

MARCH 1936



DELTA SIG

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THE DIRECTORY OF DELTA SIGMA PI

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Founded at New York University, School of Commerce, Accounts
and Finance, on November 7, 1907, by Alexander F. Makay,
Alfred Moysello, Harold V. Jacobs and
H. Albert Tienken.



A 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 CENTRAL OFFICE OF DELTA SIGMA PI

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DIRECTORY OF ACTIVE UNDERGRADUATE CHAPTERS

The university name is followed by the chapter name and year of installation. Permanent chapter house addresses and telephone numbers are shown; otherwise the name and address of the Head Master is indicated. Unless otherwise indicated, all addresses are the same as the location of the chapter.

- | | |
|---|---|
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David P. Yon, Phi Kappa Tau House. |
| COLORADO (Alpha Rho, 1926), University of Colorado, School of Business Administration, Boulder, Colo.
Charles S. Barnum, Jr., 1091 14th St. | |

THE DELTASIG

The Editor's Foreword

OF DELTA SIGMA PI

THE TWELFTH GRAND CHAPTER CONGRESS of Delta Sigma Pi to be held in Atlanta, Ga., next September promises to be one of the most enjoyable and interesting in the history of the fraternity. This is our first meeting in the South. The previous eleven meetings have been held, four in New York, in 1914, 1916, 1920, and 1924; three in Chicago, in 1916, 1922, and 1933; and one each in Boston in 1916, Madison, Wis., in 1926, Champaign, Ill., in 1928, and Detroit in 1930.

I AM WONDERING whether all of the members of Delta Sigma Pi fully appreciate the opportunities for combining their vacation period and the Grand Chapter Congress in one glorious motor trip. About three-fourths of the entire membership of the fraternity reside within two days motor drive, or less, from Atlanta. In two weeks one would have ample opportunity of attending the convention, and visiting many of the following sections and cities in which you might be interested: Texas, New Orleans, Biloxi, Mississippi, Florida, the Atlanta Coast Line territory including Charlestown, S.C., Pinehurst, N.C., Norfolk, Va., Washington, Baltimore, Atlantic City, Philadelphia, New York, New England, the Adirondacks, Canada, Detroit, Chicago, and other points. Why not plan a two weeks motor trip and really see a generous part of our glorious country?

EXCELLENT PAVED roads abound everywhere. Your expenses can be just as low or as high as your pocketbook dictates. Join up with some other members who desire to participate in the same sort of a trip, and thoroughly enjoy every bit of it. And at an all-time low cost. Members are urged to write frankly of their wants in this connection, and if the Central Office can be the means of putting some of our members in touch with others, with the ultimate object in mind of making possible an enjoyable and profitable vacation trip in company with interesting traveling companions, we will be delighted to be of service to you.

BUT MAKE THE trip to Atlanta, no matter how it must be made. We assure you a delightful trip, a swell time, and interesting companions. What more can anyone ask?

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H. G. Wright, Editor

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DELTA SIGMA PI is a charter senior member of the Professional Interfraternity Conference, organized in 1928 to encourage high scholarship, professional research, advancement of professional ethics, and the promotion of a spirit of comity among the professional fraternities in the advancement of fraternity ideals.

The members of the Conference are: ARCHITECTURE, Alpha Rho Chi, Scarab, CHEMISTRY, Alpha Chi Sigma. COMMERCE, Alpha Kappa Psi, Delta Sigma Pi. DENTISTRY, Delta Sigma Delta, Psi Omega, Xi Psi Phi. EDUCATION, Kappa Phi Kappa, Phi Delta Kappa, Phi Epsilon Kappa, Phi Sigma Pi. ENGINEERING, Theta Tau, Sigma Phi Delta. LAW, Gamma Eta Gamma, Delta Theta Phi, Phi Alpha Delta, Phi Beta Gamma. SIGMA NU PHI, Sigma Delta Kappa. MEDICINE, Alpha Kappa Kappa, Nu Sigma Nu, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Rho Sigma, Theta Kappa Psi. PHARMACY, Kappa Psi.





THE GRAND PRESIDENT'S PAGE

E. L. SCHUJAHN, Wisconsin
Grand President of Delta Sigma Pi

SOMEONE once remarked that, after all, a college career was very much like the career of business which follows, except that generally the college career was only four years long and you could make a mistake without endangering the family's bread-and-butter! And it seems to be more than merely a coincidence that the men who succeeded on the campus, both in scholarship and in campus activities, generally succeed in business life. Why? One reason may be that the business world does give a break to the college man who has proven by his record of managing this, that, or the other thing on the campus, that he does have some idea regarding what it takes to manage a business, a department, or a branch office. And another reason may be that business is looking for these qualities of initiative and aggressiveness which are

necessary to success on the campus, and even more in the business world. And then there's the experience. Much of this experience can be gained right within the confines of your own chapter of Delta Sigma Pi. True, there can be but one head master, one senior warden, one treasurer, one scribe, and so on. But there IS an opportunity for each member, an opportunity, for him to show his ability to organize, to sell, and to manage. And as the individual gains, so does the chapter.

Maybe your chapter's immediate problem is one of membership. This presents the opportunity for several members to develop their sales ability in helping the senior warden select, approach, and close with eligible neophytes! Or several of the brothers get together with the head master and others and plan, organize, and promote a successful program of smokers, with several outstanding speakers, which also involves the sales problem of selling busy business men the idea of coming out and presenting their talks. And that sometimes is indeed a real sales problem. Or your chapter scholarship may be a little lower than it should; a good organizer can lick that one by forming a scholarship committee, assigning certain "sharks" to help with this subject or that. It's organization and follow-through that counts. Perhaps you may feel that your chapter is lagging in its social program; then plan a new entertainment program and sell it to the master of festivities, and to your chapter; mighty good experience for the chap who expects to go out later on and sell the products of the company he will then be working for.

Honestly, Brother Deltasig, there are so many opportunities for the development of business talent and one's personality right within our own chapters that at times it seems hard for some of us older heads to understand why this chapter or that is not quite up to snuff, why this chapter is low on membership, or that one hasn't a sound professional program, or why another chapter seems to be always having difficulty collecting and paying its bills. It seems strange, because these chapters are composed of young fellows who expect to run business concerns some day, and believe you me, your board of directors would toss you right out of the front door if you ran some phases of your business the way some of our chapters are being run today! There's really no need for chapter weakness when our chapters are composed of young men who, presumably at least, have determined to make business their career. Let them try themselves out, on the campus, within their own chapters, and gain valuable training and experience!

Next September we meet for our Twelfth Grand Chapter Congress in Atlanta. That gives our chapter but a few months to get their affairs into shape, so we can meet the delegates from other chapters and report that we made things hum these last few months, and that conditions on our campus are now on the up and up! It can be done, and everyone who participates will gain in valuable experience, in selling, managing, executing operations and above all, in developing one's own personality, all of which will come in mighty handy later on in business.



THE DELTASIG OF DELTA SIGMA PI

Volume XXVIII

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MARCH

1936



Grand Chapter Congress to Meet in Atlanta

ON TO ATLANTA! Next September is convention time, and scores of members of Delta Sigma Pi will be heading south to Atlanta, Ga., where the Twelfth Grand Chapter Congress will be held beginning on Tuesday, September 15, and continuing through Friday, September 18, 1936. There is an unusual amount of interest in this coming meeting. This will be our first southern convention, and Kappa chapter at Atlanta, always famous for its cordial hospitality in welcoming traveling brothers will do everything within their power to outdo themselves. You should start making plans, and saving your money, in order to be a participant at this memorable meeting.

Have you ever been to a Delta Sigma Pi Grand Chapter Congress meeting? If you haven't, you have missed something. At any rate, we advise you to attend this year. You cannot fully appreciate the national size and scope of the fraternity until you have attended a meeting of the Grand Chapter where you have plenty of opportunity to meet members from all over the country, work with them, play with them, live with them, and plan the future development of the fraternity with them. You will never encounter so much entertainment, so many real friends, and so much inspiration in your entire life as you will find packed into these four busy days. There will be scores of undergraduates present; so you undergraduates will find plenty of companions, of your own age, and ideals. There will also be many scores of alumni on deck, from all points of the compass. You alumni will find plenty of congenial companions, of your own age and in-

terests in life. Bring your wife, or family. By all means come prepared to have a swell time. If you want to golf, you will find plenty of it, on fine courses. If you just want to loaf and relax and enjoy a good rest, this can also be done. If you are interested in motoring, and desire to see a lot of the country, make Atlanta the destination of a delightful two or three weeks trip. But by all means, go to Atlanta next September!

Atlanta, with a population of 360,000 is the largest city in Georgia, and is also the largest city between Washington, D.C., and New Orleans, La. County seat of Fulton County, and capital of the state of Georgia, it is located near the foothills of the Appalachian Mountains. It is the principal cultural, industrial, and commercial city of the South. A city famous for its beautiful residences, interesting from a historical point of view, a great education center, it is within 24 hours train ride of two-thirds of the population of the United States, or less than two days drive by automobile. Because of its central location and other advantages—including its relatively cool climate—Atlanta has become the favorite convention center of the South.

The region about Atlanta was held by the Creek Indians until ceded to the state in 1821. Georgia was one of the original thirteen colonies. It was not inhabited by whites until 1833 when Hardy Ivy built a log cabin there. Four years later this clearing was selected by engineers as the end of the proposed state railroad. The village which sprang up was known as Terminus until 1843 when its name was changed to Marthasville in honor of the daugh-

ter of Governor Wilson Lumpkin; in 1847 the present name was adopted. The city, the focus of Southern trade and a center of her strength, became the objective of Sherman's invasion of Georgia in 1864. The Battle of Atlanta occurred July 22, but the city, staunchly defended was not taken until September 2; practically the entire city was burned November 16 when Sherman started on his march to the sea. Atlanta was made the temporary capital of the state in the Reconstruction period (1868); by a vote of the people in 1887 this change was made permanent.

Transportation

Transportation expenses, whether you come by automobile, railroad, or bus, will be the lowest in fraternity history. Railroad fares from the east and north have recently been reduced, and further reductions have been tentatively announced for June. Consult your local agent for full particulars or write the Central Office of the fraternity after June 1 for literature which will be released at that time giving full details.

Experience at previous Grand Chapter meetings indicates that the majority of visitors to our meeting will travel by automobile. Members will find excellent paved roads radiating in all directions from Atlanta and many points of great historical interest to visit en route to or returning from our convention city. For the convenience of our members who will motor to our convention the Grand Council has selected dates in the middle of the week for holding the convention activity. Members residing in such large centers of Deltasig population as New York, Boston, Philadelphia, Baltimore, Washington, Pittsburgh, Detroit, Chicago, Milwaukee, Kansas City, Omaha, St. Louis and others will find the trip an easy two day drive each way. The opening banquet being held on Tuesday night, with the business sessions and social activity on Wednesday and Thursday, will enable members to leave their homes Saturday afternoon or Sunday morning, make the trip to Atlanta in easy stages, stopping for sightseeing en route, attend the Grand Chapter Congress, start home late Friday or early

Saturday and be back in their home town late Sunday evening, being gone one week. Several automobile caravans are now being formed in various cities and any member desiring to join with other members in making the trip to Atlanta, and sharing expenses, should communicate with the Central Office who will be glad to put you in touch with the proper parties. Members desiring to drive their cars and who would like to have others accompany them should also make known their wants. Three or four members driving in one automobile will find the cost of transportation negligible.

Expenses en route can be made as much or as little as you want to have them. Excellent hotels, private homes and tourist camps dot the highways. Resolve to take your vacation next September, attend the fraternity convention, and also see many interesting parts of the country.

Hotel Headquarters

The success of any fraternity convention rests largely on the facilities provided for the delegates and visitors to eat, sleep, work, and play together. With those foremost in mind the Grand Council has selected the Atlanta-Biltmore Hotel for our convention headquarters in Atlanta. This modern 600 room hotel, superbly equipped, is one of the famous hotels of the South. Located about a mile from the center of the business district, with ample free parking facilities, it is only six or seven minutes from the heart of the downtown district. Busses and street cars go direct from the hotel to the business district and all railroad stations. Especially attractive room rates have been contracted for for the week of our meeting. All rooms are exceptionally large and have private bath and the rates will be: single rooms, \$3 per day; rooms for two persons, double bed, \$4.50 per day, or with twin beds, \$5 per day; room for three persons, individual beds, \$6 per day. Since all of the convention activity will be held at the Atlanta-Biltmore members will find it particularly convenient and also economical to stop there during the convention. Hotel reservations should be made as far in advance as possible and through the Central Office of the fraternity.

Automobile Mileage (one way) to Atlanta, Georgia

Miles	From	Miles	From	Miles	From	Miles	From
716	Ann Arbor, Mich.	475	Cincinnati, Ohio	840	Kansas City, Mo.	735	Pittsburgh, Pa.
70	Athens, Ga.	684	Columbia, Mo.	201	Knoxville, Tenn.	402	Raleigh, N.C.
121	Auburn, Ala.	249	Columbia, S.C.	880	Lawrence, Kan.	589	St. Louis, Mo.
963	Austin, Tex.	570	Columbus, Ohio	1050	Lincoln, Neb.	2048	Salt Lake City, Utah
712	Baltimore, Md.	1493	Denver, Colo.	2340	Los Angeles, Calif.	872	State College, Pa.
575	Baton Rouge, La.	966	Des Moines, Iowa	857	Madison, Wis.	849	Trenton, N.J.
520	Bloomington, Ind.	730	Detroit, Mich.	822	Milwaukee, Wis.	220	Tuscaloosa, Ala.
1182	Boston, Mass.	744	Evanston, Ill.	1170	Minneapolis, Minn.	1193	Vermilion, S.D.
1540	Boulder, Colo.	361	Gainesville, Fla.	903	New York, N.Y.	892	Waco, Tex.
900	Buffalo, N.Y.	1507	Grand Forks, N.D.	1057	Omaha, Neb.	672	Washington, D.C.
442	Chapel Hill, N.C.	1900	Halifax, N.S.	516	Oxford, Ohio		
731	Chicago, Ill.	869	Iowa City, Iowa	814	Philadelphia, Pa.		

Program

The following program has been tentatively agreed upon:

TUESDAY, SEPTEMBER 15

Registration and assignment of rooms
Sightseeing
Grand Chapter Banquet, 6:30 P.M.

WEDNESDAY, SEPTEMBER 16

Opening Business Session, 9:30 A.M.
Luncheon, 1 P.M.
Business Session, 2 P.M.
Model Initiation, 5 P.M.
Grand Chapter Stag Party, 7 P.M. to ?
(And what a party this will be!)

THURSDAY, SEPTEMBER 17

Business session, 9:30 A.M.
Luncheon, 1 P.M.
Final Business Session, 2 P.M.
Official photograph
Grand Chapter Dinner-Dance, 7:30 P.M.

FRIDAY, SEPTEMBER 18

Sightseeing Trips around the city
Trip to Stone Mountain
Athletic events

Expenses

The Twelfth Grand Chapter Congress of Delta Sigma Pi will indeed be an inexpensive one. We will follow our usual practice of underwriting the overhead cost of the meeting through a nominal registration fee paid by all. The Grand Chapter and the visiting members appreciate the courtesies extended by the host chapter and alumni and realize that the entertainment of a large number of visitors represents a huge amount of work on the part of several committees. We do not expect such entertainment to impose an undue financial burden on the hosts, however. It is therefore customary to prepare a budget of the overhead cost of the convention, aside from lodging and meals, and to divide the cost equally among those participating. The Registration Fee for the 1936 meeting will in all probability be \$4, which will include the Grand Chapter Banquet on Tuesday evening, the Grand Chapter Stag Party on Wednesday evening, a chance on the all-diamond Delta Sigma Pi badge to be given away during the meeting, the convention newspaper, and other entertainment and sightseeing features. Tickets may also be purchased for any individual event, but a saving can be made through paying the Registration Fee. The Grand Chapter Dinner-Dance on Thursday evening will be the highlight of the entire convention program, and will climax an enjoyable meeting. This will be held in the beautiful and famous Georgian Ball Room of the Atlanta-Biltmore Hotel, one of Atlanta's best orchestras will provide the music, and scores of Southern belles will be in

attendance. Yes, one for you if you wish! There will also be professional entertainment, and dancing will continue until the wee hours of the morning. Tickets for this event will be around \$4 or \$5 per couple.

Entertainment for the Ladies

A special committee of wives and sisters of Kappa chapter members and alumni will see to it that all visiting ladies are royally entertained during the meeting. In addition to several sightseeing trips around Atlanta and the nearby points of interest, there will be visits to the shopping district, a bridge party or two, and a theatre party. The ladies will be kept mighty busy during this meeting, so by all means plan on bringing your family with you.

Diamond Badge Drawing

A beautiful all-diamond Delta Sigma Pi badge, valued at over \$130, will be presented to some lucky member present at the Grand Chapter Congress before its adjournment. Every member registering will be given a free chance on this badge. Members who have attended previous Grand Chapter meetings will vividly recall the great enthusiasm surrounding this traditional drawing, which will take place at one of the regular scheduled convention activities. The thrill of a life-time is experienced when the drawing continues to the last few names, and yours is still among those to be drawn! Then the big thrill for the lucky winner!! Ask some of the previous winners: Charlie Munz in Chicago in 1922; Eugene D. Milener in Madison in 1926; Glenn Gilman in Champaign in 1928; Joe Lord in Detroit in 1930, and Ed Mayer in Chicago in 1933.

Chapter Delegates

Every active chapter of the fraternity should select its delegate, and alternate, by June 1, and report their selection to the Central Office of the fraternity on Form D. In order to be entitled to representation and vote at the Grand Chapter Congress the undergraduate chapter must be in good standing in the fraternity, have all initiation fees, dues, etc., paid in full, shall have filed the necessary reports required by the fraternity, shall not be on probation or under suspension, and shall send one delegate, who shall be an active member of the chapter which he represents, regularly enrolled in the school, college, or department of commerce and business administration where the chapter is situated, and who will return as a student the following semester. Each chapter who qualifies for representation is entitled to one vote; there is no voting by proxy. Every chapter should elect at least one alternate so that in case of sickness or for any other reason the delegate is unable to be present, the alternate can represent your chapter. A detailed manual of procedure will be released by the Central Office in April outlining all the requirements necessary to be met, the traveling allowances provided each chapter in good stand-

(Continued to page 70)

Accounting Problems Involved Under the Social Security Act

By John L. McKewen, *Chi Chapter*

Member of the accounting firm of Irving & McKewen, Baltimore

THE importance of the payroll tax under the Social Security Act is evidenced by the fact that ultimately an employer will pay a tax of \$81.90 per annum on an employee whose salary is \$25.00 per week. $52 \times \$25 \times 6.3 = \81.90 . The size of the tax is further emphasized by the fact that in many instances the taxes to be paid under this law will be greater than all other Federal, State, and Local Taxes now being paid. Therefore it is the accountant's responsibility to see that management pays no greater tax than that for which they are responsible.

It will be the auditor's responsibility to determine that the payroll system is so constructed that the proper liability is reflected for Old Age Benefit and Unemployment Insurance Taxes to both the State and Federal governments, and that the proper liability is recorded for the tax withheld from an employee for Old Age Benefit. It will also be the auditor's responsibility to determine any existing tax liability payable by the taxpayer, on payrolls of others; such as sub-contractors.

In the preparation of a cash budget, provision must of necessity be made for the payment to the Federal and State governments, the taxes accrued on payrolls. The funds withheld from the employees, representing their contribution to the Old Age Pension Fund, should not be co-mingled with the general funds of the organization. In fact a trustee fund should be created for the tax to be ultimately paid for Unemployment and Old Age Benefit.

Many corporations, especially Public Utilities, have accumulated over a period of years their own Pension Funds. With the introduction of the "Social Security Act," the question arises as to what disposition will the employer make of these funds so accumulated. It would appear that part of the funds may now be released to the corporation. If the Federal Government is to pay the employees of the corporation a pension at the age of 65, the necessity for the fund no longer exists. However, it may be found that part of the fund must still be retained in order that it will be sufficient to pay employees the difference between the Federal Old Age Benefit and the pension agreed to be paid heretofore by the corporation.

