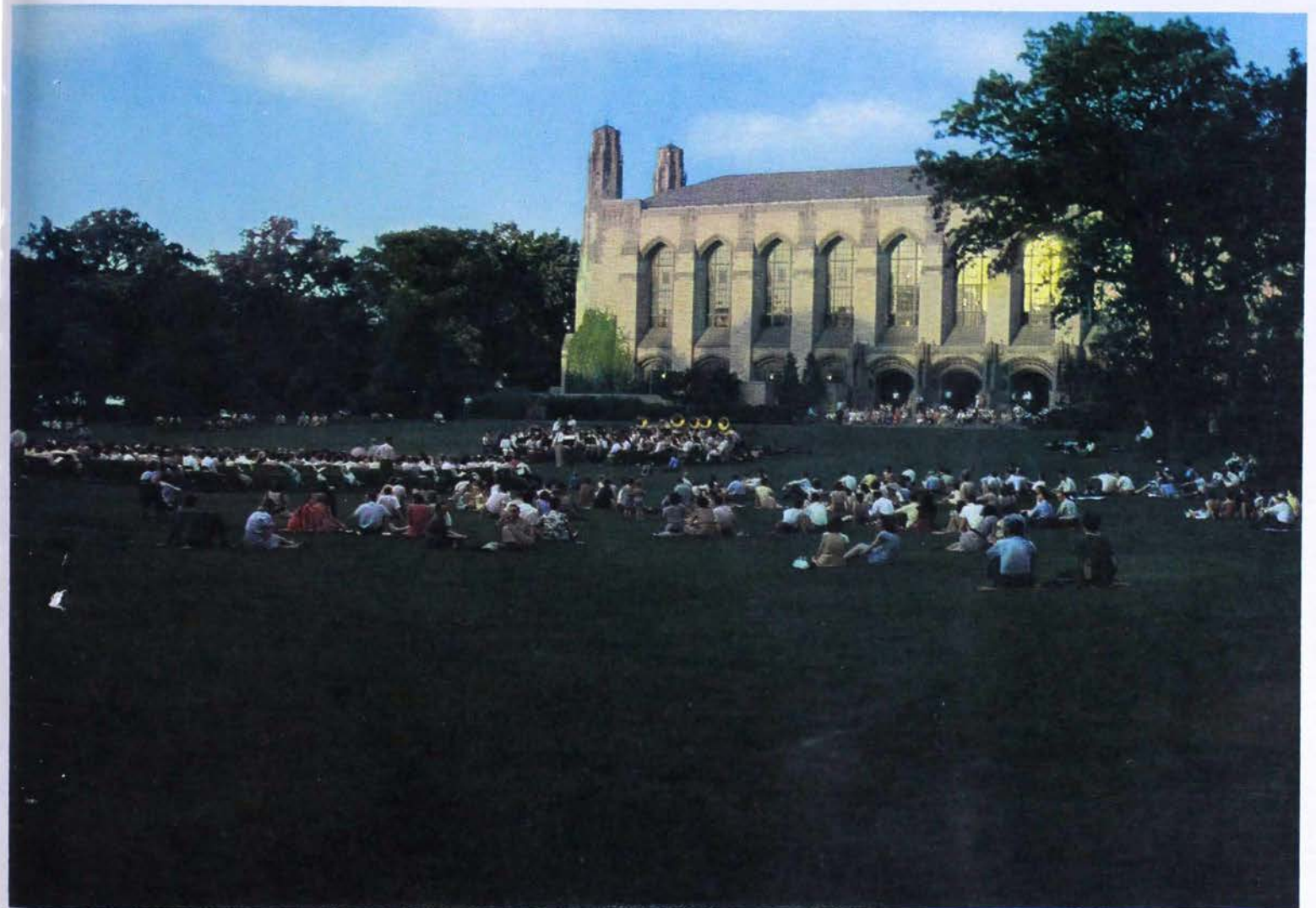


The

DELTA SIG

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



Northwestern University, Evanston, Illinois

PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY

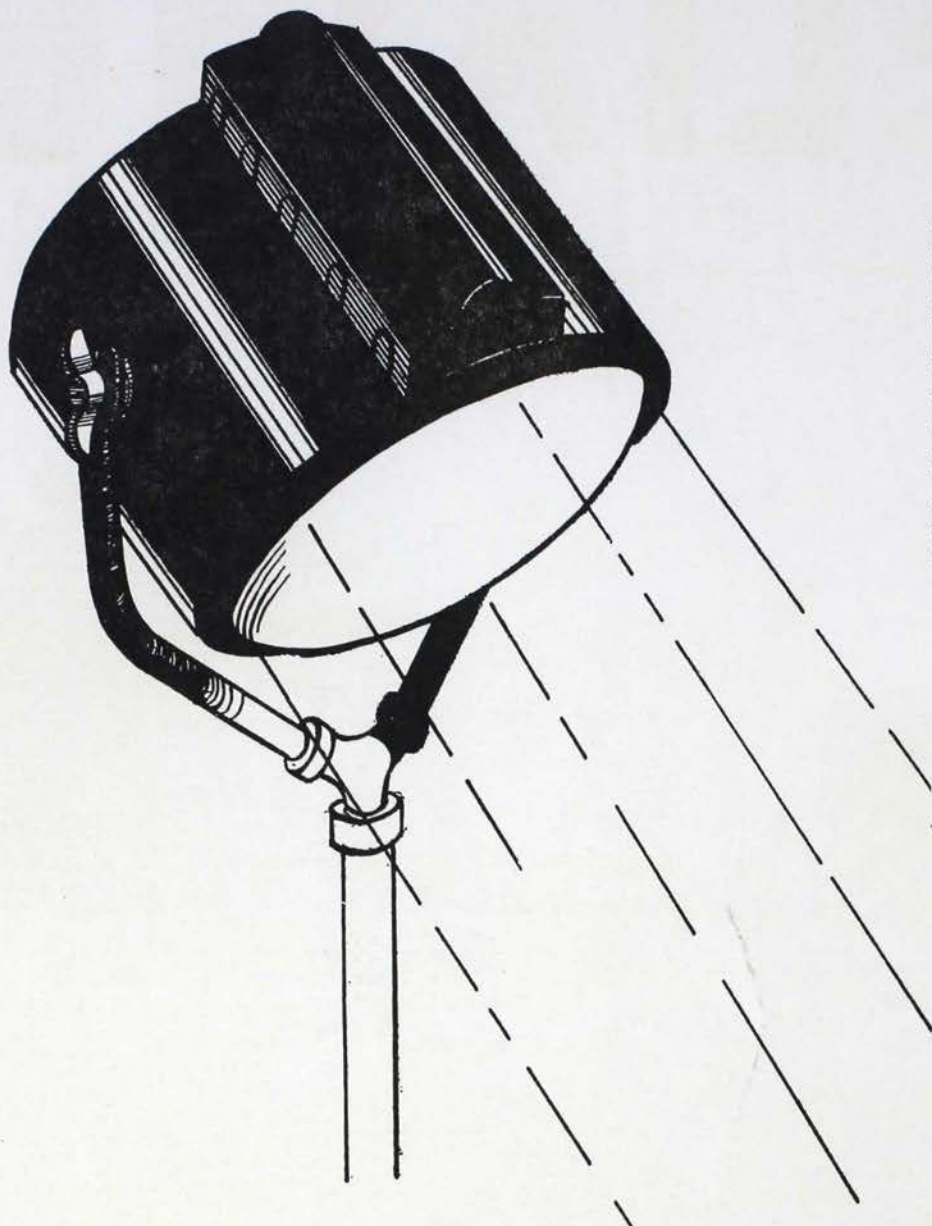
FOUNDED 1907

MAY 1959

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.



IN THE PROFESSIONAL SPOTLIGHT

RECOGNIZED this month for their inclusive professional program is Sigma Chapter at the University of Utah pictured here during a recent tour of the Pacific Northwest Pipeline Corporation in Salt Lake City, Utah.



The DELTASIG

OF DELTA SIGMA PI

... in this issue

Editor

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Associate Editor

JANE LEHMAN

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Our Cover

The beautiful Deering Library of Northwestern University in Evanston, Illinois, is featured on our cover to continue our university series. We are indebted to Shostal of New York, the photographers, and the Lumbermens Mutual Casualty Company for making this color print available to us.

DELTA SIGMA PI is a charter senior member of the Professional Interfraternity Conference, organized in 1928. The members of the Conference comprise: ARCHITECTURE, Alpha Rho Chi. CHEMISTRY, Alpha Chi Sigma. COMMERCE, Alpha Kappa Psi, Delta Sigma Pi. DENTISTRY, Alpha Omega, Delta Sigma Delta, Psi Omega, Xi Psi Phi. EDUCATION, Kappa Phi Kappa, Phi Delta Kappa, Phi Epsilon Kappa, Phi Sigma Pi. ENGINEERING, Theta Tau, Sigma Phi Delta. LAW, Gamma Eta Gamma, Delta Theta Phi, Sigma Delta Kappa, Phi Alpha Delta, Phi Beta Gamma, Phi Delta Phi. MEDICINE, Alpha Kappa Kappa, Theta Kappa Psi, Nu Sigma Nu, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Lambda Kappa, Phi Rho Sigma. MUSIC, Phi Mu Sinfonia. PHARMACY, Alpha Zeta Omega, Kappa Psi, Rho Pi Phi, Phi Delta Chi.



From the Desk of The Grand President



HOMER T. BREWER
Kappa—Georgia State

OCCASIONALLY I have a chance to visit with a single chapter, usually one near Atlanta, and last fall I met with some 30 chapters at three Regional Meetings, but the greatest time of all will be next August when I will meet all of you at the 22nd Grand Chapter Congress.

Our chapter programs are full of professional and social activity, and we enjoy working with our brothers to get these things done while administering and perpetuating a good chapter. Here we are dealing with our chapter brothers who may become very close friends. And it is here in our chapter and on our campus that most of the professional improvement we seek is achieved.

But don't forget that there are other Deltasigs than those in your chapter. There are other Deltasigs in the chapter at the next campus, with whom you can have professional and

social meetings. There may be a dozen chapters you could have visited at your Regional Meeting last Fall. It is the lucky Deltasig, however, who, either as an official or an unofficial delegate, has this opportunity to attend a Grand Chapter Congress.

At the Congress you will meet men from other chapters who are doing the same things you are, maybe in a different way, maybe in a better way. You may teach the others some especially effective rushing or pledge training gimmick. But above all, you will actually experience the fact that Delta Sigma Pi is international and that it is an institution of real importance to the business community. You will exchange the fraternal handclasp with the men of the other 94 chapters who are your brothers.

See you in Cincinnati.



IT IS DIFFICULT to believe that the entire college year is about gone, as there are still many things unfinished that were on this year's schedule. Our disappointment in this is more than offset by the accomplishments that were not planned last Fall, yet are realities today. In particular, we find three new chapters on our roll, Delta Omicron at San Francisco State College, Delta Pi at the University of Nevada, and Delta Rho at Ferris Institute. We are also enthusiastic about the new strength in our chapters at Illinois, Louisiana State, Tennessee and Utah.

It is a rather tough routine while we are doing it, but the extensive travel program, which was conducted by the na-

A Word From The Central Office

tional officers during this past year, probably helped to create this progress, and therefore it was most worthwhile.

Some of the fruits of this year's efforts are still to come, which also brings smiles when we survey the year's activities of The Central Office. In general the "word" from The Central Office is mighty good with a promise of even better to come. We hope that hundreds of you will be in Oxford and Cincinnati in August for the 22nd Grand Chapter Congress and a first hand look at The Central Office. Don't take our "word," come and see for yourself, the extensive facilities and operation that comprise your Central Office.—JIM THOMSON



The DELTASIG

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

Georgetown University Dedicates Building to Reverend Edmund Walsh

GEORGETOWN UNIVERSITY, long known around the world for its outstanding School of Foreign Service, dedicated a magnificent, functional, and modern classroom building this past fall. The building, named the Edmund A. Walsh Building, is so named for the founder of the School of Foreign Service and Regent of the university for more than 35 years.

Present at the dedication ceremonies on October 13, 1958, were President Eisenhower and many other dignitaries of world affairs. President Eisenhower received an honorary Doctor of Laws degree at the dedication, and unveiled a bust of Father Walsh in the Hall of Nations auditorium.

AN ARCHITECT'S SKETCH of the new Edmund A. Walsh Building at Georgetown University which houses the School of Foreign Service and the School of Business Administration.



The building is situated on a rise overlooking the Potomac River. Within its walls are administrative offices, classrooms, lecture rooms and an auditorium. All of the latest modern facilities of the day were incorporated by the architects to make this edifice outstanding and functional for the School of Foreign Service. The building will accommodate students of three university departments: The Edmund A. Walsh School of Foreign Service, the School of Business Administration, and the Institute of Languages and Linguistics. The Walsh Memorial Building is linked together with the adjoining buildings on every floor. These other



THE REVEREND EDMUND A. WALSH, S.J., founder of the Georgetown University School of Foreign Service. The new Walsh Building at Georgetown is dedicated to his memory.

buildings have been completely renovated and together form an entire air conditioned unit.

The showplace of the entire building is the Hall of Nations. It has a seating capacity of over 400, and has walnut and aluminum predominant as building materials. Containing over 60 different flags from all over the world, this auditorium is rightfully named the "Hall of Nations." The seal of the United Nations is displayed on the walnut wall behind the rostrum. The lighting is such that it can be controlled to give any degree of brilliancy. The hall is also soundproof, making it ideal for Mass, lectures, or dances.

Situated in the lobby of the Walsh Memorial Building is a plexiglass globe of the world. Ten feet in diameter, this globe is illuminated from within and rotates at the rate of once every three minutes. The markings on the globe look very modern,



THE BEAUTIFUL FACADE and main entrance of the new Edmund A. Walsh Building at Georgetown University which was dedicated in October, 1958.

and are really color designs indicating ocean currents and mountains, portraying the main lines of communication and travel on the earth's surface. Major cities of the world can be seen on the globe.

Other features of the building include a public address system permitting programs to be transmitted to every part of the building. A student lounge is located

in the lower section of the building. A library containing 5,000 volumes and a seating capacity of 100 is mainly a reference room. The multilingual conference room, which uses the same interpretation system employed at the United Nations, and language laboratories and listening booths are located on the top floor.

Father Edmund A. Walsh died two years before the dedication of the building named in his honor. Four years previously in 1952, Father Walsh had celebrated his Golden Jubilee for half a century as a Jesuit and thirty-seven years spent in the service of Georgetown University. He was known for his achievements as an educator, diplomat, governmental advisor, and historical author and commentator.

Mu Chapter of Delta Sigma Pi was founded on the campus of Georgetown University over thirty years ago. During its many years of operation over 600 men have become brothers. Mu Chapter alumni are scattered over the globe representing Delta Sigma Pi and Georgetown University.

The scope of Mu Chapter's professional activities have always been the envy of the other fraternity chapters that have not been so fortunate as to be located in Washington, D.C. Many Congressmen and diplomats from other countries are

members of Mu Chapter and have participated in its activities since its inception.

A highlight among its years of existence was the Eastern Regional Meeting of Delta Sigma Pi that it sponsored in Washington, D.C. in 1950. A record number of Deltasigs in attendance from the Eastern Region Chapters will always re-



AS YOU ENTER the Edmund A. Walsh Building at Georgetown University, the first thing to catch your eye is the huge revolving globe which is lighted from within and made of plexiglass.

member this outstanding convention at which the late Father Edmund Walsh, to whom the new building has been dedicated, was one of the principal speakers.



THE HALL OF NATIONS in the new Edmund A. Walsh Building at Georgetown University is one of its fine features.

"VAS YOU EFFER IN ZINZINNATI?"

Plan now to attend the
22nd Grand Chapter Congress
of
DELTA SIGMA PI
Cincinnati and Oxford, Ohio
August 30-September 2, 1959



TYLER DAVIDSON FOUNTAIN
- CINCINNATI -

UNION TERMINAL
- CINCINNATI -

CENTRAL OFFICE BUILDING
- OXFORD -

Cincinnati and Oxford Are Ready. Have You Registered?

MONTHS OF PLANNING and work are rapidly coming to a head as Oxford and Cincinnati swing into the final phases of preparation for the 22nd Grand Chapter Congress to be held on August 30-31 and September 1-2 of this year.

Headquarters for the convention is the Sheraton-Gibson Hotel, one of Cincinnati's finest and a long time favorite of conventioners. Within the hotel, visitors will find a complete range of services ranging from restaurants and cocktail lounges to a bowling alley, recreation room, and barber shop. A full and trained staff insures the finest in room service and accommodations. Located in the heart of the city adjacent to famous Fountain Square, the hotel is also within easy walking distance of major shops, department stores, theaters and restaurants. Other popular night life and sightseeing attractions are located within a few minutes walk, drive or bus ride. The University of Cincinnati, home of the cooperative system of education, is also readily accessible and will prove an interesting visit for undergraduates and graduates alike.

Delta Sigma Pi's who are able to arrive early or stay a few days after the convention will find the midwest offers abundant vacation opportunities. Whether one's interests extend toward culture and history, sightseeing, sports or just relaxation, Cincinnati, Oxford and surrounding areas will gratify his desires. Or, if vacation plans have already been made, the central location of Cincinnati and Oxford makes possible a convention-vacation tie

in. Whether one is heading North, South, East or West for his vacation, the chances are a side trip through Cincinnati can be arranged with a minimum of mileage and expense.

From all respects, visitors to "Zincinnati" and nearby Oxford will find a treat in store for them. Never before has a Delta Sigma Pi convention had more to offer than the coming 22nd Grand Chapter Congress. A convention-minded city as host, complete facilities, a well planned and balanced program for both men and women, the proximity of the Central Office and its attractions, low cost, the central location for the nation, and all the corollary advantages of attending a Grand Chapter Congress add up to a four-day trip Delta Sigma Pi's can't afford to miss. Brothers who haven't planned to attend should make plans now. Those who are planning to attend but haven't as yet registered should do so immediately. A look at the following paragraphs will help explain why.

HAVE YOU REGISTERED for the Bavarian Party? First scheduled event for the men is the get acquainted party on Sunday evening. A buffet dinner and appropriate refreshments will be on hand to satisfy the appetite as acquaintances are renewed and new friendships are made to a background of old style German hospitality and good cheer. A brother may not know many people when he enters, but with informality the rule, there should be no strangers when he leaves. As the evening wanes, there will still be ample

time for brothers to continue conversations, meet late arrivals and plan for the days ahead.

AND HAVE YOU REGISTERED for the business meetings, delegate's luncheon, regional meetings, and Grand Chapter Congress Banquet? These events will comprise the second day's activities for the men.

Quite often we become so engrossed in meeting new friends, seeing the sights and the more informal aspects of a convention that we are prone to subordinate the real purpose of the four-day meeting—a Grand Chapter Congress. Although much important and helpful information is obtained in the individual conversations between brothers, the more formal gatherings offer concise and directed answers to many problems facing the fraternity as a whole and in its parts. At the opening business session and later at the regional meetings, members will find many challenges to tax their initiative and experience. It is hoped that all brothers will avail themselves of the opportunity presented by these meetings and participate to the fullest degree.

Between the Regional Luncheon and Grand Chapter Congress Banquet, brothers will witness the installation of the Honorary Member-at-Large. Never does a brother witness the ritual that he doesn't remember the day he took his vows of membership and learned the sacred obligations assumed. This is especially true when the neophyte is an outstanding personage and the ritual team is composed

of a select group of men from the Grand Council. It is a thrilling performance that none will want to miss.

Following the banquet, members will have time free to see a bit of the town and enjoy the offerings of the city. All in all a busy day, but only a preview of more things to come.

HAVE YOU REGISTERED for the trip to Oxford and visit to The Central Office? This will be a must for every member in attendance. For many, it will be the only chance they will have to view the heart of our fraternity, The Central Office. Located on the edge of the Miami University campus, The Central Office is constructed in the same Georgian style architecture as many of the other buildings and is often mistaken as part of the university. The buildings, the campus, and surrounding town all are part of the natural growth of a college begun in 1809, established as a land grant college for higher learning. Many of the original buildings have been replaced with larger and more adequate buildings, but the style, charm, and atmosphere of the school and town has remained.

Besides touring The Central Office, members will be able to view the lovely Formal Gardens of the University, inspect the campus, and enjoy a leisurely luncheon in the new Student Center building. In 1959 Miami University will celebrate its Sesquicentennial. Many visitors will be heading toward Oxford in this year of celebration, and so in sharing with Cincinnati the hosting of the 22nd Grand Chapter Congress, The Central Office, Oxford, and Miami University will long remain a lasting memory.

Although it is the highlight of the day, the trip to Oxford is not the only scheduled event for Wednesday. Prior to boarding the buses for the trip to Oxford, panel discussion meetings will occupy the major portion of the morning.

When the afternoon in Oxford ends, brothers will again board buses for the return jaunt to Elsaesser's Farm on the outskirts of Cincinnati where they will enjoy a buffet dinner, stag party and time honored tradition of initiating new men to the ranks of the Yellow Dogs.

HAVE YOU REGISTERED for Wednesday, September 2? The fourth and final day of the meeting, like its predecessors, offers a full and varied schedule including panel discussions in the morning, the final business meeting in the afternoon and the Grand President's Dinner and Grand Ball in the evening.

The morning's panel discussions will again present items of interest to all chapters. By comparing past experiences, problems and solutions, officers and members will acquire new insight into the realm of activities in which our various chapters are engaged. Nothing is quite so rewarding and beneficial as the free exchange of ideas offered by these discussions.

Election of the new Grand President will be the outstanding order of business as delegates assemble in the afternoon for the final business meeting at 2:00 P.M. Brothers who have attended previous meetings of the Congress will agree that the final business meeting invariably offers a great deal of excitement as issues of national interest are brought to the floor by representatives of our undergrad-



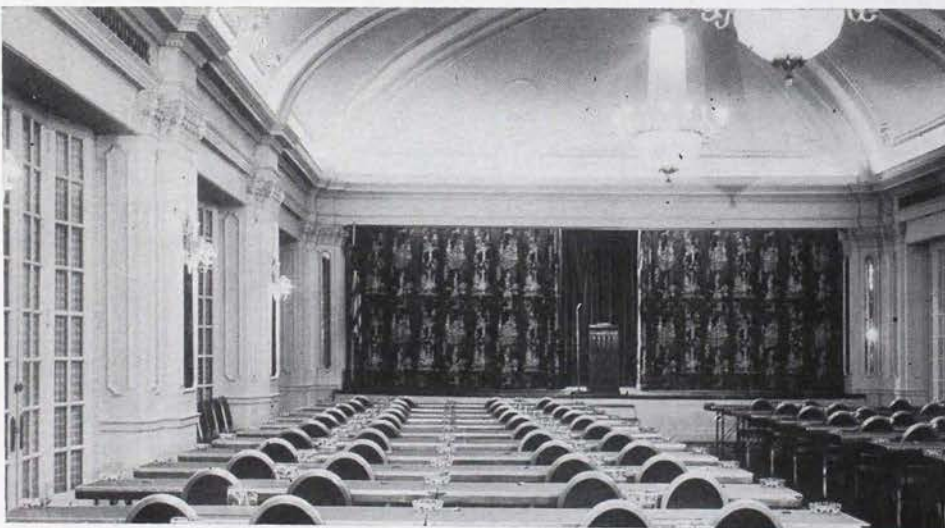
THIS FAMOUS LANDMARK, the Tyler Davidson Fountain, will be remembered by the Delegates to the 22nd Grand Chapter Congress as the first sight they saw when peering from their hotel windows in Cincinnati this August.

uate chapters and alumni clubs.

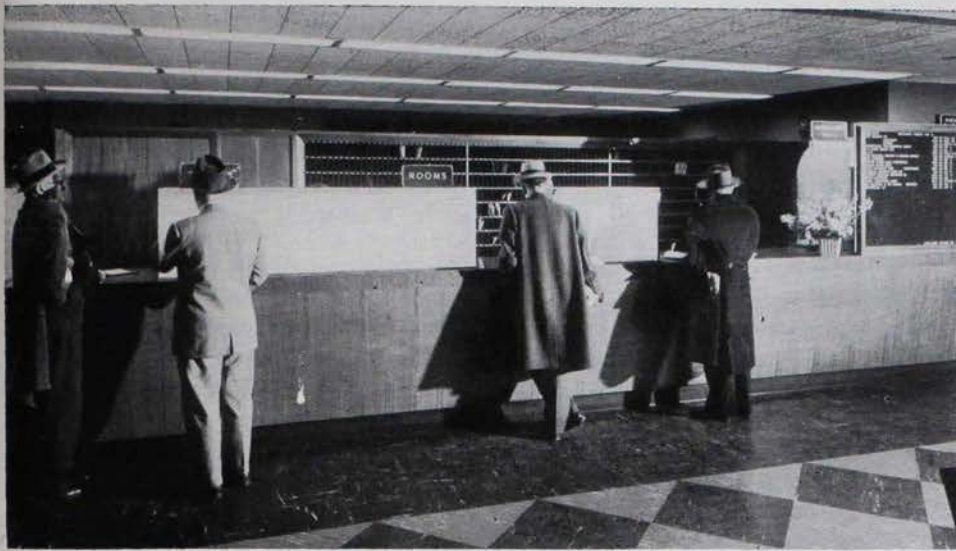
Last, but far from least, of the Grand Chapter Congress schedule are the Grand President's Dinner and Grand Chapter Congress Ball, both of which will be held in the spacious Sheraton Roof Garden atop the hotel. A date bureau has been arranged for out of town brothers desiring dates for the evening. Ample time will be allowed between the affairs to provide for picking up dates and freshening up for the dance. Feature points in the Ball will be the award of the diamond badge to some lucky member and the attendance trophy to the conscientious chapter having the highest total of man miles traveled to the convention.

