

*The*  
**DELTA SIG**

VOL. XX

NOVEMBER, 1927

ISSUE 1

*The College Man and the  
Real Estate Business*

*By Albert G. Hinman  
Alpha-Delta*

*A Field Survey Method  
for Manufacturers*

*By C. Wendel Muench, Beta*





# The DELTASIG

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ISSUE I

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

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

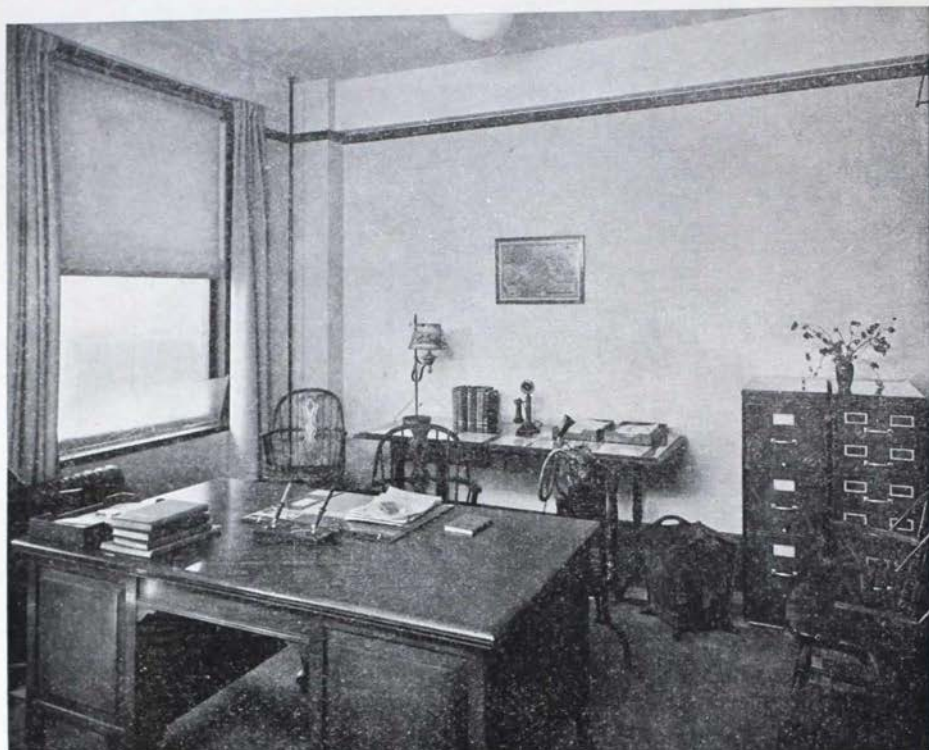
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THE OFFICE OF THE GRAND SECRETARY-TREASURER



ONE CORNER OF THE OUTER OFFICE

# The DELTASIG

VOLUME XX

NOVEMBER, 1927

ISSUE 1

## The College Man and the Real Estate Business

By ALBERT G. HINMAN, *Alpha-Delta*

"How can I get into the real estate business?" This is not a startling question, but one which the writer has heard many times from students in his real estate courses. They have asked it five times to the once that students in other courses have asked how they could get into the advertising business, or how they could get a selling job or a job as correspondent. Why does the real estate business make this seemingly particular appeal to the college man?

There are few salaries paid in the real estate business. The beginner salesman is given a commission with drawing account. His sales are a direct measure of his effectiveness. Real estate firms will not continue his drawing account long in the face of a poor selling record. Hence, the man entering the real estate business as a salesman must make good quickly or get out. This is a severe, rather cold-blooded, test to begin with. The writer has emphasized this fact to stu-

dents but it hasn't discouraged them.

The young man who does right into the real estate business for himself faces a hard pull. He must with but little preparation meet unusual competition and make a name for himself.

The first year or two mean hard discouraging work with but small reward. But, knowledge of this fact, too, fails to discourage the interested student.

After puzzling over it some some time and discussing it further with students, the writer has finally formed at least a tentative conclusion in this matter. It is, that the college man is at-

tracted to the real estate business because of the peculiar nature of the commodity in which it deals and of the business itself.

The commodity of the real estate business is essential to life and welfare. "Under all, the land," the slogan of the Institute for Research in Land Economics and Public Utilities, expresses the idea concisely and forcibly. Realty

Brother Hinman, at the time of writing this article, was Assistant Professor of Land Economics, Northwestern University, and Research Professor in the Institute for Research in Land Economics and Public Utilities. He is co-author, with H. B. Doran, of *Real Estate Merchandising* and of *Urban Land Economics*.

He is now in the real estate business in Madison, Wisconsin.

is a vital and essential commodity.

Realty, superficially considered, is a commonplace commodity. Everyone uses it daily. But, the development of the body of economic principles concerning realty, now commonly designated as "Land Economics," has revealed the true, intricate nature of realty. Lack of understanding of this nature of realty is undoubtedly the chief cause of failures in land utilization.

The very fact that realty is so vital a necessity and yet is of so intricate a nature places a great responsibility upon the real estate business. Realty forms 55 percent of the total wealth of the United States. Its value represents a large part of the savings and wealth of the people. The real estate dealer, thus, is an investment agent and a trustee of the people. His customers, finding the use of realty necessary to their scheme of life or desiring to invest their savings in it, must depend upon his honesty and ability because they cannot in the limited time which they can devote to the subject secure more than a superficial understanding of realty. Because the commodity dealt in and the service rendered by it are essential to life and welfare and because the customer is peculiarly dependent on those engaged in it, the real estate business has been quite properly spoken of as a public calling. It is recognition of this fact that is behind the enactment of real estate license laws by states and behind many of the activities of the National Association of Real Estate Boards, state associations of real estate boards and local boards. Those who engage in the real estate business must assume a special degree of public responsibility.

The real estate business, too, is not routine in character. Every trans-

action is different from every other transaction. This is true because realty is a non-standardized commodity. No two pieces of realty are alike and no one piece remains exactly the same over a period of time so far as its proper utilization is concerned. Each particular piece of realty presents its own distinctive vista of potentialities and opportunities. Hence, an entirely separate and different program of activity must accompany the handling of every transaction in realty. This requires originality and initiative.

Because realty is not only non-standardized but is also not capable of being concentrated, the young man in the real estate business has a great deal of freedom of action. If the commodity really could be assembled and concentrated for sale within the confines of one building, like shoes, clothing, and the like, the young salesman could work under the direct supervision of his superiors. A piece of realty, however, must be sold where it is, always away from the office. The salesman, thus, is practically free to decide his own actions.

Another characteristic of the real estate business is the part which it must play in urban development. The growth and development of a city can be aided or harmed by the activities of its real estate dealers because of their immediate connection with the utilization of its land resources. It is chiefly for this reason that we find many real estate dealers taking an active and important part in civic affairs.

Thus, we begin to see that the nature of realty and of the real estate business may well attract the college man. Here we have a commodity and a business of such vital importance that any man may take pride in his

connection with them, a pride which continually is being nurtured by the growing appreciation of the science of land economics. The commodity, too, is of so intricate a nature as to lay down a challenge to constructive thinking. The lack of routine and freedom of action in the business increase this challenge while at the same time they extend the opportunity for accepting it. To the aggressive mind this is a challenge to be accepted. Add to all this the opportunity for public service with the possibility of rewards in esteem as well as in money and the appeal of the real estate business to the college man seems logical and reasonable. It offers satisfaction to the active, eager mind produced by college training.

The same factors which make the real estate business attractive to the college man also, however, place upon him certain responsibilities if he enters it. He must recognize and accept his public trusteeship. He must do his utmost for the attainment of economy in land utilization. His ideal of success must be the advancement of public as well as private interests. That this public responsibility is recognized by the best type of real estate dealers is evidenced by the Preamble to the Code of Ethics of the National Association of Real Estate Boards, part of which reads as follows:

“Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. The realtor is the instrumentality through which the land resource of the nation reaches its highest use and through which land ownership attains its widest distribution. He is a creator

of homes, a builder of cities, a developer of industries and productive farms.

“Such functions impose obligations beyond those of ordinary commerce; they impose grave social responsibility and a patriotic duty to which the Realtor should dedicate himself, and for which he should be diligent in preparing himself. The Realtor, therefore, is zealous to maintain and improve the standards of his calling and shares with his fellow-Realtors a common responsibility for its integrity and honor.

“In the interpretation of his obligations, he can take no safer guide than that which has been handed down through 20 centuries, embodied in the Golden Rule:

Whatsoever ye would that men should do unto you, do ye also unto them.

“Accepting this standard as his own, every Realtor pledges himself to observe its spirit in all his dealing and to conduct his business in accordance with the following Code of Ethics, adopted by the National Association of Real Estate Boards . . .”

The college man who can assume the responsibilities of the real estate business and who can attain the highest kind of success in it must be of a high moral character and must possess an active and informed mind.

Success measured only in terms of dollars and cents is not true success. The highest kind of success is measured in terms of service rendered to one's fellow men. It confers the reward of that satisfaction with one's life and accomplishments which is far superior to the mere accumulation of

money, although the latter may well accompany it because the world is willing to pay for conscientious service. It results from the desire to serve, from activity motivated by the professional point of view, which puts service before gain.

It should be clear that a high moral character is essential to the professional point of view. This type of character is possessed first of all of an unswerving integrity. It is possessed secondly with enough moral courage to resist all the temptations not only to be dishonest but also to be negligent and careless which are apt to confront one in a business of such freedom dealing in a commodity so little understood. In no calling is there need for a higher average of integrity.

It may also be said that in no calling is there need for a higher average of competence. It requires an active and informed mind capable of originality, initiative and vision. This sort of mind looks far ahead and builds for the future. It thinks constructively. The man who has really taken advantage of the opportunities for mental development proffered to him during his college career possesses the type of mind which leads to success in the real estate business.

The successful real estate dealer is a constant student. The scope of information required in the real estate business is very broad and he can never be too well informed. Knowledge of this business is service. Recognition of this need for wide knowledge in the real estate business has resulted in the development in a number of universities, colleges and vocational schools of real estate curricula.

Perhaps the most complete real estate curriculum, at least so far as the

writer is informed, is that given by Northwestern University. This curriculum is given in the School of Commerce in the Junior and Senior years. The first two years of work in the College of Liberal Arts embraces an array of courses covering a broad field to give to the student a general cultural background upon which to build his more specialized work of the last two years. Although there are a number of additional courses which may be taken as electives, the required subjects in the real estate curriculum are substantially as follows:

#### JUNIOR YEAR

##### *First Semester*

Accounting—Fundamentals  
Business Law — Contracts:  
Agency  
Business Organization—Survey  
Land Economics—Elements

##### *Second Semester*

Accounting—Principles  
Business Law—Sales: Negotiable Papers  
Corporation Finance  
Sales Administration  
Real Estate Practice

#### SENIOR YEAR

##### *First Semester*

Advertising—Principles  
Business Correspondence  
Statistics  
Real Estate Valuation  
Land Planning

##### *Second Semester*

Business Law—Property: Insurance  
Business Organization — Office Management  
Principles of Economics  
Business and Government



Salesmanship  
Real Estate Finance

In addition to this undergraduate curriculum, Northwestern presents a full opportunity for graduate study and research in Land Economics. Some of the courses listed in the undergraduate curriculum may also be taken for graduate credit. Among the purely graduate courses, that is, courses which may be taken only by graduate students, are: Principles of Land Economics; Urban Land Economics, and the Research Seminar in Urban Land Economics. Ample facilities for research are provided under the auspices of the Institute for Research in Land Economics and Public Utilities, which is affiliated with Northwestern University.

The National Association of Real Estate Boards has gathered a great deal of information with regard to real estate education and, itself, offers correspondence courses in the subject. If he desires further infor-

mation than can be given in this brief article, the reader may write to Dr. A. J. Mertzke, director of Education and Research, National Association of Real Estate Boards, Straus Building, Chicago.

Much effort is being put forth at the present time by the National Association of Real Estate Boards and by educational institutions to professionalize the real estate business and real progress is being made. Certainly these efforts are necessary and should be aided in every possible way because of the fact that the real estate business is a public calling. The quickened appreciation and high ideals of college men can do much to aid professionalization of the real estate business. It is to be hoped that more and more college men will enter this business. But, it is also to be hoped that they will do so not hurriedly and thoughtlessly but after earnest deliberation and with a recognition not only of its opportunities but also of its responsibilities.

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# A Field Survey Method for Manufacturers

By C. WENDEL MUENCH, *Beta*\*

A St. Louis manufacturer recently paid an eastern concern \$1200.00 to conduct a field survey. The object of the survey was to establish the yearly sales of a portable type lamp. When the report was submitted much to the amazement of the manufacturer, the figure was less than his own sales had averaged for the past few years.

Last year a Chicago advertising agency conducted a "survey" on a special display board furnished free to retailers. As a result of the "survey," the agency published the statement that 71 percent of all dealers in the country were actively using the display board. It later developed that the survey consisted of a visit to 14 dealers, all located in Chicago. Ten of these 14 dealers were found using the display board—therefore the 71 percent.

The cases just cited are common occurrences. They indicate the need of guidance in both judging and conducting field surveys. They give rise to doubt as to their value to manufacturers who can frequently use field surveys to advantage.

Examine the situation of a manufacturer about to conduct a national to-the-consumer advertising campaign. Any intelligent estimate of the results of such a campaign must take cognizance of the number of retail stores stocking the commodity. If few stores carry the commodity, it is obvious that readers cannot purchase it with ease; if a large number of

stores carry the commodity, the campaign can produce immediate results. In this situation the manufacturer who does not know the number of stores carrying his commodity must either make a guess or make a real attempt to find out what the number is.

Attempts are occasionally made to gather by mail the type of data referred to in the preceding paragraph. This method has several striking weaknesses. The dealers who will send answers to questionnaires received through the mail are those most interested in the commodity under investigation; the result is that the data are biased. Furthermore, a report that is solicited or rendered by mail has no proof of accuracy. It can be easily falsified or incorrectly marked.

The kind of field surveys that are dependable are those based on the collection of data by investigators who actually see and record facts in a systematic and orderly manner. The scope of such surveys is large. Besides determining the number of dealers stocking a particular commodity, they can be used to determine the number of dealers stocking competitive commodities. They can indicate the popularity of various types of display boards, sales helps, or display containers. They can be used in ascertaining the number of establishments using methods of various kinds, or in determining the popu-

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\*Brother Muench is Manager of Sales and Advertising of George Richards & Company, Chicago.

larity of household or office appliances. They can serve to indicate the prevalence of price cutting in the resale of commodities by jobbers or by retailers.

In the following pages is described a method of conducting field surveys which can be used by manufacturers. With each step, taken up chronologically, it is intended to point out the treatment necessary to produce statistical results that can be used in the solution of practical problems. The description is made largely in terms of a field survey intended to determine the number of retail stores carrying particular brands of commodities.

- Chapter 1. Determining the Data desired.
- Chapter 2. Presenting the Data.
- Chapter 3. Form of Report.
- Chapter 4. Instructions to issue.
- Chapter 5. Selection of Towns.
- Chapter 6. Selecting Investigators.
- Chapter 7. Handling Incoming Reports.
- Chapter 8. Interpreting the Data.

## CHAPTER NO. 1

### DETERMINING THE DATA DESIRED

The preparation of a written statement is the initial step. In this statement of the purpose of the survey should be declared and a description made of how the survey will aid in the solution of an existing problem.

In defining the purpose, the feasibility of the survey should become apparent. All that a survey can accomplish is to give quantitative representation to conditions encountered. This is done by a process of counting single instances as found in the field. The purpose of the survey, therefore, cannot be outside of a practical range; something tangible must exist to be counted.

The counting of the number of stores carrying certain types or brands of commodities is within the

practical range of a field survey. Other factors, however, can be included at the time that brands are counted. For example, brands themselves can be broken up into sizes, grades, shapes, and prices by mere arrangement of the report. Competitive brands can also be counted at the time that the brands of the manufacturer conducting the survey are being counted.

Factors apart from commodities themselves can be counted. The display position given to goods by dealers lends itself to specific count. The size of space allotted to goods, the use of display devices, of counter cards, or circulars for distribution to consumers, and the use of local newspaper advertising are all factors that can be counted. If they are to be included in the survey, they must become a part of its purpose.

To obtain consistency, all units of measurement to be used in the survey should be defined. "Retail stores carrying X Brand," for example, is a unit of measurement. The parts of this unit that needed definition are "Retail stores," "carrying," and "X Brand." Just how the definition is carried out is not particularly important, so long as it serves to make the use of the unit uniform and consistent.

To illustrate the point, attention is called to the fact that "Retail store" to one manufacturer may mean the type of store most commonly known to everyone; but to another the term may take in the retail counter of a local jobber. Again, ten pieces of X Brand may constitute carrying stock, while on the other hand the quantity may be too small to be so considered.

The necessity of defining the units of measurement may be better illustrated by referring to the question—what constitutes "advertising in local

newspapers?" Again, in order to obtain uniformity, a concrete and understandable definition is essential.

Other definitions and explanations are essential. Retail stores can be classified; hardware, electrical, drug, grocery, housefurnishing, meats, jewelry, are all types of retail stores. In instances where classifications are to be made, the descriptive terms should be definitely clarified. What is a hardware store as distinguished from a housefurnishing store? The line of distinction is frequently narrow, but if one is made there is greater assurance of accuracy in marking reports.

Clarity of terms, definiteness of units, and exact declarations of the data desired promotes homogeneity of the data. A written statement containing the purpose and the data desired has the added advantage of limiting the survey and keeping it within a practical range.

#### CHAPTER No. 2 PRESENTING THE DATA

With a fixed purpose and defined units of measurements, attention should be immediately centered upon the problem of presenting the data when they are collected.

In the attempt to keep the data easily interpretable, tabular presentation appears to be the logical choice. It is quite impossible to outline an adequate part of the science of tabular presentation of statistical data in this pamphlet; however, some of the standardized practices of table construction adopted from Secrist—"Readings and Problems in Statistical Methods" are given as follows:

1. Every table should be self-sufficing, containing within itself a clear explanation of the meaning of the items displayed.
2. Every table should be logically a unit, containing only data which are intimately related with one another.
3. Column and row-headings should be brief, unambiguous, and self explanatory, table footnotes being used when necessary to make the heading perfectly clear.
4. Coördinate and subordinate relationships among the column and row headings should be shown by variations of boxing in the captions and of indentation in the stub.
5. Varieties of letters, figures, lines, column-widths, and interlinear spacings should be employed to facilitate easy and intelligent use of the table.
6. Columns and rows should be lettered or numbered if cross reference is desirable.
7. Sources and units should invariably be indicated.

There is every opportunity to perform unnecessary work in building tables that have no practical justification. Emphasis is therefore laid on the point that the presentation of data be kept in terms of the definite problems which the survey purports to aid in solving.

In the box on page fifteen is reproduced a table illustrating how data concerning distribution of brands of commodities can be presented. The purpose in back of the construction of this table is discernible in its interpretation. Thus the justification for the grouping of data by types of stores lies in the original intent of the survey itself. The analysis carried in the caption headings permit easy com-

parison of the data. One can notice how weaknesses in the distribution of the X Brand are in evidence, and how the strength of one competitor is reflected.

Using the same data, another table could be produced. In this second table the data could be presented by sizes of towns. This would allow measurements of sales efforts in large and small cities. At the same time, observations could be made of competitors' brands in relation to the particular brand under investigation.

The most complicated part of tabular presentation is the arrangement of tables. Once a table is constructed it is a simple matter to score the instances comprising it. In the table shown, brands are represented in percentages of the number of stores called upon. It is evident, from observing the table, that considerable overlapping of stock exists. One store may carry two or more competing kinds of the commodity under investigation. Each brand displayed in the caption headings was scored once when found in the stock of a retail store. Thus the brands represented are based upon an independent count and can be compared with one another.

### CHAPTER No. 3

#### FORM OF REPORT

There are two ways in which data can be collected. First, by observation of the investigator, and second, by interrogation. It is easier for an investigator to enter a retail store and make observations than it is for him to secure data by questioning the proprietor. The data are more apt to be reliable when secured by observation and every effort should be made to concentrate upon that way of securing it.

