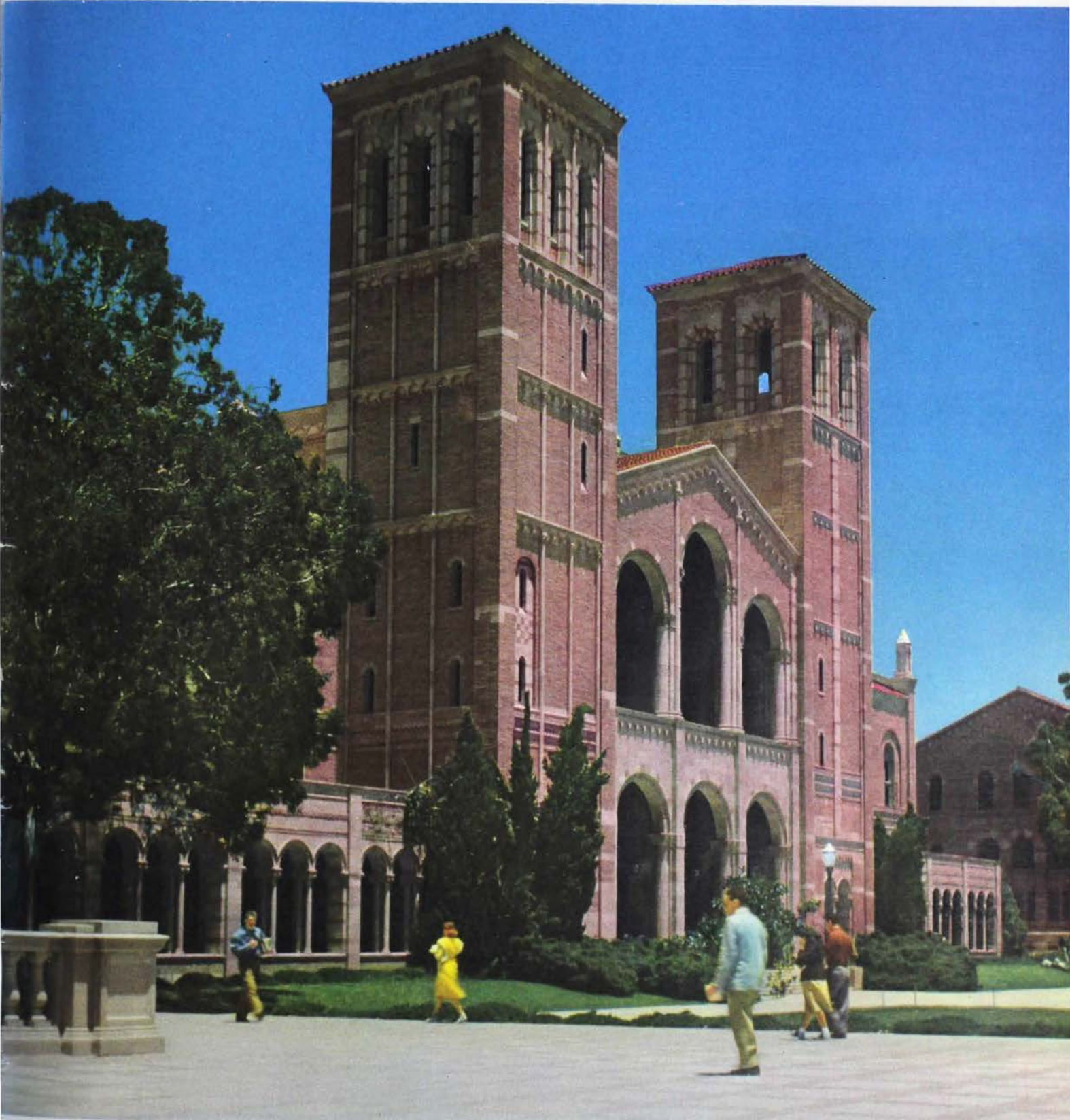


*The*

# DELTA SIG

O F D E L T A S I G M A P I



*Professional Business Administration Fraternity*

★ ★ F O U N D E D 1 9 0 7 ★ ★

**MARCH 1954**





# The International Fraternity of Delta Sigma Pi

Professional Commerce and Business Administration Fraternity

Delta Sigma Pi was founded at New York University, School of Commerce, Accounts and Finance, on November 7, 1907, by Alexander F. Makay, Alfred Moysello, Harold V. Jacobs and H. Albert Tienken. Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity 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.

## The Grand Council

**Grand President:** Robert G. Busse, *Beta Omicron—Rutgers*, 102 Southwick Drive, Windy Bush, Wilmington 3, Del.  
**Executive Director:** H. G. Wright, *Beta-Northwestern*, 222 West Adams Street, Chicago 6, Ill.  
**Executive Secretary:** J. D. Thomson, *Beta-Northwestern*, 222 West Adams Street, Chicago 6, Ill.  
**Eastern Region:** J. Harry Feltham, *Chi—Johns Hopkins*, Robert Garrett & Sons, Baltimore 3, Md.  
**Southeastern Region:** Homer T. Brewer, *Kappa—Georgia*, 808 Southern Railway Bldg., 99 Spring Street, S.W., Atlanta 3, Ga.  
**Central Region:** Robert O. Lewis, *Beta—Northwestern*, 515 Woodbine Ave., Oak Park, Ill.  
**Midwestern Region:** Henry C. Lucas, *Alpha Delta—Nebraska*, 408 S. 18th Street, Omaha, Neb.  
**Southwestern Region:** (Acting Director) Burrell C. Butler, Jr., *Beta Phi—Southern Methodist*, 7110 Pasadena, Dallas 14, Tex.  
**Western Region:** (Acting Director) Burrell C. Johnson, *Alpha Sigma—Alabama*, 116 Hampden Terrace, Alhambra, Calif.  
**Director of Alumni Activities:** Harry G. Hickey, *Alpha Nu—Denver*, 643 Olive Street, Denver, Colo.  
**Director of Business Education:** Dean George R. Esterly, *Iota—Kansas*, School of Business Administration, 18 Washington Place, Rutgers University, Newark, N.J.  
**Past Grand President:** Howard B. Johnson, *Kappa—Georgia*, Atlantic Steel Company, P.O. Box 1714, Atlanta 1, Ga.

## The Central Office

222 W. Adams Street, Chicago 6, Ill. Phone: RAndolph 6-6954  
**Executive Director:** H. G. Wright; **Executive Secretary:** J. D. Thomson  
**Staff Members:** Margaret E. Mench, A. Rose Lewis, Doreen B. Farrar and Joan M. Hillenbrand

## National Committees

### Executive Committee

**Chairman:** Robert G. Busse, *Beta Omicron—Rutgers*, 102 Southwick Drive, Windy Bush, Wilmington 3, Del.  
**Members:** George R. Esterly, *Iota*, School of Business Adm., Rutgers University, 18 Washington Pl., Newark 2, N.J.; John H. Feltham, *Chi*, Robert Garrett & Sons, South & Redwood Sts., Baltimore 3, Md.; Allen L. Fowler, *Beta Nu*, 1700 Sansom St., Philadelphia 3, Pa.; and John L. McKewen, *Chi*, Irving, McKewen & O'Connell, Mathieson Bldg., Baltimore 2, Md.

## Alumni Activities

**Chairman:** Frank A. Geraci, *Zeta*, 2539 N. Neva Ave., Chicago 35, Ill.  
**Members:** Wayne Showalter, *Beta Gamma*; Andrew P. Marincovich, *Phi*; James J. Moore, *Chi*; Marion W. Sprague, *Beta Upsilon*; and Franklin A. Tober, *Alpha Kappa*.

## Alumni Placing Service

**Chairman:** Henry C. Lucas, *Alpha Delta*, 408 S. 18th St., Omaha, Nebr.  
**Members:** John W. Lucas, *Nu*; Raymond A. Peter, *Beta Theta*; and Floyd E. Walsh, *Epsilon*.

## Life Membership

**Chairman:** Gerald M. Smith, *Alpha Epsilon*, 5808 Wooddale Ave., Minneapolis 10, Minn.  
**Members:** D. H. Chandler, *Gamma Iota*, Walter Franz, *Alpha Epsilon*, Michael B. Peceri, *Beta Xi*, and Dean Irvin, *Alpha Delta*.

## Nominations

**Chairman:** Rudolph Janzen, *Alpha Epsilon*, 5040 Juanita, Minneapolis, Minn.  
**Members:** Robert O. Hughes, *Beta Nu*; Howard B. Johnson, *Kappa—Georgia*.  
**Alternates:** Roy Tipton, *Gamma Zeta*, and John DuBay, *Chi*.

## Past Grand Presidents

\*W. N. Dean, *Alpha—New York* .. 1914  
 P. J. Warner, *Alpha—New York* .. 1914-1915  
 H. C. Cox, *Alpha—New York* .... 1915-1916  
 F. J. McGoldrick, *Alpha—New York* ..... 1916-1917  
 \*C. J. Ege, *Alpha—New York* .... 1917-1920  
 H. G. Wright, *Beta—Northwestern* .. 1920-1924  
 \*C. W. Fackler, *Epsilon-Iowa* ..... 1924-1926  
 H. O. Walther, *Psi—Wisconsin* .... 1926-1928  
 \*R. C. Schmidt, *Theta—Detroit* .... 1928-1930  
 E. L. Schujahn, *Psi—Wisconsin* .. 1930-1936  
 \*E. D. Milener, *Chi—Johns Hopkins* 1936-1939  
 J. L. McKewen, *Chi—Johns Hopkins* 1939-1945  
 K. B. White, *Gamma—Boston* ..... 1945-1947  
 A. L. Fowler, *Beta Nu—Pennsylvania* ..... 1947-1949  
 \*W. C. Sehm, *Alpha Epsilon—Minnesota* ..... 1949-1951  
 H. B. Johnson, *Kappa—Georgia* .... 1951-1953  
 \* Deceased

## Alumni Clubs

ALBUQUERQUE, New Mexico—Pres.: Warren E. Armstrong, 1002 Idlewild Lane, S.E. Albuquerque, N.M. Phone: 5-9110  
 ATLANTA, Georgia—Pres.: Earl T. Byers, 217 Eureka Dr., N.E., Atlanta, Ga. Phone: CH 7767  
 AUSTIN, Texas—Pres.: Joe K. Alexander, 308 W. 25th St., Austin, Tex. Phone: 7-3251  
 BALTIMORE, Maryland—Pres.: Paul C. Leroy, 1711-D Edgewood Road, Towson 4, Md.  
 BIRMINGHAM, Alabama—Pres.: Phillip W. Maffett, 217 Redwood St., Birmingham, Ala.  
 BOSTON, Massachusetts—Pres.: Henry Zani, 116 Clark Road, Needham, Mass.  
 BUFFALO, New York—Pres.: Roy L. Westenfelder, 40 Dartmouth Ave., Buffalo, N.Y. Phone: Parkside 1379  
 CHARLOTTE, North Carolina—Pres.: Leo Stillman, Jr., 1108 Ardsley Rd., Charlotte, N.C.  
 CHICAGO, Illinois—Pres.: Frank A. Geraci, 2539 N. Neva Ave., Chicago, Ill.  
 CLEVELAND, Ohio—Pres.: Robert W. Dickson, 10061 Lyden Oval, Parma Heights, Ohio.  
 COLUMBIA, South Carolina—Pres.: Robert D. Lanford, 3600 Coleman, Columbia, S.C. Phone: 2-5420  
 DALLAS, Texas—Pres.: Frank Young, 4315 Travis, Dallas, Tex.  
 DENVER, Colorado—Pres.: Harry G. Hickey, 643 Olive St., Denver, Colo. Phone: Dexter 6489  
 HOUSTON, Texas—Pres.: George B. Eagle, 420 W. 22nd St. Houston, Tex. Phone: TW 4176  
 KANSAS CITY, Missouri—Pres.: Donald N. Fulton, 6029 El Monte, Mission, Kan.  
 LINCOLN, Nebraska—Pres.: James S. Pittenger, Executive Office, State Capitol Bldg., Lincoln, Neb.  
 LOS ANGELES, California—Pres.: Andrew P. Marincovich, 1222 Trotwood Ave., San Pedro, Calif. Phone: Terminal 3-4541  
 MEMPHIS, Tenn.—Pres.: Oscar E. Reece, 1129 McEvers, Memphis, Tenn. Phone: 34-8201  
 MIAMI, Florida—Pres.: Louis Hall, 5210 N.W. 2nd St., Miami, Fla. Phone: 4-4321  
 MILWAUKEE, Wisconsin—Pres.: Don Riley, 551 N. 116th St., Milwaukee, Wis. Phone: GL 3-5973  
 NEW ORLEANS, Louisiana—Pres.: Marvin A. Clement, 7500 Richard St., New Orleans, La. Phone: 21-43569  
 NEW YORK, New York—Pres.: Clifford J. Milton, 9 East 193rd St., Bronx, N.Y. Phone: LU 4-6459  
 OMAHA, Nebraska—Pres.: Philip J. McCarthy, 5014 Webster St., Omaha, Neb.  
 PHILADELPHIA, Pennsylvania—Pres.: Robert O. Hughes, 6 Rutledge Ave., Rutledge, Pa.  
 SAN FRANCISCO, California—Pres.: Raymond P. Neal, 172 Meadowbrook Dr., San Francisco, Calif. Phone: LO 6-6627  
 ST. LOUIS, Missouri—Pres.: Joseph Jedicke, Jr., 2200 Sidney, St. Louis 4, Mo. Phone: SI 1545  
 TULSA, Oklahoma—Pres.: Ramon King, 1325 E. 49th St., Tulsa, Okla. Phone: 79370  
 TWIN CITIES, Minneapolis & St. Paul, Minnesota—Pres.: Robert L. Hughes, 6144 4th Ave., S., Minneapolis, Minn. Phone: PL 1568  
 WASHINGTON, D.C.—Pres.: Claude J. Desautels, 11822 Valleywood Drive, Silver Spring, Md. Phone: LOckwood 4-8227  
 DELTA SIGMA PI is a charter senior member of the Professional Interfraternity Conference, organized in 1928. The members of the Conference comprise: ARCHITECTURE, Alpha Rho Chi. CHEMISTRY, Alpha Chi Sigma. COMMERCE, Alpha Kappa Psi, Delta Sigma Pi. DENTISTRY, Alpha Omega, Delta Sigma Delta, Psi Omega, Xi Psi Phi. EDUCATION, Kappa Phi Kappa, Phi Delta Kappa, Phi Epsilon Kappa, Phi Sigma Pi. ENGINEERING, Theta Tau, Sigma Phi Delta. LAW, Gamma Eta Gamma, Delta Theta Phi, Sigma Delta Kappa, Phi Alpha Delta, Phi Beta Gamma, Phi Delta Phi. MEDICINE, Alpha Kappa Kappa, Theta Kappa Psi, Nu Sigma Nu, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Lambda Kappa, Phi Rho Sigma. PHARMACY, Kappa Psi, Rho Pi Phi.

## STUDENT LOANS

up to \$500 AVAILABLE

from the National Endowment  
 Fund. Write The Central Office  
 for Details.





## The Grand President's Column

THE HIGH POINT in the college year for many of you and for Delta Sigma Pi is now behind us, and we are headed down the home-stretch toward graduation for some or just the end of another term for others. December, January and February on college campuses might be termed the "Initiation Season" and for Delta Sigma Pi, it was one of the best. On behalf of the Grand Council, I extend to all of you who are our new brothers a warm fraternal welcome.



ROBERT G. BUSSE  
Rutgers-Beta Omicron  
Grand President

YOU HAVE JUST participated in a ceremony that can mean much in your life. The rewards can be many and great but they will only be realized to the fullest if you are willing to contribute without regard to the profit goal that is surely to come. What better way is there to become a citizen of influence in your community than to be a "Delta Sigma Pi" citizen to the core? This is a way to success in business and success in living. It can be your way, Deltasig.

MAYBE YOU WONDER sometimes, Deltasig, if it really is important to belong to a national organization, a large one like ours, with its efficiency and effectiveness of operation. Is it worth the extra cost, little extra that it is, to be a part of something big made up of many units working together in common purpose—each helping and encouraging the other to greater performance and perfection of service? Perhaps it has occurred to you at an odd moment that the democratic principles by which we, as Delta Sigma Pi Fraternity, live and are governed are not always as acceptable as we would like to have them, but we do accept them and grow, don't we?

THE SOURCE OF all this strength is, of course, in our ritual—it is the heart of the fraternity. The reasons for our being a national fraternity instead of just a local are here. The purpose for building and properly supporting a well integrated, adequately staffed executive organization is to guarantee the perpetuation of our ritual and the ideals embodied therein as well as to provide a central channel of communication for the fraternal friendships that make life more worth living for you and for me.

IT HAS BEEN SAID that any calling is great if greatly pursued. Men in business, in the professions, in all walks of life who are successful, exhibit a dedication of purpose that is unmistakable. Will you dare to find genuine pleasure in living and success of purpose by being a Deltasig with a mission? Your brothers have given you who have been newly elected the chance of a lifetime.

# THE DELTA SIG OF DELTA SIGMA PI

Volume XLIII

MARCH, 1954

Issue 3

### IN THIS ISSUE

	Page
The Grand President's Column .....	57
Plan to Attend a Regional Meeting .....	58
Detroit to be Scene of 20th Grand Chapter Congress .....	59
Exporting Business Know-How to Europe .....	60
Modern Structure Now Houses San Francisco State .....	62
With the Alumni the World Over .....	65
New Business Books .....	71
Among the Chapters .....	72
Directory of Chapters .....	88

### Our Cover

Pictured in full color on our cover is the University of California at Los Angeles. More commonly known by its initials "UCLA," it is an integral part of the University of California and the parent campus at Berkeley. Its 390-acre campus is situated on the lower south slope of the Santa Monica mountains, which overlook Hollywood and the western part of Los Angeles. Around 14,000 students are loyal "Uclans."

Established as the Los Angeles State Normal School in 1881, it became the Southern Branch of the University of California in 1919. In 1927 its junior college curriculum was expanded into a four year curriculum and the name was changed to its present one. Originally located in the heart of the metropolitan area, its roots and branches spread so rapidly that in 1941 the campus was moved to North Vermont Avenue and in 1948, to the present site in Westwood. Growing pains again assailed UCLA after World War II, when a \$38,000,000 expansion program got under way, which included the construction of a \$15,000,000 medical school and pertinent facilities and a law school building.

At the present time UCLA embodies several schools and colleges, including the Colleges of Letters and Science, Engineering, Applied Arts, Agriculture and Education, the Graduate Division, and Schools of Business Administration, Law, Medicine, and Nursing.

This is the 15th in our series of university campuses to be featured on the cover of The DELTASIG. The colorprint was furnished by the Union Pacific Railroad, whose cooperation is much appreciated.

H. G. WRIGHT, Editor J. D. THOMSON, Managing Editor

DOREEN B. FARRAR, Editorial Assistant

Postmaster: Please send copies returned under labels Form 3579 to Delta Sigma Pi, 222 West Adams Street, Chicago 6, Illinois

The DELTASIG of Delta Sigma Pi is published four times annually in the months of November, January, March, and May. Publication Office—450 Ahnaip Street, Menasha, Wisconsin. Editorial Office—222 W. Adams Street, Chicago 6, Illinois.

Subscription price: \$3 per year.

Entered as second class matter, December 24, 1931, at the post office at Menasha, Wisconsin, under the act of March 3, 1879. Acceptance for mailing at special rate of postage provided for in the Act of February 28, 1925, embodied in paragraph 4, Section 538, P. L. & R., 1932 edition. Printed in U.S.A.



# Make Your Plans Now To Attend A Regional Meeting

## Eastern Region

Babson, Boston, Buffalo, Georgetown, Johns Hopkins, Maryland, New York, Pennsylvania, Penn State, Rider, Rutgers-Beta Omicron, Rutgers-Beta Rho, St. Bonaventure, Temple, and Virginia.

**At Newark, New Jersey—Dates and Hotel not selected as yet**

Hosts—Beta Omicron and Beta Rho Chapters at Rutgers and the Newark Alumni Club

## Southeastern Region

Alabama, Alabama Poly, Florida, Florida State, Georgia-Kappa, Georgia-Pi, Kentucky, Memphis State, Miami, Mississippi, Mississippi Southern, Mississippi State, North Carolina, South Carolina, Tennessee, and Wake Forest.

**At Atlanta, Georgia—November 13-14—Hotel not selected as yet**

Hosts—Kappa Chapter at Georgia-Atlanta and the Atlanta Alumni Club

## Central Region

Cincinnati, DePaul, Detroit-Theta, Detroit-Gamma Rho, Illinois, Indiana, Kent State, Loyola, Marquette, Miami U., Michigan, Michigan State, Northwestern-Beta, Northwestern-Zeta, Ohio State, Ohio U., Wayne, Western Reserve, and Wisconsin.

**At Cincinnati, Ohio—September 10-12—Sheraton-Gibson**

Host—Alpha Theta Chapter at Cincinnati

## Midwestern Region

Colorado, Creighton, Denver, Drake, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Omaha, St. Louis, South Dakota, and Washington.

**At Des Moines, Iowa—October 8-10—Kirkwood Hotel**

Host—Alpha Iota Chapter at Drake

## Southwestern Region

Baylor, Louisiana State, Louisiana Tech, Oklahoma, Oklahoma A&M, Southern Methodist, Texas, Texas Tech, Texas Western, Tulane, and Tulsa.

**At Austin, Texas—September 10-12—Stephen F. Austin Hotel**

Host—Beta Kappa Chapter at Texas

## Western Region

Arizona, Arizona State, California, New Mexico, San Francisco, Santa Clara, Southern California, and Utah.

**At Los Angeles, California—Dates and Hotel not selected as yet**

Hosts—Phi Chapter at Southern California and the Los Angeles Alumni Club





# THE DELTASIG

OF DELTA SIGMA PI

Volume XLIII

MARCH, 1954

Issue 3

## Detroit to be the Scene of the 20th Grand Chapter Congress

**AFTER MUCH DELIBERATION** and a thorough investigation of the several possible locations for the 20th Grand Chapter Congress of Delta Sigma Pi, to be held in 1955, the Grand



HOTEL STATLER is the 20th Grand Chapter Congress Headquarters in Detroit.

HOTEL TULLER to be the scene of some of the 20th Grand Chapter Congress events.



Council unanimously voted in favor of Detroit, Michigan. The Hotel Statler has been selected as the headquarters hotel, with some of the undergraduates being housed and some of the meetings taking place at the Hotel Tuller, directly across the street from the Statler. The dates chosen are Wednesday, Thursday,

Friday and Saturday, August 31 through September 3, 1955. These dates precede Labor Day, which is September 5, and it is hoped that they will permit the attendance of many more alumni than usual. It should also be noted that the finale of the Grand Chapter Congress, which by custom has been the Grand Presidents' Dinner and the Ball, is scheduled for Saturday night, which the committee feels is also desirable from the standpoint of the many hundreds of alumni living in the Detroit area.

To date several organizational meetings have been held by the 20th Grand Chapter Congress Committee under the direction of Brother Fred Tyson, the Director of the Michigan District of Delta Sigma Pi. Each of our Michigan Chapters, Theta at Detroit, Xi at Michigan, Gamma Theta at Wayne, Gamma Kappa at Michigan State, and Gamma Rho at Detroit, now have alumni associations in the city of Detroit, and each of these associations has selected representatives, which in turn make up the nucleus of the 20th Grand Chapter Congress Committee.

Although still in the talking stage, there are many ideas afoot to make this Grand Chapter Congress even greater than Denver, Dallas, Baltimore, or for that matter, any previous Grand Chapter Congress. With its automobile industry, many unusual museums, parks, and recreational facilities, Detroit offers great possibilities for a widely diversified Grand Chapter Congress program.

Not since the 11th in Chicago in 1933 has a Grand Chapter Congress been held in what is approximately the geographic center of the fraternity, therefore it is extremely difficult to even estimate the number of members who will find it convenient to attend. It is safe to say, however, that this one will exceed all previous attendance records and the committee is making their plans on this premise. Adequate housing has been arranged at both the Statler and Tuller hotels, with special dormitory style accommodations and comparable rates at the Tuller for the undergraduates who prefer to stay in groups. Most of the events will be held in the Statler Hotel and the registration will be conducted there. However, several meetings and a luncheon are planned at the Hotel Tuller, so no matter which hotel you select, you will be right in the heart of the activities of the Grand Chapter Congress.

Watch for further announcements in The DELTASIG and other fraternity publications as the program is developed, and start now to make your plans to attend our 20th Grand Chapter Congress in Detroit, August 31 through September 3, 1955.



# Exporting Business Know-How to Europe

By Walter H. Carpenter, Gamma Upsilon Chapter  
Director of Research, Babson Institute

IT GIVES ME GREAT PLEASURE to discuss a problem being faced by the Board of Research at Babson Institute. For several years now, our Board of Research has been writing special reports in the business management field for businessmen in the NATO countries. This work is part of the aid currently being administered by the Foreign Operations Administration in Washington. As you may know, the Foreign Aid Program has included three general types of assistance; military aid, direct economic aid, such as food, clothing, equipment, etc., and technical assistance. In summary, the theory of this Foreign Aid Program has been to build up the NATO armies through effective military assistance and to start economic development through furnishing goods and services, and finally, to develop the ability of these countries to become self-reliant through technical assistance.

Technical assistance is aimed to achieve this self-reliance because it helps the countries to develop productivity, thus making both military and direct economic aid unnecessary. The technical assistance program actually has two broad divisions; one deals with assistance in terms of engineering and the strictly technical aspects of production, and the other concerns assistance given to develop managerial competence and know-how. Babson Institute has been concerned with a small part of this general effort in the business administrative field. We have been writing reports to European businessmen on problems which they have submitted through the Question and Answer Service.

Last summer, both the Foreign Operations Administration and the European agency which is set up to administer the program for the Europeans decided that a follow-up study should be conducted to ascertain how effective this assistance has been and to study the special problems involved in this kind of development. Babson Institute sent a team of two men to Europe, of which I was one, for the purpose of interviewing the businessmen for whom we had written reports. The results of our interviews of over 100 businessmen in Germany and Austria, the countries which used our services to the greatest degree, were most heartening because they showed that in 75 per cent of the cases we had been able to be of recognizable and significant help. The effectiveness of our service, we found, can certainly be increased by the lessons we learned this summer and thus we can produce more effective aid for each dollar which may be contributed to the support of this program. The interesting thing about our phase of the program is that the European businessmen make a small contribution themselves to some of the work which is being done so that actually this technical assistance is jointly supported by the United States and the NATO countries.

I would like to discuss some of the special problems in German and Austrian business management which we unearthed in our research this summer. Before I go into some of these points, I would like to have you be aware of the fact that we are sending material to a different economic environment than our own. This is an environment which has been rocked by two world wars and has suffered the aftermath which inevitably follows world-wide destruction. Furthermore, both these economies are small in comparison to our own and hence changes which affect the entrance or egress of firms in industry have a more marked impact upon the economy than a similar occurrence in our own.

The number one problem in Europe today as we saw it is the distribution of goods. Germany has made a phenomenal production recovery and she is today one of the strongest and most healthy nations, both economically and politically, on the European continent. The standard of living is relatively high and the stores are stocked with a fine quantity of goods. Yet this phenomenal recovery of Germany, productivity-wise, seems to us to be headed for serious difficulty as the rather peculiar distribution channels and concepts of pricing manage to slow down the distribution of this greater quantity of goods. Oftentimes we hear that Europeans would like to trade rather than to receive aid, and this is undoubtedly true. Nevertheless, we felt very strongly that Europeans should cultivate their own domestic markets rather than stressing a reliance upon export markets. A few examples of situations into which we ran will suffice to demonstrate this point.

We had quite a conversation with several people who were concerned with the development of self-service stores in Germany. This device of marketing food has received impetus during the past year as a result of the forward-looking ideas and plans of the German Productivity Center, the German Government Office concerned with helping to increase productivity within Western Germany. When we noticed this marked increase in the use of self-service stores and the interest in modern and fast merchandising methods, we inquired about the relative price level between the so-called self-service store and the small, regular food outlet. The comment we received was most surprising. "Why, the prices are exactly the same." After recovering from this rather surprising shock, we asked why prices had remained the same. This was largely asked on the strength of the fact that we anticipated lower overhead and larger quantity of buying which in turn would enable an increased volume through lower prices. The answer we received was most interesting. "Why should prices be reduced? Doesn't the consumer have the convenience of self-service?"

This was a most surprising concept because the German group felt that the self-service store was new and therefore did not require the passing on of lower costs and lower overhead to the consumer through lowering prices. In general, we find in Europe, and not just in Germany, a fundamental skepticism of our own renowned theory of making more money from larger and larger volume effected by lowering the price to reach the mass market. In many cases the Europeans do not believe that a mass market exists and in other cases they feel content to make present profits without the capital risks involved in building larger plants with the inevitable expansion of management's problems.

As you can see, this skepticism regarding the effectiveness of price reduction and the ultimate benefit which quantity food sales at lower prices can produce emerges largely from the general attitude toward competition in business. The aggressive promoter and the aggressive pricer are looked upon as renegades in these small economies because they force out the inefficient firm. In a small economy the loss of even a single firm can have greater proportionate influence on the nation than in the United States.

While we are on the subject of distribution, you might be interested to know something about European concepts concerning advertising and sales promotion. We were discussing with an Austrian company the utilization of some of the adver-



tising ideas which we had exported to his firm. He was much impressed with these ideas, but pointed out that in the present Austrian economy he thought considerable difficulty would be heaped upon his firm whenever he tried to carry them out. He was convinced that the ideas would result in increased sales of his product, but these increased sales would disturb the arrangements which the managements of the various firms had already made regarding the percentage of the market which should go to each company.

Of course, one would conclude that there is a little use in exporting advertising ideas into an environment which is so satisfied with the so-called cartel organization. However, the fear that competition results in economic chaos must be dispelled somehow before effective distribution of products can be accomplished. Therefore, the mission of some of these advertising reports which we have written is to demonstrate how survival is possible and to show the effective stimulation of the market which can be accomplished both in the primary sense and in the secondary sense.

In another situation in Germany, we attempted to assist the clothing industry in obtaining consumer acceptance of their products through product certifying agencies similar to the Seals of *Good Housekeeping Magazine* and *Parents' Magazine*. The Association of German Clothing Manufacturers was interested in combating the distrust which the German consumer has for clothing manufacturers. This distrust originated from the days of the Nazi regime when a large number of substitute fabrics were used in supposedly high-quality suits. The German Association was surprised at the fact that a United States company would advertise the acceptance of its product by one of these certifying agencies and thus help to promote its own sales. Aggressiveness of this type was, at first, regarded as brazen and undignified. However, when the American use of a product certification was explained, the Association was extremely interested in the fact that this medium could be used to promote sales.

These incidents related to distribution and market promotion could be multiplied several times. They indicate a rather general condition in Europe regarding sales of manufactured products. First, the manufacturer in Europe usually does not possess very much control over the end market for his products. He leaves the sale of his goods up to the middleman or the retail outlet and therefore is pretty much at the mercy of both these people. Second, advertising in Germany and Austria is different than in the United States because the media used are entirely dissimilar. For instance, the German does not rely heavily upon magazine or newspaper advertising, but must concentrate upon outdoor, radio and other types of media. Both countries place a heavy reliance upon middlemen who have become the principal distribution specialists. Lastly, both countries fear competition, Austria much more than Germany, and hence are particularly sensitive to fluctuations of prices which may bring goods into a mass market and perhaps squeeze out some of the marginal producers.

Our job, then, in exporting business know-how regarding the subject of distribution is to demonstrate the effectiveness of advertising in the initiative which manufacturers can exert to gain a greater control over the market which they serve. Also, our job is to demonstrate how aggressive marketing and astute pricing can open new market vistas within the domestic economy.

This distribution behavior is reflected in the ability to introduce new products. A case in point may serve to illustrate this matter. In talking to an Austrian executive, the question was raised about the utilization of excess capacity found in the Austrian paper industry. It was suggested that some new paper products might well be developed to utilize the existing capacity and to help the industry to grow. It was suggested that paper towels was one item which could be put to good use in Austria.