Consideration must be given to the proper classification of the respective taxes for purposes of the manufacturing and operating statements. It would appear that both Unemployment and Old Age Benefit Taxes should be classified in the same manner in which the payroll on which they are based, are

classified. Obviously, the payroll taxes will result in an increased production cost, which will necessitate the revamping of cost records.

Under most State Unemployment Insurance Laws a credit is allowed the taxpayer for the stabilization of employment in his particular organization. In other words, the annual unemployment insurance tax payable by him is determined upon his ability to maintain a consistent demand for labor throughout the year. With the incentive of a reduced tax rate, because of stabilization of employment, season peaks may be eliminated, and an even flow of production throughout the year may result. It will no doubt, be the accountants' responsibility to determine for management, the relative loss in profits occasioned by the discontinuance of the manufacturing of a product, which necessitates additional labor for several months during the year only, as compared to the loss of the reduced tax rate because of unstabilization occasioned by the manufacturing of this product.

Where organizations heretofore paid a flat commission rate to salesmen, it will be advantageous commencing January 1, 1936 to pay a lesser commission rate, and either the actual expenses of the salesman or a flat monthly allowance. This will obviously save taxes, as the commissions only will be included in the payroll. Under the Social Security Act, the tax is not only to be paid on the cash payroll, but also on payments made in kind, such as subsistence, including lodging, clothing, etc. Accountants therefore will be called upon to determine the value of such payroll items.

Grand Chapter Congress to Meet in Atlanta

(Continued from page 69)

ing, and full information of particular interest to delegates. Delegates should consider the advantages of taking their traveling allowance and subsidize an automobile of brothers to make the trip with them to Atlanta. The traveling allowance is usually more than enough to take care of the direct costs of automobile travel; the only expenses the members would have would be their personal expenses, such as meals, lodging, and entertainment.



DENTON A. FULLER, JR.

Alumni Placing Service Committee Goes Into Action

**Here Is the First Public Announcement of This
All-Important Committee; Many Cities Are Organ-
izing Local Committees Throughout the Country.**

THE ALUMNI PLACING SERVICE recently established by Delta Sigma Pi offers unlimited possibilities. Coöperation is the keynote to the success of the project. Nothing superhuman is contemplated, but outstanding accomplishments will result provided the wholehearted support of our alumni is available. This service is now operating on a nation-wide basis with the chief objective being to provide a medium whereby any qualified Deltasig who is dissatisfied with his present business opportunities may use this service to make valuable business contacts as frequently as necessary during his life. The backbone of the national organization will be the effective functioning of the various local committees, one of which will be located in every city having a sufficient Deltasig population. The cities of Boston, New York City, Philadelphia, Atlanta, Baltimore, Schenectady, Buffalo, Chicago, St. Louis, Kansas City, Milwaukee, Minneapolis, Omaha, and San Francisco already have working committees and attempts are being made to organize other local groups at the present time. It is not contemplated that this project shall take the form of an employment agency whereby positions open will be recorded at the Central Office or elsewhere. The difficulties of such an arrangement are obvious. The employer located in an eastern city is not interested in a resident of the west or south when there are scores of local applicants; time and distance preclude quick interviews.

The working plan of the local committees will revolve around the chairmen of the local groups. Each chairman will be a member of the national committee which will formulate general policies and will act as the clearing house through which problems and suggestions can be passed in order that the various local committees may benefit by the experiences of each other. The initial job of each local committee has three phases: (1) to

notify all local alumni of its program and to request that each individual file information concerning his business experience, (2) to ascertain possible openings by contacting members who are in a position to render such information, and (3) to glean necessary data pertaining to local firms and industries in regard to size, scope of activities, number of employees, name of employment officer, general reputation, and the names of any Deltasigs connected with the organization.

If a member has qualifications for an available position an interview can be arranged by a member of the local committee. Then the responsibility will rest with the applicant. He must sell himself! A local committee cannot be expected to place a member in a job, but it can give him the advantage of an interview under the most favorable of circumstances with the prospective employer. The importance of a member's ability to sell himself cannot be over emphasized. The national committee is preparing a list of books and other aids to which members may refer in this connection.

A problem confronting the national committee regards members who live in smaller communities and desire to secure positions in larger cities. A practical approach would be the drafting of a list of employment agencies to which members may be referred and with this object in mind agencies throughout the country are now being investigated, by the national committee, so that only those of the higher type and reputation may be recommended.

There are so many angles to this program that it is impossible to predict all the benefits that it will produce. Announcements will be made from time to time as new phases of the project are developed. The active support of our alumni is solicited and each member is urged to get in touch with the local committee in his city, or if none exists to assist in the formation of one. Comments and suggestions pertaining to the placing service will be welcome.

The Control of Federal Reserve Banks

By Karl R. Bopp, *Alpha Beta Chapter*

Assistant Professor of Economics and Finance
University of Missouri

THE changes which the Banking Act of 1935 made in the structure of the Federal Reserve system and particularly in the Board of Governors of the system have been carefully tabulated and examined by many people. Although the Board of Governors has many powers, the powers of the local Reserve banks are still extensive. No exhaustive study of the persons who exercise these powers has been made. It is the purpose of this short survey to indicate some tentative conclusions which the writer has drawn from a preliminary study of directors of Reserve banks.

It is convenient to start with the Federal Reserve Act. This law provides that each Reserve bank shall be directed by a board of nine members. The nine directors are divided into three classes: Class A is composed of three members who may be and always are bankers; Class B is composed of three members who may not be bankers; Class C is composed of three members who may not be bankers. Directors of classes A and B are nominated and elected for three year terms by the member banks; directors of class C are appointed by the Board of Governors for the same period.

In order to make possible the representation of large, medium, and small sized banks on the board, the member banks of each district are divided into three groups according to their capitalization. Each group nominates and elects one director of each class, and the banker director of each group must be affiliated with a bank in that group. What results have these rather complicated provisions for nomination and election produced? One can begin to answer this question if he simply reviews a typical election. Late in September the chairman of the board of directors of the Reserve bank addresses a letter to all member banks in his district. In this letter he informs the members of the ensuing expirations of the terms of one class A and one class B director. He further informs them of the provisions of the Federal Reserve Act relative to nominations and elections and appends a list of the member banks in each group of banks which is to elect. Finally, he encloses a

certificate of nomination to those banks which are eligible to nominate and sets the final date for nominations (toward the end of October).

Shortly after the nominations are closed another letter is addressed to the member banks. In it are "listed" the candidates who have been nominated and the nominating banks, together with a preferential ballot. Now a person may be surprised when he looks over the "list" of nominees for the first time. Ordinarily the "list" consists of *one candidate* for each vacancy—frequently the incumbent! A typical case will illustrate the matter more clearly. In 1934 there were 43 banks in group 1 which nominated and elected a class B director to the Kansas City Federal Reserve Bank. There were 245 banks in group 2 which nominated and elected a class A director. Twenty-four banks took the trouble to send in a nomination to the vacancy in group 1, and 52 banks sent in a nomination to the vacancy in group 2. Half of the large banks nominated, and a fifth of the medium sized banks. But *without exception* the nominating banks of each group sent in the same name—that of the incumbent. In spite of a suggestion by the Federal Reserve Board in January, 1935, to the contrary, incumbents were reelected in the elections of last fall even though they had served more than the two terms which the Board considered should be the maximum. That this is not unusual may be gathered from the following table which gives the number of candidates for vacancies in all twelve banks from 1925-1934, inclusive. In 120 class A (banker) elections, only 45 had two or more candidates. In an equal number of class B elections only 19 had two or more candidates. This shows rather clearly that there is some extra-legal machinery for nominations and elections of Reserve bank directors in practically every Reserve district. The exact nature of this machinery is difficult to discover, but it is known for several districts. It is impossible to give it in short space. This is true because the procedure varies widely from district to district.

CANDIDATES FOR ELECTION AS CLASS A AND CLASS B DIRECTORS
FOR THE YEARS 1925-1934, INCLUSIVE

Bank	1925		1926		1927		1928		1929		1930		1931		1932		1933		1934		
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B	
Boston.....	1	1	1	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1
New York.....	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Philadelphia.....	4	1	1	2	2	1	4	1	1	1	1	2	1	1	1	1	1	1	3	1	1
Cleveland.....	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1
Richmond.....	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	2	1
Atlanta.....	2	2	2	1	1	2	1	1	2	1	1	1	1	4	1	1	1	1	4	1	1
Chicago.....	2	1	3	1	1	1	10	1	2	2	1	1	2	1	3	2	1	1	2	1	1
St. Louis.....	1	1	2	1	2	1	4	1	1	1	2	1	1	1	1	1	1	1	2	1	1
Minneapolis.....	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	4	2	1	1	1	1
Kansas City.....	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Dallas.....	2	1	2	1	2	4	3	2	2	1	4	1	2	1	3	2	1	2	3	1	1
San Francisco.....	1	3	2	2	2	1	2	2	2	1	3	1	1	1	2	1	6	1	1	1	1

240 elections; 64 with 2 or more candidates; 176 with only 1 candidate.

The Choice of a Profession— Why Business?

By Joseph W. Seay, Ph.D., *Beta Xi Chapter*

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YOUNG PEOPLE GRADUATING from high school today are facing a very important problem, namely, the CHOICE OF A LIFE WORK. The proper solution of this problem should mean enjoyable work throughout an active career, and the favorable chance to render the most effective contribution to the improvement of the community. Dryden once said, "Look around the habitable world; note how few know their real destiny—or knowing it, pursue." According to recent estimates, 80 per cent of the men and women now gainfully employed simply drifted into their present occupations. There is no need for making a major mistake in selecting a calling in life, under present conditions. The great vocational guidance program in our schools, the vast and authoritative sources of information regarding every occupation and profession, and the assistance of vocational directors, counselors, teachers, and professional people who are always willing to answer questions about the work in which they are engaged—all these friendly forces are at the beck and call of the inquiring student.

What do we mean when we speak of a recognized profession? Do we think of the terms "profession" and "occupation" as synonymous? An occupation is any way of making a living or that which engages the time and attention. It is any human activity that results in the payment of wages, fees, or profits. But a profession is a very definite and specialized occupation having certain characteristics which set it apart from the ordinary occupation. Law, medicine, pharmacy, dentistry, accountancy, the ministry, and teaching are all known as professions. There is little doubt that engineering, the drama, journalism, and literature fall into this classification. Art, music, and science are probably on the same level. What then distinguishes these callings from the scores of others in which men and women daily engage in order to make a living?

First, a profession requires a complete and thorough training in theory and practice over a considerable period of time, following high school graduation. In order to enter a legitimate profession, the possession of a diploma from an approved four-year high school or equivalent is an absolute requirement. Then follows intensive training for a professional career.

Second, a profession has a distinctive terminology, or set of terms and expressions, and a body of literature which may be used as text material by students who are preparing to enter the profession,

as well as reference books by active practitioners.

Third, a profession has one or more member organizations, which establish codes of ethics governing the conduct of members, and which promote the interests of the profession. They also establish just rules and regulations guiding the members in their dealings with clients.

Fourth, a profession is recognized as such by public opinion and usually by the government. State boards, appointed by the governors of the different states, following legislative acts, lay down the qualifications for applicants for membership in the professions and hold examinations at stated periods, rejecting the unfit and giving proper recognition to worthy candidates by official sanction, usually by licenses or certificates to practice, signed by the governors.

Fifth, a profession requires the establishment of schools or departments of colleges and universities, where novices may learn the theory and practice of the profession, afterwards taking their preliminary experience under the supervision of practitioners as juniors, clerks, internes, or apprentices, before sitting for the examinations required by the state board.

Sixth, a profession is not merely a money-making occupation. The professional man looks upon his work as a service to society. Compensation should be, and in most cases is, a secondary consideration. Without a social conscience, the professional practitioner is bound to violate at least the spirit if not the letter of his code. The members of professions who are in the profession for one purpose only, and that to make money, are the members who are constantly causing trouble, and bringing the profession into disrepute. Provision is made for disciplining, penalizing, and even disbarring members who persist in unethical practices.

The first step in the choice of a profession is to analyze yourself. Professions as well as individuals fall into certain classes. Certain professions are best for the literary type of mind, such as law, journalism, drama, the ministry, teaching, or education. Other professions attract the scientific mind or the mathematical type of individual, as opposed to the literary. Engineering, accountancy, and many other business activities, are in this group.

Another way to divide the professions is to place the social on one side and the non-social on the other. Social professions are those which bring one into daily contact with people, as part of the work

routine. Teaching, medicine, law, pharmacy, and dentistry are social professions. Accountancy, chemistry, scientific research, authorship, and literature are types of non-social professions, in which intense concentration is necessary and comparative solitude and quiet are desirable.

Again, we might divide the professions into the mechanical and non-mechanical. It is evident that a person of the non-mechanical type would be foolish to take up automotive engineering, while a person of a mechanical turn of mind will not find it easy to succeed in a profession which requires an altogether different set of interests and tendencies.

Then we might divide the professions into commercial and non-commercial. Accountancy is a commercial profession, because it is closely associated with business, so also are pharmacy and engineering. Art, authorship, music, and the ministry are not directly connected with business and would be classified as non-commercial. Again, there are people who take delight in working with tangible or concrete things such as building, machinery, dollars, merchandise, and land. Most business callings lend themselves to this plan. Others prefer to work with ideas or intangibles, to influence the lives of others by sheer mental power. Ministers, lawyers, dramatists, authors, artists, insurance men, and teachers belong in this class.

As you analyze your own traits and tendencies, with these classifications in mind, ask yourself which appeals to you more strongly—a social or a non-social calling—literary or scientific—commercial or non-commercial—working with concrete objects, or with intangibles or ideas? As a practical method of arriving at a correct solution of your problem, I suggest that you set down on paper these questions, and the answer, "yes" or "no," to each, then examine the results and check them against the classification of the profession just given. The answer should go far toward determining your choice of a life work.

The final step, then, is to find the particular profession in this group which most appeals to you and which will call forth all your powers, permit the fullest expression of your personality, and bring you the greatest happiness and reward. Since business callings attract more young people today than any other field of activity, it might be well to inquire a little further into the business occupations and professions.

It is stated quite frequently that business is a profession. Strictly speaking, business is not a profession if you apply the requirements stated a few moments ago. Anyone may enter business without preparation. But there are several business occupations which have attained the dignity of professions and semi-professions. Present-day competition, however, makes complete and thorough training imperative if one is to be assured of success.

It was Ruskin who said, in effect, that the soldier defends the people, the minister teaches ethical conduct, the lawyer establishes justice and order, but

the business man feeds and clothes the people. The spirit of business is the spirit of coöperation and service. No longer is business a ruthless quest for gold, regardless of the rights of others. Berton Braley wrote these lines to exemplify a certain distorted viewpoint of business—a few years ago:

"Business is Business, the Old Man said,
It's warfare where everything goes,
Where every act that pays is fair
And all whom you meet are foes.
It's a battle of wits—a heartless rush,
It's a tearing, wearing fight;
It's a trick of the strong to win from the weak
With never a thought of the right.
And he schemed and fought and pushed men aside
While the world in contempt looked on;
It buried him deep 'neath the wealth that he claimed
And covered his name with scorn."

Dean Everett W. Lord of Boston University, prophet of a new day in business, published this inspired version a short time later:

"Business is Business, the Young Man said,
A game in which all may play;
Where every move must accord with the rules
And no one his fellow betray.
It's wholesome and clean and full of good-will,
It's an urging, surging game;
It's a mission to serve in your day and age
And a guerdon to honor your name.
And he sought and he bought and he brought from afar
And he served with conscience clear;
While his praise was sung by his fellow men
And his service crowned with cheer."

That is a true picture of business of today. Service is the underlying theme of any successful business. The atmosphere of business is charged with good-will and enthusiasm. Negative forces are a positive evil in the business world. Employers vie with each other in making their stores, factories and offices as attractive as possible.

Business offers unlimited opportunities. The income of the physician, dentist, or lawyer, in fact, the income of any professional man outside of business, depends absolutely and entirely on his own personal efforts. His clients retain him because of his individual talent, skill, and reputation. He cannot delegate these possessions. If he is ill, his income stops; his practice cannot go on.

Not so with the business man. He can sit on the deck of a yacht in the Mediterranean and direct the formation of a gigantic merger in America, or the building of a railroad, or dictate the policy of his corporations. He can direct the work of thousands of men and women whom he has never even seen. Business lends itself to the delegation of authority and to the constructing of mammoth organizations. By training understudies and delegating authority to them, the business man can devote his time to major problems, including expansion of business.

And the fundamentals of American character—honesty, industry, and good sportsmanship, combined with intelligence and superior training, and backed by a serious purpose in life, will win success and happiness for any one who enters the business world.

Why an Audit or Examination?

By James N. Minchin, *Alpha Tau Chapter*

Report Reviewer, Financial Analysis and Statistical Section, Farm Credit Administration

THE degree of business education and enlightenment attained in the commercial, financial, and political fields has not, as yet, brought all or the majority of our leaders, in these fields, to the full realization of the desirability of an intensive and adequate auditing system, or the need of periodic and systematic audits. Especially is this true in the smaller cities and political subdivisions. How many times has it been said by the heads and operators of commercial establishments, that "we do not need an audit, we know all there is to know about our business and its operations." They will contend that it is a useless expenditure of money to have an audit made. Of course with our larger and better established commercial enterprises, the importance of a full and periodic audit has been realized and appreciated to a certain extent.

In most instances, where an objection to an audit is set forth, there has not been and is not being kept adequate records, from which a comprehensive audit might be made. The accounting system is of the most meager type, not reflecting in any sense a true picture of the operations of the business. An auditor has considerable trouble in obtaining enough information to make an ordinary report, which report might or might not reflect the true position or condition of such a concern.

There are many items of great importance, which a real audit reveals and invites the attention of the owners, operators and managers of a commercial establishment. First, they would be given a true picture of the operations as a whole. Is the concern making or losing money on operations? Then, each unit would be analyzed as to the profit or loss in operations of the particular unit in question. With the proper records and data available it could be shown how, in the conducting of said unit, profits could be made greater or losses turned into profits. In some instances, it might be the case where a particular unit might not be turned into a profitable channel and would always be a source of loss as long as it is operated in connection with the whole. The cost of operation might be prohibitive in comparison to volume of business done within that unit. In any case a comprehensive audit should reflect the departments which are showing the greater profits and how, if possible, they might be made to become more profitable. Also it should show the weak points of the less profitable and unprofitable units or departments. By doing this there might be certain costs or operations which, if eliminated, would turn an unprofitable unit into a profit-making one. Take, for instance, a manufacturer. In one department he might be turning out an article which requires, at

least, three operations to complete and make ready for market. He is using three different machines to finish this article. There could be one machine on the market which would complete the job without the changing of operators or operations. The manufacturer cannot see where it would pay him to scrap his old machinery and install the new machinery. The costs of the article as made by the old machinery, of three separate operations, could be shown, and then it could be shown how the same article could be finished by the more modern machinery at a much lower cost, thereby showing that it would pay to install more modern machinery, thus turning a possible losing operation into a profitable one. Then it could be shown where the overhead and/or sales expense of certain departments could be adjusted so that a profit could be realized.

A real audit should, when completed and compiled into a report, present a true and understandable picture of the financial status and the profit and loss operations of a business or corporation. It should be a report that could be readily understood, not only by the officers and managers, but the stockholders and public as well. So often a report is made up which does not give to the stockholders and public an open picture of a corporation or business. Especially has that been found to be true in certain large utilities and other large operators, where they have stocks to offer to the public.

Had these corporations put out or had made up audit reports and statements which could have been understood by the stockholders and public it would have been a check on certain officials and operators which would possibly have prevented a loss to hundreds of stockholders in these enterprises.

When such a state is found it should be so that all enterprises, especially those of large operations which offer to the public stock in the adventures, be compelled to issue statements and reports which reflect the true status of the financial condition and the income derived from such operations. When this is not done, which in many instances has been found to be the case, then the government, in some manner, should force them to reveal the true state of affairs.

This can and has been done, as has been ably demonstrated in the last few years, without hampering or hindering the operations of corporations and enterprises which are operating on a fair and equitable basis.

