

The

DELTA SIG

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



Professional Business Administration Fraternity

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MAY 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.

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The Grand President's Column

YOU WON'T BELIEVE IT, but it has taken better than half of this college year to fill the National Committee assignments with willing, capable men. Look carefully at the roster of Deltasig workers listed on the opposite page and you will spot

one or more familiar names of Deltasigs who take their fraternity obligations of help and service seriously. I am really proud of this line-up and believe you will all have reason to be proud of their accomplishments a year hence.

IN OUR QUEST to find additional interested fraternity talent, our National Committee on Nominations is this year planning to poll each chapter and alumni club for the name of the alumnus who has done the most for that unit during the year. These names will be stored up for the future and provide a special reservoir on which to draw for future national offices and committee assignments.



ROBERT G. BUSSE
Rutgers-Beta Omicron
Grand President

WE ALSO KNOW that there is another area for finding men of proven talent. That is from the group of leaders and planners of our fall Regional Conferences. Local committees in Newark, Cincinnati, Atlanta, Des Moines, Austin and Los Angeles will be hard at work while most of you will be vacationing. It may be difficult for them to contact you during the summer so decide now—before you leave school this term—to attend your Regional. You'll get a wonderful lift for the new college year as well as a real grasp of fraternity in one of these "Miniature Grand Chapter Congresses."

I WONDER HOW MANY of you undergraduates realize the fortunate position you are in today to enjoy these privileges of Delta Sigma Pi membership; how many of you have a full measure of appreciation of the time and energy being put forth by busy men to give you something of value in your fraternal associations. It was only a short ten years ago that Delta Sigma Pi was at a low ebb in chapter activity. This month we will set another record by adding the 84th active chapter to our roster with the installation of Delta Epsilon Chapter at North Texas State College in Denton, Texas. This achievement of unprecedented growth and recognized stature in a decade reflects a true love for one's brothers on the part of many men and a sincere desire on their part to return value for value.

GRADUATES OF 1954—we wish you well. We know that ten years from now *you* will recall what Delta Sigma Pi did for *you*. We hope you will be telling of these experiences and influences with a rich feeling of reward and with full knowledge that what you received you returned many times over in subsequent years.

THE DELTA SIG OF DELTA SIGMA PI

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Our Cover

The State College of Washington, pictured on our cover, is one of the largest residence colleges in the west, with an annual enrollment of some 6,500 students. It is commonly called "Washington State" or "WSC."

Its campus is at Pullman in the heart of the rich Palouse farming country of eastern Washington. Founded in 1890 as a "land grant" college, WSC has expanded far beyond its original fields of agriculture and "mechanics arts." It now has an extensive science, business, arts, and professional training program, and has developed progressive research programs in agriculture and industry which serve the State and the Pacific Northwest. Dr. Wilson Compton, noted economist and educator, who served as president from 1945 to 1951, brought many ideas to the college, which resulted in expanding its service, both in education and research.

Its best known educational divisions outside of Agricultural Sciences and Technology are the Schools of Veterinary Medicine, Pharmacy, and Economics and Business, and the Department of Police Science and Administration. The Police Science Department was established in 1945 as the first to grant degrees in this field. Washington State also has a well-known radio training curriculum, with its own radio station, KWSC, used as a training ground for students.

The campus, which covers 130 acres, lies on a hill overlooking the town of Pullman to the west. Some 1,850 acres stretch to the east to form the College Farm. There are over 90 buildings on the campus and farm for classrooms, laboratories, dormitories, offices and other services.

The colorprint of Washington State was furnished by the Union Pacific Railroad, whose cooperation is much appreciated. It is number 15 in the current campus series.

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

DOREEN B. FARRAR, Editorial Assistant

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Detroit's Alive in '55"

By Frederick Tyson, Gamma Kappa Chapter, District Director

SEEMS LIKE ABOUT 28 active and alumni brothers from this area strapped on their six-shooters, spurs, ten-gallon hats, and rode off to Denver last fall. Our brothers loaded the guns with maps, booklets, pictures, and a propaganda campaign based on facts about our great city and state. When leaving each man rode off silent and tight-lipped. Never a word whispered about the secret mission.

But when these brave souls hit Denver a fierce battle to capture the 20th Grand Chapter Congress of Delta Sigma Pi was launched. Such battle slogans as "Detroit's Alive in '55," and "Dallas-Denver-Detroit," could be heard as far off as Pike's Peak without a hearing aid.

The battle wasn't easy. Many a foe had to be subdued. Texas had to be convinced Detroit could sponsor a large convention. The Grand Council wanted a hotel instead of an outdoor camping convention. Wisconsin brothers doubted the capacity of our local refreshment parlors. (We checked this by wire.) These were only a few of the major obstacles. After the smoke of battle blew over, several months later, our gallant warriors returned modestly with a victory to their credit. Now they are diligently working to make the 20th Grand Chapter Congress the biggest and best ever.

Here is an early preview of what to expect.

Housing Facilities

The Statler Hotel will be our convention headquarters, with the Tuller Hotel, just across the street, sharing their facilities. The facilities of these fine hotels will enable us to accommodate from 700 to 1,000 convention guests. They are located in the heart of downtown Detroit near the best of shopping centers, amusement places, and restaurants. You will find the rooms moderately priced and very comfortable.

We are not going to tell you how good the beds are, because we know your time in them will be very limited. Oh yes, the room service is guaranteed to be good.

Dates of the Convention

After a great deal of deliberation, we decided to have our convention just prior to Labor Day. Registration will begin Wednesday, August 31, and continue through Saturday. We have picked these dates for your convenience. Many brothers find the last two weeks in August a fine time for their vacation,

and many others must be back early to start their children in school. We sincerely hope you find our dates convenient.

Land of Lakes

You will find Michigan truly a land of lakes. Not only the four Great Lakes surrounding our shores, but hundreds of wonderful inland lakes. You say "ya wanna" fish. What "kinda" fish "ya wanna ketch"? "Ya say ya wanna" water ski. How fast and what part of the state? "Ya say ya" don't fish or water ski. We fix "ya" up with a swimming hole.

All jokes aside, we want to assist you in every way in finding a suitable place to spend a vacation in Michigan in connection with the convention. Our beautiful beaches, pleasant lakes and colorful roads through the northwoods should not be overlooked while you are here.

Dynamic Detroit

You will find Detroit contains points of interest for everyone, in any walk of life.



DETROIT'S SKYLINE, looking south toward the Detroit River and Windsor, Canada.

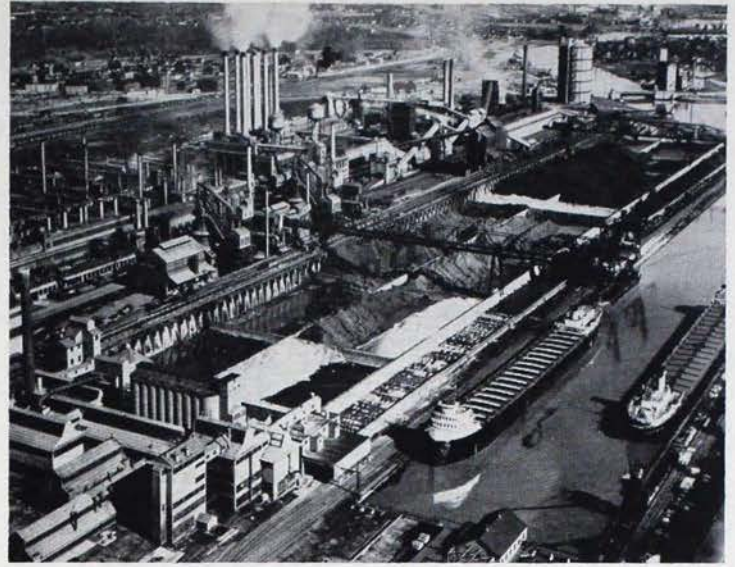
The world's capital of industrial production, and know-how—that's DETROIT. Though the world rightly thinks of it as *THE MOTOR CITY*, it is a giant also in such fields as chemicals, drugs, adding machines, foundry products, machine tool accessories and stoves.

In and around Detroit are no less than ten factories assembling complete automobiles (and all welcome visitors). And there are enough other automotive plants in this area to account for half the production of America's largest industry. We want to provide every visitor a chance to tour one of these factories.

The Rouge plant of the Ford Motor Company is the world's largest industrial concentration—1,200 acres of factories, foundries, steel mills, paper mills, glass plant, power plants, coke ovens, ship docks, and private railroad lines—a city of work, where 63,000 men and women are employed.

The Detroit River is one of the world's busiest waterways, with five freighters an hour passing throughout the eight-month shipping season. Many of these ships come directly from European ports. Detroit was the third largest U. S. port in value of exports and imports in 1953.

The Henry Ford Museum in Greenfield Village, that world famous collection of American houses, among its other collections has some 165 models of early automobiles. You should plan to spend a full day out at Greenfield Village, a day you would always remember.



THE ROUGE PLANT of the Ford Motor Company extends over 1,200 acres of industrial activity.



SHOWN HERE IS part of the collection of over 165 early automobiles in the Henry Ford Museum and Greenfield Village.

Detroit's famous main zoo was the first in the nation to display wild animals in barless, natural settings. It now has 30 such exhibits. Its Chimpanzee Theatre is famous and its miniature railway and sidewalk train take the foot pounding out of sight-seeing.

These are only a few of Detroit's points of interest.

International Adventures

Canada lies due south of the United States at this point. You reach it by tunnel from downtown Detroit to downtown Windsor or by the majestic span of Ambassador Bridge, and find a style of living which, however much influenced by its American neighbors, is still unique and different.

Detroit a Sports Town

No doubt the Detroit Tigers, our best baseball team, will be in action while you are here. Briggs Stadium is only five minutes from downtown.

Detroit is the Home of the Lions, the World Champions in professional football. Naturally we wish we could have an exhibition game for the convention folks. You will also find the

Detroit Red Wings, the world's best hockey team, housed at Olympia Stadium.

For those who like to golf, we have many excellent courses around Detroit. Don't leave the clubs at home. Maybe we can have a tournament.

It will be of further interest to you that the Michigan State Fair will be held in Detroit while you are here. This is one of the Nation's best fairs.

Also the National Boat Races are usually held in the Detroit River on Labor Day week-end.

We have estimated that a good percentage of our total membership live within 600 miles of Detroit, which should appeal to many people. You will find the roads convenient and good leading to Detroit. Also all forms of public transportation are frequent and direct.

Of course, in a final analysis, there will be one big reason for attending this convention. A Grand Chapter Congress is always a lot of fun to attend, and gives us a much deeper understanding and appreciation of our International Fraternity.

We sincerely hope you will cooperate in helping us make the 20th Grand Chapter Congress the best in our history.

The Grand Council
of
Delta Sigma Pi
Is pleased to announce the installation of
Delta Epsilon Chapter
at
North Texas State College
Denton, Texas
May 15, 1954

What Top Management Expects of Personnel Administration

By Don G. Mitchell, Honorary Member, Beta Omicron Chapter
Chairman, Sylvania Electric Products, Inc.

UNtil comparatively recently management jobs in industry were compartmented with coordination furnished by top management. Modern management trends, however, are towards integration throughout management.

The sales department is still responsible for the orders that keep the factories running and the legal department is still charged with the responsibility of protecting our rights as well as for keeping us out of trouble with the law. Similarly personnel administration is still responsible for procuring employees as needed and for job and salary classification. Every department of a corporation has its regular job to do but in modern practice that is not enough.



DON G. MITCHELL, Rutgers-Beta Omicron

Top management's responsibilities are to keep a company healthy and progressive. The term "healthy" implies profits and financial soundness. "Progressive" means keeping abreast of changing conditions and perhaps taking the lead in bringing about some of the changes.

Current thinking is that each segment of management shall have similar responsibilities so far as its particular operations are concerned. In this fashion management becomes integrated and works intelligently towards a known goal. Each contributes to the health and progress of the company and the sum of their contributions is the measure of the performance of top management.

We have come a long way in revising our thinking on the functions of management. We used to think of top management as those who ran a company. There still are some very successful companies where one or two men make all the decisions, but today's trend is for top management to guide, and direct, and counsel, throwing responsibility for getting things done right on the shoulders of others. It has a great stimulating effect on men coming up the ladder of management.

In my discussion, therefore, I shall accept without comment the practices and techniques of personnel administration and confine my remarks to what we expect of that part of a company's operations in terms of the larger aspects of management, namely, to help keep the company healthy and progressive.

Corporate health may be defined in many ways but in general I think we accept the statement that a healthy company is one that earns a fair return on its investment. That is the reason why businesses are started. That is the custom which gives long-range stability to employment.

There was a time not so long ago when profit-making was frowned on as a sort of social degradation but, fortunately, we are recovering from our wanderings in that wilderness of socialized economics.

Let me state, therefore, that, first and foremost, we expect personnel administration to conduct its operations so it contributes to a fair return on investment.

In Sylvania we have an executive compensation plan for those who are in a position to contribute to profit improvement and they share in the profits before taxes proportionately with return on investment. Key members of our personnel administration are members of that profit improvement incentive program.

Opportunities for contribution to profit improvement are not the same with the different departments, nor can the contributions all be measured alike. Production, for instance, can point to large cost reductions through improved productivity but the legal department might contribute substantially yet in a way that would not be measured, such as keeping a company out of costly litigation.

Personnel administration is in much the same position as legal. The savings that come from more efficient practices are to be encouraged, but what I have in mind is the larger aspect of profit improvement through the kind of industrial relations that keeps people happy and that minimizes friction, shirking and work stoppages.

Management of materials can be blue-printed to very fine tolerance but management of people requires large tolerances. In order to adjust this variant to a highly standardized operation such as modern manufacturing methods, production people need the counsel and assistance of others skilled in the evaluation of personnel and in gauging human tolerances.

Therefore, the first thing that top management expects of personnel administration is understanding of and feeling for people. At the staff conference table there is somebody to speak for production who not only is well informed but who has great understanding of the problems. The same is true for sales, for finance, for accounting, for engineering and research. In the same spirit there must be a sponsor for the employees. I deliberately used the word "sponsor," rather than "spokesman" or "representative," because of the implication of protection as well as understanding.

Industry spends large sums to know materials better so that it can get the most and the best out of them. It is equally, if not more important, that industry know the people who are working for it. Employees cannot be put into crucibles or analyzed by delicate machines but there are other ways of achieving understanding.

Top management of large companies is at best too isolated from the rank and file of employees. No matter how good its open-door intentions are, it isn't easy for an employee to see the president or chairman of a sizeable corporation and, of course, employees are unwilling to complain by letter to the head of the company for fear of retaliation by their superiors. The heads of companies, therefore, have to depend on personnel administration for information on what is going on in the minds of the people who work for them.

To top management is entrusted the responsibility for setting policy but before policy can be formulated there must be understanding. Obviously, the place to turn to is personnel administration.

tion. Because policy in dealing with employees is so important, industrial relations recommendations should not be those that one thinks company executives want to hear, they should be the facts—the bitter with the sweet. Top management may not always follow the recommendations of personnel administration because other factors may carry more weight. When that happens we expect the personnel people to carry out that policy in the best possible way to secure acceptance.

To top management numerous methods are available for bringing its ideas to the attention of employees. It is much more difficult for the employees to communicate with top management. Nevertheless, the chief executives of a corporation must have a reliable return circuit in its system of employee communication. I am not suggesting a snoop or spy system but an honest appraisal of current employee opinion. Without such a return circuit a company is extremely vulnerable to inefficiency and to labor disturbances. Personnel administration is expected to provide that return part of a two-way communication system.

Grievance machinery does not provide the return communications circuit that I have in mind. It takes care of concrete cases of infractions of the rules or disputes, but these aren't the things that people talk about over a couple of beers or out in the washroom. Sometimes people have gripes but I imagine that most of the time the things they beef about aren't occurrences but attitudes. Out of a feeling they are neglected, or that the plant or operation they are in is insecure, or that the company never seems to be able to make up its mind, come attitudes. Whether real or fancied, the effect on the employees is the same. Attitudes of this kind add up to one thing—it isn't a good place in which to work.

Top management expects these attitudes to be known before they go too far. If there is more fire than smoke, corrective measures should be employed as quickly as possible. In general, however, an explanation is all that is needed.

Now, I don't mean to imply that all cases of friction, real and imaginary, should be brought to the attention of top management. Where they can be corrected at the source they should be so handled. It is only when there is a trend developing that the chief executives should be kept informed.

Although personnel administration is a staff operation with little or no line authority, it is expected to be able to work out problems with local and departmental management quickly and without rubbing the fur the wrong way. Sometimes local management is at fault. Rather than take the problem up with the next higher in authority, it is better to solve it at the source. That takes tact and patience.

In this broad area of understanding, feeling and communication, personnel administration is expected to contribute greatly to the general corporate health.

For the greater part of the first half of this century the machine was dominant. So tremendous was the cost reduction and the increased volume that accompanied mass production techniques, that we forgot that the machine at its best was but a tool in the hands of some person or persons.

In the machine age, however, we changed work habits and substituted standardized repetitive work for skills. With the new machines one learned how to do the single operation that was to be one's job in a few days or weeks, where formerly the trade was learned only after years of apprenticeship. Work became easier, I grant you, and hours shorter, with a larger purchasing power for the labor hour. Nevertheless, people lost their individuality. You could no longer say that you could always tell when Tom did a certain paint or welding job. The operatives were not able to leave their mark.

Great as the benefits of the machine have been they have not been without major social problems. The dignity of the individual was becoming submerged, and employees were turning to collective individuality. I do not care to debate the pros and

cons of this trend but the fact is that the major problems of personnel administration were introduced in the machine age.

Frankly, I don't think that people have changed fundamentally. They have the same emotions and are driven forward by the same desires. What has changed has been the relations of the individual to his work and to his employer. Through collective action employees have erected not an iron curtain, but some kind of barrier between themselves and their employer. My feeling is that this barrier is gradually being lifted and that some day before too long employees and employers will have a greater sense of interdependence. We expect personnel administration to speed up the maturing of that good-will and in doing so to help top management to understand that there are two sides to this labor question and that the two do not have to be incompatible.

Corporate health was one responsibility and corporate progress was the other. We have discussed the former and now I would like to take a few minutes to point out the contributions we expect the personnel people to make to the progress and growth of the company.

When a company expands it needs not only more productive capacity but more employees and particularly more management talent.

As much as top management is occupied with problems of competition, capital, taxes, regulation, lawsuits and making a return on investment, nothing is giving long-range planners more concern than the management personnel needed to handle tomorrow's operations.

Industry is expanding faster than population. It is essential that it continue that way if we are to keep on improving our scale of living. We can mechanize operations at the hourly wage level and at clerical salary levels and take care of expanded demand through the improved productivity. In the field of management, however, we have yet to find the combination of circuits and electron tubes that will think, and plan and make decisions. I don't mean to say that it is not possible for members of the management group to be more efficient but efficiency in this group will come from training rather than from the use of mechanical tools.

There are probably a number of men who learned to swim by being pushed overboard. The sink or swim method is pretty rugged but it is not too dangerous because generally there are a lot of fellows around who can help a chap who can't make the dock or float. In business, however, the casualties are greater because the poor guy is all on his own. Some men who might have made good management timber through training are ruined by throwing responsibility on them without preparing them.

To follow an old recipe for rabbit stew—first you catch your rabbit. Our first job is to spot those who can be trained and I know of nobody better able to do this than trained personnel people.

Some are going to take to training naturally because they are ambitious and have initiative. Others, however, who may be just as good material have imbibed more freely of the cup of frustration that caused so many men to seek security. Latent talents must not be permitted to stay hidden under a bushel.

In Sylvania we are deeply conscious of this problem of personal development because our need for management personnel has expanded so rapidly and because we believe strongly in the principle of building from within. I recently asked the nearly two hundred men who constitute our management group to tell me how old they were and how long they had been with Sylvania. The average age was 44 years and the average length of service with the Company was 16 years.

This is a good record of young management with years of experience but it didn't just happen. Somebody had to be responsible for seeing that these men were ready when the need

(Continued on page 98)

Delta Sigma Pi Salutes Ohio University on Its 150th Anniversary

By Victor Ptak, Robert McCune, John Watson and Kenneth Burns, Alpha Omicron Chapter

ON FEBRUARY 18, 1954, Alpha Omicron Chapter of Delta Sigma Pi, one of the leading organizations on the campus, sent an official delegate to the dedication ceremony of the new Ohio University Center. This event marked the opening of the year-long celebration of our university's birthday.



PRESIDENT JOHN C. BAKER,
builder of bigger and better
Ohio University.

Ohio University's beginning dates back to March 1, 1786. On that date, a group of men, headed by Manasseh Cutler and Rufus Putnam, generally regarded as the founders of Ohio University, met in the Bunch of Grapes Tavern in Boston and planned the establishment of a university in the Northwest territory. Manasseh Cutler later convinced the General Assembly of the Northwest Territory of the necessity of a college in the settlement Rufus Putnam had started. The territorial legislature of 1802 created the American Western University, which, when Ohio acquired statehood two years later, became Ohio University.

Plans progressed steadily and in June, 1803, Ohio University opened its doors to three students

and its only instructor, Jacob Lindley.

The two-room, two-story building in which Jacob Lindley opened classes has long since disappeared. The building that took its place, Cutler Hall, was completed in 1816 and is the oldest higher education building in the Northwest Territory.

Because university land failed to produce an adequate amount of money, the university became a state-supported institution after the Civil War. Under state supervision, it has continued to grow. Today Ohio University has seven colleges (university, applied science, arts and sciences, commerce, education, fine arts, and graduate) and an extension division which combined offers approximately 1,200 courses by 350 faculty members. Its physical plant now consists of more than 100 buildings representing a replacement value of more than \$25,000,000.

Since 1946, Ohio University's campus has undergone several physical changes, for the most part due to the \$12 million building program begun in that year. Cutler Hall's complete rehabilitation was the first step in the program. The building is now almost an exact duplicate of the original structure built in 1816. The newest girl's dormitory on campus, Bryan Hall, was opened for occupancy in the fall of 1948. Construction of the new Chemistry Building was delayed by the war until the spring of 1946, but it was opened for use in 1949. Scott Quadrangle which provides university housing for male students was completed in February of 1950.

Ground was broken late in March, 1949, for the new \$400,000 swimming pool. In the fall of 1950, the O.U. Natatorium was opened to the public. The next most important addition to O.U.'s physical plant was a new Student Health Center, which was completed in the summer of 1950. The new Dramatic Arts

and Speech building officially opened its doors in the fall of 1951. The speech department, the campus radio station, WOUI, and the University Theatre are housed in this structure.

The first permanent dorm to be constructed on East Green, to the east of the main campus, was Johnson Hall. In 1952, students moved into the unit. A building program is still underway on the Green, and another dormitory, Bush Hall, has just been completed.

The most recent addition to the campus is the O.U. Student Center, a six-floor, Georgian Style structure which houses one of the finest recreation plants in the country. Located in the new building are a dining room, a cafeteria, a snack bar, class rooms, offices, living quarters, bowling alleys, pool and ping pong tables, and lounges for both students and faculty. There is also a second floor ballroom with enough space to comfortably accommodate 800 couples.

The final step in the multi-million dollar construction program will be taken when a building to house the College of Commerce is finished by the fall of 1955.

Like Ohio University, Athens had a humble beginning. The same territorial legislature that founded Ohio University established Athens on December 6, 1800, making it the second oldest settlement in the Northwest Territory. Today, 154 years later, Athens is a thriving community having a population of 11,600.

Plans for celebrating our Sesquicentennial are focused on four major events, beginning with Founders' Day, which was held February 18, to be followed by Commencement, June 11 to 14, Alumni Homecoming Weekend in October, and Ohio Education Days, November 11 and 12. The Founders' Day celebration was highlighted by the formal dedication of the \$1,500,000 Ohio University Center, with Governor Frank J. Lausche as the principal speaker. On the evening of the dedica-



THE GATEWAY TO the Ohio University campus bears this inspiring message: "So enter that daily thou mayest grow in knowledge, wisdom and love."

tion, the Sesquicentennial Ball was held in the Center.

It has been announced that the Commencement speaker in June will be a figure of national prominence, and that Miami University of Oxford, Ohio, will be the opponent in the October Homecoming football game. The Homecoming program will feature pageantry and parades evolving around the Sesquicentennial theme. Educators and school officials throughout the Northwest Territory will attend Ohio Education Days in November.

