

*The*  
**DELTA SIG**

VOLUME XVIII NOVEMBER, 1925

ISSUE 1

A New Note in Business  
*By Lee Galloway, Alpha*

A Professional Fasces  
*By Clarence W. Fackler, Epsilon*

The 1926 Congress of Chapters  
*By Herman O. Walther, Psi*

An Appeal for High Scholarship  
*By Eugene Van Cleef, Nu*

Installation of Alpha-Nu and  
Alpha-Xi Chapters

An Asset—Our House  
*By Clyde F. Smith, Omega*

Seventh Corps Area Chapter of  
Delta Sigma Pi Established  
*By Edwin L. Schujahn, Psi*

Delta Sigma Pi Scholarship  
Key Winners for 1925

New Business Books



# The DELTASIG

Published by the International Fraternity of Delta Sigma Pi

H. G. Wright, Editor

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## Contents

A NEW NOTE IN BUSINESS . . . . .	by LEE GALLOWAY, Alpha	1
A PROFESSIONAL FASCES . . . . .	by CLARENCE W. FACKLER, Epsilon	7
TENTATIVE PLANS FOR THE 1926 CONGRESS OF CHAPTERS . . . . .	by HERMAN O. WALTHER, Psi	8
AN APPEAL FOR HIGH SCHOLARSHIP . . . . .	by EUGENE VAN CLEEF, Nu	10
THE INSTALLATION OF ALPHA-NU CHAPTER AT THE UNIVERSITY OF DENVER (with four pages of illustrations) . . . . .		12
THE INSTALLATION OF ALPHA XI CHAPTER AT THE UNIVERSITY OF VIRGINIA (with six pages of illustrations) . . . . .		16
AN ASSET—OUR HOUSE . . . . .	by CLYDE F. SMITH, Omega	20
MAP OF DELTA SIGMA PI . . . . .		22
SEVENTH CORPS AREA CHAPTER OF DELTA SIGMA PI ESTABLISHED AT FT. SNELLING . . . . .	by EDWIN L. SCHUJAHN, Psi	23
DELTA SIGMA PI SCHOLARSHIP KEY WINNERS FOR 1925 . . . . .		25
PROMINENT DELTASIGS—Edwin T. Meredith, John "Choppy" Rhodes and Ralph Breyer . . . . .		26
EDITORIAL COMMENT . . . . .		29
NEW BUSINESS BOOKS . . . . .		31
WITH THE ALUMNI . . . . .		36
AMONG THE CHAPTERS (with twelve pages of illustrations) . . . . .		39
RECENT INITIATIONS . . . . .		57
ROSTER OF GENERAL FRATERNITY OFFICERS . . . . .		61
CHAPTER ROLL AND LIST OF ALUMNI CLUBS . . . . .		62

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

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

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# The DELTASIG

VOLUME XVIII

NOVEMBER, 1925

ISSUE 1

## A New Note *in* Business

By Lee Galloway, *Alpha*

**I**T is sometimes well for us to get back to that fundamental fact that all is motion and change in the universe. With this conception of the world in mind we are in a position to better evaluate the standards by which we have been measuring our lives; our business, and our social status. A trained musician at once detects a false note in a composition. His ear has been trained to expect certain tonal effects from a composition written according to the laws of harmony. A note which does not belong to the fundamental key in which the music is written is false. It violates the standards established in the realm of musical composition. On the other hand many new notes may be added provided they come within the standard set by the laws of harmony and their addition may raise the character of the composition from an amateurish conception to the level of the professional.

Similarly an experienced business man detects a false note in the policies presented to him. His judgment has been attuned to certain well established standards of business practice. Any variation from these standards is detected at once as irregular. On the other hand, a new suggestion that falls with the standards of good business is hailed by the professionals as an inspiration.

But what I have reference to in this article is the new note that sounds not the change of key but the change of theme and a shift to a new standard of judgments. If business judgments were as easily circumscribed as musical judgments the laws of business would be more definite, its standards of longer duration and its technique of practice more refined. But music rests directly upon the two most stable sciences, mathematics and physics, while business demands upon the two most volatile of the sciences, economics and sociology. But even mathematics and the natural sciences have their difficulties in maintaining their standards. Change takes its toll of standards here as well. Evolution, Relativity, and the Electron have kept the scientists busy reconstructing the world of matter and motion according to the dictates of these new hypotheses. It would be a rare physical laboratory indeed that based its

engineering schools and societies, and the experimental departments of our large experimentations upon the scientific standards or hypotheses of fifty years ago. The changes have been so rapid in the field of these relatively exact sciences that the wonder of yesterday is eclipsed by the wonder of today. The public, the business organizations have been kept breathing hard to follow the pace set by the spirit of invention, discovery and innovation. Scientific men must stand guard continually to challenge every approach that threatens an encroachment that they may be prepared to modify, change or abandon such practices and the standards upon which they rest in order that no time may be lost in their march of progress.

If progress has been made in the field of physical and biological sciences, while battling with the constant changes which threaten every standard, it has been due to the fact that the scientist, while studying the atom, has kept the world in his perspective.

It would seem that the above description of the exact sciences left little to be added in the way of unstableness so far as the social sciences were concerned, but if the changes which have affected physics, chemistry and the biology make them seem unstable, a study of the changes which have affected economics and sociology make these sciences appear chaotic in comparison.

The theory of value which at one time impinged directly upon the standard law of supply and demand has been pushed back for its explanation into the distant lair of the psychic consciousness. The business man who would answer the questions involving the cause of the present high prices by reference to the law of supply and demand would be in the same class as an engineer who would try to explain the multiple expansion steam engine by a simple reference to the laws of expansion and compression of gases. As one scientist points out, these laws are founded on the theory that gases are "perfect." But when steam is used many allowances must be made. The ordinary theory of the steam engine is based on the supposition that the steam in the cylinder acts as a perfect gas, and that the sides of the cylinder are nonconducting, and that other leakages may be disregarded. To be sure, approximate calculations of a useful sort may be obtained from this method but they must be supplemented by a practical knowledge of the class of engine under consideration. If the theory in its first statement has been implicitly believed, one of the greatest improvements of the steam engine would never have been made, i.e., the multiple expansion of steam. In fact, the factors involved in the problem of the steam engine are so complicated that a complete theory of it has not yet been formulated, and much still depends upon practical experience. While the science of thermo-dynamics might indicate the direction in which improvements ought to develop, a knowledge of the practical conditions to be met was necessary before the real problem could be solved. If this be the case with the steam engine, how much more must any abstract statement covering some problem in economics be supplemented by knowledge of the particular case and of the practical experience connected with the problem. Furthermore, with the exception of the fundamental economic laws which are founded upon natural or physical relations rather than on social relations, all economic laws are standards raised on human relationships. The problems which grow out of these, therefore, must be solved by studying actual

conditions involving not only their economic bearing but their harmonization with the physical, biological and ethical conditions necessary for social welfare. The new note in business, therefore, must be sought among the controlling circumstances and ideals of our own time and not among the standard practice of the past.

It is here that the student of society may see with clearer vision than the man given up solely to practical affairs. The former looks at business and the social organization and sees it in its general outlines—but he gets the whole picture within range and recognizes the principal points of contact which support and give form to the entire structure. He is in a position to indicate a weakness in the framework or to point out a shifting in the center of gravity from one part to another. The practical man of affairs on the other hand confines his attention to some particular part of the organization. Details are so numerous and their administration so engrossing that seldom does he think of business except in terms of his department. He is strong on details of operation but weak in business perspective. He does not see the business as a whole nor its relationship to those factors which while outside the business unit itself are nevertheless the sources from which the enterprise gets its strength, its inspiration and the explanation for its existence or purpose.

Now, before I take up the main theme of this article, let me summarize the purpose of this somewhat long introduction. Speculation is sometimes called the life of business. This, however, is simply another name for the effect of the constant changes which make the outcome of every business enterprise so uncertain. Of course, it is just this also that adds zest to the work. If a business policy could be reduced to mathematical formulae, all profits would disappear and the thing we know as business would be nothing more than a problem in arithmetic,—and those who solved it would be recompensed by a little card inscribed with, "Reward for Merit."

But constant change in business is only a manifestation of the same phenomenon which occurs throughout life and works havoc with all our "settled ways" of doing, thinking and planning. We have wished to stress the element of change and movement in business rather than the element of standard practice, laws or policies because the essential nature of all these later corner-stones partake of the nature of their environment which is characterized chiefly by its changeableness. An economic law depends upon the circumstances of its time and the ideals of the men who are engaged in the business of the everyday world. If these conditions change the law changes. The business men who follow the trend of the times are, therefore, in a position to change their practice and put themselves in harmony with the new note which indicates that standards have changed and with it the necessity for adjustment of the business practice to suit the new social point of view.

While these changes are frequent they are not to be confused with the ordinary changes of the market which register themselves in new styles, new competition and the like. These are the little winds that blow, now here, now there, and skillful tacking is about all that is needed. The changes we have in mind resemble the trade winds and to meet them one must set his sails correctly and be prepared to sail before them for long periods of time. Who would try

to sail to Europe against the trade winds? And yet, the business man who disregards the warning notes of coming changes in the general drift of social habits, customs and ideals is sailing against rather than with the trade winds.

Suppose a public utility company today tried to work according to the standards set up by the economic conditions of the last century, which preached a doctrine of "Laissez Faire;" that championed a doctrine of "Let the Buyer Beware," and assumed an attitude of "the Public be damned." How long would a gas company, an electric company, or a telegraph corporation last which tried these, or many more of the policies which were in good standing a few decades ago? In fact, many of the difficulties under which business organizations work today are the outgrowth of suspicions which are holding over from an era of transition from the old to the new economic standards and during which many business executives did not heed the warning note that called for changed business methods.

Yet, with the vivid past before them as an example, I wonder how many business executives today are consciously planning to meet the changes announced by the firm note of the new social trend which has placed "Service" as the keynote of its demand. I know that many would tell me that this is not a new note to them, that they had provided for service and had instructed their employees to always be courteous, prompt and efficient. Some companies have even put the word Service into their corporate title. Others have printed it all over their sales order slips and their collection notices and few companies have neglected to get it into their advertising. But I ask, how many business organizations, Public Utilities included, have looked upon the term "Service" as anything but a business expedient? Well! From my way of reasoning, if any company imagines "it is getting away with something" by flattering the Public into the belief that it is getting something for nothing, or that trying the policy and not finding it as profitable as expected the company thinks it can withdraw its service, and return to the old basis of doing business—I say from my way of thinking, such a company wants to *guess again*, for the performance that is expected of the company today in the way of service is nothing when compared with the demands of tomorrow. If any have entered upon the path of service light-heartedly and with no thought other than that it was probably a good hunch since other companies were doing it, let them pause, look and listen. They have a problem of profits ahead of them far more complicated than the passing of one or more dividends. The term "Service" as the public views it, is the overtone to the full economic chord which is made up of the harmonious blending of the physical, biological and ethical conditions necessary to the public welfare. When business adopted "Service" as its watchword, it tied itself to the heartstrings of the public, but in doing so it had to part company with many old economic postulates and accept the new standards imposed by the ethical relationships which public service implies. The economies required for the production of the highest satisfaction in the consumer, or the making of noble, healthy men and women demands different postulates than those best adapted to produce gas at a cent less than some competitor. "Service" as a goal of business activity translates economics from a "Dismal Science" into science "where the *ought* of the moral world supplants the *must* of the physical."

Therefore, the new note in the Business World is not "Service," as one might suspect, but "Ethics." Service is but the instrument by which the social fundamentals of duty and obligation are given practical expression. Service simply indicates that business has at last got within hearing distance of the long-ago injunction, "Do unto others as ye would be done by." The strange part of it is that most business men having tried it and found that it pays are as surprised as the Indian who having prayed to hear a phonograph jumped back with amazement and exclaimed "It talks!" The business man has prayed for centuries, "Thy Will Be Done," and yet seems surprised that something besides Money "talks."

What then is the significance of this new attitude of business men toward their work? If studied from all angles, the importance of this new conception is so broad and complicated that a whole volume might be written upon it. I shall confine my remarks to but three points,

- 1.—The importance of the ethical elements in business and economics
- 2.—The appearance of ethical considerations in marketing and employment relations
- 3.—Its effect upon the organization of industry and the character of government.

A favorite classification of the basic elements of human life, is physical, intellectual and moral. The classification is useful in that it helps us to see how the leading interest and attention of society of an epoch shift from one to the other. The Greeks stressed the intellectual, the Renaissance period stressed moral considerations, and the Industrial Revolution ushered in the epoch of mechanical and economic leadership. It would be easy to show how in each of these periods, two of the factors have suffered blight because the one favored factor in each epoch was over-stressed. But we will confine ourselves to our own day and age.

Turn to the pages of any account of our industrial and economic organization and we will find comments similar to Mr. Dyer's—"The sudden change in industrial arrangements brought about by the development of machinery, combined with the greed of employers, led to very great hardships among workers and to social conditions which were a disgrace to our civilization" (Ch. V, p. 99, "The Evolution of Industry"). This from England.—Now, from our own compatriot, Professor Ely,—"The wastes of the competitive system are so enormous as to be awful; its operations are as cruel as the laws of nature. In its onward march it crushes and grinds to powder human existences by the million." But to bring the criticism to our very door, hear Professor Mecklin, of the University of Pittsburgh, "Viewed from the standpoint of the machine, we are restricted to a philosophy of physical energy, quantitative standardization of values and a mechanistic and deterministic conception of the world. Furthermore, ours is pre-eminently a pecuniary civilization. Profits are the driving force of the vast colossus of business and the pecuniary obligation is possibly the one form of the ought that is best understood and obeyed by every class of Americans."

"I have not chosen radical social reformers as critics of our present system, but I have selected, a pragmatic Scotchman, a governor of the Glasgow and West Scotland Technical School; another is the Director of American Insti-

tute of Land Economics; the third a citizen of the most conservative industrial center of the U. S.

I hope these long quotations have not wearied you, but if we are to evaluate the importance of the new note in business we should understand how business stands in the eyes of the public and see what basis there is for criticism.

Analyzed, our critics fall into three classes, critics of the mechanistic organization, critics of the competitive methods, and critics of our materialistic objectives in life. In short our civilization is charged with an ideal so low that a pecuniary reward can satisfy it, so that this condition has been attained and is being maintained by the methods and practices of an unscrupulous business organization. To those of us who stand close to the great business movements of the day, it is difficult to understand criticism unmodified by some contrasts drawn from the struggles and miseries, the wars and woes, the tyrannies and superstitions of our by-gone "Ages of Innocence" and some account at least taken of our contemporaneous contentments. But we begin to understand somewhat better this attitude of the public as represented by our critics when we examine the attitude of the managers of business themselves.

The first thing that strikes one in this attitude is the uncertainty of judgment which he manifests in his own actions. To answer a complaint of oppression or extortion by "Business is Business" is a confession of moral weakness. He himself attributes to business the moral irresponsibility of the machine. A machine has no moral obligations but the man behind it has.

Secondly, his attitude frequently discloses elements of insincerity. "Service talk is all right, just so we put it over," they will say to the men on the inside and expect those same people to maintain confidence in the organization when they go to their homes and become a part of the consumer public. A good Saracen never bows to Allah with a wink of incredulity in his eye.

Thirdly, his attitude shows the average run of business executives to be victims of the organization machine they have created in the form of the corporation. Ask any business man to lie or steal or to champion an act of injustice, and the reaction will be immediately convincing, that he represents a class of men among whom there is the highest possible ethical standards. But approach this same man as a stockholder of a giant corporation and ask him to protest against the 12 hour shift in his company, or to condemn it for buying a legislature or entering into agreement with political parties insuring them certain privileges in return for campaign contributions, and one will be made aware at once by his attitude of what a vast difference exists between his conception of what constitutes ethical standards for business life and his ideals of private morality.

awarde at once by his attitude of what a vast difference exists between his constitutes ethical standards for business life and his ideas of private morality.

This is not due to the man's inherent moral blindness whether he be a stockholder, director or manager but to the fact that he is a victim of his environment. The corporate organization is one of the machines of business. Its function is to provide and handle capital on a large scale just as the factory with its machines is to provide production on a large scale. The workings of a machine have no

*(Continued to page 58)*



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# A Professional Fasces

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By Clarence W. Fackler, *Epsilon*

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ANY years ago in a little village on the outskirts of Rome—you remember well the story, surely—an old veteran of innumerable battles called his sons, three of them in all, together. The armies of the State were weakening, and leaders were sadly needed. His sons had been good and true to the family of which they were a part, but unity in undertaking tasks essential to the honor and glory of the family were, indeed, lacking. Almost every Deltasig will recall how each of the three sons were able to break the hickory rods handed them by their father with little or no effort; but, none of them were able to break a bundle of the same rods after having been securely bound and tied together with strong strands of hemp. Nor were the three young men together able to break the bundle. That proverbial bundle—called a fasces in Roman antiquity—has long denoted unity and strength.

Commerce students the world over with whom we come into contact with daily should cultivate and have, without question, an esprit de corps—a modern fasces. No institution can better impress this truth upon those who very soon are to be the leaders of business in this country as well as in other countries than Deltasigs. And, nothing will furnish us, as Deltasigs, with better tools for this task than the desire to make our fraternal acts illustrate to those about us those qualities so essential to the commercial world.

To be thus a teacher, we must of necessity be strong; and, to be strong, we needs must have unity; and to have unity, we surely must radiate a feeling of love,—love of brothers, love of Fraternity, love of business, love of government, love of a high standard of ethics, and love of generosity and unselfishness. Secondly, we must reflect loyalty,—loyalty to brothers, loyalty to Fraternity, loyalty to business, loyalty to government, loyalty to a high standard of ethics, and loyalty to that splendid spirit of generosity and unselfishness. Lastly, we must write letters—those silent messengers of modern business,—letters to brothers, to Fraternity, on business, for government, encouraging a high standard of ethics, and penned with that same spirit of generosity and unselfishness. Love, loyalty and friendly letters bring leadership for any Deltasig, for Delta Sigma Pi, whose members are scattered over the entire globe, and ultimately for business.

There are few things that spring perfect from the Creator for the use of man. Adjustment, development and experimentation—all—precede completeness and perfection in every walk of life. There can be no digression from this natural rule. How glad then as Deltasigs we should be to witness our Fraternity adjusting, developing and experimenting with the structure of our institution, because such indications are but symbols or forerunners of a close approximation to perfection in the future. Likewise, we should be glad to notice love, loyalty and letters pervading the extent of our domain, because they build that example of a business organization founded on the truths of economics that develops within its walls leadership—leadership through unity and strength for the International Fraternity of Delta Sigma Pi. A professional fasces! Yes, a daily reminder of a business challenge!

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# Tentative Plans for the 1926 Congress of Chapters

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By Herman O. Walther, Psi  
Director, Central Province

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ALTHOUGH it is impossible to announce definite plans at this early date for the 1926 Congress of Chapters, tentative plans have been formulated and I will outline them to you herewith. Psi Chapter is planning on enteretining the largest crowd in the history of the fraternity and we promise something doing at all times, for both delegates, brothers and wives. It is planned to house the official delegates in the Psi Chapter House, which will hold 60 men comfortably. We have made arrangements with a nearby sorority to rent their chapter house for the week of the convention and this house will accommodate eighteen couples. We propose to house the married couples there. We have also arranged with two fraternities situated nearby, to occupy their houses for that week and they will accommodate another 75 or 100 men. We will be able to house at least 135 men and 18 married couples in these three houses, keeping the convention crowd together, and at rates that will be far less than what the hotels would charge.

Meals will be served at the Psi Chapter House, with plenty of help to handle the crowd. We will probably have two servings, one at say twelve and the other at one o'clock.

Undoubtedly the convention will be held on a Thursday, Friday, Saturday and Sunday, and if this is done, we hope all delegates will arrive Wednesday evening, at which time registration of delegates and guests will take place, and assignment of rooms made.

Thursday morning will be the first business session, and it is hoped that all business can be transacted in four sessions, one each Thursday morning and afternoon, and Friday morning and afternoon.

During the afternoon session on Thursday, the active members of Psi Chapter will take the lady guests and all others except official delegates whose attendance will be required at the business session, for an automobile ride in and around Madison, including a thorough inspection of the University of Wisconsin and the famous seven million dollar state capital. Thursday evening we propose to have a block of seats for the entire crowd to attend the Orpheum Theatre, vaudeville house.

Friday morning the ladies will be entertained with a boat trip around Lake Mendota, including stops at historic spots. Friday afternoon, tea and cards for the ladies at the Psi Chapter House as guests of local Deltasig wives.

These plans may sound like we are giving all attention to the ladies, but, as

stated before, the delegates' time will be taken up with business sessions. Luncheons will be served both Thursday and Friday noons at the chapter house, as will be dinner Thursday evening. Friday evening, the big time begins. Business sessions being over, all the attention can be devoted to social activity.

So on Friday evening will be the big Stag Banquet of the fraternity at the Lorraine Hotel, Madison's newest and most elaborate hotel. At this time all reports and business will be concluded, and this will be followed by a dance in the Crystal Room of the Lorraine.

On Saturday a trip will be made to the Wisconsin Dells, either by train or special motor busses. The Dells region of Wisconsin, near Devil's Lake, is one of the beauty spots of the country and has a great geological significance. Thousands of people come miles just to see the famous Dells. Luncheon will be served at the Chateau at Devil's Lake, and the trip will be concluded at Madison in time for dinner, or, if preferred, dinner can be had at the Dells, and the return trip made in the evening. The entertainment for Saturday evening has not been definitely determined as yet, depending somewhat on the final plans made for the day. A dinner-dance may be held, or this evening may be left open.

The Psi Chapter House is across the street from Camp Randall, the Wisconsin Athletic field. It is also within two blocks of a dozen tennis courts, three baseball diamonds, a very short walk from the lake, where swimming, boating and sailing may be enjoyed, and is less than two miles from two golf courses. We propose to have golf and tennis matches during the convention, either on Saturday or Sunday, or both days. We also plan a baseball game or two, between chapters situated near Madison or between teams picked from among the delegates. Suitable trophies will be awarded the tennis, golf and baseball champions.

As college will not start for a week or so after the convention, the entire active chapter will return to Madison for the sole purpose of entertaining the visiting delegates and ladies. Definite plans and dates will be announced later but we urge that every Deltasig start planning now on spending part of his 1926 vacation at Madison. Come to Madison several days before the convention and stay as long as you like!

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# An Appeal for High Scholarship

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By Eugene Van Cleef, Nu

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(Being part of a talk given by Brother Van Cleef before the members of Nu Chapter in December, 1924. Scholastic figures published at that time indicated that our Nu Chapter ranked ninth out of over a score of professional fraternities, but Brother Van Cleef felt that this record could and should be materially improved. It is felt that this article is of especial value to all chapters.)



HERE exists a great fallacy among students in the College of Commerce which is not only dangerous but can prove disastrous in individual instances. It is frequently stated that the student with the highest grade is not necessarily going to prove to be the most successful business man. There is truth in this statement, but it is also filled with dynamite. It is doubtful whether any member of Delta Sigma Pi would agree to the assertion that all students with the lowest scholarship will prove to be the most successful business men. Yet this statement is as consistent as the one preceding. In fact it is agreed by most people that the man who graduates from a university and becomes a successful business man rarely is one of those who had a very poor record during his college days.

When I speak of high scholarship, I do not have in mind necessarily 100% "A's" but I do believe that a very high percentage of the grades should include "B's" with a fair distribution of "A's" and a minimum number of "C's." The grade "D" should never appear, or at best never more than once or twice at the most, and the grade "E" should be unknown. I am of the firm belief that any student with normal health and without excessive outside work or too many inside interests, should be able to pass any course in the university with a comfortable margin. Invariably the reason for low grades is found either in subnormal mental capacity, or in an excessive diversion of interests in matters that do not bear upon the university courses, matters oftentimes of secondary importance.

High grades are never a disgrace. Sometimes we hear the word "grind" applied to students who obtain a series of "A's" and do not partake in extra-curricular activities. There are times when this epithet is justifiable, but only rarely. I believe that all extra-curricular activities should always be secondary to the concentration of one's efforts upon one's courses. It has always been my conviction that the young man who must earn his way through the university, if he does not have to work too hard, is to be congratulated because he has an opportunity to appreciate the value of time and effort, much more so than the man who needs not worry about his income. The latter generally wastes a good deal of his time. However, one must learn not to use as an excuse for poor work the fact that one is earning his way through school.

Delta Sigma Pi as a professional fraternity represents an ideal. It stands for not merely the promotion of business but for the promotion of honest business

methods under the best of conditions, and for the promotion of leadership of the highest type. The man who is satisfied to obtain mediocre grades in his school work is not the man with the highest ideals. He is unlikely to be the type whom others would like to emulate. He is just an ordinary fellow and of such there are millions. What the world needs more than anything else is leadership. It needs leadership that stands for ideals; ideals in honest business, in culture, in refinement, in the finer things of life for which the universities of the country are supposed to stand.

Since Delta Sigma Pi has within its membership students who are in their sophomore year and who may still be endeavoring to adjust themselves to a university atmosphere. The organization is not in as favorable a position to attain a high average as those professional fraternities which may be made up almost wholly of seniors or of graduates. On the other hand, it is within the province of the members of Delta Sigma Pi in selecting its pledges, to select those men who combine scholarship, good fellowship, and evidence of likely successful business ability. I venture to suggest that every pledge be made to understand that a low scholarship record will eliminate him from the organization. I do not know what the individual records are of the present members, but whatever they may be I am thoroughly convinced that if each brother decides to improve his scholastic standing during this year of 1924-25 he can do so without sacrificing important interests that he may now have, although it may mean the expenditure of greater mental and perhaps physical energy. Delta Sigma Pi should rank, in June 1925, with the first three of the top if it can not be the first one. Let's not hunt for alibis; let's determine to make a mark for ourselves and then demonstrate our ability to make good.

*The Installation of our*

## **Alpha-Omicron Chapter**

will take place Saturday, December 5, 1925

*at the*

**Ohio University, School of Commerce**

**Athens, Ohio**

*Write the Central Office for full details in case you can join  
the official Installation Team*

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# *The Installation of Alpha-Nu Chapter at the University of Denver*



THE Chapter of the Colorado Seminary, which is the property holding corporation of the University of Denver, was granted by the Council and House of Representatives of Colorado Territory on March 5, 1864. The leader of this enterprise was Governor John Evans, who was at one time Governor of Colorado Territory and who was one of the founders of Northwestern University at Evanston, Illinois. A building was erected at Fourteenth and Arapahoe Streets, near the center of the business section of Denver, and school work was begun in the fall of 1864.