It has been my experience that when an audit is made that will give a true and readable picture of a commercial enterprise, that those in authority appreciate such a picture and they find that they did not know so much as they thought about the finan-

cial standing and the profit and loss phase of the business. There are so many things which enter into the picture which they had not thought of, or if they had, they had not analyzed it in relation to the operation of their business.

The financial institutions of our country have been woefully lacking in comprehensive auditing. To this deficiency can be attributed most of the disastrous failures and losses experienced by our people in the last decade. In referring to financial institutions, in particular, I refer to the smaller community or so-called "Country Banks and Financial Institutions." Even though results, in many instances, have shown that the larger institutions have been lacking in this particular, as well as the smaller ones. Had these institutions, through their legal auditors, been given and shown a true state of conditions, and after being shown, been forced to correct the weak points, there would not have been a great wave of failure as was experienced.

Who has not heard the head or some one in authority of some financial institution make the statement, "We do not have a loss in the house"? The statement is false on the face of it, for there are very few, if any, financial institutions that do not have a loss somewhere within the organization.

It has been my experience, when auditing or making examinations of financial institutions, that those in authority and who have charge of the operations of these institutions are grossly ignorant of the true status of their notes, securities, and investments.

The status of Cash speaks for itself. There is no criticism, unless it might be that the reserve is too low or below the legal percentage. Many do not realize the importance of keeping this reserve percentage up to and above the legal minimum. It is the duty of the auditor, when he finds it to be the case where the cash reserve is dangerously low, to bring this matter forcibly to the attention of the proper authorities and request or demand that this reserve be built up to a safe percentage.

The Stock and Bond account is oftentimes misstated and misunderstood by the authorities. These are items through which the institution can sustain great losses, unless an ever watchful and understanding vigil is kept upon it. Many times the banker has a loss in these items which he does not realize and the auditor or examiner, when he conducts his audit, does not always warn or reveal the true status to the proper authority. Sometimes and probably most of the time, the auditor or examiner is not as well posted as he should be on these items, thereby being unable to give intelligent advice.

The auditor should, at all times, keep himself well posted so that he might be able to give capable and intelligent advice as to the status of an institution's stock and bond holdings. Many times it would be more profitable for the institution to dispose of certain securities at the current loss, rather than hold and in most probability incur a greater loss.

Then in many instances the auditor, who has a good understanding and knowledge of securities

could be very valuable in advising the banker on securities to purchase whereby there would be the least danger of incurring a loss. Of course, it is generally understood that it is the banker's or financial operator's business to know and advise with his clients and depositors on the matter of securities, but my experience has been that the smaller financial institutions do not or cannot employ men of this caliber. He either has to rely upon the advice of his auditor, some brokerage firm, or the investment department of some of the larger financial institutions. The brokerage firm is on the selling end and they do not always deal fairly or honestly with the purchaser. Many times, when relying upon the advice of the larger financial institutions he has had pawned off on him securities which have weakened his position. So it is my contention that the soundest advice which he could get would be from the auditor if he is well versed on the status of the securities that might be purchased to an advantage. Of course this contention is based on normal conditions, as at the present time there does not happen to be reliable standards by which one could be guided.

When examining and analyzing the bills receivable of the financial institution, the responsible authority will stand by and contend that he has very few, if any, losses among them. It has been my experience, in many instances, that he will positively state that every note is "gilt-edged." Let us analyze some hypothetical cases, taking the notes in order of classification, such as, single named unsecured notes, double named and/or endorsed unsecured notes, secured and/or chattel mortgage notes and real estate mortgages. The auditor will question the value of a certain single named note. The banker will contend that it is absolutely good. The various items to be taken into consideration to arrive at a sound conclusion, as to the value, will then be gone over. How long has the note been running; for what purpose was it borrowed; what has been the history of the maker in his attitude toward his obligation; his ability to pay and present financial status. When these items are gone into thoroughly, it is oftentimes the case that the auditor is correct in his position that the note is in the class of doubtful or loss. The banker, probably, has not analyzed the position of the maker in such a way as to place a true light on the status of this particular note or paper.

The double named and/or endorsed notes should be analyzed in the same manner as the single named paper, taking into consideration all the names of the co-signers and endorsers.

Secured and/or chattel mortgage notes should be analyzed as to the adequacy of the security supporting the note. Oftentimes it is the case when a secured note is questioned, it will be found that the value of the security has so depreciated in value until there is a possible loss of a great portion of the paper, if not a total loss. In case of chattel mortgages, the banker should make sure that the mortgagor has in his rightful possession such chattels as might be offered, and if the paper runs for any

length of time, he should make a systematic check or inventory of the items listed in the mortgage, making sure that there has been no great depreciation or wreckage of chattels, and in case of livestock that the stock is still alive and in the mortgagor's possession and care. If this class of paper is to be kept in a prime condition these precautions will have to be taken. Before the paper is even made the maker should be compelled to furnish an inventory of all chattels, which he might possess, a statement of any other obligations which he might owe, this being furnished in the form of a sworn statement. Such a statement and physical check of the collateral offered would be of great aid to the auditor or examiner in determining the value or rating of this class of paper which might be found in the portfolio.

The real estate mortgage is a class of paper where the financial operator makes a more or less permanent investment of his funds. In the classification of real estate mortgages, the auditor or examiner should take into consideration, not only the character and capacity of the maker, but the margin of safety in the security. The character of the real estate mortgaged should be analyzed, as to: location, prevailing selling prices of property in that vicinity, usage made of such property, any improvements that might be attached to it, the probability of self-liquidation and the manner in which the paper has been treated by the mortgagor. With this information at hand the auditor could intelligently point out the defects and possible losses in this class of paper, and advise the steps which would be necessary to strengthen the banker's position.

In all cases, when a loan is made, of any considerable amount, the borrower should be forced to furnish a sworn financial statement before the loan is made. It gives the one lending a better insight and knowledge of the character of the loan he is making and it gives the auditor a good basis upon which to make his classifications.

The bank-owned real estate should be classified very much in the same manner as the real estate covered by mortgages. In this class falls the building in which the institution operates, if owned by them, and all other real estate that has been acquired through default of debtors or otherwise. It should be determined if there is a loss in this item or if it is being carried at the cost price. Many times the cost of carrying such property in the assets is prohibitive and they should be disposed of at a loss rather than carry it on. All this might be determined by the auditor after a careful analysis.

Other assets, which might be found in possession of the financial institution, should be classified very much in the same manner as the bonds and notes. Such assets as are found to be of no value should be written off and the balance disposed of as rapidly as possible.

The liabilities of the institution should be carefully analyzed, especially to determine those which might subject the institution to embarrassment.

Those would be found, generally, in the deposits. If possible, it should be determined the percentage which might be subjected to quick withdrawal, thereby aiding the operator in determining the percentage of quick assets he should maintain so as to be protected.

The political-subdivisions offer a great field for improvement through the proper system of auditing, which should be done by auditors clothed with authority to enforce such changes of operation as might be deemed necessary. There is, as is generally known and realized, a great amount of graft and a woeful amount of waste which takes place in the administration of our political subdivisions. Auditors who are capable and clothed with the proper authority could go a long way toward the correction of these conditions and abuses. There are a great number of cases where the proper accounting system could be installed which would do away with duplications. This situation could be located by the auditors and proper recommendations made for the correction of these faults. From the experience I have had in auditing political subdivisions, a great majority of the officials supposed to be in charge of the accounting records were grossly ignorant of the proper methods of keeping adequate records. Take some instances: the record of various bond issues were hard to audit because proper entries were not made on the books to account for the administration of the same. There would possibly be a record of the original issuance, but after that it was a hit or miss proposition with them. Proper records were not kept of interest or principal payments. Many times to obtain a fairly accurate audit of the bond accounts it was necessary to trace the payments through the cancelled vouchers and cancelled coupons and bonds. Especially was the making of an audit complicated where interest coupons were taken in for taxes and entered on the books as cash received. The monies received from taxes and other sources were not properly allocated, therefore, it was considerable work to go back and set up, from such records as were obtainable, the proper allocations and show just what the status of those funds should be at the time of the audit.

From the records it was a difficult task to determine the correctness of the operation of the budget, whether the expenditures were made legally and properly allocated as called for in the budget. The legality of the administration of the funds was a question which, in many cases, was hard to determine. There should be, in all instances, a uniform system of accounting installed for political subdivisions, and periodic and comprehensive audits made, which would tend to keep the records correctly handled and in such a way whereby the real financial status of such political subdivisions could be determined at all times. The status of the financial obligations of these subdivisions could be more accurately determined and the true value of these

(Continued to page 95)

Death Takes Prominent Utility Executive

Well Known Pacific Coast Member Dies Suddenly of Heart Disease; Was President of One of the Largest Utilities Companies in the Country.

THE SUDDENNESS of the death of A. F. Hockenbeamer, president of the Pacific Gas & Electric Company, who died November 11, 1935, at the Alta Bates Sanatorium in Berkeley, California, of heart disease, came as a shock to hundreds of his business associates and friends throughout the country. Although he had not been in the best of health for a month or six weeks, he remained active in business until eleven days before his untimely death. Physicians attributed his death to a weakened heart condition, which was largely due to overwork, and which contributed to a state of general exhaustion. Mr. Hockenbeamer was a member of our Rho Chapter at the University of California. He is survived by his widow and two sons.

The life of Brother Hockenbeamer is a romantic history of a boy who forged ahead from a lowly beginning. Starting as a messenger boy on August 16, 1887, he wielded a broom and shook down ashes in the division headquarters of the Pennsylvania Railroad at Logansport, Indiana. Forty years later to the day, after sixteen years experience in the railroad business, four years with a famous bond house, and twenty years in the light and power industry, he was elected president of the Pacific Gas & Electric Company, and became one of the highest salaried utility executives in the country, his fame nation-wide.

He entered grammar school at the early age of five. At eight he earned his spending money by selling newspapers on the street. At ten years of age he distributed hand bills, and from then on took all the odd jobs he could secure, read everything he could get his hands on, and by the time he was sixteen years old managed to find time to take a course in stenography. He then attracted the attention of L. F. Lorre, then division engineer, and now head of two great railway systems, the Delaware & Hudson, and the Kansas City Southern. He called in young Hockenbeamer to do extra stenographic work, and when a vacancy occurred four

months later, offered him a permanent position. Four months later Brother Hockenbeamer was in charge of maintenance and way between Pittsburgh and Cleveland, with another salary increase, and he was on his way up. For 16 years his fortunes were linked with those of Lorre, under whom he held many important positions, among them assistant engineer of maintenance and way, assistant general superintendent of motive power with the Baltimore & Ohio Railroad, and then assistant to the president of the Rock Island-Frisco System. His specialty was stopping money leaks and the prevention of waste.

Quitting the railroad business, he became railway expert for the New York bond house of N. W. Halsey & Co., predecessor of the National City Co. With the bond house Brother Hockenbeamer's work soon broadened in scope. He looked into the affairs of street car and gas and power companies, gaining a knowledge that fitted him later for the utility company presidency. N. W. Halsey & Co. were large holders of Pacific Gas & Electric Company stock, and on agreeing to form a syndicate to underwrite a \$6,000,000 bond issue for that company, sent Brother Hockenbeamer to California on 24 hours notice to investigate its properties and prospects. When this task was done he prepared to re-

turn East. These preparations were never completed. Frank G. Drum, then president of the Pacific Gas & Electric Co., evidently liked the thorough way Brother Hockenbeamer had done his job, and insisted that he stay on one year as comptroller. Six months later an offer of the treasurer'ship was added as an inducement to remain with the P. G. & E. permanently, so Brother Hockenbeamer sent for his family and settled in California. He became vice-president the following year, and was elevated to the presidency in 1927. The rest of his story is linked with the spectacular growth of Pacific Gas & Electric Company.

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A. F. HOCKENBEAMER, *Rho*

Advertising Steps Ahead

By Charlton Keen, *Kappa Chapter*

Vice-President, Groves-Keen, Inc., Advertising Counsel
Atlanta, Ga.

THE AMOUNT OF MONEY spent to promote sales through all forms of advertising is steadily growing larger. The trend started in 1935 and leaders in the advertising industry predict that the volume will continue to rise for the next five years. Why should business spend an increasing amount of money on advertising? We find the answer when we look at the markets for every type of product and service. Consider one person as a market. The writer for instance needs a treatment to stop falling hair, a grey felt hat to go with a new suit, two or three new ties, a new pair of suspenders, a new pair of hunting boots and evening dress slippers. His tuxedo is several years old and he has had his eye on a new double breasted model for some time. His gymnasium equipment has almost worn out. Several repair jobs are coming up on his automobile. His lake-side cottage will require nearly \$100 worth of repairs and new equipment this spring. His office needs redecorating and he has already talked with a decorator about doing the job.

These needs have been accumulating over a period of several years during which time his income has been curtailed. But now with his business better—and this is true in practically every line of business—he is definitely thinking in terms of buying the things he has been wanting for a long time.

What Will Determine His Purchases?

The chances are that he will not have sufficient cash this spring to purchase all he wants or all the things that have accumulated because his money will go just so far—what then will determine his purchases? Primarily the advertising of the various manufacturers of the wanted items.

If the manufacturers of hair treatments appeal strongly enough in their advertising, he will decide to spend a certain amount for a treatment regardless of other things he wants. Among the competing manufacturers of hair treatments there will be one who will so phrase his advertising appeal until this prospect will be convinced that no other treatment is quite so good. Consequently, a new sale is made by this firm—this means more profits and more money available for additional advertising for this particular hair treatment.

The same procedure will apply with the other items. Also there will be manufacturers who through their advertising will awake in the writer desire for items he has not consciously wanted heretofore. The air travel companies may through advertising convince him to do part of his traveling by air rather than by train or car. Their advertising may

convince him that it is better business for him to travel by air.

Will The Increased Advertising Be Wasted?

The observing manufacturers know that almost all businesses are better, that most persons' incomes are up, that people have more money to spend. They realize that now is the time to resume or increase their advertising investments. The increased advertising will not be wasted because buying power has increased, people can once again start satisfying their wants. It means plenty of competition for the consumer's dollar between industries, as well as between competitors within the same industry, but that is considered a healthy condition.

An Increase In The Use Of All Media

Because the market is there and because manufacturers are learning how to use the various advertising media more effectively, there will be an increase in the use of all advertising media. No one type is the best for all concerns. If it were we would have only newspaper advertising, or radio advertising. The use of media depends on the advertising job to be done.

The various media owners have made notable progress in the manner of presenting their media to advertisers. The owners themselves have through careful study and research determined more nearly just what results may be reasonably expected by their advertisers. There will be much less high pressure space or time selling, without regard for the advertisers results. For example, the radio station today will not glibly promise a prospective advertiser to double his sales in three months as was often the case in the past. Today the station management is sincerely concerned to see that the advertiser's program is a sound one; that the program is pitched to appeal to the proper audience; that the listening audience has been properly built up; that a forceful merchandising plan is tied in with the product; that the proper dealer set up has been established; that supplementary advertising is being carried on, etc.

The radio station is looking further ahead than just the end of the advertiser's present contract. The station realizes that it must have renewals and that today's advertiser will not renew on the basis of hopes, but only on the basis of results secured. The day of the radio advertising speculator is past. If a program does not pay its way and show a profit, no more radio. Merely hearing his product's name go

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WITH THE ALUMNI



Atlanta Entertains "Gig" Wright

WHILE NOT a great deal has occurred since we last went to press, those events that have taken place were of great importance for the Atlanta Alumni Club and Kappa Chapter. It seems that all of the Atlanta Club's activities are so wrapped up in the active chapter's that it is difficult at times to distinguish the two. "The more union, the more strength," to re-phrase a proverb to our own liking. On January 25, Atlanta was honored by a visit from Brother H. G. Wright, Grand Secretary-Treasurer. Around seventy Deltasigs, active and alumni, gathered at the Piedmont Hotel at a banquet in his honor. What a meeting!

After the dinner, Head Master Truelove introduced Brother Wright. Then we listened to an address delivered by our visitor which every listener will long remember. It made us realize that fraternity membership is not merely a four-year academic activity, that it is instead, a life-long benefit. We left the meeting prouder than ever that we wear the badge.

At the initiation of Pi Chapter, the active chapter, alumni club, ritual team and Brother Wright drove over to the University of Georgia, Sunday, January 26. Here our ritual team brought two Pi neophytes into the chapter. Later the Georgian Hotel was the scene of another joint meeting at which Brothers T. E. Dicks, J. D. Smith, H. B. Johnson, spoke for the alumni club and district affairs, Brother Heckman of Pi Chapter and Brother Truelove for Kappa. Then Brother Wright addressed us. These two meetings will help strengthen Delta Sigma Pi in Georgia immeasurably.

Perhaps the old grads are not so decrepit as the yearlings would make believe after all. On Tuesday, February 4, an alumni team composed of Brothers Kitchens, McEwen, Tom Mason, Bell, Ray Brandes, Brownlee and Paul Clark took the actives into competition at the bowling alleys. The alumni won all three games and no signs of weakening in sight.

Under the leadership of Brother Kitchens the Deltasig Lodge is making plans for early spring activities and expansion. Negotiations are under way for the purchase of a larger additional tract of land. Kappa and the alumni club are making big plans for the Grand Chapter Congress next fall. We hope to have the new Lodge completed and doors open to Deltasigs country wide. We want the byword in the fraternity to be "See you in Atlanta next fall."
—ALEX LINDHOLM.



Dance Held by Denver Alumni

WELLSHIRE COUNTRY CLUB will be the scene of one of the most successful dances ever held by the Denver Alumni Club and active members of Alpha Nu. We make this prediction because more interest has been shown than ever before in a fraternity function held in Denver. The day on which it is to be held, namely, February 22, has an important bearing upon the success which we feel is a certainty. Another important factor which we are pleased to announce is the invitation, and acceptance, which we extended to our neighbor chapter, Alpha Rho, at the University of Colorado. The more Deltasigs they bring, the more pleased the Denver members will be. These two Deltasig chapters are situated at a disadvantage in relation to the association with other groups, that sometimes has such an important bearing on new ideas and helps for the

improvement of each chapter. Our attendance at District Conventions is limited by the expense and distances which separate Denver and Boulder from the other chapters.

Denver University School of Commerce has granted a leave of absence to Professor Kaplan, director of Economics, and to Professor Carmichael, director of Statistics, to serve with the National Administration on surveys connected with the Cost of Living. Professor Kaplan was appointed as director of Urban Study of Consumer Purchases. While we are glad to have these men selected for their ability, our desire is that they not forget that Denver University School of Commerce is their home. Brother Stanley Payne has resigned his position with the Goodyear Tire and Rubber Company to accept a statistical position with the government in the Department of Labor, compiling data on an analysis of the Cost of Living.—WILLIAM WRIGHT.



Philadelphia Alumni Learn About Hollywood

SINCE THE FIRST OF THE YEAR attendance at our meetings has improved. Perhaps it's because of some good resolutions but more than likely it is the result of the executive committee's effort to make the meetings more interesting. Through Brother Judge we had the pleasure of hearing James J. Breen, Esq., tell us some interesting stories about Hollywood at our January meeting. Mr. Breen is a prominent Philadelphia attorney and has made many trips to Hollywood. Through his brother, who is connected with the Hayes organization, he has gathered, first hand, many interesting and intimate stories about the film colony. Everyone enjoyed the many interesting and enlightening stories he related to us.

February 20 is the date of our annual meeting but as this news letter must be in the hands of the editor by that time we can't give you the results of the elections to be held then. Brother Greenwood, who has served ably as president for almost two years, has asked to be relieved of his office. However, we know he will be just as active in the club as ever. After the business of elections is over the entertainment committee has promised us a special treat. We are looking forward to another interesting meeting.

The alumni stag banquet will be coming along soon and plans are already under way for this big event, but more of that in our next letter.—SYLVANUS A. JOHNSON.



Houston Alumni Honored

THE HOUSTON CLUB of Delta Sigma Pi celebrated the occasion of a visit from Grand Secretary-Treasurer H. G. Wright, with a dinner held in his honor at the Houston Club on Tuesday evening, February 4, 1936. The Houston alumni were especially glad to become personally acquainted with Brother Wright as only a few of the group had had the privilege of meeting him prior to that date, and the enthusiasm of the occasion was manifested by the attendance of 12 of the total 15 members (including Goose Creek alumni).