The following suggestions covering the form of report should be of as-

sistance: (1) Choose one form of report; have it printed on a quality of paper that allows the use of either pen or pencil. (2) The size of form should be convenient for the investigator. If possible, it should be small enough to fit the pocket, to assure the investigator carrying it with him. (3) Anticipate as much of the data as possible. Strive to keep answers on "yes" and "no" basis. The use of rings, crosses, and check marks on anticipated questions promotes uniformity. (4) Keep the form as much as possible in terms of the determined tabular presentation. To facilitate counting, group questions under alphabetical headings. (5) Include on form name and address of store called upon. Require signature of investigator and date of call regardless of any other requirement.

The form reproduced on the following page was used by a Chicago manufacturer. The figures under (D) and (E) are catalogue numbers identifying styles of commodities. All information up to (G) was secured by observation. Under (I), the names of competitors' brands and styles carried were supplied by the investigators. It was the only information not anticipated in detail, because all brands and styles were not known previous to conducting the survey.

The alphabetical classification of questions greatly helped in the speed of tabulating. Separate counts were made of (A), (B), and (C), and separate count made of (D), etc.

The particular report shown was scored in the following manner. One hardware store that handled electrical appliances, carried Hemco brand styles No. 200 and No. 203. Number 203 was on display and list prices were used in reselling the device. This store carried no other competing de-

vice, did not advertise Hemco in newspapers, and did not display Hemco in any other manner than placing the box somewhere in view of customers. The omission of markings under (F), (G), (I), (J), (K), (L), (M), allows this latter interpretation.

#### CHAPTER No. 4 INSTRUCTIONS TO ISSUE

The investigators perform the task of collecting the single instances that enter the final totals. The recording and registering of each instance must be kept uniform. Only one way exists by which this can be accomplished and that is by issuing complete instructions. The scope of the instructions is large and for this reason they have been epitomized as follows:

1. "Why the survey is being conducted." Take investigators into confidence, point out the importance of the work, and show how each investigator contributes to the entire scheme. Develop a scientific spirit of exactness and care.

2. "Definitions of terms and units." Include suggestions made in chapter one with regard to terms, units, classifications, store sizes, kinds of stores, etc.

3. "How to mark reports." Indicate where, when, and how reports are to be marked. Be specific with respect to omission of markings. Legislate strictly against investigators supplying on reports supplementary information not specifically designated.

4. "How to cover the town." Show the necessity of complete coverage of every store, factory, or home, as the case may warrant. Suggest method of covering town by sections. Tell where to secure maps. For large towns appoint a supervisor.

5. "Hints on approaching the retailer." Show how all data to be secured upon observation should be

secured immediately upon entering the store. Outline definitely how correct answers can be secured if questions must be asked. It should be remembered that it is unnecessary to trick store proprietors into giving information. If shown that the survey is made with the intent of eventually working out to the benefit of them, any proprietor will

impart the requested information truthfully.

6. "What to do with completed reports." Do not have reports sent in unless town has been completely covered. Reports should then be sent by registered mail.

#### CHAPTER No. 5 SELECTION OF TOWNS

If it were possible for investigators to go into every town or to cover the entire market, the results of their work would constitute an exact and complete representation of the entire market situation. It is quite impractical to effect a complete coverage and therefore a well chosen part of the entire market must be placed under

RING WORDS IN *Italics*

4/15/36

TOWN Albany, N.Y. REPORTED BY W. J. Drury

(A) *Elect.*  *Hds. V.*  *Blk.*  *Neat Hts. Fr.*  *Drug*

(B) *Hds. App.*  *Hds. App.*  *Hds. App.*  *Hds. App.*  *Hds. App.*

(C) *Radio*  *Radio*  *Radio*  *Radio*  *Radio*

STORE J. & J. Drury

STREET ADDR. 404-6 Broadway

(D) CARRY HEMCO  202  205

(E) HEMCO 200	(F) HEMCO <input type="checkbox"/> In Show Case	(G) HEMCO <input type="checkbox"/> Near Appts.
BOX 202	OTHERWISE <input type="checkbox"/>	PLUGS <input type="checkbox"/>
ON <input checked="" type="checkbox"/>	DISPLAYED <input type="checkbox"/> In Window	ADVERTISED <input type="checkbox"/> Our Literature
DISPLAY 205		

(H) SALE PRICES 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

(I) CARRY (ALSO) \_\_\_\_\_

(J)  On Display In Store

(K)  On Display On Parade

(L)  On Display Loose

(M)  Not Displayed

investigation. That is, a group of towns must be selected in which the actual investigation is to take place.

The group of towns selected must meet two specific requirements: first, that of size, and second, that of representativeness. As to size, the group must be large enough to fulfill the conditions of the second requirements, namely, "representativeness." It must be large enough to permit correct intergrouping comparisons if the data are to be compared by sizes of towns. The number of instances should be large enough to permit building satisfactory "normal distribution curves" in tests of adequacy.

An indication that the number of towns selected for survey is sufficient can be gained while the survey is in progress. This can be illustrated by assuming a case where reports from thirty towns have arrived at the office. On the basis of these thirty towns, several of the percentages desired can be computed; then, from these thirty, about twenty towns can be taken at random and the process repeated. If upon comparison of percentages, but a slight difference exists, there will be little need of adding any additional towns to those which have already been received.

Requirement number two is comprised of three elements: time, place, and condition. A survey should be completed within as short a time as possible, for the sales of most commodities is influenced by seasons. If a survey is allowed to extend over too long a time, changing seasonal conditions are liable to alter the number of stores carrying the commodity under investigation. Considering further the influence of seasonal changes, the time of conducting the survey must be chosen carefully; a normal period,

neither the high point nor the low, is preferable.

The element of place or location is important. If the commodity to be surveyed is used by all classes of consumers, towns should be selected from all over the country; in fact, the wider the distribution of towns, the more probable will be the encountering of all conditions. Suppose, however, the use of the commodity is restricted to rural communities; then only such towns as serve rural communities can correctly enter the group.

Equally important is the element of condition. Irrespective of location, a manufacturer of an electrical attachment would not include a town that was not served electrically. Towns or sections of the country that are suffering unusual and serious business depressions should not enter the group. The conditions for the making of sales must be as representative in the towns selected for survey as they are in the entire market.

## CHAPTER No. 6

### SELECTING INVESTIGATORS

If the selection of investigators is made on the basis of honesty, willingness to work, and capacity to understand and carry out the instructions, the survey will progress without unexpected difficulties.

Members of the sales force fulfill the requirements of investigators adequately. Besides filling the requirements, there are several special advantages in the use of salesmen as investigators. They know the quickest and most tactful ways of securing information. They are familiar with brand marks, sizes, competitive commodities, etc. However, they should not be allowed to investigate a town in their own territory, for the tempta-

tion is too great to depend upon memory in marking reports.

When members of the sales force are used as investigators it is easy to compute the cost of conducting a survey and also to keep actual costs at a minimum. The town of Dayton, Ohio, was included in the survey conducted by the Chicago manufacturer previously referred to. One hundred and sixteen stores were called upon in six days by one investigator who used a rented car. The total expense exclusive of cost of reports and planning was the investigator's salary, living expenses, car rental, and transportation between Dayton and Cleveland, Ohio. Transportation, one of the biggest items in conducting a survey, can be kept relatively low by allowing the salesman closest to the town, act as the investigator. When retail stores are to be called upon, cities with populations of about 450,000 can be covered in two weeks' time by three men using cars.

If special investigators are used, college students are probably preferable. Students working in marketing or statistical fields frequently welcome the opportunity to take part in an undertaking such as a field survey. They can understand the importance of the work and can often be employed locally on part time basis.

## CHAPTER No. 7

### HANDLING INCOMING REPORTS

No matter how much care has been exercised in planning and executing the survey, mistakes will occur. The time to catch mistakes, if they can be caught at all, is before they become a part of the tabulation. Every batch of reports received should be carefully edited. No attempt should be made to rule against reports that simply appear unusual in nature; editing

should be on the basis of locating errors or misrepresentations.

If the slightest doubt exists about the correctness of any report, another investigator should be delegated to check it by revisiting the store. Reports can be partially checked by mail. A double post card mailed against each report as it arrives in the office can call for an acknowledgment from the store proprietor that an investigator called. If these cards bear "return postage guaranteed," they will also serve in checking addresses and store names.

Reports that have passed editing are ready for counting or scoring. The task of counting should be entrusted only to the most careful office worker. Counting and handling reports must be done in strict adherence to the necessities of tabular presentation as covered in chapter two. A convenient way of counting is to build separate working tables for each of the subgroupings in tables previously designed. As returns arrive, they can be scored on these working tables and immediately put aside.

Another way of counting is to construct working tables for the several classifications required in the caption headings of the previously designated tables. Divisions must then be made to conform to the grouping required in the stub of the table. When the data is complete, all that is then necessary is to total the individual points scored and lift them into their respective places in the final tables.

## CHAPTER No. 8

### INTERPRETING THE DATA

In chapter one it was urged that the purpose of the survey be defined and a description made of how the results of the survey could aid in the solution



of existing problems. Figures themselves do not solve problems; they need interpretation.

In the interpretation of the data, judgment must be used and care exercised. The data collected show nothing more than the conditions existing in the town covered at the time the survey was conducted. If, however, the data were gathered in conformity with the method outlined in the preceding chapters, it can be reasoned that they represent fairly average conditions of the entire market.

wrong with the method of sales, it may be wise for the manufacturer to take the 20c size off the market and concentrate both upon production and upon sales efforts of the two other sizes.

Competitors B, C and D have relatively little strength. If the expenditure for direct sales effort and advertising of any of these three be compared with that of competitor A valuable facts should be gained. The further comparison of package sizes or prices and qualities would be helpful.

Table showing the number of stores visited by investigators and the percentages of those stores found carrying brands. By types of retail stores. Construction for purpose of illustration.

Stores	Number of stores Visited	Percentage found carrying Brands							
		X Brand				Competitors			
		Total all Pkgs.	10c size Pkg.	20c size Pkg.	30c size Pkg.	A	B	C	D
Total .....	4500	63	61	4	7	71	16	18	13
Drug .....	3000	80	80	5	8	73	16	20	19
Hardware .....	1000	40	32	4	6	79	17	4	....
Novelty .....	500	10	8	....	10	50	4	....	....

Using the table shown herewith, the adaptation of data can be illustrated. Comparing the standing of competitor A with the standing of "X Brand" it is noticed that more stores per hundred called upon were found handling the brand of competitor A. Analysis indicates that the apparent strength of Competitor A is in the hardware and novelty store group. If the product of the manufacturer of "X Brand" has any merit at all special sales effort directed at this class or group of stores should produce additional business.

In comparing the sizes of packages of "X Brand" it will be seen that the 20c size has a relatively poor standing. This is evidence that the trade is not taking to this size. If there is nothing

The number of stores per hundred making sales to consumers has been established, and it may be that definite causes for either progress or the lack of it can be located.

From a table showing the frequency with which retail stores make use of a special display board, inferences can be drawn as to their value in the sales of a commodity. Data such as this also would measure the effectiveness of selling effort between territories, or it could measure the effectiveness of methods of advertising.

Thus has it been demonstrated that the collection of data must conform to standards of reasonableness and care. The interpretation of the data must also come within these same standards.

# Delta Sigma Pi Scholarship Key Winners for 1927

Each year Delta Sigma Pi presents a gold scholarship key to each university where we have a chapter, which key is awarded by the faculty of the school of commerce to that senior who, upon graduation, ranks highest in scholarship for the entire

college year closing in June, 1927, are published here, the names shown in capital letters indicating these winners were members of Delta Sigma Pi.

It is gratifying to note that of the forty-four keys awarded last spring, twenty-one or approximately one-half,

Chapter	Name of Winner	Psi	Name of Winner
Alpha.....	Josephine Nitschman	Alpha.....	Albert R. Cole
Beta.....	THOMAS H. WRIGHT	Omega.....	Samuel J. Needleman
Gamma.....	Francis R. Morse	Alpha-Beta <sup>2</sup> .....	RALPH W. STONE Fred Lawrence Schuster
Delta.....	William F. Schoshinski	Alpha-Gamma.....	Samuel Rosenfeld
Epsilon.....	Rollin R. Ryan	Alpha-Delta.....	Richard Brown
Zeta.....	ARTHUR W. CURTIS	Alpha-Epsilon.....	William E. Smith
Eta.....	WILBURN B. WALKER	Alpha-Zeta.....	C. G. McClure
Theta <sup>1</sup> .....	ROWLAND B. HILL Kathryn LaForge	Alpha-Eta.....	LLOYD V. ELMEN
Iota.....	L. Clarke Stout	Alpha-Theta <sup>1</sup> .....	Chester K. Sterrett Paul W. Hopewell
Kappa <sup>1</sup> .....	EUGENE C. SMITH BEVERLY S. EMBRY	Alpha-Iota.....	HOWARD O. WALTERS
Lambda.....	Allen I. Smith	Alpha-Kappa.....	FREDERICK W. SULLIVAN
Mu.....	Roberta A. Cella	Alpha-Lambda.....	HERMAN A. RHINEHART
Nu.....	Lea Carl Underwood	Alpha-Mu.....	EMMETT T. KENNEDY
Xi.....	George Lafayette Hull	Alpha-Nu.....	HERBERT HOOGSTRATE
Omicron.....	No key awarded this year	Alpha-Xi.....	Edward Blount Tucker
Pi.....	Carl A. Sutker	Alpha-Omicron.....	EDGAR P. GILMORE
Rho.....	No key awarded this year	Alpha-Pi.....	CHARLES FREDERICK BENZEL
Sigma.....	Therice Henry Stahl	Alpha-Rho.....	H. Allen Long
Tau.....	No key awarded this year	Alpha-Sigma.....	JOHN R. THOMAS
Upsilon.....	RAYMOND HENRY GIESECKE	Alpha-Tau.....	SIDNEY B. WELLONS
Phi.....	DON EDWIN	Alpha-Upsilon.....	EUGENE F. WEAVER
Chi.....	G. EMIL WINROTH	Alpha-Phi.....	No key awarded this year

<sup>1</sup>Two keys are given at this university, one each in both the day and evening divisions.

<sup>2</sup>The scholastic records of these two students were exactly the same; therefore duplicate awards were presented.

course in commerce. -This key has become recognized as the highest award that any student of commerce can achieve during his college career. In three chapters because of conflicting awards that were already established before our chapter was installed the key is given on the basis of "scholarship, leadership and promise of future usefulness."

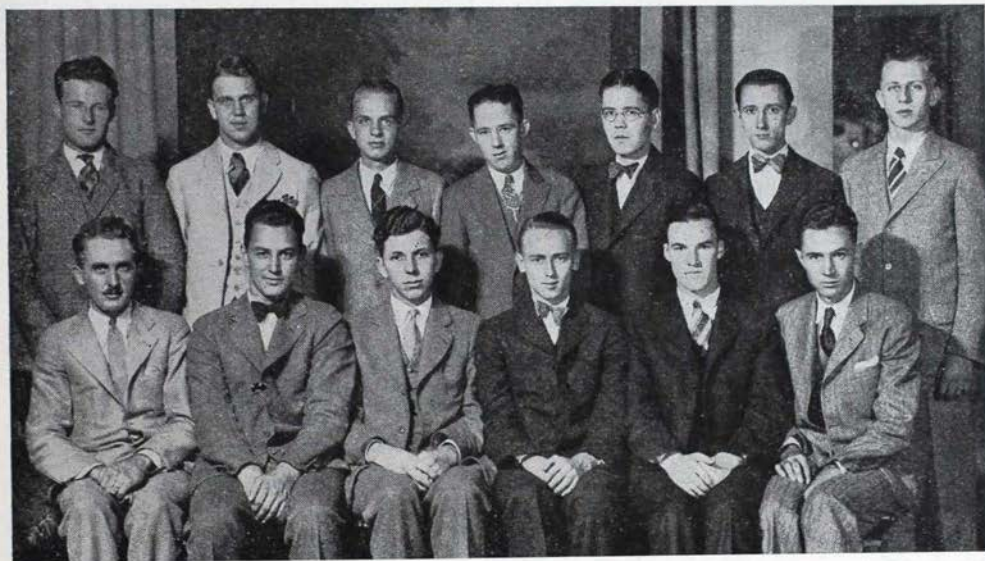
The names of the winners for the col-

were won by our own members. When one considers that the total registration of students in commerce in the universities where Delta Sigma Pi has chapters approximates forty-eight thousand, and the membership in our chapters in the same colleges approximates twelve hundred, our chapters and members are to be congratulated on the fact that approximately one-half of the keys were won by members

of Delta Sigma Pi. This is also a material improvement over the record for the two previous years. In 1926 our members won thirteen out of forty keys given, and in 1925 they won ten out of twenty-nine keys given, or approximately one-third.

In the last three years forty percent of the keys awarded have been won by members of Delta Sigma Pi.

We hope, however, that next June an even larger percentage will be won by the brothers.



OFFICERS ATTENDING THE MISSOURI VALLEY PROVINCIAL CONVENTION, HELD AT DES MOINES, IOWA, OCTOBER 8TH, 1927

TOP ROW (left to right): Marshall Davis, *Alpha-Eta*; Cecil Bolsinger, *Epsilon*; Leonard Albrecht, *Alpha-Iota*; Frank McDonough, *Alpha-Iota*; Norman Erskine, *Alpha-Epsilon*; George Huff, *Alpha-Iota*; Lawrence Holmberg, *Alpha-Iota*.

BOTTOM ROW: Grand Secretary-Treasurer H. G. Wright, *Beta*; Walter Weissenger, *Alpha-Iota*; Robert Morgan, *Alpha-Iota*; Wayne Gratigny, *Alpha Delta*; Ralph Doughton, *Iota*; J. A. Davidson, *Alpha-Beta*.

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# Down Alabama Way

By WM. E. PICKENS, JR., *Alpha-Sigma*

What did Alpha-Sigma accomplish this past year, and what will it accomplish this coming year? Our accomplishments the past year prove that Alpha-Sigma of Delta Sigma Pi is without a doubt the strongest and most outstanding organization in the School of Commerce. This year is going to be still greater. Maybe it would be better if we let you watch our progress during the year instead of making predictions, although the writer is sure they will materialize. All we ask is "just watch us."

The scholastic average of the chapter is 2.73. This is meaningless unless one knows the method of grading at Alabama. The symbols used are: A—90% to 100%, B—80% to 90%, C—70% to 80%, D—60% to 70%, E—50% to 60%, F—40% to 50%. The passing grade for freshmen and sophomores is D. For juniors and seniors, C is a pass. The method used to derive the chapter average is a weighed average method which is used by the Registrar at the University of Alabama for figuring social fraternity averages. The weights used are: A—4, B—3, C—2, and D—1. According to the above key, Alpha-Sigma has a high C average, hovering around a B. By way of comparison this is .20% higher than the highest social fraternity whose standing was 2.53.

Individual honors might be said to have eclipsed the chapter honors. The greatest individual honor was won by Brother John Thomas. He was the only man out of the entire Commerce School who was elected to Phi Beta

Kappa during 1926-27. In addition to this he was the winner of the Delta Sigma Pi Scholarship key and did research work for the American Arbitration Association. Brother Harry Mitchell (our star one-arm "drive-it-yourself" manipulator) just swept in the honors like he knocks down telephone poles. On the commencement program all we could see was "Harry V. Mitchell." He was winner of the Jefferson Medal which is given for the highest average grade in the School of Commerce, of the Ward-Sterne Prize for the highest scholarship in the junior class, and of the Latady Prize for the best and earliest solution to an accounting problem submitted by Francis B. Latady & Co., public accountants. It is needless to say that he made the Honor Roll. Brother Clyde Davidson was one of the Ward-Sterne Prize winners for the highest scholarship in the sophomore class. Brother "Buster" McDowell was one of the winners in the Ward-Sterne essay contest.

