

The

DELTA SIG

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



Harvard University, Cambridge, Massachusetts

PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY

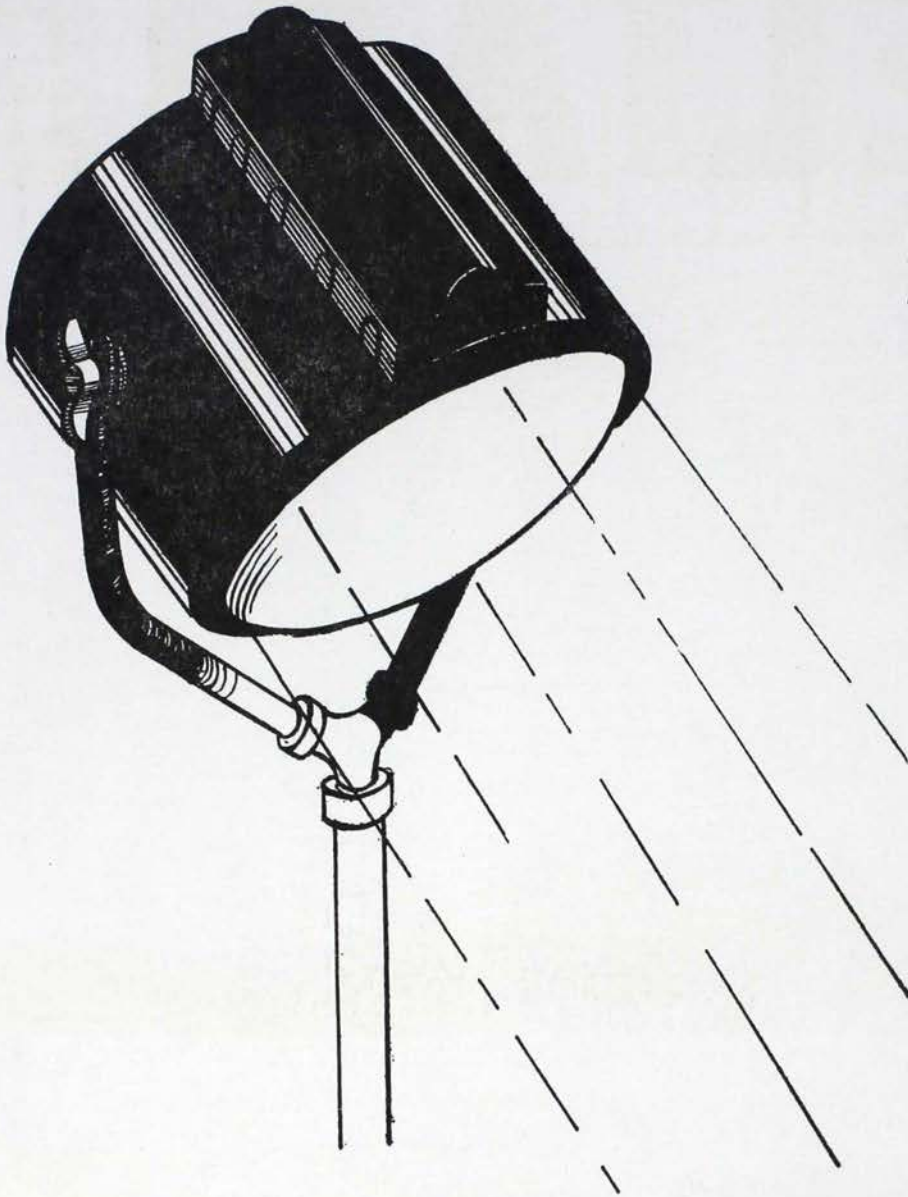
FOUNDED 1907

JANUARY 1959

The International Fraternity of Delta Sigma Pi

*Professional Commerce and Business
Administration Fraternity*

Delta Sigma Pi was founded at New York University, School of Commerce, Accounts and Finance, on November 7, 1907, by Alexander F. Makay, Alfred Moysello, Harold V. Jacobs and H. Albert Tienken. Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce; and to further a high standard of commercial ethics and culture, and the civic and commercial welfare of the community.



IN THE PROFESSIONAL SPOTLIGHT

HITTING OUR PROFESSIONAL SPOTLIGHT this issue is one of the many and varied activities of Alpha Iota Chapter at Drake University in Des Moines, Iowa. Principal speaker of the evening was Mr. Francis McQuinnan from the Merideth Publishing Company of DesMoines, who spoke to the chapter on the problems of forecasting in business.



The DELTASIG

OF DELTA SIGMA PI

... in this issue

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Our Cover

Featured this month in our university cover series is this campus view of Harvard University, Cambridge, Massachusetts. The color print was made possible through the courtesy of Lumbermens Mutual Casualty Company and FPO of New York.

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



From the Desk of The Grand President

HOMER T. BREWER
Kappa—Georgia State



THE THREE Regional Meetings I attended in the fall were excellent. At the Southwestern in Waco, Texas, and the East Central in Pittsburgh I met Deltasigs from Regions comparatively new to me, and at the Southeastern Meeting in Columbia, S.C., we had old home week with all the chapters I have known so long. Everywhere the Deltasig hospitality was heartwarming.

It is interesting to me, and it was a revelation to all the delegates, to observe that although each chapter is different from all others, in its problems and in how it solves them, yet they are all alike in their fraternalism and in their determination to solve these problems in the best of our fraternity traditions.

One question which comes up in many chapters has to do with reducing the turnover in chapter membership. It is pleasant, and it is much easier, to rush and pledge your own classmates, but if they are seniors they can contribute to and benefit from your chapter program for only a year, or part

of a year. These seniors may never have time enough to serve as officers, and they may all graduate at one time, leaving your chapter with only a small nucleus for continuing next fall.

The strongest chapters are those who select their members from the sophomores, or from second-semester freshmen. These men will be active chapter members for three or four years, they can learn all about the fraternity from experience, and they can provide qualified leadership for more than one year. It isn't as easy to find these freshmen and sophomores, but it is a profitable investment of your chapter's time and effort to look them up. Juniors make good Deltasigs, too. On some campuses, because of the nature of the course of study the first two years in college, it is difficult, or impossible, to know that a man will study business until he finishes his sophomore year. Chapters there have special problems, and are meeting them.

Those freshmen and sophomores are important.



SINCE WE CHATTED with you in the November issue many projects of The Central Office have reached a conclusion. The Sixteenth Biennial Survey of Universities Offering an Organized Curriculum in Commerce and Business Administration was completed and some 6,000 copies distributed to leaders in business and education. The significant point of this is the fact that over 300 colleges and universities participated in this year's Survey as compared to 185 two years ago.

The Ninth Edition of the Directory of Graduates of Delta Sigma Pi has also been published and is now in the hands of several thousand personnel leaders. An Alumni News has also been mailed and our extensive program of chapter visitation

Some Chatter from The Central Office

has included 77 campuses thus far this year.

In some respects these accomplishments have cleared the decks for the really "big show" ahead, the 22nd Grand Chapter Congress of Delta Sigma Pi, being held this Fall in Cincinnati and Oxford, Ohio. Never were we more enthusiastic about any convention, as this one will enable us to give you a personally conducted tour of The Central Office and really acquaint you with the hub of the Fraternity.

The convention will be uppermost in our thoughts and actions in the months to come. We hope you are anxious about it too.

—JIM THOMSON AND AL MACKINNON



The DELTASIG

OF DELTA SIGMA PI

Milton S. Eisenhower, President of Johns Hopkins, Selected "Deltasig of the Year 1958"

FROM THE MANY CANDIDATES submitted by chapters and alumni clubs of Delta Sigma Pi, Milton Stover Eisenhower, an outstanding American, was unanimously selected by the Grand Council as "Deltasig of the Year 1958." Brother Eisenhower became an honorary member of Alpha Gamma Chapter in November 1951 while serving as President of Pennsylvania State University.

President of Johns Hopkins University, Doctor Milton S. Eisenhower, has in a career spanning thirty-five years, become known as an educator, administrator, agricultural specialist, government expert and a familiar figure of international affairs. Born at Abilene, Kansas, in 1899, he was educated in the public school system and received the degree of Bachelor of Science at Kansas State College. After a brief time as a newspaperman and a teacher of journalism, he accepted appointment as Vice Consul in Edinburgh, Scotland, where he continued his education with graduate work at the University of Edinburgh. In 1926, he was called back to the United States to serve as assistant to the Secretary of Agriculture, and two years later became Director of Information for the Department of Agriculture. Since then he has served the United States government in many capacities. He is currently a member of the President's Advisory Committee on Government Organization, and is Special Ambassador and Personal Representative of the President to Latin America.

Among his trusteeships and directorships have been those for the National Committee for Economic Development, the Institute for International Education, Freedoms Foundation, the American-Korean Foundation, the Society for the



MILTON S. EISENHOWER, Penn State, President of Johns Hopkins University and Deltasig of the Year 1958.

Advancement of Management, Quaker Oats Company, the National Planning Association, the Enoch Pratt Library, and the Geisinger Memorial Hospital. He serves as a member of the Board of Visitors of the United States Naval Academy.

Brother Eisenhower has served both in public and private higher education—as President of Kansas State College, the Pennsylvania State University, and now the Johns Hopkins University. He has been awarded twenty-eight honorary degrees, and holds membership in Phi Beta Kappa, the Kansas Academy of Science, and many other honorary scholastic societies. He was recently given the 1957 Man of the Year Award from the Ad-

vertising Club of Baltimore, the Menorah Award of B'nai B'rith in 1957, and was named the Father of the Year in 1958. He is active in church work in the Episcopal Diocese of Maryland, finds time for fishing, dabbles in painting and music, and keeps up with his two children Ruth and Milton, Jr.

Presentation of the "Deltasig of the Year" award was made on December 18, 1958 in the office of the president, on the Johns Hopkins campus, by a committee composed of Past Grand Presidents J. Harry Feltham and John L. McKewen, Dean Richard A. Mumma, and Norbert Vasil, president of Chi Chapter.

This is the seventh annual "Deltasig of the Year" award. The first such award was made in 1952 to Oliver S. Powell, Minnesota, the president of the Ninth Federal Reserve Bank in Minneapolis, Minnesota. The 1953 award went to Charles F. Nielson, Southern California, director of the Parts and Service Division of Lockheed Aircraft in Los Angeles, California. Edwin L. Schujahn, Wisconsin, was the recipient of the third award and is the general manager of the Canadian operation of General Mills, Inc., as well as vice president of that company. The 1955 award was made to Philip J. Warner, New York, president of the Ronald Press and a Past Grand President of Delta Sigma Pi in which capacity Brother Schujahn also served. The 1956 award was presented to Ray S. Tannehill, Penn State, vice president of Bell Telephone Company of Pennsylvania. Last year, in 1957, the award was made to Howard B. Johnson, Georgia State, president of the Atlantic Steel Company, Atlanta, Georgia. He also has served Delta Sigma Pi as its Grand President.

DELTA SIGMA PIS arriving at the Sheraton Gibson Hotel in Cincinnati for the 22nd Grand Chapter Congress on August 30-31 and September 1-2, 1959, will find a well balanced and busy schedule ahead of them. The committee, under the leadership of Chairman Charles Schnabel, has endeavored to formulate a program that will devote the optimum of time to each of the many facets of business to be handled by the Fraternity, yet provide ample opportunity for the renewal of old acquaintances and good fellowship that help to make every Grand Chapter Congress a success.

First scheduled event, excluding registration which will be in effect all day, is a get acquainted party on Sunday evening, August 30. At this time, informality will be the rule as old friends meet and new friends are made in the old Cincinnati tradition of a Bavarian Party. A buffet dinner will be served and refreshments will be on hand to maintain a light and festive air.

Monday, August 31 will result in a change of pace as the chairman's gavel marks the start of the first business meeting. Notables of the business world, university life and fraternity will help to start the assembly off on a high note as items of general interest to all are covered. Shortly thereafter, food for thought will be replaced by food for digestion as all members assemble for the Regional Luncheon. After luncheon, the spotlight will switch to localized problems of concern to the individual regions as the Regional meetings are held.

Highlight of the afternoon is the scheduled initiation of the Honorary Member-at-Large. As yet, the nomination committee has not announced its selection for the honor, but we can be assured that the person chosen will be one held in esteem by the fraternity and nation as a whole.

The final scheduled event for Monday will be the bi-annual Grand Chapter Congress Banquet at 7:00 P.M. This will still leave a good portion of the evening free for informal gathering and seeing the town.

Tuesday, September 1, like Monday, promises a full and varied schedule for the inspiration and enjoyment of those in attendance. Discussion forums covering many of the subjects vital to all chapters will be the first order of the day. Upon the adjournment of these meetings, mem-

bers will board buses for a trip to near-by Oxford, Ohio, where, in the setting of the campus of Miami University, members will partake in a luncheon and tour the campus and lovely adjoining Formal Gardens. A special feature of the trip to Oxford will be the opportunity to visit The Central Office of the Fraternity. Brothers who have not as yet inspected our new home will find it an event they will long remember.

As the afternoon wanes, the buses will again be boarded for return to Elsaesser's Farm on the outskirts of Cincinnati where a buffet dinner, stage party and, the all time favorite of all Grand Chapter Congresses, the Yellow Dog Initiations will be held. A tired but happy group of men should return to the hotel as this day ends.

Business and pleasure will draw to a close as Wednesday, September 2, marks the final day of the four day meeting. Discussion forums will again occupy the

Convention All Set!

major part of the morning as new members and old join forces to review items of interest to all and offer suggestions to overcome the problems of individual chapters.

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

Ending the meeting on a pleasant social note will fall to the Grand Presidents' Dinner and Grand Chapter Congress Ball, both of which will be held in the spacious Sheraton Roof Garden atop the hotel. Ample time will be allowed between the affairs to allow out of town members to pick up their dates for the evening. Feature point of the ball will be the award of a diamond badge to some lucky member.

Total registration fee for all events during the four day meeting has been set at a low of \$36.00 for the men. An advance registration fee of \$4.00 is applicable to the \$36.00 and makes a brother eligible to participate in the drawing for the Diamond Badge.

A well rounded and complete Ladies Program also has been planned for the wives attending the Grand Chapter Congress. Complete details, including the registration fee, will be made available in future issues of The DELTASIG and through direct mailings to the chapters and alumni clubs.

The combination of a well planned program, the low registration cost, the close proximity of The Central Office at Oxford, and the central location of Cincinnati with its convention minded citizens forecasts one of the most heavily attended and finest Grand Chapter Congresses ever held. Members everywhere are urged to make plans now to join the caravans to the Queen City of the West for the 22nd Grand Chapter Congress in "Zinzinnati" and Oxford.

PROGRAM

22nd Grand Chapter Congress

Sunday, August 30

Reception

Monday, August 31

Business Session
Delegates Luncheon
Regional Meetings
Honorary Member Initiation
Banquet

Tuesday, September 1

Panels
Oxford Luncheon
Tour Oxford
Stag Party

Wednesday, September 2

Panels
Business Session
Grand Presidents' Dinner
Ball

Applied Imagination and Creative Thinking

By Dean James E. Gates, College of Business Administration
University of Georgia

THE ABILITY of man to apply his imagination, his creative insight, to the solution of problems is a peculiar quality which separates him from the other animals. Without that ability we would not have the products which are on the shelves today, the mechanical and other processes that create them. Nor would we have the advances which are being made every day on every front, technical, artistic, business—in fact, everywhere. It has been said, for example, that one-fourth of the products and services which we use today were not even known ten years ago. In that decade they have sprung from someone's imagination, because someone had the ability to think creatively about a problem and come up with a new solution.

Albert Einstein once said that the ability to think creatively is more important than knowledge. Whether he was correct or not, it is certainly clear that any bits and pieces of knowledge which a person possesses are more powerful when creatively applied. There exists hundreds of opportunities to apply creatively the knowledge which we have—in the arts, in engineering, in medicine, in law, in chemistry, in economics, in government, or in just living a good life. Even in the home the smart man is he who has changed the old adage about "kiss and make up" into "kiss and *think* up," for at that point he is applying creative thinking, his imagination, to the solution of a problem.

If we want to distinguish between knowledge and creative thinking, let us recall that man's basic mental powers are divided into four kinds:

1. **ABSORPTIVE POWER**—the ability to observe, and to apply attention.
2. **RETENTIVE POWER**—the ability to memorize, and to recall.
3. **REASONING POWER**—the ability to analyze, and to judge.

4. **CREATIVE POWER**—the ability to visualize, to foresee, and to generate ideas.

It is through the first two of these that we **LEARN**, as in school. It is by use of the latter two that we **THINK**. Needless to say, it is difficult to do much in the way of thinking without having some knowledge, some facts, on which to proceed, but it goes equally without saying that the absorption and retention of knowledge makes of a person little more than a library, or a phonograph record, or at best a machine. We all reserve our greatest respect for, and erect our greatest statues to, those who, taking the knowledge which they gather, make new ideas and concepts from them. Those ideas then become part of the knowledge handed down to succeeding generations, and form the base for new ideas, new discoveries.

Industry has come to realize that this is true, and is devoting more and more effort to the improvement of the thinking ability of their employees at all levels. There are some fairly simple techniques for improving one's thinking ability, one's ability to generate new ideas, and many companies are providing training in these techniques. It is provided not only for research people, but also for executives, for salespersons, for production people, and for those in the financial side of companies. Some notable examples of organizations which have made considerable progress in this direction would include General Electric, International Business Machines, Ethyl Corporation, Texas Company, Crown Zellerbach, U. S. Steel, U. S. Rubber, General Foods, and the B. F. Goodrich Company. There are many others, too numerous to mention.

All attest to the success of their programs. For example, the General Electric Company, with its own Creative Engineering Program (the story of its suc-

cess has been featured in *Nation's Business*), has said that "Graduates from our Creative Engineering Program continue to develop new processes and patentable ideas at an average rate of almost *three* times that of non-graduates."

The Air Force, the Chemical Corps, and other branches of the armed forces are very actively engaged in providing their commissioned personnel, including ROTC students, with training in creative thinking, in problem solving, in the practical use of their imaginations.

What Is Creative Thinking?

Creative thinking may be defined as an attempt to bring into existence a new idea, or concept, which has not existed before, or at least not for the person who is doing the thinking. It may seem to come into existence spontaneously, as in a day dream—or even a night dream—but actually it constitutes a definite process, beginning generally with formulation of a problem (which may be conscious or unconscious), bringing the problem definitely into one's mind, and by use of various processes permitting or encouraging the mind to develop a new idea or concept, a new way to solve the problem. There are many persons who are great creative thinkers, the true "idea men" that we read about, who have become idea generators unconsciously. They have, perhaps without study or thinking about it, mastered the art of creative thinking. We ordinary mortals can do the same thing, literally, by studying the thought processes of the great idea men. Today we know the processes used by those men.

There is strong evidence that anyone can make himself more proficient in this art, provided he has the desire and patience to master the procedure. This is borne out by the success of the companies cited, in working with their own people.

Learning is relatively simple, involving for the most part (1) a knowledge of the steps in the creative process, (2) a willingness to clear away the emotional obstacles which stand in the way of being creative, and (3) using the "questions" technique to stimulate the flow of one's associative powers.

Steps in the Creative Process

The steps in the creative process are seven in number. They are as follows:

1. **ORIENTATION**, which is picking out and pointing up the problem.

2. PREPARATION, gathering the data.
3. ANALYSIS, breaking down the relevant material.
4. IDEATION, thinking up ideas by way of possible solutions.
5. INCUBATION, letting go, in order to invite illumination.
6. SYNTHESIS, putting the pieces together.
7. EVALUATION, verifying the tentative solutions.

ORIENTATION means just what it implies, deciding what the problem is that we want to work on, and then stating it in such a way as to make it possible to work on it. All around us we see problems, of many kinds, which we want to work on, to solve. These have got to be stated, preferably in writing, in such a way as to make it possible to think about them in some definite sort of terms. For example, it does no good to say that we are going to work on the problem of street congestion and parking. We need to divide the problem into something which is far less aimless and indefinite than that, that is, into a definite problem which we can attack and do something about.

For example, just what is the problem? Is it one of getting more autos on the same streets, getting some autos off the streets, limiting the amount of time they spend on the streets, or are the streets and potential parking places too small? Or again, is it a problem of storing all the automobiles which come into the business district during the day? Let's get our problem well and definitely stated before we start, because it is certainly clear that a problem well stated is at least partly, perhaps even half, solved. This is orientation.

PREPARATION means getting the facts about the problem. This is the sort of thing a researcher does when he goes to the library, to learn the history of the problem, and all about any previous attempts to solve it. In doing this we get together what Sergeant Friday calls "the facts," so that we have something on which to build.

ANALYSIS means putting all this relevant material together, analyzing it for possible combinations, putting all the old solutions and all the facts into all possible relationships with each other, so as to get ready for the next step.

IDEATION is the simplest step of all, in some respects, though it is usually the most neglected. It is the simplest because

we are all blessed with a gift called the ASSOCIATION OF IDEAS. This means that when we see a thing, or think about a thing, either ideas and things come into our minds, automatically, it seems. At the ideation step we let ourselves go, allowing all sorts of new combinations to filter through our minds, striving to corral, usually on paper, the great number of ideas by way of possible solutions which occur to us. If we let ourselves go, "free-wheeling," as it were, reserving criticism of our ideas until later—an important principle in creative thinking—we will come up with plenty of new ideas. Experience and observation have shown that the greater the number of ideas we come up with, no matter how wild they may seem, the better chance we have of getting a good solution. The positive ways by which we can spur ideation are discussed below under the heading of "Questions, the Creative Acts of the Intelligence."

INCUBATION means simply letting one's self go, backing off from the problem, in order to invite illumination. We all remember that Archimedes was in his bathtub when he discovered that famous principle of his, and that Newton was having a stroll when he thought of his principle about gravity. For some reason or another, which the psychologists have not as yet fully explained, after we perform these first three steps of orientation, preparation, and analysis, and make some efforts toward ideation, it seems that the problem gets into our subconscious minds in some manner or another, and the solution may crop up at any time. The reader may think to himself of the number of times that the solution to a problem has come to him while he was shaving, or while driving his car across country. This is truly incubation—the fact is that while you are thinking about other problems and things, your brain is serving as a giant incubator for all the problems which have been put into it of late. Perhaps a better analogy would be to compare your brain with one of the new electronic thinking machines, like the Univac. When the problem has been put into the machine and the button pressed, you just wait until the machine—your brain in this instance—has "processed" the problem.

SYNTHESIS means putting the pieces together, taking the ideas which you come up with and relating them to the problem in hand and the analysis you made. It also means the combining (or the syn-

thesizing) of each idea with the others, so that a combination solution may be presented for the problem.

EVALUATION is reserved for the last, for it ought to be the last in the series. When one is thinking up ideas, is in the ideation phase, no criticism or evaluation should be permitted to intrude itself. If introduced at that time, it will invariably put a damper on that particular process, when you are striving for quantity of ideas, not quality. This is what is wrong with the usual sort of conference—(1) the problem is presented, (2) someone comes up with an idea, and (3) everyone in attendance thinks of a dozen reasons why the idea can't work. At this early point it is better to have only ideas presented, leaving the evaluation of the total crop of ideas to the end of the conference. Then we can do an evaluation of all the ideas at the same time. By doing this we have both a first-class ideation period and a first-class evaluation session. This principle is probably the most elementary one in the creative thinking process, for it has been clearly demonstrated that following it makes us several times more productive.

Now it is clear that in the ordinary process of creative thinking we don't find any such 1, 2, 3 sequence. We may have ideas while we are orienting the problem, or while we are gathering data. Or when we get to the incubation period we may think of more facts that we ought to have. The point, however, is that these processes all occur in creative thinking, and that though there may be a change in their seeming order, each is essential to the process.