Already this year, a concert has been presented by the world famous pianist and composer, Dr. Ernest von Dohnanyi. The composition was entitled "The American Rhapsody" and contained the strains of Ohio University's "Alma Mater."

Another of the outstanding events of our Sesquicentennial was the premiere performance of "The Green Adventure," a historical play depicting the Ohio University story. Charles



THE NEWEST ADDITION—Student Center completed in the fall of 1953.



OHIO U's famous Cutler Hall.

Allen Smart, a prominent novelist and famous writer and resident at Ohio University, was commissioned by President John C. Baker to write the play. The cast of hundreds, including students, faculty, and townspeople are presenting this commemorative work on four separate occasions during the Sesquicentennial year.

Plans are being made by our chapter, Alpha Omicron, to welcome back some of the 20,000 living graduates, who will include many of our brothers. We are hoping that some of the brothers who originally founded our chapter back in 1925 will be among those who are returning to visit us.

Alpha Omicron Chapter of Delta Sigma Pi has had an interesting history since it was installed in 1925. Before the organization of our chapter, local groups, trying to further professional activities, persisted on campus. In 1925, a group in the College of Commerce banded together to promote civic and commercial welfare, secured a house, and then applied and was granted a chapter of Delta Sigma Pi.

The chapter grew steadily until the depression years, when financial set-backs forced it to follow the path of all other fraternal groups at Ohio University. The group lost its house and was forced to assume an inactive status.

After the War, with enrollment increasing, the need for a professional group in the College of Commerce was again felt. Showing an intense interest, the leading students banded together and formed once more the Alpha Omicron Chapter. The chapter progressed until it had completed a campus probationary period and was permitted to affiliate with the national organization. On April 28, 1951, the local chapter was reinstated

as the Alpha Omicron Chapter of the International Fraternity of Delta Sigma Pi.

Meetings are held at the Ohio University Health Center Auditorium twice a month, exclusive of special meetings. At these meetings, our professional and social programs are coordinated.

At present, Alpha Omicron chapter has 36 undergraduate members, seven faculty members, and a 20 man pledge class. The brotherhood consists of men prominent in all phases of campus life—five presidents of organizations, captain-elect of Ohio University's Bobcat football team, varsity debaters, circulation manager of the "Post," our school paper, student counselors, and members of Tau Kappa Alpha, Beta Gamma Sigma, Phi Eta Sigma, Beta Alpha Psi, Omicron Delta Kappa, J-Club, and Blue Key.

Faculty cooperation and interest has always been strong in our chapter. The new dean of the College of Commerce will be Dr. Clark E. Myers, a Deltasig from Iota Chapter at the University of Kansas. Dr. Myers has shown great interest in our activities and on his most recent visit to the campus, he attended our initiation banquet. Also by September of 1955, the new College of Commerce building will be completed. Certainly Ohio University is progressing . . . and with it, the Alpha Omicron Chapter of Delta Sigma Pi.



DEAN CLARK E. MYERS, who will become Commerce dean at Ohio University effective July 1, 1954, is pictured here during a recent visit to the campus, with faculty members of the College of Commerce and Past President Ptak of our Alpha Omicron Chapter there. (Left to right): Dean Myers, Professors Soltow, Reininga, Hanson, and Romig, and Victor Ptak.

District Meeting Held in El Paso Sponsored by Gamma Phi Chapter

GAMMA PHI CHAPTER at Texas Western College was the host of the first Southwestern Bi-District Convention on February 20. Headquarters for the convention was the Hilton



BROTHERS HART, HARTRICK, Chandler and Juvrud (left to right) welcome B. C. Butler, Director of the Southwestern Region (Center), on his arrival at El Paso to attend First Southwestern Bi-District Convention.

alumnus of Beta Phi Chapter of Southern Methodist University and an officer of the Dallas Alumni Club.

All activities of the convention took place at the Hilton Hotel. Registration was conducted Friday night and Saturday morning. Breakfast was served in the Spanish Room of the hotel at eight o'clock and the rest of the morning was taken up by a general meeting which was followed by a noon luncheon.

The afternoon session consisted of a chapter officers' training program, an alumni panel, and a business session. At the official adjournment, a dinner was held in the Spanish Room and an attendance trophy was presented to Ed Hatchet of Gamma Iota Chapter. Brother Burnell C. Butler, Acting Regional Director, gave the trophy to the chapter whose members had traveled the greatest distance.



GROUP GATHERED TOGETHER in afternoon session.

Hotel. Extensive preparations were made in order to insure an informative as well as an entertaining program. Four official delegations were to attend the meeting: namely, Beta Upsilon Chapter of Texas Technological College, Gamma Iota Chapter of the University of New Mexico, Gamma Psi Chapter of the University of Arizona, and Gamma Omega Chapter of Arizona State College. Of these four chapters, only Beta Upsilon and Gamma Iota Chapters were represented. Two delegates from the North Texas State College at Denton also attended.

The convention was highlighted by three principal speakers: Chris Fox, Wade Hartrick, and Burnell C. Butler. Mr. Fox, vice-president of the State National Bank, welcomed the delegates to the city of El Paso. Brother Hartrick, who is Chairman of the Department of Business Administration and Economics at Texas Western College, spoke on the Industrial Development of the Southwest. Brother Butler gave a report on the Delta Sigma Pi Educational Foundation. Brother Butler is Acting Director of the Southwestern Region of Delta Sigma Pi. He is an

Included in the activities was a ladies' program which consisted of a shopping and sightseeing tour in the morning and a tea in the afternoon, which was held in the Green Room.

Chairman of the convention was James Hart. Assisting him were Leo Romero, secretary; George Sam and Mike Grady, treasurer and assistant treasurer; John McVeagh, publicity chairman; Alan O'Brien, registration chairman; Phil Mowad, social chairman; and Gilbert Valdez, program chairman.—JOHN McVEAGH



DELEGATES make work of registration.



THE LADIES enjoy shopping in colorful mart.

Experiment in Leadership

By Joseph W. Towle, Zeta Chapter
Associate Professor of Industrial Management, Northwestern University

MANY BUSINESS CONCERNS are increasing their interests in programs for the discovery and development of leadership abilities. While the characteristics of business leadership include many wellknown behavior patterns such as *willingness to delegate, decision making, capacity to accept responsibility* and others, studies of group relationships are revealing some aspects of leadership which are not commonly recognized. Methods of permitting the emergence of leadership from within a group are evolving. And there is evidence that the selection of leaders in a business organization in accordance with such principles might result in better "followership" or improved group morale. In the area of executive development such concepts as "bottoms-up management" and "management with the consent of the managed" are manifestations of these theories.



JOSEPH W. TOWLE, Northwestern-Zeta

Leadership Training

In a university course in personnel management a group of seniors and graduate students were approaching the subject of democratic leadership. This topic was to be analyzed carefully after the class had completed some work in conference leadership. For the purpose of obtaining actual experience in conference participation as well as leadership the thirty students were divided into three groups of ten each. Each group was to assume that it composed the supervisory staff of a medium-size department store. The students were asked to play the roles of supervisors participating in a series of ten training meetings, with each student having the opportunity to act as discussion leader for one of the conferences. Appropriate outside readings were assigned for the topics which were to be discussed, and each student was permitted to select the subject for the conference which he was to lead.

At this stage in their instructions the students were asked to consider the problem of grading or rating student performance in the meetings. Obviously, the instructor could not attend three conferences at one time. The students were asked if they might devise some procedure for rating each other on their conference participation as well as conference leadership. The immediate reaction from the students was to the effect that they could rate themselves—but the procedure for doing it might be a problem.

Search for Leadership

With the students in this frame of mind they were asked to retire immediately to their group meeting places. Their first assignment was to discuss among themselves the procedure for participants to rate or grade each other in this phase of the course study. No mention was made of who would be the conference leader for this preliminary meeting. The instructor in-

entionally did *not* appoint a discussion leader and did *not* suggest how a leader might be selected. The students were merely asked to meet in their groups and discuss the problem. The purpose of this strategy was to determine whether or not a conference leader would naturally emerge in each group—and, if so, whom the leaders would be.

Observations by the instructor indicated that two of the three groups settled down to orderly and well-organized discussion in 10 or 15 minutes, but the third group had not progressed very far with their discussion at the end of the class period 20 or 30 minutes later. A leader and his colleagues or close aids developed rather quickly in two groups. In the third group an apparent clash of rather strong leadership tendencies made quick agreement difficult.

Finding Leaders

At the following meeting of the class the instructor merely reminded the students of the problem of rating each other's performance in the conferences. Then he rather casually turned in the general direction of the students in group number one and asked if they had come to any agreement in their discussion of the problem. Again, the instructor avoided any action that would point to a selected leader. Immediately after the question was asked, however, a young man in the front row turned and pointed to a friend behind him. Another student in the third row saw this action and he also smilingly pointed to the same individual. The instructor felt that both young men who reacted so quickly had demonstrated some leadership qualities in the past—but, in this instance, they acknowledged another as their spokesman.

The young man they pointed to was smaller in stature, quite a good student, but was found to be popular and a lightweight wrestler on the varsity team. He spoke rather self-consciously, "I guess I have to report on this thing." Even though he was reluctant to do so, he did accept the responsibility for his group's report and he effectively presented the group's ideas.

After the report from the first group the instructor turned to the students in group two. They were asked for their conclusions regarding the problem. After the request there was no reply. A minute or two of silence passed. Some of the students squirmed in their seats, but none wished to speak for the group. Finally, an older, graduate student, an army officer, spoke up and said that the group had not come to any conclusions; several ideas had been discussed but no agreements had been reached. In rapid succession after this report there were three or four other students in the group who stated their opinions. One of these, an attractive young lady, was very definite about her ideas and said she thought the group had agreed with her conclusions. A young man quickly replied saying that no one had agreed with her.

Following the discussion with group two the instructor asked group three for its report. Immediately a hand in the back row went up. The student pointed to an empty seat and said, "Bill Smith has notes on our report and he's absent today." It was obvious that the student who spoke of his absent classmate was quick to assume the responsibility for reporting that someone else had been the selected leader. The instructor asked the

speaker how Bill Smith had been chosen as the reporter. The same student in the back row continued to speak. He reported that the discussion had been very successful. Bill Smith had listened to the discussion with a pencil in his hand and consequently had been asked to take notes on the discussion and make the report. But in the absence of Bill Smith and his notes the alert young man in the back row presented a very good summary of the group's conclusions regarding the problem.

Recognition of Leaders

When the problem of rating conference participants had been disposed of, the instructor revealed his experiment in leadership to the students. It was agreed that group number one had worked well together in their meeting. Their spokesman had definitely emerged as their "leader" for this particular assignment. Some in their group, strong personalities themselves, had been influential in his appointment. The others had "gone along" or had no objections to his leadership. In addition, the leader was willing to accept the responsibility.

In group two it was a different story. Four or five strong personalities, all with some leadership abilities, were unconsciously striving for recognition and the opportunity to express themselves. Conflict and frustration rather than cooperation resulted from discussion. It would obviously take more than a 30-minute conference for the integration of such interests. When the chips were down, the mature army officer stepped in and assumed as much responsibility as he could for "his group." No single group leader had emerged.

In the third group the appointed leader had let his group down—he was absent from class. But the individual who had seen to it that the discussions were successful was the first to speak up and apologize for the absence of the appointed leader. His promptness in assuming the responsibility for his group indicated the degree of his relative leadership ability in the group.

Training for All

A majority of the students who participated in this experiment continued the study of personnel management in a case study program the following term. Actual business cases were used as the medium with which to discuss the problems in the field, to increase the students' understanding of human relations and to improve their abilities to work with others. A significant technique evolved for further development and growth of the individuals in the group.

In the free discussions of cases the strong leaders tended to do most of the talking. It was difficult for the instructor to get the quiet, reserved students to participate in discussion. In general, but not always, those who talked the most included the individuals who seemed to have the strongest leadership abilities.

In order to give all students the opportunities for development, the class was frequently divided. In most cases the division was made so that those students who spoke infrequently and who needed intensive work in case discussion were alone in the same group. A student leader was permitted to lead the discussions for the more vociferous individuals and the instructor was able to work intensively with those who most needed the training in problem analysis and self-expression. In this manner better training was provided for the stronger group leaders. They accepted the responsibility for their own education and taught themselves and each other. In addition the less dominant and more reserved individuals were better able to express themselves and thereby expand their capacities.

Implications for Management

It is obvious that leadership emerging from group discussions might not be adequate for leadership in other situations. Certainly the dangers of the "halo" effect should be avoided. It would be a definite mistake to appoint an individual to a management position merely because he spoke well in meetings. Nevertheless, continuous work in group discussions can reveal to some extent an individual's willingness to accept responsibilities. In addition, the acceptance of the individual and his ideas by the group can be determined if the group discussions are properly conducted. If well-planned and organized conference work can indicate to management those individuals who can mentally accept responsibilities and who are accepted as intellectual leaders by their colleagues, other forms of executive development experience can complete the job of individual education for management. We are finding that the students of this subject, called "Group Dynamics," are sharpening our training tools—especially the conference training method.

What Top Management Expects of Personnel Administration

(Continued from page 93)

arose. This does not mean that the training was done by any one group, but it does mean that personnel administration was constantly watching the progress of these young men and when a man of a certain type was needed, there was no mad scramble to find him. It means also that the training itself was being watched.

Some companies that are not expanding rapidly, and even some of the growth companies, have another problem that we expect personnel administration to keep in control and that is adequate management replacement. I know one good-sized organization in which the top men grew up together. It used to be an exceedingly aggressive and progressive outfit but without strong understudies the pace slowed down as the management neared retirement age. I know of another company that lost its president quite suddenly and nobody was prepared to carry on. An emergency solution, I am sure, is not the one that would have evolved when more time could have been given to it.

You and I know of companies where executives are handling too much important work without proper back-ups. In some cases it is a cost-saving policy but I wonder how much will have been saved if that executive, for one reason or another, suddenly is removed from that work.

You might say that top management should be aware of this situation, and I am sure it is in most well operated organizations, but there are other organizations where top management is probably the worst offender.

Return on investment and continuity of employment are tied-up in the continuity of strong management. We expect personnel administration to see to it that our management replacements are adequate and competent when and as needed.

Our greatest asset is our body of employees, regardless of how paid and regardless of position. On them and their attitudes depend in large measure the health and progress of the company. The sponsor of all the people who work for the company, personnel administration, has a great responsibility. We may not be able to measure its contributions to profit improvement as positively as we can productivity, but we expect its long-range contributions to be equally important.

This material was also the subject of an address given by Mr. Mitchell at the Silver Bay Conference on Human Relations in Industry.



WITH THE

ALUMNI

THE WORLD OVER

Dean Davies Appointed To The Grand Council

ERNEST COULTER DAVIES, who has just been appointed to the Grand Council of Delta Sigma Pi as Director of Business Education, is a graduate of Northwestern University and an alumnus of Beta Chapter, in which he was initiated on April 30, 1921. After serving as a public accountant with Arthur Andersen & Company and Wolf & Company, both of Chicago, he joined the faculty of Northwestern University School of Commerce as assistant dean in 1923, later on becoming acting dean, then associate dean, and is now dean emeritus. He was also professor of accounting at Northwestern University and was the author of several texts in accounting and business organization.

While an undergraduate at Northwestern, he was active in Beta Chapter and also served the Commerce Club of Northwestern University as a director and treasurer. He was elected to Beta Gamma Sigma and Delta Mu Delta, both honor societies, and is a member of the American Institute of Accountants, the American Accounting Association, of which he served as vice-president in 1947, and of the Illinois Society of Certified Public Accountants.

Brother Davies was chairman of the Building Committee that erected Wieboldt Hall, the home of the Chicago Division of the School of Commerce on the Chicago campus of Northwestern University. He also attended most of the annual meetings of the American Association of Collegiate Schools of Business and served this organization in several important capacities. He has been prominent in civic and educational activities in both Chicago and in Evanston, where he resides with his wife, Irmgard, at 414 Church Street.

Brother Davies has always displayed keen interest in Delta Sigma Pi from the very day of his initiation and in view of his many years of academic and administrative experience in the field of business education, he is extremely well qualified to serve the fraternity on its Grand Council as its Director of Business Education.

Deltasig Succeeds Deltasig on DePaul Board

GEORGE J. KIENER, JR., *DePaul*, was elected treasurer of the DePaul University board of lay trustees at their annual meeting on February 8. In this post he succeeds another Deltasig, John F. Mannion, *New York*, vice-president of the Continental Illinois National Bank and Trust Company.

Brother Kiener is a member of the accounting firm of Bansley & Kiener, Chicago. He is also a member of the advisory board of Rosary College and a director of several corporations.



THOMAS ROY JONES (center) being greeted by Grand President Robert G. Busse (right) after his initiation as Honorary Member of Beta Omicron Chapter at Rutgers University. Chapter President Benjamin Petrillo is on the left.

Thomas Roy Jones Becomes Honorary Member

THOMAS ROY JONES, president of Daystrom, Inc., of Elizabeth, New Jersey, was initiated as an Honorary Member of our Beta Omicron Chapter at Rutgers University on February 13. Brother Jones is widely known throughout the nation for his accomplishments in the field of employee communications and the science of human relations as it affects industrial employees and the public. In 1951 he was awarded the Henry Laurence Gantt medal for "distinguished achievement in industrial management as a service to the community," given annually by the American Society of Mechanical Engineers and the American Management Association. He has also received many other honors and citations.

Daystrom, Inc., headed by Brother Jones, is a giant industrial organization, with four manufacturing subsidiaries, American Type Founders, Daystrom Furniture Division, Daystrom Electric Corporation, and Daystrom Instrument Division. He is chairman of the board and a director of the American Type Founders and of the Daystrom Electric Corporation.

As a speaker, Mr. Jones has appeared before leading business, civic and educational groups throughout the country. By appointment of Governor Driscoll, he is chairman of the Planning and Development Council of the New Jersey Department of Conservation and Economic Development. He was the first president of the New Jersey State Safety Council and was twice reelected to that office, which he still holds, in addition to many other civic and community offices.

Beta Omicron Chapter, as well as the entire fraternity, will be greatly enriched by the Honorary Membership of this outstanding business and civic leader.

Irons Named President of Federal Reserve

DR. WATROUS H. IRONS, *Texas*, was named president of the Federal Reserve Bank in Dallas on February 18, 1954, after having served as a vice-president of that bank for the past seven years. The Federal Reserve Bank in Dallas is headquarters for the Eleventh Federal Reserve District, one of twelve such districts in the country.

Dr. Irons is a native of Atlanta, Georgia. He graduated from Pennsylvania State College and later received his M.A. and Ph.D. degrees from the University of Pennsylvania. From 1937 through June, 1945, he was professor of banking and finance at the University of Texas School of Business Administration. While there he became a faculty member of Beta Kappa Chapter of Delta Sigma Pi.

Brother Irons has served on numerous government special committees on banking and finance and is the author of many articles on those subjects. He is the second Deltasig to head a Federal Reserve Bank, our other such "brother of distinction" being Oliver S. Powell, *Minnesota*, president of the Federal Reserve Bank of Minneapolis.

Professional Interfraternity Conference Meets in Cleveland

THE 16TH BIENNIAL MEETING of the Professional Interfraternity Conference was held in Cleveland, Ohio, on March 20. Delta Sigma Pi was represented by Executive Director H. G. Wright, Executive Secretary J. D. Thomson, and District Director Robert F. Andree.

The Professional Interfraternity Conference held its first meeting in 1928 in Washington, D.C., at which time Delta Sigma Pi became a charter member. It is significant to note that since its inception a national officer of Delta Sigma Pi has served as an officer or on the Executive Committee for all but four of its 26 years of existence. H. G. Wright was the secretary-treasurer of the Conference from 1933 to 1945 and was president and a director for the next four years. At the recent meeting J. D. Thomson was elected secretary for a two-year period.

The Conference is made up of over 30 fraternities in various professional fields and is a member of the National Conference on College Fraternities and Societies and is a major segment of the Interfraternity Research and Advisory Council.

The new officers elected at Cleveland, Ohio, are: Dr. Walton Van Winkle, Jr., president, *Alpha Kappa Kappa*; Edward L. Scheuffer, vice-president, *Delta Theta Phi*; J. D. Thomson, secretary, *Delta Sigma Pi*; and Dr. S. G. Applegate, treasurer, *Delta Sigma Delta*.

BIRMINGHAM

IN ADDITION TO the fellowship enjoyed at the weekly luncheon meetings, the members of the Birmingham Alumni Club have been treated to a series of interesting professional programs during the last quarter at their regular monthly dinner meetings. In an attempt to provide variety, the programs have ranged from trips through the Birmingham office of the FBI to the showing of movies regarding India.

Brother Herbert Osborne, a long-time member of Delta Sigma Pi and a member of the FBI, conducted the members of the Birmingham Alumni Club through the downtown office of the Bureau, where he explained the general duties and functions of this very important agency of our government. All members came away feeling more secure, knowing that the FBI is constantly on the alert to protect our American way of life.

A very timely and interesting program was presented by Brother Fred First, an accountant specializing in the field of taxation, who presented an address on the income tax.

Brother Harold Helms entertained the members one evening with a moving picture which he took while stationed in India as a member of the Armed Services during World War II.

A dinner dance was held March 19 at Mountain Brook Lodge, where members and their wives and dates spent an enjoyable evening.—

JIM BATTLES

Allen Fowler President Controllership Foundation

ALLEN L. FOWLER, *Pennsylvania*, a past Grand President of Delta Sigma Pi, is serving as president of the Controllership Foundation, Inc., which is the research arm of the Controllers Institute of America. He has previously served as a regional vice-president of the Institute.

Brother Fowler also is serving a second term as president of the Evening School Alumni Society of the University of Pennsylvania. The School is celebrating this year the Golden Anniversary of its founding in 1904.

MEMPHIS

THE MEMPHIS ALUMNI CLUB enjoyed a very informative talk from Brother George Neal on the ever-pressing problem of income taxes at our February dinner meeting. It turned out to be one of the better functions of the year and there have been reports that several brothers saved huge sums of money after hearing the talk.

Because of the tremendous success of the program the club decided to include more programs of this type in its professional activities, making use of speakers from among our own members. Plans have been completed to make our April meeting a dinner meeting and Brother Ricco Gatti will talk on the "Legal Problems of the Small Business Man."

Plans are in progress for a "Welcome Dance" for the graduating brothers of the chapter early in May. The alumni club will sponsor an informal dance inviting the chapter as a unit for the purpose of acquainting the graduating brothers with the club and its activities.

Election of officers for the club will take place in May and rumblings are already being heard about the annual Deltasig barbecue. With an increasing bank account, there is some talk being heard among the brothers about a chapter house or a club lodge. It looks like very busy times ahead for the Memphis Alumni Club.—ED REECE

LIFE MEMBERS

THE FOLLOWING HAVE become Life Members of Delta Sigma Pi recently:

- 1992 ARNOLD R. BARNETT, *Alpha Gamma*, Penn State
- 1993 BRYAN BROWN, JR., *Alpha Theta*, Cincinnati
- 1994 RAYMOND L. CHELLMAN, *Beta*, Northwestern
- 1995 HOWARD L. GLASGOW, *Iota*, Kansas
- 1996 WILLIAM J. BRITTON, *Gamma Omicron*, San Francisco
- 1997 EDWARD W. BOSCACCI, *Gamma Omicron*, San Francisco
- 1998 LEONARD G. HECKERT, *Beta Sigma*, St. Louis
- 1999 WILLIAM C. WHITED, *Gamma Eta*, Omaha
- 2000 RONALD C. ADE, *Beta*, Northwestern
- 2001 JOHN J. BRODY, *Beta Rho*, Rutgers
- 2002 WILLIAM D. MOORE, *Gamma Kappa*, Michigan State

American Accounting Association Makes Special Offer to Students

FOR \$1.50 PER YEAR, students can now obtain associate memberships in the American Accounting Association. This includes a subscription to *Accounting Review*, their official publication. The value of affiliation with this association, so important in our field, is certainly worth this small cost.

Checks should be mailed to R. Carson Cox, secretary-treasurer, College of Commerce, Ohio State University, Columbus, Ohio. Mention Delta Sigma Pi.

