

The
DELTA SIG

VOL. XIX

MAY, 1927

ISSUE 3



Better Selling—
Bigger Markets—Better Profits

By
E. St. Elmo Lewis, *Alpha*

Delta Sigma Pi
Enters Mercer, Miami and
Mississippi



The DELTASIG

Published by the International Fraternity of Delta Sigma Pi

H. G. Wright, Editor

VOLUME XIX

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THE DELTASIG, official magazine of the International Fraternity of Delta Sigma Pi, a professional Commerce fraternity, is published four times a year, in the months of November, February, May and August. Articles offered for publication should be presented at least two months previous to the date of publication. Chapter letters, alumni news and similar information should be sent in accordance with special instructions prior to each issue. This information is usually required on the first day of the month in which the magazine is issued.

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

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

PUBLICATION OFFICE—111 N. Walnut St., Champaign, Ill.

EDITORIAL OFFICE—1485 Adams-Franklin Building, Chicago, Ill.

Entered as second-class matter at the postoffice at Champaign, Illinois, under the Act of August 24, 1912.

PRINTED IN U. S. A.

The DELTASIG

VOLUME XIX

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Better Selling—Bigger Markets —Better Profits

By E. ST. ELMO LEWIS, *Alpha*

The accompanying article was an address given by Brother Lewis before the Fourth Annual Convention, American Institute of Steel Construction, Inc., held at White Sulphur Springs, W. Va., in October, 1926.

Brother Lewis needs no introduction to readers of THE DELTASIG as he has contributed other articles and addresses to this magazine. He has had a most varied and valuable experience in merchandising and organization work; he has written quite a number of books including *A Credit Man and His Work*, *After Dinner Speeches, Efficient Cost-Keeping*, *A Better Day's Work* and *Getting the Most Out of Business*. Two of these books sold in excess of 200,000 copies each. He has served as Advertising Manager of both the National Cash Register Company and the Burroughs Adding Machine Company. He is now associated with National Services, Inc., as Counsellor in Consumer and Trade Relations with special reference to problems in merchandising, marketing, sales and advertising and trade association activities.

May last, Mr. Eugene G. Grace, said to the American Iron and Steel Institute:

I believe that we, in the steel industry, are called upon to conduct the merchandising side of our business better than we have. We must be better merchants.

I shall take that as my text. It indicates that Mr. Grace sees in the merchandising side of the steel indus-

try one prolific cause of a lack of satisfactory profit on operations in the industry, and of the relatively declining market to a point where you had 900,000 tons less in 1926 than really belonged to you.

Before going further, let me say that I am sure your Committee invited me here to speak to you under no misapprehension as to my knowledge or experience of the steel business. I would not have you think that I shall talk to you except as a student of marketing, who has spent 30 years in the study of merchandising and marketing problems while engaged in the specific work of enlarging markets and intensifying sales for a wide variety of articles and commodities from adding machines and steel furniture, to automobiles, bonds and professional services.

I come here, therefore, on your invitation, to offer a few suggestions from the standpoint of what 30 years of facing similar problems in other industries have taught me.

* * * *

When I read again that epic story of salesmanship that culminated in the sale of the Carnegie companies to the Corporation in 1900, and I realize the

part publicity and the master salesmanship of Mr. Schwab played in that consummation, I fear that I may be carrying coals to Newcastle in coming here to talk to you about what organized publicity, and the part 1926 sales methods and management, can play in the creation of better and bigger markets for steel. But when I think of that 900,000 tons you did not get this year, I think there may be a possible service. I am told, however, that I may help to clarify a situation and point the way to bigger things for the industry.

Then, too, 1900 is a long way in the past. The play, the players, and the audience have changed greatly since Carnegie's day.

I trust we understand each other.

* * * *

Mr. Grace uses the word "merchandising"—he did not say, "we must be better salesmen or advertisers," but *merchants*. I do not know why he used that word but I am sure its choice has some significance. I am going to assume it has, because I think the word snugly fits the selling problem of fabricated steel.

What is the difference between "selling" and "merchandising"?

To me, selling means the act of making the sale, and the methods that affect the personal relationship of a salesman to his product and his customer.

Merchandising is all that, and more, for it relates to the whole process, from buying the raw material, making *the article for sale* (mark my phrase!), pricing it, selling it, delivering and collecting for it—every process being governed by a knowledge of the needs or wants of the buyer—the maker having constantly in view the obtaining of the greatest possible volume, with the greatest possible

profit in money, at the same time insuring good-will and business-building results.

The steel fabricator as a merchant, therefore, starts with his raw product, with his *buyers in mind*—all his buyers, present and possible—and merchandises the product with these dictating his actions and decisions.

Let me confine my remarks today to the sales-merchandising side of your problem, at large, and in particular.

* * * *

During the past five years great changes have come in the industrial sales field.

There has developed in the technical field a new type of sales-merchandise to fit the technical field's special sales problem; he is called a sales engineer. To some, educated to look upon the salesman as an irresponsible, inefficient personality who has no use for a profit-and-loss statement, and who is incurably negligent of the niceties of scientific formulae, and procedure—to call a man a sales engineer is a conflict in terms. But he is here. By using the word engineer to include the salesmen who use the scientific method in analyzing the problem of sales we have the sales engineer. I know the dangers of generalization, but I am on safe ground in this, because the steel industry is full of proof. Up to recently, the salesman has not been an engineer, while the engineer has rarely been a salesman.

What do we see as a difference?—a difference between the typical salesman and the typical engineer?

I would answer—in their differing attitudes toward the human factors that enter into the problem of sales.

I do not remember anything more to the point on this subject than the following by Dean Dexter S. Kimball of Cornell, from his presidential

address before the annual meeting of the American Society of Mechanical Engineers:

It will be freely conceded that the preparation of the engineer for these new duties (human relations and distribution of wealth) is far from adequate, and two of his short-comings stand out conspicuously. The first is his lack of knowledge of the economic principles of industry and commerce Another important weakness in the mental processes of the engineer is his lack of knowledge of human nature. And, worse still, his lack of sympathy with human problems. He is by nature a constructive individualist and usually impatient to obtain results; and, as a consequence, impatient of any obstruction, human or physical, that stands in the way of these results. And he is by nature a cave dweller given to introspection, unskilled in expressing his views verbally, and lacking usually in those companionable qualities that take strong hold upon subordinates.

As a teacher of engineers, Dean Kimball probably knows them pretty well.

It can be readily understood why sales efficiency in highly technical or industrial fields should have lagged in comparison with retail, specialty, and wholesale fields. Human nature is the same in the steel construction field as it is anywhere else. Human feelings, ignorance, caprice, intelligence, understanding, play just as decisive a part in your industry as they do anywhere else.

In other words, it appears that engineers must learn a lot about the most human of business functions—selling—and salesmen need to study the fact-finding methods of the engineer, if either would properly control their effort efficiently. Engineers know a lot about things, too little about men; salesmen know a lot about men, too little that is true about things.

Times have changed, and they are

going to change more rapidly and in greater degree. Markets are demanding these changes. The engineer has been getting into the sales department in order to find out why the truth, as he knew it, about values in building materials was so often ignored by the public who followed the persuasive salesman, and bought other materials because the salesman knew the public, and led it.

The salesman knew the engineering of men—while the engineer so often knew only the engineering of things.

The old type sales manager has sensed a problem, too. He persuaded people to follow him, but he was not always selling the right thing at the right time. He is now finding that he has to study things as well as people, or he fails to build good-will and sets up sales resistance—thus increasing costs.

The engineer has found in this day of publicity and propaganda, as your great Stephenson said, "The greatest engineering is the engineering of men."

So engineering has come into sales—by which the right thing is determined and the right people are led to accept the right thing—and thus the right thing finds its market, the market which belongs to it.

This sounds simple, as it is, but the method by which it is accomplished is complex, because mankind is complex.

Let us assume, for the purpose of our talk, the work of a 1926 variety of sales engineer, who is a leader of men, a developer of their capacities—who has faith in his commodity and the job, i.e., knowing both better than the buyer knows either. He believes in his product, and knows where, why,

when, what, and how it can be used to the greatest profit to the buyer.

You will have to fill in a lot of this picture from your knowledge of special conditions.

The sales engineer must not blink the other side of the problem of sales. The salesman has often been a politician, a glad-hand artist, who trusted to "pull" rather than performance, who knew little about the merit of his goods, but depended on friendship, often of questionable ethical basis, to get him "in" on the contracts.

He could always sell the thing he didn't have for less than the other fellow, made promises of the impossible with an engaging indifference to results that drove you mad. But he is passing out of the picture. Engineers are coming into selling; salesmen are coming into engineering.

The technical schools are now giving courses in sales, marketing, advertising, and merchandising—with profit to the engineers, who have brought analysis into the sales field, and who now realize the creative power of those humanities which are the fountain of the sales manager's art.

In learning this new art of sales management, it is well to realize that we will progress with old organizations only so far as tradition will permit. "A man is a good deal like a tack—he can go only so far as his head allows."

Men think in their traditional channels. These typical attitudes of mind—of salesman and engineer—are very real difficulties that must be faced in creating a new world of steel construction. These attitudes will color many decisions and may generate more heat than light in many discussions of plans and methods. When the educational process goes

far enough, a mutual respect will be developed that will help both to a greater and more profitable coöperation. So, to educate the public, we must first educate the teachers, i.e., the managers and salesmen who will guide and apply the program.

In order to clarify any standpoints, let us at this time, set down a few fundamentals: A business is financed, a plant is built, and an organization is developed for the purpose of producing something that can be sold at a profit, and *then selling it*.

Therefore, the creation of an efficient selling process is the ultimate purpose of an organization, and if it fails there, the organization fails. The vital importance of the selling process is obvious. It is the only reason why a business exists. We sell to a public. That public doesn't have to buy of us. That public is a peculiar thing. It is busy, fickle, indifferent, and exacting. We know less about it than we should. We do know, however—

1. *It is a fallacy that, The public will automatically seek the best.*
Steel is the oldest and best, but steel has lost out to a new thing, relatively speaking.
2. *It is a fallacy that, The public knows the difference between price and value (proven in steel vs. concrete).*
3. *It is a fallacy that, The public will automatically reward enterprise and service.*
4. *It is a fallacy that, The public knows what it wants.*
5. *It is a fallacy that, The public will demand over any great length of time what it is not reminded of.*

Therefore, we have salesmen and sales departments with their educational methods.

Selling is an absolutely essential function in all enterprises depending upon public support. During the next decade it will be the major problem of industry. It is a very human process, because no matter how much it may depend on price, or quality, it must be guided and controlled by those qualities which I shall generalize under the cloudy phrase of personality, which can tip the scale in favor of a particular firm or line of goods.

The public must be educated, i.e., informed and instructed. What does it matter what the price of an article is if I do not know I need it? It matters still less if I do not *want* it.

That distinguished industrial statesman, Judge Gary of the Corporation, who has done so much to bring home to us a realization of the service of the industry to our common weal, recently said before the Iron and Steel Institute:

“It should be rung in the ears of every business man that it pays largely to be decent toward all others, including competitors and the general public.”

Your Institute is dedicated to such a decency program.

The Judge then says: “People, on the average, are growing better; and they are becoming more intelligent and better educated.”

I want you to mark this—he says: “This makes for legitimate advancement, for prosperity and happiness.”

What does? “People becoming more infelligent and better educated”—about what? Certainly the things that contribute to prosperity and advancement of life. That is exactly what your Institute is dedicated to do—to make people more intelligent about the buying of steel through the process of educating them in its proper use and economic value.

But education is not a self-starting process. It is not automatic. Somebody has to do the educating. There have to be educators. In business the educational is the sales department.

That is exactly what trained salesmen are, educators, who know and can persuade through their personality, people to accept what is best. It is this very element of personality which the scientific man objects to. He forgets that “personality” with all its connotations is as important a part of the formula for making this necessary thing, a salesman, as is the alloy in his steel. Otherwise, we would need nothing but phonographs, repeating cold formulae, or sales-in-the-slot machines. The science of making salesmen has not gone so far as the science of making steel, but it is progressing. By the time the engineer has been able to temper steel automatically, or tell us what electricity is, we may be able to submit complete formulae for making efficient salesmen. So let us, with as much open-mindedness as possible, approach our 1926 sales problem, prepared to find a rather different sort of a man in charge—a man who in 1926 approaches his markets with an inquiring mind, records, statistics, a slide-rule, graphic charts, and a ready smile—a friendly attitude, but with a hard-boiled refusal to be swerved from his objective, which is—to get all the trade that belongs to him in any line or territory by manipulating the enlightened self-interest of the customer.

Some of you gentlemen have concluded that I look upon you as a different kind of business man. I do. Some of you, in entering a modernized sales campaign for the development of a greater, more stable demand

(Continued to Page 194)



ALPHA-TAU CHAPTER—MERCER UNIVERSITY

TOP Row—*Left to Right*: Alton O. Bartlett, Leroy McKinley, O. L. Seymour, Malcolm L. Green, John W. Beall, V. O. Rankin, Jr., *Kappa*; William W. Brown, Frank M. Gormly, E. D. Newton, Jr., *Pi*; Jones Brown, Edwin M. Turlington, Frank Butler, *Kappa*.

SECOND ROW: Jesse B. Hanson, Robert A. Finney, Hugh W. Russey, *Kappa*, James Smith, *Kappa*, Ralph Finney, Thomas L. Payne, *Kappa*, Horace M. Davis, *Kappa*, Guy H. Amason, *Kappa*, E. Erwin Dicks, *Kappa*, D. Harvey Jordan, C. Ralph Eubanks, G. Stokes Walton, Ernest M. Pratt, *Kappa*.

BOTTOM ROW: Julian Turner, *Kappa*, E. R. Morgan, *Kappa*, J. N. Minchin, Lee M. Sessions, *Kappa*, H. G. Wright, *Beta*, William J. Bradley, Thomas W. Whaley, Ernest C. Ellis, *Kappa*, B. Melville Herring, Thomas B. Harrell, George W. Roberts, Edwin S. Gleaton.

Delta Sigma Pi Enters Mercer, Miami and Mississippi

WITH THE establishment of three chapters this spring, bringing the total of active chapters in Delta Sigma Pi to forty-four, the fraternity is now represented in twenty-six states and the District of Columbia in the United States, and the Province of Quebec in Canada. The last three locals to be granted charters are *Alpha Lambda Epsilon* of Mercer University, Macon, Georg-

ia, *Gamma Delta Nu* of Miami University, Oxford, Ohio, and *Sigma Delta* of the University of Mississippi, Oxford, Mississippi.

All three locals have been operating in a most successful manner, the registration in commerce is more than ample to support these chapters, and we can expect these new chapters to be among our most active.

ALPHA-TAU INSTALLED AT MERCER

The first of these three chapters to be installed was the Mercer group, *Alpha Lambda Epsilon*, which was installed on March 26-27 as the *Alpha-Tau* chapter of Delta Sigma Pi. Mercer University was founded in 1833 as Mercer Institute, at Penfield, Ga., by the Georgia Baptist Convention, and was named for James Mercer, the principal contributor to the endowment.

In 1838 the Georgia Baptist Convention approved the raising of the Institute to the rank of a college with the name of Mercer University, and an amended charter providing for this was secured.

Mercer University is comprised of the following schools or divisions:

- The College of Arts and Sciences
- The Graduate School
- The School of Law
- The School of Commerce
- The Theological Seminary
- The School of Journalism
- The School of Education

and also the pre-medical, pre-engineering and pre-law departments, and the Summer School.

The Theological Seminary was established in 1845 and offers the degree of A.B. and the graduate degrees of B.D. and M.A. The School of Law was established as a department in 1873 and has developed into the present Law School, which is a member of the Association of American Law Schools and is recognized by the American Bar Association. The Dean of the Law School is Judge William Hansell Fish, for twenty-six years Justice of the Supreme Court of Georgia and for seventeen years Chief Justice of that Court.

Mercer University was moved in 1871 to its present location at Macon, Georgia, the county seat of Bibb County. Macon is a city of over 60,000 population, located in the famous Peach Belt and known as the "Heart of Georgia." The Campus consists of seventy-five acres located within three miles of the center of Macon.

SCHOOL OF COMMERCE ORGANIZED IN 1919

The School of Commerce of Mercer University was organized in 1919



MERCER UNIVERSITY—*Left*, SCHOOL OF COMMERCE BUILDING. *Right*, THEOLOGICAL BUILDING

under Dean Francis J. Holder. The degree of Bachelor of Science in Commerce is given, and courses are available in such subjects as salesmanship, business English, business administration, marketing, banking, railway transportation, business law, advertising and accounting in addition to the courses offered usually in the Arts colleges.

The enrollment of the School of Commerce for the year 1919-1920 was only 51, but the enrollment is now approximately 300, and the School of Commerce has approximately 30 percent of the total registration of the university. The courses are organized under five career curricula: Accounting and Management, Banking and Finance, Commercial Education, Public Service, and Foreign Service. The faculty of the School of Commerce comprises seven instructors. In addition to the regular courses offered by the school, an evening division was organized in 1922 and the registration in this division is now about 80.

HISTORY OF ALPHA-TAU CHAPTER

The date of establishment of *Alpha Lambda Epsilon* was February 17, 1925, when three students, J. N. Minchin, Loy J. Bowen and Frank M. Gormly met with Professor C. B. Wray and discussed the advisability of forming a professional commerce fraternity. A second meeting was held on February 25th and *Alpha Lambda Epsilon* organized; the membership was gradually enlarged, and on May 6, 1925, it was decided to petition Delta Sigma Pi. Negotiations were then opened with The Central Office, and the Committee on Extension turned the matter over to Brother Ernest C. Ellis, an alumnus of *Kappa* chapter residing in Macon, who gave liberally of his time and ad-

vice in assisting the local in perfecting their organization in accordance with our requirements. *Alpha Lambda Epsilon* operated under the guidance of our Committee on Extension and Brother Ellis during the past two years and was approved for admission as a chapter by our Board of Directors in February, 1927.

Accordingly, March 26th and 27th was set as the date of installation, and the following members initiated, which included twenty-four undergraduates, two faculty members, and eight alumni:

Rufe B. Anderson
 Alton Ogeeter Bartlett
 John William Beall
 William Joseph Bradley
 Jones Brown
 William Merrell Brown
 Lucian Dillard Bryan
 Julian Eugene Cook
 Charles Ralph Eubanks
 Robert Alta Finney
 Ralph Bingham Finney
 Edwin Shaw Gleaton
 Frank Miller Gormly
 Malcolm Lawrence Green
 Robert Lee Gunnels
 Jesse Byrd Hanson
 Thomas Benjamin Harrell
 Bernard Melville Herring
 Daniel Harvey Jordan
 Audrey Stanley Maret
 Elijah Leroy McKinley
 Edgar Campbell Middlebrooks
 James Nathaniel Minchin
 John Thomas Minor, Jr.
 Fred Phisterer Odum
 George William Roberts
 Andrew Shirley
 Richard Derward Smith
 Edwin Mack Turlington
 George Stokes Walton
 Sidney Barfield Wellons
 Thomas Wall Whaley
 Charles Birch Wray

The first officers of *Alpha-Tau* chapter were:

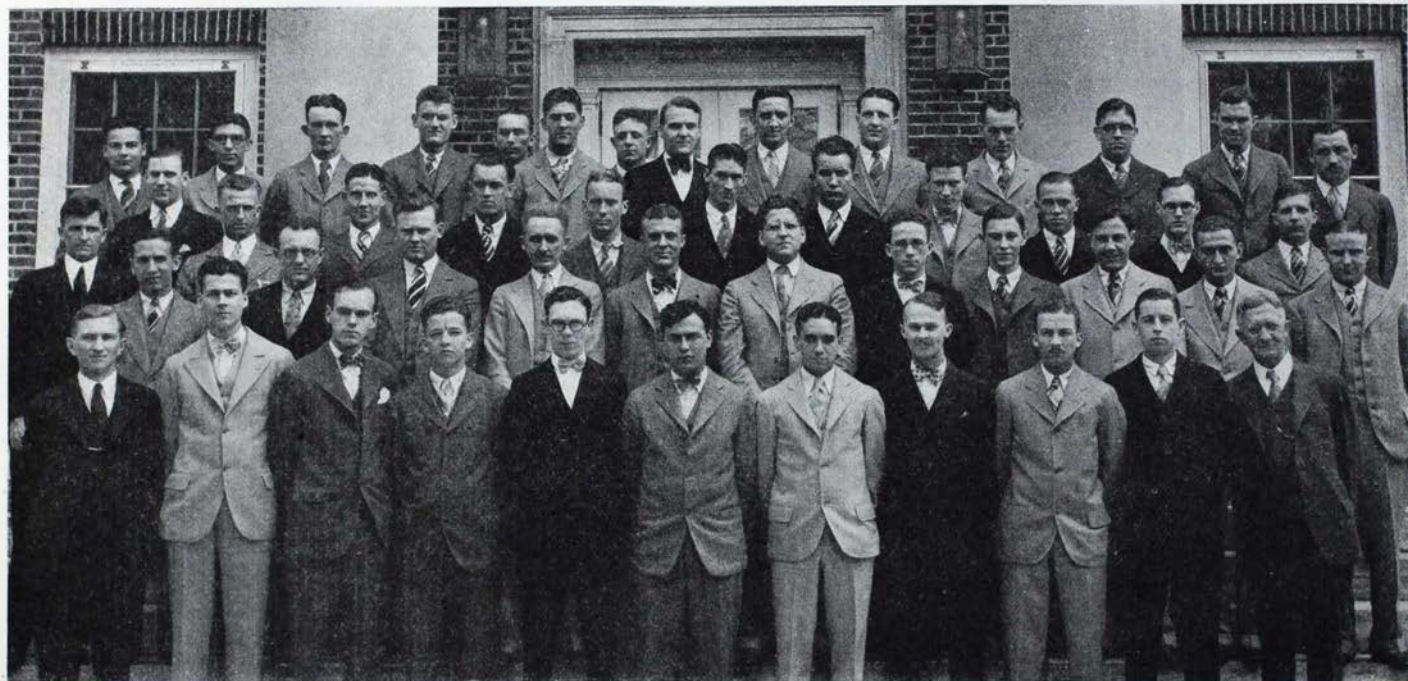
Head Master.....Thomas W. Whaley
 Senior Warden.....E. L. McKinley
 Junior Warden.....Bernard M. Herring



MERCER UNIVERSITY—THEOLOGICAL BUILDING



MERCER UNIVERSITY—LIBRARY



ALPHA-UPSILON CHAPTER—MIAMI UNIVERSITY

TOP ROW—Left to Right: Kimball C. Smith, *Alpha-Theta*, Wm. C. Dewey, Wm. M. Adams, *Nu*, Clarence B. Cox, Stephen Gurley, George R. Annis, Wm. H. Wilson, *Alpha-Theta*, R. W. W. Bardes, Elmer F. Sturke, Alfred H. Gansberg, R. J. Zipfel, Kenneth G. Holmes, L. E. Baker, Paul Green.

SECOND ROW: Jackson B. Dennison, Lyle Dyar, Burlen W. Kimmel, Eugene F. Weaver, Edward Isakle, William N. Bennett, Russell Bowers, Emmer H. Dudley, *Alpha Omicron*, Leonard C. Clifford, *Alpha-Omicron*, Orville G. Brown, Edward P. Gilmore, *Alpha-Omicron*, Robert Savage, *Alpha-Theta*.

THIRD ROW: Karl W. Ankeney, Francis W. Kelly, James Marvin Peterson, H. G. Wright, *Beta*, Paul E. Buehler, *Nu*, Karl D. Reyer, *Nu*, Lloyd C. Douglass, Richard J. Young, Gerald W. Shaw, Franklin A. Kreager, *Alpha-Omicron*, A. W. Kittinger, *Eta*.

BOTTOM ROW: Richard L. Duncan, Loren D. Franz, Curry W. Stoup, C. Rollin Niswonger, Perry A. Campbell, George W. Tischer, Ray F. Smith, Howard N. Perkson, Theodore C. Metzger, Alfred W. Riggs, Edwin S. Todd.

Treasurer.....Jones Brown
 Scribe.....Thomas B. Harrell
 Chancellor.....J. B. Hanson
 Historian.....Edwin M. Turlington
 Master of Ceremonies.....George W. Roberts
 Master of Festivities.....J. Eugene Cook

The installation team comprised Grand Secretary-Treasurer H. G. Wright, *Beta*, District Deputy Lee M. Sessions, *Kappa*, and Brothers

Ernest C. Ellis, Horace M. Davis, E. R. Morgan, Ernest Pratt, Hugh W. Russey, Irwin Dicks, Guy Amason, Frank Butler, James Smith, M. S. Savage, W. A. Lewis, E. S. McNeice, Julian H. Turner, Lee Sessions, V. O. Rankin, Jr., and Thomas Payne of *Kappa* and Ernest D. Newton, Jr., and J. B. Holder of *Pi*.

GAMMA DELTA NU OF MIAMI BECOMES ALPHA-UPSILON CHAPTER

APRIL 16th and 17th were the dates of installation of *Gamma Delta Nu* as the *Alpha-Upsilon* chapter of Delta Sigma Pi and this was the occasion of a great celebration on the part of many undergraduates and alumni of southern Ohio, for the establishment of *Alpha-Upsilon* at Miami University at Oxford, Ohio, makes the fourth chapter of Delta Sigma Pi in the State of Ohio, the other three being at Ohio State, Cincinnati and Ohio University.

Miami University was the second institution of higher learning established by the State of Ohio, and was founded under the Federal Land Grant of 1787, and was formally instituted and named by act of the Legislature of Ohio in 1809. One year later the site of the University was located at the village of Oxford, in the center of the township set apart for education purposes. Oxford is about forty miles north of Cincinnati on the C. I. & W. R. R.

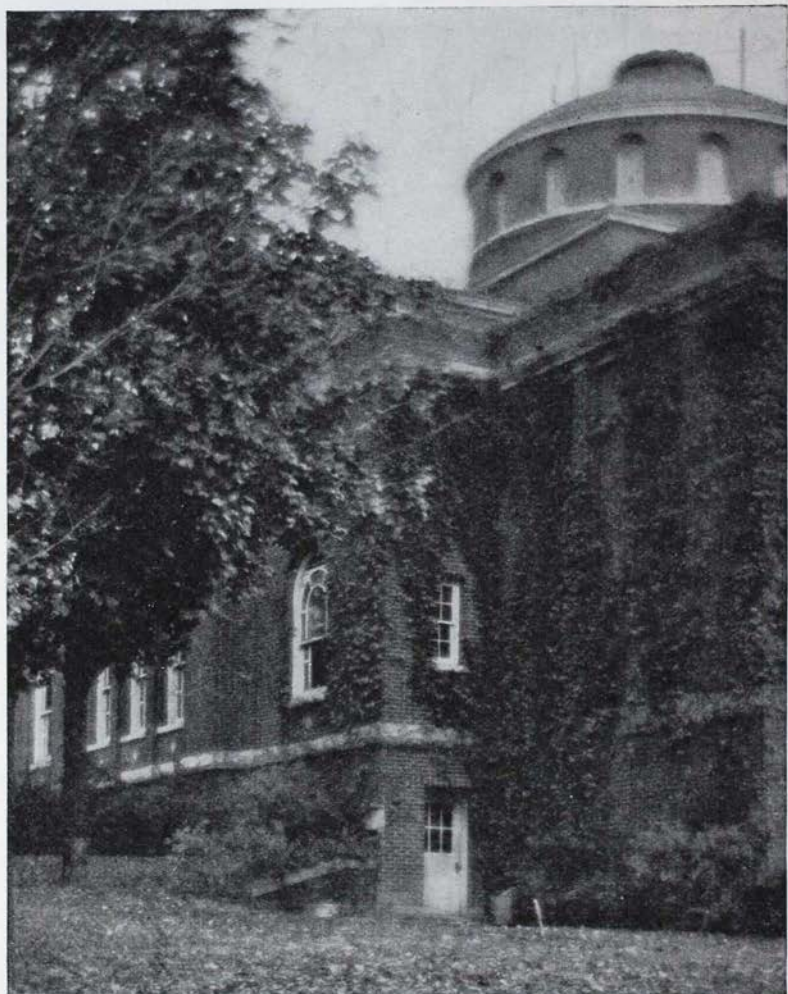
Because of lack of sufficient funds, the beginning of actual collegiate instruction was delayed until 1824. In the fall of that year the University was formally opened, and with the exception of an interim of twelve years following the Civil War (1873-1885), has been in continuous oper-

ation. During the period from 1824-1873 the "Old Miami," as it has since come to be called, remained one of the leading colleges of the Middle West, graduating a number of remarkable men who distinguished themselves in state and nation.