HAVE YOU REGISTERED? If not, tear out the advance registration form and send it in today. Total registration fee for all events during the four day meeting has been set at a low of \$36.00 for the men. The advance registration fee of \$4.00 is applicable to the \$36.00 and makes a brother eligible to participate in the drawing for the Diamond Badge. Details of the ladies' registration fee and program are contained in later paragraphs. Room accommodations should be handled directly with the Hotel Sheraton-Gibson to prevent possible confusion and delay.

We have said it before, but it bears repeating: never before has a Grand Chapter Congress had so much to offer to so many members, and never before has a



SIT DOWN and we will begin Officers' Training Program of the 22nd Grand Chapter Congress, right here in the Ballroom of the Sheraton-Gibson Hotel in Cincinnati.



PRIMED for the 22nd Grand Chapter Congress of Delta Sigma Pi is this Registration Desk of the Sheraton-Gibson Hotel. Step right up, please.

Grand Chapter Congress been so available to so many brothers. The committees have worked long and hard to make your visit to Cincinnati and Oxford a memorable and rewarding one. No effort has been spared to formulate a complete and balanced program to appeal to men attending their first or twentieth convention. Events have been set at a maximum with costs held to a minimum. These factors, joined with the central location and its resultant economies, predict a record attendance. When the convention caravans start rolling, be sure you are included. And to the married men, a special tip—bring your wife along with you. She will love it and love you for it.

In '59 all roads lead to Cincinnati and Oxford, the heart of the fraternity and the nation for Delta Sigma Pi's.

Ladies Program Announced

The wives of Delta Sigma Pi's attending the 22nd Grand Chapter Congress will find a program comparable to that offered to the men. Formulated by the ladies, and designed for the ladies, all events are scheduled to complement the men's activities. Of course, ladies will be ladies and generous time has been allotted for window shopping and allied activities.

On Sunday, August 30, wives will join husbands for the get acquainted Bavarian Party in the Sheraton Roof Garden. Entertainment will be provided to maintain a festive air as the ladies reminisce with old friends and acquire new ones.

Coffee will be the first order of Monday morning as the girls gather for a light breakfast and prepare for day's activities.

In the early afternoon, all will assemble for a trip to Taft Museum, where they will partake in an enjoyable luncheon. After the luncheon, "pink poodles" will hold their biennial meeting as the remainder of the ladies tour the museum. A famous landmark in the area, Taft Museum was the home of William H. Taft and will offer an interesting picture of early Cincinnati.

In the evening, culture will give way to frivolity as the ladies retire to the river for a leisurely boat trip down the beautiful Ohio River. Dinner will be held on the boat and a special program has been planned to make the evening pass all too quickly. The ladies requested that we keep the plans secret, but we can give a hint that the name Maverick keeps being

mentioned in a laughing way.

Following Monday's lead, the ladies will meet on Tuesday morning for coffee as the men hold their panel discussions. When the meetings adjourn, buses will be boarded for the short trip to Oxford, where the ladies will join the men in inspecting the Central Office, visiting the Miami campus and its Formal Gardens, viewing a movie of special interest and having lunch in the new Student Center. Far from being an attraction for the men alone, the trip to Oxford and the Central Office will prove one of the highlights for ladies in attendance at the convention.

As the men depart for their stag party, the girls will return to the hotel where they can freshen up a bit before sojourning to Kakatewah Country Club for dinner and the secret Pink Poodle initiations.

Wednesday, the final day of the convention, will again find the ladies gathering for a morning coffee session. The afternoon will bring a break in activities to allow time for any last minute shopping, sightseeing and a beauty rest before the evening's schedule. Men and women will join forces once more as the Grand President's Dinner and Grand Chapter Congress Ball are held in the Roof Garden atop the hotel. A short break will occur between the events for necessary "repairs." Dancing, enjoyable music and pleasure will complete the balance of the evening and bring the activities to a formal end.

When the men make their plans to attend the 22nd Grand Chapter Congress,

(Continued on page 112)



ON THE LADIES' PROGRAM of the 22nd Grand Chapter Congress will be a luncheon and a tour of the Taft Museum in Cincinnati, which is pictured here.

About

Department Store Selling

By Robert H. Myers,
Alpha Upsilon Chapter
Associate Professor of Marketing,
Miami University

THE QUESTIONABLE STATUS of retail selling in department stores is a major concern of many theorists and practitioners in the field of marketing. Persistent reports are made of ill-mannered, indifferent, poorly-trained, and non-motivated sales personnel. Anyone who has shopped in a department store recently has undoubtedly experienced incompetent handling of a sales situation. What is the reason? Is it due to the inferior type of personnel attracted by the low pay scale in the retail field? Is it because retail sales training is generally inadequate? Is it that retail compensation and incentive methods do not motivate the retail salesperson to do his or her best? Or is there still an-

other reason?

Basic organization weaknesses of department stores may be the underlying reason for ineffective selling in department stores. If department stores were more effectively organized, the training and supervision of salespeople would be greatly improved.

Poor retail salesmanship in department stores to a great extent stems from the illogical grouping of function and a lack of clear division and definition of authority and responsibility for the selling function. If the buying and selling functions in department store organizations were clearly defined and divided so that the responsibility for proper performance of these functions could be definitely fixed and the full benefits of specialization in these divergent functions attained—the

quality of selling in department stores should increase substantially.

Management experts are in general agreement that the structure of any organization should be based on the main functions that the organization performs. Ralph C. Davis, well-known management authority says in *The Fundamentals of Top Management (Harper and Bros., 1951)*, that there are three basic functions in all business fields: providing the capital needed to create and distribute utilities, creating the utilities, and distributing the utilities created. Applying Davis' logic, the three basic organic functions of a department store would be: providing the capital needed to create and distribute utilities—treasurer and controller; creating utilities—the store operations and merchandising divisions; and distributing

This article also appeared in the Winter 1958-59 Edition of the Journal of Retailing.

ADVANCE REGISTRATION

Delta Sigma Pi—22nd Grand Chapter Congress

The Sheraton-Gibson Hotel—August 30, 31, September 1 and 2, 1959

Mr. A. T. Fogarty
Delta Sigma Pi
P.O. Box 1511
Cincinnati 1, Ohio

Dear Brother Fogarty:

I am planning on attending the 22nd Grand Congress of Delta Sigma Pi and will arrive in Cincinnati on August at about A.M.—P.M. I have (made)—(not made) a room reservation at The Sheraton-Gibson Hotel.

My advance Registration Fee of \$4.00 (has been paid—My Card Number is) (is enclosed).

My Wife's Advance Registration Fee of \$1.00 (has been paid—Her Card Number is) (is enclosed).

I am a Delegate, Undergraduate, Alumnus, Life Member, Grand Council Member.

I have attended the previous Grand Chapter Congresses held in the following cities:

I would appreciate your securing a date for me for the Grand Presidents' banquet, The Grand Chapter Congress Ball (The Ball will be a separate event following the Banquet.) Desired height and Age

Fraternally yours,

.....
Name	Chapter
.....
Address	City and State

Make all checks for Advance Registration payable to 22nd Grand Chapter Congress of Delta Sigma Pi, and send to Brother A. T. Fogarty at the above address.

the utilities created—the Sales Promotion division.

Most large departments stores are organized on the basis of Paul Mazur's four-functional plan of organization, developed in his *Principles of Organization Applied to Modern Retailing* (Harper & Bros., 1927)—with the personnel function added as a major store function (Mazur included the personnel function within the store manager function). This organization structure found in many large departments stores, together with the activities performed within each major functional division are shown in Chart 1a. Chart 1b indicates the relationship between the personnel and merchandising divisions of many large department stores.

The personnel function, in any large organization, is a staff function. It is performed by the line organization until the firm becomes so large that, due to the economies of the division of labor, it becomes practical to "pull out" the personnel function from the line organization and make it a specialized staff function to *advise* and *assist* the line organization in the performance of the personnel function. Responsibility for the proper selection, training and supervision of personnel remains in the line organization;

the staff is there to *help* the line in performing the personnel function properly, or even to perform the function, subject to line approval.

The organization charts of many large department stores and their practices indicate that the personnel function is carried out as a major *line* function by these stores. This is the case in Chart 1a where the research department and the assistant general manager are shown to be in a staff capacity and the personnel division is placed as a major line function. If such is actually the case, a serious division of responsibility between a major division and the personnel function is created. For example, who is responsible for the proper performance of salespeople in a department? The department manager, as immediate line superior of the salespeople, *should* be responsible. But if the personnel function is in a line or semi-line capacity, responsibility for proper performance by the salespeople is not definitely fixed.

Another major error in department store organization is the combination of the basically dissimilar buying and selling functions in a single store division—the merchandising division—and the segregation of parts of the same function—i.e.,

selling function—in separate store divisions. Thus the department buyer is responsible for both the buying and the selling functions of his department, and the division managers are responsible for the buying and selling functions of their divisions. Dissimilar activities are combined in the same functional division. On the other hand, there is a serious splitting up of the selling function, the personal selling part being performed in the merchandising division and the impersonal selling (advertising and display) being carried out by the sales promotion division.

Department store executives often justify the combination of buying and personal selling functions in the merchandising division by pointing out that to fix responsibility for departmental profits, buyers and divisional managers must be given authority over the buying and selling of the merchandise of their divisions. It is also urged that those who know the merchandise most thoroughly are in the best position to sell it. But if this reasoning is followed, should not the product engineers of the automobile manufacturer be out selling the cars? After all, who knows more about the product than they? Should not the tailors of the suit "double in brass" and sell the suits on the retailer's

HOTEL RESERVATION

Delta Sigma Pi—22nd Grand Chapter Congress

TO THE SHERATON-GIBSON HOTEL, Cincinnati I, Ohio

Please make the following room reservation in the name or names of the undersigned:

- Single Room\$ 7.50
- Double—Twin Bedded Room* 13.00
- Double Bedded Room* 11.50
- Three to a Room*per person 5.00
- Four to a Room*per person 3.00

* List names and addresses of persons with whom you will share room:

.....

Arrival

Departure

..... A.M.
 P.M.
 Day Date Time Day Date

Note: No reservations will be held beyond 6:00 P.M. unless accompanied by a deposit.

Name Address
 City Chapter

All reservations will be confirmed. Without a confirmation you do not have a bonafide reservation.

floor? In fact, all selling should be done by those who make the product if this logic is carried through. The advantages of specialization would then be forfeited in the effort to fix responsibility. This is what has happened in most department store organizations.

But buying and selling are distinct functions and should be separated from one another if the full benefits of the division of labor are to be realized. Making a car is one highly specialized task; pointing out the benefits of the car to a prospective customer in a persuasive manner is another highly specialized task. So in a department store, the purchasing of merchandise suited to customer wants and needs is one job; the task of bringing out the attractive features of that merchandise to a prospective customer is another.

The result of combining the buying and selling functions in the merchandising division is that the buyer's job is too big. The continuous training and supervision of salespeople is then slighted. Once centralized initial training of salespeople is completed, this is usually the end of their training. The floor superintendent has no authority over the salespeople once they are assigned to a department, and the

Chart based on Paul L. Brown and William R. Davidson, *Retailing Principles and Practices* (New York: The Ronald Press Company, 1953), p. 167.

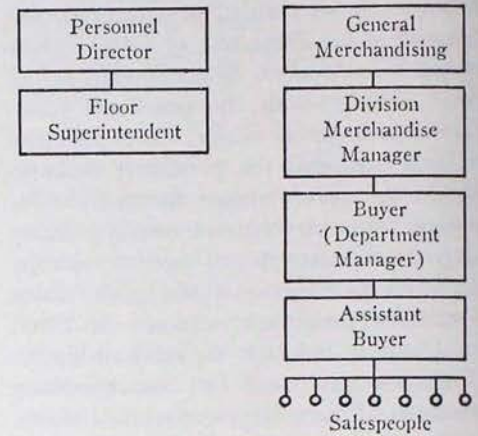
buyer is too busy trying to carry out his dissimilar and numerous functions to supervise the development of his salespeople. And it does not remedy matters to give the buyer the euphuistic title of department manager. He still has more to do than he can do competently.

By suggesting that the buying and selling functions be segregated it is not meant to imply that close coordination between these two functions is not important—it is extremely important. Buyers must be in close touch with customers to learn their needs and wants, and a wealth of valuable information of this type can be supplied by sales people. Similarly, the salesperson can do a much more effective selling job if he or she has a thorough knowledge of the merchandise that is being sold and the ways it will help fulfill customers' wants and needs. This inter-change of information and assistance between the buying and selling functions can only be effective if liaison between the two functions is very close. But close coordination between production and distribution functions is essential in any organization: however such coordination can be achieved short of placing these two dissimilar activities in the same major organizational division.

In order to separate the buying and selling functions and to clearly delineate personnel as a staff function, an organization structure for department stores

CHART Ib

Relationship Between Personnel and Merchandising Divisions



based on Davis' three-functional plan is recommended.

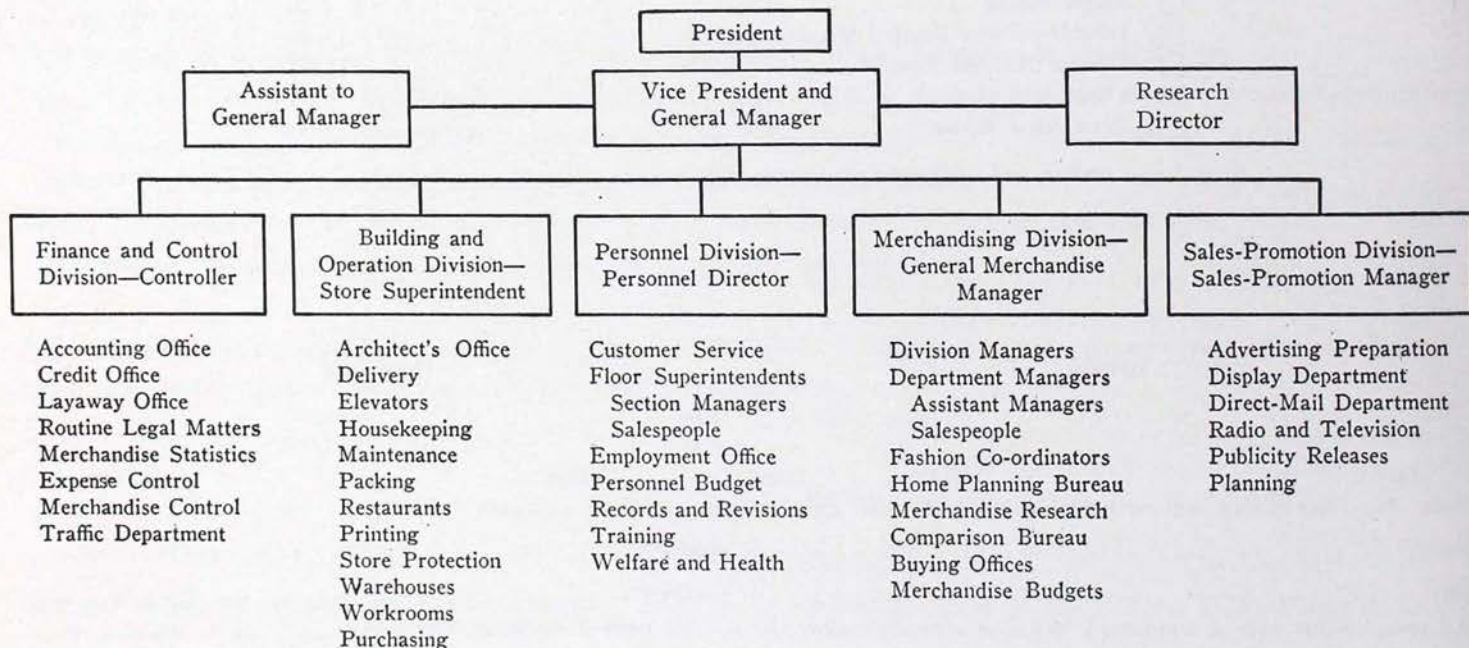
The treasurer's function is to provide capital for the creation and distribution of utilities.

The function of the vice president in charge of production is to create the utilities—or to handle the merchandising and building and operations functions in a department store, which are the basic utilities provided (*created*) for customers.

The vice president in charge of sales is charged with the distribution of the utilities or all personal and non-personal selling activities.

CHART Ia

Organizational Structure of Many Large Department Stores



The personnel officer is in a staff capacity. He will perform the functions of employment and the centralized initial training of salespeople. He is a *specialist* in the field of personnel. Under this new organization set-up, the personnel officer's major responsibility will be to *advise* and *assist* the floor superintendents and department managers in the continuous training and supervision of salespeople. However, the *ultimate responsibility* for the proper training and performance of any salesperson *must* remain in the line organization, with the immediate line superior of the salesperson involved. Otherwise a serious division of authority and responsibility will develop to the detriment of effective selling performance.

These recommendations are incorporated in Chart IIa. In this organization the buying and selling functions would be clearly defined and divided. The department manager would be responsible for effective selling in his department; the buyer (*who because of his specialization*

in buying might be able to buy for two or three departments selling closely related merchandise) would be responsible for having the right merchandise in the department at the right time and in the proper amount. The personnel function would be carried out as a staff activity.

Chart IIb shows the relationship between the merchandising and sales divisions in the recommended department store organization. Relieved of his personnel supervision duties, the buyer can now concentrate on buying and may be able to merchandise two or even more departments. Floor managers and department managers can now devote full time to the training and supervision of salespeople. The personnel division now has no line function. Its main functions are now employment, centralized initial training and *advising* and *assisting* floor managers and department managers (*the line organization*) in the continuous training and floor supervision of salespeople.

Separation of the buying and selling

functions should also make possible more effective coordination between the parent store and branch stores of department stores that have so expanded. Under the traditional arrangement, a department manager responsible for the buying and selling of five sportswear departments, for example, (*one in the parent store and one in each of four branches*)—is really over-burdened. With buying and selling separated, one buyer would perform the buying function for all five departments, and they would each have a department manager whose primary responsibility would be the efficient supervision of salespeople.

It should also be pointed out that the increased use of electronic computers by department stores in performance of the merchandise control function will probably result in more centralized merchandise control. Data will be "fed" from branches of the parent store (*and from departments in the parent store*) to the computers centrally located in the main

CHART IIa

Suggested Organizational Structure for a Large Department Store

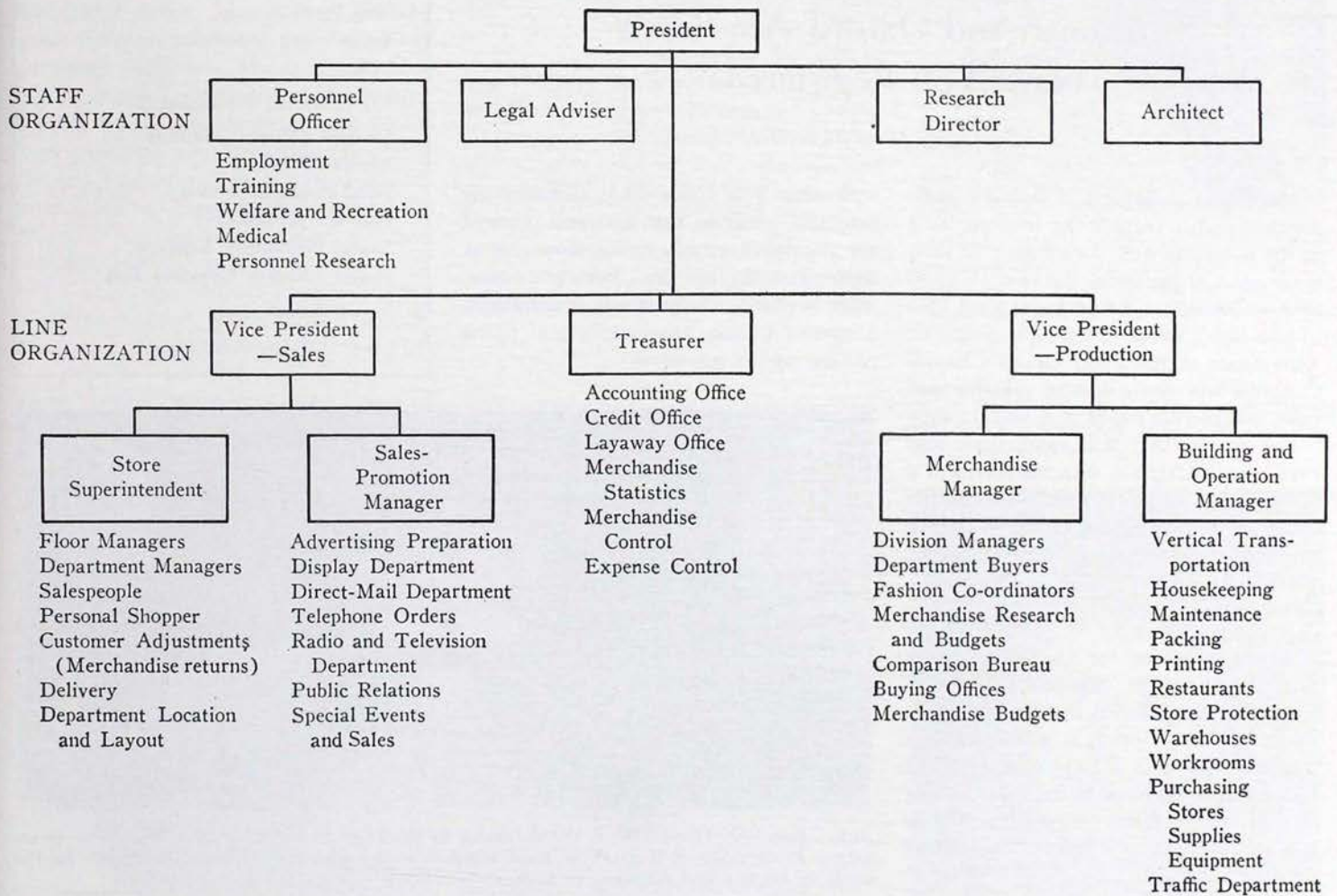
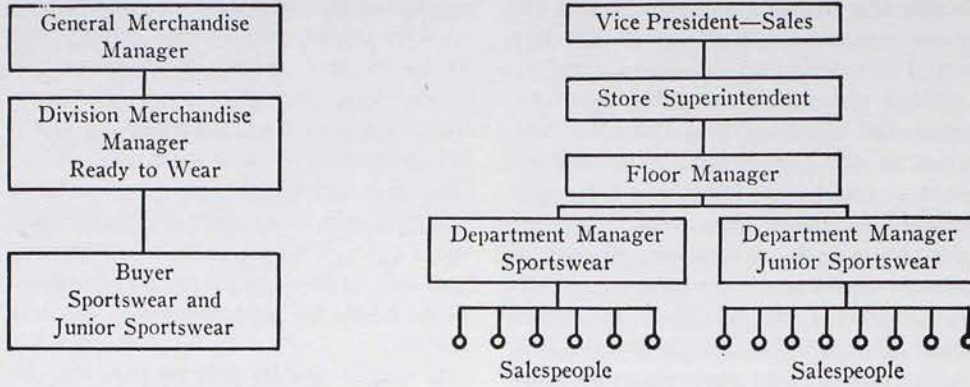


CHART IIIb

Suggested Relationship Between Merchandising and Sales Divisions



store for processing. Since separation of the buying and selling functions will also result in the buying being centralized at the parent store, the buyers will have the merchandise control statistics—so essential to their making wise buying decisions—available at the main store.

With the buying and selling functions

clearly defined and divided and with the responsibility for each function definitely fixed, proper performance of the selling function should be much more readily achieved. In short, more effective department store organization should go a long way toward providing for increased selling throughout the store.

Cincinnati and Oxford Are Ready. Have You Registered?

(Continued from page 107)

wives should make certain that the plans are designed to include the feminine half of the family as well. As a matter of fact, if the man of the house hasn't been planning to attend, it would be a good idea to give him a shove in the right direction. Attendance at the 22nd Grand Chapter Congress will prove just as valuable and enjoyable for the ladies as it will the men—and maybe they will enjoy their part even more. After all, with the men it is a combination of work and play. For the ladies, it is all fun. An excellent chance to forget worries, cares, dishes, and be pampered.

Registration fee for the entire ladies program is \$29.00, one dollar of which should be forwarded as the Advance Registration. At this price, it is hard to pass up. We hope that a large contingent of ladies will be on hand as the latter part of August brings Delta Sigma Pi's to Cincinnati and Oxford for the 22nd Grand Chapter Congress.