PERSONAL MENTION

WILBUR JONES, *Georgia-Pi*, is an agent for the Sinclair Refining Company in Dublin, Ga.

DAVID WALKER, *Virginia*, has become manager of the adjustment department of the Old Dominion Bank, Arlington, Va.

SELWYN TORFF, *Northwestern-Beta*, has become a partner in the law firm of Seyfarth, Shaw & Fairweather, Chicago, Ill.

LT. AARON STARLING, JR., *Georgia-Pi*, is serving in the 628th Tank Battalion of the U.S. Army, overseas.

THOMAS SIMONS, *Miami U*, recently became the president and treasurer of Rubicon Cadillac, Inc., Dayton, Ohio.

BOYCE PORTWOOD, *Georgia-Pi*, has a position in the Atlanta office of Ernst and Ernst, well-known accounting firm.

JERRY BOWMAN, *Ohio U*, was recently promoted to first lieutenant while serving with the Eighth Army in Korea. He is chief of the quartermaster section's movements and statistics branch.

JACK CORN, *Georgia-Pi*, has his own business in Marietta, Ga., the Corn Produce Company, dealing in wholesale eggs and produce.

FIRST LT. WILLIAM LINEHAN, *Western Reserve*, has been awarded the Bronze Star Medal for meritorious service as a legal officer in the staff judge advocate section of the 45th Infantry Division in Korea.

HAL SHANAFIELD, *Northwestern-Beta*, has been elected secretary of The Headline Club, an organization composed of journalists employed on newspapers, magazines, press wire services, and radio and television stations.

Dean Carroll Appointed Ford Foundation Director

DR. THOMAS H. CARROLL, *California*, dean of the School of Business Administration at the University of North Carolina, has been appointed as a sixth associate director of the 500 million dollar Ford Foundation. Dean Carroll has been on a part-time assignment with the Foundation since last summer, in charge of a planning and operations program in the field of economic development and administration. From now until the end of the academic year in June, he will have general charge of the School of Business Administration but will give considerable time to the Ford Foundation. Eventually he will live in Scarsdale, N.Y.

Brother Carroll, now only 39 years old, was an assistant dean at Harvard and had earned his doctor's degree before he was 25. Upon graduation from the University of California, where he was an undergraduate member of our Rho Chapter, he was granted a scholarship to the Harvard School of Business Administration. The following year he studied there under a research scholarship, earning his master's degree. He received his doctorate in commercial science in 1938. After serving as assistant dean and professor for three years, he entered the armed services, and his achievements in the Navy were just as outstanding as they had been in the educational world. When he returned to civilian life, he became dean of and professor in the School of Business Administration at Syracuse University, where he remained until he went to North Carolina in 1950.

Commenting on Dean Carroll's acceptance of the Ford Foundation directorship, Chancellor Robert G. House of the University of North Carolina said: "We accept Dean Carroll's resignation with deep regret. He gave the School of Business Administration an outstanding and enthusiastic leadership. We congratulate him on his new appointment, and we consider it a high compliment to the university that he has been chosen for this important position." We in Delta Sigma Pi also consider it a compliment that one of our brothers has been honored by being selected for this challenging assignment, and add our congratulations.

CHICAGO

THE CHICAGO ALUMNI CLUB, for many, many years, has been serving the Deltasigs in the Chicago area. It has helped many "recent grads" bridge the gap from college life to the business world. Our goal, this past year, has been to increase this help and to encourage more undergrads to get acquainted with the alumni club and its various activities.

As part of this program, each of the four chapters in the Chicago area, Beta, Zeta, Alpha Omega, and Gamma Pi, have been honored by a special night. On these nights, we invite the chapters so honored to send a delegation of their members to our meeting. This has given them a chance to see us in action and has given us a chance to meet them and get to know them. In this way, we feel that we can help perpetuate Delta Sigma Pi and alumni club activities.

Another example of what the Chicago Alumni Club has done is the publication of a new directory of members listing the 1,200-plus Deltasigs in the Chicago area. This directory has received an excellent reception and much praise.

At present, for our monthly "get-togethers," we meet for dinner at Armando's Restaurant

in Chicago. Our program, after dinner, usually features a prominent speaker, or a movie, or a chapter night and other activities. Afterwards, there is always time for card-playing or "shoot-the-breeze." To round out our activities, we also feature a Gin Rummy Tournament, an annual golf outing, and several social mixed parties. Speaking of Gin Rummy, a hard-fought battle was finally won by Brother Pat Schmidt, *Alpha Beta*, when our 4th Annual Tournament was held recently. He can well be proud of his trophy. And, we are sure that Brother Bill Lasley, *Alpha Rho*, enjoyed the refreshments made with his prize from the consolation series.

Among our speakers, thus far this year, we have heard Mr. Larry Moore, the Off-Premise Merchandising Manager for Pabst Blue Ribbon, tell us about their sales plan. He felt that it could be adapted by almost any organization and be used effectively. Mr. Harold L. Cheadle, Economist for the Federal Reserve Bank of Chicago, told us about the present business situation and what the future looks like. The interest his talk stirred up was indicated by the questions that were fired at him afterwards. Brother Paul Espenshade, *Alpha Psi*, explained "M.I.P." for us. M.I.P. is the Monthly Investment Plan recently announced by the Stock Exchange to encourage more activity by small investors.

Our Founders' Day celebration, which is always a highlight of our season, was held in November at the Union League Club of Chicago. Brother E. Coulter Davies, *Beta*, Dean Emeritus of the School of Commerce, Northwestern University, was presented with an appropriate testimonial. This was given him in recognition of his work in the field of education and in Delta Sigma Pi. Brother Leon Bosch, *Zeta*, Associate Dean of the School of Commerce, Northwestern University, was our principal speaker. Among many other Deltasig faculty members present was Brother

Daniel Lang, *Beta*, also an Associate Dean of the School of Commerce, Northwestern University.

Our program hasn't been all on the serious or professional side. The Chicago alumni like to kick up their heels occasionally. And that they did! The Chicago Room of the LaSalle Hotel rocked with fun and merriment at our Windy City Tall Tales Party. With our ladies present, games, prizes, dancing and favors (mixed well with some TALL tales and tongue-loosening refreshments) were featured for the evening. Needless to say, Brother Bob Lewis, *Beta*, Director of the Central Region, won the prize for the TALLEST tale. (Now, wouldn't you know it.) A GREAT!!! time was had by all. To Brother George Alexander, *Alpha Omega*, and his social committee go "Roses" for the wonderful job they did. We are already looking forward with anticipation to our next party coming up.—FRANK GERACI

DIVIDENDS

To Brother and Mrs. Delton Yohe, *Kansas*, on January 5, 1954, a son, John Spencer.

To Brother and Mrs. Seth Butler, *Rutgers-Beta Omicron*, on January 8, 1954, a son, Robert Alan.

To Brother and Mrs. Jerry Piper, *Arizona State*, on January 23, 1954, a son, Jerry Dean.

To Brother and Mrs. Homer T. Brewer, *Georgia-Kappa*, on February 8, 1954, a son, Jefferson Matthews.

To Brother and Mrs. Arthur Klehm, *Rutgers-Beta Omicron*, on February 26, 1954, a daughter, Sharon Ruth.

To Brother and Mrs. James Hunting, *Miami*, on March 9, 1954, a son, J. Horton.



NEW BUSINESS BOOKS

Compiled by Kenneth S. Tisdell, *Alpha Chi*

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

Advertising

HELP YOURSELF TO BETTER MAIL ORDER, by Robert A. Baker, published by *Printers' Ink*, 384 pp., \$5.50.

An advertising agent who specializes in mail order accounts sums up the principles and methods he has learned in working with mail order clients. Includes articles from *Printers' Ink*, outstanding examples of successful mail order advertising, and lists of publications that run mail order ads.

TELEVISION ADVERTISING AND PRODUCTION HANDBOOK, by Irving Settel & Norman Glenn, published by Crowell, 495 pp., \$6.00.

Covers the problems most frequently encountered by those engaged in buying, selling, advertising, and producing television programs.

SHOCKING HISTORY OF ADVERTISING, by Ernest S. Turner, published by Dutton, 351 pp., \$4.50.

Relates 17th century-to-modern commercial advertising to social history, with the side by side development of advertising, the press, and mass markets. The generally dim view of the profession precludes the work as a basic study.

Credit and Collection

COMPLETE CREDIT AND COLLECTION LETTER BOOK, by John D. Little, published by Prentice-Hall, 286 pp., \$4.95.

Over 500 sample letters covering every conceivable aspect of credit and collection work to help the credit manager collect both large and small accounts.

CREDIT AND COLLECTION KNOW-HOW, by Robert J. Schwartz & Allyn M. Schiffer, published by Fairchild, 253 pp., \$5.00.

An introductory work in basic credit practices, mainly devoted to the collection problems of the retail business man. Some discus-

sion of legal rights, business laws, mercantile agencies, and the meaning and utility of financial statements.

Economics

STUDIES IN ECONOMETRIC METHOD, edited by William C. Hood & T. C. Koopmans, published by Wiley, 342 pp., \$5.50.

The results of continuing research in the fusion of economic theory and statistical methods.

STANDARDS WE RAISE, by Paul M. Mazur, published by Harper, 186 pp., \$2.50.

The author believes that a high standard of living sparks production, creates continuity of employment, and converts purchasing power into actual purchases, thus sustaining a healthy American economy.

ECONOMICS OF NATURAL GAS IN TEXAS, by John R. Stockton & others, published by the University of Texas, Bureau of Business Research, 332 pp., \$5.00.

A comprehensive, factual treatment of the production and marketing of natural gas, emphasizing the economic problems facing the industry. Includes information of supply and demand relationships with other fuels, such as oil, coal, water power and atomic energy.

Executive Management

HOW TO INCREASE EXECUTIVE EFFECTIVENESS, edited by Edward C. Bursk, published by Harvard University, 163 pp., \$3.25.

Addresses and discussions that took place during the 23rd National Business Conference sponsored by the Harvard Business School Assn. Experts in their fields present their points of view and show the values to be obtained by thoughtful reorganization and by the proper approach to improve the level of executive work in all types of business.

SOME OBSERVATIONS ON EXECUTIVE RETIREMENT, by Harold R. Hall, published by Harvard University Graduate School of Business Administration, 312 pp., \$3.75.

A study based on interviews with business administrators and retired executives, pointing out problems of adjustment they face, examining their plans and expectations before and their experiences after retirement.

COMMUNICATION IN MANAGEMENT, by Charles E. Redfield, published by the University of Chicago, 306 pp., \$3.75.

Modern techniques that have been developed to help the executive assemble and evaluate information from employees and business associates and communicate information upward, downward, or horizontally within the large-scale business organization.

MERGERS

DORVELL CHANDLER, *New Mexico*, on December 19, 1953, to Paula Beatty, at Carlsbad, N.M.

JOHN MEISINGER, *Nebraska*, on December 20, 1953, to Shirley Ludwick, at Lincoln, Neb.

EARL FERGUSON, *Tulane*, on December 22, 1953, to Mildred Hubert, at New Orleans, La.

WILLIAM SOLOMON, *Georgia-Pi*, on December 26, 1953, to Gabriella Pleva, at Pittsburgh, Pa.

RALPH TANNAHILL, *Kansas*, on January 10, 1954, to Joan Salisbury, at Kansas City, Mo.

LARRY TREADWELL, *Nebraska*, on January 16, 1954, to Rita Nixon, at Lincoln, Neb.

ROBERT CUNNINGHAM, *Rutgers-Beta Omicron*, on January 23, 1954, to Anna Marie Coyle, at Newark, N.J.



Marquette University Candidate Selected 1954 "Rose of Deltasig"

WE ARE PROUD TO ANNOUNCE that Miss Clara Marie Jones, the "Rose" of our Delta Chapter at Marquette University, was named the 1954 national winner of our annual "Rose of Deltasig" Contest. Never before have



MISS CLARA MARIE JONES, the 1954 "Rose of Deltasig," is the candidate of Delta Chapter at Marquette University.

we had such a galaxy of beauties entered in the competition. Even our professional judges, Ella Raines and Johnnie Ray, found it difficult to chose the loveliest of them all, but the honors finally went to the sparkling brown-eyed miss sponsored by Delta Chapter. Second-place winner was Miss Molly Woulfe, representing Gamma Omicron Chapter at the University of San Francisco, and third place was taken by Miss Marcene Ringuette, the candidate of Epsilon Chapter at the University of Iowa.

Miss Jones, whose home is in Wilmette, Illinois, is a coed at Marquette University. She is very enthusiastic about acting and the stage and is a member of the Marquette players, a drama society. She has a good singing voice, too, and has taken leading parts in dramatic and musical productions. We shall look forward to seeing her name in lights some day, when we shall proudly recall her selection as our national "Rose."

Miss Woulfe, a blue-eyed brunette, is a Business major. She was born in St. Paul, Minnesota, and moved to California in 1944. Miss Ringuette, who is a vivacious green-eyed blonde from Clinton, Iowa, is majoring in Dance at the University of Iowa. "Marcy" plans to be a professional dancer when she finishes school and will be a member of a summer stock dance group in North Carolina this summer. The

best wishes of Delta Sigma Pi go to all three of our lovely winners for their future happiness and success.

This is the seventh annual "Rose of Deltasig" Contest and we are again indebted to Miss Lida Livingston and Mr. James L. Carling of the Ettinger Company of Hollywood and New York for handling the judging of the contest. As previously stated, we were fortunate in having as judges this year Miss Ella Raines, famous film star, now also a producer of telefilms, and Johnnie Ray, the singing sensation whose recordings skyrocketed him to stardom.

The "Rose of Deltasig" Contest originated at the suggestion of Beta Xi Chapter at the 16th Grand Chapter Congress in Minneapolis, and the first contest was conducted in the 1947-48 college year. The rules and regulations of the contest were drafted by a national committee, with Howard Patterson of Beta Xi Chapter at Rider College as its chairman. The honors for both the 1948 and 1949 contest went to the candidates of the Epsilon Chapter at Iowa. George Montgomery and Richard Hart served as judges for the first year and Betty Hutton and Gary Moore, the second. In 1950, Kappa Chapter at the University of Georgia in Atlanta submitted the photograph of the winner. Dorothy Lamour and John Dall were the official judges. The winner for the year 1951 was submitted by our Gamma Mu Chapter at Tulane University, with Joan Bennett and James Mason acting as judges. In 1952 Arlene Dahl and Paul Douglas chose the candidate of our Beta Zeta Chapter at Louisiana State University for top honors, and last year Barbara Britton and Richard Denning,



SECOND-PLACE HONORS went to Miss Molly Woulfe, the "Rose" of Gamma Omicron Chapter at the University of San Francisco.

the "Mr. and Mrs. North" of television fame, selected Miss Jo Ann Boring, representing Alpha Zeta Chapter at the University of Tennessee, as the 1953 "Rose of Deltasig."

Here's how the contest is conducted. Each chapter selects its own "Rose of Deltasig" from among the coeds at its university and her photograph is submitted to The Central Office. These photographs are stripped of all means of identification so that the judges cannot possibly be biased by the name of the candidate, the university she represents, or the city in which she lives. Code numbers are placed on the back of each photograph and they are then sent to the Ettinger Company in Hollywood to be judged. The winner is not announced until the May issue of The DELTA-SIG. She is subsequently presented with the all-ruby badge of Delta Sigma Pi, suitably engraved, and ordered especially for her by The Central Office.

The 1954 Judges

Ella Raines

Actress, producer of motion pictures for television, wife and mother, Ella Raines combines a many-faceted career with grace and distinction. In private life she is the wife of Colonel Robin Olds, air force officer, and the mother of two small daughters, Christina and Susan. Professionally she has progressed from an outstanding movie career to the formation of her own company for the production of telefilms. She is president of Cornwall Productions, whose first enterprise is "Janet Dean, R.N.," a series featuring the dramatic life of a Registered Nurse, now being released by Motion Pictures for Television, Inc. Future plans call for other telefilm series.

By the time Ella had graduated from the University of Washington, where she had appeared in numerous dramatic productions, she had decided that she must be an actress. Eleven days after her first husband, a bomber



MISS MARCENE RINGUETTE, representing Epsilon Chapter at the University of Iowa, was named the third-place winner.



ELLA RAINES star of stage and screen, who was one of the two judges of the 1954 "Rose of Deltasig" Contest.

pilot, went overseas Ella set out in New York to achieve her ambition. There were no long months of heartache and despair for Ella. She promptly found herself a likely candidate for a road company of *Oklahoma*. Then David Selznick heard of her and decided to test her. Agent-producer Charles Feldman learned of this and two days later, she was en route to Hollywood, under contract to Howard Hawks as Charles Boyer's leading lady in *Corvette K-225*. Three other films followed in rapid succession—*Cry Havoc* at MGM; Preston Sturges' comedy, *Hail the Conquering Hero*, and at Universal-International, *Phantom Lady*, the first of the psychological thrillers. Universal-International loaned Ella to RKO for the highly successful *Tall in the Saddle* with John Wayne.

Meantime, Ella's first marriage was dissolved and she met and married Colonel Robin Olds, son of General Robert Olds, who with Billy Mitchell was one of the great leaders of American aviation. Ella continued her movie career and also learned to follow the army and to break up and make new homes almost overnight. They are now living in New York, at Cornwall-on-the-Hudson, which inspired the name for her TV-producing company.

Grown up from the sweated schoolgirl of her first film fame, Ella is a poised, thoroughly attractive woman with a keen sense of fashion, an instinct for gracious living, an appreciation of business problems and techniques and a healthy respect for achievement.

Johnnie Ray

The Johnnie Ray story has been written by the public and is well known. Johnnie has achieved heights of popularity gained by few other performers, and with a swiftness that makes it difficult for even him to believe. He regards his success with genuine humility. His career, however, was not one of easy attainment.

As a child, an injury impaired his hearing, though for a number of years not even he knew what the trouble was. He became solitary, withdrawn into himself. When he didn't hear what people said to him, they thought he wasn't paying attention. Looking back on this, Johnnie admits that he was just about the loneliest kid in the world. When he was 15, his deafness was discovered and he was fitted with a hearing aid, and he literally

rediscovered the world he lived in. It had a profound effect on him. He was gripped by the need for expressing all the pent-up emotions experienced in his years of withdrawal. Without understanding why, he knew he *had* to perform; this was to be his release.

He made a few amateur appearances in Portland, one of them on the local radio station. Then, at 17, he left home for Hollywood, that goal of all ambitious youngsters with talent for entertainment. Johnnie made the rounds of the studios. When none of them welcomed him with cries of joy, he turned to more prosaic labors to keep himself in food. He was, successively, a bell-hop, a car-hop, a soda dispenser and, a little closer to his desires, a pianist in a night club, working for tips alone.

Finally he got a job as straight man to a comedian in a group of vaudeville performers



JOHNNIE RAY famous singing star of radio and television, who also served as a judge of the 1954 "Rose of Deltasig" Contest.

at 40 dollars a week and he also doubled as a singer. It was his first real stint as an entertainer and it gave him confidence. On the strength of it, he started touring small clubs in the Midwest, with his sights on New York. His progress was slow, discouragement something he had to fight off constantly.

Johnnie's struggles, his disappointments, were reflected in his singing and in the 125 songs he wrote during that period, among them, *The Little White Cloud that Cried*, *Tell the Lady I Said Goodbye*, and *Whiskey and Gin*, all top hits when their author finally made big-time. It was through these songs that a New York song plugger, Bernie Lang, became Ray's manager and at length, Lang's music-world contacts paid off. A Columbia Records executive was so impressed with Johnnie's fresh, unusual vocal style that he signed him to a contract. Under Columbia's OKEH label, Johnnie recorded *Whiskey and Gin* and *Tell the Lady I Said Goodbye*, and the platter made history. Trade publications, columnists and the public "latched on" to the Ray handwagon. Each club date and theatre appearance Johnnie played thereafter added impetus, and his weekly salary jumped to five figures.

It is said that Johnnie is at the "top," but his manager, Bernie Lang, insists that where Johnnie's concerned, there is no top. A film career looms next for the singer; 20th Century-Fox has him under contract and is seeking the proper story.

TEMPLE

PLEDGING ACTIVITIES WERE the prime concern of Omega Chapter for the first few weeks of the semester. Brother Fred Hagmayer, senior vice-president, received the co-operation of all and successfully pledged 18 men, who were initiated in April. Our hats are off to Brother Hagmayer and his committee for a job well done.

Early in March the brothers of the active chapter gathered together to select their "Rose of Deltasig." The prettiest of them all, Miss Marianne Angerman, emerged the victor. She will be formally presented to actives and alumni at Omega Chapter's spring dinner dance on May 8.

The second professional meeting of the semester came on March 22. Mr. Ray S. Tannehill, vice-president of Revenue and Finances of the Bell Telephone Company of Pennsylvania and a member of Alpha Gamma Chapter of Delta Sigma Pi, was the speaker. His talk on telephone industry financing provided both an interesting and enjoyable evening.

Social activities rose to a high point with Greek Week End at Temple University. On Friday, March 26, Omega Chapter's voices were blended together in the Greek Sing Contest. The Greek Dinner preceded open houses that same night. On Saturday night we of Omega Chapter danced to the music of Elloit Lawrance at the Greek Ball.

Alumni and actives gathered together socially at the LuLu Temple Country Club, Oreland, Pa., on May 8 for the annual spring dinner dance. Brothers Jesse Gelsomini and Hank Fiederlein provided a most successful climax to social activities for Omega Chapter this school year.

Congratulations to the following brothers who graduate this year: Charlie Oppido, Jesse Gelsomini, Fred Hagmayer, John Scott, Herb Wirth, Howard Edler, Dick Townsend, Ed Dugan, Ed Dwyer, Ray Evinski, Ed Filemyre, Chris Sotos, Bob Kelesian, Jim Schwartz, and Joe Wheeler. It is hoped that they will all become members of the Alumni Association of Omega Chapter.—CUTHBERT PARRISH, JR.



HELP WEEK at Alpha Nu Chapter at the University of Denver finds three pledges in action, painting the red door of the Student Union. The door is painted by every winter quarter pledge class, who also wax the floors and wash the windows.

LOUISIANA STATE

BETA ZETA CHAPTER at Louisiana State University held its regular business meeting on March 18. This meeting was presided over by Brother Charles Pellissier. Fifteen brothers were in attendance at this meeting. New officers elected were Brother Charles Dunnaway, as secretary-treasurer, and Brother Ralph Thoele, as head of the social committee, to succeed Brothers Edwin Coons and Tom Young, respectively, who are graduating. A date was set for the informal smoker for pledges. A good spirit of fellowship and cooperation was exhibited by all those present.

Brothers Hyman Sackett and Ralph Thoele are in charge of pledging. They are doing a marvelous job in contacting future members for our chapter. Much interest has been shown in this work.

All the brothers are deeply interested in seeing our chapter on the top in the Chapter Efficiency Contest. With this spirit of working together, we hope to see our chapter grow and grow.—**GEORGE L. MCGUFFEE**

MINNESOTA

"**THIS IS THE ARMY**" provided the theme for the winter quarter pledge party. An inspection of a barracks, plus a little satire on the pledge manual, was presented in a skit that had everyone rolling in the aisles. A combo of pledge musicians supplied the dance music, surprising the chapter with their talent and rhythm. The house was decorated to give it a canteen appearance and, in all, the party was one that will be long remembered by Alpha Epsilon Chapter.

Brother Ben Walters, now with Outdoor Advertising, Inc., was the speaker at our last professional meeting. Outlining the procedures and opportunities in the advertising field, Brother Walters showed an interesting film on the uses of billboards, signs, and posters as advertising media. The chapter had a high old time on their first tour of a local business place. On March 23, the Hamm's Brewery people conducted the Deltasigs on a complete tour of their St. Paul plant. The beer-making process was shown in its entirety. Conclusion drawn—this is a firm that will always have "liquid" assets.

Congratulations are in order for the bowling team. After compiling a 16-4 record for the regular season, they won the professional title and on March 9, rolled a 2526 count to win the All-University championship.