Emotional Blocks to Creative Thinking

Most great ideas were greeted with sneers, as we all know. That makes all of us reluctant to come up with ideas, for we know that to do so means to run the gauntlet of such sneers. In olden days this might have meant even more, as the burning stake or the noose, as happened to Copernicus. It has been often said that great new ideas are brought forth only by people who have no fear of public opinion, and who therefore seem a little fanatical, at least to the ordinary person. To counteract this fear of ideas on his own part, Dr. James Bryant Conant, when he was president of Harvard University, had this motto on his wall: "Be-

hold the turtle, he makes progress only when his neck is out."

Partly because of this, and because it is fashionable in our society to be modest, we all have a tendency to decry our own abilities to be original. This is false modesty at best, and at its worst it leads to a sabotaging of our own talents. Perhaps the greatest gain to be derived from the current boom in creative thinking and applied imagination is that it may become fashionable to have ideas.

It may result even in a change in conference procedures. Today it is usually inadmissible to present any ideas which may be contrary to those held by the chairman, or to vote against the majority, which is probably voting with the chairman—who is probably also the boss. A new climate, where ideas are welcome, may well be the most necessary change in existing procedures, if creative thinking is to flourish and become effective at all levels, including conferences.

Questions, the Creative Acts of the Intelligence

An outstanding psychologist, Dr. Frank Kingdom of the University of Southern California, has said that "Questions are the Creative Acts of the Intelligence." By that he meant simply that when the human being begins to question things as they are, to ask why they can't be combined, or reversed, or adapted, or made smaller, or larger, or substituted for other things, then he becomes creative, he becomes an intelligent animal. He has begun to use his reasoning and creative powers.

The greatest advance in formulating such questions has probably been made by Alex Osborn, president of the Creative Education Foundation, and author of the standard book on APPLIED IMAGINATION.

Other Techniques of Creative Thinking

The questions listed in Mr. Osborn's book constitute probably the most useful technique for coming up with solutions to problems which have been previously oriented and prepared for. There are, however, two other techniques in use today for coming up with new ideas. They are referred to as (1) the forced relationship technique and (2) the free association technique.

The forced relationship technique is a

favorite with advertising writers and with cartoonists. They will take two objects, perhaps at random, maybe even from the Sears-Roebuck catalogue or any other lists of items, and think up all the relationships which they can between the two. From that, and in conjunction with the principle of association of ideas, new ideas will be forthcoming, some very useful, especially in the advertising and cartooning field. The forced relationship technique can also be used for scientific experiments to determine whether applications in one field will be useful in another. For example, when new products like penicillin are discovered, they may be forced into relationship with old diseases, and into combinations with old remedies, in order to discover whether they will be useful.

For the business man the principle is simple. No matter what product he is selling, for example, he tries to force (literally) a relationship between his product and a customer or group of customers. Being forced, many of the relationships will be unusable, but he will be surprised to find out how many he does find useful as he prepares sales presentations of makes recommendations for changes in design to accommodate the requirements of those customers. He will, as a part of this technique or procedure, have already made a list of the physical and other attributes of his product and of his potential customer or customers, in order to develop for himself some leads to these forced relationships. As in the questioning techniques, he will reserve evaluation or criticism for the end, AFTER he has completed a WRITTEN-DOWN list of forced relationships.

For the production man, it is even simpler, for he has many catalogues, parts lists, other products, and so on, to work with. As he engages in this, to many enjoyable, pastime of trying to make forced relationships of his product or process to others which he sees (or knows, or has pictures of), he can and will come up with many new adaptations of his own equipment and product, as well as changes in production methods which will improve his efficiency.

This forced relationship technique, incidentally, is what we are trying to do when we go to visit other manufacturers, or talk with other salesmen, or just broaden our experiences generally. Always it is in the hope that, as we view these other things, an idea will come to

us embodying some relationship or another between our old experiences and the new one which we are now having. In effect, then, what the forced relationship technique does is to supply the formula by which a person who is so minded can put this half-forgotten, vaguely useful technique, to its maximum use.

The free association technique is favored especially by the firm of Arthur D. Little, management consultants, which in using the technique have invented a number of new processes and products for their clients. It involves primarily a slightly different defining of the problem in more basic terms than those described in the section above on orientation. For example, it has been said if a person builds a better mousetrap the world will beat a path to his door. At first glance it might be decided to try to create a better mousetrap. The free association technique people would, however, as a part of orienting the problem, define first the purpose of a mousetrap, which is probably not to kill mice, but rather to get rid of them. Or maybe the purpose is to keep them out. Either would then be translated into a broad question of how to keep things separated. Then the thinker (usually in association with others) would try to ideate the problem of keeping things separated and, after getting a number of ideas on this subject, would apply them to the problem of keeping mice away, and maybe then to getting rid of them once they are on hand.

Joint Ideation, Using Teams

Some of the most spectacular results of creative thinking have been achieved by a process known as "brainstorming." This is simply a group of people who have convened themselves to think jointly about a problem. In the process all present try to come up with ideas which would lead to solutions, and they are recorded by a secretary or on a recording machine. The ideas are collected, duplications eliminated, and then they are evaluated for usefulness to the problem itself.

The utility of such sessions arises out of the fact that all of us are more ideative when we work with other people, as witness our ability to converse. Or consider the manner in which remarks of other people cause our minds to dredge up ideas and thoughts which up to that point

(Continued on page 40)



THE ADMINISTRATION BUILDING on the East Tennessee State College campus where the Delta Xi Chapter of Delta Sigma Pi was installed in 1958.

The 100th Chapter of Delta Sigma Pi Is Installed at East Tennessee State

ANOTHER MILESTONE of Delta Sigma Pi was reached with the installation of its 100th chapter at East Tennessee State College at Johnson City, Tennessee on May 17, 1958. This was a most fitting way in which to complete the celebration of its 50 years of operation. Delta Xi Chapter which was installed in the School of Business Administration and Economics at East Tennessee State College is the fourth chapter in the State of Tennessee, the others being Alpha Zeta at the University of Tennessee, Gamma Zeta at Memphis State University, and Omicron at Vanderbilt University which chapter is currently inactive.

The Rose Room, which is the faculty lounge and dining room at East Tennessee, was the scene of the opening phase of the installation ceremonies. It was there that the visiting national officers and chapter delegates were registered and treated to lunch. Following a tour of the East Tennessee campus, the installation ceremonies were shifted to the John Sevier Hotel in Johnson City. The usual inquisition and formal ritualistic initiation were held in the afternoon with the for-

mal initiation banquet in the evening in this same hotel. A ritual team from Kappa Chapter at Georgia State College in Atlanta, plus a delegation from Alpha Zeta at the University of Tennessee in Knoxville, assisted Grand President Homer T. Brewer and Executive Director Jim Thomson with the initiation ceremonies.

At the installation banquet that evening Jim Thomson served as toastmaster and first introduced Mack P. Davis, Director of the School of Education, who welcomed the new chapter on behalf of the president of East Tennessee State College who was unable to attend the installation. The history of the School of Business Administration and Economics was then related by Travis Kirkland, its director. The founding of Phi Beta Chi, local petitioning group, was told by Clyde H. Farnsworth, Advisor to Delta Xi Chapter. Grand President Homer T. Brewer then presented the charter to Thomas G. Roberts, president of Delta Xi Chapter, who accepted it with a few well chosen words. The program was concluded with the reading of telegrams and letters from chapters, alumni clubs,

and national officers all welcoming the new chapter to Delta Sigma Pi and wishing it well.

HISTORY OF EAST TENNESSEE STATE COLLEGE

By act of the General Assembly in 1909 (Public Acts, Chapter 264), the State Board of Education was authorized to establish three normal schools (one each in East, Middle, and West Tennessee) for the education of white teachers for the public schools of the state, and an agricultural and industrial normal school for negroes. The Act known as the "General Education Bill" set aside twenty-five per cent per annum of the gross revenue of the state for public educational purposes. Of that appropriation, thirteen per cent was for the operation and maintenance of these normal schools. No appropriation was made for land, buildings, or equipment.

With the donations from Washington County and Johnson City, the institution was built and opened to students on October 2, 1911. In 1919 the curriculum was increased from two years to three years in length and in 1924 the State

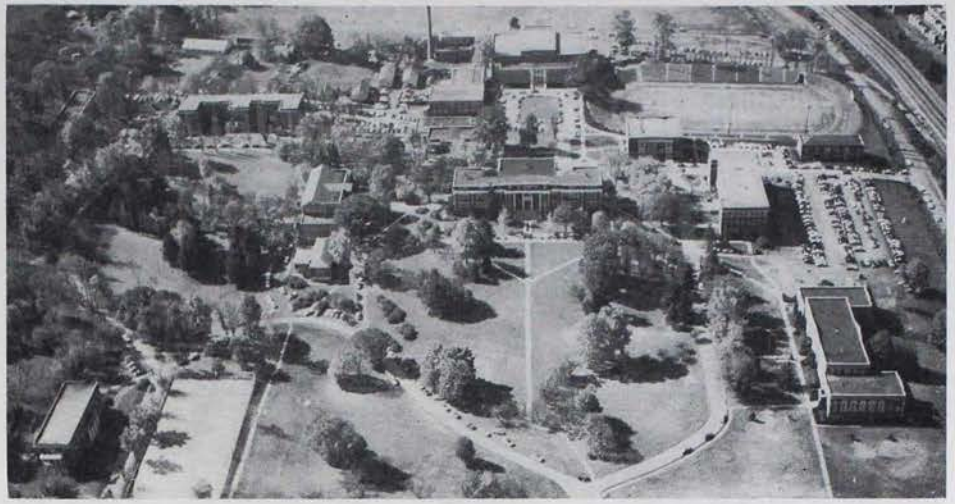
Board of Education authorized a change from the three-year curriculum to a four-year curriculum and the name of the college was changed from East Tennessee State Normal School to East Tennessee State Teachers College. The General Assembly in 1925 empowered the college to grant its graduates the degree of Bachelor of Science.

During the fourteen years as a state normal school, 463 two-year normal diplomas, 180 three-year normal diplomas, 780 academic certificates, 205 high-school diplomas, and 218 other certificates were issued.

In February, 1930, the State Board of Education changed the name to State Teachers College, Johnson City. The name was changed again in February, 1943 by the General Assembly. Since that date, the official name of the college has been East Tennessee State College.

During the nineteen years (1925-1944 inclusive) as a teachers' college, a total of 1501 students received the Bachelor of Science degree.

Until the establishment of East Tennessee State College, the major emphasis was on teacher education. In recent years, however, the direction of training required for the East Tennessee area has been pointed more and more toward professional and pre-professional work in other areas. In addition to the students who are completely trained at East Tennessee State College in science, business,



AN AIR VIEW of the East Tennessee State College campus in Johnson City, Tennessee, which is the home of Delta Xi Chapter.

and related areas, a large segment of the school population is enrolled in pre-professional programs.

The reorganization of the college into the four schools became necessary not only because of the rapid growth of the institution but also because of the changed emphasis brought about by the rapidly expanding social and economic conditions of its service area. The reorganization was effected in September 1954.

The curriculum of the college has been expanded to the extent that course offerings have been quadrupled during the past fifteen years.

Along with the expanded curricula and the growth of the area served by the college has come a natural increase in the enrollment of the college.

The status of the college has changed and the administration has adjusted the program of the school to face the challenge of the needs and desires of the people of the area. While remaining aware that the schools are basic institutions through which the educational level of a region's citizens are raised, the administration is also aware of the responsibilities to those students who are seeking to prepare for the professions, the service and skilled trades, which embrace the whole gamut of the occupational, recreational, and cultural interest of the people of East Tennessee.

HISTORY OF THE SCHOOL OF BUSINESS ADMINISTRATION AND ECONOMICS

The School of Business Administration and Economics was created out of the departments of Business Administration and Economics in September 1955. The school was organized for the following purposes:

1. To provide a program of professional education at the college level to prepare young men and women to occupy positions of responsibility in business and government.
2. To train teachers of business and economics.
3. To prepare students for clerical and secretarial positions.

To achieve these objectives, the school provides the student an opportunity to acquire a broad knowledge of the in-



THE SPEAKERS' TABLE at the installation banquet of Delta Xi Chapter. Seated left to right: Delta Xi Chapter President Tom Roberts, Faculty Advisor Clyde H. Farnsworth, Executive Director J. D. Thomson, Grand President Homer T. Brewer, Dr. Mack P. Davis of the School of Education, Dean Travis Kirkland of the School of Business Administration, and Kappa Chapter President Frank T. Cash.



NATIONAL OFFICERS and delegations from Kappa Chapter at Georgia State College and Alpha Zeta Chapter at the University of Tennessee that served as the installation team at East Tennessee State College.

ternal problems of business organization and control as well as an understanding of how business may be affected by the complex forces in the economic framework within which it functions. For this reason, emphasis in the program of instruction is placed on the development of a well-rounded knowledge of business fundamentals and an understanding of the structure and processes of the American economy.

The undergraduate course of study is a four-year program leading to the degree of Bachelor of Science. During the first two years the student must meet the requirements of the general education program, which along with suggested electives, provide the foundation for specialized training in economics and business. During the last two years, the student must choose an area of concentration for his major. The major areas of concentration at the present time include accounting, general business administration, economics, finance, management, merchandise management, secretarial management, and business teacher education.

HISTORY OF DELTA XI

With the growth of business and industry in the Tri-City area, there was a correlated growth in the departments of economics and business administration at East Tennessee State College. Simultaneously several students and members

of the faculty became aware of the need for a better understanding and closer cooperation between the students and the business world. This led to an investigation of the possibilities of forming a local fraternity with the express purpose of attaining a standard of worthiness appropriate to petitioning for membership in a national professional business fraternity.

Professor Clinton S. Ferguson of the Department of Economics took the initial step of inviting Mr. Raymond W. Flodin, executive secretary of the International Fraternity of Delta Sigma Pi to visit the campus of East Tennessee State College and explain the steps involved in petitioning for membership in a large international organization and the benefits to be derived from membership.

Mr. Flodin came to East Tennessee State College on Wednesday, February 20, and met the group which was interested in forming a business fraternity. He explained ideals and purposes of Delta Sigma Pi to the forty students and three faculty members, who were present. It was suggested that the local chapter be formed with the same basic purposes and that it operate successfully for a period of four and one-half months, after which the International Fraternity of Delta Sigma Pi might be petitioned to establish a chapter at East Tennessee State College.

On March 6, 1957, a group of twenty-four students, along with Professor Jones and Dr. Lloyd met officially and inaugurated the local business fraternity of Phi Beta Chi for the purpose of "encouraging scholarship, social activities, and the association of students in economics and business for their mutual advancement by research and practice, of promoting a closer relationship between students and the business world, and for promoting a higher standard of professional ethics."

This group, which composed the charter members of Phi Beta Chi, was composed of sophomores, juniors, and seniors. They adopted by-laws that were in conformity with the constitution of Delta Sigma Pi and set up standards that would bring into the fraternity only the best qualified majors in economics and business administration. Under the direction of the original officers and with the aid of the three faculty members, who started with the group at its inception, the local fraternity grew until it had a membership of forty at the end of the 1956-1957 school year.

Dr. Clyde H. Farnsworth, who had been a member of Delta Sigma Pi at Mississippi State College and Wake Forest College, joined the faculty as professor of economics, and business administration in the fall of 1957. He immediately became interested in developing the immature local chapter into a mature, professional business fraternity, worthy of membership in Delta Sigma Pi. The constitution and by-laws of Phi Beta Chi were revised and application was made to the United Student Body for recognition as a full-fledged campus organization. Finding that Phi Beta Chi met all requirements, the fraternity was accorded full recognition by the United Student Body and Mr. Burton McMillan was elected as a member of the Student Senate representing Delta Sigma Pi.

During the fall quarter, contact was lost with the national headquarters of Delta Sigma Pi, but the fraternity continued to promote visits to area concerns and to have outstanding speakers at the fraternity meetings. Among the plants visited by Phi Beta Chi were Miller Hardwood Manufacturing Company, Tennessee Eastman Company, and the Silk Processing Plant. Lawyers, bankers, real estate men, as well as representatives of large industrial plants and the Atomic Energy

Commission have been speakers at the fraternity meetings.

After the fall hiatus, Mr. J. D. Thomson, Executive Director of Delta Sigma Pi, was contacted and Mr. Thomson visited the campus, meeting with the fraternity in its regular meeting on February 14, 1958. Preliminary to this meeting, Mr. Thomson met with the officers to outline the steps in petitioning the International Fraternity of Delta Sigma Pi for membership.

At the meeting on February 14, Mr. Thomson explained the aims and ideals of Delta Sigma Pi to the members of the local fraternity and outlined the steps which were necessary in petitioning for membership.

On February 21, at a called meeting of Phi Beta Chi, committees of the history of the college, the history of the School of Business Administration and Economics, the history of the fraternity, as well as special committees for the history of cities in the area and for completion of data on members, were appointed. A deadline of April 1 was tentatively set for completion of the petition in order to make it possible for the fraternity to be installed in May 1958.

At the dawning of the day to forward the petition to the Grand Council, a dinner meeting was scheduled with Mr. Homer T. Brewer, Grand President of Delta Sigma Pi. He was also scheduled to speak to Phi Beta Chi at the regular meeting on March 28, to clear up any

difficulties or misunderstandings on filing of the petition.

The first officers of Delta Xi Chapter were: President Thomas G. Roberts, Senior Vice-President William C. McAmis, Vice-President Joe W. Morley, Secretary Harold J. Harrison, Treasurer Elden M. Cooke, Historian Alvin C. Parish, Chapter Advisor Clyde H. Farnsworth.

On May 17, 1958, the following undergraduates were initiated as charter members of Delta Xi Chapter in the International Fraternity of Delta Sigma Pi. Billy J. Artrip, William E. Bird, John Breazeal, Francis A. Cain, Glenn H. Carter, Nick J. Castanas, James D. Chandler, Jack D. Daniels, Kenneth R. Davenport, William Don Dean, James Rowe Dotson, Jonathan D. Fudge, George B. Hamrick, Sr., Harold J. Harrison, John F. Harrison, Donald Jack Haulsee, Claude A. Haynes, Jerry Hays, Bobby Gene Helton, Jack L. Hensley, Joseph R. Hessmann, Bobby D. Hickman, Coy T. Holmes, Jr., Gene Holt, Ralph W. Jeffers, William J. Jones, Benny G. Larkey, Stuart B. Larkey, William Ray Lewis, William C. McAmis, James E. McEwen, Edward B. McMillan, Rodney K. McMillon, John I. McRee, William A. Maddux, Joe W. Moore, Joe W. Morley, Walter Lee Morris II, Alvin C. Parish, Charles T. Quillin, Malcolm Rambo, Bobby G. Ratliff, Thomas G. Roberts, Orval William Schaeffer, Jr., Don Monroe Shipley,

Gerald E. Steele, Fred M. Turner, Decatur F. Waddell, William A. Walker, Jr., Harold E. Watson, Ronald F. Way-



CURRENT OFFICERS of Delta Xi Chapter at East Tennessee State College in Johnson City, Tennessee.

land, Harry R. Whittimore, Clarence G. Williams, Ronald P. Tolliver, Bruce Wallace Hurley, Bobby Vernon Salyer.

Faculty members who were initiated at the same time were: Travis Kirkland, Harold H. Margason, George G. Myers, Kenneth C. Spaulding.

Although it holds the title of "baby chapter" in Delta Sigma Pi, the professional program of Delta Xi Chapter at East Tennessee in its first year of operation is among the best in the Fraternity. A great future is predicted for this chapter, the 100 in Delta Sigma Pi.

MEMBERS of Delta Xi Chapter at East Tennessee State College pictured here at the time of this chapter's installation.



Western Reserve University Dedicates New School of Business Building

By Joseph A. Davidson, President of Beta Tau Chapter



THE NEW HOME of the School of Business at Western Reserve University is the Newton D. Baker Memorial Building located in a cultural center of Cleveland, Ohio.

On Sunday, November 16, Western Reserve University took the first step in its long-range development program as it formally dedicated its new \$1,600,000 Newton D. Baker Memorial Building, which is designed to house both the Graduate School of Business and Cleveland College, Western Reserve's adult education unit. The building is of limestone and curtain-wall construction and is situated on the corner of Euclid Avenue and Adelbert Road, in Cleveland's cultural center.

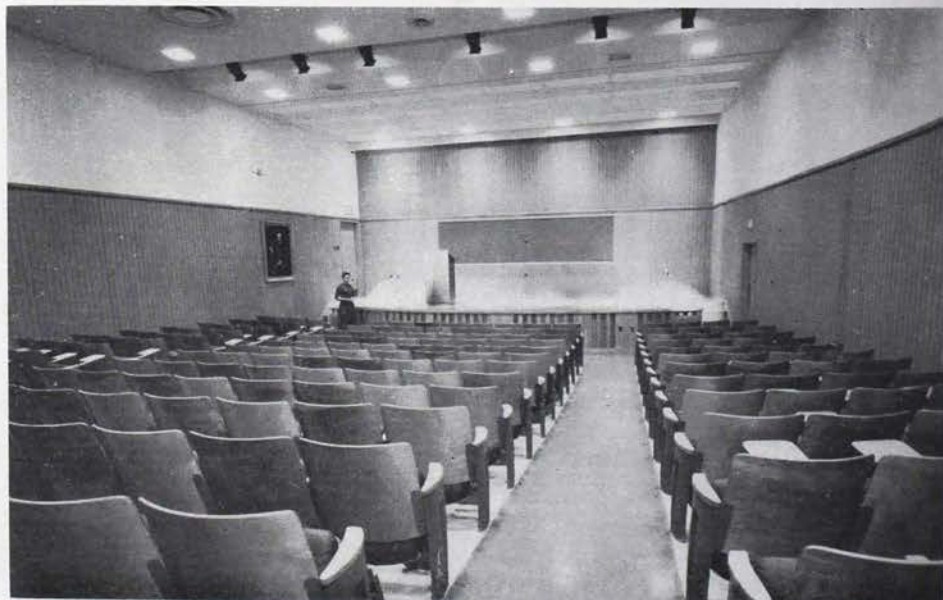
Newton D. Baker, for whom the building was named, is well remembered for having served as Secretary of War in President Woodrow Wilson's cabinet, as well as having been a pioneer in the field of Adult Education. Clevelanders, in particular, recall with pride his fine service as mayor of their city.

Included in the four-story building, which contains 60,000 square feet of floor space, are 30 class rooms, 34 faculty offices, 2 student lounges, a closed-circuit television studio, and a 238-seat auditorium, which features a projection booth

and public address system.

The entire business faculty, consisting of 22 full-time and 39 part-time instructors, have office space in the new Baker

THE HATCH AUDITORIUM of the Baker Memorial Building at Western Reserve University which seats over 230 persons is one of the features of the new building.



Building. Designed with flexibility in mind, the majority of the class rooms are furnished with tables and chairs, rather than the traditional student-type chairs. This allows the rooms to serve for both seminars and regular classes. Enrollment in the various classes will be limited to a maximum of 30 students.

One room of the Baker Building is set aside for various business machines. Another will serve as the Industry Laboratory and is scheduled for installation of basic machine tools of industry, as well as plant layout and office equipment study charts. The Visual Aids Division of Western Reserve University will provide slides, film strips, and motion pictures for the use of School of Business classes and special programs.