It was pointed out to this executive that paper towels were badly needed in such places as public lavatories and in the home. We were told that our suggestion was impossible inasmuch as the Austrian people did not use paper towels and hence the idea was impractical. Naturally, the rejoinder was to explain how paper towels had been launched in the United States and how the people were educated to their use. This seemed to the Austrian executive to be a little bit aggressive and false in its dignity. Nevertheless, he agreed to take the matter under advisement to ascertain whether or not he could get the cooperation of the industry on this matter.

In the human relations field in both countries, we found that there is a wide gap which is largely social in nature between management and the worker. In Germany a brand new experiment is being tried wherein the Federal Government has passed a law requiring worker representation in the determination of certain specified matters of management policy. This is being carried out, naturally, but thus far the relationship is considerably strained due to the long heritage of distance between superior and subordinate. I noticed in many German business organizations that assistants are often utilized merely as leg men and not idea men. One gets the impression that management ideas are centralized at the top level and very little effort is exerted to have the lower levels of management contribute to the development of significant company policies or programs other than the technical area.

In our talks with a specialist in Germany on this subject, he stressed the necessity of explaining the principles behind much of our personnel management techniques and our industrial relation policies inasmuch as they really represent new thinking to a vast number of business management leaders in his country. The same situation holds true in Austria and exactly the same type of education is necessary in order to perfect a higher productivity through increased morale and job interest.

In the area of industrial management, we were impressed by the fact that many opportunities exist in European factories for improving productivity through the use of simple jigs and fixtures. We discovered that in the Austrian hosiery industry, for instance, the simple style of stocking produced enabled the Austrian firm to outstrip American firms in the initial phases of the production process, but the comparative analysis showed a high degree of inefficiency in the Austrian firm whenever an operation involving materials handling appeared. In one case, particularly, I remember the fact that the American industry was able to turn stockings at a much faster rate than the Austrian. Upon examining the Austrian method of turning stockings, I noticed that it was done entirely by hand without the aid of any jig or fixture which is customary in the American industry. Materials handling in general is a subject in industrial management which needs much thought and development in both these two countries.

Our visit to this particular Austrian hosiery firm was most interesting because the factory was located in the Russian zone, and we were required to drive down the main highway connecting Vienna and the American zone and make a turn off that highway to visit this particular plant. The plant had been careful to have its main offices located in the American sector in Vienna which office, in the meantime, handled all the financial affairs so that if the factory should be confiscated by the Russians, the main operating funds would not be destroyed. It was indeed exciting and interesting to drive past Russian emissaries in this country. They were generally expressionless, sloppily dressed and obviously appeared to be ominous in their attitude. Whether or not this last conclusion is justified cannot be supported by any interviews with these soldiers. Perhaps I was a victim of our own propaganda in looking at them, but I certainly was impressed with the apparent seriousness with which the Russians took to their occupation duties.

*(Continued on page 64)*





## Modern Structure Now Houses San Francisco State's School of World Business

By Wayne Mackenzie Stevens, Chi Chapter  
Director of the School of World Business

**E**MERGING FROM ITS OUTWORN DOWNTOWN QUARTERS, this rapidly growing state college has just moved into its new \$12,000,000 campus near the shores of the Pacific Ocean and Lake Merced. Its three-quarter million dollar business building will have the latest and most complete equipment by the time of the official dedication next fall. The pictures accompanying this article illustrate this plant now in its unfinished form. Audio-visual equipment of latest design will bring every area of the world to its students, modern business machines will teach practical business methods, and marketing-merchandising displays will bring to world business students the products and technology of every nation. Commodity studies are emphasized, as illustrated in the displays shown here.

Brick and mortar, glass and equipment do not make a college, however, no matter how generous the State has been with the 6,000 men and women that now constitute the student body. The excellence of training depends on the faculty. In this case, the business and cultural advantages of San Francisco, the delightful year-round climate, and a better-than-average financial arrangement has enabled the College's dearly beloved President J. Paul Leonard, to assemble in the School of World Business a faculty with outstanding practical executive business experience as well as sound academic background.

The faculty of the School of World Business and Division of Business is headed by Dr. Wayne Mackenzie Stevens, Director of the School, Chairman of the Board of the World Investment and Trade Corporation, and Life Member of Delta Sigma Pi. His experience as president of an international distributing organization, as director of a \$125,000,000 E.C.A. program, as State Department Foreign Service Officer and as adviser with four foreign governments has taken him repeatedly to every area in the free world and provided a *practical* knowledge of many facets of world business and economic potentialities.

The work in marketing and market research is headed up by Dr. John Schneider, former chief Economic Advisor of the

American Food Mission to Peru, manager of the California Prune Marketing Program, and economic consultant with the Foreign Economic Administration in Cairo. He will spend all of next year in Europe, investigating marketing and merchandising techniques and measures for increasing American imports from that area.

Frank R. J. Gerard, formerly manager of the J. Walter Thompson Company Advertising Agency in India, and with wide executive experience in China, Japan, and Canada, directs seminars in export advertising, foreign sales management, and the practical procedures of export and import trade.

Dr. Leon A. Mears, an engineer with wide experience in the Far East and in Latin America, directs the work in production management and world resources. He has recently completed a comparative study of industrial raw materials production in Venezuela, Saudi Arabia, and Puerto Rico, and is now developing a complete curricula in production methods for underdeveloped areas in cooperation with the industrial arts department of the College.

Dr. Jozo Tomasevich, formerly with the National Bank of Yugoslavia, and the Federal Reserve Bank of San Francisco, directs the training in international finance and European economic problems. Dr. Leonard Ascher, formerly with the War Production Board, and author of several books on finance, directs the seminars on corporation finance and investments.

World commodities, textiles, and supervised work experience is under the direction of Dr. David Potter, commodity specialist and former buyer and merchandise manager of Arnold Constable, Saks Fifth Avenue, and Bonwit Teller, New York.

Dr. George Feliz directs training in labor relations and statistics; George Stenberg, C.P.A. heads up the work in accounting; and Leo McClatchy, LLB and member of the California Bar, handles business law and special seminars on international taxation, accounting and legal problems.

Dr. Joseph DeBrum, formerly with SCAP Tokyo, directs the

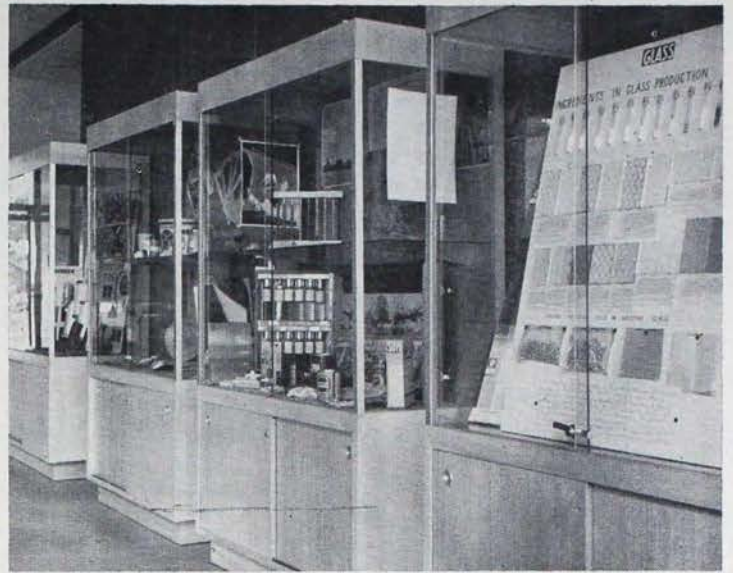


work in business education; Dr. George Madison, office management and office machines; M. A. Cremer, M.F.S. Georgetown, international transportation and traffic management.

Dr. Donald Castleberry, former executive with American Red Cross in Poland and Russia (chairman, social science), Dr. Walter Hacker, formerly of the Geographic Institute of Vienna (Geography), Dr. Thomas Lantos, of Budapest and Paris and formerly economist with the Bank of America (Europe), Dr. Roy Cave (economics), Dr. Floyd Cave (political science), Dr. Paul Ashby (public administration), Dr. Elias Arnesen (chairman, humanities), Dr. Alfred Fisk (comparative philosophy), and Dr. George Gibson (history) direct related training of great value to world business students. All modern languages are provided for, with more than 60 courses taught with modern audio-visual equipment and teaching methods.

The usual business administration courses common to all collegiate schools of business are taught, 102 courses in the junior, senior, and graduate years, with concentrations, respectively, in (a) marketing, (b) finance, (c) accounting, (d) production management, (e) personnel relations, (f) business education, (g) executive secretarial and office management, (h) general business, and (i) combination curricula designed for chemical and other specialized industries, in which generous utilization is made of chemistry, industrial arts, graphic arts, or other subjects taught in other divisions of the college.

The 33 specialized courses in world business, however, go much further into every aspect of foreign business development and operation than the courses in foreign commerce, exporting, importing, and similar foreign trade courses offered at most other collegiate institutions. In addition to the general world business curriculum, two types of concentration are available: (a) area concentration and (b) subject concentra-



EXHIBITS AND DISPLAY of educational materials shown here are used for teaching enrichment and collaboration with the business community.

tion. A student may specialize in (A) Latin America; (B) Asia-Far East; (C) Africa-Middle East; or (D) Europe. Subject concentration curricula in world business are now available in (A) foreign marketing; (B) production; and (C) accounting and finance.

Two features of the School of World Business are unique, namely the (a) Field studies in foreign business analysis and development, and (b) Supervised work experience programs.

#### Field Studies in Foreign Business Analysis and Development

The three courses offered, primarily for graduate students, are designed to provide practical training and field experience in market analysis, sales development, and business promotion in specific foreign markets, under the direction of a faculty member who is an experienced foreign department manager. These courses serve the same practical purpose for the student of business as the chemistry laboratory for the student of chemistry or the hospital internship for the student of medicine.

These world business management courses are particularly designed for (a) executives who are now employed in business, banking, commercial, or governmental organizations con-



STUDENTS DESCENDING this staircase will look through vast window at tall trees and rolling hills.



THE CLOSE RELATIONSHIPS between faculty and students are illustrated in this picture of Dr. Stevens with two Asian students.



cerned with foreign trade or business development; (b) executives or prospective executives of manufacturers, investment houses, importers, exporters, or engineering organizations who would like to extend foreign business of the concerns with which they are associated; and (c) graduates of technical, engineering, or business administration institutions seeking practical world business experience and training as additional preparation for business or governmental executive responsibilities.

The following markets are to be visited by trainee-executives of cooperating employers during 1954 with a college credit of 3 units for each group of countries shown for which the assigned reading, exploration, conferences and reports are satisfactorily completed:

*Far Eastern Field Studies:* Japan, Formosa, Hong Kong, Philippines, Thailand, Singapore, Indonesia, Ceylon, India, Kashmir, and Pakistan.

*Middle Eastern Field Studies:* Afghanistan, Iraq, Syria, Lebanon, Jordan, Egypt, and Turkey.

*European Field Studies:* Yugoslavia, Greece, Italy, Switzerland, Austria, Germany, France, Belgium, Holland, Denmark, Finland, Sweden, Norway, Great Britain, and/or Iceland (or agreed selections from the foregoing).

### The Supervised Work Experience Program

The work experience in the supervised program combines classroom study with a part-time job. This plan is based on the principle that theory and practice should be taught together. It offers part-time employment fitted to the student's major area of study. In this way, he can make the adjustment between college and his future occupational choice.

Employers are encouraged to select staff members in the junior year, so that a student's program can be tailored to fit

his future needs with the particular employer. Such students then work part time in the employer's office, learning the business while they earn their way. These opportunities are facilitated by the extensive program of classes, which runs from 8:00 A.M. to nearly 10:00 P.M.

The program is available for any phase of domestic or international business for which satisfactory arrangements for a qualifying position is available with a San Francisco Bay Area employer. It is very carefully supervised by a member of the faculty who maintains careful liaison with employee's superiors and sees to it that collateral readings, analyses, and periodical reports to the work experience seminar are worthy of the college credit (not to exceed 6 units) which is provided for satisfactory work.

### Other Relations With The Business Community

The School of World Business is particularly fortunate in enjoying a very close relationship with the business community of the Bay Area and the sponsorship of the San Francisco Chamber of Commerce. The Board of Associates of the School includes some of the outstanding business leaders of the West Coast.

There is also a Technical Advisory Board composed of executives of firms engaged in international business operations. These men work closely with the school and assure practical application of the teaching program to current business procedures. Some of the business firms who sponsor the school's work have initiated a scholarship program. The Bank of America, for instance, has selected promising junior executives from its Japanese and Philippine offices and sent them to the School of World Business with all expenses paid for a year's study.

## Exporting Business Know-How to Europe

*(Continued from page 61)*

In the final analysis the job of exporting business know-how to Europe is a matter of transplanting the basic theories which have proved themselves here. This does not mean that we are to transplant the same techniques as well. In the personnel, distribution and finance fields, it is highly necessary that useful principles be conveyed and that the people in the native countries adapt these principles to the practical limits of their own culture and economic structure. However, we noted from our study the urgent need for action along several management fronts.

The most urgent training problem we see in Europe now concerns the question of distribution. The next most urgent problem is the field of human relations and the development of more productivity through higher morale. The industrial management field needs careful study in the use of simple jigs and fixtures and materials handling techniques and procedures. In general, the coordination of increased effort to distribute more products to a larger and larger segment of the population and the increased production emerging from improvements in factory management and human relations is a vital necessity. For if this coordination is not achieved and the inevitable economic reaction hits Europe, the communists stand ready to feed upon a population which is confused over the apparent failures of an enterprising economy functioning in a democracy.

We must remember that the average European prizes security very highly. You would also if you had suffered the destruction of your home and savings by war, not once but twice, during the first half of a century. Still, we met few people indeed who

were not loyal to the Free World and fearful of Russia and antagonistic to its ideals. Today, Western Germany, for example, is solidly behind the Adenauer regime and has, probably, the most stable government in Europe. Nevertheless, we should not run the risk in this country or in any other European nation of the ravages of economic suffering which accompany a sharp business reaction. Say all you want about letting Europe care for itself, but when you see the proximity of Russian troops to Western Germany and their presence in Austria, you must face the reality that healthy, growing economies in these countries are a cornerstone of American foreign policy and defense.

Those who oppose foreign aid quite properly present the realities of American financial limitations. It is axiomatic that we cannot continue to build up Europe and destroy the financial health of our own country. Consequently, we are concentrating on the immediate problems and laying the foundations for the self-help which will assist these countries to develop under their own power. This is the reason for the present administration's support of direct military aid where necessary to build up the NATO armies and its support of technical assistance to continue productivity growth. The development which has already occurred in Europe has made direct economic aid less important than in former years.

I would like to conclude on the note that we should be proud of the record in technical assistance and that we should make every effort to capitalize on our experience to perfect it and to adapt it to help the Europeans to solve the technical and business problems which will and have already emerged from an expanding power to produce. Like any other training program, it takes time and results are hard to measure. With logical program development modified according to an adequate appraisal of results, we can be effective supporters of growth in the free world.





WITH THE

ALUMNI

THE WORLD OVER

## Colorado Welcomes Duncan as Dean

DELBERT J. DUNCAN, Colorado, newly appointed dean of the School of Business Administration, returned to the campus at the University of Colorado in September, 1953, after 23 years of teaching in several other universities throughout the country.

Brother Duncan, a charter member of Alpha Rho Chapter and the chapter's first sponsor, first came to the University of Colorado in September, 1924, and in 1930 went to Northwestern University as professor of marketing. He remained there until 1946 and then moved to Cornell University, in the same capacity. In 1951 he went to the University of California, where he likewise taught marketing.

Alpha Rho Chapter feels fortunate to have Brother Duncan back in their midst again and Delta Sigma Pi is particularly proud to hail the return of one of its charter chapter members as dean of the college at which he first joined our fraternity.—CARL JACOBS

## MEMPHIS

THE MEMPHIS ALUMNI CLUB enjoyed a visit from Brother Jim Thomson from the Central Office on December 6, when the alumni ritual team performed the initiation ceremony for the Gamma Zeta Chapter of Memphis State College. The occasion was climaxed by a banquet given by the chapter in honor of the new members. Brother Thomson was guest of honor and made a fine talk, which could not help but inspire all who have even the faintest interest in Delta Sigma Pi. From our point of view the event was a grand success and the Memphis Alumni Club is looking forward to the time when the chapter again may invite our ritual team to do the honors.

December is the traditional month of holiday festivities and gaiety and the Memphis Alumni Club joined in the mood of the times with a "hang-up" holiday dance held at the Theatrical Arts Club, December 11. This event was not only a most enjoyable occasion of renewing old friendships with our brothers and wives but was a financial success as well, putting additional money in the treasury after all details of the dance were covered.

The dance served also as a fitting tribute to the successful climax of another fund-raising project. The alumni club successfully sold Christmas cards during the past season and added considerable revenue to the treasury.

Announcement for forthcoming events include a formal discussion of the "Elements of Income Tax" by one of our accountants, Brother George Neal, at our February Meeting. This timely topic is expected to ease the headache for many of our brothers at this time of year.—ED REECE

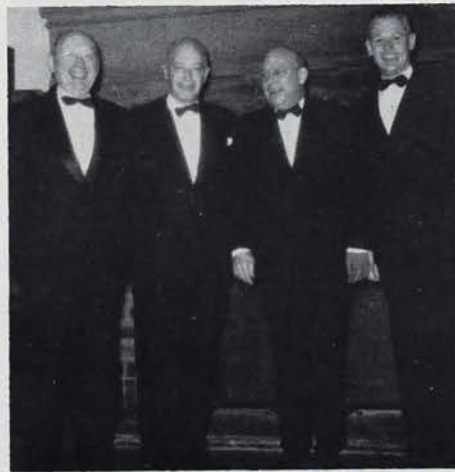
## BUFFALO

THE BUFFALO ALUMNI CLUB had a joint celebration of Founders' Day with the Alpha Kappa Chapter at the Hotel Westbrook. This was the best attended function since the annual summer sailing party and dinner at the Olcott Beach Yacht Club. Charlie Atkinson, *Northwestern-Beta*, has been most generous, as his 40-foot sloop, "The Louise," made several cruises that day on beautiful Lake Ontario with a full crew of Deltasigs and "Captain Charlie" at the helm. We consider that party as the club's outstanding sport event of the year.

To further facilitate a growing alumni club, we have the mailing list of our 125 members on addressograph plates. Plans are being formulated for a gala party for the alumni and their ladies on February 26.

We of the Buffalo Alumni Club are still striving through the Alpha Kappa House Corporation to establish a fraternity house for the continuing growth of the fraternity in this area.

Our monthly luncheon meetings have been resumed on the first Monday of each month. They are held in a centrally located, downtown Buffalo restaurant or club. We extend a cordial invitation to our visiting brothers to attend these luncheons at 12:10 P.M. If you are in the Western New York area and can attend our luncheons, please call any of the following officers: Robert M. Barnes, secretary, phone: CL 5880; Norman E. Oaklan, vice-president, phone: CL 5880; John M. A. Sorrentino, treasurer, phone: MO 7977; Roy L. Westenfelder, president, phone: CL 5850.—ROBERT M. BARNES



NATIONAL OFFICERS of Delta Sigma Pi were honor guests at the Founders' Day Formal Dance given by Beta Omicron Chapter at Rutgers University. Left to right: J. Harry Feltham, Director of the Eastern Region; George R. Esterly, Director of Business Education; John L. McKewen, Executive Committee member; and Robert G. Busse, Grand President.

## Schujahn to Head Canadian General Mills

ON DECEMBER 30, 1953, General Mills announced its plans to enter the Canadian market, and the appointment of E. L. Schujahn, its vice-president, to head the proposed Canadian subsidiary with headquarters in Toronto.

Brother Schujahn, *Wisconsin*, a charter member of our Psi Chapter, has had a long record of service in Delta Sigma Pi, as well as General Mills. From 1930 to 1936 he served as our Grand President and has since contributed in numerous capacities to the progress and success of our fraternity. Most recently he was elected to the Board of Directors of the Delta Sigma Pi Educational Foundation.

Aside from our fraternal pride in the appointment of a Deltasig to this important post, we believe the news is of major significance in the business field. "We look on Canada as a growing and vital economy in which General Mills is proud to have a part," said President Charles Bell, in making the announcement. The operations will begin with the company's grocery products line.

Brother Schujahn tells us that it will take some months to build their new plant in Toronto and meanwhile he will be getting an organization together, doing all the things that go with starting a brand new business from the ground up.

## BOSTON

THE BOSTON ALUMNI CLUB started its 1953-1954 season with a Founders' Day banquet, which was held on November 17, 1953, at the Hotel Beaconsfield. The meeting was a success in many ways. In addition to the alumni club members, we were pleased to see representatives from the undergraduate chapters at Babson Institute and Boston University present there.

We were fortunate indeed to have two featured speakers at our meeting. J. William Schulze, vice-president of the Bath Iron Works, Bath, Me., reminisced very interestingly of his early days at Alpha Chapter, during which time he was in on the groundwork of forming the fraternity. His story of an early acquaintance with the founders of our fraternity and the initial hardships which they faced in getting our fraternity started were very enlightening. The second speaker, Brother Walter Carpenter, chairman of the Department of Labor at Babson Institute of Business Administration, gave us a very informative and noteworthy talk on "Exporting Business Know-How To Europe." Both talks were very well received by the brothers who were present.

We are planning on holding a combination dinner and business meeting on January 28, 1954. The meeting will be held at Warmuth's, a well-known Boston restaurant. We hope to



be able to complete the passage of our new by-laws at this coming meeting. Our by-laws committee, which is composed of Brothers Harrington, Spurr and Merrill, have been working on a new set of by-laws for the Boston Alumni Club since early fall.

One of the main objectives of the Boston Alumni Club for this year has been to activate many of the members in our area who have drifted away from active participation in fraternity matters. There are almost 400 Deltas in the Boston area, many of whom we feel will actively participate if the fraternity does a good job of selling itself to them. To this end, the Boston Alumni Club has started a personal telephone campaign, by which we hope to contact as many members as possible by telephone.—HENRY P. ZANI

## THE CENTRAL OFFICE REGISTER

THE FOLLOWING MEMBERS of Delta Sigma Pi have visited The Central Office since the last issue of the DELTASIG.

RAYMOND NAUJOKAS, *De Paul*, Chicago, Ill.; GAYLORD RIPLEY, *Beta-Northwestern*, Chicago, Ill.; ROBERT POMORSKI, *De Paul*, Chicago, Ill.; CLAIRE MORRISON, *De Paul*, Chicago, Ill.; JAMES MATSON, *Nebraska*, Des Plaines, Ill.; HAROLD HESSELTINE, *Nebraska*, Chicago, Ill.; LARRY WILKAS, *De Paul*, Chicago, Ill.; JOHN BALLOU, *Zeta-Northwestern*, Springfield, Ill.; ROBERT KING, *Rider*, Chicago, Ill.; ROYAL ANDERSON, *Denver*, Kansas City, Kans.; ROBERT LATOUSEK, *Loyola*, Chicago, Ill.; CHARLES D'AMBROSIO, *Loyola*, Chicago, Ill.; CARL WEED, Jr., *Temple*, Glenside, Pa.; PETER FOX, Jr., *Loyola*, Chicago, Ill.; STANLEY RUSSELL, *Beta-Northwestern*, Chicago, Ill.; JOHN WATSON, *DePaul*, Chicago, Ill.; WILLIAM GALES, *De Paul*, Chicago, Ill.; H. R. HART, *Beta-Northwestern*, Chicago, Ill.; HOWARD GRAY, *Iowa*, Gainesville, Fla.; HENRY GEE, *Beta-Northwestern*, Chicago, Ill.; ROY CHELLMAN, *Beta-Northwestern*, Los Angeles, Calif.; RAYMOND BOYE, *Beta-Northwestern*, Chicago, Ill.; RONALD ADE, *Beta-Northwestern*, Chicago, Ill.; EARL FRAWLEY, *Loyola*, Evanston, Ill.; KENNETH MCQUIGG, *Beta-Northwestern*, Chicago, Ill.; ARTHUR MERTZKE, *De Paul*, Chicago, Ill.; MAXIE BROOKS, *Texas Tech*, San Antonio, Tex.; RICHARD PITERA, *De Paul*, Harwood Heights, Ill.; WALTER NOBLE, *Loyola*, Chicago, Ill.; CHARLES STEFANI, *Beta-Northwestern*, Chicago, Ill.; MATTHEW PARRY, *Temple*, Pittsburgh, Pa.; JOHN THOMAS, *De Paul*, Chicago, Ill.; W. FRANK TAYLOR, *South Carolina*, Columbia, S.C.; SAM DENMARK, *Georgia-Kappa*, East Point, Ga.

WILLIAM LEAHY, *Marquette*, Glencoe, Ill.; CHARLES CAMACHO, *Beta-Northwestern*, Chicago, Ill.; LEROY DOLACINSKI, *Loyola*, Chicago, Ill.; ROBERT SHERRY, *Loyola*, Chicago, Ill.; MICHAEL McDONNELL, *DePaul*, Chicago, Ill.; ROBERT SCHUBERT, *DePaul*, Chicago, Ill.; HENRY SWARTZ, *DePaul*, Chicago, Ill.; ALEX GIANNONI, *DePaul*, Chicago, Ill.; RICHARD O'RESKIE, *Loyola*, Chicago, Ill.; WALTER NOBLE, *Loyola*, Chicago, Ill.; JOEL LECUYER, *Loyola*, Chicago, Ill.; LARRY WILKAS, *DePaul*, Chicago, Ill.; JOSEPH PASTORE, *DePaul*, Chicago, Ill.; JAMES MURPHY, *DePaul*, Chicago, Ill.; JOHN POKORNEY, *Beta-Northwestern*, Chicago, Ill.; JAMES CLEARY, *Loyola*, Chicago, Ill.; JOSEPH HUGHES, *DePaul*, Roanoke, Va.; DONALD FREELAND, *Texas Western*, El Paso, Tex.; FRANK DIMARTINO, *Loyola*, Chicago, Ill.; E. L. SCHUJAHN, *Wisconsin*, Minneapolis, Minn.; JOHN WATSON, *DePaul*, Chicago, Ill.; GEORGE ALEXANDER, *DePaul*, Chicago, Ill.; F. G. THOMAS, *Michigan*, Covington, Ky.; FRANK SCHLECK, *Beta-Northwestern*, Oak Park, Ill.

## Clark Myers to be Commerce Dean at Ohio

WE ARE PROUD to announce that Clark Everett Myers, *Kansas*, has been appointed dean of the College of Commerce of Ohio University, Athens, effective July 1, 1954. Brother Myers is a native of Kansas and attended the University of Kansas for his bachelor's and master's degrees. His doctoral work was done at Harvard Graduate School of Business, where he is currently teaching production.



CLARK E. MYERS, Kansas

As Commerce dean, Professor Myers will head the largest of the five degree colleges at Ohio University. He will assume his new position at about the same time that ground is broken for a new \$800,000 College of Commerce building on the campus, scheduled for completion by the fall of 1955.

Brother Myers served two years on the faculty of the University of Kansas, where he became a member of our Iota Chapter, and six years at the University of Texas, where he was chairman of the department of management. Besides fraternal affiliations, he is a member of the American Association of University Professors and the American Management Association. During the past year he was selected for *Who's Who in America*, in addition to his listing in *Who's Who in American Education* and the *Directory of American Scholars*.

We are glad to welcome another Delta Sigma Pi dean to the more than 50 of our brotherhood now serving in colleges of commerce and business administration throughout the country.

## TWIN CITIES

THE TWIN CITIES Alumni Club held its Annual Economic Forecasting Dinner in the Cedar Room of Worwa's in Minneapolis on January 19. Deltasigs and their guests heard an outstanding panel make predictions and discuss the year 1954.

This year's panel consisted entirely of members of Delta Sigma Pi. Once again, Brother Kozelka, Alpha Epsilon Chapter, dean of the School of Business Administration, University of Minnesota, moderated and coordinated the predictions of this sixth annual forecast. In addition, he discussed the field of agriculture and factors that will undoubtedly influence it and the economy in general. Other members of the panel were: Dr. Marvin Peterson, Alpha Upsilon Chapter, vice-president in charge of Research, Federal Reserve Bank, Minneapolis,

representing banking; Summer Whitney, Alpha Epsilon Chapter, business analyst, Piper, Jaffray & Hopwood, representing the investment and security field; and, Orem O. Robbins, Alpha Epsilon Chapter, C.L.U., Connecticut General Life Insurance Company, representing the field of business in general.

The forecasters differed in many of their predictions; however, it was generally agreed that we can expect about a 5% decline in the economy. Brother Peterson was quick to point out that should we experience this decline that there is no need for worry inasmuch as it will still be either the second or third best year in our history. The most dramatic event in 1953, he explained, was the change in government policy from one of "strict credit" to one of "easy money." This change in policy, plus some legislation in Washington, will greatly affect business.

Brother Robbins stressed the need for salesmanship. He maintained that the "gray train" is over and that industry has to go out and get the business. He felt that attitude played an important part and that each member of the group could add to a psychological force that would influence a feeling of good times ahead.

The investment and securities market looked very promising to Brother Whitney. He warned that "speculators" would not find conditions as favorable as in the past but felt that our markets would be safe, sound and profitable.

The Economic Forecasting Dinner for 1954 was extremely interesting and enlightening. Those in attendance could take the data, information and opinions of the panel and relate them to their own business situations. Each man could find information important to him in his job and his business. Once more, we of the Delta Sigma Pi Alumni Club of St. Paul and Minneapolis, had a successful and profitable event.

The chapter birthday party will be held this March. Brother and Mrs. V. G. Benning, co-chairmen for the party, a joint venture of the Wives and Mothers Auxiliary and the Alumni Club, have arranged a social function, and a good time is in store for all.—ROBERT L. HUGHES.

## LIFE MEMBERS

The following have become Life Members of Delta Sigma Pi recently:

- 1902 ALBERT BAGCIANI, *Gamma Omicron*, San Francisco
- 1903 LEONARD KUCZORA, *Gamma Pi*, Loyola
- 1904 MURPHY J. TRAHAN, *Gamma Tau*, Mississippi Southern
- 1905 ALFRED F. SNEDGEN, *Kappa*, Georgia
- 1906 DONALD D. SMITH, *Beta Tau*, Western Reserve
- 1907 CHARLES G. RONKOS, *Alpha Kappa*, Buffalo
- 1908 ARTHUR J. CERGOL, *Beta Tau*, Western Reserve
- 1909 RALPH D. MOCK, JR., *Omega*, Temple
- 1910 FRANCIS J. DONAHUE, *Gamma Omicron*, San Francisco
- 1911 ALLEN J. PANERAL, *Alpha Omega*, De Paul
- 1912 WALTER L. KERCHO, *Alpha Omega*, De Paul
- 1913 RICHARD F. LITTLE, *Beta Kappa*, Texas
- 1914 BERNARD N. O'NEIL, *Gamma Omicron*, San Francisco
- 1915 DANIEL R. VOSBURG, *Gamma Kappa*, Michigan State
- 1916 JAMES R. GRAHAM, *Beta Nu*, Pennsylvania





AT THE FOUNDERS' DAY BANQUET of Chicago Alumni Club held at the Union League Club (Left) Leon A. Bosch, Director of the Commerce Graduate Division of Northwestern University, gives principal address; (Center) H. G. Wright, Executive Director of Delta Sigma Pi, presents testimonial to E. Coulter Davies, retiring Dean of the School of Commerce at Northwestern; and (right) Frank Geraci, president of the Chicago Alumni Club, addresses the group.