To foster better relations and understanding with the faculty, Alpha Epsilon Chapter has started a Guest Day plan. Each week a faculty member of the School of Business Administration is invited to lunch. The instructors who have attended have voiced their enthusiasm and agreement with the idea. It seems that getting to know your instructor works both ways, and especially here at Minnesota, where the enrollment is large, it has been a problem. We feel that anything that will lessen the tendency for a student's name to be a mere notation in the grade book is a step in the right direction.

Business Day at the University of Minnesota was actively participated in by the chapter. Besides taking part in the planning of the day's activities, the Deltasigs were well represented on a snow hockey team that drubbed a similar aggregation composed of faculty members. Highlighting the day was a banquet, with the main speaker being William T. Patterson, president of United Airlines and Honorary Member of Delta Sigma Pi.

Arrangements have been made to hold our spring formal at the Officers' Club at Fort Snelling on May 14.

Plans are already being made for the spring rushing program. Besides our regular smokers, we intend to hold an open house and a "jam session." Along with our home talent musicians, sororities will be invited to show the rushees that we are active in social as well as professional activities on campus. Initiation of the winter quarter pledge class has been tentatively set for April 3.—**HAROLD H. LEE**



MISS KAY KINGSLEY is presented with award and bouquet as the "Rose" of Alpha Gamma Chapter at Penn State, by Brother John Sterling (left) and Dean Ossian MacKenzie (right).

PENNSYLVANIA STATE

ALPHA GAMMA CHAPTER is once again leading all others in the annual Chapter Efficiency Contest. The brothers are all out for the 100,000 points this year.

This semester started off with a bang. Our "Rose of Deltasig" dance on February 20 was a firecracker event. We thank our Vice-President, Gerald Young, and his committee for doing such a grand job in making the dance a success. Many of our faculty members attended and danced to the music of Jack Jenkins and his band. Our honored guest was Dr. Ossian MacKenzie, Dean of the College of Business. The Dean presented roses and a loving cup to Miss Kay Kingsley, our "Rose of Deltasig." Brother John Sterling was her date.

Spring is here, the birds are on the wing, and Alpha Gamma Chapter has already held its first smoker. Looks like we shall double our quota this year. On April 22 we shall initiate these new men. Brother Jim Thomson of The Central Office will be here to greet the members and after the initiation a banquet will be held.

Last semester our clothing drive was a success. This semester our pledges will work on a community project for "Help Week." Our program for the rest of the semester includes several professional meetings, an industrial tour, and we will end the year with a picnic.—**ARNOLD BARNETT**

MARQUETTE

DELTA CHAPTER HAS been striving and will continue to strive for an improvement in the quality of pledges accepted. The policy of selective pledging has much to offer the individual chapter. There is more to the concept of chapter than mere size. A small chapter of closely knit, intelligent, and active members is a more powerful, more efficient organization than one twice its size which is made up of average men. With this thought in mind and aided by a high campus prestige, Delta Chapter is processing 20 prospective actives. We are looking forward and planning a reduction of membership to "ideal chapter" size.

The months of February, March, and April have been studded with professional meetings mainly of the post-graduation theme. There were programs of business opportunities, interview hints and aids, and other programs of informative nature. Our main objective this semester was to provide as much aid as possible to the 35 seniors who will be graduating in June.

The social night of the season at Marquette, the formal prom, has come and gone. But members and non-members alike will long remember the excellent post-prom breakfast which Delta Chapter sponsored. This, the second such undertaking of our chapter, was set to a Parisienne theme, with radio and television talent providing the entertainment. We recommend this undertaking to all other chapters as a means of furthering the name of Delta Sigma Pi on the individual chapter campuses. Congratulations are in order for Brother Marvin Swentofski and the members of his committee for the efforts they poured into this project.

Once again the fraternity formal was held at the Tripoli Country Club on the evening of April 30. Music was furnished by the Modernaires and, strangely enough, the favors were miniature Marquette skunks. The presence of all these "little stinkers" in no way put a damper on the evening and a fine time was had by all. The following day, May 1, we celebrated our chapter's birthday with a reception at our house, winding up a memorable weekend.

In closing, Delta Chapter wishes to express a sincere wish for success to the graduating members all over the country and a hope that they will continue to participate in the fraternity after graduation by being active members of their respective alumni clubs.—**ROBERT T. RILEY**

OKLAHOMA

BETA EPSILON CHAPTER AT the University of Oklahoma recently held initiation for 11 pledges. An initiation banquet was held in their honor with Brothers Schuman and Newton of the College of Business Administration as special guests.

The Deltasigs have been named coordinators of the activities of the 1954 Business Day. Seminars for seven departments of the College of Business Administration are scheduled. Exhibits by numerous business supply companies are being set up. A banquet and gridiron program are also planned for the week.

A smoker for prospective pledges is being held, and much interest has already been shown by the business students to become Deltasigs. We are working to increase our present membership by 100% by the time of the next issue of The DELTASIG.—**JOHN B. BUCHANAN**

OKLAHOMA A & M

GAMMA EPSILON CHAPTER at Oklahoma A & M College held a very successful pledge smoker on February 18. We had a large group of visitors and one of the best programs of the year. Entertainment was furnished by the College Entertainment Bureau, and was well received by all.

We were especially fortunate in having as our speaker Mr. Raymond King, past member of Beta Chi Chapter at the University of Tulsa and past president of the Tulsa Alumni Club. Mr. King discussed what Delta Sigma Pi has to offer to prospective pledges and the role of members in the active and alumni chapters. Mr. King also gave a brief résumé of his trip to the Grand Chapter Congress held in Baltimore, Maryland, several years ago. It is interesting to note that Mr. King was a member of the delegation from Beta Chi Chapter when Gamma Epsilon Chapter was installed.

Gamma Epsilon Chapter will celebrate its fourth birthday on March 19 with a banquet. The banquet will also honor 1954 graduates and new members who were initiated on March 7.

With the coming of spring and warmer weather, greater activity is in the planning stage for Deltasigs of Gamma Epsilon Chapter. Several tours and a party are currently on the agenda, in addition to participation in campus-wide activities.

As this is the last article to appear in The DELTASIG for the spring semester, we wish to extend our hearty congratulations to all 1954 graduates of Delta Sigma Pi and best wishes in the world of business.—JAMES T. HUCKSTEP, JR.

AUBURN

BETA LAMBDA CHAPTER at the Alabama Polytechnic Institute was host to representatives of the Clearing House of Mobile for a panel discussion at the College on February 11. Included in this group were: G. R. Cleverdon, vice-president, Merchants National Bank; James T. Overbey, vice-president, First National Bank; Dwan G. Luce, vice-president, American National Bank; and Charles Brown, auditor, Merchants National Bank. After the discussion, which dealt with "Training for, and Occupational Opportunities in Banking," there was an open forum, during which many of our questions were answered. Students interested in the banking profession were extended an invitation to a three-day tour of the banks of Mobile this spring.

The president of the Alabama Public Service Commission, Mr. C. C. (Jack) Owen, gave a very informative talk on the works of the commission at our business meeting on February 9. He gave us a lot of interesting information about different phases of public service work, such as telephone, transportation, light, and water services.

Our chapter was extended a very cordial invitation to Kappa Chapter's initiation this past January. We were represented by three of our brothers: Billy Peters, Richard Joyner, and Robert Pitts. We would like to express our gratitude to the brothers of Kappa Chapter for the wonderful time that was shown our brothers.

At our last meeting we elected a new Treasurer, Jim Spence. The office was vacated by Jim DeLoach. We also voted to sponsor two new contests: a freshman Scholastic Efficiency Contest—the freshman in the Department of Business Administration who has the highest average for the year, will have his name inscribed on a wall plaque to be hung in the

Accounting Lab; and a Scholastic Improvement Award—to be presented to the brother in Delta Sigma Pi who shows the most scholastic improvement each quarter.

Our spring initiation is to be held April 4. We have 16 pledges who will be eligible for initiation. We hope to have a number of brothers from other chapters visit us at that time.

Our plans for the future include building a float representing Delta Sigma Pi to enter in the Annual Village Fair Parade in April (last year our float was a replica of a 10-key adding machine); sponsoring a display for the department of business administration during Village Fair; and taking a week-end trip to Atlanta this spring, so that we may tour some of the large companies and department stores.—ROBERT N. PITTS

TULSA

A RUSH PARTY started off the spring semester of Beta Chi Chapter activities. From this party and several other informal meetings we gained 16 neophytes. The pledge class, under Bill White, is functioning very well. Brother White is directing many worthwhile activities which are designed to fully explain and completely orientate the pledges into the duties, responsibilities and benefits of Delta Sigma Pi.

Our first professional meeting of the spring semester was held in Lorton Hall auditorium. The speaker was Morris Davies, who is assistant comptroller of Deep Rock Oil Corporation. Mr. Davies' speech stressed the importance of sound accounting procedures in the successful business.

Plans are now being completed for our annual "Rose of Deltasig" dinner dance, which will be held in the Emerald Room of the Mayo Hotel on the night of April 24. Our dinner dance is accepted as one of the main social events of the year on the Tulsa University campus and we are confident that this year will be no exception.

Alpha Kappa Psi has recently made petition to come on the Tulsa University campus. We are very glad to learn of this for, as students of Commerce, we fully realize the merits of a competitive system in strengthening our organization.—TED R. DUNN

SOUTHERN METHODIST

BETA PHI CHAPTER at Southern Methodist University in Dallas, Texas, is presently completing plans for the outstanding event in the chapter's professional program, The Seventh Annual Businessmen's Days and the Business School Institute, sponsored by a joint committee of members of the faculty and representatives from the organizations comprising the Students' Association of the School of Business Administration, will be held April 26-27.

The purpose of this program is to bring representative businessmen before the students to answer questions on business, economic and political trends in the United States. The program will consist of a forum, with the panel composed of members of the National Office Management Association. Several skits depicting the office manager's role in handling various situations arising from the relationship between executives and personnel will be given. Chapter members will participate in the skits. A publicity committee has been appointed to insure maximum student participation. The full program is incomplete at this writing.

Other professional activities included a round-table discussion of investments, with a representative of Rauscher Pierce Company present, and a tour of station WFAA-TV in Dallas. An address by a member of the Better Business Bureau of Dallas is tentatively scheduled for May 7. A representative of the Bell Telephone Company will instruct our members in the proper use of the telephone. Chapter members are participating in a stock investment program under the direction of our faculty advisor, to familiarize themselves with the mechanics of stock transfers.

Beta Phi Chapter held its initiation banquet on February 14 at The Corral in honor of seven new members of the fall pledge group. Miss Shirley Segars of Dallas was presented as the chapter's "Rose of Deltasig" at a dinner dance held at Sammy's Terrace Room on February 27. She was presented with a bouquet of roses by Brother David Thatcher, president of the chapter.

The social calendar for the remainder of the term will emphasize pledge parties, highlighted by a formal dinner dance scheduled for April 26, following the formal initiation.—ROY E. BLANKENSHIP



BROTHERS OF Beta Lambda Chapter at Alabama Poly.



SEVEN NEW MEMBERS were initiated by Beta Theta Chapter at Creighton in November. They are (left to right): James Kurzak, Richard Rosman, Edward McCarthy, John Knudsen, Dick Korth, Ed Jurek, and Pat Nipp.

ARIZONA STATE

GAMMA OMEGA CHAPTER of Arizona State College has just completed rushing, pledging and initiating 11 new members into our chapter. These new members are: Sherwood Latva, Jim Parker, Bill Montierth, Jack Haake, Bob Wedge, Jeff Wanece, Duke Milovich, Jack Cook, Dave Roberts, Dick Hadinger and Don Bridenstine, a faculty member. The initiation was followed by the traditional dinner dance in Phoenix.

Hubert Woods, our president, had to leave school for health reasons. Fred Wendel was elected to that office for the remainder of the term.

Brother Don Bush was seriously injured in an auto accident in January. He is convalescing at his home in San Diego, California. We all sincerely hope that he gets well soon and will be with us again next fall.

Miss Carolyn Cummins, our chapter's "Rose of Deltasig," was honored at our initiation dinner dance on March 14. She is a sophomore at Arizona State.

Our activities for the remainder of the semester have begun to taper off.—ALPHEUS J. FRAM

DRAKE

ALPHA IOTA CHAPTER at Drake University gave a dinner at the Des Moines Golf and Country Club on February 10, in honor of our brother Deltasig, Dean L. E. Hoffman, on the occasion of his resignation from Drake to assume the vice-presidency of the Town Mutual Dwelling Insurance Co. In attendance were the undergraduate brothers of the chapter, as well as some 50 alumni brothers. Speakers at the dinner were Brother (Dr.) George C. Huff, Professor of Biology at Drake, and Brother Al Guggedahl, who announced the "Dean Hoffman Foundation," which is to provide scholarships for students in the College of Business Administration. Brother Hoffman was presented with a handsome, gold, monogrammed tie clasp and cuff link set, by Gary Drown, president of Alpha Iota Chapter.

On February 4, we held our annual "Rose of Deltasig" dinner dance at the Des Moines Room of the Hotel Savery. Miss Betty Bohman, our selection for the "Rose," was presented with a dozen beautiful red roses by President

Drown. Marvin Jaynes, the retiring president, was given a gift of a gold tie clasp in the shape of a gavel, in appreciation of his service to the fraternity, by Brother England. All the brothers agreed that this year's dance was one of the best ever.

At our pledging ceremony on March 3, we pledged seven men, each of whom is a promising addition to our chapter strength. These men will be initiated this spring and will carry on the work of the chapter next fall in staging the Regional Conference to be held in Des Moines in September.

This is the last issue of The DELTASIG for another school year and the brothers of Alpha Iota Chapter take this opportunity to wish our brothers everywhere a happy and prosperous summer.—J. GERVAIS

CINCINNATI

WAS YOU EFFER IN ZINZINNATI? Well, for fun galore, it's Zinzy in '54. For a treat that can't be beat, be on hand in Cincinnati September 10 through 12. Headquarters will be the Sheraton-Gibson Hotel in the heart of downtown Cincinnati. Each chapter president will have full details. We hope to see you at the Central Regional Convention. If you have not yet sent in your reservations, do so today.

Alpha Theta chapter got the second semester off to a roaring start with two rush meetings—the first of which was a professional meeting with a guest speaker. The second was a party at Devou Park Club House in Covington, Kentucky. The evening was started with two industrial films, after which refreshments were served and a good time was had by both actives and rushmen. As a result of these two outings, we welcomed 16 neophytes into our midst, who by the time you read this, will have gone through the initiation ceremony at the Cincinnati Club.

Mr. J. F. Meyerhoff of the Arthur Andersen Company explained some of the advantages of public accounting as a career. Mr. Meyerhoff is an alumnus of Alpha Upsilon Chapter at Miami. The chapter enjoyed his talk very much and we all hope he will stop by to see us again soon.

Brother James Thomson, executive secretary of Delta Sigma Pi, was our honored guest at Alpha Theta Chapter's March 12 meeting. The actives invited the pledges to their meeting to

hear Brother Thomson's talk. Our distinguished speaker gave us an account of the post-war problems of the fraternity and told us how they were met and solved. He next explained some of the problems that we face today. The principal objective now is to strengthen our alumni clubs. Brother Thomson pointed out that while one is an active for two or three years, he is an alumnus for life. Because Delta Sigma Pi is a professional fraternity, these clubs serve to bring together men who have the same general interests and background and thus can be of great benefit to all. He further outlined the fraternity's present plans for alumni club expansion and stated that everything possible is going to be done to establish alumni clubs in those cities where there are sufficient Deltasigs to form a club but which do not have one.

There will be an alumni club in Cincinnati within the next year—and maybe within the next six months. If there is not now an alumni club in your city, get together with The Central Office and see to it that one is formed.

Brothers of the Central Region take notice! It was "Denver for me in '53" and "Detroit's alive for '55" but "For fun galore it's Zinzy in '54"—and we mean every word of it! Zo Zee You in September in Zinzinnati!—A. DONALD HARTLEY

CREIGHTON

BETA THETA CHAPTER at Creighton University has finally placed an article in The DELTASIG. After many attempts which the United States Post Office effectively foiled, we sneaked this article in.

During the first semester Beta Theta chapter initiated seven new members. The first semester was also filled with various activities—professional dinners, picnics, and was highlighted by a Christmas party.

This semester Brother Ernie Blease, our secretary, left us, and Brother John Knudsen was elected in his place. A professional dinner was held at Trentino's Steak House at which Mr. Rogers, personnel manager of Continental Can Company, discussed the policies of his company. On March 17, a large crowd attended when we had an industrial tour through Omar Bakery, which was open to the whole school, as well as to our brothers. Our intramural program has been going at full tilt. The football team came within one game of winning the fraternity football championship. The basketball team is now in the thick of the season and has won the last three games handily.

Good things appear in the future for Beta Theta Chapter. We expect at least 20 new pledges this semester and some changes in "Hell Week." This year, as added feature for "Hell Week," we have adopted "Help Day" and have St. James Orphanage in mind as the object of it.

Last year, for the first time in seven years, Beta Theta Chapter did not acquire its goal of 100,000 points, but this year Brothers Mike Barry, our Chapter Efficiency Contest chairman, assures us that we will easily reach our goal.

Beta Theta Chapter played host to six lovely candidates for our "Rose of Deltasig" at Brother Hue Saxton's home. The brothers have voted on their choice for a "Rose" but the outcome is known only by our President, Brother Ed Russell, and will be announced at the dance, May 22.

We will end this year with the election of new officers and hope that they will be as capable and efficient as the outgoing officers.—JIM KURZAK

RUTGERS—Beta Omicron

BETA OMICRON CHAPTER of the Rutgers University School of Business Administration in Newark, N.J. closed its first term activities on February 13, with its formal initiation. Nine new active brothers, as well as Honorary Brother Thomas Roy Jones, were initiated. Dr. Jones, President of Daystrom, Inc. and very active in many business world activities, was welcomed into Delta Sigma Pi, along with new brothers Karl Gabriel, Joe Hummel, Frank Mikorski, Joe Paradise, Dick Patton, Marcelino Perez, Bohdan Pidlusky, Milo Vitiello, and Mike Sanyour. The evening was a tremendous success, with Brother Robert G. Busse, Grand President and a past president of Beta Omicron chapter, Brother George Esterly, Grand Council member and dean of the School of Business Administration, 14 faculty brothers, and 40 alumni and active brothers in attendance.

On February 20, a drag party was held at the house rooms with many alumni as well as actives enjoying the song-singing, socializing, and story-telling. As is usual at all chapter parties, a good time was had by all.

On the professional side of the ledger, Beta Omicron Chapter has been equally active. On February 26, Mr. F. F. Smith, assistant plant supervisor of the American Can Company in Jersey City, gave the chapter a very informative and interesting talk on "Employer-Employee Relationships in Industry." Judging from the question period following Mr. Smith's speech, the topic covered was met with much acclaim by the brothers.

On February 24, a field trip was made to the Westinghouse Company's plant in Newark. Accompanied by Beta Rho Chapter, the brothers were shown the operations of the Westinghouse Meter Division by alumni Brother Toby Lennert, who is supervisor of training there. The trip proved very profitable to all in attendance.

At a professional meeting held on March 5, Mr. T. Guernsey Jones, president of the National Newark and Essex Bank, discussed "Ethics in Business" before a house filled with brothers and their wives and dates on their way to a school dance afterwards. Mr. Jones told of the necessity for good business practices and their importance in today's business world.

The recent formal pledge ceremony brought out a new crop of neophytes and they are currently undergoing the rigors of pledgship.

Once again Beta Omicron Chapter is sailing toward the goal of 100,000 points in the Chapter Efficiency Contest and hopes to make it seven out of eight years that our presidents have received free Life Memberships.—**JAMES R. TOSCANO**

LOYOLA

AS THIS ISSUE of The DELTASIG comes off the press another successful year for Gamma Pi Chapter will be history. We intend to be in first place in the Chapter Efficiency Contest. Let us, however, just for a moment, give due credit to those stalwarts who have contributed much to mold our chapter into a leader among chapters. To our President, Tom Klinger, our deepest appreciation. You have given us a chapter of which we all can be justly proud. We cannot and will not fail to carry Gamma Pi Chapter to even greater heights.

This spring semester we have had one of the finest professional programs we have ever had the pleasure of attending. The highlight of our professional activities was a tour to the Caterpillar Tractor Company in Peoria, Illinois, on March 12. A tour to the Jahn and Ollier Engraving Company on April 15 proved to be

an educational endeavor. Movies and professional speakers rounded out a full program for the semester.

While our professional activities have kept us busy, our social activities have been just as numerous. House parties constituted the early semester social festivities. A splash party on March 27, followed by refreshments and dancing in the chapter's club room, made a very enjoyable evening. The high point of our chapter social season will be our annual formal dinner dance honoring our newly initiated brothers on May 16 at the Lake Shore Club. Our thanks go to Jim Birch and his social committee for undertaking the many preparations necessary to carry out this momentous affair.

A fine pledge class is now functioning under the able guidance of Charlie Wixom, vice-president, and his pledge committee and it shows great promise of a successful fulfillment.

Our Treasurer, Bud Neumann, reports that the financial structure of Gamma Pi Chapter is in good shape since we acquired our present club room on Chicago Avenue.

Through Don Nellesen and his athletic committee come the hope of regaining the intramural championship.

This year's graduation will take a heavy toll of brothers from our chapter. To the brothers leaving us, may we wish success in their careers, and hope that we shall see them often in the years to come.—**WALTER J. NOBLE**

MEMPHIS STATE

GAMMA ZETA CHAPTER at Memphis State College is sorry to lose three of its members to graduation this March. They are James North, Bill Burg, and Ben Ducharme. We all wish these men the best of everything and know the alumni club will benefit by them.

At our recent professional meetings, Brother Roy Tipton spoke on "Wholesale Credit" and the operation of Dun and Bradstreet. Mr. William Morgan of Merrill Lynch, Pierce, Fenner, and Beane spoke on "Investments and the New York Stock Exchange."

The chapter recently had the honor of being selected to assist in the ticket sales and handling the ushering and other tasks at the Memphis State College production of the opera

Figaro. All those who participated got quite a kick out of "putting on the dog" for the evening.

For the spring quarter, Gamma Zeta chapter plans to hold an initiation on Sunday, April 25. The chapter birthday party will be held April 9. This is our fifth year at Memphis State and we really plan to have a blowout. On May 7 we are going to have our "Rose Ball."

Brother Jim Carr, last year's chapter president, is now an ensign in the U.S. Navy stationed at Dharan, Saudi Arabia.—**FRANK WILLIS**

TEXAS WESTERN

GAMMA PHI CHAPTER held its spring rush party, a dinner, in the West Ballroom of the Hilton Hotel on Thursday, February 25. Fifteen prospective pledges were invited to the dinner, which was a combination rush party and professional business meeting. Brother Maynard Traeder, an alumnus of Gamma Phi Chapter, officiated as master of ceremonies. Brother William Brewster, assistant professor of Business Administration and Economics at Texas Western College, gave the invocation.

Guest speaker of the evening was Mr. Marshall Willis, advertising manager of the El Paso Natural Gas Company, who spoke on "The Economic Business Prospects For 1954." Brother Donald Freeland, chapter advisor, spoke on the "Relationship Between Delta Sigma Pi, The College And The Community."

Gamma Phi Chapter held its spring pledge ceremony on Thursday, March 18, at Burgess Hall. Brother Duane Juvrud, president of Gamma Phi Chapter, presided over the meeting, at which 14 rushees were pledged. Brothers Phil Mowad, vice-president, and Alan O'Brien, pledge trainer, held a meeting with the pledges after the ceremony. Mike Finerty was elected president of the pledge class and William Mowad was elected treasurer. May 1 has been set as the day of initiation.

Of course, the biggest news for Gamma Phi Chapter this semester, or any semester, was serving as host for the first Southwestern Bi-District Convention, held in El Paso on February 20. The complete story on this appears elsewhere in this issue. It was a great occasion.—**JOHN McVEACH AND JUAN PORTILLO**



ALUMNI AND ACTIVES at the recent formal initiation conducted by Beta Omicron Chapter, Rutgers University. Among the distinguished guests in attendance were Grand President Robert G. Busse, Dean George R. Esterly of Rutgers University, J. Harry Feltham, Director of our Eastern Region, and Thomas Roy Jones, just initiated as an Honorary Member of the fraternity.

