Commerce Club was allotted 4400 square feet of space on the third floor for use as a club room. The club spent some \$15,000 in equipping this room which is one of the most beautiful club rooms in the city of Chicago and is quite popular and used extensively by the students before and after classes. The Commerce Club is not just another campus organization. It offers a complete profes-



ROBERT BRUCE



A VIEW OF THE QUARTERS OF NORTHWESTERN'S
COMMERCE CLUB

sional and social program and also provides several scholarships each year, makes substantial contributions to the Northwestern University band and other campus organizations and has played an important part in the student activity of the School of Commerce of Northwestern.

The president of this famous Commerce Club this year is none other than Robert Bruce, a member of Beta Chapter at Northwestern University who is successfully carrying on the long-time tradition of Beta Chapter prominence in Com-

merce Club affairs. In fact Brother Bruce is the fourth member of Beta Chapter to be president of the Commerce Club in the last five years! Steve Janick, another Betaman is chairman of the finance committee, Dick Johnson directs the publicity for the club, and Frank Paul is vice-president and chairman of the house committee.

In 1931 the Commerce Club offered a cup to the organization in the School of Commerce who presented the best teams in various athletic sports. This contest became an annual affair and is competed in by the various fraternities as well as several independent groups. Teams must be entered in baseball, basketball, swimming, track, bowling, tennis and ping pong and the group scoring the greatest number of points during the year receives the Commerce Club Sweepstakes Trophy. And believe it or not, for six consecutive years from 1931 to 1936 inclusive Beta Chapter had the Commerce Club Sweepstakes Trophy on the mantel at their chapter house at 42 Cedar Street! Sh! let's not talk about last year, however.

Beta Chapter is proud of the part it has played in the development of Northwestern's famed Commerce Club and its members plan to continue their prominence in its activities in the years to come.—ROBERT L. SHANLEY

Atlanta Brothers Visit Auburn

ON SUNDAY FEBRUARY 13, eight Atlanta Deltasigs and their dates journeyed by automobile to the beautiful city of the plains, Auburn, Alabama, to visit our Beta Lambda Chapter at the Alabama Polytechnic Institute, 120 miles from Atlanta. We arrived in three cars in Auburn in time for dinner following which an informal discussion took place with the officers of the Alabama Poly Chapter as the Kappa group discussed their various problems with them. Following this meeting we were taken out to the chapter's country lodge and fêted for the remainder of the day. We then started the trek back to Atlanta after having had a most enjoyable time with our neighboring brothers.

The activities of Kappa Chapter are progressing most satisfactorily. Our professional activities are at their best. In January we enjoyed a film on the selling methods employed by the General Electric Company and we also had talks by Brother Hubert of the Georgia Power Company on "Salesmanship as a Profession" and by Mr. V. E. Thomas, parole officer of the federal penitentiary, who discussed "Modern Prison Methods." The Chapter Efficiency Contest seems to be in capable hands and every member is doing his part to obtain his share of the points necessary to win again. The boys down here are serving fair warning to the rest of you chapters—we mean to win.

Our rushing activities are practically complete. Nine members have been initiated this year and ten pledges are awaiting the slaughter. Finances are in excellent shape and the social program planned for the remainder of the year is going to keep the brothers on the go. With such things planned as professional meetings, dances, week-end parties, fish fries and steak suppers.

The ladies auxiliary of the Atlanta Alumni Club is certainly gaining favor among the brothers. Composed of the wives of the members, this club has as its object to help knit the alumni members of the fraternity closer together and in so doing derive the advantages of association with one another and to help with the furnishing and care of our lodge. Holding their second rummage sale within a year the ladies earned enough to buy a maple living room suite which they presented to the lodge. It is a beauty and we are sure proud of it.

If any of the out-of-town brothers happen to be coming through Atlanta, we extend a hearty invitation to any affairs which might be happening at that time. Our latch string is always out, we would like to see you use it whenever you can.—ALBERT CLARK

North Dakota Honors Prominent Alumnus with Banquet

HOMEcoming at the University of North Dakota brought back to their Alma Mater many famous alumni. Alpha Mu Chapter was fortunate in having the opportunity to hear at that time one of its most distinguished members, Brother John M. Hancock, partner in the firm of Lehman Brothers, investment bankers of New York City, and one of America's leading financiers. A group of 28 prospective pledges, the faculty of the School of Commerce and the Administration of the University assembled in banquet session, heard his discussion on present-day topics and worries of business, undoubtedly one of the most interesting talks ever presented to any group or organization on this campus on any subject. Since the entrance of the writer into the School of Commerce no group has been as desirous of continuing a discussion as that which held Brother Hancock on the floor for two hours.

With the commencing of second semester activities a professional program centering primarily around a weekly round-table discussion over radio station KFJM has been begun. It is patterned very closely on the Sunday NBC broadcast of the University of Chicago round-table, and featured are members on the faculty of the School of Commerce and brothers of the fraternity. During the coming weeks many interesting topics for discussion have been scheduled, and considerable attention throughout this locality is being given to the program.