So that you can readily visualize the extensive program that has been planned for you in Cincinnati and Oxford, let us summarize it for you. Remember too, when reviewing the program, that follows, a special Ladies Program is also to be conducted for the wives.



ALL THIS ROOM NEEDS is the delegates to the 22nd Grand Chapter Congress of Delta Sigma Pi to make it buzz. This Roof Garden at the Sheraton Gibson Hotel will be the scene of quite a few activities in August.

DELTA SIGMA PI

22nd Grand Chapter Congress

PROGRAM

SUNDAY, August 30

Registration
Reception
Buffet Dinner

MONDAY, August 31

Opening Business Session
Delegates' Luncheon
Regional Meetings
Initiation of Honorary Member
Grand Chapter Congress Banquet

TUESDAY, September 1

Chapter Officers' Training
Alumni Panels
Trip to Oxford
Luncheon in Oxford
Tour of Miami Campus
Visit to Central Office Building
Stag Party
Yellow Dog Initiation

WEDNESDAY, September 2

Chapter Officers' Training
Alumni Panels
Final Business Session
Election of Officers
Grand President's Banquet
Grand Chapter Congress Ball



Ithaca College Coed

Chosen 1959 "Rose"

MISS BONNIE JO MARQUIS, the 1959 "Rose of Deltasig," is the candidate of Delta Lambda Chapter at Ithaca College in Ithaca, New York, where she is enrolled in the Drama Department.

MISS BONNIE JO MARQUIS, Delta Lambda Chapter's choice at Ithaca College, was selected as the national 1959 "Rose of Deltasig." Miss Marquis' photograph was one of 70 that was sent to Hollywood to be judged by Lucille Ball and Desi Arnaz, outstanding husband and wife personalities of the movies and television. Bonnie Jo Marquis is enrolled in the drama department at Ithaca College in which she has been very active. This past year she won wide popularity for her leading roll in the department's production of "Tiger At The Gate." Miss Marquis has been a winner in many beauty contests.

To select the winners from the many beautiful entrants, was a difficult task for the judges. Their second choice was Miss

MISS CAROL YOUNG, second choice of the judges, is the candidate of Pi Chapter at the University of Georgia in Athens.



Carol Young of the University of Georgia, representing Pi Chapter. Miss Young is a sophomore at the University of Georgia, and has been in the court of the Queen of the March of Dimes, and a contestant in the "Miss Fashion of 1959" contest this past year.

Third choice of the judges was a tie between Miss Rose Piraino, a sophomore at Loyola University in Chicago, representing Gamma Pi Chapter, and Miss Helen Harrod, a student at Mississippi Southern College, choice of Gamma Tau.

The judges complimented the men of the chapters for their beautiful entries for "Rose" in this year's national contest. This is the twelfth annual "Rose of Deltasig" Contest, and we are again indebted to Miss Lida Livingston of Communications Counselors Inc. of New York for handling the judging of the contest. It was wonderful to have as our judges this year Mr. and Mrs. Arnaz.

MISS HELEN HARROD, tied for third place, is the candidate of Gamma Tau Chapter at Mississippi Southern in Hattiesburg.



LUCILLE BALL AND DESI ARNAZ of television and screen fame, served as the judges for the 1959 "Rose of Deltasig" Contest and selected the winners presented here.

MISS ROSE PIRAINO, also tied for third place, is the candidate of Gamma Pi Chapter at Loyola University in Chicago.



THE 1959 JUDGES

Lucille Ball

One of the nation's most successful screen and television actresses, Lucille and Lucy, as she is known to her public, has not only realized all her ambitions as a performer, but she also managed to combine such ingredients as career, marriage, motherhood and business into a formula that has spelled success. As co-owner with husband Desi Arnaz of Desilu Productions, Inc., the largest in the world television film production empire, Lucille shares the helm of an organization that really began when she and Desi first met on the RKO Studio lot in 1940. Today they own RKO, and therein lies one of the most astonishing success stories in the annals of the entertainment business.

Before Lucy met Desi, she had had a varied career. Born in Jamestown, New York, she was the daughter of a mining engineer and a concert pianist. By the time Lucy was 15, she had wearied of all that Jamestown had to offer, which covered such endeavors as high school dramatics and her own amateur productions, and headed for New York. Enrolling in dramatic school, she was told she had no talent. Disillusioned but not discouraged, Lucy had many jobs in other fields to pay her expenses. She worked as office help, waitress, soda jerk and wholesale garment model. Chorus jobs and her modeling experience helped her get her first real break. Sam Goldwyn, filming "Roman Scandals," needed another girl. Lucy was hired. Columbia then signed her

for feature roles. Following a small but noticeable role in "Roberta," RKO picked up her contract. After the lead in an out-of-town musical called "Hey, Diddle, Diddle," which never reached Broadway, she returned to Hollywood and went into "Stage Door" and "Too Many Girls." It was during filming of the latter that she met a young Cuban bandleader and bongo player by the name of Desi Arnaz, who was brought to Hollywood to repeat his role in the film version of the Broadway hit. Very soon after this meeting, Lucy and Desi were married on November 30, 1940. They moved to Hollywood where she resumed her career and Desi continued to tour the country with his band. Not liking to be apart, they began to think seriously about plans that would keep them together, professionally as well as domestically. Interrupted in this plan temporarily, as Desi went into the U. S. Army during World War II, they continued to keep in mind their working together, and in May, 1950, Lucy and Desi formed Desilu Productions, Inc. Their first venture patterned after themselves resulted in the "I Love Lucy" show which interested CBS. The rest is history. This show became the nation's all-time favorite. Desilu Productions continued to grow into a TV industry giant, climaxed with the purchase in 1958 of the entire RKO studio facility. In the process, Lucille became an even greater star and the Number One comedienne in the land.

The Arnaz family numbers four. Lucy Desiree was born in 1951, and in 1953 Desi IV became a member of the Arnaz family. Lucy and Desi divide their time be-

tween a new Beverly Hills home, a Palm Springs retreat, and the studio.

Desi Arnaz

Two of television's brightest and most distinctive new series, debuting this past year, are the cause of particular satisfaction to a young, ex-bongo player who still has his problems with the complexities of the English language. The ex-bongo player could be, of course, none other than Desi Arnaz himself. How a young man with the unlikely name of Desiderio Alberto Arnaz y de Acha III rose from an obscure musician to the head of the world's largest independent television film company is a success story that reflects all the elements of the great American dream. This dream came true for Desi, and with it, of course, came Lucy.

Born in Santiago, Cuba, on March 2, 1917, Desi was headed for a life of ease. His family was wealthy and prominent. His father served as mayor of Santiago for eight years before being elected a member of the Cuban Congress. However, the Arnaz family's position and wealth disappeared with the Cuban revolution of 1933. His father was placed in prison. In 24 hours, everything was gone. Desi and his mother fled to Miami, Florida. Finally successful in freeing his father, the Arnaz family was reunited. The United States during the depression days was a tough place for a refugee who could not speak English, so Desi had to work at whatever jobs he could find. He also took time out to go to high school, realizing that if his future lay in the United States he would have to learn English.

It was about this time that Desi was bitten by the entertainment bug. He began by playing the guitar and singing for a rhumba band. He was spotted by Xavier Cugat, who signed him as featured vocalist. A year later Desi organized his own band. His fame reached the ears of Broadway producer George Abbott, who gave Desi a lead in his hit production of "Too Many Girls." In 1939 RKO bought the film rights to the show and in 1940 brought Desi to Hollywood to play his original stage role in the motion picture. He was not only a success, but he wound up marrying his leading lady—Lucille Ball.

World War II came along and Desi went into the U. S. Medical Corps. After his release from the service, Desi picked up his career as a bandleader. Lucy was at this time one of Hollywood's top stars. Teaming up their talents, and wishing to be together, the scripting of "I Love Lucy" was born. It was sold to CBS, but he kept control and ownership of the films. From this Desi bought controlling interest in Motion Picture Center studios, and later climaxed his operations in 1958 by the purchase of the entire RKO-Pathe studio properties.

In explanation of his success as a TV film producer, and now corporation president, Desi Arnaz says simply that "being a bandleader taught him to be a good businessman." His recent \$12,000,000 deal with "Westinghouse Desilu Playhouse" is the biggest individual producer's deal in the history of television. In addition to his role as TV executive, Desi also manages to lead an active life as husband, father and sportsman.

The Grand Council
of
DELTA SIGMA PI
is pleased to announce
the granting of chapters
to
FERRIS INSTITUTE
Big Rapids, Michigan
and
LOYOLA UNIVERSITY
Los Angeles, California
Installation of these chapters will
take place this Spring.



WITH THE

ALUMNI

THE WORLD OVER

ALUMNI CLUBS

Baltimore

WHAT TO DO is never a problem in Baltimore. Each year our social chairman comes up with a most enjoyable schedule of events. For instance, let's take a look at the calendar for 1958-1959. We opened the year with a business meeting in September, just to get organized for a full and varied program. In October, we went out to watch the World Champion Baltimore Colts and rendezvoused for refreshments afterward. This was followed with a Founders' Day Banquet on November 15, a joint affair with Chi Chapter, and we were honored to have the Past Grand President, our own Harry Feltham, as guest speaker. New Year's Eve found us dancing in the Deutsches Haus. By February, we needed a chance to get our second wind, so another business meeting was scheduled, followed by an evening of cards. March is always the time for our Annual Bowling Party and April is the month that brings the Baltimore Orioles home to be welcomed by Deltasigs at the ball park.

The steak fry in May is always a favorite because it is a family affair, with the kids munching on ants and hot dogs, while mom and pop enjoy a nice charcoal broiled steak. The highlight of the social year is of course the June dinner dance at the Hotel Belvedere, a fitting climax for undergrads and alumni.

It all adds up to a lot of fun and the Baltimore Alumni Club cordially invites all Deltasigs in the Baltimore area to join them for the 1959-1960 social season.—HARRY GRUEL

Cincinnati

THE MAJOR ITEM of business during the past months for the Cincinnati Alumni Club has been the operation of committees for the coming Grand Chapter Congress. The social and professional aspects have not suffered, however, as officers have continued an active schedule. Each bi-monthly meetings finds more and more new faces in attendance. Quality of programs has remained high and promises to be even better in the future. Deltasigs moving to the Greater Cincinnati area are urged to contact President Rocco Domino and affiliate with the group. Brothers wishing to be placed on the mailing list should write to Gail Nelcamp, Evening College, University of Cincinnati.

All decks are cleared for August and the arrival of our brothers from around the nation and Mexico. "Zinzinnati" invites you. We look forward to your visit.—GAIL NELCAMP

Denver

WAY BACK in 1953, the Denver Alumni Club boasted a high membership of 132.

That was the year we played hosts to the 19th Grand Chapter Congress here in Denver and although we've consistently hit up around 110 and 115 each year, we've never been able to get over that 132 record.

But this year (1958-59) we've finally busted that mark with a total of 133 paid-up memberships as of "right now," and we still have four months to go.

Of course, our Mountain Lodge up at Evergreen, Colorado, good programs at our regular monthly dinner-meetings, and maybe our monthly "Newsletter," are all contributing factors, not only to our membership, but also to our attendance records.

When *YOU* decide to move to Denver (*and everyone eventually decides to move to Denver*), be sure and look us up. If you are visiting here, or just passing through our beautiful City, try to catch one of our meetings. It may not be exactly like "Home," but we'll do our best to entertain you.

Nine months out of the year we hold our dinner-meetings on the first Thursday of each month at the Colburn Hotel, East 10th Avenue and Grant Street, 6:30 P.M. In June, July, and August, these meetings are held on the same day of the month but we congregate up at our Mountain Lodge.

Drop in and see us,—anytime! You're always welcome!—HARRY G. HICKEY

Gamma Theta of Detroit

1958 STARTED with a bang as the first alumni reunion dinner brought out over 100 members and the ball carried all year long. Thanks to Brother Duckworth, dinner and dancing at the Fort Wayne Officers'

BENJAMIN A. ROSS, an outstanding Alpha Chapter alumnus, died in New York City, March 18, 1959. Brother Ross was secretary of the Alumni Federation of New York University since 1925. Known personally by thousands of New York University graduates and by alumni executives of colleges and universities throughout the country, he was regarded as a dean in the field of alumni affairs. President of Alpha Chapter in his undergraduate days, he later became president of the fraternity's New York Alumni Club. Alpha Chapter and the whole fraternity will miss his presence and influence.

Club is the big attraction of the year. Three such affairs are planned for 1959.

This is the tenth anniversary of our chapter, and the alumni are going to give the formal initiation this year concluding with a big dinner. May 2 is a must for all Gamma Theta Chapter alumni. Jim Peterson is the president for 1959 and a full program of social and professional activities is assured.—CARL E. ARONSON

Gamma Rho of Detroit

THE GAMMA RHO ALUMNI CLUB meets on the first Monday of each month. These meetings consist of a short business session after a buffet dinner. Refreshments are served, at no additional cost, throughout the evening.

Our annual activities aside from attending undergraduate functions, include a bowling tournament (alumni vs actives), golf tournament, picnic, and our alumni annual dance. I would like at this time to extend an invitation to all alumni members in the Detroit area to become a part of our program.

One of the best features of joining Delta Sigma Pi is that once you have become a member you are a member for life. This means that the friendships formed at school need not cease with graduation.

The Gamma Rho Alumni Club believes that graduates should be able to step from membership in the active chapters to membership in the alumni club without a pause. Thus, the June meeting of the alumni club honors the graduates and at that time they are encouraged to become members of the alumni club.

The Gamma Rho Alumni Club is at present primarily social and offers its members a chance to get together once a month for dinner and a period of reminiscing. Periodical bowling matches, card games, etc. also provide opportunities to get together.

Don't miss the opportunity to continue your college friendships. Join your alumni club.—ROBERT J. ELDER—JOHN O. PAUL

Kansas City

DELTASIG in *The Heart of America*, again enjoys a busy and successful year. Our monthly dinners continue to provide an evening of good fellowship as well as a fine program. The new idea of weekly Wednesday luncheons (*Advertising Club, 913 Baltimore, 12:00*) promotes fraternity activities and stronger friendships.

Our joint annual dinner meetings with actives from Kansas and Missouri chapters provide us with a chance to invite them to join us when they graduate and return to

Kansas City. President Spence Yohe's keen leadership continues the strong position of Deltasig with promise for a great fraternal future.—CARL E. BOLTE

Milwaukee

THE MILWAUKEE ALUMNI CLUB meets on the 3rd Monday of each month from September until April. The May meeting is always held the 1st Saturday in May. The place of the meeting is announced by letter approximately two weeks prior to each meeting. Meetings are generally a dinner at about 7:00 P.M. with a short business session or speaker of general interest following dinner. Refreshments before, during, and after the meeting (*and cards after the meeting*) are always the order of the day.

Plans are presently being put in order for our Annual Founders' Day, to be held this year at Chuck's Supper Club on Silver Lake. Golf for the duffers, and fishing for the anglers is being arranged. The bar will open at 5:00 P.M. and dinner will be served at 7:00 P.M.

Anyone wishing information regarding the Milwaukee Alumni Club can secure same by writing or calling:

Bob Nicholson
2159 North 69th Street
Telephone: BLuemound 8-0967

or

Frank Duedenhofer
1724 North 57th Street
Telephone: GGreenfield 6-9400

Pittsburgh

MONTHLY LUNCHEONS are held the third Friday of every month at noon, at the Law and Finance Bar and Grill, 429 Fourth Avenue, Pittsburgh, Pennsylvania. Quarterly business meetings are held at which men prominent in their fields present subjects of interest to Deltasigs in industry, business or commerce. Participation in active chapter functions is welcomed by Lambda Chapter at the University of Pittsburgh.

Out of town Deltasigs call one of the following men on arrival in Pittsburgh: President F. A. Ruff, 351 Newburn Drive, Pittsburgh 16, Pa., phone FI 1-2963; Vice-President W. E. Halboth, 216 Rolsnouse Road, Pittsburgh 37, Pa., phone FO 4-6450; Secretary W. H. Geist, 303 South Avenue, Pittsburgh 21, Pa., phone CH 1-6118; Treasurer R. K. Rees, 1528 Ridge Avenue, Corapolis, Pa., phone AM 4-0124.—F. A. RUFF

Charlotte

THE VERY BUSY Charlotte Alumni Club recently honored the feminine side by holding a special dinner for them at the Airport "77" Restaurant in Charlotte on April 6. A social hour preceded the excellent dinner and the program for the evening was an old time Deltasig get-together with no speeches—just visiting.

Deltasigs everywhere are invited to join the Charlotte Alumni Club which has a varied program throughout the year to please everyone. Continue your Deltasig associations with us.

El Paso

WHAT'S IN STORE for you Deltasigs who are graduating from college? One thing is for certain; the alumni of Delta Sigma Pi will give you a position in the El Paso Alumni Club, so that you can carry on your association with your fraternity brothers and at the same time keep learning more about the business world. We are extending a personal invitation to each graduating Deltasig to come to our meetings.

Here is the necessary information: Meetings are the 4th Wednesday of every month at the Hiway House, 6099 Montana at 7:15 p.m. See you at the next meeting.—BERNIE SHIRES

Phoenix

THE PHOENIX ALUMNI CLUB is considering starting an investment club for its members as we are all interested in the stock market but don't have the time to follow it, nor the money to invest, individually.

We are also planning a summer social event at Brother Fred Wendell's Olympic-size swimming pool, where brothers, wives, sweethearts, etc., assemble to partake of the social arts of conversation, drinking and steak-eating.

Twin Cities

SPRING ACTIVITIES got off to a lively start with the Twin Cities Alumni Club's Tenth Annual Economic Forecast Dinner on January 28, 1959, at the Francis Drake Hotel. Brother Richard Kozelka, Dean of the University of Minnesota School of Business Administration, moderated a panel consisting of business leaders in the fields of marketing, agriculture, and manufacturing. The evening was climaxed by everyone making his own prognostications as to the levels various economic indicators would reach.

Next on our agenda is a Monte Carlo Madhouse party to be held at the chapter house April 18, 1959. Fun, fellowship, and games of chance are on tap to offer an interesting evening for actives and alums alike.

Closing the spring season will be our annual stag Beer Bust held at a local brewery some time in May.

Attention Traveling Deltasigs: We welcome you to all these events in addition to our weekly noon luncheons held on Thursday at the Elks Club in Minneapolis. Why not drop in and see us?—ROY B. BURNS, JR.

LIFE MEMBERS

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

- 2362 Williard H. Bennett, Jr., *Gamma Sigma*, Maryland.
- 2363 Frank J. Tyska, *Alpha Omega*, De Paul.
- 2364 P. Alistair MacKinnon, *Gamma Psi*, Arizona.
- 2365 Vergil K. Butler, *Delta Theta*, Oklahoma City.
- 2366 Howard G. Elam, *Lambda*, Pittsburgh.

- 2367 James C. Cowden, *Delta Theta*, Oklahoma City.
- 2368 Harvey D. Rothenberg, *Epsilon*, Iowa.
- 2369 Charles B. Daly, *Alpha Lambda*, North Carolina.
- 2370 Eugene Budden, *Alpha Theta*, Cincinnati.
- 2371 John E. Fifer, *Alpha Delta*, Nebraska.
- 2372 Fred J. Emmerich, *Alpha*, New York.
- 2373 William H. Edwards, *Alpha Kappa*, Buffalo.
- 2374 Edward D. Boyle, *Gamma Pi*, Loyola (Chicago).
- 2375 Everett Medlin, *Beta Chi*, Tulsa.
- 2376 James A. Thompson, *Iota*, Kansas.
- 2377 Robert L. Miller, *Phi*, Southern California.
- 2378 Carl D. Gall, *Gamma Sigma*, Maryland.
- 2379 George J. Budig, *Alpha Upsilon*, Miami U.
- 2380 Emmanuel L. Keck, *Alpha Theta*, Cincinnati.
- 2381 Harold J. Byrd, *Beta Psi*, Louisiana Tech.
- 2382 James C. Muller, *Beta Sigma*, St. Louis.
- 2383 Alfred A. Edington, *Gamma Mu*, Tulane.
- 2384 Albert F. Andriola, *Beta Rho*, Rutgers.
- 2385 Wayne G. Murrison, *Pi*, Georgia.
- 2386 Paul L. Whaley, Jr., *Beta Kappa*, Texas.
- 2387 Lee E. Staples, Jr., *Chi*, Johns Hopkins.
- 2388 William D. Chafey, *Gamma Omega*, Arizona State.
- 2389 Richard H. Gibson, *Alpha Rho*, Colorado.
- 2390 Wallace P. Hay, *Alpha Kappa*, Buffalo.
- 2391 Martin W. Luoma, *Alpha Omicron*, Ohio U.
- 2392 Carroll G. Welker, *Alpha Kappa*, Buffalo.
- 2393 Charles A. Jones, Jr., *Iota*, Kansas.
- 2394 Hal S. Crawford, *Pi*, Georgia.
- 2395 Joseph S. La Cascia, *Delta Mu*, Mexico City.
- 2396 Charles Herring, Jr., *Delta Zeta*, East Carolina.
- 2397 Robert L. Richardson, *Gamma Eta*, Omaha.
- 2398 Randolph F. Marston, Jr., *Alpha Sigma*, Alabama.
- 2399 James M. Parker, *Beta Iota*, Baylor.
- 2400 Charles F. Heard, *Alpha*, New York.
- 2401 Lawrence J. Bain, *Alpha Rho*, Colorado.
- 2402 Robert W. Otto, *Phi*, Southern California.
- 2403 Wayne C. Crowe, *Kappa*, Georgia State.
- 2404 William J. Scarola, Jr., *Beta Omega*, U. of Miami.
- 2405 Peter F. Good, *Alpha Omicron*, Ohio U.

*Will your name be next on this list?
Write The Central Office today for
details.*

MERGERS

WILFRID LIONEL HUFTON, *Michigan*, on September 6, 1958, to Patricia M. Finley, at Danvers, Massachusetts.

ROBERT A. HALL, *Nebraska*, on August 30, 1958, to Elaine Stumbaugh, at Edgemont, South Dakota.

WILLIAM HENSCH, *Iowa*, on December 27, 1958, to Constance Ayala, at Fort Dodge, Iowa.

WILBUR D. PRITZKAU, *South Dakota*, on November 29, 1958, to Evelyn R. Stolt, at Sturgis, South Dakota.

GEORGE A. ZEOLLA, *Mexico City*, on February 28, 1959, to Marta Sylvia Patino Roman, at Mexico City, Mexico.

PERSONAL MENTION

JOHN P. LYMBERPOULOS, *Ohio U.*, faculty advisor of Beta Kappa Chapter at the University of Texas, was honored February 16 by the Anglo-American-Hellenic Bureau of Education. The organization presented Brother Lymberopoulos with a rare book entitled HOMAGE TO GREECE. At the present time he is a statistics instructor.

ELVIS MASON, *Lamar*, has been awarded a Rotary Foundation Fellowship for advanced study abroad during the next academic year. Brother Mason had an outstanding record and many positions and honors in his undergraduate years at Lamar.

GERRIT J. POPMA, *Iowa*, is the new president of Textile Banking Company in New York City.

BEN W. BINFORD, JR., *Georgia State*, has been promoted to general sales manager of the Gould-Mersereau Co., Inc., in New York City.

GORDON R. HALL, *Babson*, recently became a salesman for Continental Can Co., in San Francisco.

WILLIAM B. HUTCHINSON, JR., *Temple*, is the mayor of Pennsauken, New Jersey.

STANLEY K. THURSTON, JR., *Missouri*, has been promoted to sugar marketing specialist for the U. S. Department of Agriculture in Washington, D.C.

FRANK W. PIPER, JR., *Louisiana State*, has just been transferred to sales representative of Black and Decker Mfg. Co., in Towson, Maryland.

MICHAEL J. LALLA, *Rider*, is now buyer for System Development Corp., in Santa Monica, California.

RAYMOND J. ZIEGLER, *Kentucky*, is now associate professor of Industrial Administration and Production at Kent State University in Kent, Ohio.

C. C. PAULSMAYER, *Missouri*, has just been made assistant to the business manager at the University of Missouri, School of Mines and Metallurgy, in Rolla, Missouri.

CHARLES A. KLATT, *Johns Hopkins*, graduated with an MBA from George Washington University this past fall.

DOUGLAS W. SCHIMMEL, *Illinois*, has recently been appointed manager of labor relations for Hotpoint in Milwaukee, Wisconsin.

RALPH N. GASSMAN, *Texas*, while working on his MBA degree in Marketing Research,

is a lecturer in the Department of Marketing at the University of Texas.

RALPH E. DOUGHTON, *Kansas*, is the new president and general manager of Cohen Brothers (The May Co.) in Jacksonville, Florida.

ROBERT A. MCELROY, *New York*, recently assumed the position of financial control analyst for Hughes Aircraft Co., in Tucson, Arizona.

CHARLES STEINBOCK, JR., *Johns Hopkins*, has just been appointed to the Baltimore County Board of Appeals.