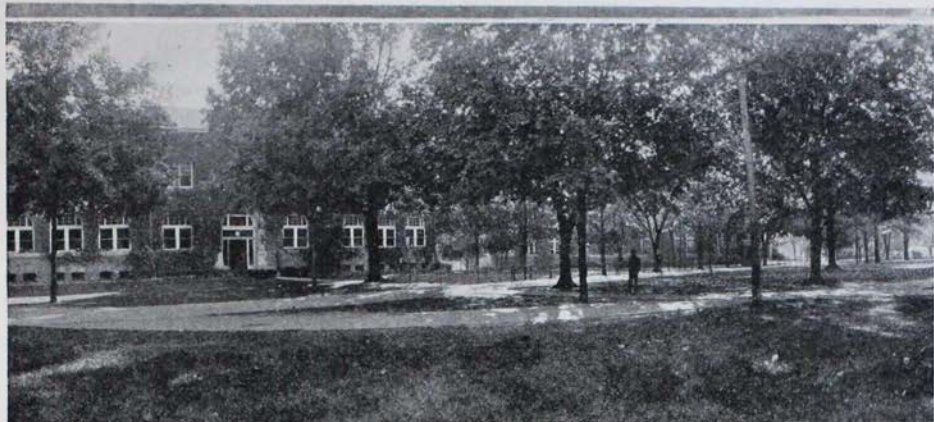
Since the reopening in 1885 the University has grown steadily in attendance, in standards of scholarship, and in breadth of influence. The University owns 171 acres of land, and has 21 buildings valued at \$2,038,000.00 The student body numbered 1701 in 1924-1925, and the faculty has 113 instructors.

SCHOOL OF BUSINESS ORGANIZED IN 1923

A department of economics was organized in 1910, and this department displayed such a steady growth, and the demand became more pronounced for a separate department of commerce subjects, that the Board of Trustees created the School of Business in 1923, as a separate part of the College of Liberal Arts. The degree of B.A. in Business Administration is given, and the students enter the School of Business after one year of pre-business work in the College of Liberal Arts. In 1925-1926 there

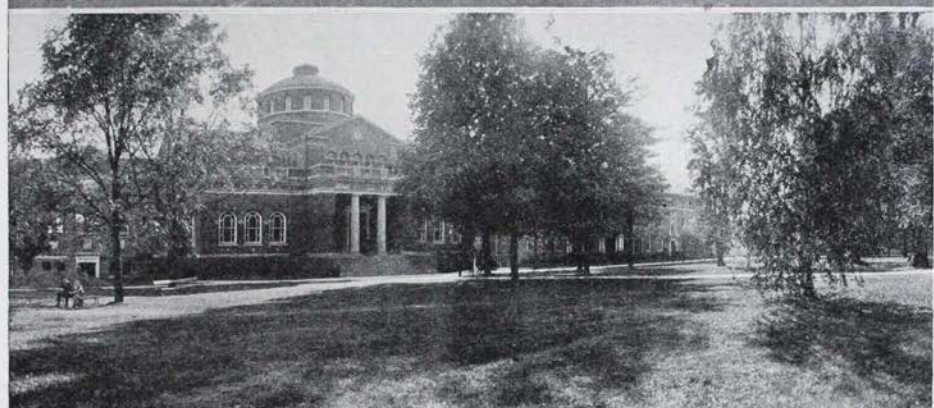


MIAMI UNIVERSITY—ALUMNI LIBRARY



Brice Hall

Administration Building



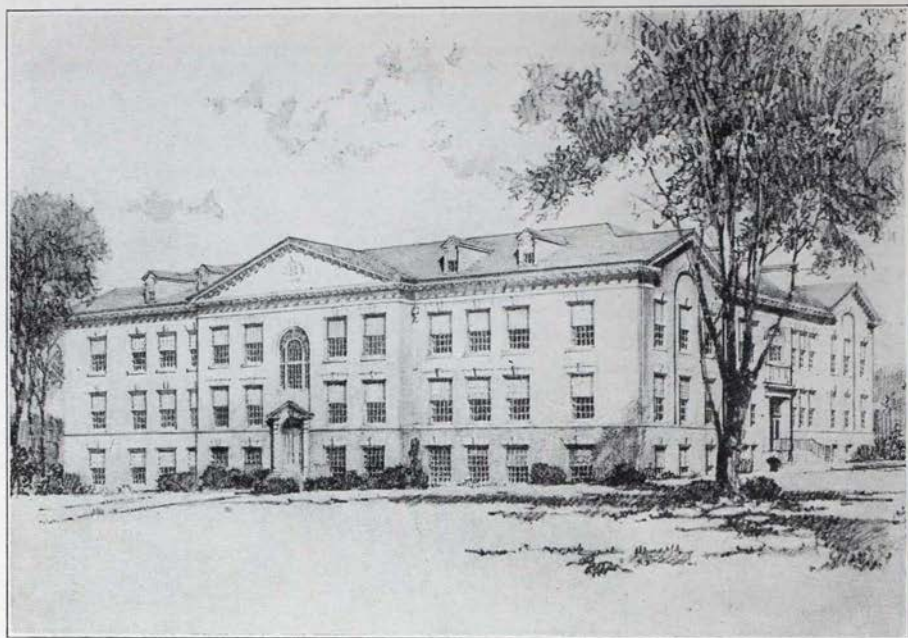
Alumni Library

Bishop Hall



Wells Hall

McGuffey Hall



MIAMI UNIVERSITY—IRWIN HALL



MIAMI UNIVERSITY—OGDEN HALL

were approximately 180-200 students enrolled in the upper three classes.

GAMMA DELTA NU FOUNDED IN 1925

To meet the demands for a professional commerce fraternity in the School of Business, a local professional commerce fraternity was perfected during the college year 1924-1925, and was formally launched, with twenty-five charter members, on May 18, 1925. It being the desire of this local to nationalize eventually, an investigation had been carried on by them during the period of organization, and it was decided to petition Delta Sigma Pi.

The formal petition was prepared and presented to the fraternity and *Gamma Delta Nu* has operated for the past two years in close coöperation with our Committee on Extension. This committee feeling that conditions were favorable this spring for the acceptance of this petition, reported favorably to our board of directors, and in due time *Alpha-Upsilon* charter was granted.

The installation ceremonies were held on April 16th, with a large attendance of members of the fraternity from southern Ohio, and the following undergraduates and alumni of *Gamma Delta Nu* became *Alpha-Upsilon* of Delta Sigma Pi:

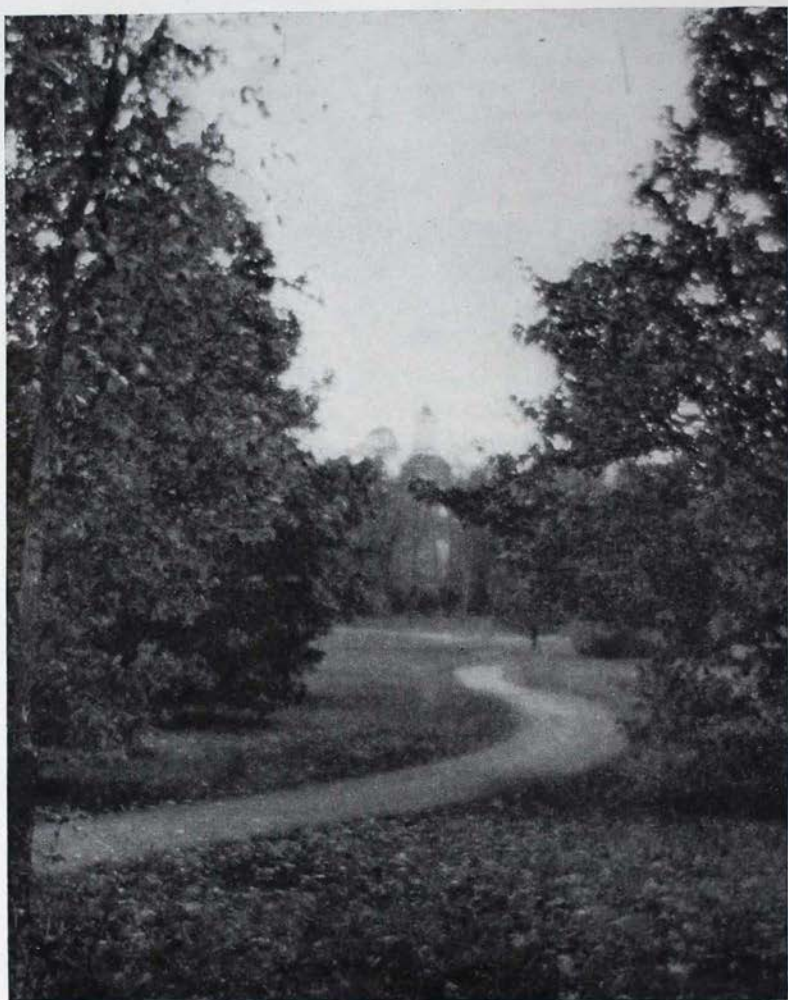
Karl Warner Ankeney
George Ramon Annis
Lynne Elmer Baker
Richard William Walter Bardes
William Nicholas Bennett
Alfred William Biggs
Russell Bowers
Howard Douglas Bowyer
Orville Griest Brown
Perry Alfred Campbell
Clarence Bailey Cox
Jackson Belden Dennison
William Cleveland Dewey
Lloyd Carr Douglass

Richard Leonard Duncan
Lyle Dyar
Loren Dwight Franz
Alfred Henry Gansberg
Paul Martin Green
Stephen Gurley
Kenneth Gordon Holmes
Edward Isakle
Francis Walter Kelly
Burlen Weaver Kimmel
Charles Kramb
Theodore Clinton Metzger
Clifford Rollin Niswonger
Howard Neil Perkson
James Marvin Peterson
Gerald William Shaw
Raymond Frank Smith
Curry Wardell Stoup
Elmer Fredrick Struke
Wilbur Bernard Stull
George William Tischer
Edwin Smith Todd
Eugene Francis Weaver
Richard Jackson Young
Roman Joseph Zipfel

The following were installed as the first officers of *Alpha-Upsilon*:

Head Master.....George W. Tischer
Senior Warden.....Curry W. Stoup
Junior Warden.....Dwight Franz
Treasurer.....Richard L. Duncan
Scribe.....C. Rollin Niswonger
Chancellor.....Lynne E. Baker
Historian.....Richard W. W. Bardes
Master of Ceremonies.....Ray F. Smith
Master of Festivities....Howard N. Perkson

The installation was in charge of Grand Secretary-Treasurer H. G. Wright and District Deputy Karl D. Reyer, *Nu*, and the installing team comprised Brothers Wm. Adams and Paul E. Buehler of *Nu*, Leonard C. Clifford, Emmer H. Dudley, Franklin A. Kreager and Edgar P. Gilmore of *Alpha-Omicron*, and Richard W. Angert, William H. Wilson, George A. King, Leonard C. Teichmoeller, Robert Savage, Lorenzo L. Atkins and Joseph Uhl of *Alpha-Theta*.



MIAMI UNIVERSITY—THE RETREAT

MISSISSIPPI RECEIVES OUR FORTY-FOURTH CHARTER

THE University of Mississippi, better known as "Ole Miss," opened its first session in 1848, with eighty students and four instructors. The records indicate that most of the young men of that day were poorly prepared for any sort of college work, and that their ideals of college life included much more of frolic than of labor. It is said that some of the young men brought their personal servants, a span of horses, and a pack of fox hounds. This is easily understood when it is remembered that the per capita distribution of wealth in Mississippi was larger in the years preceding the Civil War than in any other state.

During the Civil War the buildings of the University were occupied sometimes by Confederate, and sometimes by Federal soldiers. Soon after the battle of Shiloh they were used for hospital purposes, and gave their shelter to some 1500 sick and wounded Confederate soldiers. More than 700 of these sleep in unmarked graves in a cemetery near the University Campus.

When the University buildings were occupied by Federal soldiers the personal influence of Professor Barnar, who later became President of Columbia University, and other of the professors, secured the interest of General Grant in the protection of the buildings and apparatus belonging to the institution.

Immediately after the Civil War the halls of the University were filled with a class of students never before seen in any American college. They were the sons of parents who had been wealthy but whose wealth had been entirely swept away in the War. Per-

haps half of these young men had served in the Confederate army.

The registration has shown a gradual growth and there are now some 1100 students pursuing work at Mississippi, and in addition to the School of Liberal Arts there are now six professional schools.

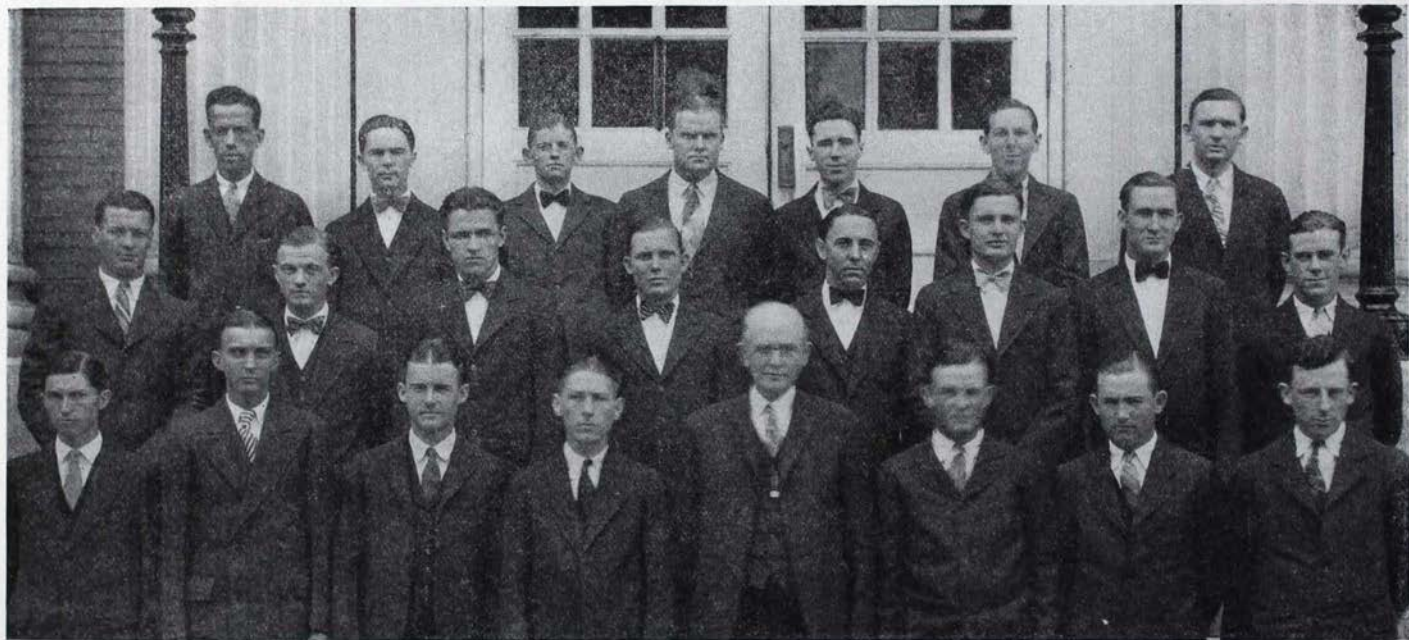
ORIGIN OF THE SCHOOL OF COMMERCE AND BUSINESS ADMINISTRATION

The School of Commerce and Business Administration was authorized by the Board of Trustees in September, 1917, and was put into operation the following October. The entrance requirements are the same as for the College of Liberal Arts and the degree of Bachelor of Science in Commerce is given for 130 hours of credit.

The growth of the School of Commerce and Business Administration has been phenomenal. Starting with only a few students the number has increased until the number which it now has enrolled surpasses that of any other school on the campus. The faculty consists of fourteen members and several assistants. As new equipment is constantly being added, each year finds the school better able to carry on its work.

THE HISTORY OF SIGMA DELTA

In the spring of 1826 a small group of commerce students gathered in Room 2A of Lamar for the purpose of organizing a professional commerce fraternity. Fraternities had just been permitted again on the Mississippi campus, and feeling that there was an important need for a professional commerce fraternity, these students, George Butler, A. E. Brinson, L. F. Muller, S. O. Seaman, C. E.



ALPHA-PHI CHAPTER—UNIVERSITY OF MISSISSIPPI

TOP ROW—*Left to Right*: John T. Watkins, L. L. Goodwin, Jr., D. W. Brinson, Jr., Newland B. Bush, Wallace A. Welshans, Story L. Fortenberry.
MIDDLE ROW: Carl R. Coers, Jr., William F. Boyls, William H. Howie, A. E. Brinson, John H. Parker, J. D. Barr, Dewitt Laird, Alton Stevens Henley.
BOTTOM ROW: Edward Carey Owen, Charles Bell Howard, James Otis Lenoir, Jr., Earle H. Lindsey, Arthur B. Crosier, Sale T. Lilly, Carl Loper, Vernon L. Riley.

Miller and Carl Coers proceeded with the organization of Sigma Delta.

It was decided to select only twenty men from the department and using scholastic record, character and personality as a basis, and consulting frequently with the departmental faculty members, it wasn't long before a most interesting local was organized and in operation.

It was decided to petition Delta Sigma Pi, the petition was prepared and submitted to our Committee on Extension. Not having been prepared quite in accordance with our rules and regulations, it was returned together with a copy of our regulations, and in due time the petition was again received, properly prepared and was placed on file by our Committee. Investigation showed that conditions were quite satisfactory at Mississippi, and Sigma Delta then proceeded to operate during the current college year in close contact with our Committee on Extension, and the board of directors approved the granting of *Alpha-Phi* charter this spring.

The installation was accordingly set for April 30th and May 1st, and *Alpha-Phi* was installed with Grand Secretary-Treasurer H. G. Wright in charge of the official installation team, which comprised Brothers L. A. Duncan, Thomas J. Hammer and M. H. McDowell of *Alpha-Sigma* and Joseph Singer of *Kappa*.

The following were initiated as charter members of *Alpha-Phi*:

Jacob Dexter Barr
 William Flournoy Boyls
 Alonzo Equen Brinson
 Daniel Webster Brinson, Jr.
 Newland Bee Bush
 Carl Richard Coers, Jr.
 Arthur Boone Crosier
 John Weslue Elmore
 Story Lowrey Fortenberry
 Lawrence Lester Goodwin, Jr.
 Alton Stevens Henley

Charles Bell Howard
 William Houston Howie
 Dewitt Laird
 James Otis Lenoir, Jr.
 Sale Tree Lilly
 Thomas Jackson Lilly, Jr.
 Earl Harrison Lindsey
 Carl Loper
 William Prentiss Mullins
 Jesse Van Nichols
 Edward Carey Owen
 John Howard Parker
 Vernon Leroy Riley
 Terry Steven Swalm
 Cyrus Benton Walker
 John Thomas Watkins
 Wallace Alfred Welshans

The first officers of *Alpha-Phi* were installed as follows:

Head Master.....Alonzo E. Brinson
 Junior Warden.....Terry S. Swalm
 Treasurer.....Vernon L. Riley
 Scribe.....Jesse Van Nichols
 ChancellorStory L. Fortenberry
 Historian.....Charles B. Howard

Fraternities at the University of Mississippi were abolished by legislative enactment in 1912. This act was the culmination of a long and bitter fight in the university and in the state which continued for a dozen years or more. In 1926 an act was passed by the legislature repealing the anti-fraternity statute and reestablishing fraternities at the university. Under this act the board of trustees and the faculty of the university controlled the establishment of fraternity chapters secured. They have made very strict requirements as to scholarship, and since the anti-fraternity act was repealed quite a number of fraternities have either revived old chapters or established new ones at Mississippi, including seven general, three medical and one pharmaceutical fraternity.

Delta Sigma Pi is alone in the School of Commerce and Business Administration and looks forward to a most successful chapter in this the principal university in the State of Mississippi.

EDITORIAL COMMENT

THE NEW CENTRAL OFFICE

THE Central Office of Delta Sigma Pi has moved to its new quarters in the new Adams-Franklin Building, 222 W. Adams Street, Chicago. All correspondence should be addressed to our new address effective immediately.

Suffice to say, our new quarters are a vast improvement over the old. We now have approximately five hundred square feet of office space devoted exclusively to fraternity affairs, and when all of the equipment that has been purchased, arrives and is installed, we will be in position to render much greater service to both undergraduates and alumni than ever before.

We wish to express the appreciation of the Board of Directors to the many alumni who so generously contributed to a special fund that was raised by the Committee on Alumni Clubs to assist in the equipping of The Central Office in a most attractive and satisfactory manner. The Board of Directors appropriated sufficient funds to equip this office with all the "necessities of life" but some of the alumni felt that it should be dressed up a little, given an appearance that would be different from the usual stereotyped office suite, and they proposed to raise by voluntary contribution the several hundreds of dollars extra that this would take. And they did. So The Central Office has been equipped and furnished in early American furniture by the Erskine-Danforth Corporation; all the necessary appliances and devices such as typewriters, dictaphones, addressograph, mimeograph, filing equipment, etc., have been installed, and at the time of going to press we are just getting settled. Photographs of our new location and of our office will appear in the fall issue of THE DELTASIG.

All members of the fraternity are cordially and fraternally invited to make The Central Office your headquarters whenever you are in Chicago.

CONGRATULATIONS, ALPHA-TAU, ALPHA-UPSILON AND ALPHA-PHI

IT IS with much pleasure that we welcome our three new chapters into the realm of Delta Sigma Pi—*Alpha-Tau* at Mercer, *Alpha-Upsilon* at Miami and *Alpha-Phi* at Mississippi. These three excellent locals have by the excellent manner in which they have operated during the past two years demonstrated their ability to carry on as a professional commerce fraternity should. As chapters of a national fraternity they will now have even greater interest and greater responsibilities, and we have all the confidence in the world as to their being equal to the occasion.

Although our newest units, they are as important a part of the fraternity as any other chapter, and we sincerely hope that the undergraduates and alumni of *Alpha-Tau*, *Alpha-Upsilon* and *Alpha-Phi* will take a most active part in the national affairs of Delta Sigma Pi.

THE PROVINCIAL CONVENTIONS

WE HAD hoped to be able to publish in this issue full details in connection with the provincial conventions of Delta Sigma Pi that will be held next fall, but because of our inability to secure correct information as to the exact opening dates of all colleges where we have chapters we must wait until possibly in June before definite dates can be announced in this connection.

A special letter will be issued giving complete details regarding these important meetings, and any brother interested can address a letter to The Central Office and receive one of these letters later on in the summer.

The Western Province will meet in Los Angeles, possibly the first or second week in September. The Missouri Valley Province will meet in Des Moines, Iowa; the Central Province at Chicago; the Eastern Province in Philadelphia, and the Southern Province at Atlanta. All meetings will be

held sometime in September or October, on week-ends that will suit the majority of the chapters within that province the best. All chapters will be given plenty of notice as to the exact time and place, and we urge that each chapter select its delegate and alternate NOW, and advise The Central Office of the names and summer addresses of your selections so that there will be no trouble in carrying on the necessary correspondence with them.

These conventions will be of great importance to the chapters participating and we look forward to a large attendance at each of these meetings. They will be reported fully in the fall issue of THE DELTASIG.

GRADUATES, JOIN THE ALUMNI CLUBS.

JUST a word to the June graduates! I hardly believe it is necessary for me to say much about the importance of all June graduates affiliating with one of our alumni clubs in case they locate in any of the sixteen cities where we have alumni clubs established.

These active alumni clubs can be of great assistance to each and every one of you, in helping you form associations, contacts—yes, even in helping you secure suitable business connections. They are all listed in THE DELTASIG; they are going concerns. The dues are nominal, the benefits many. Naturally they do not know just when you will arrive in their city, and it is necessary that you make first overtures—let them know you are in town and where you are located. Try it out! Give the alumni clubs a chance to serve you. In the majority of cases you'll be very agreeably surprised.

CHAPTERS, WATCH YOUR SCHOLARSHIP!

BY ACTION of the Board of Directors of the fraternity two beautiful trophy cups will be awarded annually to the two chapters which rank highest in scholarship and who operate in the most efficient manner during the college year.

One cup, which will be known as the Grand President's Cup, will be awarded to

that chapter which ranks highest in scholarship for the entire college year. The other cup, which will be known as the Grand Secretary-Treasurer's Cup, will be awarded to that chapter which is the most efficient in chapter operation during the entire college year.

The exact rules and regulations governing these two awards are now being prepared by a special committee, and will be announced by special literature which will be sent to all chapters, and also by suitable announcement in the next issue of THE DELTASIG. These cups are large and beautiful, and will be awarded each fall to the two chapters qualifying. The scholastic record of each and every member of each chapter will be secured from the various university officials during the summer months, and all grades reduced to a common denominator and averages determined. The chapter having the highest scholastic average will receive the Grand President's Cup and it will be presented with suitable ceremonies, and a special write-up in THE DELTASIG.

The Grand Secretary-Treasurer's Cup will be awarded to that chapter which proves most efficient in chapter operation, and this will be determined by the promptness in which the chapter officers handle all business and correspondence with The Central Office, the provincial officers, their university, the business-like way in which they conduct local affairs, their professional activity, initiations, participation in student activity, etc. It is quite possible that some sort of a point system will be worked out, and the chapters will be awarded points for the dispatch and effectiveness with which they carry on different phases of activity, and likewise penalized for failure to carry on these different phases of activity.

At any rate this national recognition will be a stimulus to all chapters to be on their toes at all times, it will encourage scholarship, and it will mean a more business-like handling of all business and professional activity on the part of the greater majority of our chapters.

Chapters, start formulating your plans NOW for YOUR chapter to win one of these cups next year.

NEW BUSINESS BOOKS

THE ESSENTIALS OF PUBLIC SPEAKING

BY WARREN C. DU BOIS
Instructor of Public Speaking, New York University

It is vitally necessary to know how to speak in public, whether it be at a business dinner, an executive session, a committee gathering, a salesman's conference, a formal or informal dinner or other social function. To be able to gain personal prestige through the preparation and delivery of a good speech, a convincing report or a persuasive argument is an achievement worthy of the ambition of enterprising, successful business men.

This volume embraces a brief but comprehensive summary of the fundamentals of effective speaking as the author has taught them for fourteen years. A profitable book for those to read who are interested in public speaking.