Honors and distinction falling to members of the chapter during the past months include the following: Peter Ashenberner, George Dawes, and Don Roney were chosen as most typical students in the senior class from their respective dwellings and candidates for most typical senior University student. On February 22, Harry Hieggelke was awarded the Alpha Eugene Bye prize in the School of Commerce, based on scholarship and leadership. And Brother Roney has been elected to Blue Key honorary fraternity, and has served during the past year as president of the Interfraternity Council. Terrance G. Leonhardy of the class of '37 reports interesting and enjoyable work in his graduate studies in business administration at Louisiana State University. John Peterson is pursuing advanced studies at the Graduate School of Business Administration of Harvard University under scholarship grants, and during the coming summer will again serve as assistant to Dr. Karl O. Lange, world authority on thermel-

meteorology and Chairman of the Ninth Annual International Gliding and Soaring Contest to be held at Elmira, New York.

Seven new members were initiated into Alpha Mu Chapter on December 15.—CARL G. PETERSON

Alabama Poly Visited by Atlanta Brothers

INSPECTION OF BETA LAMBDA CHAPTER was made Sunday, February 13, by province director Howard B. Johnson. Brother Johnson came from Atlanta with several members of Kappa Chapter and alumni. During the meeting held in Auburn's Student Center and presided over by George G. Perry, Head Master of Beta Lambda, short speeches were made by Dr. J. H. Goff and Professor C. P. Austin after which the meeting was turned over to Brother Johnson. Turning from affairs at Beta Lambda, Brother Johnson gave a résumé of conditions at other southern chapters and announced that several alumni were working to establish an alumni club in Birmingham, Alabama. Included in the party from Atlanta were Brother and Mrs. Howard B. Johnson, Brother and Mrs. H. C. Kitchens, Brother and Mrs. Leonard P. Kuyper, Thoben Elrod and Miss Mary Nell Hears, Leo Stellman and Miss Martha Paris, James Davis and Miss Mary Hill, Albert Clark and Miss Martha Whigham, Harry Barnes and Miss Louise Rainey.

Two of Beta Lambda's members have recently received one of the highest honors that may be attained by students at Auburn. Head Master George G. Perry and William C. Hitchcock were elected to Phi Kappa Phi, national honorary fraternity. Members of this organization must have a high scholastic standing and be outstanding in college activities.

Several professional meetings were held during the month of February. John M. Ward, manager of the Alabama State Chamber of Commerce, will speak at our next professional meeting. Mr. Ward will talk on a subject relative to industry in the South. He was formerly head of the industrial division of the Birmingham Chamber of Commerce. For several months he has been working with Governor Graves of Alabama in an effort to secure lower freight rates for this section.—W. DAVID WITTEL



HOMEcoming BANQUET OF ALPHA MU CHAPTER, UNIVERSITY OF NORTH DAKOTA

Standing, left to right: J. W. Wilkerson, business manager of the University of North Dakota; John N. Hancock, partner in the firm of Lehman Brothers, investment bankers of New York and an alumnus of our North Dakota chapter; Head Master Carl G. Peterson, and Senior Warden Don Roney.

Philadelphia Makes Bid for Delta Sigma Pi 1939 Convention

THE FIRST ORDER of business at the first business meeting of Beta Nu Chapter this college year was consideration of the possibility of securing the 1939 Grand Chapter Congress of Delta Sigma Pi for Philadelphia. After due consideration it was unanimously voted to appoint a permanent committee in this connection with Head Master Bowles and former Head Master Palmer Lippincott as co-chairmen. Our next step was to contact the Delta Sigma Pi Chapters nearby at Temple and Rider who immediately signified their hearty approval and suggested that the three chapters combine their efforts on this project. We have formerly and officially filed a petition signed by each active brother of the two Philadelphia chapters with the Central Office of the fraternity and we sincerely hope that Philadelphia will be selected as the place of the next Grand Chapter Congress of Delta Sigma Pi. If it is we pledge ourselves to be real hosts.—CLAYTON G. BRANCH, JR.

Two Colorado Chapters Hold Joint Banquet

NO MATTER WHERE you live or where you are, you ought to be here in Denver! They say that this is out where the west begins—that this is the best spot on earth. They certainly are right! Why, right now, in the midst of a Colorado winter, the thermometer reads 64 degrees above zero. Believe me, this is the most invigorating climate that can be found. Maybe it is because of this fact that the Alpha Nu Chapter is so full of vim and vitality. Anyway, we seem to have started the new year's activities in a big way.

Now that the new chapter officers have been elected, everyone seems to be "hitting a new high." The whole chapter is getting into things with an unexplainable boom. At this moment, we are preparing to initiate 10 new members. On March 12, we have arranged to hold a very exclusive dance at one of the best country clubs in Denver. Then, on Sunday, March 13, we are carrying out our formal initiation plans at the famous Olin Hotel, which will raise our total active membership to 42. All of the 10 new members were picked from the best students in the Denver University School of Commerce.

When Grand Secretary-Treasurer Gig Wright came through Colorado in January the two Colorado chapters combined in holding a banquet in his honor in Denver which proved to be one of the most enjoyable fraternity affairs

ever held in our history. About 30 members of our Colorado chapter at nearby Boulder including Dean Elmore Petersen of the School of Business came down to Denver and joined with a large representation from our chapter in attending this dinner. A picture of part of the crowd present appears in this issue of THE DELTASIG. Brother Wright gave a fine talk and we enjoyed it immensely. We plan to hold similar joint affairs in the future.