In the fall of 1880 the school was reorganized under the name of the University of Denver, and Dr. David H. Moore, from Cincinnati, was elected as its first Chancellor. In addition to the College of Liberal Arts and Preparatory School, Schools of Medicine, Music, Art, and Business were established. Changing conditions in Denver during the following twenty years, permitted the University to discontinue the Preparatory School and Schools of Medicine, Music, Art, and Business. In 1885 the University organized the first manual training school in the Rocky Mountain country and maintained it until the high schools of the city opened similar departments some ten years later.

The School of Dentistry, formerly known as the Colorado College of Dental Surgery, opened its doors to students in the fall of 1887 and is today the only school of dentistry between the Missouri River and California. In 1888 a School of Pharmacy was started, but after a few years it was discontinued. It was reorganized in 1916.

In June, 1889, Dr. Moore resigned the Chancellorship. During the ensuing academic year Dr. Ammi B. Hyde, Professor of Greek, was Acting Chancellor and at the close of the year Dr. William Fraser McDowell was elected Chancellor.

In 1886 the University secured a large tract of land lying six miles south and east of the center of Denver. This received the name of University Park, and a portion of it was set aside as the campus of the University. It was not until 1892 that the first building, University Hall, on the new campus was completed and became the home of the College of Liberal Arts, while the professional schools remained at the old site, the corner of Fourteenth and Arapahoe Streets.

On October 3rd, 1892, the School of Law was organized, and is today the leading law school of the West. The next year, 1893, the building for the Iliff School of Theology was completed on the campus at University Park, and the school was established as one of the departments of the University. Several years later it was separated from the University and is now entirely independent.

In 1894, the Chamberlin Observatory, which with its very fine equipment was the gift of Mr. H. B. Chamberlin, was completed. Dr. H. A. Howe, Dean of the College of Liberal Arts, was made its director, and research has been con-



ALPHA-NU CHAPTER—UNIVERSITY OF DENVER

Left to Right

Top Row: Theodore Steneide, Curtis C. Hick, Montgomery R. Smith, Arthur W. Krauss, John H. Tyronne, Walter J. Thoreson, Frank McFarland, Herbert Hoogstrate,

Albert H. Weber.

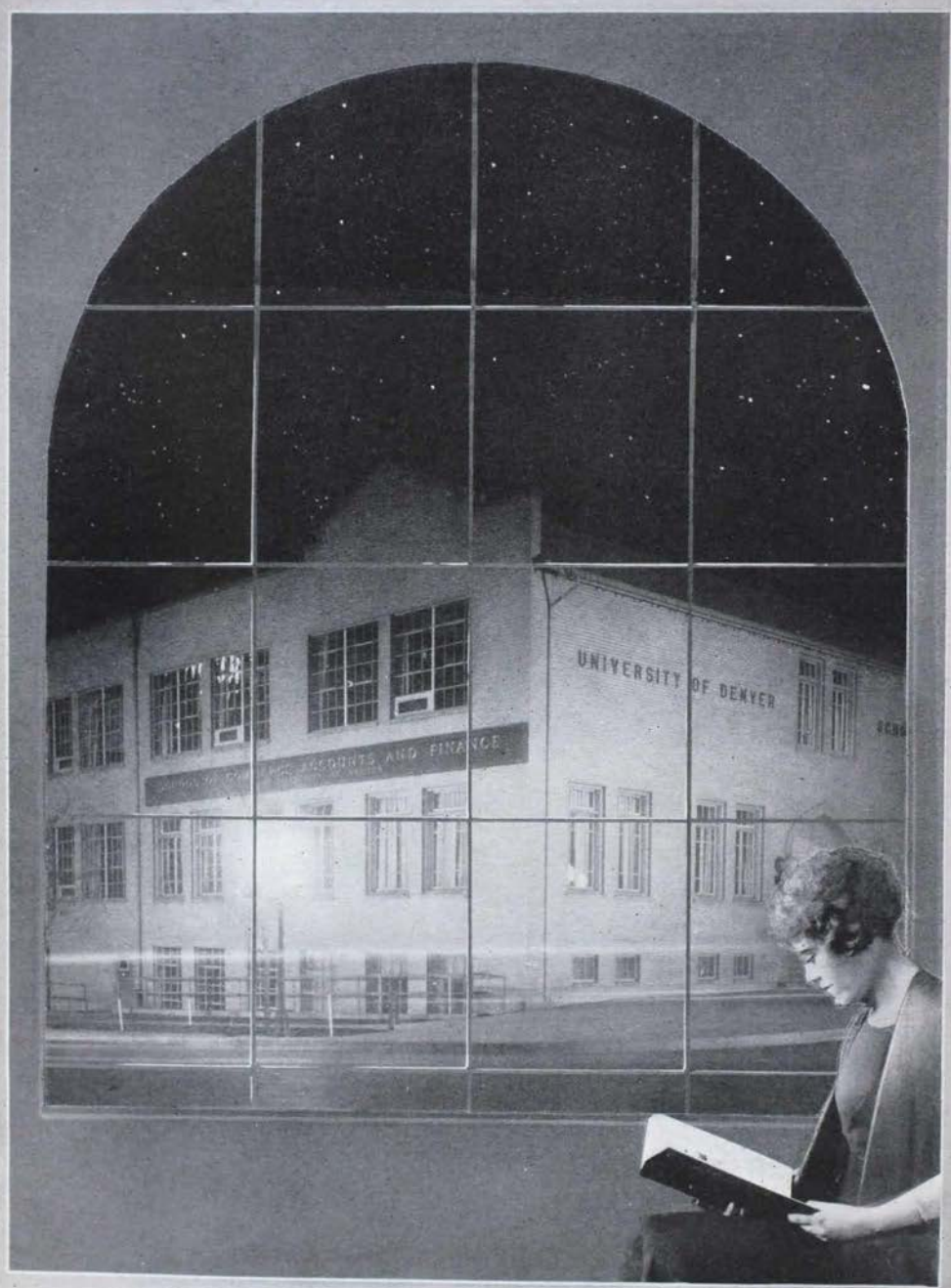
MIDDLE Row: John E. Kayan, Milton A. Kidder, Raymond E. McDonnell, John J. Quinn, H. Gilbert Wright, *Beta*, John G. Johnson, *Pi*, James T. Coatsworth, *Upsilon*

Karl Shipley

BOTTOM Row: A. Keate Cook, *Sigma*, Merrick N. Davis, Royal W. Anderson, Harry G. Hickey, Milburn Dungan, John P. Nock, Wm. G. Deshler, Steward L. Lightner,

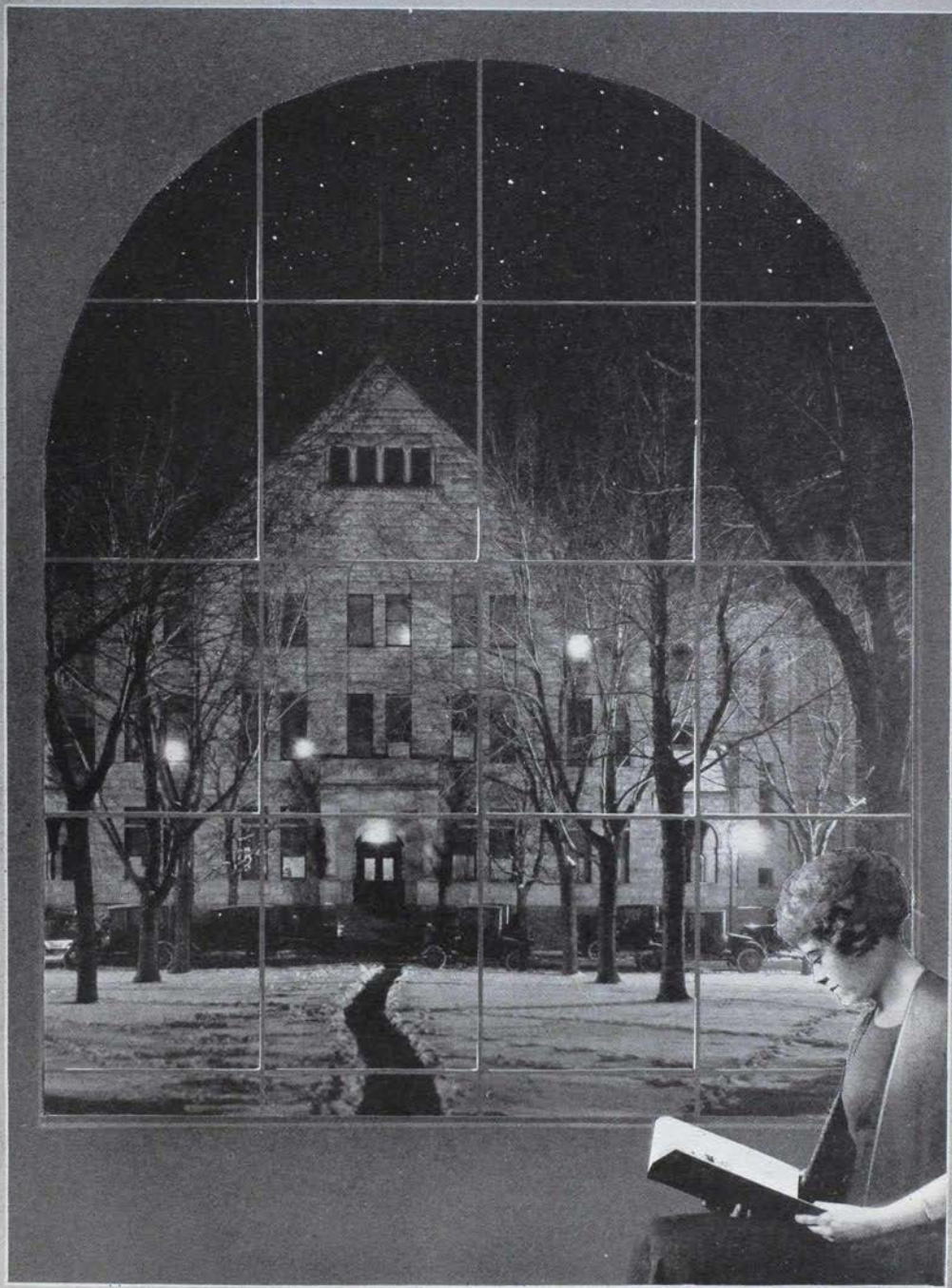
Raymond J. Brandt.

Robt. C. Loury, Willis A. Peck and Ralph W. Greenlee were not present when the picture was taken.

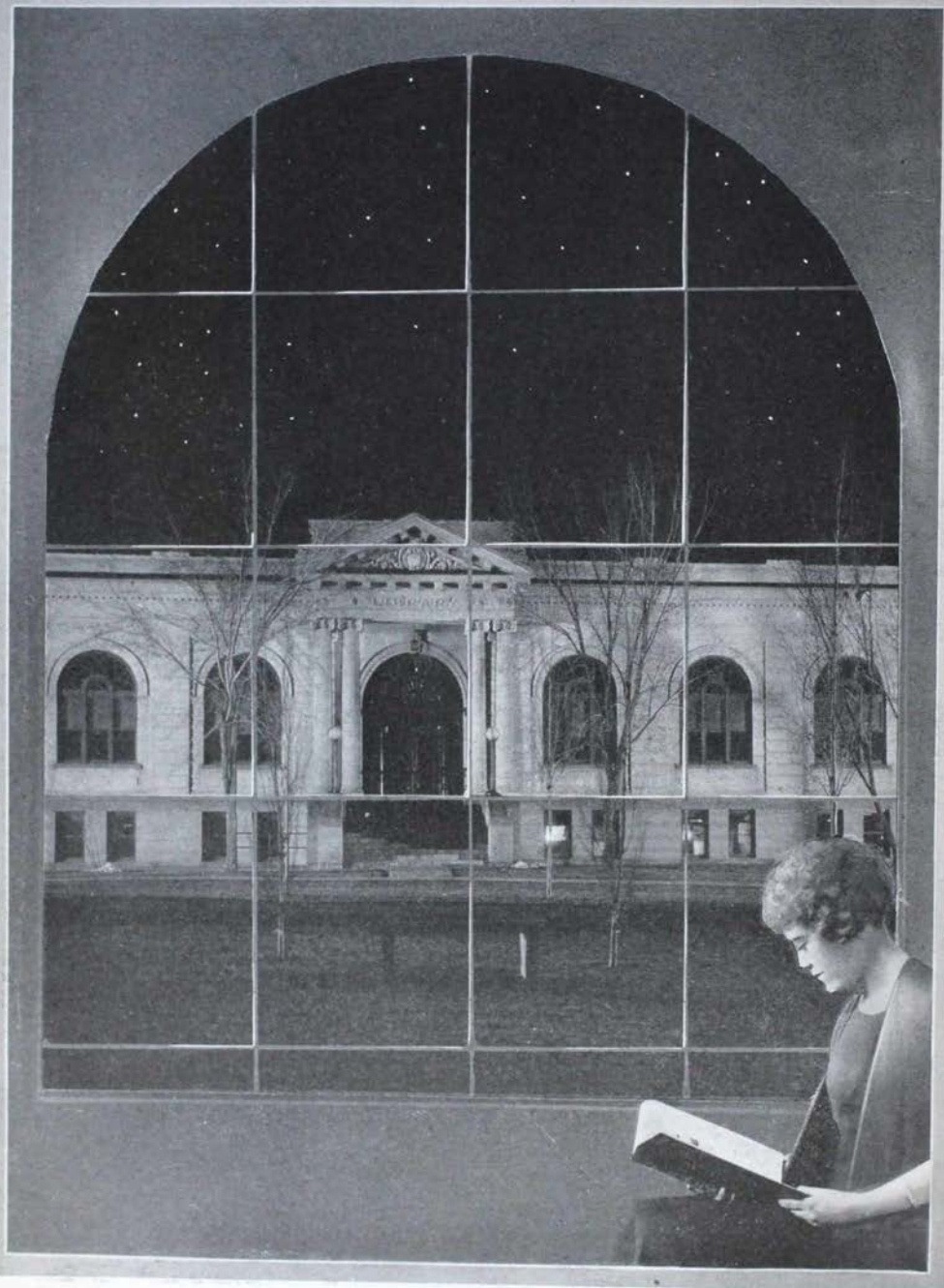


UNIVERSITY OF DENVER—SCHOOL OF COMMERCE





UNIVERSITY OF DENVER—ADMINISTRATION BUILDING



UNIVERSITY OF DENVER—LIBRARY

stantly carried on since that time. It is one of the best astronomical stations in the West.

Chancellor McDowell resigned his office in June, 1899, and in the following December, Dr. Henry Augustus Buchtel was elected as his successor. The twenty-one years of Chancellor Buchtel's administration were years of marked growth and development. The debt was paid and the endowment was increased. Four new buildings were erected on the campus; namely, the Gymnasium, the Library, the Science Hall, and the Memorial Chapel. The Schools of Commerce, Chemical Engineering, Electrical Engineering, and Pharmacy were established, and the Summer School and Extension College were developed as parts of the College of Liberal Arts.

A stroke of apoplexy in September, 1920, compelled Chancellor Buchtel to relinquish the duties of his office, and in December he was made Chancellor Emeritus. Dr. W. D. Engle was Acting Chancellor from September, 1920, until the present Chancellor, Dr. Heber Reece Harper, assumed the duties of the office in November, 1922. Dr. Harper began his career as Chancellor of the University by studying the situation of the University affairs, and he immediately recommended that many changes be made in some of the regulations, such as lengthening of the school day, the reorganization of the several Student Associations under one body, and a closer relationship in student affairs as a whole throughout the entire school.

The year just closed, Chancellor Harper began with one of the most notable changes since his inauguration. The Class Schedules were completely changed and additional class hours were inaugurated as well as a larger number of new courses. The enrollment was the largest in the history of the University, aggregating over thirty-six hundred students.

The University of Denver is now in the midst of an expansion and endowment campaign to raise \$2,500,000 for buildings, equipment, additional campus, etc., \$1,000,000 of this having been already given by the City of Denver.

### **History of the School of Commerce, Accounts and Finance**

The School of Commerce, Accounts, and Finance was founded in October, 1908. It was one of the pioneers in working out a program for professional training for college men desiring to enter business. From the first it placed special stress upon accounting, preparing its students in the practical as well as the theoretical phases of the subject, and also preparing them for the new profession of certified public accountant. The staff of instruction at present time includes nine certified public accountants engaged in active practice, besides several full-time teachers of accounting.

In the year of 1913 a complete School of Business Administration was added. The purpose of this course is to train college men for executive positions. The student is given training in actual business methods and is supplied with a background of economics, business statistics, the law of business, and the English of business. Four full years of instruction are given by a large staff of teachers. The courses in credit management, employment, and personal management, and in financial and corporation management, insurance, advertising, salesmanship and business psychology are strongly emphasized.

Additional courses have recently been developed in secretarial work, foreign trade and commerce, retail salesmanship, transportation, and life insurance salesmanship.

All departments and organizations included in the school are now housed in the new building at Glenarm Place and Twentieth Street, within a few minutes' walk of the business center of Denver. Offices, class rooms, lecture rooms, a library, club rooms, and a gymnasium are included in this modern structure.

The instruction is of a very intensive and practical character and the students are of unusual earnestness. The whole atmosphere is one of thoroughness, co-operation, and practical application to daily work. The men are several years older than the average college student, and most of them are preparing for some definite business career.

There are two distinct schools maintained, a full schedule of day classes and also an evening school. The work of these departments is identical and interchangeable. Students may transfer from one to the other or transfer credits from one department to the other.

For office workers, teachers, and all who are employed during the regular office hours of the day, evening classes are offered, beginning at 5:40 and at 7:40. These classes are two hours in length and come regularly on Monday, Tuesday, Thursday and Friday of each week.

Fifteen high school units are required for admission as a regular student in the school. These units must include the following: English, 3 units; mathematics, 2 units; History, 1 unit; Natural Science, 1 unit; Languages, other than English, 2 units (both units must be in the same language).

Candidates for admission must be at least eighteen years of age and must present satisfactory testimonials of good moral character. Certificates of honorable dismissal are required from those who have been students in other colleges.

Out of 143 university departments of business in the United States, only 28 have membership in the Association of Collegiate Schools of Business. The University of Denver is in this list—the only one so recognized in the whole Rocky Mountain Region. Its credits and degrees are accepted by Columbia, Harvard, Yale, Northwestern, Chicago and similar institutions. It ranks first of fourteen such departments in the Rocky Mountain Region, third of all west of the Mississippi and seventeenth compared with similar departments in all universities of the United States. The attendance has increased 472% since its founding and has increased from 367 in 1919-20 to 840 in 1924-25. There are 45 members on the present teaching staff.

### History of the Deltasig Club

With the rapid growth of the University of Denver School of Commerce, Accounts and Finance, it has been evident for some time that the only national professional commerce fraternity, which is now at school, is inadequate to meet the demands of a school of this size; therefore a group of leaders, and energetic students, associated themselves together for the purpose of filling a long felt need of another commercial fraternity.

When the above situation became so apparent, this group of men made an

extensive investigation in order to determine what national commerce fraternity would be most preferable to represent the calibre of men that this group is composed of, and a school of the standing which the School of Commerce, Accounts and Finance possesses. This investigation resolved itself into the unanimous decision that the International Fraternity of Delta Sigma Pi was the only organization representative of our group and school.

Negotiations were immediately opened with The Central Office of the fraternity, and Mr. Dungan, a member of the petitioning group, made a trip to Chicago to visit Secretary Wright and go over the situation in detail. Instructions for petitioning Delta Sigma Pi were furnished, and in compliance therewith, the group organized themselves under the name of the Deltasig Club, adopted a constitution and by-laws and elected officers.

The club continued to operate as a local, perfecting its organization and selecting additional members. President Fackler made a special trip to Denver to interview the group and investigate conditions first hand. A banquet was held in his honor and he gave an address, descriptive of the purposes of the fraternity and outlined what the fraternity has already done and what it hopes to accomplish in the future. The ideals and principles of Delta Sigma Pi, as expressed by President Fackler, were entirely in keeping with ideals and principles on which the Deltasig Club was organized.

Regular meetings continued, and after securing the consent of the Committee on Student Affairs of the School of Commerce, the petition of the Deltasig Club was presented. The requisite qualifications for membership in the Deltasig Club were based on scholarship, leadership and promise of future usefulness. Only men having an average grade of 80% and who had completed the first half of their freshman work were eligible.

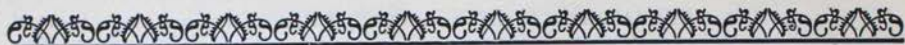
The investigation was completed by summer and a favorable vote of the Board of Directors announced in September. October 10th was selected as the date of installation, and the Alpha-Nu charter assigned.

The officers and members of our Alpha-Nu Chapter are as follows:

<i>Head Master</i>	MILBURN DUNGAN
<i>Senior Warden</i>	JOHN P. NOCK
<i>Junior Warden</i>	WM. C. DESHLER
<i>Treasurer</i>	ROYAL M. ANDERSON
<i>Scribe</i>	HARRY G. HICKEY
<i>Historian</i>	MERRICK N. DAVIS
Royal William Anderson	Robert Camden Loury
Raymond Joseph Brandt	Raymond Edward McDonnell
Merrick Nutting Davis	Frank McFarland
William Clifford Deshler	John Phelps Nock
Milburn Dungan	Willis Allen Peck
Ralph William Greenlee	John Joseph Quinn
Harry Gilbert Hickey	Montgomery Rochester Smith
Curtis Camden Hicks	Karl Shipley
Herbert Hoogstrate	Theodore Steneide
John Edwin Kavan	Walter Joseph Thoreson
Milton Arthur Kidder	John Henderson Tyrone
Arthur William Krauss	Albert Herman Weber
Seward Lewis Lightner	

The installation team comprised Brothers A. Keate Cook, Sigma, member of the Board of Directors of the fraternity; J. G. Johnson, Pi; James T. Coatsworth, Upsilon; George M. Lott, Xi, and H. G. Wright, Beta, Secretary of the fraternity.

(Continued on page 19)



# *The Installation of Alpha-Xi Chapter at the University of Virginia*



By an act of February 14th, 1816, the Legislature of Virginia authorized the establishment of Central College, in the County of Albemarle. A board of visitors was appointed, consisting of Thomas Jefferson, James Madison, James Monroe, Joseph Cabell, David Watson and John Cocks. Later Jefferson was elected Rector of this board, and part of the present land was purchased.

The cornerstone of Central College was laid on October 6th, 1817, in the presence of Thomas Jefferson, James Madison and James Monroe, the latter being then president of the United States.

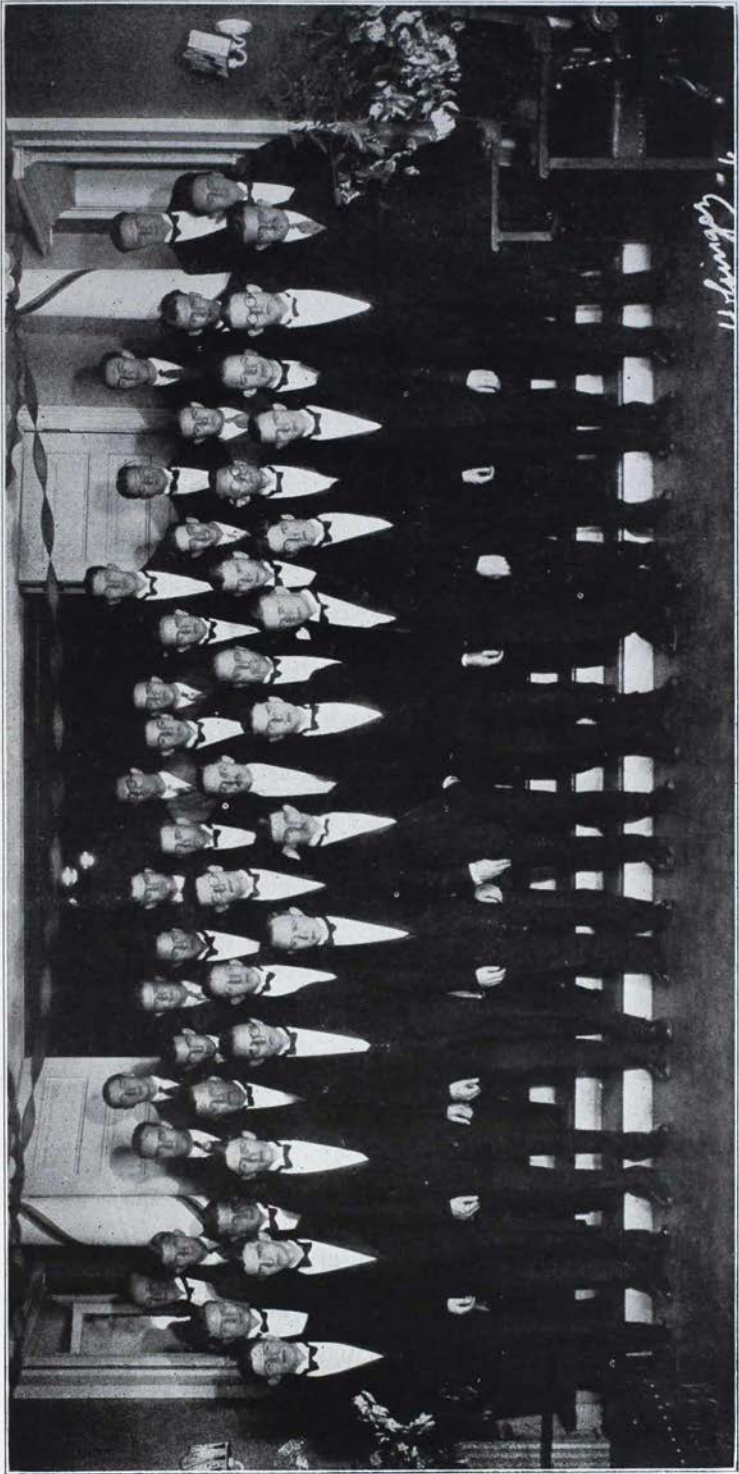
Jefferson drew most of the sketches for the buildings with his own hands, basing them upon designs of Palladio; and his ideas of architectural effect and grouping were carried out in detail when Central College was merged into the University of Virginia.