Out of the twenty-two Honor Roll students in the School of Commerce, seven were Deltasigs. No other professional or social organization in the whole school, excluding the Commerce Club, had over two apiece in the remaining fifteen. Practically everyone of the twenty-two was a member of the Commerce Club. The brothers making Honor Roll were: Cecil Dorsey, Vic Johnson, Harry Mitchell, William Pickens, Henry Toenes, Waymon Crenshaw, and Clyde Davidson.

Alpha-Sigma is losing eight men because of graduation, one because of

an irresistible dame, and another who is quitting school temporarily. However, four out of this ten are locating at Tuscaloosa or at the University. "Sandy" Helms wanted to be cool so he took up with the Pure Process Ice Company of Tuscaloosa. Harry Lackey, our former headmaster, has a position with the Southern Bell Telephone & Telegraph Company of Tuscaloosa. John Thomas is returning to the University as an instructor in accounting. (He wants to be called Prof. J. Ramsden Thomas from now on.) Almon "Okay" Stabler will be with the University as accountant. Dick Clayton will be with The American School Book & Supply Company of Birmingham, where he will see Cecil Dorsey of the Fixed Capital Records Department of the Alabama Power Company. Herbert Osborne is reported working for Jemison & Company, Birmingham's largest realty company. It is hard to imagine anything else but that he is selling "lots and lots." Glenn Crisman is in the insurance business in Selma, Ala. Bill Lovett, it is thought is with A. K. Tigrett & Company of Memphis, Tenn. Rudy McMurray always was the "falling-in-love" type, but they all resisted him except the last one. Luck to him.

The University is now enjoying a prosperity that is waxing year by year and shows no sign of waning. The enrollment has gradually increased annually until the past year the total enrollment was 4,829. This figure includes all resident students, extension classes and correspondence students. The total number of resident students at the University the past year was 2,434. After the first week of registration for this year, the total resident students enrolled is over

this figure and there are still two weeks for further registration. Another way of measuring the growth of a school is by the additions to its faculty and administrative officers. Three years ago the total number of professors, associate professors, instructors, student assistants, etc., was 174. The next year (1925-26) the total jumped up to 211. In 1926-27 the increase in number was very slight, the total being 214. This year the faculty will be increased by over 30 new professors and instructors. It will be a year long to be remembered in the history of the institution. All teaching fellowships must have a college degree and be seeking graduate credit in the subject they are teaching. This is a step that the University has long needed to take, and educational authorities regard it as the most forward step that higher education has taken in Alabama within the last decade.

As long as the University grows the School of Commerce will grow. This has been the case ever since the School of Commerce was founded in 1919. The School of Commerce was founded right at the time when the University started its recent growth and the growth of the school as a whole and the individual school has practically been in proportion. The School of Commerce is the youngest division of the University, yet it is the second largest in number of students. The number of students taking Commerce in 1926-27 was 513. The School of Arts and Sciences lead the field with way over a thousand.

At the beginning of this year Alabama has the right to hold her head higher than ever before. Here's hoping she will never have to lower her head.

# EDITORIAL COMMENT

## THE PROVINCIAL CONVENTIONS

FOR the first time in the history of Delta Sigma Pi we have successfully held provincial conventions. This fall, four of the five provinces have already held their meetings and the fifth is being planned.

The western chapters met in Los Angeles on September 16th and 17th; the Missouri Valley chapters in Des Moines on October 8th; the Central chapters in Chicago on October 15th and the Eastern with some of the north-southern chapters, met in Philadelphia on October 22nd and 23rd. These four meetings were attended by official delegates from twenty-nine out of thirty-four chapters, and the reasons why three of these five chapters did not send delegates were good ones, and not financial. The other two should and could have been represented, in spite of the apparently high transportation costs involved because of great distances to travel, but they weren't.

These meetings were strictly business meetings and of the twenty-nine chapters sending representatives, twenty-six were the Head Masters of the current year. This afforded wonderful opportunity of discussing every conceivable phase of professional commerce fraternity operation, and we sure took advantage of the opportunity. Without exception all conventions reported that much good was derived from these discussions. If some chapter had an apparently knotty problem, it was presented, discussed and a solution arrived at. Much good was accomplished in the standardization of our work throughout all the chapters.

The *Grand Secretary-Treasurer* attended each of these meetings and most of the *District Deputies* were able to attend the provincial meetings, although not all. It is proposed to make arrangements next year so that all district officers can also be in attendance.

It is not the purpose of this district meeting to supplant the Grand Chapter Congress, but rather to augment it. In a national meeting, with over forty chapters represented and a large attendance it is almost impossible to get down to the actual chap-

ter problems insofar as it affects certain chapters. In the provincial meetings, however, with only from five to twelve chapters at one meeting, each chapter can present its problem and they can be gone over most thoroughly by all present, new ideas presented, and some satisfactory solution result from the discussion. It is hoped that these provincial meetings, being so successful, will be held every year instead of just the years between meetings of the Grand Chapter Congress.

## THE 1927 MEMBERSHIP DIRECTORY

AFTER many, many months of planning, and many, many weeks of work the fifth membership directory of Delta Sigma Pi appeared from off the press on November 10 and is now in the hands of all subscribers.

There have been four directories that preceded this one. The first appeared about 1917; the second in 1920; the third in 1922, and the fourth in 1924. Each, considering the size of the fraternity at those respective dates, was a creditable publication and was of much interest and great value to the fraternity.

So when the 1924 directory became obsolete plans were formulated for the next, or fifth directory, and it was proposed that this directory would be issued as near the twentieth anniversary of the founding of the fraternity as possible. On November 7th, Delta Sigma Pi was twenty years old; the fifth directory appeared on November 10th—three days late. This wasn't so bad.

This new directory contains 296 pages of interesting and valuable information. In addition to the title pages and some valuable information regarding memberships, dates of installation of chapters, grand officers, deceased members, the scholarship key, etc., there is contained three distinct sections in the directory. The first, or chapter listing, gives the names, dates of initiation and chapter number of every member of the fraternity, grouped by chapters. This involved

a great deal more work than most members probably realize for our membership records were not in the best of shape, but in order to make this section of the directory 100 percent complete and accurate such information as was missing, was secured, and our records haven't a missing history blank except for some of the early members of Alpha. The second section contains the names and addresses (if known) of each and every one of the forty-six hundred members of the fraternity, giving both residence and business addresses when available. The third section groups these same members geographically so if you wish to know just who lives in Kalamazoo, Mich., or Tucson, Ariz., or Shanghai, China, you can find out by referring to this section.

And the directory is beautifully bound, even if we do say it ourselves. It makes a most valuable volume for members of Delta Sigma Pi and we sincerely hope the members will make good use of it, in both their travels and correspondence with brothers in distant cities.

As to just how it will be received, we do not know, for this is being written before the directories have reached the members. We would like to have your frank opinion of what you think of the directory.

#### CHAPTERS, LOOK TO YOUR SCHOLARSHIP!

IT IS hardly necessary to warn most of the chapters of Delta Sigma Pi regarding their scholarship. Being a professional fraternity the requirements for admission in this respect are usually very high.

But the Board of Directors have established two beautiful trophies to be awarded each year, and one of these trophies is to go to that chapter having the highest scholastic record for its entire undergraduate membership for the entire college year. Will YOUR chapter even come close to winning it this year?

One or two members of inferior scholarship will bring your chapter down in the rating more than ten good average students can offset. Chapters, take no chances. If some pledge is having an exceedingly hard time making the minimum scholastic requirement of the chapter be exceedingly careful you are making no mistake in initiating him. Stop—look—and listen!

#### THE 1928 GRAND CHAPTER CONGRESS

IT IS not possible at this time for the Board of Directors to announce the place of meeting of the 1928 Grand Chapter Congress, for it has not yet been decided. It is hoped that a formal announcement can be made before long. Several chapters have put in bids for this meeting but the Board is desirous of sending this meeting to the chapter in best position to handle it, most deserving of it and where the meeting itself will accomplish the most good.

Be a little patient—an announcement will be forthcoming before long!

#### DOWN ALABAMA WAY!

EVERY MEMBER of every chapter in Delta Sigma Pi should read the article "Down Alabama Way" on pages 18 and 19 of this issue. This is not an article of a bragging character but an interesting relation of facts.

If all chapters of Delta Sigma Pi could relate facts of a similar character, wouldn't it be great? If any other chapter has a record that excels or approaches this record, the columns of THE DELTASIG are open to you for all the publicity you feel you are entitled to.

And please remember that our Alabama chapter is our fourth youngest chapter. Some of you older chapters had better look to your laurels.

# NEW BUSINESS BOOKS

## LATIN AMERICA—MEN AND MARKETS

BY CLAYTON SEDGWICK COOPER

A very interesting and valuable book with excellent chapters covering the geography, history, people, cities, government, army and navy, currency, education, products and industries, exports and imports, transportation and communication, and the commercial future of all Latin America countries. Valuable to all interested in foreign trade.

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A working guide and reference book for those called upon to perform the duties of the corporation treasurer, controller, or auditor. The subject matter consists largely of material supplied by treasurers, controllers, and auditors, of large, medium and small corporations. The investigation of official responsibilities, plans of organization, current practices, and practical working systems embraced thousands of corporations including all lines of industry in all parts of the country. The numerous exhibits (578 of them) shown throughout the book were selected from a mass of such material generously supplied by these officers.

This is one of the most complete volumes of its kind on the market and is recommended without hesitancy to all who are interested in such work as treasurer, controller or auditor of a corporation, large or small.

*Published by Prentice-Hall, Inc.* 1657 pp.  
*Price \$15.00*



# AMONG THE GREEKS

Several interesting telegrams were read by Mr. Will H. Hays, toastmaster at the first annual banquet of the New York Fraternity Clubs, held at the Waldorf-Astoria on March 1st. Some follow:

"I don't belong to any college fraternity because I never went to any college. If I had gone to any college I probably should now be a member of all the college fraternities that were organized before the Greek alphabet became exhausted—for I'm a natural born joiner. On second thought I do seem to recall that I am a member of a college fraternity. Some years ago, in a careless moment, Dartmouth bestowed upon me an honorary degree. Following the ceremony I foregathered with my fellow alumni about a keg of ostensible lager beer, thereby becoming, if I may say so, a true son of the House of Hangover! Later in the day I was inducted with due rights into a Greek-letter society, the name and even the initials of which have escaped me. But I still belong, I think, and if ever we repeal the Volstead Act—and may heaven speed the happy day!—no doubt I'll be able to remember what it is I belong to and shall then hail your guests of tonight as my brothers. At present I can recall but one feature of my initiation. I still know the grand hailing sign. The grand hailing sign is a hiccough.

IRVIN S. COBB.

Don't give too much praise to the fellows who worked their way through college. It's hard on a fellow to work his way through college, but it's harder on those they work.

KIN HUBBARD.

What in the hell is a Panhellenic banquet? I suppose it is one where they serve that bum Greek cooking. If Charley Hughes and John W. Davis are both going to be there it looks like an effort to combine what's left of both parties. For God's sake don't spoil the dinner by nominating somebody. I will tell you why. I belong to a Greek-letter fraternity. I think fraternities

keep you away from the common herd while you are in school. Of course, after you get out you seek your level. Say, did you get that letter I wrote about the Presbyterian fund you and Mellon were raising? I never heard from you and I never knew if you got it. I will help you raise the Presbyterians' fifteen million if you will help us Methodists raise our quota of four hundred and twelve dollars. Say, Will, in all seriousness, give Mr. Hughes and John W. Davis my best regards. They are the two smartest and finest men in America. It just shows we don't want talent for president. From an old Phi Beta Kappa.

WILL ROGERS.

All the great honors seem to come to Charles Evans Hughes on Tuesday. Wasn't that the day he was president? I often wondered what became of John W. Davis and am pleased to hear he is able to sit up again. I have deep admiration for both. As an amateur painter it has long been my ambition to paint Mr. Hughes' picture and label it "Man Climbing Out of Fern Dish." I don't know anything about Greek-letter fraternities as I never went to college and wouldn't know a split infinitive if one jumped up in my lap. I don't even know the Greek god Halitosis, but I hope you all have a good time and a good dinner and that you especially, Bill, behave yourself. There's been a lot of talk about the movie people lately.

O. O. MCINTYRE.

Some things every chapter should have, according to Bruce McIntosh, A A A, are incorporated in the following eleven items:

1. An automatic suspension clause *rigidly* enforced.
2. A thoroughly planned system of pledge training.
3. A thorough bookkeeping system. (The Universal Accounting System, planned by a certified public accountant especially for Lambda Chi chapters, is inexpensive, sim-

ple, comprehensive, flexible, and scientific. Forms may be obtained from the central office.)

4. A definite scholarship policy. (There should be a reasonable scholastic requirement for initiation. There should be a rigid study hour rule and this should be *absolutely* enforced. Emphasis should be placed on freshman guidance.)

5. A definite policy (adopted early in the year before the sophomores become too bloodthirsty) governing freshman discipline. (Plan something, anything, which will do away with brutality and vulgarity in rough initiation, so-called. The pledge court idea had the assigning of useful tasks about the house are helpful in getting away from crude practices. Don't confuse chapter entertainment, freshman discipline, and initiation. The three things are separate and distinct.)

6. A well organized set of files. (The central office supplies a set of file labels which will aid you in organizing your own system.)

7. A chapter library. (There should be a chapter librarian, and he should be charged with taking good care of all chapter books.)

8. A good set of ritualistic equipment. (Buy at least a few pieces each year. Don't continue using a makeshift set.)

9. Greater ritualistic emphasis. (A special degree team is a great help, for members retaining the same parts for several years can be expected to memorize them. See that the traveling secretary reviews the Greek phrases when he calls. Make the ritual a solemn, serious and dramatic performance which will have a lasting effect.)

10. Greater alumni contact. (Send the alumni newsy reports frequently. Elaborate printed periodicals are unnecessary. Inexpensive mimeograph news sheets issued monthly are far better than costly printed booklets issued quarterly or annually.)

11. Cooperation with national officers.

—*Banta's Greek Exchange.*

What does a fraternity badge fastened to a girl's dress mean? Is it still a sign of an engagement of marriage? Or is it rather, to use the vernacular, "for necking privileges only?" If we were to cast our personal vote we are afraid that the latter question would receive the ballot.

Not long ago, according to one of our

Greek contemporaries, a member of a fraternity chanced to pass a pawnbroker's window in which gleamed a badge of his fraternity. Entering the shop he asked the merchant from whence he had received the pin.

"I got that in a lot of fourteen badges recently," answered the broker.

"How come?" asked the frater.

"A girl from Boston dropped in the shop and said that she needed a little money. She offered me the fourteen pins as collateral for a loan."

"Have many instances of that kind?" asked the frater.

"That girl holds the record," admitted the pawnbroker. "But it isn't at all unusual to have a girl bring in two or three pins."

Then there is the case, reported as authentic in another fraternity magazine, of the brother who, while riding on a train, ran across a badge of his fraternity worn on the coat lapel of a somewhat uncouth man of forty. When asked about the pin he replied, "Oh, the pin. That's a college pin. You know I come nearer marrying the girl that give me that pin than any girl I ever seen."

And still some brothers of ours think that the fraternity pin is a sign of plighted troth!

Honor your badge. It is the symbol of your fraternity as the stars and stripes are the symbol of your country.

You ask why I belong to a fraternity. I belong because I was elected to membership. Therefore, your question really goes back to the reason for my election. This was explained to me by one of the brethren as a preliminary of my initiation. He said we got to have new members. We are in debt for a pool table and can't afford to be particular.

BOOTH TARKINGTON.

(*Banta's Greek Exchange.*)

Kappa Sigma recently installed its one hundred and third chapter at the University of Montana, the charter being granted to Alpha Delta Alpha. This is the seventh new chapter Kappa Sigma has installed since January 1, 1926.

And just a word, in passing, about ideals. A great deal has been said about fraternity

ideals. The unfortunate fact is that so much is said and so little, comparatively, practiced. Some quiet evening sit down by yourself and face the question "How do my fraternity ideals fit into my daily conduct?" For most of us that question will cause a nasty twinge of conscience.—*Delta Upsilon Quarterly*.

## SOME SMILES

The professor announced that tomorrow he would hold a formal examination, so the students would have a chance to wear their tuxedos.

The feminine fear of mice has vanished. They know that no self-respecting mouse would seek a hiding-place about the skirts of today.

—Bucknell *Belle Hop*.

### HIS MNEMONIC SYSTEM.

Professor Brown (at the telephone): "What's that? You can't catch my name? Spell it? Certainly. B for Brontosarus; R for Rhizophoracae; O for Ophisthotelae; W for Willugbaeya and N for Nucfraga."

—Harvard *Lampoon*.

Flapper (to friend): "I told him my name was Madeline and now I don't know how to spell it."

### FROM DYE TO DIE

Enid: "What did you do when you found that first gray hair?"

Ethel: "Oh, I laughed till I thought I'd dye."

—Cornell *Widow*.

### HIGH COST OF LIVING

Blinks: "Keeping any chickens?"

Blanks: "Naw, hard enough to keep the family."

—Carnegie *Puppet*.

### TAKES TIME

Yo: "How long does it take you to dress in the morning?"

Ho: "'Bout half an hour."

Yo (bragging): "Only takes me ten minutes."

Ho: "Yes, but I wash."

### ENGAGED ALL RIGHT

"I wouldn't kiss a man unless I was engaged."

"But I saw you kiss Tom last night."

"Yes; I am engaged to Bill."

—Notre Dame *Juggler*.

"Where did the car hit him," asked the coroner.

"At the junction of dorsal and cervical vertebrae," replied the medical witness.

The foreman of the jury rose from his seat.

"Man and boy, I've lived in these parts for fifty years," he protested, ponderously, "an' I've never heered o' that place."

—Phi Chi *Quarterly*.

"I see Rosenblatt had a terrible fire last night."

"Vell, he's a nice feller; he deserves it."

—Phi Chi *Quarterly*.

"How did Oscar happen to lose control of his car at the railroad crossing?"

"He's the kind of a fellow who always drops everything when the whistle blows."

—Phi Chi *Quarterly*.

"I see this medicine is good for man or beast."

"Yes," said the druggist.

"Gimme a bottle. I believe that is the right combination to help my husband."

"Do you believe in clubs for women?"

"Yes, but only after kindness fails."

Neighbor Brown: "Do you know that Jones has eleven children?"

Neighbor Smith: "He's gone stork mad, hasn't he?"

"Which do you consider the most war-like nation, doctor?"

"Oh, vaccination! It's nearly always in arms."

### WELL INFORMED

"Just think! If it weren't for journalism we wouldn't know what a rotten world we're living in."

### JUSTIFIED

"Say, boy, what do you hear from your girl these days?"

"Well, I've written her seven letters and no answer, so if I don't hear from her

pretty soon I'm going to break off corresponding with her."

—Georgia Tech *Yellow Jacket*.

ENTITLED TO REWARD

"Heavens! I've run over one of these college boys and killed him!"

"Today's Sunday; you can't collect your reward until tomorrow."

—Wabash *Cave Man*.

THEY SURE DO

GALLIC IRONY: The building in Paris which houses the Follies Bergere is now owned by a charitable institution and all profits go to the blind.

—*Detroit News*.

NEW ENGLAND is a slow, backward, unenterprising section which didn't have a single bank failure last year.

—*Dallas News*.

Most of us have given up hope of ever finding a diamond in the rough. Most of us would be content to find a new and unmarked golf ball there.

—*Arkansas Gazette*.

"Ah, new car. How's the pickup?"

"Haven't had much chance to try it yet. My wife rides with me most of the time."

We are afraid that the bathing girl contests in the future are almost sure to be failures because the judges won't be able to find a thing to pin the medals on.

"Late again! Have you ever done anything on time?"

"Yeh—bought a car."

"Sir, you're trying to kiss me!"

"Exactly. Now that you know, suppose we quit assaulting one another and cooperate a bit."

First Roman (at a Christian massacre): "We've got a capacity crowd, but still

we're losing money. The upkeep on the lions must be pretty heavy."

Second Roman: "Yes, sir. These lions sure do eat up the prophets."

—Grinnell *Malteaser*.

Eddie: "Is he dumb?"

Ramp: "He is so dumb he things that the St. Louis Cardinals are appointed by the Pope."