- 1917 ROBERT A. SAUERBERG, *Zeta*, Northwestern
- 1918 JAMES D. JOHNSTON, *Beta Iota*, Baylor
- 1919 ABE H. TAHIR, JR., *Alpha Phi*, Miss.
- 1920 MICHAEL B. SCHNEIDER, *Alpha Omega*, De Paul
- 1921 ELDRIDGE G. KAMROW, *Gamma Pi*, Loyola
- 1922 DONALD G. DEHERDER, *Zeta*, Northwestern
- 1923 WILLIAM H. GRZENA, *Beta*, Northwestern
- 1924 FRANK M. SCHLECK, *Beta*, Northwestern
- 1925 JAMES J. TUNNEY, *Beta*, Northwestern
- 1926 JOHN E. WOZNAK, *Gamma Pi*, Loyola
- 1927 RICHARD A. BODE, *Alpha Omega*, De Paul
- 1928 JAMES H. SMITH, *Beta Omega*, U. of Miami
- 1929 GAYLORD D. RIPLEY, *Beta*, Northwestern
- 1930 THADDEUS J. DULSKA, *Alpha Kappa*, Buffalo
- 1931 ROBERT P. POMORSKI, *Alpha Omega*, De Paul
- 1932 JOHN GALLAGHER, *Alpha Omega*, De Paul
- 1933 CHARLES E. OPPIDO, *Omega*, Temple
- 1934 KENNETH L. KLIPPEL, *Gamma Omicron*, San Francisco
- 1935 JOHN W. MARCIL, *Delta*, Marquette
- 1936 LAWRENCE A. EMBOULAS, *Gamma Mu*, Tulane
- 1937 ALEXANDER M. CAHALY, *Gamma*, Boston
- 1938 JAMES R. HINKEL, *Alpha Beta*, Missouri
- 1939 ALBERT J. DULIK, *Gamma Omicron*, San Francisco
- 1940 PAUL F. NEUHANN, *Beta Pi*, Kent State
- 1941 EDGEBERT R. LUNA, JR., *Beta Xi*, Rider
- 1942 ROBERT L. JOHNSON, *Beta Omega*, U. of Miami
- 1943 GORDON R. ELLISON, *Epsilon*, Iowa
- 1944 ROBERT W. GIEFT, *Epsilon*, Iowa
- 1945 WILLIAM W. MYERS, *Beta Rho*, Rutgers
- 1946 JAMES R. GELLATLY, *Xi*, Michigan
- 1947 JOHN B. RENICK, *Gamma Theta*, Wayne
- 1948 OWEN M. SMAW, *Alpha Lambda*, North Carolina
- 1949 WARREN M. LAMB, *Gamma Psi*, Arizona
- 1950 RICHARD A. KANIA, *Gamma*, Boston
- 1951 RICHARD R. GAMM, *Alpha Epsilon*, Minnesota
- 1952 ARTHUR J. MERTZKE, *Alpha Omega*, De Paul
- 1953 MAX BARNETT, JR., *Gamma Mu*, Tulane
- 1954 STEVE C. NACY, *Beta Upsilon*, Texas Tech
- 1955 DOUGLAS W. MCGREGOR, *Gamma*, Boston
- 1956 HENRY MULLER ADDKISON, JR., *Gamma Delta*, Mississippi State

- 1957 ARTHUR M. NICHOLSON, *Beta Xi*, Rider
- 1958 ROBERT B. DENHARDT, JR., *Beta Xi*, Rider
- 1959 JOHN R. THOMAS, *Alpha Sigma*, Alabama
- 1960 ROBERT G. BARTHOLF, *Gamma Chi*, St. Bonaventure
- 1961 JERRY ROTTA, *Gamma Kappa*, Michigan State
- 1962 CALVIN H. WEISER, JR., *Gamma Mu*, Tulane
- 1963 MILTON H. FORTSON, *Beta Upsilon*, Texas Tech
- 1964 DOUGLAS A. MERRIFIELD, *Alpha*, New York
- 1965 RODMAN H. PEIL, *Gamma Omega*, Arizona State
- 1966 ROBERT R. WEBB, *Psi*, Wisconsin
- 1967 THEO G. LOFTON, *Beta Upsilon*, Texas Tech
- 1968 FREDERICK W. KRAMER, *Beta*, Northwestern
- 1969 JOHN D. WALLACE, *Beta Iota*, Baylor
- 1970 WINTON C. KOCH, *Beta Pi*, Kent State
- 1971 EARNIE K. BREEDEN, *Phi*, Southern California
- 1972 DELMAR G. TISDALE, *Beta Pi*, Kent State
- 1973 RICHARD J. BANNASCH, *Gamma Rho*, Detroit
- 1974 CHARLES T. PATANELLA, *Gamma Chi*, Bonaventure
- 1975 LEONARD P. LISNER, *Beta Rho*, Rutgers
- 1976 EARL T. BYRON, *Alpha Omega*, DePaul
- 1977 GEORGE E. MORRIS, JR., *Gamma*, Boston
- 1978 MELVIN D. FIMPLE, *Alpha Beta*, Missouri
- 1979 JAMES R. KANTNER, *Gamma Phi*, Texas Western
- 1980 RONALD H. BEELBY, *Gamma Kappa*, Michigan State
- 1981 LUTHER E. TAYLOR, *Beta Lambda*, Alabama Poly
- 1982 JOHN E. RANCE, *Nu*, Ohio State
- 1983 CLINTON F. KERN, *Gamma Mu*, Tulane
- 1984 DANIEL M. HEIDEMAN, *Beta*, Northwestern
- 1985 HAROLD A. LEACH, *Gamma Kappa*, Michigan State
- 1986 ROBERT J. KIMBROUGH, *Xi*, Michigan
- 1987 DAVID C. KENNADAY, *Alpha Gamma*, Penn State
- 1988 RALPH E. SKELLY, *Alpha Beta*, Missouri
- 1989 ROBERT H. NICHOLSON, *Delta*, Marquette
- 1990 ROBERT AVERA, *Gamma Tau*, Mississippi Southern
- 1991 STEPHEN, J. BARRES, *Gamma Phi*, Texas Western

## WASHINGTON

IN THE TURMOIL of this age of speed there is often too little chance to reflect upon those past incidents which were the object of so much pleasure. There have been many such occasions within recent months for the brothers of the Washington Alumni Club. Perhaps now is the moment to pause and recall some of these highlights. . . .

There was that day in December when in conjunction with the undergraduate members of Mu Chapter we held our Christmas party for a group of underprivileged children. Nobody could forget those shining faces of happiness nor the true meaning of Christmas that day.

The following afternoon was also a momentous occasion, for in most instances it was the first meeting of our future Deltasigs. Yes, the brothers held their first Christmas Party for their own children together at the Mu Chapter House, which we hope marks the beginning of a Yuletide tradition.

We can recall the joint initiation of Mu Chapter of Georgetown University and Gamma Sigma Chapter of the University of Maryland on December 5. The ritual team for the initiation consisted of brothers from our alumni club. The dance held after the initiation banquet at the Bethesda Country Club was, to put it mildly, a great success.

Perhaps not quite so well-known, but yet yielding so much satisfaction to those brothers involved, is the recent progress of the Alumni Housing Committee. This group, meeting with representatives of Gamma Sigma Chapter and Mu Chapter, have been examining the various means of obtaining adequate housing facilities for our undergraduate brothers.

As a final glance backwards we can hardly forget those informal luncheons every first and third Wednesday of the past month at O'Donnell's Seafood Restaurant. Perhaps the menu may not always have pleased everyone, and the coffee may have been served cold, but we are always certain to find the spirit of brotherhood abundantly distributed about the tables.

Now to the future . . . our plans include our regularly scheduled bimonthly luncheons at O'Donnell's Seafood Restaurant and our monthly business meetings. In addition, we are currently planning a Valentine Sweetheart Dance to be held in February. This affair will differ from most of our social events in that we intend to invite our many friends to enjoy it with us.—RICHARD M. DAVIS



## LOS ANGELES

THE LOS ANGELES ALUMNI CLUB marked the birth of the New Year with a January business meeting that held promise for increased alumni activity in the city of the angels for the coming year. The highlight of 1953 was, of course, our Founders' Day celebration, at which Chuck Nielsen was presented the award as "Deltasig of the Year." The year 1953 saw a record breaking 19th Grand Chapter Congress at which the development of alumni interest and activity received a good deal of attention. Los Angeles alumni intend to add to their program many of the ideas hatched at that Congress and come up with a program that we hope will add to the forward progress of Delta Sigma Pi and to the enjoyment and satisfaction of participating Los Angeles Alumni Club members.

Burell Johnson reports that the Western Region undergraduate chapters are at the top of the "totem pole" in the Chapter Efficiency Contest standings as of December 15 and asked that your correspondent express his congratulations for a job well done. If the enthusiasm evidenced in Denver is any indication, it will take the same good work to stay there.—ANDREW P. MARINOVICH

## Joseph F. Duepner Taken by Death

JOSEPH F. DUEPNER, *Beta Sigma-St. Louis*, loyal and active member of Delta Sigma Pi, died of a heart attack in November. Brother Duepner was the chairman of the Committee on Life Membership during the last biennium and is largely responsible for the promotion of Life Memberships, thus contributing to the permanent endowment of the fraternity. He was forced to resign from this post last spring because of ill health.

Besides participating in fraternity affairs on a national basis, Brother Duepner was also active in Beta Sigma Chapter in St. Louis. He was president of Beta Sigma Chapter when it was installed in 1946 and has always been one of our outstanding men in that area.

## PERSONAL MENTION

GEORGE ALEXANDER, *De Paul*, has recently formed a partnership for the practice of law with Camille and Paul Hoffman, in Chicago, Illinois.

CHARLES DUBOIS, *Wisconsin*, has a new position as controller of the Straus Printing Company, Madison, Wisconsin. He is also a member of the Board of Governors of the Optimist Club.

MIKE MEEKEN, *Santa Clara*, a charter member of our Gamma Xi Chapter, is salesman for the Apple Valley Building and Development Company, Apple Valley, California.

WILBUR JONES, *Georgia-Pi*, who is an agent for the Sinclair Refining Company, Dublin, Georgia, has a very heavy after-hours job. He is the State President of the Georgia Baptist Training Union, which is composed of 2,400 Baptist churches throughout the state.

HOYT PRITCHETT, *North Carolina*, has been promoted to purchasing agent of the Brown and Williamson Tobacco Corporation, Louisville, Kentucky.

W. Y. (BILL) BRYAN, *North Carolina*, has a new title. He's now president of the Henderson Furniture Company, Henderson, North Carolina.

SAM DENMARK, *Georgia-Kappa*, is the assistant vice-president and branch manager of the Fulton County Federal Savings and Loan Association in East Point, Georgia. His extracurricular activity is serving as vice-president of the Kiwanis (Airport Area) Club, Atlanta, Georgia.

FRANK BECKER, *St. Louis*, recently became a partner in the firm of W. A. Helm and Company, Certified Public Accountants, St. Louis, Missouri.

ANTHONY RAYNOR, *Loyola*, has been promoted to the assistant managership of the Western and Southern Life Insurance Company, Cincinnati, Ohio. He also holds the office of vice-president of the Greater Hammond Life Underwriters Association.

GERRIT POPMA, *Iowa*, has become the executive vice-president of the Textile Banking Company, New York, New York.

ALEXANDER MACDOUGALL, *De Paul*, now has the position of secretary-assistant-treasurer of Colloom and Chertner Company, Nashville, Tennessee, and, as well, serves as president of the Nashville Chapter, N.A.C.A.

KENNETH STIBGEN, *Chicago*, is now a salesman for the Fred S. Hickey Company, Chicago, Illinois.

AUGUST BONHIVER, *Northwestern-Zeta*, has recently assumed the position of advertising director of Science Research Associates, Chicago, Illinois.

PHILIP REILAND, *Nebraska*, is serving as 2nd Lieutenant in the U. S. Air Force.

PHILIP RIDGWAY, JR., *Northwestern-Beta*, is the president of the Newark Emblem Company, Newark, New Jersey.

PAUL BISHOP, *Arizona*, is an auditor for the Sandia Corporation, Albuquerque, New Mexico, manufacturers and assemblers of atomic weapons.

HOMER BREWER, *Georgia-Kappa*, our Southwestern Regional Director, has recently been promoted to the post of Assistant Tax Commissioner of the Southern Railway System.

JAMES WEBB, JR., *Texas*, is a Wing Adjutant in the U. S. Air Force at Limestone AFB, Maine.

E. J. FAUST, *Michigan*, is the regional manager for The Maytag Company, Newton, Iowa.

CHARLES ZLATKOVICH, *Texas*, returned to the University of Texas from leave of absence of 15 months, during which time he served as research assistant for American Institute of Accountants in New York City. He is now Professor of Accounting, effective last September.

JOHN BURKE, *Virginia*, past president of Alpha Xi Chapter, is presently associated with the Shell Oil Company in Jackson Heights, Long Island.

WILLIAM ACKER, *North Carolina*, recently became soliciting agent for the Northwestern Mutual Life Insurance Company.

JAY BOOTS, *Virginia*, has been advanced to the vice-presidency of the Boots Aircraft Nut Corporation, Norwalk, Connecticut. In addition, he is sales manager of the Boots Export Company.

J. CLYDE GAUTHIER, *Louisiana State*, became the Branch Manager of the Borden Company, Wichita Falls, Texas, on November 1, 1953.

CHARLES BADE, *Missouri*, manager of the Bade Oil Company, Owensville, Missouri, holds the office of vice-president of the Chamber of Commerce.

HERBERT MARKLEY, *Minnesota*, recently advanced to the position of secretary of the Timken Roller Bearing Company, Canton, Ohio. He is also 1st vice-president and director of the Canton Chamber of Commerce.

CLYDE FARNSWORTH, *Mississippi State*, is now the director of secondary education in Wilmington, Dela.

EDWARD HARRIS, *Omicron*, has been promoted to the position of assistant resident auditor, USAF, at Hickman Air Force Base, Honolulu, T.H.

TIMOTHY BULLARD, *Georgia-Kappa*, recently became the secretary-treasurer of the Atlanta & West Point Railroad Company, the Western Railway of Alabama and the Georgia Railroad, with headquarters in Atlanta, Ga.

EUGENE MOSS, *Southern California*, has enrolled as a member of the June 1954 class of the American Institute for Foreign Trade at Thunderbird Field, Phoenix, Ariz.

LT. ROBERT LEONARD, *Texas Tech*, is serving in the Medical Company of the 179th Infantry Regiment in Korea.

ERNEST TUTT, *Georgetown*, retired Dallas regional director of the United States Department of Commerce, has joined Southern Provident Life Insurance Company as special representative in the Dallas office.



A RECENT MEETING of the Chicago Alumni Club, which always features a social hour, a dinner, and a professional program.



W. C. McCORD, *Michigan*, president of the United States Radiator Company, Detroit, has been elected national treasurer of the Freedoms Foundation. He also continues as a director of the foundation, which is dedicated to the furtherance and preservation of the American way of life.

JOHN SCANLON, *Pennsylvania*, has been elected to the post of treasurer of the American Telephone & Telegraph Company, New York, N.Y.

NJALL SIMONARSON, *Texas*, is public relations manager for the Iceland Airways, Reykjavik Airport, and is also president of the Lions Club Baldur of Reykjavik, Iceland.

LYNDON CONLON, *Oklahoma*, a partner in Pentland, Purvis, Keller and Company, certified public accountants, Miami, Fla., built a new home in December.

MIKE SCHNITKER, *Tulane*, was recently promoted to assistant superintendent of receiving and shipping for the Celotex Corporation, Marrero, La.

ROBERT HASKELL, *Tulane*, has been transferred to the Dallas, Tex., office of The Proctor-Gamble Distributing Company as traffic office manager.

RICHARD MUMMA, *Johns Hopkins*, acting dean of McCoy College, Johns Hopkins University, has been elected editor of the Newsletter of the Association of University Evening Colleges.

TED DRAGICH, *Johns Hopkins*, winner of the Delta Sigma Pi Scholarship Key for 1953, has become associated with the accounting firm of Snouffer and Company.

WARREN SEDBERRY, *Alabama*, recently attained recognition for his work with Aetna Life Insurance Company by being placed on the Life Leaders List and was awarded a loving cup at a recent banquet for outstanding written business.

LUTHER TAYLOR, *Alabama*, is in flight training at U.S. Air Force, Spence Air Base, Moultrie, Ga.

ROBERT CERNEY, *Northwestern-Beta*, has been in business for himself as a plastering contractor in North Riverside, Ill., since his discharge from the service.

PVT. DAVID GUTSELL, *Northwestern-Beta*, is a message center clerk in the 79th Engineer Construction Battalion, which recently received a Meritorious Unit Commendation in Korea.

LOUIS GREENE, *Georgia-Kappa*, received a promotion to manager of the St. Louis Chain Store Division of the National Cash Register Company, and has recently built a new home in Glendale, Mo.

PROFESSOR D. M. HALLEY, *Tulane*, was recently appointed to the Internal Commission on Education to aid in the rehabilitation of the University of the Philippines in Manila, where he will be in charge of the University's College of Business Administration.

## Past Grand President C. W. Fackler Dies

DR. CLARENCE W. FACKLER, *Iowa*, who served as Grand President of Delta Sigma Pi from 1924 to 1926, passed away on December 16, 1953, at his home in Garden City, N.Y.

A member of the NYU faculty for 28 years, Professor Fackler was a certified public accountant and an authority on business accounting methods. The "No. 1" member of our Epsilon Chapter at the University of Iowa, Brother Fackler's contributions to our fraternity will make him long remembered, both as a beloved brother and for his important activities in the early development of Delta Sigma Pi.

## Dean French Becomes Tulane Vice-President

DEAN ROBERT W. FRENCH, *Texas*, of the Tulane University School of Business Administration, has been appointed vice-president of Tulane University, in charge of the newly created Office of Development. His duties entail analyzing and solving the formidable long-term problems of development that have resulted from the increasing costs of education.



ROBERT W. FRENCH, *Texas*

Brother French came to Tulane in 1949 from the University of Texas, where he had served for three years as director of the Bureau of Business Research and professor of business administration. He was appointed Dean of Tulane's School of Business Administration on July 1, 1949. In addition to serving as dean of that school, Dr. French has also served as executive director of the Public Affairs Research Council since the formation of that body in December, 1950. Under his direction PARC has assumed a place of major importance through its economic and political studies of the Louisiana scene.

Dr. French was born in South Bend Ind., and educated in the public schools of Chicago, Ill., and Buchanan, Mich. He received his undergraduate and graduate education at the University of Michigan, obtaining his doctorate in economics in 1937. In 1947, while at the University of Texas, he was initiated into Delta Sigma Pi by Beta Kappa Chapter. Since coming to Tulane he has been closely associated with the progress and development of our Gamma Mu Chapter there.—GRAEME M. TON, Jr.

## M E R G E R S

HARRY HEDLUND, *Iowa*, on August 1, 1953, to Marjorie Meier, at Geneseo, Illinois.

SCOTT BROWN, *Nebraska*, on August 2, 1953, to Clarice Freye, at Martell, Nebraska.

TOM BARROW, *Florida*, on August 7, 1953, to Naomi Gump, at Randolph Air Force Base, San Antonio, Tex.

JERRY SNYDER, *Nebraska*, on August 8, 1953, to Ruthanna Chirnside, at Golden, Colo.

JOHN O'CONNOR, *DePaul*, on August 22, 1953, to Todd Ray, at Chicago, Ill.

ROBERT FOSS, *Detroit-Theta*, on August 22, 1953, to Dorothy McDonald, at Detroit, Michigan.

EDWARD SERREZE, *Boston*, on August 22, 1953, to Judith Cargill, at Boston, Massachusetts.

HERBERT DANKINS, *Louisiana State*, on August 22, 1953, to Marilyn Rolfeigh, at Monroe, Louisiana.

THOMAS OWEN, *Ohio State*, on August 23, 1953, to Elizabeth Wallace, at St. Clairsville, Ohio.

THOMAS OWEN, *Ohio State*, on August 23, 1953, to Elizabeth Wallace, at St. Clairsville, Ohio.

ROBERT SILVER, *Virginia*, on August 23, 1953, to Cordelia Elizabeth at Warsaw, Virginia.

GENE RIDGEWAY, *Texas Tech*, on September 4, 1953, to Joann Zant, at Brownfield, Texas.

WALLACE KEIGHTLEY, *Ohio State*, on September 5, 1953, to Ruth Hathaway, at Ashland, Ohio.

DAVID COLLIER, *Texas Tech*, on September 6, 1953, to Myra Ratliff, at Spur, Texas.

THOMAS MAXWELL, *Mississippi State*, on September 8, 1953, to Grace Grego, at Vicksburg, Mississippi.

JAMES MEZERA, *Marquette*, on September 12, 1953, to Marian Grimm, at Two Rivers, Wisconsin.

JAMES HOLLINGSWORTH, *Southern California*, on September 12, 1953, to Marlene Califf, at Pasadena, California.

KEITH MILLS, *Nebraska*, on September 12, 1953, to Esther Brong, at Central City, Nebraska.

J. DONALD SCHROTH, *Northwestern-Beta*, on September 19, 1953, to Berthan Jansey, at Chicago, Illinois.

THOMAS WALLICK, *Ohio State*, on September 19, 1953, to Patricia Lawless, at Dover, Ohio.

THOMAS WALLICK, *Ohio State*, on September 19, 1953, to Patricia Lawless, at Dover, Ohio.

ROBERT SCHMIDT, *Northwestern-Zeta*, on September 20, 1953, to Patricia Heurich, at Chicago, Illinois.

FRANK CAPOCCIA, *Detroit-Theta*, on September 21, 1953, to Joan Stawar, at Detroit, Michigan.

ROBERT ROEDER, *Nebraska*, on September 26, 1953, to Kathryn Durea, at Lincoln, Nebraska.

JOSEPH BUBLIS, *St. Louis*, on September 26, 1953, to Wanita Tellman, at St. Louis, Mo.

HAROLD SAUNDERS, *Miami*, on October 10, 1953, to Harriet Harper, at Cincinnati, Ohio.

BURDETTE LUKERT, *Nebraska*, on October 11, 1953, to Laurel Wilson, at Rising City, Nebraska.

DONALD AMICUCCI, *Detroit-Theta*, on October 17, 1953, to Susan Schultz, at Rock Falls, Illinois.

RICHARD KANIA, *Boston*, on October 17, 1953, to Joan Townsend, at Boston, Massachusetts.

GEORGE JOHNSON, *Michigan State*, on October 24, 1953, to Thressa Madey, at Windber, Pennsylvania.

ARTHUR LORIG, *Wisconsin*, on October 30, 1953, to Mary Harrell, at Seattle, Washington.

WILLIS CHRISTIE, *Omaha*, on October 30, 1953, to Mildred Lee, at Omaha, Nebraska.

DANIEL COX, *Johns Hopkins*, on October 31, 1953, to Lorraine Kaminski, at Baltimore, Md.

PAUL MCBETH, JR., *Penn State*, on October 24, 1953, to Doris McCormick, at Pittsburgh, Pa.

ROBERT WHITE, *Tulane*, on November 3, 1953, to Marian Whetta, at New Orleans, La.

WILLIAM HOOPER, *St. Louis*, on November 14, 1953, to Jacqueline Keefe, at St. Louis, Mo.

LAWRENCE EMBOULAS, *Tulane*, on November 21, 1953, to Norita Long, at New Orleans, La.

HOMER SIMMONS, *Nebraska*, on November 15, 1953, to Muriel Shell, at St. Edward, Nebraska.



## Chapter Officer Chosen For Award

**WILLIAM L. JOHNSTON**, *Missouri*, recently received the General Electric Award as the outstanding accounting major in last year's junior class in the School of Business and Public Administration at the University of Missouri. Brother Johnston is treasurer of Alpha Beta Chapter and one of its most active members. Accompanying the award was a certificate which cited Brother Johnston for his outstanding record and achievements.

The award is based on the qualities of academic aptitude, vocational promise, character, and leadership. In addition, the student selected had to be a junior interested in accounting and finance.—HOWARD R. BACKER

## DIVIDENDS

To Brother and Mrs. Carroll Glines, *Oklahoma*, on August 13, 1953, a daughter, Valerie Jean.

To Brother and Mrs. Charles F. Gibbins, *Louisiana State*, on August 18, 1953, a daughter, Robyn Swayne.

To Brother and Mrs. Ray Lender, *Rutgers-Beta Omicron*, on September 11, 1953, a daughter, Monica Ann.

To Brother and Mrs. Jay Hering, *Cincinnati-Alpha Theta*, on September 17, 1953, a son, Jay H., Jr.

To Brother and Mrs. A. J. Grace, *Pennsylvania*, on September 18, 1953, a daughter, Joanne.

To Brother and Mrs. Carl Jacobs, *Colorado*, on September 22, 1953, a son, Jeffrey Carl.

To Brother and Mrs. Howard Neu, *Rutgers-Beta Omicron*, on September 23, 1953, a son, Bruce Allen.

To Brother and Mrs. Charles Newman, *Alabama Poly*, on September 23, 1953, a daughter, Tracy Louise.

To Brother and Mrs. Milton Herring, *Texas Tech*, on September 29, 1953, a son, Mitchell Stephen.

To Brother and Mrs. Paul Dastugue, Jr., *Tulane*, on October 3, 1953, a son, Paul III.

To Brother and Mrs. Louis Bret, *Missouri*, on October 19, 1953, a daughter, Maurene Agnes.

To Brother and Mrs. Donald Retzlaff, *Western Reserve*, on October 29, 1953, a son, Kenneth Dean.

To Brother and Mrs. Roger Bartels, *Penn State*, on November 5, 1953, a daughter, Deborah Lynn.

To Brother and Mrs. Donald Richards, *Nebraska*, on November 9, 1953, a son, Mark Alan.

To Brother and Mrs. Edward Burke, *Missouri*, on November 24, 1953, a daughter, Nancy Elaine.

To Brother and Mrs. Guy Jones, *Louisiana Tech*, on November 28, 1953, a daughter, Martha Laurie.

To Brother and Mrs. Dick Fedson, *Drake*, on December 1, 1953, a son, David Dale.

To Brother and Mrs. Joseph Desort, *Johns Hopkins*, on December 3, 1953, a son, Joseph Francis, Jr.

To Brother and Mrs. Douglas Fraser, *Missouri*, on December 4, 1953, a son, Mark Fulford.

To Brother and Mrs. Edward Rasmussen, *Johns Hopkins*, on December 10, 1953, a son, Edward Thomas, Jr.

To Brother and Mrs. Howard Bartel, *Colorado*, on December 14, 1953, a daughter, Sandra Lee.

To Brother and Mrs. Wayne Price, *Arizona State*, on December 18, 1953, a son, Dennis Wayne.

To Brother and Mrs. Dale Yung, *Upsilon*, on December 19, 1953, a daughter, Linda Marie.

## BIRMINGHAM

WITH ALL THE enthusiasm of an undergraduate chapter and under the inspiring leadership of Brother Phil Maffett and Brother Warren Sedberry, members of various chapters of Delta Sigma Pi living in the Birmingham area reactivated the Birmingham Alumni Club. The following officers were elected to guide the activities of the Birmingham Alumni Club for the forthcoming year: Phillip Maffett, president; Warren Sedberry, vice-president; Frank Duval, secretary, and Fred First, treasurer. Members of the Executive Board are:



HERE IS THE Executive Board of the Birmingham Alumni Club. Left to right, they are: Frank Duval, secretary; Phillip Maffett, president; Warren Sedberry, vice-president, and Fred First, Treasurer.

Herbert Osborne, Harold Helms and Jack Fields. Herbert Osborne is one of the founders of the Alpha Sigma Chapter at Alabama. Eastern Regional Director Homer Brewer and Past Grand President Howard Johnson provided much assistance and inspiration in getting the alumni club under way.

Embarking immediately upon a well-rounded program of activities, the Birmingham Alumni Club celebrated Founders' Day at an outing at Homewood Park, where members and their wives enjoyed an old-fashioned wiener roast. A Christmas Dinner Dance was held at the Mountain Brook Lodge during the first part of December, with a large number of Deltasigs and their wives in attendance.

Regular weekly luncheon meetings and monthly dinner meetings have been held by the Birmingham Alumni Club. During the forthcoming year these will be held at the Bamboo Room of Britlings Cafeteria on 20th Street in Birmingham. The monthly meetings are held on the fourth Thursday in each month at 6:00 p.m. and the weekly meetings are held each Friday at 11:45 a.m. Visiting Deltasigs are extended a cordial invitation to attend these functions.

President Maffett has had much experience in alumni activities in Atlanta, Ga. and the Birmingham Alumni Club looks forward to an outstanding year of achievements under his leadership.—JIM BATTLES

## Faculty Member Elected To Top CPA Post

**BROTHER ROMAN R. SEVENICH**, *Marquette*, secretary of the Minnesota state board of accountancy, was elected to a three-year term on the National Board of C.P.A. Examiners by the Council of the American Institute of Accountants at its recent annual meeting in Chicago. The National Board of Examiners is a nine-man board which administers the uniform CPA examination twice a year. All of the states and territories now require that their candidates take this uniform examination as a part of their CPA certificate requirements.

Brother Sevenich, a resident of St. Paul since 1934, is chairman of the department of business administration at the College of St. Thomas, and a member of a firm of certified public accountants. He is a graduate of Marquette University College of Business Administration and College of Law, where he was also professor of Accounting from 1922 to 1933. It was during this period that he joined Delta Chapter of Delta Sigma Pi as a faculty member.

## Hickey Named Prexy of Denver Bizad Alums

**HARRY G. HICKEY**, *Denver*, Director of Alumni Activities for Delta Sigma Pi, was recently elected president of the one-year-old Denver Business Administration Alumni Club. This office adds another spoke to Brother Hickey's big wheel of alumni activity. Besides directing the national alumni program for our fraternity, Harry has for a number of years served as president of our Denver Alumni Club and made and kept it a going organization.

The Bizad alums of D. U.'s downtown campus have several major events slated for early in 1954, and we are sure that under Brother Hickey's enthusiastic and capable direction, a progressive and stimulating program is in store for them.

Brother Hickey is probably best known to Deltasigs throughout the nation as the man who, as General Chairman, was responsible for the outstanding success of our 19th Grand Chapter Congress held in Denver last September.

## Lang to be New Dean of NU Evening Divisions

**DANIEL R. LANG**, *Northwestern-Beta*, now associate dean and director for the evening division of the School of Commerce of Northwestern University, has been appointed to the new post of Dean of Northwestern University Evening Divisions, effective September 1, 1954. Beginning with the 1954-55 academic year, the evening programs in all schools of the university will come under the direction of Brother Lang, as the new dean of the Evening Divisions. At that time Northwestern's "University College" will cease to exist.

Dr. Lang, who holds a Ph.D. degree from the University of Illinois in the field of English, has been on the N.U. School of Commerce faculty since 1940. In 1941 he became a faculty member of our Beta Chapter at Northwestern and has been active in chapter and alumni affairs ever since. With great pride we salute another of our members who has progressed to the pinnacle of academic leadership.





# NEW BUSINESS BOOKS

Compiled by Kenneth S. Tisdell, Alpha Chi

Associate Librarian, University of Missouri Library, Columbia, Mo.

## Auditing

**AUDITING**, by Roy T. Culey & Royal D. M. Bauer, published by South-Western, 608 pp., \$5.50.

Developed in audit sequence from cash to report and liberally illustrated with analyses and other forms, it makes it possible to apply the methods and procedures followed in conducting an audit for a small or medium-sized business firm.

**INTERNAL AUDITING FOR MANAGEMENT**, by Frank A. Lamperti & John B. Thurston, published by Prentice-Hall, 510 pp., \$7.95.

The relationship of internal auditing to management controls as a line of communication between policy-making levels and operational levels in large companies. Stresses the responsibilities and work of the internal auditor.

## Corporate Structure

**AGE STRUCTURE OF THE CORPORATE SYSTEM**, by William L. Crum, published by the University of California, 193 pp., \$3.50.

A research study of the ages of corporations that points out the influence of age on earning power. The preponderance of corporations in number is in the very young and small; in assets, in the middle-aged; the very large are old and have the best chance of profit and survival.

**ROLE OF MERGERS IN THE GROWTH OF LARGE FIRMS**, by John F. Weston, published by the University of California, 175 pp., \$3.50.

The results of a substantial statistical study from a sample of 74 firms designed to show the effects of mergers on industrial concentration. Provides a review of the economic theory of mergers.

## Defense and Economy

**DEFENSE AND THE DOLLAR**, by Albert G. Hart, published by the Twentieth Century Fund, 217 pp., \$2.00.

A description of the federal government's credit and monetary policies as regards the combating of inflation and unemployment. It is concerned with the protection and maintenance of civilian economy in a period of defense mobilization.