The prime object in Jefferson's mind while Rector of the Board of Visitors of Central College was to get the college well under way and then have it adopted by the Legislature as the State University. Although Jefferson's was the dominant spirit in the whole movement for the establishment of a state university, but for the influence and efforts and efforts of Joseph Cabell, the close personal friend of Jefferson, the act of January 25th, 1819, establishing the University would probably have failed of adoption by the legislature.

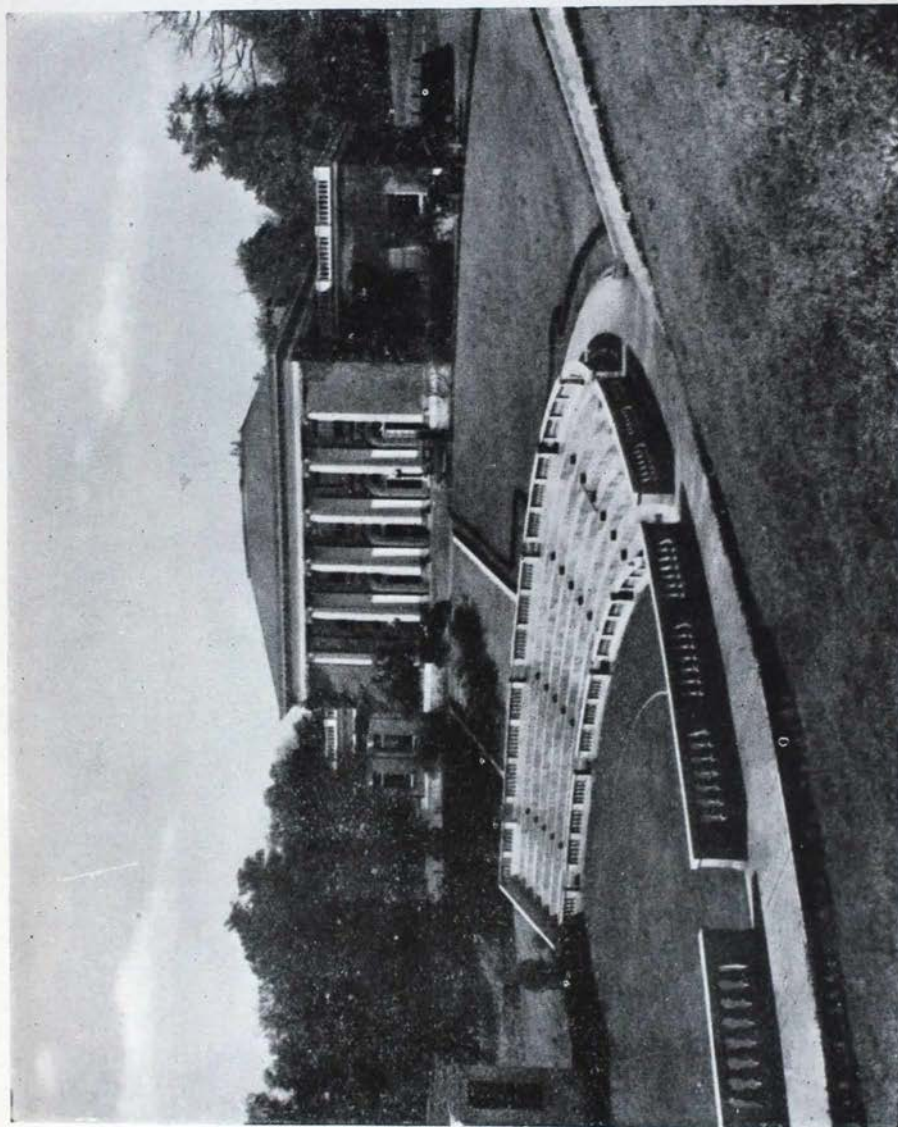
The organization of the university, its government discipline and methods of discipline were virtually prescribed by Jefferson alone, and in many respects they still retain the impression derived from him. For the first eighty years of its existence the supreme government of the university was administered by the faculty and its chairman, the latter being a member of the faculty. As the university grew it became more and more difficult for a member of the faculty to fill the position of chairman and attend to the duties of his office. In October, 1903, the Visitors decided that modern conditions rendered necessary the creation of the office of president, and in June, 1904, Edwin Anderson Alderman was elected the first president of the University of Virginia. Dr. Alderman has continued to hold this office up to the present time and the growth of the University, and its present envied position is in a large measure due to his efforts.

## **The McIntire School of Commerce**

The great demand for business training developed somewhat slower in the institutions of higher learning of the South than in those of the Northern states. Due partly to this fact and partly to insufficient funds for the establishment of new departments, the growth of business schools in the South has taken place almost entirely within the last decade.

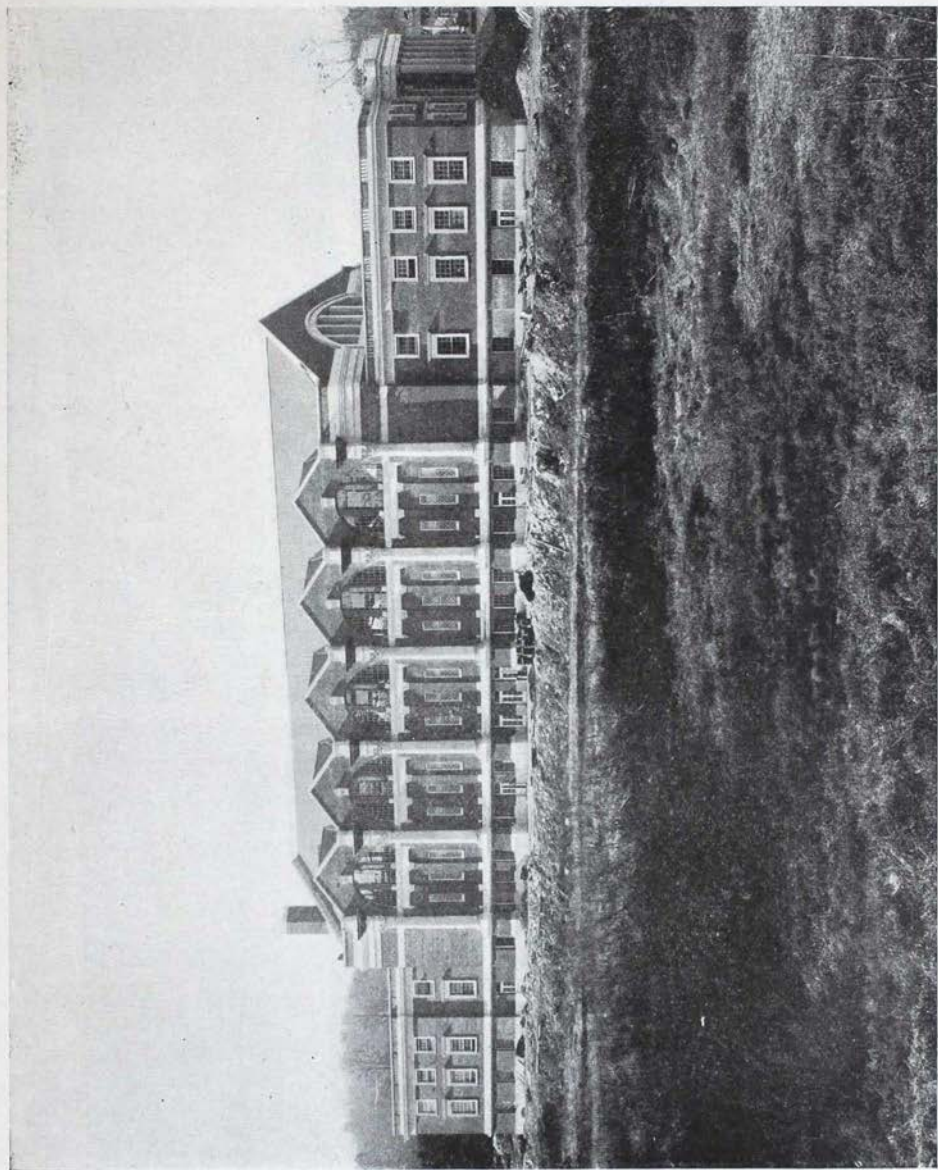


ALPHA XI CHAPTER—UNIVERSITY OF VIRGINIA

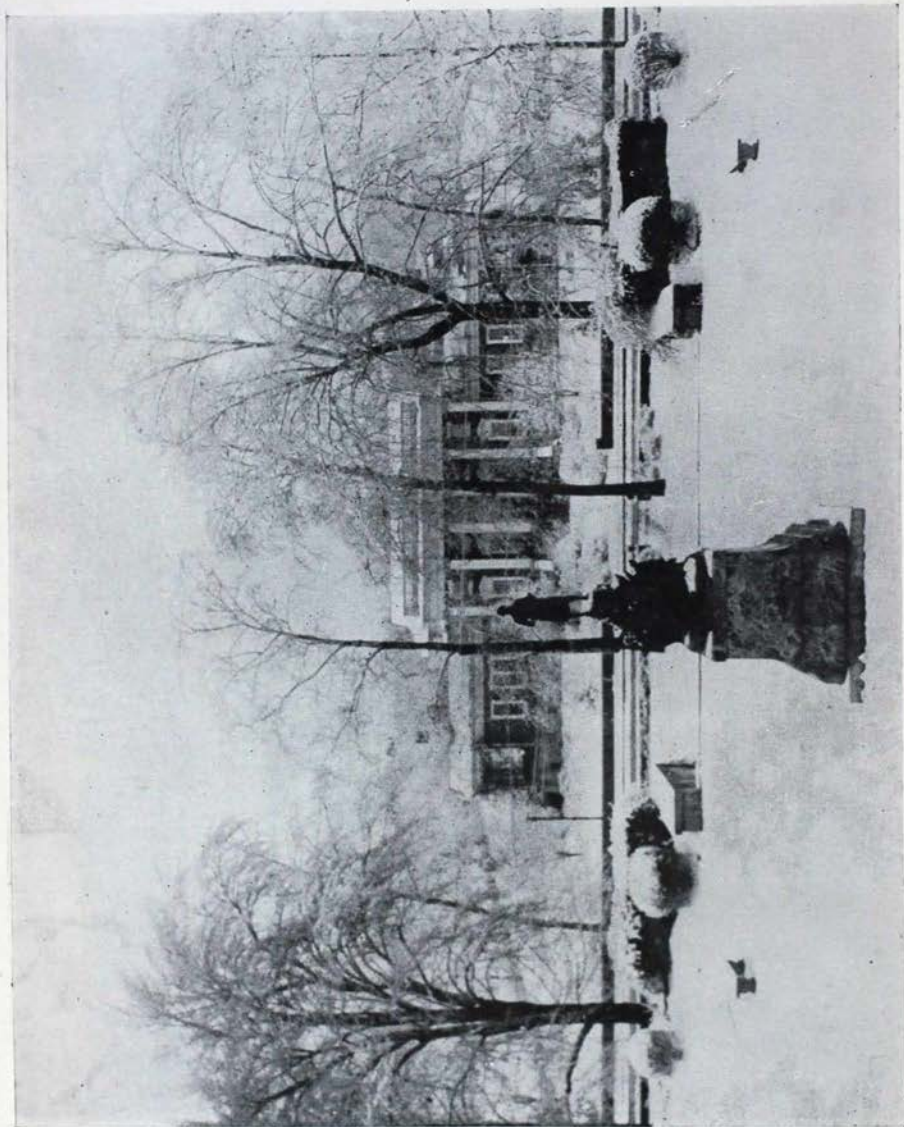


MINOR HALL (the Law building) UNIVERSITY OF VIRGINIA with the McIntire Amphitheatre in the foreground. Mr. McIntire gave the funds for the erection of the School of Commerce as well as the beautiful amphitheatre.





MEMORIAL GYMNASIUM—UNIVERSITY OF VIRGINIA  
Just before completion



MADISON HALL—UNIVERSITY OF VIRGINIA. This building was built in 1904 and is the oldest college Y. M. C. A. in the world. The statue in the foreground is of Thomas Jefferson

At the University of Virginia courses have been given in Political Economy from the opening of its doors to the students in 1825 continuously to the present time. Among the courses that were given at the beginning were: the Principles of Political Economy, Money and Banking, and Statistics. Later on a course in Sociology was given. The work formed a part of the School of Moral Philosophy from 1825 to 1868, and afterwards was connected with the School of History. In 1906 a School of Economics was established separately.

The University in 1915 extended the work of the Department of Economics by the addition of courses in Business Law and Economic Geography. Along with the World War came an insistent demand for more courses in Economics. In 1918 the following courses were added to the School of Economics: Accounting, Statistics, Money and Banking, International Trade, Business Organization, and Corporation Finance. Since then several others were offered of a more specialized nature.

In 1920 President Alderman in a statement of the needs of the University spoke as follows: "The University has for years sought to train for his career the great lawyer, doctor, engineer, and teacher. It most earnestly seeks the opportunity to train the great business man for his own career in these days of great specialization and amazing opportunity which await the country and South in this field. Something much greater and wider than the ordinary business college is contemplated. The complexity of the modern industrial and commercial situation is bewildering unless special training is provided. We owe some thing to this vocation which absorbs two-thirds of our youths. The training we propose would not be calculated to lead a youth to look merely for a higher rate of interest of profit, but would fit him to compete with all comers in interstate and international trade, to keep faith with everybody, to understand foreign languages and peoples, and to comprehend the laws and methods of wise and just commerce."

The School of Commerce was organized in 1920 and in the spring of 1921 Mr. Paul Goodloe McIntire gave the university the sum of \$200,000 as an endowment for the School. The income from this gift became available with the session of 1922-23, and as the result of Mr. McIntire's gift, the University has been enabled to take a leading position in business instruction in Southern Universities. The faculty has been considerably increased by the appointment of new members and by the addition of several instructors and assistants. Special lectures supplement the work of the faculty from time to time. There has been established a well defined course of study leading to the degree of Bachelor of Science in Commerce.

But with all of this the cultural side of the student's education is not neglected. Among the required subjects for a degree are English, Mathematics, Social Science, Foreign Languages, and a Natural Science.

"The School aims to give thorough training in the fundamental principles underlying business. While this necessitates a knowledge of facts and methods, it is not the primary purpose to concentrate on those details of business which should be quickly grasped by the man with a trained mind after he enters his chosen field. The definite objective is to train for leadership in business, rather than to train the student merely to become a worker in a business house. It is the aim also to foster the development of the professional point of view. In

keeping with the ideals of other schools and departments of the University, the student will be given every encouragement to achieve a high position in business leadership and service."

The instruction of the School may be grouped into nine big fields, namely, Accounting, Banking and Finance, Commerce and Trade, Transportation, Business Organization, Statistics, Public Service, Field Work, and Surveys of Virginia Counties. With these various and extensive fields of study offered coupled with the standards and high quality of work demanded by the University of Virginia, it may be safely said that the McIntire School of Commerce leads the South in the field of Commercial instruction.

### The History of Alpha-Xi Chapter

The feeling that there was a need for a second professional commerce fraternity in the McIntire School of Commerce, the organization of The Deltasig Club was perfected with the purpose in mind of petitioning Delta Sigma Pi for a chapter. The group did not arise from a commercial club, or any such organization, but was composed of men selected for their scholastic ability and personal qualifications from the three upper classes of the School of Commerce.

Negotiations were commenced through Professor Barlow, and correspondence started with The Central Office last winter. The local club was officially organized February 26th, with the following members present: J. P. Coleman, A. G. Simmonds, H. E. Thomas, J. J. Corson, 3rd, P. Farmer, I. H. Wainwright and J. G. Hinman. Much enthusiasm was shown at this meeting and all held high and bright hopes for the future. At this meeting there took place a general discussion of the proposition and the information given in the instructions for petitioning Delta Sigma Pi was discussed. Regular meetings were held thereafter, additional members being added to the group, and on March 4th, the first meeting of organization was held, officers elected, a name decided upon and a decision made to formally petition Delta Sigma Pi. A Committee on Petitioning was elected, the petition was prepared and properly presented in due course of time. The investigation was in charge of Brother Thomas J. Groom, Mu, Director of the Southern Province, and was completed by the close of the college year, and a favorable report made by the Board of Directors during the summer months.

October 24th was selected as the date of installation, the Alpha-Xi charter assigned, and on that date the Deltasig Club of the University of Virginia was formally established as a chapter of the fraternity, with the following officers and charter members:

<i>Head Master</i>	J. PHILLIPS COLEMAN
<i>Senior Warden</i>	HENRY E. THOMAS
<i>Junior Warden</i>	BOYD M. STEELE
<i>Treasurer</i>	HENRY M. EUBANK
<i>Scribe</i>	G. LAWRENCE RIGBY
<i>Historian</i>	RODERICK D. MOORE
Nelson Lewis Barksdale	James Woodrow Mathews
William Douglas Bogue	Roderick William McComas
John Phillip Coleman	George Lawrence Rigby
John Jay Corson	Albert Gordon Simmons
Henry Mercer Eubank	James Henry Simmons
Paul Farmer	Boyd Mager Steele
John Carroll Flynn	Henry Evan Thomas
John Gilbert Hinman	Thomas Dudley Turner, Jr.
Charles Newton Hulvy	Irving Hudgins Wainwright
Charles Louis Knight	Ray Whitney Wheeler

The installation team was in charge of Brother Arthur W. Gray, *Chi*, member of the Board of Directors, and comprised the following members of the fraternity: Brothers Eugene D. Milener, Jr., Herbert D. Tharle, Millard F. Wright, Jr., Julian J. Masters, John L. McKewen, Edward P. Wieland, Stuard B. Russell, Gustavus A. Sieverts, John G. Young, G. Emil Winroth and Herbert G. Beyer all of *Chi* Chapter of the University of Maryland, Baltimore, and Brothers Henry W. Coughlin, James A. DeForce, Jos. C. Bergere, A. Douglas Cook, John R. Trainer, Robert G. Cass, James F. Claney, J. P. Garry, John F. Healy, Jr., John R. Russell and A. A. Touceda, all of *Mu* Chapter of Georgetown University, Washington, D. C.

Part of the delegation drove from Baltimore and Washington and others went down on the train. The visiting brothers all headquartered at the University Inn, and the ceremonies started at 10:30 promptly, Saturday morning, October 24th. Ceremonies were adjourned during the afternoon so that the whole crowd could attend the Virginia-Maryland football game in a body. The balance of the ceremonies were completed after the game, and the formal banquet served at 8:30. Brother Mathews, *Alpha-Xi*, acted as Toastmaster. The charge of the fraternity was delivered by Brother Gray, and responded to by Brother Coleman, *Alpha-Xi*, Head Master. Talks were also given by Brothers Tharle, *Chi*, District Deputy, Henry W. Coughlin, Head Master of *Mu*, G. Emil Winroth, Head Master of *Chi* and James A. DeForce of *Mu*.

After the banquet was concluded most of the brothers participated in a dance given that evening. Sunday was spent in acquainting the officers with their duties, and in sight-seeing. The visiting delegation started for home late in the afternoon with nothing but words of praise for the hospitality of the *Alpha-Xi* brothers and the success of the installation.

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## Installation of Alpha-Nu Chapter

(Continued from page 15)

The members of the installing team arrived Friday afternoon and Saturday morning, and were headquartered at the Shirley-Savoy Hotel. Installation ceremonies commenced at eleven o'clock Saturday morning and continued until seven-thirty that evening, except for an intermission during the afternoon when the entire chapter and visitors attended the football game between the University of Denver and Utah Agricultural College.

The traditional Deltasig banquet was held in the Holland Room of the Shirley-Savoy in the evening, with one hundred percent attendance. The charge of the fraternity was delivered by Secretary "Gig" Wright. Talks were given by Head Master Dungan, Scribe Hickey and Professor Smith, all of Alpha-Nu Chapter, the visiting delegates and Dean Warfield of the School of Commerce, a member of Alpha Kappa Psi, who was a guest of Alpha-Nu Chapter at the banquet.

Sunday was spent in sight-seeing trips to several of the famous mountains around Denver, and on Monday the visiting delegates departed for home after having enjoyed a wonderful week-end.

The members of Delta Sigma Pi can expect great things from Alpha-Nu, for they have a spirit that can't be beat.

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## An Asset—Our House

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By Clyde F. Smith, *Omega*

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If anyone would ask what I think to be the most interesting feature about the Omega Chapter House, I would say, "Life." Not merely the part which bespeaks of joys, thrills, and the carefree spirit, but that part which is a cross section of the human complex of alert college men. Do we have our share of the joys of living? I'll vouch for our full share of that! Do we have a purpose in living? I'll let difficulties overcome, and objectives attained, stand as symbols for that!

Should anyone ask me to name the most coveted feature in life, I would say, "The experience of living among men." Our joys, our cares, our failures and accomplishments are matters of concern to us all. And what does this mean to Omega Chapter? It means just this. In the morning we go out and do our bit. We return at night, some elated with success, others oppressed by difficulties. Then the human element asserts itself. We spur the successful on to more success and we encourage and counsel those cast down. The result is, the disheartened keep fighting and the successful work yet harder. The spirit of the Fraternity, if you please, is kept alive and alert at the Omega House.

Yes, fellowship, helpfulness and the Deltasig spirit are things which help us to help each other at Omega. And the house has come to be such an integral part of the chapter that I fail to see how we could get along without it. The foregoing benefits would, of necessity, be lessened in a measurable degree if we did not have a house. The personal contact—rubbing elbows—would be lost if we could not live together in an atmosphere of home.

The feminine proverb—"You never know a man till you live with him" applies as well to us. This has been well proven to us by our experience with new men. There have been occasions where proposed men have been considered doubtful candidates by different brothers, but the pledging period at the house has in every case brought out the best qualities in the man and has removed any doubts as to the man's qualifications. And there has been at least one instance where two men have become most intimate friends, where preceding this pledging period, there had been a feeling of dislike on the part of the older brother. In other words, experience has taught us that you can not always judge a man correctly by the way he appears on the campus. Unsociable men have proved to be real pluggers. In the house we've seen these men work, and work well.

Perhaps no advantage of our house is greater than lobbying the leisure hours in the living room. Here free intercourse exerts its socializing influence. The Greeks and Romans practiced it when philosophy was at its height. It is still recognized as a stimulus to thought. Well—it is practiced at 2011 North Broad Street. The subjects range from the philosophy of love to the fall of the Roman Empire. Sometimes we don't even agree on bedtime, but the "Symposium" resumes its sway the following day just the same.

The visits of brothers from other chapters are a real pleasure to Omega.

From them we learn some of the things their chapters are doing; we get from them ideas that help us to help ourselves. We get their ideas concerning business and life and we give to them what we in turn have to offer. With them we plan and prophesy for the future and last, but not least, we offer to them the hospitality of Omega. Without a home we would miss this friendship and this exchange of ideas.

In a recent lecture Dr. Bolton, a noted psychologist, made the following statement, "The size of membership of a fraternal organization is measured by the power it has to hold a group to a point of common interest." What does this say for our house, for our chapter? It says just this. The interests and ambitions of the men of the chapter are heightened and intensified. Each one's problems are better understood; each one's failures or accomplishments can more nearly be measured. Each man sees more clearly his responsibility and his job to keep the chapter living and progressing. Our failures and our successes as a chapter are more nearly brought to the attention of each man. How does this help us with reference to the other chapters? It forces us to observe the progress that these chapters are making and it keeps us on our toes. The house is invaluable, not only to Omega, but to the Fraternity as a whole in that it serves as a clearing house for the news and the problems of the entire Deltasig circuit. The chapters' news letters, personal visits and the official communications are brought to us directly as a group. Finally, our social feeling as an integral part of Delta Sigma Pi is greatly enhanced and intensified.

By our house, therefore, we better justify the honor of being one of the links that bind Delta Sigma Pi into a foremost commercial fraternity.

### DELTA SIGMA PI LUNCHEONS

CHICAGO: Every Thursday, Marshall Field & Co.'s Men's Grill, 25 E. Washington Street, from 12 to 2. Alumni dinner also held first Monday of every month at Brevoort Hotel, 6:15 P. M.

ST. LOUIS: Every Thursday, Grill Room, American Hotel Annex, from 12 to 2 P. M.

PITTSBURGH: Every Saturday, Main Dining Room, Kaufmann & Baer Company, Sixth Ave. and Smithfield St., at 1 P. M.

ATLANTA: Every Wednesday, Main Dining Room, Peacock Cafe, Peachtree and Edgewood Avenue, at 12:30 P. M.

DETROIT: Every Wednesday at Briggs Restaurant, Stroh Bldg., and every Thursday at Glaser's Tavern, Monroe Street, at 12 noon.

SALT LAKE CITY: Every Monday, Shay's, 137 S. Main Street, at 12 noon.

MINNEAPOLIS: Every Thursday, Royal Gardens Cafe, Fifth Street and Hennepin Avenue, from 12 to 1:30 P. M.

KANSAS CITY: Every Friday, City Club, 1923 Grand Avenue, at 12 noon.

MONTREAL: Every Thursday, 461 Sherbrooke St., at 1 P. M.

BUFFALO: Every Saturday, Reickert's Tea Room, 484 Delaware Avenue, at 6 P. M.

VERMILION, S. D.: Monthly dinner, fourth Thursday of every month, at the Waldorf Hotel, 6 P. M.

The chapters situated at Madison, Wis., Lawrence, Kans., Minneapolis, Minn., Ann Arbor, Mich., Philadelphia, Pa., Champaign, Ill., Montreal, Quebec and other points serve luncheon at their chapter houses daily, and invite all alumni and undergraduates to join them when in their city.





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# Seventh Corps Area Chapter of Delta Sigma Pi Established at Ft. Snelling

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By Edwin L. Schujahn, *Psi*  
Director Missouri Valley Province

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CHAPTER organized without the formality of petition and installation, without officers or dues, and one which could be active for only a few short weeks in summer—and yet one which had its meetings and its social functions—such was the 7th Corps Area Chapter of Delta Sigma Pi, organized at Fort Snelling, Minn., in the summer of 1925.

On June 13, 1925, some twelve hundred students from universities and colleges in the 7th Corps Area, U. S. Army, assembled at Ft. Snelling for the annual six weeks' encampment of the R. O. T. C.