*Published by Prentice-Hall, Inc. 268 pp.
Price \$2.00*

READINGS IN MARKETING PRINCIPLES

BY BROTHER IVAN WRIGHT and
CHARLES E. LONDON

This volume offers an unusual presentation of marketing discussion, unique in its scope and diversity of views. Practically every phase of marketing is covered. The object is to provide an organized presentation of the best materials available explaining and illustrating the fundamental principles of the economics of marketing and prices. A most excellent book of readings.

*Published by Prentice-Hall, Inc. 786 pp.
Price \$4.00*

PRACTICAL BUSINESS FORECASTING

BY DAVID F. JORDAN
Associate Professor of Finance, New York University

During the past ten years, a vast amount of research has been undertaken by American houses to help them look ahead intelligently. To a certain extent, these studies

have been directed towards the control of the business cycle, and to a much larger extent they are proposed to give estimates of future conditions of demand and supply far enough in advance, a few weeks in some cases and many years in others, to permit the enterprise adequate opportunity to meet the situation.

This new book shows exactly how many successful corporations plan ahead. It fully describes modern ways of estimating future opportunities as employed by business executives.

*Published by Prentice-Hall, Inc. 285 pp.
Price \$5.00*

SALESMANSHIP

BY CHARLES H. FERNALD
Assistant Professor of Business Organization and Operation, University of Illinois

This manual differs from most other books on the subject in that it emphasizes the sale of "point of view," rather than any one group of products or services. The economics of salesmanship are presented so that both the experienced salesman and student may see where the work performed is justifiable and necessary in the economic regime. The book draws its principles from actual experiences of men successful in the field.

Some of the topics presented include: *The Scope of Salesmanship, Products, Market Channels of Trade, Personality in Selling, Getting Acquainted, Instincts, Motives and Desires, The Sales Canvass, Securing the Interview, Desire and Conviction* and others.

*Published by Prentice-Hall, Inc. 478 pp.
Price \$4.50*

THE WORK OF CORPORATE TRUST DEPARTMENTS

BY R. C. PAGE
Vice-President, Bankers Trust Company
and
PAYSON G. GATES
Assistant Secretary, Bankers Trust Company
A most complete text on the work of corporate trust departments. This book discusses in an able manner the various services rendered by corporate trust and cor-

porate agency departments, and describes the methods of a large financial institution in this connection. In treating these subjects, emphasis has been laid on *how* things move, but the reason *why* has not been overlooked.

Published by Prentice-Hall, Inc. 466 pp.

Price \$5.00

READINGS IN CORPORATION FINANCE

BY MILTON N. NELSON

Professor of Economics and Sociology, Oregon
State Agricultural College

An excellent book of readings in corporation finance.

An effort has been made to arrange the selections in such a way as to obviate the need for editorial comment. A valuable addition to the library of anyone interested in the field of corporation finance, and of great aid to students in this field.

Published by The Ronald Press Company.

612 pp. Price \$5.00

FACTORY MANAGEMENT

BY PAUL M. ATKINS

A new book, which places increasing emphasis on the production end of the manufacturing business as the key to abiding profits. It discusses thoroughly all subjects relating to factory management, including internal organization, selection of equipment, power production and transmission, plant layout, factory construction, maintenance and upkeep of the plant, materials, selection of the workers, manufacturing standards, routing, time and motion studies, standards, classification and symbolization, production control, buying, accounting, etc., etc. An excellent book on this subject.

Published by Prentice-Hall, Inc. 386 pp.

Price \$5.00

EVERYDAY PUBLIC SPEAKING

BY HARRY JAMES BURTIS

of the New York Life Insurance Company

Business men are becoming more and more to realize the necessity of being able to speak effectively in public. Not particularly from the platform, but in everyday business transactions, in selling, in office work. This book is a very interesting and instructive treatment of this subject and we recommend it most highly to every one interested in succeeding in business, regardless of your present position in business. This book will prove a great help to increase your effectiveness in public speaking.

Published by The Ronald Press Company.

181 pp. Price \$2.25.

AUDITORS' CERTIFICATES

BY BROTHER DAVID HIMMELBLAU, C.P.A.

Professor of Accounting, Northwestern University, and member of the firm, David Himmelblau & Company

An exceedingly useful volume bringing together much valuable material relating to the form, phrasing, and use of auditors' certificates; with a keen analysis of the adequacy and shortcomings of certificates, both qualified and unqualified; and clear definitions of the types used.

This volume reproduces 92 certificates from practice, many prepared by well known firms. They cover, with comment on issues involved, the conditions arising in both annual audits and refinancing investigations. They include short unqualified forms; description of scope of audit, with and without comment; part of accounts not audited; combined report and certificate; special qualifications regarding depreciation provisions, etc.

Published by The Ronald Press Company.

153 pp. Price \$2.50.

Remember! The new address of
THE CENTRAL OFFICE of DELTA SIGMA PI
is
1485 ADAMS-FRANKLIN BLDG., CHICAGO

HISTORIES NEVER TOLD

Edited by HAROLD J. POTTER, Xi

NOTE: Many Deltasigs will be interested to know that from time to time in this department, Ye Editor will disclose the "untold" history of the men who are making Delta Sigma Pi.

EDWIN L. SCHUJAHN, Psi
Member, Grand Board of Directors

BROTHER "ED" SCHUJAHN was born, at a very early age, in Germany because he figured that it would be easy to make a mark there. Unlike all people in Germany Brother Schujahn simply could not drink. Why, the sight of a pretzel made him dizzy. At the tender age of five our hero, as Elinor Glynn would passionately say, asked his mother for some woolen socks for his birthday and she knitted her eyebrows. At the age of ten Brother E. L. became greatly overweight. Horseback riding was recommended by his doctor. You'd be surprised how he fell off. They tell us that the Prince of Wales has been riding horseback off and on since he was a child.

In his twenty-first year Brother Schujahn left Bacon on the Rhine for America as all brothers have done who have been flayed in this column.

His first stop, after an uneventful ocean voyage, was Philadelphia, to see Independence Hall. "You ain't done right by my knell," said the Liberty Bell, as it cracked open.

Here in Ben's Burg our good friend met a beautiful telephone girl who sure had some wonderful connections. Though she was originally a pool hall keeper's daughter, she wasn't from the sticks. Speaking of pool parlors the famous saying "Call your shots," originated in the Chicago loop district.

Brother Schujahn soon left Philadelphia for Madison and immediately enrolled in two courses in matriculation at the university. One of his first classes was the annual Boiler Makers' ball. "Though you belong to

somebody else, tonight you belong to me," murmured Brother Ed, smoothing the wrinkles out of the Tux. The date had been arranged by one of his newly-made friends with one of the town's most beautiful maidens, Miss Mary Christmas. Upon hearing of the arrangements Ed remarked, "Let's eat, drink and then get Mary." Thereby scoring one for the common people. It was at this festive occasion that Ed established as his motto: As they show, so shall we peep. After the delightful dance he took Mary for a ride in his borrowed car. The last words in automobiles: "I'll walk."

The next night Ed attended a small gathering of shuffling paste-board friends in a friendly game. Here he learned that an I. O. U. is another one of those paper waits.

Soon the university, not wanting to be behind in customs, placed a ban on automobiles and the boys took to roller skates and Ed was one of the first to get a skate on. Speaking of prohibition in college activities we think that the height of ingratitude would be to prohibit smoking on the campus at Duke University.

Brother Ed showed good judgment in selecting the famous University of Wisconsin. History is filled with wonders of this institution. Once upon a time there was a student who walked into the varsity soda hang-out and purchased a magazine. The manager left a widow and five children.

Psi chapter, having completed its new home, and desiring talent set out for Brother Schujahn. About this time he sent a suggestion to the government,—Print air mail postage stamps on fly paper,—and received

no recognition which made him go up in the air. This act on the part of Brother Schuhjahn satisfied the brothers of Psi Chapter that he was just their man. He was pledged, initiated and now is very active in national affairs of our fraternity.

Ed, we are told, is very fond of taking

girls for automobile rides. Nowadays when a girl gets her neck broken in an automobile we don't know whether the car was wrecked or not.

Moral to this short tale: A modern bachelor is a man who has no children to speak of.

Better Selling—Bigger Markets—Better Profits

(Continued from Page 169)

for fabricated steel, are going to enter a strange country of publicity and propaganda—to meet strange men who talk a strange lingo of “consumer acceptance,” “merchandising methods,” “sales training,” etc., etc. To some of you, this means nothing. It is all abstract. Exactly—that is what it is. You are entering a country where intangibles rule. Where ideas are the currency by which you buy consumer acceptance. You are going to take with you into that new and strange country with many new and strange problems, all that you are, your traditions, your methods, your self-reliance, your strong and fearless faith in your own capacity to meet any issue. I want to warn you. You will have some new experiences.

You are going to take into this new country your prejudices—natural and acquired. Some of you do not like advertising. Probably you are like Walter P. Chrysler, the famous motor car manufacturer, who recently said:

“Until four years ago, I loathed advertising. I considered it an economic waste, because I was primarily a manufacturer. But I have no patience with the business man who cannot set aside the bias created by his own special experience and learn from the experience of others. So later on I said repeatedly in public that the product of any company was primarily an engineering, sales, and advertising achievement. I believe advertising can be as much a power as sound manufacturing, sound finance, and sound management.”

You, too, will learn from the experience of others and one another. American business is emerging from the jungle. The era of tooth and claw,

of prejudice and emotion, ignorance and impulse, is passing. We are learning to co-operate with one another—and the buyer.

WHAT IS THE STEEL FABRICATOR'S PROBLEM?

I am going to let your President answer that question.

In his 1924 annual address Mr. Kimbrough said:

Better selling methods. Of all the crying needs of this industry, I think none offers so much in the opportunity for accomplishment. By and large, we are peddlers at so much per pound. We seldom get on the job until the plans are out; the benefits, advantages, or merits of structural steel over other materials are seldom emphasized, and there is very little or no selling accomplished.

You are confronted by a relatively shrinking market. Sales costs are rising. You are uncomfortably conscious that you own the boat, but the current controls it. What shall be done?

Your problem is to get back that 900,000 tons, and some more, and to secure your future market. Isn't that so?

As usual, when we hunt for solutions, we find a divergence of opinion.

Occasionally an industry, or a business, gets into the condition of a man rowing a leaking boat. He must somehow keep on rowing while he bails or plugs up the hole. Sometimes it is quite a problem for everyone, except the man who stands on the shore! The remedy is dependent on the experience, habit and training of the doctor.

There are four types of mind in business:

Finance-minded men, who are

trained in financial problems, accent their importance—they run to accounting, cost systems, and the writing of history. They are prone to meet technical and human problems with purely financial expedients. Reorganizations are their particular solvent.

Production-minded men, who are trained in problems of production. They accent the necessity for fine machinery—volume, and the production conditions that make it possible. They are prone to believe in the irresistible seductions of quality as they see it—as if sales were secreted in quality as a liver secretes bile. Low cost is their panacea for all problems of sales.

The sales-minded man, who is trained in persuading people to see what he sees in any article he has for sale. His typical panacea is just as bad—make what they will buy at a price they will pay.

The fourth type is the administrative type that has come forward within the past ten years—he knows the relation of Finance, Production, and Sales to the problem of profit and good-will.

A few industries are in the hands of administrators.

Most industries are still in the production era. They are managed by production for the satisfaction of hungry markets, or financing to make necessary production possible, has been the master requirement of their conditions. For many years, demand was present, conscious and insistent. They did not have to sell as other industries understood selling. But that era is past or passing. The coal industry has been in that stage for years. So was gas. Coal and gas got fat with the easy prosperity and "generated uric acid in their cosmos," developed hardening of the ar-

teries, and coal especially now shows signs of high nervous tension.

Compare gas with electricity which had to create a demand, therefore, early developed a merchandising-sales type of management—early becoming sales minded in its management.

Electricity now has out-merchandised gas, insofar as domestic uses are concerned, because the great rewards have gone to the merchandising side of the management, and the electrical industry has been sales-minded.

Coal merchandising has been a tragic joke for ten years.

Analyze the effect of these attitudes. The production-minded industries make great improvements in production methods, but they generally sell on price, and rarely open up new markets or get the most out of old ones. The attitude of management toward any problem is critically important.

The furnace may be able to heat this room to 90 degrees. There may be plenty of coal in the cellar, as Mr. Babson once said. If the janitor, however, thinks 65 degrees is warm enough, or if he is ignorant, unintelligent, lazy, or indifferent, you are likely to be uncomfortable. The furnace capacity, or the supply of coal is not alone the measure of the heat, but it is the state of mind of the janitor that controls the temperature of the room; therefore, his attitude controls your comfort.

Hasn't the dominant idea in the steel fabrication plants been one of production? How many men have you on your staffs, thinking, planning, and testing new and better ways of selling—new and better ways of marketing—new and better ways of applying your product to new uses—new and better ways of adopting your capacity to new requirements—researching to find new markets? In

many industries, it is the market studies that develop all the new things.

It happens that I have been in two specialty lines—the cash register and the adding machine. Each of these have been spending over a quarter of a million dollars annually in making new machines to meet developing tendencies in their markets. They have machines even now that will not be marketed for five to ten years.

What has steel done for the motor industry? What has it done for the building industry? For the railroad? What is it doing for itself, in other words?

You may say, "These things are part of the sales job. When the demand arises we'll meet it." Granted, but doesn't the whole organization from president, board, officers, down to the office boy exist for just one thing—to fill the demand? To make demand? To create more demand in order to have more to produce? Don't you know demand can be created? What about vanadium?

I met a steel manufacturer the other day. I asked him, "What is the matter with steel?" He thought a moment. "I think," he said seriously, "we have accepted the idea that we are a basic industry that is controlled by a mysterious thing called the law of supply and demand. If the demand slows up, we cannot help it—and all we can do is to have supply large enough to care for demand when it comes around. But," he continued after a pause, "I think we are going to have something to say about demand, too. There are some of us studying other industries that haven't any more in their favor than steel, and they have apparently controlled their demand much better."

That is it—controlling demand

much better. It can be done. He was seeing the same problem as Mr. Grace and your President.

The attitude of mind, which is determined by the scope of the training and congenital limitations or capacities of a man, is very important. What a man thinks, he is. What the public thinks, it does.

It is apparently becoming recognized that it is time for the steel industry to become sales-minded—to put the accent on merchandising instead of production.

This business of being "a fundamental industry" must be terribly trying. When everybody governs their buying and selling by steel's orders, then, when steel goes up or down, everything goes along—*steel with it!* I think, however, that we should realize what makes barometers—that a barometer is a complex of *minds* as well as crops and money, etc. Each of us have certain things by which we measure prosperity, opportunity, and depression. To many, for instance, the condition of the pig iron market is the master barometer. But what causes the rise and fall of pig iron? "Money and credit conditions," you say.

True, but that is a twilight zone where *what people think* tips the scale up or down—where courage, faith, confidence, hangs in the balance. That condition of mind determines—and that is fixed by education and training and intelligence. It is only within the past ten years that we have discovered the psychological panic in our economics. *We are beginning to control this condition of mind.*

It is a man's attitude toward the article and the dollar bill in his pocket which determines whether he buys a ten-cent or a fifteen-cent cigar, or a pack of cigarettes.

Over production, under production, they used to say. What causes over or under production? We want preventative remedies, not merely cures. The rise or fall of pig-iron demand was brought about by some other condition. "The crops—the money market—that's the reason." Farmers over-crop—minds again!"

Is pig iron a master barometer? that is another problem.

Carl Snyder, General Statistician of the Federal Reserve Bank of New York, discounts it. In 1921, the slump in iron and steel was about 50 percent, but the whole trade of the country did not suffer to the same degree. It did not suffer anywhere near so badly. Mr. Snyder finds that we pay too much attention to the unusual and not enough to the average. We pay too much attention to the unusual and not enough to all industries. We do not get enough dependable information as to futures. We want to simplify too much—always looking for one thing that can carry all the burden, of course.

You see how important people, and how much less important things, are becoming? People, after all, make trade. Their condition of mind, governs their freedom of choice, is responsible for most business. A man with \$10 in his pocket is often a better prospect than a man with \$100. It depends on his state of mind.

The automobile business has been built on an attitude of mind. It has been the attitude of mind of the American man and woman toward the motor car that has made it difficult for the old style economists to foretell the saturation point, that fleeing point which has for nine years eluded the statistician. The American man and woman were willing to forego clothes, shoes, jewelry, and many other things, for an automobile. The

state of mind of the American family settled the motor sales problem and unsettled the statistician. The forces of advertising and selling helped to create that state of mind. The concrete road builder made his sales to an auto-minded public. The roads were built and the auto sales continued to leap. The statistician began all over again.

Thus, it is important for any industrial manager to realize the power of those psychological factors (that lie outside the money volume), and to keep in touch with the tendencies, the ebb and flow of public acceptance of any product.

If the steel industry had to depend on the market that was compelled, i.e., had no choice but to buy steel, it would have much less of a market and demand than it has today. It has been the markets developed for autos, steel furniture, and a thousand other things, that did it.

There is a large present market, and a larger possible market, that depends on the freedom of choice which dominates all markets. This freedom of choice is conditioned and measurably controlled by the state of mind of the buyer, and this state of mind is governed by the degree of education and information of the buyer and the service ability of the seller.

Think for a moment what has happened in silk stockings! The sale of silk stockings has increased 98,500 percent from 1899 to 1921, much to the discomfort of cotton and wool manufacturers, but to the joy of the rest of mankind! That did not happen!

The sale of bathtubs has increased 1000 percent in the last twenty years—while soap sales have increased 250 percent per capita in the same time. That did not happen! The governing of consumption by the attitude of

mind is shown in the varying standards of living. It requires eight times the amount of soap to keep an Englishman as clean as he requires, as it requires to keep a Russian as clean as he wants to be!

As Wadell Catchings of Goldman, Sachs and Company, and Dr. William T. Foster, head of the Pollack Foundation, recently said in their book "Profits":

Chief among these uncertainties (to which profits and losses are due) are those that are inherent in human nature. For since the end of business enterprise is consumption, production is regulated by distribution; and distribution in turn is regulated by the flow of money through consumers' markets. But this flow of money is directed and conditioned solely by the daily exercise of freedom of choice, on the part of millions of consumers:

What will these consumers want?

How much will they buy at a given price?

When will they buy?

Where will they buy?

The answers to these questions decide the measure of a business success.

The only measurably successful answer to these questions has been in the education of the consumer—

1. To want your goods in preference to another's.
2. To buy in sufficient quantity to yield you a profit.
3. To buy at a time when you can supply.

It is surprising to those who know, and a source of pitying disbelief to the ignorant, that so many have solved this problem of measurably controlling the vagaries of human nature—thus controlling demand by influencing the public's freedom of choice, through advertising and merchandising methods that have proven ef-

ficient. Again I refer to the five fallacies I have mentioned earlier.

There are two ways of approaching this fundamental problem.

Accept it as an insoluble problem, saying: "Human nature is what it is and you cannot help it. In the long run, people will learn by experience." Unfortunately, as Bernard Shaw says in one of his plays, "some people do not learn anything until they are too old to do anything about it." Others go broke paying for their experience. Others never learn. On the other hand—and this is more American—we may definitely plan to develop a favorable attitude toward, and acceptance of, our product.

The commercial, industrial, and economic history of the past fifty years clearly shows that this freedom of choice can be guided into certain channels. The method is daily being refined and greater efficiency certainly obtained. We, who specialize in marketing and merchandising, have developed the technique. It is known that certain fundamentals must first be established. These fundamentals come of a scientific analysis of markets—the determination of values—then, given a clean-cut intelligently sympathetic opportunity, the result is as certain as any other effort of man dealing with man.

Advertising is an important part of this educative process.

Let me be definitely understood. Advertising will not save a bad article from merited oblivion. It will not save a poorly managed business. It will not take the place of efficiently organized selling methods and trained salesmanship. It *can* create that attitude of mind on the part of the buyer which makes him receptive to good merchandising of an intrinsically valuable service or commodity. It

shortens the selling process. As such, when properly done, it is an economic method of aiding the distribution process, and speeds up consumption, thus increasing volume. The world is full of proof that this is so. There is not a branded article you wear, eat, use, that does not bear witness to the truths of that statement.

* * * *

After all, the problem of educating one's market, I think, you will agree with me, is the problem of the seller. It is not the customer's fault if he doesn't buy. Our whole American distributing process accents salesmanship and not buymanship—no matter how greatly the latter has developed within the past ten years—largely because the seller has objectified his effort, that is, earnestly endeavored *to understand the real needs of his market* to a point where he knew much more about those needs in relation to the product he was selling than the buyer did himself.

In short, we must achieve this sales attitude of mind toward the problem of sales before we can hope to get greater results from our merchandising.

That sales attitude of mind looks out *and in*—it understands the problem of the buyer—it studies his needs—it knows his wants (frequently two different things) it caters to the buyer's attitude but guides and informs it. It is politic and persuasive because it knows that cold reason does not move the world of buyers. But back of this sales attitude is a mechanism and a system at work distilling out of all the human contacts a net result satisfactory alike to financial and production departments. Let us assume that we have achieved a wholehearted sales attitude toward our sales problem. How are we going to

organize our sales energies to make them most effective? Again we go back to experience.

The sales engineer has learned one thing from engineering—he has learned how to approach his job. He has retained all the inspiration—the capacity for inspiring confidence in the buyer, for persuading him, but he has an even greater faith in the power of truth (facts that work) that he recognizes as the basis of the engineer's approach to any problem. The sales engineer is going after fundamentals. He is getting the facts about the real and relative cost, price and value of his goods and service. He is getting facts about who compose his market. He is getting facts about how they can be reached and influenced with least expenditure of time, work, money, and materials. Analysis is as commonplace a term in the sales office of 1926 as it has always been in the engineer's. The sales engineer is today guided as definitely by the formulae his sales analysis produces as the most conscientious and scientific engineer is by his. That is not true of all sales managers, neither are all engineers guided by the supremacy of the human problem as stated by Stephenson.

I want to emphasize that the 1926 sales manager is an engineer in his scientific attitude towards his problem.

Having thus sketched the approach to the problem, and developed the clear indication that the degree and extent of the education of the market determines the demand, let us see how, in a definite sense, we should, in the light of the best merchandising experience, approach the problem of intensifying demand in present markets and developing new markets for structural steel.

I am quite sure you will agree that brains, experience, and skill are just as necessary to the problem of marketing as to the problems of production—Mr. Grace apparently thinks so. Every day we see the great, if temporary, benefits that come to the producer of a poor automobile by having an expert advertising and sales management—and *per contra*, how long it sometimes takes for merely superior goods to overcome the handicap of bad, unskillful merchandising. It actually seems sometimes, that superior goods have a natural affinity for inferior merchandising—but that is generally due to the inability of the expert producer to pick good merchandising ability—and, at other times, it is because he thinks quality alone will bring the results.

I have the choice of selling you what I would recommend, or I can put the requirements of good merchandising up to you and then you may decide for yourselves. Obviously, I would stultify my own thesis if I offered you a definite plan, without first spending considerable time studying your special needs. I will tell you how a sales manager, trained in the 1926 way of developing volume and markets for the steel fabricating industry, would approach the subject.

THE MERCHANDISING MANAGER SEEKS MARKETS

Such a merchandise manager would ask you, assuming that you were resting after your 18 holes in a quiet corner of the Club House, and you had asked him, "How would you tackle the problem of applying up-to-date methods to our business?" I am sure he would ask you a few questions something like these: What kind of a sales department have you? Does it make its sales plans after a study of every territory and line of

business? Does it use sales quotas based on what you can produce—or, an increase over last year's volume—or, on what you think a fair share of the total business in each territory is—or, on all these factors? Does it have a quota at all? If it doesn't have a quota, how do you know when your sales department has done its job? Does it study how your goods are successfully sold—why sales are lost—what competitor succeeds, and why? Does it develop incentives and rewards for the salesmen, so as to encourage men to develop their greatest efficiency, i.e., obtain the highest ratio of results to opportunity? Do you really train your salesmen in the technique of application of your product to the widest variety of conditions, lines, and uses? Do you develop the technique of the ability to meet and gain the confidence of the buyer? There is such a technique.

The great development in sales training, started years ago by John H. Patterson of the National Cash Register Company, and Mr. Hyde of the New York Life, leaves no question as to the necessity for such work, for the remarkable results speak for themselves.

There is not a single great selling success that does not follow well defined and systematized sales training. Who is going to use your sales manual? See that your salesmen know what is in it. Show them how to use it.

This training means:

1. A study of the application of the product to all possible uses under all conditions. Your development of a standard sales manual as a basis of such training is a step in the right direction. This must be supplemented by house sales manuals, arrived at in the same way, containing information relative to your own

policies, special service, and product and application.

2. How to meet and overcome objections to steel, service, etc.

3. Meeting competition. Fully forty percent of the training time lies there. There is a best way to meet it. Make all salesmen use it.

4. Have you a sales manual?

5. Do you put your new salesmen through an organized course of training in the best methods before turning them loose?

6. As a matter of fact, do you depend on personality and dickering rather than on training and superior knowledge? Personality and capacity to meet competitive prices are weapons of great value, often determining, but then the buyer buys, he is not sold.

7. How many of your salesmen know more about steel construction (the application of your product to diverse conditions) than your average buyer? How many are asked to help architects, engineers, and contractors?

8. Have you ever *sold your own men* on the advantages of steel over concrete for bridges, for instance? Did you ever listen to them sell it?

9. Who does your training?

10. Is he successful?

11. How do you know?

12. How do your salesmen approach a sale? Do they go at it *as if* the value they had was going to make the sale—or, do they expect pull, price, and special favors to do it? In any event, there are five steps in every sale. Do they use them?

The first: *Investigation*, during which they find out all about the proposals, what they are for; what the specifications are (and here you should be "in" in time to advise and

suggest); what inside and outside competition there is likely to be; what the personal problems are, architect, engineer, contractor, owners, or commissioners, and the attitude of the public in some cases. Does your whole organization get in on the job at this stage?

The second: *Formulation*. When you put your proposition into shape, you submit proof of your ability to help the buyer to buy what is for his best interests; you prove your claims; you prepare your campaign of education to reach all who will have a voice in the matter.

The third: *Approach*. Now you approach your prospect. You prepare for this as you please, to insure a favorable time and place for the fourth step.

The fourth: *Demonstration*. You now demonstrate that your product is the best for the purpose—that your service leaves nothing to be desired, and that your price is right; and you prove this to all concerned.

The fifth: *Close*. You come to the clinching final step of getting in or out. Here is where the showdown comes—and personality is sometimes the sole determining factor, but with four other steps carefully prepared and developed, personality has its greatest opportunity.

In every one of the steps, to take all of which may require but a few hours, or a year or more, but which takes place in every sale made, the sales mindedness of the house, and the education, training, experience of the salesmen determine whether they are taken effectively or wastefully.

Let us set down how these may be applied to our present sales problem. Let us turn to the groundwork of our sales activities. This must be founded

on something more sound and unquestionable than mere opinion, or untested experience.

I think it will help to clarify our thinking and planning if we ask ourselves a few more questions:

Have you ever analyzed your territorial sales possibilities and contacts among contractors, engineers, architects, public service corporations, purchasing agents, railroads, etc., by towns and lines, for determining available business opportunities so that you know more about your prospects and necessary contacts than any salesman? Do you know anything about the market in the making? What projects are being discussed? Do you really *know* all your competition? The names, locations, and management policies? The true character and real value of their lines, selling and business methods and contracts? Management personnel and representatives? Advertising and promotion work? Record—Service?