Brother Joseph G. Mayton presided as toastmaster while the principal address was delivered by Grand Secretary-Treasurer Wright himself. Brother Wright's talk was somewhat of a revelation to some of the members in that it showed clearly the true value of Delta Sigma Pi and gave a definite perspective of work which could be carried on by the local chapter in the form of a Deltasig Employment Bureau. Following this address, a round table discussion was held in which everyone voiced hearty approval of the ideas and opinions expressed by the Grand Secretary-Treasurer.

Although the present membership of the Houston Alumni Club is small and includes representatives from only six chapters, it is hoped that with the anticipated growth of the City of Houston to the leading metropolis in the South there will be a corresponding increase in the number of Deltasigs in this community, who will be glad to join with us in making this chapter one of the most enthusiastic and active groups in the ranks of the alumni.—LESTER A. ELLIOTT.

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Large Crowds Attend Chicago Meetings

THE CHICAGO ALUMNI CLUB continues its successful monthly dinners and meetings, with very satisfactory attendance, the average being about 80 present at each meeting since last fall. At the January meeting a team of professional entertainers kept the gang amused for quite a while and then the members themselves started a round of story-telling, which presented some mighty good tales and some not quite so good. The cold spell in February caused the attendance to drop to about sixty, but an unusually interesting program was presented for those who braved the elements. Mr. John O. Rees, director of the Committee on Public Expenditures spoke on "Financial Problems of your Local Government" and gave us a very interesting talk on the administration of tax monies. Mr. Vincent Gottschalk, memory expert, "the man with the photographic mind" amused the audience for 45 minutes.

Many new faces were seen at the March meeting, several out of town alumni having removed to Chicago and attending our meeting for the first time. Superior Court Judge Walter P. Steffen, for nineteen years football coach at Carnegie Tech, kept his audience interested for well over an hour with experiences and observations of his many years experience as a football coach, and stayed until almost midnight answering the many questions put to him by many of the members. At this meeting a brief summary of the financial status of the club was presented, which showed our paid-up membership to date this year to be close to 150 members. Brother Wright also spoke on the coming Grand Chapter Congress to be held in Atlanta, Ga., this next September and urged a large attendance of Chicago alumni.—DONALD F. KIESAU.

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Baltimore Alumni Club Has Diversified Program

THE BALTIMORE ALUMNI CLUB and Chi Chapter had the pleasure of welcoming Grand Secretary-Treasurer H. G. Wright in Baltimore on Saturday, January 18, and were privileged to hear him address us on the subject "What Do I Get Out of the Fraternity After Graduation." It seems that no matter how much we appreciate Delta Sigma Pi, it takes a visitation and address by "Gig" to make us awaken to a true evaluation of our fraternity membership. "Gig's" exposition of the possibilities of Delta Sigma Pi's new service, the Alumni Placing Bureau, proved to be a revelation to both old and new members; it made our fraternal affiliation take on a new significance. Earl

Nash, Head Master Rinaldi and nine other brothers from Mu Chapter of Georgetown University were present to help us welcome Brother Wright. All of these friends attended the chapter's formal initiation and banquet at the Lord Baltimore Hotel.

The local Alumni Placing Service is now functioning under the direction of Walter Baggs, Charles Steinbock, and Hugh Taylor. This committee's objective is to assist all Deltasigs in Baltimore to secure suitable occupation.

Two more names have been added to the ever-growing list of members of Chi Chapter who have successfully passed the state C.P.A. examinations. Benjamin Schilling and Aloysius Hardesty are our newest Certified Public Accountants and we are proud of them.

Our new series of radio broadcasts, inaugurated on January 30, 1936, will be continued until April 2. This series of educational talks by instructors at Johns Hopkins University is being broadcast over Station WBAL of the National Broadcasting System at 1060 kilocycles. These programs are given each Thursday from 4:30 P.M. to 4:45 P.M. The four broadcasts given thus far have been well received and have been commented upon quite favorably.

The mid-year dance of Chi Chapter, held this year at the Maryland Country Club, was well attended by alumni members and their friends. Several of our brothers from Mu Chapter, having driven over from the nation's capitol, were present also. The dance was held jointly with Alpha Chapter of Zeta Tau Sorority with Brother Herbert Hahn and his orchestra furnishing the harmonic sounds. In spite of the suburban location of the club and the hazardous driving over icy roads, the affair was attended by one of the largest crowds it has been our experience to entertain. On Thursday evening, February 27, members of Chi Chapter and the alumni club, accompanied by their wives and sweethearts, were privileged to make an industrial tour of Radio Station WBAL. Those who made the tour were well rewarded, as the trip was both instructive and enjoyable.

Features of our calendar, which at the time of this writing are still in prospect, are a Monte Carlo Party, our alumni bridge party, and our spring dance at the Maryland Country Club. Of course, we are all looking forward to our crowning social event of the year, the annual dinner dance.

Our standing invitation is still open to our older brothers and to brothers of other chapters residing in Baltimore or visiting this fair city to lunch with us each Thursday noon at the Lord Baltimore Hotel cafeteria.—HOWARD E. WINSTANLEY.

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News From Kansas City

THE KANSAS CITY ALUMNI CLUB is experiencing the advantage of being administered by Bill Pemberton as president. Bill has served in the same capacity at St. Louis and Chicago. We dare any other club to have a president with such a record. He is doing a fine job for us. On December 20, our usual Christmas party was staged. Some unusual gifts, having been selected with an eye to the merriment they might provoke, were presented. All in all it fit the Christmas season.

On January 17, Judge W. O. Thomas, formerly judge of the Circuit Court and at present trust officer and vice-president of the City National Bank and Trust Company, brought us an unusual address about "Our Constitution." Judge Thomas is now 79 years of age and still active. His remarks stirred us to a new appreciation of the fundamental law of the land. Seldom do we youngsters have the opportunity of sitting at the feet of a man who has such a long and rich experience. He is a right good friend of our club. He has spoken to us previously and each time accepts the invitation readily.

Then our regular meeting scheduled for February 21 was cancelled for the reason that Gig Wright was visiting Iota Chapter at Lawrence, Kansas, on the 19th, and we decided to go down there in a body to attend that meeting.

Gig brought us valuable information concerning the "state of the fraternity" and the work it is doing. An even dozen alumni were able to be present—a small number due to exceedingly bad weather conditions, illnesses, and the fact that an unusually large number were working late.

Here in Kansas City we have an employment committee which has not been overburdened with duties of late, due to the fact that unemployment among our members is practically extinct. Several brothers have moved on to better positions, but almost none are without regular employment.

We particularly regret to record the untimely death of Mrs. Dale W. McNeal. Our deepest sympathy goes out to "Mac," who appreciates that the Kansas City Alumni Club individually and as a club, did all it knew how to do, to help lessen the load.

Our meetings are scheduled at 6:30 P.M. on the third Friday of each month at the Ambassador Hotel. We welcome you Deltasigs—actives and alumni. We will be glad to see you. And when any one of your members moves to Kansas City, will you not tell us about it?—NEIL A. BARTLEY.

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St. Louis Alumni Activity Reaches New Heights

ALTHOUGH WE HAVE been practically frozen out, with the rest of the country, it has not dampened the spirits of the St. Louis Deltasigs. Our business meetings and luncheons continue with fine attendance, and in addition, the social program has been very successful. Under the capable leadership of Ken Hemker an unusually interesting program has been arranged. On Friday, February 21, a dinner dance was held at the Claridge Hotel and more than 30 brothers and their wives and dates attended. This party, without question, is one of the best ever held in St. Louis, and congratulations are due to all who assisted in making it a glorious evening. One of the features of the evening was the playing of "Rose of Deltasig" and "Yours Fraternaly in Delta Sigma Pi" by the orchestra. This was the climax of the evening and was arranged as a surprise.

Continuing with the social program, on March 9 we are combining our business meeting with a bridge party for the wives and dates. It is an experiment here, and we will be able to tell you in the next letter if the idea is practical. If any clubs have hit upon any novel ideas, we would be interested in hearing about them.

It is with sincere regret that we learned of the transfer of Provincial Director W. H. Haas, Jr., to New York. Bill did a mighty fine job in the St. Louis Alumni Club and it will mean a real loss to us here. We wish him all the luck in the world on his new job, which was a justly deserved promotion.

One of the activities of the club in which we all take a great deal of pride is Employment Bureau, under the direction of Fred Kelly. We have been instrumental in placing four men in employment and we in St. Louis feel that this is unquestionably one of our foremost objectives. In this locality, with over 100 Deltasigs, we have no unemployment in the club, a record of which we are mighty proud.—C. H. EMANUELSON.

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New York Organizes Two Luncheon Groups

FOR QUITE SOME TIME a small group of Deltasigs have been meeting for luncheon on Thursday of each week at 12:45. At first the group picked a restaurant at random and gradually found that they had "inherited" a table in the Maritime Restaurant at Whitehall and Bridge Streets in Manhattan. Occasionally new faces appeared.

Now the group is officially constituted as the "downtown" luncheon group. Following the example of their brothers in the lower part of Manhattan another hungry bunch has agreed to meet at the Firenze Restaurant, 6 West 46th Street. This group has selected the hour of 12:45 each Wednesday. Deltasigs whose activities take them around the city during the day now have two days and two locations to join a happy luncheon party.

January was an eventful month in the annals of the club. The first meeting on January 7 brought twenty-nine alumni together, either for dinner at Busto's, or for recreation at the Downtown A.C., or both. There was much discussion of plans for the removal of the active chapter to new quarters at 21 West 12th Street where a fine new house has been secured for rental.

January 24 stood out on the calendar of club events. A party was arranged at the Ambassador Hotel where all attending were offered dancing and supper, with cards, "monopoly" and various other games for amusement. Unfortunately the weather proved almost as unkind as it had last year and the attendance was not as large as hoped. However, regardless of weather, those who attended agreed that the party was every bit as enjoyable as any they had attended of any organization!

Pending furnishing of quarters assigned to the club at the new fraternity house February semi-monthly meetings were held as usual at the Downtown Athletic Club. February 4th brought out about twenty, most of whom dined together at Busto's. The February 18 meeting brought out about the same number. Alexander W. Gallo of Georgia and Henry A. Francis of Ohio State joined us for the first time. Alumni from chapters other than Alpha are newly appearing and the club bids them welcome.—JAMES A. MCBAIN.

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Alumni Accomplishments

Elected Railroad Director

GEORGE B. McLAUGHLIN, *New York*, has been elected to the board of directors of the Long Island Railroad Co. Brother McLaughlin is also president of the Brooklyn Trust Co., Brooklyn, N.Y.

Writes Accounting Text

CECIL M. GILLESPIE, *Penn State*, now associate professor of accounting at Northwestern University School of Commerce, is the author of *Accounting Procedure for Standard Costs*, recently published by the Ronald Press Co. of New York. Brother Gillespie's volume is a pioneer in its field—the first textbook on this subject for use either in standard cost or in advanced cost accounting classes. It is intended also as a manual of procedure for professional systems men, and for private accountants. Brother Gillespie has been a member of the faculty of Northwestern University since graduating from Penn State University in 1928.

Gives Series of Lectures

DR. CHARLES A. ELLWOOD, *Missouri*, now professor of sociology at Duke University, presented a series of four lectures in February and March before the Charlotte (N.C.) Association of American University Women. The subjects were: "The Family, The Cradle of Civilization," "The Crime Problem in the United States," "Social Change—How Can It Be Made Intelligent," and "Revolutions, and How They Can Be Avoided." Brother Ellwood is president of the International Institute of Sociology, and has written numerous texts on sociological subjects.

Vice-President of Steamship Line

FRANK B. CUFF, *New York*, is vice-president of the Ocean Dominion S.S. Corp., better known as the Aluminum Line.

In the Insurance Field

CYRUS C. BRAUD, *Northwestern*, is state agent at Houston, Tex., for the Springfield Fire and Marine Insurance Co. JAMES F. RAMSEY, *Drake*, is agency field assistant for the Home Life Insurance Co., 256 Broadway, New York. DAVE DAWSON, *Illinois*, has recently been appointed manager of the home office agency in Chicago of the Mutual Trust Life Insurance Co. WALTER SMITH, *Colorado*, is with the Aetna Insurance Co. in Minneapolis. HOWARD LUTHER, *Minnesota*, adjusts claims for the Hardware Mutual Insurance Co. of Stevens Point, Wis. ARTHUR H. WINNAIL, *Creighton*, is now in the accounting department of the Woodmen Circle, an insurance company in Omaha, Neb. HIRAM E. KINCAID, *Illinois*, is now a Chartered Life Underwriter in Kansas City for the Massachusetts Mutual Life Insurance Co. EDWARD M. GURR, *Georgia*, is supervisor of the southeastern district of the Connecticut Mutual Life Insurance Co., Atlanta, Ga.

Joins Iowa Law Firm

CHARLES T. JOHNSON, *Northwestern*, who has been practicing law with his two brothers since January 1935, has moved to Denison, Iowa, where he has become associated with the Harding law firm of that city. While in Chicago he was an active member of the Chicago Alumni Club, and his many friends wish him all the success in the world in his new undertaking.

Teachers

BURTON H. GILDERSLEEVE, *Iowa*, is teaching at the Scranton-Keystone Junior College, LaPlume, Pa. ROBERT DENTEL, *Rider*, teaches commercial subjects in the Pennington (N.J.) high school. M. D. HARPER, *Georgia Tech*, is teaching in the Bass Junior High School, Atlanta, Ga.

Public Accountants

LYLE CASTLE, *Minnesota*, is with the Minneapolis office of Ernst & Ernst. RAYMOND J. KANE, *Creighton*, has recently organized the Business Accounting Service of Omaha, Neb. FRANCIS D. GALLAGHER and J. O. GARRISON, both alumni of our *Kansas* chapter, are with the Kansas City office of Arthur Andersen & Co. JOHN MATTILA, *Minnesota*, is with the Minneapolis office of Haskins & Sells, while MARSHALL DUNN and WILSON HOUSER, *Northwestern*, are with the Chicago office of the same organization. CARROLL LEARY, *Creighton*, is in the accounting department of the Firestone Tire & Rubber Co., Omaha.

Kelvinator Distributor

EDWARD D. MUIR, former head master of our *Michigan* chapter, is distributor for the Kelvinator electric refrigerators in the San Antonio, Tex. area, and maintains a large establishment at 719 Main Ave. in that city.

Advertising Club President

JAMES PETTY, *Georgia Tech*, was recently elected president of the Atlanta (Ga.) Advertising Club. Brother Petty is advertising manager for the Davison-Paxon department store.

Big Oil Men

THOMAS E. DICKS, *Georgia Tech*, was recently made marketing manager for the state of Florida by the Gulf Refining Co. HULEN HUNT, *Baylor*, is with the same organization in their Houston, Tex., office. CHARLES MAHAFFEY, *Baylor*, is in the Houston office of the Humble Oil & Refining Co. WILLIAM E. PEMBERTON, *Missouri*, is with the Shell organization in Kansas City, while MAYBEN NEWBY, *Illinois*, is with the Skelly organization in the same city. FRANKLIN FARVER, *Minnesota*, is in the Chicago office of the Standard

Oil Co. HARRY WYLIE, *Ohio State*, is with the Pure Oil Co. in Chicago, and recently received a fine promotion.

Newspaper Representative

EDWARD S. DICKINSON, *Kansas*, is advertising representative in Chicago for the *Kansas City Star*.

Assistant Dean

MERLE P. GAMBER, *Iowa*, is assistant dean of the Central Y.M.C.A. College of Commerce, 19 S. LaSalle St., Chicago.

Air Conditioning Executive

LEE RICHARDSON, *North Carolina*, is secretary-treasurer of the General Air Conditioning Co., Atlanta, Ga.

Mergers

Jesse James Walden, *Baylor*, on May 9, 1935, to Alice Virginia Martin, at Fort Worth, Tex.

Cecil Lasater, *Baylor*, on June 9, 1935, to Anna Sue Jenkins, at Tyler, Tex.

Paul Gilb, *Cincinnati*, on June 10, 1935, to Ann Maloney, at Springfield, Ohio.

Elmer E. Lind, *Nebraska*, on June 23, 1935, to Edith Koepeke, at Blue Hill, Neb.

Hiram E. Kincaid, *Illinois*, on June 26, 1935, to Mary Rose Onofrio, at Kansas City, Mo.

James McDonald, *Cincinnati*, on July 6, 1935, to Helen Marx, at Cincinnati, Ohio.

Jerome E. Petr, *Nebraska*, on August 11, 1935, to Evelyn Ruzicka, at Clarkson, Neb.

Rudolph E. Nordgren, *Nebraska*, on August 24, 1935, to Helen Niederkruger, at Omaha, Neb.

Shelton H. Phillips, *Missouri*, on December 14, 1935, to Louise Vaughan, at St. Louis, Mo.

Richard H. Coe, *New York*, on December 21, 1935, to Blanche Dutkins, at New York, N.Y.

James D. Stewart, *Georgia Tech*, on December 28, to Irma Wells, at Atlanta, Ga.

Kenneth H. C. Steffens, *New York*, on January 3, 1936, to Nina Margaret Chandler, at Rye, N.Y.

Leo Woerner, *Cincinnati*, on January 9, 1936, to Ruth Liebenruth, at Cincinnati, Ohio.

Howard Wardlaw, *Minnesota*, on January 11, 1936, to Dorothy Michelson, at Minneapolis, Minn.

William E. Dozier, *Texas*, on February 15, 1936, to Imogene Louise Crawford Sapp, at San Antonio, Tex.

Paul D. Weisser, *Minnesota*, on February 18, 1936, to Adeline O'Brien, at Mitchell, S.D.

William J. O'Rourke, *Pennsylvania*, on February 22, 1936, to Cecilia C. Butch, at Philadelphia, Pa.

Franklin D. Farver, *Minnesota*, on March 12, 1936, to Eve F. Mosley, at Chicago, Ill.

Dividends

To Brother and Mrs. J. O. Garrison, *Kansas*, on June 3, 1935, a son, Daniel Curtis.

To Brother and Mrs. F. D. Gallagher, *Kansas*, on November 18, 1935, a daughter, Mary Jeane.

To Brother and Mrs. Bernarr Wilson, *Nebraska*, on December 2, 1935, a son, William.

To Brother and Mrs. Joseph Uhl, *Cincinnati*, on January 9, 1936, a daughter, Elizabeth.

To Brother and Mrs. Robert McGinley, *Cincinnati*, on January 14, 1936, a daughter, Judith Kay.

To Brother and Mrs. Edward Uhl, *Cincinnati*, on January 14, 1936, a son, Edward III.

To Brother and Mrs. John F. Mannion, *New York*, on January 24, 1936, a daughter, Jane Elizabeth.

To Brother and Mrs. F. R. Lacy, Jr., *Northwestern*, on February 25, 1936, a daughter, Gladys.

AMONG THE CHAPTERS



Alpha Moves to New Home

NOT ONLY HAS Alpha Chapter secured the largest and most beautiful chapter house on the New York University campus, but its new quarters surpass those of any fraternity in greater New York. Early in January, Alpha Chapter moved its belongings from old 26 West 11th Street one block north to 21 West 12th Street. The new home of the mother chapter is the old residence of the late New York banker, James Riordan. It is a five story structure, composed of 19 rooms. The entrance is off the street and one flight above is a fifty foot ballroom which boasts a reception room in the rear. All the modern conveniences of a modern home, including house phones, built-in showers, steam room, and hand ball court in the rear are now at the disposal of Alpha Chapter.

Arriving in the new home, Alpha was awed by the immensity of the house. As this is being written, the chapter is beginning to acclimate itself. Before taking over the house, the annual winter formal was arranged to be held in the Crystal Room of the Ritz Carlton Hotel on Friday night, February 21. Not realizing that the new house offered a ballroom as fine as that of any New York hotel, the dance was left at the Ritz.

Due to financial and other reasons a number of Alpha's brothers were forced to give up their offices in the chapter. At a special meeting it was necessary to rename and elect certain officers. Head Master John Byrne, whose untiring efforts were responsible for acquiring Alpha's new home, remained in office, but it was necessary to elect officers down the line. The new officers are: Senior Warden, Aubrey Gene Posey; Junior Warden, Kingsley Jones; Treasurer, Leonard Colwell; Scribe, James P. Hackett; Historian, Robert L. Nevin; Chancellor, Thomas Meade; Editor of Alpha News, John Anderson.