By the way, both the Alpha Nu and Alpha Rho chapters extend an invitation to all fraternity brothers to come to the west and visit or live. Anyway, it would be a good idea, and we will always be ready to welcome them and show what our chapters can do. Remember, "'Tis a privilege to live in Colorado."—PAUL D. BLAGEN

News from Tennessee

ALPHA ZETA CHAPTER, located at the University of Tennessee, held its first initiation Saturday, January 15, at the Hotel Farragut and nine new members were inducted into the fraternity. After the ceremony the group enjoyed a fine dinner and Professor Harvey G. Meyer, faculty sponsor of the chapter and Province Officer, addressed the members, giving several suggestions for the upbuilding of the chapter.

The first professional meeting of the new year was held on February 9 when Mr. Weston Fulton, prominent Knoxville manufacturer, spoke to a group consisting of members, their dates, and friends. Plans and preparations for the Commerce Exposition and Commerce Ball were discussed later. The chapter last year held a highly successful Exposition and a well attended Ball. Many Knoxville business firms had exhibits at the Exposition.—CHARLES B. PFLANZE

Colorado Celebrates Chapter Birthday

ON MONDAY EVENING, February 21, 12 years to the exact day after the establishment of our chapter, our members and their dates enjoyed a dinner dance in observance of this event. We were able to hold this dinner dance on a week-day night because of the fact that the day following was Washington's Birthday and classes did not meet that day. The dance was held at the beautiful and picturesque Blanchard's Lodge some seven miles from Boulder in the mountains up Boulder Canyon. Every member of the chapter was present with the exception of two and we also had our four faculty members and their wives with us. Everyone present had a most enjoyable time.



OUR COLORADO AND DENVER CHAPTERS HOLD JOINT BANQUET IN DENVER

At a professional meeting held Wednesday, February 16, Dr. Clay P. Malick, instructor in the College of Arts and Sciences, spoke on the subject, "Behind the Scenes in Germany." His talk was most interesting and illuminating and quite authoritative, since Dr. Malick had recently been in Germany. Members of Alpha Rho asked questions for nearly an hour before the meeting finally broke up.—HARRY RADFORD

School of Business to be Discontinued

IT IS WITH REGRET that we near the close of active operation of one of the most successful chapters in Delta Sigma Pi, Beta Delta Chapter at North Carolina State College, Raleigh, North Carolina. Installed in 1929 our chapter has been one of the most prominent fraternities on our campus during its nine years of operation and we hate to see it go out of business. In the Chapter Efficiency Contest our chapter placed eighth in 1933, sixth in 1934, third in 1935, sixth in 1936, and sixteenth in 1937, just to show you how successful we have been. A total of 145 members have been initiated in these nine years; our professional programs have been the talk of our campus and our membership has always displayed an active interest in fraternity affairs. Then why must we go out of business? Simply because the School of Science and Business at North Carolina State has been consolidated with the School of Commerce at North Carolina, at Chapel Hill and the consolidated school will be located at the University of North Carolina. However, we are glad to learn of the revival of the Delta Sigma Pi Chapter at North Carolina for this will enable our fraternity to continue its activities in our state. The two chapters will work closely together during the remaining short period of our "life" and it is the hope of Beta Delta Chapter that Alpha Lambda will become one of the most active and influential chapters in Delta Sigma Pi.—K. T. RAND

DePaul Initiates Five

ALPHA OMEGA CHAPTER successfully initiated five new men into our brotherhood on February 6: James Kelly, James Donnellan, Joe Cicero, Frank Tangney, and Francis Burns. The ceremonies were held at the Lake Shore Athletic Club, followed by the traditional initiation banquet which was attended by Grand Secretary-Treasurer Gig Wright. Brother Kelly is a very active member of the Commerce Club in the evening division of which Head Master Donald W. MacAllister was recently elected president. This club has been quite active in student affairs sponsoring a comprehensive program of professional meetings and social activities.

We are in the midst of another rushing season and hope to secure eight or ten pledges for spring initiation.

Down Alabama Way

THE ELECTION AND installation of new officers marked the beginning of our second semester at Alabama. Head Master Thomas has outlined a well planned program for the coming semester and it is the aim of our chapter to place Delta Sigma Pi high in the esteem of the Alabama campus. At our first meeting in February, Brother Whitman of the faculty read the individual scholarship records for the first semester which he followed by giving us a two point program for studying. We plan a series of radio programs for the second semester and also a survey of all Delta Sigma Pi graduates of our School of Commerce. Our chapter will also give a Delta Sigma Pi plaque each semester to the brother with the highest scholastic standards. We introduce our new members: L. O. Brown, Tracy Davidson, T. J. Laney, Clifford C. Leslie, Jr., Herbert H. Mitchell, Walter Schaffer, and William Strong. We are also glad to welcome back Charles Martin who has been out of college for the first semester.

Social activities for the remainder of the year will be the annual Commerce Day Ball in March and our annual May boat trip on the Warrior River which is one of the highlights of Alabama's spring social calendar.—JAMES G. HOLLAND, JR.

Ohio State Hums with Activity

NU CHAPTER HAS BEEN fairly humming with activity this quarter. Early in February we held a testimonial dinner honoring Dr. James E. Hagerty, first Dean of our College of Commerce and Administration, an honorary member of our chapter and who did much to bring our chapter to the Ohio State campus. About 100 attended this dinner which is reported in detail elsewhere in this issue of THE DELTASIG. The week following this banquet we initiated five members and we expect to initiate 8 or 10 during the coming quarter. Our chapter is the largest it has been in several years.