J. GORDON FELTON, *Buffalo*, has recently become associated with Remington Rand Division of Sperry Rand Corp., as a process supervisor with UNIVAC.

RAYMOND N. BOLTON, *San Francisco*, an attorney and CPA, is now with Thiel, Susone and Howard, in Oakland, Calif.

EDWIN P. JAMES, *Drake*, has been appointed manager of the government accounting department at Collins Radio Company in Cedar Rapids, Iowa. Brother James is the chairman of the Terminations Task Committee for Electronics Industries Assoc.

CHARLES BENGSTON, *Rutgers-Beta Rho*, was recently appointed to the position of assistant secretary for the Burry Biscuit Corp. in Elizabeth, New Jersey.

FRED DIAMOND, *U. of Miami*, is head of his own insurance agency in Miami, Florida.

ABE M. TAHIR, JR., *Mississippi*, is working for the General Services Administration in Washington, D.C., as a supply management specialist.

FRANCIS H. HORN, *Johns Hopkins*, was recently appointed president of the University of Rhode Island, in Kingston, Rhode Island.

JOE M. BAKER, JR., *Tennessee*, is president of the Young Republican Club of Anne Arundel County, Maryland.

WALTER B. CRUMPLER, *East Carolina*, has been teaching this past year at the Crumpler Secretarial School in Goldsboro, North Carolina.

CHARLES J. KEYTANJIAN, JR., *Pennsylvania*, is the new manager of the rug cleaning department for Direct Cleaners, Inc., in Drexel Hill, Pennsylvania.

JAMES R. NOREN, *Northwestern-Beta*, has just been promoted to manager in Eastern Canada for Charles Bruning Co., Ltd., located in Montreal, Quebec.

DIVIDENDS

To Brother and Mrs. Cleon Babcock, *Drake*, on March 11, 1959, a son, Jeffrey Wade.

To Brother and Mrs. E. Joseph Porfiri, *U. of Miami*, on April 17, 1958, a daughter, Kathryn Agnes.

To Brother and Mrs. Don McLatchie, *Iowa*, on February 9, 1959, a girl.

To Brother and Mrs. Philip L. Reiland, *Nebraska*, on September 14, 1958, a son, Philip L. Reiland, Jr.

To Brother and Mrs. Lloyd W. Formby, *Oklahoma*, on July 9, 1959, a daughter, Anne Corin.

To Brother and Mrs. Jack S. Everton, *East Carolina*, on September 19, 1958, a son, Eric Linwood.

To Brother and Mrs. Bill Moffett, *Texas*, on March 4, 1959, a son, William Earl, Jr.

To Brother and Mrs. James Milton Parker, *Baylor*, on January 9, 1959, twin sons, Craig and Gregg.

To Brother and Mrs. William B. Hipple, Jr., *Temple*, on May 5, 1958, a daughter, Edith Ann.

To Brother and Mrs. Virgil J. Laurain, *Detroit-Gamma Rho*, on February 9, 1959, a son, Daniel Gerard.

To Brother and Mrs. Ronald Schulte, *Detroit-Gamma Rho*, on February 16, 1959, a son, Steven Gerard.

To Brother and Mrs. John J. Reed, *Detroit-Gamma Rho*, on January 27, 1959, a daughter, Janet Mary.

To Brother and Mrs. Edward Connelly, *Detroit-Gamma Rho*, on January 25, 1959, a son, Terrence Patrick.

To Brother and Mrs. Kenneth Lashmet, *Detroit-Gamma Rho*, on December 12, 1958, a daughter, Natalie Ann.

To Brother and Mrs. Thomas D. Siegrist, *Michigan State*, on August 26, 1958, a son, Michael T.

To Brother and Mrs. James F. Brown, *Georgia State*, on December 22, 1958, a daughter.

To Brother and Mrs. Al Cronon, *Georgia State*, on December 14, 1958, a son, Jeffrey Lane.

To Brother and Mrs. Ellis Lipp, *Georgia State*, on November 26, 1958, a son.

To Brother and Mrs. Claude Massey, *Georgia State*, on October 28, 1958, a son, Claude, Jr.

To Brother and Mrs. Cecil Watson, *Georgia State*, on September 24, 1958, a son.

To Brother and Mrs. Glenn Cole, *Georgia State*, on December 31, 1958, a son, Robert G., Jr.

To Brother and Mrs. William Vichiconti, *Rutgers-Beta Omicron*, on October 17, 1958, a daughter, Carol.

INSURE YOUR FUTURE

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Write The Central Office

of Delta Sigma Pi

330 South Campus Avenue

Oxford, Ohio

for details.



ERNEST F. HOLLINGS
GOVERNOR

STATE OF SOUTH CAROLINA
EXECUTIVE DEPARTMENT
HAMPTON OFFICE BUILDING
COLUMBIA


April 1, 1959

MULLER O. J. KNEPS III
EXECUTIVE SECRETARY
W. LEROY HARBELSON
ADMINISTRATIVE ASSISTANT
HENRY C. WALKER
LEGAL ASSISTANT

Congratulations to Beta Gamma Chapter of Delta Sigma Pi upon your thirtieth anniversary commemoration.

During the three decades since the establishment of your chapter at the University of South Carolina, our State has seen great business and economic strides. I am sure the efforts of your organization in fostering the study of business and in encouraging civic and commercial welfare have contributed well to South Carolina's progress. It is good to know your high standards and ideals are carried throughout the nation and world by the International Fraternity of Delta Sigma Pi.

You have my warm good wishes for every success in the future.


Ernest F. Hollings
Governor of South Carolina

EFH:KW

The State of South Carolina Recognizes Chapter Birthday

ON THE OCCASION of the 30th Anniversary of the founding of Beta Gamma Chapter at the University of South Carolina special greetings were received by the chapter from Governor Ernest F. Hollings of the State of South Carolina. The 30 years of activities of Beta Gamma Chapter have been filled with success. Over 500 top students in the School of Business Administration at the University of South Carolina have been accepted to membership in this period and many of these hold leading positions today in the business world. Earlier this year Beta Gamma Chapter served as host to the Southeastern Regional Meeting in Columbia, which event was a most suitable beginning for its 30th Anniversary celebrations.

ON HAND TO RECEIVE the Greetings from Governor Ernest F. Hollings of the State of South Carolina were the following members of Beta Gamma Chapter at the University of South Carolina: left to right, standing, Robert Joiner, Julius McDaniel, Michael Burkett, Duncan Coker, Bernie England, Lamar A. Bell, Jr., Robert L. Armstrong, Ellie R. Gasque, Otis Timmerman, William M. Sharpe, Wallace Cromer, and Robert Fitchett. Seated in his office at the Capitol is Governor Ernest F. Hollings.



PRESIDENT ROBERT L. ARMSTRONG of Beta Gamma Chapter at South Carolina, right, proudly accepts the letter of best wishes from Governor Ernest Hollings of South Carolina on the occasion of the chapter's 30th Birthday.



CHAPTERS

MINNESOTA

ALPHA EPSILON CHAPTER was 35-years-old just a few weeks ago. Since that time over 700 men have been initiated into the chapter which is located at the University of Minnesota. It was about that time that Rudy Janzen of Minneapolis was initiated by the 20 original charter members. He was an active Deltasig in his college days while today everyone still knows Rudy for his continuing contributions to the chapter. On Founders' Day this year, the active chapter and Twin City alumni dined at the chapter house with Brother Janzen as their "surprise" guest of honor. President Brother Hill awarded Rudy an engraved plaque as a token of his service to Alpha Epsilon chapter.

In other events, a carefully planned and well executed initiation climaxed winter quarter activities. As we move into spring, another pledge class will complete thorough training to be initiated when the academic year ends in June. No doubt the pledge class project will center about preparations for Campus Carnival. With the proceeds directed toward scholarships, the chapter, together with Phi Delta, business women's sorority, will attempt to top other groups for another first place trophy this year.

Recent professional meetings have included speakers while a tour is being planned. "Economic Forecasts" with local business leaders predicting economic trends for the year found a large turnout from the active chapter. The event is a function of the alumni club in the Twin Cities.

And, spring quarter will bring a round of social activities. The annual spring formal will be held on May 16, in St. Paul. All Deltasigs who will be in the area are invited to attend.—ROGER KLIETZ

UTAH

SIGMA CHAPTER at the University of Utah has successfully carried on a well balanced professional and social calendar during the past months that has attracted favorable attention and wide interest. The highlight of the winter quarter was the "Rose of Delta-sig" Dinner Dance held on Valentine's Day at a hotel in downtown Salt Lake City. Miss Georgia McGinn, Sigma Chapter "Rose" for 1959, was honored in a coronation ceremony conducted by last year's "Rose," Miss Carol Jean Douglas, who relinquished the Sigma Chapter "Rose" Crown to Miss McGinn and presented her with a beautiful trophy.

Miss McGinn, a senior, is a member of Kappa Kappa Gamma and is majoring in secondary education with a minor in secretarial education. She has traveled extensively throughout the world with her father who is



MISS GEORGIA MCGINN, the "Rose of Deltasig" of Sigma Chapter at Utah, center, poses with her court, Miss Marsali McGregor, left and Miss Carol Wilcomb, right.

a career officer in the United States Army. Miss McGinn graduated from High School in Panama and was the representative to Girl's State in Washington, D.C. in her senior year. On campus this year she is active in theater arts, has directed "Streetcar Named Desire" for the student players and she is also a regular announcer on the University's television station. Attendants to Miss McGinn, Carol Wilcomb of Alpha Phi and Marsali McGregor of Chi Omega, were also honored at this time.

An inspection tour of the Pacific Northwest Pipeline Corporation's new Salt Lake operations proved to be another outstanding event of the quarter. Other enjoyable, informative speakers and tours also filled the calendar of the past two months.

Prospective rushees are being sought by Sigma Chapter this spring to fill the many vacancies that will be left by our graduating seniors: Roger Hall, Bob Ingram, Dale Henrie, John Nuttal, Neil Sawyer, and Harlow Lees. These brothers have been instrumental in helping Sigma Chapter to grow and develop into a better organization; they will be hard to replace, but best of luck to them for an excellent future in the business world.

Plans to award the Delta Sigma Pi Scholarship Key have been formulated with anxious anticipation. The key will be awarded this year at the traditional College of Business Awards Banquet on May 17. A vigorous rush program, a chapter birthday party, professional meetings and tours, an after spring finals "fling," and plans to see you all at the Grand Chapter Congress should wind up the year in high style.—DWAYNE ZENGER

SOUTHERN METHODIST

HERE AT BETA PHI CHAPTER we have experienced a wonderful year to date. Last semester we initiated 21 neophytes to the rank of brother, and this semester we have 13 pledges. These additions to our chapter roll will more than help compensate the loss of 17 members through graduation this June.

This past Christmas our "Toys for Tots" campaign was a big success again. This year we received much cooperation from the student body here at S.M.U. and were grateful for this opportunity to help some needy children.

The results of our pledge-active football game were very heartening. To whom? Why, the actives, of course! Although outmanned 3 to 1 the actives, through a great will to win (and not have to pay for the post-game refreshments), won going away by the score of 20 to 6.

Now that spring is upon us and man's heart turns to the fairer side of life, it is fitting that our "Rose" Dance is also here. On April 3, Beta Phi Chapter will have its "Rose" Dance in the Statler-Hilton's Embassy Ballroom. At this time, we are all looking forward to a wonderful evening and the blessings of spring.—TED DESILETS

GEORGIA

PI CHAPTER at the University of Georgia has been very busy this quarter. We initiated a large fall quarter pledge class and have pledged another very active pledge class. The pledge classes for winter and spring quarters plan to remodel our party shack, decorate the game room, and landscape the front yard.

Pi Chapter has been very fortunate this quarter to have had some very good professional meetings. Dr. Heckman, CPA, gave us a very fine talk on "Tax Savings." Dr. Harris, professor of retailing, gave us a fine talk on "Selling Yourself." Both of the talks were very beneficial to us, especially to the boys graduating in the next few quarters.

Several professional tours have been planned for this quarter, one to the Westinghouse plant in Athens and another to General Time Corporation. Both of these companies are fairly new in the Athens' area and are really growing.

The Founders' Day dance was a great success. It was held at the Y.W.C.A. camp. A band from Macon furnished the music. Everyone had a good time and I am sure will always remember it. Many new prospective pledges were gained from the dance. Spring quarter for Pi Chapter should be the greatest yet.—JOHN FURSE



PSI CHAPTER'S winning candidate for prom royalty poses happily at the University of Wisconsin with bandleader, Ralph Marterie. Left to right, are Mr. Marterie, Miss Rosemary Robertson, the Queen, and Wally Huber of Psi Chapter, the King.

MISSOURI

ALPHA BETA CHAPTER at the University of Missouri has had quite a busy schedule of activities since the last issue of *The DELTASIG*. On Friday, February 13 we had a Valentine dance in the Carnegie Room of the Daniel Boone Hotel. We had a real good orchestra and favors with our Greek letters inscribed on them were given to the girls.

We had our Rush Smoker for the second semester on February 17 at the Daniel Boone Hotel. As a result we have been able to pledge 21 men to the brotherhood of the fraternity.

On February 19 we had a professional meeting which featured a very fine talk by Professor Leeman of the School of Business Administration. His topic was "Oil in the Middle East." He has been over there on a grant from the University and he elaborated on his personal experiences while he was there. On March 12, we had Mr. Parker of the J. C. Penney Store as our speaker. He gave an interesting talk on the field of merchandising. A full and varied program of professional meetings is scheduled for the balance of the semester.

The first annual High School Day was held at the University of Missouri on March 21, and over 700 students visited the School of Business Administration. They were given a tour of our new building by the brotherhood of Delta Sigma Pi. Speeches were given by our president, Jim Peek, and by Dean Bradshaw.

On April 9-10 Business Week was held. This featured panel discussions on various topics, main assembly of the student body,

skits put on by the business fraternities and the faculty, honors luncheon, and the Bosses Ball, which is a dance ending Business Week.

Our industrial tour for this semester was April 9-10. On April 9 we toured Alton Boxboard Co. in Alton, Illinois. That evening we had a party with the Beta Sigma Chapter from St. Louis University. The next day, April 10 we toured McDonnell Aircraft. It was a very interesting tour and was enjoyed by everyone.

On April 26 we had our initiation banquet at the Daniel Boone Hotel.

We have also been quite active athletically with our bowling after the meetings twice a month. It has promoted brotherhood and everyone has enjoyed it very much. We also have a volleyball team playing in the Campus League intramural program.

A picnic is being planned for the graduating seniors and will be held sometime in May.—RICHARD E. WOLFF

CALIFORNIA

RHO CHAPTER at the University of California, Berkeley, has inaugurated another school year under the direction of our spring quarter President Gary Kimmel, with the same continued enthusiasm which has prevailed throughout the chapter last year. This enthusiasm is characterized by unity, spirit, and participation. Through these characteristics we will meet the challenge of progress which is before us.

We have had a very successful rush season this spring with 14 neophytes, who appear to have the ability and desire to become good Deltasigs. Pledgemaster Bill

Kennaugh planned a well rounded program.

Professional Chairman, Brother Robert Faris, had a well rounded professional program linked up for the spring quarter. We have had some excellent speakers. The Chapter birthday was celebrated at Spengers Fish Grotto in Berkeley, with a steak dinner and an informing talk on "What the Interviewer Is Looking For," by Mr. Francis S. Bowen, personnel director of C. and H. Sugar Co., San Francisco. Tours this past semester have included International Business Machine Plant, San Jose, a stock market tour, and a winery tour is in the making, which is awaited by all with great anticipation!

Plans are now in the making for an initiation dance and dinner to be held Saturday evening April 18th. Our new brothers will then be treated to a dinner with all the trimmings.

Deltasigs at "Cal" permeate through every facet of University life. We have men in all of the other organizations and other special interest groups including social fraternities. Currently Brother Stuart Gould, our treasurer, is a candidate in the "Ugly Man" contest to raise funds for the World University Service Project.

Oops! I almost forgot. We have undertaken various sporting activities this semester which have not only created stronger brotherhood, but have been a lot of fun too. We have an intramural basketball and football team which plays in the campus league.

Rho Chapter of Delta Sigma Pi is having a very successful and fruitful year. The actives and pledges of Rho Chapter wish all of the other chapters the same success for the years to come. We salute our brothers of Delta Sigma Pi—CHARLIE BROWN

WISCONSIN

ONCE AGAIN, Psi Chapter has the privilege to claim a first here at the University of Wisconsin. In a highly competitive contest our candidate was elected as Prom Queen, making Brother Wally Huber this year's King. This victory in a school of 18,000 students is an accomplishment of which all Deltasigs can be proud. Hard work by all the brothers plus a skit containing a band and a chorus line of campus beauties swung the vote our way.

Our social calendar has been full this year under the able direction of Brothers Joe Gernoske and Herb Holschuh. Suppers with the Alpha Phis, the Tri Deltas, Lakelawn and other sororities have kept our Friday nights busy and enjoyable. Costume parties have dominated our Saturday nights. Our spring formal will be held May 9, at Tuscumbia Country Club near Green Lake, Wisconsin.

Professional meetings this semester have consisted of talks by faculty members and men who are interviewing on campus. Mr. A. W. Hammond of the Irving Trust Co. gave an interesting talk on personnel management which explained his company's training program. This semester is progressing in the usual eventful and enjoyable manner here at Psi Chapter.—KENNETH J. MARTIN

BAYLOR

BETA IOTA CHAPTER is in the process of making plans for our Red "Rose" Formal to be held May 8 at Ridgewood Country Club here in Waco. We have invited special guests including our sponsors, the Dean of Women, Dean of the School of Business, and the Student Union Director. This is our social highlight of the year and elaborate preparations are being made.

The School of Business Day will be held on our campus March 20. This is a special day when the alumni return to see what is being done in the School of Business. Activities include talks, tours, and the highlight of the occasion, the annual School of Business Banquet in the evening. Our chapter is depended upon to help with all the activities of the day, and at the banquet we are presenting our Outstanding Baylor Deltasig Alumni Award.

Social affairs this semester have been informal and very enjoyable. Valentine's Day we held a semi-formal dance in honor of our "Rose," Nancy Nail, at the Syrian Club. Music for dancing was provided by a juke box, and at the intermission, Nancy was presented a bouquet of long-stemmed red roses as we sang the fraternity song to her. Also, we held a semi-formal rush dance the week end of rush which was very succesful with Joe Johnson's band playing for dancing. We are planning several informal picnics and outings for this spring to keep up the fun we have enjoyed so far this year.

April 15 our chapter is chartering a bus to make a trip to Dallas along with the School of Business. This is an annual event, and proves to be very educational. Tours are planned through the Federal Reserve Bank and the Chance Vought Aircraft Plant.

Our rush activities turned out very successfully and we got some very good pledges. They are in the middle of their pledge period now, and we are getting a chance to know them better in preparation for their becoming our brothers. At our professional meeting during rush we heard a very good talk by Tom Moore, District Attorney for this District. He spoke on "Politics in the Business World."

Two of our brothers are recognized around the campus for their participation in varsity sports. Brother John Fite is a member of the basketball squad, and Brother Richard Sale is a returning letterman on the baseball team.—WALTER GIBSON

NEW MEXICO

GAMMA IOTA CHAPTER ended the first semester of 1958-59 with the chapter elections. The second semester leaders are: Gerald Olson, president; Berkely Beaver, senior vice-president; Zack Meysted, vice-president; Ken Bolander, secretary; Ev Watt, treasurer; and Paul McCollum, historian and publicity chairman. The election turned out to be a reaffirmation of the confidence the chapter had in the elected officers of the first semester. Three of the officers of last semester were similarly honored by the election this semester.

The brothers began their rushing activities shortly after the beginning of the semester. A rush party was held Monday evening, February 16, for the purpose of acquainting the prospective pledges with the active members of Gamma Iota Chapter. At this party the chapter was privileged to have as a speaker Professor Huber of The College of Business Administration. Professor Huber extended the benefit of his experience in a brief talk entitled, "The Value of Professional Fraternities." Friday evening following the rush party, a smoker was held for both actives and pledges at the American Legion Hall. This gathering was truly endowed with the fraternal spirit, and both actives and alumni were glad to greet the prospective pledges once more.

Sunday evening, February 22, immediately following the preferential dinner, the chapter pledged eight neophytes. The speaker was Jerry Rhodes, Deltasig alumnus and member of the Albuquerque Bar; his subject was "Expertness and Success."—PETER G. TOWNSEND

NEW YORK

THE END of the year sees Alpha Chapter left with a handful of highly spirited brothers.

Brothers Bob Butler and Klimaszewski are seriously thinking of going into the flag-making business. They made the new flag which graces our wall. (Send your orders to 133 W. 3rd Street.) Brother Weigand has made us a plaque on which we inscribe the name of the *Pledge of the Week*. We all feel that the idea will be quite successful.

Brother McDonough has proved himself to be one of our better brothers and one who is a credit to Alpha Chapter.

As the year draws to an end, the graduating brothers can look back on the many and varied experiences Alpha Chapter has shown them.

NEBRASKA

ALPHA DELTA CHAPTER at the University of Nebraska began the second semester by electing its 1959 "Rose Queen." She is Marian Toline Brayton, a sophomore in Teachers College at the University of Nebraska. She is affiliated with the Alpha Phi Sorority, is an AUF representative, and active in Aquaettes, University Singers, WAA Board and NU-CWA Board. She is an outstanding girl at the University and we are indeed proud of our "Rose Queen."

Our first professional dinner for the second semester featured a very fine talk by Jack Wendstrand, assistant attorney general of Nebraska. Wendstrand's speech concerned the functions of his office and of the now historic recount of votes for the governorship of Nebraska. The entire active chapter of 55 Deltasigs were in attendance, plus several of our distinguished alumni. A full and varied program of professional dinners are scheduled for the balance of the semester.

Pledging hasn't taken place as yet, but we are anticipating an even larger pledge class than last semester when we pledged and initiated 27 men.

Congratulations to Brothers Delimont, Iburg, Korinek and Fifer for being nominated to Beta Gamma Sigma, national honorary scholastic fraternity. Brother Lynch informs us that we closed the first semester with close to 50,000 points toward the Chapter Efficiency Contest. He also informs us that we should have no trouble meeting our quota in the Chapter Efficiency Contest and anticipates a final score of 100,000 points.

Alpha Delta Chapter has planned a full and varied social program for the semester. The biggest function scheduled is our "Rose" Formal on April 4. It seems that Columbus, Nebraska, has been picked as the site for our professional tour this semester. Brother May has taken a personal interest in the tour.—JOHN J. DIBASE



MISS NANCY NAIL, the "Rose of Deltasig" of Beta Iota Chapter at Baylor, was recently honored at a semi-formal party. Upon presenting her with a bouquet of red roses, the chapter sang the fraternity song.

BOSTON COLLEGE

DELTA KAPPA CHAPTER held its spring rush meeting February 10 at the Hotel Continental in Cambridge. Of those who rushed, six were chosen as pledges. The initiation of the new brothers is scheduled for April 10, to be followed by a dinner dance the next night at the Hampton Court Hotel.

On February 17, we had as professional speaker Mr. John Sullivan of the Small Business Administration, whose topic was "Securing Business Loans and the Participation Plan." Future speakers scheduled by our professional committee will include: William C. Miller, the Boston District Sales Manager of the Scoville Manufacturing Company, Waterbury, Connecticut who will speak on "Industrial Sales in Relation to the Copper Market." On April 14, we will have Mr. Daniel Bloomfield address us on the Boston Conference on Distribution, which is an international conference held annually at Boston's Hotel Statler-Hilton. On May 5, we will have a speaker from the Federal Reserve Bank of Boston speak to us on Federal Reserve policy. A tour will be conducted in conjunction with this talk. Also planned is a talk on mutual funds which will also be followed by a tour. From this it can be seen that Delta Kappa Chapter has the benefits of a very active and ambitious professional committee.—JAMES J. CROAK

MISSISSIPPI

THE ALPHA PHI CHAPTER of the International fraternity of Delta Sigma Pi held an initiation for nine pledges on March 8, 1959. The new initiates include Lloyd Arnold, Richard Chotard, Dick Decker, Jarvis Greer, Howard McMillan, C. A. Miller, Buck Moore, Richard Newman, and Robert Taylor.

The ritual for the ceremonies was presented by the ritual team from the Gamma

Zeta Chapter at Memphis State University. Mr. George Ragland, Director of the district which includes the Alpha Phi Chapter and the Gamma Zeta Chapter, Mr. Roy Tipton, Regional Director for the South-Central Region, and several alumni of the Alpha Phi Chapter were on hand for the initiation.

On February 26, 1959, some new officers were elected in the Alpha Phi Chapter. The officers of the Chapter are: President, J. B. Barrack; Senior Vice-President, Lacey Biles; Vice-President, Bill Hicks; Secretary, Hugh Warren; Treasurer, Bill Weathersby; and Chapter Efficiency Contest Chairman, Van Kees, Jr.—DON HARBOUR

NORTH CAROLINA

THE ALPHA LAMBDA CHAPTER house has been the site of bustling activity during the spring semester. Now that it has almost come to an end, there are many things to which we can look with pride.