The twelve hundred drilled, and soldiered, and went out on passes, as one does in the army. And they ate. And so it happened that one evening at mess Brother Hardell, *Alpha-Epsilon*, reconnoitering up and down the mess hall for a friendly face, discovered the glint of a Deltasig badge on an O. D. shirt. There followed the necessary skirmishing, and contact being established, he met Brother Wayne A. Sharpe, of *Alpha-Beta*. The two, together with Brother Paul A. Johnson, *Alpha-Epsilon*, organized a raiding party, and patrolled the various areas and barracks of the camp. After some time, they had rounded up sixteen other brothers and pledges of Delta Sigma Pi.

Thus the group was organized, and its first meeting was held on July 14, 1925, a smoker at the stadium of the fort. Another meeting was held a few days later, at which time the "chapter picture," reproduced herewith, was taken. Several brothers were absent—enjoying themselves about the stoves of the mess department peeling spuds and performing the other duties of K. P.'s.

On July 21st a banquet-meeting was held at the Leamington Hotel, Minneapolis, Minn., together with the alumni of the Twin Cities. All told, six chapters were represented at this dinner. The commissary department of the hotel served a sumptuous meal, and the way those soldiers "tied" into the steaks would have aggravated the mess-sergeants at the fort.

After dinner, cigars were passed, and Brother Hardell, acting as toastmaster, called for after-dinner talks. A few stories were told; then the meeting became an impromptu provincial convention. Representatives of the various chapters told of the activities of their chapters, and of plans and ideas for fall. The chapters represented were Epsilon, Psi, Alpha-Beta, Alpha-Delta, Alpha-Epsilon, Alpha-Eta and Alpha-Mu, being the chapters at Iowa, Wisconsin, Missouri, Nebraska, Minnesota, South Dakota and North Dakota.

Brother W. P. Lawrence, *Epsilon*, District Deputy, spoke on the value of Delta Sigma Pi to an alumnus, and Brother E. L. Schujahn, *Psi*, Director of the Missouri Valley Province, outlined plans for the work of the chapters in the Missouri Valley Province.

At nine-thirty the meeting adjourned, for most of the brothers had to pass the guard line before taps, and the chapter became inactive for the winter. Though its life was short, the chapter served to strengthen the fraternity bonds of a number of future business executives and soldiers. The invisible chapter and paraphernalia of the chapter is now in the safekeeping of the Twin Cities Alumni Club, who hope that when the first "assembly" blows at the 1926 encampment, there will be a sufficient number of Deltasigs among the troopers to resume the activities of the chapter.

The following brothers and pledges were at the camp:

*Alpha-Beta*

Wayne A. Sharpe

*Alpha-Delta*

Chas. E. Griffith, Jr.

H. L. Zinneker

Wm. D. Douglas

D. W. Ingalls

Victor Z. Brink

P. C. Van Balkenburgh

*Alpha-Epsilon*

Jaul A. Johnson

Waldo Hardell

*Alpha-Eta*

Jack B. Tinan

P. T. Gillette

E. H. Gropel

J. Lloyd Hart

Lloyd T. Uecker

H. N. Koenig

*Alpha-Mu*

Geo. Lodeon

D. L. Simenstad

H. Stevning

D. Ostby

# Delta Sigma Pi Scholarship Key Winners for 1925



Each year Delta Sigma Pi gives a gold scholarship key to each university where it maintains a chapter, which key is awarded by the faculty of the School of Commerce to that senior, who upon graduation ranks highest in scholarship for the entire course in commerce.

If three colleges where already existing awards were in conflict the key is given on the basis of "scholarship, leadership and promise of future usefulness."

This key has become recognized as the highest award that any student of commerce can achieve. We are pleased to publish the names of the winners of the twenty-nine keys given in June, 1925:

<i>Chapter</i>	<i>Name of Winner</i>	<i>Chapter</i>	<i>Name of Winner</i>
Alpha .....	Beatrice A. Campbell	Rho .....	Eugene V. Rollins
Beta .....	Helen Koepke	Sigma .....	Harold H. Bennett
Gamma.....	Harry L. London	Upsilon .....	Karl R. Naumann
Delta .....	Robert E. Pierce	Phi .....	William H. Ott, Jr.
Epsilon .....	Lewis G. Brownson	Psi .....	Vernon Houghton
Zeta .....	Ralph L. Countryman	Chi .....	Howell A. King
Eta .....	Alvyn Greenbaum	Omega .....	Cleon F. Book
Theta .....	LaVerne West	Alpha-Beta .....	Mildred E. Haas
Iota .....	Clair W. Swonger	Alpha-Delta .....	Harry B. Cohen
Kappa .....	Louis A. Hawkins, Jr.	Alpha-Epsilon .....	Harlow G. Lundquist
Lambda .....	Wayne Theophilus	Alpha-Zeta .....	Walter L. Ownbey
Mu .....	Giacomo Zanetti	Alpha-Eta .....	Clayton B. Craig
Nu .....	Jennie Gordon	Alpha-Theta .....	Kelly Y. Sidall
Omicron .....	M. Daniel Johnson	Alpha-Iota .....	Willard O. Fuller
Pi .....	John H. Hosch, Jr.		

It is gratifying to know that out of the twenty-nine keys awarded last June, ten, or one-third, were won by our own members. When one considers that the total registration of students in the above twenty-nine universities is in excess of forty thousand students, whereas the membership in our chapters in the same colleges is approximately 675, our chapters are to be congratulated on the fact that as many as ten keys were won by their own members.

# PROMINENT DELTASIGS

## EDWIN THOMAS MEREDITH

**B**ROTHER EDWIN T. MEREDITH, Alpha-Iota, was born at Avoca, Iowa, December 23, 1876. His father was a farmer and as a boy, Edwin helped his father with the farm work after school and during vacation. He was graduated from the high school at Marne, Iowa, after which he attended Highland Park College (now known as Des Moines University) at Des Moines, Iowa, for one year. On January 8, 1896, he was married to Miss Edna C. Elliott of Des Moines and has made his home in Des Moines since that time.

While going to college, Meredith waited on tables in the college dining hall for his meals and during his spare time, worked in his grandfather's printing office. When he left college he went to work for his grandfather at \$8.00 a week. At that time his grandfather was publishing a weekly paper which he called the *Farmers Tribune*. The publication was political in its policy and was a constant money loser so his grandfather decided to get rid of it. Edwin succeeded in buying it from him, paying the enormous sum of \$1800 for the paper and printing establishment, all of which was borrowed capital. Edwin soon decided there was a greater future in farm publications, so in 1902 he started *Successful Farming*, a paper which now enjoys a national circulation of over 850,000 monthly and a very wide advertising patronage.

The going was pretty rough for a long time and quite often Meredith had to go out and get some advertiser to advance him some money on his account in order to pay the postage on the paper so that the postmaster would send them out. It was necessary that he act as printer's devil, editor, business manager and mail clerk, but he had set his mind and heart on building up a successful publication and his love for hard work carried him through.

Meredith is a self-made man in every respect and early acquired the foundation for his success as a publisher, organizer and executive. He centered his thought on what he calls the three "I's"—Integrity, Industry and Imagination, which he recommends to any young man who expects or hopes to attain success in life.

In his early business career in Des Moines, he was honored by being elected President of a number of civic bodies. He was active in Advertising Club work and served in 1919 as President of the Associated Advertising Clubs of the World. Upon establishment of the Federal Reserve System he was appointed Director of the Chicago Bank where he served until called to President Wilson's cabinet as Secretary of Agriculture. He was a candidate for United States Senator in 1915 and for Governor of Iowa in 1916. In 1917 he was made a member of the Board of Excess Profit Advisers by Secretary McAdoo. He served as

Director of the United States Chamber of Commerce for six years, and is a Director again now, having just been elected to a two-year term.

Three years ago Mr. Meredith founded another publication which serves people living in cities, towns and suburbs, which is known as *Better Homes and Gardens* and now enjoys a circulation of almost 700,000. In the same year he purchased what was *Kimball's Dairy Farmer* and renamed it *The Dairy Farmer*. This publication serves some 250,000 dairy farmers of the country, making a total circulation for the three publications of almost two million.

Mr. Meredith is a member of various clubs in Des Moines and is a director in several business organizations. He is a Methodist and an Active 33rd Degree Mason.

As a Publisher and as Secretary of Agriculture, Mr. Meredith has made a real contribution to agriculture. One of his special objects in his personal work has been to encourage the boys and girls on the farm through small loans to help them acquire stock and a personal interest in production. In this way he has encouraged boys and girls club work among farm boys and girls. To further this work he helped organize the National Committee on Farm Boys and Girls Club Work, of which he was Chairman for several years. This Committee enlists the support of all business interests in behalf of farm boys and girls clubs.

As a citizen, parent, and neighbor, he has earned the love and esteem of the residents of his city, of his organization and has made a host of friends over the country. His publishing house has become a real institution. His staff of over 500 employees is headed by forty department heads and assistants. This force is thoroughly organized and is 100% loyal to its head.

Brother Meredith was initiated into Alpha-Iota Chapter at Drake University on May 17, 1924, and has been extremely interested in the work of the fraternity since that time.

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### JOHN "CHOPPY" RHODES



ALPHA-DELTA CHAPTER of Delta Sigma Pi feels quite honored to be able to have among its members one who has gained fame far and wide in the college world by his wonderful performance on the football field, on the track and on the baseball diamond. His performances have been praised by coaches of national recognition and his ability has been recognized by professionals all over the country. This man Brother John "Choppy" Rhodes. "Choppy" as he is known on the Cornhusker campus, came to the University of Nebraska in the fall of 1922 from Ansley, Nebraska, where he had made quite a name for himself in high school athletics. Immediately on entering the university Rhodes went out for football and made the Frosh squad creating much opposition for the varsity in their scrimmages. At the beginning of his sophomore year he was tried at end on the varsity squad which position he had played in high school. It was soon discovered he had great ability for a backfield man and ever since he has played either a half or fullback position. He was a big factor in all games in his

sophomore and junior years and accounted for a good many of Nebraska's touchdowns.

Besides his letters in football he has track and baseball letters. He is a broadjumper and a hurdler. He has been one of the mainstays on the Cornhusker pitching staff. He is a southpaw and has a wonderful assortment of curves, drops and outs in his repertoire.

Last spring Choppy received many fine offers from Big League Ball Clubs but turned them all down, for he said he wanted to play all the college ball he could, thereby displaying the old spirit which so predominates at Nebraska. Choppy scored one of the touchdowns which defeated Illinois October 10 and is due to score many more before the year is over. In his last year in college it appears that Rhodes will outdo himself in comparison with former years. Brother Rhodes plans on coaching as a career after completing his college course this year. Brother Rhodes was initiated into Delta Sigma Pi in March, 1925, and has been an enthusiastic brother. He is a member of Sigma Nu and is a member of the Innocents, the senior honorary society at Nebraska, of which there are only thirteen members.

"Choppy" is a brother of "Dusty" Rhodes, famous in Cornhusker football before the World War and who was killed in action in France.

### RALPH BREYER



NE of the most popular students that ever attended Northwestern University was Brother Ralph Breyer, '25, Treasurer of our Zeta Chapter. Brother Breyer received his prep training at the Lane Technical High School of Chicago, registering at Northwestern in 1921. Under the coaching of Tom Robinson, famous Northwestern swimming coach, he rapidly became the greatest swimmer Northwestern University ever turned out, and they must turn out some fine ones for they have won the Conference championship in swimming seven out of eleven years.

As a freshman Brother Breyer established swimming marks in the 40, 100, 220 and 440 yard free style. He now holds the National Collegiate records of :18 2/5 in the 40 yard free style; :53 4/5 in the 100 yard free style; 5:12 7/10 in the 440 yard free style; 1:01 6/10 in the 100 meters free style and 2:27 9/10 in the 200 meters free style. He was a member of the relay team that established a world's record of 1:16. He was a member of the team that won first in the relay at the Olympic games in Paris. During his three years on the Northwestern varsity team, his team never once met defeat, and Brother Breyer has never been defeated himself except by his teammate, Dick Howell. He was selected as Captain of the All-American swimming team for 1925 and is considered the greatest college swimmer ever developed in America.

He is a member of Deru, senior honorary society, of Scribblers, and was President of the Senior Class. His unassuming modesty made him one of the most popular of Northwestern athletes.

A gentleman, a scholar and a great athlete.

# EDITORIAL COMMENT

We wish to welcome Alpha-Nu and Alpha-Xi chapters into the realm of Delta Sigma

## WELCOME

Pi. Of the several petitions in the hands of the Board of Directors these two were approved for installation this fall. Detailed accounts of the installations of these two chapters at the University of Denver and the University of Virginia are contained elsewhere in this issue.

Welcome to Delta Sigma Pi! We hope the members of these chapters will carry on in the same spirit in which the installations were handled. If they do, their influence will be felt throughout fraternity circles. The installation of Alpha-Xi makes thirty-seven active chapters in our fold. We have no inactive chapters, or any chapter showing any signs of approaching that condition. As long as we continue our present policy of granting chapters to established Schools of Commerce with a substantial registration, we will minimize the possibility of ever having any inactive chapters.

You new brothers will get out of the fraternity only in proportion to the effort expended in fraternity work. Therefore, give liberally of your time in serving Delta Sigma Pi. Delta Sigma Pi will more than reciprocate.

With this issue THE DELTASIG are inaugurated several new features, one of the

## NEW BUSINESS BOOKS DEPARTMENT

most important of which is our New Business Books department. Several of the prominent publishers of business books have agreed to cooperate with us in making this department of real service to our members. We have more books available for review now than we have reviewers to handle. We are confident that by the time the next issue goes to press we

will have this matter well in hand, and that we will be in position to review a dozen or more books each issue. Our policy will be to give a brief review, rather than an elaborate one. We will naturally publish reviews of only those books we feel our membership and readers will be interested in. And we will review business books written by non-members of the fraternity as well as members.

Elsewhere in this issue will be found a short article outlining the tentative plans

## THE 1926 CONGRESS OF CHAPTERS

for the 1926 Congress of Chapters which will be held at Madison. This is going to be the biggest and best convention we ever held. You will want to attend, and permit us to suggest that you start planning now. Save your pennies and dimes; you'll soon have the wherewithal to make the trip. And you'll remember the trip for a long, long time.

For the first time in the history of the fraternity, we are now able to offer the

## THE STANDARD ACCOUNTING SYSTEM

chapters a most complete accounting system. Our Standard Accounting System, recently completed and put into operation, makes possible a better handling of chapter accounting. This system was not devised with the thought in mind of regulating chapter finances, but rather with the thought in mind of establishing a standard system of accounts. It was prepared at the urgent request of many chapters and the specific instructions of the 1924 Congress of Chapters. It is a most complete system, and at the same time brief. The committee in charge has spent a lot of time in preparing this system, and

specially ruled forms and binders have been prepared. While a great many of the chapters have already ordered the complete system, about half have not. We hope that before the year closes, every chapter in the fraternity will have installed our Standard Accounting System. The cost is nominal; the benefits are many. Every chapter needs it; your chapter needs it. Don't operate any longer under an inadequate system.

We again send forth the cry of Help! Help! Any organization that is progressing is in need of

#### WORKERS

workers. And Delta Sigma Pi needs workers—a great many workers. We have places on committees, we have need of additional district deputies, in fact we have a great many places where we can use capable workers. But we don't know every member of the fraternity personally, and we don't know just what you can do and will do. If you have the urge to participate in fraternity work, why not drop The Central Office a letter and let us know in what position you can serve Deltasig. You'll get an assignment, and it will be to your liking, real soon.

Our recent appeal for songs didn't bring a lot of response. What's the matter?

#### WHERE ARE THE COMPOSERS?

Haven't we any song writers in the crowd? The Committee on Songs is making a special appeal in this issue for songs. We need four or five more songs, and we need them badly. Suitable compensation will be paid to any brother who writes a song that is accepted by the

committee. Need we say more? Let's see the songs come in.

The thirty-eighth chapter of Delta Sigma Pi, our Alpha-Omicron chapter, will be installed at Ohio University School of Commerce, Athens, Ohio,

#### OUR THIRTY- EIGHTH

Saturday, December 5, according to present plans. We urge that all brothers in position to make the trip to Athens for this enjoyable event, will communicate with the Central Office immediately, who will send you the special circular issued in connection with this installation.

Beta Chapter is to be congratulated on the wonderful assistance its membership has given its officers in

#### CONGRATULA- TIONS!

making possible their new house. A complete story of their achievement will be contained in the next issue of THE DELTASIG. We hope other chapters will profit by their experience and "go thou and do likewise."

Your Editor's idea of what his work should be is to *Edit*, not *Compose*. THE

#### HELP!

DELTASIG will contain news items of our alumni only insofar as our alumni cooperate by sending these items in. Items that may appear of no consequence to one brother may be the cat's meow to another. Send them in! THE DELTASIG can't manufacture its own articles. What you fellows should do is to send in so many articles, news items and similar information that we will have to double the size of the magazine. Don't be bashful. Do your stuff!

#### THINGS THAT NEVER HAPPEN

Fond Father (*to son returning to college*) "Son, how much money do you need?"  
Son. "Thanks just the same Dad, but I have some left over from last semester."

To my mind, the word "frat" has been vulgarized, and as no less an authority than Lowell has proscribed such as this, it is high time that its death knell be sounded. No good will accrue from its continued use.—*Carnation* of Delta Sigma Phi.





# NEW BUSINESS BOOKS

## PRINCIPLES OF ACCOUNTING, IN TWO VOLUMES

by Brother H. A. Finney

*Professor of Accounting, Northwestern University; with Haskins & Sells, Chicago*

A thorough, modern course in accounting, prepared by one of the foremost accountants and teachers of accounting. Unfolds the subject in a logical, progressive manner. Each point illustrated by means of specific examples. Each chapter is followed by questions and problems, summarizing the points discussed. These texts contain many more examples and charts than usually found in accounting texts. Excellent books for every accountant's library and can be profitably used by many executives.

*Published by Prentice-Hall, Inc. Price \$4.00 per volume.*

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## PRINCIPLES OF ADVERTISING

by Tipper, Hollingworth, Hotchkiss and Parsons

Revised edition. This edition is the result of a complete and critical review, in which the newer applications of psychology, and the most recent studies of copy, campaign methods and display elements have been brought into prominence. Up-to-date material and contemporary illustrations have been introduced. Of particular value to all interested in advertising whether student, professor, advertising man or space buyer.

*Published by Ronald Press Company. 473 pp. Price \$4.50*

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## RETAIL RECEIVING PRACTICE

by Brother Norris A. Brisco and John W. Wingate  
*of the New York University School of Retailing*

The underlying principles involved in the retail store's receiving function are made clear. The systems and problems of many of the foremost stores have been personally studied so that the principles evolved would be based not on supposition and abstract reasoning, but on facts. This book is principally for those acquainted with receiving department layouts and who have experience in the toutinization of both invoice and merchandise through the various stocks to the accounts payable division and the stock shelves.

*Published by Prentice-Hall, Inc. 354 pp. Price \$4.00.*

**BOND SALESMANSHIP***by William W. Townsend**Salesmanager, J. G. White & Company, New York, N. Y.*

This book was written at the request and published under the direction of the Investment Bankers' Association of America. It is one of the most interesting books pertaining to salesmanship on the market. It contains chapters on What is Bond Salesmanship, Who Should Sell Bonds, What Should the Bond Salesman Know, The Salesman's Attitude, The Psychology of the Sale, The Steps of the Sale and many others. This is a book we recommend that every one interested in bond selling read at once, and it will prove very interesting to those interested in selling other commodities.

*Published by Henry Holt & Company. 468 pp. Price \$4.50.*

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**PRINCIPLES OF AUDITING***by Eric L. Kohler and Paul W. Pettengill**of Northwestern University School of Commerce*

This book clearly outlines the actual working procedure in making an audit of the various accounts of a business. It explains how the auditor should proceed step by step, in determining the financial condition and earnings of a business. It also describes methods of the auditor in detecting errors of commission or omission, of a clerical nature, or most important, of principle. A complete set of working papers, obtained in an actual situation, with the related audit report, has been fully reproduced. A most complete volume for the practising accountant or student of accounting.

*Published by A. W. Shaw Company. Price \$4.00*

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**PRINCIPLES OF INVESTMENT***by A. M. Sakolski**Investment Analyst, Paine, Webber & Company, New York*

This book has a number of distinctive features. It gives a clear and excellently organized statement of the methods used in handling security values to obtain maximum safety of income as well as principal. It covers the whole field of investments, including commercial paper, mortgages, real estate and farm land loans. It should be read by all investors and investment bankers alike.

*Published by Ronald Press Company. 565 pp. Price \$4.50.*

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**THE ACCOUNTANT'S DIRECTORY AND WHO'S WHO FOR 1924***Edited by Rita Perine Merritt*

Here is a directory which is one of the most complete we have ever seen. It contains a geographical list giving the names and addresses of accounting firms and companies with their members or officers and branch offices, individual

practising accountants, cost accountants, professors of accounting, etc. Membership in the various national associations such as The American Society of Certified Public Accountants, The American Institute of Accountants, etc., is indicated. It also contains an arrangement, by states, showing the numerical order in which C. P. A. degrees have been issued and by whom each degree is held. It also contains biographical sketches in the customary "Who's Who" style. It contains a list of the officers and directors of State Boards, and much other miscellaneous information. A most useful volume.

*Published by Prentice-Hall, Inc. 902 pp. Price \$10.00.*

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## STATISTICS AS APPLIED TO BUSINESS

*by B. F. Young*

*Assistant Chief Accountant, New York Telephone Company*

Mr. Young gives a complete outline in print of the statistical facts regarding personnel, finances and operations, both internal and external, which a business may require. This book is particularly designed for those who are not trained statisticians, but who must on occasion compile and use information of this kind. Written in non-technical style. Accountants, controllers and managers can make particular use of this book.

*Published by Ronald Press Company. 639 pp. Price \$5.00.*

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## OFFICE MANAGEMENT

*by William Henry Leffingwell*

*President, the Leffingwell-Ream Company*

Here is a book that develops from over 20 years' experience in literally hundreds of offices, the actual principles underlying practically every activity of office management. There is hardly anything you can think of in relation to office practice, equipment or personnel but what excellent chapters are contained in this book explaining the most modern practices. The book shows definitely how to analyze the problems of office management. Should be read by every member of the fraternity interested in office management.

*Published by A. W. Shaw Company. 850 pp. Price \$5.00*

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## PSYCHOLOGY IN BUSINESS RELATIONS

*by A. J. Snow*

*Of the Department of Psychology, Northwestern University*

The author shows the application of the principles of psychology in the various activities of business. Beginning with the study of the fundamental nature of man, he outlines the psychology of the consumer and shows the significant part that psychology really plays in marketing, advertising, selling, and

employment. The famous tests which the author perfected for determining mental ability, fear reaction, and carelessness of applicants for positions as drivers for the Yellow Cab Company of Chicago are described. The application of these psychological tests reduced accidents had by the Yellow Cab drivers in Chicago (of which there are some five thousand or more) more than 30 per cent.

*Published by A. W. Shaw Company. 562 pp. Price \$5.00.*

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### MANPOWER IN INDUSTRY

*by Edward S. Cowdrick*

*Member Society of Industrial Engineers*

A book in Labor Problems or Labor Administration, stressing the human factor. It presents the underlying principles of human relationships in industry, together with the more important methods which have been used in dealing with the practical problems of personnel administration. This book contains information of particular value for business executives and directors of industrial relations.

*Published by Henry Holt & Company. 388 pp. Price \$3.25*

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### ECONOMICS OF FATIGUE AND UNREST

*by P. Sargant Florence*

*of the Department of Economics, Harvard University*

This book sets out with an historical interpretation of the conditions under which modern labor problems have developed. It summarizes the most recent results of American and English research, much of it conducted by the author himself. Six measures of industrial inefficiency are brought forward: lost time, defective and deficient output, accidents, sickness, and the new test of labor turnover. The economic loss involved directly and in "overhead" is estimated for each type of inefficiency as well as the extent to which prevention is economically feasible.

*Published by Henry Holt & Company. 426 pp. Price \$5.00.*

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### ADVERTISING PROCEDURE

*by Otto Kleppner*

*Advertising Manager, Prentice-Hall, Inc.*

This book approaches advertising from the angle of actual procedure. Its departure from the literature on the subject is indeed refreshing. This book is extremely practical, specific and to the point. It says something new, dealing with advertising not as an abstract science but as a method which may serve to meet the commonly met question of a business trying to increase its sales. A complete and thorough book, and should be read by all interested in advertising.

*Published by Prentice-Hall, Inc. 539 pp. Price \$5.00.*

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**RETAIL MERCHANDISING PLANNING AND CONTROL***by James L. Fri**Associate Professor of Merchandising, New York University School of Retailing*

A new book covering the field of retail merchandising. Discusses all types of retail stores such as unit stores, chain stores, etc. Excellent chapters on Organization, Expenses and Profits, Classification and Distribution of Expenses, The Retail Method of Inventory, Stock Turn, Physical Inventory and Slow-Selling Stock, The Merchandising Budget, Control Through Department Supervision, The Sales Force, Advertising, Merchandising Policies and Current Merchandising Statistics. An excellent book for those interested in retail merchandising or those selling to retail merchants.

*Published by Prentice-Hall, Inc. 371 pp. Price \$4.00.*

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**ACCOUNTING THEORY AND PRACTICE, VOLUME II (revised)***by Roy B. Kester**Professor of Accounting, Columbia University School of Business*

This new volume is considerably larger than the first edition. This is one of the standard texts on accounting and is used extensively throughout the country. Although the treatment has been made more concise throughout, and space has been saved mechanically, much new material has been added.

*Published by Ronald Press Company. 855 pp. Price \$4.50*

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**ELEMENTS OF ACCOUNTING***by Frederick W. Woodbridge**Adjunct Professor of Business Administration, University of Texas*

This is one of the first texts definitely designed for classes in which the majority of the students are not specializing in accounting but are studying it for its direct connection with other business subjects. The problem material is unusual in quantity and range. Besides the topics normally covered in first-year accounting courses, such material is included to indicate particularly the relation between accounting and management, and accounting and economics.

*Published by the Ronald Press Company. 700 pp. Price \$4.00*

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One of our pet peeves is to encounter an undergraduate fireside philosopher who insists that Sigma Chi should jerk about fifty of its existing chapters and then launch the most exclusive college fraternity in existence. . . .