At recent chapter elections the following officers were elected to guide the destinies of our chapter for the coming year: Head Master, Alfred Lageman; Senior Warden, Reino Kahelin; Junior Warden, Douglas Gee; Treasurer, Kenneth Banks; Scribe, Richard McCloskey, and Correspondent, Forrest Hutslar. Elaborate plans have been made for our formal dance to be held March 5 in the "Hall of Mirrors" of the Deshler Wallick Hotel. The only blue note in the whole affair is that final exams will be only a week away.—FORREST F. HUTSLAR



MEMBERS PRESENT AT FOUNDERS' DAY BANQUET HELD IN ATLANTA, GA. IN NOVEMBER
SPONSORED BY KAPPA AND PI CHAPTERS

Michigan Has Large and Active Chapter

THE MICHIGAN CHAPTER begins its second semester activities with a full house and with its active membership and pledge lists greatly augmented by the fall activities. In addition to the successful initiation of eight men, Xi's greatest successes have been in the field of campus politics and interfraternity athletics. Oiling the political machine, Delta Sigma Pi now has the following representatives in the class offices of the School of Business Administration: Senior class, Irwin Bailey, vice-president; Charles Hoffman, treasurer; in the Junior class, Joseph Bonavito, president; Donald Rohn, vice-president; Douglas Welfare, treasurer.

Under the capable direction of Coach Ray Conrad, Xi Chapter's athletes are now leading the professional group of the Interfraternity Conference in total points, and seem to be well on the way to repeat its last year's championship efforts.

In addition to the pledge line-up of Walter Doud, Byron Harris, George Bowden, and Michael Zimmer, we have recently added Robert Casey, Robert Patenge, Richard Babcock, William Corlis, and Robert Jackman. With this fine pledge group coupled with our intensive rushing program during the first few weeks of the second semester, Xi Chapter should emerge in June with a larger chapter than at present, in spite of the fact that 13 seniors will be lost by graduation.

In closing Xi Chapter extends its greetings to all chapters of the fraternity and wishes them as great success during the coming semester as is expected here at the University of Michigan.—EDWARD N. YENNER

Northwestern

ELECTION OF NEW OFFICERS held at the beginning of the second semester saw Robert Kinnard installed as the new Head Master. Bob comes to us from way out in Washington. From the way things were started off by Bob the same progressive leadership is to be expected from him that our retiring Head Master, Charles Stocker, gave to Zeta Chapter.

On March 12, 1938, the four Chicago chapters will hold their annual formal. The following chapters will participate in this interesting and enjoyable event: Zeta, Northwestern,

Evanston Campus; Beta, Northwestern, Chicago Campus; Alpha Omega, DePaul University; and Alpha Psi, University of Chicago. The dancing will be held in the ballroom of the Lake Shore Athletic Club from 9 till 1 o'clock.

A policy of informal dances about two weeks apart has been started at the Zeta Chapter. After the first month or more of operation it looks as though we have a new and fixed custom at our house.—RICHARD J. SCHUETZ

Florida Holds Founders' Day Banquet

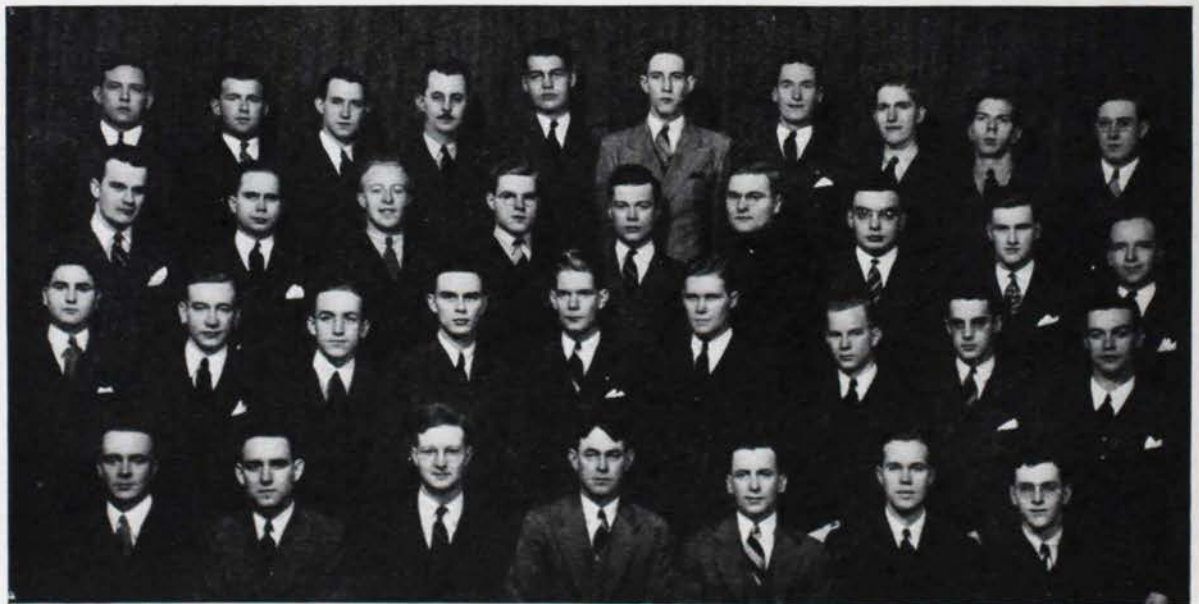
THE THIRTIETH ANNIVERSARY of the founding of Delta Sigma Pi was appropriately celebrated by Beta Eta Chapter with a banquet at the Thomas Hotel, Gainesville's leading hotel. An enthusiastic crowd of members, alumni and pledges were on hand. Many of the alumni present had not attended a fraternity banquet for several years. Chester Whittle, our popular Head Master, acted as toastmaster. We were pleased to have as our principal speaker, Lyle Hiatt, manager of the southern division of the American Red Cross, and a former Head Master of our chapter, who presented some interesting facts regarding the founding and early history of our chapter. Professor S. de R. Dietrich, our faculty adviser, gave a humorous treatment of the local chapter, followed by a talk by Province Officer Dolbear, who outlined the objectives of the newly-organized Delta Sigma Pi State Alumni Association.