Another feature of the building is the conference rooms which will be used for the many Cleveland College and School of Business sponsored lectures and seminars for business, community, and government agencies. Included in this group are the Executive Clinic for small manufacturers, the Graduate Programs in Sales Management, and a ten-day Management



ONE OF THE TYPICAL CLASSROOMS of the Baker Memorial Building has great versatility with its movable desks and chairs.

Institute for selected personnel of the United States Air Force.

In the opinion of Dr. Wenzil K. Dolva, Dean of the Graduate School of Business, and Dr. John S. Diekhoff, Dean of Cleveland College, the new building will greatly enhance the University's physical plant.

The Graduate Division of the School of Business affords educational and vocational opportunities in the field of business. An ideal location in the highly industrialized Cleveland area enables the Graduate Division to present an extensive offering of courses and to provide a faculty with business as well as education backgrounds. To integrate academic training and business problems, the School engages a number of Cleveland business men to teach in their fields of special accomplishment.

The history of the Graduate School of Business begins back in 1919. It was at this date that Western Reserve University first offered a supervised curriculum in business through Adelbert College, undergraduate division for men. Later on when Cleveland College, the undergraduate division for part-time education was opened in 1925, business courses were introduced. By 1943, the department of business and commerce had become the Division of Business Administration. Four years later, in 1947, the School of Business became a separate school of the University, being an outgrowth of the Division of Business.

From 1930, when only one master's degree in business administration was awarded, the School has grown to its present size of 283 enrollees, and 30 de-

grees were conferred in the 1957-58 academic year.

Of the total enrollment, 21 are full-time students while 249 are on a part-time basis. Students represent 144 companies, most of which are in the Greater Cleveland area. Full-time students can complete requirements for the MBA degree in one and a half years. Part-time students have a limit of five years to finish their studies to obtain the degree. Western Reserve is the only university in Greater Cleveland, and one of only four in the state of Ohio, which confer the MBA degree.

The varied programs of the Graduate Division enable advanced students to specialize in many types of career training in the business field. These include accounting, economics, banking and finance, economics, industry, marketing and merchandising, and statistics.

The objective of the Graduate Division of the School of Business is to maintain a balance between the practical and the theoretical in the education of students who will look upon the management of business as a vocation to be conducted on the same high ethical plane and involving the same high social obligations as any profession.

Beta Tau Chapter of Delta Sigma Pi, installed at Cleveland College of Western Reserve University on October 18, 1947, is proud of its new headquarters, the Newton D. Baker Memorial Building. Both students and faculty alike anticipate a strong and continuous growth in business education here at Western Reserve University.



A PORTION of the Student Lounge of the Western Reserve School of Business prior to its furnishing is pictured here.



THE BACK of the Baker Memorial Building at Western Reserve is about as attractive as the front.



INTER-MOUNTAIN REGIONAL DIRECTOR Jim Chandler presents the "Most Miles Traveled" Trophy to Tom Hagerman of Sigma Chapter at the University of Utah. The Regional Meeting was held in Phoenix, Arizona.

Three More Regions Meet

Of the nine Regions of Delta Sigma Pi which met this Fall and which brought together over 1,500 Deltasigs for a week-end of fraternalism and education, we are pleased to bring you the stories of three of these meetings at this time. One of these Meetings has already been reported to you and the balance will appear in the next issue of The DELTASIG.

The Inter-Mountain Region Meets in Phoenix

THE DESERT ROSE Motor Hotel in Phoenix, Arizona, was the setting for the Inter-mountain Regional Meeting which was sponsored this year by Gamma Omega Chapter at Arizona State University.

The Inter-Mountain Regional Meeting, which was held August 29 and 30, was an outstanding success as indicated by the favorable comments which were given at the conclusion of the meeting.

Brother Pat Boner, former economics professor at Penn State University, now in the Industrial Relations Department of Hughes Aircraft Company, gave the keynote address on "Fraternalism."

Following Brother Pat Boner's address, the regular business meeting was held. Jim Chandler, Regional Director, presided over the meeting in which problems and ideas of chapter operation were exchanged among the delegates.

Chapters represented other than Gamma Omega were Alpha Nu at Denver University, Sigma at the University of Utah, Gamma Psi at the University of

Arizona, and Gamma Iota at the University of New Mexico. The attendance trophy was awarded to Sigma Chapter who sent four men to the meeting and traveled the greatest aggregate of miles.

The meeting was climaxed by a semi-formal social gathering at the fabulous KoKo Club of Phoenix, where the delegates were entertained by the Japanese Imperial Dancers.

Columbia is Host to Southeastern Regional Meeting

COLUMBIA, South Carolina will never be the same since it fell prey to the

THE FAMOUS KoKo Club in Phoenix, Arizona, was jammed with Deltasigs and their dates on the eve of the Inter-Mountain Regional Meeting in August.



brothers from nine chapters in the Southeastern Region on October 31 and November 1. Represented at the Southeastern Regional Meeting were delegates from Kappa Chapter at Georgia State College, Pi at the University of Georgia, Alpha Lambda at the University of North Carolina, Beta Eta at the University of Florida, Beta Omega at the University of Miami, Delta Zeta at East Carolina College, Delta Iota at Florida Southern College and Delta Xi Chapter at East Tennessee State College, as well as the host chapter, Beta Gamma at the University of South Carolina.

Activities began on Friday evening, October 31, with registration at the Hotel Columbia. From 7:30 P.M. until some undetermined hour, the brothers became acquainted at an informal smoker and reception which was held in the suite of Southeastern Regional Director Monroe Landreth. Also, during this same period, the Ancient, Effervescent, Independent Order of the Yellow Dog admitted new members.

On Saturday, business sessions were held in the new Russell House, which is the student activities center of the University of South Carolina. The subjects of finance, housing, and membership were discussed thoroughly. The luncheon in the Palmetto Room of the Russell House was highlighted by an official welcome by Dean Calcott and an address by Brother John H. McDonald. Brother McDonald, who is currently professor of personnel management at the University of South



GRAND PRESIDENT HOMER BREWER, second from the left, and Southeastern Regional Director Monroe Landreth, second from the right, are welcomed in Columbia to the Southeastern Regional Meeting by the officers of Beta Gamma Chapter and the Columbia, South Carolina Alumni Club.

Carolina, was formerly vice president of the National Broadcasting Company and president of Alpha Chapter of Delta Sigma Pi.

A semi formal dinner dance was held at the Columbia Hotel and it marked the close of a very successful, informative and enjoyable meeting. Statistics reveal that 70 members registered for the meeting, including Grand President Brewer and Southeastern Regional Director Monroe Landreth. A total of 104 were in attendance at the dinner dance and 54 at the luncheon.

Southwestern Region Convenes at Baylor in Waco, Texas

THE SOUTHWESTERN REGIONAL MEETING for 1958 opened in Waco, Texas at the Roosevelt Hotel on October 10 with Beta Iota of Baylor University as host chapter.

Thirty-eight members had registered for the meeting during the afternoon representing nine chapters of the Region. There were also delegates from the Okla-

homa City Alumni Club, Dallas Alumni Club and Lubbock Alumni Club in attendance.

The activities were kicked off at a reception at 9:00 P.M. in the Blue Ballroom with Grand President Homer T. Brewer cutting a beautifully decorated

cake, that was in the shape of the region with each chapter properly located.

During the reception, Grand President Brewer was presented with a gavel, sounding block and case to honor him on his first visit to the Southwestern Region.

On Saturday morning, the business session got underway with all delegates present. The business meeting was broken down into six sessions consisting of one hour each. Three sessions before noon and three in the afternoon. Each session was conducted by a moderator as follows:

1. Professional Activities—Ray Gressett—Beta Upsilon
2. Scholarship—Don Market—Delta Eta.
3. Membership — Joe Hefner — Beta Upsilon
4. Finances — Birgil Butler — Delta Theta
5. Chapter Administration — Robert Chester — Beta Kappa
6. Ritual Expansion — Remarks for the good of the chapters—Grand President Homer T. Brewer—Kappa

At the noon luncheon, the members were honored to hear Hollis Manly, Jr.,



PHOTOS from the Southwestern Regional Meeting in Waco, Texas. (Upper left) Delegates sample the punch at the Reception. (Upper right) Grand President Homer T. Brewer signs in at the registration desk. (Lower left) The Regional Cake is served to Regional Director Joe M. Hefner by the steady hand of Grand President Brewer. (Lower right) A few of the Delegates from the Sooner State are seen intent upon absorbing some ideas at the business session.



SOME OF THE DELEGATES at the Southeastern Regional Meeting which was held in Columbia, South Carolina.

C. L. U., who is Director of Training for the Amicable Life Insurance Company. Mr. Manly spoke on the subject, "A Future in Business."

For a grand wind-up of the Southwestern Regional Meeting, all the members attended a stag party at the Citizens Bank Club House on Lake Waco. During the stag party, trophies were awarded to the best barbershop quartet (won by Beta Phi at S.M.U.) and the Attendance Trophy (awarded to Delta Mu at Mexico City College).

OFFICIAL DELEGATES that were in attendance at the Southwestern Regional Meeting held at the Roosevelt Hotel in Waco, Texas, with Beta Iota Chapter at Baylor University as host.



Applied Imagination and Creative Thinking

(Continued from page 31)

had been dormant. Experience shows that a group of people working jointly on a problem because of this factor of stimulating each other toward more associations of ideas are about 50 per cent more effective in the production of new, usable ideas than would the same group be if each person in the group worked alone. Such sessions have long been used by Batten, Barton, Durstine & Osborn (Alex Osborn is the Osborn of that organization) to develop new ideas for their clients and for government organizations. Their clients are most happy with the results.

Who May Become Creative?

It is clear that anyone, no matter what his level of education or intelligence, can become *more* creative than he has been, by the application of these principles, which can be restated as:

1. Free yourself from emotional blocks.
2. Allow yourself to be creative, by turns ideational and judicial, thinking up new ideas and then judging—not mixing the two.
3. Define the problem in such a way as to make it soluble.

No matter what may be your vocation, such a process is guaranteed to make you more useful to yourself, to your organization, to your community, and to your family. Try it with your friends and associates, and you will find that it makes all of you more creative.

Deltasig Initiates Unique Study of Business History

By William J. Nassif, Beta Epsilon Chapter

DR. RONALD B. SHUMAN, Research Professor of Business Management at the University of Oklahoma, has seen one of his dreams and part of the aim of our Fraternity come to life this year when the doors of The Bass Collection opened to students in the luxurious suite reserved for it in our new library.

The Bass Collection is probably the most comprehensive set of business history books ever assembled in one unit for the purpose of teaching students the history of business management. The Collection now totals over 5,000 volumes, and they are used by Dr. Shuman to teach his students.

"Management 360" or "History of Business Management" are rather non-descript terms in which to describe this course. There is no textbook as such, but over 5,000 of them and the list grows each time Dr. Shuman can locate another valuable volume.

As far as we can determine, this course is the first of its kind in the United States, and naturally, it was organized by a Deltasig.

The money to purchase the collection, continue it, and support the palatial suite it is housed in was provided by Mr. Harry W. Bass, a prominent oil man of Dallas, Texas, and a former student of the university. The decision to begin the Collection was based on a conviction held by Mr. Bass that ours is in a very important sense a business civilization, and that an understanding of the record of business achievement, while fundamental to a rounded appreciation of the nature of our society, has been too often neglected in institutions of higher education. Dr. Shuman for his part was anxious to acquire distinguished library resources, to support teaching and research in business history rapidly, without reducing the University's support of other subjects.

With these objectives in mind, the term "business history" was interpreted broadly, so that the scope of the Collection would embrace not only American business history, but also antecedent and

complementary materials on a world-wide basis. The Bass Collection is being planned toward an extensive coverage of business autobiography and biography, company and industrial histories, economic background for the business developments of the present age, the historical growth of the philosophy and doctrine of organization and management, and related materials. These will furnish the student with a sense of historical perspective and fuller understanding of the many important forces which have influenced the rise and place of the businessman in society through many generations.

The careful student realizes that the businessman of each generation must be evaluated in terms of his social environment—intellectual deception results if we attempt to judge the achievements or failures, and particularly the limitations of businessmen, without due consideration for the influences exerted by the social order in which they lived. The New England businessman of the seventeenth cen-



BROTHER RONALD SHUMAN, left, is shown discussing a volume from the Bass Collection with **William J. Nassif**, vice-president of Beta Epsilon Chapter at the University of Oklahoma.

tury, for example, operated in a "climate" to which he could hardly be immune, of theocratic restriction and bigotry difficult for many to appreciate in this modern age, unless they have access to illustrative material.

The ultimate significance of the Bass Collection as a tool for study and research may be almost without limit. The great bulk of the American people find

(Continued on page 44)

AN INTERIOR VIEW of the classroom of the Bass Collection where the History of Business Management is taught by Brother Ronald Shuman at the University of Oklahoma.





WITH THE ALUMNI THE WORLD OVER

OKLAHOMA CITY

THE OKLAHOMA CITY Alumni Club has joined the roster of alumni clubs of Delta Sigma Pi. Remembering that the early bird gets the "worm," big plans are being made to reverse Horace Greeley's sage advice and the slogan of the Oklahoma City club is "Go East Young Man in 1959," namely, to Cincinnati.

The election of a full slate of officers has added much life and spirit in prolonging the undergraduate associations in the Oklahoma City area. The membership is diligently seeking out the Deltasigs in this area and is conducting a hand shaking and telephoning campaign to get out an ever increasing number to participate in a list of worthwhile projects.

The Oklahoma City club is young in existence but old in ideas and ambitions. An intensive program of providing speakers and programs for the undergraduate chapters in the Oklahoma City area is underway. The club hopes in the very near future to have a well trained ritual team that will assist the undergraduate chapters in their initiations and ceremonial functions.

Lengthy preparations were made for the staff visit of Brother MacKinnon. Many of the small problems were cleared up by his expert advice and policy interpretations. The Oklahoma City Alumni Club is looking forward to more official visits and extends a royal welcome to all Brothers visiting in the Oklahoma area. JAMES C. COWDEN

Arthur N. Hutchinson, Jr., Named New Personnel Director

ARTHUR N. HUTCHINSON, JR., *Rutgers*, has been appointed to the newly created position of director of personnel for The Fairfield County Trust Company in Stamford, Connecticut. Brother Hutchinson will direct and coordinate personnel activities throughout the bank's 18 offices.

A graduate of New York University, he served with the U. S. Army in World War II, and for the past 13 years has served in various personnel capacities with Western Electric, Prentice-Hall and American Insurance Group. Prior to his affiliation with Fairfield County Trust, he was supervisor of employee services for the American Cyanamid Company in the New Orleans area.



ROY N. TIPTON, Memphis State, Director of the South Central Region.

Roy N. Tipton, New Director of South Central Region

THE APPOINTMENT of Roy N. Tipton by the Grand Council, as director of the South Central Region, became effective at the Regional Meeting in November. He is to fill the unexpired term of V. Burt Waite.

Brother Tipton is a charter member of Gamma Zeta Chapter at Memphis State University which chapter was installed in the spring of 1949. In the fall of that same year he became president of that chapter and has served as president of the Memphis Alumni Club of Delta Sigma Pi, as well as a District Director. Roy is well known throughout the fraternity for his continued interest and active participation in national activities since his initiation.

Roy served in the Navy in World War II, and after being discharged graduated from Memphis State University with a Bachelor of Science degree in Business Administration. Shortly thereafter he joined Wurzburg Brothers, Inc., a leading shipping room supplies firm in Memphis, where he now holds the position of credit manager.

Interest in Delta Sigma Pi affairs runs high in the Tipton family, as his wife, Lorene, is a charter member of the Pink Poodles. The Tipton family is complete with one child, Roy, Jr., who is three years old.

CINCINNATI

BROTHERS of the active chapter in Cincinnati gained new respect for the Cincinnati Alumni Club since we have last reported to our fellow alumni clubs throughout the country. Contrary to popular opinion, there is still life in the old boys. The men of Alpha Theta learned this after a red-hot ball game during the combined summer picnic when, after nine innings of seesaw battle, the alumni came through with a last minute spurt to score three runs and overcome by one important run a similar tenth inning splurge by the actives. Of course, we won't mention which members did nothing but sit and drink refreshments for the rest of the afternoon and which continued to lead an active life.

On the business side, the new officers elected at the May meeting have shown that they intend to continue the high quality of professional programs at the bi-monthly meetings. Elected to office for this year were Brother Rocco Domino, president; Andrew Fogarty, vice president; Robert Kulle, treasurer; and Ed Frank, secretary.

The first meeting of the current year was held at the Cincinnati Union Terminal on September 19. Highlight of the evening was a talk on "Estates and Wills" by Mr. Arthur Ormond of the Provident Bank Trust Department.

The November 21 meeting saw Alpha Kappa Psi, Beta Alpha Psi, Society for the Advancement of Management and Alpha Theta Chapter of Delta Sigma Pi join the alumni club for a special dinner meeting at the Gateway Restaurant, Union Terminal. Guests of honor for the event was Dr. Kenneth R. Wilson, Dean of the College of Business Administration at the University of Cincinnati who spoke briefly on the "New Challenges" facing college graduates. An excellent talk was given by brother James W. Petty, President of the H. & S. Pogue Company, who spoke on "Retailing in an Exploding Economy."

The next regular bi-monthly dinner meeting will be held on Friday, January 16 at the Gateway Restaurant in Cincinnati Union Terminal. All brothers in and around Cincinnati and Northern Kentucky are cordially invited to attend.

Your correspondent was very pleased to find several Delta Sigma Pi's in attendance at the annual convention of the Association of University Evening Colleges held in Louisville, Kentucky in late November. Among those who made themselves known as mem-

bers of our fraternity were Brother William B. O'Regan of Detroit, Brother George Thompson of Buffalo and Brother William Rogers from the University of Akron.

Speaking of Conventions, the 22nd Grand Chapter Congress Committee has been working hard to finalize many of the plans for the coming meeting in Cincinnati and Oxford. Brothers everywhere are urged to forward their advanced registration for the 22nd Grand Chapter Congress as soon as possible. It won't be long until we will be altering our slogan to "Glad to have you in Zinzinnati!"
—GAIL A. NELCAMP

Edward W. Withorn Named Assistant Vice President

EDWARD W. WITHORN, *Georgia State*, former Secretary-Manager of The Charlotte-Piedmont Better Business Bureau, has joined the staff of the Home Federal Savings and Loan Association of Columbia, South Carolina as assistant vice-president.

Prior to joining the Charlotte Better Business Bureau, Brother Withorn organized The Tidewater Better Business Bureau of Norfolk, Virginia, and served as its First Executive Director. He was Assistant Manager of The Atlanta Better Business Bureau for a number of years, and has also been associated with The Standard Federal Savings and Loan Association as advertising manager.

MERGERS

Carl R. Groth, *Michigan*, on May 17, 1958, to Stella Maria Popianas, at Dearborn, Michigan.

Edward J. Aubert, *San Francisco*, on June 28, 1958, to Mary L. Metcalf, at San Carlos, California.

Oliver J. Lindsay, Jr., *Rider*, on October 11, 1958, to Faye Watrous, at Syracuse, New York.

Jack Neilson, *Iowa*, on August 17, 1958, to Connie Mosena, at Burlington, Iowa.

Stanley Nelson, *South Dakota*, on March 1, 1958, to Eleanor Herman, at Belle Fourche, South Dakota.

Gary F. McMahon, *South Dakota*, on September 6, 1958, to Shirley Hahn, at Flandreau, South Dakota.

Tim Catalina, *Wayne State*, on August 23, 1958, to Teresa Corio, at Detroit, Michigan.

Robin Avery, *Wayne State*, on July 12, 1958, to Kathy Coulson, at Detroit, Michigan.

Byron Kennedy, *Florida Southern*, on August 30, 1958, to Patricia Reinking, at Spring Lake, Michigan.

Larry W. Carter, *Florida Southern*, on September 14, 1958, to Vivian Bryant, at Columbus, Georgia.

Nathan Cabaniss, *Louisiana Tech*, on August 16, 1958, to Lucy Ann Jarrell, at Ruston, Louisiana.

Lamar Jones, *Louisiana Tech*, on August 17, 1958, to Frances McMahan, at Magnolia, Arkansas.

Wives' Club in Oklahoma Has Score of Projects

THE SECOND YEAR draws to a close for the Delta Sigma Pi Wives Club here in Oklahoma City. A review of the activities reveals a white elephant sale in April which added funds to the treasury, a bake in May also increased the coffers of the club. The club obtained an interesting speaker, Chief G. R. McAlpine of the Oklahoma City Fire Department. His subject was "Civil Defense." June was the month for the semi-annual installation of officers and in July the members staged the Delta Sigma Pi family picnic.

To add still more funds to the treasury, a benefit bridge was held in August. For the August monthly meeting, Mr. Clyde Davis, a local newscaster with KWTV, briefed the members on the preparation of news broadcasts. The Christmas projects were discussed in conjunction with the white elephant sale during September. The club voted to sponsor several worthwhile Christmas projects to be financed from the clubs funds. The guest speaker at the October meeting was Mrs. Gladys McDonald, director of Elementary Education, Oklahoma City Public School System. Her subject was "Trends in Elementary Education."

The dinner-dance, with a Halloween motif, was held November 1, at the Lake View Country Club. A card party supplemented the November monthly meeting and December brought another election of officers and a Christmas party to complete the years activities. MRS. JAMES C. COWDEN

Joseph S. La Cascia Associated With National Starch

Joseph S. La Cascia, *Mexico City*, the first president of the recently installed Mexico City Chapter, is now employed as a salesman with National Starch Products in Baltimore, Maryland. Brother La Cascia is pleased to be in the Baltimore area, as he has heard of the many activities of the local chapter and the Baltimore Alumni Club.

PERSONAL MENTION

CARL R. GROTH, *Michigan*, has recently been appointed an accountant for the Burroughs Corporation in Detroit, Michigan.

EDWARD J. AUBERT, *San Francisco*, has been appointed Assistant Director of Admissions at the University of San Francisco.

JAMES E. ADAMS, *Texas Western*, is now associated with the John Q. Adams Realty Company in El Paso, Texas.

GERALD P. DOKE, *Southern Methodist*, is now employed as a junior accountant with the CPA firm of Ernst and Ernst in Dallas, Texas.

ROBERT McCORMICK, *Southern Methodist*, recently became a partner in the McCormick Insurance Agency in Dallas, Texas.

FERDE PELTZ, *U. of Miami*, is currently employed by the U. S. Army Audit Agency in the Orlando, Florida, residency.

HAROLD A. SHANAFIELD, *Northwestern-Beta*, a former president of Beta Chapter and a one-time member of the faculty of Northwestern University, was re-elected national commander of the Coast Guard League at its 13th annual convention held recently in Boston, Massachusetts. Brother Shanafield was past national commander from 1954 to 1956, and his re-election marks the first time in the history of the League that a former national commander was returned to the top post.

JAMES E. MATSON, *Nebraska*, recently became a qualified CPA with his own firm in Long Beach, California.

JAMES S. BROWN, *Florida*, was recently named a buyer for Westinghouse Electric in the Meter Division in Raleigh, North Carolina.

U. WRIGHT KERNS, *Temple*, now owns and operates a jewelry store in Wellsboro, Pennsylvania.

REX BROWN, *Temple*, is now one of the officers of E. G. Carson Finance Company which operates its main office in Wellsboro, Pennsylvania.



UNDER CONSTRUCTION is the new Business and Public Administration Building on the University of Missouri Campus. It is due for completion and use about September 1959.

DANIEL F. POMEROY, JR., *Temple*, recently became the Administrator of the Troy Community Hospital, Inc. of Troy, Pennsylvania.

DON GUTHRIE, *Iowa*, is now located in Iowa City, as a sales representative for Childrens Press, Simon and Schuster, and Wilcox and Follett.