One indication of our hard work is our final standing in the Chapter Efficiency Contest. Alpha Lambda Chapter was 14th internationally and second in the Southeastern Region. We hope that by the end of next year, with continued hard work, we will be able to raise our standing still higher.

Ten new brothers were initiated in April. The pledge week-end held in conjunction with the German Club's spring dance was one of the social highlights of the semester. All the activity of the week-end was in honor of the newly-initiated brothers and their dates. On Friday all the Deltasigs and their dates had dinner at the Ranch House, a local restaurant recommended by Duncan Hines, followed by the German Club's dance where music was furnished by a big-name band. On Saturday's agenda was a concert in the afternoon and an informal dance in the recreation room at the chapter house that evening.

Another big event of the semester was the award banquet for North Carolina's Outstanding Businessman. This is an annual

award presented by the Alpha Lambda Chapter. The Junior Chambers of Commerce from towns all over the state submit an outstanding businessman from their town and we select one of these men as the recipient of the award. The award was presented to Mr. Charles Erwin of Charlotte, North Carolina, at a banquet at the Carolina Inn.

Our professional program for the semester has been very well-planned. Our monthly dinner meetings have featured some very enlightening speakers, one of which was Dr. Maurice Lee, Dean of the School of Business Administration. In February we Deltasigs drove to Raleigh to tour the Westinghouse Meter Plant where we observed the manufacture of intricate meter parts. We were very impressed with the good industrial relations within the plant. This is something that is not present in many of the plants which we have visited. We have a two-day tour to Charlotte planned for May. This tour should prove to be very worthwhile for all of us.

Graduation time is near for many of us at the Deltasig house. As the end of our college year approaches we realize more than ever how much Carolina and Deltasig have meant to us. Even though we shall be leaving, the Alpha Lambda Chapter House will always be a second home to come back to. Deep in our hearts we shall always be a Deltasig, and we shall always profit from our experience gained as a member of Delta Sigma Pi.—DON L. MURPHY

CREIGHTON

BETA THETA CHAPTER enjoyed the biggest month so far this year. Early in the month a dinner, at which four gentlemen representing Mutual of Omaha, and United of Omaha spoke, was followed by a quick but exciting election of the candidates for our chapter's "Rose of Deltasig."

The following days were devoted to feverish preparation for the Creighton University's Business Administration Booster Days. Displays representing AT&T, Western Electric, Continental Can, all the big ones in this area, were being readied for the opening day, February 24. Brother Ted Thull was so flooded with information, questions and statistics in his efforts to organize and control the available display space that I think even he looked with awe, on the morning of the 24th, at the good job he had done.

The evening of the 24th was the occasion of another Deltasig dinner, this time open to the public in conjunction with the Booster Days. The speaker was Chester A. Lauck, better known as "Lum Edwards" of the radio famous "Lum and Abner's Jot 'em Down Store," and now executive assistant in the Continental Oil Company. Over 300 business men and students attended the dinner.

The following evening the Booster Days were concluded by a panel discussion regarding the college grad's place in the various personnel placement programs. Experts from the fields of industry, insurance, government, and utilities composed the panel.—MICHAEL A. ROSSITER



CANDIDATES for "Rose of Deltasig" at Beta Theta Chapter at Creighton University this year are, left to right seated, Kay Smith, Mary Ellen Gitter, Ida Coleman, and Pat Mangan; standing, Elizabeth Montecalvo, and Sharen Arneste.



DELTA SIG OF THE YEAR of Kappa Chapter at Georgia State College is Grand President Homer T. Brewer, an alumnus of that chapter. Fred Hedges of Kappa Chapter, left, is shown making the presentation of a plaque during recent ceremonies in Atlanta at the Deltasig Lodge there.

MEMPHIS STATE

THE SPRING SEMESTER has been ushered in by the Gamma Zeta Chapter with numerous activities and awards. As soon as everyone was well established in their academic schedules, a smoker was held to enable the brothers to become better acquainted with prospective pledges. The results of the smoker were satisfactory, as we gained 15 pledges at formal ceremonies. They are: James Mallory, Jim Wright, Ronald Booker, Jerome Kaplan, Robert Colvard, Duane Pelfrey, David Parker, Gerald Picken, David Goodwin, Howard Hurst, Bill Howell, James Pope, Phillip Chamberlain, Bill Phillips, Robert Potts.

The neophytes, under the guidance of Pledgemaster Jim Wilhelm, will present a professional program for the benefit of the student body. The program will reflect the endeavors of the Gamma Zeta Chapter to establish a closer relationship between the realities of the business world and the academic life of students of business administration.

The brothers on the ritual team journeyed to the University of Mississippi March 8, to formally initiate Deltasig pledges into the Alpha Phi Chapter.

Each year seniors elect their classmates, who they consider to be outstanding, to the Memphis State University Hall of Fame. When the results of the balloting were announced, 20 seniors had been elected, of whom nine were Deltasigs, and last year's "Rose" Queen, Miss Frances Young. The Deltasigs who attained this status are: James Baxter, Ben Gray, Melvin Greer, Leroy Gregory, John Haines, James Hallmark, Bobby Hammons, Jim Porter, and Ray Simpson.

Gamma Zeta Chapter has new officers this semester. The new leaders are: President, James Hallmark; Senior Vice President, Wayman Ahart; Vice President, Jim Wilhelm; Secretary, Jim Berry; Treasurer, Ray Simpson.

On the social level there are two outstanding events during the spring semester. On April 4, the birthday of Gamma Zeta Chapter's first decade will be celebrated with much gusto. The pledges will display their talents at the party, which should prove to be amusing and enjoyable to the brothers. On May 8, our "Rose" Ball will be held in the Military Ballroom of the King Cotton Hotel, featuring Colie Stoltz and his band. Reigning over the ball will be Miss Charlotte Marcus. This lovely young lady has proven herself to be an exceptional "Rose of Deltasig" by her avid interest in chapter activities.

With conservatism, the Gamma Zeta Chapter brothers can say that this semester has been truly profitable and rewarding.—**CHARLES W. CIVER, JR.**

SANTA CLARA

GAMMA XI CHAPTER at the University of Santa Clara has opened the second semester with one thing in mind, progress. The end of the first semester left us with countless ideas and plans for the spring semester. Our second meeting was professional, featuring Mr. Periera of Periera's Men's Shop in Santa Clara. Mr. Periera spoke to the brothers on the advantages and disadvantages of the small business man. His talk was indeed enlightening and beneficial to all of us. Mr. Periera is the owner of the largest clothing store in Santa Clara and is also an investment counsellor.

The biggest activity for our chapter this semester will be our Carnival Mixer Open House. The Open House will take place on April 12. The proceeds from this carnival will be presented to Mary of the Palms Orphanage in San Jose. Earlier in the year, we had a Christmas party for the same orphans which was highly successful. The Carnival Mixer Open House is the first of its kind to be held on the university campus. It will consist of 13 chance booths, bingo, refreshments, and continuous entertainment throughout the afternoon. Starting at 8:00 P.M. the patrons will dance to the music of the Soft Tones. The entertainment is being supplied by various groups on campus and other groups from neighboring colleges. All the colleges in the bay area have been invited to attend this charity function. We expect well over 1500 people to spend the day at Santa Clara. All the brothers have been assigned to numerous committees and the various booths and will operate them throughout the day. Brother McKay is chairman of the Carnival, and has worked diligently in securing donations and other goods on consignment. We expect this Carnival to be a great success and we hope to make this an annual affair.

Other activities for the spring semester include a talk from a representative of IBM, and tours of the Lucky Lager Brewery in San Francisco and Matson Line Steam Ship Company.—**ARNOLD J. FINOCCHIO**

GEORGIA STATE

KAPPA CHAPTER at the Georgia State College of Business Administration celebrated its annual Kappa Founders' Day observance on March 14, 1959, with a dinner-dance at the chapter lodge near Tucker, Georgia. As has been its custom in the past, the chapter used the occasion to name its Kappa Deltasig of the Year. This year Grand President Homer T. Brewer was recipient of the award and the honor it carries. Master of Ceremonies Brother Thoben Elrod, himself Kappa's Deltasig of the Year in 1958, made the presentation. Alex E. Lindholm, assistant vice president of the Fulton National Bank of Atlanta, was guest speaker.

Chapter officers are working to complete plans for the annual Sport Dance, highlight of the social year. The event, set for early in June, will also see the crowning of Kappa's "Rose" for the 1959-60 school year.

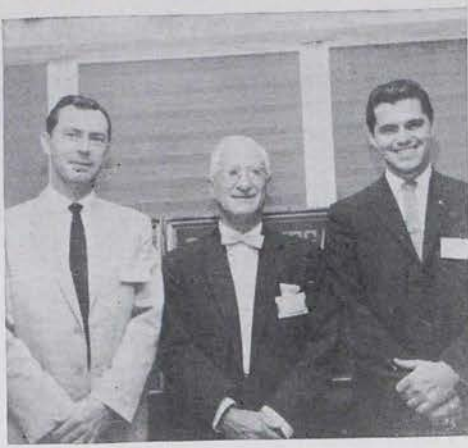
At long last Kappa Chapter has obtained a chapter room in the college building. A committee has been named to decorate and equip the room, which will be used both as a campus office and a social center for active members.

A burglary at the chapter's suburban lodge resulted in the loss of items valued at more than \$600. Police are investigating but report no progress in solving the crime as yet.

A full program of pledging, pledge training, social and professional activities is continuing unabated, and Chapter Efficiency Contest Chairman Frank Byrd anticipates another 100,000-point year for Kappa.—**FRED W. LYON, JR.**



A GUEST OF DELTA MU CHAPTER at Mexico City College was Miss Barbara Spencer, the 1957 "Rose of Deltasig" of Gamma Kappa Chapter at Michigan State University who is now attending Mexico City College.



FOUNDER HAROLD V. JACOBS paid a surprise visit to Beta Omega Chapter recently while he was vacationing in Coral Gables, Florida. In the left photo, Brother Jacobs is seen with Chapter President Bill Cargin on his left and Senior Vice President Lloyd Stauffer on his right. The center photograph was taken while Brother Jacobs was among the members of the chapter. On the right we see Brother Jacobs with Chapter Advisor Charles F. Eyre, who is on his right.

ILLINOIS

UPSILON CHAPTER at the University of Illinois held its first professional meeting of the spring semester with a program that featured a fine talk by Mr. S. J. Kochanek and Mr. R. Horton, both of the Chrysler Corporation. The entire chapter plus 30 prospective pledges were in attendance. Interest was shown as Mr. Horton talked of the various phases of operation at the Chrysler plant and also as Mr. Kochanek told us of the opportunities that are available to the college graduate. Other professional meetings are planned for the semester which include speakers from Owens-Illinois Glass Company and from the Cummins Diesel Engine Company.

The brothers of Upsilon Chapter are anxiously awaiting our spring formal dinner dance to be held at the Urbana Country Club. Considerable interest has been shown in the affair although it is still a month away.

As the result of our two previous meetings, we have met many men who we intend to pledge. These men represent a potential asset to Delta Sigma Pi and should increase our chapter strength. Within the past semester we at Upsilon Chapter have climbed the ladder to be near the top in the Chapter Efficiency Contest and we anticipate a final score of 100,000 points.—**LEON C. REIVITZ**

MICHIGAN

XI CHAPTER at the University of Michigan anticipates a continuing successful school year. Our spring rushing program ended with ten rushees being accepted as pledges. This semester's pledge class has quickly distinguished itself as being a very capable and talented group.

Our first professional meeting of this semester was a tour of the terminal at the Detroit Metropolitan Airport, followed by a talk given by a sales representative for American Airlines on the topic, "The Impact of the Jet Age Upon the Public." Future professional meetings will include a discussion on the use of human relations

techniques by Professor Hill of the School of Business Administration as well as a tour of Northland Shopping Center of Detroit.

Brother Don Wilson, serving his second successive semester as social chairman, continues to make this year's social program a very enjoyable one. Plans for theme parties coming up include a carnival party, a toga party, and a pajama party.

Our interest in the professional and social programs does not adversely affect our athletic prowess as Xi Chapter recently rolled its way to this year's intramural bowling championship. With spring sports still remaining we find ourselves within reach of annexing the over-all intramural sports championship.—**MARTIN J. ROBERTSON**

OMAHA

GAMMA ETA CHAPTER held its annual workshop, entitled, "How to Apply for a Job and Get It," during the week of February 9. The workshop featured five experts on interviewing and job placement and was attended by some 200 students daily. Another big January event was the election of Ron Norman and Tom Durick to secretary and chancellor respectively. The election was to replace graduating brothers Jack Williams and Don Echtermeyer. An informal presentation of a fraternity ring, to a "typical Deltasig," came as a surprise to graduating Lyle Richards.

The local "Mother's March on Polio" was given a very successful helping hand by the transformation of Gamma Eta Chapter members into "Mothers."

The passing of Brother Paul T. Crossman, a charter member of our chapter and one of our sponsors until his death on February 25, shall be remembered as a dark day for our chapter. Brother Crossman was a great friend of all Deltasigs and Omaha University students. We will remember him.

April seems to be our big month. We celebrate our chapter's tenth birthday. For this we plan a big celebration. Nothing is definite as to the date. April 19 is the date set for spring initiation, as usual at the

Birchwood Club. Right now we're pressing our drive for pledges beyond any of our efforts in the past. We have a pledge party set for March 20 at the Paxton Hotel and an unprecedented rush party in the making. Also scheduled for sometime in April is a talk by Omaha's mayor, the honorable John Rosenblat. His talk will be given at the first professional meeting of the month.—**WALTER E. HALE**

U. OF MIAMI—Florida

THE SPRING SEMESTER for Beta Omega Chapter at the University of Miami will be one to remember. Starting the semester off with a new slate of officers with Brother Bill Cargin as president, Beta Omega Chapter has a full and enjoyable schedule ahead of them.

With two rush parties in the past we have a fine opportunity in selecting an excellent pledge class. Both rush parties were a great success, and at the second party we were honored by having Brother Harold V. Jacobs, one of the Founders of Delta Sigma Pi, as guest speaker. In his speech to the rushees and actives he pointed out that he was glad to see that the chapters of Delta Sigma Pi are still upholding the same principles under which the fraternity was founded. During the course of the party Brother Jacobs held informal discussions with the members, and the main point of discussion was the Fraternity's history which was very enlightening to all. The rushees were very impressed about having Brother Jacobs tell them about Deltasig and what they can expect from Deltasig, and what Deltasig will expect from them. Brother Jacobs is expected to be in Miami for a month, and Beta Omega Chapter will be honored by having his attendance at all functions.

Professional functions are on the top of the agenda for the spring semester. Lectures on life insurance, proposed tours through the Miami First Federal Savings and Loan Association, and Goodbody and Company, stock brokers, are being scheduled. For those students that want to see scientific management in effect we have a tour through Eastern Air Lines. Along with the professional functions we are going to take advantage of South Florida's warm climate and beautiful beaches, and the highlight of the semester will be the crowning of the "Rose of Deltasig."—**CLINT HALLMAN**

TENNESSEE

ALPHA ZETA CHAPTER at The University of Tennessee elected its new officers at the first meeting in March, and pledged five new men. These five men fill the chapter's quota of 21 for the year and have begun their pledge training under the direction of Brother Joe Lukouski.

Dr. S. Kyle Reed, of the industrial management department, has been honored by being named "Professor of the Quarter." Dr. Reed was given this distinction because of "the special interest and unusually effective lectures he presents his students."

Two excellent professional programs have been recently enjoyed by the Brothers of Alpha Zeta Chapter.

Don Bellaires, a University of Tennessee graduate from the College of Business Administration, spoke on "Opportunities In Retailing." Bellaires is now women's fur and dress buyer for Miller's, a leading Knoxville department store.

A film on "Investment Banking" proved to be quite interesting and very informative at the last meeting in January.

President Peter James represented Delta Sigma Pi as a candidate for "Outstanding Business Senior" at the February Business Ball. Alpha Zeta Chapter also gave full cooperation to the Business Board in selling tickets to the Ball and the venture proved successful for the treasury.

Alpha Zeta Chapter has had the pictures made for the annual to represent the completion of an unusually good year for the chapter and its individual brothers.—B. DWAYNE SUMMAR

SOUTH CAROLINA

UNDERGRADUATE CHAPTER MEMBERS are prone to forget that our present fraternity position is due, to a very large extent, to our alumni brothers who have graduated. We sometimes fail to remember that they retain an interest in their particular chapters, and that these news items are their only means of keeping informed of our activities and progress. This is a report of Beta Gamma Chapter's progress this spring.

Pledging, the life blood of any fraternity, moved along nicely. We pledged 21 good men, and they are all freshmen, sophomores or juniors. This will give Beta Gamma Chapter a good, strong chapter with which to start the fall term.

(Note to other chapters: If you haven't tried those pledging slides from The Central Office, do so. You'll be surprised at the results.)

Dancing to the music of Tony Torrie's band, the "Rose" Dance, held at the Jefferson Hotel in Columbia, was a huge success. As has been our custom, it was formal and was attended by many local alumni.

Our professional program has been good. A very fine talk on hospital management was presented by James Nealy, executive secretary of the South Carolina Hospital Association. On February 25, we made a field trip to Du Pont's Camden Plant to view the manufacture of synthetics, and a late April trip to Union Bag & Paper Company's Sa-

vannah, Georgia, plant proved to be very beneficial.

The highlight of the semester was, however, our drive to obtain our own house. Without the very active interest and assistance of the alumni members of the faculty, the cause would have been lost. We regret that exact figures are not available as of this writing, but we invite your inquiries addressed to 700 Pickens Street, Columbia, South Carolina.

All in all, it has been a very successful semester, one of growth and expansion, and it is good to close with the statement—"Things should be even better next year."

WAKE FOREST

GAMMA NU CHAPTER at Wake Forest is well on its way to making the second semester of the 1958-59 school year a highly successful one.

Our spring rush program has been completed, and as a result of the efforts of the speakers and the work of the brothers, we received 16 new neophytes on March 11. Our very successful smoker featured Mr. William E. Hollan, a representative of a leading Winston-Salem brokerage firm. Mr. Hollan's address was an explanation of the role of the stock broker in business and the function of the brokerage field in general. Other speakers for our smoker were Dr. Gaines M. Rogers, Dean of the School of Business Administration at Wake Forest, and our Rush Chairman, Boyce R. Wilson.

In keeping with our professional program, we are planning a tour to the Federal Reserve Bank in Richmond. Other professional meetings are being planned, at which we will have guest speakers. Plans are also being made for a banquet which will follow our initiation ceremony.

Congratulations to our graduates, and all brothers of Delta Sigma Pi—everywhere.—EDWARD G. HINE

KENTUCKY

ETA CHAPTER of Delta Sigma Pi had a very successful rush program this year. Early in February, 17 men were initiated in an impressive ceremony. The initiation was followed by a banquet at the Campbell House. Attending guests included four professors from the College of Commerce, and an alumnus from Alpha Sigma Chapter of the University of Alabama. The principal speaker at the banquet was Mr. Don Sturgill, Kentucky Safety Commissioner. Mr. Sturgill, who is directly in charge of the Kentucky State Police, gave a rather informative talk on Kentucky politics.

Our program committee is presently striving for an interesting series of programs. These are to include a panel discussion between a labor union leader, and the manager of a local non-union concern; a talk by a member of the clergy on "Religion in Business"; and a question and answer period with the director of the Lexington Public Welfare Department.

We are currently enjoying one of our most successful years, but are also making plans for next semester so that it too may be just as prosperous.—ROBERT BURNS

GEORGETOWN

IF YOU WERE watching your T.V. set Sunday, March 1, and had the program "The G. E. College Bowl" tuned in, you may well have heard part of Mu Chapter cheer its school's team onto victory. This same afternoon we held our annual Faculty-Alumni Reception in the same building from which the telecast originated. After renewing acquaintances with our alumni and discussing weighty subjects with the faculty, interspersed with refreshments, we recessed to the T.V. broadcast. The success of the reception was equaled by the success of Georgetown's Quiz Kids.



BETA KAPPA CHAPTER at the University of Texas recently honored Brother John P. Lymberopoulos of the faculty there. From left to right are John P. Lymberopoulos, President Bill Goforth of Beta Kappa Chapter, Chairman John R. Stockton of the Department of Statistics, Dean John Arch White, and Assistant Dean Pat Blair.

RIDER

BETA XI CHAPTER is successfully approaching the end of its 25th year at Rider College. On February 17, 42 men accepted bids to affiliate with Delta Sigma Pi. At the final initiation we expect to take about 30 of this number. We are certain that those we initiate will be the highest calibre men from the rush group.

Election of officers for the spring semester resulted as follows; President, Al Luyber; Senior Vice-President, Dane Platt; Vice-President, Joe Allen; Treasurer, Bob Haefele; Secretary, Bob Statler; Chancellor, Len Accardi; Social Chairman, Bob Hawkins; and Historian, Dave VanDerzee.

Our basketball team, hampered by lack of height and experience, finished the Intramural season in fourth place. At bowling, however, Deltasig cannot be beaten. We are in first place by four games and are the undisputed winners of the bowling trophy. The softball team has started practices under the leadership of Brother Don Thomas. Other entrants in the Intramural League are going to have a hard time with the spirited Deltasig softballers.

The social calendar has become hectic again after a mid semester lull. We have had our Winter Carnival Party and our St. Valentine's Day Dance. At present we are looking forward to a combined St. Patrick's Day Party with Beta Omicron Chapter of Rutgers. We are also anticipating the Silver Anniversary Weekend on May 15, 16 and 17.

Our next professional meeting will be held at the home of the famous author, Pearl Buck. All the new brothers will enjoy meeting Miss Buck for the first time, while some of the older brothers will be seeing her for the second or third time.

In closing, all of us at Beta Xi Chapter wish all of you an enjoyable, profitable summer vacation.—WILLIAM BODE

LOUISIANA STATE

NINE NEW MEMBERS were initiated into Beta Zeta Chapter this semester. The pledges' initiation took place on the evening of March 18, and that night the formal banquet was held at the LSU Faculty Club. Guest speaker at the banquet was Mr. Jerry Meyers who is the secretary manager of the Baton Rouge Better Business Bureau. Mr. Meyers' talk was titled "The Age of Chiselry" and it proved to be most interesting and was thoroughly enjoyed by all present.

The chapter is now busy lining up many prominent Baton Rouge businessmen for future guest speaker spots at our business meetings. Films are also being procured. One highlight is a proposed tour through one of Baton Rouge's largest gas companies. This tour is causing a good bit of interest among the members who are really looking forward to it. Early this semester Mr. Philip Washauer, past president of the Junior Chamber of Commerce, spoke to a large gathering of actives and pledges about the functions and activities of the JC's.

Excitement is reigning supreme as the chapter formulates final plans for our gala

"Rose" Ball. Most of the preparations are made for the grand event which is to take place April 18. This year's "Rose of Deltasig" is Miss Marvis Mabile, a beautiful and charming LSU sophomore. A special meeting was called to elect our "Rose" and Miss Mabile was chosen from four finalists. The Ball promises to be among the biggest campus functions of the year.

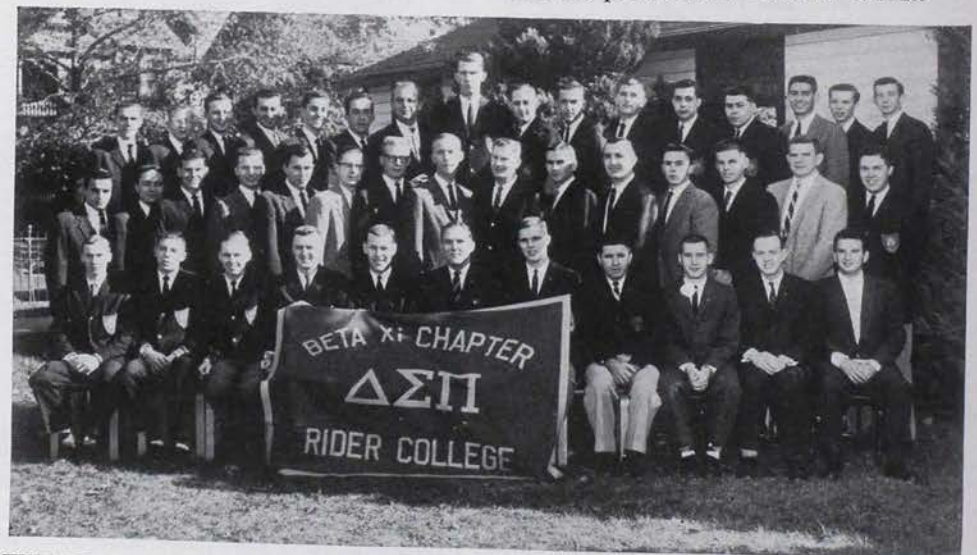
As you can plainly notice by both present and future plans Beta Zeta Chapter is not lying dormant. The chapter is really pouring on the coal so don't be surprised if you see us sitting up on top when the last points are counted.—JOHN CIRAVOLO

CALIFORNIA

PHI CHAPTER at the University of Southern California is at present in the midst of rushing activities. A stag party was held at which over 30 brothers and potential pledges were present. The success of this affair was due largely to the work of President Thomas Berge and Brother John Reese, III, who heads the chapter's social committee. Their work and enthusiasm has activated the chapter and merits the praise of everyone.