The program came to a close with a toast with which the brothers reaffirmed their pledge to the fraternity. Thus with reluctance this most enjoyable meeting came to an end.—CHAUNCEY HYATT

Detroit Entertains Dads

NEW YEAR'S EVE saw the brothers of Theta Chapter and their dates participating in the merriment at the Yorba Linda Club which had been taken over by the fraternity that night. Many alumni and their wives and friends attended. Dancing and laughter added to the carefree spirit of the evening and in the early hours of the morning a special breakfast was served.

We are happy to report no casualties among our members



MEMBERS OF XI CHAPTER, UNIVERSITY OF MICHIGAN

in the first semester's exams; in fact Brothers Bohr and Morgan made the University of Detroit honor roll. Second semester activities have already been resumed. A Dad's Night was held at the chapter house to give the fathers a chance



THREE DELTASIG FOOTBALL STARS

Three members of Theta chapter hold prominent positions on the University of Detroit varsity football team. Left to right: Bob Filliatrault, quarterback, Bill Neinstedt, tackle, and Ed Palumbo, halfback.

to get acquainted with each other, to become acquainted with the friends of their sons, and to know more about Delta Sigma Pi. The brothers put on a skit impersonating a pledge class, outlining the purposes of Delta Sigma Pi and its methods of pledge training. Cards followed and light



JOINT INITIATION BANQUET HELD BY THETA
AND XI CHAPTERS
Detroit, Mich., December 4, 1937

refreshments were served. Don Fobert was chairman of this affair and it proved unusually successful.

Rushing is already underway for our spring class. We have established a quota of 16 pledges and present prospects indicate we will have little difficulty in securing them. Added to the 14 members already initiated this year it will make a total of 30 for the year, not a bad achievement. It takes work but any chapter can do the same if they are willing to devote the time required to it. Paul Lilly, our Province

Officer gave us one of the most inspiring talks in February we had ever been privileged to hear, which we appreciated very much. We want him to know that we have taken to heart the things he told us and that we are redoubling our efforts to bring Theta Chapter a little closer to the ideal chapter.

Bob Filliatrault has been elected as one of the two students to represent the College of Commerce and Finance on the J-Prom committee and since the J-Prom is the top ranking social event at the University of Detroit we feel highly honored.—JAMES P. MCKENNA

The Steps in Learning

DURING YOUR ENTIRE college career there is no better time than the era of final exams in which to review the steps in learning. At first you give yourself a "pep" talk about starting your preparations. Having before you the notes, textbook and any other "trots or props" you need, you sit down to your desk with lips set firm, that do or die determination in your heart, and a gleam of triumph in your eye. Upon reading a few pages through your notes that gleam of triumph soon fades for you suddenly encounter a big "blank" in your notations. You worry over it a while but this is very bad for it is a sign you are beginning to break under the strain very early. Filling in from memory to bridge this gap in your lecture notes, you plunge desperately onward.

Knowledge is just literally pouring into your grey matter when another "blank" is encountered. Then another and another. The cause of these so-called "blanks" is irrelevant for it is too late now for any remedial action. But no, wait, it is not too late. Your eyes fall upon the textbook for the first time in the course and you decide that you had better consult the text for those "missing links." After all you paid \$5.00 for the "damn thing" and surely it would not fail you at a time like this. Of course, textbook reading is so interesting and entertaining that you probably go along for three or four pages and then realize that you do not know what you have been reading. This is terrible for it is a sure sign now that you are "cracking" under the strain. So you wrap your feet around the legs of the chair, get out a fresh cigarette, emphatically clear your throat, and re-read the passage.

From psychology you remember that entertainment is relaxation for the mind. (You see, you did learn something from psychology after all.) So you probably go to the show. Returning to your room after the show with a fresh package of cigarettes, you feel well fortified against sleep and begin anew. Time marches on and you probably wish that you could march right along with it. But no, that is not your fate. You must stay and pay the price.

Next you go to the dormitory for sleep which is a very necessary step in learning. You set the alarm clock for 4 A.M. so that you can "cram" a little more in the morning. God watches over you while you sleep for you have said a most fervent prayer for Him to take care of you in more ways than one.