KEITH A. DAMER, *Southern Methodist*, is now associated with Dranquet and Foote CPA firm, as a junior accountant.

WILLIAM R. ROBBINS, *U. of Miami*, has been appointed a member of the executive committee of the board of directors of Rotary International from 1958 to 1960.

BILLIE J. REEVE, *Alabama Poly*, is now connected with Lanett Blockery and Dye Works, in Lanett, Alabama, as Director of Personnel and Public Relations.

GEORGE P. STEWART, *Southern Methodist*, recently became associated with the CPA firm of Smith and Wesson in Dallas, Texas, as a junior accountant.

LEON J. HEIDGEN, *Wisconsin*, recently formed his own firm, the L. J. Heidgen and Company, Management Consultants, located in Chicago, Illinois.

John A. White Appointed New Business Dean

DR. JOHN ARCH WHITE, *Texas*, has been appointed Acting Dean of the College of Business Administration at the University of Texas in Austin. Brother White has three University of Texas degrees, Bachelor of Business Administration, Master in Business Administration, and Doctor of Philosophy. He has been teaching at the university since 1929, and has served as Associate Dean of the College of Business Administration before becoming Acting Dean.

He is well known in the accounting field as he has served as president of the American Accounting Association and is the author of two accounting textbooks. He is a member of Beta Alpha Psi and Beta Gamma Sigma. He also has served as Research Director for the American Accounting Association, and district price executive in the Office of Price Administration.



THE CINCINNATI ALUMNI CLUB recently had as its guest speaker the new dean at the University of Cincinnati, Kenneth R. Wilson. Pictured here, left to right: Alumni Club President Rocco Domino, Dean Kenneth R. Wilson, James W. Petty, and Norwood Geis.

DIVIDENDS

To Brother and Mrs. Jack E. Evans, *Missouri*, on September 27, 1958, a son, Jack Earl, Jr.

To Brother and Mrs. Charles E. Pullen, *Missouri*, on September 29, 1958, a son, Thomas Charles.

To Brother and Mrs. James E. Adams, *Texas Western*, on September 1, 1958, a daughter, Marcella Anne.

To Brother and Mrs. Jim Myers, *Iowa*, on August 14, 1958, a daughter, Jackie Lynn.

To Brother and Mrs. Lew Tweed, *Iowa*, on February 7, 1958, a son, Jeffrey Lynn.

To Brother and Mrs. Leo Goss, *Iowa*, on July 25, 1958, a daughter, Vickie Lynn.

To Brother and Mrs. Earl E. James, *Missouri*, on October 3, 1958, a daughter, Genice Evelyn.

To Brother and Mrs. William B. Deeming, *Missouri*, on August 16, 1958, a son, Robert Bruce (by adoption).

To Brother and Mrs. William Schlinggen, *South Dakota*, on September 4, 1958, a son, Steven Peter.

To Brother and Mrs. Blair J. Dravis, *South Dakota*, on October 23, 1958, a son, Daniel John.

To Brother and Mrs. Ferde Peltz, *U. of Miami*, on October 10, 1958, a daughter, Joy Brigitte.

ANNOUNCEMENT

Lucille Ball and Desi Arnaz, starring for Westinghouse on TV, will judge the annual

"Rose of Deltasig" Contest.

Lucille and Desi are starring in a series of "Specials" on CBS Monday nights and are presenting the Westinghouse Desilu Playhouse.

Deltasig Initiates

Unique Study

(Continued from page 41)

their livelihood in the basic forms of economic activity. Ours is a business civilization. Whether business is a "profession" is debatable both in terms of semantics and the observed realities of life. That it is an enormously significant art and practice, vital to the existence of the social order, is self-evident. Both directly and indirectly the Bass Collection can make a most substantial contribution to a clear understanding of the past and present of our economic structure. In so doing there is every reason to hope it can provide both practitioners and students with a more solid basis for future action.

The physical plant for the Collection is composed of four rooms. There is an ornate office used for administrative purposes and book review, a carpeted, glass enclosed foyer, a classroom which more resembles the conference room for the board of directors for a large corporation, and a stack room. The suite is glass walled in part and partly in exquisite wood paneling. The entire suite is luxuriously carpeted and furnished with the finest wood furniture.

In addition to this invaluable collection of books and the marvelous classroom facilities, the "father" of the course and teacher of the students is of the same caliber. Dr. Shuman received his B.A. at Hamline University in 1928, his M.A. from the University of Minnesota in 1931 and his Ph.D. from the same University in 1934. He has taught at the Universities of Minnesota, Washington, and Oklahoma. He has been an active Deltasig since his undergraduate days. He was faculty sponsor of Beta Epsilon Chapter of Delta Sigma Pi for many years and was one of the persons who actively worked for the recently inaugurated alumni club in Oklahoma City. Dr. Shuman is the author of several books, has been a federal government consultant, and is a nationally renowned expert in the field of management. He was awarded an honorary law degree from Hamline University in 1952.

The grouping of the finest in books, facilities and professorial talent to teach the history of business is something of which all of the Deltasigs can very well be proud.



CHAPTERS

Career Conference Sponsored By Texas Tech Chapter

BETA UPSILON CHAPTER at Texas Tech sponsored their annual three day Career Conference in November. Speakers in the fields of business impressed and informed the large audience of over 400 business students about the new outlooks, challenges, futures, and preparations that business undergraduates can expect today. These outstanding leaders stressed that industry today wants men of specialized careers, but with information on all phases of business.

Some of the challenging ideas were given by Lionel E. Gilley, vice-president of Producing Properties, Inc. of Dallas; Frank P. McGowan, executive director of the Wall Street Journal Southwest, Dallas; Robert B. Lindsey, chief of employment services for the Texas Employment Commission; Miss Lillian Ireland, assistant personnel director of Foley's in Houston; and Frank Junell, a vice-president of Citizens National Bank in Lubbock.

NORTHWESTERN—Zeta

ZETA CHAPTER at Northwestern University has inaugurated another school year under the direction of President Edward Michalak. We began our year with a successful rush week organized by Brother Lee Nuccio, our rush chairman. Zeta Chapter feels that the integration of a professional program into rush week helped us make it a success. Currently we are having open rush led by our current Rush Chairman, Douglas Belzer.

Even with our busy open rush and professional programs, we have still had time to participate in sports. Our football team had terrific spirit this year, which enabled us to finish with a 4-1 record in second place. This made us eligible for the playoffs. Once again the success of our football team can be attributed to the great passing combinations of Brothers Bill Ruona and Fred Smith. Our basketball and bowling teams have just begun this season.

For two full weeks preceding Northwestern's Homecoming the active chapter and the pledge class worked with Homecoming chairman, Joel Crabtree, to produce a very nice Homecoming float. Once again we had a very memorable Homecoming week.

Brother Klint DeGeus, our Social Chairman, has once again planned a very enjoyable social calendar. Our social events included a square dance, formal and the annual party given by the pledges. Right now

we are looking forward to the "Rose" Formal which will be held at the end of our initiation week.

Zeta Chapter is sure that the spirit during fall quarter will continue throughout the rest of the year. With this spirit we are confident in attaining 100,000 points in The Chapter Efficiency Contest.—ROBERT H. ROHWEDER

DETROIT—Theta

THETA CHAPTER closed the spring semester's activities with their annual spring formal dance at the beautiful and spacious St. Claire Shores Community Center. The witty but inspiring message delivered by Dean Fitzgerald, of the School of Commerce and Finance, the attendance of fraternity moderator Fred Manzera and his lovely wife, the installation of new officers, the dinner and dance, and the scrumptious breakfast at the wee hours of dawn at Brother Roy Bowen's home, made the evening a heart-warming success.

May saw the election of the new officers at the annual Communion Breakfast. The new leaders are: Timothy Patrick O'Connor, president; Ken Gruber, senior vice-president; vice-president, Frank Weber; Bill "Silver-tone" Schaffer, secretary; Roger O'Donnell, treasurer; and Mike Cavanaugh, historian. The chapter promises to have a successful and prosperous year under the direction of these duly appointed officers.

The Young Presidents' Organization (men who, while under fifty years of age, have achieved the presidency of million-dollar corporations employing 40 or more people), much to the delight of the School of Commerce, was brought to the University of De-

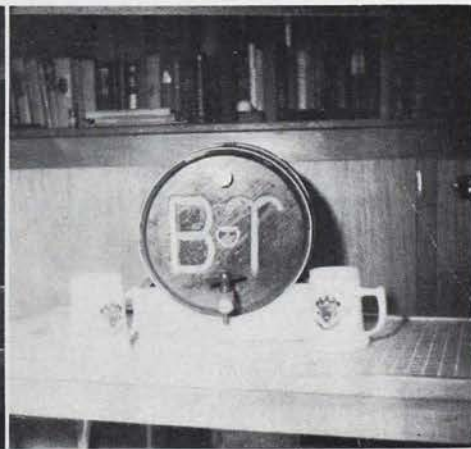
troit by Delta Sigma Pi last spring. More than 300 commerce students showed their appreciation by attending the first session. Other professional activities were programs discussing different phases of business featuring leading personalities in Detroit industry. The chapter would like to extend its heartfelt thanks to Brother Tom Gavigan for his expert handling of the difficult job of professional chairman.

Theta Chapter opened its social season this fall with the first campus function of the fall semester. "The Football Frolic" which surpassed all expectations, from both the entertaining and financial aspects, featured coach Wally Fromhart and his "animals." On the preceding Sunday, a mixer picnic was held with the co-sponsoring sorority. Highlights of that afternoon were solo achievements by Brothers Bob St. Amour and "Flashy" Anderson on the "hoola-hoop." —MICHAEL R. CAVANAUGH

Who Has The Barrel?

A BEAUTIFULLY decorated barrel presented by the Lubbock Alumni Club is now the coveted possession of the boys at Baylor. They acquired this prize through the winning of the Baylor-Texas Tech annual football classic. Beginning this year, this barrel will change hands according to the final football score.

On the front of the barrel is a gold plaque saying, "1958, Presented by Lubbock Alumni Club." On each side of the barrel, the large letter B and the large letter T is made of gold plated plaques—21 in all—thus it will last for 21 years. Each plaque is engraved with the year, Tech score and Baylor score.



THE COVETED PRIZE of the Texas Tech and Baylor football rivalry is this Barrel. It was presented by the Lubbock Alumni Club of Delta Sigma Pi and currently is in the possession of Beta Iota Chapter at Baylor as a result of the 1958 football score.

NORTH CAROLINA

ALPHA LAMBDA CHAPTER is pleased to announce that after much planning and re-arranging our remodeled recreation room is completed. For years, our wonderful old house has been in dire need of ample entertainment facilities. During the first weeks of classes in the fall semester, all brothers contributed generously with their time (and money!) and got the job done just in time for rushing. Some of the brothers were experienced in the art of plumbing, some were handy with a saw and hammer, while others proved to be quite capable students in the fine art of painting walls. Other brothers learned to tile floors, sand and varnish floors, choose and hang drapes, weatherstrip windows and doors, etc. Ultimately, we converted our former very small recreation room into a bedroom and transformed a spacious bedroom into a dancing area which adjoins a small ante-room where refreshments are served and an occasional combo is located. It serves as our chapter room in addition to being a fine place to bring a date and dance.

The Fall pledge class of our chapter consisting of 19 neophytes is proving to be an exceptional group and we, who are graduating in January, feel confident that we shall leave the fraternity with good potential for future leaders.

Our Founders' Day celebration was commemorated by a dinner meeting at a local restaurant with featured speakers including Brothers Claude George, Cy Blaine, and Dick Calhoon, distinguished members of the faculty of the School of Business Administration.

Included in our professional program for the Fall semester was a trip to Greensboro, North Carolina, where we toured the Vick Chemical Company. After a warm welcome from the personnel manager, we were taken on a guided tour of the plant where

we observed the manufacture of Vicks Cough Drops, Cough Syrup, and Nasal Spray—products which we have seen and used all our lives.

Alpha Lambda Chapter, we feel, has accomplished much this semester towards achieving our purpose of existence. Through group participation, hard work, and cooperation, we have each gained much personal satisfaction in a job well done and a deeper sense of responsibility, not only for ourselves, but for our fellow man, and for Delta Sigma Pi.—ALBERT D. BROOKS

TEMPLE

OMEGA CHAPTER was in the vanguard as Temple University celebrated Homecoming Day. Hard work by the brothers and pledges made the annual Homecoming Party a success and won a first place trophy for the chapter's house decoration. A particular acknowledgement for a job well done goes to Brothers Ken Fries, Bill Irvine, Neal Kaiser, Gene Remoff and Bill Feather.

Our initial professional meeting of the year featured an interesting and informative talk on the "over-the-counter stock market" by Mr. William Z. Supplee, a partner of Supplee, Yeatman, Mosely Co. Inc. A group of 126 attended, including the entire active membership of Omega Chapter. We plan three to five additional professional meetings and under the direction of Brother Dick Supplee, professional chairman, they will prove both timely and informative.

Omega Chapter is pledging 11 young men, all of whom will be assets to Delta Sigma Pi. And by the time the March issue of The DELTASIG appears, these men will have been initiated. In addition, these future brothers will help to maintain Omega Chapter's record as the fraternity with the highest scholastic average at Temple University.—OLIVER P. LEWIS JR.

LOUISIANA TECH

BETA PSI CHAPTER at Louisiana Tech closed out the 1957-1958 school year, its tenth, with a banquet at the Rendezvous in Monroe in honor of its retiring advisor, Dr. Richard W. Bryan. Over 80 brothers, dates, and faculty members heard Max Barnett, District Director, read testimonial letters of Dr. Bryan's faithful service to Delta Sigma Pi. Brother Harold Byrd, then president, also presented Dr. Bryan with a Testimonial of Appreciation from the Grand Council for his long and devoted service to Delta Sigma Pi.

On May 25, 1958, Beta Psi Chapter added nine new brothers. Those initiated were Ricard Bennett, James Caskey, Jeff Cole, James Davison, Larry Edwards, Harold Rowan, John Westbrook, Sammy White, and Tommy White. James Caskey received the jeweled pin presented by the chapter to the Best Pledge of each class.

Our fall rush party was held on October 23, and a large turnout of rushees and actives was present. At the close, all enjoyed refreshments served by Miss June Riddick, our former "Rose," and Miss Nancy Churchman, our recently elected "Rose" for 1958-1959.

With plans being made for celebration of Founders' Day, attending the Regional Convention in Memphis, field trips, and a large pledge class, this year looks like another 100,000 pointer for Beta Psi Chapter—our fourth in a row. We'll see you at the top!—DAN L. WIGLEY

BABSON

GAMMA UPSILON CHAPTER of Babson Institute commemorated Founders' Day on November 8, 1958, at the Oakley Country Club in Belmont, Mass. with a semi-formal dance. In attendance were over 85 couples including 20 alumni and 30 prospective pledges. The evening was highlighted by the arrival of the chapter "Rose of Delta Sigma Pi," Mrs. William F. Rogers. The well laid plans of Brother Shulkin and President Hunter made the evening a complete success.

The Eastern Regional Conference was held at the 1200 Beacon Street Hotel with Gamma Upsilon Chapter being tri-host with Boston College and Boston University. Brother Tyson and Brother Shulkin represented the chapter as delegates. Brother Hughes, Regional Director, conducted discussions with the delegates on the operational functions of The Central Office. The climax of the weekend was a semi-formal Dinner-Dance in the main ballroom of the hotel. The guest speaker of the evening was Brother Gibson from Gamma Upsilon Chapter.

The professional program under the direction of Brother Jones will have Charles J. MacCarthy of the Bolta Division of The General Tire and Rubber Company as the first speaker of the year. Fall plans include an industrial tour and a speaker from the C.I.O.—WILLARD E. HERN



FOUNDERS' DAY was appropriately recognized by Gamma Upsilon Chapter at Babson Institute with a semi-formal dance at the Oakley Country Club in Belmont, Mass.

PENNSYLVANIA

FOLLOWING the successful year just past, at the end of which our President, Douglas Cooper, received six awards from the Evening School, Beta Nu Chapter has organized a fall semester program which is certainly proving its worth.

In order for the chapter to get its story to the greatest number of students this fall, at least two brothers were present each night for two weeks at school registration. Practically every new registrant received a brief oral resume of the Fraternity's function and activities within the structure of the Evening School.

The evening of September 19 was school orientation night. Brother Downs spoke briefly, but evidently quite effectively, to the enrollment, as attested to by the fact that more than 50 men turned up at a pre-rushing smoker, following the orientation program.

Written invitations were sent to all men who desired to know more about our chapter, and on October 13 a formal Rushing Smoker was held. Among other things presented, the official Fraternity color slides were projected and were very well accepted by everyone present. All of those present were invited to a post-rushing gathering at Brother Cooper's Rittenhouse Square apartment.

Culminating our rushing activity, the chapter held its first pledge night on October 20, with 15 pledges under the tutorship of Brother Cooney.

On the night of September 20, our social program commenced with a "Back to School" indoor, out-of-door party at the home of our new President, Dick Davies. Founders' Day was celebrated with Omega Chapter at Temple on October 11. November finds the Beta Nu Chapter being entertained by Pi Delta Epsilon, social fraternity, of the Evening School. December 20 will be our annual Yuletide party.

At this time, ten brothers are registered to attend the Eastern Regional Convention to be held in Boston.

In an effort to promote more efficient business meetings, our Secretary, Gordon Iles, prepares a resume of items which were discussed at the previous meeting. A copy of this is mailed to each member prior to each meeting. A steering committee now gathers immediately before each business meeting, and from the reports prepared for them, the night's activities are planned.

The spirit of Beta Nu Chapter is high with every indication this will be one of our great years.—PAUL W. FRIESE

PENN STATE

TWENTY-TWO RUSHEES have been accepted as pledges to the Alpha Gamma Chapter at the Pennsylvania State University. Earlier in the fall, two rushing smokers were held as the result of questionnaires sent out to prospective pledges during the summer. One hundred fifty men attended the first smoker, while 80 were invited to the second.

The pledges will become brothers the afternoon of November 22. At this time,



PICTURED HERE are some of the members of Beta Nu Chapter at the University of Pennsylvania in Philadelphia.

two faculty members were also accepted as honorary members. Initiation was followed by the annual banquet at the Eutaw House.

Brother Robert Drexler was elected president as a result of a meeting called for this purpose. He succeeds Brother Joseph Rooks, who was elected president last spring.

At Alpha Gamma Chapter's first meeting in November, Mr. Van Pelt, representative of the Armstrong Cork Company spoke on the topic of "Your Job Interview." He conducted an actual job interview with Brother Pfautz to demonstrate proper techniques on job interviews.—HOWARD F. WOLFLEY

GEORGIA

PI CHAPTER at the University of Georgia began the year with 45 active brothers. With rushing activities over for the quarter we have 25 pledges including a faculty pledge.

Plans for our "Rose" Dance are complete and we have selected eight luscious Georgia "Peaches" as finalists in the "Rose" Selection Contest. Two of which will be designated "Rose" and Sponsor at the dance to be held November 22, following the Georgia-Citadel football game. Pi Chapter plans a repeat performance of last year in that our entry was named the National "Rose of Deltasig."

Five delegates from Pi Chapter attended the Southeastern Regional Convention held recently in Columbia, South Carolina. We didn't win the attendance trophy, but we probably would have won the "Most Social" trophy had one been awarded. Plans are already being made by these same five to attend the Grand Chapter Congress in 1959.

Pi Chapter House has recently undergone a facelifting on the inside. The living room and TV room have been re-painted and new furniture added—thanks to our new pledges.

Professionally, Pi Chapter has had several representatives from various companies visit with us and discuss the occupational opportunities available with their firm. We are looking forward to Winter and Spring quarters when our professional program really gets under way with several field trips.—JOHN FURSE

RUTGERS

BETA RHO CHAPTER at Rutgers University Evening College launched the 1958-59 school year with a business meeting at which President Gessner again welcomed all the new brothers who were initiated at the final event last year. The initiation climaxed another successful year for Beta Rho Chapter, and expanded its membership by adding ten brothers to its roster. This semester, 22 prospective pledges are being considered as potential members. Bob Chamberlain, senior vice-president reported that Beta Rho Chapter, should have no trouble meeting its quota in the Chapter Efficiency Contest.

Father Time quickly swept Beta Rho Chapter, into its diversified schedule of meetings and events planned for the balance of the semester. In the latter part of September, a social and professional meeting gave the members of Beta Rho an opportunity to socialize and to hear an excellent speaker on the subject "How to Open a Can," referring to the can of success. During subsequent professional meetings, Beta Rho Chapter brothers heard talk on accounting procedures and major league baseball administration and scouting. At each function, a good turnout of members and pledges were in attendance. Beta Rho Chapter celebrated Founders' Day with a dinner-dance. This was a multiple treat for all brothers as the guest speaker also exhibited his collection of slides taken during a recent visit to the Belgium World's Fair.

Beta Rho Chapter sent a delegation, headed by President Andrew J. Gessner, to the Eastern Regional Convention held in Boston on October 31, November 1 and 2, 1958. The attendance by Grand Council Member Walter Brower Regional Director Robert Hughes and Eastern District Director John Marko was indicative of the interest of the leaders of Delta Sigma Pi, and served to inspire Beta Rho Chapter to advance toward another successful year, and to uphold the dignity, prestige and integrity of Delta Sigma Pi.—JAMES R. ZIEMBA

NEW MEXICO

THE BROTHERS of Gamma Iota Chapter have enjoyed a full and varied program during the first semester due to the excellent leadership and hard work of the following elected officers: Joseph Scartaccini, president; Julio Vincioni, senior vice-president; Berkeley Beaver, vice-president; Gerald Olson, secretary; Vivian Martinez, treasurer; and Paul McCollum, historian and publicity chairman.

Our rush program, which included a rush party, a smoker, and a preferential banquet at the Desert Sands Hotel, resulted in the pledging of 18 neophytes who will add both quantity and quality to Gamma Iota Chapter. Formal initiation is scheduled at the Hilton Hotel for the afternoon of December 7, 1958, to be followed by our semi-annual dinner-dance that evening.

Featured at our first professional meeting this semester was Mr. Judd Ford, head of the Operations and Personnel Department of the Atomic Energy Commission here in Albuquerque. Mr. Ford spoke on various aspects of practical scientific management.

A Founders' Day Breakfast, attended by actives, pledges and alumni, was the setting for another fine address, this time by Brother Dean Irvin, Personnel and Administrative Department of the Business Methods Department, Sandia Corporation. Brother Irvin spoke on the importance of a good attitude and doing proper research on the company you may desire to work for.

Also on this semester's professional calendar is a tour of the Mountain States Telephone and Telegraph Company.

Due to a heavy schedule of night business administration classes here at the University of New Mexico, it was necessary for Gamma Iota Chapter to schedule our weekly pledge and business meetings at 7:00 A.M. in order to make full participation possible. Good attendance for the chapter, free coffee for the brothers, and alert transaction of the business on hand were the results of this solution to a common problem.—ARTHUR L. PINO

TEXAS TECH

THE BROTHERS of Beta Upsilon Chapter are thoroughly enjoying their busiest fall semester in many years. Things got started with a rush party on October 6, and one week later 17 neophytes took the solemn oaths of pledgship. At 8:00 P.M., October 25, the Beta Upsilon Chapter could be found at the Navaho Room in Hotel Lubbock as the members turned out in force to greet the Baylor Deltasigs who had come to Lubbock for the Baylor-Texas Tech football game. November 5, 6, and 7 saw the presentation of the third annual Careers Conference, which approximately 1200 Tech students attended. Brother Ed Hayden was instrumental in preparing this conference. Founders' Day was climaxed by a party and dance at the Rebekuh Lodge, which Social Chairman Brother Ed Mumford, assisted by his committee and most of the brothers and neophytes, had carefully decorated for this party.—FRANK CLOVER



HAROLD BYRD, president of Beta Psi Chapter at Louisiana Tech, is shown presenting a Testimonial of Appreciation to Dr. Richard W. Bryan at a banquet honoring Dr. Bryan at the time of his retirement.