First Physician: "So the operation on the professor was just in the nick of time?"

Second Physician: "Yes, in another twenty-four hours he would have recovered."

Junior Partner (to pretty stenographer): "Are you doing anything on Sunday evening, Miss Dale?"

Steno (hopefully): "No, not a thing!"

"Then try to be at the office earlier on Monday morning, will you?"

At a fancy-dress carnival there was some confusion regarding the character of one of the guests represented. He was attired in a Roman toga with appropriate et ceteras.

"Pardon me," ventured an inquisitive person, "Titus Andronicus, aren't you?"

"What!" bellowed the Roman indignantly. "Me? Why, man, I haven't even discovered where the bar is yet!"

Surgeon: "I'll sew that scalp wound for ten dollars."

Patient: "Gee, Doc, I just want plain sewing, not hemstitching and embroidery."

Bull: "What's the difference between a flapper and a traffic cop?"

Durham: "I'll bite. What?"

Bull—"When a traffic cop says 'stop' he means it."

Prof.: "In what state were most of America's greatest men born?"

Student: "Nude."

# WITH THE ALUMNI

## LOS ANGELES

The city of Los Angeles has been justly referred to as being one of the outstanding cosmopolitan cities of the United States. To this we may appropriately add that the Alumni Club of Southern California may be referred to as one of the outstanding cosmopolitan Alumni Clubs of Delta Sigma Pi. In reviewing our roster we find that out of a total membership of one hundred and five, over one-third of the total is represented by chapters other than *Phi* chapter. We have a representation from thirteen chapters, each chapter other than *Phi* chapter being represented with from one to five members.

At the last annual meeting the officers elected were the following:

Charles E. Berry, *President*  
Carl J. Duggan, *Vice-President*  
W. J. Courtright, *Secretary*  
Maury W. Latker, *Treasurer*

Immediately after their election, all of the aforementioned officers got into action. The available address lists were combed with the object of establishing an up-to-date mailing list and obtaining the business affiliations of all the Delta Sigma Pi members located in Southern California. As a result, we now have a complete mailing list of over eighty names, in which are represented businesses, if we might use the slang term, from "shoe-string peddlers to bankers." As a further result of the activities of the aforementioned officers, together with the invaluable assistance supplied by the members of the alumni club, we can modestly say that we have one of the most active and enthusiastic alumni clubs of Delta Sigma Pi.

We especially call attention to our mailing and address list to those brothers from outside chapters or alumni clubs who may be visitors to Los Angeles, or Southern California. Many times visiting brothers are interested in locating a brother or brothers from their own chapter or some other chapter located in Southern California. Our address list is at all times avail-

able to any of the brothers who may visit us. The list may be obtained from Brothers Charles E. Berry, at the Merchants National Trust and Savings Bank, Seventh and Spring Streets, or Carl J. Duggan, at 518 Merchants National Bank Building.

We have had the pleasure of receiving and entertaining many brothers from other chapters and Alumni Clubs this past year. Los Angeles and Southern California being the mecca for tourists and visitors, it is our pleasure to request any of the members of Delta Sigma Pi who may be visitors in our territory, that they get in touch with us so that we may see that they are appropriately entertained and shown around.

It was our privilege this year to hold the Western Provincial Convention and to have with us at the time *Grand Secretary-Treasurer* Brother H. G. Wright.

The convention started upon the arrival of Brother Wright, in the usual Deltasig fashion. As he stepped off the train, we discovered he was wearing a straw hat. Since the straw-hat season in California had passed, it was necessary to dispose of the top-piece before any reception formalities could take place. Without going into details, at the last count thirty-one brothers had jumped on the said top-piece.

At the pre-convention smoker, held on September 15th, there was an attendance of sixty-five brothers. The smoker was in charge of the brothers who were initiated at *Beta* chapter, in honor of Brother Wright. The program was concluded in the usual Chicago fashion, a revolver replacing the gavel, and fired when it was necessary to call the gathering to order. As an incident of the evening, several mock murders were committed, but since the smoker was held in the Chicago atmosphere, no attention was paid to them. The evening will be further remembered by the installation of the Order of Yellow Dogs. Brother Berry, Rudolph, Ecke and Adams were the charter members.

On Friday evening, September 16th, the Western Provincial Convention dance was held, forty couples being in attendance, the

dance being held at *Phi* chapter house. On Saturday evening, September 17th, the Western Provincial Convention Banquet was held, which was attended by forty-five brothers. We were favored by an address from *Grand Secretary-Treasurer* Wright, covering the national affairs of the Fraternity. We were also favored by an address from Brother Clyde L. Belford on the "Ideal Fraternity Man." Referring to the talk of Brother Belford, we might state that it was so well received by the brothers in attendance that our *Grand Secretary-Treasurer* requested of Brother Belford that he have his speech written up so that the same might be reprinted in THE DELTASIG.

At the business sessions of the Convention we were favored by much information, as well as many suggestions from the *Grand Secretary-Treasurer* regarding the affairs of *Phi* chapter and the alumni club of Southern California, as well as the affairs of the Western Province. We feel Brother Wright's visit was of material benefit and that the affairs of Delta Sigma Pi in the Western Province will be materially aided by his visit. The convention was attended by delegates from several of the chapters in the Western Province. To them we are also indebted for their many expressions regarding their activities and conduct of affairs. We obtained from them many ideas which will be of material assistance to us.

It is with regret that we have learned of the death of Brother Clyde L. Belford. To those of us who knew him we fail to find words to express what his loss means to us individually, as well as to the fraternity of Delta Sigma Pi. Brother Belford was very active in the affairs of *Phi* chapter and to the younger men in the chapter he was an inspiration as an ideal fraternity man. In the passing of Brother Belford probably the greatest respect that we can pay him is that he exemplified what the fraternity of Delta Sigma Pi stands for.

Our club holds a regular meeting on the first Wednesday of every month. To those brothers visiting us we extend an invitation to be with us whenever possible. Our social affairs for the coming year consist of dances, smokers and theatre parties, to which we are all looking forward with pleasure.

We hold regular Thursday noon luncheons at the Broadway Department Store, Fourth and Broadway. We especially invite any of the visiting brothers to be with us, the

luncheons being held between the hours of twelve and two.

Brother "Bill" Courtright, hustling member of the Alumni Club, has received honorable mention for an article contributed by him to the "Southern California Banker," the title of which is "Chain Stores the Result of an Economic Development."

CARL J. DUGGAN, *Correspondent*.

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## TWIN CITIES

The Twin Cities Alumni Club, instead of working as that organization, has busied itself more with the organization called The Minnesota Delta Sigma Pi Housing Corporation, of which we also are members. The past summer we were negotiating the purchase of a house for *Alpha Epsilon* Chapter and finally succeeded in our efforts. The financing is of course a good sized job when the organization is young. However, we feel well repaid in having our home at 1029 4th St. S. E.

However, the club took enough time out during the summer months to give a dance in one of the well known golf clubs of the city. About forty couples attended and felt that they had a good time and hoped that it would be the first of an annual summer dance. The fellows returned proudly showing their scores over the beautiful eighteen hole course.

This fall it was the pleasure of the club to hold the first dance in the new house. The housewarming was a big success and although there were again forty couples in attendance there was room for more. We look forward to having many more in the same place.

Our alumni membership campaign has not begun but it is our intention to rate among the highest the coming year. It will mean a lot of work but you can count on us at the finish.

The attendance at our alumni luncheons is continually growing. We deem it as one of our most important functions in keeping the gang together. It works out successfully without a doubt, and our attentions are directed to strengthen this one phase of our work.

We need not repeat that we hope all visiting Deltasigs are more than welcome at our luncheons. The place is given elsewhere in this issue. The food is good, the gang cordial—drop in.

RUDOLPH JANZEN, *Correspondent*.

## CHICAGO

The first big event of the present year was the Founders Day banquet held at the Beta chapter house, 42 Cedar Street, Chicago, on Saturday, November 5th. Beta Chapter and the alumni club collaborated to make the annual observance one of the finest we've ever had.

About seventy were in attendance, and in view of the fact that fifteen chapters were represented the banquet had more of a national aspect than many that had gone before. Among the speakers were *Grand President* H. O. Walther, *Grand Secretary-Treasurer* "Gig" Wright, *Head Master* Wayne Richardson of Beta, James A. Cavis, the first *Head Master* of Beta, and Bert Brumm, *President* of the Chicago Alumni Club.

Officers were elected for the coming year resulting in Tom Wright being chosen *President*, James R. Hawkinson of Alpha-Mu as *Vice-President* and Karl D. Reyer of Nu as *Secretary-Treasurer*. These men are all experienced fraternity workers, and regular dyed-in-the-wool Deltasigs, so we look forward to a real administration. The paid membership of the Chicago Alumni Club last year was 133, and the new officers propose to establish even greater records in this respect the coming year.

A program of events will be worked out shortly, varied in character, in order to suit the tastes of all our members. The usual membership directory of all Deltasigs known to reside within the Chicago district is now being prepared for the press, and will be distributed by December 5th. This has proven very popular for it provides the brothers with a handy, compact volume giving the residential and business addresses and telephone numbers of all members.

Don't overlook our Thursday noonday luncheons at Marshall Field's should your travels ever bring you to Chicago.

BERT C. BRUMM, *Correspondent*.

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## DETROIT

The Detroit Alumni Club under the leadership of "Dick" Sheridan held its opening meeting in August. While such an early start is unusual it was necessary on account of the many events laid out in a tentative program by the president.

The first and unquestionably the most important event was the Detroit-Notre Dame

football dance sponsored by Delta Sigma Pi for the benefit of the University of Detroit Athletic Association. This affair followed the football game between the two universities on Saturday, October 8th. Brother Sheridan as general chairman was supported by a committee composed of alumni members of the fraternity and every Deltasig in Detroit entered wholeheartedly into the sale of tickets. Approximately eight hundred couples attended and the dance has gone down in history as one of the most successful events, both from a social and financial viewpoint, given at the university. The university authorities included the dance in the program of the Golden Jubilee celebrating the fiftieth anniversary of the University of Detroit.

Two joint smokers have been held with Theta chapter and on one occasion prospective pledges of the chapter were guests.

A get-together with Xi chapter and alumni is planned for early in December.

On October 29th about fifty of our members journeyed to the Michigan State-Detroit game at Lansing where a block of seats had been reserved in the Detroit section. We are planning a testimonial banquet for the football squad on December 8th, and we expect to have several celebrities on the program, including the Governor of Michigan, the Mayor of Detroit, and Coach Rockne of Notre Dame.

With the new sixty-acre campus now occupied, the Theta chapter housing corporation is spurred to action and it is hoped that a definite announcement may be made by January in regard to the erection of a chapter house at Theta.

THOS. M. DIGBY, *Correspondent*.

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## BALTIMORE

Greetings to all Deltasigs from the alumni of the Monumental City. To any of the brothers of the fraternity who happen to be stopping at Baltimore, we wish to extend a cordial invitation for them to visit us at our Thursday noon-day luncheons held at Rectors, Fayette Street near Park Avenue between 12 and 1 o'clock. We have made a special feature at our luncheons this year, combining the members of the active chapter and the alumni club in one meeting. This enables the undergraduates to come in constant contact with the alumni and the members of the alumni club to keep informed

of the current events of the active chapter. This method of combining the two bodies in one meeting has been most successful and we certainly recommend that other chapters adopt this plan for their noon-day luncheons.

One of the most important events listed on our schedule is the annual gridiron battle between the University of Maryland and Johns Hopkins University on Thanksgiving day. This game is of particular interest to the members of the alumni club and to the active chapter as well. All of the members of the alumni are graduates of the University of Maryland, whereas the undergraduates are attending classes at Johns Hopkins University. One can readily appreciate the unusual situation where the alumni and active chapter are each rooting for opposing teams. However, the alumni have scored their first victory having invited the active chapter to join them in obtaining a block of seats on the Maryland side. We certainly hope to have the time of our lives when the battle begins.

Many of the brothers from Baltimore have visited other chapters during the past summer months. They certainly were enthused over the royal reception rendered them on these occasions. We wish to make special mention of Brother Keate Cook of Salt Lake City, and Brother Peck of Denver, Colo. These brothers were visited by Brother McKewen of Baltimore. While he was traveling Yellowstone Park he also met Brother Featherstone from Minnesota.

During the Eastern Provincial Convention several brothers journeyed to *Omega*. They were given the usual cordial welcome that everyone gets when visiting the chapter house at Philadelphia.

We certainly expect to hear from any Deltasig passing through our city.

J. ELWOOD ARMSTRONG, *Correspondent*.

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## MILWAUKEE

Officers of the Milwaukee Alumni Club elected at the last meeting of the club year were as follows:

David Jones, *President*  
 C. L. Kreuz, *Vice-President*  
 R. J. Lawless, *Treasurer*  
 A. J. Witmeyer, *Secretary*

The new officers with "Dave" Jones at the helm have planned a year of heavy ac-

tivities. The schedule calls for five dances, monthly dinner meetings, smokers with the actives, and other social activities, such as golf and bowling.

The schedule as planned is being executed: On July 21st, twenty members engaged in a golf tournament on the new James Currie course. As it was purely a get-together meet scores were not kept or prizes awarded.

Dinner and business meetings are not planned for any specific night or date. The officers, in view of the fact that there might be conflicting events, feel that it is advisable to determine a week or ten days ahead as the best time of holding our meeting. In this way we assure ourselves of the greatest number that can be present.

The first meeting was held September 29th. Dinner was served at the Marquette Union at 6:15. The *Delta* actives were guests of the club later in the evening, at a smoker held at the fraternity house. President Dave Jones was the speaker. Response was made by *Head Master* Pfeffer.

The first dance of the season was held October 8th. The scene of the festivities was the Elks Club mezzanine floor. A snappy orchestra, good punch, and a fine crowd collaborated to make it a successful dance. It augurs well for others that are to come.

Announcements are out for the coming marriage, November 19th, of Brother Charles Cobeen, *Delta* No. 1, and Miss Gertrude Murphy, this city. The ceremony will take place at 9:00 A. M., St. Patrick's Church, Second and Washington Streets.

Brother Cobeen was *Delta* Chapter's first Headmaster, was president of the alumni club, and has always occupied positions of trust and importance in the direction of affairs of the national organization. His bride-to-be is a graduate of Marquette University, class of '25.

Great indeed is the grief of those of us of *Delta* to hear of the sudden demise of Brother Clyde Belford. In his death *Delta* Chapter and *Delta* Sigma Pi lost one of its truest friends.

A. J. WITMEYER, *Correspondent*.

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## ST. LOUIS

The St. Louis Alumni Club opened their fall meeting by the election of new officers for the coming year. A. E. Haggett of Missouri was elected *President*, with E. J. Curry, *Vice-President*, and Wm. E. Pemberton,



*Secretary-Treasurer.* We hope to have a most successful year.

We celebrated Founders Day with a dinner-dance at the Hotel Coronado. There were twenty couples present and an enjoyable evening was had by all. *Beta, Iota, Alpha-Beta, Alpha-Delta* and *Alpha-Epsilon* chapters were all represented at this affair as well as the Deltasig Club of Washington University.

Our club is working in close coöperation with the Deltasig Club of Washington University, which club has been petitioning Delta Sigma Pi for a chapter for a couple of years. We hope that it won't be long now before a chapter is granted, for they are a mighty fine group of fellows and are operating in a most excellent manner.

L. J. Haupt was recently appointed as *District Deputy* in charge of District III of the Missouri Valley Province, and we were mighty glad to learn of this appointment as Brother Haupt has been an untiring worker for Delta Sigma Pi.

Visitors to St. Louis are urged to attend our luncheons every Thursday noon at the American Hotel Ratskeller.

WM. E. PEMBERTON, *Correspondent.*

## KANSAS CITY

Three dinners were held at the University Club in the early part of the summer. At the dinner on Friday, May 20, Brother Horace F. Clark, *Psi*, Educational Director of the American Savings, Building and Loan Association, spoke on Savings, Building and Loan Associations. At the dinner on Friday, June 17, Brother Ernest L. Olrich, *Alpha*, manager of the National Bellas Hess Company, spoke on the subject, "The Only Permanent Thing Is Change." He discussed the great changes in business methods and conditions which have taken place within the last few years. At the dinner on Friday, July 15, Brother George E. Everett, *Nu*, of the *Kansas City Journal-Post* staff talked about prominent people in public life whom he has interviewed and other interesting experiences in newspaper work. All of these talks were very interesting and were greatly enjoyed by the brothers who heard them.

The dinners were discontinued during the latter part of the summer. Our first dinner this fall was held on Friday, October

21. An informal discussion followed the dinner.

It is planned to hold our next meeting, which will probably be the first Friday night in December, at the gymnasium and club rooms of the National Bellas Hess Company, where various sports and games will be engaged in. An informal lunch will be served.

Brother Otis L. Jones, *Eta*, who is with the Caddo River Lumber Co., and Brother Lewis L. Doughton, *Iota*, who is in the credit department of the Jones Store Company, have been transferred to Dallas, Texas. Brother Joseph R. Snyder, *Eta* started for California in a Ford this summer. We haven't heard whether he has arrived there yet or not. We wish these brothers success in their new locations.

We are glad to have the following brothers locate in Kansas City this summer and take part in the activities of the club: F. Crocker Bacon, Bernard H. Fiehler, *Iota*; D. R. Boucher, H. C. Nanson, Jr., John M. Reinhardt, Lester S. Parker, and L. G. Wilson, all of *Alpha-Beta*. See the "personals" for what they are doing.

Brothers passing through Kansas City or locating here are invited to attend our luncheons held every Friday noon at the fifth floor, City Club Building, 1023 Grand Avenue.

LOUIS A. BUCK, JR., *Correspondent.*

## PERSONALS

### ALPHA

George V. McLaughlin, who resigned as police commissioner of New York City last January to become the executive vice-president of The Mackay Companies, The Postal Telegraph System and associated companies, has resigned this position, effective December 1st, to become president of the Brooklyn Trust Company, Brooklyn, N. Y.

Paul W. Silfies, former Head Master, is in the sales promotion department of the International Magazine Company.

Alonzo A. Masterson, president of the New York Alumni Club of Delta Sigma Pi, is also vice-president of the School of Commerce Alumni Association at New York University.

James Clyne, formerly with the American Bankers Association, is now connected with A. G. Becker & Company.

John H. MacDonald is assistant secretary

of the McGraw Hill Publishing Company.

Clarence V. Hake sailed from New York September 10 on the S. S. Pastores for a business tour of Central America, South America and the West Indies in behalf of the motion picture distributing company he is connected with.

Lawrence W. Zimmer spent a portion of the summer touring Europe.

Harry C. Cox, one of the old-timers, is now president of the Columbia Phonograph Company and head of the new Columbia Broadcasting System of sixteen radio stations.

Winfield McKeon is a C. P. A. in business for himself at 36 W. 44th St., New York City.

Philip A. Benson is secretary of the Dime Savings Bank of Brooklyn, N. Y.

Ernest L. Olrich is vice-president and manager of the National Bellas Hess Company, Inc., Kansas City, Mo.

Herbert H. Rapp is connected with the United States Bureau of Efficiency, Washington, D. C.

Hamilton N. Ross, C. P. A., is in business on his own account at 743 Main Avenue, Passaic, N. J.

J. William Schulze is now president and treasurer of Alfred Vester Sons, Inc., Providence, R. I.

Frederick A. Smith is a partner in the firm of Miller, Franklin, Bassett & Co., 347 Madison Avenue, New York City.

Frederick Cappel is a financial reporter for Dow, Jones & Co., 44 Broad St., New York City.

Raymond J. Comyns is assistant director of sales of the Alexander Hamilton Institute, 13 Astor Place, New York City.

Alfred D. Guion is the advertising manager of the Bridgeport Brass Co., Bridgeport, Conn.

Arthur W. Dainard is president of Dainard & Katsamps, investment securities, Rochester, N. Y.

Charles J. Ege is assistant general manager of the Louis of France Corset Co., New York City.

Willis C. Graves is a practicing certified public accountant of Los Angeles, California, under the name of W. C. Graves & Co.