KANSAS

THE SPRING RUSHING SEASON at Iota Chapter started with a professional meeting and smoker. Dean F. J. Moreau of the School of Law gave a very interesting talk on the close relationship of business and law. There was a fine turnout of prospective members and 16 of these men have been invited to become neophytes.

Our professional chairman has scheduled a number of informative meetings and tours for this semester. On February 25, Mr. W. W. Simmons of International Business Machines Company described his company's program for training salesmen. This was followed by their color movie on electronic accounting. In the near future we will have a series of tours to Kansas City companies. These include the Midwest Research Institute, Muehlebach Brewery, WDAF Television Station, Federal Reserve Bank, and the Buick-Oldsmobile-Pontiac Plant. We are looking forward to meeting with the Kansas City Alumni Club after one of these tours.

Our chapter held its "Rose of Deltasig" contest early this semester and beautiful Miss Mildred Jane Hobbs was selected to represent us. Our spring formal is scheduled soon and this will round out the interesting and varied activities for this semester.—RALPH W. HAYDEN



DON CORNELL, famous singing star, poses with guests Miss Lori Schwarz (left) and Miss Lou Balogh (right) at the successful "J-Prom" Breakfast given by Theta Chapter at the University of Detroit.

DETROIT—Theta

WHILE OLD MAN WINTER was waiting for his darling young niece, spring, to carry on the tradition of changing seasons, Theta Chapter of the University of Detroit entered its spring session with a whirl. After the first week of the new session, the "J-prom Breakfast" idea was placed before the eyes of the public. It took months of preparation by the committee, headed by that great promoter Brother Al Kopy, chairman. Every brother took part in making the breakfast a success. The breakfast follows the "J-prom," which is the biggest social event of the year on campus. There were more couples at the breakfast than at the "J-prom."

Singing star Don Cornell serenaded Theta's "Rose of Deltasig," Miss Pat Ann O'Donnell, with his most recent hit tune, "Size 12." Other entertainers were dancer Billy Lee, singer Patsy

Abbot, and disk jockey Don McCloud, who was also master of ceremonies.

Every spring the university puts on a "Spring Carnival" with the combined efforts of all the organizations on campus. Theta Chapter will be well represented in this affair. Brother Dave Susalla is Derby chairman, and Brother Bill Royan is Booth chairman and Carnival representative.

We of the fraternity are looking forward to our annual "St. Pat's Day Party" on Wednesday, March 17. Social chairman Don Schinker obtained the "Dugout," a quaint little spot in downtown Detroit for this event. Dancing and refreshments will be provided for the brothers and their dates.

On February 21, the brothers voted that the work assignments during pledgship would become "Help" projects. We felt that each brother is capable of doing his own chores, and the pledges instead could do constructive charitable work for the underprivileged and needy.

Whirling in with the March winds have been the rush parties. President Don Murray and Dr. Preston LeBreton, chapter advisor, talked about the professional and social benefits that the fraternity has to offer to the rushees. Once again the rushes are over, and pledgship is about to begin, and before long, the pledges will be brothers.—RUSSELL F. FEURY

TULANE

FEBRUARY 1, 1954, will go down in the annals of Gamma Mu Chapter as the day when all the brothers were gallant. It was our pleasure to play host to 38 of the most beautiful girls on the campus at a Tea held in Brother Baker's home. It was very difficult to single out one girl to be our "Rose" for the annual formal to be held at the Lakewood Country Club on March 27. We would have been proud to have any one of the girls as our "Rose," they were all so beautiful. We feel confident that our choice this year will win for Gamma Mu Chapter the honor of again having the national "Rose of Deltasig."

Our spring rush party was held at Brother Burton's home on February 17. Everyone agreed that this was the best rush party ever held. President Sharp welcomed the prospects and made a short speech concerning the history and traditions of Delta Sigma Pi. On February 27, the formal pledging ceremony was held and 18 men were pledged. Brother Kern has taken the neophytes under his wing and their training program is now under way.

Our professional program has the promise of being the most rewarding one yet. Brother Coates, our professional chairman, made all the members happy by arranging a tour of New Orleans' Harbor on the yacht *Good Neighbor*. The cruise on the Mississippi was both delightful and educational. On February 9, Mr. Frank Thomas, branch manager for International Business Machines, spoke to us on accounting in general and I.B.M. accounting in particular. Mr. Thomas left us with a better understanding and deep respect for the I.B.M. machines. Brother Coates has made arrangements for eight more professional programs during the spring semester. We hope to profit a great deal from these. Our professional program will end on May 4, with a tour of the Jackson Brewery, followed by a party in its Stein Room honoring our graduates.

Gamma Mu Chapter is very proud of the fact that the only major office in the School of Business Administration not held by a brother is that of president of the Commerce Women's Club.

Past President Ton and Brother MacBeth, two of our February graduates, were elected



ALPHA NU CHAPTER at the University of Denver presents gold cup and rose corsage to their 1954 "Rose," Miss Marjorie McRoberts, at its annual "Rose Dance." (Left to right): Miss Elaine Peterson, attendant; Miss Marjorie McRoberts; President William Hammond, who made the presentation; and Miss Joy Ratliff, attendant.

to Beta Gamma Sigma Honor Fraternity for being the graduates with the highest scholastic averages. While we wish them the best in their chosen professions, we were all sorry to see them leave.

Our alumni relations committee is busy contacting our alumni in this area and we anticipate a large alumni turnout for the "Rose Formal."

Brother Rufin, our Chapter Efficiency Contest chairman, is working hard to see that Gamma Mu Chapter retains its place as a winner of 100,000 points in the Chapter Efficiency Contest.—JAMES O'BRIEN KING

SOUTH DAKOTA

ALPHA ETA CHAPTER has passed an active semester and is now starting in on a new one. By the time that this reaches the press, we will be starting to wind up another year. So far this year we have gained four new pledges.

On our coming schedule are listed a field trip to a place not yet decided upon, and some industrial movies. The last one proved so successful that we felt we couldn't pass these up, but decided to continue the practice of showing them under our sponsorship.

The last real big shindig will climax the year. Being that it's the last indicates by no means that it is the least. We are going to give our lovely "Rose Queen," Miss Beth Grange, a well-deserved royal evening.

Since the turn of the semesters there has been one prominent change in the chapter. Wallace Dow is now our prexy. He succeeded Sherman Wince, who at press time will be at Fort Benning, Georgia, doing you-know-what.

In this issue I would like to take the opportunity of thanking the faculty of the School of Business of the University of South Dakota, for their fine cooperation in the activities of the chapter and we do not want their work to go unmentioned. If we were to name all those who have helped it would take much more space than we are allotted, so to them all of us in the chapter say "Thanks a million."

We feel sure here at Alpha Eta chapter that South Dakota will have representatives at the Regional Meeting and the next grand chapter Congress, so until then, you'll just have to keep track of us via this column. . . . So long.—DONALD S. RICHMOND

NORTH CAROLINA

ALPHA LAMBDA CHAPTER at the University of North Carolina opened its second semester with a professional trip to the Decorative Fabrics Division of Burlington Mills located at Burlington, N.C. Our second professional trip this semester will be to Charlotte, N.C., where we will go through a bank, a trucking company, and a bakery. Also on this trip we plan to meet with the Charlotte Alumni Club.

Mr. Paul W. Boynton, a supervisor of employment for Socony-Vacuum Oil Co., was sponsored by the chapter on March 24, and his speech was most interesting because of his topic, "Five Ways To Get a Job." We are looking forward to having Mr. Boynton speak to us again in the near future.

We have an excellent pledge class this semester, which consists of 12 promising men, whom we soon hope to greet as brothers.

Our fraternity intramural basketball team did well for itself as it placed third in a very strong league. Brothers Tom Moore, John Comer, Tom Norman, Harold Rhodes and Charlie Shumate made up the first team. Our softball team is shaping up now and we believe we will place high in this sport.

The dean of our School of Business Administration and our fraternity brother, Dr. T. H. Carroll, has recently accepted a position as a Director of the Ford Foundation. We hate to see Dr. Carroll leave Carolina, but we are always glad to see a brother moving upward.

This semester, for the first time, Alpha Lambda Chapter is awarding scholarship keys to the brother with the highest average and the brother who makes the greatest improvement in his grades over the previous semester. To be eligible for these keys, a minimum of three business courses must have been taken during the previous semester.

A vote of thanks goes to our outgoing President, Al Joe Braxton, for his excellent work during the year.—SAM JOYCE

COLORADO

THIRTEEN MEN WERE pledged following a very successful series of rush meet-



ALPHA RHO CHAPTER at the University of Colorado.

ings. Approximately 20 students attended the two rush meetings, along with better than 35 actives, to make them among the most successful in Alpha Rho Chapter's history. Of the 20 rushees, 13 were pledged and several more have expressed intentions to pledge at a later date.

Two speakers highlighted the February meetings, and their subjects were very unique. Lloyd Saltzman, instructor in marketing, lectured on his recently completed survey of "Why Boulderites Buy in Denver." He presented a full hour of slides illustrating his conclusions and cited several other authorities who undertook the same survey. Dr. Henry Wieman, noted theologian, discussed "Ethics and Business" among other topics at a very entertaining meeting. Dr. Wieman was on campus to help the university observe its annual "Religion in Life Week."

Clyde O. Martz, associate professor of law, gave a very enlightening talk on "Atomic Energy And Business." Mr. Martz is considered one of the foremost authorities on atomic energy in the country.

Plans are being made to challenge other university groups to softball games, when the better weather comes around. Organizations in the School of Business are first on the list.

President Tom Hallin is in the process of arranging another tour in the near future. A tour of Forney Industries last fall proved to be one of the most entertaining trips in a long while.

Alpha Rho Chapter is proud of its members' achievements, both in chapter activities and on campus. Dick Boblit, senior vice-president, was elected to the School of Business junior board during elections last semester. He was chosen out of better than a dozen candidates. The junior board works with the dean in forming school policy.

Vice-President Lyal Quinby was chosen by the Council of Greek Students to represent the party in the annual election of commissioners for the Associated Students of the University of Colorado, student governing board. Brother Quinby will be one of the two candidates for the commission's president.

Alpha Rho Chapter again has high hopes of earning 100,000 points in the Chapter Efficiency Contest. Last year we reached the 100,000-point goal for the fourth consecutive year.—STEPHEN A. ZEFF

MISSISSIPPI STATE

GAMMA DELTA CHAPTER at Mississippi State had its high point this year with the initiation of 17 neophytes into the chapter in February. After the initiation, the new brothers were honored with a banquet.

Although most of our professional activities came late in this semester, we have taken field trips through the Dismuke Tire & Rubber Co. in Clarksdale, and the Mississippi Power & Light Co. in Jackson. Brother Bill Chennault has planned trips through the Pathfinder Coach Plant in Kosciusko and through two industries in Tupelo.

Miss Shirley Hambrick of Clarksdale, a freshman at Mississippi State College for Women, was presented as our "Rose" for the coming year at a party in her honor by our President, Bill Hayward. She was given the traditional bouquet of roses and an engraved compact by the chapter.

We began our spring rushing program with a rush party at the chapter room March 9. A group of interested and energetic rushees were present and pledging got under way the following week.

We at Gamma Delta Chapter feel that we have had a successful year in every respect and are looking forward to an even greater year in Delta Sigma Pi for 1954-1955.—LEONARD COHN

ILLINOIS

UPSILON CHAPTER AT the University of Illinois is now in the midst of preparations for the annual "Rose Dance." It will be held on March 27 in the Garden Room of the Urbana-Lincoln Hotel and will be preceded by a dinner for the brothers and their dates. At present the social committee, under Brother Lou Carlotti, is busy at the enjoyable job of choosing a queen for the dance. She will be selected from Alpha Xi Delta sorority.

The week of February 14-20 found all the brothers engaged in the semi-annual occupation of initiation. Our new brothers are Ernie Dynda, Jack Hall, West Pitchford, and John Whitman, Jack Hall was elected "Pledge of the Year."

Brother Dale Henning, instructor in management, is assisting the professional committee in arranging an industrial tour for within the next month. The tour being planned is at the Allis-Chalmers plant in Springfield. In addition to the tour, several interesting professional meetings are being arranged for the remainder of the semester.

Informal rushing is now in full swing on the Illinois campus. Each night a few of the brothers have been visiting prospective pledges and inviting them to the chapter house for dinner. At present we have eight pledges. Wayne Meinhart, our senior vice-president, has hopes of securing several more.

The sports program at Upsilon has been a little more rounded out this year. Besides entries in the major sports of football and basketball, there were entries in golf and ping pong. The basketball team is faring well and getting a good reputation on the campus. We were in contention for the championship within our section, but were beaten in a close game by the defending champions.

There is some good athletic talent among the pledges. Two of them have been playing with our varsity basketball team and doing very well. One also is a member of the varsity swimming team and is expected to be one of Illinois' outstanding swimmers next year.—NORMAN D. EMMERICH

FLORIDA STATE

WITH MEN AS building blocks, Gamma Lambda Chapter is steadily building a strong and reliable name here at Florida State University. The last initiation of Deltasigs was held last December, when ten pledges were welcomed to active membership. Well planned programs at the professional meetings swelled the pledge class to 22 men, who will be initiated soon.

Several times a year our chapter cosponsors a job-getting seminar. At this seminar a number of representatives from business firms located in Florida and throughout the country interview and advise seniors and any other students interested in the prospects of jobs in their major. These seminars have been very successful and Gamma Lambda Chapter enjoys bringing this service to Florida State students.

Another activity of the chapter that has wide appeal on the campus is the professional meetings. At these meetings we invite a prominent businessman to speak on a phase of business of his choice. This has attracted a large number of non-members. It could be expressed somewhat like a supplement to the business courses. Personal experiences of these businessmen cement the principles of business operation.

The latest speaker was Attorney General Richard Ervin of the state of Florida. At this meeting Mr. Ervin explained in abbreviated form, "The Businessman's Responsibility in Government." A large number of students and faculty were present at this meeting. After the meeting we sat around and had coffee and doughnuts and further discussed the topic of the talk.

Each semester Gamma Lambda Chapter is growing in number, prestige, and achievement. In the future we feel that under the fine direction of the officers of the chapter, the name of Delta Sigma Pi will be familiar in an ever-growing sphere of influence here at Florida State and the surrounding area.—JOHN H. DANAHY.

GEORGIA—Kappa

KAPPA CHAPTER AT the Atlanta Division, University of Georgia, is receiving great dividends from the annual cake race held on January 13 at the Deltasig Lodge. A large number of prospects attended the event and as a result ten very promising men have been pledged. Many more are currently being rushed. A number of faculty members of the School of Business Administration are also to be initiated in the near future.

Our most successful professional meeting of the year was held last month. Perhaps the "big" success can be partly contributed to the fact that the wives and dates of the Deltasigs attended and, of course, added that bit of spice that normally we do not enjoy! Dean Thomas W. Mahlar, who was one of the eight faculty members to become brothers, was the speaker.

Kappa Chapter's birthday will be celebrated at Mammy's Shanty on March 23. This meeting is to be a dinner meeting and will be held jointly with the Atlanta Alumni Club. The active chapter is looking forward to being with the graduated brothers, as we review the progress and needs of our fraternity.

The annual school Mardi Gras is to be held in the auditorium on April 16. All brothers are looking with anticipation to this gala event. Our chapter will man the hot dog stand and at least one other concession. Everyone seems to enjoy working in the food stand—why?

As many of you know, a bit of difficulty

was encountered just as the lake at the Deltasig Lodge approached capacity. The dam sprung a leak and it was necessary to drain the 28 acres of water that had taken us several months to accumulate. Engineers say a good dose of Georgia red clay in the middle of the dam should do the trick; so now more water is being caught. When filled again it is expected that much fun will be had by all classes of brothers. A beach will provide space for the "spring fever" boys; boating and fishing should take care of the sports minded; and, of course, a few will be dumb enough to waste their energy swimming. All Deltasigs coming through Atlanta are urged to join one of these groups. However, we should probably warn all of you that the lodge and lake will be reserved the last two weeks of June for the brothers of Kappa Chapter to celebrate the winning of another Chapter Efficiency Contest!—J. W. WALLACE

NORTHWESTERN—Zeta

ZETA CHAPTER IS proud to announce that seven new brothers were initiated on February 6. The initiation was held, as is the custom here at Zeta Chapter, just before the "Rose Formal." The new brothers used their first ballot to elect Miss Cynthia Cushna as the Zeta Chapter "Rose" of Delta Sigma Pi.

The chapter is looking forward to a very successful I.M. program this spring quarter to follow the mark set by the bowling team last winter. Two of the brothers are out for the varsity baseball team and seem to have a good chance. All the brothers have pledged their support to the softball team, which will compete in the I.M. with the same degree of success as exhibited last season. The brothers who will make up the major share of the team are likely to be Jim Lee, Chip Ferry, Jim Olles, John Doty, Dick Laga and Joe Ross. They will have the backing of our mascot, "Smokey," a newly purchased German Shepherd dog, who has made a hit in the house and on campus because of his size and friendliness.

The chapter is looking forward to its trip to Milwaukee as part of its professional program. There is also a growing eagerness to hear from Brother King, who is due back from England, where he has spent the last four months on a Debate scholarship.

The brothers of Zeta Chapter again pledge their full backing in furthering the purposes of the fraternity.—RICHARD P. GRANT

MISSISSIPPI SOUTHERN

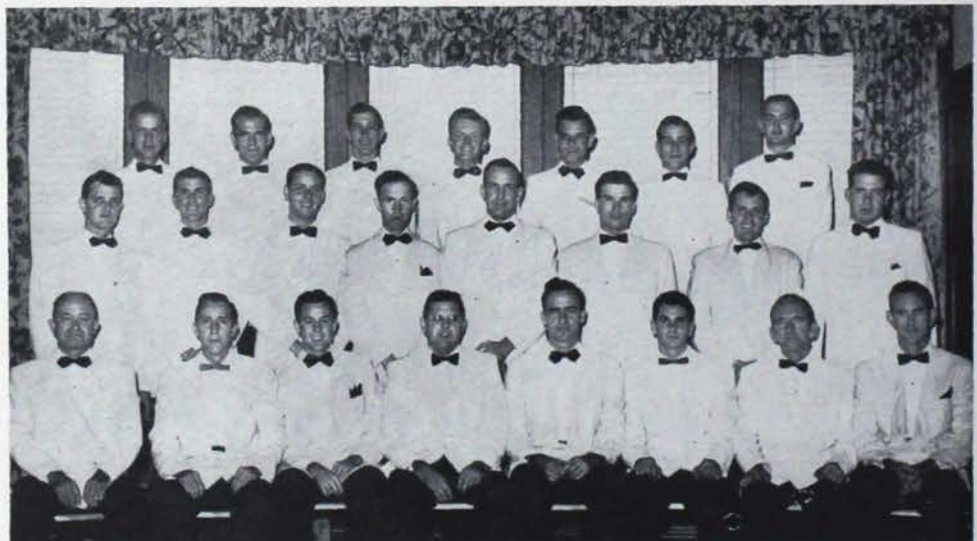
ON ITS FIRST industrial tour of the year Gamma Tau Chapter was guest of the Illinois Central Railroad at McComb, Mississippi. The tour consisted mostly of inspection of the repair shops of the railroad. As this is the third largest shop of its kind on the Illinois Central, the tour proved to be inclusive and complete. Before lunch we were shown the film, "One Hundred Years of Progress," portraying the progress of the railroad. Following the lunch hour a question-and-answer session was held. More than 25 members and pledges made the tour, along with Brothers Joe Greene and W. B. Harlan of the faculty.

Six pledges were initiated into Gamma Tau Chapter on February 14. The ceremony was held in the Hattiesburg community center. After the initiation, a banquet was given welcoming the new members. Everything went over with great success. Gamma Tau Chapter now has 13 pledges who will be initiated on April 11. This will complete the initiation activities of the chapter for the year.

The New Orleans Stock Exchange was the scene of the second industrial tour of Gamma Tau Chapter. This proved to be one of the most interesting trips the chapter has ever made. After the visit to the Stock Exchange in the morning, Gamma Tau Chapter was carried on a tour of the New Orleans Harbor by the New Orleans Port of Embarkation. Approximately 35 members and pledges made this trip.

Gamma Tau Chapter held a banquet honoring the newly elected "Rose of Delta Sigma Pi" on March 18. Miss Ann Lynn Smith, a freshman and a commerce major from Biloxi, Mississippi, was the recipient of the honor. Miss Smith is the fiancée of President Jerry Quave. The banquet was semiformal, with all the pledges and members bringing dates.

Brother Noble Gordon was elected to replace Brother Floyd Bailey, who resigned his office as junior warden because he was going to be graduated. Brother Bailey is to be commended for his excellent work in the Gamma Tau Chapter. He was the last charter member to leave the chapter. Another member that has done excellent work in the chapter in the capacity of secretary, and who also is going to graduate, is Brother William Hill. Brother Hill has always been very dependable and we hate to see him leave.—JAMES A. WILLIAMS



GAMMA LAMBDA CHAPTER at Florida State proudly presents its large winter pledge class.

VIRGINIA

ALPHA XI CHAPTER will soon begin its spring rushing program and tentative plans include three stag parties at different social fraternities on the grounds. This method of stimulating interest, by having the get-togethers at the different fraternity houses, was used last fall and was highly successful and thus we are optimistic about our chances of obtaining a good number of qualified men to increase our chapter strength.

On Thursday, March 11, the chapter journeyed to Richmond, Virginia, for what turned out to be one of the most interesting field trips the chapter members have had the pleasure of attending this year. In the morning the group visited the Liggett and Meyers plant and in the evening, the Southern Biscuit Company. Talks given to the group by each company were very enlightening and interesting to all the members.

Under the ardent supervision of Brother Jack Hodge, the Chapter Efficiency Contest points are beginning to add up to that goal of 100,000 and with three months still remaining in the school term this year, Alpha Xi Chapter should again repeat as a Chapter Efficiency Contest winner.

With the election of new officers only a few weeks away, the brothers are beginning earnest discussion as to who will fill the vacancies left by those that will graduate this year. It is very reassuring to see that there are many well qualified brothers returning next year, who will be able to fill these vacancies. It will be a pleasure to leave the chapter in such good hands and know that when we return as alumni, that there will always be a welcome mat for us on our visits to the university.

The social events of the fraternity for the remainder of the semester are now being planned and a tentative date for a dance and banquet has now been set for May 21. Needless to say, the brothers are looking forward to this gala event. It is a pleasure at this time for Alpha Xi Chapter to extend an invitation to all those alumni who will be in or near Charlottesville on that date to attend these events. Alpha Xi chapter is always glad to hear from its alumni, so drop us a line every once in a while and let us know how you are getting along.

By the time this article comes out in the May issue, another DELTASIG correspondent will have been elected for next year, so let me say that it has been a pleasure writing these articles for the chapter and I have enjoyed being able to keep you in contact with the activities of Alpha Xi Chapter here at the University of Virginia. See you at the next Grand Chapter Congress.—**JOHN W. PURNELL, JR.**

PENNSYLVANIA

BETA NU CHAPTER at the University of Pennsylvania, Evening School of Accounts and Finance, looks back with pride on its accomplishments as it reaches the home stretch of the spring term. Along with this pride is a firm belief and a prayer that our actions taken for the betterment of Beta Nu Chapter will prove to be the fulfillment of our hopes and dreams in the near future.

A series of three informal rushing smokers opened at our chapter house on the evening of March 2. We were very happy to have Grand President Robert G. Busse as guest for the evening. Brother Busse moderated the Kodachrome slides of Delta Sigma Pi. This was followed on March 4 with a professional program. Guest speaker for the evening was Mr. Harold J. Kissler, Jr., of the Fidelity



GRAND PRESIDENT Robert G. Busse attends first rushing smoker of Beta Nu Chapter at the University of Pennsylvania. (First row, left to right): Brothers William Cavistan, Joseph Grady, Leo Connors, and Mason Hirsh, Jr. (Standing, left to right): Brothers H. Richard Bahner, Grand President Busse, Gene Perio, and Arthur Sossong, Jr.

Life Insurance Company, who gave an interesting illustrated lecture on "Life Insurance, Its Purpose and Value." He explained by diagrams the basic types of insurance policies, along with several retirement plans. According to chapter tradition, coffee and doughnuts topped the evening. Closing our rushing series was a social stag held on March 5. This gave the prospective pledges a chance to see our social side and also to fraternize with us during an informal evening.