Next morning, as you walk down the campus to class you are probably muttering one of two things. Either a last minute prayer or at the other extreme cursing yourself for your unpreparedness. You have the appearance of a condemned man about to die and the school steps are the thirteen steps to the top of the gallows. You have a strange empty feeling in your stomach or more likely your head. Your optimism is all gone, and all in all you are feeling pretty miserable.—But the end is quick and painless because it will all be over in three hours anyway.—JOHN F. ROBERTSON, Alpha Beta Chapter, University of Missouri

DIRECTORY OF UNDERGRADUATE CHAPTERS

The name of the university is followed by the chapter name and year of installation. Permanent chapter addresses and telephone numbers are shown, and the name and mailing address of several principal chapter officers. H.M. means Head Master; T. means Treasurer; S. means Scribe.

- ALABAMA** (Alpha Sigma, 1926), University of Alabama, School of Commerce and Business Administration, Tuscaloosa, Ala.
 H.M. L. J. Thomas, Jr., P.O. Box 383, Tuscaloosa, Ala.
 T. J. M. Armstrong, Jr., 509 Capstone Ct., Tuscaloosa, Ala.
 S. Morris A. Burkett, University, Ala.
- ALABAMA POLY** (Beta Lambda, 1931), Alabama Polytechnic Institute, Department of Business Administration, Auburn, Ala.
 H.M. George G. Perry, Jr., Wittel Dormitory, Auburn, Ala.
 T. John A. Dubberly, 207 N. Gay St., Auburn, Ala.
 S. David Wittel, Wittel Dormitory, Auburn, Ala.
- BAYLOR** (Beta Iota, 1930), Baylor University, School of Business, Waco, Tex.
 H.M. Charles R. Shirar, Brooks Hall, Waco, Tex.
 T. Marvin T. York, Jr., Brooks Hall, Waco, Tex.
 S. W. A. Plumhoff, 1025 Speight, Waco, Tex.
- BOSTON** (Gamma, 1916), Boston University, College of Business Administration, 525 Boylston St., Boston, Mass.
 H.M. W. F. Clark, Jr., 20 1/2 St. James St., Roxbury, Mass.
 T. Henry Kieronski, 525 Boylston St., Boston, Mass.
 S. Francis X. Leahy, 101 Glenwood Rd., Somerville, Mass.
- CHICAGO** (Alpha Psi, 1928), University of Chicago, School of Business, Chicago, Ill.
 H.M. Robert J. Cooney, 7600 East End Ave., Chicago, Ill.
 T. Merton C. Knisley, 5514 Blackstone Ave., Chicago, Ill.
 S. Conrad B. Howard, 2431 N. Sawyer Ave., Chicago, Ill.
- CINCINNATI** (Alpha Theta, 1924), University of Cincinnati, College of Engineering and Commerce, Cincinnati, Ohio.
 Chapter House: 265 Senator Pl., Cincinnati, Ohio. (Aven. 3965).
 H.M. Otis W. Gampfer, 3112 Ahrens Ave., Cincinnati, Ohio.
 T. Leslie G. Sharp, 34 Lafayette Apts., Cincinnati, Ohio.
 S. Willis D. Champion, 265 Senator Pl., Cincinnati, Ohio.
- COLORADO** (Alpha Rho, 1926), University of Colorado, School of Business, Boulder, Colo.
 H.M. Donald D. Pucket, 936 Green Mt. Ave., Boulder, Colo.
 T. Dorsey H. Smith, Jr., 897 15th St., Boulder, Colo.
 S. Joseph M. Gardner, 1919 S. Broadway, Boulder, Colo.
- CREIGHTON** (Beta Theta, 1930), Creighton University, College of Commerce and Finance, Omaha, Neb.
 Chapter House: 2770 Davenport St., Omaha, Neb. (HA 6450)
 H.M. G. Lawrence Keller, 2770 Davenport St., Omaha, Neb.
 T. Eugene F. McBride, 2770 Davenport St., Omaha, Neb.
 S. John J. McQuillan, 2770 Davenport St., Omaha, Neb.
- DALHOUSIE** (Beta Mu, 1931), Dalhousie University, Department of Commerce, Halifax, Nova Scotia, Canada.
 H.M. Gordon H. Thompson, 392 Robie St., Halifax, Nova Scotia.
 T. Rudd G. Hattie, 27 Coburg Rd., Halifax, Nova Scotia.
- DENVER** (Alpha Nu, 1925), University of Denver, School of Commerce, Accounts and Finance, Denver, Colo.
 H.M. Wellmert Cramm, 2239 W. 26th Ave., Denver, Colo.
 T. Robert S. Wasley, 2655 W. 39th Ave., Denver, Colo.
 S. R. G. Nathan, Jr., 1930 Lincoln, Denver, Colo.
- DePAUL** (Alpha Omega, 1928), DePaul University, College of Commerce, Chicago, Ill.
 H.M. Donald W. MacAllister, 1465 W. 72nd Ave., Chicago, Ill.
 T. James C. Foley, 7345 Prairie Ave., Chicago, Ill.
 S. Edwin F. Liska, 1336 N. Maplewood Ave., Chicago, Ill.
- DETROIT** (Theta, 1921), University of Detroit, School of Commerce and Finance, Detroit, Mich.
 Chapter House: 16925 Monica Ave., Detroit, Mich. (University 1-0643).
 H.M. Henry R. Dahl, 75 Church St., Highland Park, Mich.
 T. Walter J. Morgan, 16925 Monica Ave., Detroit, Mich.
 S. William M. Shank, 806 Wilde Ave., Detroit, Mich.
- DRAKE** (Alpha Iota, 1924), Drake University, College of Commerce and Finance, Des Moines, Iowa.
 H.M. Donald Weiland, 1349 25th St., Des Moines, Iowa.
 T. Charles Storey, 1010 Clinton Ave., Des Moines, Iowa.
 S. Walter Lohman, 2600 Kingman, Des Moines, Iowa.
- FLORIDA** (Beta Eta, 1929), University of Florida, College of Business Administration, Gainesville, Fla.
 H.M. Chester E. Whittle, Gainesville, Fla.
 T. H. E. Black, Jr., University Station, Gainesville, Fla.
 S. Lloyd O. Anderson, University Station, Gainesville, Fla.
- GEORGETOWN** (Mu, 1921), Georgetown University, School of Foreign Service, Washington, D.C.