Wesley C. Steele, the compiler of the first Delta Sigma Pi Membership Directory, is now associated with the Jersey City Printing Co., Jersey City, N. J., as auditor.

Minor W. Wells is principal of the De-

partment of Commerce of the Rock Port (Mo.) high school.

George W. Young, a member of the Grand Board of Directors of Delta Sigma Pi, spent two and a half months this summer visiting friends in England and Scotland.

Guy L. Estey is an accountant with the Sterling Motor Truck Co., Long Island City, N. Y.

U. A. O'Brien is credit manager for W. & J. Sloane, 575 Fifth Avenue, New York City.

As evidence that the members of Delta Sigma Pi are versatile and not lacking in musical ability, James F. Nilan, Jr., is the leader of a popular New York orchestra, and he resides at 285 Third Ave., Astoria, L. I., N. Y.

George H. Mew is treasurer of Emory University, Atlanta, Ga.

Earl Harkness is a bank examiner for the banking department of the State of New York, 51 Chamber Street, New York City.

Thomas F. Mulhern is local display advertising manager of the *New York Telegram*, 73 Dey Street, New York City.

Albert A. Clune is field secretary for the Silk Association of America, 468 Fourth Avenue, New York City.

John F. Manion is in the credit department of the Continental National Bank & Trust Co., Chicago.

#### BETA

Leslie M. Gooder was recently elected president of the General Alumni Association of Northwestern University.

Lawrence J. Holly is auditor of the Nash Motors Co., Kenosha, Wis.

Peter A. Wallenborn is manager of the Salisbury Granite Corp., Salisbury, N. C.

Ernest Briggs is service manager of Osborne, Royds & Co., Ltd., advertising agency, London, England.

Earle R. Hoyt has been transferred to New York, where he is a buyer for Butler Bros., 495 Broadway.

Paul C. Rathert is advertising manager of Donahoe's, Pittsburgh, Pa.

William J. Miller is chief of the output and service division, Western Electric Co., Kerney, N. J., and resides at 712 Plainfield Ave., Plainfield, N. J.

Frank B. Morgan is now associated with the McGraw Hill Catalog & Directory Co., 475 Tenth Avenue, New York, N. Y.

Avery W. Kinney is comptroller of the

Newspaper Film Corporation, 6226 Broadway, Chicago.

Charles J. Ewing is a salesman for Straus Brothers, Rochester, N. Y.

John W. Dalton is treasurer of the Stevens Hotel Co., 1212 Lake Shore Drive, Chicago.

Harry A. Finney is manager of the Chicago office of Haskins & Sells.

Cyrus A. Wood, city sales representative in Chicago for the David J. Malloy Co., produced the beautiful cover used on the 1927 Delta Sigma Pi Membership Directory.

John N. Shillestad is manager of the trading department, Dillon, Read & Co., 134 S. LaSalle Street, Chicago.

Alexander Rogers is director of marketing of the United Typothetae of America, Chicago.

Clyde M. Barnes is traveling in California territory for Wilson Bros., of Chicago.

Alvin H. Holm is auditor of the Zeigler Coal & Coke Co., Chicago.

Ralph B. Rogers is now connected with the Florida Art Engraving Co., Tampa, Fla.

Fred J. Hamerin has been transferred to the Indianapolis office of the Lilly Varnish Co. of Chicago.

C. John Cima is an advertising salesman for the *Chicago Tribune*, Chicago.

#### GAMMA

Thomas B. Donnelly is head of T. B. Donnelly & Co., C. P. A.s of Boston, Mass.

William P. Husband, Jr., is comptroller of the Stearnes Company, Chicago.

Fred Giehler is the proprietor of Thompson's Holyoke Business School, Holyoke, Mass.

Charles K. Frost is president of the Frost Coal Company, Dorchester, Mass.

William G. Hoffman, Jr., is professor of English and Public Speaking at Boston University, College of Business Administration, and Edgar B. Pitts is office manager.

John J. Canavan is attending the Graduate School of Business Administration, Harvard University.

Kenneth B. White is associated with Rankin & McAlpine, public accountants of Dallas, Texas.

#### DELTA

John A. Walkama is assistant branch manager at Los Angeles, Calif., for the Sterling Motor Truck Co.

Guy E. Jones is manager of the Butter-

field Hotel, Antigo, Wis.

George A. Degelman is professor of philosophy at John Carroll University, Cleveland, Ohio.

George F. Meitner operates the George F. Meitner Co., C. P. A.s at Los Angeles, Calif., and Edmund E. McKune is a member of his staff.

Harold F. Kuechle can be located care Kuechle & Co., Guardian Building, Cleveland, Ohio.

Reuben A. Anderson is the proprietor of Anderson Gift Shoppe at Marshfield, Wis.

Gordon A. Bishop is treasurer of the West Side Laundry Co., Racine, Wis.

Another member of *Delta* manages a hotel, William E. McMillan being manager of the Inn Hotel, Eau Claire, Wis.

Emil E. Kostner is with Folds, Buck & Co., Milwaukee.

Clinton A. Scheder is the Milwaukee representative of the National Film Service.

Roman R. Sevenich is a certified public accountant with the Accounting Service Company of Milwaukee, Wis.

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It is with deep regret that *Delta* announces the death of Clyde Belford, who passed away October 27, 1927, in Los Angeles, Calif. Brother Belford was an attorney and certified public accountant, practicing in Los Angeles, and was also professor of accounting at the University of Southern California. He was an exceptionally active and enthusiastic member of Delta Sigma Pi and his loss is deeply mourned by all *Delta* brothers, as well as the alumni club of Southern California, of which he was a member. During the Western Provincial Convention of Delta Sigma Pi held in Los Angeles September 15-16-17, Brother Belford gave a very interesting and instructive talk on Delta Sigma Pi and its future, and this was his last public appearance in fraternity circles. All members of Delta Sigma Pi join *Delta* in extending heartfelt sympathy to Brother Belford's family.

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#### EPSILON

Gerhard B. Noll is a bond salesman at Rockford, Ill., for Blyth, Witter & Company. Granville B. Jacobs has been transferred to the Philadelphia branch of the Celotex

Company as assistant manager. The members of the fraternity residing in Chicago are very reluctant to see Brother Jacobs leave their midst as he has been a very active and popular member.

Herschel L. Dalton can be located at the State Bank of Swea City, Iowa.

Angus L. Cotton is a partner in the Garfield News Service, 5959 Wentworth Avenue, Chicago.

Frank B. Williams is cashier of the Sheffield (Iowa) First National Bank, while Joel M. Herbst is assistant cashier of the Algona (Iowa) State Bank.

Don M. Guthrie represents the W. A. Sheaffer Pen Co. in South Carolina and the southern portion of Georgia, his residence being 109 E. 48th St., Savannah, Ga.

G. W. Buxton is the Des Moines, Iowa, representative of L. G. Balfour Co.

Harold J. Osborne is local manager of the Illinois Bell Telephone Co. at Alton, Ill.

Harold W. Gray is associate professor of Accounting at the University of Florida, College of Commerce, Gainesville, Fla.

Clifford A. Allanson is assistant controller of Pomeroy's Inc., Pottsville, Pa.

#### ZETA

Richard S. Carr is assistant cashier of the Union Trust Company, 7 S. Dearborn Street, Chicago.

John H. Hutchinson is now sales agent for the National Cash Register Co., at Waterloo, Iowa.

Guy W. Davis is branch manager at Los Angeles, Calif., for the Grand Rapids Store Equipment Corporation.

Lester M. Branch is manager of the Electric Truck Bureau of the Commonwealth Edison Co., Chicago.

George N. Miles is with the Merchants & Illinois National Bank at Peoria, Ill.

Thomas F. McManus can be located care the Freyschlag Insurance Agency, Eastland, Texas.

Gerald V. Ellis is connected with the Williamson Candy Co., Chicago, Ill.

William F. Sherrill is with the Chicago Association of Credit Men, First National Bank Bldg., Chicago.

Glen W. Fawcett and George Kershaw are both with the Firestone Tire & Rubber Co., Akron, O.

#### ETA

Robert J. Raivle, the first Senior Warden of Eta chapter, is now minister of the First

Church in Cambridge, 3 Church Street, Cambridge, Mass.

William H. Peal is associated with the law firm of Murray, Aldrich & Roberts, 37 Wall Street, New York City.

Otis L. Jones represents the Caddo River Lumber Co. at Dallas, Texas.

T. R. Anderson is assistant manager of the furniture jobbing department, Larkin & Co., Buffalo, N. Y.

Beverly V. Mann is an accountant with the International Banking Corporation at Manila, P. I., while Guthrie F. Duval is with the National City Bank of New York at Kobe, Japan.

Cecil C. Carpenter is an instructor in the College of Commerce at the University of Illinois, Urbana, Ill.

William E. Milward is a mortician with the firm of W. R. Milward, Lexington, Ky.

#### THETA

John C. S. Seaman is now connected with the California Trust Company of Los Angeles, Calif.

Thomas M. Simpson is secretary of the Continental Motor Corporation of Detroit, Mich.

Hugh F. McPhee is assistant treasurer of Hargreave's, Inc., Detroit, Mich.

Cornelius M. Smith is deputy clerk of the United States District Court at Detroit.

Francis J. McNally is publisher of the *Parish Weeklies* of Highland Park, Mich.

Thomas A. Yager is traveling auditor for the Eureka Vacuum Cleaner Co., Detroit, Mich.

Sheldon D. Smith is associated with the Briggs Commercial & Development Co., Detroit, Mich.

Esau Thistle is a certified public accountant and professor of Accounting at the University of Detroit.

Fred E. Zahn, Jr., is cashier of Davis Longstaff & Co., 208 S. LaSalle St., Chicago.

Emmett C. Kull is manager of the Gratiot-Russell branch of the Dime Savings Bank of Detroit, Mich.

LeRoy A. Snell is a practicing C. P. A. at Detroit, Mich.

Edwin P. Ehrman is manager of the Detroit Union, University of Detroit, Detroit, Mich.

#### IOTA

Neil A. Bartley is now connected with the Hepler (Kan.) State Bank.

Albert O. Graff is an instructor of eco-

nomics at Brown University, Providence, R. I.

Lyle E. Campbell is associate professor of accounting, University of Oklahoma, Norman, Okla.

Samuel A. Boyer can be addressed care of the Twinsburg Banking Co., Twinsburg, Ohio.

Harvey Walker is acting executive secretary of the League of Minnesota Municipalities, Minneapolis, Minn.

Edwin A. Jewell is assistant cashier of the Farmers State Bank, Mt. Hope, Kan.

George W. Woodworth is an instructor of Economics at the University of Michigan, Ann Arbor, Mich.

Arnold A. Carlson is with the Alexander Grant & Co., C. P. A.s, 7 S. Dearborn Street, Chicago.

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#### KAPPA

A. D. Sessions is manager of the mortgage department of the Guaranteed Bond & Mortgage Co., Atlanta, Ga.

Carlton G. George is associated with the Commercial Credit Co., Baltimore, Md.

Ernest C. Ellis is proprietor of the Ellis Pharmacy, Macon, Ga.

Oren Warren is manager of James K. Polk, Inc., wholesale musical jobbers at Dallas, Texas.

Beverly S. Embry is office manager of the Southern Banking Co., Atlanta, Ga.

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#### LAMBDA

W. D. McVey is auditor of the Associated Public Utilities Corp. of Wheeling, W. Va.

Lawrence I. MacQueen is executive manager of the Credit Association of Western Pennsylvania, Pittsburgh, Pa.

William Schuster is bursar of the State Teachers College, Indiana, Pa.

Herbert W. Wehe and Elbert V. Silver are both associated with Sheppard & Co., C. P. A.s, Oliver Bldg., Pittsburgh, Pa.

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#### MU

Leo S. Rowe is director of the Pan American Union, Washington, D. C.

Thomas M. Monroe is assistant to the director of operations of the United States Lines at Bremer Haven, Germany.

Warren Ullrich is assistant United States trade commissioner of Mexico City, Mex.

Larry H. Schultz is president of the Western New York Motor Lines, Batavia, N. Y.

Lawrence P. McGrath is a member of the faculty of the Department of Economics, University of Arizona, Tucson, Ariz.

A. Douglas Cook is assistant trade commissioner of the U. S. Department of Commerce, Berlin, Germany.

John R. Trainor is assistant registrar of the School of Foreign Service, Georgetown University, Washington, D. C.

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It is with deep regret that *Mu* chapter reports the tragic death of Paul Twombly, who was killed, together with his mother, father and sister in a grade crossing accident at Kensington, Md., a suburb of Washington, D. C., on February 4, 1927.

Brother Twombly was assistant registrar of Georgetown University, and had been quite active in the affairs of *Mu* chapter. He and his family were returning from a card party and Brother Twombly was driving the car, and it is thought that he did not hear the approaching train, driving a closed car, as he was known to be a super-cautious driver. A large delegation of alumni from *Mu* chapter attended the funeral, which was held at the Catholic church at Forest Glen, Md.

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#### NU

Al L. Grosjean is cashier of William Cavalier & Co., dealers in investment securities, 433 California St., San Francisco, Calif.

Raymond Krieger is practicing accounting at 1823 Guarantee Title Bldg., Cleveland, Ohio.

Karl D. Reyer is an instructor in the College of Business Administration at the University of Chicago, Chicago. Brother Reyer is also giving several courses at Northwestern University School of Commerce, and has just been elected secretary-treasurer of the Chicago Alumni Club of Delta Sigma Pi.

Robert B. Streeper is American Vice Consul at Tientsin, China.

Lowell K. Hanson is a special representative of the Goodyear Tire and Rubber Export Co. in the Canal Zone.

Everett V. Spaulding is manager of the Merit Shoe Co., Holland, Mich.

Paul E. Buehler can be addressed care the

Ohio Farm Bureau Federation, 199 E. Gay Street, Columbus, Ohio.

Harry L. Overmeyer is office manager at Fort Smith, Ark., for the National Cash Register Co.

#### XI

Hamilton Cochran is connected with the Stirling Press, New York City.

Harry N. Rath is principal of the Ada Merritt Junior High School at Miami, Fla.

Lodge D. Staubach is a salesman for the Burroughs Adding Machine Co., Newark, N. J.

George E. Lewis is with the Western Electric Co., Chicago.

William T. Kessel is a salesman for the Peter Van Schaach & Sons of Chicago, traveling Michigan territory.

Frank O. Trigg is vice-president of Gray & Trigg, Inc., Niagara Falls, N. Y.

John P. Mitchell, Jr., is secretary and assistant professor of business policy of the School of Business Administration, University of Michigan.

#### OMICRON

William C. Morton, Jr., is a salesman for Henry L. Dougherty & Co., Madisonville, Ky.

Thomas P. Flinn, Jr., is connected with the First National Bank of Memphis, Tenn.

Gerald D. Henderson is professor of commerce, Vanderbilt University, Nashville, Tenn.

William E. Powell, Jr., is a bond salesman connected with the American Bond & Mortgage Co., 345 Madison Ave., New York, N. Y.

#### PI

O'Neal W. Chandler, the first Head Master of Pi, is an instructor in science at the Richmond Academy, Augusta, Ga.

George M. Broadhurst is a teacher of commercial subjects at the South Georgia A. & M. College, Tifton, Ga.

Ernest G. Diekey is with the National City Bank of New York at Shanghai, China.

Henry B. Fuller is a member of the New York Stock Exchange and of the firm of Harris & Fuller, 120 Broadway, New York City.

Lyman Parsons is a cotton buyer at Port, Ga.

Elnathan Nelson III is a copy writer for the *Washington Post*, Washington, D. C.

John G. Johnson is a professor of economics at the University of Colorado, College of Business Administration, Boulder, Colo.

#### RHO

C. Edward Phelan and Belden S. Gardner are partners in the firm of Phelan & Gardner, manufacturers' representatives, 4069 Hollis St., Oakland, Calif.

Robert E. King is auditor of Rule & Sons, Inc., Los Angeles, Calif.

Felix Flugel, Robert G. Sproul, Paul S. Taylor, Royal A. Roberts and L. Scott Dayton are all members of the faculty at the University of California, Berkeley, Calif.

Rudolph A. Peterson is connected with the Commercial Credit Co., San Francisco, Calif.

James H. Corley, Jr., is in the comptroller's office, University of California, Berkeley, Calif.

James A. Runser and Edwin D. Carlson are both connected with the accounting firm of McLaren, Goode & Co., San Francisco, Calif.

Carlton A. Johanson is associated with Dillon, Read & Co., 28 Nassau Street, New York City.

William J. Wendler is connected with the Allan Herschell Co., North Tonawanda, N. Y.

#### SIGMA

Alvin W. Kirkham, *Sigma's* first Head Master, is branch manager at Tucson, Ariz., for the First National Building and Loan Association of Phoenix, Ariz.

Joseph B. Matson is associated with Beesley, Reeves & Wood, McIntyre Bldg., Salt Lake City.

A. Clifton Jacobson is connected with the Gem Grocery and Meat Company, 140 K Street, Salt Lake City.

Lee L. Pitchforth is office manager of the R. H. Pitchforth Livestock Company, Atlas Block, Salt Lake City.

E. C. Lorentzen is assistant professor at the University of Utah, Salt Lake City.

William R. Blackler is a member of the faculty, Department of Economics, University of Nevada, Reno, Nev.

Irvin Schindler is a lieutenant in the United States Army at Camp Lewis, Wash.

Paul B. Stewart is treasurer of the Stewart Products Co., 800 N. Clark Street, Chicago.

## TAU

Royden M. Morris is statistician for the Federal Securities Corp., 231 S. LaSalle Street, Chicago.

Edwin M. Milne is branch manager of the Ferrey Coal Company, Hamilton, Ontario.

Douglas M. Lunan is lecturer at Bishop's College School, Lennoxville, Quebec.

G. Leslie Laidlaw is an accountant with Edward Gore & Co., 111 W. Monroe St., Chicago.

## UPSILON

Cornelius Kemp is now engaged in sales promotion work with the Pacific Mills, a textile concern of New York, as is also William Phipps and Chuck Lichty.

Theodore G. Koerner is manager of the Real Estate Loan Department of the Des Plaines (Ill.) State Bank.

Joseph L. Williamson is assistant cashier of the Urbana (Ill.) Banking Company.

Gordon Watkins is a member of the faculty of the University of California at Los Angeles.

Horace W. Olcott, Jr., is publicity director of the Northern Indiana Public Service Co., Hammond, Ind.

Herbert Schimmel is secretary of Schimmel & Co., Inc., furniture manufacturers, Faribault, Minn.

Albert J. Pirie is a salesman at West Palm Beach, Fla., for J. D. Wallace & Co., Chicago.

K. D. Carpenter is connected with the Dallas Power & Light Company, accounting department, Dallas, Texas.

T. J. Gallivan is manager of the Community Thrift & Loan Co., Paris, Ill.

Raymond A. Karcher is traffic manager of the A. Karcher Candy Company, Little Rock, Ark.

Fred J. Carpenter is an artist with the Kittinger Company, Buffalo, N. Y.

Bernard C. Corrigan sells advertising for the *Omaha World-Herald*, Omaha, Neb.

William D. Stansil is connected with the Chamber of Commerce, Paris, Ill.

Ted J. Ward is secretary of the Carlinville (Ill.) Chamber of Commerce.

## PHI

Emery E. Olson is director or coördination, University of Southern California, Los Angeles.

Elmer H. Marshery is associated with the Thomas Mortgage Co., Los Angeles.

M. W. Latker is an accountant for the Reo Motor Car Co., Los Angeles.

Charles E. Berry is chief clerk of the Seventh and Spring Street branch of the Merchants National Bank & Trust Company.

## CHI

Leslie W. Baker is professor of accounting at Johns Hopkins University, and also has a very active practice as a certified public accountant in Baltimore. He is one of the most active members in the fraternity and is certainly to be commended for his loyal interest and work in behalf of *Chi* chapter and the Baltimore Alumni Club.

John L. McKewen is associated with B. M. Irving Company, auditors and accountants. Mac expects to pass the state board examination for certified public accountant soon.

Leslie Warton is connected with the Cudahy Packing Company in Chicago, and resides at 5419 North Bernard St.