Glowing like emeralds in our social spotlight was our annual St. Patrick party and dance, which was held on March 20. With unique decorations and specialty dances, the party was reported as being tops by St. Patrick himself. Although too early to report on at this writing, our annual Parisian Party is already labeled a success. With side-walk cafe settings, bright French stars, lighted lamp posts and colored lanterns, along with typical Parisian attire or "American in Paris" outfits, this affair is one that always lingers in our minds long after the last lamp post is out. This year Beta Nu Chapter is proud to announce that after lively competition and widespread interest, Miss Patricia Gibson, of the University of Pennsylvania and Kappa Delta Sorority, has been chosen our "Rose of Deltasig." Pat (the Gibson Girl) will be crowned at Beta Nu Chapter's annual spring formal dinner dance and "Rose Ball," which will be held on June 5 at the beautiful Walt Whitman Hotel across our borders in Camden, New Jersey. Miss Anne Louise Sproule, winner of our last year's contest, will do the crowning. This affair is always a brilliant climax to our social season and well attended by both the actives and our alumni.

As graduation rolls around, seven of our worthy brothers will enter the ranks of alumni. Our best wishes for success go out to Brothers Lawrence W. Agostini, Thomas M. Connor, Guido Di Lullo, William W. Evans (who is a past president of Beta Nu Chapter), Salvatore J. La Bricciosa, Ernest C. Nusca, and Robert C. Schweizer. We certainly will miss them although we know that they will support us all the way as alumni.

With summer vacations coming around, Beta Nu Chapter has planned several beach parties and picnics, along with keeping active at the chapter house by meeting once a week. In closing, we would like to wish you all a very happy vacation and if you're in Philadelphia, drop in at 3902 Spruce Street.—**GENE H. PERO**

BAYLOR

ON FEBRUARY 20, Beta Iota Chapter at Baylor University held an all-campus Smorgasbord with Joy Cayler and her all-girl orchestra providing the dinner music. Following dinner was a floor show featuring Tiny Grant, "280 pounds of fun, foolishness, and magic;" Marion Callahan, tap stylist; The Pastels and Gloria Dell, vocalist. It is the wish of Beta Iota Chapter to make this an annual affair on the Baylor campus.

Before leaving for the holidays following the quarter's exams, officers for the remainder of the year were installed. Josh Beckham was installed as president; Walter Holcombe, senior vice-president; Derald Lary, vice-president; Lee Gholson, secretary; John Adair, treasurer; Roger Fleshman, historian; and Riley Parker, chancellor.

Recently Miss Marilyn Burns, our "Rose," was selected Sweetheart of a Medical Detachment of the U.S. Army in Germany. This added to her other honors, which include "Homecoming Queen, 1954," R.O.T.C. Sponsor in 1951, and past president of Alpha Omega social club. We are very proud of our "Rose." Congratulations, Marilyn, from the brothers of Beta Iota Chapter of Delta Sigma Pi.

We have a new pledge class this quarter and this along with our plans for attending the Regional Meeting at Austin, our spring formal, and numerous other activities, indicate a fitting as well as active calendar for the remainder of the school year.—**ROGER F. FLESHMAN**

ALABAMA

ALPHA SIGMA CHAPTER is busily engaged in promoting "Commerce Day" for 1954, which is sponsored by the Commerce Association here at the University of Alabama. President Bill Jones, as a member of the Executive Council of the Commerce Association, has solicited aid from all the brothers to assist him in fostering interest and publicizing "Commerce Day." With the eager participation already exemplified by Alpha Sigma Chapter, this "Commerce Day" promises to be the most successful since its beginning.

All the brothers have contributed toward having a portrait painted of retiring Professor Lee Bidgood, Dean of the School of Commerce and Business Administration at the University of Alabama. Dean Bidgood, who has devoted his life to improving and enlarging the School of Commerce and Business Administration, is one of the most beloved men in the history of the University of Alabama, and is held in the highest esteem by all the students, both past and present.

At our last meeting we discussed problems of improving our chapter, such as encouraging attendance, providing more interesting professional meetings, and generally intensifying interest in Delta Sigma Pi. This meeting proved to be exceedingly inspiring to the brothers and we sincerely believe that we are on the road to becoming a better chapter of Delta Sigma Pi.

On March 8, Alpha Sigma Chapter formally pledged eight men, who we are certain will be true Deltasigs. They have already shown their enthusiasm by launching right into our work for "Commerce Day."

With a full schedule of school activities, professional meetings, and social events planned for the spring semester, the brothers of Alpha Sigma Chapter are expecting to achieve the 100,000 mark in the Chapter Efficiency Contest.—**R. WALTER WALDROP**



ALPHA GAMMA CHAPTER at Penn State turns out for "Rose Dance" held on February 20.

RUTGERS—Beta Rho

BETA RHO CHAPTER at Rutgers (University College) welcomed the following new members into brotherhood on February 6 with an initiation and banquet held at the Essex House Hotel: Faculty Member Anton Lennert, and Jack Fagan, John Ondrejcek, Bob Southward, Vic Prevosti, Tom Burrows, Bill Lynch and Dan Gaby. The guest speaker at the banquet was Brother George R. Esterly, dean of the School of Business Administration at Rutgers and prominent in national affairs of Delta Sigma Pi. His topic, "Education for Business," was a most stimulating and informative one.

Beta Rho Chapter co-sponsored with the Women's Club a barn dance at the Rutgers' Pharmacy School Gymnasium on Friday, February 13, and an enthusiastic and energetic crowd of over 100 had a wonderful evening.

Brother Toby Lennert conducted a combined group from Beta Rho and Beta Omicron Chapters on an evening tour of the Meter Division of Westinghouse Electric Corporation at Newark on February 24. The tour was very educational and elicited many questions on industrial organization from the visitors. After the tour, Beta Omicron Chapter was host to the Beta Rho Chapter group at their chapter house, where an evening of fellowship transpired.

We are proud of the honor recently accorded our past president, Brother James K. Elderkin, Jr., who has been appointed a District Director for the Eastern Region. We wish him every success in this national service for Delta Sigma Pi.

Our next affair will be a rushing party and professional meeting at the Robert Treat Hotel on March 14. There will be a guest speaker from industry and films of the 1953 World Series baseball games will be shown.

Plans are also in progress for a combined professional and business meeting with Beta Omicron Chapter at their chapter house late in March and for a professional meeting and dinner early in April, to which we plan to invite wives and fiancées. About May 1 we will hold a professional and business meeting and elect officers for the new year. On May 15 a chapter birthday party dinner-dance will be held. We anticipate having a prominent speaker to lend the proper prestige to this important event in the life of Beta Rho Chap-

ter. June 5 has been selected for our second semester initiation and banquet at the Hotel Douglas in Newark.

Committees have been formed and plans are in progress for the Eastern Regional Conference, which is to be held in Newark next September under the joint sponsorship of Beta Rho and Beta Omicron Chapters.

During the summer vacation we will keep our fellowship alive with a picnic or two and a trip to one of the major league ball parks in New York.

Our progress in the Chapter Efficiency Contest has been encouraging and we look forward to a final score of 100,000 again this year.—WILLIAM W. MYERS

BABSON

SINCE THE LAST issue of The DELTA-SIG appeared, Gamma Upsilon Chapter at Babson Institute concluded its second and last pledging period of this academic year, accepting 21 students of high character into the brotherhood. The neophytes were accepted into pledgship in an impressive ceremony held at a nearby country club, as the brothers felt that this setting would provide a different and more cordial atmosphere than is offered by our regular campus meeting room, which is used for professional and general business meetings.

One of our more interesting professional meetings of the current term featured Mr. Benson, vice-president of the National Shawmut Bank, one of the larger Boston banking institutions. Mr. Benson explained clearly the skeleton structure of the operations of the bank and then went into more detail to describe the opportunities in his field, and in his bank, for graduates of Business Administration schools. The speaker went on to mention several Babson alumni who are presently with his bank. The brothers asked numerous questions.

On the weekend of March 5-7, the brothers of Gamma Upsilon Chapter joined the rest of the student body in the annual observance of Winter Carnival. The members and pledges entertained their dates in a three-room suite at the Sheraton Plaza Hotel in Boston, during the formal dance sponsored by the Babson Institute Student Council. The suite party was a great success and supplemented the enter-

tainment provided by the dancing facilities in the ballroom. Brother Humphries, serving as Social Chairman of the Student Council, made all the arrangements for the weekend affairs, including arranging for the Lieutenant Governor of the Commonwealth of Massachusetts, the Honorable Sumner G. Whittier, to crown the Delta Queen. As a result of Brother Humphries' efficient planning, the weekend was a tremendous success.—HARRISON SMITH

GEORGIA—Pi

PI CHAPTER AT the University of Georgia celebrated its 32nd anniversary on March 5, with a dance at the Athens Y.W.C.A. Lodge. Thirty brothers and their dates were present at this affair and enjoyed dancing to the music of the "Bluetones." All of those who worked hard to make this dance a success are to be congratulated.

During intermission our newly elected "Rose," Miss Shirley Hughens, was formally presented to the brothers, their dates, faculty members, and guests by Master of Ceremonies Larry Dunn. Miss Hughens is a lovely freshman from Daytona, Florida. She is in the School of Business and is majoring in Secretarial Law.

With the quarter coming to an end, we close our intramural basketball season with our final game on March 9. Thus far our record is clear with five wins and no losses, and we aren't planning on being upset in the last game. We are all looking forward to making it six in a row and capturing the President's League trophy to add to our collection.

Brother Collins scheduled two very interesting tours for us this quarter. With 15 brothers



PICTURED HERE IS the basketball team of Pi Chapter, University of Georgia, which finished season in tie for championship of the Intramural "Presidents' League."

attending, we toured Kraft Cheese, Inc., in Decatur, Georgia and the Chevrolet Division of General Motors in Atlanta, Georgia. During the tour of the Kraft Cheese plant, we were all surprised at the various processes that the raw materials went through before it finally emerged as a finished product. I believe this tour was very beneficial to all of us. However, the tour of the Chevrolet Division of General Motors was of great interest, the assembly line being one of the outstanding attractions. This is one time that we all would have liked to have gotten "samples."

As the year continues to go by, Pi Chapter seems again to be well on its way to another 100,000-point year. We have already submitted a large portion of this total number of points to The Central Office, and I see no reason why we shouldn't easily get the remainder by the end of the year.—CARROLL L. BLACKMON

MIAMI U

ON FEBRUARY 24, Alpha Upsilon Chapter initiated 24 brothers in Delta Sigma Pi. We are extremely proud of these men, and we know that they will provide the same high quality of leadership in the future that we have had in the past.

On March 2 we elected our new officers for the coming year. Then on March 9 we held a combination initiation-installation banquet at which time the following men were installed: Charles Hazelrigg, president; Barry Erickson, senior vice-president; Bill Stilson, vice-president; Ernie Eckleman, secretary; Lloyd Brumley, treasurer; Dave Stahl, corresponding secretary, and James Roderick, historian. The speaker of the evening was Mr. C. Rollin Niswonger, assistant dean of the School of Business Administration, who brought out some very interesting statistics concerning the graduates of our own business school.

Mr. James Thomson, executive secretary of Delta Sigma Pi, had lunch with the executive council of Alpha Upsilon Chapter on March 2. Among the faculty members present were Dr. Raymond E. Glos, dean of the School of Business Administration, and Brothers William F. Suhring and Lee McDonald, marketing professors.

Brother Jim Roderick and Mary Heubner, Alpha Chi Omega Sorority, are paired together in the annual Omicron Delta Kappa festival, for the jitterbug contest. All the brothers will be there to urge our contestants on to victory.

With a new set of energetic officers and with the current interest in the chapter and its activities at such a high level, we are looking forward to another successful year at Miami.

WISCONSIN

PSI CHAPTER AT the University of Wisconsin began the second semester with the same enthusiasm which prevailed throughout the first half of the school year. The first, and possibly the finest, project of the semester was a party given for a group of mentally retarded children from Longfellow Grade School, which was a follow-up on the successful Christmas party given for the same group. The committee handling arrangements for the party was headed by Brother Jack Rhode, who was assisted by Brothers Love, Boyce, Blazek, Pryse, and Trotalli. Games were played; stories were told; and refreshments were served. The writer's observation is that it was hard to tell who had more fun, the children or the brothers.

The president's duties for the semester are being assumed by Brother Rhode. Other elected officers include Brothers Landwehr, Kattis, Love, and Pryse.

Psi Chapter celebrated its 31st birthday on February 10 by holding an invitational rushing function. A second highlight of the evening was the presentation of the two Pledge Scholarship Awards from last year to Brothers Pryse and Hartleb. These awards are unique in that they include a check of \$25 for each of the two recipients. One of the \$25 awards is donated by our faculty advisor, Professor Charles Center, in years during which Psi Chapter earns 100,000 points in the Chapter Efficiency Contest. The second pledge award is donated by Psi Chapter. These awards received a great deal of attention from both the university and the local newspapers.

Professional Chairman, Brother Vargulich, reports that he has an exhaustive professional program planned. It includes a field trip to one of the Badger State's largest industrial plants, the A. O. Smith Corporation of Milwaukee.

Other activities which are planned for the near future include participation in *Humorology*, an all-campus humor show, and entry in the Campus Carnival. Plans for the spring formal are also progressing rapidly. It is with an active program such as this in mind that Psi Chapter once again hopes to win 100,000 points in the Chapter Efficiency Contest.

That red brick, colonial styled structure at 132 Breese Terrace referred to by the brothers as "home" and to all visitors as "homey" is taking on a new interior loveliness. Through efforts on the part of the actives and pledges, the stairs and bathrooms were recently tiled. Plans for the near future include refurnishing of the entire living room, and—the "chow hounds" will be glad to read this—new chairs for the dining room. All of which points to the Deltasig House being referred to as "The No. 1 house for the No. 1 fraternity on campus."—JAMES L. JANSEN

MISSISSIPPI

ALPHA PHI CHAPTER at the University of Mississippi is busy with plans for several big events in the near future. First is the "Rose Ball," which will be held at the banquet room of The Mansion Restaurant in downtown Oxford on Friday evening, April 23. At this time our new "Rose of Deltasig," Miss Lucy Love Wallace, will be formally presented. The two "Rosebuds" are Miss Paula Pemble and Miss Sara Murphy.

The following week will bring Commerce Day, with Brother S. K. Jones leading the occasion as Commerce Day chairman. This promises to be a very good experience for all who participate.

A project in which Deltasigs will act as orientation guides for all new commerce students is in full swing. A lot of work will have to be done, but everyone feels that it will be beneficial for both the university and the chapter.

Brother Arnold Young was recently elected treasurer of Alpha Phi Chapter to fill the vacancy due to the graduation of Brother Hugh Bain. Brother Alvin Hatcher is now serving as historian to fill Brother Young's former job and Brother John Miles is now DELTASIG correspondent. Dr. Ned Williams, professor of economics, is the new chapter advisor.

A smoker was held on March 11 for 12 rushees in the banquet room of the University Cafeteria. Pledging ceremonies will be on March 18.

Alpha Phi Chapter is working very hard in the Chapter Efficiency Contest in an attempt to capture the top award again.—JOHN K. MILES

WAYNE

AS LONG AS AN organization has insight into its future problems and takes proper steps to solve them, it will continue to enjoy successful life. Here at Wayne University, Delta Sigma Pi is just such an organization. The future at Gamma Theta Chapter promises only one thing: great change. First, in June of this year, close to half of the present members will graduate. This, of course, means that new faces will provide the nucleus for our chapter. Hard work is on the agenda for these new men as they assume roles in the fraternity for which they have had little or no experience. However, it is in the light of such situations that we have changed our pledge program. For example, our pledges are now serving as part-time members on our various committees, and this brightens our future.

The big thing in the future for all members of our chapter, past, present, and future, is the lodge which has been planned for years. A recent donation from our alumni has brought its possibility closer than ever. It is expected, in fact, that within a year from now we will have bought the land to start it. Present plans are that the lodge will be quite similar to the one in Georgia. When it finally comes into being, it will do much to unify our chapter members and perhaps even the other chapters in the vicinity.

Our annual "Rose Dance" was the usual success and a great number of alumni were in attendance. Plans are now being finished for the usually fine professional program, and much of our spare time this spring will be spent in competitive sports.

Gamma Theta Chapter, perhaps like other chapters, is faced with many problems. I am convinced that it will solve them in the way a progressive chapter should, and that meeting them will only serve to strengthen its position at Wayne University.—JAMES R. BROUGHMAN



PRESIDENT RHODE presents Pledge Scholarship Awards to Brothers Calvin Hartleb and Richard Pryse on the occasion of the 31st birthday of Psi Chapter at the University of Wisconsin.

NEW MEXICO

GAMMA IOTA CHAPTER of the University of New Mexico began their spring rushing by sending out letters of invitation to all male students in the College of Business Administration. On February 23 a number of prospective pledges attended the Delta Sigma Pi smoker. We pledged nine new members from this group and the pledging ceremony took place February 28 in the Governor's Room of the Liberty Cafe.

At the present time the newly elected neophytes are busy studying the manuals and laying out plans for their semester's project. The Gamma Iota neophytes intend to have a fix-up, repair day at the St. Anthony's Boys' home. This project is to take place April 24 and gives added weight to the Delta Sigma Pi organization. The pledges will be initiated at a formal dinner dance on May 8.

Our last professional program featured Mr. George McCanna, a successful local investment and real estate salesman, who spoke on "Politics in Business." The chapter received an insight into this seldom discussed subject. It is good to hear such subject matter discussed in the open and the talk was highly informative.

We had sole responsibility of "Big Brother Week" for the incoming second semester freshmen in the College of Business Administration. This function has now become the pride and joy of the Delta Sigma Pi on the campus and the time spent on the confused freshmen gives rise to new members for the fraternity. Coupled with the "Big Brother" task is the aid given to the faculty in registration procedures by our chapter. The dean of the college gratefully thanked our organization for the help and assistance given by Gamma Iota chapter. We feel that our lending a hand promotes good will and friendly relations all around.

Gamma Iota Chapter participated in the first Southwestern Bi-District Convention held February 20 in El Paso, Texas. Gamma Phi Chapter is to be congratulated on the efficient manner in which the meeting was conducted. The Texas Western brothers were the finest of hosts and provided everything from a well balanced program and hotel accommodations to a "real gone" weekend in Juarez, Mexico. It truly was a display of good southern hospitality. Our President, Ed Hatchett, was on the panel program and his subject matter was "Alumni Relations." Gamma Iota chapter was presented a trophy for the best attendance

record by Brother B. C. Butler, Southwestern District Director, which we were very proud to accept.

We have embarked upon a sports program and entered intramural competition. The chapter's organized volleyball team is carrying a .500 per cent record at the present time. Brother Miner, the team's coach, claims that the Delta Sigma Pi team is sure to move up in the standing.

Three of our mid-term grads are doing very well in the world of commerce. Brother Earle Paxton is with the personnel department at the Sandia Corporation, while Brother Bill Pierce is with Continental Oil Company and Brother Morris Davis is with American Builder, both as salesmen. Best of luck to our brothers and keep up the good work, gentlemen.

Delta Sigma Pi has the top men in the Students' Commerce Council on campus. Brother H. Williams was elected president of the council and Brother E. M. Moszumanski is the director of activities. Both brothers were in charge of the deans' breakfast and word has it that the feast was the best ever in years. These two men are presently working hard on the Business Machine Show and without a doubt the results will be good.

Brother E. M. Moszumanski left town for the Regional Meeting a "free man" and returned to New Mexico pinned to Miss Royene Holmberg. That's what we call fast work down here, pardner!

Brother Bill Cole left the campus for service with the United States Government. Private Cole is serving his time with the Infantry and a farewell party was given in his honor. Best wishes to Brother Bill Cole and may his coffee always be good and hot.—EDWARD M. MOSZUMANSKI

NEBRASKA

ALPHA DELTA CHAPTER has again been hailed as the "All-University Bowling Champions" on the University of Nebraska campus. Congratulations, fellows. You deserve full recognition for your achievement and we wish you the best of luck again next season. This is the third consecutive year they have attained this goal.

A professional dinner was held on February 15 at which approximately 50 brothers were present. The speaker was Sid Bradley of the

Nebraska Resources Division, who talked on "The Industrial Possibilities of Nebraska." His talk was very interesting and was enjoyed by all. Other professional activities of the fraternity include a professional tour later this spring.

Plans have been made for our "Rose" formal, which will be held on May 15. Our "Rose of Deltasig" has been selected by a vote of the active members in the chapter and her identity will remain secret until that night. Everyone is anticipating a very enjoyable evening.

Pledging activities for the second semester are off to a very good start. A professional dinner was held on March 8 for the purpose of meeting prospective pledges and acquainting them with the activities and the many benefits of the fraternity. This dinner was also our birthday dinner, which celebrated the 30th anniversary of Alpha Delta Chapter at the University of Nebraska. In looking back over the years, we can see where this chapter has made much progress and we sincerely hope that they will continue to move forward in the future. We want to thank all the brothers for their help in making this a stronger and better chapter.—DEL GRIM

MISSOURI

THE MEMBERS OF Alpha Beta Chapter are looking forward to Business Week and the "Ideal Boss" and "Ideal Secretary" election. They are engaged in preparing posters and doing general campaign work for our candidates, Dick Gillham and Peggy Westhoff. The climax of business week will be the Bosses' Ball, at which time the winning candidates will be announced.

Activities during the past month included our rush smoker and formal pledging. Our rush smoker was very successful, with about 60 persons in attendance. Faculty member Dr. L. J. Benninger gave a short talk on the advantages for the student belonging to a professional business fraternity. President Stevenson then informed the prospective pledges about the activities and functions of our fraternity on both the chapter and national level. The evening was concluded with the serving of refreshments to the actives and their guests.

The initiation ceremony for the winter semester was one of Alpha Beta Chapter's most successful. Each new member is an asset to the fraternity and will aid in making this semester one of the most successful ones we have had. In this initiation we were able to add several more faculty members to our growing representation on the faculty staff.

From March 17 through March 24, the National Cash Register Company will visit the School of Business and Public Administration to give lectures and demonstrations on machine accounting methods. This is the second time during the academic year that students have had the opportunity to hear lectures and witness demonstrations on machine accounting methods, as the Burroughs Adding Machine Company made a visit to the campus during the fall semester. These visits provide an excellent means by which students can become acquainted with the use of accounting machines in the business world.

The winter semester promises to be full of activity for members of Alpha Beta Chapter. Participation in Business Week, professional programs, and planned industrial tours round out the program. The brothers feel that this semester will be a successful one and that we will again achieve 100,000 points in the Chapter Efficiency Contest.—HOWARD R. BACKER



A TYPICAL PROFESSIONAL meeting of Beta Theta Chapter at Creighton University. Among the distinguished guests at the head table are Regional Director Henry C. Lucas, Dean Floyd Walsh, and J. D. Thomson of The Central Office.



SOCIAL CHAIRMAN Nat Dellis of Gamma Kappa Chapter at Michigan State presents trophy to "Rose Queen," Miss Virginia Swank, at "Rose Dance." (Left to right): Miss Pat Owen, Alpha Phi; Miss Colette Fenton, Gilcrest Hall; Miss Virginia Swank, Kappa Alpha Theta; Miss Jann Blackmore, Sigma Kappa; and Brother Nat Dellis.

NORTHWESTERN—Beta

BETA CHAPTER HAS once again swung into the new year with its usual abundant energy. The results since then have indeed been gratifying. We are happy to announce the pledging of ten new men during this semester. With the 12 brothers initiated last semester, the chapter is assured a very successful year in regard to membership.

Our last professional meeting was held on March 1, at which time Mr. Arthur J. Mertzke spoke to the chapter. In his talk, "Can a Peacetime Economy Be Self-sustaining?" Mr. Mertzke emphasized the healthy and unhealthy aspects of our present day adjustments. The possibilities of business recessions and business policies regarding them were discussed in the question-and-answer period following.

Our next professional meeting will be on April 5. Mr. W. Ferris Dunning, regional director of public relations for the Household Finance Corporation, will speak on "The Consumer Credit in the Post-War Economy."