WESTERN RESERVE

THE FALL SEMESTER has been one of anticipation here at Reserve—anticipation of the new School of Business Building. Due to a building trades strike in late summer, the dedication ceremony was delayed until November 17. On that day, a large percentage of the School of Business faculty and students alike, joined with hundreds of loyal alumni and friends in dedication of the Newton D. Baker Memorial Building. Named in honor of the great Secretary of War in President Woodrow Wilson's cabinet and Trustee of the University, the building will serve the School of Business and Cleveland College, the adult education unit of Reserve.

Professional activities have highlighted the chapter activities. Our first program was on October 17, at the Wade Park Manor. The guest speaker was Mr. Oscar Ban, who gave a very interesting and informative talk on advertising specialties. This program was followed by a second, also at the Manor, on November 7. For this gathering, our guest was Mr. Robert E. Haines, divisional sales manager of Dow Chemical Company, who spoke on "The Salesman's Personal Qualifications." Attendance at both meetings was above average and we look to even better results in the near future.

By the time November 15 rolled around, we were all "ripe" for a shindig, so we trooped over to Ron Pollock's castle, jumped the moat, descended the staircase to the Hunt Room and commenced to have a real "ball." By the way, Ron's charming wife, Carol, gets Beta Tau Chapter's vote for "Cook of The Year." What a ham!!!

Coming events include another informal party, during the Christmas holidays, as well as one more professional program and a possible industrial tour.

A last minute "invite" to our brothers near and far—visit our new School of Business if and when you get to Cleveland town. The gang at Old Reserve welcomes your call.—JOE DAVIDSON

LOYOLA—New Orleans

DELTA NU CHAPTER began its social year with a welcome-back-to-school party on October 4. Attending this social function were over 30 couples including some of the brothers of the Gamma Mu Chapter at Tulane.

Delta Nu Chapter has a very fine professional program planned. The first event is the celebration of Founders' Day on Wednesday, November 19. For this occasion the district representative of International Business Machines, has been asked to be our guest speaker. He will speak on the accounting process and the IBM Punch Card systems. The next item of interest planned is an industrial tour of the facilities of Southern Bell Telephone and Telegraph Company later this semester.

Under the able leadership of our president, Hank Dombrowski, the brothers of Delta Nu Chapter are looking forward to their first rush season. Plans are already being made for the rushing and pledging which is to be held early in the second semester.

The members of Delta Nu Chapter wish to take advantage of this opportunity to express their sincere appreciation to the brothers of Gamma Mu Chapter, for the great assistance rendered both before and after our installation as a chapter of Delta Sigma Pi. We would like especially to thank Brother Max Barnet, our District Director and Brother Drew Moore who sacrificed his time in order to instruct us throughout our pledgship.—DALTON WALLACE

SOUTH DAKOTA

ALPHA ETA CHAPTER entertained prospective pledges at an informal, professional meeting on October 2, 1958. President Don Irwin, who was the speaker, explained the purpose and requirements of Delta Sigma Pi to the guests.

The "Rose" Formal, which is scheduled for November 15, has been changed from spring to fall to avoid conflict with the many other University functions that are held in the spring. The identity of the Queen will be disclosed at the intermission of the formal.

President Irwin and Brother Jerry Huber attended the Midwestern Regional Convention at St. Louis and brought home several ideas on improving the chapter. Alpha Eta Chapter expects to reach 100,000 points again this year.

Alpha Eta Chapter welcomed 35 new members into the fraternity at the initiation on November 6. Jim Slack, manager of radio station KUSD, Vermillion, was the speaker at the banquet which followed the initiation. After the banquet the chapter and their guests withdrew to the Frontier Room of the Burke Hotel for a party. The eight candidates for Queen of the "Rose" Formal were invited to the party.

The Alpha Eta Chapter has 80 members at present which is the largest membership in the history of this chapter.—GEORGE DOUMA

LOUISIANA STATE

BETA ZETA CHAPTER began the year "in orbit" as the fall semester opened. Twenty-nine undergraduates were pledged in early October and the first orientation meeting was called soon after. The pledges attending the meeting were introduced to the active members and were told of Delta Sigma Pi's purpose, history and of the benefits afforded each of its members. The point that "one only gets out of an organization what he puts into it" was strongly emphasized by Beta Zeta Chapter President, Giles Duplechin.

To give the pledges and actives a better chance to meet each other, a get-acquainted "Tea Party" was given on October 9. The party was a success and had near total attendance. The pledges and actives displayed the fellowship, understanding, enthusiasm and fraternal bond which are fast becoming typical of Beta Zeta Chapter.

Rampant enthusiasm was apparent at Beta Zeta Chapter's first professional meeting of the year. Pledges, actives and Delta Sigma Pi alumni and faculty members turned out en masse to hear three executives from Southern National Life Insurance Company speak on "Opportunities in the Insurance Field." After the talk members fired questions at the speakers as a panel discussion developed.

Finally, the big day for the pledges came. Initiation was held at the famed Panhellenic Building on the afternoon of November 6. That night, the formal initiation banquet was held at Spinosa's in Baton Rouge. Lively participation on the part of District Director Max Barnett and the Gamma Mu Chapter delegation were highlights of the banquet. Although a few cases of nervousness were noted, everyone had a good time—and a few leaders were born! The guest speaker, Mr. Edgar Sower, executive vice-president of the Louisiana National Bank, gave an extremely interesting and enlightening talk. He portrayed our chances of success in today's opportunity-filled world.

Beta Zeta Chapter's future plans include interesting talks by noted guest speakers and professional type movies. Not to be outdone socially, the Beta Zeta Chapter Bengals is sponsoring 2 beautiful and charming young ladies, Miss Joyce Westmoreland and Miss Janis Haarala in the annual "Darling of LSU" contest.

At LSU, this is "100,000 points or bust" year. JOHN CIRAVOLO

WISCONSIN

PSI CHAPTER began this year with memories of the great success of its tank venture of last spring still strong in mind. What began as a prank ended in a civic project that met with the approval of both university and civic officials. A lot of work was put in by all brothers, and the end result was this; we sold 2300 shares of stock at a dollar each, the tank was donated to The American Legion, a surplus of 500 dollars went to The American Cancer Society, and lastly we had one of the biggest parties on campus last year as a fitting end to Rosebud, our tank.

Our fall social program has been filled every weekend with Brother Schmitz planning some fine parties including a hula-hoop party that had everyone spinning. Our winter formal will be held on December 13 with dinner at Hans Thalers followed by the dance at the house. As usual the entire house will be decorated in a winter theme.

Probably our most enjoyable moment of this semester occurred when the awards for homecoming displays were announced. Psi Chapter walked off with the highest trophy on campus for our display entitled "The Best Years of Our Lives." There were over 60 entries for the prize. Brothers Meier and Keller headed the committee which planned the display. They and their committee members spent a great deal of time planning the winner.—RONALD E. MICHELSON

DETROIT—Gamma Rho

PROFESSIONAL MEETINGS have again gotten Gamma Rho Chapter's program off to a good start this year with Mr. Vincent C. Palmer, retired Assistant to the vice president and general manager of the Grand Trunk Western Railroad presenting a talk on the growth, development and influence of railroads in America. Our second meeting presented an excellent speaker in Mr. Richard Muttschall of the field audit unit of the Michigan Employment Securities Commission who delivered a most interesting and informative talk on the Federal Insurance Contributions Act and State Unemployment Compensation Insurance. His lecture gave both the employers and the employees part in the current plans in effect.

Two social functions were held in the current semester with the rush party first on the agenda. Thirty Rushees attended the party and it is anticipated that an excellent group will be initiated at the next formal initiation.

The second function, our Founders' Day party was held November 1, 1958 at the Jo Jo Community Hall. Approximately 60 couples attended representing both the alumni group as well as the undergraduate brothers. Special credit must be given to our Social Committee for their part in making it the outstanding affair that it was.—JOE PELTON

SANTA CLARA

GAMMA XI CHAPTER at the University of Santa Clara opened the fall semester with its annual dance, "A Swingin' Affair." The "Swingin' Affair" was the first student body function of the year and took place at beautiful Mary Ann Gardens in San Jose. Approximately 200 students and their dates attended the "Affair" and danced to the music of the Soft Tones. Fr. Sweeters, Vice President of Student Affairs, termed the dance as a "huge success" and "well organized," and expressed his sincere congratulations to the chapter as a whole for a job "well done."

Future plans for the remainder of the semester are numerous. The success of last year's Christmas orphan party has inspired President Sullivan to make plans for another Christmas party. 50 orphans from Holy Names Orphanage in San Jose, ranging in age from five to eight, will be invited. An abundance of cartoons, toys, games, and refreshments will be supplied for these children. Mr. Boitano, our distinguished moderator, will provide the finishing touches with his jolly rendition of Santa Claus. Other plans include a tour of the Borden Milk Co., the Ford Assembly Plant, and the "Rose of Deltasig" dance in January.

Our first professional meeting featured Mr. Bart Curto, representative of Teamsters Local No. 159 in Santa Clara. Mr. Curto gave an interesting talk on the opportunities of a college graduate in unionism and then opened the meeting for discussion. Interest, both pro and con, was very evident during the two hour discussion period.—ARNOLD J. FINOCCHIO



PSI CHAPTER'S Sherman Tank proved to be one of its most educational business ventures as well as a novelty and attention getter at the University of Wisconsin.



A KISS, flowers and a trophy were awarded to Miss Sandy Anderson as she was named "Rose of Deltasig" of the Alpha Epsilon Chapter at the University of Minnesota. The entire presentation, including the kiss, was made by Gerry Brine, senior vice-president of Alpha Epsilon Chapter.

MINNESOTA

ALPHA EPSILON CHAPTER has begun another big year of activity. A full schedule of activities is planned for the new academic year.

The active members returned this fall to see a coat of gray paint covering the former red brick exterior of the chapter house. The interior of the house featured a new office designed for use by the officers. Another filing cabinet was added as the chapter grows older and increased space for records is warranted.

Two professional meetings, the selection of the "Rose," an active-alumni dinner dance, a tour, and the regional convention at St. Louis, list some of the activities of the past three months.

A professional tour open to all students in the School of Business at the University of Minnesota introduced the activities of Delta Sigma Pi to the student population. The tour, at Investors Diversified Services, Inc. introduced everyone to the operations of the large mutual fund firm.

Miss Sandy Anderson of Delta Gamma Sorority was selected as "Rose." The pretty and personable lass will be the entry of Alpha Epsilon Chapter in the national contest. Sandy was selected from a group of 20 contestants in a meeting held at the chapter house as school opened this fall.

As another project this fall, the fraternity distributed over 1500 copies of the publication *Career*. The book, listing personnel needs of firm and industry, was given to seniors.

To complete the program, the social aspect of fraternity life was not forgotten. Members of our own Beat Generation, the social committee, staged a real Beatniks party. Casual dress, plenty of "atmosphere," plus a skit, totaled a very successful party.—ROGER KLIETZ

MISSISSIPPI SOUTHERN

GAMMA TAU CHAPTER of Delta Sigma Pi at Mississippi Southern College in Hattiesburg, Mississippi is off to a real good start professionally. So far this year, the chapter has made one official trip to industry in Mobile, Alabama and has several more trips planned. The trip to Mobile consisted of visits to International Paper Company and Brookley Air Force Base. The tour of International Paper Company was particularly interesting because the actual job foremen and engineers on the job conducted the tour. It was very interesting and was enjoyed by everyone.

Gamma Tau Chapter's next trip is scheduled for the first of the year when a visit to the Federal Reserve Bank in New Orleans will take place. Several other businesses will be visited while the group is in New Orleans.

Besides the trips, Gamma Tau Chapter has a full schedule of speakers lined up for the year. We average at least one speaker each month with each speaker representing a different field of interest.

We are very pleased with our pledging program for the year. For the Fall Quarter, the pledge class stands at 17. We also have a list of prospective pledges for the Winter and Spring Quarters.

Gamma Tau Chapter had a very successful fund raising campaign this year. Christmas cards were sold by the members of the chapter. Not only did we raise money, we were also able to polish up on our salesmanship. It was a very pleasant task and it was a new experience for most of us.

From all present indications, Gamma Tau Chapter of Delta Sigma Pi is going to have a very successful and fruitful year. We of Gamma Tau Chapter wish all of the other chapters the same success for the year that we expect here.—ROGER W. ANDREWS

RIDER

BETA XI CHAPTER at Rider College started the fall semester enthusiastically by redecorating the chapter house, and by winning the Attendance Trophy at the Eastern Regional Convention held in Boston.

Officers elected for the fall semester are: Ken Mathers, president; Al Luyber, senior vice-president; Joe Allen, vice-president; Pete DuFault, chancellor; Pete Kuper, treasurer; Nick Post, secretary; and Ron Barksdale, social chairman.

Under the capable leadership of Brother Barksdale, our social schedule thus far has been very successful. The first event, the Parent Faculty Reception, was well attended by both parents and faculty. Our Open House Party, Homecoming Weekend Party, and Halloween Party were also very good.

Brothers Jack Bowers and Dane Platt, Co-Professional Chairmen, have presented an excellent Professional Program to date. Especially interesting was Colonel Lyle A. Brickover, public relations manager of the Trenton Trust Company, who spoke on "Opportunities in Banking." Field trips and movies are planned in the future to supplement the speakers.

Athletically we are doing a fine job also. Although our football team had a disappointing season, Brother Ange Peluso was named All-Star Quarterback on the Intramural Team. Brother Frank Petroni played varsity soccer, and Brother Pete Solana is a stellar performer on the varsity basketball team. The bowling team is anxiously eyeing the Intramural Bowling Trophy.

Rushing started in late November and will continue until February. The Brothers are preparing for one of the largest and finest pledge classes we have ever had.

We left the starting gate in fine form, are taking our lead, and aiming for the winners circle. In closing all of us at Beta Xi wish all of you a Happy and Prosperous New Year.—WILLIAM BODE

NORTH TEXAS STATE

DELTA EPSILON CHAPTER at North Texas State College capped off its fall social program with a formal Founders' Day dinner-dance at the Denton Country Club.

Our year has been a well-balanced mixture of professional and social activity. We have had a number of guest speakers and films and have also toured the General Motors Corporation plant in Arlington, Tex. In addition to our social rush functions and Founders' Day dance, our social program has also consisted of small parties after each home football game and informal gatherings at nearby Lake Dallas.

During the recent homecoming activities here, we were the proud recipients of a fourth place award for house decorations. Delta Epsilon Chapter's intramural football and bowling teams are also both enjoying high positions in the league standings.

All is not sports and homecoming here, though. We expect to hit the 100,000 point mark in the Chapter Efficiency Contest. In October, many of our members journeyed to Waco, Texas for our regional convention at Baylor University.

We are looking forward to the rest of the semester, the initiation of our ten fine pledges, and the completion of another outstanding fraternity year.—KENNETH MURPHY



OFFICERS of Beta Gamma Chapter at the University of South Carolina.

SOUTHERN CALIFORNIA

PHI CHAPTER at the University of Southern California wondered when time could be devoted to school, due to this year's heavy activity calendar. Even so, as good Deltasigs we managed to maintain a high grade average.

The social calendar started the year with a summer exchange party, followed by two "stags" in honor of new pledges. Founders' Day was celebrated with a bubbling Lawrence Welk type party. To top all this, the "Rose of Deltasig Dance" was held at the beautiful, luxurious, and expensive Coconut Grove. Everyone had a grand time. In between, we had the usual mixers, smokers, and "upset stomachs."

For the intellectual members of our chapter, the professional calendar was devoted to discussions on California's election. So many outstanding guest speakers were welcomed they could not be listed here. The only question remaining is, "How come our party lost?"

There were 11 neophytes in our pledge class this semester. An unusually small class—but large pledges. It is hard to understand why the neophytes never win the football game played against the actives.

Lots of credit for a good year is due President Bob Bergsten, Vice-President Al Brass, Pledge Master John Reese, Chancellor Jerry Harter, and other officers: Chuck Collins, secretary; Ed Zulaica, treasurer; Tom Berge, social chairman; Carl Vogel, professional chairman; and Don Hamilton, athletic chairman.

Again it is time to say "aloha" until next year. Phi Chapter wishes all our brothers a wonderful, successful, and eventful 1959.—LUTHER W. WRIGHT

TULANE

GAMMA MU CHAPTER at Tulane University started the fall semester with a number of interesting business and professional meetings. If the first professional meeting was an indication of the future, we shall certainly have a most successful year.

Our chapter's rush party held in the world famous French Quarter proved its success by voting us 19 neophytes. The pledging ceremonies held in October were the start of an intensive pledge training program which will be culminated by initiation in January.

Traditionally, Deltasigs are quite active on campus. Brother McKay is doing an excellent job as president of the Tulane University Student Body. Brother Otto is serving equally well as Representative at Large to the University Student Council. Brother Metcalf and Andrews are diligently working as president and vice-president of the School of Business Administration. Brothers Atchison and Fiore have been recently reelected to serve on the Honor Board.

Plans are already under way for more social and professional events. The next social on our calendar will be our traditional active-pledge football game which will be held on November 15, 1958.—RON FIORE



PSI CHAPTER'S all campus trophy winning homecoming display on the Wisconsin campus portrayed the theme, "The Best Years of Our Lives."

MARQUETTE

THE NEW SCHOOL YEAR has once again brought Delta Chapter new awards and accomplishments. As should be a fine new school year was inaugurated with a fine celebration, that of the regional convention in Chicago. All the brothers sincerely appreciate the hospitality shown them by both Zeta Chapter for the convention and Psi for the Wisconsin vs. Marquette football weekend.

The colossal house decorations for Homecoming was more than enough to capture the first place award for the Delta Chapter men. It consisted of a gigantic 40 x 15 ft. tiger being conquered by a world which was 22 ft. in diameter. The interior mechanism contained an extremely complicated electrical system combined with multiple lighting effects. A fine tribute is deserved by Brothers Fred Rizzo and Mike Pfau who so expertly coordinated the brothers' work to produce such a masterpiece.

The Deltasigs also joined their talents with a campus sorority to capture 1st place in the float division.

A deserving hand should be given to some of the brothers for their excellent job on the "Business Administration Ball." They are Till Bruett, chairman; Bob Kuchler, tickets; Denny Anderson, invitations; and Norb Niedzwiecki, service.

Brother Ed Schommer, house manager, has been the engineering factor in the achievement of a completely renovated kitchen and also numerous other repairs on the house.

Brother John Brand, professional chairman, has led the chapter proudly down a gleaming professional path with some of his programs as the inspiring lecture on stocks and bonds by Mr. Lew Wartman, Merrill Lynch representative, and the tour of the gigantic Mayfair Shopping Plaza by Mr. Robert Irwin, project director.

Seventeen new actives were brought into Delta Sigma Pi by Delta Chapter this semester. They are brothers Biff Billstein, John Drees, Greg Dunlop, Ray Fabbri, Bill Flannery, Joe Hegarty, Dick Herdegan, Jerry Janis, Dan Kautzky, Ronald King, Dave Lange, Ted Lauch, Chuck Maglio, John Michelson, Bob Powers, Jim Thill, and Fred Horak.

This sums up another successful semester for Delta Chapter in the effort to place Delta Sigma Pi in the highest esteem, that place which it always has and will be.—LAWRENCE F. WADDICK

MEXICO CITY

DELTA MU CHAPTER continued its fraternity operations during the summer quarter of Mexico City College, and has now been in existence as a chapter for ten months. Members conducted regular business and professional meetings this summer, and visited the Bristol de Mexico Aircraft plant located at the International Airport. Also in operation was a regular pledge program with James D. Smith, William T. Harrison, and Francis J. Martinez being initiated on August 16.

The chapter was active in the summer quarter carnival contributing several concessions with the pledges doing the over-all decorations. The result was a profitable and enjoyable event.

The fall quarter began the first week of October. The chapter provided an information booth at the entrance of the college during the registration week. Two smokers were held which resulted in the pinning of 12 pledges. On November 1, the President of the College, Dr. Paul V. Murray dedicated the Chapter gift of 1958, a directory board and letters. To celebrate Founders' Day, a dinner-dance will be held on November 15 at the American Club.—RICHARD HUMBERT

RUTGERS—Beta Omicron

THE BETA OMICRON CHAPTER of Rutgers University School of Business Administration began its fall activities with a well attended rush smoker. Our Dean, Brother George R. Easterly, and our Faculty Advisor, Brother John Gilmore, took this opportunity to inform the prospective neophytes of Delta Sigma Pi's importance in developing those qualities which are inherent in a business leader. After this formal part of the program, we all proceeded to enjoy the informal "get-together" which followed.

The program was certainly a success; for we now have what seems to be an outstanding class of 26 pledges. Moreover, the majority of these neophytes are freshmen and sophomores. This overwhelming response on the part of the student body can be directly attributed to the active support of all brothers to the aims of the Pledge Committee.

In keeping with the traditions of the past, the brothers of Beta Omicron Chapter are again recognized leaders of the business school community. Most of the coveted positions of every activity are held by brothers.

Besides the outstanding record in scholastic activities Beta Omicron Chapter has also found time to plan a full social year. The Social Committee, under the inimitable chairmanship of Brother Charles Turski, has given us two most memorable evenings. And we, the brothers, are waiting for the next house party. But, prior to this event, there will be an informal party for those brothers and alumni who will have attended the Rutgers-Columbia football game that afternoon.

The big event of our social year is the annual Founders' Day Formal. This event will be held at the gracious Maplewood Country Club on November 15.

Another highlight of our activities for the year has been the fine array of speakers and activities that the Professional Committee has presented. A Mr. William North gave a stimulating presentation of the need for an adequate water supply in determining the future economic growth of New Jersey. At another meeting Brother Robert Boutellier of Peat, Marwick, Mitchell, and Company discussed "The Future of a Public Accountant."

All in all, the brothers of Beta Omicron can say that this year has been keeping up to the best traditions of Delta Sigma Pi.—M. F. MANCUSI-UNGARO

OHIO U.

THE ALPHA OMICRON CHAPTER at Ohio University initiated six new members Sunday, Oct. 5. We held the initiation banquet at The Sportsman. Brother Ralph F. Beckert and Brother Lowell B. Howard, members of the Ohio University faculty, were the speakers for the evening. The brothers who were initiated that day are Allan Richards, Doug Perry, Paul Black, Ron Ridgway, Jack Hudak, and Andy Hoge.

Brother Dick Schnelker organized our first rush party for the year which was held October 23. Our President Bob Wertz, a senior, gave a talk to the rushees on what Delta Sigma Pi has meant to him. Our main

speaker for the evening was Brother Ralph F. Beckert. After Brother Beckert's talk, Brother Lowell B. Howard, our advisor, showed a movie entitled *Project 2105*. Through this rush party we pledged 17 men.

Formal Initiation of our new pledges will be held on November 18. Mr. Fyer, a CPA from Columbus, Ohio will give a talk for the occasion. The next speaker who will speak for us is Mrs. Vance, the woman in charge of the Placement Bureau here at Ohio University. She is scheduled to speak to us on December 2. Since we have several seniors in our chapter, her talk should be of great interest. Also in the future we are planning to tour some plants, but there haven't been any definite dates set.