Our professional meetings this year have featured two very fine speakers from the School of Business Administration. Doctor Leroy Edwards talked of "Creative Thinking," which gave the members and prospective pledges attending some knowledge of how a successful businessman judges the promotability of his subordinates. Professor Robert Simons talked on "How to Get a Job," which discussed the various methods of approach to employment. On the agenda in the near future are talks by Doctor William Wolfe who will talk on Salary Administration, and Doctor Robert Goodell who will talk about the Organization of Management.

By using a full and varied program of professional meetings it is Phi Chapter's desire not only to enhance the effectiveness of the active members in the commercial world but also attract the highest caliber of pledges.—JACK E. ADAMS



THE FULL PROGRAM of activities of Beta Xi Chapter at Rider College was halted briefly this spring for this photograph of the chapter membership.

ALABAMA

ALPHA SIGMA CHAPTER was host to the School of Commerce at an open meeting on February 23. Mr. John Williamson, from the Birmingham Sales Executives Club, spoke on the operation of his business, The John Williamson Company. The large crowd greatly enjoyed Mr. Williamson's dynamic presentation of the problems of modern business.

The beginning of the new semester is the signal to begin the selection of new members. Vice-President Lawrence Harris has scheduled our first rush meeting for March 2.

Brother Richard Malone, president of the School of Commerce, and Brother Lawrence Harris, Commerce Day Chairman, are the two busiest men in the School of Commerce, putting the finishing touches on Commerce Day of 1959.

The new "Rose" of Alpha Sigma Chapter will be presented at our Spring banquet. Miss Marla Stephenson, our present "Rose," was selected as Alabama's Homecoming Queen. Marla is also president of the Associated Women Students.—JULIAN D. BUTLER

COLORADO

ALPHA RHO CHAPTER at the University of Colorado celebrated a chapter birthday at their last meeting. It was an informal celebration attended by the active members and their pledges. A movie on insurance was shown and refreshments were served following the movie.

Prior to this meeting there was one professional meeting held, as school had just reconvened for the spring semester on February 4. At the professional meeting, Mr. Richard Radu, sales representative for International Business Machines, explained "memory machines" installations. The talk was centered specifically on the I.B.M. "RAMAC."

Within the next few weeks, we hope to initiate all new pledges. The number and names of the pledges are still unascertained as of the present time.—JOHN J. RITTER

SAINT LOUIS

BETA SIGMA CHAPTER at St. Louis University School of Commerce and Finance can look back at this past college year with a sense of pride and accomplishment. We have, first of all, undertaken an intensive survey of the large local firms in the St. Louis area. This survey, in report form, is designed to aid the students of the School of Commerce and Finance.

Our social program brought us a great deal of pleasurable relaxation and fun which heightened both our spirit and enthusiasm. The latest function was the "Basketball" given by the Beta Sigma Chapter in honor of the St. Louis University Billikens. While speaking of the "Bills," I would like to congratulate Brother George Burkel, starting forward, for the tremendous job he did this season.

On February 15, the Beta Sigma Chapter formally pledged 39 young men. Vince Shaw is to be commended in view of the fine results of his work as rushing chairman. This is the largest pledge class on St. Louis University's campus, and stands as another tribute to the brothers of Delta Sigma Pi.

Our last formal social event of the season will be our annual Spring Formal at the Biltmore Country Club, which will be a dinner dance exclusively for the brothers of Beta Sigma Chapter. Events like these in the past year have been characterized by the true Deltasig spirit; and I'm sure that they will prove to be an inspiration to attain newer and greater goals in the future.—
JAMES C. STANLEY

JOHNS HOPKINS

CHI CHAPTER has enjoyed a whirlwind social year to this point. On October 11, brothers and wives attended the Colt-Bear football game, and after the game went to a local night spot for an evening of fun.

On November 1, a Halloween party was given for the children of Cyburn Home, which featured presents, goodies and a variety show for a group of orphans. That night a party and dance was given for prospective members.

On November 15, we celebrated Chi Chapter Founders' Day with an excellent banquet. Past Grand President Harry Feltham was the principal speaker.

We initiated seven new members into the chapter on December 13. That night the Chapter Birthday party and dance was held. The New Year's Eve dance was the climax of our 1958 social year.

Coming up in March is a bowling party for brothers and wives. In mid-April the Women's Club of Baltimore (wives and sweethearts of brothers) are staging a gala spring dance. The annual Steak Fry is scheduled for May 23.

On June 13 everyone dresses formally for the June Dinner Dance. Later on, in August, the big summer picnic will be held.

Topping off our social year will be a continuation of the fine informative professional meetings that our program chairman has been providing.—JAMES W. DELANEY



ABOUT TO BOARD THE BUS for a tour and trip to Denver are the members of Alpha Delta Chapter at the University of Nebraska.

OHIO U.

THE ALPHA OMICRON CHAPTER at Ohio University has recently initiated eight brothers into the ranks of active members. They are: Jack Oesch, Richard Bowman, Jerry Buck, Charles Gorden, Jack McNeil, Robert Skelton, Milton Stern, and Stephen Weiss. The initiation ceremony was held in the afternoon of February 8, with a banquet held at the Sportsman that evening. Our Advisor, Brother Howard, was the speaker for the banquet. The main theme of his talk was that one should set high goals regardless of whether he will ever attain these goals. The brothers had a good time and I think everyone went away feeling he had gained something. Also in attendance at the banquet was one of our alumni faculty members, Brother Hellebrandt.

The 26th of February we held a rush party. As a result of this rush party, Alpha Omicron Chapter pledged 17 men. The pledges who meet the necessary grade requirements and complete their pledge training by May 10 will be initiated at that time. This will be the third initiation held this school year. The reason for having 3 initiations is because 24 of our present 37 members are graduating, and this third initiation will enable us to come back next fall strong in membership.

As for our professional program, pledges and actives will travel to Dayton, Ohio, April 7, for a tour of National Cash Register. Our Professional Program Chairman, Brother Buck, is scheduling two speakers for the remainder of this school year.

On the social side, sometime late in May a senior farewell party will be held. The senior farewell party is an annual event of the Alpha Omicron Chapter. To all the brothers graduating this June, we wish them luck and much happiness. To the undergraduate brothers, we wish them a good summer and are looking forward to their coming back this fall with a lot of good ideas to make Delta Sigma Pi and Alpha Omicron Chapter a better fraternity.—RON RIDGWAY

MICHIGAN STATE

GAMMA KAPPA CHAPTER'S intra-mural hockey team won the all-university championship with a 5-2 victory over Evans Scholars in late March. The Deltasig icers, which won every game, included Brothers Dick Ward, Ron Hermanson, Wayne Olsen, Don Watt and Joe Herchock.

Michigan State's hockey team, which includes six actives and pledges, was the finest in the Spartans' history and reached the finals of the NCAA tournament before losing in overtime. Varsity members, who are also in the fraternity or are pledging, include Capt. Joe "Bepi" Polano, Dickie Hamilton, Eddie Pollesel, Bruno Pollesel, Terry Moroney and Bob Armstrong.

Gamma Kappa Chapter held its "Rose" Dance February 21, and most of the brothers considered it the best in memory. A 15-piece band provided music. Sue Overmeyer is our "Rose" Queen and Carol Williamson and Judy Lebzelter are members of the court.

Elections were held at the last meeting of winter term with the following results:

Bill Devine replaces Hank Mason as president; Williard "Skip" Marshall takes over as senior vice-president replacing Gordon Connell; Edward "Zip" Dzierlatka takes over from Paul Shuert the position of vice-president; Gordon Connell replaces Joe Sebastian as secretary, and Dick Ward replaces Bob MacDonald as chancellor.

Delta Sigma Pi and Alpha Kappa Psi have bought a large trophy to be the prize for our "Business Bowl" rivalry. The two business fraternities will compete in football, basketball and softball. We won the football game, 18-15, but lost in basketball. So the softball game in spring term will determine the winner of the 1958-59 series.—LARRY GUSTIN

TULANE

GAMMA MU CHAPTER of Tulane began its spring activities by pledging 12 boys selected from a large group of business administration students. Plans for our "Rose" Formal on April 25, at Lakewood Country Club, were completed at our annual "Rose" Tea when 8 Tulane and Newcomb beauties were selected for the court. All of the brothers are eagerly awaiting the affair which will be preceded by a party at Brother Odom Heebe's house.

Among our recent professional activities was a field trip to the Kaiser Aluminum plant in Chalmette, Louisiana, which proved very enlightening to the 40 boys who attended. With Tulane's Campus Carnival a few weeks away Gamma Mu Chapter has already made plans to win a first place trophy for the best booth.

At our recent chapter elections Brother Al Otto was selected to succeed Brother Bob Cooper as president. A word of thanks is due Brother Cooper who did a fine job in leading Gamma Mu Chapter to one of its most successful years.

With two months left in the school year, Gamma Mu Chapter is well on its way to another 100,000 points.—ALAN ROSENBLUM



THIS IS the first prize float of the Gamma Upsilon Chapter at Babson Institute. The theme was the "Roaring 20's". Pictured here is a girl taking a bath in a tub of champagne, while others are doing the Charleston.

LAMAR TECH

DELTA ETA CHAPTER at Lamar Tech held its first spring rush party at Hotel Beaumont on March 8. Twenty prospective members were in attendance. Martha Sparks, "Rose" of the chapter, Janice Minter, Marti Allison, Charlene O'Hara, and Jean Sacker, all members of Delta Zeta Sorority, served as hostesses. They were presented with corsages from the fraternity.

Pledge acceptance dinner will be held on March 21. Pledges will be informally and formally initiated on May 1 and 2.

The fraternity has made plans for a professional tour of the international Port of New Orleans. A bus will be chartered for the trip. Twenty-nine members and pledges are expected to go on this overnight trip on April 3 and 4.

Delta Eta Chapter is going to sponsor the annual Town Hall, on which day top businessmen from the State of Texas will speak and answer questions for students in the School of Business. Classes are dismissed for the occasion. We have also made arrangements to sponsor a speaker for the School of Business during Religious Emphasis Week.

Birthday dinner for the chapter, to be held on April 11, will be for members, pledges, faculty, wives, and dates. We have started planning for our "Rose" Ball, to be held on April 25.—DON L. WILKINSON

BABSON

WINTER TERM for Gamma Upsilon Chapter at Babson Institute officially commenced with an open meeting, during which President George Hunter and the executive officers outlined the advantages of fraternal brotherhood to numerous prospective pledges. Additional highlights of the evening were color slides provided by The Central Office and a party, held at the Reliance Club. Special commendation goes to Brother Bob Paluszka, whose untiring effort in planning this meeting has meant an ex-

ceptional pledge class for winter term, which consists of 25 good potential brothers.

Gamma Upsilon Chapter's first social event of winter term was a ski party held in the Berkshires, under the direction and planning of Brother Bob McKee. A large gathering of the brothers, pledges, alumni and their dates were in attendance. Brother Ed Shulkin highlighted the bus trip by leading the party in song. All who made the trip are looking forward to the next.

During our recent annual winter carnival of festivities, the brothers gathered for a party at the University Club in Boston, to choose the "Rose" of Delta Sigma Pi for 1959, from among the array of lovely coeds present. We are proud to announce that Miss Barbara Barry, of Wellesley, currently a student at Simmons College, reigns as our new "Rose." Also in reference to the carnival festivities, Delta Sigma Pi has again been acclaimed the winner in the annual tri-fraternity float contest.

Winter term plans, still to come, include a splash party, pledge initiation, and dance. The professional program of speakers will return in full force during the spring term.—JOSEPH T. SCARLATA

DRAKE

AS THE YEAR CLOSES Alpha Iota Chapter can look back on one of its most successful years.

Both pledge classes this year have proved that they can and are willing to become a great asset to the fraternity. The class of this spring semester was small but worked right into the projects and activities. This class of neophytes was initiated the last of April.

The speaker for our special professional meeting was a local lawyer with world fame, Mr. Owen Cunningham, one of the defense counsels for Tojo during the war crimes trials in Japan. He showed how many of the better things that happened to him happened directly because of something that he had done for someone earlier.

Early in the semester we made a field trip to the Iowa Power and Light Company general offices in Des Moines. After lunch we had a very interesting discussion of the breakdown of the responsibilities of the various areas of management. Also they explained some of the differences of working in a public utilities company and in other types of business. After this they gave us a tour of their general offices.

In an attempt to draw the members into a closer fellowship, we have been holding noon luncheons on the first Monday of each month. These have been well attended and are doing much toward acquainting the members with each other.

On Thursday, March 5, we left for Minneapolis on a field trip. We arrived at noon and after a quick lunch visited a TV station for their live broadcast and a tour of the station.

On Friday we visited a Federal Reserve bank in the morning and also Minnesota Mining and Manufacturing. In the afternoon we visited the Southdale Shopping Center. On Saturday we had some free time and headed back late in the day.—JOHN HINES

BUFFALO

ALPHA KAPPA CHAPTER held its annual "Rose" Dinner on January 24. Guest speaker was the executive secretary of the Buffalo Association for the Blind. Highlight of the evening was the selection of Penny Thomas as the "Rose" Queen. This young and attractive University of Buffalo student will be the entry of our chapter in the national "Rose" contest come this spring.

Through the efforts of our diligent officers and the cooperation and teamwork of our brothers, we completed a most successful first semester program.

We started the second semester with our party at the Buffalo Trap and Field Club for prospective brothers. One week later on February 23, these potential new members took the solemn oath of pledgship at the pledging ceremony held at Hotel Sheraton.

Pledgemaster Thomas Tallman has scheduled three pledge meetings, starting on March 8. As part of the final pledge meeting, we will hold a bowling party on Sunday, April 5. Those pledges who qualify will be initiated into the fraternity on April 18.

Our civic project for the semester will be the painting of various rooms for the Buffalo Association for the Blind. Both the members of the fraternity and pledges will participate in this joint work project.

February 22 was mid-year commencement at the University of Buffalo. This day will long be remembered by our four graduated brothers Creo Baldwin, Wallace P. Hay, Edward G. Marsch, Jr., and Maurice J. Sullivan. We are sure that these brothers will continue their hard work in the business world.

This is just the beginning of the second semester and we look forward to many events both social and professional throughout the remainder of the school year.—ELMER E. BURK

MIAMI—Ohio

ALPHA UPSILON CHAPTER at Miami University activated its pledges in a ceremony conducted at The Central Office on January 23. After the induction, all the brothers attended a dinner, held in honor of the new actives. The guest speaker at this affair was Jack Samuelson, a local businessman, who gave an informal talk on the difficulties of starting a small business. A fitting climax to the evening's activities was the installation of the recently-elected officers: Dick Lamb, president; Don Powers, senior vice-president; Roger Sayles, vice-president; Floyd Patinkin, treasurer; Bill Papenbrock, recording secretary; Don Hoffman, corresponding secretary; and Hilton Piester, historian.

The first social activity of the new administration was a "rush party," where the officers explained the objectives, purposes, and functions of Delta Sigma Pi. As a result of this "get-together," we have already pledged 30 men, all of whom are potential assets to the fraternity.

Our business schedule for the future includes frequent field trips and professional lectures. Plans for Career Day are already being discussed. We envisage no difficulties in achieving our quota in the Chapter Efficiency Contest and anticipate a final total of 100,000 points. Under our new leadership, Alpha Upsilon Chapter is determined to fulfill the purposeful aims of Delta Sigma Pi.
—MICHAEL D. GOLDBERG

TEMPLE

OMEGA CHAPTER has just completed a most successful fall semester, probably our best.

The men of Omega Chapter, through diligent work, attained the highest scholastic standing among all Temple University fraternities. This standing was even higher than the over-all Temple University scholastic average. Noteworthy were the averages of Brothers Bill Feather, Neil Kaiser, Fred Tokarchek, and Fil Rocca.



MEMBERS OF SIGMA CHAPTER at the University of Utah pause for a photograph during a recent tour of a large corporation in the Salt Lake City area.

The Omega Chapter basketball team performed admirably this year in the face of much adversity. The won and lost figures do not tell the real story since five of the six losses suffered this year were by one point. Delta Sigma Pi, sparked by the prolific scoring of Bud Sherry, and the outstanding floor play of Jack McAllister, provided stern competition for all teams.

At the present time, the Omega Chapter bowlers are the top team in the league. Mainly responsible for this feat are the high averages of: Clay Trainer, Jack Hutton, and Ollie Lewis, the team's captain. In a few weeks the bowlers hope to present the chapter with the first place trophy.

Other items of note were the New Brothers Dinner held at a plush midtown club and a Hawaiian Party with exotic orchids flown directly from the islands through the courtesy of Brother Joe Murata.

But even with all this activity, the men of Omega Chapter are not through for the year. Our spring calendar is full of surprises for the brothers and alumni, and prospects for success loom large.—OLLIE LEWIS

CINCINNATI

THE ALPHA THETA CHAPTER reports they have had a busy winter, participating in several professional activities, and a full social calendar.

The big social event was, of course, the annual "Rose" Dance which was held at Hartwell Country Club, February 27. As always, a good time was had by all, and the affair was culminated with the crowning of the 1959 "Rose," Miss Peggy Smith. Prior to the big event a tea was given by the chapter for all the candidates, and Kappa Delta sorority held open house in honor of the previous "Rose," Miss Lori Born.

Always willing to extend a helping hand to those less privileged than themselves, the Cincinnati Deltasigs were hosts to 40 underprivileged children of Clermont County, Ohio on Christmas morning.

The Cincinnatians didn't forget themselves however, when it came to holiday parties.



A FEATURE of the Senior Day at Oklahoma City University, which is an event to which 600 high school seniors are invited, was this display table of Delta Theta Chapter.

An enjoyable evening for all was provided by Chapter Advisor Charles Schnabel on December 26, and Past President Jack Hobbs was host at the chapter New Year's Eve party.

Tours of the Ruebel Baking Company, and the Armco Steel Corp., were two big events of the chapter's professional activities. In addition, the Deltasigs had the pleasure of hearing several speakers, including Cincinnati municipal judge, William Keating, Mr. Stephan Burns, legal counsel for the committee against indecent literature, and Mr. Jack Phillips, of the personnel and public relations department of the General Electric Company.

At present the chapter is in the process of welcoming several new brothers, the results of a successful second semester rushing program.—LYNN A. ARNOLD, RICHARD E. CALK

OKLAHOMA CITY

OKLAHOMA CITY UNIVERSITY held a new activity, "Senior Day," this year. High school seniors from the State were invited to the campus for a tour, lunch, and a basketball game. The day was a fine success with over 600 students attending. The Delta Theta Chapter of Delta Sigma Pi was 100 per cent behind this project, aiding the School of Business by setting up table displays for each department in the School, and by acting as guides for the students that came through the building. Delta Theta Chapter also had a table of its own, on which is displayed fraternity material. Over 25 members of the chapter participated in this project and merited the praise of Dean Willis Wheat of the School of Business.

Delta Theta Chapter was also privileged to assist the Oklahoma Consumer Finance Association. The Association joined with others in the consumer finance industry in the sponsorship of the Oklahoma Institute of Consumer Management. The Institute was held at the campus of Oklahoma City University in April and has become one of the featured parts of the Association's annual program. The 1959 Institute will have Dean Willis Wheat and James A. Houston, both Deltasigs, as speakers.—ROBERT C. JONES

PENNSYLVANIA

BETA NU CHAPTER is looking forward to another successful season as being the outstanding professional fraternity at the University of Pennsylvania. Upon the results of the installation of new brothers into the fraternity recently, we are confident of attaining or even surpassing the number of new pledges in the spring semester over that high goal set in the fall semester.

That time of year has come once again to honor the Beta Nu "Rose" Queen. The members of the committee agreed unanimously that this was one of the most difficult contests they have ever judged. The young ladies who ran on the slate were indeed lovely. However, the committee finally agreed on a winning candidate. Miss Leddy Buerklin has been proclaimed "The Rose of Delta Sigma Pi." To the other young ladies who competed in the contest, we send you our high esteem and friendship for the time and effort you so willingly gave.

The social calendar for the remaining school year has just been distributed to the members of the chapter. With support from each individual member, it appears that we are prepared for a gala social season. Yet, foremost in the chapter is the professional meetings and tours, that are rewarding to each and every member. Indeed, the professional committee has worked diligently preparing an outstanding list of professional activities.

At this time, we, the members of Beta Nu Chapter, would like to extend to all of our brothers everywhere—a joyous Easter.—
DALE M. DOBBINS

EAST TENNESSEE

DELTA XI CHAPTER held a smoker at the Peerless Steak House on January 29. Senior Vice President John Fudge presided over the smoker. Brother Fudge explained to the potential pledges the background and meaning of Delta Sigma Pi. Brother Farnsworth of the faculty gave a short talk on the Delta Xi Chapter and other chapters throughout the country.

The "Toll for Polio" was a great success. Road blocks were established at the entrance of the four main highways coming into Johnson City. The brothers collected money at the road blocks from 9 A.M. to 1 P.M. on Sunday, February 8. The following Friday night a "Penny Pitch" was held during the half time of one of our college basketball games. From the "Toll for Polio" and the "Penny Pitch," a grand total of \$569.43 was turned over to the March of Dimes.

The "Rose" dance was held at the Frontier Club, February 20. Brother Gene Holt was chairman of the committee. Brother Holt performed an "outstanding" job in making our first "Rose of Deltasig" Dance a memorable event for all those who attended. Our "Rose" Queen is Miss Joan Honeycutt. We are sure she will be a good competitor to our brothers' candidates in other chapters for the national "Rose of Delta Sigma Pi."—
JOSEPH R. HESSMANN



MISS JOAN HONEYCUTT, the "Rose of Deltasig" of Delta Xi Chapter, proudly displays her plaque and a bouquet of roses at a recent function of this chapter at East Tennessee State.

DE PAUL

ALPHA OMEGA CHAPTER at the University of De Paul commenced the spring semester with the addition of 20 new brothers to our ranks. The names of the new brothers are as follows: Dennis Barron, Ed Bartels, Ron Beyna, Harry Bush, Jim Crosswait, Bernie Cygan, Mitch De Bildt, John Doherty, Carl Gorski, Kurt Johnson, also Ken Karrison, Don Kilton, Jerry Kowalski, Frank Marzec, Bob McDonnell, Mike O'Dwyer, Tom Rosenquist, Bill Smutney, Bob Witt, and Rich Wojcik.

I am sure that these new brothers will stand ready to fill the places of the 12 brothers who are graduating in June. In addition to this, they will add even more to the color and life of our chapter. Many of the new brothers have already taken their places on various committees and are participating in many and varied activities.

Our spring smoker was held March 1, at the Pick-Congress Hotel in Chicago. An edifying number of prospective pledges showed their interest in our chapter by their attendance at the smoker. A round of talk, song, questions, and refreshments kept both brothers and guests occupied enthusiastically for all of Sunday afternoon.

A representative of the Employers' Association of Greater Chicago will be the guest speaker at our next monthly meeting. His subject: "Industrial Relations," naturally.

Brother Bob Maloney, our chapter's consultant on "Mother and Son Breakfasts," has shown signs of action. Easter morning again will be joyously welcomed by Sons, Mothers, ham . . . , and eggs.

In April we will enjoy a mixer with Rho Delta Pi Sorority. This enables us to thank them for their invaluable assistance in the presentation of our Annual Charity Christmas Play.—
ROBERT CIRESE

SOUTH DAKOTA

ALPHA ETA CHAPTER at the University of South Dakota is undertaking many activities, professional programs, and social events again the second semester of this year.

On February 12, 1959, 16 neophytes pledged Alpha Eta Chapter. The majority of the students pledging the fraternity this semester are sophomores in pre-business administration.

The chapter held the annual "Rose Formal" last fall rather than in the spring as it has been held other years. This year Alpha Eta Chapter is planning a spring formal dance at Sioux City, Iowa, on May 2. The fraternity is planning a field trip for the first weekend in April, and at the date of this writing the chapter plans to go to either St. Louis, Missouri, or Milwaukee, Wisconsin. The chapter is sponsoring a car wash on March 25 to help finance the field trip. On March 21, the members will go to Sioux Falls to take part in a campaign to raise money for the South Dakota Crippled Children's Home in Sioux Falls. The project is called "A Mile of Dimes" and the members will collect donations from passers-by along the streets of the city. Tentatively, the last social event of the school year will be a faculty-fraternity picnic to be held about May 15.

The fraternity has a bowling team and a basketball team entered in intramural competition. At the present time the bowling team is in third position, and the basketball team has won six and lost three games.

The fraternity grade point average is above the all-men average on the university campus, and we are striving to do better. The fraternity has revised the by-laws to read that each senior member will sign a note to Alpha Eta Chapter for fifty dollars, which is to start a building fund for a chapter house. This note will be due in part each year after graduation for three years.