Two of our officers, Vice-President Chuck Stefani and Historian Frank Schleck, have resigned their offices since the last issue of *THE DELTASIG*. The chapter at this time wishes to express its gratitude to these two men for the fine job each of them performed. The chapter in a special election elected Brother Chuck Camacho as new vice-president and Brother Mel Hotz as historian. The chapter wishes to congratulate the new officers and is confident of their ability to competently fulfill the duties of their offices.

At its formal initiation banquet, Beta Chapter presented its 1954 "Rose of Deltasig." The lucky young lady turned out to be the lovely wife of our Treasurer, Roger Beaulieu. Jean had as her two "Buds" Miss Joan Sheriff and Miss Nana RePlogle. The banquet and dance thereafter was highly successful and extremely well-attended.

The Beta House halls are now resounding with the amusing theatrics displayed by many brothers as "Varsity Nite" is right around the corner. For, on April 3, all the fraternities and sororities on the campus of Northwestern University's Evening Division will vie with each other for the honor of First Place in the two divisions (fraternity and sorority) for the production of the best original 15-minute skit. This year Beta Chapter intends to walk off with

the first-place cup. The skit is there, the enthusiasm is there and the man-power is there. So, if the talent shows up on stage, we can't miss!

Our new Social Chairman, Earl Young, has scheduled a date party for April 10. He is entitling this affair, "A Roman Holiday." Costumes will be in vogue and a wonderful time is promised to all attending.—**EDWARD R. WALZ**

SANTA CLARA

THE WESTERN REGION'S "Bronco Chapter" has continued its activities through the main part of the spring semester as it has through the whole of the year. With members "looking up" in the world, chapter executive officers arranged a tour of the Pan American Airways repair and maintenance base at San Francisco's growing International Airport. Members reported in as well pleased at the project, and marked it down as another first in the list that the chapter has accomplished this year.

Currently Gamma Xi chapter is considering the feasibility of several plans for filling the treasury this spring. In the back of every member's mind is the forthcoming Deltasig picnic, a traditional late spring event and another annual high point of the year. The picnic this year will serve as a fraternal goodbye to the graduating group of seniors. Gamma Xi Chapter will be considerably poorer with the loss of these men.

Partially to compensate for the loss, and partially to accept several new members who have been waiting for the opening of a new membership drive, Gamma Xi Chapter will open the doors to another crop of pledges. This event, under Brothers Joe Murphy and John Miggins, and the forthcoming issue of the *Gamma Xi Gazette*, under Brother Wally Brown, will mark two more points of progress.

Finally, as with all the Western Chapters, Santa Clara is looking forward to the Regional Meeting at Los Angeles. Since several brothers hail from the "City of Angels," and their hospitality is open to those who are not, more Gamma Xi men will be meeting with brothers from Utah, Arizona and other California chapters than ever before.

And looking back, considerable thanks go to the chapter officers—to President Bill Wilkinson, to Vice-President Walter ("Bud") Hartman, to Secretary Ken Fay and Treasurer John Petroni, to the already-mentioned Brothers Murphy and Miggins, and to Historian Pat Hally, for their work and ideas of the past year.—**GEORGE SCHERRER**

MIAMI

IN THIS FABULOUS winter playground, the land of sunshine, warm ocean breezes, and endless sandy beaches, is a group of studious Deltasigs. The validity of this statement is shown in the results of the scholarship averages for the fall semester of 1953. Beta Omega Chapter came close to making a two-point average (1.99). It outclassed the average of the University of Miami, whose score was 1.33. Similar high grades look good for the future, too, because this average included the grades of the new members who were pledges during the fall semester.

Beta Omega Chapter extends a welcome to all its brothers in the north. At any time in the future when you have the pleasure to visit this land of tropical enchantment, make it a "must" to visit your brothers of Beta Omega

Chapter. Tell us all about yourself and your chapter while you thaw-out and tan your pale faces. The brothers can be very helpful to you in many ways. They know the city of Miami and its tributaries. You won't want to miss seeing the University of Miami when you are down here. Bring your camera; you will want to take pictures of its ultramodern buildings and beautiful campus. We of Beta Omega Chapter look forward to seeing you.

Maurice Mercer, liaison and alumni chairman, in conjunction with an alumnus, Jerry Burkhart, report that the Miami Alumni Club has already formulated plans for the building of a lodge and has requested joint committee meetings. The matter has been referred to the housing committee.

On March 28 we compete with Alpha Kappa Psi for the Frank Scarborough Trophy. Since Delta Sigma Pi beat Alpha Kappa Psi in the last contest, which was a football game, it needs to beat them just once more to take possession of the trophy.

Our new officers have assumed their responsibilities and everyone here is working to the best of his ability. President Adams is at the helm. Hard-working, Senior Vice-President Richard Miles is right beside him. Vice-President Richard T. Jones is guiding the pledges through their paces.



BETA OMEGA CHAPTER at the University of Miami presents awards to accounting majors at the University to winners in the January national accounting examination. Shown (left to right) are: William Rahn, faculty advisor; Stanley Stone, tied for level II examination; Joseph Sinkowich, publicity chairman; Theodore Parker, winner of level I examination; Irving Gardner, tied for level II examination; William Adams, chapter president; and Grover A. J. Noetzel, dean of the School of Business Administration.

Have you ever heard it said, "If you want something done, give it to a busy man?" Well, meet our new Secretary, Martin J. Urion. If we all broke our legs at one time, Beta Omega Chapter would keep its pace. Here's a man who would run faster to keep every job moving.

Maurice Mercer, our treasurer, goes to the blackboard at each meeting and shows us our financial standing. Chancellor Charles F. Eyre, is the keystone of Beta Omega Chapter. He conducts our meetings with a cool head and a firm hand. Historian Edward Van Diver is adding pages to the chapter's books every week.

Every member is working to the best of his ability and together we are going to accomplish our goal.—**JOSEPH B. SINKOWICH**

ST. LOUIS

WITH THE BUDDING of the leaves and flowers, comes the blossoming of the spring professional and social activities of Beta Sigma Chapter here at St. Louis University. With the initiation on February 7 of our new brothers, we now have a chapter 50 strong with which to accomplish these various functions and tasks.

On Tuesday evening, February 16, the first professional meeting was held in the Committee Room of the Melbourne Hotel. The speaker, Mr. Jerry Bernoudi from Scruggs, Vandervoort and Barney of St. Louis, was very interesting and informative. After Mr. Bernoudi's talk, a progressive discussion period was held and refreshments were served.

Next on the agenda came an affair of which Beta Sigma Chapter is unusually proud, the annual Father and Son's banquet, which was held this year at Bippens Estate in St. Louis County. After being treated to a delicious steak dinner, the attention of the brothers and their dads was focused on the words of Mr. Edgar Rand, president of the International Shoe Company. The talk proved to be authoritative and entertaining. We are proud of our Father and Son's banquet because it accomplishes certain purposes which we consider worthwhile. The night is Dad's night; it provides Dad with the opportunity of learning more about Delta Sigma Pi by being a part of it for an evening. A closer association between the fraternity and the fathers is accomplished, and a knowledge of our professional activities and our affiliations with the commercial world is achieved.

At an active chapter meeting held on Thursday night, March 18, it was announced that Delta Sigma Pi was chosen to promote and sponsor the St. Louis University Spring Prom. A great amount of work to promote and manage the dance will be required, but we feel confident that with the spirit of cooperation which has been exhibited in our past endeavors, we will make the dance a success socially as well as financially.

We of Beta Sigma Chapter have thus initiated our spring professional and social program. We have accepted many responsibilities. It is our sincere wish that our fellow chapters throughout the country will be successful in their activities and undertakings and that we will all be able to continue the good name which Delta Sigma Pi has maintained through the years.—EDWARD W. KOLAR, JR.

NORTH DAKOTA

ALPHA MU CHAPTER, holding its first initiation since its reactivation, initiated 12 neophytes into active membership on March 20. Our new undergraduate brothers are Lester Fosberg, William Ingwalson, Duane Johnson, Medard Kaisershot, Duane Knutt, Arlyn Larson, John Douglas Larson, Ronald Nelson, Donald Olson, and John Westley. We are also pleased to mention that Mr. Lyle Ball, a professor in management, and Mr. Thomas Clifford, dean of the School of Commerce, are now faculty members of our chapter.

Giving a short talk after the initiation banquet, the personable Dean Clifford remarked that Delta Sigma Pi could serve in a very representable capacity at North Dakota, and that he was happy to be a brother. He also suggested that a basic accounting principle be changed! Another highlight of the initiation banquet was the elevation of the newly-initiated Professor Ball to the position of Keeper of the Parchment Roll. He was ex-

tremely happy to receive this honor, and said he would do his best to be a good officer.

Professor Raymond Ziegler, who was responsible for reactivating Alpha Mu Chapter, is now in Florida completing work on a doctor's degree. We surely miss him, and would like to wish him the best of luck. Professor W. W. Hill from the economics department, once president of our Gamma Lambda Chapter at Florida State, is our new chapter advisor.

Our graduating seniors this spring are Lester Fosberg, Sidney Flem, William Johnson, John Kenney, Donald Olson, Robert Sather, Jay Seeger, and Larry Whalen. To these men of commerce we would like to extend our sincere best wishes.—ROBERT F. SATHER

RIDER

BETA XI CHAPTER held its initiatory weekend on February 4, which extended through to February 6. During this fabulous week-end, there were several parties, in which our alumni took an active part, as well as our



HERE ARE the recently initiated brothers of Beta Xi Chapter at Rider University, together with distinguished guests. (Left to right) First row: John Goldic, Grand President Robert G. Busse, Chapter "Rose," Miss June Reinson, Richard Lusardo. Second row: Thomas McGrath, Jr., Joseph Chipola, Edward Panek, Arthur Shiarappa, Allen Morrison. Third row: Kenneth Frazee, John Roser, Jr., Nelson Austin, Edward Simpkins, and Walter Brower.

undergraduates. On Saturday night, our dinner dance was held at the New Holiday Inn, and the highlight of the evening was the crowning of our "Rose," Miss June Reinson, by our Grand President, Robert G. Busse. Another event was the introducing of our new brothers, who had come in from the previous year and this spring pledge season. They were: Arthur Shiarappa, Joseph Chipola, Thomas McGrath, Jr., Edward Simpkins, John Roser, Jr., Walter Strohauser, John Tuck, Edward Panek, William Wamp, Jr., Nelson Austin, Allen Morrison, Richard Lusardo, John Clodic, Kenneth Frazee and faculty member, Walter Brower. At this time Allen Morrison was given recognition for being the most outstanding pledge of his group. The week-end was drawn to a close by giving our alumni brothers a farewell party, which was held at our chapter house.

In the last few months, we have all come closer to the business world, because of our increase of professional meetings. We have had lectures on different phases of the accounting field, corporations and their structures, as well as a talk on a particular city and its enterprises, which was given by one of our brothers, Bill Lambrakis. All of these meetings and the question- and answer-periods which immediately follow, have proved very

beneficial and more have been scheduled for the final term of our school year.

On March 11, we are holding our smoker at Cedar Gardens, at which all prospective pledges will be present. The main attraction will be speeches given by our newly-elected officers and an evening well enjoyed by all brothers and guests.

Elections of officers was held on February 16. The following men were elected to represent us for the new term: Anthony Zazzara, president; Thomas McGrath, Jr., vice-president; Joseph Vanacore, treasurer; John Urian, secretary; Kenneth Frazee, historian; James Klingman, chancellor; and Joseph Chipola, senior vice-president. Brother Chipola will also be this spring's pledge master.

A "March Winds" party was held at the chapter house on March 6. Our alumni were well represented again, and everyone enjoyed themselves at a wonderful evening of dancing, singing and having fun in general. There are many other social gatherings listed for the remainder of this year, one of which is our big 20th anniversary celebration.

In the final outcome of our intramural sports program, in which all fraternities are represented, Beta Xi Chapter came in fifth place in bowling, with a final total of 18 wins and 24 losses. Brothers Rapp and Kossakowski were top men and were given great support by other members of their team. Brother Yatsko pulled our fraternity through its hard and tough basketball season, totaling 122 points for a total of nine games. The team finished up in second place, with a total of seven wins and two losses. Let's hope that the experience gained here will prove beneficial in winning higher honors in future competition.—NELSON L. AUSTIN

MICHIGAN

XI CHAPTER AT the University of Michigan has elected a new group of officers. John Carpenter was chosen the new chapter president. The other top officers selected were: Donald Riley, chancellor, James Suits, treasurer, and David Presnell, secretary.

Nine men have already been pledged for the spring semester. An additional pledge class will be picked and processed in May. This special program has been deemed necessary in view of the exceptionally large loss of membership through graduation this June. A concerted effort is being made to assure a strong and active Xi Chapter for next fall.

Our professional program is up to its usual high standard. On February 24, Professor Smith of the School of Business Administration explained to the members his duties as director of the bureau of business research. The following week Professor Boulding of the economics department gave a thought-provoking discussion of the importance of the social sciences to the modern business man. Many other prominent university professors and businessmen are scheduled to speak later in the term.

Socially, Xi Chapter has featured biweekly informal parties which have proved to be highly successful. Plans are being made to reserve the beautiful club house of the University Golf Course for the pledge formal on May 1.

As a supplement to both its professional and social programs, the actives recently journeyed into Detroit to attend a Xi alumni meeting. Dinner was followed by an excellent talk on the International Business Machine sales training program for college graduates. Other activities of this type are constantly being undertaken to complement the regular fraternity program.—JAMES H. KELLER

OHIO STATE

THE "ROARING TWENTIES" was the theme of the skit used to promote Nu Chapter's candidate, Ron Leithe, for *Golddigger's King* during the winter quarter. *Golddiggers* is an annual contest held at Ohio State for the most handsome and popular man on campus. With the Deltasigs dancing the Charleston and wearing flapper clothes, the skit was very good and quite hilarious. The enthusiasm and cooperation among the men was gratifying and even though Ron was not crowned the king, he was among the finalists.

During the winter quarter "Hell Week" the neophytes worked very diligently on the task of refinishing the floors of the house. Although the men lacked experience, they made up for the deficit with their enthusiasm. The floors are now resanded and varnished with the much-needed improvement being enjoyed by all the members. During the initiation ceremonies we had a very good showing of alumni. Following the formal ceremonies on Sunday all present enjoyed a delicious banquet of southern fried chicken. The alumni were then kind enough to remain and discuss with us the future plans of the fraternity, as well as the present problems.

Our semiformal dance for the winter quarter was held on February 19, at Kitty's Show Bar. The music was provided by Ziggy Coyle and the attendance of the actives, pledges, and alumni was certainly the most impressive of the year.

This week is final exam week for the end of the winter quarter. Following the examinations we are looking forward to a week's vacation and several of the men are going to Fort Lauderdale to enjoy the Florida sun. The men who aren't going really envy the ones who are and wish them a pleasant trip. After vacation is over the members will settle down for another school term's business and activity.

The material for Nu Chapter's newsletter is being assembled and will soon be ready for distribution to the alumni. We are bringing our alumni files up to date, and through the newsletter we hope to keep in closer contact with our alumni members.

We are all looking forward to a very successful spring quarter. Our rushing program will be handled this term by our newly-elected Senior Vice-President, John Herbert. We all know that he will do a splendid job and we will all cooperate with him for the good of the chapter.

The final social event of the spring quarter, as well as the entire year, will be the "Rose Formal" on May 22. The voting this year showed that our "Rose" will be Miss Sherrie Duncan, of Alpha Phi sorority. We all hope that she will be chosen by the judges as the national "Rose of Deltasig."—LEON CLAYPOOL

TEXAS TECH

THE DAY OF MARCH 10 will long be remembered by the men of Beta Upsilon Chapter. This was the day of our annual College Town Hall. After weeks of preparation for this event, the brothers were glad to see a crowd of about 200 people in attendance at this function. College Town Hall is a discussion between prominent Texas businessmen and students at Tech. The discussion is "free-swinging" and "hard-hitting," with the questions being fired from students and professors. The panel is composed of men from the Texas Manufacturers' Association. This year the panel members were Lloyd Turner, Fort Worth, special assistant to the division manager of the Consolidated Vultee Aircraft Corporation; Louis Ball, Houston, southwestern manager of the Rheem Manufacturing Company; W. S. Miller, Pasadena, utilities manager for the Diamond Alkali Company; and J. N. Beasley, Baytown, executive of the Humble Oil and Refining Company. Many favorable comments from professors and students have encouraged the chapter to have an even better Town Hall next year!

Our spring pledge class is moving along nicely. We have 18 men pledging and they all are of the caliber that Delta Sigma Pi desires. This good number should fill our quota for the year's Chapter Efficiency Contest.

Brothers Ethridge, Spencer, Clark and Sheats

have just returned from what seems to have been a roaring District Meeting in El Paso, and a bit in Juarez. This was a bi-district meeting, with Gamma Phi Chapter acting as hosts. If everything we hear is true, those El Paso boys really know the art of entertaining!

Beta Upsilon Chapter is sending two of the brothers to a leadership training school in Ruidosa, New Mexico, on March 26. Robert Blake, group activities specialist from the Hogg Foundation, will be the guest of the retreat. Problems that might arise in organizations will be the theme of the conclave.

As the brothers here at Beta Upsilon Chapter review the past year's progress, every memory isn't a pleasant one. This is the first year for the Greek letter fraternities on the Texas Tech campus and the problem of rushing has been a tough one. It has required hours of work but the men are fairly well satisfied with the results. With this and other things in mind, the Beta Upsilon men are looking for the strongest year ever in 1954-55! —LADON SHEATS

MICHIGAN STATE

GAMMA KAPPA CHAPTER at Michigan State College wound up the winter term with the election of new officers. They are John Lavis, president; John Old, senior vice-president; Allen Terrill, vice-president; Fred Bauer, secretary; Bruce Steffens, social chairman; Bruce Seymore, treasurer; Dick Martin, historian; Dave Hyman, chancellor; and Dick Long, Chapter Efficiency Contest chairman. We congratulate our new officers and wish them success in their new positions. To our retiring officers we say thank you for a job well done.

We of Gamma Kappa Chapter have had a very busy term. We have had a tour of the Ford Motor Company, along with two speakers. The speakers were Mr. Vandertill, Sales Manager of Duo Therm Corporation, who spoke on "Opportunity in Sales Work," and Brother Leo Mertin, professor of insurance. Mr. Mertin spoke on "Insuring your own Business." Both speeches were followed by a question-and-answer period which was enjoyed by all.

On February 6, we held our "Rose Tea" to choose our "Rose of Deltasig." Twenty-five girls, representing all campus living units, were there. Miss Virginia Swank, representing Kappa Alpha Theta, was chosen as our queen and entry in the national contest. The court was composed of Miss Jann Blackmore, representing Sigma Kappa; Miss Pat Owen, Alpha Phi; and Miss Colette Fenton, Gilcrest Hall. Our "Rose Dance" was held at the Porter Hotel in Lansing on March 6, with Gary Cutler's orchestra providing the music. A wonderful time was had by all. Special thanks go to Brother Dellis, social chairman, for making both the "Rose Tea" and "Rose Dance" such successful events.

We were very sorry that Brother Bruce Futhey had to step down from being our faculty advisor. We are going to miss him very much. Brother Edward A. Gee, head of the accounting department, has agreed to become our new faculty advisor. We know that Professor Gee will fill this office very well.

This spring term the annual All-College Water Carnival will be held. We are going in with North Williams Hall. The theme of this year's water carnival is "Forsoothe and All That." The title of our float will be "We've Seen Better Days." Brothers Jack Ammon and Don Seveck are co-chairmen.

In closing, we want to wish good luck to all graduating seniors.—BRUCE C. STEFFENS



TWENTY-FIVE GIRLS, representing all campus living units, are shown at the "Rose Tea" given by Gamma Kappa Chapter at Michigan State. All of them competed for the title of the chapter's "Rose of Deltasig."

BOSTON

SOMETHING NEW HAS been added at Gamma Chapter this semester—the women's touch. No, we haven't gone so far as to pledge a member of our fairer species but we have organized a welcome addition to the chapter organization in the new Women's Auxiliary to Gamma Chapter. The ladies have held several meetings and plans are under way to raise additional funds for the chapter. Mrs. Norma Elf, wife of Brother James Elf, has been elected president of the newly formed organization. From the looks of things it does not seem that it will be very long before we get some needed help in renovating our chapter house.

Our second semester rushing program, including several smokers and professional meetings, resulted in the pledging of 11 neophytes on March 12. By the time this writing has appeared in The DELTASIG, Pledgmaster Carl Janzen will have put the class through its paces, and initiation, on April 25, will have become a reality.

In our professional program this semester we have had several interesting speakers and tours. Notable among these include the tour of the J. H. Emerson Company in Cambridge. The Emerson Company are the world's largest manufacturer of special hospital and scientific equipment. We also were fortunate in having a speaker from the Gillette Safety Razor Company address the brothers on March 30.

In proper climax to a fine social calendar, we are holding our annual "Rose of Deltasig" dinner dance on May 1 at the Cambridge Boat Club. This year's charming "Rose" of Gamma Chapter is Miss Louise Fruge of the College of Liberal Arts. This will most likely be the last gathering of all the brothers for this school year and will be a grand send off for the 18 brothers who will be graduating.

To the brothers who are leaving us, may we wish you every success in your careers.—JOHN H. LOYNES

DE PAUL

GRADUATION! A MOMENT of happiness; a moment of sadness . . . happiness because these brothers have reached their goal after four long years of studying; sadness because these same brothers will be leaving the undergraduate chapter to which they gave their time, energy, and devotion. To those men who will graduate, we wish success wherever they may go. To those who will remain, we place upon their shoulders the responsibility of successfully carrying on the chapter activities and objectives.

By the end of the month we will have initiated 12 new men. We have some excellent men who will be leaders in the years to come.

As our final social event before the end of the school year, our annual formal dinner dance is to be held at the Glendale Country Club on May 29. Brothers Jim McCarthy and John Rusnak are working hard to make this dance a success.

Recently we had a tour of the United Parcel Service. This company is responsible for sorting and delivering packages which arrive from all parts of the country and must be delivered in Chicago. We want to thank Brother Turilli for making this tour possible.

We may not have any Ben Hogans in our chapter but a recent golf tournament showed we have some brothers who can shoot in the 70's and 80's.

Our baseball team has won the round in the sectional playoffs. With Captain Wilkas and Coach Roscoe as the leaders, we expect to have a great team. In addition to the baseball team winning its games, the basketball team, coached by Joe Pastore and led by Larry Wilkas, won the intramural championship.

At the last initiation we had 26 pledges who became brothers that day. They are: Bob Augustyn, Tom Brandt, Bill Ceas, Bill Cronin, Steve Culen, Bob Finnerty, Ed Gardas, Burt Kain, Frank Kerrigan, Chuck Klien, Jim Kosmala, Frank Kromer, Dave Lighthall, Dick Luczak, Dan Neugebauer, Joe Romero, Bob Rychel, George Schober, Adolph Sitkiewicz, Bill Sobaski, Larry Sullivan, John Thomas, Frank Tyska, Phil Waters, and George "Ziggy" Zgliczynski.—JOHN E. WATSON

BUFFALO

ON MARCH 6 Alpha Kappa Chapter held a cocktail party for prospective members at Hartman's Restaurant on North Street. This function was well attended by the members who were on hand to greet and answer the many questions of those invited.

President Charles Barwell welcomed our guests, informed them of the purpose and ideals of Delta Sigma Pi and had the brothers introduce themselves. Brother Tom Felton narrated the slides sent from The Central Office. Alpha Kappa Chapter finds that these slides are not only impressive to prospective members but also answer many of their questions in the best possible way. Past President Tober, our chapter advisor, gave a brief history of Alpha Kappa Chapter and of Delta Sigma Pi. Vice-Presidents Barrett and Voltz welcomed the guests and answered questions put to them. Brother Voltz assured them that in the near future he would become better acquainted with them, since he is in charge of pledge training. Brother George Weber informed prospective members of the financial structure of Delta Sigma Pi and Alpha Kappa Chapter. After all questions had been answered, the future members were given questionnaires to be filled out and were told that those who were selected would receive a letter informing them of the next meeting.