Earle R. Hugres is an auditor for the National Credit Corporation, Baltimore, Md.

Eugene D. Milener, Jr., is supervisor of fuel sales of the Consolidated Gas, Electric Light & Power Co. of Baltimore, Md.

Benjamin H. Schooler is now office manager of the United Sales & Supply Co. of Baltimore, Md.

Lawrence G. Thomas has been transferred to Oklahoma City, Okla., where he is connected with the Mortgage and Acceptance Corporation.

Julian J. Masters is cashier of the Bank of Greenbrier, Lewisburg, W. Va.

Alton R. Hodgkins is professor of economics at the University of Baltimore, Baltimore, Md.

William L. Barbon is in the credits and collection department of the United States Rubber Co., Baltimore, Md.

Robert W. Luedke is assistant sales and advertising manager of the DeVry Motion Picture Corporation, Chicago.

Herbert M. Diamond is professor of economics at Lehigh University, Bethlehem, Pa.

George R. Howell is assistant secretary of the Fidelity & Deposit Co. of Maryland, Baltimore.

## PSI

H. O. Walther, Grand President of Delta Sigma Pi, is now associated with Henry G. Zander & Co., Westminster, Bldg., Chicago, in an executive capacity.

Firman H. Hass and Lester V. Griem are

with Ernst & Ernst, Detroit, Mich.

William J. Fronk is assistant manager of the Shanghai, China, office of Haskins & Sells.

Carman G. Blough is secretary of the Board of Public Affairs, Madison, Wis.

Vincent A. Cox represents A. G. Spaulding & Bros. in the Cincinnati, Ohio, territory.

O. A. Krebs is associated with the New York office of the Aetna Life Insurance Co., and Doyle F. Baker is with the Portland main office of the same company.

Lloyd W. Lentzner is with the Nash Motors Co. at Milwaukee, Wis., while Erwin H. Rapp is with the service department of the same company at Kenosha, Wis.

Ray L. Winters is chief announcer of radio station WTAR at Norfolk, Va.

Walter W. Sauber is with Swift & Co. at Iowa Falls, Iowa.

Leo F. Dugan, Charles M. Chapman, Arthur E. Gaik and Robert L. MacReynolds are all connected with the Wisconsin Tax Commission, Madison, Wis., while David R. Jones is connected with the Milwaukee, Wis., office of the same Commission.

#### OMEGA

Arthur D. Berlew is an accountant with the Powers Accounting Machine Corp., Kingston, Pa.

Kenneth S. Rolston is sales manager of the Clark Printing House, Philadelphia.

William C. Smethurst is secretary of the Venice Ice Cream Co., Philadelphia.

Harry H. Pitts is auditor of Temple University, Philadelphia.

Cecil L. Miller is a salesman for the International Business Machines Corp., Philadelphia.

Clyde R. Probert is assistant treasurer of the Mahoning Valley Mfg. Co., Youngstown, Ohio.

Robert E. Vining is a publicity representative for the Western Electric Company, Chicago.

Joseph I. Gates is in the accounting department of the Narragansett Electric Lighting Co., Providence, R. I.

#### ALPHA-BETA

Charles A. Ellwood, professor at the University of Missouri, sailed September 10th on the Ile de France for a sabbatical year of rest, after 27 years of service. He expects

to spend most of his time in France and Italy studying social conditions.

Carl C. Gentry is assistant professor of sociology at Colorado Agricultural College, Fort Collins, Colo.

V. C. McKenzie is assistant secretary of the Utility Employees Savings & Loan Association, St. Louis, Mo.

George H. Mueller is chief clerk of the Kansas City school board, Kansas City, Mo.

Walter T. Carpenter is with the Minneapolis office of the Armstrong Cork Co.

Ralph W. Mudgett is taking special work in the Denver University School of Commerce, Denver, Colo.

Lloyd G. Wilson and John M. Reinhardt are in the sales department of the International Business Machines Corp., Kansas City, Mo.

Harry L. Wuerth is attending the graduate school of Business Administration, Harvard University, Cambridge, Mass.

Oscar Rector is in the commercial department of the Jackson (Tenn.) Railway & Light Co.

Erwin E. Goehring is an instructor in Economics and Accounting at the North Carolina State College of Agriculture & Engineering, School of Science & Business, Raleigh, N. C.

Charles C. Pierce is with George L. Simpkins & Co., Dallas, Tex.

Lester S. Parker has been transferred from the St. Louis to the Kansas City, Mo., office of the Southwestern Bell Telephone Co.

H. C. Nanson, Jr., is auditor for the Allis Press, 910 Central, Kansas City, Mo.

D. R. Boucher is payroll supervisor for the Southwestern Bell Telephone Co., Kansas City, Mo.

#### ALPHA-GAMMA

Alfred K. Smith is in the mercantile business, associated with A. A. Smith & Son, Tyrone, Pa.

F. B. Dorman is commercial representative for the Bell Telephone Co. at Bradford, Pa.

Warren B. Cutting is with Ernst & Ernst, Buffalo, N. Y.

#### ALPHA-DELTA

Audley N. Sullivan is manager of the Lincoln, Neb., office of the Bureau of Engraving, Minneapolis, Minn.

Victor Z. Brink is on the accounting staff



of the University of Nebraska, Lincoln, Neb.

Addison E. Sutton sells Fords at Elm Creek, Neb.

Charles C. Caldwell is with the Lincoln (Neb.) Trust Co.

Albert G. Hinman is in the real estate business at Madison, Wis., with the A. T. Uehling Co.

Frederick L. Enders sells Reo motor cars at Lincoln, Neb.

Arthur W. Breyer, Jr., is sales manager of the Norfolk (Neb.) Buick Auto Co.

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#### ALPHA-EPSILON

Carlyle Thykeson is with the Farmers State Bank at Le Suer, Minn.

LeRoy D. Wolff is a salesman for the International Milling Co., traveling out of Cedar Rapids, Iowa.

Rudolph Janzen is assistant purchasing agent of the Loose-Wiles Biscuit Co., Minneapolis.

Karl Brunkow is selling life insurance in St. Louis, Mo., for the Mutual Benefit Life Insurance Co.

Ralph E. Norman is with the Minneapolis office of Ernst & Ernst.

Owen A. Foss is associated with his father as the Ford dealers at Spring Grove, Minn.

Ralph H. Otto is with the W. A. White Brokerage Company, Minneapolis.

Bryan Smith is selling insurance at Duluth, Minn.

Bert Ellertson is working for his Master's degree and is employed as an assistant registrar at the University of Minnesota.

Charles F. Brooker was the recipient of a scholarship at the University of Minnesota and is now working toward his Master's degree.

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#### ALPHA-ZETA

Walter L. Ownbey is a real estate broker at Chattanooga, Tenn., with the firm, L. A. Ownbey & Sons.

William T. Seruggs is with the Fork Mountain Coal Co., Fork Mountain, Tenn.

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#### ALPHA-ETA

Clayton B. Craig, first Head Master, is now attending Oxford University as a

Rhodes scholar. Brother Craig writes that his first year at Oxford has been a most enjoyable one, and that he had a glorious five weeks' cruise to Madeira, and also six weeks in Germany to study German and economics.

Harold E. Fisher is in the sales department of the Milwaukee office of the A. B. Dick Co., Chicago.

Reuben T. Westre can be addressed care of the Wheeler Pharmacy, Huron, S. Dak.

John A. Babb is state editor of the associated press at Columbus, Ohio.

Fred W. Van Camp is with the First National Bank, Pierre, S. D.

Carl A. Hiller is a bond salesman for W. E. Hutton & Co., Cincinnati, Ohio.

F. G. Seulberger is a salesman for the Erie Malleable Iron Co., Cincinnati, Ohio.

Arthur F. Taylor is an account executive for the Proctor & Collier Advertising Agency, Cincinnati.

Norwood C. Geis is assistant professor of accounting at the University of Cincinnati, Cincinnati.

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#### ALPHA-THETA

Fred Bayer has recently moved to Baltimore and has affiliated with the Baltimore Alumni Club. In business he is associated with the 99-44/100% outfit.

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#### ALPHA-IOTA

Edwin T. Meredith is publisher and chief owner of the Meredith Publishing Co. of Des Moines, Iowa, the publishers of *Successful Farming*, *Better Homes and Gardens* and *The Dairy Farmer*. Brother Meredith was Secretary of Agriculture during Wilson's administration and is a potential candidate for the democratic nominee as president of the United States.

Edward P. Kautzky is a student in the Graduate School of Business, Harvard University, Cambridge, Mass.

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#### ALPHA-KAPPA

Frederick A. Wagner is an accountant with the New York & Buffalo Audit Co., Buffalo, N. Y.

Harvey B. Eshelman is manager of the E. W. Eshelman Store at Clarence Center, N. Y.

Roy H. Warmee is with the Koppers Con-

struction Co., Pittsburgh, Pa.

Arthur W. Davenport is manager of the Lincoln Hotel, Buffalo, N. Y.

#### ALPHA-LAMBDA

Elwood B. Dixon is assistant cashier of the Bank of Ayden, Ayden, N. C.

Frederick P. Parker, Jr., is an attorney at Goldsboro, N. C.

Frank M. Daughety is an accountant with Goodno and Steele, Raleigh, N. C.

#### ALPHA-MU

Milton T. Houghton, the first Head Master of *Alpha-Mu*, is now acting assistant district manager of the Bureau of Foreign & Domestic Commerce, San Francisco, Calif.

Clare W. Barker is now associate professor of Marketing and Merchandising, Indiana University, School of Commerce & Finance, Bloomington, Ind.

James R. Hawkinson is a member of the faculty of Northwestern University, School of Commerce, Chicago, Ill. Brother Hawkinson was recently elected vice-president of the Chicago Alumni Club of Delta Sigma Pi.

George O. N. Lodeon is a lieutenant in the United States Army at Fort Snelling, Minn.

D. L. Simenstad is a student in the School of Law, University of North Dakota, Grand Forks, N. D.

Claris A. Windness is in the advertising department of Butler Brothers, Chicago.

Myron K. Towne is a student assistant in economics, University of Minnesota, Minneapolis.

Paul R. Haagensen is confined to the Cragmor Sanitarium, Colorado Springs, Colo.

#### ALPHA-NU

J. Milburn Dungan has recently moved to Los Angeles, Calif., where he is connected with the California Compressed Gas Company.

Royal W. Anderson is manager of the insurance department of the Retail Merchants Association of Colorado, Denver, Colo.

Arthur W. Krauss is head bookkeeper of McPhee & McGinity Co., Denver, Colo.

Montgomery R. Smith is a practicing C. P. A. at Denver, Colo.

Lewis E. Walborn is a salesman for the American Mortgage Co., Denver, Colo.

#### ALPHA-XI

James W. Mathews is an instructor in economics at Lafayette College, Easton, Pa.

J. Phillips Coleman is in the credit department of the Bankers Trust Co., 16 Wall St., New York.

#### ALPHA-OMICRON

Robert H. Horn is in the trust department of the Boston Safe Deposit & Trust Co., Boston, Mass.

Leonard G. Over is production manager of the Ohio Boxboard, Seville, Ohio.

John A. Laaux is assistant secretary of The Typographic Machine Co., Dayton, Ohio.

Theodore J. Wakely is assistant cashier of the Brecksville (Ohio) Bank.

Edward P. Gilmore is now located in Chicago and can be addressed at 42 Cedar Street, Chicago.

#### ALPHA-PI

Gilbert A. Shedd can be addressed care of the International Business Machines Corp., 409 E. Jefferson, Detroit.

Harry D. Orchard is a student in the Graduate School of Business Administration, Harvard University, Cambridge, Mass.

Lionel D. Edie is a professor at the University of Chicago, Chicago, Ill.

#### ALPHA-RHO

William A. Pollard, Henry W. Schwartz, and Francis A. Almquist are all connected with the Mountain State Telephone & Telegraph Co., Denver, Colo.

#### ALPHA-SIGMA

Thomas J. Hammer is advertising manager of the Protective Life Insurance Co., Birmingham, Ala.

Herman H. Chapman is pursuing graduate work in the Columbia University School of Business, New York, N. Y.

#### ALPHA-TAU

Aubrey S. Marett is teaching at the Jonesboro (La.) high school.

Thomas B. Harrell is sales manager of the Smith-Willeox Co., Lumber City, Ga.

## ALPHA-UPSILON

Richard L. Duncan is in the secretary's office at Miami University, Oxford, Ohio.

Lyle Dyar is assistant buyer of the Delco-Light Co., Dayton, Ohio.

Kenneth G. Holmes is a salesman for the International Business Machines Corp., Kansas City, Mo.

Charles Kramb, Jr., is in the sales department of the Paragon Refining Co. at Toledo, Ohio.

## ALPHA-PHI

Alonzo E. Brinson is district manager at Monticello, Miss., with the Bankers Reserve Life Co.

Vernon L. Riley is vice-president and cashier of the Newhebron (Miss.) State Bank.

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## MARRIAGES

Leslie Warton, *Chi*, on February 6, 1927, to Anntonette Follaire Carney, at Chicago.

J. Elwood Armstrong, Jr., *Chi*, on June 15, 1927, to Helen Amelia Pohmer, at Baltimore, Md.

Milton W. Hutchinson, *Alpha*, on June 17, 1927.

Herbert G. Beyer, *Chi*, on June 22, 1927.

William M. Hench, *Alpha-Gamma*, on June 22, 1927, to Vera L. Hawn.

Benjamin A. Ross, *Alpha*, on July 20, 1927.

Gerhard B. Noll, *Epsilon*, on July 30, 1927, to Isabelle Elizabeth McDonald, at Cherokee, Iowa.

Edwin G. Neuharth, *Alpha-Epsilon*, on August 3, 1927, to Norma Irene Treick.

Cecil C. Carpenter, *Eta*, on August 20, 1927, to Leole Klopp, at Lexington, Ky.

Allie W. Richeson, *Chi*, on August 23, 1927, to Katherine Downes, at Centreville, Md.

Roy A. Sorensen, *Beta*, on August 31, 1927, to Kathryn Doran.

Edwin M. Parcels, *Beta*, on September 3, 1927, to Elaine Hope, at Belle Tourche, S. D.

Eldon W. Miller, *Epsilon*, on September 10, 1927, to Elizabeth Boetcher.

Wilfred J. Robbins, *Beta*, on September 21, 1927, to Katharine Frances Barnet, at New York City.

Cornelius J. Kennedy, Jr., *Beta*, on September 23, 1927, to Frances Woolley Herrick.

William Schendt, *Delta*, on September 14, 1927, to Frances Dudenhofer.

Lester M. Branch, *Zeta*, on September 22, 1927, to Alice Rebecca Shipman.

Charles O. Gridley, *Zeta*, on October 8, 1927, to Elsie M. Allen.

Frederick B. Wenn, *Alpha*, on October 14, 1927, to Grace Lucile Craven, at Atlanta, Ga.

Charles T. Cobeen, *Delta*, on November 19, 1927, to Gertrude Murphy, at Milwaukee.

J. Burton Streeter, *Beta*, on November 30, 1927, to Blossom Olsen, at Oak Park, Ill.

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## BIRTHS

John C. S. Seaman, *Theta*, on December 16, 1926, a son, John Stephen.

Frank J. McGoldrick, *Alpha*, on March 30, 1927, a son, John F.

Alvin W. Kirkham, *Sigma*, on June 17, 1927, a daughter, Guinevere Rose.

George Gill, *Beta*, in June, 1927, twin sons, George Edwin, Jr., and Arthur Richard.

Laurence S. Staples, *Nu*, on July 21, 1927, a son, Robert Schauer.

Cleo Craven, *Iota*, July 26, 1927, a daughter, Peggy Jane.

Royal D. M. Bauer, *Alpha-Beta*, on October 23, 1927, a daughter, Elizabeth Ache-son.

# AMONG THE CHAPTERS

Before we begin to tell you of our activities for the year, the brothers of *Alpha* wish to extend to the brothers of all chapters their hearty greetings. We remind you that like the Chinese, whose hospitality is always sincere, we maintain an open door; so drop in to see us when you are in New York.

*Alpha* starts the college year with twenty-nine actives and eight pledges. Up on the present we have increased the pledges to fifteen. We are anticipating a lively initiation about the early part of December. The first smoker of the year was recently held with many likely looking prospects in attendance.

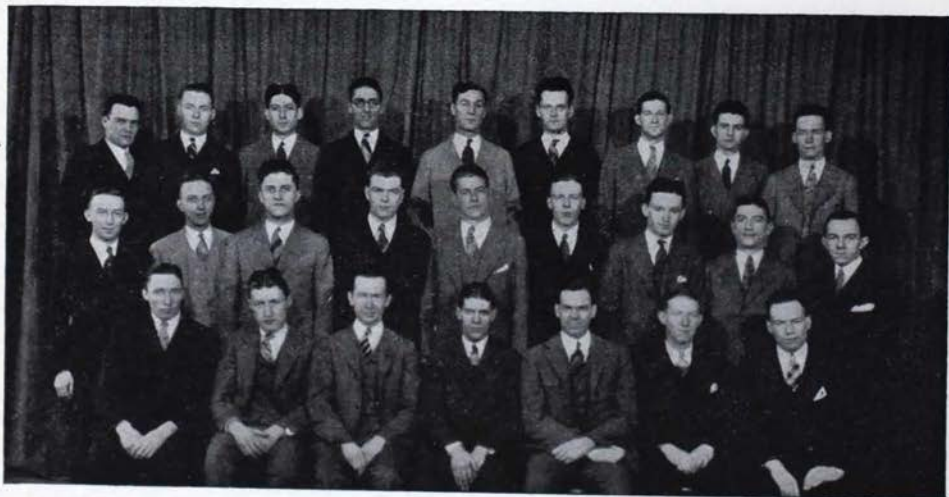
Our professional program is in the making. We anticipate very shortly to institute a program that will utilize our Monday evenings, other than Mondays we have for our business meetings. We are endeavoring

to have our successful alumni give the chapter interesting talks relative to their success in the professional field.

*Alpha* is well represented in student activity. Brother Echdahl is president, Brother Johnson historian, Brother Celander chairman of the executive committee of the junior class. Brother Ware is first vice-president and Brother Krieg assistant secretary of the Onimod Club. Brother Rohrberg is treasurer of the Newman Club.

We had a very successful house dance and our fall dance, which was recently held at the new Park Central Hotel, was put over in great shape. Very favorable comments are being heard from our alumni; as being one of the best dances given by *Alpha*.

Brothers Norton, Buckley, and Grant are devoting a great deal of their time rolling up victories for the Violet. Art Norton is captain of the hockey team. When he is finished throwing the pigskin he will push



ALPHA CHAPTER—NEW YORK UNIVERSITY

TOP Row (Left to right): F. B. McElmoyl, Chas. F. Frye, Jos. H. Hughes, Harry R. Meyer, Wm. Craig, Albert L. Rohrberg, Theo. Krieg, Kenneth Morley, Laurence Graham  
 MIDDLE Row: Jos. W. Dolan, Robert H. Celender, Carl Meyer, John J. Madigon, Arnold Eckdahl, Wehr, F. J. Redington, Chas. A. Snyder, Harold Kneucker  
 TOP Row: Allen Howard, Wm. J. Daly, John J. Keane, Paul W. Silfies, Lawrence W. Zimmer, Henry S. Muldoon, Wm. C. Depp

the puck around. *Alpha's* champion basketball team which smothered all opposition last year, plans to garner the honors again. The *Alpha* team hopes to book games with some of the Deltasig chapters in the vicinity.

Five *Alpha* brothers were present at the Eastern Provincial Convention at Philadelphia. They were unanimous in their opinion that when it comes to promoting successful affairs Fred Kissinger and his cohorts rank second to Tex Rickard. The Gotham brothers not only carried away many valuable ideas from the convention, but also the impression that the brand of hospitality at *Omega* (always of the highest) is even better.

E. J. CARROLL, *Scribe*.

With practically all of our actives back again *Beta* anticipates a most successful

## NORTHWESTERN UNIVERSITY

year. Ten neophytes are already wearing pledge pins and at this writing a number of other fine

chaps are in line for formal pledging. As in the past the chapter members are taking active part in school organizations. We feel we owe it to dear old Northwestern to give her of our time; to help develop school spirit among the student body; to build for an ever bigger and finer University. True Deltasigs will ever be faithful to their Alma Mater.