**ECONOMIC PLANNING FOR THE PEACE**, by Ernest F. Penrose, published by Princeton University, 398 pp., \$7.50.

The successes and failures in postwar economic planning and how they were modified by changing wartime political conditions. The author was economic advisor to Ambassador John G. Winant.

**ECONOMIC CONTROLS AND DEFENSE**, by Donald H. Wallace, published by the Twentieth Century Fund, 260 pp., \$2.00.

Deals principally with problems raised by use of direct controls in a long defense period,

pointing out the dangers of government controls and how and when they may be used with maximum effectiveness.

## Imports and Exports

**INTERNATIONAL TRADE STATISTICS**, edited by Roy G. D. Allen & J. Edward Ely, published by Wiley, 460 pp., \$7.50.

An appraisal, by twenty-five experts, of the statistics of the principal trading countries of the world designed to assist in their more effective use in the field of international economics.

**AMERICAN FOREIGN ASSISTANCE**, by William A. Brown & Redvers Opie, published by Brookings Institute, 627 pp., \$6.00.

A study of the various types of economic assistance that the U.S. has made available abroad over the past twelve years, with analysis of the policies underlying the form of assistance and the economic or political problems that resulted.

**AID, TRADE AND THE TARIFF**, by Howard S. Piquet, published by Crowell, 365 pp., \$5.00.

Presents statistics and analyses for the year 1951 as projected to estimate what would happen if trade barriers were temporarily suspended. A commodity-by-commodity handbook of major dutiable imports, it measures their effects upon American industries and suggests what might be if tariffs on individual products were lifted.

## Investments

**STOCKS AND BONDS AND HOW TO BUY THEM**, by Louis Engel, published by Little, Brown, 264 pp., \$2.95.

A guide to the nature and various types of securities, how they are issued and traded, how the investor is served and protected, the markets and how they operate, and other information by a former managing editor of *Business Week*.

**PRACTICAL FORMULAS FOR SUCCESSFUL INVESTING**, by Lucile Tomlinson, published by Funk, 317 pp., \$4.50.

Surveys the basic methods of formula investing in common stocks over a long-term savings program, with formulas for building capital and formulas for established accounts.

## Labor and Management

**SUCCESSFUL LABOR RELATIONS FOR SMALL BUSINESS**, by James M. Black & J. George Piccoli, published by McGraw-Hill, 447 pp., \$6.00.

Written for businesses that have less than 500 employees, this team of specialists in labor-management relations interprets the organization and activities of labor unions for the benefit of those who lack experience in this phase of management.

**TOWARD A DEMOCRATIC WORK PROCESS**, by Fred H. Blum, published by Harper, 250 pp., \$3.50.

An inquiry into workers' attitudes in a factory (Geo. A. Hormel & Co.), where there is a guaranteed wage plan, profit-sharing, labor-management relations are good, and the workers are unionized.

**COLLECTIVE BARGAINING**, by Selwyn H. Torff, published by McGraw-Hill, 332 pp., \$5.50.

A detailed account of the various issues that can be dealt with in the collective bargaining process, both non-economic and economic. The book discusses legal points very clearly and offers a guide to grievance procedure.

## Salesmanship

**SALE BEGINS WHEN THE CUSTOMER SAYS "NO,"** by Elmer C. Leterman & Edward Sagarin, published by Greenberg, 221 pp., \$3.00.

Selling techniques illustrated by breezy anecdotes and cartoons that emphasize preparation, consideration and friendliness in seeking out customers.

**ECONOMICS OF SELLERS' COMPETITION**, by Fritz Machlup, published by Johns Hopkins University, 602 pp., \$6.50.

Competition and monopoly are covered without resort to mathematical proofs by using the model situation approach. This work deals with the economic situations of monopoly and selling conduct.

**HOW TO SELL YOUR WAY TO SUCCESS**, by Charles B. Roth, published by McGraw-Hill, 216 pp., \$3.50.

The tools and techniques of successful salesmanship as developed by a sales expert who believes that the key to selling lies in the recognition and control of human situations. Discusses the development of a sales personality, how to find prospects, the art of persuasion, the sales approach and the sales talk.

**WHY DO PEOPLE BUY?** by the editors of *Fortune*, published by McGraw-Hill, 270 pp., \$3.50.

A close look at the major problems and trends of American salesmanship using the findings of marketing and consumer research. Articles consider the salesman, the retail sales clerk, trends in night shopping, price maintenance, and the effectiveness of advertising.

Life Membership

Recognition Button

Adopted



(Actual Size)

Available to Life Members ONLY at \$1.25 each, plus 20% Federal Excise Tax. Send your order to The Central Office, 222 West Adams Street, Chicago 6, Illinois.





## WISCONSIN

PSI CHAPTER initiated 11 new members January 10, to bring the membership temporarily to 45. However, midyear graduations, withdrawals and readmissions to school place the second-semester working force at 41, the highest in three years.

The first-semester professional program was highlighted by a tour of Northwestern Mutual Life Insurance Co. in Milwaukee. Northwestern Mutual is the second largest corporation in the Midwest as regards total assets and offered examples of many of the problems discussed in insurance, personnel management and industrial management courses. There also seemed to be more single girls there than on the entire Wisconsin campus but unfortunately our group was diverted to a board of directors' room for lunch and so was not able to gain full appreciation of the corporation assets. A tour of the Joseph Schlitz Brewery completed the trip.

The first Sunday of the Christmas holiday recess was spent in putting on a party for a group of mentally retarded children from Madison. Several small gifts were given each child, refreshments were served and games played. All seemed to enjoy the party, except one boy who seemed a bit more advanced than his classmates.

Brother Jack Rhode, delegate to the Denver convention, has been elected president of Psi Chapter for the second semester. His predecessor, Norbert Esser, was elected to Beta Gamma Sigma, honorary commerce society, during the first semester.

In closing, Psi Chapter would like it known that its debt to Phi Chapter (Southern California) has been paid and that Bucky Badger is now in their trophy room. We would rather that Tommy Trojan were here.—R. G. PRYSE

## ARIZONA STATE

GAMMA OMEGA CHAPTER of Arizona State College has continued its schedule of tours of local businesses with a tour of Merrill, Lynch, Pierce, Fenner and Beane, a firm of stock brokers, on November 20. About ten members and guests were shown through the offices and were told of the various activities of the firm. On December 4, members and guests were conducted on a tour of the Phoenix Title and Trust Company. This was a very enlightening tour in which we were escorted through the offices as guests of Reis Cornelius, vice-president of the firm. We were told how a title is searched. Also the various services of the firm were explained to us.

The chapter elections were held on December 2. Hubert Woods was elected president, David Bowers, senior vice-president, Vernon Campbell, vice-president, Al Salem, secretary, Wayne Price, treasurer and Al Fram, historian. These officers were installed at the regular meeting on December 9.

The first semester is nearing its end and we have begun to make an intensive search for prospective pledges. We hope to find several worthy prospects to fill the gaping hole which will be left by our graduating brothers.

Our "Rose of Deltasig" Contest is being delayed somewhat by semester examinations, but each member has been asked to submit an entry.—ALPHEUS J. FRAM

## INDEX TO CHAPTER NEWS

	Page
Alabama—Alpha Sigma	75
Auburn—Beta Lambda	85
Arizona State—Gamma Omega	72
Babson—Gamma Upsilon	85
Baylor—Beta Iota	72
Boston—Gamma	85
Buffalo—Alpha Kappa	78
Cincinnati—Alpha Theta	73
Colorado—Alpha Rho	75
Denver—Alpha Nu	73
DePaul—Alpha Omega	78
Detroit—Theta	81
Drake—Alpha Iota	77
Florida State—Gamma Lambda	79
Georgetown—Mu	80
Georgia—Kappa	87
Georgia—Pi	82
Illinois—Upsilon	76
Iowa—Epsilon	73
Johns Hopkins—Chi	87
Kansas—Iota	81
Kent State—Beta Pi	75
Louisiana State—Beta Zeta	75
Loyola—Gamma Pi	74
Marquette—Delta	79
Maryland—Gamma Sigma	79
Memphis State—Gamma Zeta	82
Miami—Beta Omega	83
Miami U—Alpha Upsilon	81
Michigan State—Gamma Kappa	84
Minnesota—Alpha Epsilon	84
Mississippi—Alpha Phi	83
Missouri—Alpha Beta	77
Nebraska—Alpha Delta	84
New Mexico—Gamma Iota	77
North Carolina—Alpha Lambda	80
Northwestern—Beta	75
Northwestern—Zeta	81
Ohio U—Alpha Omicron	73
Ohio State—Nu	76
Oklahoma A & M—Gamma Epsilon	80
Pennsylvania—Beta Nu	74
Penn State—Alpha Gamma	77
Rider—Beta Xi	86
Rutgers—Beta Omicron	78
Rutgers—Beta Rho	86
San Francisco—Gamma Omicron	82
Santa Clara—Gamma Xi	72
St. Louis—Beta Sigma	87
Southern California—Phi	84
Southern Methodist—Beta Phi	80
Temple—Omega	79
Texas—Beta Kappa	76
Texas Tech—Beta Upsilon	83
Texas Western—Gamma Phi	86
Tulane—Gamma Mu	83
Tulsa—Beta Chi	78
Virginia—Alpha Xi	82
Wake Forest—Gamma Nu	80
Wayne—Gamma Theta	74
Wisconsin—Psi	72

## SANTA CLARA

GAMMA XI CHAPTER highlighted the beginning of the spring semester with its "Rose of Deltasig" dance. The dance was held this year at world-famous Brookdale Lodge, with members, faculty and guests in attendance. Gamma Xi returned the courteous gesture of University of San Francisco's Gamma Omicron Chapter and invited Gamma Omicron members to attend. Those attending had their choice of fine music, fine food, and the chief attraction of Brookdale lodge, the stream running through the dining room. This, added to the rustic interior of the Lodge and the hard work put into planning the evening, made it one of the most successful "Rose of Deltasig" dances yet held. Brother John Arena and Brother Carm Citringo deserve the credit for another "Fraternity First," and for their efforts which made this event such a success. Both drew a note of thanks from chapter members for their work.

Gamma Xi Chapter is beginning to pick up the reins after a suspension of activities during and after semester examination period. Following the course mapped out at the beginning of the year, another field trip is on the way. Brother Jack Kiefer, turning in an able job as Chapter Efficiency Contest Chairman, has kept the chapter toying the line, a fact shown by its high rating in the latest reports. Working with the rest of the chapter officers, Kiefer has kept the accomplishments of the fraternity at a high level, and members themselves take an active part in the projects that come up. Senior Vice-President Joe Murphy, and Vice-President John Miggins are beginning to look ahead to the coming pledge class. The coming spring should see quite a few newsworthy items to report to brothers across the nation.—GEORGE SCHERRER

## BAYLOR

ON DECEMBER 14, 1953, Beta Iota Chapter installed eight new members in the fall formal initiation ceremony. It was decided at the regular meeting that we would have a winter pledge class in addition to the spring class. We decided that this would be necessary because so many of our brothers will be graduating at the end of the year.

A combination rush and Christmas party was held at the Roosevelt Hotel before the holidays and we had a very good turn-out. A buffet supper with Christmas trimmings was followed by musical entertainment by a local orchestra.

Since returning from the holidays, the members and rushees have gone on a professional tour of the General Tire and Rubber Plant here in Waco. The tour, conducted by the staff of the tire plant, showed us the complete process that goes into the making of tires.

All of our members are now wearing on each Monday, white sport shirts with the identifying Greek letters of the fraternity on the pockets. We are all very proud of them.—RILEY G. PARKER



## IOWA

**EPSILON CHAPTER** at the State University of Iowa initiated 12 undergraduate members and one faculty member on January 10, 1954, at initiation ceremonies held in the House Chambers of the Old Capitol. The pledge party was held the night before at one of the clubs here on the Iowa campus. Together with this and a victorious basketball game, the weekend was one of much activity for our new members.

Our intramural sports program is almost at a standstill except for basketball. The heavy-weight team has played all its games and will not compete in the playoffs. But the light-weight team ended up in second spot in its section and will resume play in the elimination play-offs due to begin within the next week. Bowling begins in February and with the spring season will come golf, softball, swimming, and tennis. Brother Whitacre, the intramural chairman, has directed a well managed program so far this year and there is every indication his program will continue to be the same for this spring.

Epsilon Chapter chose its "Rose of Deltasig" at the annual winter formal held on December 12, 1953. The dance was held in the Rose Room of the Jefferson Hotel, Iowa City, Iowa. Marcene Ringuette was selected to represent Epsilon Chapter in the national contest. Marcene's attendants were Jane Hamond, Wanda Phelps, Nancy Switzer, and Karen Olsen. Guests at the formal included the "Rose" and her attendants as well as a number of alumni whose presence we always welcome at our activities. The best of luck is extended to Marcene from the actives and the alumni.

The annual "Snofooling" snowball fight was held with the Alpha Xi Delta social sorority. The Deltasig's challenge to the Alpha Xis was signed by Myron "Doc" Baum, president, and Brother Evans, who acted as "Minister of War." Since we have won the traveling trophy consistently for the past few encounters, we felt that it was only right that they receive it this year for their sportsman-like conduct. They invited us over for cocoa and donuts after their victory.—P. KEITH SHEARER

## DENVER

**ALPHA NU CHAPTER** at the University of Denver garnered second place in the Float Parade at the recent Homecoming festivities. Brother Don Slone, who was in charge, should be congratulated, along with the rest of the committee, on a job well done.

Lowry Air Force Base, one of the largest training installations in the Midwest, was the scene of our first professional tour. Brother Sam Roberto (also a Captain on active duty at the Base) was the official greeter and tourmaster. All in attendance agreed that this was one of the best planned and executed field trips in quite some time. This is a forerunner of a full and varied program being set up by the professional committee.

President Hammond welcomed eight new men into the chapter at our recent formal initiation ceremonies. Carl Anderson, Paul Binney, Dee Fitch, Phillip Kousella, Gus Koustas, Dave MacIntosh, John Psaros, and John Wallace will certainly be a credit to Delta Sigma Pi. If this recent pledge class is any indication of future classes, our chapter strength and consequent possibilities will be greatly enhanced.

Our annual "Rose" Dance will highlight the chapter's social calendar for this quarter.

At this writing the various committees, under the supervision of Brother Ed Bush and Brother Bob Lawson, are adding those proverbial last touches. The date has been set for February 13, and the site is the Park Hill Country Club. With at least 50 couples anticipated, an evening of dancing and fraternalism is being anticipated.

Our chapter bowling team is currently tied for first place in the IFC League. As we are the defending champions, more pressure is added to all of our games. Another championship team is in the budding as we have just entered a chapter basketball team in the Fraternity League.

Recent chapter elections have resulted in Brother Larry Toadvine being our new chapter secretary and Brother Deac Alesworth our chapter treasurer. The entire Alpha Nu Chapter feels certain we have in Brothers Toadvine and Alesworth all the qualifications and leadership traits so necessary in fulfilling chapter needs and aims. Our heartiest congratulations.

A recent visitor to the University's Student Union would find the entrance doors and windows being washed, the floors being scrubbed and waxed, and all of the booths being repaired and varnished. This is one of the phases of our "Operation Help Week" replacing the outdated and useless "Hell Week." The chapter pledges are to be commended for their willingness and cooperation. We at Alpha Nu Chapter feel that this movement towards constructiveness rather than foolishness is a step in the right direction.—THOMAS F. COOK, JR.

## OHIO U.

**ALPHA OMICRON CHAPTER** of Ohio University has been actively engaged in a variety of professional and social functions. Pre-Christmas activity included a Christmas party and a tour of the Anchor Hocking Glass Company of Lancaster, Ohio.

The first semester's activities were capped by the tour of the glass company. Twenty men enjoyed the trip through the factory and sales office. Competitiveness of the industry was stressed by the management.

As the second semester grows nearer our chapter is now planning an extensive professional program for next semester. Brother Lax, the program chairman, is to be complimented

on his fine work in obtaining outstanding speakers and arranging field trips for the past year. Arrangements have been made to view a movie, "The Federal Reserve System," which uses the Bank of Cleveland as its subject.

The initiation banquet will be held February 14 at the Sportsman's Restaurant. At that time 20 undergraduate students and a faculty member will become members of Delta Sigma Pi.

Alpha Omicron Chapter is looking forward to further success and growth in the coming months.—JOHN L. WATSON

## CINCINNATI

**FOR FUN GALORE** it's Cincinnati in '54! Yes sir, the Central Region is to be treated to a meeting in the nation's convention capital. This will be a never-to-be-forgotten occasion in the life of any brother making the trip. Remember, it was "Denver For Me in '53" and "Detroit's Alive for '55," but "For Fun Galore it's Cincinnati in '54!"

Alpha Theta Chapter held its fall initiation at the Cincinnati Club. The initiation was highlighted by a speech by one of our alumni, Brother John Mosbacher. Brother Mosbacher traced the history of our chapter from its founding in 1924 up to the present time. This was of particular interest to the "new" brothers of the chapter and also brought many a smile from the alumni in attendance.

Brother Ken Moberly received the award as the most outstanding neophyte. We are sure Ken will keep up the good work after such a good start. The Pledging Committee, under the leadership of Brothers Guillaume and Shaffer, is to be congratulated on a job well done. We are certain they will continue their fine work with the spring class.

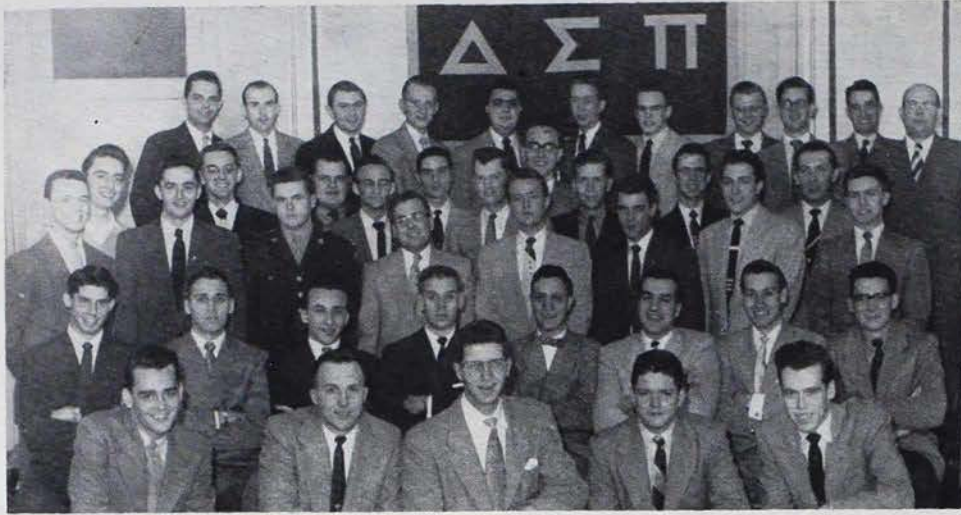
The professional side was featured in two programs that will not soon be forgotten. The first was a tour of the Newport Steel Rolling Mill of Newport, Kentucky. The second was a professional meeting with Mr. Gail Nelcamp of the ZIV Corporation as guest speaker. Mr. Nelcamp explained the operations of the company and then treated the brothers to two films produced by them for the current TV series, "I Led Three Lives."

We are out to make the 100,000 points for the third time. "Three in a row—Let's Go!"—ALBERT D. HARTLEY



**EPSILON CHAPTER** at the University of Iowa chose Miss Marcene Ringuette (center) as its "Rose of Deltasig" at their winter formal. Her attendants were, left to right: Misses Jane Hamond, Wanda Phelps, Nancy Switzer and Karen Olsen.





MEMBERS of Gamma Pi Chapter at Loyola University make a full house. Left to right, they are, First row: Bud Neuman, Charlie Wixom, Tom Klinger, Dennis O'Brien, Joe Bowens. Second row: Dick Bryant, Walter Noble, Jim Birch, Pete Fox, Ed Salerno, Chuck D'Ambrosio, Bill Schumacher, Earl Frawley. Third row: Don Nellesen, Jerry Joyce, Dennie Keeshan, Joel LeCuyer, Bob Kneisel, Carl Rossini, Bob Sherry, Joe Noonan. Fourth row: Joe Brausch, John Goodsell, LeRoy Dolacinski, Stan Balcer, Bill Sheehan, Dick O'Reskie, Dave O'Connor, Dave O'Connell, Joe McNamara, Tom Redden. Fifth row: Barlow Cross, Bob Latusak, Tom Rusk, Dick Boerger, Tom Borrelli, Conrad Irving, Pete Pederesen, Steve Hutzinger, Bill Pfeiffer, John McNamara, and Dr. S. M. Frizol, moderator.

## PENNSYLVANIA

BETA NU CHAPTER at the University of Pennsylvania School of Accounts and Finance is in the midst of a new term and a new year with fond memories of the past and great hopes for the future. More significant than the enthusiastic spirit which usually prevails is the distinct air of determination to make the ensuing year the most successful in our history.

A hearty and sincere welcome went out to Grand President Robert G. Busse upon his visit to our chapter house on the evening of December 3. It was an active chapter meeting night although the meeting was closed minutes after it was opened so that Brother Busse could preside over an informal discussion about our fraternity. Brother Busse brought us up to date on the events of our 19th Grand Chapter Congress and also gave us many enlightening views on fraternal activities and functions from the time of pledgship until we reach the ranks of alumni. It was December 4 when coffee and doughnuts summoned the chapter into the dining room and to the end of a memorable occasion.

Four eager young men were initiated into the ranks of brotherhood on December 19. This is lower than our expected quota although we hope that the capacity of the four will make up for the difference. The new members are: Brothers Laurence J. Fahy, Vilas F. Gocke, Roger C. Gouin, and Charles J. Keytanjian, Jr. After initiation they were feted at a banquet at the Belgravia Hotel. Brother Frederick W. Floyd, C. L. U. topped the evening with an inspiring talk on his fraternity experiences both locally and throughout the country. A reception at the Chapter House followed which was a combined New Brothers' Party and a Christmas tree decorating spree. A great time was had by all including the Christmas tree, which was decorated twice due to a slight breeze from the front door.

Our professional programs were capably upheld with a tour through radio and television station WCAU (CBS). It was Deltasig night at the network as we watched the popular TV show "The Big Idea," which is the presentation of new inventions and gadgets to the

public. After the show we were escorted into the various studios which are used for news broadcasts, western shows etc. An informal gathering followed at the Chapter House, where anyone who cared to watch television was cordially invited.

An interesting meeting took place on the evening of January 19, at which time Brother Albert J. Bauhaus of Tradesmen's Land Title Bank and Trust Co. gave an informative talk on "How to Get the Most Out of Your Bank." This well-attended program proved quite educational, as we learned of the many services and advantages offered by a bank aside from safely holding our millions. Many programs are planned for the remainder of the term, which we are sure will broaden our horizon in the professional field.

Socially at Beta Nu Chapter, aside from the affairs mentioned in the preceding paragraphs, our annual Christmas Stag was held on December 22. Alumni and actives combined joined in traditional carol singing together with informal discussion and games, with hot roast beef sandwiches and refreshments balancing the diet. A highlight of the season was our New Year's Eve party, at which time our chapter house was transformed into a wintry setting with a fine orchestra supplying dancing music for our pleasure.—GENE H. PERO

## WAYNE

FOR THE FIRST TIME since its installation at Wayne University, Gamma Theta Chapter officers now serve for only one semester instead of two. This new policy was voted in last spring and was put into effect this semester. Our fall semester officers gave way to the newer men and this is the way the line-up is now: Brother John Hanson, president; Brother Keith Shreve, senior vice-president; Brother Jerry Wideman, vice-president; Ron Pikielik, treasurer; Brother Wayne Marlatt, secretary; John Smith, historian; and George Shaley, chancellor. Most of these men still have a long time to spend in the fraternity, and with their inspiration, the future of our chapter looks even brighter than its glorious past.

In January, we took nine new men into the fold, and have now turned our eyes on the new

crop of pledges. Through the years we have come to know the importance of pledging and are constantly trying to make our pledgship more constructive. This year we have followed the footsteps of some of our other chapters and put our pledges to work at a charitable institution.

This year's annual "Rose" Dance will feature Miss Jean Kaneski as our "Rose of Deltasig." She will have Misses Elsie D'Amico and Stephanie Davis in her court. The dance will be the highlight of this semester's social program, which will also include a week-end of skiing in upper Michigan, among other things.

Last semester's professional program ended with a tour and a business speaker in mid-January. Such activities will, of course, continue through this semester.

Many of our brothers are putting on a quiet drive to gain our fraternity more campus-wide recognition. We are already tops in the School of Business Administration here at Wayne University, but this does not satisfy us. We are working to get our brothers in the student governing body of the university and encouraging all our chapter members to take part in university-wide events. In this way we mean to see that there is no question as to Delta Sigma Pi being tops on the campus.—JAMES R. BROUGHMAN

## LOYOLA

AT THE TIME of this writing Gamma Pi Chapter is making a club room ready for use. The name of the club room has already been decided upon—"The Key Club." Each brother will have a key. The room will be furnished in modern contemporary and will be used for all fraternity activities. Plans are already being made for a larger room. Special credit is due to Brothers D'Ambrosio, Latusak, Fox, O'Brien and LeCuyer for their excellent work in the preparation and coordination of this undertaking.

Loyola's basketball team had the full support of the Deltasigs at the Loyola-Marquette basketball game in Milwaukee, Wis. A visit to the Delta Chapter House served to renew old friendships.

The chapter's professional program has been interesting, as well as extensive, since the last issue of The DELTASIG. Mr. James C. Scheller, advertising manager of Armour Chemical Company, gave a very interesting talk on the marketing of drugs. He pointed out that it is the general practitioner who must be sold on the drug, as it is he who prescribes it to his patients. A doctor is more interested in the safety of the drug than in its effectiveness. Another professional feature was a movie, "Accounting, the Language of Business," which illustrated the significance of public accounting in modern business.

On January 24, Gamma Pi Chapter visited St. Joseph's Home for the Friendless, where children ranging from three to seven years of age are cared for. A tour of the home brought to mind the evils of broken homes.

Miss Margaret Ann Shannon was chosen our 1954 "Rose of Deltasig." The contest was judged by Irv Kupcincet, a syndicated columnist for the *Chicago Sun-Times*. Miss Shannon appeared on "Kup's" evening television show on Friday, February 5. Over 400 roses were distributed to the Loyola co-eds to publicize the contest. Special bouquets of roses should be given to Joe Noonan, chairman of the "Rose" Committee, and to LeRoy Dolacinski, publicity chairman, for their fine work.

Under the leadership of Joel LeCuyer, the points for the Chapter Efficiency Contest are piling up. We feel confident that for the fourth year in a row we will make the goal of 100,000 points.—WALTER J. NOBLE



## LOUISIANA STATE

**BETA ZETA CHAPTER** of Delta Sigma Pi held its first "Rose Formal" on Friday, January 8, in the field house lounge on the Louisiana State University campus. A large crowd of members and guests enjoyed the music of Lea Fournier and his orchestra. The "Rose of Deltasig" and her court of four were presented at this time by our Chancellor, Charles Pellissier, who acted as master of ceremonies. Miss Mignonne Yancey, a sophomore in the College of Education, was chosen as our "Rose" for the coming year. President Frank Piper presented Miss Yancey with the traditional bouquet of roses at this time. In Miss Yancey's court were: Miss Fran Farrell, Miss Ellen Dennon, Miss Marian Taylor, and Miss Natile Reulet.

President Frank Piper and Treasurer Anthony Calderera received their degrees at the end of the first semester, therefore a special election was held January 13 to fill their vacancies. Brother Howard Belcher, now senior vice-president, will serve as president; Brother Tom Young, now social chairman, will serve as senior vice-president; Brother John Preston will serve as treasurer; Brother Bobby Bradford, now historian, will serve as social chairman; and Brother George McGuffee will serve as historian.

A new *Time-Life* campaign was planned for the beginning of the second semester, with all members pledged to do their part toward increasing our treasury.—ROBERT D. BRADFORD

## NORTHWESTERN—Beta

**THE BETA CHAPTER HOUSE** at Northwestern University has been the scene of many fine events since the last issue of *The DELTASIG* and coming events foretell even greater activities. Events that have gone by but which will be long remembered were "The Surrealist Party" last November 28, our semi-annual pledge party held on December 19 and our gala New Year's Eve Party held on both December 31, 1953, and on January 1, 1954. The chapter house was wonderfully decorated for these parties and anyone who attended any or all of them had a wonderful time.

Interesting and informative speakers for our professional meetings have been the key-note of our professional program. Brother Edward McFaul of the Dale Carnegie Institute, who addressed the chapter on December 15, spoke on "What You Should And Don't Know About Mental Hygiene." Brother McFaul particularly stressed the proper attitudes that executives needed in order that they wouldn't become overburdened by their responsibilities. A very scintillating question-answer period followed. Brother Thomas Hayward, *Beta*, vice-president of Ryerson Steel Company, had as his topic in his talk to the chapter on January 18, "Modern Techniques of Salesmanship." His address was not only most opportune but highly informative.

One of the events planned for the near future will be a "Shipwreck Date Party" on January 23. Social Chairman Dick Hissong is now busy combing the beaches in search of party paraphernalia and promises that this will be "the best party ever." On January 29, *Beta* Chapter will hold on all-campus open house for all Northwestern students and friends, at which refreshments and dancing will be provided.

February 6 will be the date of our formal initiation banquet for our new brothers and the ceremony will be followed by a formal dance which will be held in conjunction with the Commerce Club of Northwestern University. The formal dance will be held in The Tower of the Conrad Hilton Hotel in Chicago.

Beta men also are thinking at this time about the selection of their 1954 "Rose of Deltasig." It is evident that the choice will be the hardest one we have had to make in many a year.

Once again, we are drawing toward the end of a semester and plans are being laid for our mid-semester rushing program. Plans have been made for rush smokers, professional meetings and other activities to ensure the chapter a full quota of new pledges. With the backing of all our brothers behind us in our endeavors, a very fruitful and successful year is ahead of *Beta* Chapter.—EDWARD R. WALZ

## COLORADO

**ALPHA RHO CHAPTER** at the University of Colorado elected the following officers for the coming year at elections held on January 13, 1954: President, Tom Hallin;



CANDIDATES for "Rose of Deltasig" contest, from whom Alpha Rho Chapter at the University of Colorado selected Miss Suze Muller as their "Rose." Left to right, they are: Misses Lee Huffman, Suze Muller, Peggy Apgar, Peggy Kohl and Janis Lawrenson.

Senior Vice-President, Richard Boblit; Vice-President, Lyle Quinby; Secretary, G. Fred Grometer; Treasurer Carl Ludvick; Historian, Steve Zeff; Social Chairman, Al Richmond; and Chapter Advisor, Dr. Robert S. Wasley. The outgoing officers of the chapter deserve a word of appreciation for the contributions made to the chapter in guiding the activities through the past year.

Early this fall Alpha Rho initiated 14 new men into the Chapter. These new brothers are: Dale Inman, Ed Dowlin, Jack Foutch, Robert Hines, John Williams, Verne Busse, Don Mitchell, Lynn Hammond, Bruce Patton, Claude Barkmeier, John Moritz, and Steve Zeff. Paul Jedamus was initiated as a faculty member and Mr. W. R. Dunn, who is the regional controller for the Colorado Fuel and Iron Corporation in Pueblo, Colorado, was initiated as an Honorary Member of Delta Sigma Pi.

The annual "Rose of Deltasig" dance was held on December 4, 1953. The Alps Lodge up Boulder Canyon in the Colorado Rockies was the setting for the wonderful dinner dance, which was attended by 35 couples. It was one of the best "Rose of Deltasig" dances in the past years and as a final note, a good time was had by all.

The chapter this fall has had several interesting and well-attended professional meetings. The highlight of the fall was a tour of the Forney Industries in Fort Collins, Colorado, the world's largest manufacturer of farm arc welders.—CARL JACOBS

## KENT STATE

**BETA PI CHAPTER** has used the early winter months to promote some improvements in the chapter house. The newly established House Improvements Committee, under the chairmanship of Brother Curtis McCort, has put new inlaid linoleum on the bathroom floor, and plans for other improvements are underway. The fall quarter pledge class has donated new folding chairs which were badly needed.