How does your sales organization and method compare with others? Are you prepared to enter this new and strange country? Age of men? Technical education of men? Sales training of men? Length of service? Experience in field? Salaries? Volume of sales per man? New ideas in sales methods? How much better are they?

What compensation methods do you use? Are your men satisfied? How have your compensations worked? What is your sales turnover? Do you control your sales efforts from headquarters?

Do you make an analysis of your volume—by lines of product and demand—customers and salesmen? What does it indicate about increasing and decreasing lines, or demand? Do you analyze sales performance by

month to month, season by season, for each line of product and demand, customers and salesmen, and territories? Do you periodically estimate what each line of demand will require; each customer? Do you budget sales expenses against expectation? How does your method work out. Have you a list of customers, present and prospective, arranged territorially, by classifications of demand and desirability?

Do you require daily reports on all important sales facts, and for *all* sales calls? Do you require Lost Order Reports? What do you do with them? Do they go to competent people for analyses? Do these people then discuss them with your salesman for training purposes? Have you analyzed the Lost Orders for last year? What did it show as the reasons? Ever check up to find the real reasons?

How do you advertise? Why? Do you use direct mail advertising? Why? Do you get traceable results? What? What do you advertise?

* * * *

Obviously, the industry should be advertising its product. The cement people are rather proud of the way in which, in some lines, they have taken the market away from you. I was in the reinforced concrete field in 1904 and helped to get out the first handbook for engineers, architects, and contractors. That book was in instant, big demand. The construction world wanted education in concrete. We made our contribution. It was greatly appreciated—in orders.

Mr. O. H. Cheney's article about the competition between industries, with which you are all familiar, reflected a condition with which managers who had been in competition with the automobile manufacturers for the consumer dollar, for instance,

have been familiar for several years. He made it clear that there are certain problems of public ignorance in marketing an industrial product with which only highly organized industrial groups can cope.

The Institute is making a fine beginning toward remedying some of the fundamental data needs for the equipment of your sales organization; but you will need careful propaganda and organized education of the market and possible markets in addition, to efficiently overcome resistance. Using salesmen as advertising is too costly. That advertising you should do is always hidden in the expense account. You can't escape it. You always pay it. Individually you pay it in overcoming sales resistance.

Your industry must sell steel construction to a cement minded world.

That calls for the advertising of your product and service in which every one from mine to fabricator is vitally interested and should participate. Like the sterling silverware people developed their educational program—miner, smelter, refiners, and manufacturers joined to create a larger market for sterlingware. That is sound economic practice.

The copper and brass people developed much in the same way. They had the problem of war-expanded plants and war-dictated substitutes for copper, to solve. Their research association functions somewhat like your Institute. Their national campaign has been a great educational effort, and it has paid.

The uniformly satisfactory record of such coöperative advertising for industries and business lines, where intelligently done, is too well known for it to be necessary for me to take the time to talk about it here. I want to reiterate here that your problem is

self-evidently one vital to your *whole* field, but—you cannot afford to hesitate because the miners and the hot steel people do not join. The market does not wait on corporations or managers. It is up to you. You have a selling job to do.

Finally, the problem of your prices, and your costs. Shrinking markets always make shrinking prices and turn salesmen into price-cutting order-takers. My own experience in industrial lines has made me always look into the problem of costs as a source of a great deal of unintelligent competition among the trade.

The importance of standardized costs cannot be over-estimated. For instance, you need a common denominator of comparison between plants. Standardize cost procedure and you can get a workable common denominator.

The salesman is always sensitive to unstable cost and price situations. You can't blame him. He doesn't know where the company stands. The salesman quotes prices, then cuts and cuts in response to the buyer's statement of "too high." In many cases, it is plain misrepresentation on the buyer's part. Standardized cost method would give managements needed light, and make for greater price stability.

It seems that the product should be sold on service and not on a per pound basis, because the service should be considered. In every sale, *steel* should be sold as against outside competition, and price should be the last thing considered.

There seems to be an almost incredible lack of solidarity among sellers of steel. Take the story of the Carolina-Georgia bridge. That bridge should have been built of steel.

Probably it would have been built of steel if—

The steel men had been on the job from the beginning.

The industry had sold steel to the communities concerned.

The industry had stayed on the job to combat competitive conditions, because you must recognize that *when a fellow steel fabricator loses a job to concrete, you lose*. Concrete would not have handled the sale that way. It did not. It got the business. Why? Through better sales methods.

So much for the matter of trained selling. You can't hope to get the greatest possible returns unless your sales departments are manned by men who are *salesmen* as well as engineers. You will fail to have efficient sales departments unless you, as managers, apply your administrative ability to a sympathetic understanding of the sales problem as one distinctly different from either finance or production. You will fail of greatest results if you do not educate your public.

RESEARCH ON PRESENT AND FUTURE MARKETS

A market consists of past, present, and future markets.

The past and present market offers an opportunity to study present tendencies and past realizations against opportunities. This study should be standardized with your Institute work, for the purpose of comparing your own records against the industry's and those of your competitors.

What do you know about your past and present market and performance? How are you actually using your present opportunities? Are you making the greatest possible use of them? How do you know?

This suggests further questions about:

What are the merchandising requirements of your market, i.e., how do buyers want to be served? What are they thinking about? What is the condition of the factors influencing demand? Consumer attitudes? Business conditions? Architectural tendencies? Contractor tie-ups? Competitive products, competitive organizations?

Keep a comparison of your volume with competitors, individual and industry. Contacts must be made, it seems to me, at an earlier date, with the jobs in the making. More intensive educational work, of a technical nature, must be developed with the architects and engineers, public commissions and contractors; and the national advertising program should be considered a background for this. At the same time the advertising will seek out and inoculate the men on committees, and commissions, the owners of tomorrow, and that great body of unidentified, unknown managers, superintendents, assistants, who cannot give an order, but they can help or hinder with their uninformed opinions. You know that. You must find the sticking point.

Then your research must look into future or potential markets. Here is where your industry, as such, is weak. Some competitive industries are much stronger. The cement people have done notable work here. You are familiar with it. You chafe under its wide claims and unconditional assumptions. You say some of it is not true—more of it is only partly true. *Well, why keep these facts a dark secret among yourselves?* Publish the facts. Talk about them.

Are you preparing for the market of ten years hence? Adding ma-

chines, automobiles, cash registers, tractors, flying machines are.

Are you studying tendencies of markets. You could have foreseen the cement competition twenty years ago. You could have felt the rising tide of public interest in that medium. You have paid for that negligence a thousand times more than the insurance would have cost.

Markets are in men's minds long before they express themselves in orders.

The most important thing is to have an objective for your research. What do we want today; where are we going tomorrow? The new markets are, to say the least, in your industry vastly interesting. You should be developing them. I know how little real help we, as steel furniture manufacturers developing that industry, got from the steel men.

The Iron Age articles, the recommendations of Grosvenor Atterbury to the New York State Housing Commission, and the activities in other directions, all point conclusively that steel is going to be used in a greater degree than ever in residences. Are you preparing for it? How? Are you guiding the education and character of that work? Are you going to help create a demand for the article? You can. Don't forget the owners. Owners have the last word. There is nothing final about an architect's, engineer's, or contractor's recommendations. Now is the time to get into the house field. Make your market analysis. Get your data together. Teach your salesmen. Organize your territories and prepare your advertising and your propaganda. Give the Institute ample funds to research, collect, and organize the material and prepare the campaign of education now.

The building of today was sold many years ago. The market of ten years from today is in the making now.

The fight between gas and electricity will furnish you many points similar to your conditions. The remarkably successful Society for Electrical Development is essentially a merchandising and marketing organization. Study that organization. Your problem is no different in principle from that of the Copper and Brass Research Association.

Before you can train salesmen you must research to find the requirements to be met. You must find out what the human attitudes are. You must find out the most successful ways that have been used in meeting them. You must fix the problem, then get the solution, then put the solutions in every salesman's hand, *and make him use them.*

"All may help, but none shall hinder" must be your motto.

IN CONCLUSION

You will have to realize the supremacy of the problem of sales in your industry and in your own personal competitive problem. You will have to realize that the public will have to be educated to accept your product. You will have to realize that merchandising (both sales and advertising) calls for a special type of mind and skill and experience, for its successful conduct, no less than finance or production call for it. In order to merchandise your product in a way to develop greater future markets, you will have to:

Intensify the gathering and classifying of data on the real value of steel in the life of people.

Get all the facts about your pres-

ent sales performances, and find their net value.

Take all sales experiences in the industry, and from outside find ways that can improve your own work.

Have constantly in mind the facts and figures which will give you control of your sales effort.

Investigate future markets and take steps now to guide them in your industry's interests.

Change the basis of price so you can be paid for the service which is necessary to insure satisfied customers.

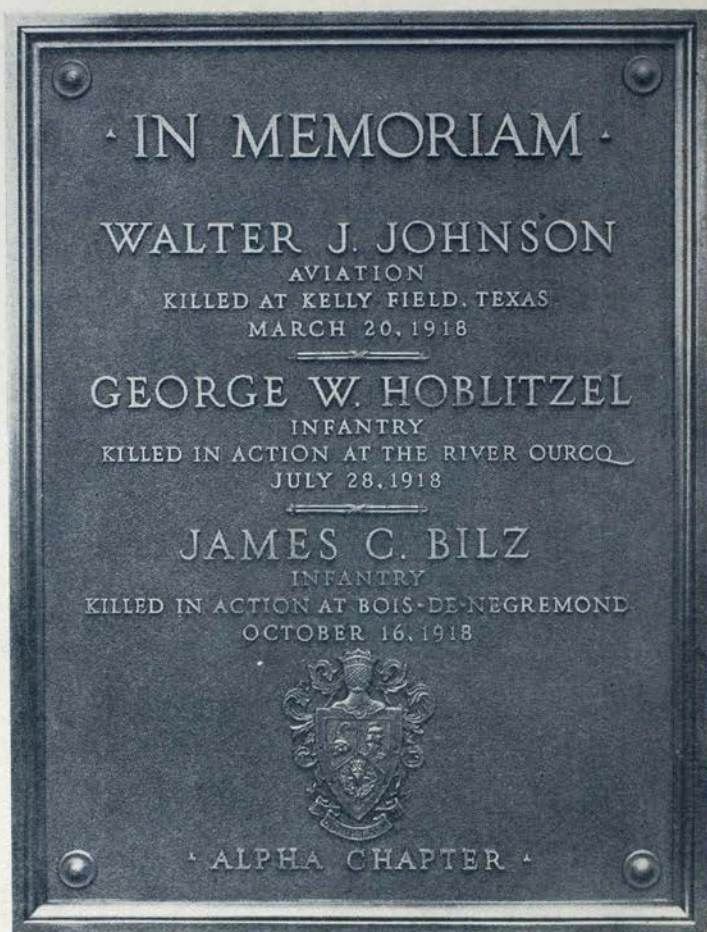
Train your salesmen so that they will know more about your product in

relation to its uses than any buyer.

Make a part of your sales policy the utilization of all your proven devices by which the maximum possible demand shall be maintained at all market levels.

Tell the world what you are doing, and what you have, in a way to make it realize their value and want your help.

Such a program will develop that merchandising attitude of mind on the part of the industry that will insure the greatest public acceptance of the product, and the greatest efficiency in meeting the demand.



BRONZE TABLET ERECTED IN THE ALPHA CHAPTER HOUSE
IN MEMORY OF THE ALPHA BROTHERS
WHO LOST THEIR LIVES DURING
THE WORLD WAR

☐ This bronze tablet was recently erected in the Alpha Chapter House, 26 W. 11th Street, New York City, by the Alpha alumni in memory of the three members of Alpha who lost their lives in the World War. The wording on this tablet gives the details in connection with their death.

WITH THE ALUMNI

TWIN CITIES

The Twin Cities have concentrated their activities to several major functions the past months. The most important perhaps is the third anniversary dinner which was sponsored by the Club in March in memory of the founding of *Alpha-Epsilon* Chapter. Every Head Master of those three years was present and gave a brief survey of what had happened during his respective term in office. The feature of the evening was the movies which were taken at the Grand Chapter Congress last Fall. The favors given to the fifty Deltasigs present were Address Books of all *Alpha-Epsilon* graduates and actives and all other Deltasigs living in the Twin Cities.

Once this Spring the alumni turned out and beat the active chapter in diamond ball which brought some good playing and better cheering from the side lines. At some near future date the history will be repeated.

The alumni have turned out en masse for the chapter dances so far this year. The formal comes soon and then the same thing will be found to be true.

Thursday noon luncheons are still well represented but the place has been changed recently. From now on the gang will be found at the New England Tea Rooms on First Avenue North and Fifth Street at 12 o'clock.

This summer the Alumni will concentrate their efforts in showing out-of-town Deltasigs a good time. The third annual dinner for the Deltasigs at Fort Snelling will be held. Leading up to this event will be numerous interesting occasions and it is our hope that those who will be in the city will let us know so that they can be notified in time.

The new officers have not been elected, but we are certain that they will be a go-getting bunch ready to do things for all the Deltasigs in the city.

It is with sincere regrets that we received the announcement that Brother Ed Sehujahn is leaving the city permanently. Ed has been the guide for the chapter and

the spirit in the alumni club. There is consolation however that he receives a well deserved promotion and we wish him continued success in whatever work he is in.

RUDOLPH JANZEN, *President.*

ST. LOUIS

Regular business meetings of the St. Louis alumni club have been held the last Friday of every month at the club's headquarters, 5660A Cabanne Avenue, and we have been having very good attendance. A dinner was held at the Forest Park Hotel in March when Grand Secretary-Treasurer Wright was in the city, and we had a large turnout of brothers on that occasion.

We urge all brothers who come to St. Louis this summer to look us up and to affiliate with our club. Our group isn't large, but we sure have some mighty fine times together and can make your membership in our club well worth your while.

RALPH L. SWEET, *Secretary.*

BALTIMORE

Quite a unique state of affairs exists in Baltimore within the realm of Delta Sigma Pi, and that is the fact that the alumni are all Maryland men, whereas the undergraduate chapter here comprise Johns Hopkins men. This is due to the fact that last October the chapter was transferred to Johns Hopkins University when Johns Hopkins absorbed the College of Business Administration of the University of Maryland. Athletically speaking, these two colleges have always been bitter enemies. However, the brothers have managed to be friendly enemies this year.

The alumni club and the active chapter are functioning pretty well here, and the actives are always on deck at the alumni luncheons, and the alumni always attend the active chapter affairs. The chapter has delegated an undergraduate to sit in on the alumni club meetings, and the alumni club

always has a member sit in on the chapter meetings.

We have innovated a plan at our meetings from which we believe that our members are receiving a great deal by their attendance. This plan is that from time to time each member is given the opportunity to discuss his daily problems, in whichever field of endeavor he may be associated. In so doing, the other members receive a great deal of knowledge of varied businesses which otherwise they would know little of. Further, the brother who cites his problems receives suggestions to overcome any difficulties with which he would not otherwise become acquainted.

J. L. MCKEWEN, *President*.

KANSAS CITY

On Saturday, March 19, the Kansas City Alumni Club had the pleasure of a visit from Grand Secretary-Treasurer "Gig" Wright. Brother Wright made an interesting talk on the activities of the fraternity and showed motion pictures of the Congress of Chapters held at Madison, Wisconsin, last fall.

We were glad to have Brother Charles D. Cunningham, *Iota*, and Brother L. S. Dayton, *Rho*, who is now teaching at the University of Kansas, with us at the luncheon when Brother Wright visited us on March 19.

At one of the regular luncheons in March the following officers were elected: Hiram E. Kincaid, *President*; Otis L. Jones, *vice-president*; Louis A. Buck, Jr., *secretary-treasurer*.

On Friday, May 20, we are having a dinner at the University Club. Brother Ernest L. Olrich, *Alpha*, vice-president and general manager of the National Cloak and Suit Company; and Brother Horace F. Clark, *Psi*, educational director of the American Savings, Building and Loans Institute, will speak.

We hold a luncheon every Friday noon at the City Club, 1023 Grand Ave., all visiting Deltasigs are welcome and are urged to attend.

MADISON

On February 19, sixteen alumni members of Delta Sigma Pi residing in Madison met at *Psi* Chapter house and decided to hold

bi-weekly luncheons. After several successful luncheon meetings, these alumni readily saw the value of meeting regularly as an organized group both to stimulate the comradeship and allegiance inspired in undergraduate days, to discuss current business problems for the mutual advancement and enlightenment of those present and above all to make Delta Sigma Pi mean as much to them now and in years to come as it did in their college days.

Accordingly eighteen members petitioned for recognition. On May 3 this group held its first meeting as the Delta Sigma Pi Alumni Club of Madison at the Park Hotel. The following members were elected and installed as the first officers of the organization:

Harry M. Schuck, *Psi*, *President*.

Carman G. Blough, *Psi*, *Vice-President*.

Gilbert Hoffman, *Psi*, *Chancellor*.

Martin A. Bliese, *Psi*, *Sec'y-Treasurer*.

At the present time all members are alumni of *Psi* Chapter due to the fact that all members of Delta Sigma Pi residing in Madison are *Psi* men. The Alumni Club will be pleased to welcome to its fold any alumnus of any chapter of Delta Sigma Pi who enjoys the privilege of residing in Madison. Meetings are scheduled regularly for every second Tuesday noon at the Park Hotel. Plans are now under way for special athletic and social activities for the summer months to replace the regular bi-weekly luncheons.

A. J. MCGLOSSON, *Correspondent*.

DETROIT

From an almost negligible quantity, the Detroit Alumni Club has increased its membership to nearly sixty percent of the prospective *Theta* graduates, who live in the city. This greatly enlarged membership is the result of a very intensive drive on the part of the active nucleus from the past year.

We have been holding our regular monthly business meetings on the first Wednesday of every month at the Book-Cadillac Hotel. Our regular meetings have been a mixture of both business and pleasure, and with the emphasis on the pleasure end as business is so tiresome and we are not prone to inactivity.

The final meeting will be held in June and this promises to be a fitting windup of the past year's activities since it will be held

over in our neighbor country. Windsor, Canada, is to be the scene of our 1927 rodeo and as most of you know that Ontario recently installed the "PERMIT SYSTEM" it is "open season" for that well known duo namely "malt and hops." If there are any brothers travelling near Detroit about the first week in June be sure to get in touch with the Detroit Alumni in order to attend this party. Business will be limited to the election of officers for the coming year so that pleasure may "rain" supreme for the evening.

We hold our regular Thursday luncheons at Glassers, 42 Monroe Avenue, and welcome out of town brothers to make themselves known by attending between 12 and 1.

WALTER E. PERKINS, *Secretary.*

PERSONALS

ALPHA

Daniel Quinlan is located at Coral Gables, Fla., affiliated with the Coral Gables Corporation as accountant.

Paul Siegart is assistant treasurer and office manager of the Farish Company of New York.

George V. McLaughlin recently resigned as police commissioner of New York City, which office he held for fifteen months, to accept a position as executive vice-president of the Postal Telegraph Cable Company, New York City.

BETA

Ernest Briggs is connected with Osborne, Royds & Co., Ltd., in London, England, as service manager.

Ervan Kirchoff is now traveling for the General Motors Acceptance Corporation, Chicago.

Walter G. Nelson is now selling for Phoenix Hermetic Company, Chicago.

Leroy L. Boule has recently recovered from an attack of diphtheria and is out to beat par on the Chicago golf links again.

Harry M. Couch has been associated with the Chicago office of Haskins & Sells since January 1.

Bernard T. Deatrick is busily engaged putting the finishing touches on a new home he purchased in Elmhurst, Ill., recently.

George W. Earl cordially invites all members of the fraternity to look him up at Baskin's, when in need of Hart Shaffner & Marx clothes. He has a large following of Chicago brothers.

Leslie M. Gooder is organizing a group of Chicago Deltasigs to spend three weeks this summer on a canoe trip with Indian guides through some of the wilds and gorgeous scenery of Canada.

Frank L. McKenna is now associated with the Chicago office of P. W. Chapman & Co.

GAMMA

Clarence B. Rosen is conducting the C. P. A. Quiz Course at Northeastern University, Boston, and is senior C. P. A. of the firm Charles F. Rittenhouse & Co. of Boston.

EPSILON

George Hoisington is working in the Traffic Engineering Department of the Southwestern Bell Telephone Company, St. Louis.

ZETA

Bernard McEachern is assistant manager of the specialties division of the International Paper Company of New York.

ETA

Joseph Snyder is in the accounting department of the General Motors Acceptance Corporation at Kansas City.

IOTA

Harry L. Stover and William T. Stevenson are with Arthur Anderson & Co., of Kansas City, Mo.

NU

Leland A. Stoner is Manager of the Loan Department of the Citizens Trust & Savings Bank of Columbus, Ohio.

H. F. Dachsteiner and his brother Raymond, together with their father, constitute the firms known as The Bryan Transfer Elevator, The Sherwood Elevator and the Cecil Elevator with headquarters in Bryan, Ohio.

Frank Papenhagen is assistant secretary for The Defiance Screw Machine Products Company at Defiance, Ohio.

Elvin Donaldson is instructor of corporation organization and finance at Ohio State University, and received his M.A. degree on March 18, 1927.

George Everett is now on the editorial staff of the *Kansas City Journal-Post*.

RHO

William Cole, Jr., is now Northern California salesman for the Olsen Lithograph Company, and resides in San Francisco.

SIGMA

Lee Pitchforth is a member of the J. H. & L. L. Pitchforth Sheep Company of Salt Lake City.

UPSILON

Ivan Wright is professor of banking and consulting economist at the University of Illinois.

Hiram Kincaid is now with the Massachusetts Mutual Life Insurance Company at Kansas City.

CHI

W. L. Canton is now collection manager for Hare and Chase, Inc., of Philadelphia.

Eugene Bolstler is now maintaining an office of his own in Baltimore as certified public accountant.

J. E. Armstrong is supervisor of accounting for J. Schoeneman, Inc., of Baltimore.

Eugene Milener is chief of the Home Heating Division of the Consolidated Gas, Electric Light and Power Company of Baltimore.

J. L. McKewen is office manager of the B. M. Irving Audit Company, Baltimore.

Alfred T. Nardi is field representative of the Baltimore Branch of the International Harvester company.

PSI

Orvin Anderson is connected with Ernest & Ernest of Detroit, in connection with audits and tax service.

H. H. Groth is now assistant cashier of the American Exchange Bank at Manitowoc, Wis., and is also secretary-treasurer of the County Bankers' Association.

Henry Duwe is now instructor in higher accounting and business administration at the Madison College.

OMEGA

Fred Urick has been transferred to the Harrisburg office of the Dunlop Tire & Rubber Company.

E. Jenner Day has Trenton as his new domicile and is now superintendent of vouchers for the Bell Telephone company.

John Canedy has gone back to his first love, i.e., The Broad Street National Bank. When in financial difficulties see John.

A. Dewey Benninger is proving his efficiency (instilled in him by Professor Perry) with the General Motors Acceptance Corporation's Philadelphia office.

Patrick Dougherty is now an instructor at Villanova College, Villanova, Pa.

Bill Kamner is connected with the International Harvester Company as traveling auditor.

Walter Gackenback is now Assistant Manager of the American Loan Association, located in Camden, N. J.

Leon Kalus is now the feature editor of the *Lancaster News-Journal and Sunday News*, Lancaster, Pa.

Archie MacDowell is located in New York with the American Telegraph & Telephone Company.

A. B. Backensto is partner and teacher in the Troy Business College of Troy, N. Y.

ALPHA-BETA

William E. Pemberton is connected with the accounting department of the Southwestern Bell Telephone Company, St. Louis.

Ralph Jordan is now located at the Decatur, Ill., office of the Roxana Petroleum Company.

W. O. Douglas has recently affiliated with the Southern Bell Telephone Company, St. Louis.

R. D. M. Bauer has recently received his C. P. A. degree in Missouri.

ALPHA-EPSILON

Wilmar Ripley was recently promoted to office manager of the Sioux City, Iowa, branch, Northwestern Bell Telephone Company.

Ted Cox, who has coached the championship teams in football and basketball at River Falls Normal the last two years, recently went to Tulane University as assistant coach in football.

Hal Mayer is now connected with R. G. Dun & Company in St. Paul.

Howard Eichorn has been transferred to the Montevideo, Minn., branch of the Northern State Power Company.

Clifford Traff was recently made agencies supervisor of the Butts branch of The John Hancock Life Insurance Company at Minneapolis.

Karl Brunkow is now manager of the St. Louis branch of Curtis 1000.

Kenny Lagerquist is headquartered at St. Louis as representative of Smith Welding Company of Minneapolis.

Walter Webster is now connected with the

Washougal, Wash., branch of the Pendleton Woolen Mills, as head accountant.

Paul Johnson is with the accounting department of the General Motors Acceptance Corporation at Minneapolis.

ALPHA-TAU

Sidney Wellons is bookkeeper for the Atlantic National Bank at Jacksonville, Fla.

Aubrey Marett is connected with the American Tel. & Tel. Co. at Atlanta, Ga.

Frank Gormly is working for the Hercules Powder Company at Brunswick, Ga.

James Minchin is assistant cashier of the State Exchange Bank at Lake City, Fla.

MARRIAGES

E. Leonard Purvis, *Gamma*, on February 17, 1923, to Catherine S. Clark.

Charles A. Johnson, *Nu*, on June 1, 1923, to Echo Henderson.

Robert J. Raible, *Eta*, on June 30, 1924, to Mable Mildred Galt.

Theodore Gilchrist, *Upsilon*, on June 14, 1925, to Katherine Wurst.

Julian H. Turner, *Kappa*, on July 18, 1925, to Reba Knowles.

A. B. Backensto, *Omega*, on August 22, 1925, to Nina P. Lichtenwalner.

Richard Judson, *Alpha-Kappa*, on November 7, 1925, to Dorothea V. Ranger.

Bernard McEachern, *Zeta*, on September 2, 1925, to Flora Ralston.

Elmo Martin Estill, *Nu*, on January 9, 1926, to Nellie Price Olmstead.

H. U. Christensen, *Alpha-Delta*, on April 22, 1926, to Anne Petersen.

Oliver J. Conway, *Gamma*, on May 1, 1926, to Adeline A. Roe.

Lee L. Pitchforth, *Sigma*, on April 9, 1926, to Athelia Booth.

Edwin C. Lidell, *Kappa*, on May 20, 1926, to Rose Bindewald.

Burdette H. Hawks, *Chi*, on June 16, 1926, to Florence M. Fisher.

H. E. Whiteley, *Epsilon*, on August 5, 1926, to Martha Walker.

James Henry Corley, Jr., *Rho*, on October 30, 1926, to Marcellene Merrill.

Otis F. Forsyth, *Nu*, on November 24, 1926, to Marjorie Coe.

Oliver B. Combs, *Nu*, on November 24, 1926, to Hazel Hissam.

W. L. Canton, *Chi*, on December 16, 1926, to Dorothy Marie Chester.

Otto E. Skold, *Alpha-Delta*, on December 22, 1926, to Lillian Aspegren.

Waldo George Mueller, *Upsilon*, on December 30, 1926, to Roberta L. Moore.

Ivo W. Parrott, *Iota*, on April 19, 1927, to Elinor Seibert.

John Roney, *Theta*, on June 1, 1927, to Catherine Garner.

Edward R. Grimes, *Theta*, on June 8, 1927, to Leah Corey.