Three of our brothers took the vows of marriage this last summer. They are Frank Waters, Forrest Dye, and Jack Iliff. We of the Alpha Omicron Chapter congratulate them and wish them happiness in the years to come. On the social side, we held our Founders' Day Party on November 7 as a casino party. A fine turn out of actives and pledges made this party a success.

At the present Alpha Omicron Chapter is 31 members strong. We will lose 24 brothers this June, but with a pledge class of 17 and another rush party coming up next semester, we are assured of a strong chapter next year.—RONALD H. RIDGWAY



GAMMA ETA CHAPTER at the University of Omaha has participated in a variety of activities recently. Top: Deltasigs escort Omaha University President, Milo Bail, in the annual parade. Middle: Vice-Presidents Art Croft and Frank Agosta instruct the new pledges. Bottom: Members of Gamma Eta Chapter enjoy the "Deltasig Spring Dance."

BAYLOR

BETA IOTA CHAPTER at Baylor University was host to the Regional Deltasig Convention in Waco, Texas, October 10 & 11. Grand President Brewer and Regional Director Hefner were among those at the convention. Some 35 representatives of the ten regional chapters were present at the two-day convention.

Brother Tom Powers of Beta Iota Chapter was chosen to represent the International Fraternity of Delta Sigma Pi at the National Association of Manufacturers Convention December 1-6 in New York City. Brother Powers, a junior accounting major from Corpus Christi, Texas, was chosen from candidates representing the 100 chapters of Delta Sigma Pi throughout North America.

The convention invited one representative from Delta Sigma Pi to attend. All of Brother Powers' expenses, including plane fare, hotel accommodations, and incidentals, were paid by the National Association of Manufacturers.

The convention is held annually as a part of the Congress of Industry. All the top manufacturers in the country attend. It was an honor for Beta Iota Chapter and Baylor University for Brother Powers to have been chosen.

Miss Nancy Nail, of Mart, Texas, was selected as Beta Iota Chapter's "Rose" of Delta Sigma Pi from nominees at the annual "Rose" Tea. She was presented at a dance held in her honor on September 26. Miss Nail, members, and their dates have been entertained by the fall pledges at subsequent parties.—LYNN MADDOX

OMAHA

THIS FALL 34 members of Gamma Eta Chapter returned to classes. A diversified program of fine speakers is forthcoming for this year. Al Stelling, bank vice-president and J. C. Conley, president of a local wholesale hardware firm were highlights of our first two professional meetings.

Five members attended the Midwest Regional Convention at St. Louis, Mo., and brought back the "Man-mile Attendance Plaque."

November 16, was a big day for Gamma Eta Chapter, as that was the day we celebrated Founders' Day in conjunction with our initiation of 20 new undergraduates and two professors. A banquet was held in honor of our new members, with Al MacKinnon as guest speaker.

This year our bowling team is sporting new shirts and really look professional as they fight for the intramural bowling championship. Now our eager athletes are waiting for basketball season.

Plans to organize our bi-annual workshop on "How to apply for and get a job" have been announced by Chairman Dick Hegarty. We look forward to an interesting and informative session.

The Deltasig spirit is running high and another 100,000 point year seems certain.—GAYLORD E. MYER

MICHIGAN

XI CHAPTER at the University of Michigan celebrated Homecoming Weekend by staging a colossal alumni reunion party on October 25. Alumni of Xi Chapter going back as far as 1926 were in attendance. The celebration was highlighted by the Michigan-Minnesota football game. After the game alumni, actives, and pledges adjourned to the American Legion for a banquet and an evening of renewing old friendships. The banquet was highlighted with speeches by Robert Busse, Past Grand President of Delta Sigma Pi, and P. Alistair MacKinnon, Executive Secretary of Delta Sigma Pi. Due to the enthusiastic response and cooperation of the alumni in making the reunion a success, the brothers of Xi Chapter are planning to make the reunion an annual affair in the future.

Other social events in the fall semester included a gambling party and a south sea island party. The tropical atmosphere of the south sea islands was created by using simulated sand (sawdust), coconuts from the A&P, and potted palm trees and driftwood which was borrowed from a local haberdashery. An amusing feature of the party was a hoola-hoop contest for all the girls who came to the party dressed as Hawaiian dancing girls.

On the professional side Xi Chapter has planned two tours in the near future. Late in November we will be visiting the National Bank of Detroit and in January we will tour the Detroit Stock Exchange.

Finishing strong in spring sports last year, Xi Chapter climbed to sixth position in overall sports competition with 22 other professional fraternities on campus. With a minimum of luck we should again be able to improve our sports standing this year.

After scoring the maximum of 100,000 points in last year's Chapter Efficiency Contest, we are well on our way to repeating the feat again this year.—CHUCK SIROLA

MISSOURI

ALPHA BETA CHAPTER at the University of Missouri began the semester with a rush smoker held September 30, in the Carnegie Room of the Daniel Boone Hotel. There was quite a large turnout and everyone enjoyed the festivities. Color slides were shown and a short talk was given by our rush chairman. As a result of this smoker we have 45 men pledged. The initiation banquet will be held December 7, at the Daniel Boone Hotel.

The Delta Sigma Pi Midwestern Regional Convention was held in St. Louis, October 10-12, with the Beta Sigma Chapter of St. Louis University as host. We were well represented at the convention and everyone enjoyed the trip very much. The Beta Sigma Chapter came to Columbia on the eighth of November for the Colorado-Missouri football game. That evening a joint Founders' Day celebration was held at the American Legion Cabin.

Our first professional meeting for this semester featured a very fine talk by Mr. Charles Zaring, of the Parker Funeral Home.

At our next professional meeting we had Mr. Paul Simms, chairman of the State Savings & Loan. He spoke on the savings and loan business. We had Phi Chi Theta (*Professional Business Sorority*) as our guests. The most recent professional program was a dinner held at Gordon's Restaurant. The speaker was Mr. Al Price, of the Boone County National Bank. The School of Business and Public Administration faculty were our guests. A well planned program of professional meetings is scheduled for the balance of the semester.

The chapter went on an industrial tour to Kansas City on the 14th of November. We toured Hallmark Greeting Cards, H. O. Peat & Co., and the Home Savings & Loan Association. The tour proved to be very interesting and educational to all.

We have also undertaken various sporting activities this semester which have not only created stronger brotherhood, but have been a lot of fun too. We have an intramural basketball team which plays in the campus league and also a fraternity bowling league is being formed.—RICHARD E. WOLFF

ARIZONA STATE

GAMMA OMEGA CHAPTER at Arizona State University had no summer vacation this year. As host chapter for the Intermountain Regional Conference, we began preparing early in the summer. Participating in the Labor Day weekend conclave besides Gamma Omega Chapter were our sister chapters at Denver, New Mexico, Colorado, Utah, Texas Western, and Arizona. Among those attending were Regional Director Jim Chandler, District Directors Buzz Sutton and Warren Armstrong, and Dean Overman, College of Business Administration, Arizona

State University. All of the delegates left with a broader, more understanding concept of how each chapter handles its own everyday problems.

The officers met with Executive Director Jim Thomson in Buzz Sutton's home early this November. It was an evening well spent listening to Brother Thomson discuss present and future plans of Delta Sigma Pi. We expect to confer with Grand President Homer Brewer on his next swing through the Southwest.

Gamma Omega Chapter participated in homecoming festivities this year by co-sponsoring a parade float along with other student business groups and the College of Business Administration. The float depicted a huge briefcase resting on a large desk which housed the float chassis. Lettering and other decorations complemented the float and its theme, "Business College—Past and Present."

Deltasigs at Arizona State permeate through every facet of university life. We have men in all of the other campus business organizations and other special interest groups including social fraternities. Our brothers are active in student government and write for the college paper, *The State Press*. We have been honored to have men tapped for Blue Key, Phi Kappa Phi, and *Who's Who in American Colleges and Universities*. And many, in their spare time (*what's that?*) find time to work 48 hours each week and be married, too. Keeping up the pace, 1959 will mark our third straight year as a 100,000 point chapter (we hope!).

Oops! I almost forgot. Our fall social activities will be climaxed with the initiation dinner and dance at Cudia City in nearby Phoenix. At that time, we expect 20 more outstanding men to be wearing the badge of Delta Sigma Pi.—ERNEST R. JEFFERIES



XI CHAPTER'S Alumni Reunion in October included many alumni and several national officers. Seated, left to right: Past Grand President Robert G. Busse, Xi Chapter President Garry Eckard, and Executive Secretary P. Al MacKinnon. Standing in the background, left to right: Professor Lee Danielson, Secretary Stu Lipschutz, Senior Vice President John Funk, Chancellor Tom Hopper, and Alumnus Jim Carl.

SAN FRANCISCO

PROGRESS seems to be the keynote here at the University of San Francisco. In the last three years the school's expansion program has made definite strides forward, the most recent step being the opening of our new \$1,000,000 gym. Gamma Omicron Chapter is not allowing itself to be left behind and with a new policy of progress and service we have become more active in every field. One of our new projects worthy of note is the sale of official USF class rings here on campus. Under the direction of Brothers Joe Burns and Jim Dal Bon this service enables university students to place orders for their rings right here on campus instead of going downtown to the jeweler's showrooms. Besides being a valuable service to the student body this endeavor has already netted the chapter a monetary return which will help defray chapter operating expenses.

Looking back on only two months of classes the chapter has already put a number of important activities behind including the "Rose" Dance under Brother Joe Burns, the Queen Contest under Tony Farley, two professional dinner meetings and fall pledging supervised by Senior Warden Frank Coughlin and Junior Warden Bill Schmit. The pledging period of Fall '58" was definitely a hallmark in the history of Gamma Omicron Chapter at the University of San Francisco as we formally initiated the Dean of the College of Business, Father Richard E. Mulcahy, S.J., into Delta Sigma Pi.

At this point we might look ahead and get a quick picture of events coming up at Gamma Omicron Chapter. We have planned a tour of the Hamm's Brewery, more professional dinner meetings, a New Year's Eve party, a Snow Trip, and the highlight of the chapter year, the Western Regional Conference to be held in February of 1959.

In closing we would like to give recognition to Brother Frank DeBenedetti who was elected to Alpha Sigma Nu and who is also the Board of Student Control Chairman and to Brother Bill Ivey elected ASUSF treasurer.—JAMES J. DAL BON

SAINT LOUIS

BETA SIGMA CHAPTER of St. Louis University has begun the fall semester with the same continued enthusiasm which had prevailed throughout the chapter last year. This enthusiasm is characterized by unity, spirit, and participation—through these characteristics we will meet the challenge of progress which is so evidently placed before us. The tremendous spirit of the entire chapter was apparent to all in the recent Campus King elections. Special congratulations are in store for "Super George" Burkel, Deltasigs' candidate; and also for Bob Cook, campaign chairman, through whose efforts the campaign was a large success.

Along the lines of the Chapter Efficiency Contest, I am told that the chapter has a very good chance of reaching the 100,000 point goal reached by the active chapter in 1957. I would like to congratulate John Basler for his fine work as chairman of the



A NEW COAT of paint and large black Greek letters have added much to the Beta Pi Chapter house at Kent State University in Kent, Ohio.

Chapter Efficiency Committee.

While I am bestowing thanks and congratulations to my various brothers, I must not forget our most esteemed President, Ed Styffe, through whose efforts Student Endowment Day was an unqualified success. Since this event, our treasury has received a recent influx of finance. Thanks again Ed.

In closing I would like to quote Brother "Two Dimensional" Dwyer, who as head of Deltasigs' Athletic Committee, was overheard saying, "If you're not athletic, be an athletic supporter."—JAMES C. STANLEY

LAMAR TECH.

DELTA ETA CHAPTER got off to a wonderful start in the form of a fall rush party. Eighteen prospective members were in attendance, and the party's added attraction was the presence of nine of the prettiest young ladies on Lamar Tech's campus. The hostesses were: Jean Ann Comeaux, Peggy Alexander, Dianne Flint, Kay Roscoe, Norma Jean Breet, Ruth Ann Stevenson, Sandra Dunlay, and Jean Tribble, last year's "Rose."

At the Pledge Acceptance Dinner, we had the privilege of seeing a member of our chapter, Clarence Shahan, receive the Delta Sigma Pi Scholarship Key. Clarence Shahan is the first student to graduate from Lamar's School of Business with a perfect 3.0—straight A's in all courses. To date, three Scholarship Keys have been awarded and the Delta Eta Chapter of Delta Sigma Pi is proud that two of the three recipients were members of the fraternity.

Our first professional tour of the semester was through the firm of Merrill Lynch, Pierce, Fenner, and Smith. Many members expressed a desire to learn more about the stock market after the visit.

Homecoming, 1958, will always be remembered by members of Delta Eta Chapter. We were awarded first prize in the small float division of the Homecoming parade. A huge black coffin, undertaker, and cowboys made the winning combination to portray "Poor Jud is Daid," from *OKLAHOMA*, in keeping with the theme, "Broadway Musicals."

Beautiful Miss Martha Sparks, our "Rose" of Delta Sigma Pi, will be formally introduced at the Founders' Day Dinner. The dinner proves to be a big success. Members, faculty, alumni, and their wives and dates will be present.

On December 13 and 14, the pledges will be informally and formally initiated into the fraternity. Lamar is growing in leaps and bounds and Delta Eta Chapter intends to grow right along beside her. Lamar enrolled 5748 by the end of October, and the School of Business had the largest part of the enrollment, 1295. The fraternity as a whole is going to do everything we can to keep Deltasig before the eyes of all students, especially the new students.—DON L. WILKINSON

KENT STATE

BETA PI CHAPTER began the Fall quarter with the massive task of painting the fraternity house. The house was painted white with light grey shutters and in conjunction with this large black Greek letters, Delta Sigma Pi, were added to the front. We are proud of our accomplishment even though we were amateur brush pushers. It really looks good.

We have started a very successful rush season with 13 neophytes, who appear to have the ability and desire to become good Deltasigs. Pledgemaster Tom Brown, along with the rush committee, has planned a well rounded pledge program.

Alice Fenley was crowned Beta Pi Chapter's "Rose of Deltasig," at our annual Spring formal dinner-dance held in the Oakroom, of the Carter Hotel, in Cleveland, Ohio. Brother Walt Fanz, chairman of the dinner-dance, presented Alice with the trophy and a crown of roses at intermission time.

The brothers and pledges of Beta Pi Chapter celebrated Founders' Day, on November 6, 1958, in the Student Union Building at Kent State University. Following a delicious turkey dinner, Rick Forzano, Kent State's assistant coach, gave a very entertaining and inspiring talk on sportsmanship in business. The banquet was enjoyed by all.

Professional chairman, Brother Reed Wilson, has a well rounded professional program lined up for Fall quarter. We have had two very good speakers to date. They were: Harrell McCullough, assistant professor of management, who gave an interesting and informing talk on what employers expect of college graduates and R. Don O'Conner, of the Francis I. DuPont and Co., gave an interesting and educational talk on investments. Tours through the Firestone Tire and Rubber Co. in Akron and the Chrysler Stamping Plant in Twinsburg, Ohio are in the making.

We are proud of our accomplishment of attaining 100,000 points in the Chapter Efficiency Contest for the 1957-58 school year. We are forging ahead rapidly and are looking forward to a very successful year along with our goal of again attaining 100,000 points in the Chapter Efficiency Contest.—EDWIN W. HAUETER

WAYNE STATE

WITH THE SHARP RAP of the gavel on the sturdy oak table the first meeting of Gamma Theta Chapter was called to order. Under the able direction of President Gene Dimick the activities of the Fall Semester were officially under way with the same decisiveness and sharpness as the sound of the gavel. At the time that this is being written we have already had many interesting professional and social events.

At our first professional meeting of the semester four members of the Young Presidents Organization spoke to the chapter about opportunities in small business. Each of these men had the distinction of attaining, before the age of 39, the presidency of a corporation with annual sales exceeding 1 million dollars. No need to say that the brothers were filled with envy! True to our tradition of obtaining speakers with knowledge of the latest business techniques we invited to our second professional event Mr. Don Blend, Vice-President of Wolverine Tube, whose topic was "Multiple Management."

Thanks to our capable Social Chairman, Karl Gmeiner, our social calendar is packed full of many interesting events designed to bring fun and fellowship to our chapter. So far, variety has been the keynote of our social program with events ranging from a hayride to a Halloween party that had a gangster-moll motif. At this time, we are eagerly looking forward to our New Years Eve party which always provides a memorable climax to the years social activities.

This semester, as usual, members of Gamma Theta Chapter are also active in important organizations that serve the entire university. Don Bauerle is one of the leading reporters of *The Daily Collegian*—Wayne State's newspaper. Miller Myers is a member of the Board of Governors of MacKenzie Union which is the mens union on campus. In addition, Bob Wright was the chairman of the committee that constructed the lawn

decoration which the School of Business entered in the Homecoming Lawn Decoration Contest and Gene Dimick is treasurer of the Marketing Club.

Currently, we are working very hard towards the realization of one of our most important goals—the purchase of a house. We are hoping that something will materialize in the near future. Incidentally, our annual Christmas card sale, the proceeds from which go into our house fund, has been the most successful ever. Highly deserving praise are Benny Ditta who as chairman of the Funds Committee really whipped up enthusiasm and Fred Schneider who has proven himself to be a tremendous salesman.

For all the brothers of Gamma Theta Chapter I wish all of you the best of luck in the coming year.—MILLER C. MYERS

NORTHWESTERN—Beta

BETA CHAPTER'S active summer program prepared the brothers for the very active fall program in which we are now involved. The summer's activities commenced with our annual visit to the plant of one of the members of the leading industry in Milwaukee. After a thorough tour giving us an insight into the many processes involved in producing their product, The Pabst Brewing Company permitted us to sample some of this beverage, whose pleasant taste was enhanced with some refreshing snacks. Next on the summer agenda was a weekend in Michigan City, Indiana as guests at the summer cottage of Psi Gamma Rho fraternity. After a weekend of much good fellowship and activity, a tired group of brothers returned to Chicago. To climax our active summer program over 50 brothers attended the Central Regional Meeting which was held in Chicago. Beta Chapter in preparing the accommodations, providing the date bureau and entertainment, and directing the series of panels made a major contribution to the success of the meeting.

Our fall rush program is now completed and as a result of an excellent program of speakers and the work of all the brothers, a class of 14 new neophytes was formally pledged on October 12. This class is now under the able instruction of Brother Dean Clapp.

In conveying to the new neophytes the professional quality of our fraternity, we presented three fine speakers at our rush smokers. The first, Mr. Joe Heinsen, printing firm owner and batting practice pitcher for the Chicago White Sox presented an informative talk on the correlation of baseball and business. Our second speaker was Mr. Dick Noble, NBC staff announcer discussing business trends in television and radio. The final program was highlighted by Mr. A. O. Oriol, director of Industrial Testing, Science Research Associates discussing the application of test programs in industry.

The social programs for the fall got into full swing with open house programs with each of the four leading feminine organizations on campus. On October 24 our annual "Bouncing Ball" dance was held and proved to be both a social and financial success. The following weekend a Halloween party was held and now plans are in full swing for the fall pledge party.

The football portion of our fall athletic program will come to a climax during the next two weeks with the campus championship game and the annual active-pledge game.—EGON G. ECKEL

LOYOLA—Chicago

The brothers of Gamma Pi Chapter entered the fall semester termed the "Organization of the Year" at Loyola by the Blue Key Honor Fraternity. In keeping with this, we have laid plans which, we feel, will strengthen our position on campus even further. Under the leadership of President Ed McGrath and the committee heads, our professional, rushing, and social programs have continued to prosper.

Brother Dan DeCarlo and his rushing committee deserve much credit for through their efforts we have pinned 11 pledges, an extraordinarily high percentage of the eligible prospectives.

Brother Jim Foley has planned a professional program which, highlighted by the tour of Illinois Bell Telephone Company and conferences with its management, will assure us of the maximum number of points in the Chapter Efficiency Contest.

The social committee, headed by Brother Tom Kolin, has staged frequent, highly successful events. The recent Founders' Day gathering witnessed the attendance of not only the 33 active brothers, but also of several alumni including Brother Tom Borelli who recently joined the administration of the College of Commerce.

Among the more challenging projects of the current semester is our participation in the Miss Varsity Contest and in the Homecoming Float Parade. Results are as yet undetermined, but an optimistic air prevails.—NICK MOTHERWAY



SOME OF THE MEMBERS of Gamma Tau Chapter at Mississippi Southern College in Hattiesburg, Mississippi.

ITHACA

DELTA LAMBDA CHAPTER of Ithaca College is looking forward to a most successful year with the acquisition of 100,000 points in the Chapter Efficiency Contest our major goal. This semester we are pledging 13 students whom the brothers all feel will greatly strengthen our chapter and help make this goal possible.

In October, Delta Lambda Chapter was asked if it would be willing to assume the responsibility of conducting the United Fund drive among the Ithaca College students, a meeting was held and the brothers voted unanimously to conduct the drive on campus. It was decided to hold tag-day, a "Beauty and the Beast" contest, and collections at two home football games. Donations were also made by the various fraternal organizations on campus. When the results were in it showed the "Beauty and the Beast" contest to be the most popular. When it developed that it would be a close race between our candidate Brother Frank Benninati and the candidate from Phi Epsilon Kappa a real battle of votes occurred, and when the smoke cleared Brother Benninati had won by the narrow margin of 17 votes. This was the first time that Ithaca College had actively participated in the local United Fund drive and that the school led the city by reaching 120 per cent of its quota.—ALLAN P. BOWLBY

MIAMI U.

ALPHA UPSILON CHAPTER at Miami University in Oxford, under the helm of Brother Bill Schwartz, is expecting another very successful year. Having won the Chapter Efficiency Contest last year, we will strive to make this the third year in a row.

Founders' Day was celebrated by Alpha Upsilon Chapter with a luncheon at the

University Center on November 7. Alumni Deltasigs were also present to help us commemorate this occasion. Brother Raymond Glos, Dean of the School of Business Administration, gave a short talk concerning the new Business Administration Building, which will be occupied by September, 1959.

We are presenting our Second Annual Career Day on December 4. To kick this off there will be a luncheon at noon at the University Center ballroom. Dean Raymond Glos and William Blomquist, Assistant Dean and Director of the Business Placement Bureau, will give short orientation addresses concerning the values of an active participation in Delta Sigma Pi's Career Day. Informal question and answer discussion groups will be held after the luncheon. These workshops, held in the afternoon, will incorporate the fields of accounting, banking, finance, industrial management, marketing, merchandising, personnel, secretarial studies, and the more important aspects of small business. All students of the University are encouraged to attend the workshops in order to have questions answered about specific phases of business, and to give the unorientated student information concerning the many opportunities available in the field of business.

On December 14, the chapter is holding its annual "Rose of Deltasig" banquet at the Oxford House restaurant. The Alpha Upsilon Chapter candidate will be announced then. The Brothers will attend with dates, along with some of the faculty members and their wives. The Brothers have quite a decision to make in the next few days in choosing their "Rose."

There are just too many activities and functions of our chapter to list here, but these are the highlights of the school year thus far. We are proud of them, knowing that they are enhancing the prestige not only of Alpha Upsilon Chapter, but also of Delta Sigma Pi.—FLOYD E. PATINKIN

TEXAS

THE BROTHERS of the Beta Kappa Chapter, having recovered from various and sundry summer projects, including "ugh" summer school, have launched what we hope will be one of the biggest semesters yet at The University of Texas. Heading the list of new business are plans to acquire a chapter house. Sketches are being drawn, also the feasibility of buying or leasing a house are under consideration by Beta Kappa Chapter.

Brothers Lloyd Walker, Jim Neibuhr, and James Matz are busy detailing plans to entertain a group of underprivileged children with a Christmas party.