Four fall quarter pledges, soon to be initiated, are men of whom we can be proud. Quantity is lacking, but the quality of these men more than offset this difficulty. The group's grade point average for the quarter was 3.5, an excellent showing. One of the pledges and Keith Mathews of the actives had perfect averages of 4. Arrangements have now been made for smokers for the winter quarter pledge class.

Beta Pi Chapter's field trip for the fall quarter was a tour through the Timken Roller Bearing Co. in Canton, Ohio. This trip proved to be very enlightening and interesting. The field trip for the winter quarter has not as yet been announced, but a number of business and industrial establishments in the Cleveland-Akron area are being considered.

At a recent professional meeting, Professor Carleton N. Savage of the Geology Department spoke on "The Economic Aspects of Geology." Professor Savage also showed slides of a trip he made into the mining country of Canada.

The principal social activity of the quarter was the annual Christmas party which was held January 11. Its success was enhanced by the fine job of decorating done by the pledges and members of the active chapter. Everyone appeared to have a most enjoyable evening.

Beta Pi Chapter fielded a touch football team in intramurals last fall, and although it wasn't on top in the standings, it had spirit. A basketball team will be entered in competition this winter.

Our faculty advisor, Professor Paul L. Pfeiffer of the Commerce Department, deserves a vote of confidence and thanks for his encouragement and the devotion of his time during the fall quarter. We only hope that he can continue to work with us and provide us with his able guidance.—DELWYN KEGLEY

## ALABAMA

**WHEN THE BROTHERS** of Alpha Sigma Chapter returned from the Christmas holidays, we all gathered for an informal party to discuss our plans for the coming semester. At this function everybody voiced his opinion of the chapter's policies and the spirit of brotherhood prevailed. Our social committee has planned several more parties, which, we are certain, will be equally enjoyable. They have also arranged for a softball game with another professional fraternity in the spring.

At our last professional meeting, Dr. Coons and Mr. Still of the College of Engineering at the University of Alabama discussed "How Engineering is Related to Business," which proved to be a highly informative talk. This meeting concluded with the brothers engaging in an open discussion with the engineers. We are all looking forward to having many more such inspiring meetings.

Alpha Sigma Chapter is proud to announce the initiation of 16 members this semester. Our Rush Committee has already begun activities on the rush program for the spring semester and, by the time the next issue of *The DELTASIG* appears, we hope to have another pledge class.—R. WALTER WALDROP



## ILLINOIS

**BUONO NATALE** (which our Social Chairman, Joe Cicero, informs us means Merry Christmas) was the theme of our annual Christmas Formal held on December 11. The chapter house was festively decorated with candy canes, reindeer, Christmas trees and glittering tinsel. Music was furnished by the orchestra of Norm Emmerich, one of the brothers. We were glad to see that several alumni and faculty members were able to attend and we would like to remind all of them that our "Rose of Deltasig Formal" will be held on May 22.

The Christmas Formal, however, was not the only dance we have had this semester. On November 13, the pledge class entertained the actives with a costume dance, "Gambler's Guitar." The theme was a mining saloon during the gold rush of '49, and, after visiting the local night spots, most of the actives and their dates were able to stagger back to the chapter house and dance to the music of the Tune Toppers, which could faintly be heard above the continuous roar of cap pistols. Our congratulations to the entire pledge class for making this dance the "banging" success that it was.

We're sorry, but proud, to say that two of our brothers will be leaving us next week. Tom Dore is graduating as an advertising major and is planning to do graduate work at the University of Wisconsin. Psi Chapter is really getting a swell guy! And Bob Hutchings is graduating as an accounting major and will be doing graduate work for Uncle Sam. We hope to see both of them back at the house real often!

Our professional program at Upsilon Chapter was climaxed on January 16 with a talk by Edward Overman on the "Chartered Property and Casualty Underwriters"—the insurance field's answer to the C.P.A. During this talk we were indebted to Professor Robert I. Mehr for various "assorted and inserted" comments of general interest.

On January 4, we elected new officers for the coming semester. They are as follows: President, Don Pearce; Senior Vice-President, Wayne Meinhart; Vice-President, Ray Jiral; Treasurer, Dick Knippel; Secretary, Herb Utz; House Manager, Henry Selig; Social Chair-

man, Lou Carlotti; Ritual Chairman, Chuck Recka; Alumni Relations Secretary, Bill Pingel; Chancellor, Ted Kucia; Historian, Norm Emmerich.

With Brother Chuck Recka and Pledge Ed Paliatka recovered from injuries they received during the football season, IM Manager Herb Utz is looking forward to winning the basketball championship this year. We are entering two teams in order to give all the brothers a chance to participate. Actual play will begin in February.

And finally, we would like to extend our usual invitation to the alumni. Our Alumni Relations Secretary, Bill Pingel, has been quite successful in obtaining the mailing addresses of many of those who were active prior to the dissolution of the chapter in 1932, as is evidenced by his having contacted one of our chapter founders, Joe Williamson, Upsilon 4, 1922. However, there are many others whom we have not been able to reach. If anyone has any other addresses, Bill would appreciate it if you would send them to him so that we can keep them informed of chapter activities.

—NORM EMMERICH

## OHIO STATE

**WITH THE WINTER QUARTER** only two weeks old at this writing, the men of Nu Chapter are forgetting their pleasant vacations and getting down to the task of applying themselves to their studies. The new school term is in full swing and Nu Chapter is also busy on another quarter's initiation, social events, and professional activities.

Our initiation for this quarter will be held on February 14 and we will have five men to be initiated. We also have several prospective new pledges for this quarter to fill in the gap in our pledge class. Our "Hell Week" will be largely replaced by "Help Week," with plans already made to improve the appearance of our own house, in addition to working in connection with the university's "Help Week" program.

At the end of the autumn quarter, two of our men left the active list for what we hope will be only a short time. One man, James Wilson, is now serving in the Armed Forces and the other, William Lindsay, our former

president, will probably return to school for the spring quarter. With the resignation of our former President, Brother Lindsay, our new president is Brother Carl Hancock. He is serving very ably and is supported very well by the co-operation of the entire membership. We are also being served by a new Treasurer, Brother Jack Bobst. He was elected when our former Treasurer, Thomas Owen, was called home temporarily because of the death of his mother.

By working in conjunction with our landlady, several improvements have been made in our house. A complete new heating system has recently been installed, thus making our house much more comfortable than before. Some reupholstering of old furniture and the acquisition of new furniture is also improving the appearance of our house.

Our Founders' Day Banquet which was held on December 6 was a huge success. Many of the faculty members were present and, with practically all of the active members present with their guests, we had a good attendance. Our speaker was Mr. Dale Starkey, general manager of the Columbus Chamber of Commerce, and he taught us all a great deal about the functioning of a Chamber of Commerce. The social calendar for this quarter promises to be just as good as in the previous quarters. We have one dance scheduled for February 19 and several rush parties also in view for the enjoyment of our members.—LEON A. CLAYPOOL

## TEXAS

**A WHOLE NEW SLATE** of officers took over Beta Kappa Chapter on the night of January 11. They were installed at a banquet at the Hitchin' Post. They are Jim Bussey, president; Jim Estes, senior vice-president; Scott Garrison, vice-president; Earl Eckhoff, secretary; Dave Goodfellow, treasurer; and Dick Little, historian. George Frazier, outgoing president, was awarded a gavel for his fine leadership during the past semester. Several of our brothers are going to graduate at this time, but 14 new brothers, Paul Curtis, Henry Dickson, Robert Fitzgerald, Dave Goodfellow, James Hull, Tom Hunter, Harris Labowitz, Roddy McDaniel, Bill McPherson, M. D. Odom, Windle Randolph, Charles Rupe, John Smart, and Frank Strickland, are here to take their places. We also welcomed a new faculty member into our midst. We are proud to have Mr. B. H. Sord, instructor in management here at the College of Business Administration of the University of Texas, with us.

Dorothy Burgess of Houston was recently elected as our "Rose of Deltasig." Dorothy was recently a finalist in the contest for Aqua Carnival Queen here and is a real credit to the chapter and the fraternity.

Dr. E. G. Smith, professor of marketing, was host to a Christmas party for Beta Kappa Chapter on December 11. A large number of members and their dates gathered at his home and had a swell time. Quite a number of faculty members were present. An interesting feature of the party is the annual custom of bringing toys along to the festivities, which are later distributed to needy children by "Cap" Smith.

Under the guidance of Gene Smith, we are going to make a concerted attack for all the trophies given to intramural sports champions. He is really stirring up the competitive spirit in all the would-be athletes in our chapter.

The meeting of the Southwestern Region will be held here in Austin during the first part of next September. Come on down to the City of Perpetual Moonlight (Austin) all you Deltasigs from Texas, Louisiana and Oklahoma.—B. D. MCKINNEY, JR.



CHAPTER PRESIDENT George Frazier, Vice-President Earl Eckhoff, and Brother J. D. Thomson of the Central Office, eat cake at meeting of Beta Kappa Chapter at the University of Texas.



## MISSOURI

OUR RECENT industrial tour to Kansas City was very much enjoyed by the members of Alpha Beta Chapter. Included in the tour were visits to the Owens-Corning Fiberglass Company, the Federal Reserve Bank of Kansas City, and the Goetz Brewing Company. To those interested in accounting and finance, the tour through the Federal Reserve Bank was extremely interesting and educational.

On January 7, Alpha Beta Chapter held a business meeting for the purpose of electing officers for the winter semester. Lee Roy Stevenson was elected as our new president and his staff includes Senior Vice-President Bill Johnston; Vice-president, Jim Harding; Secretary, Ray Underwood; Treasurer, Bill Guengerich; Chancellor Dick Gillham; and Historian Bill Dunlap. Chuck Tomlinson, our retiring president, has done a very fine job during the past semester and we are looking forward to another successful semester under our new officers.

The December 15 report of the Chapter Efficiency Contest standings found us in fifth place nationally and in first place in the Midwestern Region. The entire chapter will be working toward a first-place standing by the time the March 1 report is issued.

Plans for the coming semester include an industrial tour to St. Louis. It is expected that this tour will be even more successful than our first tour of the year. Plans are also being made for a membership rush smoker and selecting those individuals who will be invited. Efforts are being directed toward making the next pledge class one of the biggest and best in the history of Alpha Beta Chapter.—HOWARD R. BACKER

## NEW MEXICO

THE UNIVERSITY OF New Mexico Chapter of Delta Sigma Pi, Gamma Iota, embarked in full swing on the heavy business schedule for the 1954 school year. In the first meeting of the new year we elected and installed officers to handle the functioning of the organization. Brother Edward Hatchett was elected as president of the chapter. We in the land of sunshine believe that a wise choice was made in electing Ed Hatchett into this important post. The other offices were also ably filled. Dewey Williams is senior vice-president and the vice-president is Art Hastings. The other officers are: Norman Loftus, secretary; Ray MacBurnett, treasurer; Charles Dickinson, historian; Bill Cole, ritual chairman; Nick Zilson, social chairman; Paul Hughes, professional chairman; Bob Lambson, Chapter Efficiency Contest chairman; Edward Moszumanski, DELTASIG correspondent; and LeRoy Miner, chancellor.

The new officers expressed the desire to improve on the newly-won high position of Gamma Iota Chapter in the chapter Efficiency Contest. We fully understand that this task will not be easy because the outgoing officers accomplished and made much headway in elevating our chapter. However, by setting our sights high and attacking this position, it is hoped that we as a unit will fulfill our goal. There is plenty of motivation within the group and the stimuli put into our chapter by the outgoing officers will not kindle and die but is anticipated to roar into one of climbing attainment.

Brother Nick Zilson was appointed to the position of sales manager to handle the sales campaign in our forthcoming sale of magazines. The campaign is designed to augment the financial position of the chapter's treasury. As an organized unit we will contact students on campus and, using the principles of marketing, sell the magazines at a reduced student



(Top) A SCENE AT the Beta Kappa Chapter Christmas party in the home of Dr. E. G. Smith. (Middle) DR. AND MRS. E. G. SMITH with Beta Kappa's Faculty Sponsor, Dr. Henry T. Owen, center, at the Christmas party given by Dr. Smith for the chapter. (Bottom) FALL INITIATES of Beta Kappa Chapter.

rate. This business undertaking will embody only the distribution of sales and the collection of the rates will be handled by the credit department of the national magazine company.

The District Meeting to be held in El Paso, Texas, in the latter part of February was given much consideration and discussion. An attitude that such an undertaking is in complete adherence with fraternal life was expressed by the brothers. The intermingling of the chapters in this area can assure closer relationship plus a better working knowledge of the organizational structure by the new initiated brothers. Group association, such as the District Meeting, gives us a more solidified outlook and changes names of chapters on the Deltasig map to living men; men whom we know and understand because of this direct contact method. A feeling that we will all profit from such a gathering can assure nothing but success of the District Meeting. So in the twilight of winter we will ascend en masse on El Paso to attend the District Meeting and show the world the true Deltasig spirit.

Once again it was decided that the quality of pledges was to be stressed in preference to quantity of pledges, and therefore, Gamma Iota Chapter will go all out in quality selection of new members. The spring semester campaign will be run by Brother Williams and Brother Hastings.

On the other side of the balance sheet comes the social activities of our chapter. Gamma Iota Chapter has kept in step with the cul-

tural mores of the Southwest by having many house parties. The most outstanding one was the New Year's Eve party given by Brother Loftus. The party was more than a success and it was a good feeling to see true brotherhood in full swing by ringing in the new year as a group.

A more constructive plan on social functions is to be submitted by the social chairman for the coming semester. The plan will replace the house parties and will prove more fruitful from a group participation standpoint. We believe that a good social program will give us balance in the chapter and aid in the solidification of our group. We do not believe in placing too much emphasis on social doings but at the same time, we want just the right amount to prevent a restrictive outlook from gaining headway.—EDWARD M. MOSZUMANSKI

## DRAKE

ALPHA IOTA CHAPTER at Drake University initiated Richard Ransom, Lowell Kilmer, Russell Walker, Philip Blades and John Adams in an initiation ceremony, Sunday, January 10. Later, at the banquet at Elloth's Restaurant, Dean L. E. Hoffman, who recently resigned from Drake to take a position with an insurance company here, spoke on "Opportunities for Today's Graduates." The brothers of Alpha Iota Chapter agree that the dean did his usual excellent job of speaking and gave us some real food for thought.

Our basketball team has had a perfect record so far, 0-3, our latest defeat being at the hands of the Drake Independent Men's Association. However, we still have the rest of January to improve our team standing.

We are looking forward to our annual "Rose of Deltasig" dinner dance, to be held February 4 at the Hotel Savery. So far the identity of our "Rose" is unknown, but soon we will know who she is. All in all, it promises to be a gala evening.

Plans are being made and executed for our spring semester rush program since we want to add to the strength of our chapter by interesting good men in Delta Sigma Pi so they may, in the future, be assets to the fraternity, school, community and nation. We also are busy planning for the Midwestern Regional Meeting to be held here next fall. Delegates from some 14 nearby chapters are expected and much preparatory work is necessary to insure this conference being a real success. Many of us will not be here for this meeting, unfortunately, but we know that those brothers constituting Alpha Iota Chapter next fall will be hosts at a not-to-be-forgotten weekend.—JOHN GERVAIS

## PENN STATE

WE OF ALPHA GAMMA CHAPTER are happy to announce that Penn State College is now a University. Brother David L. McKinley is the assistant dean of the College of Business and our Senior Vice-President, Gerald Young, is president of the College Student Council. Our charter is now hung in the office of the College of Business.

At the end of this semester we are losing two brothers by graduation: Edward Kines, junior vice-president, and Donald Coles. Brother Kines is going with the Glenn L. Martin Co. as a junior service engineer.

Our program for the spring semester includes a mixer with Alpha Kappa Psi and a "Rose of Deltasig" Dance on February 20. We are also setting up a "Help Week" Program in connection with Greek Week. Our professional activities include speeches by leading businessmen, both local and state.—ARNOLD BARNETT





SECOND-PLACE TROPHY was won by Alpha Omega Chapter for its float, "Football at DePaul," in DePaul University Homecoming Parade.

## RUTGERS—Beta Omicron

**BETA OMICRON CHAPTER** at the Rutgers' School of Business Administration will take aboard ten new members on February 13, 1954, with a banquet following the formal initiation, which will be held in the Rutgers' Room of the Military Park Hotel in Newark. Also duly initiated that night will be prominent Doctor Thomas Roy Jones, who will be welcomed to the chapter as an Honorary Member. Doctor Jones has a distinguished background in business and community life as president of Daystrom, Incorporated; chairman of Industrial Relations Councilors; and director of the American Management Association. Brother George R. Esterly, dean of the School of Business Administration, will serve as the official initiation toastmaster, and Doctor Jones will deliver an after-dinner address.

Once again the members of Beta Omicron Chapter have succeeded this year, as they have done in the past, to be the most active group in school affairs. In the recent elections of the Marketing Management, Accounting, and Finance Clubs for the year 1954, eight Deltasigs were elected to the positions of president and vice-president, without mention of some offices of treasurer and secretary. Deltasigs here are also presently active in the Student Council and the *Observer*, the official campus newspaper of the School of Business Administration.

Our professional committee is providing a most enlightening program for the year 1954. Guest speakers from different fields of business and commerce will discuss topics relating to the type of work in which they are engaged. Among the activities planned will be a Family-Faculty Night, which being the first of its kind held at our chapter house will prove to be most interesting. Our last professional meeting, which took place on December 11, was arranged by Brother Vitarius. At this meeting Mr. Joel Jacobsen, secretary of the Eastern Council of the C. I. O., presented an excellent talk on both long and short range aims and purposes of labor unions in the American business world. The talk was followed by a most vigorous question and answer period.

The social committee relieved much of the school tension with a drag party held at the chapter house on November 28. An excellent turn-out of alumni, active brothers, and pledges resulted in a successful affair. Terminating our social year was the annual Christmas party on December 19. Amidst the yuletide rejoicing, Santa Claus visited the house unseen and left

under our Christmas tree a variety of gifts for the chapter house.

This year four active brothers were selected by the School of Business Administration as accounting internship students. Those selected include Richard Maskiell, Ronald Russo, Gasper Petrock, and Arthur Klehm. Congratulations!

On December 3, 1953, the Alumni Club of Newark was reorganized at the chapter house. The 75 members present elected as their new officers Brothers Summer, president; Shaak, vice-president; and Christie, Secretary-treasurer. Good Luck!—JAMES BETTS

## BUFFALO

**ALPHA KAPPA CHAPTER** held their fall initiation on November 28, 1953, at Point Abino, Ontario, Canada. The 16 neophytes and the members met at the Peace Bridge and arrived at the Canoe Club at 1:00 p.m., when the informal initiation got under way. Late in the afternoon the impressive formal initiation took place, followed by dinner at 7:30 p.m., at which guests of the members were present. We were fortunate to have as our guest speaker Dr. Marvin A. Rapp, professor of history at the Buffalo State Teachers College. His talk on the "Niagara Frontier" was both interesting and educational. Dr. Rapp is in great demand as a speaker and is a noted authority on the "Niagara Frontier." Dr. Rapp has written for the Buffalo Historical Society, is the author of the book "Canal Water and Whiskey," and he is currently active in television. He received the Junior Chamber of Commerce Award in 1945 for Service, and recently was chosen one of ten leading men in Buffalo. After the meeting brothers and guests got together for informal talks and the pleasant task of making new members feel like old members.

On the evening of January 6, Alpha Kappa Chapter toured the Continental Baking Company in Buffalo. This tour was personally conducted by brother Dick Waring of the Continental Baking Company, makers of Wonder Bread. On this hour-and-a-half tour of "18 Steps to Wonder Bread" we saw where the flour was tested, the huge stockpile for the aging of flour, and how flour is blended, sifted, weighed and the bread baked. The packaging, sales, marketing and other functions of the business were also revealed to us. This was indeed an educational tour for all who attended. Alpha Kappa Chapter plans to have more tours of this type.—JOSEPH A. VOLLMAR

## DEPAUL

**DEMOCRACY IS WHAT** Alpha Omega Chapter believes in. We feel that our pledges are entitled to a day of leadership. Thus, in keeping with this idea, we set December 13 as "Turnabout Day." On this date, the pledges gave the brothers a modified and limited version of the informal initiation. However, being brothers of Delta Sigma Pi, we held our ground and would have returned what we received the next morning if Christmas vacation had not began that day. "Who said that pledges were dumb?"

On December 19, the third annual musical comedy entitled, "Westward Ho," was presented by Alpha Omega Chapter and Phi Gamma Nu Sorority. This play was a satire on western romance and starred Brothers Jim McDonnell and Joe Wiltgen. All proceeds were given to charity to buy Christmas baskets, which were later distributed by the cast.

On January 9, the pledges presented their semi-annual pledge party at the North Park Hotel. It was a fine party, which reached its peak with a skit by the pledges.

In a recent bowling tournament of actives and pledges, which was won by the brothers, Brother Michael McDonnell smashed many records with a high game of 271 and high series of 641.

George Burgess was elected to succeed Walter Kobylecky as chancellor, the latter graduating in February after four years of service to Alpha Omega Chapter. We will miss the advantage of his experience but know that Brother Burgess will continue to provide expert advice.

Our formal initiation was held at the Graemere Hotel on January 31, where we initiated 26 new men. The alumni returned to witness the ceremony and to enjoy a fine banquet with the new brothers.

At the present time the brothers are working diligently to make the annual DePaul University Forum a success. This forum presents a series of outstanding, well-known men in their respective fields speaking on current topics. Alpha Omega Chapter is the sponsor of this forum and has received many letters of high praise on its success with the student body as well as with the general public.—JOHN E. WATSON

## TULSA

**THE HIGH POINT** for Beta Chi Chapter during the fall semester was the initiation of 13 new men. The new brothers are: Joe Briscoe, Charles Kilcrease, Bobby Strain, Bill White, Jerry Wilson, Glenn Hager, Louis Morris, Dennis Tesar, Jerry Yeager and Lyle Turner.

Immediately following the initiation a banquet was held in honor of our new members. Dean Hargrove, T. W. Coover and Clyde Blanchard were the faculty members present. C. I. Pontius, president of the University of Tulsa, W. K. Warren, president of Warren Petroleum Corporation and W. G. Skelly, president of Skelly Oil Company, who are newly initiated Honorary Members, gave the after-dinner addresses.

Beta Chi Chapter held its annual Christmas assembly in the College of Business Administration auditorium. A large representation from the student body was present, and they donated a sizable amount of money, which was used to buy toys to distribute to the needy children in the area.

Jack Ward is the newly-elected president of the chapter and we are very confident that his term of office will be successful.—TED R. DUNN



## TEMPLE

THE BROTHERS OF Omega Chapter acted as hosts to Grand President Robert G. Busse, Regional Director Harry Feltham, and District Director Bob Hughes at the first meeting in January, 1954. Brother Busse told us of the affiliations between The Central Office, alumni and active chapters. Brothers Feltham and Hughes told us of regional and district activities.

A professional meeting was held the same night. Brothers Dick Schmidt and Jim Schwartz provided an interesting film on the steel industry.

On January 9, Social Chairman Ed Dugan held a cocktail party prior to the Interfraternity Ball. Delta Sigma Pi was well represented at the ball, held at the Penn-Sherwood Hotel in Philadelphia.

The second professional meeting of the month took place on January 26. George Hagan spoke on the subject, "Sociology in Business."

Rushing parties for the second semester began in February and ended on March 9. Brother Fred Hagmayer finished a job that he started last fall, and succeeded in obtaining a good number of pledges for the spring semester.

The first social event of the second semester was the Monte Carlo party. Brother Dugan and his committee made millionaires of us all, for the operators of the games were out to lose everything they could.

Omega Chapter will again participate in the festivities of Greek Week-end at Temple. There is the Greek Sing, the Greek Dinner and the Greek Ball, and active participation is expected in all.

Plans are well under way for the Spring Dinner Dance this year. May 8 is the date, and LuLu Temple Country Club in Oreland, Pennsylvania, is the place. Any alumni of Omega who have not yet been notified are asked to get in touch with President Jesse Gelsomini at the chapter house.—CUTHBERT PARRISH, JR.

## MARYLAND

GAMMA SIGMA CHAPTER of the University of Maryland opened the busy schedule planned for the spring semester by electing new officers.

Gamma Sigma Chapter gave congratulations and best wishes to the new President, Dick Barth; Senior Vice-President, Bob Comer; Vice-President, Ernie Bufkin; Secretary, Henzo Bozonetti; and Treasurer, Jack Cherix. All interested in a wide range of campus activities, these brothers have laid out a program which we feel will benefit both chapter members and the University.

Thanks for a job well done went to outgoing President Ernie Bufkin; Senior Vice-President, Ed Lugenbeel; Vice-President, Bob Comer; Secretary, Dick Cox; and Treasurer, Jack Cherix.

High on the list of goals set for Gamma Sigma Chapter, in a meeting held recently, is the achievement of the 100,000 points in the Chapter Efficiency Contest. A greater scope of general activities is planned for the remainder of the year, and we hope to have more jointly sponsored functions with Mu Chapter from Georgetown University and Chi Chapter from Johns Hopkins University in Baltimore.

A professional dinner is held once each month in College Park at which prominent business leaders from Washington and Baltimore speak. We feel that we derive the benefits of first-hand contact with the business world in the informal discussion periods which follows these talks.

One of our most enjoyable professional

dinners was held January 15, when Mr. Frederick P. H. Siddons, vice-president of American Security and Trust, was our guest. He discussed several aspects of modern banking problems, and answered questions put to him concerning the possibility of a business recession. Also on hand was our Eastern Regional Director, Harry Feltham, who frequently looks in on the Deltasigs in Terp Town, offering encouragement and advice.

Several brothers had the unexpected pleasure of meeting Grand President Robert G. Busse at the Founders' Day banquet held at the Blackstone Hotel in Baltimore. The dinner was held in conjunction with Chi Chapter.

A formal dinner dance at a downtown hotel will be held later in the semester to introduce the newly initiated members. An industrial tour and a chapter picnic on the Severn River are also on the schedule of activities.

We feel that with the co-operation of all the brothers and the excellent leadership which our new officers will provide, we will be able to achieve the goals set for this semester and take another step in our continuing program to maintain Delta Sigma Pi's reputation as one of the top campus fraternities.—ROBERT BEACHTOLD

## FLORIDA STATE

GAMMA LAMBDA CHAPTER began its climb back up the chapter ladder this year after its ignominious finish second from the bottom last year. The members who returned recognized that everybody would have to work hard to bring the chapter up and so they began to really pitch in and get things accomplished.

With exceptional support from the alumni and faculty members, a rush program was launched that had as its primary objective the securing of enough members to bring the chapter back up to full strength. The rushing and pledging was very successful and was climaxed with an initiation and banquet on December 6.

The new members initiated were: Ray Beasley, Jack Bleckley, Lee Cowers, John Danahy, Fred Harrison, Steve Zatyko, Joe Smith, Art Moore, Roy Baker, Riley Barnes, and Ronald Savelle. Also initiated were two members of the School of Business faculty: Mr. Charles Behrman and Mr. Willis Pardoe.

—STAN HUMPHRIES

## MARQUETTE

DELTA CHAPTER at Marquette University culminated its first semester pledging activities on December 6, 1953 with the formal initiation of 12 new undergraduates and one faculty member. The new undergraduate brothers include: Gary Backes, Dan Beihoff, Dick Bray, Tom Esser, Giles Flanagan, Dan Fuss, Bob Castleton, Jim Mallon, Lee Teshner, Bob Nicholson, Jim Waedekin and Fred Zaeske. Dr. Russell L. Moberly, director of the Department of Industrial Management and director of the Management Center at Marquette, is our new faculty member.

At our last professional meeting on November 23, we were fortunate in receiving an insight into the retailing phase of business. Mr. Clinton Schetter, a division manager of Schusters Department Stores, was the interesting and informative speaker. On December 8 our professional activities continued with a luncheon-tour of the Allis-Chalmers Manufacturing Company. Special thanks go to Mr. Clinton Busewca of Allis-Chalmers, who treated us so cordially.

With true Christmas spirit the brothers of Delta Chapter had a caroling party on December 16. Their mellow strains of harmony were enjoyed by the coeds at several Marquette dormitories. In a more serious Christmas gesture, Delta Chapter provided a less fortunate nearby family with toys, clothes, food and a turkey in an effort to make their Christmas a more merry one.

Special congratulations go to Brother Joe Plewa on his election to Marquette's Union Board and to Brother Jim Dougherty on his appointment as 1954 Prom Manager.

One of our foremost achievements during the past semester was the special service project carried out by Delta Chapter for Marquette's Bureau of Business Research. The project entailed considerable effort in the tabulation of entries in the recent "You Be the Boss" contest conducted by the Society for the Advancement of Management. Brother Joe Ziemann very ably directed our efforts in the project.

We hope a precedent has been set by the publishing of our first chapter newsletter called "Delta Doings." We are looking forward to 1954 with an eye toward even bigger and better accomplishments and activities.—JERRY F. BINS



BROTHERS AND PLEDGES in the cast of "Westward Ho," presented by Alpha Omega Chapter at DePaul University, with the help of girls from Phi Gamma Nu Sorority.



## WAKE FOREST

MISS JAN BELL, Wake Forest College sophomore, was crowned as Gamma Nu Chapter's "Rose of Deltasig" at the "Rose" Dance held on December 5. The dance was held jointly with Alpha Lambda Chapter of the University of North Carolina in the ballroom of the Carolina Hotel in Raleigh, N.C.

A program is now being made for the second semester of the year. It will include two industrial tours, a chapter birthday party on April 1, and a final dance in the spring. As the next outstanding feature, our chapter is looking forward to a visit from the District Director of Delta Sigma Pi, Monroe Landreth, Jr., during February.

A new program plan for regular meetings will be used during the spring semester. Each member will be in charge of the program for one meeting. This should give a wider variety of speakers and programs. Plans are now being made for the rushing period and formal smoker of the spring semester. We need four members to meet our minimum quota for this year; however, we expect to go above that number.

Twelve pledges recently completed their training period and have been initiated into the fraternity. They are: Paul Craven, Hugh Turner, Earl Welborn, Wayne Kinser, Ben Murray, Bernell Miller, Alexander Livingston, Franklin Pierce, Fred Hastings, John Kotechi, Richard Day, and Tommy Cole.—GILBERT E. SMITH

## GEORGETOWN

MU CHAPTER of the School of Foreign Service has almost completed its fall semester program of professional functions and social affairs. Seven undergraduates and one faculty member were initiated on December 5, 1953 in a joint formal ceremony with Gamma Sigma Chapter of the University of Maryland. The new members are: Charles S. Besterman, Wilbur E. Davison, Armistead L. Guthery, Daniel R. Kane, Patrick N. Kullenberg, Joseph S. Piccollo, Gordon J. Trousdale, and, as faculty member, the Reverend Manuel Perez-Alonzo, S. J.

The eight new brothers were feted at a banquet held at Bethesda Country Club after the formal initiation. The chapter was honored by the presence of several faculty brothers, among them Dr. Joaquim de S. Coutinho, charter member and the advisor of the chapter, Dr. John O'Connor, Dr. Paul Locher, Mr. Roger De George, and Mr. Francis Mann. Among the alumni were Mr. Harry Read, Claude Desautels, president of the Washington Alumni Club, and James Cunningham. Following the banquet, a dance was held in conjunction with Gamma Sigma Chapter, at which a "Rose of Deltasig" was chosen for both chapters.

In the professional field, Mu Chapter has joined forces with the Society for the Advancement of Management at Georgetown University for the purpose of holding joint tours of industrial and commercial establishments. Aready a tour of the Calvert Distilleries at Baltimore, Md., has been successfully and enjoyably accomplished. Further tours are forthcoming during the spring semester. A program of speakers has been planned for the professional meetings at the chapter house for the second semester. It is hoped that such individuals as David Lawrence and Walter Lipmann will be among these speakers.

In the scholastic field a series of seminars and lectures by members of the faculty of the School of Foreign Service have been planned for the second semester, primarily to aid the

hopeful graduates who face their oral comprehensives in May.