On March 20 Alpha Kappa Chapter will hold a business and professional meeting at the Buffalo Turn Verein Club. Our guest

speaker will be Brother Thaddeus Dulski, councilman of the Walden District. Brother Dulski will be presented with a Life Membership. Dinner will be served at 6:00 p.m. Following the talk by Brother Dulski, Alpha Kappa Chapter will hold a Yellow Dog Initiation.—JOSEPH A. VOLLMAR

OHIO U.

ALPHA OMICRON CHAPTER at Ohio University held its second semester rush party at the Berry Hotel on February 25. Slides of "The Story of Delta Sigma Pi" were featured.

On March 16, Brother James D. Thomson, executive secretary of the fraternity, will visit our chapter. On this date elections of officers will also be held. We applaud the outgoing officers who have done an outstanding job in making our chapter known on campus: Victor Ptak, president; Michael Henry, senior vice-president; John Schwab, vice-president; L. DeWitt Reed, secretary; Niles Saari, treasurer; Paul Holter, ritual chairman; Gerald Kinnane, social chairman.

The members and pledges of Alpha Omicron Chapter will depart for Newark, Ohio, on March 25 to visit the Kaiser Aluminum Company.

Our chapter is exceptionally proud of the article which appears in this issue of The DELTASIG on Ohio University's Sesquicentennial. Ohio University has steadily progressed in the last 29 years—and Alpha Omicron with it. Recognition should go to Brothers Robert McCune, Victor Ptak, and Kenneth Burns, whose hard work made this article possible.

Our Chapter Efficiency Contest chairman, Brother Burns, shows optimism about our chapter entering the select circle of those with 100,000 points. A large portion of these points have already been submitted to The Central Office, and all the brothers are certain we can attain our mark.

In June we will lose 14 brothers by graduation, and it is with regret that we see them leave. We wish them luck and success in the future. However, with 19 new initiates last semester and the great interest shown by the possible pledges this semester, we are assured of a strong chapter next year.—JOHN L. WATSON



A RECENT MEETING of Alpha Omicron Chapter at Ohio University in Athens, Ohio.



MRS. ALICE WRIGHT (extreme left), wife of our Executive Director, prepares to present traditional bouquet to the chosen "Rose" of Beta Chapter at Northwestern University, Mrs. Jean Beaulieu (third from left). On either side of Mrs. Beaulieu are "Rosebuds" Miss Nana Replogle (left) and Miss Joan Sheriff (right).

INDIANA

ALPHA PI CHAPTER at Indiana University is being guided through the present semester under the very competent leadership of Needham Hurst, president; Charles Sims, senior vice-president; Edwin Byrd, vice-president; Larry Parker, secretary; Norris Krall, treasurer; Jack Minoff, chancellor; Dan Geist, historian; John Bugay, ritual chairman; Norman Kassenbrock, social chairman; Tom Hoemig, correspondent; Edward Clark, chairman of the Chapter Efficiency Contest; and Norman Deunk, faculty adviser.

Highlights of this semester's activities were our tours of the Kurfees Paint Company, Louisville, and the Indianapolis Division of the Chrysler Corporation. Industrial tours are consistently popular with the chapter, because it is a very pleasant way to acquire some information and enlightenment.

Our very successful spring rush was started off by a rush smoker, at which Mr. Burton Canaday, vice-president of the Indianapolis National Bank, delivered an excellent speech. Fine speakers at our meetings have been typical this semester, with Brother Norm Kassenbrock doing a highly commendable job in selecting them. Our Executive Secretary, Brother J. D. Thomson, of Chicago, honored us with a visit at the March 11 meeting, at which Harold F. Lusk, chairman of the business law department, spoke to the group. We are all eagerly awaiting the annual banquet and initiation this month, another event which is at the top of the popularity list.

Sports have stepped into the limelight this semester and have received enthusiastic support by the chapter. We defeated the Alpha Kappa Psis in a hard-fought and exciting football game by a score of 14 to 13 and have a softball game scheduled with this same group this month. If the determination shown by the chapter is any indication, it looks as though we are going to make a clean sweep of the contests with this opponent. A pledge-active softball game, to be played for the first time this spring, is generating a lot of good-natured rivalry between the brothers. We hope to make this an annual event.

Our chapter, in expanding its relations with other business organizations on campus, is

playing an active part in the newly reorganized Collegiate Chamber of Commerce. Each year the chapter president will sit as one of the members of the board of directors of that group.

All in all, it has been a very pleasant and educational semester thus far for Alpha Pi Chapter. The schedule for the remaining weeks of the present school year promises to be equally rewarding.—TOM HOEMIG

MARYLAND

GAMMA SIGMA CHAPTER at the University of Maryland is busy with various activities, on and off-campus, in the closing weeks of this semester.

By the time the May DELTASIG appears we will have completed an industrial tour of the Chesapeake and Potomac Telephone Company in Washington, D.C.

A great deal of interest in this enterprise was stimulated recently by the talk given to Gamma Sigma Chapter at a professional dinner. Mr. Frank M. Holmes, commercial manager for the Hyattsville, Maryland area, and Mr. Horace Hampton, division plant manager for the Washington Metropolitan area, spoke.

Our brothers will be accompanied on this trip by prospective pledges and interested alumni members. We will observe several new features of the Chesapeake and Potomac Company, particularly the new method of recording the placement of telephone calls on tape, which, in turn, is transcribed onto the customer's bill.

A gala formal ball is planned for this month (May) to welcome new campus leaders into Gamma Sigma Chapter of Delta Sigma Pi. The dance will be held in a Washington hotel.

Among other functions planned by our capable social chairman is a picnic to be held on Chesapeake Bay near Annapolis. The brothers are looking forward to the boating, bathing, and water skiing facilities which will be available as part of the day's festivities.

Brother Dick Barth, Gamma Sigma Chapter's dynamic president, currently has under consideration a long-range program of activities which will extend into next fall. One of the primary objectives of this program is the leasing of a fraternity house by September.

With every indication that our plans will be successful, the brothers of Gamma Sigma Chapter are eagerly looking forward to the eventful months ahead.—ROBERT E. BAECHTOLD

NEW YORK

ALPHA CHAPTER AT New York University started the new year with an all-out effort to reach the top of the list in the Chapter Efficiency Contest. We have already submitted a large portion of the total 100,000 points to The Central Office. Under the guidance of Brother Edwin Hughes, enthusiasm is running high. This is the year!

The first activity of the year was the initiation of five new brothers and two faculty brothers. The faculty members were Professor James C. Drury and Dean Waldo Buckham. They all attended an initiation dinner the following Sunday. Some of the brothers worked up an appetite by pushing Brother Charles Gesino's stalled car to a garage.

Rushing for the new pledge class was sparked by a combination professional-smoker meeting. Professor Toch of the School of Commerce gave a talk on Latin America and its industrial potential. A sound film was included in the presentation. As a result of the rushing procedure, 15 men were pledged to the fraternity on March 4. Under the direction of Brothers Donald O'Leary and Daniel Solazzo, the pledge training period has begun.

Alpha Chapter's well-rounded calendar of professional activities got off to a flying start with the appearance of Brother James C. Drury at our first professional meeting. Professor Drury presented a sound film and talk on the "Autopsy of a Lost Sale." He also gave a brief talk on some "dolls." (Shucks! . . . they were vinyl-plastic!) It was his account of a sales promotion on a low budget. Brother Mac Smith, head of the professional committee, has planned a tour to the Continental Can Company of New Jersey. Brother Bernie Van Kleef, of the committee, has lined up a professional speaker from Dun and Bradstreet for our next professional meeting.

Brother Joseph Genovese's social committee started Alpha Chapter's new year with a party with 20 girls from Hunter College. Despite the cold weather, everyone attending had a great time. The next event on the social calendar is a similar party with the girls of Theta Nu Sorority of Queens College.

The election of officers for the spring term was held. The new officers are: Charles Gesino, president; Donald O'Leary, senior vice-president; Daniel Solazzo, vice-president; Joseph Macaluso, treasurer; Edwin Hughes, secretary; Mac Smith chancellor; Robert Hepps, historian, and Sam Pinyuh, house manager.—LARRY A. CHRISTIANSEN, JR.



A BANQUET HELD recently by Alpha Omicron Chapter at Ohio University.

KENT STATE

BETA PI CHAPTER, with the coming of spring, is looking forward to a number of activities to keep everyone busy. The spring quarter is always the most active time of the year for us. In addition to the all-university events of Campus Day, Rowboat Regatta and others in which we participate, we have our annual dinner dance and field trip for the quarter.

We have not been hibernating during the winter though by any token. Our first initiation banquet was a great success with a good turnout of faculty and alumni members. The guest speaker was Mr. E. Perkins McGuire, president of the Sterling, Linder, Davis Department Store in Cleveland. His topic was "What Business Expects from the College Graduate." Four brothers were initiated—Sherwin Snyder, Mile Garronski, Bill Fudale, and Gil White.

The Federal Reserve Bank of Cleveland was the scene of our most recent field trip. Prior to the tour through the bank we were shown two films. The first concerned the operation of the bank and the area served by it. The second was a short, complete history of the Federal Reserve System. However, the highlight of the day was the opportunity of handling \$100,000 in \$100 dollar bills and \$80,000 in \$20 bills. We were accompanied on the trip by the local chapter of Phi Gamma Nu, women's business honorary.

Our annual Monte Carlo night was held at the chapter house during February, and as usual it was highly enjoyed by everyone present. This activity is the Kent State counterpart of the famous gambling city. All of the usual gaming devices are used. The only catch to it is that the money is not genuine spending stuff. The winner of the most "money" at the end of the evening is awarded a prize.

Through the generous efforts of our local alumni club we now have a pledge scholarship fund to be awarded to the outstanding pledge of the year. Pledges will be rated by the active chapter on such traits as initiative, leadership, sociability, co-operativeness, and a number of other things. Points will then be compiled by the alumni club, and the winning man will receive a year's fully paid tuition. This project should be an excellent drawing card for future pledges, and it should be a stimulus to all of those who do pledge. We are deeply indebted to the alumni club for this demonstration of their interest in Beta Pi Chapter. As long as this kind of brotherhood and common interest prevails, we need have no apprehensions of what the future holds for us. It sort of renews your faith in mankind.—DELYN KEGLEY

JOHNS HOPKINS

ALL THINGS MUST come to an end, and so it is with the 1953-54 school year. To some it is the end of their college education, signifying their readiness to qualify for a place in the business world. To others it is the end only of their undergraduate education, signifying their readiness for endeavor in graduate work. And to still others it is only the end of another school year, signifying completion of another part of their education and one step further on the road to a college degree. To you who are graduating, "Good Luck!" and we'll see you in alumni club activities. To you who will be back with the active chapter next year, "Keep up the good work!" It is you who are of prime importance to Chi Chapter, for to you falls the inheritance of responsibility

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to keep your chapter on top. You brothers who remain in the active chapter must use every effort to strengthen the ranks and bring forth the leaders and support them. As individual fraternity members you will be looked upon to bring honors to Chi Chapter and strength to Delta Sigma Pi. Your efforts will not be without return, for what work and time you expend in your endeavors for Chi Chapter will be rewarded by the pleasure of association, true friendship, and sincere relationship with those you know to be your brothers now as well as later in life; for "once a Deltasig always a Deltasig."

Looking back over the past year, we can view the high and low spots in our fraternity activity. There have been many interesting and edifying professional meetings and tours, among them the very enlightening and entertaining demonstration by the representative of the C. & P. Telephone Company, and the tour through the VA Hospital, followed by an enjoyable luncheon (at which our chancellor got "seconds" and "thirds"). Chi also had some fine social affairs, the fall dance being outstanding. Our meetings were well led and attended. Our membership drives were successful, bringing outstanding fellows into the chapter. Oh yes, there were some rough spots in the year's activity program, but extra effort re-

moved them and the whole has been shaped into a smooth, successful year.

We still have just a little time left before we part, so before we do, may we bid you all a very pleasant vacation. Rest up, relax, and be back next year ready to better this year's record.

Remember the June dance. This year we know that every alumni and active member wants to meet at the *big affair* of the year.—CHARLES A. KLATT

DETROIT—Gamma Rho

GAMMA RHO CHAPTER'S rush party held on March 13 was a big success. The prospective pledges were entertained with a program scheduled by Senior Vice-President Rudy Mattie and Vice-President Ray Westrick. The program involved giving the prospective pledges a history of Delta Sigma Pi and Gamma Rho Chapter and the introduction of officers and representatives of the faculty and alumni. President John Paul was pleased with the results of the party and the type of individuals Gamma Rho Chapter is going to pledge this semester. Each prospective pledge was recommended by a brother. At present we cannot say the number of pledges who will be initiated, but we are sure that Gamma Rho Chapter will have qualified replacements for the June 1954 graduates.

Rudy and Ray have outlined the best pledge program ever used by Gamma Rho Chapter to follow up the rush party. The pledges will have a working knowledge of fraternity life at U. of D. and will be accepted at the formal initiation to be held on May 15. An informal party will begin after the formal initiation, with the wives and girl-friends of the actives and alumni invited.

Another part of Gamma Rho Chapter's program has progressed to the highest point since this chapter's inception. This is the professional program under the direction of Brother Harold Spurney. Harold has enlisted the assistance of the National Association of Manufacturers in obtaining guest speakers for our professional program during this semester. The guest speakers, therefore, are individuals who can and are giving our members information every college student can use in the business world.

We are going to have fun galore in Cincinnati in '54 just to show you that Detroit's alive in '55.—JOSEPH P. SPANO



SHOWN AT GAMMA PI CHAPTER'S grand opening of their chapter room, The Key Club, are (left to right): J. D. Thomson, executive secretary of Delta Sigma Pi; Dr. S. M. Frizol, chapter moderator; Leonard Kuczora, past president of Gamma Pi Chapter, and Thomas Klinger, current chapter president.

UNDERGRADUATE

CHAPTERS

EASTERN REGION

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

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

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

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

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

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

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

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

PENN STATE (Alpha Gamma, 1932), DEPARTMENT OF ECONOMICS AND COMMERCE, STATE COLLEGE, PA.

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

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

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

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

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

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

SOUTHEASTERN REGION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

CENTRAL REGION

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

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

DETROIT (Gamma Rho, 1950), EVENING COLLEGE OF COMMERCE AND FINANCE, DETROIT, MICH.

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

ILLINOIS (Upsilon, 1922), COLLEGE OF COMMERCE AND BUSINESS ADM., URBANA, ILL.

INDIANA (Alpha Pi, 1925), SCHOOL OF BUSINESS, BLOOMINGTON, IND.

KENT STATE (Beta Pi, 1942), COLLEGE OF BUSINESS ADM., KENT, OHIO

LOYOLA (Gamma Pi, 1950), COLLEGE OF COMMERCE, CHICAGO, ILL.

MARQUETTE (Delta, 1920), COLLEGE OF BUSINESS ADM., 1217 W. WISCONSIN AVE., MILWAUKEE, WIS.

MIAMI U. (Alpha Upsilon, 1927), SCHOOL OF BUSINESS ADM., OXFORD, OHIO

MICHIGAN (Xi, 1921), SCHOOL OF BUSINESS ADM., ANN ARBOR, MICH.

MICHIGAN STATE (Gamma Kappa, 1949), SCHOOL OF BUSINESS AND PUBLIC SERVICE, EAST LANSING, MICH.

NORTHWESTERN (Chicago Division-Beta, 1914), SCHOOL OF COMMERCE, 339 E. CHICAGO AVE., CHICAGO, ILL.

NORTHWESTERN (Evanston Division-Zeta, 1920), SCHOOL OF COMMERCE, EVANSTON, ILL.

OHIO STATE (Nu, 1921), COLLEGE OF COMMERCE AND ADM., COLUMBUS, OHIO

OHIO (Alpha Omicron, 1925) COLLEGE OF COMMERCE, ATHENS, OHIO

WAYNE (Gamma Theta, 1949), SCHOOL OF BUSINESS ADM., DETROIT, MICH.

WESTERN RESERVE (Beta Tau, 1947), SCHOOL OF BUSINESS ADM., CLEVELAND, OHIO

WISCONSIN (Psi, 1923), SCHOOL OF COMMERCE, MADISON, WIS.

MIDWESTERN REGION

COLORADO (Alpha Rho, 1926), SCHOOL OF BUSINESS, BOULDER, COLO.

CREIGHTON (Beta Theta, 1930), COLLEGE OF COMMERCE, OMAHA, NEBR.

DENVER (Alpha Nu, 1925), COLLEGE OF BUSINESS ADM., DENVER, COLO.

DRAKE (Alpha Iota, 1924), COLLEGE OF BUSINESS ADM., DES MOINES, IOWA

IOWA (Epsilon, 1920), COLLEGE OF COMMERCE, IOWA CITY, IOWA

KANSAS (Iota, 1921), SCHOOL OF BUSINESS, LAWRENCE, KANS.

MINNESOTA (Alpha Epsilon, 1924), SCHOOL OF BUSINESS ADM., MINNEAPOLIS, MINN.

MISSOURI (Alpha Beta, 1923), SCHOOL OF BUSINESS AND PUBLIC ADM., COLUMBIA, MO.

NEBRASKA (Alpha Delta, 1924), COLLEGE OF BUSINESS ADM., LINCOLN, NEBR.

NORTH DAKOTA (Alpha Mu, 1925), SCHOOL OF COMMERCE, GRAND FORKS, N.D.

OMAHA (Gamma Eta, 1949), DIVISION OF BUSINESS ADM., 60TH AND DODGE STS., OMAHA, NEBR.

ST. LOUIS (Beta Sigma, 1946), SCHOOL OF COMMERCE AND FINANCE, 3674 LINDELL BLVD., ST. LOUIS 8, MO.

SOUTH DAKOTA (Alpha Eta, 1924), SCHOOL OF BUSINESS ADM., VERMILLION, S. DAK.

WASHINGTON (Alpha Chi, 1928), SCHOOL OF BUSINESS AND PUBLIC ADM., ST. LOUIS, MO.

SOUTHWESTERN REGION

BAYLOR (Beta Iota, 1930), SCHOOL OF BUSINESS, WACO, TEX.

LOUISIANA STATE (Beta Zeta, 1929), COLLEGE OF COMMERCE, BATON ROUGE, LA.

LOUISIANA TECH (Beta Psi, 1948), SCHOOL OF BUSINESS ADM. AND ECONOMICS, RUSTON, LA.

NORTH TEXAS (Delta Epsilon, 1954), SCHOOL OF BUSINESS ADM., DENTON, TEX.

OKLAHOMA (Beta Epsilon, 1929), COLLEGE OF BUSINESS ADM., NORMAN, OKLA.

OKLAHOMA A & M (Gamma Epsilon, 1949), DIVISION OF COMMERCE, STILLWATER, OKLA.

SOUTHERN METHODIST (Beta Phi, 1948), SCHOOL OF BUSINESS ADM., DALLAS, TEX.

TEXAS (Beta Kappa, 1930), COLLEGE OF BUSINESS ADM., AUSTIN, TEX.

TEXAS TECH (Beta Upsilon, 1947), DIVISION OF BUSINESS ADM., LUBBOCK, TEX.

TEXAS WESTERN (Gamma Phi, 1951), DEPARTMENT OF ECONOMICS AND BUSINESS ADM., EL PASO, TEX.

TULANE (Gamma Mu, 1949), COLLEGE OF COMMERCE AND BUSINESS ADM., NEW ORLEANS, LA.

TULSA (Beta Chi, 1948), COLLEGE OF BUSINESS ADM., TULSA, OKLA.

WESTERN REGION

ARIZONA (Gamma Psi, 1951), COLLEGE OF BUSINESS AND PUBLIC ADM., TUCSON, ARIZ.

ARIZONA STATE (Gamma Omega, 1951), DEPARTMENT OF BUSINESS ADM., TEMPE, ARIZ.

CALIFORNIA (Rho, 1922), SCHOOL OF BUSINESS ADM., BERKELEY, CALIF.

NEW MEXICO (Gamma Iota, 1949), COLLEGE OF BUSINESS ADM., ALBUQUERQUE, N.MEX.

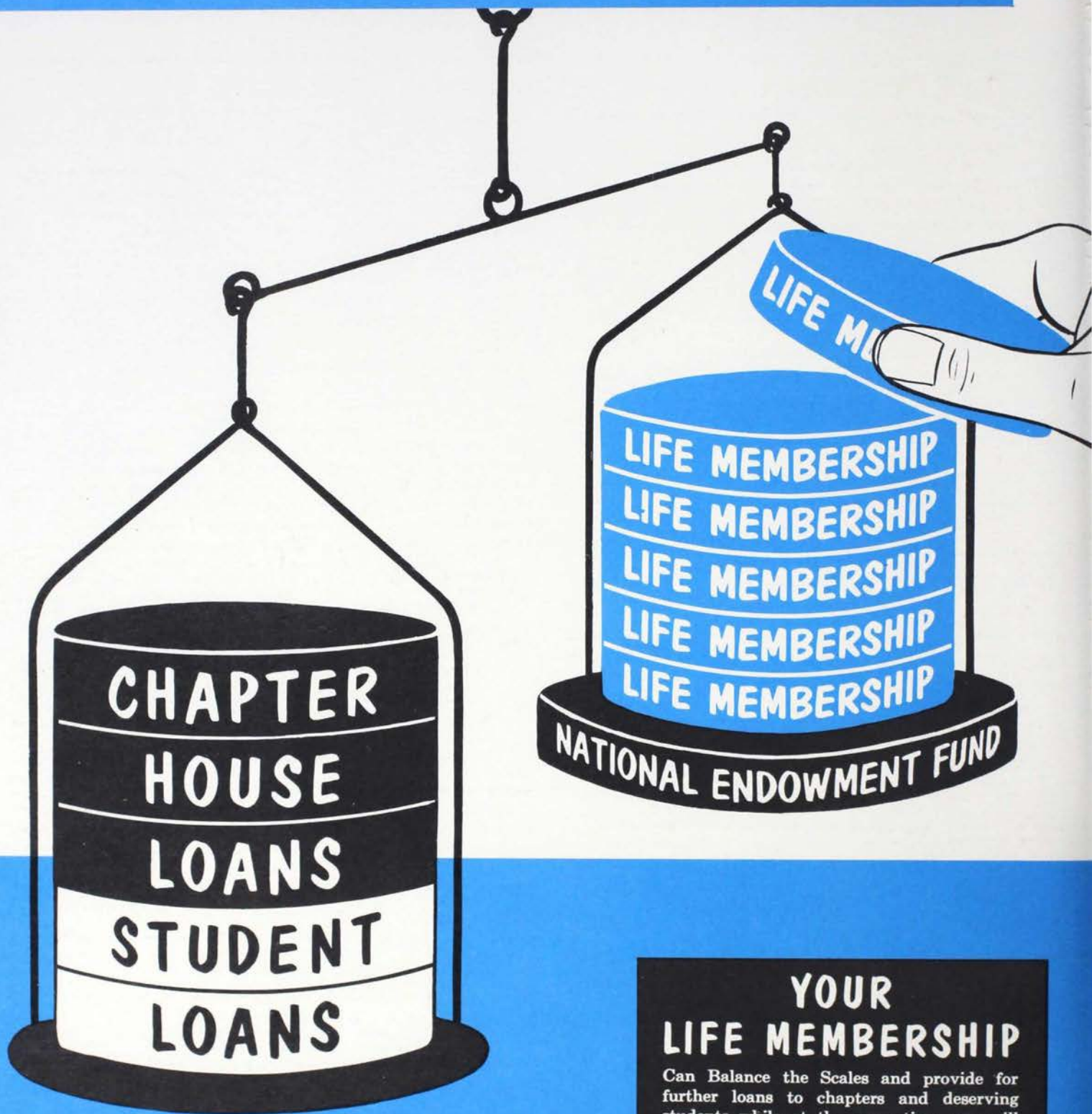
SAN FRANCISCO (Gamma Omicron, 1950), COLLEGE OF BUSINESS ADM., SAN FRANCISCO, CALIF.

SANTA CLARA (Gamma Xi, 1950), COLLEGE OF BUSINESS ADM., SANTA CLARA, CALIF.

SOUTHERN CALIFORNIA (Phi, 1922), SCHOOL OF COMMERCE, LOS ANGELES, CALIF.

UTAH (Sigma, 1922), COLLEGE OF BUSINESS, SALT LAKE CITY, UTAH

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