The professional program is under way and includes two field trips, numerous speakers and movies. Our first speaker was Fred Adams, president of the Adams Extract Company. The following day the members toured Mr. Adams' plant.

The new pledge class, which consists of 28 "worthy" Neophytes, is now undergoing the rigors of pledgship under the "artful" guidance of Pledge Trainer Bob Gentry.

The Southwest regional convention at Waco was thoroughly enjoyed by the Beta Kappa Chapter delegate, and included in his report to the members were the suggestions of Grand President Homer T. Brewer, Regional Director Joe Hefner, and delegates from other chapters which will enable the Beta Kappa Chapter to exceed their past accomplishments.—WILLIAM E. BRADY

NEBRASKA

ALPHA DELTA CHAPTER started out the semester with a very successful week of pledging. We presently have 31 pledges and hope to initiate all of them on November 22. We think they are a fine group and they have a lot on the ball, as the brothers living in the house well know.

We had a very successful homecoming this fall and quite a few alumni dropped into the house for coffee after the football game. The pledges planned and built our float, and many of the actives pitched in to help.

This semester we took our professional tour to Denver, Colorado. We toured many fine companies, including Gates Rubber and the huge Safeway warehouse. While staying in Denver we were able to see the Nebraska-Colorado football game at Boulder. It was a good game and a very successful trip, although we were very tired when we arrived back in Lincoln Sunday. The professional committee has also done a very good job on the two dinners we have had this semester. The speakers have been excellent and we are learning a lot about the business world.

The "Rose" committee has begun to interview candidates for the spring "Rose" formal. All the members of the interviewing committee agreed that it is very pleasant duty. We'll have further news about the "Rose" formal in the next issue of The DELTASIG.

President Don Reed extends an invitation to all alumni passing through Lincoln to stop at the house and say hello. The whole chapter would be glad to see all of the old faces.—JAMES L. WATSON JR.



DELTA CHAPTER'S homecoming house decoration won top honors at Marquette University as did its float. The house decoration is pictured here.

IOWA

EPSILON CHAPTER at the State University of Iowa was honored with a visit from Al MacKinnon, Executive Secretary of Delta Sigma Pi. Brother MacKinnon gave a very interesting talk on the recent events which have taken place in Delta Sigma Pi nationally. He gave us a rundown on just exactly what The Central Office is trying to accomplish with the undergraduate and alumni chapters. Emphasis of the talk was placed on the growing character and the familiarity which many businesses throughout the country have in Delta Sigma Pi. Al also mentioned the enthusiasm which our recently indoctrinated chapters have in Mexico and at Loyola University. This is a good sign and we here at Iowa wish them all the luck in the future and hope they keep up the good work.

Mr. Don McLatchie, an outstanding member of the fraternity, has recently been initiated into Beta Alpha Psi, honorary accounting fraternity. Don has set a good example for the rest of the members and we hope to have a few more initiated into an honorary fraternity next term. The chapter on the whole can be proud of the over-all grade point last spring, being well above the all men's average. We believe that our first emphasis should be on academic achievements and all other activities should follow. Perhaps this term we may still better ourselves.—LARRY R. WICHMANN

GEORGIA STATE

KAPPA CHAPTER at the Georgia State College of Business Administration celebrated Founders' Day on November 8, 1958, with a dinner-dance at the Deltasig Lodge in suburban Tucker, Georgia. The principal speaker was Brother Harold Duncan.

Speaker at the Fall quarter's first professional meeting was Mr. Jay Shaver, of Friden, Inc. Mr. Shaver also conducted the Fall quarter professional tour at Friden's Atlanta Office on November 6. Brother Duane Essam announced that Mr. George Ryder of Colonial Stores, Inc., executive training director, would speak at the November professional meeting, while Mr. Carl Chelena, vice-president of the Southland Coffee Company would conduct the December meeting.

For the first time, Kappa Chapter held pledging activities during the normally inactive Summer quarter. The seven men initiated on September 28, 1958, include: Lamar H. Altman; Joseph S. Bryan; Clinton Buckner; Floyd G. Mitchell; Robert D. Snyder; Jerry L. Tye; and Cecil Watson. At the same time, Kappa Chapter initiated as the fourth honorary member in its history Mills B. Lane, president of the Citizens and Southern National Bank of Atlanta.

Eleven men were initiated at the conclusion of the Spring quarter on June 14, 1958. They are: James F. Brown; Kenneth J. Chapman; James A. Cronon; Thomas R. Davis; G. Neal Ellis, Jr.; Russell D. English; Robert M. Lawrence; Claude W. Massey; Steven T. Patrick; James C. Tracy; and Charles Williams.—FRED W. LYON, JR.



SOME OF THE MEMBERS of Epsilon Chapter at the State University of Iowa as seen on the occasion of the visit of Executive Secretary Al MacKinnon of The Central Office.

TENNESSEE

FOLLOWING SUMMER VACATION, Alpha Zeta chapter has once more resumed activities on the campus of The University of Tennessee. Our first meeting was held in The University Student Center on October 7. Plans for the immediate future and tentative plans for the remainder of the quarter were outlined at this time. Immediate plans included the erection of a scholarship plaque, which gives recognition to the outstanding business student of the quarter. This idea was conceived in the last school year, but the plaque's construction was not completed until just recently. Tentative plans were made for the celebration of Founders' Day and for the initiation of prospective pledges.

A coffee hour was held on October 28 for the purpose of introducing prospective pledges to the fraternity. At this time Brother Peter James gave a brief history of Delta Sigma Pi—both on the national and local level. As a result of this meeting, 15 men were pledged and are now enrolled in our pledge training program under the leadership of Brother Joe Waters.

The Brothers of Alpha Zeta Chapter believe they have been extremely fortunate in the past year in having excellent professional programs. Brother Virgil Stephens, who is the Program and Social Chairman, has provided an enlightening combination of films and speeches by prominent business men. One speech in particular was very interesting. This was given by Mr. Frank Akers, who is manager of Park City Van Lines. Mr. Akers discussed such subjects as competition, rates, services, insurance, and the Interstate Commerce Commission.

This year promises to be another successful one in professional activities. Our first professional meeting was held on October 21 with a film, "The Care and Handling of Buyers," as the main attraction. This film was highly interesting and educational to all, but it was of particular interest to the students interested in sales. Our next profes-

sional meeting will be held on November 18, 1958. Mr. Howard H. Lumsden, director of the Bureau of Personnel Service at The University of Tennessee, will give a talk on "Job Seeking."

Alpha Zeta Chapter extends its congratulations and best wishes to Delta Xi Chapter of the International Fraternity of Delta Sigma Pi at East Tennessee State College, School of Business Administration and Economics. Delta Xi Chapter was installed May 17, 1958 and became the 100th Chapter in Delta Sigma Pi. The installation team was headed by Grand President Homer T. Brewer of Georgia State and Executive Director J. D. Thomson of Northwestern. They were assisted by members of Kappa Chapter at Georgia State and Alpha Zeta Chapter at Tennessee.

The Delta Sigma Pi Scholarship Key for the 1957-58 school year was awarded to Franklin T. Rawls from Dresden, Tennessee. Mr. Rawls is now working on his Masters' Degree at The University of Tennessee.

Brother Herb Yarbrough represented Alpha Zeta Chapter at the Southeastern Regional Meeting of Delta Sigma Pi on October 31 and November 1. This meeting was held in Columbia, South Carolina. Beta Gamma Chapter of The University of South Carolina was the host Chapter.—JAMES D. BASS

OHIO STATE

NU CHAPTER at Ohio State University opened the fall quarter with a very successful rushing program, thanks to the tremendous work of rush chairman Brother Al McColeman, and his assistants. The new pledges show promise of being a great asset to Delta Sigma Pi. Also highlighting this quarter was the initiation of eight men into the active ranks.

A most successful "help weekend" and formal initiation was climaxed by an banquet at the Desert Inn. Of the eight men going active, Chuck Moodespaugh was chosen the most outstanding pledge for the previous quarter.

The professional meetings arranged by Brother Keaney have been of a most enjoyable and interesting nature this quarter and promise to continue to be so in the ensuing weeks. The public relations manager for Battelle Memorial Institute spoke to the brothers early in the quarter. This was followed by a tour through the Canton Timken Roller Bearing Company and a talk by the head of the production control department of Jefferies Manufacturing Co. A full and varied program of professional meetings has been scheduled for the remaining weeks of the quarter.

The social and sports agenda has been of great merit to Nu Chapter this quarter too. The pledge team was runnerup in its football league and the bowling team has been highly successful thus far this season. Several theme parties have taken place at the house and a semi-formal dance at the White House climaxed a big homecoming weekend.—THEODORE C. WATROUS

UTAH

SIGMA CHAPTER at the University of Utah began the school year with an outdoor barbecue and a report of the Inter-Mountain Regional Convention by brothers Bob Ingram, Fred Muckvale, Roger Hall and Tom Hagerman who were our official delegates. We were pleased to learn that our chapter had been presented with two beautiful trophies; one for having the greatest number of delegates who had traveled the greatest number of miles to the convention; and the other was awarded to our president for a speech he gave during the convention.

Our delegates came back from the convention full of enthusiasm and new ideas which made the fall quarter move along at a very energetic pace. Sigma Chapter participated in Freshmen Week activities by sponsoring an information booth at the "Frosh Carnival." Large groups of people were attracted to our area through the enchanting voices of a feminine trio. The brothers also helped the freshmen, majoring in business, through the ordeal of registering for the first time.

Sigma Chapter received its third trophy of the year during the University's homecoming activities. We were awarded the first place trophy for our float in the homecoming parade.

Our fall rush program consisted of three events: A "party" was given for all of the new freshmen and selected upper classmen majoring in the college of business so that they could get acquainted with our members and activities. They were all invited to help us celebrate Founders' Day by attending our gala costume ball held at a local restaurant. To climax our rush program we presented a professional program featuring the Ernst and Ernst Accounting and Management Consultant Service in a very interesting discussion of a case problem.

We are planning to initiate approximately half of our membership quota for the year on December 13, 1958.—**LEE BROWN**

OKLAHOMA

Activities of the Beta Epsilon Chapter for the fall semester were started with a "Welcome Back" breakfast for the membership. This special meeting was held in our student activities building on the morning of our first day of classes. Practically the entire membership attended, and it certainly started our chapter off right. We had a chance to renew acquaintances, reminisce, and discuss plans for the coming semester. This is the first time our chapter has tried such an event, and all of us were certainly pleased with it. The idea for it came from our President, Brother Wayne Merritt, but credit for the arrangements and our appreciation for some hard work goes to Brother Aaron Gattis. Our faculty membership was also invited and was well represented. Activities at the breakfast included a prayer for guidance, a short business meeting, and short speeches from committee chairmen. An unexpected event transpired when our senior faculty member and former advisor, Dr. Ronald B. Schuman



THE PRIZE WINNING FLOAT of Sigma Chapter at the University of Utah provided them with one of three trophies which they won this fall.

offered a \$100 donation to our treasury for each year that our chapter attains 100,000 points in the Chapter Efficiency Contest.

Along with the normal events and meetings which are planned for the semester, we are planning a celebration of our chapter's birthday on December 4. We have been granted permission to serve our birthday cake and coffee to the student body of the School of Business in the school lobby. The celebration will take place between classes and the student body will be served by our pledges.

The officers of the chapter were particularly gratified to see a rise in interest in the fraternity by graduate students. Both of our members who have stayed on after graduation to earn a master's degree have requested to be retained as active members. They are Brothers Aaron Gattis and Albert Nations. Two graduate transfer students from Oklahoma City University have also requested active membership in our chapter. They are Brothers Dennis Jeter and Bob Bell. Our membership welcomes all four of them to our chapter.

Representatives of Beta Epsilon Chapter attended the first formal dinner meeting of the recently formed Delta Sigma Pi Alumni Club in Oklahoma City. The meeting was held in the luxurious Lakeview Country Club, and it was very well attended. The meeting gave us a chance to visit with many of our old undergraduate members and also members from all over the nation. We saw a strong interest in the club and a membership which is rapidly growing. We had the opportunity to talk to businessmen in a multitude of business fields and to come in closer contact with people who make up the business community. We planned a close cooperation between the alumni club and Beta Epsilon Chapter.

Two social events are being planned by the chapter for this semester. Our traditional initiation banquet will be held on December 7 in honor of our new members, and we intend to try a new approach to our installation of officers program. This semester, our installation will be done at a banquet

where wives and dates of the members will be invited. We feel that this approach will help start the new officers off and will also provide our wives and girl friends with some understanding of our organization, its aims and responsibilities.

Last year our membership voted to invite an outstanding faculty member to join our fraternity each year. The first year's selection was Dr. W. Nelson Peach, professor of economics. Dr. Peach received his doctorate from Johns Hopkins University and has taught at several universities in this country. He is an author and has just returned from a leave of absence brought about by our government's request that he visit Pakistan and help that government with its economic problems. The membership welcomes Dr. Peach to our group and knows he will be a valuable asset.—**WILLIAM J. NASSIF**

JOHNS HOPKINS

DELTASIGS in Baltimore have a real interest in the civic welfare of their community. One of the activities which for years has received the attention of the Fraternity has been the Christmas party for the underprivileged children of Cylburn Home. This year, with the foreknowledge that other organizations would provide Christmas entertainment for these youngsters, a Halloween party was arranged for them.

On the afternoon of Saturday, November 1, the Baltimore Alumni Club, the Womens' Club, and Chi Chapter of Johns Hopkins University joined together to entertain about 45 children in the recreation hall of Cylburn Home. First on the program was a magician who greeted the children as they filed in, dressed in different costumes as befits a Halloween celebration. With tricks, a bit of oratory and a lot of audience participation things got under way with much laughter. Intriguing games followed and when prize giving time came around, the mood of the Deltasigs was such that not just the winners but participants and onlookers as well received prizes. The entertainment was highlighted by a unique musical trio under the direction of Brother McMahan, who had arranged the entire program. Tuneful old melodies poured from a weird combination of home-made musical instruments to the delight of young and old present. Gifts were presented to the children by the officers of the alumni club and the undergraduate chapter. These gifts had been selected for the usefulness they would have in the Home and for the recreation they would provide its occupants.

An eye catching variety of cakes, sweets and other goodies had been prepared by the Ladies of Delta Sigma Pi. These sweets disappeared without the slightest sign of difficulty, helped on the way by a plentiful supply of soft drinks.

The success of the party was evident to any one. The beaming faces all around us spoke more eloquently than words. It was, indeed, in the happiness reflected on all those little faces that we found our best reward.—**LEO PIOVANO**

OKLAHOMA STATE

GAMMA EPSILON CHAPTER at the Oklahoma State University put into effect this fall a new policy on rush. With the aid of The Central Office and each brother's help, we pledged 13 men, which have been initiated now. We know that each of these men will help better our standards and increase our chapter strength and future possibilities. With men such as these, we should have no trouble in achieving a higher score on the Chapter Efficiency Contest.

Our meetings this year are planned to cover a wide variety of activities. Our first speaker this year was Professor George Hill of the College of Business Administration. The entire chapter of 32 Deltasigs were in attendance plus the 13 pledges. Much was learned in his discussion of the stock market and by the question and answer period which followed his talk. Gamma Epsilon Chapter greatly appreciated his talk and hope to have him again.

One of the greatest things for which our chapter is so happy was the outcome of the election of the Business Queen, which was Joy Renner. Among other activities which our chapter as a whole enters into is a party each month. This month we held a party at the Issac Walton Lodge in honor of Joy.—JOHN D. CARLETON

FLORIDA SOUTHERN

DELTA IOTA CHAPTER celebrated Founders' Day with a banquet and dance November 8. The featured speaker of the evening was William Kemp, a retired executive of the Pyrofax Gas Corporation of Cleveland, Ohio. Mr. Kemp related many interesting experiences of his business career.

John C. Schramm, managing director of the Calvin K. Kazanjian Economics Foundation, Inc., was honored recently at a banquet by Delta Iota Chapter. While on

campus Mr. Schramm spoke before various student and faculty groups. He was also the featured speaker during a roundtable discussion on economic matters, sponsored by Delta Iota Chapter.

WAKE FOREST

GAMMA NU CHAPTER of Delta Sigma Pi held its fall rush meeting on October 22, 1958. Our rush chairman, Boyce Wilson, turned in a fine performance, and we had a good turn-out.

We had an impressive rush meeting with Mr. Tonas, an executive of the Western Electric Company, as our principal speaker. Other speakers were Monroe Landreth, Director of the Southeastern Region of Delta Sigma Pi, and Dean Gaines M. Rogers, of the School of Business Administration at Wake Forest. Also included in the program was the "Story of Delta Sigma Pi" shown through slides.

We gained ten new pledges on pledge night, November 12. This was an improvement over last year when we gained only eleven members all year.

We are having a professional meeting November 28 with Mr. Bruce Watlington, president of Wachovia Bank in Winston-Salem, as our speaker. Other future plans include a tour through the Vick Chemical Plant in Greensboro on December 9. Plans are also being made for a banquet, which is to be held after the initiation of our new pledges.

The Brothers and pledges of Gamma Nu Chapter are looking forward to a very rewarding and fruitful year.

BOSTON U.

GAMMA CHAPTER at Boston University, with Miss Barbara Vradenburgh reigning as "Rose of Deltasig," brought to a close its 57-58 academic season with the zenith of our social calendar, the "Rose" Dance.

Over the summer, great changes which are still being completed began to take shape, in that we were able to commence our scheduled House Renovation Program. The house is now undergoing a modernization process which is personified by a face lifting of the exterior and new heating, lighting, a new waterheater, and many coats of paint and wallpaper on the inside.

Gamma Chapter was one of the three local chapters to play host to the Eastern Regional Convention which was held in Boston, October 31-November 2. The convention was highlighted by a stag party and yellow dog initiation, along with a dinner dance and speech by Dr. John Gibson of Babson. The music was provided by the King's Men, a local group that won honors at the recent World's Fair. Among the notables attending the convention was Regional Director, Robert Hughes.

Around campus, the brothers of Gamma Chapter are making their presence known. Brother Doug Brennen was elected head of the Boston University Interfraternity Conference, President Dick Flynn was named to take charge of Greek Week, while Brother Bill Calthorpe was named to head up the Greek Ball, the biggest social event on campus.

Now, with eight new pledges, we of Gamma Chapter are looking forward to the academic year that has just begun.—HARVEY I. AUSTER



CREIGHTON

The 100,000 point Beta Theta Chapter got things booming with a roaring picnic. Hula-hoops were on equal par with volleyball, softball, and other old stand-bys. The end of the affair saw spirits at a high ebb, and, I am sure, there will be a lasting dent in the well-grooved memories of the Creighton Deltasigs.

Following this fitting and impressive opening of the year, and in keeping with the chapter traditions, the first professional dinner was held. Vice-President Bill Fitzgerald arranged to use the facilities available at Angelo's, one of the finest restaurants in Omaha. He also obtained as the principle speaker Brother Tom Morrison, branch manager for the Commercial Savings and Loan Association.

On October 26, Beta Theta Chapter initiated 14 new members. They included Reverend James F. Hanley, S.J., assistant professor of economics; and Reverend Richard L. Porter, S.J., director of the department of economics.

Executive Secretary of Delta Sigma Pi Al MacKinnon paid a visit to Beta Theta Chapter at a regular business meeting on November 12. The meeting was held at the south branch of the Commercial Savings and Loan Association. President Carl presided.—MICHAEL A. ROSSITER

AUBURN

BETA LAMBDA CHAPTER at Alabama Polytechnic Institute, located on the loveliest village of the plains, has just completed initiating 14 new members into Delta Sigma Pi for this coming fall quarter. Junior Vice-President Ed Manning met with the new initiates and helped them in becoming acquainted with our chapter. Since this was Mr. Manning's second time to be in charge of initiation, the program was very successful.

At our first professional meeting Mr. Charles DeBardeleben, president of the Auburn Chamber of Commerce, spoke to us. He gave an interesting talk on the general business conditions that are found at

Auburn. After the talk was finished, Mr. DeBardeleben held a question and answer period which lasted for almost an hour. During this time, Mr. DeBardeleben attempted to answer all questions from the audience. Another interesting program is scheduled for the near future.

Later this year, on December the 7th, the Beta Lambda Chapter is having its formal initiation for the fall initiates. All members will be present. The formal initiation will be held on that afternoon. In the evening the initiation banquet will be attended by all members, which will include the new members. The banquet is one of our highlights of the year.—FRED W. WILSON

CINCINNATI

THE FORMAL INITIATION of 11 new members on December 7, at the Hotel Sheraton-Gibson, brought to a close a highly successful rushing and pledging program. Rushing activities included an informal party at Pine Ridge Lodge in Mt. Airy Forest, a tour thru the offices of Merrill Lynch, Pierce, Fenner and Smith, and a professional meeting with a panel discussion. The panel was composed of three prominent members of the University of Cincinnati faculty—Dr. Kenneth Wilson, Dr. Carl Cummings, and Professor Raleigh Sharrock. A question and answer period followed the formal discussion.

The Gateway Restaurant at Union Terminal was the scene of a dinner in honor of Dr. Wilson on November 21. Dr. Wilson was recently appointed as Dean of the College of Business Administration. Mr. James W. Petty, of the H. & S. Pogue Co., Cincinnati department store, was the principal speaker at the dinner which was co-sponsored by Alpha Theta Chapter, the Cincinnati Alumni Club, and several other campus organizations.

All chapter members have been assigned to the various committees for the 22nd Grand Chapter Congress to be held in Cincinnati in 1959, and are anxiously awaiting the time when they will be host to Brother Deltasigs from many other chapters.—ROBERT C. FISCHER

DRAKE

SPECIAL SUMMER MEETINGS paved the way for an early start into the fall program. Monthly informal meetings were held through the summer to plan the early fall activities. Our first meeting this fall was on September 17 when plans were finished for our special professional meeting which was held on September 25 at the Hotel Fort Des Moines. The speaker was Brother Jerry Anderson, an alumnus who is now employed by the Iowa Power and Light Company.

In October we had our first pledge class meeting at which there were 20 members. This was followed by a professional meeting at which Francis McQuinnan of Meredith Publishing Co. spoke on forecasting. In November we celebrated Founders' Day and had a professional meeting at which John Rob, vice-president of the Des Moines Credit Bureau, spoke on their activities.

On November 18, we sponsored a convocation featuring Ed Story of the Iowa Development Commission speaking on the attributes of the State of Iowa. Mr. Story was also the speaker at our professional meeting on November 19 where we discussed the problems in the State.

Brothers Stan Hicks, Harold Clark, and Gary Marple were elected this fall to a honorary business fraternity.

We came in second in the number of member miles at the Midwestern Regional Convention at St. Louis. Brothers Jim Purdy, Rex Rose, Tom Mooty, and Gary Marple represented us there.—JOHN HINES

ALABAMA

ELECTION DAY, November 4, was also election day on the University of Alabama campus. Students in the School of Commerce and Business Administration balloted to select the three officers for their school for the coming year. President-elect Richard Malone and Secretary-Treasurer-elect Jim Wood are members of Alpha Sigma Chapter. The biggest project of the Alabama Commerce Association, which includes all students in the University School of Commerce and Business Administration, is the annual Commerce Day. Leaders in the business world and parents of students are the honored guests at this occasion. Deltasig Lawrence Harris has been appointed Chairman of the 1959 Commerce Day.

Alpha Sigma Chapter Faculty Advisor, Dean William C. Flewellen, has been awarded the John Pugsley Award by the Birmingham Chapter of the National Association of Accountants. The award is given to the member making the most outstanding contribution to publication activity.