The chapter was increased by three members only recently and now four new brothers have been inducted. They are Robert Knight, Russell Fairbanks, William Gory, and John Perry.

Without the aid of industrious alumni members Alpha Chapter would have been forced to go without a house. The alumni chapter of New York came to the aid of the active chapter and with their untiring efforts the chapter found itself beginning a new life. A house committee to carry on the work about the house was formed. It was evenly divided with a member of the active chapter and the head master with the house manager and three alumni members. Head Master Byrne, Gene Posey, and Paul Cunningham of the active chapter and alumni Victor Kiefer, Walton Juengst, and Albert Rohrberg made up the committee.

The first smoker of the new semester was held on February 20 and a large turnout of prospective pledges was on

hand. With the new rushing season now in full swing, Delta Sigma Pi at New York University has more to offer the young men of Commerce than any other fraternity on the campus.

As in former years Alpha Chapter entered the interfraternity basketball tournament this year with a strong quintet. After winning its first game by a 22-0 score, the quintet primed itself for the battle with Alpha Kappa Psi. Before the two teams met on the floor A. K. Psi boasted it would give Deltasig the drubbing necessary to eliminate it from championship honors. With three men on the team over six feet three inches, Alpha was not phased. The game started slowly, but once under way Deltasig could not be stopped. At half time, Alpha Chapter was leading 27-4. Realizing that it was not necessary to run over A. K. Psi too drastically, the third quarter was started by the second team. A. K. Psi drew up a little bit on the scoreboard, but the end of the game had Deltasig the winner by a 38-17 score. Only Theta Nu Epsilon, victors in 15 straight games over the past three years, stands in the way of the coveted trophy. T.N.E. will be met in the final game of the schedule and already the campus is buzzing about the outcome. Alpha Chapter's team is made up of Captain Walter Sargent, Aubrey Posey, Peter O'Brien, William Gory, James Hackett, Albert Metz, Leonard Colwell, Paul Diggins, Kingsley Jones, and Thomas Meade.—J. P. HACKETT.



Minnesota Sponsors Business Banquet

ALPHA EPSILON CHAPTER held the most successful dinner banquet of the year Monday, February 17. Arthur W. Marget, outstanding economist and popular professor at the School of Business Administration, University of Minnesota, was the main speaker. His topic, "The Business Cycle," was very well given and every one thoroughly enjoyed it. As honored guests we had; C. S. Powell, assistant Federal Reserve Agent of the ninth district; L. E. Brown, president of the Minneapolis Grain Exchange; Walter Mills, executive at General Mills; Mr. Manuel, president of the Marquette National Bank; Alvin H. Hansen, professor of Economics; Richard L. Kozelka, assistant professor of Economics; George R. Martin, retired vice-president of the Great Northern. The round table discussion that followed the talk was particularly enlightening. Because of the many industries represented we gained a broader view of the business situation. Credit for its success goes to Brothers Foster and Hartson, who made all the necessary arrangements. Alumni of the chapter turned out "en masse," there being a total of sixty present.

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When this article goes to press we will have initiated four more men into Delta Sigma Pi. They are Paul Vaananen, Hibbing; Gerald Smith, Elmore; Harry Holstrom, Minneapolis; and Charles McGarraugh, Philip, South Dakota. We are in the midst of "Hell Week" at the present writing and things have been progressing nicely to date. Formal initiation will be held at four o'clock on Saturday afternoon, followed by a formal party at the Gold Room in the Hotel Radisson. Leonard Langager is in charge of the party and reports there will be 35 couples in attendance.

The basketball team is out of the running for the professional fraternity championship. The team tied for the top in its division but lost out by one point in the play-off. Brothers Langager, Lothrop, Loban, Hartson, Swanson, Gunderson, Vaananen, Janzen, were the mainstays of the team. Brother Foster, who was a basketball star in his undergraduate days at Carleton College, Northfield, Minnesota, coached the team.

Socially the fellows have been quite active. Brother Gunderson, who was general arrangements chairman for the Junior Ball, did very well by himself by marching fifth in line at that event. He was responsible for getting Jan Garber to play at the ball, whose orchestra was the first "big name" band to play at this important function here at Minnesota. About ten of the boys attended the J.B. and reported a wonderful time.

We have recently reestablished professional day lunches. So far this quarter we have had two very successful luncheons and although our chapter house has been somewhat chilly the last few days the boys turned on the heat and made the profs feel right at home.—KUNO M. JANZEN.

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Beta Initiates Six

BETA CHAPTER'S 63rd initiation ended February 15 with the ritual delivered in an impressive fashion that left a definite impression on the neophytes. These new initiates are Carl J. Boyer, Edison J. Nisbet, Albert W. Quambusch, Eugene W. Shier, Forrest J. Struble, and Nathan R. Wakefield. After the formal ceremonies an excellent dinner, supervised by Chicago Alumni Club head Dario L. Toffenetti, was enjoyed by all of us. He acknowledges no equal (our belief) in the preparation and serving of banquets. At a special business meeting immediately following, Richard Crisp resigned from the office of Keeper of the Parchment Roll and Gene Shier, a new initiate, was elected from the wealth of good material available. Although we have been told that previous initiations were always tougher, this one kept five of the six from attending the School of Commerce spring informal. The rest of Beta Chapter turned out to this dance in full force.

Dean Hawkinson of the Evanston campus Marketing division opened our spring semester professional program. A former head master of Alpha Mu Chapter at North Dakota, he spoke with authority and in an interesting manner on the N.R.A.'s effect upon industry. Dean Hawkinson's association with the Code Authority gave tangible force to his opinions, delivered to our active and alumni brothers and their many guests. The second of our professional meetings was also a corker. Mr. Hal Shoemaker, *Chicago Daily News* staff cartoonist, showed us that he could speak as effectively as he could use his pen. His talk was well illustrated by sketches and he allowed his listeners opportunity for expression of their artistic temperaments. Our professional meetings will continue throughout the semester with programs of the same high caliber.

Beta's social highlight was our celebration of Washington's birthday. Our joint chapter formal dinner-dance given in cooperation with Zeta, Alpha Omega, and Alpha Psi Chapters, was not solely for the purpose of celebrating the birth of the Father of Our Country, but it was a no less enjoyable and highly successful affair. The Medinah Athletic Club, the Tally-Ho grill room and floor show, a turkey dinner, Boyd Raeburn's orchestra, the right girl, and a very

valuable favor for the lady made a combination that provided a most enjoyable evening for 130 who attended.

William Crowley has been appointed to the School of Commerce faculty. We believe that Bill can depend on a large registration in his course in Public Utility Rate Structures. Richard Crisp is now editor of *Beta News*, the medium which enables us to keep tab on one another and to record what is happening in our chapter. He succeeds, and will try to do as well as Clifford Miller, now busily absorbed in senior class activities.

We believe we know the reason for our bowling team's pin-socking success. It's rumored that they've been under the tutelage of Rip Van Winkle's Dutchmen. We've defeated every team in the School of Commerce to win that championship and are now leading the All-McKinlock Campus bowling league. Moreover, it appears that this fever has spread from our team of Shanafield, Voight, Parisi, Vernier, Miller, and Coggeshall to the last two groups of initiates. A match for blood has been set for a near date with a suitable sufficiency of beer at stake. Our basketball team has not won all of its games. We realize the standards that we set are rather high, but they still have a chance to win in the playoffs.

Thus, to us our future seems rosy and our sample of 1936 just as good as any of its predecessor years.—WILLIAM A. FULLER.

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Grand Secretary-Treasurer Visits Texas

BROTHER "GIG" WRIGHT honored Beta Kappa with a visit during February. Province Director R. T. Mills and Head Master Sidney Sparks took him on a tour through the city Thursday, and a banquet was held in his honor Thursday night. He delivered an after-dinner address to the members that aroused a new spirit, and the following evening he spoke to the members and a large number of prospective pledges at a smoker. The speech proved very effective, and we have begun to cash in on it; fifteen men were pledged after the next two smokers.

The dean of the School of Business Administration, James Anderson Fitzgerald, was the principal speaker at a recent banquet held in the Student Union. His subject was *How to Get a Job*. "Business men," said Dean Fitzgerald, "are beginning to look more closely at the grades made by prospective employees than ever before." The dean was strongly in favor of professional fraternities, because he seems to think they develop one's personality and accuracy. Dr. Fitzgerald said that the fraternity men at Texas had a higher scholastic standing than non-fraternity men.

Beta Kappa enjoyed celebrating its fifth birthday. The chapter was chartered December 13, 1930, and is now one of the leading professional fraternities on the Texas campus. Our birthday banquet, held in one of the beautiful dining rooms in the Union Building on December 12, is certainly to be remembered by all members as one of the largest and most successful affairs. We were fortunate in having several of the charter members back with us for the celebration. Cecil H. Fewell, instructor in accounting and a charter member, has been the principal speaker at this affair since the founding of the fraternity. Beta Kappa wishes to thank those chapters sending us birthday greetings at that time; it is encouraging to realize that even more than The Eyes of Texas are upon us.

Founders' Day was appropriately celebrated by Beta Kappa and Beta Iota. Following the Baylor-Texas football game, a banquet was held in the heart of Waco. Sidney Sparks, Head Master of Beta Kappa, held the honored post as toastmaster. Ken White was the speaker of the evening. One faculty member, and all the officers of Beta Kappa, with the exception of the treasurer, were present. Donald Belknap, a graduate from Texas last year, and the head master at that time, joined the chapters in the celebration.

Following a banquet in the Texas Union on December 8, three men were initiated. They were William Bain, Alex Kinsel, and Louis Williams. Brother Williams was elected Keeper of the Parchment Roll. The *Beta Kappa-Gram*, chapter magazine which consists mostly of articles contributed by the active members, is published at each initiation, and was issued at this time. The articles were very interesting. Brother Boyd contributed an article entitled, *Lincoln Takes a Lesson in Business English*, which was very interesting.

Due to his work at the Internal Revenue Department, Head Master Sidney Sparks was unable to remain in school this semester; and hence, he was forced to resign his office. An election was called, and the following men were elected: Head Master, Raymond J. Martin; Senior Warden, Irby Cobb; Treasurer, Johnny Horany; Scribe, Louis Williams; Junior Warden, Bill Bain; Deltasig Correspondent, Woodrow W. Cruse; Historian, Alex Kinsel; and Bob Adkisson has charge of the efficiency contest. We regret the loss of Brother Sparks as Head Master, for he gave us a good chapter, and all members of the fraternity respected him very highly. He plans to remain active, and we hope he will be able to arrange his work to return to school next year. The newly elected Head Master, Raymond J. Martin, is capable and efficient in every way, and we are confident that he, like Head Master Sparks, will continue the good work. Several smokers have been held, and we hope to have a large class for initiation this spring.—WOODROW W. CRUSE.

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Pennsylvania Celebrates Fourth Anniversary

THERE WAS GREAT FEASTING and merriment on the night of January 25, at which time we all gathered 'round the festive board and later danced 'til the wee hours in celebration of our fourth anniversary, which was Thursday, January 23. Yes sir, we have been Deltasigs for four years and we're certainly proud of it. When we look back over our fraternal life span we are deeply gratified. We have come a long way under the guidance of Delta Sigma Pi and we hope to go a lot farther. If we continue with the fine caliber of our past leadership as well as membership we cannot help but realize this hope. And according to the present prospects we need have no fears.

The spring rushing season is now in progress and activities are at a new peak. There are now four pledges at the house making life more or less easy for the houseman. In conjunction with the rushing campaign we held a professional smoker on Wednesday, February 19, featuring Brother Reimenschneider's highly interesting and enlightening talk on "Fraternity Life in Connection With School Life." Next we were favored with an explanation of the methods and procedure of the United States Customs Department by Mr. R. R. MacIvers. We then enjoyed an illustrated lecture on the manufacture of radios presented through the courtesy of The Philco Radio Corporation by Mr. Jack Otter and Mr. Nielson. We are planning to have our final initiation of the year on Friday and Saturday, March 20 and 21, to be climaxed on Saturday evening by a big Green Dance at the house in honor of the good Saint Patrick.

The professional meeting Thursday, February 20, was dedicated to the nominating of officers to be elected March 5 and to serve for the coming year. The Philadelphia Alumni Club recently announced its intentions of presenting to the active brother, to be selected by the active chapter, who did the most good for the active chapter during the school year 1935-1936, a Delta Sigma Pi ring. At this meeting we also nominated three brothers for this honor. One will be elected at the same time we elect officers.

Our perennially wandering head master, Bill Rohrer, was recently siezed with another attack of wanderlust. This time he made a temporary escape from cares, worries, and cold weather to bask in the sun at Havana. When interviewed upon his return Bill assured us that he was sorry

he couldn't stay longer but that he would certainly make up for lost time next winter. And while on the subject of traveling we wish to make known the fact that we are all looking forward to a trip to Atlanta next September.—CLAYTON G. BRANCH, JR.

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Alabama Poly Visited By Brother Wright

BETA LAMBDA CHAPTER was honored by a visit from Grand Secretary-Treasurer H. G. Wright recently in his tour of the southern chapters. Brother Wright spoke to the chapter on "The Value of Being a Member of Delta Sigma Pi." In outlining his talk, Brother Wright stressed the point that in our being a member of Delta Sigma Pi we have a ready made introduction to 11,000 other Deltasigs throughout the country. This is a most important benefit that one can receive from a professional fraternity such as Delta Sigma Pi. When one stops to think of just exactly what this means, he will realize its significance. It means that if you are in a large city working for a fairly large corporation, there is a chance that there is another Deltasig somewhere within the organization.

This business of getting a job is an important one. Would it not be better to have someone within an organization to put in a good word for you rather than to walk into an interview openhanded? Brother Wright gave numerous examples where the fraternity had been the direct factor in aiding some brother to secure a position. Brother Wright also spoke of the values gained from faculty contacts, the friendships made with classmates, and last but not least, the good times had while being an active member of a chapter, all of which are very important to the underclassman.

At Alabama Poly, Beta Lambda is striving to gain some of those objectives of which Brother Wright spoke. As yet our chapter is small, mainly due to the size of our department, but as the department grows, so do we hope to grow. Last year our standing in the Chapter Efficiency Contest was eleventh. In the past, our professional meetings have been a source of inspiration to our members. We have been able to secure out-of-town speakers, and we hope to continue this feature in the future. Our cabin on the outskirts of town has provided many good times, and stands as a monument to those brothers now graduated who didn't mind doing a little work for the enjoyment of those to follow.

On March 21 Beta Lambda will be five years old. If we continue to progress as we have in these years past, there will be no need to worry as to the success of our chapter. Our hats are off to two loyal faculty members who have aided in this progress since its beginning—Professors Crow and Austin.

On the evening of February 18 we had a most enjoyable and instructive professional meeting led by Prof. C. L. Pollock, a new member of the faculty here at Auburn in the department of Business Administration. Professor Pollock has travelled all over the world and lived in Japan four years, where he taught English in a Japanese university. He talked about his experiences with the Japanese people, their customs, and their government.

Beta Lambda is proud to have had three of its members recently elected to Phi Kappa Phi, national honorary scholastic fraternity. This is the highest scholastic honor that a student at Auburn can receive. The brothers elected were: James Vance, Gadsden, Ala.; Howard Conner, Eufaula, Ala.; and Herman Harris, Clanton, Ala. Besides attaining high scholastic standings for their college careers, these three Deltasigs are outstanding in other campus activities. Brother Vance is secretary-treasurer of Omicron Delta Kappa, national leadership fraternity; Brother Conner is a member of the varsity swimming team; and Brother Harris is business manager of *The Plainsman*, our college and town paper.—MILTON D. ROTH.

Grand Secretary Visits Missouri

ALPHA BETA OPENS the second semester with an initiation of new members on March 22. We expect to initiate considerably more than our quota of sixteen new men for the year, twelve having been initiated to date. At the end of the first semester, Brother Spangler, former professor in the Economics department, left his faculty post to take graduate work at the University of Chicago. We regret his loss, and hope that he will return in the future.

On February 11 Alpha Beta held a professional meeting at the Phi Kappa Psi chapter house. The meeting was well attended, some thirty-five active members, guests and alumni being present. Professor Bradshaw of the Political Science department of the university gave a talk on "Presidential Possibilities."



ALPHA BETA CHAPTER—UNIVERSITY OF MISSOURI

The University of Missouri's Commerce Day, held annually under the sponsorship of the Business School, is being supervised by the school's officers. William Snyder is president of the school, and Head Master Gildehaus is treasurer. Professor Bauer, of the Business School faculty, is also on the committee. The entire chapter is working behind the officers to make this Commerce Day one of the biggest and best in the history of the school.

February 20 marked the visit of Gig Wright, Grand Secretary-Treasurer of Delta Sigma Pi. He had luncheon with forty members, rushees and alumni of Alpha Beta. His talk upon the value of membership in Delta Sigma Pi made a most favorable impression upon all present. Alpha Beta looks forward with pleasure to any visits of Brother Wright in the future, and expresses a sincere hope that they will occur much more frequently.

Alpha Beta would also like to hear from her alumni. Just a line to let us know where you are and what you are doing would go a long way toward creating greater internal strength in the chapter. Any visiting brothers are cordially invited to get in touch with the members of the chapter.—WILLIAM SNYDER.

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De Paul Initiates Five

ALPHA OMEGA CHAPTER emerged from its first semester initiation with five new men listed in the chapter roll. In spite of the rigorous tests to which the neophytes were put on Friday, February 14 (Hell Night), they returned on Sunday afternoon, February 16, to take the final rites of initiation. The impressive ritual of Delta Sigma Pi was delivered by the ritual team in a solemn manner and was received by the initiates in a most solemn attitude. Following the initiation the traditional Deltasig banquet was held at the Lake Shore Athletic Club. Several of the new lads admitted that this was the first meal they had enjoyed since the Friday previous. Perhaps the boys were a little too vigorous in the Hell Night initiation.

It is appropriate at this time to introduce the new brothers to the tribe of Delta Sigma Pi. Nicholas Kohl is a freshman, and is freshman representative to the Student Activity Council and assisted in the edition and publication of the freshman edition of the *De Paulia*. Willis Porter is a sophomore and was active in the promotion of the frosh-soph dance. Emilio de la Garza, a visiting student from Mexico, has shown his ability as a writer for the freshman edition of the *De Paulia*. James Strickland is a sophomore in the evening division of the College of Commerce and is active in the Evening Commerce Club and also a representative to the Evening School Council. Donald MacAllister is a freshman in the evening division.

And with two pledges held over from last semester, Alpha Omega Chapter enters with renewed strength upon an intensive membership drive. Rushing activity began with a smoker held on Friday evening, March 6, at the Lake Shore Athletic Club. Approximately 60 guests attended the smoker and were addressed by an executive of one of the largest advertising agencies in the United States. Unfortunately, the speaker was a bit modest and requested the omission of his name from any publications. Following the principal speaker several of the faculty gave a word of welcome to the guests of the chapter. To conclude the session refreshments were served. The second smoker was held at the Lake Shore Athletic Club on Friday evening, March 20.

The social activities of the chapter during the first part of the new semester were climaxed by a gala St. Pat's Party, given by the alumni at the Brevoort Hotel. In view of the fact that St. Pat's Day fell on a Tuesday this year, the dance was held on the preceding Saturday, March 14. The dance was well attended by the student body of De Paul. And, already, the chapter is looking forward to participation in the Panhellenic dance, to be given in the Crystal Ballroom of the Blackstone Hotel on Saturday, April 18. George Umhofer, as president of the Inter-Fraternity Council, is chairman of the affair.

In the field of sports, Alpha Omega Chapter is anxiously awaiting the long delayed Interfraternity basketball tournament which is now scheduled to get underway in the middle of March. The chapter team, as it stands now, is composed of Brothers Hart, Coffman, Kohl, Porter, Gacki, Cankar, and Umhofer. Voicing the opinion of the team, your scribe asserts that, "we'll cop the cup this year." Here's hoping.—GEORGE E. UMHOFFER.