Alpha Eta Chapter is working hard to stay among the top contenders in the Chapter Efficiency Contest.—
LEO LANGE

INDIANA

ALPHA PI CHAPTER plans to continue its rebuilding program through two main functions. A stepped up pledge program to bring more "active actives" into the chapter and a promotion of student-faculty relations. Our chapter is fortunate in the depth of its faculty alumni. Every department of the School of Business is represented.

Alpha Pi Chapter is also beginning a new activity in the intramural sports field. This activity is still in the embryonic stage with indications that our activities as business students haven't forwarded our athletic prowess.

Future plans of the chapter include a permanent chapter room in the new addition to the Union Building on campus.—
CHARLES R. LAVENHAGEN

LOYOLA—New Orleans

DELTA NU CHAPTER opened the doors of the new semester with its first rush season. This rush season consisted of two parties, one of which was a stag and the other a dance. As for the 14 new pledges, the fun is over and it's down to work. So far, the neophytes have contributed some of their time to collecting for the Ceylon Missions. During help week the pledges will sand desks and improve the general appearance of the Business Administration Building. The formal initiation and banquet will be held March 14, at the Roosevelt Hotel.

We have recently experienced a well-rounded professional program. On December 11, the brothers of Delta Nu Chapter enjoyed a talk on International Business Machines' Ramac, followed a week later by a tour of the IBM plant here in New Orleans where we actually saw the Ramac at work. Another of these features was a talk and film on narcotics given by Mr. Battaglia of the New Orleans Police Department. The highlight of this season was a speech given by Mr. Donald van Wait from the Federal Trade Commission.

Delta Nu Chapter is anticipating its first "Rose" Dance. The "Rose" and her court has been elected and will be presented at the dance.—DALTON WALLACE

LOUISIANA TECH

BETA PSI CHAPTER concluded the fall semester with the initiation of 14 new members. Initiated were Billy Bryan, Donald Bryant, Howard Cole, Louis Cook, Roger De Witt, Bob Fitzsimmons, Bob Freeman, Gay Hardy, Paul Higgins, Bob Hines, Giles Laney, Marion Lewis, Richard Ringheim, and Al Vernon. Gay Hardy, at the post initiation banquet, received the pearl pin of the "Best Pledge."

Professional activities of our chapter this semester thus far have included talks by Brother Joe Maxwell, an alumnus of Louisiana Tech and former member of Beta Psi

Chapter; and by R. C. Ellis, local insurance agent. We have taken one field trip, to the stock brokerage office of Merrill Lynch, Pierce, Fenner, and Smith in Monroe. Yet to come is our "big" field trip, being planned to Dallas.

Social activities of Beta Psi Chapter, in addition to the initiation banquet, have included a party in Monroe, our annual chapter birthday banquet, and a rush party.

Serving as president this semester is Brother Charles Farrar. Brother Tommy White is serving as senior vice-president and Brother Guy Dowell is vice-president. These officers were elected just prior to the end of the fall semester.—DAN L. WIGLEY

ARIZONA

ROSE GOODWIN, wife of Brother Tom Goodwin, was chosen "Rose of Deltasig" at the fall initiation of Gamma Psi Chapter at the University of Arizona. There to witness the coronation were 27 active and 11 alumni brothers as well as the nine initiates.

The most recent professional meeting of the year gave those in attendance an opportunity to hear Ken Dixon of American Airlines discuss innovations in the air transportation industry. Mr. Dixon also presented pros and cons and answered questions concerning the pilots' strike his company recently experienced.

Our rush program for the spring term is well under way with a smoker planned on February 17 and at this time it would seem that 1959 will be a good year for Delta Sigma Pi. The outlook is for 22 new members at the coming initiation. These men should be members by the time you read this copy.

As a result of an interchange of ideas at the Inter-Mountain Regional Conference held Labor Day last year, Gamma Psi Chapter is formulating plans for a community project. The project will be painting the exterior of the South Side YMCA. This project is scheduled for February, and it is anticipated that it will become an annual affair.—KENNETH D. ALLEN

PENN STATE

ALPHA GAMMA CHAPTER at the Pennsylvania State University recently pledged three new men who show great potential and ability toward becoming outstanding Deltasigs.

Our President, Brother Robert Drexler, deserves much praise and thanks for all the extremely fine effort he has put forth into making this year such a success for Alpha Gamma Chapter. Before this is printed President Drexler will have stepped down and handed his gavel to another aspiring brother. We of Alpha Gamma Chapter say "Thanks" to all the old officers and pledge our wholehearted support to the newly elected slate.

Arrangements are being made for another successful "Rose of Deltasig" Dance. As in the past the "Rose" will be selected by a panel of faculty members present at the dance.

Alpha Gamma Chapter had the pleasure of welcoming back Past President, J. Wesley Bergey, who spoke to the brothers about Group Life Insurance. Brother Bergey is representing the New York Life Insurance Company.

The Chapter Efficiency Contest is rapidly drawing to a close with Alpha Gamma Chapter close to the top. We have already submitted a large portion of these points and are striving toward those remaining points needed to reach the ultimate goal.—HOWARD F. WOLFLEY

RUTGERS—Beta Rho

BETA RHO CHAPTER at Rutgers University Evening College provided its members with an opportunity to get a first hand look at the new jet airliners now being used by most of our country's airlines. This was part of an industrial tour of Newark Airport, which also included a bus trip around the airstrip and a visit to the signal tower and hangers. Prior to the tour, the tour guide talked on the development and nature of the airlines industry. Later in the month, Beta Rho Chapter held its first semester initiation. President Gessner worked vigorously with all members of the High Tribunal for a complete mastering of the Delta Sigma Pi ritual. The results proved to be unusually effective, thus making the initial impression of the neophytes a memorable one. The ritual was performed with beauty and perfection. At this initiation, Beta Rho Chapter set a precedent in the history of the chapter, by accepting as an Honorary Member, Mr. George Burry, industrial leader and president of the Burry Biscuit Corporation.

At the February business meeting, President Gessner appointed Brother Haslestad and Brother Ziemba to represent Delta Sigma Pi on a committee formulated to plan a dinner dance for the purpose of celebrating Rutgers Evening College Silver Anniversary. Professional activities highlighted the Beta Rho Chapter functions that followed. The next event was a dinner social where members and their dates relaxed to enjoy a documentary film on the State of New Jersey.—JAMES R. ZIEMBA



MR. GEORGE BURRY of the Burry Biscuit Company was a recent honorary member initiate of Beta Rho Chapter at Rutgers. He is shown in the left photo receiving a plaque from Chapter President Andrew Gessner, who is on his right. Also pictured here are the other new initiates of Beta Rho Chapter. Left to right are Bill Dolan, George Pierce, Vinnie De Falco, Carl Bengtson, Lem Jones, and Tom Rielly.

OKLAHOMA

THE BETA EPSILON CHAPTER at the University of Oklahoma is now in the middle of a membership drive. We must always look ahead and strive to strengthen our chapter each year through a hard rush. Tuesday, March 3, has been scheduled as the date of our Rush Smoker. Carlton Updike, a Certified Public Accountant from Oklahoma City, will speak to the group. With the work the brothers have done, we are expecting nothing short of the best pledge class the chapter has ever had.

Shortly after the new officers were installed at the Initiation Banquet, Friday, January 9, the chairmanships were appointed. These new chairmen are: Bartley Meaders, professional chairman; Woody May, social chairman; Walter B. Whilden, correspondent; Stan Hall, rush chairman; John Coffey, pledge trainer; and Jack Wilson, Chapter Efficiency Contest.

Suzanne Whitley was selected to represent the Beta Epsilon Chapter in the national "Rose of Deltasig" contest. The two finalists, Dorothy Mayhew and Carolyn Eads, were also from the College of Business Administration. Miss Whitley was crowned by our president, Stew Myers, at the "Rose of Deltasig" Banquet, Saturday, February 9. In addition to the honor of being selected "Rose of Deltasig," Suzanne received a crown of red roses and a silver chalice.

All in all, the banquet and this entire term have been a tremendous success and the future is even brighter.—WALTER B. WHILDEN

MARYLAND

GAMMA SIGMA CHAPTER at the University of Maryland started the spring semester by pledging 16 men at the rush dinner held at the Villa Rosa restaurant in Silver Spring, Md. Brother Tom Morrissey spoke on the duties and benefits of membership.

Mr. Tas Coroneous, district manager of the Metropolitan Life Insurance Company, was the guest speaker of the evening. Mr. Coroneous spoke on the various roles of insurance and its importance to the different types of businesses. The guest speaker had also represented the insurance field as a member of the Career Week Forum panel sponsored by Gamma Sigma Chapter last semester.

President Glen McGeady initiated a plan to show movie films of diversified business activities prior to the beginning of each business meeting. The films, averaging 12 to 30 minutes, are made available free of charge. Brother McGeady's plan was accepted as an excellent medium for studying private business and government functions in action. In addition to the films, members have taken tours of local plants. The latest of these was Bethlehem Steel in Baltimore.

Brothers have kept Gamma Sigma Chapter in focus by maintaining offices in the student government, Society for the Advancement of Management, and managerial positions on student publications.—PAUL P. MULRENIN



A RECENT professional meeting of Delta Mu Chapter at Mexico City College featured Mr. Servier, left, a prominent Mexican business executive. Chairman of the meeting was Ralph Myers, right, of the chapter.

WESTERN RESERVE

BETA TAU CHAPTER at Western Reserve University received letters of congratulations from Wenzil K. Dolva, Dean of the School of Business, for its co-operation in the dedication of the Newton D. Baker Memorial Building and for the article written by Brother Joe Davidson published in *The DELTASIG*.

The chapter's active membership was substantially strengthened last semester with the initiation of eight pledges. The new brother's contributions have proven to be a valuable asset to the chapter. Pledging for this semester, under the direction of Brother Sam Lazzaro, is well under way and should prove to be larger than ever before. Posters and class announcements are part of the chapter's intensified publicity campaign to attract more attention from prospective pledges.

Before the close of the fall semester election of officers for the spring term was held. Brother Neil Bogatay was elected president; Brother Sam Lazzaro, senior vice president; Brother Mike Grdina, vice president; Brother Wyndam Hunt, ritual chairman; Brother Phil Anthes, social chairman; and Brother Tim Buener, historian. They are continuing the fine work already completed by the previous officers.

The annual mid-year informal party was held on January 31, at Brother Mike Grdina's new home. A memorable time was enjoyed by all 17 couples who attended. The highlight of the party was the presentation of the gavel pin to the past chapter President, Carl Block. Our appreciation is extended to Brother Grdina and Brother Anthes for their efforts in making this a successful affair.

Coming schedule of events includes three professional meetings with prominent local businessmen as guest speakers, and a dinner dance in June at one of Cleveland's leading hotels as a climax to the year's events.—DONALD PAUL BIESIADECKI

MEXICO CITY

A NEW YEAR and a new quarter saw the brothers of Delta Mu Chapter at Mexico City College scouting the campus for prospective pledges and making plans for the big annual raffle.

Our professional meetings so far this year have been a great success. We have had many outstanding businessmen representing American companies here in Mexico as well as a few professors from the college. It is our opinion that these professional meetings are an excellent way for the pledges to become acquainted with Delta Sigma Pi and our chapter.

The raffle was very successful this year. All but a few tickets were sold and the student body enjoyed both the refreshments and the drawing. The grand prize, a choice of a free quarter's tuition or an expense-paid trip to Acapulco for the equivalent amount, was won by vivacious Pam Gaos, a red-headed Spanish teacher.

This quarter we were surprised and honored to have Barbara Spencer, the 1957 "Rose of Deltasig" of Gamma Kappa Chapter at Michigan State, attending Mexico City College. We want to compliment our brothers in the freezing North on their selection of a queen; they made a fine choice. Our search for a queen for this year's "Rose of Deltasig" is not very difficult because all of the beautiful girls have deserted their U.S. colleges and have come to Mexico City.

This Winter Quarter was given a final send-off with the Delta Mu Chapter's first birthday. The party was held at the beautiful home of Brother Lee Taylor, an alumnus of Gamma Phi Chapter at Texas Western. Food, liquid refreshments and lots of swimming under the warm Mexican sun was enjoyed by the 76 people who attended.—JAMES L. BOLMAN



MISS SUZANNE WHITLEY, right center, is the 1959 "Rose of Deltasig" of Beta Epsilon Chapter at the University of Oklahoma. Pictured with her are her attendants, Miss Dorothy Mayhew, left, and Miss Carolyn Eads, right. Chapter President Stew Myers has just presented her with a bouquet of roses.

TEXAS

GREETINGS from the capital of the Lone Star State! Many newsworthy events have transpired since the last issue of The DELTASIG. So without further ado let's take a look at what has happened. New officers of Beta Kappa Chapter were honored at the annual Installation Dance on January 23. They are Bill Goforth, president; Bob Gentry, senior vice-president; Layton Buckner, vice-president; William Holden, secretary; Tommy Cason, treasurer; and John Anderson, historian. These six men will attempt to guide Beta Kappa Chapter to another highly successful semester.

During the annual BBA Week, February 16-19, Delta Sigma Pi walked away with top honors for all around participation. Dr. B. H. Sord, himself a Deltasig, presented President Bill Goforth with a plaque at the BBA Ball. Beta Kappa Chapter's "Rose," Miss Betty Cypert of Ft. Worth, was honored at a dance held in the Palm Room of the Sheraton Terrace Motel February 28. President Goforth presented Betty with a bouquet of roses.

Striving to achieve a well-rounded program, Beta Kappa Chapter launched an intensive drive into the University's intramural sports activities this past semester with pleasing results. Participation in three of eight events has given us enough points to hold down 16th place in the club division. Plans call for many more entries in other activities with an eye toward that top spot.

On the agenda for Beta Kappa Chapter this semester are field trips, professional speakers, picnics, and dances. The field trips last semester to Adams Extract Co., in Austin, and to General Motors in Arlington were highly informative. Our professional program last semester was highly stimulating and we expect another inspiring program this semester.

That's our report for this issue. We hope to see you at the national convention soon.—JOHN P. ANDERSON

FLORIDA STATE

GAMMA LAMBDA CHAPTER at Florida State University held its formal initiation at the Alumni Building Lounge here on campus. An initiation dinner honoring the new brothers followed afterward at the Duval Hotel, Tallahassee's finest.

In addition to the brothers, faculty members, and prospective pledges present, our Grand President, Homer Brewer, was also on hand for the big occasion. Not only did the event mark the initiation of new brothers, but as an added feature Miss Liz Woodruff, Gamma Lambda Chapter's "Rose of Deltasig" for 1959, made her debut. A more than attractive blond, Liz is a native of Sanford, Florida, and by the way, just happens to be wearing the pin of our president, Claude Grizzard. Miss Woodruff received complete approval from all present, including Brother Brewer. A most enjoyable time was had by all.

Following the dinner, Brother Brewer and Gamma Lambda Chapter's new officers discussed the chapter's present status and fu-



GUEST AT A RECENT INITIATION of Gamma Lambda Chapter at Florida State University was Grand President Homer T. Brewer. In the left photo, he is seated second from the left with Chapter President Grizzard and Alumnus Ed. Clark on his right, while a chapter "Rose," Mrs. Joann Schlitt, is on his left. In the second photo Brewer, Chapter President Grizzard and Mrs. Schlitt are joined by the 1959 "Rose of Deltasig" of Gamma Lambda Chapter, Miss Liz Woodruff.

ture plans. With his encouragement, we are already on our way in making Gamma Lambda Chapter one of the most efficient in the country.

Other chapter events recently have been inspection trips through the A. C. Kidder & Company branch office, and the new and modern J. C. Penney department store here in Tallahassee, all of which proved very interesting and educational.—VINCENT C. MCCARTHY

MISSISSIPPI STATE

GAMMA DELTA CHAPTER at Mississippi State University is planning an industrial tour to Memphis, Tennessee, on April 13. The group, composed of the members and pledges of the chapter and one of the management classes in the School of Business and Industry, will leave the school at 7:00 A.M. and will travel by chartered bus to Memphis. In Memphis the group will tour the Kimberly-Clark Company and one of the local banks. An earlier field trip in the year was to the Taylor Machine Works in Louisville, Mississippi.

Gamma Delta Chapter's "Rose of Deltasig" will be crowned at its annual "Rose" Dance on April 3, which will be held at the Lakeside Country Club. Social Chairman Bob Montgomery has announced that the dance will be preceded by a banquet at the Stark Hotel. At the banquet, the members and pledges will be addressed by a prominent banker from Jackson, Mississippi.

Eight new members were added to the chapter during the fall semester. They are Edward D. Collins, Bobby Pittman, Ted Butts, Jerry Donald, Charles Dodds, Ralph Cornwell, Tommy Howard, and Terry White. Second semester saw Gamma Delta Chapter pledge eight neophytes. These men are Dudley Hutchinson, William Hankins, Curtis Bowie, John Thomas Moore, Julius Gwin, Guy Lowe, Leonard Patterson, and Johnny Rucker.

At the present time, May 7 has been set as the date for the spring initiation. An initiation banquet is being planned at which the group will be addressed by a speaker, the new officers will be installed, and Dean

James M. Parrish will present the Delta Sigma Pi Scholarship Award.

OKLAHOMA STATE

PLEDGE TRAINING is now in progress for the largest and one of the most outstanding groups of pledges our chapter has ever initiated. Formal initiation will be held Sunday, April 5, for the 21 pledges.

March 19 is the tenth anniversary of the Gamma Epsilon Chapter of Delta Sigma Pi. Because of a busy schedule, our anniversary celebration has been postponed until the first week in April. As a pledge project this semester, the pledge class is giving a party April 3 to climax our anniversary celebration.

Presently, Gamma Epsilon Chapter is busily helping organize and sponsor Business and Professional Week at Oklahoma State University which will be held April 6 through April 10. During this week outstanding leaders in the field of business throughout the nation will come to our campus to speak to us on the problems of business. Each day will be devoted to a different phase of business, with leaders from that field making the speeches. The highlight of the week will be a banquet Wednesday night with Dr. Bristol Goodman of Washington, D.C. as speaker. Following the banquet, awards will be made to the outstanding students in the College of Business. Among the awards will be the presentation of the Delta Sigma Pi Scholarship Key to the graduating student with the highest grades in the College of Business.

A field trip to the Continental Oil Company at Ponca City, Oklahoma, was taken February 24. After a tour of the plant and business offices, the company's structure and operations were explained to us by representatives from the law, tax, and accounting staffs of the company.

The speaker for our last chapter meeting was Mr. Clarence Cowan, local manager of the Southwestern Bell Telephone Company, who explained problems and operations of his company. Our next speaker will be a representative from the Stillwater Kiwanis Club.—JOE B. HOYLE

NORTHWESTERN—Beta

BETA CHAPTER climaxed the fall semester with the initiation of eight new brothers. Following the formal initiation ceremonies, our initiation banquet was held at the Shoreland Hotel. It was at this dinner that the announcement of Miss Glenda Jackson as the new "Rose of Deltasig" of Beta Chapter was made. This pretty and personable young lady was selected from a group of eight entrants. We were honored at our banquet by the attendance of Brother Daniel Lang, Dean of the School of Business, and Assistant Dean Theobald. An enjoyable evening of dancing followed the banquet.

The spring semester's start ushered in a new series of rush smokers, the first of which was an interesting and entertaining talk on silk screen adaptations in industry presented by Mr. Sam Chester, general sales manager of Silk Screen Corporation. The second speaker was Brother Leroy Wickstrom, recent recipient of his doctorate in industrial management. The topic of his very stimulating talk was "Management Engineering as a Profession." Brother Wickstrom recently distinguished himself as director of a management conference at the Illinois Institute of Technology which brought together the leading management personnel from the entire nation.

On March 13, Beta Chapter will hold its annual "Rose Ramble" at the exclusive M & M Club. This dance honors our newly selected "Rose." We are hoping for an outstanding social and financial success at this affair.

Rehearsals are now in full swing for our annual skit for Northwestern University's Varsity Night program. The brothers are working hard to make it six Varsity Night trophies in a row.

The brothers of Beta Chapter will be looking forward to seeing many of you in Cincinnati in August.—EGON G. ECKEL

RUTGERS—Beta Omicron

BETA OMICRON CHAPTER at the Rutgers University School of Business Administration in Newark, New Jersey, closed its 1958 books on February 14, 1959, with its fall formal initiation. Welcomed into the fold were 12 new brothers: John Fabian, Robert Fralley, John Hughes, Joseph Letters, Rodger Lofberg, Frank Mazzeo, Fred Miller, Thomas Minero, Joseph Pompeo, Ronald Rivers, Edward Schwall, and Michael Tuosto. Highlighting the evening's program was a short talk given by Brother Raymond Rodgers, an alumnus of Kentucky. Brother Rodgers, now a member of the faculty at New York University, School of Accounts and Finance, was instrumental along with Brother George R. Esterly, dean of the School of Business Administration at Rutgers, in establishing Beta Omicron Chapter of Delta Sigma Pi. Following dinner at the Military Park Hotel, a merry-making party was held at the chapter house closing the evening's festivities.

Beta Omicron Chapter's 1959 books were opened with several charges to its professional account. An analysis of the balance

to date revealed the following information: on January 7, an interesting and informative talk was given at our chapter house by Dr. S. Freidland, now a member of the faculty at the School of Business Administration here at Rutgers. Dr. Freidland's topic was "Economic Models." Our February 20, guest speaker, Mr. A. L. Loreto, speaking on "Investment Portfolios," dealt with the subject on industrial and layman levels. On March 4, the interest of our enthusiastic accounting majors, having recently returned from their internships, was brought to high pitch by Mr. W. Smiy, chief supervisor of Eastern Regional Auditing for Westinghouse Corporation. Mr. Smiy's talk concerned the need for and opportunities in internal auditing.

Our social budget is likewise bulging with appropriations for the coming year's festivities. In store are several house parties, including traditional St. Patrick's Day celebrations, and a new evening social called Casino Night to be held during April. Naturally, everyone is looking forward to our annual Spring Formal to be held in June.

Once again, as in the past, Beta Omicron Chapter will field its basketball team to compete in both intramural competition and inter-fraternity tournament. With our new brothers giving added vigor to our somewhat aging veteran team, we are again looking forward to a successful season on the "hardwoods."

In accordance with our push for improved public relations, Beta Omicron Chapter has extended both its internal and external activities. Ventures in our local business community include acceptance of 13 brothers as student members of the Newark Junior Chamber of Commerce, co-ordinating fraternity activity with community programs sponsored by the Junior Chamber of Commerce. A helping hand has also been extended to the New Jersey Tuberculosis Association in its Christmas seal drive and fund-raising campaigns. Our at-school, the public rela-

tions program will include sponsorship of a candidate for Newark Rutgers Campus Queen contest to be held in April.

In conclusion, our projected budget and plan of operations is indeed indicative of a successful semester. To be sure, an improved net worth, and increased profits from operations, is in sight.—VINCENT P. MARASCO

LOYOLA—Chicago

GAMMA PI CHAPTER recently celebrated with three brothers their election to high posts in the Loyola Union, the school's student-government body. Brother Andy Kelly was elected president of the Union. Also, Brothers Jack Doyle and Jack Nicholson secured the posts of executive-secretary and treasurer of the Union respectively. These individual accomplishments were the climax of an election season which saw many brothers elected to office in various school organizations. Brother John Terry has served as president of the Accounting Club while Brother Marty Corrigan assumed the presidency of the Econ-Finance Society that was vacated by Brother Harry Drayson. These brothers are but a few of those who play prominent roles in other school organizations.

Our rushing program included two smokers. The second, on March 1, attracted over 40 prospectives. A pledge class will be shaped from this group and put into the capable hands of Brother Bob Goodsell for training.

During the Easter vacation, the chapter visited the research laboratories of the Sinclair Refining Company to view the technological advances of the petroleum industry. Also on the professional program are talks by several prominent Chicago businessmen.

Our semi-annual Initiation Dinner-Dance will be May 16. We anticipate that this will be a highly successful climax to the approaching end of the school year.—NICK MOTHERWAY



HIGHLIGHT OF BETA CHAPTER'S first semester of activities was the crowning of their "Rose of Deltasig" at Northwestern. Pictured, left to right, are: Chapter Advisor Bill Holloway, Dean Daniel Lang of the Evening Colleges at Northwestern, Miss Sonia Buitkus, Chapter President Don Swan, "Rose" Glenda Jackson, Assistant Dean Theobald, Miss Aurora Masi, and District Director Robert Mocella.

SAN FRANCISCO

EXPANSION seems to be prolific on the West Coast. For the first time in the history of Gamma Omicron Chapter, we are participating in the installation of a new chapter. San Francisco State College has organized a chapter that will be visited by the Ritual Committee, including two brothers from Gamma Omicron Chapter, in March. This rare occurrence, however is to be doubly magnified with another installation ceremony to be conducted on the University of Nevada campus, in Reno, where the Ritual Committee will travel early in April.

It is gratifying to see the phenomenal growth and progress in California, and the entire West, with the keynote on expansion and progress, being equaled by Deltasig. The brothers of Gamma Omicron Chapter will have an additional diversion while in Reno for at this same time, Brother Gene Hellar, who has qualified for the National College Athletic Association Boxing Championship finals, will be in Reno vying for his crown.