 Chapter House: 1561 35th St. N.W., Washington, D.C. (West 1665).
 H.M. Gerald F. Stack, 1561 35th St. N.W., Washington, D.C.
 T. Frank J. Kysela, 1561 35th St. N.W., Washington, D.C.
 S. Wm. H. McCandless, 1561 35th St. N.W., Washington, D.C.
- GEORGIA** (Kappa, 1921), University System of Georgia Evening School, School of Commerce, Atlanta, Ga.
 Chapter Quarters: Delatig Lodge.
 H.M. Thoben F. Elrod, Atlantic Steel Co., Atlanta, Ga.
 T. Timothy C. Bullard, 174 De Gresse Ave. N.E., Atlanta, Ga.
 S. Thomas G. Hill, Jr., 145 Luckie St. N.W., Atlanta, Ga.
- GEORGIA** (Pi, 1922), University of Georgia, School of Commerce, Athens, Ga.
 H.M. Willis O. Jackson, 357 Pulaski St., Athens, Ga.
 T. Eugene Broxton, 334 Prince Ave., Athens, Ga.
 S. Charles R. Simmons, Jr., Ga. Co-op, Athens, Ga.
- INDIANA** (Alpha Pi, 1925), University of Indiana, School of Business Administration, Bloomington, Ind.
 H.M. Robert A. Waters, 416 E. Fourth St., Bloomington, Ind.
 T. J. Evan Stiers, Bloomington, Ind.
 S. Robert E. Schalliol, 424 S. Henderson St., Bloomington, Ind.
- JOHNS HOPKINS** (Chi, 1922), Johns Hopkins University, School of Business Economics, Baltimore, Md.
 H.M. Walter A. Watts, 429 S. Charles St., Baltimore, Md.
 T. Robert S. Cooper, 603 Wyndhurst Ave., Baltimore, Md.
 S. Wm. M. Conner, 3708 Hillsdale Rd., Baltimore, Md.
- KANSAS** (Iota, 1921), University of Kansas, School of Business, Lawrence, Kan.
 H.M. Hazlett Steiger, 1540 Louisiana St., Lawrence, Kan.
 T. M. L. Breidenthal, Jr., 1621 Edgehill Rd., Lawrence, Kan.
 S. Chester W. Jackson, 1025 W. Hills Pkwy., Lawrence, Kan.
- LOUISIANA STATE** (Beta Zeta, 1929), Louisiana State University, College of Commerce, Baton Rouge, La.
- MARQUETTE** (Delta, 1920), Marquette University, College of Business Administration, Milwaukee, Wis.
 Chapter House: 604 N. 14th St., Milwaukee, Wis. (Broadway 0503).
 H.M. Robert M. O'Melia, 604 N. 14th St., Milwaukee, Wis.
 T. Wm. F. Nennig, 603 N. Chicago Ave., South Milwaukee, Wis.
 S. Robert H. Trefz, 3878 N. 24th Pl., Milwaukee, Wis.
- MIAMI** (Alpha Upsilon, 1927), Miami University, School of Business Administration, Oxford, Ohio.
 H.M. James Robertson, 200 E. High St., Oxford, Ohio.
 T. Ivan Baker, 242 Swing Hall, Oxford, Ohio.
 S. George A. Walter, Oxford, Ohio.
- MICHIGAN** (Xi, 1921), University of Michigan, School of Business Administration, Ann Arbor, Mich.
 Chapter House: 1502 Cambridge Rd., Ann Arbor, Mich. (5518)
 H.M. John P. Campbell, 1502 Cambridge Rd., Ann Arbor, Mich.
 T. Douglass Welfare, 1502 Cambridge Rd., Ann Arbor, Mich.
 S. Edgar A. Bixby, Jr., 503 E. Jefferson, Ann Arbor, Mich.
- MINNESOTA** (Alpha Epsilon, 1924), University of Minnesota, School of Business Administration, Minneapolis, Minn.
 Chapter House: 1029 Fourth St. S.E., Minneapolis, Minn. (Bridgeport 3207).
 H.M. Winfield A. Ritter, 1882 Princeton Ave., St. Paul, Minn.
 T. Bernard W. Rucks, 1029 4th St. S.E., Minneapolis, Minn.
 S. Carl C. Matala, 1029 4th St. S.E., Minneapolis, Minn.
- MISSOURI** (Alpha Beta, 1923), University of Missouri, School of Business and Public Administration, Columbia, Mo.
 H.M. Ray H. Bezoni, 301 Hitt St., Columbia, Mo.
 T. Orland M. Scott, 603 Providence Rd., Columbia, Mo.
 S. Glenn A. Welsh, 719 Hitt St., Columbia, Mo.
- NEBRASKA** (Alpha Delta, 1924), University of Nebraska, College of Business Administration, Lincoln, Neb.
 Chapter House: 1527 M St., Lincoln, Neb. (B 4330).
 H.M. Kenneth L. Ekwall, R.R. 3, Lincoln, Neb.
 T. Robert M. Bjodstrup, 1710 R St., Lincoln, Neb.
 S. James H. Crockett, 2717 Stratford Ave., Lincoln, Neb.
- NEWARK** (Beta Omicron, 1937), University of Newark, School of Business Administration, Newark, N.J.
 Chapter House: 6 Park Pl., Newark, N.J.
 H.M. Douglas J. W. Clark, 49 Woodland Ave., Newark, N.J.
 T. Raymond J. Peter, 2 Kearny St., Newark, N.J.
 S. George Woehling, Jr., 87 Roosevelt Ave., East Orange, N.J.
- NEW YORK** (Alpha, 1907), New York University, School of Commerce, Accounts and Finance, Washington Sq., New York, N.Y.
 Chapter House: 21 W. 12th St., New York, N.Y. (Gramercy 5-9898).
 H.M. John Henderson, II, 21 W. 12th St., New York, N.Y.
 T. John G. Anderson, 128 Windermerer Rd., Staten Island, N.Y.
 S. Wm. H. Comyns, 172 Mayflower Ave., New Rochelle, N.Y.
- NORTH CAROLINA** (Alpha Lambda, 1925), University of North Carolina, School of Commerce, Chapel Hill, N.C.
- NORTH CAROLINA STATE** (Beta Delta, 1929), North Carolina State College, School of Science and Business, Raleigh, N.C.
 H.M. J. S. Fulghum, Jr., 615 Wills Forest St., Raleigh, N.C.
 T. Whitmell B. Small, State College Station, Raleigh, N.C.
 S. Woodrow R. Fountain, State College Station, Raleigh, N.C.
- NORTH DAKOTA** (Alpha Mu, 1925), University of North Dakota, School of Commerce, Grand Forks, N.D.
 H.M. Carl G. Peterson, University Station, Grand Forks, N.D.
 T. Eldred M. Swingen, 2800 University Ave., Grand Forks, N.D.
 S. Lyle N. Omdahl, 406 Hamline, Grand Forks, N.D.