The fall semester witnessed an active array of social events. Among the most successful was the Alumni-Faculty Reception in November. It was encouraging to be able to welcome at the chapter house alumni of past years—particularly those of the 1920's and '30's—many of whom most of the actives had never met. The annual underprivileged children's Christmas Party, which was arranged by both alumni and actives, was a tremendous success. Twenty-three children were brought to the chapter house, where all enjoyed an afternoon of Christmas cheer, presents from a brotherly Santa Claus, and an assortment of games the likes of which they had never seen before.

The time has approached for the planning of the rushing program for the spring semester. Prospects about the campus thus far seem fairly good. With a full professional, scholastic, and social program under way, Mu Chapter intends to achieve the full 100,000 points in the Chapter Efficiency Contest.—AURELIO R. NARGANES



HAPPY CHILDREN receive their gifts and all the trimmings at the annual Christmas party given at the chapter house by Mu Chapter, Georgetown University, and alumni.

## SOUTHERN METHODIST

BETA PHI CHAPTER'S New Year's resolution is to make 1954 the greatest year in its history, to be second to no other chapter or fraternity, to induce even more activity and greater publicity, to increase the interest of present and future members, to so conduct ourselves that our school and Texas businessmen will point with pride to our graduates, to enlarge our chapter to the greatest membership yet attained, and to work hand in hand with the Dallas Alumni Club to gain these ends.

Officers elected for the spring term to attain these goals are: David Thatcher, president; John Brooks, senior vice-president; Jim Buchel, vice-president; Roy Blankenship, secretary; Wendall Tey, treasurer. Appointed officers include: Master of Festivities, Vance Miller, and Chapter Efficiency Contest Chairman, Don Zale.

This spring the fraternity will see Beta Phi Chapter work hard to set new records in professional, business, and social activities.—DAVID T. THATCHER

## OKLAHOMA A & M

GAMMA EPSILON CHAPTER of Oklahoma Agriculture and Mechanical College held their first professional meeting on December 15, 1953, with Ralph Archer, secretary-treasurer of the Stillwater Chamber of Commerce, as the speaker. Mr. Archer chose the appropriate topic of "Industries in Oklahoma." Afterwards a number of interesting questions were asked of Mr. Archer. Posters were placed around the campus announcing the program and all 21 Deltasigs were in attendance, as well as a group of representatives from Mu Kappa Tau, the local marketing fraternity.

Bill Carter and Bernie Stunkard will become members of the "Class of '54," during commencement exercises on May 31, 1954. Each will enter the business world on January 22, 1954. We extend our congratulations to Bill and Bernie and we are confident they will become excellent alumni members.

Gamma Epsilon Chapter held spring elections on January 5. New officers are: Melvin R. Meisner, president; Bobby C. Hamm, senior vice-president; Michael W. Atkins, vice-president; James T. Huckstep, Jr., secretary; Phillip B. Brown, treasurer; Carl R. Webb, chancellor; and Louis Fioretti, Jr., historian. With a large class of pledges expected for spring and the new officers, together with an excellent program, this should be a very encouraging semester.—JAMES T. HUCKSTEP, JR.

## NORTH CAROLINA

ALPHA LAMBDA CHAPTER at the University of North Carolina highlighted its fall semester with the annual "Rose of Deltasig" dance, which was held at the Carolina Hotel in Raleigh, North Carolina. This year Gamma Nu Chapter at Wake Forest joined us in the dance, giving us the pleasure of having two "Roses of Deltasig." Alpha Lambda Chapter's "Rose" was Miss "Bug" Cobb, one of the most attractive that we have ever had.

Our professional program included two very interesting trips, one to Durham, where we visited the Chesterfield Cigarette Plant and the other to Leaksville, where we were taken on a guided tour of the Karastan Division of Fieldcrest Mills. Professional Chairman Jim Blanchard did a very good job of arranging these trips and we know we can look forward to next semester and more excellent field trips.

Our fall pledge class, consisting of ten good pledges, was initiated on January 14. The new initiates include Tom Norman, Charles Shumate, George Douglas, Frank Hawfield, Harry Rodenhizer, Charles Hyatt, W. T. Adcock, Jack Marquett, Allan Walker, and Ned Donkle.

Last year our chapter decided to start a series of displays showing the text and materials used by each department in our business school. The first display was held this semester and illustrated the personnel department. This fine display was arranged by Brother Dick Taylor.

Our winter intramural sports program, under the direction of Brother Alan Johnson, has started with great success this year. After a dismal football season which saw the fraternity team win only one game, we were eagerly awaiting the start of the basketball season. We are at the present time tied for first place in our league and hope to win the league title and possibly the school championship.

As we of Alpha Lambda begin a new semester of work we wish to recognize our Advisor, Dr. R. P. Calhoun, who so ably assisted us in our fall work.—SAM JOYCE



## KANSAS

WITH THE COMING of the new year, Iota Chapter Deltasigs looked forward to their big social event of the semester, the winter formal. And a big event it was, too. A large turnout of actives, alumni, and faculty had a wonderful evening on January 9 dancing to the music of Tom Down's Combo at the Eldridge Hotel. The newly initiated actives had done a fine job of decorating the Big Seven Room at the Eldridge, which added to the atmosphere of a very fine affair.

Twenty-one former neophytes became full-fledged active Deltasigs on Thursday, December 17. These men had passed through a successful pledging period designed to give them a greater insight into the principles and purposes of Delta Sigma Pi. Iota Chapter is very happy to have this fine group of business juniors and seniors, plus two instructors in the School of Business as new brothers.

The chapter recently participated in a university employment clinic sponsored jointly by Phi Chi Theta, the Business School Association, Alpha Kappa Psi, and Delta Sigma Pi. The speakers were: Mr. Jack Heysinger, director of the Business Placement Bureau; Mr. H. L. Snell, from Southwestern Bell Telephone Company; and Mr. W. P. Harsh, from Hall Brothers Company. Those attending learned some good points on the values of and things expected during an interview.—DELBERT FILLMORE

## DETROIT—Theta

A HEARTY WELCOME to the new brothers initiated by Theta Chapter. In the ritual ceremony 17 prospective businessmen were bestowed with the official badge of Delta Sigma Pi. The act took place on December 6, 1953, at the Huck's Redford Inn, and was followed by an impressive banquet attended by all the brothers, many members of the alumni, and several faculty representatives. Our total membership is now up to a record of 47, and through the revision of the pledge program, now under way, we expect future increases.

Professional activities since last November have covered a wide field. Two meetings were held which featured speakers from the accounting and advertising worlds. Mr. A. J. Shuttee, C.P.A., addressed the first of these meetings on the subject of "Positions in the Accounting Field," and Messrs. L. Monley and J. Humphrey talked on the subjects of "Advertising Costs" and "Modern Methods of Advertising," respectively, at the second professional meeting. On December 7, we toured the Stroh's Brewery plant in Detroit; every process was technically and practically explained to us during the two-hour tour. Credit for the organization of these activities goes to our Chairman, Brother Les Nelson.

The "Rose of Deltasig" Contest has been under way since January 4. Final voting will take place January 17 at the scheduled business meeting. The winning candidate will be pompously crowned at the Junior Prom Breakfast to be held at the Latin Quarter on February 26. The breakfast is our paramount social event of the year; preparations for it started last November, and optimum results are expected by Brother Al Koppy, chairman of the Organizing Committee.

A word of recognition is due to our Social Activities Chairman, Brother Donald Shinker, for the notorious arrangement of the New Year's party. More than 50 couples provided with whistles and rattlers and elegant "chapeaus" welcomed 1954 in the happiest brotherly atmosphere.

Farewell parties have also been given to



FALL SEMESTER PLEDGE CLASS, now brothers at Delta Chapter, Marquette University, are shown here prior to their initiation. First row, left to right: Bob Castleton, Dan Beihoff, Tom Esser, Dick Bray and Giles Flanagan; second row, Jim Mallon, Dan Fuss, Jim Waedekin, Lee Teshner, Fred Zaeske and Gary Backus.

Brothers Heinsberg, Frickey and Griffith before leaving for the service. Best wishes and regards are sent to them from all the members.

Christmas time seems to have brought spring to four brothers' hearts: President Donald Murray and charming Mary Lou Raytis were "pinned" during the season; Jackie Grabic received a sparkling diamond ring from our football star and brother, Roger Stemler, and Bobbie Bordon and Rossie McLaughlin were also "pinned" to Brothers Ray Maisevich and Bill Royan respectively. Most sincere felicitations to the promising couples.

The high spirit of cooperation which has enlightened every one of our activities during the present semester has placed Theta Chapter in second place among the 19 chapters of the Central Region in the Chapter Efficiency Contest, and our possibilities of reaching the 100,000 points goal are now extensive. One of the largest organizations at the University of Detroit, Theta Chapter proudly honors the name of Delta Sigma Pi!—RUDY A. FACCINI

## MIAMI U.

THE PAST MONTH has been a busy one for the men of Alpha Upsilon Chapter. In a close race down to the wire, we elected what we think is a contest-winning "Rose of Deltasig."

Miss Barbara Hoffarth, a junior in the school of Arts and Science, is our personality-plus "Rose of Deltasig." Barbara is a member of Gamma Phi Beta Sorority, and last year she reigned as beauty queen over Greek Week. She won the Deltasig title in competition with contestants from every other sorority on campus. Miss Hoffarth was honored at a banquet held at the Huddle on December 12, at which time we also honored our new pledge class.

Our 30 new pledges were chosen from upperclassmen with a grade average of 3. in business in the last semester before pledging. The members became acquainted with the prospective pledges at a rush party held on December 7.

The banquet took on special significance when our new president of Miami University, John D. Millett, spoke to us on the subject of American business and the businessmen he has known. His talk consisted of personal anecdotes and observations on how business operates.

We are naturally quite proud of our co-chairmen, John Riley and James Roderick, and our President Robert Rice for the fine work they have done to make this year's "Rose of Deltasig" Contest the best that any of us can remember.—WILLIAM L. POWELL

## NORTHWESTERN—Zeta

ZETA CHAPTER is continuing its success of the past into what promises to be a record year. We are making a special effort to keep in contact with all of our alumni. The program along these lines has featured the annual Homecoming party held in November, combined business meetings with the alumni clubs of the area, and a cordial invitation to all Deltasigs to attend the scheduled social events. For the future there is a Monte Carlo party planned in cooperation with the alumni.

Zeta Chapter participated in the "Charity Bowl" football game against the "Orrington Ogres," a female team, to raise funds to support a war orphan in Europe. The event received coverage by both the local paper and the university radio station, since it was the big occasion on campus that weekend.

I. M. athletic participation includes the all-pledge bowling team which has already won several matches. Jim Lee and Ron Done are sparking the basketball team to new heights this year.

Ron Carlson, senior vice-president, already has his plan in action to secure a new pledge class to replace those who were initiated before the "Rose" Formal, February 6. The chapter professional activities are being held in conjunction with this open rush program.

Besides the "Rose" Formal which was held at Tam O'Shanter Country Club, the social calendar offers a pledge costume party with the theme "Suppressed Desires," and the informal to be held before spring vacation.

It is our pleasure to announce that Brother King has been awarded a Debate scholarship and sailed for England late in January. Brother Beutel also set the fraternity in a good light with his successful cochairmanship of the All-School Military Ball.

Zeta Chapter extends an invitation to all Deltasigs passing through the Chicago area to visit our chapter house.—RICHARD P. GRANT



## VIRGINIA

**ALPHA XI CHAPTER** on December 11 celebrated Founders' Day with a banquet and the initiation of seven pledges. At this celebration it was indeed a pleasure for the chapter to present a gift certificate to Dr. D. Clark Hyde in appreciation of the fine support that he has contributed over these many years as our chapter advisor.

The members of Alpha Xi Chapter are greatly indebted to Brothers Jack Hodge and Norman Shaw for their splendid work in putting out the chapter's *Cavalier Newsletter*. It is always nice to hear from our many alumni members and the newsletter makes possible closer contact.

Speaking of alumni, the members of this year's Alpha Xi Chapter were certainly glad to see Brothers Bob Coradi, Jack Burke and Milton Bolton attending some of the sports functions this fall and we would like to take time to extend an invitation to all alumni to drop by and see us when you can.

Our professional program has been steadily advancing to the most active in the history of Alpha Xi Chapter with the untiring efforts of our President Dennie Sanford and Vice-president Ken Mendenhall. The speakers that we have had this year have been extremely interesting and have covered a wide range of subjects of importance to those of us who are graduating this June. On January 4 the chapter heard Mr. W. W. Harrison, executive vice-president of the Peoples' National Bank of Charlottesville, who gave us a very enlightening talk on "Banking as a Career." Mr. Harrison is a former University of Virginia student and a graduate of the Rutgers Graduate School of Banking and covered his subject very thoroughly. On January 14 Mr. George C. Roper gave a talk on "Sales Careers" and the next day some of the brothers obtained interviews with Mr. Roper about the possibilities of acquiring jobs with International Business Machines, which company he represented.

Plans are now under way for our annual "Rose of Deltasig" dance and our social chairman has been busily making arrangements for the forthcoming celebration. This dance will not be held until the second semester, however, as at the present time we are busy cramming for mid-term examinations. Now back to the books and good luck to those of you in other chapters who are now taking your examinations.—**JOHN W. PURNELL, JR.**

## SAN FRANCISCO

**THE "ROSE OF DELTASIG"** dance having taken its place in the long list of pleasant activities associated with the fraternity, the brothers of Gamma Omicron Chapter are again looking to the future. It is final examination time at USF, but there has been no loss of spirit on the part of the brothers. Plans are made and the reservations secured for the annual ski trip we sponsor for the school. The time we have chosen the last weekend in January for the time, and famous Squaw Valley, near Lake Tahoe, for the place.

The chapter was very pleased to find the December 15 Chapter Efficiency Contest standings listing us at the head of the hotly contested Western Region. The chapter also wishes to congratulate Alpha Gamma Chapter for its fine showing in earning the top spot.

Since giving up varsity football at the close of the 1951 season, USF has had a very active intramural sports program. Always one of the most colorful and active contenders, the Deltasigs placed well in both the basketball and football leagues. Spirit is even higher

as we set our sights on several of the spring semester championships.

The highlight of the Student Body social year is the annual Mardi Gras in February. As was true last year, one of the brothers has been given the difficult job of director. This year the honor and the work goes to Ed Antognoli. As is true at all the other schools where we have chapters, Delta Sigma Pi serves not only its members but the school as well.

We have added to our store of points and more important, fellowship, with several luncheons and meetings. We are planning more soon and expect to include a father-son banquet as well. The brothers are all looking forward to a new pledge class soon. If the spring group fits into the chapter as well as the fall class has, Gamma Omicron Chapter will be fortunate indeed. All in all, there are further signs of a good year ahead.—**ROBERT J. LOVEJOY**

## MEMPHIS STATE

**GAMMA ZETA CHAPTER** at Memphis State College held its first initiation on December 6, 1953, at the Hotel King Cotton, at which time Richard Carlson, Ray Castle, John Josey, and Henry Brint were initiated. We were privileged to have Brother Jim Thomson of The Central Office as our guest and featured speaker at the banquet which followed. Our alumni club provided the ritual team.

We welcomed back from his recent tour of duty with the Armed Forces Brother Billy Reed. Brothers C. W. Campbell and Vernon Williamson graduated at the end of the fall quarter.

Gamma Zeta Chapter's professional activities have included a field tour through WHBQ-TV Television Station and a talk on "Insurance" by Mr. Tom Samuels. Our professional activities are becoming better known not only to the chapter, but also to the other students in the School of Business.

On December 11, 1953, the alumni put on a pre-Christmas party which some 40 Deltasigs with their wives and dates attended. This correspondent heard that more fine parties like this would be held in the near future.

Brother Sid Newton is preparing a scrap book of the history of Gamma Zeta Chapter and from the preliminary page layout shown, it will be one of the finest possessed by any Deltasig chapter.—**FRANK WILLIS**

## GEORGIA—Pi

**PI CHAPTER** at the University of Georgia successfully completed its fall quarter activities with the formal initiation of six new members on December 6, 1953. Following the initiation the new members were honored with a banquet at the Georgian Hotel. Over 30 members were present at this banquet, which was highlighted by interesting talks given by Major S. L. Toumey and Mr. R. L. Snow, who is president of Southeastern Rubber Company.

Our professional activities for the winter quarter began on January 12 with a very interesting tour of the Chevrolet Division of General Motors Corporation and a visit to the Kraft Foods Company in Atlanta. Much interest was displayed by the 15 members who attended and all felt that it was one of the most beneficial tours of the year. We are looking forward to the full program of professional activities scheduled for the balance of this college year.

On January 22 Pi Chapter will begin its social activities for the quarter with an informal dance and party being given at the chapter house in honor of our prospective pledges. Brother Bill Spaulding and his social committee, coordinating with the membership and pledging committee, have made extensive plans for this event, and much interest is being shown in it by the brothers.

Pi Chapter has three brothers who are on accounting internship this quarter. Two of them are located with a firm in New York and the other in Rome, Ga.

At the request of the dean of the College of Business Administration the members of Pi Chapter helped with the registration of students in the School of Business, during winter quarter registration.

After finishing the intramural football season with a tie for fourth place in the President's League, we are looking forward to a better record in intramural basketball. Much enthusiasm has been shown and from the looks of the practice sessions, we might even have another trophy to add to our collection at the end of the quarter.

This quarter, along with the new year, has gotten off to a good start and the brothers are again striving to add another triumphant year to the history of Pi Chapter.—**CARROLL BLACKMON**



(Left) OFFICERS OF Pi Chapter at the University of Georgia who were reelected for the second semester take the first-row spotlight. Left to right, they are: Gerald Hand, senior vice-president, Billy Settle, president, and Carter Wansley, vice-president. (Right) PI CHAPTER holds "bull session" after regular chapter business meeting.



## MISSISSIPPI

**ALPHA PHI CHAPTER** at Ole Miss celebrated Founders' Day on November 12 with a banquet at the Mistillis Restaurant. The speaker for the occasion was Brother Bob Ellis, former president of Alpha Phi Chapter and now registrar of the University.

Brother Jim Thomson of the Central Office was admitted into the *Deep South* on December 8 for the purpose of visiting our chapter. It is rumored that he had a little trouble at the border, having been accused of not capitalizing the word Rebel. After repenting of his sin, however, he was admitted to God's country just in time for a big shrimp supper at the Oxford community house. And, believe it or not, Brother Jim did not talk over 30 minutes (at one time, that is). Seriously, Jim, we were very glad to have you with us.

Initiation was held at Alpha Phi Chapter on Sunday, January 10. The ceremonies were held in the Graduate Building Auditorium, followed by a banquet in the University Cafeteria. Our new initiates are: Roland Billingsley, Louis Blanchard, Joe Busam, Bill Bush, Sid Chaffin, Willis Connell, Caleb Dortch, Larry Crowell, Jimmy Dunn, Paul Martin, Mitchell Salloum, I. W. Stewart, and Harmon Walker. The only casualty of the day was President Charlie Hallberg, who suffered a split thumbnail while arranging chairs.

Alpha Phi Chapter is losing only one member via the graduation route in January, but the loss will still be great, for our lone departing senior is none other than Hugh Bain. Hugh has served our chapter as historian and treasurer, and has long been known as one of our bigger and better wheels. Good luck, Brother "Future CPA" Bain.

At the time of this writing, our chapter activities are somewhat limited by the proximity of examination week. Alpha Phi Chapter has big plans for the future, however, highlighted by Commerce Day about April 15, and our "Rose" Ball on April 23. Meanwhile, we are not overlooking the goal of goals—100,000 points in the Chapter Efficiency Contest.

## TULANE

**GAMMA MU CHAPTER** at Tulane, in conjunction with some of the other college organizations, got a chance to see and learn more of the city on November 17. The tour was conducted personally by Mayor Morrison, and proved both interesting and informative to all who attended, whether they were native New Orleanians or not.

Again on November 27, our local Deltasigs held a tour. Though the conditions were a little different, the tour was just as interesting and informative as the earlier one. We visited the Falstaff Brewery and saw the highlights of the steps that go into the process of turning out this well-known product. They had told us that they would not only show us the process, but that they would give us a chance to sample the finished product. Naturally, we "bitterly objected" to the offer, but after much deliberation decided that we would celebrate the chapter's birthday on the Falstaff Brewery Patio. After the tour and a quick sample (which lasted a few hours), along with some fine fellowship, all left thoroughly contented with the way they had spent the evening.

To get strictly on the serious side for a while, Gamma Mu Chapter held another professional meeting on December 10. Mr. Eben Watkins, a local businessman and the father of one of our good members, was the speaker. His talk on "The Operations of a Small Business" held the interest of everyone from the very beginning.



**BROTHER DICK BRYANT** (left) receives congratulations and the Delta Sigma Pi trophy as the outstanding male athlete in Olympic Week at Loyola University from Tom Klinger, president of Gamma Pi Chapter.

Now to get strictly on the social side, we all enjoyed a swell Christmas Party, which was sponsored by the Commerce Women's Club on December 18. The highlights were a combined effort skit entitled "Shame," a take-off on the movie entitled "Shane," and some charades acted out individually by three students and three faculty members.

On January 10 we held our most important event of the semester. With the usual elaborate ceremonies, the names of 24 fine men were transferred from the list of pledges to the list of actives. We later enjoyed a fine banquet with our entire active membership, our 24 new members, some alumni and seven of our nine faculty members, including Dean French, who has recently been appointed to the vice-presidency of the University. The program was well rounded out with Dr. Heck as toastmaster and with some fine speeches by Dr. Warren and Dr. Wissner. With the leadership of such outstanding faculty members, our very capable new officers, and our fine new members, our new President Wiley Sharp has promised us 100,000 points in the Chapter Efficiency Contest again. That is one promise we will definitely hold him to.

Beta Gamma Sigma has chosen only two members from the January graduating class this year. We are proud to say, however, that both of these are Deltasigs. They are our outgoing President Graeme Ton, Jr. and one of our new members, Brother Ben McBeth. Congratulations to both of you.—PHIL ZIEGLER, JR.

## MIAMI

**BETA OMEGA CHAPTER** is happy to report that its "Rose of Deltasig" for 1954 is Terry Jones, the wife of one of our brothers, Dick Jones. Terry has shown that her interest in Delta Sigma Pi is great by helping Dick edit the *Southern Outpost*, our semi-annual publication. The chapter appreciate the work Dick and his lovely wife did on the *Outpost*, and we all wish Terry the best of luck in the competition to decide the national "Rose of Deltasig."

Beta Omega Chapter's professional program this last semester was one of the best in our history. The committee, headed by Charlie Eyre, obtained very excellent guest speakers, and we all looked forward to the professional dinners. Among the speakers was the Sheriff of our county, Tom Kelly, who not only made

a most interesting talk, but also invited us to visit his offices and familiarize ourselves with the law-enforcement setup. We hope to take him up on this between semesters.

Formal initiation was held on Sunday, January 10, 1954, and we were proud to take in 13 new brothers, and 2 faculty members. The Director of the Placement Service at the University, Mr. Louis Miller, and the Assistant Dean of the Evening Division, Mr. Rick Franklin, were the two faculty members initiated. Mr. Miller, or Brother Miller, we should say, was guest speaker at the banquet.

Election of officers was held at the last meeting of the fall semester, and Brother Bill Adams won in a close contest with Brother Dick Miles. Bill will have his hands full taking up where outgoing President Robert Briggs left off. Beta Omega wishes to take this opportunity to publicly thank Bob for a job well done.

Brother Robert Powell recently brought honor both on himself and on Beta Omega Chapter by being initiated into the Iron Arrow, the highest men's honorary on campus. Congratulations, Bob.

An informal Christmas party was held by our chapter during the holidays, and due to its success and response, the brothers decided to have a bar-b-que between semesters at Crandon Park. We trust it will be equally successful.—LARRY KILLRIDE

## TEXAS TECH

**WITH FOND MEMORIES** of the recent holidays, Beta Upsilon Chapter is ready to settle down for another full schedule in Delta Sigma Pi. Before getting into the future we would like to tell of some of our late fall activities. Thanks to Brother Art Lancaster, we have had some splendid tours and speakers. One of the best speeches Beta Upsilon Chapter has heard in several semesters was given by Texas State Representative, Waggoner Carr. Mr. Carr explained some new laws recently passed in the Texas legislature. Favorable comments on this speech are still being made. Since Mr. Carr was the author of these particular laws, his explanations were most accurate as well as interesting. The tours held this year have been of great interest to all, too. It was gratifying to hear the fall pledges favorable comments on them.

The pleasant memories of the fall initiation are still fresh in our minds. The day of that initiation will long be remembered as one of good fun and fellowship. We at Beta Upsilon Chapter are proud of our new brothers and believe that they are tops!

In the next few weeks Beta Upsilon Chapter will be going to El Paso to be the guest of Gamma Phi Chapter at Texas Western. This should be a week-end of real fun for the Southwestern District Meeting.

Right around the corner, March 10, to be exact, Beta Upsilon Chapter will stage its annual Campus Town Hall. Again this year the members of the panel will be members of the Texas Manufacturers Association. Classes will be dismissed and the professors are particularly interested in the panel this semester. This activity has proved to be one of our chapter's most popular activities.

Without doubt, the highlight of the fall semester was our "Rose of Deltasig" presentation dance. The dance was most impressive and successful. Here at Texas Tech we believe that our sweetheart will give the other national "Rose" candidates a real race.

With the new blood in the brotherhood, Beta Upsilon Chapter is expecting Spring 'for 1954 to bring unexcelled success to our chapter, as well as all of the Delta Sigma Pi chapters.—LADON SHEATS





HERE ARE THE NEW members of Phi Chapter at the University of Southern California, initiated during the fall semester. First row: Jerry Bronner, Bob Blaney, Dan Lewis, Paul Blume, Forrest Phillips, Stan Broffman, John Travinsky, Joe Quesada. Second row: Tom Mawhinney, Ed Buchanan, Al Flower, Bob Ray, Bill Covey, Bob Miller, John Jemelian. Third row: Bill Siney, Don Woodlief, Luther Joy, Bob Martin, Leroy Kasperski, Larry Worth, Al Rutter.

## SOUTHERN CALIFORNIA

PHI CHAPTER'S activity program gathered early momentum and continued to move swiftly in '53 and into '54.

A high point, of course, was the crowning of our lovely "Rose of Deltasig," Beverly Gould, at the dinner dance held in her honor. Completing the beautiful entourage were Delores Holzman and Eleanor Johnson, finalists in the "Rose" selections. Brothers Bob Hill, Steve Kish and Don Robinson were the fortunate trio that escorted the "Rose" and her "Rose Buds" for the evening.

To make an enjoyable evening more so, the Los Angeles Alumni club was in attendance for the award presentation to Brother Charles Nielsen as "Deltasig of the Year."

Plaudits are in order to Brothers Cleal Kischer, Leo Dieckmeyer and Hunter Hackney for one of the most successful affairs Phi Chapter has ever conducted.

A sturdy group of 23 new members was initiated December 14. Following a full day of initiation procedure the new members were honored at an evening banquet. Well-formulated pledging proceedings coupled with a high quality pledge group set a new mark for future programs to sight upon.

A new tradition was invoked during the past pledge program. To prove the abilities of the neophytes, they were charged with the duty of sponsoring a luncheon in the chapter's name. This culminated in a noon luncheon and a business economics talk by Joseph R. Jones, vice-president of the real estate and loan department of the Security First National Bank.

Shortly before the holidays Brother Frank Parson's character came out in his decision to arrange a tour of the newly constructed Pabst Brewery Division of Los Angeles. Those attending unanimously attested to the tour's success. Despite the rumor, Brother Joe Quesada was not in the vat!

As we moved into our vacation period, Brother Tom Hilton sponsored a "Stag" at the chapter house. The occasion was well attended and indications are that these informal gatherings will dot the calendar more and more.

The home of Brother Bob Hill was the setting for our annual post-Christmas party. The large group of actives and their dates appeared well pleased with the chapter's efforts in this,

the last function for the year 1953.

As the new year came in so did Phi Chapter's new officers. Following in the wake of Past President Ralph Hayden and his enterprising staff is the new group led by President Bob Hill. Aiding him are Jim Hawkins, senior vice-president; Steve Kish, junior vice-president; Tom Mawhinney, secretary; Bill Covey, treasurer; and Felix Gloden, historian.

Many of Phi Chapter's members are moving out from behind the "Walls of Troy" this semester, but we feel the chapter has been left in excellent hands.—FRED C. GRUNEWALD

## MINNESOTA

AT THE FIRST BUSINESS meeting of the quarter, Alpha Epsilon Chapter of the University of Minnesota installed the following officers: President, Richard Weimar; Senior Vice-president, Robert Weber; Vice-president, Jerry Lundblad; Treasurer, Dave Reik; Secretary, Archie Miller; Social Chairman, Gerald Schuster; Chancellor, Tom Stowe; Historian, Harold Lee; Professional Chairman, Keith Field.

Our winter quarter professional program got off to a fast start with an excellent talk by Frank Donaldson, president of Donaldson Manufacturing Company and a member of the Young Presidents' Club. Mr. Donaldson emphasized the role of research and the necessity for changing a firm's line of products as demands and business conditions dictate. Next on the professional calendar will be Walter G. Miller, publicity director of the National Association of Manufacturers.

Speaking of the N.A.M., Brother Robert L. Weber is back from his trip to attend the annual National Association of Manufacturers' Congress of American Industry held in New York, December 1 through 5. Brother Weber returned with a wealth of ideas and suggestions which we, as Deltasigs, might well apply before we go job-seeking after graduation. The Central Office has reproduced copies of Bob's report for distribution to all chapters.

This year, the Annual Economic Forecast will be held at Worwa's Restaurant on January 19. Sponsored by the alumni club, this is one event we really look forward to. Outstanding men in various fields of business combine their talents and attempt to predict the gen-

eral outlook for business in the coming year. The moderator will be Brother Richard L. Kozelka, Dean of School of Business Administration, University of Minnesota.

With the beginning of the winter quarter, the rushee program has begun with a mock gambling casino. Invitations for the evening of "chance" offered the rushees an opportunity to "win a fortune on our money." There was a fine turn-out, with several rushees expressing their desires to become pledges.

If any members of Alpha Epsilon Chapter are tardy for their first hour classes later on in the quarter, they'll have a good excuse. Through the Housing Corporation, we are acquiring new beds for the entire house. Re-decorating continues, with the actives, alumni, and pledges all pitching in.—HAROLD H. LEE

## NEBRASKA

ON DECEMBER 13, 1953, Alpha Delta Chapter at the University of Nebraska formally initiated 19 new members. This concluded the pledge training period and our Help Week activities for this semester. Our pledge class worked at the Cedars Home for Children, located here in Lincoln, Nebraska, under the supervision of our Pledge Master Bob Clark. We hope that all chapters adopt this idea of Help Week for it is a wonderful thing to provide a helping hand to those who need it. We are now planning for a bigger and better Help Week for our spring initiation.

We were honored this past semester to have two members of our chapter elected to national honorary societies. Brother Ken Paschall was elected to Beta Gamma Sigma, scholastic honorary in Business Administration. Elected to Pi Mu Epsilon, a mathematics honorary, was Brother Wes Boswell.

A professional dinner was held on January 4, with over 60 Deltasigs in attendance. Our speaker was State Senator Robert McNutt. Senator McNutt spoke to us on problems which face the businessman today. It was a wonderful talk and it brought out many problems which we will have to meet in the future as businessmen. Our recognition dinner for this semester will be held on January 18. All seniors graduating this semester will be honored at this time. Plans are also underway for the "Rose of Deltasig" formal which will be held in the spring.

The following officers have been elected for the coming semester: President, Delphin Sommerhalder; Senior Vice-President, Jerry Snyder; Vice-President, J. Neil Coffin; Treasurer, J. Wesley Boswell; Secretary, Roland K. Swanson; Chancellor, Donald Richards; Historian, Robert Sternberg. The chapter wishes to express its thanks to last semester's officers for the fine job they did during the semester. Again this year Alpha Delta Chapter is working hard to retain its place as a winner of 100,000 points in the Chapter Efficiency Contest.—ROLAND K. SWANSON.