BIRTHS

Warren A. Sterling, *Theta*, on October 21, 1922, a daughter, Joan Nesbitt, and on May 11, 1924, a son, George A.

Frederick C. Wagner, *Alpha-Eta*, on March 20, 1920, a son, Frederick C., Jr., on December 18, 1924, a daughter, Elizabeth Veronica, and on June 2, 1926, a daughter, Winifred Marion.

E. Leonard Purvis, *Gamma*, on October 26, 1923, a son, Ernest L., Jr., and on June 8, 1926, a son, Carlyle S.

Clarence B. E. Rosen, *Gamma*, on December 24, 1925, a son, Robert Edward.

A. B. Backensto, *Omega*, on June 6, 1926, a son, Arthur Byron, Jr.

Paul W. Siegert, *Alpha*, on November 6, 1926, a daughter, Marion Elizabeth.

Orvin Anderson, *Psi*, on January 28, 1927, a son, David Greenwood.

Theodore Gilchrist, *Upsilon*, on February 21, 1927, a daughter, Angela.

Francis E. Dacey, *Theta*, on March 18, 1927, a son, Donald.

AMONG THE CHAPTERS

Alpha Has a Successful Year

The year 1926-27 has been most successful in the life of *Alpha* Chapter. Although confronted with a disadvantage which might in many cases have resulted in failure to get started, *Alpha* managed to pull together at the outset last September and carry through with flying colors.

The disadvantage was the problem of securing a house. Temporary quarters in a hotel, we have learned, is the best means to lose contact and interest. The good spirit prevailed, however, and we were soon located in our new home at 26 West 11th Street. And we might mention, by way of passing, that it is the most beautiful fraternity house on the campus.

We started the year with 25 active members. We are closing the year with 44 very active brothers. Seven of these men are being graduated. We are both sorry and congratulatory. If they do not leave the city we have their promise of active co-operation for next year. Approximately 39 brothers will return.

First of all, however, it is perhaps fitting to pay tribute to the officers who led *Alpha* through the best year it has ever had. Every man worked hard, and the results were splendid. Consequently we are on a higher plane both socially and professionally.

At a meeting on Monday evening, May 9, the annual election of officers was held. J. Joseph Keane, *Head Master*; Arnold Eckdahl, *Chancellor*; Edward Carroll, *Scribe*; Bob Celander, *Senior Warden*; Charles Snyder, *Treasurer*, and Harold Kneucker, *Historian*.

Following the election we had a smoker, and were honored with the presence of Brother Alexander F. Makay, one of the founders of Delta Sigma Pi.

Our social activities during the past year were started with the fall dance. This affair, as well as the formal and spring hops, was very successful. Three other smokers besides the one conducted Monday, May 9, were held during the year. On those oc-

casions *Alpha* had the opportunity to scan the faces of much eligible material. Several new brothers resulted from these get-togethers, and we have a number of men in mind who will probably be approached next year.

Alpha won the interfraternity basketball tournament conducted at the School of Commerce. A beautiful trophy, a mounted silver basketball properly inscribed, was the award.

A closer bond of friendship has been formed between the brothers of *Omega*, Temple University, Philadelphia, and *Alpha*. We are certainly glad to see this, too. We feel that too long there has been a greater distance between us than the few miles warrant. About three weeks ago several *Alpha* boys visited *Omega* and sat in on their initiation. Needless to say every one who made the trip was more than pleased. The following week *Omega* reciprocated and watched us put through five neophytes.

Brother Fred Kissinger, District Deputy, came up with the *Omega* boys. He spoke to us for a few minutes during the initiation banquet, and expressed the views we all hold. As a result we are looking forward to a very amiable future.

Our closing function this year will be the annual combined dinner of the undergraduate chapter and alumni club. This affair will be held at the Lafayette Hotel on June 6. The committee has promised a good time.

Don't forget, fellows, there is always an open door at 26 West 11th Street, Manhattan Isle. And there is always someone there to greet you and show you the town.

KENNETH C. MORLEY, *Correspondent*.

Beta Continues to Progress

Our first college year in the new School of Commerce Building, known as Weidbolt

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Hall is just about over. School will not be out until June 18th because of the delay in getting

started, which was necessitated by the com-

pleting of the new buildings on McKinlock campus.

Under the guidance of Head Master "Tom" Wright, it has indeed been a successful year for *Beta* Chapter. Everyone seems to have gotten inspiration because of our comfortable and modern surroundings in the new school, and have accordingly gone in with pep and vigor for all activities.

As announced in this column in an earlier issue, we gave our annual open house during the early part of the first semester. This started the ball a rolling. Several hundred new and old students attended, from which we were able to select many representative men for membership in the fraternity. Pledging started early, so we were able to initiate twelve men right after the first of the year, and consequently they have been active and very helpful in carrying on the current chapter work.

Our professional meetings, with distinguished men of business as speakers, have become more popular than ever. The dinner given to the representative football players of the high schools of Chicago, suburbs and near-by towns, was a big success. We also had as guests, Dean Davies, Northwestern's new football coach, "Dick" Hanly, "Pat" Hanly, "Tim" Lowry, and our athletic director, "Tug" Wilson. This meeting was the means of "selling" Northwestern to six of the players present, with the expectability that at least six others would also enroll for work on the campus.

We are going to make this football dinner an annual affair. The Athletic Department has heartily endorsed this the first attempt of any organization at constructive work of this kind.

Brother "Art" Hoffman was elected President of the Commerce Club for next year, and Brother George Hartung is one of the vice-presidents, Brother Tom Hayward was reelected as a director, and Brothers Tom Wright, H. G. Wright, B. C. Brumm, and L. M. Gooder remain on the board. With this line-up we look for big things to be accomplished in the club next year.

The Deltasigs have become interested in the newly formed Dramatic Club, and five brothers took part in their first public play called "Slats" given at the North Side Turner Hall on May 13th. This club gives

promise to becoming an important part of the school activities next year.

We do not get very much time for athletics, except basketball and baseball. The basketball team this year did not get on so well, but we have fine material and next year we feel sure that our boys will put the team over in fine shape. Baseball practice has just started, and several games have been planned between the active chapter and the alumni. As usual Brother Brumm heads the alumni nine. During the summer we will continue our golf tournaments, which become more exciting every year.

At last we have started serving meals at the house. All the boys are very enthusiastic about it, and as yet it is too early to see how we will come out, but everything so far looks fine for its success.

We have fifty actives and eight pledges at present. Our last initiation will be held on June 18th.

We look for at least forty-five brothers back in school next fall. Because of adding new subjects each year, we can always count on a large number to return, thereby keeping many of the brothers in school for five and six years, yes, and some of them even longer.

The house has been filled all winter, but as stated before, we can always find room for any brothers who happen to be in Chicago, and we hope they will all feel free to park with us should they have occasion to visit our city.

LLOYD M. CLADY, *Scribe.*

Gamma Makes Big Improvement

On the surface, *Gamma* has not had what might be called an extremely successful year, but looking underneath the surface, we feel that we have done much. While we had some twenty odd members return to college last fall, only about half were really active in the chapter, for some reason or other. We were in debt, but with a fine spirit existing among the faithful dozen we scheduled our usual quota of professional events, smokers, etc., and have initiated twelve men during the year, and have three carry-over pledges. So we will have a mighty fine bunch to start off the year next fall and expect that the coming year will be mighty successful.

Two years ago *Gamma* was \$1800.00 in

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debt. Now we don't owe a penny to anyone, so we feel that we have done much during the past two years, financially at least.

We expect twenty-seven men back in college next fall, and while only five live away from home, we hope to be able to establish chapter quarters of some kind, either an apartment or a small house. We need a place where the brothers can meet frequently, where they can headquarter.

Athletically our brothers reached the semifinals in both the basketball and bowling leagues sponsored by the Panadelphic Council, but were unable to become champions in either league.

Watch our smoke next year!

O. W. HOLDEN, *Correspondent.*

Delta Initiates Thirteen During Year

Delta opened shop in the Fall of 1926 with an active roll of twenty-five men. In



December a class of five sophomores was initiated; April saw another initiation of seven actives and one faculty

member, Mr. Roman R. Sevenich, C.P.A., and a graduate of Marquette University, now acting as instructor of Income Tax Procedure in the Evening Division of his Alma Mater.

The problems confronting *Delta* at the opening of the year were by no means small. In the first place, fifteen of our actives were in the senior class, which meant that we either must do some rare initiating activities or open 1927 with a small roll. But we kept strict to our old policy, "Think nothing of quantity, we want, and will get, quality," for initiating material. And so we did, we initiated probably less than our desired quota, but we have secured *quality*. Then also we had to contend with some very active competition in university activities, as class elections, manager positions and the like, but we were again successful in over 95 percent of all cases. Brother Kostner heads the senior class. Brother Gaffney heads the sophomore class. Brothers Rowan and Tabor represent the College of Business Administration on the Union Board. Brother Rowan is also president of the Commerce Club; Brother Stahl is vice-president of that organization. Brother Newberg was chairman of the Business Administration dance for 1927, while Brother Pfeffer has been recently elected chairman for 1928. Brother

Pfeffer is also chairman for the 1927 Commerce Club banquet.

Four of the brothers have won honors by being selected as members of *Lambda Epsilon Sigma* (The Banderole), the honorary scholastic society of the College of Business Administration. They are Brothers Horn, Solsrud, Gmach and Leonard. Brothers Leonard and Horn have recently been elected as president and vice-president, respectively, of this society.

Our social season opened with an informal dance in honor of the Alumni during Homecoming week at the Astor Hotel. It was our largest party of the year, over ninety couples attending. St. Patrick's Day was celebrated with the traditional party at the Elks' Club with over eighty couples in attendance. It was sponsored by the Milwaukee Alumni Club, with Brother Richard Lawless acting as chairman. An Easter party was held at the Medford Hotel "Old English Room" April 23. The most important and final social event of the year was the formal Spring dinner-dance at the Plankinton Hotel "Sky Room" May 21st. Over Sixty couples attended this splendid affair, arranged by Master of Festivities Brother Rowan.

At the numerous professional meetings held during the year, *Delta* secured as speakers some of the most prominent men in Milwaukee business and teaching circles. Among them were Mr. Hughes, vice-president of the First Wisconsin National Bank; Mr. Dickey, head economist of the First Wisconsin National Bank; Mr. Burr Lee, former advertising manager of Second Ward Savings Bank; Professor O'Gorman, professor of psychology at Marquette, and Mr. F. Murray, football and basketball coach at Marquette.

So far as we know every one of the actives excluding the seniors will be on hand when school opens in September.

ALFRED S. LEONARD, *Correspondent.*

"The proof of the pie is in the pudding," and the success of the fraternity must be gauged by results. Judged by this criterion, *Epsilon* ranks at the top for 1926-27, for it has had by far the most successful year in its history. Last September found only sixteen actives and four pledges back at school. However, an



intense yet selective pledging program was at once inaugurated, with the result that we now have a group of thirty-seven actives, and nine pledges, of whom seven will have gone through the rigors of "hell-week" when this is published. This final initiation is the third this year, making the total membership increase twenty-nine. We lose twelve seniors through graduation and expect thirty-five men back in the fall.

Having outgrown our present quarters on East College, we have signed a two-year contract for a place at 615 South Clinton which will house about twenty-two men, and which has ample facilities for conducting a table. Since December, the chapter has had a private dining-room reserved at Youde's Inn, for lunches and dinners. In this way we have already built up a nucleus with which to start our table next year. With enough men back in September to fill the house and conduct the table, without counting on new men, our outlook for even a bigger season than this is bright. Scholastically we have ranked well up among the professionals.

But we have not permitted studies to interfere with our education (socially) and have thrown several dances—the last one on May 5 at the Park Pavilion, which proved a marked success. On February 5 a "duce" party was held with *Alpha Kappa Psi*, which we hope to establish as an annual event. All the boys brought their shillalals, brass-knuckles, and what-not, expecting more or less of a grand riot, but the affair came off very smoothly. Besides parties, we have had a banquet about once a month, and have held a number of smokers at the chapter house.

In fraternity athletics, *Epsilon* has taken a very active part under the leadership of Grother Gull. In the basketball tournament, our team won a cup as section winner, and then went to the finals—tying for first place. With practically all of the team back next year, we hope to stand at the top again in the next tournament. In baseball and other athletics as well as basketball, the brothers made a good showing.

At the spring election to *Beta Gamma Sigma*, Brother Fuller and Pledge Grusonik were chosen. Brother Powell served as chairman of the committee for the Commerce Mart—the annual ball put on by the Commerce College. At the recent election of officers for the Commerce Club,

Brother Flately was made president, and Brother Bolsinger treasurer.

New chapter officers were elected on May 10. They have all "stepped into the harness" and are working whole-heartedly to follow the example set by this year's officers, and to keep up the good work that has made the school year of 1926-27 a red letter one for *Epsilon* Chapter.

E. LEE FULLER, *Scribe*.

Zeta Initiates Eleven During Year

Starting the 1926-1927 college year with but seven brothers back, the problem of pledging an adequate number of future *Deltas* was the first which confronted *Zeta* chapter. Under the direction of *Senior Warden* James Ford, a successful rushing campaign was carried on, resulting in the pledging of fourteen men, each of them prominent in departmental activities. Of these eleven were initiated on January 9th, when *Zeta* chapter as a body went down to the *Beta* chapter house in Chicago, and conducted their initiation there. All of these eleven are juniors this year and will be back in college next fall.

Six of the fifteen members of *Deru*, the senior honorary society, are members of *Zeta* chapter, viz., Waldo Fisher, Paul Fairchild, Robert Rusch, Tom Singleton, Phil Erbes and Al Church.

Prominent among the seniors of *Zeta* is Arthur Curtis, a member of *Beta Gamma Sigma*, and who will probably win the $\Delta \Sigma \Pi$ scholarship key this year, since he is not only an outstanding student but very active in campus affairs, being president of the Commerce Club, manager of the basketball team, and chairman of the National Inter-scholastic Meet.

Robert Bushnell was president of the Athletic Association last year; Platt was president of *Deru*, senior honorary society, and the highest honor a Northwestern man can attain. Sherrill is captain of the tennis team, Reynolds is on the track squad, Fairchild is varsity football manager, Waldo Fisher is a varsity football and basketball star, Ford and Singleton are on the football squad, Phil Erbes is editor and Al Church is business manager of the *Syllabus*, Northwestern yearbook.

During the past year *Zeta* has held bi-weekly meetings, at which the business of the chapter was taken up, and at which time



members of the faculty and business men gave talks on professional subjects. In this manner much was accomplished in the way of bringing a close bond between campus leaders mutually interested in the study of business. *Head Master-elect* Al Church is already planning a definite program and constructive policies for the coming year, and we are looking for a banner year in 1927-1928.

PAUL FAIRCHILD, *Scribe*.

Eta Initiates Nine on May 20th

Eta has had what we consider a rather active semester. First of all we had the pleasure of putting across the Convocation of the College of Commerce, and as we have been attempting to start such convocation for several years, we are particularly gratified that it went over in as fine style as it did, on this our first attempt.

Another matter on which the brothers have devoted a good deal of time and effort in establishing is a placement bureau for College of Commerce graduates. While this bureau has not yet opened shop, the details have been advanced to the point of where we are assured that it will be in operation in time for the graduates of next year to benefit from it.

We lost nine brothers on May 30, graduation, but this will be offset by the class of nine we initiated May 20th, so *Eta* will return one of the largest chapters to college next fall in its history.

J. PHILIP GLENN, *Scribe*.

Theta Has Successful Year

Theta chapter having been long reticent on its progress this year breaks forth in this issue of THE DELTASIG to tell all of the sister chapters that it has weathered the storms of another year like a staunch ship, and

at the end of this semester's cruise has entered the haven as one of the most successful chapters on the Detroit campus. Last fall we were handicapped and very much so because the June, 1926, graduation class contained twenty brothers. We had a mere handfull return to college last fall, so the chapter has had a real problem to build up its ranks to the required number to make an active chapter.



Under the faithful leadership of Roland B. Hill *Theta* initiated during the year thirty members, bringing the size of the chapter up to around forty, and only ten of these will be lost through graduation this spring.

Theta's round of activities this year offered divertimento to the brothers in many ways and every minute of the year there was always a *Theta* man interested in the activities of the university. The chapter put across a successful dinner-dance, as well as a most enjoyable banquet in honor of the varsity basketball equal. Brother McIlhargy, captain of the basketball squad, graduates in June, but has been succeeded by another member of the chapter, Frank Dowd.

Brothers Roll and Smith kept the chapter in the scholastic limelight by winning membership in the honor society. *Head Master* Roland Hill led the senior ball grand march as president of the senior council. Jack Drittler and Cornelius Smith both aided in putting across a very fine J-Hop, and the chapter entertained at breakfast after this event, in a most successful manner.

According to present plans the university will move to its new campus next year, and if this is done we hope to get going on our house proposition, as we own a beautiful lot situated directly across the street from the new campus.

In closing we wish to extend a cordial invitation to all brothers who may be awaiting the trek into the Canadian oasis in May, to visit us on their way through Detroit, either going or returning.

JACK DRITTLER, *Senior Warden*.

Iota Progresses

Iota Chapter started this year off with poor prospects of a full house, having only fourteen brothers and six pledges back in school, and only fifteen of these men in the house. Our fall rushing campaign started slowly but soon gained force so that by the second semester the house was full, and we had eight men outside the house. We picked our men slowly in order to get the highest type possible—men who would be real Delta Sigs. The test we put the men to, besides the grade standard we set, was: "Are they the kind of fellows we would be proud to introduce



of our parents and friends as our brothers?"

We have held only two initiations during the year, having nine men in the first class and two in the second class, holding over four until next year when they will be ready to go through.

Iota will again be hit hard by graduation, having four men who will receive the degree of A.B., and five who will receive the degree of B.S. in Business. These men are of the highest type and their places will be hard to fill. Even with this number leaving we expect to have the house nearly full when school reopens in the fall.

We have held two smokers during the year, having about one hundred men present, and from these we picked the men we wanted. Our social calendar, although not full, has contained two big parties, four special banquets, and a raft of special dinners.

The chapter had the honor of having another brother elected to *Phi Beta Kappa* and one to *Beta Gamma Sigma*. As a whole, the house average is in the upper strata of classes, having a B— average, without a single hour of flunks, in the fall semester report.

Financially, this has been the best year that *Iota* has ever experienced. Brother McNeal took careful pains in making his budget and exercised ever precaution in keeping within it. By this carefulness, our books should show a profit that we can all be proud of.

We have had more than our share of honors this year, both in chapter activities and as individuals. Besides those mentioned, we had two men elected to the "Owls," the honorary junior class organization; had the president and two other men in "*Pi Epsilon Pi*," honorary pep fraternity; we won the school championship in basketball; and one out of two men on the varsity swimming team, and many other personal honors conferred upon our members.

CHARLES D. CUNNINGHAM, *Correspondent*.

Mu Steps on the Gas

A highly successful year has been completed at *Mu*, scholastically, financially and in every other way. Starting the year with something like \$3,000.00 in the red, we have practically paid off all indebtedness at this writing, and

in addition to this the chapter has created a scholastic record in the mid-year examinations of an average of a fraction over 91 percent for the entire chapter. To give credit where credit is due, we wish to congratulate *Head Master* Douglas A. Cook, *Senior Warden* John F. Healy and our two house managers, Connie R. Herron and Lawrence T. Weir. These are the boys that have carried the heavy portion of the load, and they have responded to our needs in a most able and creditable manner.

Twenty-one members were added to our ranks during this year. The chapter house has been run on a business-like basis for a change, and everything seems to be fine as far as we can see.

The officers-elect for the coming year are John F. Healy, *Head Master*; Lawrence T. Weir, *Senior Warden*; James F. Clancy, *Scribe*; Clarence Birgfeld, *Treasurer*; John P. Dolan, *Junior Warden*; Leo Hogan, *Historian*, and James A. Dorsey, *Senior Guide*.

CLARENCE BIRGFELD, *Correspondent*.

Nu Will Move to Larger House

At the beginning of the college year only fifteen actives returned to school and *Nu*

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was not in a very good condition financially. Due, however, to the efforts of the brothers who had remained on deck during the summer session, conditions were much better than the year previous, and with the wholehearted efforts of all the brothers during the past year we have made what we consider some real, substantial progress. Our house was filled to capacity last year; financially we are in fine shape, and a larger house has been leased effective September 15, and our new house will measure up to our needs and requirements much better than the old.

Our initiations added eleven members to the chapter during the year and we have seven pledges to carry over.

Nu has carried on quite a number of exceedingly successful semi-monthly professional meetings and smokers, having for speakers at these events different business men of the community and members of the Commerce faculty. A formal dance was held in the winter quarter. Many of the alumni pay frequent visits to the chapter from time to time and we always profit by their counsel. We have also enjoyed quite

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a number of visits from brothers from other chapters.

The business world will take eight of our actives at June graduation, the loss of whom will be felt the utmost because of the active part they have taken in matters pertaining to the chapter's affairs.

We send our congratulations to the three new chapters installed this spring, and wish them all the success possible.

TOM L. WHEELER, *Scribe*.

Xi Has Varied Interests

In the second week of the spring semester Xi initiated six of its pledges, and for the occasion we danced—a scintillating winter formal under the direction of Brother Northrup and his predecessor, Brother Merkel. A second group of pledges was initiated in April, bringing our total membership to thirty-two, and for them Brother Northrup produced a joyous Spring dinner-dance.

In April we held our annual election of officers. *Head Master* Mertz handed over his gavel to Brother Harder; Brother Kessel his hunt for pledges to Brother Francis; Brother Taylor his pledges to Brother Damm; Brother Rickman his accounts to Brother Birdseye, and Brother Harder his minutes to Brother Staubach.

Present condition of the chapter indicates: pledges, two; house, full (sober, however); plaster, falling but to be fixed by the alumni; brothers, active on the campus as indicated later on in this report; scholarship, hopeful, though the $\Delta \Sigma \Pi$ scholarship key has again gone to an outsider, Mr. George Hull.

In the spring all-campus elections Ken Haven won his way to one of the four highest offices on the campus, the presidency of the Student Christian Association, while Lyle Eiserman crashed through as vice-president of the Oratorical Board. This is promising stuff as Eiserman will be with us for several years. Huge Krave is a varsity golfer, competition is strong but Huggy hopes to win his "M." Les Curl, our operative juvenile and female impersonator was elected to *Mimes*.

Xi's interests are indeed blessed by variety; yet we are not forgetting the professional purpose of our existence. We are working our way from the economics department into the infant Business Ad

school. *Alpha Kappa Psi* has recently revived its dormant chapter in the department and this should spur us on to even greater activity.

Twelve brothers will be lost through graduation, but with twenty back in college next fall, we look for another successful year.

ROBERT M. BIRDSEYE, *Correspondent*.

Pi Makes Big Improvement

The *Pi* Chapter, University of Georgia, held their first meeting last September with fourteen returned brothers. Plans were made for a campaign for the pledging of the best students in the School of Commerce. Since then two initiations have been held and seventeen men have been drawn into our fold.

Our meetings, which are held bi-monthly, are always preceded by an elaborate banquet, held at the leading hotel of Athens. The entertainments for these evenings are always carefully planned affairs at which leading men of the community preside as speakers.

The general scholastic average of the brothers of *Pi* Chapter is '82. Of our members we have some of the most outstanding and leading men on the Georgia campus, which includes: president of the senior class, president of College Economic Society, two members on the varsity football team, all-Southern forward on varsity basketball team, one member and the manager of the varsity baseball team, four members of Scabbard and Blade, member on Georgia *Cracker* staff, business manager of college annual (*Pandora*), members of Georgia Glee Club, and others.

Twelve brothers are to be graduated this June, and the responsibility of our chapter for next year rests almost entirely upon the shoulders of this year's sophomore class, who are in a large majority of our order.

One of the outstanding social events of the year was the *Delta Sigma Pi* dance given at the Georgian Hotel of this city. As special guests of the occasion we had brothers from the new *Alpha-Tau* Chapter of Mercer University, and brothers from the *Kappa* Chapter of Georgia Tech. Over three hundred invitations were sent out to individuals. All the fraternities on the



campus were invited. The leading members of the Georgia faculty were chaperons.

Plans have already gotten under way for a campaign for new members next year, and also for completing payments on the debt to International Headquarters. We expect to make things pretty lively and the larger chapters will surely have to step to keep up with us!

JOHN B. HILL, *Correspondent.*

Upsilon Starts to Build Own Home

Without any question of a doubt the most important news that we can announce from



Upsilon at this time is that our plans for the building of our own chapter house have reached the stage where they really look like

business. During the past year we purchased a most admirably situated corner lot; now we've got our plans for a beautiful three-story home in the process of completion. Ground will be broken next fall and the house will be ready for occupancy some time in the spring of 1928 or the fall of 1928, probably the latter. In the meantime we are moving to a larger house next fall in order to properly handle our chapter, and effective September 1 we will be housed at 709 South Second Street, Champaign. This house has been occupied as a fraternity house and is well adapted for our purpose. With a building addition of two rooms, this house will contain twelve study rooms for thirty-five brothers, a large dormitory, living-room, card-room, reception hall, dining-room and kitchen and it will be a fine place in which to live pending the completion of our own home.

Our newly elected officers, S. J. Schrom, *Head Master*; M. J. Rose, *Senior Warden*; G. R. Nish, *Junior Warden*; F. L. Petru, *Treasurer*; W. H. Lichty, *Scribe*; and I. C. Moore, *Historian* had their first opportunity to function at an initiation on May 12 when seven of our pledges were initiated into our brotherhood. We now have only two pledges.

Our graduating class numbers 11 this year, and this means that we will have to replace their ranks, and possibly three or four others, when college opens next fall, but we hardly expect to find much trouble securing 15 pledges then.

R. H. Giesecke is graduating with high

honors and is among the foremost in his class. He made *Beta Gamma Sigma* and was awarded the $\Delta \Sigma \Pi$ scholarship key. He ranked among the upper 3 percent of the graduating class of the entire university and was the highest in the College of Commerce.

Cornelius S. Kemp will be a loss to the Illini Debating Team as he was a big help to them in the winning of the Middle West championship. He is also a member of *Delta Sigma Rho*, honorary forensic fraternity, is president and on the board of directors of the Illini Chamber of Commerce, president of the Commerce Council, a member of the Illini Glee Club and was general chairman of the Commerce dance in April.

D. A. Gillespie is graduating with honors, and was elected a member of *Phi Eta Sigma*, freshman honorary society, of *Beta Alpha Psi*, honorary accounting fraternity, and was a member of the Illini Chamber of Commerce.

B. C. Stephens, Jr., was active in military work, being a member of Scabbard and Blade, honorary military organization, was on the Military Ball committee, and throughout the last semester has acted as Lieutenant-Colonel in the University Infantry unit.

Wm. P. Phipps, ex-Head Master, was active on the board of directors of the Illini Chamber of Commerce. P. J. Swanson was also a member of the I. C. of C. W. A. Bruce was active in "Y" work; W. D. Stansil was elected to *Alpha Delta Sigma*, honorary advertising fraternity.

The Spring Formal held May 14th at the Urbana-Lincoln Hotel went over big. Twenty-seven couples were in attendance, and we surprised the brothers with a special edition of the *Upsilon Undertone* which was distributed at 10:30 and which contained much interesting and scandalous news. The Sunday noon following the chapter welcomed fourteen of the young ladies present at the formal as guests at dinner. The brothers entertained with music and several tables of bridge followed.