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Kappa Marches On

KAPPA CHAPTER IS steadily marching on into 1936, leaving in its wake many pleasant and enjoyable events and activities, and with plans for more accomplishments. The members are working hard, and earnestly, to place at the top in the Chapter Efficiency Contest again. This is the goal which will mean victory to Kappa. But now let's see what the chapter has been doing. On January 18, Kappa held a very successful smoker at the Piedmont Hotel. Mr. Melnacker, local theater manager, delivered a most interesting speech on the motion-picture industry. A regular business meeting was held on January 19, at which Brother Brandes, our district deputy, related the history of the Retail Credit Company with whom he is employed. This talk was highly interesting.

The most enjoyable event of recent activities was occasioned by a visit from Gig Wright on January 25. Kappa Chapter tendered Brother Wright a banquet at the Piedmont Hotel on the night of the 25th. Members turned out sixty strong to make or renew acquaintance with Gig and to hear him speak. His talk, "Benefits Derived from Membership In Delta Sigma Pi," was most broadening and intensely interesting. On January 26, twenty-seven Kappa members, in company with Brother Wright, motored to Athens, Georgia, to pay Pi Chapter a visit. While there, the

Kappa Chapter ritual team was given the honor of initiating Pi Chapter's pledges at the Hotel Georgian. After the initiation the banquet was held in the main dining-room of the hotel. Gig spoke to the gathering, instilling into the minds of the Pi men the same thoughts and principles as he had Kappa men the previous night. These two days were two of the happiest and most enjoyable days Kappa Chapter has ever seen. We always enjoy Brother Wright's visits, and particularly this time, his suggestions for the forthcoming Grand Chapter Congress to be held in Atlanta in September.

From these events, Kappa moved on to February 2, the date of a professional business meeting. Reverend Lee Cutts, the principal speaker, gave a most enlightening address on "Christ in Our Private and Professional Lives." On February 4, the active members of Kappa Chapter met the alumni members in a bowling match. The more experienced alumni won in a walk. On February 8, Kappa Chapter's basketball squad met and routed the Alpha Kappa Psi team by a score of 26-17. This was really a great game for Kappa. A professional business meeting was held on February 16, at which Mr. MacBrayer, secretary of the Atlanta Convention and Tourist Bureau, informed eager listeners how to plan a convention. His speech was most enlightening and encouraging. Those who will attend the Congress here will have the opportunity to determine whether his talk was of any benefit.

On February 29 and March 1, Kappa Chapter held its second initiation. Those initiated at that time were Embry Eve, James Hopkins, Walter Thompson, Richard Zachry, and Thomas Hill. To add to the pleasure of the event, several of Beta Lambda Chapter of Auburn, Alabama, motored to Atlanta and assisted in the initiation. On March 10, Kappa Chapter celebrated its fifteenth birthday with a very delightful steak-fry at the Deltasig Lodge.

In closing, Kappa Chapter is hoping that members of Delta Sigma Pi throughout the country are making plans to attend the Twelfth Grand Chapter Congress, in Atlanta, and is looking forward joyously to welcome them.—CHARLTON WIMBERLY.

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New Officers For Northwestern

AFTER CHRISTMAS VACATION the brothers and pledges once again reassembled at Evanston, on the snow covered shores of Lake Michigan. After ninety days of hard labor one brother, Clarence Blakemore of Sigma chapter in Utah, who was with us as a graduate student, failed to return, having found employment in his field. All the others were ready to resume work. A new slate of officers was chosen for the following semester: Head Master, Reynold Carlson; Senior Warden, Alfred Lambrecht; Junior Warden, Stuart Busse; Secretary, Norman Strunk; Treasurer, John Boergert; Historian, Keith Jackson; and Chancellor, George Beise. Much has been done already and much is expected in the future from this exceptionally capable group. One of the brothers who had taken the trouble to draw up a slate in advance only to see it fail miserably decided to take up poultry raising so that he won't count his chickens before they're hatched. Introducing—Farmer Campbell.

Two more pledge buttons have been placed on men deemed worthy, namely Bob Finley and Ralph Thayer. Julian Bates arrived in the middle of our coldest weather from the Beta Zeta Chapter at Louisiana State U. in the sunny South. Another affiliate is Stanley Hayward from Phi Chapter at the University of Southern California, also of the warmer climes. John Miller, who had been living at the house, flew to California to escape the cold and take up a job in San Francisco. We were glad to have Marshall Dunn, '35, drop in not long ago. We are always glad to have alumni visit us.

Now with exams behind us and a few days of rest immediately thereafter (which for the most part were well spent in sleeping) work has started anew with many on their last lap. This has no connection with the pin-hanging activities of Brother Bubul who thinks he has found a co-partner, and "Brownie" Egelston, who has decided to take up all the time of an attractive first year lass.

The new semester now full-blown and no longer a novelty finds a new night set for chapter meetings with the same plan as before with alternate meetings of business and professional content. The guest at our first such professional meeting was Mr. R. Tencher, head of the Evanston placement department and the vocational counselor for commerce students.

With five pledges at present, a date has been set for the spring initiation which will be our third initiation this year and plans are under way for a chapter formal. We have been diligently working on the Chapter Efficiency Contest but we are all thankful that the success of our athletic teams in winning their games is not essential. Increasing interest has been shown and also occasional victories.

We're "Shooting High"—for the top.—STEWART CAMPBELL.

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Marquette Prepares for Initiation

SPEEDING ALONG THROUGH the second semester of the school year, a new and eager set of officers has taken over the reins of Delta Chapter at Marquette University. Here's a list of the new men selected: Head Master, Jim Helmer; Senior Warden, Bob O'Melia; Junior Warden, Ed Sullivan; Treasurer, Norm Fischer; Scribe, Carl Sterbenk; Chancellor, Bill Curran; Historian, Joe Doherty; Senior Guide, Frank Fernstrom; Master of Ceremonies, Sherwood Bishop; Master of Festivities, Jack Laubenheimer; Junior Guide, Harold Horn, and *Drawl* editor, Don Elbert. These lads are now in office and are making loud and sincere claims that they will keep Delta Chapter right up there among the leaders where it has always been, especially during the term of the officers who have just turned over their jobs to the new men.

Here let it be said that these retiring officers appreciate the fine cooperation of the Central Office and all outlying chapters during their administration. Said cooperation did much to uphold the honor of dear old Delta Sigma Pi in Milwaukee.

At present we have eight pledges and are putting twelve men through "hell week" which will be held the week of April 20-26.

Delta has contributed its share of men to Marquette's track team, now busily engaged in outdoor practice. Joe Doherty, Harold Horn, and Carl Sterbenk are members of Jennings' outfit, all placing consistently in every meet. In intramurals, our basketballers are in second place. Delta's wrestlers, handball players, and ping pong teams are pointing toward trophies in meets to be held within the next few weeks. And beware of our indoor baseball team, you other Marquette fraternities.

Many active members of Delta joined in the festivities at the alumni club's St. Pat hop at the Knickerbocker Hotel Saturday night, March 14. After the prom, at which Horace Heidt gave us a nifty show, thirty brothers congregated at the Old Heidelberg night club. What a night! Every second and fourth Wednesday of the month, noon-day luncheons are held in the Red Room of a nearby campus dining room, Hawley's.

Edgar Van Steen and Ken Schoenecker graduated February 7, while John Simonet was victim of a nervous breakdown and had to go to his home in Stillwater, Minn. He would have graduated in February, but will now have to take his examinations in the spring. We hope you'll be back with us soon, Sim.

Plans are now being formulated for Delta's famous Founders' Day banquet. It'll be bigger and better this year. Saturday, May 9, is the day. Note it.

Remember, brothers, if you're in Milwaukee any time be sure and drop around to our chapter house at 604 N. 14th St. There will be someone to welcome you there—and to make you feel at home in Delta environment.—JIM HELMER.

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Grand Officer Visits Johns Hopkins

CHI CHAPTER HELD its grand finale of "Hell Week" on Saturday, January 18, at the Lord Baltimore Hotel. This was our first initiation of 1935-36 and forty-one Deltasigs attended. Headed by Head Master Rinaldi and Brother Nash, a large crowd turned out from Mu Chapter to help us welcome Brother "Gig" Wright. We newer men were very much impressed by our first meeting with our Grand Secretary-Treasurer. The formal initiation was presided over by the crack ritual team of Chi Chapter, which is composed entirely of former and present officers. Four neophytes were initiated at the inspiring ceremony. Our new members are: Walter Hopkins, C. Earl Koch, Joseph X. O'Berle, and James W. Reese, Jr.

After the formal initiation ceremony the entire assemblage gathered at the banquet table and took part in our biggest initiatory banquet. Our toastmaster for the occasion was J. Elwood Armstrong, treasurer of the Baltimore Alumni Club and province director. Speakers were available from all attending chapters. The final speaker of the evening was Brother Wright. "Gig" spoke on the theme, "What Do I Get Out of the Fraternity After Graduation." This proved an eye-opener for many, and gave us our introduction to the possibilities of Deltasig's new service, the Alumni Placing Bureau. Brother Wright told of the progress made by other chapters in the past year and of our opportunities both as a chapter and as individuals.

Our mid-year dance was held on Saturday, February 8, at the Maryland Country Club. This dance was different from our usual dances in that it was a joint fraternity-sorority dance. It was sponsored jointly by Chi Chapter and

the Zeta Tau Sorority, Alpha Chapter. Eight couples journeyed from Washington to attend this dance. The music was furnished by Brother Herb Hahn and the hall was packed to the doors.

A professional smoker was held on February 13 at Levering Hall. Our speaker was Mr. C. W. Smith of the Public Service Commission. On Wednesday, February 19, Brother H. E. Ramsen gave an illustrated lecture on the "Making of Fine Paper."

Our first industrial tour of the year was held on February 27. This affair, sponsored jointly by the active chapter and the alumni club, consisted of a tour through Radio Station WBAL. Incidentally our Round Table Talks are broadcast over WBAL every Thursday from 4:30 to 4:45 P.M.

A real Monte Carlo Night for all Deltasigs and their friends is to be held on Saturday, March 14.—PARK ROBERTS.

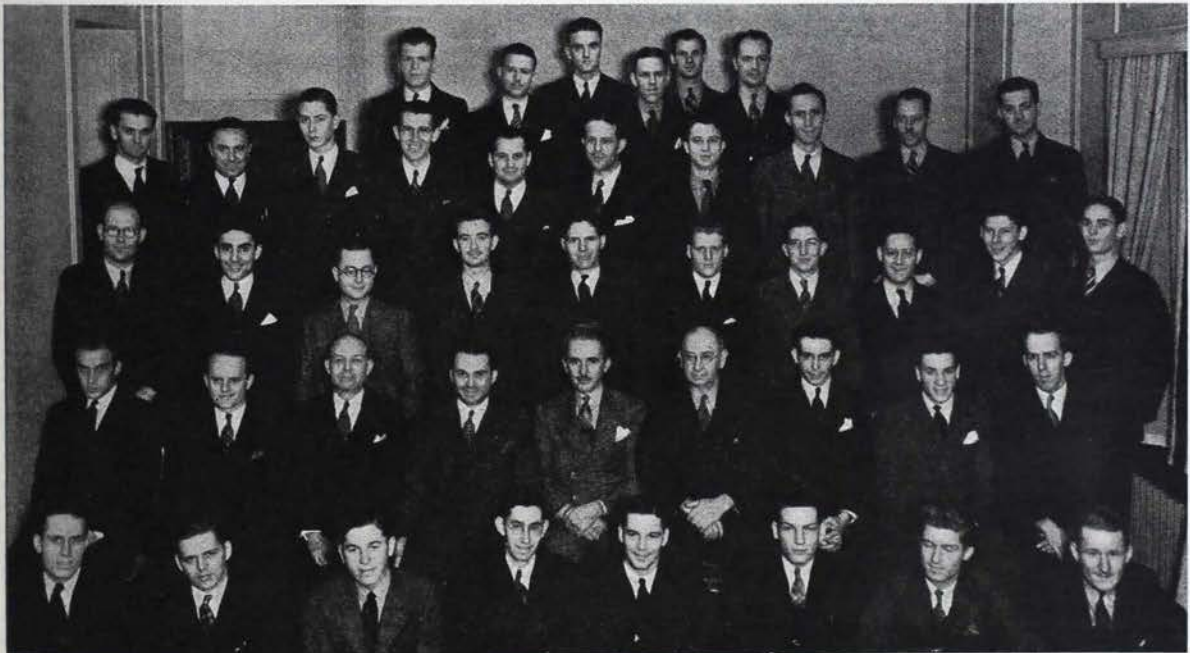
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Drake Iota Honors Rushees

ALPHA IOTA CHAPTER, Drake University, recently favored pledges and rushees with a buffet luncheon and an evening of bridge in the log cabin rooms of Hotel Fort Des Moines. Members of the Des Moines Alumni Club and faculty, including Dean L. E. Hoffman, were present making a total of twenty-eight. This meeting was the second of the joint gatherings of the alumni club and the active groups.

The first of these meetings, and the beginning of the early fraternity activities, was the annual week-end outing at Camp Hantessa in the beautiful Ledges State Park, near Boone, Iowa. This trip is especially to be remembered because of the early invigorating morning hike and the evening of fellowship around the fireplace in the main lodge.

An early election of new officers to be selected from those registered in the College of Commerce and Finance is planned to replace those in office, three of which are now enrolled in the Law School, having elected their pre-law work in the College of Commerce and Finance. They are Head Master William Martin; Senior Warden Walter Delahoyde, and Scribe Merlen Correll.—MERLEN CORRELL.



MEMBERS PRESENT AT CHI CHAPTER BANQUET, JANUARY 18

Georgia Initiates Twelve

THE OUTSTANDING EVENT of the second semester activities was the initiation of the Pi Chapter which took place on January 12. The members and pledges met at the Georgian Hotel and Head Master Westbrook immediately took charge. After the pledges were kept in suspense for several hours the formal ceremony began. The following were initiated: James Faulkner, Athens, Ga.; Jett Foster, McRay, Ga.; Horace Head, Jefferson, Ga.; Dick Hudson, Sandersville, Ga.; Clayton Peacock, La Fayette, Ga.; Bernard Ramsey, Macon, Ga.; Eugene Smith, Atlanta, Ga.; A. Clyde Spinks, Atlanta, Ga.; H. Leon Wilson, Bolton, Ga.; and John W. Wilson, Thomson, Ga. A banquet was then given for the new members.

On January 26 a special initiation was held for L. C. Clark, Cuthbert, Ga., and C. V. Nalley, Gainesville, Ga. The Tech ritual team was invited to conduct the initiation with Head Master Trulove officiating. Twenty-six Kappa members made the trip, and the initiation was carried out in a most impressive manner. We, Pi Chapter, were very fortunate in having Kappa Chapter with us. The efficiency of Kappa Chapter was an inspiration to all, and it is hoped that we, the Pi Chapter, may climb nearer the top. New rushing plans are already under way with a possibility of a joint initiation with Kappa Chapter in the near future.

Following the special initiation a banquet was given in honor of a most distinguished guest, our Grand Secretary-Treasurer, H. G. Wright. We were more than delighted to have Brother Wright with us. He gave a most inspirational talk that will never be forgotten by those who were fortunate enough to hear him. We are looking forward with pleasure to the time when we can again have Brother Wright and other members with us. Such meetings are very helpful and bring closer contact with other members of Delta Sigma Pi.—HORACE H. HEAD.

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Creighton Elects New Officers

SINCE THE LAST issue of THE DELTASIG, Beta Theta Chapter has been very active. Social chapter meetings have been held regularly every second Monday with the exception of the temporary discontinuance during semester examinations. At the close of the examinations Brother John P. Begley entertained us at a dinner at the Fontenelle Hotel. Recent election of new chapter officers: Head Master, Warren Ritchie; Senior Warden, Bill King; Junior Warden, John Moriarty; Treasurer, Lawrence Keller; and DELTASIG Correspondent, Maynard Bauer. At the business meeting, which was held on February 10, officers were elected, and rush plans were made. The prospect for a fraternity basketball team was also discussed. On the following night we were defeated in our first game on the Hilltop. We don't give up so easily and have hopes of again becoming inter-fraternity champions.

The activities of the chapter have been outstanding throughout the past year; now let us interview a few of the members. Head Master Warren Ritchie besides directing a dance orchestra (a good one, too) in his spare time, takes a work-out by tossing around hundred pound bags of flour. Now our Senior Warden Bill King, a reserved young man, spends his evenings ushering in one of our prominent theatres. Then, low and behold, what do you think we have for a treasurer—a meat-cutter. This young man comes from Kansas and his name is Lawrence Keller.

Our secretary, John Moriarty, tells me that he enjoys his work as a filling station attendant even though the weather is extremely cold. Meat-cutting seems to be the occupation of many of our members; Brother Lundberg and Brother Preston are also meat-cutters. Brother Rotter manufactures potato chips in his spare time.

In school activities our former head master, Charles Condon, is a member of the Board of Governors of the

Creighton Students' Union and also a member of the Chamber of Commerce of the School of Commerce; Walter Rotter, former secretary, is a member of the Board of Governors also; Head Master Warren Ritchie is the president of the Chamber of Commerce; Senior Warden Bill King is the president of the junior class of the School of Commerce. Brother Keller is the president of the R.O.T.C. Band of Creighton.

A rush campaign has been launched and a large initiation has been planned for spring.—MAYNARD P. BAUER.

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Beta Delta Activities in Full Swing

THE PROFESSIONAL ACTIVITIES of Beta Delta Chapter at N. C. State are going full force. We have been indeed fortunate in securing excellent speakers for our open meetings. On January 15 Dr. G. W. Forster, professor of Agricultural Economics, spoke to a large assembly of Deltasigs and non-members, on the Supreme Court's A.A.A. decision. Dr. Forster is an authority on all agricultural matters and has often been called to Washington by officials of the Department of Agriculture. Dr. Forster prefaced his remarks regarding the A.A.A. decision with a discussion of the history of agrarian troubles in this country and the attempts to remedy them. He then declared that he believed the Supreme Court was correct in its decision. Dr. Forster next outlined the substitute for the A.A.A. he believed most likely to be adopted.

Dr. E. B. McNatt was our speaker on Tuesday, February 14. His subject was the Wagner Labor Relations Act. Dr. McNatt, formerly of Cornell, is a new addition to the faculty of North Carolina State. He has done a great deal of research in labor problems and has published a number of articles on the subject.

At a recent initiation of Phi Kappa Phi, which is the highest scholarship society on our campus, three of the ten students initiated were Deltasigs. They were M. F. Browne, W. H. Wesson, and J. D. Renn. Another Deltasig, I. M. Porter, has been elected to membership and will be initiated in the near future.

Since the last issue of THE DELTASIG, Beta Delta has been favored by the chapter visitation of Grand Secretary-Treasurer H. G. Wright. It is certainly our wish that these visits could come more often.—JAMES D. RENN.

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Grand Secretary-Treasurer Visits South Carolina

BETA GAMMA CHAPTER was host to Brother H. G. Wright, Grand Secretary-Treasurer, on January 22. In the afternoon, Brother Wright visited the chapter house and discussed ways and means of bettering the chapter. That night, a very interesting and informal talk was given by Brother Wright at a smoker, which was attended by both active and alumni members of Beta Gamma Chapter.

The second semester at South Carolina began with four new members in our chapter. A very impressive initiation was held in January, in spite of the inclement weather. The new men initiated into Delta Sigma Pi were Henry J. Clerici, William K. Price, John R. Turnbull, and James F. Walsh. On Saturday night following the formal initiation the traditional banquet was held at the Hotel Columbia. Brother Geo. E. Olson, Dean of the School of Commerce and faculty adviser of our chapter, made a very instructive talk on analyzing statements.

Chapter elections for the second semester of the school year brought an entire change in the personnel. The following were elected to office: Head Master, P. C. Smith; Chancellor, C. M. Ellison; Senior Warden, J. W. Ellison; Scribe,

L. L. Greene; Treasurer, John R. Turnbull; Historian, William K. Price.

Beta Gamma has undertaken to remodel and furnish a room set aside in the dormitory we are now renting, to be used as a reception hall. The brothers are doing the work of painting, and have we fine interior decorators!