Alpha Sigma Chapter scheduled a series of programs by recent graduates of the University on how to get and hold that all-important first job. Program Chairman John D. Snodgrass has obtained speakers representing all of the fields represented in our chapter.

Alpha Sigma Chapter has completed its fall rush program by pledging 16 hard-working boys.—JULIAN D. BUTLER



DELTA EPSILON CHAPTER at North Texas State College readies its house for homecoming and the University of Tulsa's Golden Hurricanes.

DE PAUL

ALPHA OMEGA CHAPTER at De Paul University presented Mr. Jack Mueller, candidate for Sheriff of Cook County on the evening of October 20. This commenced Alpha Omega Chapter's first professional activity of the 1958-1959 school year. Mr. Mueller gave an enlightening campaign speech which interested all who attended.

As a result of our fall smoker, which was held at the La Salle Hotel in Chicago, we are pledging 34, many of whom seem to have the initiative and ability to become outstanding Deltasigs. This will increase our chapter's strength and our future possibilities will become even better.

During the months of October and November, Alpha Omega Chapter sponsored a football tournament in which eight teams participated. Trophies of various sizes were presented to the first, second, and third place winners at the Jarabe.

Alpha Omega Chapter's annual Jarabe dance was held November 1, 1958 at the M & M Club of the Merchandise Mart in Chicago. Featured at the dance were Pete Petten and his orchestra, and Hal Iverson and his trio. They provided continuous entertainment for all who attended to make this year's dance again a great success. The Jarabe committee, who deserve much credit, consisted of Brothers Frank Bauer, general chairman, John Bubula, Stanley Jaje, Ted Papanickolas, Ken Rudnick, Jerry Walsh, Jim Czech, Bob Purdy, Ed Hock, and Paul Cyganowski.

The highlight of the Jarabe was the announcement of our "Rose" and "Rosebuds." Miss Carolyn Leppa was chosen this year's "Rose of Deltasig." Alpha Omega Chapter's "Rosebuds" are Miss Rita Ostling and Miss Gerri Haydoc.—ROBERT CIRESSE

SOUTHERN METHODIST

THIS YEAR for the Beta Phi Chapter has all the prospects of being the finest since Beta Phi Chapter received its charter in 1948 and it seems quite appropriate that the start of our second decade at S.M.U. should already be a success.

The first major step on the road to success occurred on October 9, 1958, when 22 rushees were pledged, the largest pledge class Beta Phi Chapter has enjoyed here at S.M.U. This major victory was obtainable only after many hours on the part of the actives in securing and individually contacting those students best qualified for membership in Delta Sigma Pi. By the use of posters throughout the School of Business all business students were very much aware of the chapters Open House in the School of Business Parlors and the requirements needed to qualify as a pledge in Delta Sigma Pi. The turn out was more than expected, but happily received, and the Deltasig Faculty members were on hand to give their much appreciated assistance. As a follow-up, a picnic was held for the rushees in conjunction with the girls from Phi Chi Theta, Business Sorority, at the home of our Assistant Fac-



BETA XI CHAPTER'S Delegates from Rider College receive the attendance trophy from Eastern Regional Director Robert O. Hughes at the Meeting held in Boston, Mass.

ulty Advisor, Prof. Conrad J. Sommers. The chapter feels that it will never be able to show its entire appreciation in the many years to come, to Prof. & Mrs. Sommers, two of the finest Deltasig supporters we have ever known.

Again this year it appears that the actives will be up against a strong opponent in the annual pledge-active football game. With the pledges outnumbering the actives in manpower 22 to 12 and the recollection of our loss to the pledges last year by a 30-7 score, it seems we actives may have to adjust the rules slightly to try and balance the odds, especially since the losers foot the post game refreshment bill.

The pledge class this semester is endowed with two fine leaders as shown by their own elected officers. Ted Scherer, an All-American breaststroke swimmer last year, is president; and Frosty Robison, S.M.U.'s starting left end on the football team, is the vice-president. Both of these pledges in cooperation with their other pledge brothers are shaping up to be as fine a pledge class as could be.

This year, as was the case last year, we celebrated Founders' Day in conjunction with the Dallas Alumni Club by having a banquet at a local Dallas restaurant. Again this was a good opportunity for the alumni to meet our new pledges and vice versa.

Since last years' "Toys for Tots" campaign here at S.M.U. was such a huge success, it was voted by the brothers to make this an annual event during the last week of school prior to the Christmas vacation. As you all probably know, "Toys for Tots" was originated and is still being carried on by the U. S. Marine Corps Reserve on a national scale whereby they collect toys for needy children and distribute these toys to the children during the Christmas season and thus help put a smile on the faces of these many children. So to help increase the number of smiles we at Beta Phi Chapter are already laying out our campaign and looking forward to another huge success.—TED DESILETS

CALIFORNIA

RHO CHAPTER is looking forward to what it believes will be one of its most successful semesters under the capable leadership of Wiley Carter. It has pledged 12 new men, each of whom is a valuable addition to the chapter and to Delta Sigma Pi. The pledge class has been given as its project, the Chapter Efficiency Contest. It is hoped that by working with this project, their interest will be stimulated, and they will learn a great deal about Delta Sigma Pi.

This semester, for the first time, Rho Chapter is participating in intramural athletics. So far we have participated in two football leagues and are planning to enter a basketball league. Brother Roy, our athletic chairman, deserves much praise for his efforts in behalf of the athletic teams and program.

Our first banquet of the semester was held October 30 at The Trail's End to celebrate Founders' Day. Our speaker was Ed Reith of The Central Labor Council, who spoke about "Right to Work" Legislation which appeared as a proposition on the California ballot for the November 4, general election.

Jim Thomson honored us with a visit this semester. We were all glad to see him and hear of the latest developments from The Central Office.

On the same evening that Brother Thomson visited the chapter, a special professional meeting was held featuring the personnel director of Safeway Stores San Francisco Division. His presentation of the organizational set-up of Safeway led to a very long period of questions and answers, and proved to be a very interesting evening.

Rho Chapter Wives have been active this year and have organized a Deltasig Wives Club. The club at present has nine members and plans to help us out in planning and decorating for our social affairs.—ROBERT S. FARIS

BOSTON COLLEGE

HERE AT DELTA KAPPA CHAPTER the year has gotten off to a propitious start with the recent initiation of 18 new brothers. The new initiates are: Kevin Donaghue, Coley Foley, Ed Suleskey, Joe Carty, Bob DeMulder, Jim Norton, Mike Brown, Jim Reilly, Bill Mooney, Bill Sullivan, Matt Connolly, John McNamara, Rick Pierce, Gerry Parker, Bob O'Neil, Tom Welch, Paul Flynn, and Lou Shaw. The initiation of the new brothers took place on November 7, at the Lexington Inn.

Delta Kappa Chapter is pleased to have Mr. Daniel Bloomfield as an honorary member. Mr. Bloomfield is chairman of the Massachusetts Retail Board of Trade.

Socially, the year began in October with a dance at the College Grill in Cambridge. The social committee also was responsible for the dinner dance which was held November 8, the evening after the initiation, in honor of the new brothers.

Brother Joe Carty is in charge of building our float for the coming rally which will precede the Holy Cross football game. The float will be built around the theme, "Carry Home the Spoils of Victory."

This year Boston was the site of the Eastern Regional Meeting with Delta Kappa Chapter acting as co-host with Gamma Chapter of Boston University and Gamma Upsilon Chapter of Babson. We here at Boston College were especially proud that of the five members of the convention committee, three were brothers from Delta Kappa Chapter. Those brothers serving on the convention committee were: Joe Gilligan, co-chairman; Bob Collini, treasurer; and Pete Johnson, secretary.—JAMES J. CROAK

MEMPHIS STATE

FALL SEMESTER FOUND MUCH HUSTLE and bustle at the Gamma Zeta Chapter of Delta Sigma Pi at Memphis State University.

Seventeen new neophytes were pledged to the chapter and will probably be formally initiated into Gamma Zeta Chapter on December 6 and 7. These new prospective members include: Robert Baker, Wayne Burrell, Charles Civer, Jr., Bill Clifton, Charles Dickenson, Bobby Hammons, Hubert Hesseltine, Kemper Hock, Richard McGuire, Nelson Pate, John Powell, Cordell Ragland, James Redus, Aubrey Rush, Ray Simpson, James Talbert, and James Thompson.

From all indications, these are truly well versed neophytes in the functions and orders of Delta Sigma Pi, and should prove to be great assets in both the local and national levels of the fraternity.

In conjunction with the Memphis Alumni Club, the Gamma Zeta Chapter hosted Memphis' first South-Central Regional Meeting on October 31 and November 1. The famous "Yellow Dog" initiation was held Friday night with nearly 30 members participating.

Saturday the group of brothers from colleges and universities of Alabama, Arkansas, Louisiana, Mississippi, and Tennessee settled



GARRY MOELLER of Alpha Beta Chapter at Missouri was the winner of the Haskin and Sells Foundation Award for excellence in accounting. The check is being presented by Mr. Sayd of Haskin and Sells.

down to the business of panel discussions. With a luncheon in the Military Ballroom of Hotel King Cotton, the delegates gave "Brick" Brickell, president of Brickell Institute of Leadership Training, a rousing welcome for his mid-day talk.

Brothers Roy Tipton of the Memphis Alumni Club, and Ben Gray of Gamma Zeta Chapter directed the program which was well received by the ten visiting undergraduate chapters and three alumni clubs.

Highlighting the event was the semiformal dance held in the hotel Saturday evening, which featured Colie Stoltz and his band.

Once again another election for the Gamma Zeta "Rose" Queen has come to a close and this year can be marked down as the best in the chapter's history. Six beautiful and lovely young ladies were on the slate and the decision of the members was the hardest ever. If you were to choose a winner from the group of "pretties," who would you choose? To Miss Charlott Marcus, "Rose of Deltasig" for 1958-1959, Miss Sara Evans, and Miss Patty Lou Smith, we send our best and congratulations for being our choice. To Miss Diana Smith, Miss Dottie McIntyre, and Miss Georgia Russell, we deeply appreciate your time and efforts and hope that we have given you a little of our friendship and esteem.

December 3, the 1958 fall pledge class will conduct an "Industrial Conference" in the Browning Room of the John Brister Library at Memphis State University. In this conference, 20 panel members and five moderators will conduct discussions on the following types of activity—accountancy, general management and finance, marketing and secretarial work and in the specialized fields of business which include—manufacturing, service, retailing, and wholesaling. The objective of this conference is to present to the students of business administration some

knowledge of each of the major fields of activity carried on in the business world. Each professional businessman on the slate will be chosen from the various phases selected from the Memphis area, which should prove interesting.—JACK C. DALE

EAST TENNESSEE

HELLO CHAPTERS of Delta Sigma Pi. We are the newly installed Delta Xi Chapter located at East Tennessee State College, Johnson City, Tennessee. The Delta Xi Chapter thanks you for letting us become Brothers of Delta Sigma Pi.

The Delta Xi Chapter got underway this year with over 40 brothers visiting Tennessee Eastman Kodak Company. Due to the work of Brother Helton, we enjoyed a tour of the Eastman Plant and the added treat of lunch.

The Delta Xi Chapter was honored to hear Representative B. Carrol Reece. Representative Reece outlined various aspects of fraternity life to the entire Delta Xi Chapter. Representative Reece spoke of the meaning and background of Delta Sigma Pi. He pointed out that many of the nations business and political leaders belonged to Delta Sigma Pi.

A smoker was held for pledges at the John Sevier Hotel. As a result of this Delta Xi Chapter has 9 pledges. By the end of the school year, we should reach our quota for points in the Chapter Efficiency Contest. The Delta Xi Chapter will have these pledges initiated, and any more that we add, by the end of the school year.

The Delta Xi Chapter celebrated Founders' Day with a tour of the Industrial Show at Bristol, Tennessee. Over 20 brothers saw an exhibition of more than 25 different industries in the Bristol area.—JOSEPH R. HESSMANN

COLORADO

ALPHA RHO CHAPTER initiated Dean Lawrence D. Coolidge of the School of Business at the University of Colorado into Delta Sigma Pi at ceremonies held last spring.

Our first professional meeting this year featured Mr. C. L. Vande Poel, personnel manager of the San Francisco Office of The California Packing Corporation, which features the Del Monte brand of canned foods. Mr. Vande Poel gave a very interesting talk on the canning industry as a whole, the workings of his company, and the operation of the personnel departments of The California Packing Corporation.

We recently pledged 14 men, and will hold initiation ceremonies in the near future. Their names are: Bill Reynolds, Dennis Kreuger, Bob Campbell, Ray Agutter, Roger Tammen, Chuck Ready, Ed McDonald, Jerre Miles, Ralph Geis, John Ritter, Jerry McCormack, Arlen Dahlquist, Darrel Laschanzy, and Bob Burris.

We will hold our annual "Rose" Dance at the Continental in Denver the week after Christmas vacation, and will have entered our candidate for the national "Rose of Delta Sigma Pi" contest by the time the

next issue of The DELTASIG appears.—
R. PAUL HEADLEY

FLORIDA

THE BETA ETA CHAPTER at the University of Florida opened the fall semester with a fully planned program. We attained the distinction of being the first organization in the College of Business Administration to conduct a meeting in the fall semester. President Bill Flanders and his assisting officers are to be congratulated on their efficiency. At the first meeting, Professor Norman B. Thomson, who has shown a deep interest in Beta Eta Chapter since beginning teaching activities at the University, was welcomed by the brothers as our new Chapter Advisor.

This semester's rush was initiated at a smoker on October 12, in the Florida Union. Among the activities at this function was the showing of the University of Florida Gators' "Football Highlights of '57." Pledging of prospective new brothers was held on October 16 and Senior Vice-President Ray Mensing and Vice-President Bob Gordon ably led the pledges through their training period. Among their many activities during initiation, the pledges assisted the City Road Improvement Department by taking a traffic count in various assigned areas in the city. They also helped Brother Larry Barnes and other brothers construct an outstanding float which was featured in the Homecoming Parade. Special mention should be given Brother Larry Sear for his performance on the float.

Beta Eta Chapter formally initiated 20 new members into Delta Sigma Pi on November 1. The old and new brothers and

their dates attended the Florida-Auburn game as a group in the afternoon. A banquet, followed by a dance, was held in the evening with State Representative Ralph Turlington as the featured speaker. At this time, Miss Jeannie Goldstein a member of Phi Chi Theta, national business fraternity for women, was presented to the chapter to reign as our lovely "Rose of Deltasig."

Other social functions held by the Beta Eta Chapter were an all-day outing near Rainbow Springs where the brothers and their dates swam and water-skied and a joint observance of Founders' Day with Phi Chi Theta in Johnson Lounge of the Florida Union.

All the brothers were anxious to hear Brother Larry Barnes' report on the Southeastern Regional Meeting of Delta Sigma Pi held in Columbia, South Carolina. Upon his advice, the brothers are inquiring into the possibility of securing a house for the Beta Eta Chapter.

Congratulations are in store for Brothers Blakely Davis and Kermit Walker upon their initiation into Beta Alpha Psi, accounting honorary fraternity. It is with extreme pride that the Beta Eta Chapter looks upon these two brothers who have followed in the footsteps of many past and present brothers who have been given outstanding recognition by societies and organizations which are prominent on campus.—PETER E. FELLNER

TULSA

AT THE BEGINNING of each semester Beta Chi Chapter sets up an information desk in the main hall of the School of Busi-

ness to aid the Dean's office in registration. This semester was no exception as Deltasigs rolled up their sleeves, got out the registration booklets and pitched in.

On October 22, we welcomed ten new pledges to our group. Now wearing the Deltasig pledge pin at Tulsa University are: Paul Bailey, Paul Brannan, Charles Clow, Quinton Cristy, Eldon Hawkins, Charles Kreuger, Jerry McGrann, Bill Rice, Gene Saunders, and Milt Winjum.

A number of excellent professional meetings have been held so far this semester. Brother Bob McCartney, chapter professional chairman, has done a fine job in obtaining speakers in various fields including the Chamber of Commerce and the real estate profession.

The Tulsa University campus looked more like a dude ranch than a university from November 12 through the 15. The occasion was Homecoming and the theme was the old west. Western garb was mandatory on the campus for all students and faculty. This theme was strictly adhered to by all Deltasigs as the penalty for wearing "eastern" clothing was an impromptu bath in a watering trough or imprisonment in an enclosure called the stockade. This theme was carried over into the Homecoming parade where Beta Chi Chapter's executive committee, decked out in ten-gallon hats, chauffeured our pretty sweetheart, Carol Guthridge, in a new Ford convertible.

Plans are now completed for an initiation to be held on December 7. Our new brothers will then be treated to a steak dinner with all the trimmings. Our initiation banquet is to coincide with our Founders' Day celebration.—JACK D. GROVE

TEXAS WESTERN

THE FALL ACTIVITIES of Gamma Phi Chapter have been many and varied. A visit from Executive Director Jim Thomson of The Central Office was celebrated with a banquet at which Dr. G. E. Kiser, Assistant Dean of Arts and Sciences, and Brother Thomson were main speakers.

For Homecoming the active chapter worked in conjunction with the El Paso Alumni Club in sponsoring the annual Business Administration Homecoming Breakfast. There was a good turnout for the breakfast at which Dr. Smiley, president of Texas Western College, was the principal speaker.

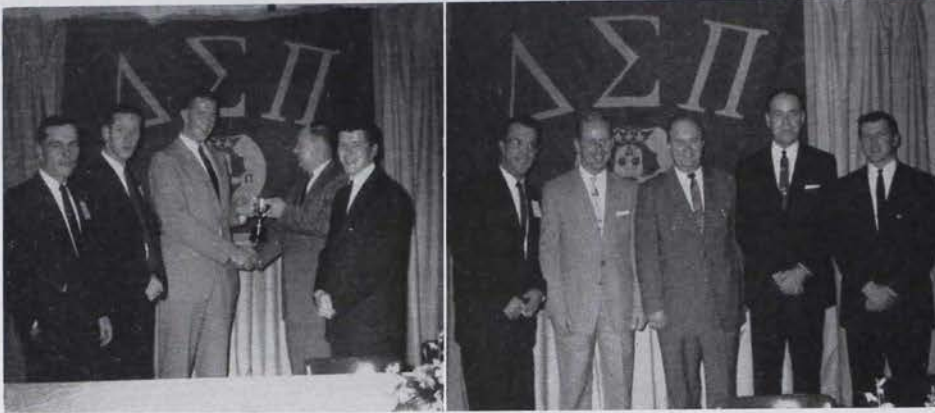
At the annual Industrial Management Conference held at Texas Western College and sponsored by the College and the Industrial Management Conference of El Paso, Gamma Phi Chapter assisted the club and the college. We also prepared an exhibit for the conference showing the activities of Delta Sigma Pi.

BUFFALO

THE ALPHA KAPPA CHAPTER at the University of Buffalo held its annual Founders' Day at Mann's Restaurant. Guest speaker Harold W. Webber of the Buffalo Better Business Bureau gave a very interesting and informative speech on some of the



FROM THIS GROUP of coeds at Memphis State College Gamma Zeta Chapter chose its 1959 "Rose of Deltasig." Pictured, left to right: Georgia Russell, Sara Evans, Dottie McIntyre, Diane Smith, the 1959 "Rose" Charlott Marcus, and Patty Lou Smith. Miss Evans and Miss Smith were alternates.



SOME OF THE OFFICERS, both chapter and national, that were in attendance at the Eastern Regional Meeting in Boston are pictured here. Left picture: from left to right are: Joe Gilligan, Jack Wiseman, and Leo Schofield all of Delta Kappa Chapter at Boston College. Next is Eastern Regional Director Robert O. Hughes with Jim McCormack, the president of Delta Kappa Chapter on his right. Right picture: from left to right, President Dick Flynn of Gamma Chapter, President George Hunter of Gamma Upsilon Chapter, Eastern Regional Director Robert O. Hughes, and President Jim McCormack of Delta Kappa Chapter.

unscrupulous schemes that are prevalent in the local business world. The Deltasig Scholarship Key was awarded to Ernst Blew for outstanding scholastic achievement.

Alpha Kappa Chapter gained strength in its initiation of 13 new brothers at the Buffalo Canoe Club on November 22.

The chapter was well represented by Tom Churchill as its representative to the Eastern Regional Meeting held at Pittsburgh.

The Alpha Kappa Chapter met its civic duties by painting rooms at the Association for Blind in one of its civic projects for the semester.

Birth congratulations are in order for the Robert Plateks, the Thomas Tallmans, the Wilfred Paces, the Paul Deckers, the Henry Senefelders and the Ronald Ratzels.

Wedding bells rang for Dick and June Tischendorf, and Bob and Gerry Stanley.—RONALD J. RATZEL

EAST CAROLINA

ON SUNDAY, NOVEMBER 8, 1958, President Edgar Delmar, representing Delta Zeta Chapter of East Carolina College in Greenville, North Carolina, appeared on the TV program "Let's Go to College" over WNCT, Greenville. Speakers of a panel discussion were introduced by President Delmar.

The members of the fraternity feel that the high school graduates of this area of North Carolina are being urged to attend colleges throughout North Carolina to prepare themselves for positions in industry, and because of the quite apparent lack of industry in this area are being forced to leave the state in order to find jobs in their chosen professions.

The committee in charge of the TV show secured the services of Dr. Leo W. Jenkins, vice-president of East Carolina College, who presented statistics which substantiated the belief of the members of the fraternity. He pointed out that 57% of the class of 1958

left North Carolina to secure jobs. Dr. Walter Lee Humber, Pitt County Senator to the State Legislature and member of the Pitt County Industrialization Board, discussed the agencies which have been recently established in many of the counties of this area and the activities of these groups in attracting industry to this area. He pointed out this area's natural tendency to agriculture and stated that soil related industries would be most beneficial to the area. He also pointed out the features of the area and how these features are being publicized. Mr. Ashley Futrell, editor of the *Washington Daily Times*, discussed the lay-



BETA CHI CHAPTER'S Executive Committee at the University of Tulsa, Bob McCartney, Mike Davis, Bob Blodin, and Wayne Weber, served as escort to their chapter "Rose" Carol Guthridge in the University's Homecoming Parade.

man's attitude towards industrialization and the apparent attitude of the layman to the general exodus of the youth of this area.—BOBBY S. WILSON

MARYLAND

GAMMA SIGMA CHAPTER at the University of Maryland opened the fall semester with a successful rush dinner. All brothers were pleased with the special guest speaker of the evening who enlightened us on stock market investment and the professional techniques used by the brokers. Twenty potential brothers expressed interest and have since been pledged.

Our chapter had the pleasure of conducting the Business and Public Administration Career Week Forum again this year. Assistant Dean James H. Reid congratulated the chapter on the planning and effective results of the program. Brothers Jerry Kender, Tom Morrissey, and Glen McGready deserve credit for a job well done. The speakers represented the fields of Accounting, Sales, Insurance, Railroad Management, and Small Industry.

The professional dinner of November 18 was an unusual experience for our chapter. The speaker, Mr. James Crotty of the Continental Can Company, combined the technical points of manufacturing with the business and economic problems of administration. To this date speakers had usually been chosen on the basis of a particular management function.

In the near future we plan to visit a local manufacturing plant as the first in a series of planned tours for the coming year. In addition, our professional chairman has a fine agenda of speakers engaged for future professional dinners.—PAUL P. MULRENIN



DIRECTORY

The Grand Council

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

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

Executive Secretary: P. ALISTAIR MACKINNON, *Gamma Psi-Arizona*, 330 South Campus Ave., Oxford, Ohio

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AUGUST 30, 31, SEPTEMBER 1, 2, 1959
OXFORD and CINNINNATI, OHIO**