- NORTHWESTERN** (Chicago Division—Beta, 1914), Northwestern University, School of Commerce, 309 E. Chicago Ave., Chicago, Ill.
Chapter House: 42 Cedar St., Chicago, Ill. (Delaware 0957).
H.M. Sherman E. Pate, 6415 Ravenswood, Chicago, Ill.
T. Anton E. Guyer, 5918 S. Whipple St., Chicago, Ill.
S. Robert L. Shanley, 4301 W. Monroe St., Chicago, Ill.
- NORTHWESTERN** (Evanston Division—Zeta, 1920), Northwestern University, School of Commerce, Evanston, Ill.
Chapter House: 1923 Sherman Ave., Evanston, Ill. (Greenleaf 9348).
H.M. Robert H. Kinnaird, 1923 Sherman Ave., Evanston, Ill.
T. James A. Dodge, Jr., 1923 Sherman Ave., Evanston, Ill.
S. Frederick F. Klebe, Jr., 1923 Sherman Ave., Evanston, Ill.
- OHIO STATE** (Nu, 1921), Ohio State University, College of Commerce and Administration, Columbus, Ohio.
Chapter House: 118 E. 14th Ave., Columbus, Ohio. (University 1576).
H.M. Alfred E. Lageman, 118 E. 14th Ave., Columbus, Ohio.
T. Kenneth M. Banks, 118 E. 14th Ave., Columbus, Ohio.
S. Richard H. McCloskey, 118 E. 14th Ave., Columbus, Ohio.
- OKLAHOMA** (Beta Epsilon, 1929), University of Oklahoma, College of Business Administration, Norman, Okla.
H.M. Martin D. Palm, 564 Boulevard, Norman, Okla.
T. Irving S. Higbee, Jr., 741 Jenkins, Norman, Okla.
S. Harold W. Freeman, 564 South Boulevard, Norman, Okla.
- PENNSYLVANIA** (Beta Nu, 1932), University of Pennsylvania, The Wharton School of Finance and Commerce and Evening School of Accounts and Finance, Philadelphia, Pa.
Chapter House: 3902 Spruce St., Philadelphia, Pa. (Baring 9096).
H.M. Addis L. Bowles, 527 Harrison Ave., West Collingswood, N.J.
T. James A. Perdakis, 2219 S. 18th St., Philadelphia, Pa.
S. Kenneth E. Voorhies, 910 S. 58th St., Philadelphia, Pa.
- PENN STATE** (Alpha Gamma, 1923), Pennsylvania State College, Department of Commerce and Finance, State College, Pa.
H.M. Joseph G. Korsak, State College, Pa.
T. Robert L. Kaye, 210 Irwin Hall, State College, Pa.
S. Raymond J. Hayes, State College, Pa.
- RIDER** (Beta Xi, 1934), Rider College, College of Business Administration, Trenton, N.J.
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