Exclusive, aristocratic, high-brow! These are a few of the qualities he would wish on Sigma Chi. . . . Perhaps he has forgotten that the establishment of Sigma Chi was a protest against artificiality and pretense, a plea for personal independence and for congeniality and genuine friendship as the only natural basis of association in a college brotherhood.—*Sigma Chi Quarterly*.

# WITH THE ALUMNI

## B O S T O N

The Boston Alumni Club opened the season on September 24th with a banquet and election of officers. Fifteen men were present and it was the most enthusiastic Deltasig gathering ever held in Boston.

The following officers were elected: President, Oliver J. Conway; Vice-President, Arthur K. Pitman, and Secretary-Treasurer, Herbert Fallon.

Brother Canavan, Scribe of Gamma Chapter, was an invited guest. We were also fortunate in having with us as speakers of the evening, Brothers M. H. Bahr of Beta, R. E. Vining of Omega and H. L. Mann of the Court of Appeals.

Our new President, Brother Conway, has been a Chamber of Commerce secretary, so that he is well acquainted with arrangements for gatherings and the ways of getting out the attendance. He, together with District Deputy Fallon and Head Master Palladino of Gamma Chapter are working in the closest harmony to help put Boston in the first division in the Deltasig league.

We do not expect to become the world's champions, but we do hope to steadily boost our average. All local Deltasigs are invited to communicate with Brother Fallon and "get on the band wagon."

A committee is working to secure a charter for a Boston Deltasig House Corporation and a committee is also working to establish a Thursday noonday luncheon in Boston.

The Boston Alumni Club appreciates having the counsel of Brothers Bahr of Beta and Vining of Omega. Brother Bahr is manager of the Doten-Dunton Desk Co. in Boston and Brother Vining is the real estate editor of the *Boston American*.

Boston had the pleasure of a visit from

Brother Hess of Beta. Let us know when you can come again, Brother Hess.

Two new public accounting offices have been opened up by members of Gamma. Brother John J. Harrington has located in Waltham and Brother Donnelly has entered the firm of Donnelly, Moynahan and Co. in Boston.

The Boston brothers expect to be able to keep warm this winter. Brother Charles K. Frost is with the Frost Coal Co. and Brother Arthur K. Pitman is with C. H. Sprague & Sons, coal merchants.

Brother Albert H. Baker is a recent acquisition of the Boston Alumni Club. Brother Baker has been manager of the American Express Co. for some years, leaving for India immediately after he became charter member No. 2 of Gamma Chapter.

Brother William T. Leahy has just received an important promotion in the credit department of the Standard Oil Company of New York. Brother Eugene J. Galligan is learning the business with Stone & Webster. Brother C. G. Redmond, former Head Master at Gamma, is now in the accounting department of the Henshaw Motor Company of Boston. Brother Elton B. Johanneth is associated with his father in Pittsfield, Maine, as is Brother David Howarth of Fall River, Mass. Brother Carroll Toohey is with Parson, Todd & Company; Brother Arthur P. Shea is with Richardson, Hill & Company.

HERBERT FALLON, Secretary.

## C H I C A G O

The first meeting of the Chicago Alumni Club was held at the Brevoort Hotel on Monday evening, October 3rd, with over thirty members in attendance, representing seven chapters. The officers outlined plans for the club for the coming year, and a social pro-

gram was tentatively agreed upon. It is proposed to hold regular monthly dinners on the first Monday of every month. Luncheons are held every Thursday noon at Marshall Field's Men's Grill and are extremely well patronized. We are also planning several card parties at the new Beta Chapter house, a couple of bowling tournaments and three of four formal dinner-dances at the Chicago Yacht Club. Our membership is rapidly increasing and we hope to reach the 75 mark soon.

All Detasigs residing in Chicago are urged to affiliate with our club. A printed pocket directory of all Deltasigs residing in the Chicago district is on the press and will be distributed by November 10th.

On November 14th we will cooperate with Beta Chapter in one grand blow-out celebrating the opening of the new Beta home. A crowd of 125 brothers is expected and an elaborate program has been prepared.

Several of the Beta alumni have joined the Benedicts' Club. "Bill" Kaiser and Miss Inez Marie Asplund were married on June 17th; Laudell Coats and Miss Catherine Acker were married on April 25th; "Tommy" Feten and Miss Florence Johnson were married on July 29th and Frank Morgan and Miss Sara Elizabeth Berens were married on April 25th.

L. H. KERBER, JR., Secretary.

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## TWIN CITIES

The Twin Cities Alumni Club was organized at a meeting held September 14 at the home of Brother Carl Meldahl, *Alpha-Epsilon*, with some twenty brothers present. The petition of the group was accepted September 30, and the club is now an active part of the fraternity.

The alumni resident in the Twin Cities of St. Paul and Minneapolis are eighteen from Alpha-Epsilon, two from Epsilon, five from Psi, and one each from Beta and Rho. Officers of the club are: President, Carl J. Meldahl, *Alpha-Epsilon*; Vice-President,

Leroy Wolf, *Alpha-Epsilon*; Secretary-Treasurer, Kenneth H. Kober, *Psi*.

Luncheons are held every Thursday noon at the Royal Garden Cafe, 5th Street and Hennepin Avenue, Minneapolis, and all brothers visiting the Twin Cities are invited to partake with us. They are also urged to call at the Alpha-Epsilon Chapter house, 1428 6th St. S. E., Minneapolis ('phone Dinsmore 2544).

K. H. KOBER, Secretary.

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## ST. LOUIS

Summer vacations are passed, now let's get to work. The St. Louis Alumni Club is looking forward to a prosperous fall and winter full of activities.

Among the latest additions to our club are Brothers Baker, Jordan and Mulligan of Alpha-Beta Chapter now employed in the distributing department of the Roxana Petroleum Corporation.

At the annual election of officers Brothers Bauer and Haupt were re-elected to the offices of President and Secretary, respectively, and Brother Mulligan was elected Treasurer.

Brother H. G. Wright recently honored us with a visit upon his return from the installation of Alpha-Nu Chapter. We were very glad to have him in our presence at the regular weekly noonday luncheon and at a delightful dinner in the evening in the new ballroom of the Hotel Coronado. After the dinner the brothers enjoyed a sociable discussion of the leading topics of the day—principally football. About 11:00 P. M. Brother Stein motored Brother Wright to the station accompanied by Brother Dickinson, representing the *Kansas City Star*, who returned to "The Heart of America," in other words, Kansas City.

Brother Bauer has been in Florida since the latter part of June on an important audit assignment, but we are glad to report that he will soon return to the city. Brother Kennedy recently accepted a position with

the Firestone Tire and Rubber Company and is now in Akron, Ohio, taking the sales-training course.

We urge that all Deltasigs who may be in St. Louis or expect to be in St. Louis, communicate with the officers of our club. We want your fellowship, your ideas and your assistance in building up a bigger and better alumni club.

L. J. HAUPT, Secretary.

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## A T L A N T A

Several meetings of the Atlanta Alumni Club have already been held and everything looks favorable for a busy year. No definite social program has been outlined as yet, but will be soon. Quite a number of our members have made the pilgrimage to Florida—in fact, if it keeps up we won't have many left. All visiting Deltasigs are urged to get in touch with the undersigned on arrival in Atlanta. We'll do the rest.

E. C. ACREE, Secretary.

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## P E R S O N A L S

Announcement has been made of the engagement of Brother George Herbert Zimmerman, *Alpha*, to Miss Mary Helen Campion of Chicago. "Zim" is employed in the Executive office of the General Motors Acceptance Corporation at New York, and several years ago spent a short time in their Chicago office. No one suspected he made such quick work of selecting a wife while in Chicago.

Brother C. J. Hollingsworth, *Kappa*, and Miss Dorothy Andrews Buckpitt were married in Atlanta, Georgia, on August 16th and are now residing in Miami.

Brother Arthur B. Blackensto, *Omega*, and Miss Nina Pearl Lichtenwalner were married in Allentown, Pa., on August 22nd

and are now residing in Troy, N. Y., where Brother Backensto is associated with the Troy Business College in an executive capacity.

Brother and Mrs. Karl D. Reyer, *Nu*, are the proud parents of a baby girl born August 5th. Karl is on the faculty at Ohio University, and was mainly instrumental in the organizing of what will be our Alpha-Omicron chapter on December 5th.

Brother A. Keate Cook, *Sigma*, and Miss Pauline Boucher were married in Salt Lake City on September 2nd. Keate is a member of the Board of Directors of the Fraternity, and is well remembered by those in attendance at the 1924 Congress of Chapters as that "tall cowboy" from the west.

Brother Bert C. Brumm, *Beta*, popular house manager of the new Beta house, is employed by the Illinois Chamber of Commerce, Chicago.

Brother Eugene Van Cleef, *Nu*, is now a member of the faculty at Clark University, Worcester, Mass.

Brother Theodore Flint, *Upsilon*, is associated with the Flint Sanitary Milk Co., Joliet, Ill.

Brother C. G. Blough, *Psi*, has opened a public accounting office at Madison, Wis.

Brother Fred S. Holden, *Upsilon*, is associated with the Holden & Ward Clothing Co. at Pittsburg, Kans.

Brother David H. Crossland, *Nu*, is connected with the Kearns-Gorusch Bottle Co., of Zanesville, Ohio.

Brother Robert R. Engels, *Beta*, has opened a law office at 539 Broadway, Gary, Ind.

Brother Vernon S. Bottenfield, *Beta*, is district representative at Kansas City, Mo., for the Scholl Mfg. Co. of Chicago.

Brothers Gordon Lee, Lawrence H. Schultz, Charles O. Frey and Clement Logsdon, all of *Mu*, are with the Fageol Motors Co. of Ohio, Kent, Ohio.

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The Los Angeles Chamber of Commerce has opened a fraternity information bureau where fraternity men and procure information regarding their own organization in that city.

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A truly educated man not only sees through things, but sees things through.—*Collier's*



# AMONG THE CHAPTERS

## Alpha Welcomes President Fackler

Before we begin to tell you of our activities for the year, we wish to extend to

**NEW YORK  
UNIVERSITY**

THE DELTASIG our best wishes for the year and pledge ourselves to cheerfully aid in it in its great

work of bringing all chapters and members in closer relation to each other, if such a thing is possible.

The Head Master also extends in the name of Alpha Chapter, a hearty greeting to all chapters and wants to remind all brothers from our far flung domains that the latch string is always out at 7 W. 10th Street and a real welcome awaits you. We always have room for another.

Our first real big event of the year was the testimonial banquet held on October 19 in honor of Brother C. W. Fackler, *Epsilon*, President of the fraternity, who has moved to New York City and joined the faculty of New York University. The banquet was held at the Alpha Chapter House and was attended by a large gathering. If President Fackler had any doubts about his relations with the men of Alpha while he is pursuing his work at New York University, the warmth and size of the turnout has certainly gone far to convince him that we stand behind him, for him and with him.

Brother James Clyne, though disclaiming any previous experience as a Toastmaster, acquitted himself nobly, and one ignorant of the fact would have thought he gazed upon another Hoyle of the banquet board. We all profited by the speech of Brother Lee Galloway, *Alpha*, who pointed to the necessity of a worthy objective both for the individual and the fraternity.

President Fackler struck a chord in all our hearts when he asked to be permitted to serve the brothers, rather than to be in our midst as a lord. That sure went big and we almost lost track of his main theme

which was an explanation of the activities of the national officers. His grasp of affairs and problems is thorough and the result of his labor should bear fruit a thousand fold.

The other speakers were: Brother George W. Young, *Alpha*, Director of the Eastern Province and Brother Edwin F. Theroux, *Alpha*, Head Master for the coming year.

The annual fall dance scheduled for October 30 at the Hotel Martinique promises to be a "sell-out" with 100 couples in attendance. The first smoker of the year was recently held with two score likely looking prospects in attendance. Alpha starts the year with twenty actives and three pledges, and expects to have a successful year.

P. W. SILFIES, Scribe.

## Beta Moves Into Its Own Home

With almost two score actives back in college, Beta is looking forward to another banner year. True, this **NORTH WESTERN UNIVERSITY** is the "same old story" but we've reason to be proud of our prospects for the coming year. The principal reason is because of the opening of our new home at 42 Cedar Street, ten doors from good old "72" which served us so well for seven years.

The June issue of THE DELTASIG contained the announcement of our purchasing our own home, and in the next issue we hope to be able to present to you several photographs of the house, both exterior and interior. Alterations have not been completed, all our equipment has not arrived, so we are not able to present these photographs right now.

But a few words about our new home. We have seventeen rooms above the English basement, and accommodations for thirty-two men. New steel equipment has been purchased, comprising Simmons beds, dressers, tables, desks, 'n everything. The four

bath rooms are being remodeled with new Crane equipment, showers and all conveniences. The committee has even gone so far as to provide study tables with lights, to help the Brothers maintain their scholastic record, and good thick springs and mattresses which are "built for sleep" and we don't mean maybe. Beautiful new Karpen furniture is arriving for the main floor; one of the leading interior decorators will hang the drapes and otherwise "doll" up the house; new electric lighting fixtures have been installed—in fact everything is being done to make our home a real place. When finished it will represent an investment of close to \$50,000.00 and will contain every needed convenience and comfort.

All brothers are invited to stop at the Beta house when in Chicago. It is situated three blocks from the Drake Hotel, an eight minute car ride from the heart of the loop, and just a few doors from Lake Shore Drive, and an excellent bathing beach. Come and visit us, soon.

Three smokers have been held this fall, at which we have had as guests a good number of Northwestern students. We will have no trouble in securing all the material we need for the coming year.

The Brothers have been attending the Northwestern football games in large numbers and we expect to charter a private car to make the trip to South Bend for the Notre Dame game November 21. The formal opening of the new house will take place about November 14, and until that time, no social events, other than smokers, will be held at the house. But after that date, we propose to keep things humming. Business meetings occupy the first and third Mondays of each month. Smokers are held on the other Mondays. House parties are held once a month, and then we have the alumni dinner on the first Monday of every month, to say nothing of the alumni events. So we look forward to a busy year, socially as well as intellectually.

Four golf tournaments were held during the summer months, and the Deltasig Open Championship for the Chicago District was won by Roy Boule, against a large and enthusiastic field. Henry Hoyt won the runner-

cup. This event was a handicap event and proved very popular.

Remember our address when in Chicago—42 Cedar Street—telephones, Delaware 4260 and 4261. We'll be disappointed if you overlook us.

TOM BURNS, Scribe.

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### Gamma Initiates Early

Gamma looks forward to its best year since joining the realm of Delta Sigma Pi.

The chapter is in better financial condition today than it has ever been before and we are receiving the highest form of cooperation from the Boston Alumni Club.

The Alumni Club had a most successful dinner on September 23, at which definite plans were made for the coming year. Steps were outlined in regard to a House Corporation and graduate control of the chapter which can not help but prove of real value.

Gamma officially opened the year with a smoker on September 29 and there were a dozen good prospects present. Initiation of seven men was held on October 1, 2 and 3, and the customary banquet was held at the Hotel Hemenway the evening of October 3. The new brothers are: Lester Gatchell, John Kechejian, John Dvorsky, Robert Shaughnessy, John Shaughnessy, Daniel Donovan, and Thomas Lynch. Watch our scheduled December initiation.

The next smoker is on October 13 and another good time is promised. The annual Halloween Dance will be held October 29 at the Fritz Carlton Hotel. The committee will endeavor to do the impossible and give a better time than was had at last spring's dance.

Founders' Day will be observed in Boston by holding a joint smoker with the Alumni Club on November 5. One of the faculty will be the speaker of the evening and everything points toward another successful observation of Founders' Day.

Gamma sends best wishes to all chapters and all brothers are urged to notify the chapter if they ever land in Bean Town.

J. J. CANAVAN, Scribe.

**BOSTON**  
**UNIVERSITY**



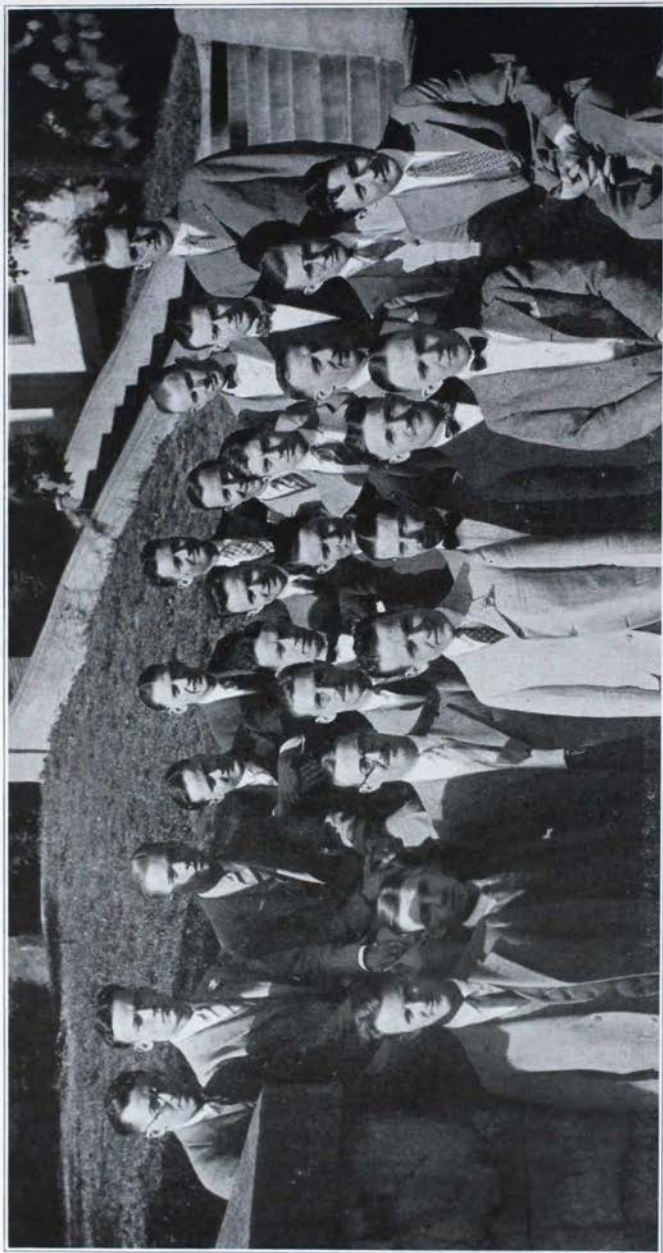
RHO CHAPTER—UNIVERSITY OF CALIFORNIA

*Bottom Row:* G. Chance, E. Peterson, G. DeBeaumont, W. Kavannah, G. Huber, M. Beebe, E. Buckalew, E. Carlson, R. Campbell.

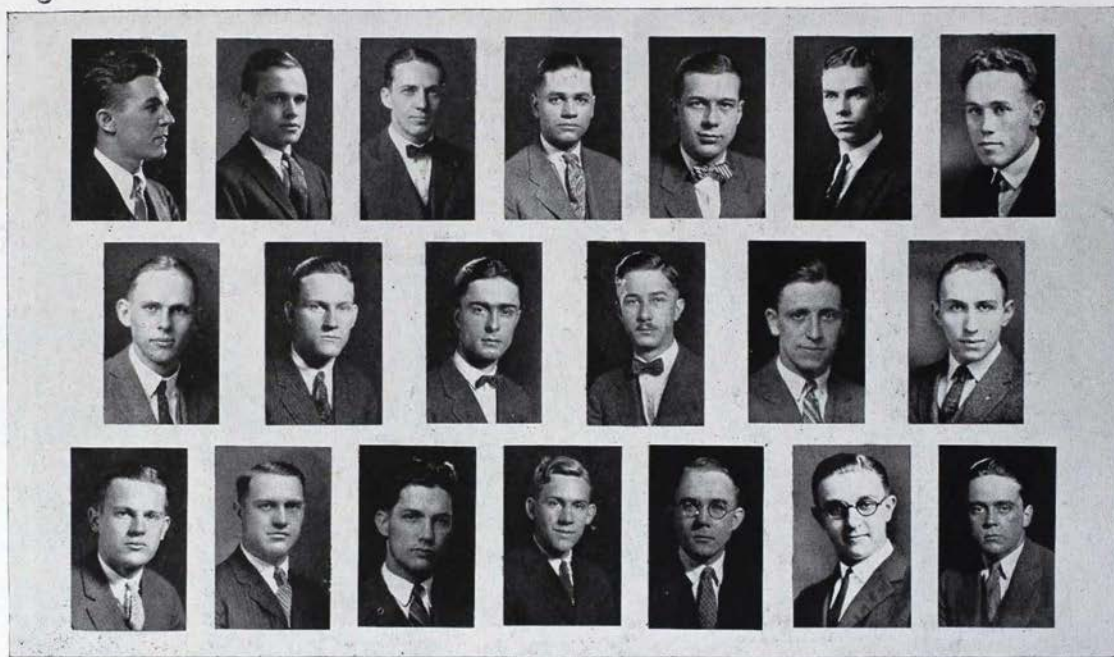
*Second Row:* MacMahon, W. Blackler, A. Michelbacher, Gardner C. Phelan, P. Culbert, H. Sackett, R. Peterson, H. Jacobs, J. Rensar, C. Johnson, J. Bayer.

*Third Row:* T. Moncure, T. Mixter, O. Olson, G. Hersey, D. White, D. Pond, W. Kenbrock, E. Clifford, I. Rhine, W. Breuner.

*Top Row:* S. Dayton, K. Bridges, N. Munson, B. King, J. Stratford, C. MacKenzie, C. Mayne, L. Thomas.



LAMBDA CHAPTER—UNIVERSITY OF PITTSBURGH

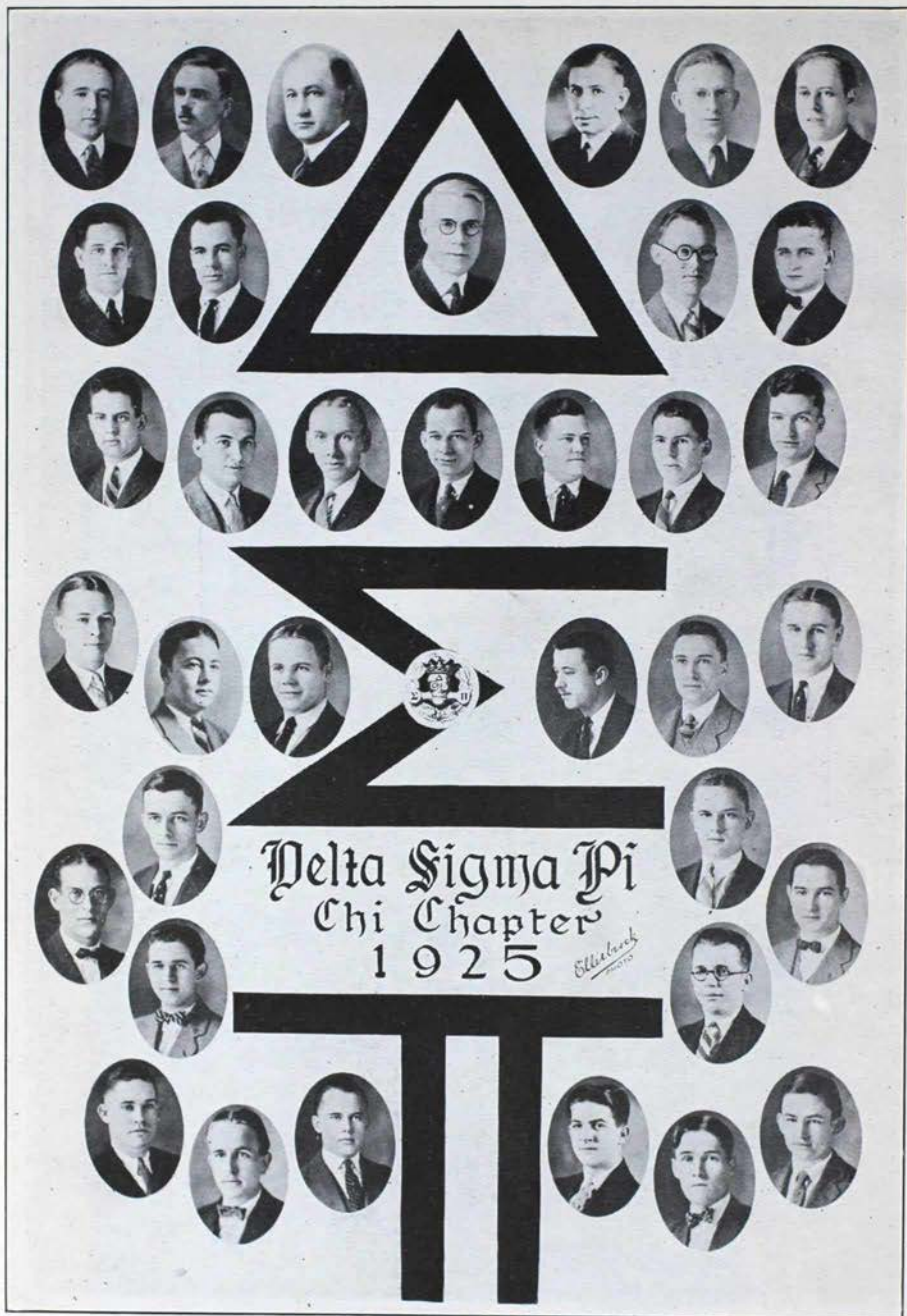


ALPHA-THETA CHAPTER—UNIVERSITY OF CINCINNATI

*Bottom Row:* Swarm, Hiller, Hall, Chatfield, Buehler, Toepfer, Smallhorst.

*Middle Row:* Johannigman, Dunkman, Flinchpaugh, Haack, Taylor, Goering.

*Top Row:* Teichmoeller, Seulberger, Bowen, Pabst, Ireland, O'Donnell.



Delta Sigma Pi  
 Chi Chapter  
 1925 *Ellisbach*

CHI CHAPTER—UNIVERSITY OF MARYLAND

### Delta Has Many Active Members

Members of Delta Chapter to the number of 29, have returned from their summer vacations and are now busily engaged in scholastic and social activities. At Marquette University.



The following changes have been made in the faculty of the College of Business Administration over the summer: Dr. J. Freeman Pyle, formerly of Northwestern and Chicago Universities is the new Dean of the college. Brother Dr. Nand Singh, who was for several years Professor of Business Administration, has resigned and is now engaged in research work for the Ford Motor Co. Brother M. Ray Kneifl is again on the faculty as instructor in Accounting. Brother George Knick, who has been doing graduate work at the University of Chicago, is instructor in Business Administration.