## MICHIGAN STATE

GAMMA KAPPA CHAPTER at Michigan State College initiated 11 new members into the fraternity. These new members showed initiative and resourcefulness throughout their pledging period and we at Gamma Kappa Chapter are sure these new members will add to our chapter and also to the fine character of the fraternity as a whole.

During Help Week the Red Cross and many churches were contacted to find work that would be beneficial to the needy in the Lansing area and that could be done by our pledges. The Interfraternity Council at Michigan State College is sponsoring a contest for



the pledge class doing the most beneficial work for needy organizations and individuals. A trophy will be presented to the pledge class that rates the highest in this. Gamma Kappa Chapter believes that a trophy will be ours in the near future and many plans for Help Week are being laid.

Two new faculty members have been initiated to our fraternity. These new members are Professor Albert Hodge and Professor Robert Kendall, both from the School of Business Administration here at Michigan State College, bringing our total faculty membership to 20.

The 1954 "Rose of Deltasig" of Gamma Kappa Chapter is in the process of being selected and again we expect our "Rose" to win high honors in national competition. The "Rose Dance" will be held at the Porter Hotel in Lansing on March 6, 1954, with Gary Cutler's orchestra providing the music. All the members are looking forward to a wonderful time and we wish to thank Brother Nat Dellis, social chairman, for all the preparations he has put into the affair. We expect this dance to be one of the finest ever held at our chapter.

Brother John Hunt, professional chairman, is planning a full professional program for this term. Speakers from industry and business, plus a tour of the Ford Motor Company, are in store for our members, who are looking forward with high anticipation to one of the best professional programs yet.

The 100,000 point goal in the Chapter Efficiency Contest is again expected to be reached this year by our chapter. Many of the points have already been achieved and all of our efforts are being brought to bear on obtaining the remaining points.—JOHN W. LAVIS

## BABSON

**GAMMA UPSILON CHAPTER** at Babson Institute wound up the fall program with a professional meeting which featured Mr. Otis S. Page, sales trainee of the International Business Machines Corporation. Mr. Page, an alumnus of Babson Institute and a brother, explained many of the operations performed by I.B.M. and by their machines. The talk was illustrated through the use of movie slides, descriptive literature and sample accounting machine cards. The firm's extensive training program for salesmen was also explained by Brother Page. The brothers were amazed to hear of the remarkable achievements in the field of business machines.

To open the new year and the winter pledging season, an informal get-together was held at the Woodland Hill Gym on the Babson campus. This rustic structure, no longer used for the purpose which the name indicates, provided the perfect informal atmosphere that enabled the brothers and prospective pledges to become acquainted. Refreshments were served and a pleasant fire in the fireplace added to the friendly atmosphere. The affair was a tremendous success and should set a pattern for the future.

An open professional meeting, held in January, brought out a record crowd. The speaker of the evening, Mr. Walter Brown, was partly responsible for this fine turnout. Mr. Brown is president of the Boston Garden-Arena Corporation, owner of the Boston Garden and of the Boston Bruins, professional hockey team. He is also a co-owner of the Boston Celtics basketball team and is the founder of the famous "Ice Capades." The topic of the evening was, "The Business Aspects of Sports Promotion." Describing his position as, "The most enjoyable job any man ever had," the speaker discussed the launching, the rising and the declining of various sports projects. The business management of the Boston Garden and the

effects of television on sports events were among the subjects explained. Following the talk, Mr. Brown answered questions which came at a rapid pace. The passing of time went unnoticed by all, and, to everyone's delight, the discussion continued later than usual. Gamma Upsilon Chapter was indeed fortunate to have the pleasure of hearing from one of the area's prominent businessmen.—HARRISON SMITH

## AUBURN

**BETA LAMBDA CHAPTER** at the Alabama Polytechnic Institute initiated 22 members on November 22, 1953. A banquet was held after the initiation in the Green Room of the Pitts Hotel. The guest speaker was Mr. T. Scott Avary, vice-president of the West Point Manufacturing Company, who was initiated as an Honorary Member of our chapter. Homer Brewer, Southeastern Regional Director, together with some members from Kappa Chapter in Atlanta, also attended.

Paul Wischkaemper, assistant professor in the department of economics at Auburn was initiated as a faculty member. Students initiated were: Jack Appleton, Jack Busey, James Calloway, Ralph Castleberry, Joe Hopkins, T. M. Lambert, Kirk Lynn, Bob Martin, Al Morrison, George Morton, Bill Neville, Dan Patrick, Jim Spence, Harold Strozier, Hinote Watson, Harold Willcutt, and John Ziglar.

On December 8, we sponsored a speech on "Our Present Taxing System" by Mr. George D. Patterson, district director of the Internal Revenue Department for the State of Alabama. Mr. Patterson was introduced by Mr. William F. Lofin, Certified Public Accountant, Columbus, Georgia. Mr. Lofin was the man most influential in arranging for Mr. T. Coleman Andrews, the National Commissioner of Internal Revenue, to address the Georgia Society of C.P.A.'s at their annual convention in Columbus last fall. Before the speech, a small group of students and faculty members entertained Mr. Patterson and Mr. Lofin at an informal luncheon in the Green Room of the Pitts Hotel.



HERE ARE SOME of the students and faculty who attended meeting of Beta Lambda Chapter at Alabama Polytechnic Institute, at which "Taxing Systems" were discussed. Seated, left to right: William F. Lofin, CPA; William Peters, chapter president; George D. Patterson, Internal Revenue Dept., guest speaker. Standing, left to right: I. B. Gritz, faculty; Arthur Fix, professional chairman; Robert Pitts, publicity chairman; A. J. Hill, faculty, and Lee McChesney, faculty advisor.

Newly elected officers of our chapter, filling vacancies created by mid-year graduation, are William Ross Heck, president; Roy Studstill, vice-president; and James Dantzler, professional chairman.

We, at Beta Lambda Chapter, are justly proud of our standing in the first round of the Chapter Efficiency Contest: first place in the Southeastern Region, and sixth place nationally, with a total of 41,300 points. We are also proud of our scholastic standing here at Auburn, with almost 25% of our members making the Dean's List. They are as follows: Carl Frisby, Richard Joyner, T. M. Lambert, and George Morton, each with all A's. Also included were: Bill Neville, Ralph Castleberry, Joe Hildreth, Billy Peters, and James Calloway.

Our plans for the future include a speech by Mr. Jack Owens, president of the Alabama Public Service Commission and also a candidate for the Governorship of Alabama, on February 9; and a panel discussion by representatives of the Clearing House of Mobile on February 11. This latter discussion will deal with training for, and occupational opportunities in banking.—ROBERT N. PITTS

## BOSTON

**GAMMA CHAPTER** at Boston University has begun another busy semester of a year which is perhaps one of its most active, both socially and professionally.

Professional meetings have included many diversified and extremely interesting addresses. Mr. Kenneth P. West of the Federal Bureau of Investigation gave a very informative talk on the operation of the Bureau and the qualifications that are required of a prospective agent. On January 11 we were privileged to have as our speaker Mr. Daniel Leary of the firm, Ryan and Leary of Lowell, Massachusetts. Mr. Leary, who is a manufacturers' agent, addressed the group on the functions and use of manufacturers' agents in the business community.

On the social side, the annual Interfraternity Conference's "Greek Ball" was held on February 26. Gamma Chapter took a very active part in the affair, which is one of the highlights of the social calendar at Boston University. We also have had several informal parties, among them the annual party which the pledges give for the brothers. This was held on January 8 and proved to be one of the best that Gamma Chapter has ever held.

We recently held an initiation for the 12 neophytes that were pledged last semester. The traditional initiation weekend was made up of constructive work and fun which will make this weekend one that will long be remembered by all.

Our new officers for the coming year are: Jack Gibson, president; Freeman Butland, senior vice-president; Carl Janzen, vice-president; John Loynes, treasurer; Johnny O'Sullivan, secretary; Dick Bowie, historian; and Tom Sullivan, chancellor. We congratulate our new officers and wish them success in their new positions. To our retiring officers we thank them for a job well done.

Unfortunately, in the sports department, the regular basketball schedule of the Interfraternity Conference has been postponed and most likely will be cancelled for this season at least. This was brought about by the fact that the league could not find an adequate gymnasium in which to hold the games. However, our talented brothers, who we feel sure would have won the trophy, have been playing in the Brookline Town League and have turned in a very successful season.—J. HAMILTON LOYNES



ELLA RAINES

and

JOHNNIE RAY

to Judge

1954 "Rose of Deltasig"

Contest

Watch for Announcement

of Winners in the

May Issue of The DELTASIG

## RIDER

BETA XI CHAPTER at Rider College welcomed the winter term with an informal brother-sister party. The get-together was held at the chapter house and the number of "un-attached" brothers seemed to increase amazingly for the affair.

On December 19, a Christmas party was held at the chapter house. Once again the alumni were well represented at our social affair and the undergraduate brothers were pleased with this interest in our activities. Over 50 couples attended this final party before the holiday vacation.

Beta Xi Chapter's professional program chairman, Tom McGrath, recently obtained a very interesting speaker for his program. Professor Brower, of the accounting department of Rider College, briefly explained the accounting and auditing systems of the armed forces. This was a most appropriate subject, as many brothers hope to enter an accounting branch in their inevitable military service. This talk by Professor Brower was followed by a number of questions by the brothers concerning the opportunities and value of military accounting experience.

On December 16, our chapter held one of the most important affairs on its social calendar. The second annual Kiddies Christmas Party was attended by over 40 children from the Union Industrial Home in Trenton, but it is doubtful if those children had any more fun than the brothers themselves. For the second time this affair, under the direction of Brother John Urian, has been a great success, and we hope it will continue to be in future years.

The chapter recently obtained a new set of chinaware through the sale of vanilla extract by the brothers and pledges. The set includes a complete service for twenty, trimmed in gold and decorated with the fraternity letters.

The fall pledge class is fast approaching that final night, with the initiation date set for January 16. Once again "Hell Week" is being transformed into "Help Week." The pledges, under the supervision of Pledgemaster Bill Atkinson, have been spending a great deal of their time at the Union Industrial Home, acting in every capacity imaginable, from janitor to painter.

On the sports scene, the chapter has been increasingly active. At the present time we are represented by two teams in both the basketball and bowling leagues. With three more games to go, the basketball team in the "A" league, under the direction of Brother Joe Chipola, is confident of bringing home another prize for the trophy shelf.—JOHN D. ECKERT

## RUTGERS—Beta Rho

BETA RHO CHAPTER at Rutgers (University College) celebrated Founders' Day with an informal dinner dance on Saturday evening, November 14, at the Flagship in Union, New Jersey. About 20 couples were present and a gala time was had by all.

On November 27, a business and professional meeting was held at the Robert Treat Hotel and a very fine talk on continuous business forms was given by our former President J. K. Elderkin, Jr. Since the subject was of interest to many of those present, a lively question and answer period followed the formal talk.

On Sunday afternoon, December 6, a rushing party was held at the Robert Treat Hotel. Movies of the Rutgers' football teams of several past years were shown. Professor Frank Dowd, a brother and a member of the Rutgers' faculty, addressed the group and gave an inspiring talk on the value of fraternity membership. Eight prospective members were pledged and it is anticipated that several more will be pledged before our formal initiation in February.

Friday, January 8, marked the business and professional meeting held at O'Hara's in North Arlington, New Jersey. Twenty active members attended the dinner and several alumni brothers joined us later for the professional meeting. Beta Rho Chapter was fortunate in having as its guest speaker Mr. Anton (Toby) Lennert, MBA, who gave an inspiring lecture on the subject of "Management Research." Mr. Lennert is currently teaching this subject in University College. The discussion period which followed the talk lasted well over two hours, which showed that the interest of those present was really aroused. Two more prospective members were pledged during the business meeting.

Arrangements have been completed to hold our formal initiation and banquet on February 6 at the Essex House Hotel in Newark. We anticipate that about ten pledges will be initiated at that time. The guest of honor at the dinner will be Brother George R. Esterly, Dean of the School of Business Administration at Rutgers University and Director of Business Education for Delta Sigma Pi.

We are pleased to report that Beta Rho Chapter will co-sponsor with the Women's Club of University College a Barn Dance at the Rutgers' Pharmacy Gymnasium on February 13. Ticket sales have been lively and a large turn-out is expected.—WILLIAM W. MYERS



GAMMA PHI CHAPTER made a nice showing for Delta Sigma Pi during the Texas Western College Homecoming Festivities.

## TEXAS WESTERN

A VERY GOOD TIME was enjoyed by 17 brothers and neophytes of Gamma Phi Chapter at a recent field trip to the Stahman Farms at Las Cruces, New Mexico. These farms rank among the first in the world in the production of pecans and geese. In the absence of Mr. Dean Stagman, president of the farms, Mr. John D. Chandley, sales manager of the organization, was our host. Mr. Chandley guided us through the various processing plants.

Mr. Chandley's explanation proved to be not only informative, but highly entertaining as well. A tour of the goose processing plant, for example, showed how a goose is killed, cleaned, viscerated, and packaged ready for freezing in just one hour. It is also interesting to note that the down of the geese is the industry's most important by-product. The down pays for the entire cost of processing the geese. An example of the efficiency with which this farm operates is the fact that, although they have only been in the business a few short years, they are now packaging their products for a major packing concern.

Another important product of the Stahman Farm is the pecan industry. Four thousand acres of the farm are utilized in the growing of pecan trees. This industry is extremely profitable. Our group toured the plant where the pecans are washed, shelled, and sized by machine. Before the pecans are processed, they are stored in large bins, at an even temperature, in an adjoining building. When the pecans are ready for processing, they are moved by a conveyor belt to a rotating cylinder in the plant. It is here that they are washed, and afterwards, they are moved to cracking machines which bread the shells just enough to permit the plant employees to remove the meats in halves. The meats are then moved by conveyor belts to sizing machines which break them into different sizes. From here, the meats are passed over a strainer where women employees remove pieces of shell and oversized meats. The pecans are then packed in plastic bags and gift boxes where they remain moist and ready for shipment to numerous customers throughout the United States.

The distribution of the Del Cerro Brand pecans is handled mainly by brokers in New York. New York is the most widely used outlet for this product. Although the Stahman pecan industry has been in operation a comparatively short time, it is rapidly becoming one of the largest industries of its kind in the United States.—JOHN H. McVEACH

The big event that all of us at Gamma Phi Chapter are looking forward to is serving as the host chapter at the District Meeting to be held in El Paso on February 20. Plans are under way to make this the finest get-together the chapters in this district have ever had.—JOHN H. McVEACH.





## JOHNS HOPKINS

WITH HALF THE CLIMB up the hill of another school year behind us, it may be well to pause on the summit and review our past as well as think of our future. We of Chi Chapter can at this point look back with pride to our successful fall and winter fraternal activities.

Several outstanding and highly satisfactory events loom out of the retrospection. One of these is the Founders' Day banquet at the Blackstone, when 58 members of Chi and Gamma Sigma Chapters and the Baltimore Alumni Club combined to enjoy an evening of fellowship. The highlight of the banquet was



**GRAND PRESIDENT Robert G. Busse** addresses members of Chi Chapter at Johns Hopkins University, Gamma Sigma Chapter at the University of Maryland, and the Baltimore Alumni Club, as they joined together to celebrate Founders' Day with a banquet at The Blackstone in Baltimore, Maryland. Left to right: Bill Ford, president of Chi Chapter and toastmaster; Robert G. Busse, honored guest and principal speaker; and J. Harry Feltham, Director of the Eastern Region of Delta Sigma Pi.

an address by our Grand President, Robert G. Busse, whom we were fortunate in having as our honored guest. Another highlight was the pledging, initiating and welcoming into the chapter of eight personable fellows who have all since proven to be the very fine members we knew they would. A third event was the very successful dance following the formal initiation. Over 80 couples, fraternity members and their friends, danced, enjoyed themselves, and joined the new Deltasigs in celebrating their entrance into the fraternity. The social committee, under Brother Charlie Hoffman, did a wonderful job in handling all the details to make this dance a complete success.

Our professional meetings have been interesting and varied with some very outstanding speakers.

Among our professional activities so far this college year was a clinic conducted by the members of the Baltimore Alumni Club, at which the problems of our national economy were discussed. John Motz, David Hogendorp, James Moore and Paul Leroy were the alumni on the panel. Over 40 members of Chi Chapter participated. Later on John Gwynn of the Maryland Motor Truck Association presented a very fine talk entitled, "The Place of Trucks in Modern-Day Living." Once again we had almost 40 members present. All of Chi Chapter is enthusiastic about our professional program, as our attendance indicates.

Our chapter can be proud of its achievements at the halfway mark; however, the most difficult part of the journey is still before us.

As we look ahead there is much to do before we go over the top. We must get our full quota of new members. We must keep the fine scholarship activity which has given our chapter that enviable record, and we have a full social and professional program to carry through to successful conclusions. Can we make the grade? Can there be any doubt, brothers? Take that final look back.—Take a look at the Deltasig beside you. Then with your head held high, your shoulders back and eyes alert and forward, you are set to go over the top. Remember: "He profits most who serves best."—**CHARLES A. KLATT**

## GEORGIA—Kappa

**KAPPA CHAPTER** at the Atlanta Division, University of Georgia, had a rather busy schedule during December. In addition to regular business and professional meetings, a fine Christmas party was held December 17 at the Deltasig Lodge. The chapter's civic project was participation in the Greater Atlanta Empty Stocking Fund campaign. This fund is sponsored each Christmas by several local civic organizations in an effort to insure that every child in this area is visited by Santa. Several Deltasigs helped this year as usual; and the toys, clothing and fruit collected made a Merry Christmas for many youngsters that would not otherwise have been properly remembered.

Professional meetings have been unusually interesting this quarter. A film dealing with the equitable distribution of profits to owners of business, employees and management was very informative. Best yet, however, was a joint professional meeting with the student chapter of the Society for the Advancement of Management and Phi Chi Theta Professional Sorority. Pledges and rushees of all three organizations were in attendance. The meeting was held in the Bamboo Room at Mammy's Shanty. A steak dinner was enjoyed prior to an excellent speech by Mr. Michael F. Wiedl, Jr., who is Assistant Advertising Manager of the Atlantic Steel Company. He spoke on "Communications in Business," covering the field both from a verbal and written standpoint. Being editor of *Dixie Steel Ladle*, one of Atlantic Steel's official organs, Mr. Wiedl is well qualified in the field of communications within as well as outside the company. The information he gave us will be remembered for a long time to come. Brother Howard Johnson, our Past Grand President, had planned to attend this meeting but was unavoidably detained at the last minute. Howard is vice-president of Atlantic Steel.

The unique get-acquainted function, a cake race, is being revived and will be held on February 7 at the Deltasig Lodge. This is a very effective way to meet the freshmen and also familiarize them with the objectives of Delta Sigma Pi. All freshmen are especially invited to come but other interested students are welcome also. All faculty members are urged to attend, and speakers consist of all of the deans of the University and its director, who will speak briefly about Delta Sigma Pi, its activities and objectives. Also, slides about the fraternity are to be shown. After the prizes are awarded to the winners of the cake race (a cake to each winner), coffee and donuts will be served to those of us who were not able to run fast enough. This function has been one of the highlights in years past. We are looking for this one to be no exception!—**J. WYATT WALLACE**

Life Membership Recognition Button available to Life Members ONLY at \$1.25 each, plus 20% Federal Excise Tax. Send your order to The Central Office, 222 West Adams Street, Chicago 6, Illinois.

## ST. LOUIS

**THE WINTER SEASON** is a busy one for Beta Sigma Chapter here at St. Louis University. With the Christmas holidays came the annual toy workshop, a collection and rejuvenation of used toys for the needy children around the St. Louis area. This very worthwhile project was undertaken and successfully carried out by our pledge class.

As before, the Christmas spirit was not forgotten as the pledges, the brothers, and their dates came out for our traditional Christmas party in the Victorian Room of the Hotel Claridge on December 11, 1953. The fun and festivities of the evening were shared by everyone, and the affair proved to be one of our best. The New Year was welcomed at the Rathskeller of Brother Vern Kluge. A fine crowd was on hand and the last night of 1953 and the first day of 1954 was received in the typically jovial atmosphere that has prevailed in previous years.

"Back to the Books" was the familiar motto as everyone was faced with the on-coming exams after the holidays. The scholastic worries were ignored, however, when on January 9, 1954, the Pledge Dance was held at the Hamilton Wilshire Hotel. At this very enjoyable affair the pledges provided the entertainment for the brothers and their dates. Attired in their usual Pledge Dance costumes, the neophytes performed such activities as following a live duck around the ballroom, searching for the hidden buddah, and acting as waiter and bus boy for the members. The highlight of the evening came when the pledges put on make-up and donned appropriate costumes for their acts. With all the actives and their young ladies as the audience, entertainment in the form of five skits was furnished by the pledge class, amid some applause and many friendly jeers. After the acts followed dancing to the music of Bob Hoff's Orchestra.

Again confronted with the serious business of mid-term exams, professional and social activities were brought to a two-week halt, but everyone, both members and pledges alike, looked forward in anticipation to our initiation on February 6, 1954.

If the performance of our neophytes during pledgship is carried through with the same initiative and fraternity spirit when they become our brothers, we of Beta Sigma Chapter feel assured that we will have added a group of valuable and worthwhile young men to Delta Sigma Pi.—**EDWARD W. KOLAR, JR.**

### THE 1954 DIRECTORY OF GRADUATES

Has Been Published

Extra Copies Available

Address all requests to

Delta Sigma Pi

222 West Adams Street

Chicago 6, Ill.



# CHAPTERS

## EASTERN REGION

**Director:** J. Harry Feltham, *Chi—Johns Hopkins*, Robert Garrett & Sons, Baltimore 3, Maryland.

**District Director:** James Elderkin, Jr., Beta Rho-Rutgers, 152 Knollwood Terr., Clifton, N.J.  
**District Director:** Robert Hughes, Beta Nu-Pennsylvania, 6 Rutledge Ave., Box 196, Rutledge, Pa.  
**District Director:** Franklin Tober, Alpha Kappa-Buffalo, 123 Highgate Ave., Buffalo 14, N.Y.

**BABSON** (Gamma Upsilon, 1951), BABSON INSTITUTE OF BUSINESS ADM., BABSON PARK, BOSTON, MASS.

Advisor: Walter Carpenter, Babson Institute, Babson Park, Mass.  
 Pres. P. Clarke Dwyer, Babson Institute, Babson Park 57, Mass.  
 Sec. James E. Gately, Babson Institute, Babson Park 57, Mass.

**BOSTON** (Gamma, 1916), COLLEGE OF BUSINESS ADM., BOSTON, MASS.

Chapter House: 247 Kent St., Brookline, Mass.  
 Advisor: John B. Alevizos, 236 Kelton St., Brookline 46, Mass.  
 Pres. John B. Gibson, 247 Kent St., Brookline, Mass.  
 Sec. John P. O'Sullivan, 30 Bay State Rd., Boston 25, Mass.

**BUFFALO** (Alpha Kappa, 1925), MILLARD FILMORE COLLEGE, BUFFALO, N.Y.

Advisor: Franklin A. Tober, 123 Highgate Ave., Buffalo, N.Y.  
 Pres. Charles A. Barwell, 296 Wehrle Drive, Snyder 25, N.Y.  
 Sec. Robert Platek, 490 Amherst St., Buffalo, N.Y.

**GEORGETOWN** (Mu, 1921), SCHOOL OF FOREIGN SERVICE, WASHINGTON, D.C.

Chapter House: 2210 20th St., N.W., Washington, D.C. (Adams 2355)  
 Advisor: Joaquim DeSiqueria Coutinho, 2210 20th St., Washington, D.C.  
 Pres. Richard M. Preece, 2210 20th St., Washington, D.C.  
 Sec. John K. Sommer, 2210 20th St., Washington, D.C.

**JOHNS HOPKINS** (Chi, 1922), SCHOOL OF BUSINESS, BALTIMORE, MD.

Advisor: J. Gordon DuBay, 956 Argonne Dr., Baltimore 18, Md.  
 Pres. William W. Ford, 1502 Lochwood Rd., Baltimore 12, Md.  
 Sec. George R. Faust, 1014 N. Charles St., Baltimore 1, Md.

**MARYLAND** (Gamma Sigma, 1950), COLLEGE OF BUSINESS AND PUBLIC ADM., COLLEGE PARK, MD.

Advisor: Charles F. Cronin, 6631 Eastern Ave., Takoma Park, Md.  
 Pres. Richard J. Barth, VF 9, Apt. F, Univ. of Md., College Park, Md.  
 Sec. Henzo T. Bozzonetti, 5601 First St., N.W., Washington 11, D.C.

**NEW YORK** (Alpha, 1907), SCHOOL OF COMMERCE, ACCOUNTS AND FINANCE, NEW YORK, N.Y.

Chapter House: 40 W. 3rd St., New York, N.Y.  
 Advisor: Dr. Haywood Holbert, Sch. of Commerce, NYU, Washington Sq. New York, N.Y.

Pres. Charles Gesino, 1334 c/o 40 St. Brooklyn 34, N.Y.  
 Sec. Edwin J. Hughes III, 56 Park Ave., Larchmont, N.Y.

**PENNSYLVANIA** (Beta Nu, 1932), THE WHARTON SCHOOL OF FINANCE AND COMMERCE AND EVENING SCHOOL OF ACCOUNTS AND FINANCE, PHILADELPHIA, PA.

Chapter House: 3902 Spruce St., Philadelphia, Pa. (Ba2-9096)  
 Advisor: William Bater, 6505 N. 8th St., Philadelphia 26, Pa.  
 Pres. H. Richard Bahner, 1510 Champlott Ave., Philadelphia 41, Pa.  
 Sec. Arthur H. Sossong, Jr., 548 E. Woodlawn Ave., Philadelphia 44, Pa.

**PENN STATE** (Alpha Gamma, 1923) COLLEGE OF BUSINESS, STATE COLLEGE, PA.

Advisor: Donald Beal, 603 Locust Lane, State College, Pa.  
 Pres. Andrew H. Vaughan, 104B Maple Rd., State College, Pa.  
 Sec. Arnold R. Barnett, 312 Locust Lane, State College, Pa.

**RIDER** (Beta Xi, 1934), COLLEGE OF BUSINESS ADM., TRENTON, N.J.

Chapter House: 909 Bellevue Ave., Trenton, N.J. (5-9603)  
 Advisor: Michael B. Peceri, 39 N. Hermitage Ave., Trenton, N.J.  
 Pres. John B. Spinelli, Jr., 151 Fenwood Ave., Trenton, N.J.  
 Sec. Leonard E. Hickman, 909 Bellevue Ave., Trenton, N.J.

**RUTGERS** (Beta Omicron, 1937), SCHOOL OF BUSINESS ADM., 40 RECTOR ST., NEWARK, N.J.

Chapter House: 38-40 Park Pl., Newark, N.J. (MArket 3-4556)  
 Advisor: B. T. Summer, Jr., 86 First St., Raritan Twp., Fords, N.J.  
 Pres. Benjamin Petrillo, 376 Park St., Orange, N.J.  
 Sec. Gerald Ciciola, 72 S. 7th St., Newark 7, N.J.

**RUTGERS** (Beta Rho, 1942), UNIVERSITY COLLEGE, NEWARK, N.J.

Advisor: Peter E. Trotta, 371 S. 11th St., Newark, N.J.  
 Pres. Peter R. Nemits, 509 E. Second St., Roselle, N.J.  
 Sec. George W. Evertsberg, 23 Evergreen Dr., N. Caldwell, N.J.

**ST. BONAVENTURE** (Gamma Chi, 1951), SCHOOL OF BUSINESS ADM., ST. BONAVENTURE, N.Y.

Advisor: William Long, 18 Elm St., Allegany, N.Y.  
 Pres. Eugene T. Drexel, P.O. Box 1093, St. Bonaventure, N.Y.  
 Sec. John M. Daddona, P.O. Box 1189, St. Bonaventure, N.Y.

**TEMPLE** (Omega, 1923), SCHOOL OF BUSINESS AND PUBLIC ADM., PHILADELPHIA, PA.

Chapter House: 1841 N. Park Avenue, Philadelphia, Pa. (FR 7-9625)  
 Advisor: Willard Moore, Temple U., Philadelphia 22, Pa.  
 Pres. Jesse J. Gelsomoni, 1841 N. Park Ave., Philadelphia 22, Pa.  
 Sec. G. Herbert Wirth, Jr., 1301 Overbrook Dr., Colwick, Merchantville, N.J.

**VIRGINIA** (Alpha Xi, 1925), SCHOOL OF BUSINESS ADM., CHARLOTTESVILLE, VA.

Advisor: D. Clark Hyde, 1958 Thomson Rd., Charlottesville, Va.  
 Pres. Harvey D. Sanford, S P E House, 150 Madison Lane, Charlottesville, Va.  
 Sec. Robert B. Wiles, 416½ Monroe Lane, Charlottesville, Va.

## SOUTHEASTERN REGION

**Director:** Homer T. Brewer, *Kappa—Georgia*, 808 Southern Railway Bldg., 99 Spring Street, S.W., Atlanta 3, Ga.

**District Director** (Florida, Florida State and Miami Chapters): Warren L. Blackmon, *Kappa—Georgia*, State Capitol Building, Tallahassee, Fla.

**District Director** (Mississippi, Mississippi State and Mississippi Southern Chapters): Joseph Cerny *Alpha Omega—De Paul*, Department of Accountancy, University of Mississippi, University, Miss.

**District Director** (North Carolina and Wake Forest Chapters): Monroe M. Landreth, Jr., *Alpha Lambda—North Carolina*, 2351 Selwyn Ave., Charlotte, N.C.

**ALABAMA** (Alpha Sigma, 1926), SCHOOL OF COMMERCE AND BUSINESS ADM., TUSCALOOSA, ALA.

Advisor: Barton R. Morley, S. Hickory Hill, Tuscaloosa, Ala.  
 Pres. Frank W. Jones, Jr., P.O. Box 1773, University, Ala.  
 Sec. Robert Minnix, 1209 8th St., Tuscaloosa, Ala.

**ALABAMA POLY** (Beta Lambda, 1931), DEPARTMENT OF ECONOMICS AND BUSINESS ADM., AUBURN, ALA.

Advisor: Lee D. McChesney, Route 1, Box 27, Auburn, Ala.  
 Pres. William Ross Heck, Pi Kappa Alpha House, Auburn, Ala.  
 Sec. Joe F. Hildreth, P.O. Box 154, Opelika, Ala.

**FLORIDA** (Beta Eta, 1929), COLLEGE OF BUSINESS ADM., GAINESVILLE, FLA.

Advisor: J. D. Anderson, c/o Orchard Motel, Waldo, Fla.

Pres. George Teeters, Flavel 3, Apt. 203D, Gainesville, Fla.

Sec. James W. Kellner, Box 3405, Univ. Station, Gainesville, Fla.

**FLORIDA STATE** (Gamma Lambda, 1949), SCHOOL OF BUSINESS, TALLAHASSEE, FLA.

Pres. Darrell Authier, 1524 Heechee Nene, Tallahassee, Fla.

Sec. Ronald Savelle, 428 W. College Ave., Tallahassee, Fla.

**GEORGIA** (Kappa, 1921), ATLANTA DIVISION, COLLEGE OF BUSINESS ADM., 24 IVY ST., ATLANTA, GA.

Advisor: Thomas R. Luck, 2230 Cheshire Rd., N.E., Apt. 5-A, Atlanta 3, Ga.

Pres. Alvin T. George, 1591 Indian Creek Dr., Clarkston, Ga.

Sec. Frank R. Baker, Route 3, Box 155-B, Austell, Ga.

**GEORGIA** (Pi, 1922), COLLEGE OF BUSINESS ADM., ATHENS, GA.

Chapter House: 590 S. Lumpkin St., Athens, Ga. (4569)

Advisor: A. A. Charles, 237 Springdale, Athens, Ga.

Pres. Billy Settle, 590 S. Lumpkin St., Athens, Ga.

Sec. Bobby T. Clark, 590 S. Lumpkin St., Athens, Ga.