Brother Art Hoffmann reigns as president over the largest school organization on McKinlock Campus—the Commerce Club. Only last year our newly decorated, finely appointed, club rooms were formally thrown open. Under the able direction of Brother Bert Brumm, chairman of membership committee, and Wally Hagstrom, assistant chairman, the message of the Commerce Club was brought to all Northwestern students. The result was so many new members that every club dance this year will in certainty be a *sell out*.

Brother Lloyd Clady is very active in our baby organization, the Dramatic Club. He is serving in a dual capacity as president and coach. This is the first club of this type to be organized on the campus, however, everything points to a roseate future—good work.

The critical period in a new student's college career is the first few weeks in school. A few acquaintances at the time does much to dissolve that unavoidable feeling of lone-

somegness. Realizing this, *Beta* threw open its doors at 42 Cedar during the week of Monday, October 10th, through Friday, October 14th—our Third Annual Open House. Invitations were sent to the entire student body and more than four hundred students were welcomed through our portals. The result was the formation of many fine friendships and a splendid opportunity for our wardens to get a line on representative men. Friday night was especially reserved for *ladies*, the faculty and members of other fraternities. The *crooning* tones of the sax and its musical coterie helped to make the evening a most enjoyable one—many phone numbers were taken. Outstanding men in the professional world addressed the meetings on other nights: an ex-congressman; president of Northwestern Alumni; our good friend and *Grand Secretary-Treasurer*, Gig Wright; an assistant state's attorney from Cook county and a professor in advertising—five well spent evenings for all those attending.

It is a pleasure to announce the awarding of the Delta Sigma Pi key to Brother Tom Wright. The key was presented to Tom at the Drake Hotel Convocation by President Walter Dill Scott of Northwestern University. Congratulations.

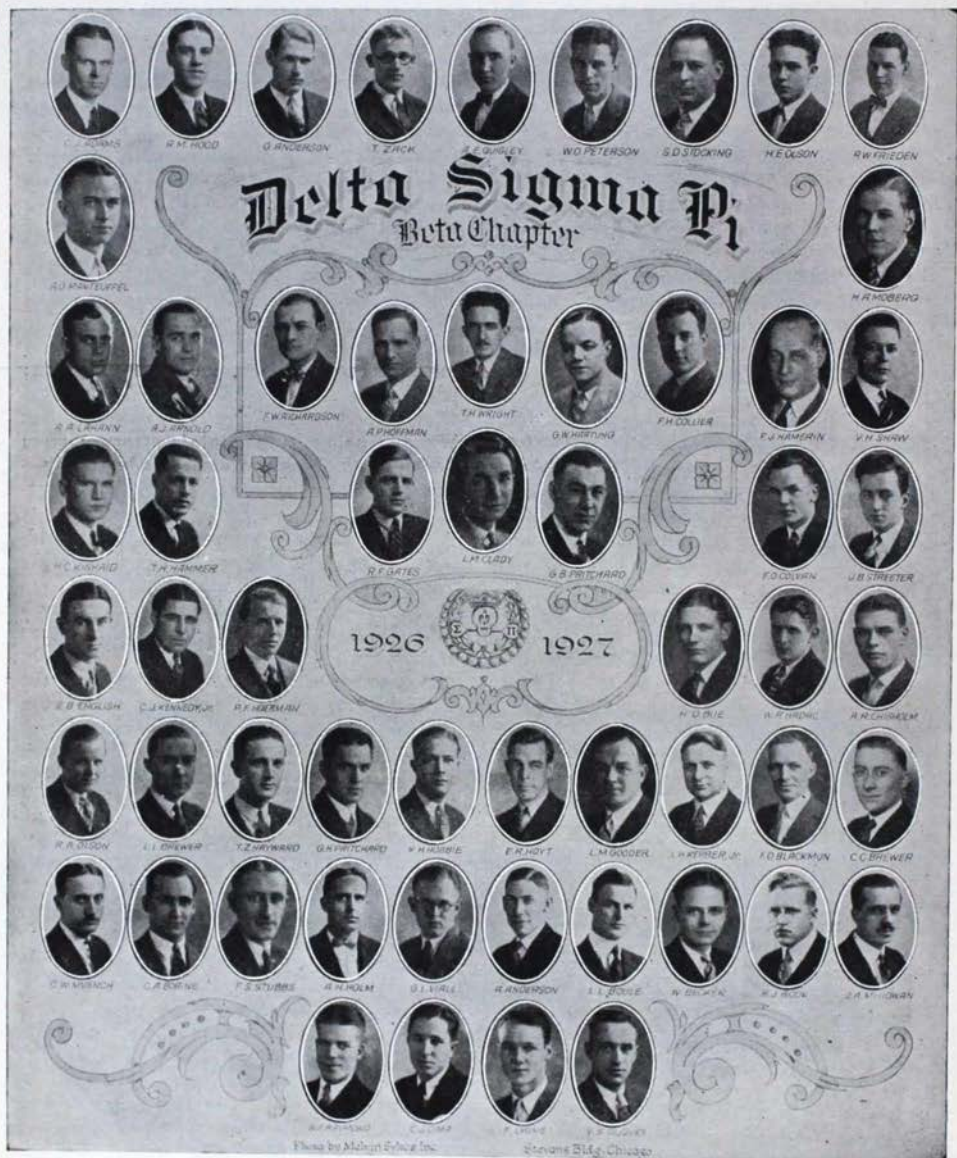
A number of new students enjoyed the Tunney-Dempsey fight over our radio at a special smoker held on that night.

Friday, October 7th, was our second anniversary at 42 Cedar. The two years have been not only filled with fun but also marked with great progress and constructive work on the part of *Beta* chapter.

It was a pleasure to welcome the brothers attending the Central Provincial Convention to our chapter house. We invite you to make *Beta* chapter your headquarters when in Chicago. In turn we want to thank the several chapters for the royal reception afforded our men on their vacation jaunts. A mighty fine fraternity spirit certainly does exist between the various chapters of Delta Sigma Pi.

Our annual Founders Day banquet meant a packed house full of alumnus and actives—fifty-eight of them. Say, fellows, you get a real thrill out of Founders Day banquet. You mix again; the old timers with the actives to reminisce over past events, to look with prophetic eyes into the future. Ours is an annual event and we always look forward to it as one of the big things on our calendar.

Thanksgiving recess will soon be here and



BETA CHAPTER—NORTHWESTERN UNIVERSITY (Chicago Division)

Beta chapter has much to be thankful for; our fine home at 42 Cedar; our beloved Alma Mater; the friendship of brother to brother; the steady forging ahead of our chapter;

and for the friendship and fellowship of the brothers in all the chapters of the International Fraternity of Delta Sigma Pi.  
EARL N. FELIO, Scribe.

*Gamma* started right to work this year and held a long meeting the first day of school,

## BOSTON UNIVERSITY

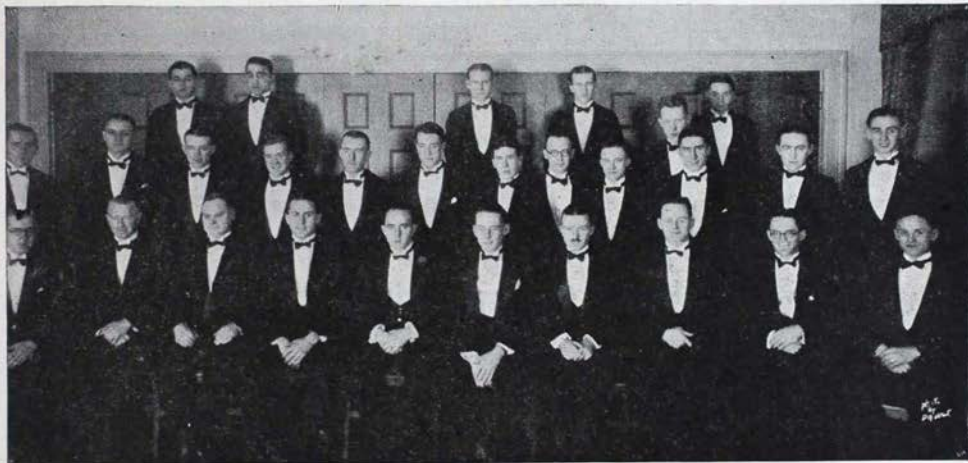
at which the first half-year's plans were made. We have twenty-one active members and six pledges ready for the December initiation. We also have five other prospects who will probably go through at that time.

During the summer a week-end party was held at Onset, attended by fifteen brothers, including Brother Becker of *Mu*, who has been a guest of *Gamma's* for some time.

The chapter is still handicapped by the lack of a house, so does not hold as many meetings and smokers as we should like. However, at our first smoker, our guest,

have held three smokers and a dance, primarily for the reason of becoming better acquainted with the active part which the brothers are acquainted with our many prospects.

The activities at school are slow in getting under way this year, but the chapter is all set for the bowling and basketball matches sponsored by the Panadelphic Council of the school. In the class elections, one of the brothers was made vice-president, and two others were made treasurers of their respective classes. Brother Holden, last year's correspondent, was elected editor of the *Syllabus*, the year book published by the evening division, junior class. In addition, last spring one of our new brothers, Paul Frank, was made editor-in-chief of the *Bos-*



### GAMMA CHAPTER—BOSTON UNIVERSITY

TOP ROW (Left to right): Wm. J. Collette, Fred Lione, Geo. F. Sullivan, Jean L. Drapeau, Frederick E. Welsh.

MIDDLE ROW: Wesley G. White, Fred E. Smalley, James W. Connors, Stephen A. Meehan, Daniel J. Daly, John F. Frawley, Warren A. Brooks, Oliver W. Holden, Lester O. Gatchell, John J. Canavan, James J. Hartnett, Thomas K. Lynch, Jr., John H. Coyne.

BOTTOM ROW: Kenneth G. White, Professor James V. Toner, District Deputy Herbert Fallon, Leo F. Caisse, John J. Linnane, John V. Dvorsky, Carl L. Hokenson, Raymond L. Mannix, C. Wheeler Beggs, Ernest L. Collins.

Dean Lord of the Boston University, College of Business Administration, who is also National President of Alpha Kappa Psi, was so impressed with the form of our smokers that he intends to introduce them nationally into his fraternity. Mr. Krickel K. Carrick, secretary of the Federal Reserve Bank of Boston, gave us a speech on the reasons for and operations of the Federal Reserve System.

In the short period since school began we

ton University News. This will serve to taking in school activities.

*Gamma's* sore spot, the lack of a house, has got all the brothers interested. During the summer, a committee was formed to look for at least an apartment, so that the chapter would have some headquarters. At the time of writing an apartment has been leased at 8 Euston Street, Brookline, but complete details must wait the next issue.

WM. F. SUESSBRICK, JR., Correspondent.

*Delta* chapter is just beginning to get back into its old stride. At the beginning of the year we were inclined to think that the graduation of seventeen members from a total of thirty-five would leave us in the lurch. However, our fears have entirely left us, breathing is easier, and the situation on the whole looks brighter than ever. At our recent smokers we have had a large number of prospective members who will easily fill the vacancies which resulted from graduation last June.

We have found the plan for collecting dues, which was published in *THE DELTASIG* last year, a most excellent one, and for the first time in the history of *Delta* chapter all dues for the semester, and in a large number of cases for the year, were collected. Too much credit cannot be given to Brother Leonard, our *Treasurer*, for his good work. Brother Pfeffer in taking up the reins as *Head Master* has been doing wonders in securing team work among the officers and other members.

Marquette's Homecoming held on October 29th was a royal success. Many of the alumni were back to see their "buddies,"

and to note the progress of *Delta* chapter. The Homecoming dance as always was a huge success. Members of *Beta* and *Psi* chapters attended the evening performance, and it was claimed to have been the best Homecoming party in *Delta's* history.

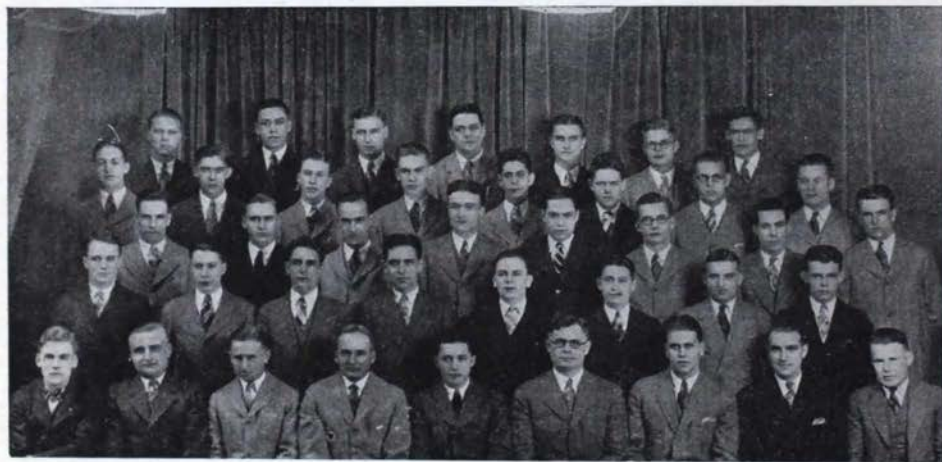
A. J. HARTMAN, *Scribe*.

*Epsilon* chapter got away to a running start this fall with the opening of school.

**I**  
UNIVERSITY  
OF  
**IOWA**

With twenty-seven actives and several pledges back in harness *Epsilon* was all set to show the world just what *Delta Sigma Pi* amounted to on the Iowa campus. With the usual pep and an added incentive in the form of a new, better and bigger chapter house our pledge list soon grew to a total of fifteen, and at the present writing four of these neophytes are going through the rigors of probation week, preparatory to initiation.

All of the activities, however, have not been in the direction of pledging as is apparent from the following facts: Brother Cecil Bolsinger, our *Head Master*, holds the position of advertising manager on the *Journal of Business*, official publication of



EPSILON CHAPTER—UNIVERSITY OF IOWA

TOP ROW (Left to right): Hugo Ostberg, Wilbert Rohlf, Wm. M. Latta, Donald Elder, E. Lee Fuller, Harley Mathews, Carl F. Distelhorst  
 SECOND ROW: Kenneth Johnson, Arthur Birney, Chas. P. Jepson, Wm. C. Parks, R. A. Powell, Harlan Strong, Wm. G. Thompson, Harold Gerndt  
 THIRD ROW: Jos. Piper, King Herr, Donald Kiesau, Philip Walker, Wm. K. Swenson, Hauptert, David A. Large, Robert Gull  
 FOURTH ROW: Carl Spies, Floyd Dean, Frank Carson, Clifton Knox, Henry Free, Stanley Baker, Bernard Fowler, Cyrus McGuinness  
 BOTTOM ROW: Theo. H. Ashford, Roy Steiger, Elmer H. Gabel, Chester A. Phillips, Cletus F. Chizek, Hills, Cecil Bolsinger, Lloyd Ressler, Howard McHugh



the College of Commerce, State University of Iowa, as well as the secretaryship in the Commerce Club. Brother Carl Distlehorst is editor-in-chief of the aforementioned *Journal of Business* while Brother Lee Flatley, besides holding the presidency of the Commerce Club, also holds the office of president of the university Student Council.

Football games result in visitors and delegations, and *Epsilon* has enjoyed both results. A delegation, consisting of Brothers Bolsinger, Keisau, Rohlff and Free, was sent to Minneapolis, where the fellows were received and royally entertained by the "gang" at *Alpha-Epsilon*. Brother Bolsinger was also our delegate to the district conclave at Des Moines. As for visitors, *Epsilon* has had the pleasure of being host to Brother Francis Dykstra of *Alpha-Iota* at Drake University, and Brothers Hicks and Simpson of Denver University, Denver, Colo.

The annual event of Homecoming is looked forward to as the time when we can once more shake hands with those fellows who have departed into the wide world and who return at this time to renew acquaintances and make new ones. All indications point to a record Homecoming crowd of alumni for *Epsilon*. In honor of Homecoming and the alumni a dance will be held at the city park pavilion, which will be the first dance this year for the chapter, al-

though social events of this type, as well as smokers, are being arranged for the balance of the year.

Between building up our membership, participation in extra-curricular activities, social engagements, and keeping grades up to their present high standard, *Epsilon* is a live and busy chapter and as they say of football teams, *Epsilon* is just naturally "going hot."

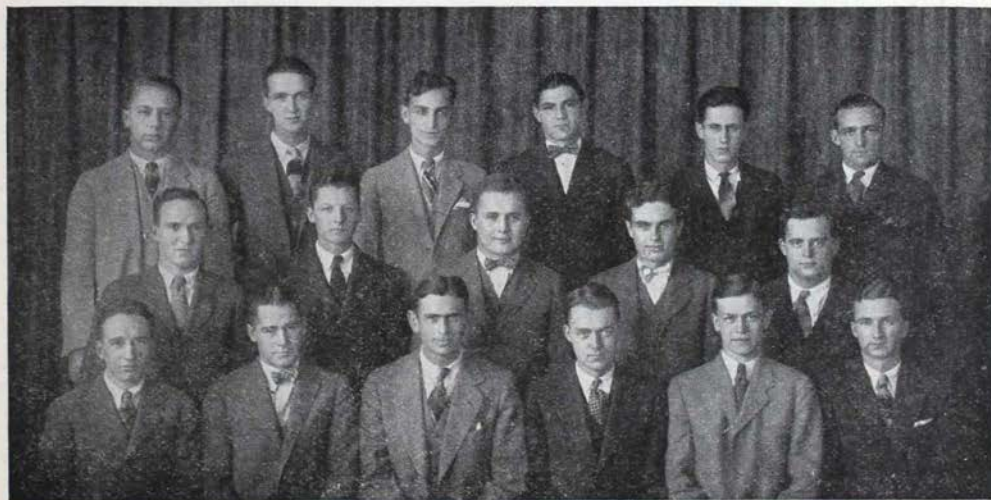
HOWARD A. BENTHIN, *Correspondent*.

With a somewhat depleted membership of seven actives, due to graduation of a large

senior class in June, *Zeta* chapter opened the 1928-1929 school year with a concentrated and successful rushing campaign. Under the leadership of *Head Master* Tom Singleton nineteen of the best men in Commerce School, six of them seniors, were pledged. This is an important step in the process of expansion which *Zeta* is undertaking. Partly due to the fact that the Commerce course at Northwestern is a two-year one an active chapter of around eighteen has been the usual number, but now it is planned to expand the scope of *Zeta's* activities and strength by maintaining a chapter of at least thirty.