The Commerce Club under the direction of the new president, Brother Emil A. Fink, has already begun its activities and promises to become an important part of the school work. Brother Fink was recently appointed student member of the University Athletic Board by the President of the University.

Brother Wm. McGavick was elected President of the Junior Class. Brother Rudolph Schmidt was elected Vice-President of the Senior Class.

This years Varsity basketball team will be under the management of Brother "Rudy" Schmidt. He will be assisted by Brother Rowan.

Brother Ray Mularkey, Chairman of the Business Administration Dance, is busy making preparations for that event.

The rushing season is on us, and we expect to announce the pledging of several good men real soon. The first social event of the year will be our Homecoming Dance to be held November 7, at the Plankinton Hotel.

EMIL E. KOSTNER, Scribe.

### Epsilon Moves Into a Larger House

Fight 'em Iowa. The future looks very bright indeed for Epsilon Chapter. The one thing of which we are most proud is the leasing of new quarters at 527 E. College Street. We now have, for the first time, a real house, and boys we're mighty proud of it. We have already made application for admission into the Inter-Fraternity Council and hope to do our bit toward making Delta Sigma Pi the biggest and best fraternity in the world.



Epsilon started her work this fall under a handicap as Clifford ("Ole") Allanson, our able and efficient Head Master, as well as William ("Bill") Treneman, our Scribe, failed to return to school. The work of temporary Head Master was placed in the hands of Brother Shafer until elections could take place. Chester ("Chet") Teich was elected Scribe to fill the vacancy left by Brother Treneman.

Eighteen active men and three pledges returned to us this fall and with these men as a nucleus we expect to build up our membership to about 35 men. Opening up with a regular rushing program, we have thus far adorned the lapels of five new men, all of whom we believe will develop into good Deltasigs and help us "carry on".

Epsilon is trying a new plan this year with the hope of securing better and smoother functioning of the activities. The plan is simply this: a permanent executive committee is selected by the Head Master and faculty advisers. Each member of this executive committee is made chairman of one of the various sub-committees such as the rushing committee, house committee, finance committee and the committee for social activities. Each chairman however will be aided by as many men as that special committee requires.

The social committee is working now on a complete social program for the year and we hope to make it one of the best years on record. We plan on having one or two luncheons every month, at one of which, at least, some one of outstanding prominence either in the University or in the business

world will speak. In addition to these luncheons, of course, will be a liberal sprinkling of parties and smokers, all of which will be carried out with Deltasig success.

We heartily extend to all Deltasigs an invitation to visit us at our new location. Remember the address— 527 E. College Street. Don't forget to look us up when in Iowa City.

R. A. POWELL, Scribe.

#### Zeta Returns Good Number of Members

A good number of actives have returned to college this year, and we, of Zeta, look forward to another year of success. Meetings are being held regularly, our rushing plans are being carried forward and we have no fears about being able to hold our own on the Evanston campus.

A complete resumé of our activity and plans for this year will be published in the next issue.

GEO. A. CHOTT, Head Master.

#### Eta Opens News Chapter Rooms

Eta Chapter is glad to report in this first issue of THE DELTASIG that we have ten active members in college this term and have already gotten under way for a most successful year.

Our monthly get-together dinners will start next week and will be held at the Phoenix Hotel. These are always well attended.

This year the University of Kentucky has a new College of Commerce and Eta feels she has a huge job on her hands fostering this embryo business school. The Dean of this new college is our good friend and brother, Dr. Edward Wiest. He has given us a room in the building to use as our chapter room, and plans are being rapidly completed for furnishing same in a fitting manner. As soon as it is completed we will hold our first smoker in order to get a line on material for the pledge season which will take place about Thanksgiving.

A big year is ahead of us, and we propose

to be equal to the occasion. We extend an invitation to all brothers to visit us soon.

M. EMMET MILWARD, Scribe.

#### Theta Installs Its New Officers

Enthusiasm that precludes a successful year for Theta marks the return of the Brothers in Delta Sigma Pi. Ideas are more rampant than Chinese in Peking and the so-called calendar will have to be stretched to include the projects planned.

The roster at present includes 36 active members and 16 pledges. But you should see the meetings. Graduate members feel that Theta could never function without them or perhaps that they can't function without Theta and turn out en masse. The first regular banquet, which meant the first square for the out-of-town brothers, was held at Webster Hall following the Columbia-University of Detroit game. In a flare of spirit that has made Delta Sigma Pi the most potent factor on the Detroit campus the new officers were installed. Those who guide Theta's destiny for the ensuing year are:

Head Master—S. J. Bennett  
 Master of Ceremonies—L. V. Nagle  
 Master of Festivities—E. Francois  
 Treasurer—L. A. Snell  
 Scribe—L. Dole  
 Senior Warden—R. E. Hill  
 Junior Warden—W. Boyle  
 Corresponding Secretary—J. McElwee  
 Historian—R. Kowalski  
 News Editor—J. E. Hayes

With a sufficient elapse of time to bring the new students under survey it is the intention of Theta to pledge 15 men for the December initiation.

Prospects are bright. The efforts of the brothers in Theta to bring about a greater development in the Commerce and Finance department are marked. As the sole Commerce Fraternity in our college it has been a necessity for the brothers to foster the majority of the outside activities. An enrollment that has trebled in three years is to a great extent due to the efforts of Delta Sigma Pi in stirring the interest of all the students in their department. Theta through its efforts "to encourage scholarship and the association of students for their mutual

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 OF  
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UNIVERSITY  
 OF  
 DETROIT



advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce" has gained a high place in the esteem of both students and instructors at Detroit.

Present plans of the fraternity call for two or three private dances for the first semester. One is to follow the Washington-Jefferson football game, the apex of the athletic season. The annual dance is planned for a date just preceeding the Christmas holidays.

But that isn't all. The brothers believe in getting together more often. The weekly luncheon at Briggs, that has been a feature of Theta's social calendar, is to be continued. The weekly chat and chow has become an integral part of the system of fraternizing.

Smokers, which twice have succeeded in bringing out the fire department, are on the schedule. As long as the neophytes can supply cigars Theta will have its smokers. And somehow its neophytes are generous. Perhaps they believe in smoke screens.

And now Theta signs off, wishing all the brothers as successful a year as we hope to have.

JAMES S. POOLER.

### Iota Has Fifteen Pledges

Iota extends her most hearty greetings to all brothers of Delta Sigma Pi and wishes each brother and each chapter continued success in their activities. It feels good to be back in the harness again after being separated for the summer months.

Last spring seventeen members of Iota Chapter were graduated from the University. This seemed to be an awful blow but we have seemingly recovered from the shock and have gotten off to a good start for this year. Thirteen active members returned to school this year, and four of last year's pledges. Three of our men who were pledged last year were unable to return this fall but at least two of them expect to get back for the spring semester.

With the above as a nucleus we began to build up our chapter for this and succeeding years. Our list of pledges has been increased to fifteen by this time, giving us

a total number of twenty-eight actives and pledges or about the same number that we had last year. Our new pledges are: Eugene Buchanan, Thomas Chittenden, Clifford Dean, Lewis Circle, Martin Wallingford, Vernon Burgett, Forrest Kimel, Charles Cunningham, Eugene Maynard, George Fannan, and Bernard Fiehler. We expect about six of these to cross the burning sands this semester and the remainder will be held over until next semester.

Iota Chapter is a member of the Professional Pan-hellenic Council of the University of Kansas and has been taking a leading part in the affairs of that organization. For the past two years members of our chapter have been elected to the presidency of the council, which shows in a small way the place that Deltasig holds on the "Hill." This council this year is offering cups for leadership in scholarship basketball, baseball, track, and for the best stunt at the annual smoker. We have our eyes on all of them and expect to get our share.

Brother Dale McNeal, master of festivities, is keeping things going in a social way. In addition to our fall party which will be held on October 31, "Mac" has arranged his budget for the Christmas, Founders' Day and Senior banquets; one or two house parties and has his mind set on a spring formal.

So, with our plans well in mind, and everyone doing his level best to fulfill them, Iota expects to represent Delta Sigma Pi in Kansas in the manner in which she should be represented.

In closing we wish to send our heartiest congratulations to the new chapters that have been admitted to the organization and especially to our new brothers in Delta Sigma Pi.

LEWIS L. DOUGHTON, Correspondent.

### Kappa Starts With Seventeen Members

The autumnal assemblage saw our ranks a bit depleted, as compared with other years, but with seventeen men returned and everyone ready to put forth some real efforts, we believe that we have a great year in store for us.

We were fortunate in getting the pick of

UNIVERSITY  
OF  
KANSAS

GEORGIA  
TECH.

the class of '28 and as a result take pleasure in announcing the following pledges: George N. Bearden, *Madison, Ga.*; Elbert H. Roane, *Atlanta, Ga.*; John M. Brewer, *Griffin, Ga.*; Turner I. Ball, *Albany, Ga.*; Edward V. Harris, *Atlanta, Ga.*; Ed. B. Bruce, *Fudida, Ala.*; Rufus H. Carswell, *Chattanooga, Tenn.*; W. H. Jackson, *Jackson, Miss.*; Roy D. Davison, *Union Point, Ga.* With all these men taking a great amount of interest in school activities, they must surely make valuable additions to Kappa Chapter.

The chief topic for discussion now is football and we, here at Georgia Tech, are proudly boasting the best team in several years. Delta Sigma Pi is well represented on the "Golden Tornado" this year and in addition to Tom Sharpe as varsity manager, has seven Delta Sigs in Coach Alexander's varsity line-up. "Little Red" Barron, Ivan Williams, Johnnie Marshall, Vaughn Connelly, Dick Fair, Ralph Holland, and John Brewer are the Brothers who add so much to the strength of this gridiron machine.

We are planning at some early date to give a banquet for our new pledges, in order that all may become better acquainted. Then sometime not so very far away there will be our annual dance and if our plans carry through this year it will be our biggest event yet.

Kappa Chapter takes this opportunity to welcome our new Chapters, Alpha-Nu and Alpha-Xi, and to send to our sister chapters of Delta Sigma Pi her very best wishes for a year of success and achievement.

EUGENE C. SMITH, Scribe.

### Mu Organizes Fencing Team

The lateness of the opening of the School of Foreign Service makes us rather slow in getting under way, but we are off to a roaring start in our endeavor to emblazon Delta Sigma Pi on the records of the nation's capitol.

Due to the fact that some of the officers failed to return to school it was necessary to fill the vacancies so created, and a re-

vised list of officers for the coming year is as follows:

Head Master—Henry W. Coughlin  
Scribe—James P. Garry  
Senior Warden—Joseph O. Bergere  
Treasurer—J. Raymond Trainer  
Historian—John F. Healy  
News Editor—A. Douglas Cook

The house this fall is just bubbling over with activities of all sorts. We are now the proud possessors of a crack fencing team headed by our worthy fencing master Bob Cass and composed of Lieut. Labat, "Doc" Showalter, "Jit" Trainor, and Julian Zier as alternate. If any of the chapters have members who are anxious to test the foils of this worthy aggregation they are invited to communicate with Brother Cass. Our basketball team under the capable direction of "Shimmie" Garry is starting preliminary training, and by the opening of the basketball season will be in condition to make a powerful bid for the interfraternity basketball cup, incidentally to take on all Delta Sig teams that feel "froggy". For the brothers who are possessed of "that tired feeling" a gymnasium is being installed in the basement where the sluggish livers will be slugged into activity and the floating kidneys will be taught the Australian Crawl by Brother Garry, ably assisted by his herculean cohorts, Tony Touceda and Jawn MacDermott.

We held our opening dance Saturday evening the tenth. A hot band inspired the devotees of the Goddess Terpichore to great endeavor. All the active brothers were present, and we were pleased to entertain a large number of our alumni. Our first big hop is booked for Hallow'een. The ballroom is in process of decoration for the occasion, and if any of the brothers should happen to be in town at that time we would be immensely pleased to show them a real Mu hop.

We are holding our first smoker on next Friday evening when we will give the new crop of students the double O. The President of the college and several other faculty members are scheduled to speak, and a number of professional entertainers have been engaged for the evening.

This year we have engaged an entirely new staff at our ménage at "1300", from

cook to houseboy, and we extend a general invitation to any visiting brothers to avail themselves of a cuisine unexcelled by any in this fair burg. "Everybody welcome—everything free—come and beat the drum."

A motor trip is being arranged to journey to Charlottesville, Virginia, for the installation of our new chapter at the University of Virginia on October 24. Ten men have already applied for seats in that noble five passenger vehicle in which Brothers Cass, Healy and Trainor accomplished that memorial record and bone-breaking trip from Canada to Washington in sixty days. A rope and roller skates have been provided for any other aspirants to seats in this redoubtable "Hesperus".

HENRY W. COUGHLIN, Head Master.

**Lambda Expects to Have Banner Year**

Lambda opened the 1925-1926 school year on Thursday evening, October 8, with a bang. We held our first business meeting at that time which certainly proved a success. Twenty active men are back in school this year.

The following brothers are the officers for this school year:

- Head Master—Clarence F. Grimm
- Senior Warden—Ernst Bastar
- Junior Warden—Roy Steinbrink
- Treasurer—Ralph P. Philippi
- Scribe—Edward A. Hopf
- Historian—David Zacharias
- Chancellor—Ray W. Mason

We will hold our first smoker on Saturday evening, October 17, at the Y-Hut on the campus. The speaker will be Dr. Nels A. Clevin, who is an honorary member of Delta Sigma Pi, and Professor of History at the University of Pittsburgh. We are sure to hear an interesting talk from Dr. Clevin.

Football prospects are exceptionally bright at Pitt this year. So far this season Pitt has won two games and lost one. We also opened the new Pitt Stadium for our team this year. The Pitt Stadium will seat close to 70,000 people and is one of the largest and best stadiums in the country.

During the past summer Headmaster C. F. Grimm and Scribe E. A. Hopf visited at

the chapter houses of Alpha-Kappa and Alpha Chapter respectively. Brother Grimm says he certainly was treated fine by Brothers Holt, Patterson, Guenther, Daniels and Bell. We wish to extend thanks to the brothers of Alpha Chapter and Alpha-Kappa Chapter for the hospitality extended to the several brothers of Lambda who visited at their chapter houses during the past summer.

Our program for the coming year includes seven smokers and five dances, besides business meetings to be held every other Thursday evening during the year. We are also holding noonday luncheons every Saturday. We have changed from Thursdays to Saturdays because it seems to be the best day for our brothers.

Lambda Chapter wishes the officers of the International Fraternity of Delta Sigma Pi and the active and alumni brothers of the various chapters success in the coming year.

EDWARD A. HOPF, Scribe.

**Nu Moves Into Larger Home**

Ohio State is now in full swing and trying its best to break all records. Nu is following the Alma Mater with the throttle down. Our motto is "Better and better"—and we have a gas tank full of progress. Nu opens its arms to all brothers passing its portal and waves a hearty greeting to the rest of the chapters to speed them to success.

Our new home stands at 19-15th Ave., across the street from our domicile of yesteryear, giving us the advantage of the same wonderful location that we have been enjoying the past two years, and with it a bigger, better and nicer looking residence. Deltasig still has the distinction of being the fraternity nearest the campus. We have ten rooms which gives an ample meeting place and living accommodations. Those living in the house are: Brothers Barnes, Heiser, Rings, Freytag, Flora, Smith, and Pledges Dachsteiner, Jones and Cole.

Due to the fact that five of our actives did not return to school this fall we have a rather small active chapter. Owing to this



we realize we have a greater amount of work to do in order to accomplish the things we expect to this year. However we have coming on to support us a fine group of neophytes.

This year Brother Heiser is president of Beta Gamma Sigma, with Brother Bland as secretary-treasurer. Brother Bland is also vice-president of the Commerce Council. Brother Dempsey is playing basketball and baseball this year and Pledge Nichols is holding down the job of tackle on the football team. Brother Donaldson '25, is now teaching Economics and Corporation Finance and is Band Director of the Ohio State Band.

H. L. MORRIS.

### Xi Pledges Seven

Xi without a doubt will experience one of its most successful years in the two coming semesters. Our house is already filled to capacity so that our financial prospects are indeed gratifying.

We have just closed what can be termed one of Xi's most successful rushing seasons. Our alumni responded faithfully to our call for new men. Rushing blanks were sent out to all members and alumni before the opening of the University and we received much valuable information regarding prospects in this manner. We feel that our rushing was conducted in a very satisfactory manner. We endeavored to look over all prospects in a most discriminating way in order that the men who were given the honor of wearing our pledge pin should qualify in all the noble characteristics of a true Deltasig. Out of a number of thirty men we diligently picked seven prospective members for Delta Sigma Pi. Of course this does not conclude our pledging for this semester.

Here is a bit of comment on the pledges: Charles L. Bonifield, Jo. '29, Cincinnati, Ohio. Big man in prep school. Dosen't talk much, but will be heard from later. Burl D. Viles '27, Grand Rapids. Junior College man just entering. Sings, writes and acts. Also (according to rumor) gets good marks. Paul O. Heering '27, Grand

Rapids, Viles' side-kick. His past is a mystery, but he has a disarming smile. Frank O. Trigg '28, Niagara Falls, N. Y. Very quiet but studious and well qualified. Charles E. Baker '29, Battle Creek. Another singer and actor. Also runs a little. Paul Rickman, Kalamazoo. This man was elected by our pledges to be their leader. He is a senior and is well capable of making a good president for the pledge organization.

Our social program is well under way. The first event of the year was an informal dance given October 31, the night of the Navy game. The dance was successful in every detail. Many of our alumni attended.

We are now making plans for an informal dance to be given in honor of our Nu Chapter of Ohio, the night of the big battle.

Again Xi is well represented in campus activities. Brother Freeborn is on the Executive Committee of the Michigan Union; Brother Spencer is Treasurer of the Senior Class and is on the Publicity Committee of the Union; Brother Taylor was elected as Treasurer of the Junior Class; Brothers Staubach and Howes represent us in the Varsity Band; Brothers Howes and Down are starting out their activity career in the office of the Michigan Daily; Brothers Montgomery and Curl are singing for the Glee Club. Brothers Simmons, Montgomery and Curl are putting forth every effort to make possible their selection for the Michigan Opera.

Brother Rodkey who is a Professor of the Business Administration School is showing a great deal of interest in the development of the chapter. "Uncle Bob", or speaking more formally, the Honorable Roden R. Campbell, for he is the mayor of Ann Arbor and the Treasurer of the University, shows his keen interest in the fraternity by paying us frequent visits and greeting us all as brothers. Brother Woodworth who comes from Iota Chapter is now pursuing his master's degree here at the university and is instructing in Economics. Brother Prophet, a "grad" of the chapter has returned to work for his master's degree and is teaching Geography on the side. Several of our brothers have been fortunate enough to get in his quiz sections.

HARRISON P. HOWES, Head Master.

**Omicron Starts Professional Program**

The 1925-26 school year finds Omicron Chapter returning only five active men.



Owing to graduation and Florida real estate, we find ourselves few in numbers. We

have already held two important, as well as productive, meetings. Our chief concern at present is filling the chapter roll to normal size with worthy men.

We are right in the midst of the pledging and have eighteen men as good prospects. I cannot give at present the number that will be in the chapter, for our pledging is "in the process."

We intend to continue our policy of inviting well known business and professional men in the city to address us at our meetings. We have found this policy a very worth while one. This has also been the cause for several brothers obtaining very worthwhile business connections upon graduation. We so arrange our programs to cover throughout the year nearly every phase of business activity.

Omicron is very glad to welcome back Brother Gordon, Head of the Commerce School, who was away last semester on a leave of absence.

SEAWELL BRANDAU, Head Master.

**Pi Pledges Eighteen**

Pi Chapter has begun what we believe will be one of our most successful years.



Although seven of our members graduated last June, we have filled their ranks, and in fact have eighteen excellent

pledges awaiting initiation. An initiation will be held within the next two weeks.

We have planned no end of amusement for the chapter during the first semester. A tea dance has been planned for the near future. Likewise a banquet for the benefit of the freshmen and the alumni. Two members of our chapter are holding the positions of President and Treasurer of the Economic Society of the School of Commerce.

If your travels every bring you to Athens, Ga., be sure and look us up.

R. L. MOORE, Scribe.

**Rho Has Twenty-Nine Actives Return to College**

With eleven worthy pledges eager to take the vows, Rho Chapter has got off to an enthusiastic start that augers well for the success of its fall semester's activities here California. At present we have twenty-nine actives.



The juniors who will be initiated on October 25 are: Ralph Bender, Eugene Corbin, Alvin Carveth, Fred Garner, Oather Hampton, Cyril House, Luther Jordan, Theodore Mitchell, Avery Shuey, Martin Scott and Wharton Taylor. These men are representative of nine different organizations, and each a leader in some form of campus activity.

Following the success of the dinners last year, it is planned to have prominent educational leaders give talks at the bi-weekly dinners. The majority of the speakers are alumni of the fraternity. Brother E. T. Grether of the Economics Department, who has just left for the University of Nebraska, gave the principal address at the opening dinner.

The entertainment committee has arranged for a number of social affairs for the semester. On October 16, an old fashion hay ride will be given. Both the brothers and their guests are looking forward to the night. The officers for the new year are: Everett Peterson '26, president; Elwood Clifford '26, vice-president; Clifton Mayne '27, secretary; and Paul Culbert '27, treasurer.

MORTON BEEBE, Correspondent.

**Fifteen Return at Sigma**

The beginning of this school year finds fifteen active men and five pledges and a long list of prospects ready to boost for Sigma Chapter. Brother Head Master Shankey, has enrolled at the University of California and we are sorry to say will not be with us this year. Reed Culp has also departed, having chosen the University of Michigan. We hope there are plenty of sheep in Michigan as we under-



stand that Brother Culp rather favors the little wooley fellows.

The dance at the Elk's Club on Friday was a "Whiz" from the word "Go". All the brothers, friends and relatives were there and the only unfavorable criticism we had was that some of the brothers had to go home for breakfast before they had enough dancing.

We would like to take this opportunity of extending a few words of congratulation to our new chapters. We are glad to have you with us and hope you will feel as proud of Delta Sigma Pi as we.

CHAS. H. COOK.

### Upsilon Celebrates Homecoming

One of the largest crowds in the history of Illinois journeyed to Champaign the week-end of October 24th, to participate in Homecoming, and see our famous "Red" Grange play Michigan. Upsilon alumni were back in full force, and our Xi Chapter sent a large delegation. Quite a few members of Beta Chapter came down from Northwestern, including Secretary "Gig" Wright.

The house was specially decorated for the occasion, and a special program of social activities prepared for the week-end.

On Thursday evening, October 8, Brother Dickinson, originator of the Dickinson Football Rating System, addressed the chapter regarding his system. The usefulness of his system in rating the strength of college teams lies in its simplicity. It is a fair and logical system and is being adopted by many colleges and universities as well as high schools throughout the country.

The first smoker of the year was held October 15 in the chapter house. Brother Patton spoke on the subject "The Opportunities of a College Man in the Field of Public Utilities." Brother Patton is head of the Department of Public Utilities and gave us a most interesting talk. Over fifty men attended.

Our new officers are:

Head Master—Fred Zeltmann  
Senior Warden—Frank Smith  
Junior Warden—Bill Phipps  
Scribe—Gene Moll  
Treasurer—S. N. Taylor  
Historian—W. H. Teates, Jr.

We have twenty actives in college now and six pledges.

We are holding our own in indoor baseball under the capable management of Ted Ward. We are still 1000 per cent, having played one game as yet and winning it. We are a fighting bunch and hard to stop.

Now for the news all the boys have been waiting for. Brother Bill Bruce informs us that the house dance will be held the night of the Illinois-Wabash game. That is Saturday the 14th of November, so hold the date open and be there with your lady friend. We want 100 per cent attendance.

Brother Owens holds the position of Property Master of the Illinois Band of the University and will make the trip to Philadelphia when the band goes East this fall. Herb also is vice-president of the Illini Chamber of Commerce.

Brother Bill Bruce struck Gary, Ind., by storm this summer and cleaned up big, selling Wear-Ever Aluminum to the steel workers. During Booster Week he made over a thousand dollars worth of sales. This netted him along with his regular commission a gold Elgin timepiece.

We have added a brand new baby grand piano to our parlors and we feel mighty proud. Brothers Habbegger and Owens, our pianists, tell us that it plays perfectly.

We are starting a building fund and expect to build a home of our own in the near future. All the pledges are entering activities and are showing proof of real stuff in them.

To the alumni we extend our most hearty congratulations to you on graduating from this great school of learning, and now you can "see a little bit of real life."

ROBERT E. BRUCE, News Editor.

### Tau Occupies New and Larger House

Say brothers, Tau Chapter is going strong this year. Our new chapter house is much larger and better than any we have occupied in the past, and is particularly suited for our rushing and social parties.