This semester's pledge activities began most successfully. Two rush parties were organized and 10 neophytes of outstanding promise and capability were selected. This is a very good percentage of the eligible prospectives. There is very good reason to believe that these pledges will boost Gamma Omicron Chapter's record of achievements to even more enviable heights. Pledge-master Frank Coughlin, Bill Schmit, junior warden, and the rush committee have once again planned an entertaining round of events that are certain to enlighten the pledges.

The highlight of this semester, The Western Regional Conference, to be held early in March and sponsored this year by Gamma Omicron Chapter, promises to be an entertaining and informative convention. Discussions will be hosted in our modern \$1,000,000 Gleeson Library, followed with a banquet to be held in one of San Francisco's famous culinary hostelrys. A few of the topics to be discussed are Scholarships, How to Run a Pledge Period and suggestions on Chapter Publicity. The Wm. Jennings Bryan of Gamma Omicron Chapter, Frank Trumbower, will speak.

Our intramural basketball squad promises increased success with the acceptance of two present neophytes, Don Nelligan and Joel Munsen, both of whom were outstanding athletes in high school. Nelligan averaged 25 points.

Activities planned for the future include two professional dinner meetings, the chapter picnic, a tour through Hamm's Brewery, which was postponed previously in preference to an interesting tour of the Schlage Lock Plant, and the banquet for the installation of new officers.

The chapter is striving hard for the 100,000 point mark in the Chapter Efficiency Contest, mainly through the efforts of our President, James Dal Bon, and the officers who have spearheaded this year's striking progress.—VICTOR ST. MARTIN



THE NEW OFFICERS of Epsilon Chapter at The State University of Iowa take their oath of office from Past President Jack Neilson, right. Left to right: Jim Taylor, secretary; Bob Moore, vice president; Lon Scott, senior vice president; and Allan Bachman, president.

FLORIDA SOUTHERN

WITH FIRST SEMESTER exams out of the way and the second semester well under way, brothers of Delta Iota Chapter have set their minds to the tasks of the events ahead.

Plans are in the making for a big annual birthday celebration for Delta Iota Chapter to be held April 25. The chapter, which is the fourth chapter in the State of Florida, was installed April 27, 1957. The birthday celebration will also be an occasion to honor 17 men who will be initiated that afternoon.

On the evening of March 25, Delta Iota Chapter will sponsor a talk and roundtable discussion featuring Mr. Charles H. Stein, general manager of the citrus division of Kraft Foods, here in Lakeland, and vice-president of Kraft Foods, Cuba Incorporated. Mr. Stein will discuss the various aspects of law as applied to business.

Brother Louis S. Bonsteel III married the former Miss Patricia Autrey on January 31, 1959 in Tampa, Florida. Brother Bonsteel was the first president of Delta Iota Chapter.—GEORGE DILL

PITTSBURGH

LAMBDA CHAPTER'S professional program has been in full swing this year. We are quite proud of the fact that last October we were honored to hear no less a dignitary than Shiekh Ahmad Irshad, of the National Bank of Pakistan, speak on the banking and economic system of Pakistan. In February we heard from the two top men in the Data Processing Center of the Westinghouse Electric Corporation in East Pittsburgh, Mr. T. L. Hensler and Mr. P. R. Edelman. Then in March Mr. J. W. Barriger, president of the Pittsburgh and Lake Erie Railroad, spoke to us on the future of railroads.

All in all, Lambda Chapter is doing its best to further the ideals and purpose of Delta Sigma Pi by securing professional speakers who are really top men in their fields.—M. J. BARCHE

BOSTON U.

GAMMA CHAPTER at Boston University had a professional meeting just before vacation which featured Mr. Julian Gamache, personnel director of the Colonial Provision Company of Boston. Mr. Gamache demonstrated the accuracy of psychological tests and the benefits of giving such tests to job applicants.

Work has already begun in preparation for our annual "Rose" Dance which will be held sometime in April. Brother Larry Edgar will be chairman of the "Rose" Dance Committee.

Brother Doug Brennen was selected for *Who's Who in American Colleges and Universities* for the second consecutive year. In addition, Brother Brennen was selected to represent the Boston University Inter-Fraternity Conference at the National Inter-Fraternity Conference convention which was held in Georgia.

Gamma Chapter was recently honored by a visit from Executive Secretary MacKinnon who discussed improving of relations with the school and with the public. Brother MacKinnon also discussed other problems pertinent to our fraternity life.

Since the appearance of the last issue of *The DELTASIG*, Gamma Chapter has initiated four new brothers and has pledged six neophytes. We are confident that this new blood will aid in making Delta Sigma Pi a bigger, better and more prosperous fraternity on the campus of Boston University.—HARVEY I. AUSTER

IOWA

AFTER a very successful and rewarding year under the guidance of our old officers, the brothers of Epsilon Chapter have elected and installed a new executive body and are looking forward to a year of even higher achievement. We hold our elections at the close of the fall semester so the new officers can utilize the experience gained by the outgoing officers for the first half of their term in office.

The spring semester was welcomed by our annual spring formal. This year the banquet and dance was held in the beautiful Lariat Room of the Ranch Supper Club. Over 40 brothers and their dates or wives attended this function, and much of its success can be contributed to the work of Vice President Lon Scott and Brother Lloyd Stein.

Brother Bob Moore is going to be very busy for the next several weeks teaching our 22 new pledges all there is to know about Delta Sigma Pi. These "worthy" neophytes were formally welcomed recently at a steak dinner held at the Ox Yoke Inn at Amana, Iowa. We are proud of this pledge class and know they will be a great asset to Delta Sigma Pi as well as Epsilon Chapter here at the State University of Iowa.

Under the leadership of President Allan Bachman and his staff, and with the initiation of our pledges and the help of returning Brothers Lloyd Stein and Darel Hein Epsilon Chapter is looking forward to a record breaking semester and hopes to be the top chapter by the end of the year.—JIM TESREAU

TEXAS TECH

THE ACCENT is on professional activities at Beta Upsilon Chapter this spring. On February 23, the brothers and neophytes were conducted on a tour of Hemphill-Wells Company, a local department store. Arrangements were made by Brother Melvin Garner, chairman of the professional activities committee.

Melvin has planned a trip to the Post-Tex Mills at Post, Texas, for March 23, and also made arrangements for a tour of KDUB-TV in the spring.

Senior Vice President Bill Pfluger's well planned rush turned out more rushees than any before, and of this group 16 were pledged to Delta Sigma Pi.

On the social side, things have not been at all stagnant. Social Chairman Dick Robinson and his committee have carefully planned the "Rose" Dance, which was scheduled for March 6. One of the three lovely "Rose" Candidates, Janie Adamson, Carolyn O'Brien, or Donna Pierson, will be named "Rose" Queen at this function.

With the eagle-sharp, point-catching eye of Chapter Efficiency Contest Chairman Brother Gene O'dell watching for ways to pick up every possible point and with all the members working together in the spirit imbued in us by Brother Al McKinnon in his visit here, we anticipate no trouble in making this year another one of 100,000 point success for Beta Upsilon Chapter.—FRANK CLOVER

ARIZONA STATE

OUR SPRING RUSH was climaxed with a banquet on March 22 at Cudia City. Eleven new brothers were added at that time. Events of the day also included initiation of some other brothers and our advisor, Dr. Lowe, into the Ancient Order of the Yellow Dog. Shirley Hall, our "Rose of Deltasig," was awarded a bouquet of red roses by President Jimmie Mize.

Plans are already under way for a Career Day program to be held next year. The program, to be co-sponsored by the College of Business Administration, will be our second one. We have high hopes that the event, which was not held this year, will become an annual event. The program will include talks by prominent businessmen throughout our valley on various professions such as accounting, finance, marketing, etc.

Election of new officers was held just prior to our spring rush and out-going President Jimmie Mize turned over the gavel of office to President-elect Norman Saville at the initiation banquet. Best wishes to Jimmie Mize for his tireless effort in making Gamma Omega Chapter one of the top chapters.

The last event of our year will be a farewell party for our graduating brothers. The party will be held at the home of Brother Carl Weinstein on May 8.—BILL McCLANAHAN

DETROIT—Gamma Rho

FEBRUARY 14, 1959, found 26 brothers from Gamma Rho Chapter meeting at the Bertha Fisher Home for the Aged for the



IN TUXEDOS are the new initiates of Beta Chapter at Northwestern following their initiation banquet.

inaugural charity function put on by the chapter. The afternoon proved to be one of songs, laughter and personal conversation with the senior citizens and incorporated a movie on the Holy City of Jerusalem. Cookies and coffee were provided by the wives and mothers of the Deltasigs.

Our second semester rush party was held February 28, 1959 in the Wolverine Room of the Wolverine Hotel. Thirty-five potential neophytes attended the party along with faculty members, alumni and active brothers. Brother John Reed performed the role of toastmaster and he, along with an array of talented speakers, proceeded to present a complete picture of the aims, advantages, privileges and obligations of brothers in the International Fraternity of Delta Sigma Pi.

Miss Lois Schwartzberg will reign at the annual "Rose" Dinner Dance to be held this year at the Wolverine Hotel on April 4. The very pretty and talented "Rose" Queen has been attending the Evening College of Commerce and Finance for the past year working toward a degree in accounting. The Dinner Dance this year will be a semi-formal affair incorporating an excellent dinner, followed by dancing and refreshments.

The remainder of the year will find the formal initiation of neophytes on May 23, followed by the Outgoing Officer's Party on June 20. These functions, along with a full program of professional meetings, promise to make this semester's calendar a full and educational one for the brothers of Gamma Rho Chapter.—JOE PELTON

MISSISSIPPI SOUTHERN

AS WE GO into the final stretch of this year, we find our calendar filled with numerous functions; namely, the annual "Rose" Dance, Mississippi Southern Career Conference, and our Initiation.

Plans are now being made for our third field trip and we have made progress on setting up our training program for our officers and committee chairmen. We hope that they can gain from our past experience. Rounding out our professional program will be a conference on insurance, a speaker on real estate, and another speaker on retailing.

We were proud of our Chapter Efficiency Contest Standing as of March 1, but we realize we can not slow down or we will be lost in the shuffle. The enthusiasm in our

chapter is high as we are striving to be number one in the Chapter Efficiency Contest.

DETROIT—Theta

THETA CHAPTER began its activities of the second semester with the election of an officer and the spring semester chairmen. Owing to the graduation of Brother Bill Schafer, Brother Mike Peters was elected secretary in his place. Brother Carl Cyrowski accepted the position of social chairman from the able hands of Brother Dick Janarelli, and Brother Joe Neme was installed as the new professional chairman, replacing Brother Tom Gavigan. The chapter feels that these gentlemen will carry on the same praiseworthy work that was the caliber of those whom they succeeded.

With the installation of the 12 new members early last winter, Theta Chapter of Delta Sigma Pi became the second largest fraternal organization, and the largest professional fraternity at the University of Detroit. With an active enrollment of 52 bright young men, we fall short of the largest group by two members. It now stands that one out of every nine commerce and finance students is a Delta Sigma Pi. With 12 more pledges, at present, this ratio will tend to increase.

The fraternity now looks forward to two forthcoming events, the U. of D. Spring Carnival and the chapter's annual spring formal. For the past three years, the Deltasigs have placed second in, approximately, 50 carnival booths. This year, however, under the ingenious direction of booth chairman, Brother Ron Williams, we anticipate little competition for top honors. Plans have already been laid for the chapter's annual spring formal, the most awaited classic of the year. Brother Carl Cyrowski and his Spring Formal Committee assures us that this event will be the most spectacular in the history of the chapter.—MICHAEL R. CAVANAUGH



A CHAPTER PROJECT of Alpha Eta at South Dakota was climaxed when Chapter President Don Irwin, left, presented a check for the money raised in the "Mile of Dimes" Campaign of the chapter to Richard Olson, assistant administrator of the crippled children's home.

MARQUETTE

THE NEWLY ELECTED OFFICERS for this semester are Brothers Jim McNamara, president; Tom Hinners, senior vice president; Mike Pfau, secretary; Norb Niedzwiecki, treasurer; Bill Stemper, assistant treasurer; Marv Berg, chancellor; Jim Turzinski, social chairman; Bob Silah, house manager; Mike Whalen, ass't. house manager; and Dick Herdegen, historian. To take care of our spiritual needs, Brother John Brand was appointed chaplain.

Brothers Bob Kuchler and Dave MacDougall are to be congratulated for their award winning efforts in Marquette's Campus Carnival. Winning the second place trophy, however, would not have been possible without the combined help of all the brothers working with them.

Our cagers, under the coaching of Brother Bob Neimon, have a 6-1 record. After dropping the first game of the season by 3 points, they have come back strongly and are in position to take over first place in the fraternity league.

Under the watchful eye of Brother Tom Hinners, our skit for Varsity Varieties is sure to be a success.

Brothers Ed Schommer, senior vice president, and Ed Neubecker, vice president, are realizing the effect of our well attended smokers. On February 22, we accepted 46 students to become neophytes which started our pledging program.

According to Brother Dave MacDougall, professional chairman, the professional events this semester will emphasize the heavy industries. On February 25, a movie and talk were given by Mr. C. E. McIntyre of U.S. Steel Co. Three more similar programs are scheduled for the near future.—**BIFF BILSTEIN**

NORTH TEXAS

DELTA EPSILON CHAPTER at North Texas State College has begun its spring pledgship with the installation of seven members of the pledge class.

Spring is in the air here at Denton, and the pledges and members are looking forward to the "Rose" Ball, Chapter Birthday, and the fine parties at Lake Dallas.

We are nearing completion of the remodeling of our house, and, with the help of our very willing pledges, should be finished by the latter part of March.

Our spring professional plans include a tour, several speakers, and numerous movies. We have also begun the preparation of our chapter newsletter, which we hope to have in the mail around May 1.

Several of our brothers have expressed interest in the coming Grand Chapter Congress and at least six members plan to attend.

All of our intramural activities, except softball, have been completed for the year. Although we have failed to finish first in any of the three sports we have already completed, we did annex two second place awards and still have high hopes for a first place in softball.

After a slow start, points in the Chapter Efficiency Contest have been rolling in



TO PRESENT its "Rose of Deltasig" Delta Theta Chapter at Oklahoma City University held a ball at a nearby hotel. Pictured at the ceremonies are, left to right: Herb Giles, Jo Ann Edwards, Don Stevens, Liz White, the "Rose," Bill English, Donna Winters, and Jack Blackburn.

and we still anticipate the maximum 100,000 points for the year.

Once again the Delta Epsilon Chapter bettered the all-men's scholastic average here at North Texas State College, another clear expression of our attempts to maintain a high opinion of Delta Sigma Pi on the Campus.—**KENNETH MURPHY**

WAYNE STATE

INSIGHTS INTO OPERATIONS are generally recognizable through prevalent principles. Visualizing the totality of a scheme then becomes only a matter of magnitude. This preface is essential in relating our current progress. Recently suffering from that cyclical demon that pursues success, namely, satiety (*and not lack of effort*), Gamma Theta Chapter is now rebounding at a ferocious pace toward the pinnacles of fraternal success. All because of one principle being exercised, i.e. motivation.

Spearheaded by Fred Schneider, senior vice president, in a flashing, well maneuvered pledge program we experienced an invigorating 700% increase in pledges over last semester. The pledge class is comprised of 14 men of excellent timber.

A family without a home is not a family at all. (*Who said that?*) Facing eviction from our present quarters, due to the expansion of the college's physical plant, we are in dire need of new quarters. It appears this will be accomplished by our purchasing a home to house the active and alumni chapters. This project is being well taken care of by Brother John Brooks, treasurer, who has turned up two really solid leads for a home.

On May 7, Gamma Theta Chapter will be celebrating the chapter's tenth anniversary. President Miller Myers has programmed a hayride to celebrate our birthday, which will bring together many of the original members, as well as the more recent graduates.

The entire chapter was exceptionally delighted at hearing Brother Hamp Irwin's introductory remarks concerning Past President Brother Gary Albrecht at our first rush party. We were told of Gary's exceptional

achievement of gaining a seat on the Millionaires Round Table upon completion of his first year in the life insurance business. Brother Irwin, who is chairman of the insurance department at Wayne State University, said, "*This is the first time I have ever heard of such an accomplishment in my history with the insurance business.*"

Success breeds success. Another facet of expression of the dynamism being generated in Gamma Theta Chapter's movement back to the top is our planned program for April 21. Namely, a program to introduce the five top students from each metropolitan high school in Detroit to Wayne's campus, its business college, and its business fraternity. This idea, by the chapter's fountainhead, Brother John Brooks, is being headed by Brother Dave Ross. Dave has the program booked into the nationally famous McGregor Center Building, with a projected panel of nine speakers, featuring Dr. W. C. Folley, Dean of the College of Business Administration. A guided tour and lunch are included in the program. We expect 125 prospects to attend.

With the feeling of accomplishment under our collective pants, a sense of success is our theme for the remainder of the year.—**BENNY DITTA**

TEXAS WESTERN

GAMMA PHI CHAPTER concluded a very successful rush program with a dinner sponsored by the El Paso Alumni Club at the Hiwayhouse. Brother Tom Jackson, director of the placement service at Texas Western College, spoke on the value of the placement service as an aid to students seeking employment.

At one of their field trips the chapter toured Southwestern Portland Cement Company; plant located in El Paso and followed the process of cement-making from quarrying to finished product.

Plans are under way for the "Rose" Dance. Candidates for Sweetheart are Carol Parkhurst, Barbara Holmes, and Anna Marie Vargas.

OHIO STATE

NU CHAPTER closes its winter quarter activities with a feeling of pride that goes with accomplishment. New officers were elected at the last meeting of the quarter and all of the brothers of the fraternity feel that these men will lead the fraternity on to greater levels of accomplishment. The new officers are: President Peter Schreiber of Philadelphia, Senior Vice-President Danton Raleigh of Columbus, Vice-President David Holmquist of Massillon, Secretary Raymond Spencer of Middletown, Treasurer Richard Ailing of Columbus, and Chancellor Michael Maloney of Portsmouth.

The athletic-minded brothers of the fraternity also had quite a bit to brag about when their bowling team took first place in the inter-fraternity "A" league with a record of 12 wins and three losses.

Socially, the quarter was full of parties and dances, the highlight of which was our winter semi-formal. Our new "Rose" Queen was announced at this dance. She is Ann Liber of Massillon, Ohio, a member of Delta Delta Delta Sorority, and a sophomore in the College of Arts and Sciences.

Our professional activities kept all the brothers quite busy with a tour of Battelle Memorial Institute in cooperation with the local Society for the Advancement of Management group. We also had Kroger's chief personnel man for the Ohio district speak on their training program and what they are looking for in job applicants. We also had a customer's man from Merrill Lynch, Pierce, Fenner and Smith give us a lesson on how to lose our shirts in the Stock Market. All of these meetings proved to be very interesting and educating.

As the most progressive chapter in the Ohio district we are looking forward to a better and more rewarding spring quarter and wish all of the other chapters smooth sailing ahead.—CHARLES PARKINSON

KENT STATE

THE BETA PI CHAPTER held the annual election of officers to preside over the coming school year on March 9, 1959. The new officers began their respective duties at the beginning of the spring quarter. The officers elected were Paul McQuilkin, president; Dick Flury, senior vice-president; Mike Matero, vice-president; Phil Kiraly, secretary; Lou Coccia, treasurer, and Ken Maretka as historian. All the new officers appear to have the qualifications for their respective positions. The brothers wish these men a successful term of office.

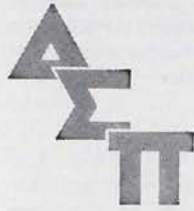
The brothers of Beta Pi Chapter are to be congratulated for attaining the second highest scholastic average of all the fraternities during the fall quarter. This is evidence of hard work by the brothers in their business development.

An interesting and educational field trip was taken by the brothers March 5, 1959, through the Chrysler Stamping Plant at Twinsburg, Ohio. Also, an interesting tour was conducted through the Firestone Tire

and Rubber Company in Akron, Ohio, on April 22, 1959. Three speakers gave interesting and informative talks on various business topics during the spring quarter. Brother Herb Schultz was elected as president of the local chapter of the Society for Advancement of Management (SAM).

Five of the brothers pinned their girls and were serenaded by the brothers singing the "Rose of Deltasig" at the annual semi-formal dance which was held winter quarter at the Twin Lakes Country Club near Kent. Alumni and professors also attended this successful social function.

A Monte Carlo party which resembles an evening in Las Vegas was held at the house Saturday evening, March 7, 1959. The brothers were flashing \$50, \$100, and \$500 bills (*monopoly money*) around the houses during the evening while playing roulette, blackjack, and dice games. The brother with the most winnings at the conclusion of the party was Jim Hyder and his date who received the prize. All the brothers were dressed in a gambler's style.



DIRECTORY

The Grand Council

Grand President: HOMER T. BREWER, *Kappa-Georgia*, 808 Southern Railway Bldg., 99 Spring St. S.W., Atlanta 3, Georgia.

Executive Director: J. D. THOMSON, *Beta-Northwestern*, 330 South Campus Ave., Oxford, Ohio

Director of Business Education: WALTER A. BROWER, JR., *Beta Xi Rider*, 356 Gardner Ave., Trenton, N.J.

Director of Eastern Region: ROBERT O. HUGHES, *Beta Nu-Pennsylvania*, 6 Rutledge Ave., Box 196, Rutledge, Pa.

Director of Southeastern Region: MONROE M. LANDRETH, JR., *Alpha Lambda-North Carolina*, 100 Placid Pl., Charlotte 7, N.C.

Director of East Central Region: ROBERT F. ANDREE, *Beta Tau-Western Reserve*, 2431 Struhar Dr., Rocky River, Ohio

Director of Central Region: FRANK A. GERACI, *Zeta-Northwestern*, 4928 Randolph St., Hillside, Ill.

Director of South Central Region: ROY N. TIPTON, *Gamma Zeta-Memphis*, 681 Saint Nick, Memphis, Tenn.

Director of Midwestern Region: HENRY C. LUCAS, *Alpha Delta-Nebraska*, 408 S. 18th St., Omaha, Neb.

The All-Greek Formal Dance was held Friday, March 6, at the Meyers Lake Ballroom in Canton, Ohio. Several of the brothers and their dates attended this annual social event which is sponsored by Alpha Phi Sorority.

The big social function of the spring quarter will be the annual spring formal dinner-dance which will be held May 2 at the Tudor Arms Hotel in Cleveland, Ohio. The crowning of the "Rose" Queen will be the highlight of the evening. A large turnout of brothers and alumni is expected.

The building fund raffle conducted winter quarter was very successful. The money received will be used to replace necessary house furnishings. The alumni are also helping to refurbish the house.

The past school year has been an interesting and successful year professionally, scholastically, and socially. Nineteen of the present brothers will graduate this June. The other brothers are looking forward to an exciting and successful year next fall.—

RICHARD G. HORN

Director of Southwestern Region: JOE M. HEFNER, *Beta Upsilon-Texas Tech.*, 3103 42nd St., Lubbock, Tex.

Director of Inter-Mountain Region: D. H. CHANDLER, *Gamma Iota-New Mexico*, Box 64, Farmington, N.M.

Director of Western Region: BURELL C. JOHNSON, *Alpha Sigma-Alabama*, National Cylinder Gas Co., 1588 Doolittle Dr., San Leandro, Calif.

Director-at-Large: FRANKLIN A. TOBER, *Alpha Kappa-Buffalo*, 123 Highgate Ave., Buffalo 14, N.Y.

Past Grand President: J. HARRY FELTHAM, *Chi-Johns Hopkins*, Robert Garrett & Sons, Baltimore 3, Md.

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Executive Director: J. D. Thomson

Staff Members: Peg Donivan, Jane Lehman, Jane Nelson, Peg Whitelaw, Merriam Parks, Sandra Timm, Kay Tschantz

Grand Secretary Treasurer Emeritus

H. G. Wright, *Beta-Northwestern*, 222 W. Adams St., Chicago 6, Ill.

Executive Committee

Chairman: HOMER T. BREWER, *Kappa-Gorgia*, 808 Southern Railway Bldg., 99 Spring St. S.W., Atlanta 3, Ga.
Members: ROBERT F. ANDREE, *Beta Tau*, 2431 Struhar Dr., Rocky River, Ohio; J. HARRY FELTHAM, *Chi*, Robert Garrett & Sons, Baltimore, Md.; FRANKLIN A. TOBER, *Alpha Kappa*, 123 Highgate Ave., Buffalo, N.Y.

Alumni Activities

Chairman: FRANKLIN A. TOBER, *Alpha Kappa*, 123 Highgate Ave., Buffalo, N.Y.
Members: MAX BARNETT, *Gamma Mu*; JEROME JOHANNES, *Alpha Kappa*; JOHN PAUL, *Gamma Rho*; CHARLES SCHNABEL, *Alpha Theta*.

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*W. C. Sehm, *Alpha Epsilon-Minnesota* . . . 1949-1951
H. B. Johnson, *Kappa-Georgia* . . . 1951-1953
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