**KENTUCKY** (Eta, 1920), COLLEGE OF COMMERCE, LEXINGTON, KY.

Advisor: Robson D. McIntyre, College of Commerce, University of Kentucky, Lexington, Ky.

Pres. Marvin W. Suit, 1410 Audubon Ave., Lexington, Ky.

Sec. Charles R. Moffitt, 159 N. Broadway, Lexington, Ky.

**MEMPHIS STATE** (Gamma Zeta 1949), SCHOOL OF BUSINESS ADM., MEMPHIS, TENN.

Advisor: E. I. Crawford, 4471 Normandy Rd., Memphis, Tenn.

Pres. Carl F. Magdefrau, 2353 Circle Ave., Memphis, Tenn.

Sec. Eugene Arnold, 3545 Stuart, Memphis, Tenn.

**MIAMI** (Beta Omega, 1948), SCHOOL OF BUSINESS ADM., CORAL GABLES, MIAMI, FLA.

Advisor: William A. Rahn, 7421 SW 55th St., Miami, Fla.

Pres. Bob Briggs, 1261 C Dickinson Dr., Coral Gables, Fla.

Sec. Larry Kilbride, Jr., 5729 S.W. 12 St., Miami, Fla.

**MISSISSIPPI** (Alpha Phi, 1927), SCHOOL OF COMMERCE AND BUSINESS ADM., OXFORD, MISS.

Chapter Office: Room 34, Student Union Building, U. of Mississippi

Advisor: Wendell P. Trumbull, Box 162, University, Miss.

Pres. Charles J. Hallberg, Jr., Box 868, University, Miss.

Sec. Eugene D. Ellis, Box 312, University, Miss.

**MISSISSIPPI SOUTHERN** (Gamma Tau, 1950), DIVISION OF COMMERCE, HATTIESBURG, MISS.

Chapter House: Memorial Building, Mississippi Southern Campus

Advisor: W. B. Harlan, Box 130, Station A, Hattiesburg, Miss.

Pres. Gerald Quave, Box 279, Station A, Hattiesburg, Miss.

Sec. William E. Hill, Box 216, Station A, Hattiesburg, Miss.

**MISSISSIPPI STATE** (Gamma Delta, 1949), SCHOOL OF BUSINESS AND INDUSTRY, STATE COLLEGE, MISS.

Advisor: Norman E. Weir, State College, Miss.

Pres. William A. Hayward, Box 146, State College, Miss.

Sec. Robert T. Gaston, Jr., Box 304, State College, Miss.

**NORTH CAROLINA** (Alpha Lambda, 1925), SCHOOL OF BUSINESS ADM., CHAPEL HILL, N.C.

Chapter House: 211 Pittsboro St., Chapel Hill, N.C. (22071)

Advisor: Richard P. Calhoun, 104 Pine Lane, Chapel Hill, N.C.

Pres. Al J. Braxton, 211 Pittsboro St., Chapel Hill, N.C.

Sec. Charles S. Young, 211 Pittsboro St., Chapel Hill, N.C.

**SOUTH CAROLINA** (Beta Gamma, 1929), SCHOOL OF BUSINESS ADM., COLUMBIA, S.C.

Chapter House: Tenement 14, University of South Carolina, Columbia, S.C.

Advisor: Frank T. Meeks, 3215 Kline St., Columbia, S.C.

Pres. Donald S. O'Caïn, D-3-C Carover Apts., Columbia, S.C.

Sec. Jack McCauley, Box 2414, Campus, Univ. of S.C., Columbia, S.C.

**TENNESSEE** (Alpha Zeta, 1924), COLLEGE OF BUSINESS ADM., KNOXVILLE, TENN.

Advisor: Harvey G. Meyer, 320 Garden Ave., Knoxville, Tenn.

Pres. David A. Peoples, 1119 Circle Park, Knoxville, Tenn.

Sec. Philip A. Brummit, 1318 Laurel Ave., Knoxville, Tenn.

**WAKE FOREST** (Gamma Nu, 1950), SCHOOL OF BUSINESS ADM., WAKE FOREST, N.C.

Advisor: G. M. Rogers, Box 826, Wake Forest, N.C.

Pres. Leslie Fox, Box 654, Wake Forest, N.C.

Sec. James Bobbit, Box 204, Wake Forest, N.C.

## CENTRAL REGION

**Director:** Robert O. Lewis, *Beta-Northwestern*, 515 Woodbine Ave., Oak Park, Ill.

**District Director** (Cincinnati, Indiana, Kent State, Miami U., Ohio State, Ohio U., and Western Reserve Chapters): Robert F. Andree, *Beta Tau—Western Reserve*, 2094 Lakeview Avenue, Rocky River, Ohio.

**District Director** (De Paul, Illinois, Loyola, Marquette, Northwestern—Beta, Northwestern—Zeta, and Wisconsin Chapters): Norval E. Poulson, *Northwestern—Zeta*, 4351 W. Schubert Ave., Chicago 39, Ill.

**District Director** (Detroit-Theta, Detroit-Gamma Rho, Michigan, Michigan State, and Wayne Chapters): Frederick J. Tyson, *Gamma Kappa—Michigan State*, 163 Avalon, Highland Park, Mich.

**CINCINNATI** (Alpha Theta, 1924), COLLEGE OF BUSINESS ADM., CINCINNATI, OHIO

Advisor: Charles V. Schnabel, 6971 Sandal Ct., Mack, Ohio.

Pres. Edwin Lindemann, 146 Crestmont Lane, Cincinnati 20, Ohio.

Sec. Douglas W. Poulter, 6427 Lisbon Ave., Cincinnati 13, Ohio.

**DE PAUL** (Alpha Omega, 1928), COLLEGE OF COMMERCE, CHICAGO, ILL.

Advisor: Larry Turilli, 4220 W. Adams, Chicago, Ill.

Pres. Jack O'Connor, 8117 S. Anthony, Chicago, Ill.

Sec. Earl Byron, 5860 N. Keating, Chicago, Ill.

**DETROIT** (Theta, 1921), COLLEGE OF COMMERCE AND FINANCE, DETROIT, MICH.

Advisor: Preston LeBreton, Univ. of Detroit, Detroit 21, Mich.

Pres. Donald Murray, 1519 York St., Windsor, Ontario, Canada.

Sec. Angelo Berardi, 4461 Concord, Detroit 7, Mich.

**DETROIT** (Gamma Rho, 1950), EVENING COLLEGE OF COMMERCE AND FINANCE, DETROIT, MICH.

Advisor: William B. O'Regan, 1115 Seyburn, Detroit 14, Mich.

Pres. John P. Paul, 14910 Arlington, Allen Park, Mich.

Sec. Phillip J. Haddad, 1275 Lycaste, Detroit 14, Mich.

**ILLINOIS** (Upsilon, 1922), COLLEGE OF COMMERCE AND BUSINESS ADM., URBANA, ILL.

Chapter House: 402 E. Daniel St., Champaign, Ill. (6-6941)

Advisor: T. Emerson Cammack, 1704 W. Green St., Champaign, Ill.

Pres. Donovan Pearce, 402 E. Daniel, Champaign, Ill.

Sec. Herbert Utz, 402 E. Daniel, Champaign, Ill.

**INDIANA** (Alpha Pi, 1925), SCHOOL OF BUSINESS, BLOOMINGTON, IND.

Advisor: Norman Deurk, School of Business, Bloomington, Ind.

Pres. Needham Hurst, Beta Theta Pi, 919 E. 10th St., Bloomington, Ind.

Sec. Larry Parker, Men's Quad No. 277, Bloomington, Ind.

**KENT STATE** (Beta Pi, 1942), COLLEGE OF BUSINESS ADM., KENT, OHIO

Chapter House: 525 E. Main St., Kent, Ohio (9791)

Advisor: Paul L. Pfeiffer, 209 N. Lincoln, Kent, Ohio.

Pres. Roy L. Shiffet, 525 E. Main St., Kent, Ohio.

Sec. Allan White, 525 E. Main St., Kent, Ohio.



**LOYOLA (Gamma Pi, 1950), COLLEGE OF COMMERCE, CHICAGO, ILL.**  
 Advisor: Lawrence Wrenn, 1327 W. 79th St., Chicago, Ill.  
 Pres. Thomas Klingler, 1125 W. 71st St., Chicago, Ill.  
 Sec. Joseph Bowens, 1771 Olive Ave., Chicago 26, Ill.

**MARQUETTE (Delta, 1920), COLLEGE OF BUSINESS ADM., 1217 W. WISCONSIN AVENUE, MILWAUKEE, WIS.**  
 Chapter House: 3337 W. Highland Blvd., Milwaukee, Wis. (WEst 3-9839)  
 Advisor: William N. Bergstrom, 2854 S. Herman St., Milwaukee, Wis.  
 Pres. Robert L. Kemp, 5242 N. Berkeley Blvd., Milwaukee 11, Wis.  
 Sec. Joseph W. Ziemann, 4025 N. Stowell Ave., Milwaukee 11, Wis.

**MIAMI U. (Alpha Upsilon, 1927), SCHOOL OF BUSINESS ADM., OXFORD, OHIO**  
 Advisor: William Subring, 122 N. Main St., Oxford, Ohio.  
 Pres. Robert Rice, Sigma Phi Epsilon House, 224 E. Church St., Oxford, Ohio.  
 Sec. Carl Hanacek, Sigma Phi Epsilon House, 224 E. Church St., Oxford, Ohio.

**MICHIGAN (Xi, 1921), SCHOOL OF BUSINESS ADM., ANN ARBOR, MICH.**  
 Chapter House: 927 Forest St., Ann Arbor, Mich. (8993)  
 Advisor: Arthur S. Hann, 1321 Norfolk W.R., Ypsilanti, Mich.  
 Pres. John B. Carpenter, 927 Forest, Ann Arbor, Mich.  
 Sec. David Pressnell, 927 Forest, Ann Arbor, Mich.

**MICHIGAN STATE (Gamma Kappa, 1949), SCHOOL OF BUSINESS AND PUBLIC SERVICE, EAST LANSING, MICH.**  
 Chapter House: 327 Hillcrest, East Lansing, Mich. (8-2517)  
 Advisor: Bruce Futhy, 104 Albert St., East Lansing, Mich.  
 Pres. George E. Fritz, 327 Hillcrest, East Lansing, Mich.  
 Sec. John P. Old, 327 Hillcrest, East Lansing, Mich.

**NORTHWESTERN (Chicago Division-Beta, 1914), SCHOOL OF COMMERCE, 339 E CHICAGO AVE., CHICAGO, ILL.**  
 Chapter House: 42 E Cedar St., Chicago, Ill. (Delaware 7-9651)  
 Advisor: Daniel Lang, 7900 Kilbourn Ave., Skokie, Ill.  
 Pres. Edward Ahlers, 1824 N. Lincoln Park W., Chicago, Ill.  
 Sec. Howard R. Hart, 2009 N. LaCrosse Ave., Chicago, Ill.

**NORTHWESTERN (Evanston Division-Zeta, 1920), SCHOOL OF COMMERCE, EVANSTON, ILL.**  
 Chapter House: 1819 Orrington Ave., Evanston, Ill. (Greenleaf 5-9495)  
 Advisor: Norval E. Poulson, 4351 W. Schubert Ave., Chicago 39, Ill.  
 Pres. Frank Covaro, 1819 Orrington, Evanston, Ill.  
 Sec. Richard Hon, 1819 Orrington, Evanston, Ill.

**OHIO STATE (Nu, 1921), COLLEGE OF COMMERCE AND ADM., COLUMBUS, OHIO**  
 Chapter House: 112 E. 14th Ave., Columbus, Ohio (UN-6181)  
 Advisor: John R. Ervin, 217 S. Cassingham Rd., Columbus, Ohio  
 Pres. Carl Hancock, 112 E. 14th Ave., Columbus, Ohio.  
 Sec. Leon A. Claypool, 2706 Audubon Rd., Columbus, Ohio.

**OHIO UNIVERSITY (Alpha Omicron, 1925), COLLEGE OF COMMERCE, ATHENS, OHIO**  
 Advisor: Warren H. Reininga, 19 Palmer St., Athens, Ohio  
 Pres. Victor Ptak, Box 422, Athens, Ohio.  
 Sec. L. DeWitt Reed, 74 Univ. Terrace, Athens, Ohio

**WAYNE (Gamma Theta, 1949), SCHOOL OF BUSINESS ADM., DETROIT, MICH.**  
 Advisor: Harold Lyon, 18 Devonshire, Pleasant Ridge, Mich.  
 Pres. John Hanson, 805 East George, Hazel Park, Mich.  
 Sec. Wayne Marlatt, 14385 Faust, Detroit 23, Mich.

**WESTERN RESERVE (Beta Tau, 1947), SCHOOL OF BUSINESS ADM., CLEVELAND, OHIO**  
 Advisor: Kenneth Lawyer, 205 S. Franklin St., Chagrin Falls, Ohio.  
 Pres. Thomas A. Strock, 169 Englewood Rd., Avon, Ohio.  
 Sec. Howard Kuster, 13909 Broadway, Cleveland 25, Ohio.

**WISCONSIN (Psi, 1923), SCHOOL OF COMMERCE, MADISON, WIS.**  
 Chapter House: 132 Breese Ter., Madison, Wis. (6-7863)  
 Advisor: Charles C. Center, Sterling Hall, University of Wisconsin, Madison, Wis.  
 Pres. Jack Rhode, 1010 Spring St., Madison, Wis.  
 Sec. John Love, 614 Baltzell, Madison, Wis.

## MIDWESTERN REGION

**Director: Henry C. Lucas, Alpha Delta—Nebraska, 408 S. 18th Street, Omaha, Nebraska.**

**District Director (Kansas Chapter): W. W. Bruhn, Iota-Kansas, 1301 E. Armour Blvd., Apt. 501, Kansas City, Mo.**

**COLORADO (Alpha Rho, 1926), SCHOOL OF BUSINESS, BOULDER, COLO.**  
 Advisor: Robert S. Wasley, 1019 Mapleton Ave., Boulder, Colo.  
 Pres. Thomas Hallin, 1100 Pennsylvania St., Boulder, Colo.  
 Sec. G. Fred Grometer, 739 Grant Place, Boulder, Colo.

**CREIGHTON (Beta Theta, 1930), COLLEGE OF COMMERCE, OMAHA, NEB.**  
 Advisor: Phillip J. McCarthy, 5014 Webster St., Omaha, Neb.  
 Pres. Edmond P. Russell, Jr., 5110 Cass St., Omaha 3, Neb.  
 Sec. Ernest B. Blease, Jr., 109 N. 42nd St., Omaha 3, Neb.

**DENVER (Alpha Nu, 1925), COLLEGE OF BUSINESS ADM., DENVER, COLO.**  
 Pres. William A. Hammond, 1546 Cook St., Denver, Colo.  
 Sec. Larry Toadvine, 1220 Josephine St., Denver, Colo.

**DRAKE (Alpha Iota, 1924), COLLEGE OF BUSINESS ADM., DES MOINES, IOWA**  
 Advisor: Merrill D. Dilley, 4509 Woodland Ave., Des Moines, Iowa  
 Pres. Gary K. Drown, 1313 26th St., Des Moines, Iowa  
 Sec. Kenneth P. Nedderman, 1229 Pennsylvania Ave., Des Moines, Iowa.

**IOWA (Epsilon, 1920), COLLEGE OF COMMERCE, IOWA CITY, IOWA**  
 Chapter House: 115 E. Fairchild, Iowa City, Iowa (8-1003)  
 Advisor: Walter Daykin, 438 S. Dodge, Iowa City, Iowa  
 Pres. Myron B. Baum, 115 E. Fairchild, Iowa City, Iowa  
 Sec. Richard O. McConnell, 115 E. Fairchild, Iowa City, Iowa

**KANSAS (Iota, 1921), SCHOOL OF BUSINESS, LAWRENCE, KAN.**  
 Advisor: Don Plantz, 20 D. Sunnyside, Lawrence, Kan.  
 Pres. John Stang, 1023 Vermont, Lawrence, Kan.  
 Sec. Ralph E. Hite, 1425 Alumni Pl., Lawrence, Kan.

**MINNESOTA (Alpha Epsilon, 1924), SCHOOL OF BUSINESS ADM., MINNEAPOLIS, MINN.**  
 Chapter House: 1029 Fourth St., S.E., Minneapolis, Minn. (LI 3857)  
 Advisor: Roderick B. McLarnan, 2704 N. Fourth St., Minneapolis, Minn.  
 Pres. Richard Weimar, 1029 4th St. S.E., Minneapolis, Minn.  
 Sec. Archie Miller, 2809 Park Ave., So. Minneapolis, Minn.

**MISSOURI (Alpha Beta, 1923), SCHOOL OF BUSINESS AND PUBLIC ADM., COLUMBIA, MO.**  
 Advisor: Royal D. M. Bauer, 112 B. & P. A. Bldg., University of Missouri, Columbia, Mo.  
 Pres. Lee Roy Stevenson, 112 B&PA Bldg., Univ. of Mo., Columbia, Mo.  
 Sec. Ray Underwood, 112 B&PA Bldg., Univ. of Mo., Columbia, Mo.

**NEBRASKA (Alpha Delta, 1924), COLLEGE OF BUSINESS ADM., LINCOLN, NEB.**  
 Advisor: Curtis M. Elliott, 3832 Orchard St., Lincoln, Neb.  
 Pres. Del Sommerhalder, 3725 B St., Lincoln, Neb.  
 Sec. Roland K. Swanson, 229 N. 12 St., Lincoln, Neb.

**NORTH DAKOTA (Alpha Mu, 1925), SCHOOL OF COMMERCE, GRAND FORKS, N.D.**  
 Advisor: Raymond J. Ziegler, School of Commerce, University of North Dakota, Grand Forks, N.D.

Pres. Robert F. Sather, 3000 University Ave., Grand Forks, N.D.  
 Sec. Sidney J. Flem, 2808 University Ave., Grand Forks, N.D.

**OMAHA (Gamma Eta, 1949) COLLEGE OF BUSINESS ADM., 60TH AND DODGE STREETS, OMAHA, NEB.**

Advisor: Paul Crossman, 5112 Erskine St., Omaha, Neb.  
 Pres. Turner Tefft, 4383 Lafayette, Omaha, Neb.  
 Sec. Robert W. Benecke, 4532 Grant St., Omaha, Neb.

**ST. LOUIS (Beta Sigma, 1946), SCHOOL OF COMMERCE AND FINANCE, 3674 LINDELL BLVD., ST. LOUIS 8, MO.**

Advisor: Maurice S. Murray, 7210 Arlington Dr., Richmond Heights 17, Mo.  
 Pres. William J. Riffel, 709 Gilman, Moberly, Mo.  
 Sec. Earl Q. Smith, 9301 Ladue Rd., St. Louis, Mo.

**SOUTH DAKOTA (Alpha Eta, 1924), SCHOOL OF BUSINESS ADM., VERMILION, S.D.**  
 Advisor: Bernard D. Perkins, 305 S. Yale, Vermillion, S.D.  
 Pres. Wallace Myron Dow, 215 Forest Ave., Vermillion, S.D.  
 Sec. Donald S. Richmond, 103 N. University, Vermillion, S.D.

**WASHINGTON (Alpha Chi, 1928), SCHOOL OF BUSINESS AND PUBLIC ADM., ST. LOUIS, MO.**  
 Pres. Robert Rodefelf, 1620 Grape, St. Louis 21, Mo.  
 Sec. John Werry, 7406 Maple, Maplewood, Mo.

## SOUTHWESTERN REGION

**Acting Director: Burnell C. Butler, Jr., Beta Phi—Southern Methodist, 7110 Pasadena, Dallas 14, Texas.**

**District Director (Texas Tech and Texas Western Chapters): D. H. Chandler, Gamma Iota—New Mexico, 9201 Fairbanks Rd., Albuquerque, N.M.**

**BAYLOR (Beta Iota, 1930), SCHOOL OF BUSINESS, WACO, TEX.**  
 Advisor: Cameron Talbert, 303 Professional Building, Waco, Tex.  
 Pres. Josh Beckham, 210 Brooks Hall, Baylor Univ., Waco, Tex.  
 Sec. Lee Tholson, 1225 South 8th St., Waco, Tex.

**LOUISIANA STATE (Beta Zeta, 1929), COLLEGE OF COMMERCE, BATON ROUGE, LA.**  
 Advisor: James W. Parsons, Jr., 2520 Olive, Baton Rouge, La.  
 Pres. Howard Belcher, Box 8515, Univ. Sta., Baton Rouge 3, La.  
 Sec. Ed Coons, 268 W. Chimes St., Baton Rouge, La.

**LOUISIANA TECH (Beta Psi, 1948), SCHOOL OF BUSINESS ADM. AND ECONOMICS, RUSTON, LA.**  
 Advisor: Glen Hodge, 902 Robert St., Ruston, La.  
 Pres. Whitney Walker, Box 191, Ruston, La.  
 Sec. Bill F. Smith, 411 Tech Sta., Ruston, La.

**OKLAHOMA (Beta Epsilon, 1929), COLLEGE OF BUSINESS ADM., NORMAN, OKLA.**  
 Advisor: James M. Murphy, Rural Route 1, Norman, Okla.  
 Pres. Lloyd W. Fowler, 1313 Garfield St., Norman, Okla.  
 Sec. James E. Goetzinger, "F" House, Cross Center, Norman, Okla.

**OKLAHOMA A & M (Gamma Epsilon, 1949), DIVISION OF COMMERCE, STILLWATER, OKLA.**  
 Advisor: Robert D. Erwin, Morrill Hall, O.A.M.C., Stillwater, Okla.  
 Pres. Melvin R. Meisner, 614 Orchard Lane, Stillwater, Okla.  
 Sec. James T. Huckstep, Jr., W-362 Bennett Hall, Stillwater, Okla.

**SOUTHERN METHODIST (Beta Phi, 1948), SCHOOL OF BUSINESS ADM., DALLAS, TEX.**  
 Advisor: Frank Young, 4315 Travis, Dallas, Tex.  
 Pres. David Thatcher, 6554 Lake Circle, Dallas, Tex.  
 Sec. Roy Blankenship, 3022 Yale Blvd., Dallas, Tex.

**TEXAS (Beta Kappa, 1930), COLLEGE OF BUSINESS ADM., AUSTIN, TEX.**  
 Advisor: C. S. George, Jr., 400 E. 10th St., Apt. A, Auston, Tex.  
 Pres. Jim Bussey, 106 E. 38th St., Austin, Tex.  
 Sec. Earl Eckhoff, 1413 Gaston Ave., Austin, Tex.

**TEXAS TECH (Beta Upsilon, 1947), DIVISION OF BUSINESS ADM., LUBBOCK, TEX.**  
 Advisor: Howard E. Golden, 4805 38th, Lubbock, Tex.  
 Pres. David Collier, Box 4042, Tech Station, Lubbock, Tex.  
 Sec. Arlyn Kriegel, Box 4042, Tech Station, Lubbock, Tex.

**TEXAS WESTERN (Gamma Phi, 1951), DEPARTMENT OF ECONOMICS AND BUSINESS ADM., EL PASO, TEX.**  
 Advisor: Kenneth W. Olm, 700 Camino Real, El Paso, Tex.  
 Pres. Duane O. Juvrud, 1820 Montana St., El Paso, Tex.  
 Sec. Jose L. Romero, Jr., Texas Western, Box 131, El Paso, Tex.

**TULANE (Gamma Mu, 1949), COLLEGE OF COMMERCE AND BUSINESS ADM., NEW ORLEANS, LA.**  
 Advisor: Gerald E. Warren, 1117 Eleonore St., New Orleans, La.  
 Pres. Wiley Sharp, 496 Audubon St., New Orleans, La.  
 Sec. William G. Baker, Jr., 1307 Philip St., New Orleans, La.

**TULSA (Beta Chi, 1948), COLLEGE OF BUSINESS ADM., TULSA, OKLA.**  
 Advisor: Maj. C. D. Olesen, 6267 South Latimer St., Tulsa, Okla.  
 Pres. Jack Ward, 2123 E. 19th Pl., Tulsa, Okla.  
 Sec. Ted Dunn, 2807 E. Admiral Pl., Apt. 8, Tulsa, Okla.

## WESTERN REGION

**Acting Director: Burrell C. Johnson, Alpha Sigma—Alabama, 116 Hampden Terrace, Alhambra, California.**

**District Director (New Mexico Chapter): D. H. Chandler, Gamma Iota—New Mexico, 218 S. Walter, Albuquerque, N.M.**

**District Director (San Francisco and California Chapters): Frank C. Brandes, Kappa—Georgia, P.O. Box 3491, Rincon Annex, San Francisco 19, Calif.**

**ARIZONA (Gamma Psi, 1951), COLLEGE OF BUSINESS AND PUBLIC ADM., TUCSON, ARIZ.**  
 Advisor: John Denton, 529 E. First St., Tucson, Ariz.  
 Pres. William S. Marshall, Rt. 5, Bx. 181B, Tucson, Ariz.  
 Sec. Wayne Meyer, 841 N. Tyndall, Tucson, Ariz.

**ARIZONA STATE (Gamma Omega, 1951), DEPARTMENT OF BUSINESS ADM., TEMPE, ARIZ.**  
 Advisor: A. R. Burton, B A Department, ASC, Tempe, Ariz.  
 Pres. Hubert K. Woods, 726B Mill Ave., Tempe, Ariz.  
 Sec. Albert T. Salem, 106 E. 5th St., Tempe, Ariz.

**CALIFORNIA (Rho, 1922), SCHOOL OF BUSINESS ADM., BERKELEY, CALIF.**  
 Advisor: Prof. Royal A. Roberts, 113 South Hall, Univ. of Calif., Berkeley 4, Calif.  
 Pres. James A. Jorgensen, 1730 La Loma, Berkeley 9, Calif.  
 Sec. David L. Mitchell, 5567 Lawton Ave., Oakland 18, Calif.

**NEW MEXICO (Gamma Iota, 1949), COLLEGE OF BUSINESS ADM., ALBUQUERQUE, N.M.**  
 Advisor: V. L. Auld, 1152 Palisades Dr., N.W., Albuquerque, N.M.  
 Pres. Edward Hatchett, Mesa Vista Dorm., Rm. 3044, Albuquerque, N.M.  
 Sec. Norman Loftus, 1103 Wilmore Dr., S.E., Albuquerque, N.M.

**SAN FRANCISCO (Gamma Omicron, 1950), COLLEGE OF BUSINESS ADM., SAN FRANCISCO, CALIF.**  
 Advisor: Kenneth Foote, 1232 Johnson, Redwood City, Calif.  
 Pres. Richard Holl, 1280 Grove St., San Francisco, Calif.  
 Sec. Jerome Driscoll, 3945 Ocean Ave., San Francisco, Calif.

**SANTA CLARA (Gamma Xi, 1950), COLLEGE OF BUSINESS ADM., SANTA CLARA, CALIF.**  
 Advisor: Louis Boitano, College of Business Administration, University of Santa Clara, Santa Clara, Calif.

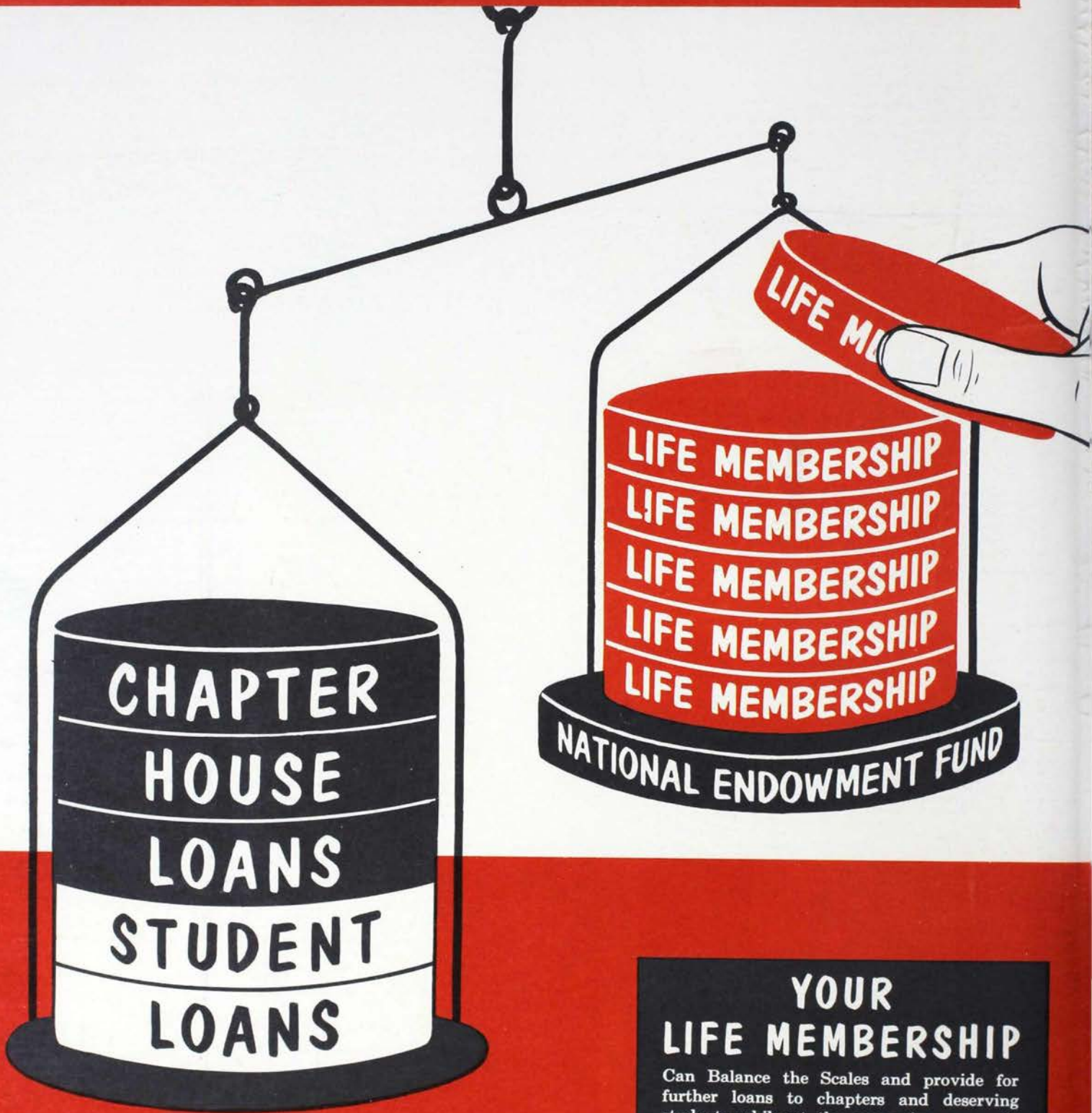
Pres. Bill Wilkinson, Room 203, Walsh Hall, Santa Clara U., Santa Clara, Calif.  
 Sec. Kenneth Fay, Room 309, Walsh Hall, Santa Clara U., Santa Clara, Calif.

**SOUTHERN CALIFORNIA (Phi, 1922), SCHOOL OF COMMERCE, LOS ANGELES, CALIF.**  
 Chapter House: 1018 W. 35th St., Los Angeles, Calif. (Re 3-2742)  
 Advisor: Robert E. Shultz, 387 N. El Molino, Pasadena, Calif.  
 Pres. Robert Hill, 1748 Stanton Ave., Glendale, Calif.  
 Sec. Thomas W. Mawhinney, 745 Topopa Dr., Pacific Palisades, Calif.

**UTAH (Sigma, 1922), COLLEGE OF BUSINESS, SALT LAKE CITY, UTAH**  
 Advisor: George A. Fuller, Univ. of Utah, Salt Lake City, Utah.  
 Pres. Charles Childress, 1606 Laird Ave., Salt Lake City, Utah.  
 Sec. Frank L. Sandberg, 367 Hubbard Ave., Salt Lake City 4, Utah.



# Help Balance the Scales!



## YOUR LIFE MEMBERSHIP

Can Balance the Scales and provide for further loans to chapters and deserving students while at the same time you will receive The DELTASIG for life, the Alumni News, the benefits of the Alumni Placing Service, etc. Enroll now by sending your check for \$50, the total cost; or \$10 per month for 5 months; or \$5 per month for 10 months.