The chapter has been extremely active in departmental activity, and has carried on a professional program of speakers throughout the year.

CLYDE H. ANDREWS, JR., *Correspondent.*

Phi Enjoys Chapter House

Only fourteen members returned to college at *Phi* last fall and seven of these moved



into our first chapter house, at 2653 Ellendale Place. We had longed for chapter quarters of some kind for quite a while, and our first attempt at

operating a house met with financial disaster the first semester, but on the other hand it taught us a few lessons and during the second semester we have made up our losses and more too, having eighteen men living in the house now, so everything seems rosy now. But it didn't for a while during the winter months.

We now have a chapter of 39 actives, having initiated 25 during the year, and as only 13 will graduate in June we will have 26 back in college next fall, quite a pleasing contrast to the small number of 14 we had last fall. And on May 20 we held a joint celebration with the Alumni Club of Southern California which also served as a fitting occasion to install the newly elected officers of *Phi* Chapter.

Three professional meetings have been held during the second semester, and at each of these meetings we have some prominent Los Angeles business men address the chapter on business subjects. Likewise the alumni of Los Angeles hold regular meetings on the first Wednesday of each month at the chapter house, and we have found the contacts with our alumni extremely interesting, pleasant and valuable. They have also helped a great deal in solving our many problems.

We held our annual spring formal dance at the fashionable Pacific Coast Club in Long Beach, with forty couples in attendance. The most important feature of the evening was the singing of *Rose of Deltasig*; during the presentation of this number, each lady present was presented with a red rose, the official flower of Delta Sigma Pi. The chapter has also held occasional informal dances at the chapter house, which affairs have proven very colorful and enjoyable.

Don Edwin has been president of the College of Commerce during the past year, and he has had a most successful administration, which was climaxed with a business men's banquet held at the University Club on May 18, when some fifty of the most

prominent business men in Los Angeles were the guests of the College that evening.

Brother Edwin is also president of *Beta Gamma Sigma* and was the official delegate of the Southern California chapter of that honorary fraternity to their national convention held in Cincinnati April 1-2, 1927. On his trip to Cincinnati he visited eight of the chapters of Delta Sigma Pi, as well as The Central Office in Chicago and thoroughly enjoyed all these visits. Brother Jackson was elected to *Beta Gamma Sigma* this spring, which election elated us very much.

Another thing of which the chapter is more than proud was the fact that we ranked third in scholarship among all fraternities on the campus.

We are looking forward with a great deal of anticipation to the coming Western Provincial Convention which will be held here in Los Angeles the fore part of the coming September.

We feel that *Phi* has made more progress at Southern California the past year than in any previous year, and we hope that any traveling Deltasig will be sure and visit us when in Los Angeles and check us up on this.

W. E. BODLEY, *Scribe*.

At the beginning of the school year the writer would have shivered at the thought of writing this final letter summing up the activities and giving the results of our work. If written at that time or several months later it would undoubtedly have borne all the "earmarks" of a post-mortem.

Things were far from rosy then and we were, to say the least, rather "leary" of our change of alma maters and what the effect would be on the chapter. It was much easier to picture defeat than success as the odds certainly seemed against us.

We have no desire to give the impression that *Chi* has surmounted all obstacles and that our work is all finished, but we ask you to bear with us while we tell you what we have done.

Chi started the year with 20 active members who followed us from the University of Maryland to the Johns Hopkins University. On Saturday, May 14, we led the following



six neophytes across the burning sands: J. J. Pryor, James Thomas, Richard Williams, L. E. Dufty, Robert Howell, and Whitney Bates. This gives us at the present writing 26 active members and as only four brothers graduate this year we should start next school year with at least 20 actives.

We also initiated on May 14 as an honorary member, Dr. Broadus Mitchell, associate professor in political economy and one of the foremost economists in the East. On May 19 we initiated as an honorary member Dr. W. O. Weyforth, in charge of Evening Division of Business Economics.

In scholarship *Chi* has gone over with a bang. We have recently learned that from all indications *Chi* Chapter will equal and probably excel all other fraternities at Hopkins in scholarship.

Financially we have held our own this year which was the best we could hope for. We had a house at the beginning of the year, we still have a house and we expect to have one next year.

Since the last letter we have held some very successful events including two smokers and a house dance. We had our election of officers on Friday, May 13, and elected the following officers to lead us next year: *Head Master*, George Murdock; *Senior Warden*, Lloyd Barbon; *Scribe*, L. E. Dufty; *Treasurer*, W. L. Specht; and *Historian*, John Young.

Our annual dinner dance, which will be held at the Southern Hotel on the evening of May 21st, will close our activities for the year.

To the graduating members of Delta Sigma Pi we offer our congratulations and best wishes for a speedy success.

W. R. COMPHER, *Correspondent*.

Psi Has Active Year

As we travel through the 1926-27 school year with the *Psi* boys, we see how an Eighth Congress of Chapters held in Madison from September 9-12 instilled into the hearts of the twenty-four actives who returned to school a determination to make the year one filled with accomplishments. The fellowship that the convention furnished was proof that Delta Sigma Pi has been, is, and shall be a builder of men who are out to do the better things in this life.



The year began with our house almost full and running on a profitable basis. Twenty-four actives, five grads, and four pledges came to live in the house. This formed the nucleus around which *Psi* centered its activities. Ever on the watch for the cream of the commerce school we succeeded in pledging eight or nine new men. Our first initiation took place on November 26 when five new brothers stepped into the ranks. Within the next few months we pledged six men. Our second initiation ushered into our brotherhood four more men for whose presence we feel very fortunate. These became brothers on March 26 this year.

In interfraternity athletics *Psi* has made a favorable record in both touch football and basketball but was unable to acquire a cup. A short hockey season caused us the loss of the championship cup which has been ours for two successive years. Tennis, golf, and horseshoe cups have also managed to slip through our hands but our competitors had to fight hard in each case to prove their fitness.

One of the recent initiates, Brother Leiser, came through victorious in the spring elections on the "Hill" and won for himself a position as a Non W member of the Athletic Board.

Our chapter officers for next year were chosen recently. The worthy brothers so honored are: Francis "Jack" Towle, *Head Master*; Don "Major" Knott, *Senior Warden*; Harold "Oh" Leiser, *Junior Warden*; Reuben "Rudy" Lueloff, *Scribe*; Kenneth "Ken" Marsden, *Chancellor*; Harold "Miler" Moe, *Senior Guide*, Lawrence C. "Elsie" Schmidley, *Historian*; Al Peterson, *Chapter Adviser*.

Psi chapter house has been the scene of six most entertaining informal parties during the year. Our Spring formal on May 20 promises to be a real event if our Wisconsin weather man will ever see fit to give us a rainless day or two. A grad formal on New Year's Day and a big prom party in February also furnished lots o' fun. Art Gaik and "Swede" Siren are to blame for making our social season so successful.

After a slight slump in scholarship ranking for the first semester, *Psi* saw fit to get a scholarship committee active in an effort to bring up all the grades this semester. Cards are sent to the instructors of each active and pledge at the time of the six weeks exams and again at mid-semester. If

low grades are turned in, the brother so affected is given help or a reprimanding, whichever he deserves. This system has proven very efficient as is shown by the improvement of the mid-semester grades over those at six weeks. We expect to again be near the top among professional fraternities in scholarship this semester.

HARLAN G. DAVIS, *Correspondent*.

Omega Completes Successful Year

After a summer of pleasant pastimes and arduous labor, forty members of *Omega* chapter returned to Temple University and their chapter house to delve into studies, and fraternity and campus activities. It can be frankly admitted that from the beginning of the year, until the May issue of THE DELTASIG goes to press, *Omega* has been active and has achieved its goal in whatever it planned.

Upon our return to our house we found that during the summer months the first floor had been refinished and redecorated and new electric light fixtures installed. Then new tapestry drapes had been placed on the windows and all this added materially to the attractiveness of our parlors, dining-room, etc.

Quite a number of professional meetings have been held and at these meetings we have enjoyed the talks of several well-known business and professional men of Philadelphia. Their talks have been inspiring and the writer can say on behalf of the members of this chapter that these meetings are among the most important events we can attend during our school years.

We have not overlooked the social whirl, and have had several enjoyable house dances, and also a rather elaborate formal dinner-dance in December in the Betsy Ross Room of the new Benjamin Franklin Hotel.

Omega played an important part in the Russell H. Conwell Foundation drive which was launched by Temple University on December 6. This drive is for the purpose of raising \$20,000,000 to be used for the erection of muchly needed new buildings, and such other needs as Temple will require. One of the principal buildings planned is a massive sky-scraper of 23 stories, to be erected in memoriam of the late Dr. Conwell, who was the founder and the first president of our Alma Mater.

The members of *Omega* have been actively interested in various campus organizations and activities. Robert Kohr is a member of the *Blue Key* honorary society and was advertising manager of the *Templar*, Temple's official annual, and also a member of the Student Council. Lester Wise was vice-president of the senior class; Andrew Mehall was treasurer of the sophomore class. Cecil Miller was manager and W. J. Robers was associate manager of the varsity football team, and both were members of the *Blue Key* honorary society. Harry Hartman was a member of the Student Council and a member of *Blue Key*.

Fred W. Kissinger, district deputy in charge of *Omega*, passed the Pennsylvania examination for his C.P.A. last winter, of which we were mighty proud.

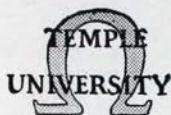
We enjoyed an official visit from Grand Secretary-Treasurer H. G. Wright in January when the moving pictures of the Madison Grand Chapter Congress were presented to our chapter. Twelve brothers will graduate in June, but as we have a large chapter this year, there will be plenty of brothers return to the class-room next fall to carry on our work. We are planning on leasing a new house next fall, to be in better position to take care of our membership.

ROY GUSTAVSON, *Correspondent*.

Alpha-Beta Conducts Successful Program

After losing a large percentage of our chapter by graduation in June, 1926, *Alpha-Beta* started the year with only fifteen members, but these fifteen were sure willing workers, so we were able to accomplish much with this small number. The first of our meetings, other than a regular business meeting of the chapter, was a rushing smoker, which gave us an opportunity of looking over prospective pledges, and as a result of this meeting, and later work, we pledged ten men. These men were initiated the last of October with an initiation that went down in the history of *Alpha-Beta* as being one of the best ever. Following the initiation we held our traditional banquet at the Daniel Boone Tavern, and had as our guests our two honorary members, Dr. J. H. Rogers and Dr. C. A. Ellwood and District Deputy R. D. M. Bauer of St. Louis.

We carried on a regular program of professional activity throughout the year, had



speakers appear before the chapter and talk to us on business subjects, and we also held a most enjoyable dance at the Oak Hill Hotel, which went over big with the brothers.

Our second semester rushing netted us nine pledges, who were initiated on March 20 followed by a banquet at the Daniel Boone Tavern which was attended by Grand Secretary-Treasurer H. G. Wright of Chicago, who made a most interesting talk on fraternity affairs, and presented the moving pictures of the Madison convention. He gave us a number of pointers in regard to the operation of our chapter that will enable us to carry on our work to greater advantage and profit than in the past. His visit to *Alpha-Beta* was one that will be remembered by everyone and especially the pledges whom he helped put through the formal initiation in the afternoon. Dr. J. H. Rogers was also a guest at our banquet and he spoke of "Americans and American Tendencies as seen by Europeans." As our Keeper of the Parchment Roll had left college, his successor had to be elected that evening and one of the newly initiated brothers was highly honored by being elected to this important office in the chapter, Brother Oscar L. Myers.

Shortly after this initiation we held a banquet in honor of Dr. J. H. Rogers, who was to leave shortly for Europe to obtain statistics on financial conditions. We had as our guests at this interesting event Dean Middlebush and Professors Brown, Bauder, Kopper and Zimmermann.

At the annual election of the Student Council held April 29, James Laws was elected Councilman from the Commerce school by a vote of 84 to 45. Laws is one of our most aggressive members and is a leader in the department. He is our *Head Master-elect* for next year.

In recent elections in the School of Commerce Brother Randolph E. Bell was elected president of the school, William Graham as vice-president and B. C. Berry as secretary.

Our chapter now consists of thirty-one actives and we have six pledges which will be initiated before the close of this college year. While we will lose several of our most active members by graduation, we will have a real sized chapter returning next fall and we are looking forward to a successful year.

R. E. BELL, *Correspondent*.

The end of the semester is rapidly approaching, and the members of *Alpha-Gamma* believe that the chapter has had its most successful year since its establishment at Penn State. The biggest achievement of the year has been the publication of a departmental magazine which is called *Commerce Comments*. This publication is published in the interests of the Commerce and Finance department, and is financed solely by *Alpha-Gamma* chapter, receiving no financial aid from the college whatever. Editorially inclined brothers, both undergraduates and faculty members, have devoted much of their time to the publication, and the struggle is naturally a hard one, financially speaking. If efforts to secure financial aid materialize, it is hoped to issue this publication once every two weeks.

To date *Commerce Comments* has foretold and reviewed the events of note in the Commerce and Finance school, cited the views of the professors in this department and kept the students posted as to opportunities for positions. Instructors in the department are not only high in their praise of the sheet and its value to C. & F. at Penn State, but also are boosting it with all their effort.

Twenty-one new members have been initiated this year, and the last initiation of the year was held the week of May 22, with a formal dinner-dance scheduled for May 27 at the Centre Hills Country Club. Quite a number of professional events have been scheduled during the year with speakers, but the interests of the chapter have been centered principally in putting the commerce magazine across and we believe we have succeeded.

W. S. THOMSON, *Correspondent*.

Alpha-Delta Greatly Improves Condition of Chapter

With less than ten members back in college *Alpha-Delta* had a real problem on its hands last fall, but a very successful rushing program brought us fifteen new members who were initiated on October 20, and we have been progressing ever since. It is our earnest conviction that this group of pledges was the best we have had for a long time.

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We have carried on a regular program of professional activity throughout the year and our members have been extremely active in departmental and university affairs. The presidency and treasurer of the University Commercial Club were held by Deltasigs during the past year. Four members were elected to *Beta Gamma Sigma*, while Robb was elected vice-president and Croft secretary of this society for the coming year. Head Master Gratigny was general chairman of the annual Bizad Day celebrated on May 13. Shepard was editor-in-chief and Carpenter was managing-editor of the *Bizad News*, a monthly departmental publication. Carpenter will be editor-in-chief of this publication next year. Croft has just received announcement of his receiving a scholarship in business research in the University so he will be with us another year. Lucas won his letter in football last fall.

Several rushing parties were held in December and February, and on the occasion of Grand Secretary-Treasurer Wright's inspection of the chapter in March, seven pledges were duly initiated into membership. Brother Wright gave us many suggestions for improvement of our work and the several changes we have already effected are already resulting in a better and more effective chapter.

On May 3 we elected nine men to membership, and with twenty-four actives in the chapter, and only seven graduating, we look for a real live chapter the coming year.

LEO. D. CARPENTER, *Correspondent*.

Alpha-Epsilon Adds Twenty During Year

The past school year has been without a doubt the best one in the history of *Alpha-Epsilon* chapter. Starting the year with nineteen actives in a new house for the first time under the management of the chapter the active list has increased to thirty-nine with five pledges to carry over to next year. During this time the chapter has purchased most of the necessary equipment to run the house and in addition has shown a very consistent profit from the Commissary department to carry to surplus.

During the school year twenty men have been initiated in three initiations. Many of them have moved into the chapter house until at the present time it is overcrowded

and the chapter is already making plans for a larger house next year. Rushing activities have been very active this year, two smokers were held and several rushing parties. Fourteen actives will graduate at the end of this school term, bringing the total who have graduated this year up to seventeen. Brother Dean Stevenson has been very active in aiding the graduates in securing positions. Four actives were out on positions during the last school term and plans are being made to put a large number on positions during the school term in order to give them practical experience in their fields.

One of the chief features of this chapter is the monthly dinners at which prominent men are brought out to the campus to address the chapter on various business topics. During the past year we have had five such dinners. In addition a Dad's Day dinner, Mother's Day dinner and a Founder's Day banquet have been held.

The chapter has been successful in maintaining a satisfactory scholastic average during the entire year. In addition another man has been accorded the distinction of being elected to *Beta Gamma Sigma*, Brother Russell Hamlin being the deserving man.

In politics the chapter has made practically a clean sweep of all the offices offered. James Hanson was elected Commerce Club president; Gordon Larson, School of Business representative on the Union Board of Governors; Hugh Pierson, business representative on the All-University Council; Hal Mayer, senior representative on the Business Council; Gordon Larson, vice-president of the Junior Business class; Owen Foss, chairman of School of Business Field Day; Nathaniel Koeneman, treasurer of the Commerce Club.

In athletics *Alpha-Epsilon* was third place in the professional leagues during the winter quarter. The chapter has been blessed with the All-University tennis champions in Brothers Honsey and Johnson who have been stroking out wins for over a year. The horseshoe team stands a chance of winning in the division and all other teams throughout the year have been high up in the winning lists. Teams were entered in practically every sport. Cups were won this year for All U-Tenn's doubles, business school competition, and golf for last spring's tournaments. Chances are good for

cups in golf, horseshoe and tennis for this term.

Social events have all been very successful. Four chapter dances have been held and in addition one in conjunction with the *Alpha Kappa Psi's* and the Commerce Club. The Spring formal is to be held May 21 at the Lafayette Club on Lake Minnetonka. Deltasigs have also held important committee jobs for university social functions, Brother Hal Mayer now being in charge of the annual spring banquet of the School of Business Administration May 25.

With a good year behind us and prospects of a chapter of twenty to start next year, *Alpha-Epsilon* intends to carry on in true Delta Sigma Pi fashion and put another good year on the records.

GORDON M. LARSON, *Correspondent.*

It is with deepest sorrow that we, the members of *Alpha-Epsilon* Chapter, announce the death of Brother Verner E. Gunnarson '27. After a very short illness of three days, Brother Gunnarson died on March 5. Brother Gunnarson was Junior Guide and a leading athlete in the chapter. He was to have graduated five days after the day of his death. His untimely passing is deeply felt by the Deltasigs in the Twin Cities who fully realize that they have lost a friend and true brother. Our hearts go out in sympathy to his family and friends.

Alpha Eta's House Burns to Ground

This letter is going to be rather short and to the point. Our house was burned to the



ground a few weeks ago, but everything was saved except the chapter's charter and a few records. This fire created considerable excitement for the moment and we are now busy getting our records back in shape and planning for the coming year. Naturally we will make no plans for the acquisition of another house for this college year being so near graduation, and this problem will be left to the incoming administration to solve.

We have been so busy keeping the activities of the chapter going in face of all these difficulties that hardly any time has been left in which to prepare a resume of the

year's activities. Suffice to say we feel that taking all in all, we have had a fairly successful year, and we are formulating plans for a better year, next year.

LLOYD V. ELMEN, *Correspondent.*

We have been very successful during the past year in holding quite a number of very good professional meetings. Business men who are well known in their respective fields have been coming to these meetings and they have put across some good sound business ethics to the brothers and guests. The talks have been a great benefit to those who attended and we plan to continue with the profitable meetings of this type.

Alpha-Theta initiated nine pledges into the chapter recently, and the banquet was delayed for a few days so that Grand Secretary-Treasurer Wright and brothers from *Nu, Eta* and *Alpha-Omicron* could be with us. The banquet was attended by a large number of actives and alumni, and was indeed a big success. We had as our guests Professors Bird and Taylor of the commerce faculty.

The scholastic standing of *Alpha-Theta* is higher this year than last, much higher than the general average for all students and compares favorably with the general average of the several professional fraternities on the campus. Brothers Dixon and Shelly were elected to *Beta Gamma Sigma* and Dixon is honor man in the junior class in Commerce.

Even Chatfield was distinctly honored by being elected president of the Mid-Western Students' Conference. With the election of Brother Chatfield comes the distinction and honor of having two active presidents in the national students' conference work in the country. Chatfield will represent the Mid-Western students at the next national convention that is to be held in Denver in 1928.

The brothers are all out to help make the University bigger and better and with the inspiration they get from the business men they are beginning to realize that they have to share some civic as well as social and financial responsibility if they are to be successful men.

RICHARD W. SHELLEY, *Correspondent.*

The members of *Alpha-Kappa* Chapter are viewing the rapidly approaching completion of the second semester's activities with mingled feelings of regret and pleasure.



The successful year they have had in the congenial company of their brothers, the formation of new friendships, many of which will be temporarily interrupted by the coming summer's vacation, the enjoyable evenings spent in the fraternity house during which every subject from the most desirable "dates" to the "revamping" of the present system of school management was discussed, have been impressed indelibly on the minds of each of us.

Upon our return to school last September, we were confronted by the fact that we had to secure a chapter house, not only because it would serve to promote the interest and welfare of our chapter as a whole, but also because the benefits derived by each brother would be greatly increased. Our former club rooms—which had admirably served our needs in the past—were no longer adequate. We were crowded for space and did not have the freedom we desired. A house committee was appointed, having as its chairman Brother Holt, and in less than two weeks time we had secured a house at 306 Bryant Street. This was furnished by donations of furniture of all kinds and description by the brothers and supplemented by house furnishings selected by *Head Master* Guenther assisted by the house committee.

The entertainment committee, headed by Brother Bell the first semester and Brother Franclemont the second semester, then prepared an attractive schedule of events which included several professional meetings, informal dances, smokers and card parties. In addition to these "lighter" activities, we held regularly scheduled meetings at the house. It is the general consensus of opinion that the securing of the chapter house is largely responsible for the great interest manifested in fraternity matters by the brothers, and their whole-hearted, unselfish efforts to cooperate with each other.

In addition to the house, we are going to have a summer cottage at Olcott Beach. We have had a cottage at one of the local beaches each summer for the past three years. Experience has shown us that a

summer cottage furnishes the desired opportunity for complete relaxation from the physical and mental strain undergone during the school year, and also keeps the fellows interested in and enthused about fraternity matters. This enables us to begin activities the following September with very little lost time and wasted energy.

One of the most praiseworthy achievements, and one from which the fraternity itself derived no direct recognition, was the follies "And How" presented May 6, 1927, by the *Lantern Club* of the University of Buffalo. This club is open to membership to all men students attending the University. It so happens that seventy-five percent of the directors and five of the six officers of the club including the president, are Deltasigs. Therefore, although the show was presented under the auspices of the *Lantern Club*, the men directly responsible for its success were Deltasigs. The leading male parts were played by our brothers, not because of any partiality shown, but because rehearsals demonstrated that they possessed ability superior to the other aspirants for these parts. Brother Striker prepared the manuscript for the Follies and personally directed the entire show.

Brother Patterson forsook the life of single bliss and took the fatal leap into the sea of matrimony April 27, 1927.

Brother Frederick W. Sullivan is to be the recipient of one of the highest honors it is possible for our fraternity to bestow on its members. It is he to whom the Delta Sigma Pi scholarship key is to be awarded. It can be said in all sincerity that no worthier or more desirable brother could have been selected as the winner of this signal honor. Brother Sullivan was one of the first to be accepted into the membership of *Alpha-Kappa* Chapter and by his scholastic ability and pleasing personality has proven himself to be a credit to the chapter and to the fraternity as well. We are all justly proud of Brother Sullivan's success.

I am pleased to once again extend the invitation to any brother who might be passing through Buffalo, or who would care to spend a short time there, to stop at our fraternity house, 306 Bryant Street. No effort will be spared in our attempt to make your stay with us an enjoyable one, and I can assure you that you will receive a real Deltasig welcome.

HERBERT A. KOPPER, *Scribe*.

Three Members of Alpha-Lambda Elected to Phi Beta Kappa

During the past year our members have been well represented in the various campus activities, and *Alpha-Lambda* is particularly proud of the fact that three of our brothers, *Head Master* Rhinehart, "Red" Smith, "Buck" Grice and J. B. Matthews, were all elected to *Phi Beta Kappa*. "Red" Smith was also president of the senior class; Rhinehart placed second in the 880 in the Southern Conference track meet. Young Smith was elected business manager of next year's *Carolina Magazine*; Elgin has been captain of the tennis team; Frank Daughety is auditor for the publications union; Supple starred on the gridiron; Henley has been on the track team and Wilsey has limited his activities to a straight "A." How's that for a well-balanced list of accomplishments. In addition we have eight men on the Dean's list and almost double that number on the honor roll.

On May 2 we held our second initiation of the year when we initiated eleven of our pledges, making a total of sixteen men initiated this year. Eleven of our brothers graduated in June, although three will return next fall for graduate work.

During the past two years *Alpha-Lambda* has occupied a most comfortable lodge hall. Here at North Carolina many of the fraternities, particularly the professionals, occupy lodge halls, several of these lodge halls being available in the second story of several business blocks. The one we have occupied has been one of the best situated and largest on the campus, but it is no longer adequate for our requirements and beginning next September we will occupy an apartment in a new building now being constructed, and this apartment will afford ample accommodations for our chapter. We have arranged to be together next year in order to make Delta Sigma Pi mean even more on the North Carolina campus than it has in the past. Nothing can be more conducive to a strong chapter spirit than a close union of this nature. We've got the spirit and we're going to show it and if you're in our section of the country, drop in and watch the sparks fly.

The chapter is on a sound financial basis, and with R. Broaddus Davidson as *Head*

Master-elect, T. N. Grice as *Senior Warden-elect*, D. M. Wilsey as *Junior Warden-elect*, F. E. Matthews as *Scribe-elect*, J. B. Morrison as *Treasurer-elect*, R. A. Hendricks as *Historian-elect*, and yours truly as *House Manager-elect* we are going to keep things on the go.

YOUNG M. SMITH, *Correspondent*.

Alpha Xi Initiates Founder of School of Commerce

Once more the finals are drawing near and *Alpha-Xi* is closing its year's program. We are losing by graduation the last of those men who were the charter members of the chapter, Henry Thomas, T. D. Turner, Jr., and R. D. Moore, and we will miss them very much.

Our second initiation of the college year was held on April 30, followed by a formal dinner at the Blue Goose Tavern at Crozet, Va. At this time *Alpha-Xi* initiated its first honorary member, Mr. Paul Goodloe McIntire, the founder of the McIntire School of Commerce and Finance at the University of Virginia. The undergraduate initiates were Nelson T. Turner, Jr., Melvin W. Nelson, Graham F. Smith and Alfred L. Stevens.

Due to an agreement between our chapter and the local chapter of *Alpha Kappa Psi* we do not pledge first-year men, but we do hold a series of smokers for the purpose of acquainting the first year men with the Commerce School, the fraternity and its purposes. Thus we get a line on the prospective rushees for the coming year.

The brothers are quite active around the campus and have won quite a few honors in their lines of endeavor. Nelson T. Turner is manager of next year's boxing team; Leitch and Deane are on the track team; Morits is business manager of the Virginia Players; Welsh has successfully established himself as the "Don Juan" of the chapter, while Robinson is the business manager of the *Virginia Reel*, the college comic publication.

After two successful years we feel that Delta Sigma Pi is firmly established at Virginia, and we are looking forward to another successful year under the guidance



of our new officers. *Alpha-Xi* wishes all of the brothers of the other chapters a pleasant and profitable summer.

J. N. SHUMATE, *Scribe*.

Alpha-Pi Loses Brother Edie

Our activities during the year just closing were not as extensive as they were last year,



but we feel that we have had a fairly successful year. Since the last issue of THE DELTASIG we have

held an initiation, on May 8, when ten pledges were initiated into *Alpha-Pi* chapter. We had as our guests at the banquet following this initiation, District Deputy Carpenter of Illinois and faculty brothers Edie, Moffat and Crobaugh. Brother Dean Rawles was unable to attend this initiation because of his being in Boston to attend the annual convention of the American Association of Collegiate Schools of Business, of which he is secretary.