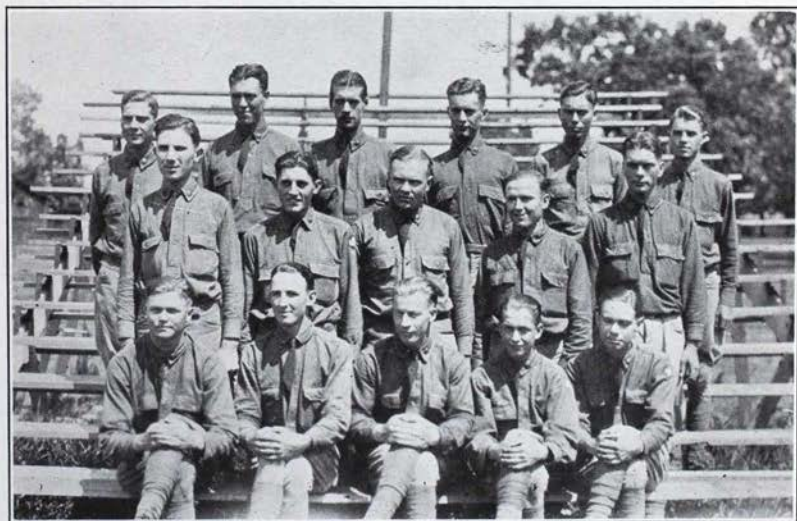
On October 6 we held our annual "Rush-Dance" and it was "all there". A

UNIVERSITY  
OF  
ILLINOIS

McGILL  
UNIVERSITY



EDWIN T. MEREDITH, *Alpha-Iota*



SEVENTH CORPS AREA "CHAPTER" (See Article on Page 23)



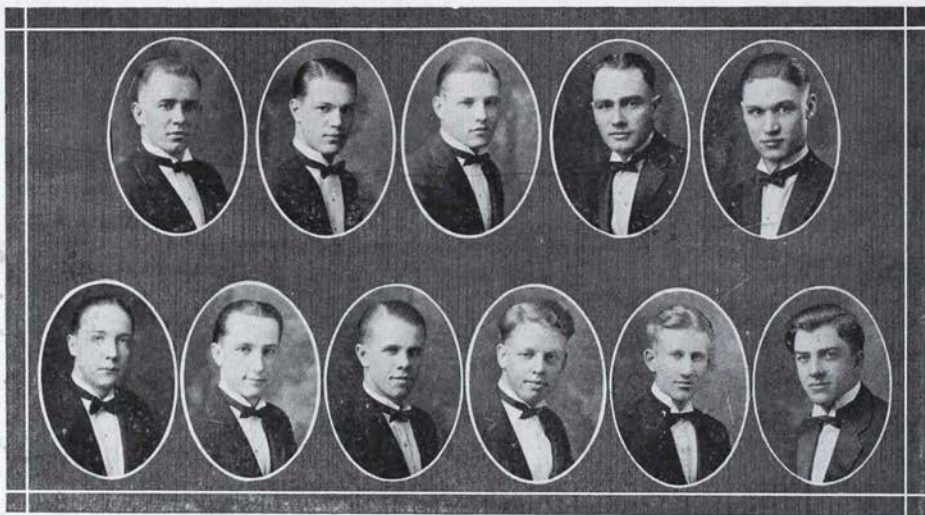
ALPHA CHAPTER—NEW YORK UNIVERSITY

*Bottom Row:* S. F. McNamara, F. Wheeler, J. Mannion, W. E. Craig, B. A. Ross, J. O'Brien, V. Gushae, J. McManus.

*Middle Row:* C. Willemin, E. Carroll, T. Kelleher, M. Donohue, M. Thompson, F. Mantz, W. Dyke, H. Ostendorf, J. McNamara, A. Hauser.

*Top Row:* J. Murphy; a pledge; P. W. Silfies, N. W. Callmer, B. Callahan, J. McNulty, A. Clune, J. Kenac.

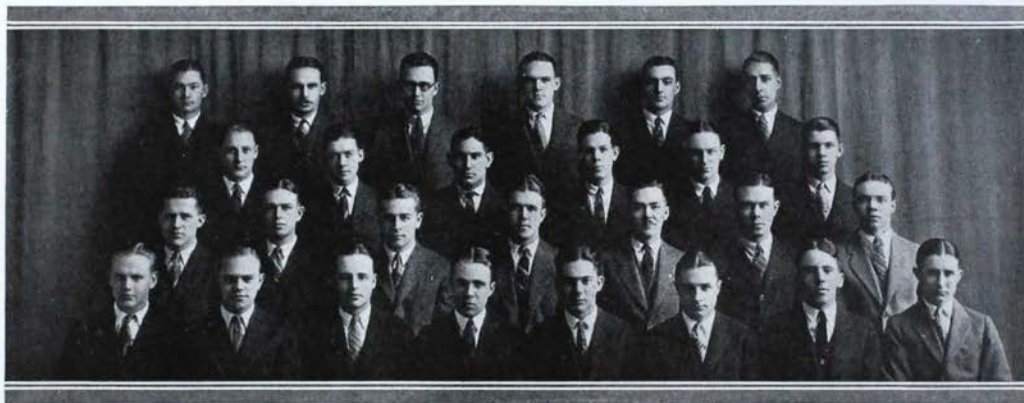




SIGMA CHAPTER—UNIVERSITY OF UTAH

*Bottom Row:* Kelly, Staples, Chas. Cook, Rebentisch, Shankey, Culp.

*Top Row:* Driggs, Michelsen, Pitman, Cummings, Wells.



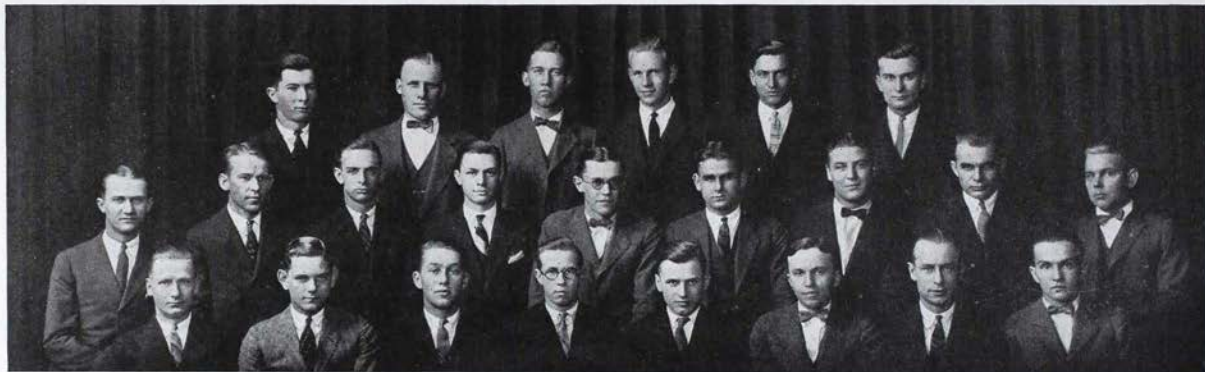
IOTA CHAPTER—UNIVERSITY OF KANSAS

*Bottom Row:* Paul Davis, Everett Weinrich, Emory Petherbridge, Wm. Leimenstoll, Paul Tomlinson, Harvey Johnson, Robt. Little, Ernest Ruff.

*Second Row:* Samuel Weatherby, Chauncey Cox, Fred Holerman, Jr., Hubert Forney, Shannon Brown, Neil Bartley, Virgil Miller.

*Third Row:* Crocker Bacon, Edwin Jewell, Eldon Haley, Milton Amos, Dale McNeal, James Gray.

*Top Row:* Richard Beatty, Robt. Johnston, Wallace Cordes, Louis Doughton, Walter Woodworth, Edward Killip.

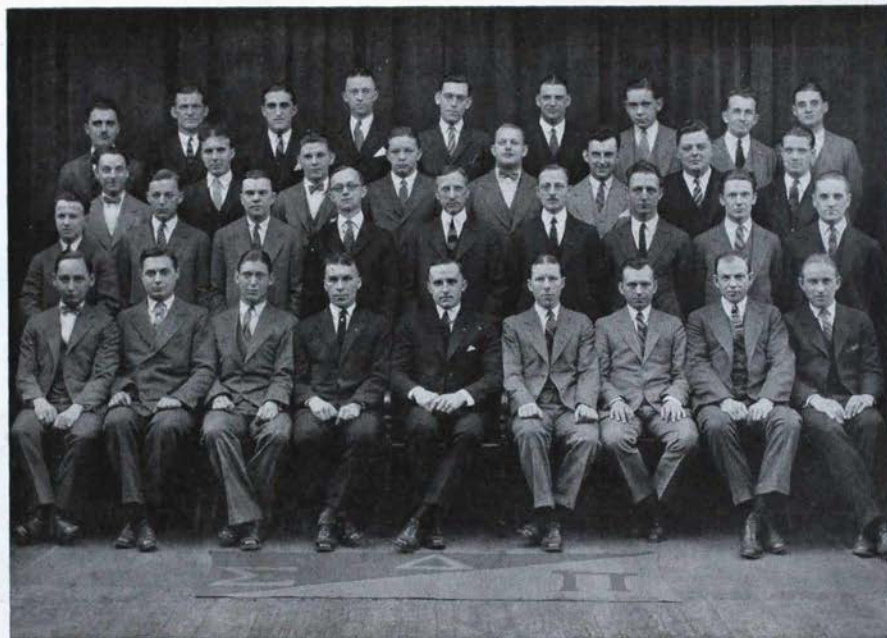


PSI CHAPTER—UNIVERSITY OF WISCONSIN

*Bottom Row:* Caldwell, Rapp, Moeller, Gaik, Hass, Rentschler, Hoff nan, Wilbert.

*Middle Row:* Hefty, Baker, Lauson, Schuck, Ragatz, Kroehnke, Bopf, Walther, D'aoust.

*Top Row:* Lucia, Grunitz, Alinder, Bliese, Lentzner, Rasmussen.



OMEGA CHAPTER—TEMPLE UNIVERSITY

*Bottom Row:* Hyde, Atkinson, Miller, Kamner, Backensto, Carl, Maurer, Smith, Hartman.  
*Second Row:* Jones, Wise, McDowell, Cochran, Dean Stauffer, Mannel, DeLisle, Eshelman, Lodholz.  
*Third Row:* Gackenbach, Deakyne, Horan, McMahon, Bowman, Light, Wingert, Probert.  
*Top Row:* Uhrich, Beninger, Shain, Mantz, Rupp, Stevens, Miller, Canedy, Thompson.



ALPHA-EPSILON—UNIVERSITY OF MINNESOTA

*Bottom Row:* Lee Ihle, Sumner Whitney, Walter C. Sehm, Bryan Smith, Chester K. Stone, Carl J. Meldahl, Leroy Wolfe, Rudolph Janzen.

*Middle Row:* Harvey Anderson, Jalmer Fauchald, Donald Lawson, Bert Ellerston, Paul Anderson, Milton Schurman, Wm. Peterson, Karl Brunhon.

*Top Row:* Delbert Clinton, Walter Webster, Mathew Nolan, Waldo Hardell, Theodore Cox, Merrill LeDue, T. Lode, H. C. Murphy, Erling Larson, T. A. Pritchard.



UPSILON CHAPTER—UNIVERSITY OF ILLINOIS

*Bottom Row:* Kerrins, Kennedy, Stotlar, Holden, Zeltman, Ma\_nusson, Hemwall, Bendle, Martin, Conley, Baldwin, Gallivan, Roy Smith.

*Second Row:* Stubbs, deVry, Becker, Barker, Larmon, Hughes, Murray, Mueller, Maloney, Carpenter, Seymour, Belshe, Bliss, Skelton, Phipps.

*Third Row:* Allen, Payton, Bishop, Kuehnel, Preston, Patton, Goddard, Hadley, Habbegger, Corrigan, Banta, Bacon, Stansil, Stephens, Dearmin.

*Top Row:* Davis, Coatsworth, Moore, Stampe, Pollock, Boynton, Naumann, F. Smith, Jones, Flint, Johnson, Lethen, Hoffman, Love.

good number of brothers and prospective members were in attendance.

The registration in Commerce is not as large this year as usual, but we have excellent prospects of pledging and initiating at least ten members for our first initiation.

A great loss was suffered by the chapter when "Pete" Fraser, our congenial Head Master, announced that he would be unable to return to college on account of his father's illness. "Pete" will be back with us next year, however. Our recent election resulted in the following list of officers:

Head Master—J. A. E. McDonald  
Senior Warden—J. E. Thompson  
Treasurer—Chas. Ryan  
Scribe—H. U. Banks

Brother John Maughn has been elected manager of the commerce football team.

Our new house is situated at 461 Sherbrooke St., Montreal. A big welcome awaits all Deltasigs who visit us.

EDWIN B. SIMS, Correspondent.

#### Phi Pledges Eight

Phi Chapter graduated a large number of its members last June but the unstoppable



"twelve" who returned this fall are stepping on the gas and expect to carry on in real fashion. We have eight pledges already, all leaders in

the department.

The college has changed from a two to a four year course in commerce and we expect that this new plan will materially increase the registration in the department.

Two smokers have already been held and a banquet is not far off. We invite all Deltasigs to visit us when in Los Angeles.

M. LATKER, Correspondent.

#### Psi Preparing for the Congress of Chapters

On September 16, the brothers of Psi Chapter returned to discuss the matter of rushing men for the current school year. Only sixteen active members are recorded on



the chapter roll. Intensive rushing started as soon as school began, as a result, the following men are wear-

ing the Delta Sig pledge pin:

Erwin Senhoff '28, Janesville, Wis.  
Herbert Friederich '28, Milwaukee, Wis.  
Henry A. Hansen '29, Superior, Wis.  
Kenneth Marsden '29, Edgerton, Wis.  
William Wollin '29, Chicago, Ill.  
Burgess Seamonson '29, Stoughton, Wis.  
Robert G. Lauson '29, New Holstein, Wis.  
Earl Heyden '28, Chicago, Ill.  
Edward Fronk '29, Two Rivers, Wis.

There is also some very promising material in the following men who were pledged late last semester:

Richard Fischer '28, Milwaukee, Wis.  
Arthur Schaars '28, Merrill, Wis.  
Donald Knott '28, Antigo, Wis.  
Robert Wangerin '28, Elkhart Lake, Wis.  
Charles Trayser '28, Milwaukee, Wis.  
Edward Behrens '28, Beloit, Wis.  
Walter Sauber '28, West Chicago, Ill.

Fall initiation has been set for the week terminating November 7. Rough-stuff Chairman Kroehnke has announced a change of policy in that the activities preceding initiation will be concentrated over a few days.

Homecoming is being celebrated rather early this year. The date is October 17. At noon the Wisconsin Delta Sig Housing Corporation will hold its annual banquet, and many graduates are expected to be there on this occasion. In the afternoon the center of attraction will be, of course, the Michigan-Wisconsin game. Many of the brothers from Xi Chapter are expected to be here for the events of the day. The climax of the big week-end will be the dance at the chapter house. Professor and Mrs. McMurray have consented to act as chaperones.

Several of the men of Psi Chapter are taking part in various campus activities. Harry Shuck is at the head of the Commerce Advisory Commission, and appointments concerning advisers are soon to be made. Dick Fischer has also recently been appointed to the Glee Club. Brother Dan Kerth has returned to resume his college activities after two years' absence.

One of the big events in the Commerce School is the Commerce Smoker, in which an attempt is made to acquaint the freshmen with the faculty and upperclassmen of the Commerce School.

Psi Chapter is making extensive plans for the current school year. It is hoped that this will be one of the most successful years in its existence.

PAUL S. SCHULTZ, Correspondent.

### Chi Has Twenty-Five Actives Back

Another day, another dollar, another year, another laurel, (for Chi). After each of

**UNIVERSITY**  
**MARYLAND**

us has exhausted our current income and bank account, and idled away our time during the summer months, once

more we have decided to get down to brass tacks and commence the school year anew.

Chi feels very confident of a most successful year and rightly so, with twenty-five actives back in school, and plenty of freshies from which to choose future Deltasigs, what could be more promising?

Unfortunately, at our first regular meeting, Brother Head Master H. A. King, and Brother Scribe W. R. Compher, owing to unforeseen conditions, found it necessary to withdraw as actives. Reluctantly we accepted their resignations. This unfortunate happening necessitated the immediate election of qualified men to fill these offices. The results of which were as follows:

Head Master—G. Emil Winroth  
Scribe—Lester R. Cherrix

For the benefit of all Deltasigs it might be well to advise that Brother Winroth is an official of a large finance company in Baltimore, (material for your note book).

The present High Tribunal have inaugurated an idea which details some specific duty to each active member, and it is indeed surprising the results that have been obtained. At the present time the committee on social functions are very busy outlining the plans for the coming year. Already a smoker has been decided upon at which approximately one hundred freshmen will be invited. A Halloween dance is on our register and many other affairs have been given tentative dates, the exact dates of which will appear in the "*Chi Crier*" from time to time.

Two initiation dates have been tentatively decided upon in the second semester and from general observation of the available material, it appears as though Chi will increase approximately seventy-five percent before the end of the school year.

Chi mourns the loss of Brother R. C. Robinson, who died September 10, 1925, after a very short illness. His death is a loss to

Maryland as a citizen, to the University of Maryland as an alumnus, and to Delta Sigma Pi as a brother.

JOHN L. MCKEWEAN,  
J. ELWOOD ARMSTRONG,  
Correspondents.

### Omega Boosting Athletics

Omega is doing its share to bring Temple's football team into the limelight this year.

**TEMPLE**  
**UNIVERSITY**

We are keeping two varsity men, Cal Young and Jacobs at the Chapter House and giving them a real home so they can give their best to the team. In the opening game of the season both men starred. Young ripping holes in the line and blocking enemy passes, and Jacobs with his terrific line plunges, did more than their share to bring the game to Heinie Miller's gladiators, score 19-0.

This fall we who were not fortunate enough to have lived at the house during the summer, came back to find additional equipment in the house to make it more comfortable and home like. Mrs. Maurer serves us "Meals like Mother cooks," and makes a real home for us. We have twenty-two men living in the house and there is still room for a few more. The brothers are becoming impatient for goats to run their errands so we soon expect to pledge some men from the School of Commerce.

We looked over some good prospects at an open meeting Thursday evening, Oct. 6. Heinie Miller, All-American end several years ago, and football coach at Temple this year, gave an interesting talk and predicted a successful season. Mr. Sayre of Sears Roebuck and Co. gave a talk on the process of filling mail orders, and had the crowd convulsed with laughter over some of the absurd letters that are sent to the firm. Folks he said, send in for everything from wives to beverages "stronger than whiskey".

With two days notice the entertainment committee got up a house party for Saturday evening, Sept. 26. It went over with a bang and all Delta Sigs who didn't have a good time went out and shot themselves. Dancing on the first and second floors to



music furnished by Brothers Gackenbach, Weiler and assistants went over big with the ladies as well as with us. The trick lighting system on the second floor did its share to further romance. Punch was served. 'Nuf sed.

Brothers Gackenbach and Weiler have one of the best dance orchestras in collegiate circles. "The Virginia Lees." Come around and hear them. They are real "Jazz Hounds" and always on the job.

The first issue of the *Omegazine* came out Oct. 3. Curt Weiler the new editor ably assisted by Brothers Hartman and Bretz handled the job well. Copies were sent to all the chapters and to the alumni of Omega. The editor would like to know what you think of the *Omegazine*.

As usual most of the officers of the Commerce Club are Delta Sigs. We are planning to put the club over for the best year in its history.

Brother Benninger, president of the alumni club of Omega, is right on the job and working hard. He would like to hear from any alumni brothers who happen to be visiting in Philadelphia.

During the year many Delta Sigs from all over the country visit Philadelphia and we want these brothers to make their first stop in Philadelphia at 2011 North Broad Street and get acquainted with all the men of Omega.

PAUL ESHLEMAN, Correspondent.

#### Missouri Has New Dean

Due to the fact that Dean Loeb, former head of the School of B. and P. A. at the University of Missouri has accepted a like position at Washington University, we have as our new dean, Prof. Middlebush, who has been head of the political science department for several years. The school ranks well with the schools of its kind throughout the country and shows a continued growth every year.



University of Missouri has accepted a like position at Washington University, we have as our new dean, Prof. Middlebush, who has been head of the political science department for several years. The school ranks well with the schools of its kind throughout the country and shows a continued growth every year.

Delta Sigma Pi—an important part of the commerce school organization started off the year with a goodly number of men back in school and immediately launched upon the new year's activities. We held

our first social event of the year in the form of a smoker at the Acacia House, the evening of September 30. About twenty-five new commerce students were in attendance and everyone pronounced this initial get-together a great success. On October 13 we entertained at Harris' for a few of the more favorable rushees from which we have chosen our pledges. Due to the fact that several of our pledges were out of town, we held formal pledging for only the following: Wm. E. Pemberton, Floyd G. Wilson, Hubert R. Mason, Jr., W. R. Over-turf and Harry L. Wuerth.

A large number of actives graduated last year and many of them have secured good positions. Ray Hudgins is employed at the new Sears-Roebuck plant in Kansas City, Missouri. Glen Baker, Glen Jordan and Geo. Mulligan are with the Roxana Oil Co. in St. Louis, Mo. L. W. Dillman is in business with his father in Carruthersville, Mo. M. P. Howe is in the insurance business in New York City. J. R. Julian is with the Hartford Insurance Co., at Hartford, Conn. and Geo. Hancock is with the Smith McCord Dry Goods Co. in Kansas City, Mo.

Delta Sigma Pi is off to a good start and has Ken Taylor as president and Arthur Haggett as vice-president of senior commerce students. Several of our members are student assistants in economics and as a whole all of the men are in some activity on the campus. We look forward to a great year for Delta Sigma Pi.

WALTER R. HAUSMAN, News Editor.

#### Alpha-Delta Prepares for Missouri Valley Provincial Convention

The year has started off with a bang for Alpha-Delta Chapter, with 15 new pledges who look as though they have the goods. Every member is in some school activity and working hard.



We had the pleasure of a visit from our National Secretary Brother Wright who was on his way to install a chapter at the University of Denver. He left several good thoughts and ideas with us and we hope he comes again real soon.

We have another faculty member with

us now Brother Dr. Grether who is Professor of Advertising, Marketing and Salesmanship in the Business Administration College. Brother Grether was initiated at California where he held a similar position.

Delta Sigma Pi is represented by three brothers in the Innocents, the senior honorary society of the university, composed of 13 senior men. Clayton Goar, active in the Business Administration College and a member of the Kosmet Klub; John Rhodes, member of the Cornhusker football, baseball and track teams; and Otto Skold, business manager of the university daily paper. The Missouri Valley Convention of Delta Sigma Pi will be held in Lincoln in the near future and we are sure of some very interesting things and want as many Delta Sigs present as possible.

OTTO SKOLD, Correspondent.

#### Alpha-Epsilon Moves Into Its New House

September 23 was moving day for Alpha-Epsilon, and it saw the arrival of Brothers Murphy, Clinton and Berkner, the vanguard of a houseful of actives, alumni and pledges. For many of the brothers this was the first chance to inspect our new house, which is situated at 1428 Sixth St., S. E., Minneapolis. Without exception they declared themselves more than satisfied by the manner in which the Housing Committee had fulfilled its task. We will prepare an article for the next issue of THE DELTASIG outlining their work.

The first meeting of the year was held September 28 with 100 per cent attendance of the actives, and with most of our resident alumni also present. Brothers Lawrence, *Epsilon*, Runzer, *Rho*, and Schujahn, *Psi*, were also on deck. A large part of the evening was devoted to settling questions pertaining to house rules and finances, with the result that, in spite of any petty difficulties in these matters which can and will turn up, we have found a secure footing and are in a position to push ourselves to the front as a live, well-organized chapter. The latter part of the evening was given over to arranging a program of social and rushing activities and to a discussion of pro-

posed rushees. The program adopted assures us of a more than fair chance of pledging desirable men during the next few weeks.

Brother Runzer of California, who attended our first meeting of the year, comes to Minnesota to assume a position with the Accounting Department. We offer him our best wishes in his new work and hope that he will be a frequent visitor.

Alpha-Epsilon is starting the year in much better shape than last year, inasmuch as we have more actives, more pledges and more alumni to take hold, and are better situated financially. We have fourteen pledges, most of whom are juniors, thereby assuring a larger active chapter for 1926-1927, and by the time this letter appears in print, these pledges will be full-fledged brothers, as our first initiation is already scheduled for October 17th.

Don't forget to visit us whenever your travels bring you to the Twin Cities.

ROBERT F. BERKNER, Correspondent.

#### Alpha-Eta Ranks High in Scholarship

Greetings to Ye Deltasigs! Alpha-Eta Chapter at South Dakota has started the new term with the usual gusto and can boast of seventeen active members returning to college.

As yet we have no new pledges, but we are the only professional commerce fraternity here and therefore have a clear field. However we have not been idle, but have plans under way for rushing parties and smokers, and we intend to have a very presentable group of pledges to introduce in our next letter.

A word might be said about our activities. The chapter is well represented in the activities on the campus. One of the brothers was recently elected president of the Commerce Club and we have men in athletics, dramatics, forensics, on the Volante staff, in the student senate, etc., ad inf.

Scholarship is an important item in any fraternity and Alpha-Eta is justly proud of last year's average. We ranked above all social fraternities and among the leading professional and honorary organizations:

UNIVERSITY  
OF  
MINNESOTA

UNIVERSITY  
OF  
SOUTH DAKOTA

with an average of 84.74. In addition to this, Brother Craig won the Delta Sig scholarship key and Brothers Craig and Uecker are among those trying out for the Rhodes Scholarship offered at the University of South Dakota.

At the first meeting of the year plans were discussed and are now under way for a very active year in both social and professional fields. Banquets, dances, and other festivities are on the social program, and dinners in conjunction with prominent speakers are on the professional program. We expect to be able to tell more about these things in our next letter.

We have not heard from all of our last year's graduates but R. Frieberg, H. Fisher, and L. Hopkins have returned to school and are taking law. Craig is at Harvard and others have gone to other schools. Still others are in prominent business firms.

Merle Loeder, Alpha-Delta '24, has been on the campus several times this fall and we expect to see him quite often this year since he is located at Sioux City. The latch string hangs out for any other Delta Sigs that happen this way and although we have no house yet he will find brothers at the Sig Alph, Lambda Chi, Kappa Pi, or Delta houses.

LOUIS TOLLEFSON.

### Tennessee Opens College Late

Owing to the fact that several officers for this year did not return it has made us



late in getting our letter in for the November issue of THE DELTASIG.

The active chapter of Alpha-Zeta numbers sixteen this year. The chapter is helping the School of Commerce to promote more and better activities.

Brother Lavin was elected president of the Chamber of Commerce and is working out a very good program for the coming year. Brother Pettway is manager of this year's varsity football team with Brother Gilbreth as his assistant. Brothers Jones, Lavin and Hooser have a regular berth on the football team.

Pledging will start the first of November and Alpha-Zeta is expecting to have the best bunch of freshmen in her history at the University of Tennessee.

W. A. MAGEE.

### Alpha-Theta Gets Underway

Alpha-Theta Chapter started the year with a Dinner Meeting to which a number of prospective pledges were invited. The following week we had a Rush Party to get better acquainted with the most desirable of these prospects. The next meeting was a business meeting at which a definite budget and a tentative schedule of meetings was outlined up until the first of January. Our most enjoyable and profitable meeting so far this year, however, was held on October the second at the Hotel Gibson. Rushees were invited. Smokes and good refreshments went a long way toward making the meeting a big success. Our speaker for the evening, Mr. McAllister, Sales Supervisor of the Ohio National Life Insurance Company, gave us a most interesting talk on Life Insurance Sales Organization and Methods of Marketing Life Insurance. Everybody enjoyed this talk.