During the second semester, the chapter is holding meetings every week, the fourth meeting of the month being professional. We are planning a very extensive program of professional activities for the coming months. We also have outlined our rushing plans for the semester and hope to initiate our quota in the spring initiation.—JAMES F. WALSH.

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Chicago Carries On

ALPHA PSI CHAPTER is keeping the banner of Delta Sigma Pi flying on the campus of the University of Chicago. The members are working together loyally, and expect to make a fine record for the year. Three neophytes were conducted through the final rites of initiation on the afternoon of January 12, the ceremony being carried through in a very effective and impressive manner under the capable leadership of Head Master Lowell Schultz. Several alumni members were present for the initiation ceremony and the evening program which followed. The election of the Keeper of the Parchment Roll was the occasion for some heated nomination speeches, and resulted in the unanimous election of one of the new members to the position of honor. The group enjoyed an excellent dinner, and then attended the theater to complete a day that should live long in the memory of both old and new members who were present.

More recently, a successful smoker was held in Haskell Hall, Dr. L. C. Sorrell, professor of Transportation and Traffic in the School of Business, being the speaker. Members and guests of the chapter greatly appreciated Dr. Sorrell's stimulating discussion of the future of transportation in this country, and there was free participation in the question and discussion period which followed. After refreshments had been served, card tables were provided, and cards, smokes, and conversation became the order of the evening, until it was time to disperse.

Professional meetings, field trips, smokers and initiations are being planned for the final quarter of the year, as the chapter builds up a strong nucleus to carry on the fraternity work next year.—WALTER N. JOHNSON.

Interesting Initiation at Boston

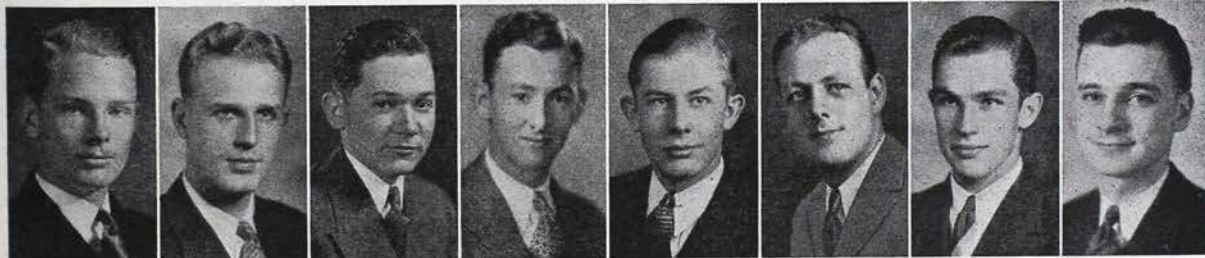
GAMMA CHAPTER ANNOUNCES the election of its new Keeper of the Parchment Roll, Raymond Devine, who succeeds Del Alberghini. Since Gamma's last letter, it has initiated ten new brothers into the chapter, a total of twelve so far this year. The neophytes were escorted to Head Master Tom Furlong's home at Beachmont where the mysteries of the fraternity were conducted. The following night, February 1, the ten neophytes presented "Our Version of the Killing of Dan McGrew" starring Ed Batcheler as Dan and John Pelrose as the lovable "Lulu," Bill Clark as the stranger, John Mara as the miner, Ray Devine as the undertaker, Frank Rose as the bartender, aided by John Conners, Bob Wallace, and Roger Connell, who helped to make the play one that will be remembered for many a year. Then at the Fox and Hound Club the next night the neophytes became fellow brothers. At the dinner following, Dan Daly as toastmaster introduced Brother Conner, vice-president of the American Tobacco Co., who spoke on the opportunities the young fellows have today. Following Brother Conner, Al Cleary delivered another of his humorous orations. Head Master Furlong then told the new brothers of the principles of Deltasig and the benefits that can come to those who follow them. A great deal of credit goes to Brother Alberghini, who as chairman of the initiation and dinner made them the most interesting (except for the neophytes) that Gamma Chapter has ever had.

Gamma Chapter now has a chapter paper—*Gamma News*—which will be edited by one of the new brothers, Bill Clark. Should any chapter fail to receive a copy of it, just drop a line to him at 20½ St. James Street, Roxbury, Mass.

Lately it has become more noticeable that many of the older brothers are showing up at the chapter meetings, and especially at the initiations, where everyone has a good time. On Monday evening, February 24, the chapter visited the International Business Machines Corporation where we were shown the latest type of accounting machines and told of the advantages of them in our business.

Gamma's outstanding member this year is Francis O'Leary, who has been selected by the dean to serve as a senior member of the dean's cabinet. This is the highest honor that can be given a student at C.B.A. He is also very active in college social and class activities. John McDonough has been elected vice-president of the first year class at the B.U. Law School, and two of the new brothers, Tom Walsh and John Conners, have been elected to the Student Council from the first year class.—RUSSELL D. RAMETTE.

Men of Campus Fame



LEFT TO RIGHT: RICHARD GILDEHAUS, *Missouri*, is the very capable head master of our Alpha Beta Chapter; also treasurer of the student body of the School of Business and Public Administration. HARRIE S. KECK, *North Carolina State*, serves our chapter in the dual capacity of master of festivities and master of ceremonies. RAYMOND L. HILDENBRAND, *Pennsylvania*, is president of the senior class, a member of the Night Watch honorary society, and has been voted the most outstanding man in his class. FRANK O'LEARY, *Boston*, has just received the coveted honor of being selected to serve on the dean's cabinet; he is also senior warden of Gamma Chapter, and president of the Newman Club. WILLIAM H. WESSON, *North Carolina State*, scribe of our Beta Delta Chapter, was recently initiated into Phi Kappa Phi. JACK LOOS, *Miami*, is the head master of our Alpha Upsilon Chapter, which is concluding an unusually successful year, recently initiating 23 undergraduates into their chapter. ARTHUR W. BROWN, *North Carolina State*, serves our Beta Delta Chapter as senior warden. CHARLTON WIMBERLY, *Georgia*, contributes Kappa Chapter's material to The DELTASIG, and is active in journalistic work on his campus.

Rushing Nets Miami Twenty-three Pledges

ALPHA UPSILON CLOSES a most successful rushing season. Here at Miami we are now twenty-three men stronger . . . stronger because our new crop of neophytes represents probably the most well-rounded class we have ever had. There are, in the ranks of those listed below, scholars, editors, athletes, actors.

Seniors who took the pledge button are: Fred Norris, Ray Mathias, Edward Griest, Robert Bierman, Willard Werth, Carlyle Jones. Juniors are: Richard Smeltzer, Joseph Shaw, George Walter, Walter Eitle, Earl Giles, Carl Looker, Frank Browne, Gerald McNeal, Richard Stilley, Judge Wolfe. Sophomores: Ivan Baker, William Deynon, Arline Guber, William Cromer, William Petty.

With the release of semester grades, Alpha Upsilon showed a scholastic average that was considerably higher than that of the School of Business as a whole. This, however, is far from the unexpected.

In addition to our regular luncheon meetings twice every month we have planned several professional meetings at which the following men, each an expert in his own field, will speak. Prof. Gordon James, former N.R.A. coordinator for the state of Maine, will speak on "My Experiences with the N.R.A." The Personnel Research department of the Proctor and Gamble Company is sending us two speakers, J. M. Elliott and J. D. Franz. Following this B. J. Lazar, managing director of the Cincinnati Branch of the Federal Reserve Bank will speak to us on "Some Aspects of Commercial Banking."

The tenure of the present officers is rapidly drawing to a close. Immediately following spring vacation new officers will be elected for the coming year, at which time Head Master Jack Loos may well be congratulated for his success in enlarging the activities and promoting the interests and welfare of Delta Sigma Pi on the Miami campus.—ROBERT MCCONNAUCHEY.

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Rider Visits State Prison

TWENTY-EIGHT MEMBERS of the baby chapter assembled on February 13 to tour the New Jersey State Prison, located here in Trenton, N.J., where the nation's best known prisoner, Hauptmann, is being held for the murder of the Lindbergh baby, and where he is condemned to die. We were admitted into the first corridor, where we signed our names, submitted to a search of our clothing, counted and assembled in three groups, and placed in charge of a guide. We then visited the various shops, the guide pointing out several prisoners who were serving life terms, and particularly one who was serving 105 years. The solitary confinement cells were of special interest to the brothers, as were the regular cells which were filled to capacity. Immediately following the tour we returned to the main gate, counted, and allowed to return to normal life, and strange to say there were still twenty-eight members in the party.

Under the careful coaching of ex-Head Master Williamson, our basketball team has managed to hold its own against its intramural opponents.

Brother and Mrs. Eugene D. Milener were our guests of honor at the Beta Xi initiatory dinner-dance held at the Trenton Country Club on January 4. It was well attended by members and alumni.

On February 5 Lieutenant John Murnane of the New Jersey State Police gave a very interesting address. His subject was, "Interstate Teletype System and Its Importance." And on February 12 Dr. Leroy H. Mayes, member of the New York Bar Association, addressed us on the subject, "Real Estate Problems of Today."

Again we have started an informal rushing season. We are out to find new blood to carry on the activities of Beta Xi, enabling us to forge ahead in the Efficiency Contest.—CHARLES L. PLANT.

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Rolling Along at Michigan

STEADY CONTINUITY OF progress rather than any startling advances has marked the past quarter at Xi Chapter in Ann Arbor. After the most successful semester in recent years, the house entered the second part of the school year well filled and prosperous. Overpopulation rather than a paucity of members is the present problem, with six members inhabiting some study rooms and with the alumni board mulling plans for better housing conditions. Between the December holidays and the examinations in February four new members were pledged: Russell Dunnaback, George Byron Wells, Norman Stoll, and Jack Erhardt. No concerted rushing was attempted, however, and the spring rushing will not be carried on intensively until after the second initiation, February 29. At least six members are to be initiated into the sacred mysteries of the order on this date, a date which will deprive them of many initiation anniversaries. This will bring the total of new initiates for the year to 13.

A marked amount of administrative practice has been distributed to various members during the past two months through the vicissitudes of circumstance. Two new members have served as Head Master during this time and other offices have had similar turnovers.

This is largely because of the winter accounting tour. Each winter at Michigan senior accountants become candidates for this trip, which is handled by the university in conjunction with a large national accounting firm. The best accountants are selected in the School of Business Administration and sent out to do a month of practical work. The house had three of its senior members so selected this year. Head Master Colin C. Macdonald and Leon Kercher went to Detroit; Stanley Kilgore to Pittsburgh. Joseph Crain graduated in February and has left the chapter to accept a position in Detroit.

Senior Warden Raymond Conrad was acting head master until examinations, after which, because of his vacation trip to Miami, his place was filled by Junior Warden Arthur Mansure. Preceding this, the resignation of Richard Prey as treasurer had led to the election of Senior Warden Ernest Bateson to that position. The resigned Senior Warden's job was filled by Junior Warden Conrad, and Brother Mansure was at the time elected Junior Warden. Brother Laurance McCampbell's resignation as steward left a vacancy which was filled by the appointment of John Doelle the first part of January. Brother Doelle, now a junior lit, expects to attend law school as well as business administration school, and will have five years more to act as chief recipient of gripes—if he can take it!

The chapter's athletic competition got well under way during this period under the able leadership of Max Frisinger. The class B basketball squad has yet to lose a game in interfraternity competition, although the class A basketball team, and the ping-pong and bowling teams have not had such consistently good records. Robert Thome is the all around man of the fraternity, being a star member of each team.

Also in Miami on vacation is Pledge J. Morton Cronin. Social events during the period were headed by the university's J-Hop, of which Brother Bernard ("Bing") Cary was an important committeeman, acting as chairman of the decorations committee. The fraternity, although it held no house party, had booth number 21 at the Hop and was well represented by 15 couples, together with patrons Prof. and Mrs. John W. Riegel of the School of Business Administration, and Mr. and Mrs. Cary of Grand Rapids.—JOHN A. DOELLE.

Colorado Stands on Top

BROTHER CHAPTERS: We are happy to visit you again through this mode we have of acquainting each other with our maneuvers (leaving out the failures and bad attempts). Let us tell you of some of the things we have been doing and are planning to do. In Summary: Since the New Year—and our solemn resolutions—we have had two social meetings and one professional meeting. Sunday, January 12, we had a stag party worthy of much ado, but we will leave it to you to surmise the time we had in a cozy little lodge hidden in a big mountain canyon. Wednesday night, January 29, we had Professor DeMuth from the School of Law give a résumé of the Supreme Court's majority and minority opinions of the AAA decision. Tuesday night, February 4, we sponsored a tea dance in honor of the Phi Chi Thetas, professional business sorority, recently organized by the girl business students.

The biggest thing we have done this new year is to devise—in collaboration with the local chapter of Beta Alpha Psi, honorary accounting fraternity—a point-winning contest between our chapter and the Beta Alpha Psi chapter. We intend for this contest to create more interest in the School of Business activities. Points will be given in this system of competition for sports, scholastic averages, membership attendance at fraternity meetings and school functions, and participation in professional and other school activities. At present our chapter leads with a score of 720 to 600 points.

Looking Ahead: Standing first in our plans for the future is our intention to sponsor a "movie" at one of the local theaters; the proceeds gathered therefrom will be donated to the School of Business Board of Publications for funds to publish an alumni magazine. Our other plans are minor and routine.

I would also like to mention the part played by us in the recent—and most successful—School of Business annual winter banquet: the social committee in charge was made up mostly of our members; Wendell Bentson, our representative on the program, presented an interesting act by making comic characters in chalk. We could chatter on, of course, into great detail, but in order to remain on friendly terms we propose to close now.—ROBERT M. RAZOR.

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Cincinnati Active on Campus

SINCE THE RECENT initiation a series of smokers have been planned. Arrangements are being made for a spring initiation and 1936 to be a record year for new members into Deltasig brotherhood. The more recent brothers have been showing unusual interest, and their enthusiasm to increase the membership is beginning to show results. Each active is desirous of presenting at least one outstanding prospect at the regular smokers at the chapter house. Not only will January 22 be remembered as the coldest day of the winter, but this night will be remembered as the formal initiation of five new men into Alpha Theta Chapter. They were: John Bryars, Willis Champion, Otis Gamper, Bruce Cox, and Harry Lillich. Saturday preceding the initiation the neophytes were sent on a scavenger hunt, and on their return "hell week" was fittingly brought to a close. Breakfast was served at the chapter house and the members left early Sunday morning for their respective homes.

The annual formal dinner and dance at the Hotel Gibson Ballroom was well attended by the actives and alumni members. A six o'clock dinner and music by a popular Cincinnati orchestra was the outcome of a well planned program by the committee.

Deltasigs have practically been dominating the two outstanding activities on the campus—the Evening Student Council and the Commerce Club. The success of the annual Evening University dance at the Hall of Mirrors was due largely to the efforts of Frank Melzer and Elmer Early.

Brother Fred Dixon has been added to the university faculty, which already includes Brothers Earl J. Aylstock, Edwin K. Drake, N. C. Geis, and H. W. McLaughlin.

Numerous Cincinnati alumni members are playing basketball and bowling on various commercial teams in and around the city. Several bowlers have rolled scores which rank high in the city leagues.

Even at this early date interest has been noted in the coming convention at Atlanta, Georgia, in September. We are looking ahead with great delight to the associations with all of our brothers.—EUGENE ZIMMERMAN.

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Nebraska Still On Upward Climb

ALPHA DELTA CHAPTER recently had the pleasure of receiving a suggestion from Alpha Rho Chapter of Boulder, Colorado to hold a joint initiation this year. They would like to come to Lincoln for the initiation sometime in April and would like to have Alpha Delta come to Boulder next fall for the joint initiation ceremonies. The chapter is making plans for the affair and wish to thank Alpha Rho for the courteous interest extended.

In addition to the regular meetings Alpha Delta held a professional smoker February 20, 1936 at the Lincoln Hotel. Mr. Ralph Styer, an executive of the Woodmen's Insurance Company, was the guest speaker of the evening and he gave a very interesting talk on "Fraternal Insurance." He explained the differences between fraternal and life insurance. Lawrence Forsling was pledged at this meeting and several other prospective men were contacted.

Four members of Alpha Delta Chapter are making definite plans for attending the Twelfth Grand Chapter Congress to be held in Atlanta, Georgia next fall.—GEORGE YOUNG.

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Ohio State Forges Ahead

NU CHAPTER AT Ohio State University initiated two new brothers during the winter quarter: Hubert Fisher and Paul Bigler. Brother Fisher, a resident of Ford City, Pa., is a junior majoring in industrial management. Brother Bigler, a resident of Powhatan, Ohio, is a sophomore majoring in marketing. At the present time we are in the midst of a rushing campaign and expect to add several valuable men to our list of pledges. The newly elected chapter officers are: Head Master, Edward Harter; Senior Warden, Richard Wood; Junior Warden, Allen Harse; Treasurer, Edwin Hardy; Scribe, Hubert Fisher; DELTASIG Correspondent, Paul Bigler. The new officers have taken their positions fully aware of the responsibility and honor bestowed upon them and are earnestly endeavoring to make their régime a success.

Social events are rolling merrily along. Our winter formal was held at the Brookside Country Club, located a few miles northwest of Columbus. Many alumni and several faculty members and their wives were present. The formal was one of the best of the last few years. At the present time the social committee is considering a sports formal to be held in May. The dance will be given either at one of the downtown hotels or at the Brookside Country Club. A radio dance is to be held the last week of February. The committee is working hard and hopes to have several novel ideas for the occasion.

Our athletic teams so far this year have not been as successful as in the past. But taking the sports as a group, tag football, basketball, bowling, and handball, our percentage of wins and losses is around the .500 mark. The bright spot is the fact that a solid foundation has been laid for the next year. At that time we expect to add a few more trophies to our present collection.—PAUL BIGLER.

Alabama Has Successful Smoker

WE WERE ESPECIALLY pleased to have Brother H. G. Wright, Grand Secretary-Treasurer, visit our campus on January 29. Inclement weather conditions prevented some of the members from being present, but those who did hear Brother Wright's informal talk enjoyed it very much. His information on how to increase our efficiency proved to be of great value. Some of his practical suggestions were put into effect immediately and the results received were very gratifying.

Our smoker, which was held on February 18, was the most successful in the history of the chapter. The crowd was much larger than anticipated, but since ample accommodations had been made for such an event, we did not experience any difficulty. Each faculty member addressed the group and pointed out the merits of an affiliation with such an organization as Delta Sigma Pi. After the refreshments were served, several artists provided entertainment in the form of musical selections and dances. At the conclusion of the smoker, Head Master Charles Davis called a special meeting of all members for the purpose of voting upon prospective members. During the course of the meeting, approximately twenty-five names were submitted and voted upon. It was later decided to extend invitations for membership to those who had been chosen. With this purpose in mind special rushing committees were appointed to contact the men as soon as possible.

Many of our members will take an active part in the annual Commerce Day affair which takes place early in March. Our chapter will be represented in the form of a Delta Sigma Pi lead-out at the Commerce Ball which will be held on the same day. Brother Morley, our faculty adviser, stated that Senator Nye will visit the university during the latter part of March and will discuss "Munitions." Professor Beedon, head of the Journalism department here at the university, will address the group at the next professional meeting. Plans for securing a few of the most influential business men in the city are almost complete. It is hoped to have them here in the near future. An industrial tour of the Libby-McNeil-Libby plant took place last week. The support accorded this trip prompted Head Master Charles Davis to make plans for another one which will occur sometime this semester.—STANLEY F. ZAJAC.

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Baylor Holds Annual Formal

BETA IOTA ENTERTAINED all active members and many alumni with a formal dinner-dance in the Crystal ballroom of the Roosevelt hotel February 22. Mr. Fred Moore Truett, assistant to the president of Southwestern Drug corporation, spoke to the fraternity on advertising and business policies. The color scheme of the fraternity dominated the decorations, featuring purple and gold cellophane. Music was furnished by the Varsitonians, a popular student orchestra. Novel yellow gold bracelets engraved with the fraternity Greek letters were given as favors.