We regret to announce that we are losing Brother Lionel D. Edie, who has been director of the Bureau of Business Research here for some time, and who is going to the University of Chicago to accept a very fine position. Brother Edie was well liked by all who knew him and although we are sorry to see him go we do know that he will make a valuable addition to the faculty of the University of Chicago. We know that *Beta* chapter at Northwestern University, also situated in Chicago, will cordially welcome Brother Edie into their ranks.

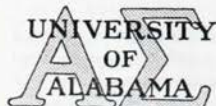
Beta Gamma Sigma recently announced their pledges, which included three members of *Alpha-Pi*, Edward Edwards, Emerson Biggs and Nelson Jones. We are proud of this honor these three brothers have secured for themselves and the chapter.

Several of our brothers are actively engaged in athletics, Benzel is racing over the hurdles, Ray is on the baseball squad as is Laws.

NELSON W. DAVIS, *Correspondent*.

Alpha-Sigma Bats High Scholastically

Beginning this scholastic year with eighteen actives *Alpha-Sigma* soon added five in our regular fall initiation, and ten more in our spring initiation. Seven of our brothers will graduate



this June and this means twenty-one will return to college next fall.

Four of the brothers have been elected to *Sigma Eta*, the local honorary commerce fraternity, Johnson, Pickens, Toenes and Mitchell, and Thomas and Osborne were elected to this society last year, so we have six members all told, of which we are more than proud. The average of the entire chapter scholastically speaking was 2.774 for this year. Just how this compares with the local chapter of *Alpha Kappa Psi* we do not know, as we have been unable to ascertain their record.

We have carried on a successful professional program this year, and there is much talk among the brothers as regards the possibility of establishing chapter quarters sometime next fall in order to bring the brothers closer together.

John Thomas will return to the University next fall as an instructor in accounting. Thomas was elected to *Phi Beta Kappa* in the early fall, being the only member of *Phi Beta Kappa* in our chapter and the only one selected from the School of Commerce.

Professor Chapman, our faculty adviser, will go to Columbia next fall, where he has been awarded a research fellowship in accounting, and while there he will work toward his Ph.D. degree.

L. A. DUNCAN, *Scribe*.

This is *Alpha-Tau's* first letter for THE DELTASIG but we can assure the other chapters that we propose to be represented in every issue from now on. We wish to congratulate the other two chapters which have been installed this spring in addition to ours, and hope they will further the work of Delta Sigma Pi on their campuses as much as we propose to at Mercer.

One of our brothers, J. E. Cook, was elected Master Mercerian for this year. This is the highest honor that a student may have conferred upon him by the student body, and only seniors are eligible. The qualities considered are intellectual ability and scholarship, leadership and participation in college activities—in other words, the most outstanding senior.

Another of our brothers, R. L. Gunnels, has been elected president of the student body for next year. Cook was also one of Mercer's debaters on a team which defeated Florida while Gunnels was a member of the

team which defeated Georgia Tech.

Several of the brothers attended the dance held by *Pi* at Georgia in May, which we celebrated ourselves with a dance on April 29, which was given in honor of the chapter sponsor, Miss Dorothy Blackmon. A farewell banquet will be held sometime near the close of the college year, and then we will be busy with plans for moving into our new and larger house next fall.

STOKES WALTON, *Correspondent.*

Since our installation *Alpha-Upsilon* has made steady progress in furthering the interests of Delta Sigma Pi in Miami's newly created School of Commerce, as well as in promoting a closer affiliation between the students of the School of Commerce and the business men of our town. On May 10 our chapter held a joint meeting with the Kiwanis Club, with Brother Richard Duncan as speaker of the hour. Our spring social event was in the form of a hay-ride and picnic. Both of these events were well attended with a great deal of enthusiasm displayed.

A committee comprising three of the brothers is hard at work selecting pledges from the present sophomore and junior classes. Both the scholastic standing and the character of the prospective pledge are thoroughly investigated in an attempt to secure men who are meritorious.

Although we are one of the young chapters we are progressing nicely; the club room that has been obtained for next year

will prove to be an important factor in bringing together the brothers at odd times, thereby fostering good fellowship and congeniality.

The brothers of *Alpha-Upsilon* extend to all their brothers best wishes for an enjoyable summer.

PERRY CAMPBELL, *Correspondent.*

Since our initiation April 30, *Alpha-Phi* has settled down to a definite systematic method of operation. Every brother is taking an active part, and we expect to have a brotherhood so formed that we can do some real work next year.

We will have seven brothers to graduate this semester, but we will pin a pledge button on six outstanding men at the next meeting. These six pledges were in the petitioning local and will make us good men.

In the recent elections of student body and class officers for next year, *Alpha-Phi* showed up well. We have the honor of receiving one of the four offices of the Student Body, two of the five members of the Board of Control, two offices in the junior class and all for the senior class in Commerce for next year.

Although *Alpha-Phi* does not own a chapter house, we have access to a large room which affords us a regular meeting place. We may be the baby chapter in age, but we will show you that we are not going to be the baby chapter in accomplishments.

JESSE VAN NICHOLS, *Scribe.*

RECENT INITIATIONS

PHI—December 12, 1926

- 77 BAILEY, William Simpson, *Los Angeles, Calif.*
 78 BAUGH, Philip Mason, *Terre Haute, Ind.*
 79 BOULE, Glenn Thaddeus, *Long Beach, Calif.*
 80 BOWERS, Gilbert Steele, *Des Moines, Iowa*
 81 BREMER, Fred Bernhardt, *Buffalo, N. Y.*
 82 FARQUHARSON, Edgar Grabill, *Trinidad, Colo.*
 83 GIBSON, William Alexander, *Glendale, Calif.*
 84 JAMES, Keith Franklin, *Center, Colo.*
 85 LANE, Robert Eugene, *Mesa, Ariz.*
 86 REESE, Clarence Eugene, *Wichita, Kan.*
 87 WEBSTER, Robert Gilbert, *Los Angeles, Calif.*
 88 WILSON, Walter Kermit, *Citrus, S. C.*
 89 LUNSFORD, Ewart Eugene, *Ripley, Tenn.*
 90 TURNER, Ross Silkwood, *Puente, Calif.*
 92 YOUNG, Thomas Sylvester, *Culver, Ind.*

ZETA—January 9, 1927

- 74 GARBRY, John Scott, *Piqua, Ohio*

ALPHA-RHO—January 9, 1927

- 28 SWIFT, John, *Boulder, Colo.*
 29 GIBSON, Robert Wallace, *Denver, Colo.*
 30 NEVIN, William Calvin, Jr., *Denver, Colo.*
 31 TAYLOR, Lathrop Montgomery, Jr., *Fort Collins, Colo.*

ALPHA-ZETA—January 16, 1927

- 53 BAXTER, Charles Edgar, Jr., *Pulaski, Tenn.*
 54 BEASLEY, Lillard Focian, *Carthage, Tenn.*
 55 BYBEE, Joel Thomas, *Memphis, Tenn.*
 56 HORNEBEAK, Mack Haynes, *Cumden, Ark.*
 57 JONES, John Barksdale, Jr., *Knoxville, Tenn.*
 58 JOUROLMON, Neil, *Knoxville, Tenn.*
 59 SENTER, Alvin Hess, Jr., *Humboldt, Tenn.*
 60 WRIGHT, Joseph Clarence, Jr., *Knoxville, Tenn.*
 61 MILLER, Harry Fletcher, Jr., *Clinton, Tenn.*

ALPHA-KAPPA—January 22, 1927

- 30 STRIKER, Francis H., *Buffalo, N. Y.*
 31 MITCHELL, Lawrence George, *Delevan, N. Y.*
 32 DELL, Eugene Alton, *Buffalo, N. Y.*
 33 KIRK, Edmund Frederic, *Buffalo, N. Y.*

MU—February 6, 1927

- 142 ALSOP, Phillip Clark, *Trinidad, Colo.*
 143 BRENNAN, Charles Joseph, *Springfield, Mass.*
 144 BROACH, George Hodges, *Meridian, Miss.*
 145 CUMMINGS, John A., *Sault Ste. Marie, Mich.*
 146 DAWSON, Robert C., *Syracuse, N. Y.*
 147 FODA, Hussein, *Mercesburg, Pa.*
 148 HARPER, Guy Germond, Jr., *Washington, D. C.*
 149 HOGAN, Leo Paul, *East Orange, N. J.*
 150 MALLON, Joseph Hurley, *Philadelphia, Pa.*
 151 MANTILLA, Carlos Manuel, *Ecuador, S. America*
 152 MARSH, Albert Fenwick, *Washington, D. C.*
 153 MURPHY, Edward Joseph, *Burlington, Vt.*
 154 O'KANE, Charles William, *Providence, R. I.*
 155 SULLIVAN, William Francis, *Westfield, Mass.*

- 156 WIESNER, Fred, *Milwaukee, Wis.*
 157 WILSON, Earl Martin, *Elyria, Ohio*
 163 COHEN, Benjamin, *Santiago, Chile*
 164 de la BARRA, George, *La Paz, Bolivia*

ALPHA-ETA—February 19, 1927

- 38 BUTTS, Wallace Helm, *Belle Fourche, S. D.*
 54 SCHULTZ, Leo Martin, *Iraquois, S. D.*
 57 DAVIS, Marshall, *Vermilion, S. D.*
 58 PRATT, Lyman Munson, *Vermilion, S. D.*
 59 WIRTH, Donald Ernest, *Vermilion, S. D.*
 60 WALES, Robert Furman, *Pierre, S. D.*
 61 EBSEN, Herman, *Beresford, S. D.*
 62 CARROLL, Allison Collier, *Sioux Falls, S. D.*
 63 ERICSON, Lloyd Howard, *Vermilion, S. D.*

IOTA—February 20, 1927

- 111 BUCHANAN, Eugene James, *Muskogee, Okla.*
 112 CUNNINGHAM, Charles Daniel, *Chanute, Kan.*
 113 EDMONDS, Russell Lee, *McLouth, Kan.*
 114 PETHERBRIDGE, John Edward, *Baschor, Kan.*
 115 DOUGHTON, Ralph Emerson, *Kansas City, Kan.*
 116 BECKSTROM, Evald Oliver, *Lindsborg, Kan.*
 117 ROGERS, Harley Jay, *Skiatook, Okla.*
 118 DENT, James Albert, *Olathe, Kan.*
 119 SHULTZ, Joseph Elwood, *Lawrence, Kan.*

BETA—February 26, 1927

- 400 MORRISON, Jeter John, *Chicago, Ill.*
 401 FELIO, Earl Nathaniel, *Chicago, Ill.*
 402 McCARL, David Nathaniel, *Chicago, Ill.*
 403 HOCK, Joseph Rethly, *Chicago, Ill.*
 404 WARNER, Rorer Clark, *Chicago, Ill.*
 405 WALLACE, Murray Richard, *Chicago, Ill.*
 406 PERKINS, Austin Aiden, *East Chicago, Ind.*
 407 GILMAN, Glenn Earl, *Pana, Ill.*
 408 ANDREWS, James Edward, Jr., *Sumner, Iowa*
 409 PRICE, William Earl, *Calumet City, Ill.*
 410 KOEHLER, Earl Gerard, *Chicago, Ill.*
 411 JOHNSON, Charles Theodore, *Soldier, Iowa*

EPSILON—February 26, 1927

- 147 FISH, Kent Augustus, *Central City, Iowa*
 148 ROHLFF, Wilbert Herman, *Davenport, Iowa*
 149 McGUINNESS, Cyrus Hugh, *Clear Lake, Iowa*
 150 BIRNEY, Arthur Howard, *Washington, Iowa*
 151 HERR, King George, *Wilson Junction, Iowa*
 152 JEPSON, Charles Reynold, *Ottumwa, Iowa*
 153 JOHNSON, Kenneth Edward, *Sexton, Iowa*
 154 BENTHIN, Howard A., *Davenport, Iowa*
 155 SPIES, Carl Jr., *Graettinger, Iowa*
 156 KNOX, Clifton Clair, *Delta, Iowa*
 157 FREE, Henry Wagner, *Davenport, Iowa*

LAMBDA—February 26, 1927

- 77 KURTH, Harry Meredith, *Turtle Creek, Pa.*
 78 WEHE, Fred Gustave, *Pittsburgh, Pa.*

XI—February 26, 1927

- 87 SCHROEDER, Arthur James, *Detroit, Mich.*
 88 BEIER, Carl Frederic, *Detroit, Mich.*
 89 SINCLAIR, Norman Harold, *Walkerville, Ont.*
 90 ANDREWS, Del Stuart, *Escanaba, Mich.*
 91 VAN LIEW, Donald Edwin, *Gary, Ind.*

92 CURRIE, Charles Clinton, *Battle Creek, Mich.*

ALPHA-OMICRON—February 26, 1927

57 KING, Arthur Dunkle, *Wellston, Ohio*
58 SMILEY, William Foster, *Knoxville, Pa.*
59 STOCKER, Glenn Crites, *Dennison, Ohio*
60 SLACK, Carl William, *McKeesport, Pa.*
61 HARPER, William Thomas, *Cleveland, Ohio*

RHO—February 27, 1927

124 CARRIER, Frank Nathan, Jr., *Santa Rita, N. M.*
125 CRILLY, James Edward, Jr., *Oakland, Calif.*
126 BRINCK, John Manning, *Winters, Calif.*
127 BOWEN, Charles Richard, *Marysville, Calif.*
128 GOLDSBERRY, Joseph Palmer, *Stockton, Calif.*
129 CORSE, John Leslie, *Calgary, Alta., Can.*
130 FISHELL, Clair Noble, *Long Beach, Calif.*
131 WOOLSEY, Kenneth George, *Lodi, Calif.*
132 THOMAS, Paul Dana, *San Jose, Calif.*
133 SCHANBACHER, George Albert, *Watsonville, Calif.*
134 DAVIS, Richard B., *Union, Ore.*
135 HEYN, Harry V., *Hollywood, Calif.*
136 KEMP, John Henry, Jr., *San Francisco, Calif.*
187 GRAVES, Richard Perrin, *Hanford, Calif.*

PHI—March 6, 1927

91 HELTINGS, Ward Roberts, *Los Angeles, Calif.*
93 BROMLEY, John Philip, *Delano, Calif.*
94 DALZELL, John Clifton, *Youngstown, Ohio*
95 FARRINGTON, William Loyce, *Chillicothe, Tex.*

ALPHA—March 12, 1927

453 MABRY, Preston Howell, *Wellsville, Mo.*
454 KNEUKER, Harold John, *Brooklyn, N. Y.*
455 HUGHES, James Henry, *New York, N. Y.*
456 KRIEG, Theodore Adriance, *Long Island, N. Y.*
457 WAITZ, Henry Matthew, Jr., *Elizabeth, N. J.*
458 FREES, Harold Jacob, *New York, N. Y.*
459 BUCKLEY, Edward John, *E. Syracuse, N. Y.*
460 NORTON, Arthur Francis, *Franklin, Mass.*

PI—March 15, 1927

86 DASHER, John Robert, Jr., *Valdosta, Ga.*
87 CARLISLE, Ernest Franklin, Jr., *Griffin, Ga.*
88 WATERS, Hilary Herbert, Jr., *Madison, Ga.*
89 WOMACK, Charles Hollis, *Leslie, Ga.*
90 WOMACK, Jerry Lake, *Sandersville, Ga.*
91 BENSON, Oscar Lynn, *Marietta, Ga.*
92 EZELL, Hamilton Braxton, Jr., *Young Harris, Ga.*

ALPHA-DELTA—March 17, 1927

67 KOLTERMAN, Carl G. F., *Blair, Neb.*
70 OVCRCASH, Bert Lyle, *Lincoln, Neb.*
88 MOORE, Kenneth Floyd, *Stromsburg, Neb.*
89 SOUGEY, George Ephraim, *Lincoln, Neb.*
90 MUNN, Glen Bethuel, *Caldwell, Idaho*
91 SPENCE, Robin Alexander, *Crab Orchard, Neb.*
92 LEU, Arch Wray, *Curtis, Neb.*

KAPPA—March 19, 1927

107 SAVAGE, Wills Spencer, *De Funiak Springs, Fla.*
108 SMITH, James Donald, *Atlanta, Ga.*
109 ARNALL, Raleigh, *Newman, Ga.*
110 PAYNE, Thomas Lawson, *Atlanta, Ga.*
111 LAWTON, Augustus Davant, *Summerville, S. C.*
112 CHANDLER, Roy Howard, *Atlanta, Ga.*
113 VAN ALLEN, Miller, *Norfolk, Va.*

ALPHA-BETA—March 20, 1927

58 WHITE, John Samuel, *Braggadocia, Mo.*
96 MYERS, Oscar Levi, *Warsaw, Mo.*

97 KARNES, John Senter, *Senath, Mo. Crose,*
98 GRAHAM, William Bryan, *Vienna, Mo.*
99 BERRY, Benjamin Clark, *Festus, Mo.*
100 PEASE, Langston Frederick, *West Plains, Mo.*
101 FAY, Charles William, *Chillicothe, Mo.*
102 MORRIS, Hugh Alfred, *Sioux Falls, S. D.*

PSI—March 26, 1927

119 BRANDENBURG, Harold Frederick, *La Crosse, Wis.*
120 LUELOFF, Reuben T., *Colby, Wis.*
121 DASSOW, Romaine William, *Sheboygan Falls, Wis.*
122 LEISER, Harold Oliver, *Milwaukee, Wis.*
123 MOE, Harold John, *Milwaukee, Wis.*

ALPHA-TAU—March 26, 1927

1 WHALEY, Thomas W., *Shellman, Ga.*
2 MCKINLEY, Elijah Leroy, *Zebulan, Ga.*
3 HERRING, Bernard Melville, *Vidalia, Ga.*
4 BROWN, Jones, *Clarkesville, Ga.*
5 HARRELL, Thomas Benjamin, *McRae, Ga.*
6 HANSON, Jesse Byrd, *Carrollton, Ga.*
7 TURLINGTON, Edwin Mack, *Macon, Ga.*
8 ROBERTS, George William, *Pinehurst, Ga.*
9 COOK, Julien Engene, *Wrightsville, Ga.*
10 BRADLEY, William Joseph, *Round Oak, Ga.*
11 WRAY, Charles Birch, *Cedartown, Ga.*
12 ANDERSON, Rufe B., *Monroe, Ga.*
13 GORMLY, Frank Miller, *Macon, Ga.*
14 MINCHIN, James Nathaniel, *Alachua, Fla.*
15 MINOR, John Thomas, Jr., *Macon, Ga.*
16 ODUM, Fred Plisterer, *Waycross, Ga.*
17 SMITH, Richard Derward, *Milledgeville, Ga.*
18 WELLONS, Sidney Barfield, *Tifton, Ga.*
19 BARTLETT, Alton Ogeeter, *Malena, Ga.*
20 BEALL, John William, *Abbeville, Ga.*
21 BROWN, William Merrell, *Carnesville, Ga.*
22 BRYAN, Lucian Dillard, *Brooklet, Ga.*
23 EUBANKS, Charles Ralph, *Griffin, Ga.*
24 FINNEY, Robert Alta, Jr., *Cochran, Ga.*
25 FINNEY, Ralph Bingham, *Cochran, Ga.*
26 GLEATON, Edwin Shaw, *Arlington, Ga.*
27 GREEN, Malcolm Lawrence, *Macon, Ga.*
28 GUNNELS, Robert Lee, *Sylvania, Ga. NN*
29 JORDAN, Daniel Harvey, *Norman Park, Ga.*
30 MIDDLEBROOKS, Edgar Campbell, *Macon, Ga.*
31 SHIRLEY, Andrew, *Bainbridge, Ga.*
32 WALTON, George Stokes, *McRae, Ga.*
33 MARETT, Aubrey Stanley, *Bowman, Ga.*
34 BRANNON, William Brantley, Jr., *Lake City, Fla.*

BETA—April 2, 1927

412 BERGQUIST, Roslyn Alfred, *Knoxville, Tenn.*
413 EMANUELSON, Clarence Harry, *Chicago, Ill.*
414 ERICKSON, Curtis Gunard, *Chicago, Ill.*
415 HAGSTROM, Walter Carl, *Rockford, Ill.*
416 HOUTZ, Roy Evans, *Montgomery, Mich.*
417 CULP, John DeWitt, *Chicago, Ill.*

SIGMA—April 3, 1927

91 STREBEL, Grant Anton, *Salt Lake City, Utah*
92 COULAM, Joseph, Jr., *Salt Lake City, Utah*
93 MATTSSON, Wayland, *Salina, Utah*
94 WILLIAMS, Wallace Leon, *Salt Lake City, Utah*
95 GUNDERSON, Shirley Hans, *Mt. Pleasant, Utah*
96 OLSEN, Glen Wold, *Salt Lake City, Utah*
97 KERR, David Cessford, *Provo, Utah*

ALPHA-TAU—April 3, 1927

35 ZIGRANG, Othmar Meryl, *Vero Beach, Fla.*

TAU—April 7, 1927

66 ROBERTSON, Angus Grant, *Wetaskiwin, Alberta, Canada*

GAMMA—April 9, 1927

- 158 FRANK, Paul Joseph, *Cambridge, Mass.*
 159 MEEHAN, Stephen Anthony, *Roslindale, Mass.*
 160 SUESSBRICK, William Frederick, Jr., *Jamaica Plain, Mass.*
 161 BUONO, Joseph James, *Fitchburg, Mass.*
 162 HUGHES, Charles Anthony, *Boston, Mass.*
 163 CONNELLY, Arthur Francis, *Attleboro, Mass.*

ALPHA-THETA—April 9, 1927

- 45 DIXON, Fred, *Cincinnati, Ohio*
 46 EILERMAN, Arthur Louis, *Cincinnati, Ky.*
 47 UHL, Joseph Andrew, *Cincinnati, Ohio*
 48 HILLER, Walter Hugo, *Cincinnati, Ohio*
 49 SCHORR, Otis Austin, *Cincinnati, Ohio*
 50 SMITH, Kimball Clay, *Cincinnati, Ohio*
 51 SAVAGE, Robert, *Cincinnati, Ohio*
 52 PETERS, George Oliver, *Chicago, Ill.*

ALPHA-IOTA—April 9, 1927

- 73 MORGAN, Robert Herrmann, *Des Moines, Iowa*
 74 McDONOUGH, Frank Wheatley, *Valley Junction, Iowa*
 75 SHREVES, Dorr Carlyle, *Des Moines, Iowa*
 76 CORDERMAN, David Mahlon, *Des Moines, Iowa*

DELTA—April 10, 1927

- 139 STENGER, Richard C., *McHenry, Ill.*
 140 GMACH, Alois Sylvester, *Sheboygan, Wis.*
 141 SOENER, Robert Anthony, *Independence, Iowa*
 142 MASON, Kennedy Herbert, *Macomb, Ill.*
 143 O'ROURKE, Wallace Edward, *Reeseville, Wis.*
 144 SCHMITT, John Chrisant, *Milwaukee, Wis.*
 145 FITZGERALD, Giles Charles, *Mondovi, Wis.*
 146 SEVENICH, Roman R., *Milwaukee, Wis.*

PI—April 14, 1927

- 93 BRADLEY, Albert Clarke, *Homestead, Fla.*
 94 DOLVIN, John Thomas, *Siloam, Ga.*
 95 BRASELTON, Herman Henry, *Braselton, Ga.*
 96 McAFEE, Broadus B., *Powder Springs, Ga.*
 97 OGLESBY, Thomas Dozier, *Elberton, Ga.*

ALPHA-UPSILON—April 16, 1927

- 1 TISCHER, George William, *Dayton, Ohio*
 2 STOUP, Curry Wardell, *Norwalk, Ohio*
 3 FRANZ, Loren Dwight, *Piqua, Ohio*
 4 DUNCAN, Richard Leonard, *Hancock, Minn.*
 5 NISWONGER, Clifford Rollin, *Pittsburg, Ohio*
 6 BAKER, Lynne Elmer, *West Milton, Ohio*
 7 BARDES, Richard William Walter, *Cincinnati, Ohio*
 8 METZGER, Theodore Clinton, *Lorain, Ohio*
 9 TODD, Edwin Smith, *Springfield, Ohio*
 10 SMITH, Raymond Frank, *Norwalk, Ohio*
 11 PERKSON, Howard Neil, *Lorain, Ohio*
 12 CAMPBELL, Perry Alfred, *Liberty, Ind.*
 13 ANKENY, Karl Warner, *Alpha, Ohio*
 14 ANNIS, George Ramon, *Chillicothe, Ohio*
 15 BENNETT, William Nicholas, Jr., *Hamilton, Ohio*
 16 BIGGS, Alfred William, *Cleveland, Ohio*
 17 BOWERS, Russell, *South Salem, Ohio*
 18 BOWYER, Howard Douglas, *Kings Mills, Ohio*
 19 BROWN, Orville G-iest, *Centerville, Ohio*
 20 DYAR, Lyle, *Warthington, Ind.*
 21 COX, Clarence Bailey, *Fremont, Ohio*
 22 DENNISON, Jackson Beldon, *Onslow, Iowa*
 23 DEWEY, William Cleveland, *Blanchester, Ohio*
 24 DOUGLASS, Lloyd Carr, *Cleveland, Ohio*
 25 GANSBERG, Alfred H., *Highland Park, Ill.*
 26 GREN, Paul Martin, *East Liverpool, Ohio*
 27 GURLEY, Stephen, *Fairport, Ohio*
 28 HOLMES, Kenneth Gordon, *Galion, Ohio*
 29 ISAKLE, Edward, *Fairport, Ohio*
 30 KELLY, Francis Walter, *Cleveland, Ohio*
 31 KIMMEL, Burlen Weaver, *Madison, Ohio*

- 32 KRAMB, Charles, *Oak Harbor, Ohio*
 33 PETERSON, James Marvin, *Jewell, Iowa*
 34 SHAW, Gerald William, *Cleveland, Ohio*
 35 STRUKE, Elmer Frederick, *Cincinnati, Ohio*
 36 STULL, Wilbur, Bernard, *Fremont, Ohio*
 37 WEAVER, Eugene Francis, *Upper Sandusky, Ohio*
 38 YOUNG, Richard Jackson, *Portsmouth, Ohio*
 39 ZIPPEL, Roman Joseph, *Monroeville, Ohio*

ALPHA-SIGMA—April 23, 1927

- 31 STUARDI, John Oliver, Jr., *Mobile, Ala.*
 35 RICHARDSON, Richard Ray, *Mobile, Ala.*
 36 DAVIDSON, Clyde Walker, *Florence, Ala.*
 37 HOWELL, Wilbur Brown, *Panama City, Fla.*
 38 ADAMS, William Frank, *Birmingham, Ala.*
 39 CRENSHAW, Waymon Dallas, *Langdale, Ala.*
 40 JOHNSON, Victor Ewing, *Greenville, Ala.*
 41 DUNKIN, Richard Martin, *Tuscaloosa, Ala.*
 42 CARMACK, Iris Walter, *Columbus, Ga.*
 43 STILES, Robert McCord, *Birmingham, Ala.*