Last year we lost a goodly number of men by graduation and change of residence. To offset this loss we are pledging a few more men this year than were pledged last year. We have pledged six men, and will probably pledge from four to six more by the time this issue of THE DELTASIG is printed. The men pledged to date are excellent Delta Sig material, but as diamonds in the rough, are calling for a great deal of attention to make them finished products.

Kentucky State graduates! We understand there are a number of Kentucky State graduates living in or near Cincinnati. An effort is being made to get these men invited to our meetings. If there are any Delta Sigs from any chapter that can attend any of our meetings or parties we want to get in touch with you. Telephone Mill Dunkman, our head master, Avon 6134-L.

On October 22 we will hold a social and professional meeting. The addresses will be short and by various members of the chapter

on the line of work they are engaged in. To some of you other chapters who do not know how we operate here at "Cincy", might say that the commercial course here is a five-year course. Each student is assigned to a certain job and spends one month on the job and the next month in school. The students who speak from our own chapter, therefore, have their practical experience to draw upon.

About November 7 we will have a banquet, with an outside speaker, in celebration of Founder's Day.

We'll have a delegate at the Provincial Convention in Chicago. Are only sorry we can't make it a delegation for Beta's hospitality is one of the things that makes us glad we are Delta Sigs.

Alpha-Theta Chapter wishes all other chapters of Delta Sigma Pi a prosperous school year and for itself can only say that everybody's happy here and we're getting along all right.

ARTHUR F. TAYLOR, News Editor.

#### Alpha-Iota Pledges Sixteen

Off on the right foot! Alpha-Iota had her ball rolling when school started by pledging sixteen neophytes. Head Master Arnold Hansen and Scribe Lee Beardsley have busied themselves during the vacation to bring "into the light" the eligibles for pledgship. Of this number the following are privileged to wear the button: Ray Pierce, Lloyd Wheeler, Joe Soffshult, Francis Dykstra, Tracy Madale, Claude Davies, Wilburn Griffiths, Edwin Mendenhall, Claire Freman, Howard Walters, Irel Starry, Geo. Huff, Homer Young, Wayne Carver, Preston Lawless, Otto Clark and Ray Bath.

On Friday evening, October 9, Alpha Iota held her initial banquet. It was given in honor of the new faculty members, Brother Campbell, a Deltasig of Iota Chapter at Kansas and Prof. Shaver of Toledo, Ohio, and the newly elected neophytes. The feature of the banquet was the luminous "Bullometer" arranged by the toastmaster, Prof. Carroll, which registered the staleness and "bunkem" of the jokes and compli-

mentary remarks of each professor as he was called on for his speech. After the short speeches of the instructors, the real treat was the trip through Europe as told by Dean Morroy of the Commerce School. About forty attended and the time-worn phrase "a good time was had by all" could be sincerely said of this banquet.

The headliner on our fall plans is the annual smoker and mixer which Alpha-Iota gives each year to the freshmen. We are looking forward to a very busy year and wish all the other chapters the best of luck.

HARRY G. BLANCHARD, Correspondent.

#### Alpha-Kappa is Searching for a House

Let us take the saying—"Another Country heard from" and substitute the words—"Another Chapter heard from." This is Alpha-Kappa's debut into the realm

of THE DELTASIG publication.

Alpha-Kappa opened the new year with an installation banquet for the officers at the Hotel Touraine on September 16. At this banquet we were exceptionally fortunate to have Brother Atkinson of Beta Chapter with us. It was Brother Atkinson who so successfully installed the following officers for the year 1925-26:

Head Master—Edward H. Holt  
Senior Warden—Fred C. Bell  
Scribe—Ronald E. Daniels  
Treasurer—J. Hammond Kirk  
News Editor—Fred A. Wagner  
Historian—Clyde Cadwallader

Many memorable speeches were given at this banquet by the newly installed officers. Our new Head Master Ed. Holt submitted a very extensive and well thought out program for the coming year 1925-26. It is our hope to keep every Alpha-Kappa man on his toes this year. It is needless to say this banquet was a success—an Alpha-Kappa banquet always is.

The registration at the University of Buffalo for the coming semester will apparently exceed all previous records and Alpha-Kappa will have a large field from which to acquire new members. We are looking for "Quality" and not "Quantity" and we feel sure that many men will prove worthy brothers in the future.

On September 9 a visiting Brother from



Beta Chapter—Alfred Cleary—was in Buffalo. He proved himself to be a true Delta Sig and gave us valuable information upon which to work. To quote "Gig" Wright, "A chain is as strong as its weakest link." Brother Cleary proved to be a strong link in Beta's chain.

During his stay in Buffalo, Brother Cleary also instituted a local "Kennel of Yellow Dogs". Most members are now "Yellow Dogs" ranging from Great Dane to Royal Dachshund.

We had daylight saving time in Buffalo, thus giving us one extra hour of daylight, but even this was unable to keep some of our brothers from "counting stars" and "watching the moon" on the warm summer nights, and therefore we see Brothers Nelson and Sherman each married to the "most beautiful girl in the world." Former Head Master Clyde T. Cadwallader is to be married in October. We hope these Delta Sigs make good husbands and we wish them well in their new adventure.

The first regular meeting of the school year was held in Townsend Hall on Wednesday, September 23. As yet we have arrived at no definite conclusion as to a chapter house but we have a very efficient house committee who are working hard.

Our members are easily available by telephone for any visiting brother who may stop off at Buffalo.

Alpha-Kappa Chapter looks forward to an exceptional year at the University of Buffalo. Our "live-wire" members are bound to make Alpha-Kappa's history for 1925-26 very interesting.

FRED A. WAGNER, News Editor.

#### Alpha-Lambda Opens Chapter Quarters

The opening of the school year finds Alpha-Lambda busy fixing up chapter quarters. A spacious



hall has been obtained, and furniture has been selected and ordered. All of the members are looking forward to the time when the quarters will be arranged; so that the five neophytes can be admitted to our brotherhood.

With nineteen brothers back in school, we are looking forward to a great year. The rushing season will soon be here and we intend to select several from the 900 that have chosen U. N. C. as a place of higher learning.

As yet Alpha-Lambda has not held any meetings except for business which have showed that everybody is behind the officers and that many interesting events will be carried out in great style. We are planning an interesting banquet after the initiation of new members. Plans for other social events have not been perfected at this time.

Alpha-Lambda regrets the departure of two of our honorary members, Brothers T. C. Packenham and T. L. Kibler.

ROBERT M. SMITH.

#### Alpha-Mu Elects New Head Master

The 1925-26 school year opened with a bang for Alpha-Mu. We find Brothers

Stenerson, Stevning and Samuelson on the football lineup doing their best to hold up North Dakota's 1000 percent in the N. I. C. Brother Yoder has been worthily elected chairman of Homecoming, and everyone pronounces Homecoming a grand success in spite of the small fall of snow. Brother Yoder will also head the Commerce Club for the ensuing year. Brother Loden has been appointed assistant to Professor of Accounting for this year.

Brother Hawkinson has been elected Head Master of Alpha-Mu for this year. Under his leadership we planned a very appropriate float for Homecoming. We are also finding our Thursday noon luncheons to be a great success.

Among those that passed on into the junior class are many excellent prospects for pledges to Delta Sigma Pi—men from the prominent organizations of our campus who are doing their best for North Dakota in almost every interscholastic event.

Alpha-Mu extends to our new chapters, Alpha-Nu and Alpha-Xi their best wishes and heartiest support.



Arrange Your Plans Now!

*to attend the*

1926 Congress of Chapters

*to be held at*

Psi Chapter  
University of Wisconsin  
Madison, Wisconsin

*in*

September, 1926



*Details in Next Issue of The DELTASIG*

# RECENT INITIATIONS

## GAMMA—October 3, 1925

- |   |   |
|---|---|
| 126 LYNCH, Thomas K., Jr., Woburn, Mass.            | 129 SHAUGHNESSY, Robert James, Milton, Mass.    |
| 127 DVORSKY, John Valentine, West Willington, Conn. | 130 DONOVAN, Daniel Francis, Charlestown, Mass. |
| 128 SHAUGHNESSY, John Edward, Windsor Locks, Conn.  | 131 KECEJIAN, John, Arlington, Mass.            |
|   | 132 GATEHELL, Lester Oswald, Saugus, Mass.      |

## ALPHA-EPSILON—October 16, 1925

- |   |   |
|---|---|
| 57 HALVORSON, Howard Amandus, Duluth, Minn. | 62 GUNNARSON, Verner Emil, Minneapolis, Minn. |
| 58 BROKAW, Hamlin Hall, Minneapolis, Minn.  | 63 NORMAN, Ralph E., Cambridge, Minn.         |
| 60 EICHTEN, Harold M., New Ulm, Minn.       | 64 HANSON, James Mathew, Spokane, Wash.       |
| 61 LINDBERG, Harold William, Ely, Minn.     |   |

## ALPHA-LAMBDA—October 30, 1925

- |   |  |
|---|--|
| 33 HARDING, John Ralph, Staten Island, New York | 35 HENLEY, James Everett, Charlotte, N. C. |
| 34 GRAY, Darius Von, New Bern, N. C.            | 36 GASKILL, Nathan Buzby, Asheville, N. C. |
|   | 37 GRICE, Theodore Nelson, Columbia, S. C. |

## ALPHA-NU—October 10, 1925

- |   |   |
|---|---|
| 1 DUNGAN, John Milburn, Denver, Colo.             | 13 QUINN, John Joseph, Denver, Colo.          |
| 2 NOCK, John Phillip, Denver, Colo.               | 14 GREENLEE, Ralph William, Denver, Colo.     |
| 3 ANDERSON, Royal William, Gothenburg, Neb.       | 15 WEBER, Albert Herman, Denver, Colo.        |
| 4 HICKEY, Harry Gilbert, Denver, Colo.            | 16 KAVAN, John Edwin, Denver, Colo.           |
| 5 DAVIS, Merrick Nutting, Colorado Springs, Colo. | 17 KIDDER, Milton Arthur, Denver, Colo.       |
| 6 DESHLER, William C., Denver, Colo.              | 18 LOURY, Robert Camden, Denver, Colo.        |
| 7 HOOGSTRATE, Herbert, Denver, Colo.              | 19 LIGHTNER, Seward Lewis, Hartford, Mich.    |
| 8 SHIPLEY, Karl Henry, Denver, Colo.              | 20 McDONNELL, Raymond Edward, Denver, Colo.   |
| 9 THORESON, Walter Joseph, Denver, Colo.          | 21 KRAUSS, Arthur William, Denver, Colo.      |
| 10 BRANDT, Raymond Joseph, Denver, Colo.          | 22 SMITH, Montgomery Rochester, Denver, Colo. |
| 11 PECK, Willis A., Denver, Colo.                 | 23 HICKS, Curtis Camden, Denver, Colo.        |
| 12 TYRONE, John Henderson, Denver, Colo.          | 24 STENEIDE, Theodore, Denver, Colo.          |
|   | 25 McFARLAND, Frank Hershel, Denver, Colo.    |

## ALPHA-XI—October 24, 1925

- |  |   |
|--|---|
| 1 COLEMAN, John Phillips, Roanoke, Va.         | 12 CORSON, John Jay, 3rd, Philadelphia, Pa.         |
| 2 THOMAS, Henry Evan, Roanoke, Va.             | 13 SIMMONDS, James Henry, Cherrydale, Va.           |
| 3 STEELE, Boyd Mager, Stephens City, Va.       | 14 SIMMONDS, Albert Gordon, Cherrydale, Va.         |
| 4 EUBANK, Henry Mercer, Richmond, Va.          | 15 HINMAN, John Gilbert, Portsmouth, Va.            |
| 5 RIGBY, George Lawrence, Ormond Beach, Fla.   | 16 FARMER, Paul, Alta Vista, Va.                    |
| 6 MOORE, Roderick Dunn, Richmond, Va.          | 17 BARKSDALE, Nelson Lewis, Charlottesville, Va.    |
| 7 MATHEWS, James Woodrow, Charlottesville, Va. | 18 BOGUE, William Douglas, Tampa, Fla.              |
| 8 WAINWRIGHT, Irving Hudgins, Yorktown, Va.    | 19 HULVEY, Charles Newton, Charlottesville, Va.     |
| 9 WHEELER, Roy Whitney, Charlottesville, Va.   | 20 McCOMAS, Frederick William, Jr., Baltimore, Md.  |
| 10 FLYNN, John Carroll, Saranac Lake, N. Y.    | 21 TURNER, Thomas Dudley, Jr., Oklahoma City, Okla. |
| 11 KNIGHT, Charles Louis, Valrico, Fla.        |   |

## PI—October 20, 1925

- |   |   |
|---|---|
| 64 SMITH, Edward Lamar, Concord, Ga.      | 68 WHEELER, George Watson, Brooklyn, N. Y.        |
| 65 THOMPSON, Jesse Bright, Cedartown, Ga. | 69 NELSON, Einathan Kemper III, Washington, D. C. |
| 66 PARSONS, Lyman, Portal, Ga.            | 70 KEEN, George Lee, Jr., Atlanta, Ga.            |
| 67 SAMS, Albert Dobbs, Athens, Ga.        |   |

## A New Note in Business

*(Continued from page 6)*

moral significance. Its actions are equally logical and effective when producing results that are unsocial in their nature, as when producing a highly beneficial social output. The officers of the organization are part of this machine and hence live in an atmosphere of impersonality. It is the ethical progenitor of the "Business Proposition" supposed to lie just outside the moral areas of private personal relations. The officer and the "business proposition" are both creatures of a different environment from that in which the traditional norms of moral action were developed.

Thus it is that the corporation official becomes a victim of his environment. The familiar principles of right and wrong with which the past generations supplied him, and which serve him in his personal relationships need new interpretations; and as modern business life has so far outgrown the traditional norms of the social conscience it is not surprising that the business community has suffered the results of this maladjustment.

It is right here that the new conception of business in terms of service begins to assume the proportions of a new philosophy. It is furnishing a mould of dimensions sufficiently large whereby the moral areas of large scale business may be reworked, its ethical obtuseness quickened into life, and joined to the stream of a readjusted and enlightened social conscience. The philosophy of service may supply the soul that economists and others have denied the corporation. In its atmosphere, no matter how detached the moral responsibility of the officers, betrayals of trust through secret rebates, adulteration, graft, jerry-building, contractual snow-balling, false prospectuses, returned goods, violation of contract and the like could hardly be condoned. If a philosophy of service brings about a reconstruction of business whereby "profitism" is controlled or eliminated some of the fears lest our civilization fall because of a lack of system for the guidance of individual conduct will be removed and the business man may take his place among the world factors that have been instrumental indirecting and creating a new social organization.

If then, the ethical note is so important in our business relations and economic structure it might be asked what evidence have we that any gains are being made in that direction. The answer to this question leads us directly to the second step in our analysis—the appearance of ethical considerations in marketing and employment relationships.

When rapid changes take place in our social structure as has been the case in America during the past hundred years,—and more specially since the Great War,—"there arise," says Professor Mecklin, "spheres of activity which the ethical ideals of the past do not completely cover or for which they are utterly inadequate." Such an area exists in the field of business enterprise today. The result has been that business men are accused of moral blindness and business itself as a breeder of moral anarchy. Neither of these accusations is deserved for there is no inherent badness in the business relationship. But the actions of salesmen, purchasing agents, foremen, financiers and others are thrown into



situations where the ethical standards for their conduct were either lacking or only vaguely related to their work. To remedy this state of affairs there have been evolving gradually rules of conduct in every branch of the business field. That all of these have not been accepted as authoritative ethical norms for business enterprise as a whole is not strange or discouraging. It only shows how difficult it is to erect a standard in the field of social relations.

Moreover, the strength of the moral fibre of business has no better proof than the constant, widespread and dogged persistence with which the ethical ideal is pursued by every branch of business. Take the field of advertising. I warrant that there is less hurtful lying in the pages of our high class magazines and our leading dailies than in the tea-cup gossip indulged in by the Uplift Society of our community matrons. Yes, even less exaggeration in statements. The motto—"Truth in Advertising"—is building its own chapter in the history of Business Ethics.

If we look closer into the marketing of goods we find that standardized prices are not only economising the purchaser's time and energy but are building a bridge of confidence between the buyer and the seller of goods, a confidence which neither cares to violate by introducing deception. Closely allied to this increasing influence toward the growth of the great moral element of dependableness, is the use of the trade marks and special brands. What corporation is not sensitive to the reputation of its trade-mark? "As sensitive as a man is of his good name," someone has said. This has been recently proven by the strenuous fight which the manufacturers of trade-marked articles have put up to protect themselves and the community against price-cutting retailers. Yet the whole question involving trade-marks, bargain counter sales, price cutting, standard prices, and the like, was so new that it has taken a ten year fight to make even a slight impression upon the social conscience regarding the right of a manufacturer to protect the good name of his product by contract. And so one might go on and cover every point of contact between the marketing elements of business and find that in the aggregate a system is formulating into shape by which the conduct of the participants is measured for its moral dimensions as well as for its quantitative appraisal in dollars and cents profit. Substitution, returned goods, short weight, over-selling a customer, misbranding and all forms of misrepresentation may all be found included.

To show that the field of moral invasion of business is not confined to any one segment let us look at the situation as it exists in production. Here the social contact is largely confined to members of the same organization, yet the problems of production are so much alike that the rules of conduct growing out of one industry apply in large measure to all industries. The wage question in the steel mills has the same moral implication as the same question in the textile factories. Similarly may be considered the question of administrative control, of hiring, discharging, promoting and training of employees. The reason for this uniformity is explained by the machine process. The machine has moulded the industrial organization and industry in turn has built the frame work of modern society. It is not surprising therefore that not merely the economic philosophy of the era should take on the impersonal elements of mechanical organization, but that it should threaten, through its impersonality, to sterilize the intellectual and moral elements of society.

It is with interest then that we listen to the new note of ethics as it is sounded in the realm of production and through the instrument of service for this factor is as potent in personal relationships and as integrating in its influence as the machine process is impersonal and socially disintegrating in its action. It may therefore furnish the element necessary to bring society and business out of the bonds of its merchanistic captivity for in service we find the substance out of which is growing a community of ideals which may be crystallized into an intelligent and effectual social sentiment. The shorter working day, the payment of bonus, profit-sharing, education of employees, participation in administration, medical service, old age pensions, clubs and recreational facilities are only a few of the activities which are included in the services afforded employees. And while there must always be a pecuniary factor to be considered, few managers lose sight of the higher moral implications which these services set free from the standardization of the machine. Among these moral qualities are self-assertion, self-expression, thrift, ownership, through all of which big business is aiding the worker to higher intellectual and moral levels and giving him an opportunity to demonstrate his social worth.

It would be strange indeed, if all this activity on the part of business men to increase the solidarity and efficiency of their calling did not register some reactions in the structure of the business organization, and the character of the management itself.

While the machine and the corporation had demonstrated what could be done in the way of increased physical efficiency due to standardization and large scale accomplishment, they met their limitations when the managers found that the organization of the human element was not keeping pace with the material and financial parts of the organization. They found that much of the gains due to physical efficiency were being multiplied by the wastes of employee friction. Accordingly, many of the elements pertaining to service considered in this paper were called into life in order to promote cooperation and reduce friction. So great were the savings where this cooperation was thoroughly attained that almost unconsciously the drift set in from the individualistic conception of organization to the cooperative conception.

Within the organization, scientific management, shop committees, workmen councils and open books of account have so modified the structure of the organization as an administrative unit that the old manager of a generation ago would not recognize his own shop today. From the outside the cooperative principle is making enormous strides. Every day sees the discussion grow warmer as large sections of some industry takes up the problem of marketing their products cooperatively. The \$25,000,000 Farm Marketing Corporation is the most recent example of the movement.

The effect of these great movements could not but be reflected in the requirements necessary for the management of industry under conditions such as these. Consequently, we find that a new ideal is passing to the fore in the selection of the management. The new type must be able to lead an organization as a cooperative unit rather than drive it as a mechanical automaton.

INTERNATIONAL FRATERNITY OF  
**DELTA SIGMA PI**

*The Central Office*  
1502 FISHER BUILDING, CHICAGO, ILL.  
Telephone Harrison 2133



The International Fraternity of Delta Sigma Pi was founded November 7, 1907, at New York University School of Commerce, Accounts and Finance, and is a professional commerce 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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Chapter House, 7 W. 10th St., New York, N. Y. Tel. Watkins 10422.

Head Master.....Edwin F. Theroux.....7 W. 10th St., New York, N. Y.  
Scribe.....Paul W. Silfes.....7 W. 10th St., New York, N. Y.  
News Editor.....John I. Madigan.....7 W. 10th St., New York, N. Y.

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**BETA—Northwestern University (Chicago Division)**  
Chapter House, 42 Cedar St., Chicago, Ill. Tel. Delaware 4260-4261

Head Master.....Paul F. Hoierman.....42 Cedar St., Chicago, Ill.  
Scribe.....Thomas P. Burns.....42 Cedar St., Chicago, Ill.  
News Editor.....Wm. H. Kibbe.....9605 S. Hoyne Ave., Chicago, Ill.

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### GAMMA—Boston University

Head Master.....Ralph A. Palladino.....549 N. Main St., Mansfield, Mass.  
Scribe.....John J. Canavan.....73 Wendell St., Cambridge, Mass.

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**DELTA—Marquette University**  
(Delta has not moved into its new chapter house as yet)

Head Master.....Thomas D. Hawley.....219 10th St., Milwaukee, Wis. Grand 4957  
Scribe.....Emil E. Kostner.....1919 Grand Ave., Milwaukee, Wis. West 2536  
News Editor.....Milton Rimmel.....219 10th St., Milwaukee, Wis. Grand 4957

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**EPSILON—University of Iowa**  
Chapter House, 527 E. College St., Iowa City, Iowa

Head Master.....Chester E. Teich.....527 E. College St., Iowa City, Iowa.  
Scribe.....Roy A. Powell.....527 E. College St., Iowa City, Iowa.  
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**ETA—University of Kentucky**  
Chapter Quarters, College of Commerce Bldg., Lexington, Ky.

Head Master.....H. R. Brown.....277 S. Limestone St., Lexington, Ky. Tel. 4651  
Scribe.....Emmett Milward.....523 W. 2nd St., Lexington, Ky. Tel. 207  
Treasurer.....T. W. Neblett.....277 S. Limestone St., Lexington, Ky. Tel. 4651

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### THETA—University of Detroit

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Head Master.....Sherwood J. Bennett.....1615 Defer Pl., Detroit, Mich. Hickory 4682  
Scribe.....Leonard Dole.....136 Chestnut St., Wyandotte, Mich. 191-J  
News Editor.....Edward E. Hayes.....1251 E. Grand Blvd., Detroit, Mich. Lincoln 7074

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### IOTA—University of Kansas

Chapter House, 1244 Louisiana Street, Lawrence, Kansas. Tel. 1288

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Scribe.....Harvey M. Johnson.....1244 Louisiana St., Lawrence, Kans.  
News Editor.....Leroy Doughton.....1244 Louisiana St., Lawrence, Kans.

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### KAPPA—Georgia School of Technology

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Treasurer.....Hal L. Smith.....66 Westminster Drive, Atlanta, Ga. Hemlock 3986

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### LAMBDA—University of Pittsburgh

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Scribe.....Edw. A. Hopf.....R. F. D. No. 4, Millvale Branch, N. S., Pittsburgh, Pa.  
West View 1146J  
Treasurer.....R. R. Phillippe.....1122 Milan Ave., Pittsburgh, Pa.

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### MU—Georgetown University

Chapter House, 1300 New Hampshire Ave., Washington, D. C. Tel. North 9946, 9461

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Scribe.....James P. Garry.....1300 New Hampshire Ave., Washington, D. C.  
News Editor.....A. Douglass Cook.....1300 New Hampshire Ave., Washington, D. C.

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### NU—Ohio State University

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Head Master.....Victor H. Barnes.....19 15th Ave., Columbus, O.  
Scribe.....John B. Heiser.....19 15th Ave., Columbus, O.  
News Editor.....Herbert L. Morris.....1140 Ashland Ave., Columbus, O.

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### XI—University of Michigan

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Scribe.....Wm. T. Kessel.....1502 Cambridge Road, Ann Arbor, Mich.  
News Editor.....Clare Harder.....1502 Cambridge Road, Ann Arbor, Mich.

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 Scribe.....Edmund M. Waller.....1904 Broad St., Nashville, Tenn.  
 Treasurer.....Roy Owen.....200 23rd Ave. N., Nashville, Tenn.

**PI—University of Georgia**

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 Treasurer.....Chas. P. Ryan.....461 Sherbrooke St. W., Montreal, Quebec

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 News Editor.....

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 News Editor.....Frank L. Adams.....524 E. 33rd St., Los Angeles, Calif.

**CHI—University of Maryland**

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 Scribe.....Lester R. Cherix.....421 N. Carey St., Baltimore, Md. Gilmor 2821  
 Treasurer.....R. E. Robinson.....88 W. Biddle St., Baltimore, Md. Vernon 4309

**PSI—University of Wisconsin**

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 News Editor.....

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**ALPHA - LAMBDA—University of North Carolina  
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 Scribe..... (This Chapter will be installed December 5, 1925.)  
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*Fisher Building, Chicago*

CHORUS *p-f*

Del-ta Sig-ma Pi! Del-ta Sig-ma Pi! What a mean-ing

----- he sang in the Glee Club till they  
found out where the trouble was !

Remember the wise ones the boys pulled at the table and how they enjoyed the so-called "close harmony!" Some of the most pleasant memories are those when we got together and sang ourselves "colt." In one chapter that we know of, which was next to a stable, the boys sang so loud the horses kicked.

However!—we'll all admit that there is nothing like a singing fraternity. Our Secretary says that the singing chapter is the successful chapter. We have promised H. G. that 1926 will have a real Deltasig song book.

HERE'S THE PLAN: Everyone of us has some pet tunes. Write the verses and do the best you can with the notes on a piece of paper. Mail your efforts to me. We'll do the rest.

We fellows who are away from the active chapters can render a real service to our fraternity by answering this call. Let's Go!

Address all letters to:

HAROLD J. POTTER,  $\Xi$ , *Chairman*  
468 Fifth Street  
Niagara Falls, N. Y.

C. GILBERT COLLINGWOOD, B    JOSEPH B. MATSON,  $\Sigma$   
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