Beta Iota enjoyed a visit from Brother Gig Wright on February 15 and 16. The first evening he was in Waco he spoke before a gathering of prospective pledges and fraternity members. Following the talk, he and Ken White, a member of the Grand Council, were guests at a basketball game between Baylor University and the University of Arkansas. On the next evening, Brother Wright was chief speaker at a stag dinner for fraternity members and alumni held in a downtown restaurant. The Baylor chapter got many helpful suggestions for the improvement of the present organization and is planning to increase both its size and general efficiency during the next few months. An initiation is planned for the third week in March.

An election of new officers was held January 20. They were Head Master, Curtis Hankamer; Senior Warden, Vernon Rayford; Junior Warden, Harry Glenn Hippel; Treas-

urer, Rene Paul Henry; Scribe, Cecil Lasater; Chancellor, Frank Johnson; Historian, Dan Alford; Senior Guide, C. J. Adams; Chapter Adviser, Monroe S. Carroll; Master of Ceremonies, W. G. Kirklin; Master of Festivities, J. Barker Story; DELTASIG Correspondent, Cecil Lasater.

Preparations for final examinations for the winter quarter will occupy the time for most of the members during the next few weeks. After exams, an extensive membership drive is planned during which there will be several rush parties. Beta Iota sends greetings and best wishes to each of the forty-eight chapters.—CECIL LASATER.

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Temple Elects New Officers

WITHIN THE PAST two weeks, the administration of Omega Chapter has passed into new hands. On Monday, February 17, the following new officers were elected: Head Master, Fred Fleshman; Senior Warden, Walter Fitzmartin; Junior Warden, Stephen Kovaly; Treasurer, J. Harold Duberson; Scribe, Michael T. Smyser; Chancellor, Charles Dietrich; Historian, Duncan MacGregor; and Chapter Adviser, Dr. Harry A. Cochran. A rising vote of thanks was given by the chapter to the retiring administration for their untiring efforts in maintaining the high position occupied by Omega. The new officers have pledged themselves to work diligently and to raise chapter efficiency and progress to even a higher level. As was stated in a preceding letter, Omega Chapter is on the upswing of the cycle and in a few months should reach the pinnacle of progress.

The social side of the chapter has been far from lacking in this progressive movement. A house dance, held on February 22, was a great success. Approximately forty couples danced until the A. M. to the music of Ed Welker's orchestra.

Rushing season is now commencing on the campus, and Omegas are already planning for a large spring class of "goats." When rushing is completed, our group of initiates for the year should total more than twenty. To further this end, a pledge smoker will be held at the chapter house on March 5 and a pledge dinner on March 16.

Omega is striving for the summit, so we say in the words so often quoted, "Look at the record!"—MICHAEL T. SMYSER.

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Humor at Wisconsin

BROTHERS OF PSI still smile when mention is made of the recent boner which "Mike" Armstrong pulled during exam week. Our worthy brother is almost married, but that doesn't stop him from making daily telephone calls and nightly visits to Stoughton. It seems, however, that he got his signals mixed when he "strong-armed" the future Mrs. during the afternoon while his wondering classmates wrote a stiff exam in Money and Banking. The good natured professor gave him a makeup exam two days later.

Brother Wickus had had his difficulties of reaching trains or buses on time so this vacation he decided that if he hailed a taxi at 4:45, he would be able to catch the 5:30 train and still have about a half hour to buy a ticket. He started out as per schedule, and the house gave him a skyrocket for good luck; the boys held out as long as they could, but it was just too good to let pass and roared—when he showed up at the house in time for dinner. He had missed the train again. Here is a variation of his typical tale of woe: he was serenely proceeding on schedule when the taxi stopped to pick up another passenger (taxi in Madison run according to the students' budget—ten cents a trip of you don't mind company); it was none other than Prof. F. H. Elwell, head of the College of Commerce and Brother Wickus' instructor in accounting. Of course, Brother Wickus didn't mind if Professor Elwell wanted the taxi to

turn about and pick up two more passengers some place out in the country; he had plenty of time. Just about the time his train was heading for Baraboo Brother Wickus and Professor Elwell were out in the country—waiting for the two ladies.

Psi Chapter has a two sided head master; not only is "Fat" Bloedorn the biggest man in the chapter, but he can also swing a mean frying pan. During the period between the last exams and the start of the second semester the meals in the house are catch-as-catch-can. He is a favorite son who can make coffee better than the billboards picture the steaming amber fluid and prepare an inch thick steak that the most talented of chefs pray for; "Fat" is our pampered Houdini of the stove; do you wonder why we resist temptations to go home?

The social activities of the chapter consisted of minor gatherings and dances in comparison to the traditional Bowery Party; that costume party so greatly outshines the other events of the months that all attention is centered about it. There are no stiff "soup and fishes," no formals which show the spots of unsteady punch drinkers, no stilted introductions after the music starts—in fact, it is the favorite party of the year. There is no recipe for the spirit to put the party over; that depends upon your chapter and the interest which you can create to make it a true bowery party.

The rushing program is being carried on in an intensified manner because we intend to increase with the enlarged enrollment of the Commerce School; we are making arrangements for the initiation of ten new brothers and have the prospect of perhaps two more.—HAROLD H. BERKHOLTZ.

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Denver Holds Initiation

THIS IS ALPHA NU CHAPTER, University of Denver, bringing you bits of news from the Rockies. This correspondent wishes to hand himself a "raspberry" for the fine article he did not get into the last DELTASIG. I have received many letters of congratulation from our members. Initiation was held last quarter for Robert Bass, Phillip Hanning, and William Stevens, three fellows who are sure to further our chapter and Delta Sigma Pi. The initiation was held at the Argonaut Hotel followed by a banquet, Brother Gelder serving as toastmaster.

For this quarter we have seven pledges so far, most of whom will be initiated this spring. Our winter dance was held on Saturday night, February 22, at the Welshire Country Club. Faculty members, a delegation from Alpha Rho Chapter, alumni and actives and pledges attended, bringing the total to well over sixty couples. It was one of the best and most enthusiastic dances we have ever given. Plans are being laid now for our spring formal dance.

Regular alumni-active professional luncheons are meeting the first Wednesday after the 15th of each month. The main speakers are prominent professional and business men of our city. The alumni are compiling an up to date and complete directory of their own in order to make it easier to keep in touch with each other and alumni club activities.—GENE E. STEWART.

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Georgetown Nears Goal

THE MID-YEAR EXAMS are over and all the Deltasigs that registered at the Hilltop are still in school. Not to throw slush at the scholarship record of our chapter, but it happens at the best and worst of schools . . . a few of the boys showed signs of slipping into that what-do-I-care attitude toward marks and scholastic records, still it did not take long to show them where they were wrong. Sarcastic remarks help on certain occasions.

With the semester hardly started there is a bit that can

be said in our favor already. We held our first professional smoker at the Club Volga Boatman on February 7, 1936. There were 25 prospectives present, two being pledged the following Saturday at a party held for their entertainment. We are bound to fill our quota this year, and there seems to be no obstructions in our way at present. The faculty of the source of our learning was well represented at the smoker. The learned professors who seemed to enjoy telling this group of youngsters what they should know before braving the jeers of a well prepared business world were Messrs. Verner, Caino, Raffa, and Coutinho.

Alumni affairs are being reported favorably. There was a roll call of 20 at the last meeting held at our chapter house. Much interest is being shown, and there is no reason why it should not be, and various activities are being planned for the near future. There are about 150 Deltasigs in Washington and all of them are invited to attend their own meetings which are held at the house every Monday.

Half of the chapter traveled over to Baltimore on February 8 to join in the celebration and festivities. The occasion was a joint fraternity-sorority dance held at the Maryland Country Club. The boys of Mu enjoyed themselves to such a great extent that stories will be told about this event for months to come. There are no words capable of expressing our appreciation to Chi . . . but our turn will come in the near future.—TOM RADZEVICH.

Death Takes Prominent Utility Executive

(Continued from page 78)

He served as a trustee of the Edison Electric Institute, and was also a member of the American Gas Association and the Association of Edison Illuminating Companies. He was consulting professor of Public Utility Management of Stanford University.

In 1914 he achieved considerable national fame when he inaugurated the plan of customer ownership of utilities. The culminating triumph of his career, however, came in the spring of 1930 when he signed a certificate to the North American Company for 1,825,000 shares of Pacific Gas & Electric common stock, thus uniting an operating and a holding colossus. At \$70 a share, this deal represented \$130,000,000!

He passed away at the age of 64, mourned by hundreds of friends and close business associates.

Why an Audit or Examination?

(Continued from page 77)

obligations could be rated more correctly, by such audits, when and if inaugurated.

The auditor must of necessity act as a doctor and undertaker or salvage-man. As a doctor, in the case of a well institution he is called in to make a physical examination whereby he determines the physical well-being of his patient, detecting any apparent weakness and advising where his patient might make changes, here or there, by which the patient might be strengthened and avoid any menacing illness. In the case of the sick patient he is in position to diagnose the case, detect the symptoms and probably prescribe a remedy to cure the malady. As an undertaker or salvage-man, he is in position to take care of the remains and salvage as much as possible from the effects of the deceased.

The auditor holds an important place in the commercial, financial, and political scheme of things, and his services should be utilized to a greater extent to aid in the correction of ills with which the operators in these fields have been found to be afflicted.

Advertising Steps Ahead

(Continued from page 79)

out over the air has lost its novelty and appeal to the present day advertiser.

Like progress has been made by other types of media. Today the advertiser can buy actual known circulation for his outdoor advertising. In the past outdoor advertising was sold on the basis of estimated circulation and one person's estimate was about as good as another.

The efficient direct mail printer is anxious to

know that the advertiser's mailing is correct and up to date, that the mailing campaign he is printing for the advertiser is being mailed out most economically, that the proper type piece is being prepared, etc.

Advertising Steps Ahead

It is still quite true that advertising has not reached the exact science stage—perhaps it never will because it concerns itself with the world's most variable object, the human mind. However, progress is being made. The members of the advertising profession are devoting an increasing amount of effort to studying human psychology, how people react and why. Advertising concerns itself not only with telling but also with persuasion. The buying power of the American public is on the increase—advertising craftsmen are using more common sense methods in making their advertising messages attract attention, hold interest, arouse desire, convince the reader and impel action than ever before. Yes, advertising is stepping ahead.

THE DELTA SIGMA PI OFFICIAL FRATERNITY RING



Here is a real man's ring! Of sterling silver, beautifully designed, and containing a large amethyst stone, it is bound to please you. (Photographs are approximately 1½ times actual size.) Orders should be sent to the Central Office of the fraternity, specifying ring size. (Can also be supplied in gold for \$23.)



TWELVE DOLLARS, POSTPAID

Your Own Page to Edit!

YOU ARE FRATERNALLY invited to report interesting news items which you feel will prove of interest to the readers of *The DELTASIG*. Any news, or newspaper clippings, about members of the fraternity (including yourself), including business promotions, marriages, births, or special articles or papers written by members, is of particular interest. Please report the facts in the space below—we'll do the rest.
H. G. WRIGHT, *Editor*

Mail to the Central Office of Delta Sigma Pi, 222 W. Adams St., Chicago

- GEORGETOWN (Mu, 1921), Georgetown University, School of Foreign Service, Washington, D.C. Chapter House: 1809 R St. N.W.
- GEORGIA (Kappa, 1921), University System of Georgia Evening School, School of Commerce, Atlanta, Ga. Elmer E. Trulove, Box 1704.
- GEORGIA (Pi, 1922), University of Georgia, School of Commerce, Athens, Ga. Walter P. Moore, Kappa Sigma House.
- INDIANA (Alpha Pi, 1925), University of Indiana, School of Business Administration, Bloomington, Ind. Richard McCracken, Jr., Sigma Chi House.
- JOHNS HOPKINS (Chi, 1922), Johns Hopkins University, School of Business Economics, Baltimore, Md. George Missel, Jr., 5611 Jonquil Ave.
- KANSAS (Iota, 1921), University of Kansas, School of Business, Lawrence, Kan. George F. Guernsey, III, 1540 Louisiana.
- LOUISIANA STATE (Beta Zeta, 1929), Louisiana State University, College of Commerce, Baton Rouge, La. Kermit A. Williams, 646 North St.
- MARQUETTE (Delta, 1920), Marquette University, College of Business Administration, Milwaukee, Wis. Chapter House: 604 N. 14th St. (Broadway 0503).
- MIAMI (Alpha Upsilon, 1927), Miami University, School of Business Administration, Oxford, Ohio. John W. Loos, Delta Kappa Epsilon House.
- MICHIGAN (Xi, 1921), University of Michigan, School of Business Administration, Ann Arbor, Mich. Chapter House: 1502 Cambridge Rd. (5518).
- MINNESOTA (Alpha Epsilon, 1924), University of Minnesota, School of Business Administration, Minneapolis, Minn. Chapter House: 1029 Fourth St. S.E. (Geneva 9309).
- MISSOURI (Alpha Beta, 1923), University of Missouri, School of Business and Public Administration, Columbia, Mo. Richard Gildehaus, 4 Blair Court.
- NEBRASKA (Alpha Delta, 1924), University of Nebraska, College of Business Administration, Lincoln, Neb. Robert W. Williams, 900 S. 14th St.
- NEW YORK (Alpha, 1907), New York University, School of Commerce, Accounts and Finance, New York, N.Y. Chapter House: 21 W. 12th St. (Gramercy 5-9898).
- NORTH CAROLINA STATE (Beta Delta, 1929), North Carolina State College, School of Science and Business, Raleigh, N.C. Micou F. Browne, 1715 Park Drive.
- NORTH DAKOTA (Alpha Mu, 1925), University of North Dakota, School of Commerce, Grand Forks, N.D. William A. Kunkel, 2808 University Ave.
- NORTHWESTERN (Chicago Division—Beta, 1914), Northwestern University, School of Commerce, Chicago, Ill. Chapter House: 42 Cedar St. (Delaware 0957).
- NORTHWESTERN (Evanston Division—Zeta, 1920), Northwestern University, School of Commerce, Evanston, Ill. Chapter House: 1914 Sherman Ave. (Greenleaf 9348).
- OHIO STATE (Nu, 1921), Ohio State University, College of Commerce and Administration, Columbus, Ohio. Chapter House: 1968 Inka Ave. (University 1576).
- PENNSYLVANIA (Beta Nu, 1932), University of Pennsylvania, The Wharton School of Finance and Commerce and Evening School of Accounts and Finance, Philadelphia, Pa. Chapter House: 3902 Spruce St. (Baring 9096).
- PENN STATE (Alpha Gamma, 1923), Pennsylvania State College, Department of Commerce and Finance, State College, Pa. Richard C. Holland, Theta Xi House.
- PITTSBURGH (Lambda, 1921), University of Pittsburgh, School of Business Administration, Pittsburgh, Pa. James A. Sands, 514 Berkshire Ave.
- RIDER (Beta Xi, 1934), Rider College, College of Business Administration, Trenton, N.J. Chapter House: 810 Greenwood Ave. (2-4215).
- SOUTH CAROLINA (Beta Gamma, 1929), University of South Carolina, School of Commerce, Columbia, S.C. Patrick C. Smith, University of South Carolina.
- SOUTH DAKOTA (Alpha Eta, 1924), University of South Dakota, School of Business Administration, Vermillion, S.D. J. Carlton Poole, 105 N. Yale St.
- SOUTHERN CALIFORNIA (Phi, 1922), University of Southern California, College of Commerce and Business Administration, Los Angeles, Calif. Chapter House: 700 W. 28th St. (Prospect 7683).
- TEMPLE (Omega, 1923), Temple University, School of Commerce, Philadelphia, Pa. Chapter House: 1857 N. 17th St. (Poplar 9093).
- TENNESSEE (Alpha Zeta, 1924), University of Tennessee, School of Commerce, Knoxville, Tenn. James V. Watson, 309 Minnesota Ave.
- TEXAS (Beta Kappa, 1930), University of Texas, School of Business Administration, Austin, Tex. Raymond J. Martin, 304 E. 10th St.
- UTAH (Sigma, 1922), University of Utah, School of Business, Salt Lake City, Utah. Cecil E. Crawford, 453 Edith Ave.
- WASHINGTON (Alpha Chi, 1928), Washington University, School of Business and Public Administration, St. Louis, Mo. William J. Randall, 4943 Odell St.
- WISCONSIN (Psi, 1923), University of Wisconsin, School of Commerce, Madison, Wis. Chapter House: 132 Breese Terrace (F-1725).



DIRECTORY OF ALUMNI CLUBS

The frequency of meeting of each alumni club is shown immediately following the name of the city in which the alumni club is situated; the telephone numbers of the president and secretary are shown immediately following their names and addresses:

- ATLANTA—Luncheons, every Friday, 12:30 p.m.
 Pres. R. L. Brandes, General Electric Co. DE 1163
 Sec. Alex A. Lindholm, Fulton National Bank WA 1571
- BALTIMORE—Luncheons, every Thursday, 12 noon
 Pres. J. Hugh Taylor, 3634 Old York Road Chesapeake 6262
 Sec. Charles Steinbock, 1931 E. 31st St. Chesapeake 5872
- BOSTON—
 Pres. Edgar B. Pitts, 525 Boylston St.
- BUFFALO—Dinner, second Friday each month, 6:30 p.m.
 Pres. Earl W. Cruikshank, 836 Commonwealth Ave. DE 1163
 Sec. Ronald E. Daniels, 138 Elmer Ave. PA 1458
- CHICAGO—Dinner, second Tuesday each month, 6:30 p.m.
 Pres. D. L. Toffenetti, 225 S. Wabash Ave. Wabash 7683
 Sec. Don F. Kiesau, 1411 Conway Bldg. Central 1265
- DENVER—Meeting, first Monday each month, 8 p.m.
 Pres. Coval Diehl, 3040 Tennyson St. Gallup 0958
 Sec. Griffin Wright, 1660 Washington St. Main 6355
- DES MOINES—
 Pres. Lee A. Shelton, 3206 Center St.
- DETROIT—Luncheons, every Tuesday, 12 noon.
 Pres. Arthur W. Schultz, 2360 W. Grand Blvd. Garfield 3097-M
 Sec. John T. Birney, 1317 Penobscot Bldg. Townsend 7-7300
- HOUSTON—
 Pres. F. E. Wallace, 3617 Montrose Blvd. H-8060
 Sec. R. Earle Palmer, 2003 Colquitt Ave. F-2141
- KANSAS CITY—Dinner, third Thursday each month, 6:30 p.m.
 Pres. W. E. Pemberton, Shell Petroleum Corp. Grand 0722
 Sec. Lloyd W. Lobb, Washburn-Crosby Co. Victor 7630
- LOS ANGELES—
 Pres. R. J. Stubbs, 1227 Redondo Blvd.
 Sec. Clarence E. Reese, 700 W. 28th St.
- MADISON—Dinner, fourth Wednesday each month, 6 p.m.
 Pres. Roy D. Ormond, 3336 Norris Court Fairchild 1076
 Sec. Berlyn Oestreich, 132 Breese Terr. Fairchild 1725
- MILWAUKEE—Dinner, first Monday each month, 6:30 p.m.
 Pres. Ivan Carlson, 925 W. Clarke St. Concord 1920-J
 Sec. Dale Stenz, 839 N. Marshall St. Beacon 0495-W
- NEW YORK—Dinners, first and third Tuesdays, 6 p.m.
 Pres. J. Joseph Keane, Snowden & McSweeney Co. Plaza 3-0153
 Sec. James A. McBain, Chase Safe Deposit Co. John 4-2000
- OMAHA—
 Pres. Floyd E. Walsh, 2869 California St. JA 4573
 Sec. Rudolph E. Nordgren, 204 Paxton Court
- PHILADELPHIA—
 Pres. Frank P. Greenwood, 6215 Wayne Ave. LOCust 3800
 Sec. S. A. Johnson, 234 Buckingham Place RITtenhouse 4550
- ST. LOUIS—Meeting, second Monday each month, 8 p.m.
 Pres. Shelton Phillips, 779 N. Euclid Rosedale 4283
 Sec. Walter A. Schaefer, 148 Sylvester Republic 1748

Plan to Attend the

TWELFTH

GRAND CHAPTER CONGRESS

of

DELTA SIGMA PI



Atlanta-Biltmore Hotel

September 15-18, 1936

ATLANTA, GA.