XI—April 23, 1927

- 93 MOERLEIN, Jacob William, *Asheville, N.C.*
 94 TAYLOR, Clyde Le Grande, *Jackson, Mich.*
 95 KRAVE, Hugo Waldemar, *Sandwich, Ontario*
 96 KRAVE, Helmuth John, *Sandwich, Ontario*
 97 JONES, Merrill Miller, *Elwood, Ind.*
 98 COLLINS, Albert Preston, *Jackson, Mich.*

THETA—April 30, 1927

- 152 KOWALSKI, Roy George, *Detroit, Mich.*
 153 TEPPEP, William, *Detroit, Mich.*
 154 DIGBY, Hudson William, *Detroit, Mich.*
 155 BAILEY, Thomas Jefferson, Jr., *Detroit, Mich.*
 156 SMITH, Walter Irving, *Detroit, Mich.*
 157 BEST, Julian J., *Jackson, Mich.*
 158 DIAZ, Manuel Fernandez, *Tampa, Fla.*
 159 NOELKE, Frederick Joseph, *Detroit, Mich.*
 160 CHRISTIE, A. Joseph, Jr., *Mt. Clemens, Mich.*
 161 HUNT, Arthur H., *Detroit, Mich.*
 162 MOORE, Douglas Ted, *Bothwell, Ont., Can.*
 163 RYAN, Leo Francis, *Detroit, Mich.*
 164 RUEDISALE, Sylvester Philip, *Detroit, Mich.*
 165 VAN DUSEN, Sylvester, *Calgary, Alberta*
 166 GOLCHERT, George A., *Detroit, Mich.*
 167 BORLAND, Lawrence Earl, *Thomdale, Ont., Can.*
 168 OTTENBACHER, Edmond John, *Detroit, Mich.*
 169 SCHULTZ, Arthur William, *Detroit, Mich.*
 170 HAWKINS, Harold Peter, *Detroit, Mich.*
 171 ROBTELL, Clarence Anthony, *Detroit, Mich.*
 172 GOULD, Leo Emmet, *Detroit, Mich.*
 173 COLLINS, Jack Frederick, *Detroit, Mich.*

OMEGA—April 30, 1927

- 115 MENTZER, Alfred Lee, *Lebanon, Pa.*
 124 COLSON, Edwin Alexander, *Philadelphia, Pa.*
 125 COLVIN, Cecil Carlyle, *Gowanda, N. Y.*
 126 FINN, Lyle C., *Lawville, N. Y.*
 127 HERB, Nelson Gordon, *Germantown, Pa.*
 128 HICKS, Donald Conrad, *Glens Falls, N. Y.*
 131 REYNOLDS, Henry Stanton, *Peekskill, N. Y.*
 132 SHULTZ, John Henry, *Pen Argyl, Pa.*
 133 SHEFFER, Robert Sharrer, *Hanover, Pa.*
 134 SPRAGUE, Ralph Emerson, *Warren, Pa.*
 135 STELEY, George Tindall, *Abington, Pa.*
 136 MILLER, Ronald Elwood, *Batavia, N. Y.*
 137 WINEBRENNER, Carl Wrede, *Hanover, Pa.*
 138 WITTER, Alfred George, *DuBois, Pa.*

ALPHA-PHI—April 30, 1927

- 1 BRINSON, Alonzo Eguen, *Monticello, Miss.*
 2 SWALM, Terry Steven, *Brookhaven, Miss.*

- 3 RILEY, Vernon Leroy, *Newhebron, Miss.*
 4 NICHOLS, Jesse Van, *Lula, Miss.*
 5 FORTENBERRY, Story Lowrey, *Brooklyn, Miss.*
 6 HOWARD, Charlie Bell, *Blue Mountain, Miss.*
 7 BARR, Jacob Dexter, *West Point, Miss.*
 8 BOYLS, William Flournoy, *Maben, Miss.*
 9 BRINSON, Daniel Webster, Jr., *Monticello, Miss.*
 10 BUSH, Newlan, *Laurel, Miss.*
 11 COERS, Carl Richard, Jr., *Meridian, Miss.*
 12 CROSIER, Arthur Boone, *Laconia, Ind.*
 13 ELMORE, John Weslie, *College Hill, Miss.*
 14 GOODWIN, Lawrence Lester, Jr., *Paulette, Miss.*
 15 HENLEY, Alton Stevens, *Blue Mountain, Miss.*
 16 HOWIE, William Houston, *Jackson, Miss.*
 17 LAIRD, DeWitt, *Mendenhall, Miss.*
 18 LENOIR, James Otis, Jr., *McComb, Miss.*
 19 LILLY, Sale Trice, *Greenfield, Miss.*
 20 LILLY, Thomas Jackson, Jr., *Greenfield, Miss.*
 21 LINDSEY, Earle Harrison, *Jackson, Miss.*
 22 LOPER, Carl, *Lake, Miss.*
 23 MULLINS, William Prentiss, *Meadville, Miss.*
 24 OWEN, Edward Carey, *New Albany, Miss.*
 25 PARKER, John Howard, *Tula, Miss.*
 26 WALKER, Cyrus Benton, Jr., *Monticello, Miss.*
 27 WATKINS, John Thomas, *McComb, Miss.*
 28 WELSHANS, Wallace Alfred, *Rosedale, Miss.*

ALPHA-XI—April 30, 1927

- 40 McINTIRE, Paul Goodloe, *Charlottesville, Va.*
 41 TURNER, Nelson Thomas, *Annapolis, Md.*
 42 NELSON, Melvin Walter, *Waynesboro, Va.*
 43 STEVENS, Alfred Lewis, *Charlottesville, Va.*
 44 GRAHAM, Francis Smith, *Brockton, Mass.*

ALPHA-LAMBDA—May 2, 1927

- 32 HENDRICKS, Roy Alton, *Metter, Ga.*
 49 BERRY, Milton Curtis, *Elizabeth City, N.C.*
 50 PERKINS, Aubrey Alphonso, *Greensboro, N. C.*
 51 YELVERTON, John Bruce, *Goldsboro, N. C.*
 52 WILSEY, Dane Maxfield, *Andover, Mass.*
 53 PREVOST, Ralph Lee, Jr., *Waynesville, N. C.*
 54 MATTHEWS, Frank Egan, *Goldsboro, N. C.*
 55 THACKSTON, Clyde Davis, *Shelby, N. C.*
 56 SMITH, Young Merritt, *Asheville, N. C.*
 57 MORRISON, John Brady, *Statesville, N. C.*
 58 HOLLAND, Thomas Willard, *Big Rapids, Mich.*

ALPHA EPSILON—May 6, 1927

- 93 GYDESEN, Roy Henry, *Minneapolis, Minn.*
 94 OBERG, Sulo Ferdinand, *Duluth, Minn.*
 95 ANDREWS, Aloney Owen, *Owen, Wis.*
 96 SEAGREN, Stanley Frederick, *Chicago, Ill.*
 97 VAUGHAN, Bernard Martin, *Buffalo, Minn.*
 98 BORDEN, Robert E., *St. Paul, Minn.*
 99 MOE, Tiltman O., *Dickinson, N. D.*
 100 KLOPP, Clarence Gabriel, *Willmar, Minn.*

IOTA—May 7, 1927

- 120 REGIER, Walter Elmer, *Newton, Kan.*
 121 RAMSEY, George William, *El Dorado, Kan.*

ALPHA-PI—May 8, 1927

- 55 BAILEY, Merlin M., *Selma, Ind.*
 63 BULLARD, Harold C., *Mauwood, Ill.*
 68 BIGGS, Emerson Vance, *Williamsport, Ind.*
 69 BROWN, Rae Dean, *Flora, Ind.*
 70 FORKNER, Clarence B., *Terre Haute, Ind.*

- 71 JAMES, William C., *Logansport, Ind.*
 72 LARIMORE, Theodore Russell, *Moonsville, Ind.*
 73 SMALLWOOD, Arthur Russell, *Oolitic, Ind.*
 74 SMITH, Preston Edward, *Kokomo, Ind.*
 75 SPURGEON, Neil B., *Kokomo, Ind.*

UPSILON—May 12, 1927

- 187 ADELHELM, William Eugene Frederick, *Chicago, Ill.*
 188 SAILORS, Robert Eugene, *Taylorville, Ill.*
 189 BRINKMAN, Don Francis, *Pana, Ill.*
 190 GROMOLL, Irvin George, *Onarga, Ill.*
 191 ELLIS, Austin Harold, *Washington, Ind.*
 192 MOLDEN, Garris Terrell, *Kokomo, Ind.*
 193 PHIPPS, Gordon Arno, *Gary, Ind.*

MU—May 14, 1927

- 158 BOYD, Ralph Stewart, *Washington, D. C.*
 159 LEE, William Vincent, *Providence, R. I.*
 160 WOOD, Roy Joseph, *Providence, R. I.*

SIGMA—May 15, 1927

- 98 WARD, Fred M., *Provo, Utah*
 99 NELL, Glenn, *Bingham, Utah*
 100 HENRY, Paul L., *Eden, Idaho*

ALPHA-RHO—May 15, 1927

- 32 ST. CLAIR, Clare, *Longmont, Colo.*
 33 ANDERSON, Theodore G., *Canon City, Colo.*
 34 McGUIRE, Mervin Mitchell, *Monte Vista, Colo.*
 35 AABERG, Eric Chester, *Longmont, Colo.*
 36 VALLAT, Francis Nicholas, *Longmont, Colo.*

PHI—May 20, 1927

- 96 RICHARDSON, Melville Sumner, *Oakland, Calif.*
 97 COOK, Charles Elsworth, *Huntington Beach, Calif.*
 98 MORGAN, Robert Canfield, *Lakewood, Ohio*
 99 NEELEY, Arthur Earl Lee, *Durango, Colo.*
 100 WORTHAM, Wendell Lane, *Atlanta, Ga.*
 101 MILLER, Alfred Solomon, *Youngstown, Ohio*
 102 NIELSEN, Charles Freeman, *Chicago, Ill.*
 103 NISBET, James Hardy, *Los Angeles, Calif.*

ETA—May 21, 1927

- 87 ADAMS, Russell, *Paris, Ky.*
 88 COGSWELL, Henry Creston, *Lexington, Ky.*
 89 CROFT, Clarence Brasher, *Crofton, Ky.*
 90 JENKINS, Howard, *Madisonville, Ky.*
 91 LAYMAN, Leslie Holmes, *Elizabethtown, Ky.*
 92 McGURK, John Joseph, *Lexington, Ky.*
 93 ROBINSON, Henry, *Shandon, Ohio*
 94 VALADE, Clarence Milfred, *Detroit, Mich.*
 95 VALADE, Raymond Charles, *Detroit, Mich.*
 96 JENNINGS, Walter Wilson, *Carmi, Ill.*
 97 LELAND, Simeon Elbridge, *Madison, Ind.*
 98 McINTYRE, Robson Duncan, *Plains, Mont.*

EPSILON—May 22, 1927

- 158 DISTELHORST, Carl Frederick, *Burlington, Iowa*
 159 BAKER, Stanley M., *Muscatine, Iowa*
 160 TOBIN, Francis James, *Iowa City, Iowa*
 161 POMPA, Garret, *Pella, Iowa*
 162 LANDSBERG, Harold Wayne, *Linn Grove, Iowa*
 163 TAGGE, Arno Rudolph, *Davenport, Iowa*
 164 WESTWICK, Jesse M., *Williams, Iowa*

ALPHA-IOTA—May 22, 1927

- 77 BARRUM, Rex, *Des Moines, Iowa*
 78 McKINNIS, Gordon Clement, *Stockton, Kan.*
 79 RUHS, Vernon Vermandus, *Audubon, Iowa*
 80 THOMPSON, Ervin A., *Gilman City, Mo.*



INTERNATIONAL FRATERNITY OF
DELTA SIGMA PI



The Central Office
 ADAMS-FRANKLIN BUILDING, CHICAGO, ILL.
 Telephone Franklin 3476

The International Fraternity of Delta Sigma Pi was founded November 7, 1907, at New York University School of Commerce, Accounts and Finance, and is a professional commerce fraternity "organized to foster the study of business in universities; to encourage scholarship and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a high standard of commercial ethics and culture, and the civic and commercial welfare of the community." The fraternity was incorporated September 24, 1926, in the state of Illinois.

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SOUTHERN PROVINCE: C. R. Herron, *Mu*, Director, 1300 New Hampshire Ave., Washington, D. C.

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II	Iota and the Kansas City Alumni Club	H. Emmons Kincaid, <i>Upsilon</i>
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IV	Alpha-Delta	Merle Loder, <i>Alpha-Delta</i>
V	Alpha-Epsilon, Alpha-Eta, Alpha-Mu and the Twin Cities Alumni Club.	C. R. Teich, <i>Alpha-Epsilon</i>

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II	Sigma and Salt Lake City Alumni Club	Melvin Van Streeter, <i>Sigma</i>
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IV	Alpha-Nu and Alpha-Rho	J. T. Coatsworth, <i>Upsilon</i>

THE UNDERGRADUATE CHAPTER DIVISION

ALPHA—New York University, School of Commerce, Accounts and Finance Chapter House, 26 W. 11th St., New York, N. Y. Tel. Watkins 10422

Head Master.....J. Joseph Keane.....1008 Summit Ave., New York, N. Y.
ScribeEdwin J. Carroll.....1910 University Ave., New York, N. Y.
TreasurerCharles A. Snyder.....1167 E. 32nd St., Brooklyn, N. Y.

BETA—Northwestern University, School of Commerce (Chicago Division) Chapter House, 42 Cedar Street, Chicago, Ill. Tel. Delaware 4620-4261

Head Master.....Thos. H. Wright.....4950 N. Albany Ave., Chicago, Ill. Keystone 4289
ScribeLloyd M. Clady.....42 Cedar St., Chicago, Ill.
News Editor.....Harold D. Bue.....1746 Humboldt Boul., Chicago, Ill.

GAMMA—Boston University, College of Business Administration

Head Master.....Ernest L. Collins.....91 St. Botolph St., Boston, Mass.
ScribeJean L. Drapeau.....1043 Beacon St., Boston, Mass.
TreasurerJohn F. Frawley.....43 Baldwin St., Charlestown, Mass.

DELTA—Marquette University, College of Business Administration Chapter House, 130 14th St., Milwaukee, Wis. Tel. Grand 1005

Head Master.....Clarence A. Pfeffer.....130 14th St., Milwaukee, Wis.
ScribeA. Hartmann.....130 14th St., Milwaukee, Wis.
TreasurerAlfred Leonard.....130 14th St., Milwaukee, Wis.

EPSILON—University of Iowa, College of Commerce Chapter House, 527 E. College St., Iowa City, Iowa. Tel. 2277

Head Master.....Cecil C. Bolsinger.....527 E. College St., Iowa City, Iowa
ScribeEdmund L. Fuller.....527 E. College St., Iowa City, Iowa
TreasurerElmer H. Gabel.....527 E. College St., Iowa City, Iowa

ZETA—Northwestern University, School of Commerce (Evanston Division)

Head Master.....Frank E. Church.....Delta Tau Delta House, Evanston, Ill. Univ. 908
ScribePaul W. Fairchild.....Sigma Chi House, Evanston Ill. Univ. 1317
TreasurerRobert Rusch.....Delta Tau Delta House, Evanston, Ill. Univ. 908

ETA—University of Kentucky, College of Commerce

Head Master.....Leroy M. Miles.....601 E. Main St., Lexington, Ky. Tel. 2958
ScribeJ. Philip Glenn.....211 E. Maxwell St., Lexington, Ky.
TreasurerLon B. Rogers.....505 E. Main St., Lexington, Ky. Tel. 750

THETA—University of Detroit, School of Commerce and Finance Chapto: Quarters, Detroit Union House, 676 E. Jefferson Ave., Detroit, Mich. Tel. Cherry 2939

Head Master.....Rowland B. Hill.....1052 E. Grand Blvd., Detroit, Mich. Lincoln 1617M
ScribeL. Gordon Goodrich.....1523 E. Jefferson Ave., Detroit, Mich.
CorrespondentJ. M. Carlisle.....2681 E. Jefferson Ave., Detroit, Mich.

IOTA—University of Kansas, School of Business

Chapter House, 1244 Louisiana St., Lawrence, Kans. Tel. 1288

Head Master.....Arnold A. Carlson.....1244 Louisiana St., Lawrence, Kan.
ScribeJames E. Dent.....1244 Louisiana St., Lawrence, Kan.
CorrespondentMartin Wallingford.....1244 Louisiana St., Lawrence, Kan.

KAPPA—Georgia School of Technology, School of Commerce

Head Master.....Hugh W. Russey.....P. O. Box 1498, Atlanta, Ga.
ScribeFrank W. Butler.....198 Woodward Ave., Atlanta, Ga.
CorrespondentRaleigh Arnall.....21 North Ave., N. W., Atlanta, Ga.

LAMBDA—University of Pittsburgh, School of Business Administration Chapter Quarters, Hotel Chatham, 423 Penn Avenue, Pittsburgh, Pa. Tel. Atlantic 6060

Head Master.....Herbert W. Wehe.....1349 Methyll Ave., Pittsburgh, Pa. Lehigh 3678R
ScribeRoy J. Steinbrink.....149 Anabella St., Mt. Washington, Pittsburgh, Pa.
TreasurerGeorge W. Stanton, Jr.....5806 Rural St., Pittsburgh, Pa. Montrose 5335

MU—Georgetown University, School of Foreign Service

Chapter House, 1300 New Hampshire Ave., Washington, D. C. Tel. North 9961

Head Master.....John F. Healy.....1300 New Hampshire Ave., Washington, D. C.
ScribeJames F. Clancy.....1300 New Hampshire Ave., Washington, D. C.
TreasurerClarence E. Birgfeld.....1300 New Hampshire Ave., Washington, D. C.

NU—Ohio State University, College of Commerce

Chapter House, 172 15th Ave., Columbus, Ohio. Tel. Univ. 1576

Head Master.....Calvin Sommer.....172 15th Ave., Columbus, Ohio
ScribeTom L. Wheeler.....172 15th Ave., Columbus, Ohio
CorrespondentJohn W. Lucas.....172 15th Ave., Columbus, Ohio

XI—University of Michigan, School of Business Administration

Chapter House, 1502 Cambridge Road, Ann Arbor, Mich. Tel. 5518

Head Master.....Clare M. Harder.....1502 Cambridge Road, Ann Arbor, Mich.
ScribeCharles N. Staubach.....1502 Cambridge Road, Ann Arbor, Mich.
TreasurerRobert M. Birdseye.....1502 Cambridge Road, Ann Arbor, Mich.

OMICRON—Vanderbilt University, Department of Commerce

Head Master.....Chas. E. Crouch.....212 21st Ave. S., Nashville, Tenn. Tel. 7314
ScribeJames W. Seal.....Kissam Hall, Nashville, Tenn.
CorrespondentEd. Harris.....356 Wesley Hall, Nashville, Tenn.

PI—University of Georgia, School of Commerce

Head Master.....E. D. Newton, Jr.....Sigma Alpha Epsilon House, Athens, Ga.
ScribeCornelius YasonChi Phi House, Athens, Ga.
TreasurerR. E. McTigue.....Alpha Tau Omega House, Athens, Ga.

RHO—University of California, College of Commerce

Head Master.....Walter Peterson.....2428 College Ave., College Ave., Berkeley, Calif.
ScribeJack Kemp, Jr.....2335 Piedmont Ave., Berkeley, Calif.
TreasurerEric Stanford.....2728 Durant Ave., Berkeley, Calif.

SIGMA—University of Utah, School of Commerce and Finance

Head Master.....Albert E. Noall.....520 W. 4th St. N., Salt Lake City, Utah. Was. 2011M
ScribeKenneth L. Ward.....2 E. 45th South, Murray, Utah. Murray 60
TreasurerStanley C. Ellison.....Layton, Utah

TAU—McGill University, School of Commerce

Chapter House, 461 Sherbrooke St., Montreal, Quebec. Uptown 3580

Head Master.....George J. M. Stark.....461 Sherbrooke St., Montreal, Quebec
ScribeHenry L. Ritchie461 Sherbrooke St., Montreal, Quebec
TreasurerA. R. Wright.....461 Sherbrooke St., Montreal, Quebec

UPSILON—University of Illinois, College of Commerce and Business Administration

Chapter House, 709 S. Second St., Champaign, Ill. Tel. 2440

Head Master.....Stanley J. Schrom.....709 S. Second St., Champaign, Ill.
ScribeWm. H. Lichty.....709 S. Second St., Champaign, Ill.
Correspondent ...C. H. Andrews.....709 S. Second St., Champaign, Ill.

PHI—University of Southern California, College of Commerce and Business Administration

Chapter House, 2653 Ellendale Place, Los Angeles, Calif. Tel. BE-8559

Head Master.....George E. Jansen.....2653 Ellendale Place, Los Angeles, Calif.
ScribeW. Kermit Wilson.....2653 Ellendale Place, Los Angeles, Calif.
Correspondent ...G. H. Andrews.....3567 S. Vermont Ave., Los Angeles, Calif.

CHI—Johns Hopkins University, School of Business Economics

Chapter House, 923 St. Paul St., Baltimore, Md. Tel. Vernon 0478

Head Master.....George H. Murdock.....923 St. Paul St., Baltimore, Md.
ScribeLewis E. Duffy.....923 St. Paul St., Baltimore, Md.
TreasurerWalter L. Specht.....3102 N. Calvert St., Baltimore, Md.

PSI—University of Wisconsin, Course in Commerce

Chapter House, 132 Breese Terrace, Madison, Wis. Tel. Fairchild 1725

Head Master.....Francis C. Towle.....132 Breese Terrace, Madison, Wis.
ScribeReuben T. Lueloff.....132 Breese Terrace, Madison, Wis.
TreasurerOscar E. Siren.....132 Breese Terrace, Madison, Wis.

OMEGA—Temple University, School of Commerce

Chapter House, 2011 N. Broad St., Philadelphia, Pa. Tel. Col. 10040

Head Master.....Harold V. Hyde.....2011 N. Broad St., Philadelphia, Pa.
ScribeRobert F. Kohr.....2011 N. Broad St., Philadelphia, Pa.
Correspondent ...Roy L. Gustavson.....2011 N. Broad St., Philadelphia, Pa.

ALPHA-BETA—University of Missouri, School of Business and Public Administration

Head Master.....J. A. Laws, Jr.....600 Conley Ave., Columbia, Mo.
ScribeJewett A. Davidson.....718 Maryland Ave., Columbia, Mo. Tel. 277
Correspondent ...Hubert R. Mason, Jr.....719 Hitt St., Columbia, Mo.

ALPHA-GAMMA—Pennsylvania State College, Department of Commerce and Finance

Head Master.....R. L. Tripp.....Delta Sigma Phi House, State College, Pa. Tel. 479
ScribeW. F. Stimmel.....Omega Epsilon House, State College, Pa. Tel. 97
TreasurerW. H. Denny.....Phi Gamma Delta House, State College, Pa. Tel. 32

ALPHA-DELTA—University of Nebraska, School of Business Administration

Head Master.....Wayne Gratigny1503 H St., Lincoln, Neb. Tel. B3907
ScribeArthur Croft1412 R. St., Lincoln, Neb. Tel. B4452
TreasurerHarold Douthitt.....2740 R St., Lincoln, Neb. Tel. B2326

ALPHA-EPSILON—University of Minnesota, School of Business

Chapter House, 1405 Sixth St. S. E., Minneapolis, Minn. Tel. Dins. 3417

Head Master.....Norman H. Erskine.....1780 Goodrich Ave., St. Paul, Minn. Tel. Em. 4239.
ScribeTilman O. Moe.....1615 4th St. S. E., Minneapolis, Minn. Tel. Gl. 7387
Correspondent ...Gordon M. Larson.....1405 Sixth St. S. E., Minneapolis, Minn. Tel. Di. 3417

ALPHA-ZETA—University of Tennessee, School of Commerce

Head Master.....Joe Bybee.....1633 W. Clinch Ave., Knoxville, Tenn.
ScribeRalph Youngsteadt.....603 W. Main St., Knoxville, Tenn.
TreasurerFrank A. Elliott.....1816 W. Cumberland Ave., Knoxville, Tenn.

ALPHA-ETA—University of South Dakota, Department of Economics

Head Master.....Marshall Davis.....Park Ave., Vermillion, S. D.
ScribeFrancis Barton.....408 E. Main St., Vermillion, S. D. Tel. 65
TreasurerLloyd V. Elmen.....Vermillion, S. D.

ALPHA-THETA—University of Cincinnati, College of Engineering and Commerce

Head Master.....Gordon W. Schroedel.....230 Klotter Ave., Cincinnati, O. West 9383R
ScribeGeorge O. Peters.....2124 Fulton Ave., Cincinnati, Ohio. Woodburn 1545L
TreasurerLouis Keck.....6660 Kennedy Ave., Cincinnati, Ohio. Norwood 517Y

**ALPHA-IOTA—Drake University, College of Commerce and Finance
Chapter House, 2838 University Ave., Des Moines, Iowa. Tel. D-8463**

Head Master.....Walter C. Weissinger.....806 Walker St., Des Moines, Iowa
ScribeGeorge Huff.....1524 Center St., Des Moines, Iowa. Tel D-3765W
TreasurerLester Snyder.....2838 University Ave., Des Moines, Iowa

**ALPHA-KAPPA—University of Buffalo, Department of Commerce
Chapter House, 306 Bryant St., Buffalo, N. Y.**

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ScribeHerbert A. Kopper.....809 Tacoma Ave., Buffalo, N. Y. Cres. 8069
TreasurerFred W. Sullivan.....292 W. Tupper St., Buffalo, N. Y. Tup. 9732L

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ScribeGlenn C. Stocker.....95 University Terrace, Athens, Ohio. Tel. 877
CorrespondentCarl W. Slack.....95 University Terrace, Athens, Ohio. Tel. 877

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TreasurerClarence B. Forkner.....South Hall, Bloomington, Ind. Tel. 579-W

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Head Master.....George H. Tuft.....620 12th St., Boulder, Colo.
ScribeRobert W. Gibson.....1550 Broadway, Boulder, Colo. Tel. 465
TreasurerCharles A. Clark.....1550 Broadway, Boulder, Colo. Tel. 465

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ScribeLaurence A. Duncan.....Box 1111, University, Ala.
TreasurerHarry V. Mitchell.....519 Ninth St., University, Ala.

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Chapter House, 112 Montpelier Ave., Macon, Ga. Tel. 5674

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ScribeThomas B. Harrell.....112 Montpelier Ave., Macon, Ga. Tel. 9119
CorrespondentStokes Walton.....Mercer University, Macon, Ga. Tel. 9119

ALPHA-UPSILON—Miami University, School of Business

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ScribeC. Rollin Niswonger.....Sigma Chi House, Oxford, Ohio. Tel. 241
TreasurerStephan Gurley.....231 Ogden Hall, Oxford, Ohio. Tel. 214

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The 1927 MEMBERSHIP DIRECTORY



will be compiled during the summer months and will be distributed before the next issue of THE DELTA-SIG appears. This directory will contain the business and residential addresses of every member of the fraternity, and will be grouped first by chapters, then alphabetically and then geographically. The Volume will contain approximately 4500 names and will occupy some 275 to 300 pages. It is proposed to issue semi-annual supplements containing all additions and corrections. You will receive during the summer months a form on which to report your correct addresses, business connections and telephone numbers. If this report is properly filled out and returned to The Central Office promptly, you will be listed correctly. We urge the co-operation of every member of the fraternity in this connection. The Delta Sigma Pi directory will be available for distribution on or about October 1st of this year.



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