Meetings are being held as usual every two weeks at our luncheons. Fraternity

## NORTHWESTERN UNIVERSITY

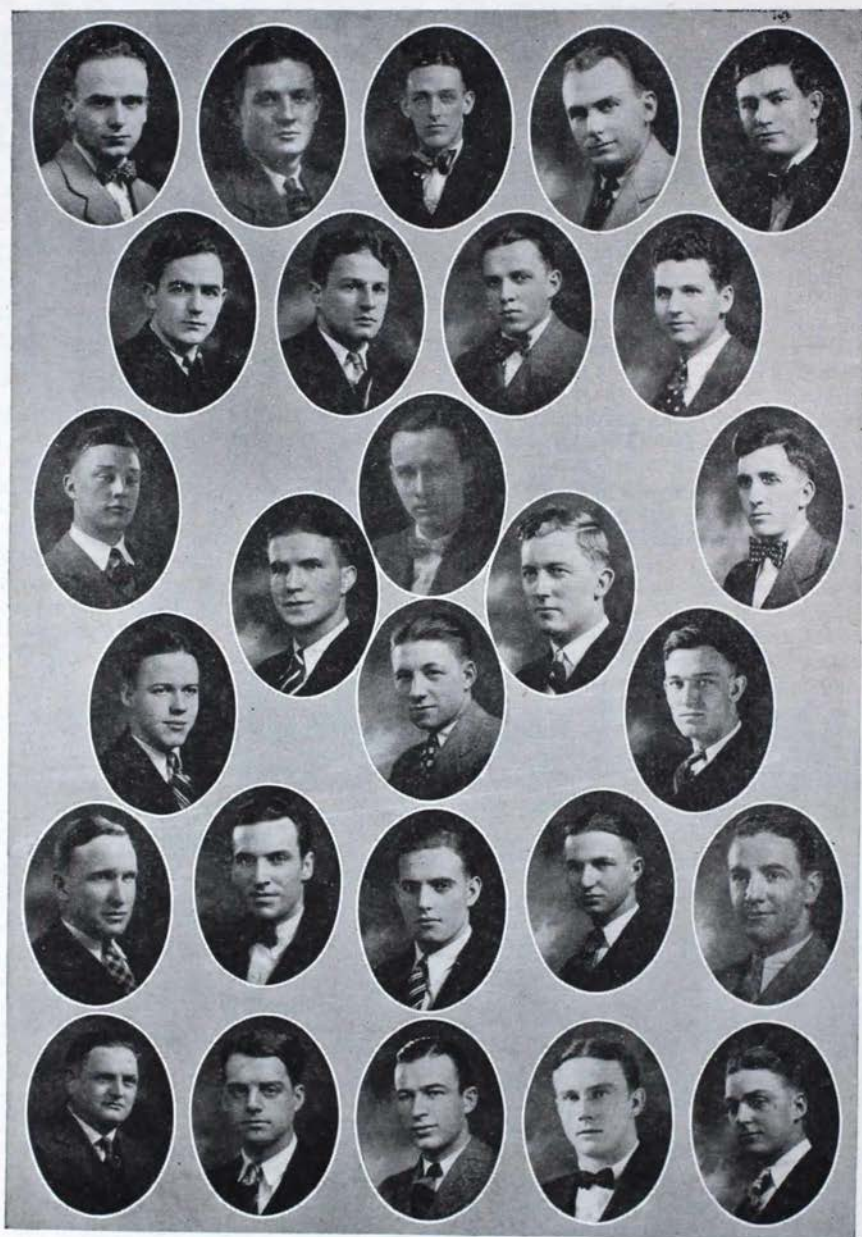


ZETA CHAPTER—NORTHWESTERN UNIVERSITY (EVANSTON DIVISION)

BOTTOM ROW (Left to right): Phillip C. Platt, Wm. F. Sherrill, Jas. S. Ford, Robert Bushnell, Arthur W. Curtis, Emery Stevens

MIDDLE ROW: Robert Rusch, Frank Church, Owens, Jack Gilliom, Daly

TOP ROW: Thos. Singleton, W. H. Miller, Hathaway, Waldo Fisher, Philip H. Erbes, John S. Garbry



THETA CHAPTER—UNIVERSITY OF DETROIT

business is taken up at this time and from time to time prominent faculty members are our guests as speakers, presenting discussions on various phases of the professional commerce world.

Perhaps the biggest project which Zeta is working on this year outside the chapter itself is through the Commerce Club, all of whose officers are Deltasigs. It is planned to put a club and smoking room in the Commerce building on the campus, where all Commerce men, who represent the majority of the upperclassmen on the campus, may gather. It is one of the purposes of this project that it be a starter and an added impetus for the project of establishing a men's union on the Northwestern campus and the Deltasigs are working hard to put it through.

In the Commerce Club Brother "Al" Church is *president*; Brother Singleton, *vice-president*; Brother Phillips, *secretary-treasurer*; and Brother Fairchild, *social chairman*. Deltasigs are also active in other phases of campus activities. Brother Waldo Fisher is regular end on the varsity eleven and regarded as one of the best in the Big Ten. Brother Fairchild is manager of the football team. Brother Robert Rusch is out for varsity basketball again this year, having been a regular for two years, and with Brother Fisher, who will be out as soon as the grid season is over, seems assured of a berth on the team again this year. Brother Church is *business manager* of the *Purple Parrott*, the campus comic monthly, and Brother Phil Erbes is *president* of the Student Council. Both of the latter are the only two men student members on the Faculty Board of Supervision of Student Activities.

Zeta chapter is also proud of the fact that six out of the fifteen members of Deru, senior men's honorary society and regarded as the highest honor which a Northwestern man can attain, are Deltasigs. These are Brothers Church, Erbes, Fairchild, Fisher, Rusch, and Singleton.

The chapter is planning on initiating its senior pledges sometime before the Christmas recess, since it is desired to get these men into the active work of the chapter just as soon and for as long as possible. The junior pledges will be initiated sometime before the beginning of the second semester. Plans are also being laid for a chapter dance some time this semester.

PAUL W. FAIRCHILD, *Scribe*.

*Eta* starts the year with seventeen actives and plans to hold an initiation the first week-end in December, at which time the fourteen men pledged this semester will be initiated, which will bring the roll of active members up to thirty-one, the largest in the history of the chapter.

A Deltasig luncheon is held on the second Thursday of each month at the Lafayette Hotel. Any brother who may be in Lexington on the date of any of these luncheons is invited to attend.

Several of our men are rather prominent in campus activities this year. Brother Miles is member of Scabbard and Blade, honorary military fraternity, Lamp and Cross, honorary senior men's fraternity, and is representative of the College of Commerce in the Student Council, undergraduate governing body of the University. Brother Cogswell is a member of Lamp and Cross, and Brother Jones is a member of Scabbard and Blade. Brother Crouch is captain-elect of varsity baseball, Brother Laufer is varsity football manager, and Brother Belt is on the varsity football squad.

J. PHILIP GLENN, *Scribe*.

Although the day school of Commerce and Finance at the University of Detroit opened on a new campus, the evening school still being maintained downtown, *Theta* was there, up and doing.

Thirty-five brothers returned, a large number of whom are enjoying the commodious, well-ventilated, well-lighted rooms of our new buildings. At our initial meeting at the Barlum Hotel, the officers were installed as follows: *Head Master*, L. G. Goodrich; *Master of Ceremonies*, J. Dritler; *Master of Festivities*, F. Ols; *Scribe*, J. Collins; *Treasurer*, James R. Cook; *Senior Warden*, H. Bows; *Junior Warden*, E. Rockett; *Historian*, B. Roll; *News Editor*, F. Weipert. *Theta* had a very successful year and we plan to surpass this record. Nineteen men have been chosen for pledging, which took place October 23rd.

A smoker was held October 6 to afford an opportunity for renewing acquaintances and to pep up the boys for our football benefit dance. In conjunction with the Detroit Alumni Club, *Theta* put over this dance at the Book-Cadillac Hotel, October

UNIVERSITY  
OF  
KENTUCKY

UNIVERSITY  
OF  
DETROIT

8th. This dance followed the Notre Dame-U. of D. football game and was a huge success. Over eight hundred couples, including Knute Rockne and his squad as guests, were in attendance. A few days after the dance, a social was held to celebrate our success. Plans for inter-chapter games and weekend parties are now being formed with Xi at Michigan.

Theta took the lead in supporting the team by engaging transportation facilities to East Lansing when the Varsity met Michigan State College. A block of reserved seats was secured, practically all the brothers were there, and a good game was enjoyed.

Plans for a banquet for the letter men of the squad are now being sponsored by Theta. The affair is to be held at the Statler Hotel in the middle of December and Knute Rockne has consented to be the speaker of the evening. It will be an innovation for any fraternity to thus honor a U. of D. football team. Our annual basketball banquet is also to be given at the end of the playing season.

Two of our brothers have been honored with honorary degrees of law by the University at the Golden Jubilee celebration. Brothers O'Regan and J. Fitzgerald were recipients of these honors. Brothers Goodrich and Drittler are managing the Union house. Brothers J. Collins, as general chairman, G. Goodrich, as chairman of the cast committee, and B. Roll, as chairman of the music committee, are taking active parts in the production of the Union opera. At the Central Provincial Convention at Chicago, *Head Master* Goodrich represented Theta chapter.

On the whole the outlook for the year indicates that Theta chapter will be the leader on the campus, judging by the plans which have been made for the year's activities. Theta sends best regards to all of our forty-three chapters and wishes them all a most successful year.

FRANCIS WEIPERT, *Correspondent.*

Kappa chapter had eighteen actives and five pledges return to college this fall. Eight brothers were lost through graduation and the pledging team has been very active in lining up likely looking freshmen and sophomores to make the replacement. The

GEORGIA SCHOOL  
OF  
TECHNOLOGY

first initiation will be held on the 19th, when the five pledges who have been previously coached will be taken in.

Deltasigs have made a great start in the Evening School, placing at least one class officer in all except the freshman class. By an agreement freshmen are not pledged until after the first semester. Our pledging team is functioning nicely and at each of our regular meetings, which are held on the first and third Sundays of the month, several guests have been present. By the time of the second initiation to be held in February it is hoped that Kappa will have swelled to thirty members.

The first entertainment of the year will be given in the form of a tea dance following the Georgia-Georgia Tech game to be played December 3rd. We will have as our guests the brothers from Georgia and Mercer.

When Lambda chapter sounded the roll call at the beginning of the present school year, only eight men responded. We at once realized that eight men do not constitute a representative chapter of Delta Sigma Pi, and so immediately made elaborate plans to hold the biggest smoker ever held in the Downtown Division of the University of Pittsburgh. Signs were posted in the corridors announcing a big Deltasig open house. Admission tickets were passed out to the students who looked like good material, and a letter was mailed to some two hundred chosen students.

The brothers in the chapter had to admit that they were certainly surprised the evening of the smoker when one hundred and twenty-five men turned out, about fifty more than we had anticipated coming, as the usual number in attendance at fraternity smokers in the Downtown Division is generally between fifty and seventy-five.

A week after the smoke of the big affair had blown away, we checked up and found that we had obtained seventeen desirable prospects for membership. Of these seventeen men, we pledged twelve on November 10th, and are going to hold over the other five for about two weeks. Our first initiation is scheduled for November 26th, at which time we will put through eight of these twelve, holding over the other four until the first of January, when we will hold our second initiation. It is pleasing

UNIVERSITY  
OF  
PITTSBURGH

to note at this time, that this will be the largest group of men pledged at *Lambda* at one time since the installation of the chapter in 1921. While this may not seem like a large class to some of our chapters, yet it shows that real progress has been made at *Lambda* this semester, and is but a promise of what Delta Sigma Pi may expect from her in the near future.

Around the first of December *Lambda* chapter expects to again make their headquarters in one of the hotels in the downtown section of the city, such as were maintained last year. This will undoubtedly do much to increase the outside interest in *Lambda* chapter and should assist us greatly in getting another ten or fifteen men in the chapter in January or February, that number being our aim at the present time.

*Lambda* chapter is pleased to announce that Brothers Freed and Glass are the managing editor and assistant managing editor respectively of the new University publication, *Rivets*, in the Downtown Division.

We are also pleased to announce that Brother Silver was one of the three elected to membership in Delta Mu Delta scholastic society last year. Brother Kurth, also a Delta Mu Delta, has entire charge of staging the annual November banquet of that fraternity at the University Club.

Several weeks ago, we had the pleasure of welcoming Brothers Craig and Rotondo of *Chi* chapter to Pittsburgh. Brother Craig has since left the city, saying that he was planning to enter William and Mary College. Brother Craig may be sure that any time he returns to our city that he will receive the usual Deltasig welcome. At the present time, Brother Rotondo is managing a store for the Home Circle Company in Pittsburgh, and is continuing his studies at the University in the evenings. *Lambda* heartily welcomes Rotondo as an active member.

Brother Freed reports having had a very enjoyable visit to *Alpha* chapter while in New York in September, and is looking toward a return trip in the near future.

Brother *Gig* Wright was in Pittsburgh last month while enroute to the convention in Philadelphia. Brothers Fred Wehe and Dierker managed to ditch their respective jobs for the day in order to be with him during his short stay in the city. That evening they met the other members of the chapter and had dinner together in Hotel Henry, after which fraternity matters were talked over until *Gig's* train time. All of

the brothers were very glad to see *Gig*, and are looking forward to his next trip here, which we hope will be at our first initiation.

*Lambda* chapter extends its heartiest congratulations to *Omega* chapter on their new house and is anxiously waiting for the time when they will have a similar house.

GEORGE J. DIERKER, *Head Master*.

*Mu* chapter, with the formal opening of their new home at 2003 Columbia Road,



N. W., began what has every indication of being one of the most successful years it has enjoyed in

quife a while. Thirty-one active members returned to school in the fall, forming an excellent nucleus on which to build a strong organization.

Conforming to the usual plan of the chapter, the holding of smokers and get-together functions for the purpose of hearing talks by prominent personages and obtaining an opportunity of looking over the new material for possible pledging was inaugurated for the year. The brothers met and conversed with many people of importance.

The rushing activities culminated on November 1st in the pledging of thirteen men.

Our annual Hallowe'en dance, the first formal of the year for *Mu* chapter, was held on October 28th and in addition to being a distinct financial success was enjoyed by all who attended. Robert C. Dawson, chairman of the social committee, and Fred Weisner were largely responsible for the fine decorations, syncopating orchestra and tasty collation which contributed to the success of the party.

Living up to their name of being the seafaring chapter of Delta Sigma Pi, numerous brothers visited Europe and South America during the summer, and the house is still listening to vivid stories of their experiences. Several spent the summer in Rumania on a trip sponsored by various colleges and at the courtesy of the Rumanian government.

As usual in the senior class elections—there being so much competition and rivalry among the fraternities—non-fraternity men secured most of the offices. But *Mu* can boast of having James F. Clancy elected secretary of the class, the highest office secured by a fraternity man.

Under the administration of the *Head Master*, John F. Healy, Jr., and Lawrence T. Weir, house manager, an ambitious pro-

gram for the coming months is being planned. This will include dinners given to men of importance in the field of commerce and of diplomacy, the Thanksgiving dance and the Farewell dance before the Christmas holidays, some smokers at which alumni returned from foreign service will give their views, and of course the usual impositions put upon the *Goats*, which besides being instructive to them are highly humorous from the view point of the brothers.

The new house is considerably larger than the old one—it sleeps about thirty men—and although it is usually full, if any out-of-town brother should drop in to Washington we would be glad to see him and would surely be able to fix him up during his visit.

CLARENCE E. BIRGFELD, *Correspondent*.

*Nu* chapter started the school year by moving into a new location at 172 15th

**OHIO STATE  
UNIVERSITY**

Avenue, which is a great improvement over its old house. The location is ideal in every respect and we feel

that this step forward is a true symbol of the progress that we are making. All the fellows are enthusiastic about both house and meals.

Although there were only twelve actives

returning this autumn the chapter is launched on plans for a big year. We are going to prove that quality is much better than quantity. Thus far we have had two high powered talks given by men that are of authority in their respective fields, which has resulted in keener interest in commerce as a profession. We are making definite plans for a series of these talks. By adopting such a policy we will become better acquainted with practical business problems that every commerce college man has to face.

The fall initiation was held on October 16, at which time we increased our active chapter roll by five and our faculty roll by two. Up to this time six men have been pledged, all of which are great material for Deltasigs. We pick our men slow in order that we may get the ones we feel have a real business future.

As usual *Nu* is holding forth in activities in the college. This year we have control of the Commerce magazine, Commerce Council, Banking Club, and other activities. *Editor-in-Chief* Tom Wheeler and *Business Manager* Charles Pieper of the *Ohio Commerce* magazine have been elected to membership in the honorary journalistic fraternity, Pi Delta Epsilon.

Through experience *Nu* has found that the only way to gain headway is by co-



NU CHAPTER—OHIO STATE UNIVERSITY

BOTTOM ROW: (Left to right): Turney, Buehler, Flora, Jones, Adams, Professor Maynard, Professor Kibler, Dean Hagerty, Donaldson

MIDDLE ROW: Hay, Detrick, Francis, Lucas, Langel, Snyder, Pieper, Van Kirk, Donovan

TOP ROW: Humphreys, Minnis, Curtis, Staples, Charpiot, Wheeler, Barrett, Schnell, Sommer.

operation among actives and a spirit of mutual interest. A hearty welcome is extended to all traveling brothers.

AUSTIN C. CONAWAY, *Correspondent.*

It began the school year 1927-28 with twenty actives back. Since then we have pledged twelve men, and our pledging program for this semester is not yet complete. This year we have the most enthusiastic group that we have had for years, and all our work has been characterized by excellent coöperation and support by each individual pledge and member. Our faculty has taken an active interest in the chapter, and the alumni body have lent the same friendly coöperation that existed last year.

The chapter is planning at each meeting a program along the line of our purpose as a fraternity. In the near future we will hold several smokers for students of the Business school, at which several prominent Deltasigs will speak. We hope, in this manner to coöperate with the school in their work of establishing a closer contact between the student and the world of commerce. The chapter this year has designated each Wednesday night as "faculty night," when two members of the school's faculty have dinner with us. We find that this plan is very effective in bringing the student and faculty group together—creating a feeling of fellowship and mutual interest. Through these dinners we have picked several faculty men whom we wish to have with us at our initiation in February.

The football season is in full swing here—both on the varsity field and in our own back yard. The week-ends have been busy—friends, alumni, and visiting brothers with us, or we at *Psi* or *Beta*. Before the Ohio game we had a football dance that we won't forget for a long time. Before the Minnesota game, November 19th, we expect to have another which gives all promise of being the best, biggest, and most glorious dance that the chapter has ever held. The first snow flurries have been with us, and with snow comes the thought of a winter formal. Yes, indeed, we hold one, and not so far in the future, either.

In spite of all these interruptions, we are emphasizing scholarship, and intend to do as much as possible to keep our record of last year, or to beat it. The first pledge reports are encouraging, and we feel that our

new men will be a real asset to us along this line.

We wish also to inform the brothers of Delta Sigma Pi that the Michigan Business School is growing every day. Yes, it is still young, and this only gives it more chance to grow big and strong. This year the enrollment doubled, and with the adoption of the proposed school and university program here, at this time next year we will no doubt be able to announce that our school ranks among the first three in the country, from the standpoint of size, scholastic attainment, standards, and reputation. Perhaps this sounds like a boast, but we believe it. Wait and see.

We extend to the brothers throughout the country the best wishes for a prosperous and successful year, and issue a standing invitation for all Deltasigs who get in the vicinity of Ann Arbor to be welcome guests at our chapter house at 1502 Cambridge Road.

ROLLAND DAMM, *Correspondent.*

*Sigma* chapter was hard hit by graduation this year. Our active membership is



less than one-half the membership at the close of the spring term. This has necessitated a very concentrated period for the chapter

members. The entire freshmen enrollment of the School of Business was entertained at a get-together smoker. From this group a very likely number of men were selected. The pledging of these candidates is progressing very favorably.

Having no house *Sigma* has found that a very satisfactory way of meeting new men and retaining the interest of the old members is to have a dinner every two weeks at which some one of Salt Lake's prominent business men speaks on practical business problems. This system was inaugurated last year and has proved to be a means whereby the business men of the city come to know not only the work and aim of Delta Sigma Pi but also the achievements of the whole School of Business at the University.

Within the next month the members of Alpha Kappa Psi and our own organization are planning to give a banquet for all members in the School of Business. We intend at this banquet to foster a feeling of coöperation among the students in our school. The immediate motive is not rushing.

September 15, 16, and 17 Brothers Groshell and Worswick attended the western pro-

vincial convention of  $\Delta \Sigma \Pi$  in Los Angeles. The delegates received several new ideas regarding chapter activities, rushing and financing that should prove very beneficial in the future. The boys of *Phi* chapter certainly have an excellent brand of that good old Western hospitality.

On the 29th and 30th of September Brother "Gig" Wright visited our chapter. At a banquet held in his honor he told us about the happenings in other chapters, their problems and the solutions of some of the same problems. We hope that in the future Brother Wright will have the opportunity to visit us oftener.

We believe that we can and will fill our membership quota set by the national office. The first of our new members will be initiated during the first week in December.

On the evening of November 5th the alumni of this chapter are entertaining the undergraduate members at a dinner-dance to be held in commemoration of Founders Day of Delta Sigma Pi. This is the first major social function of the year and promises to be a great success.

WALLACE WORSWICK, *Treasurer.*

*Upsilon* has entered its fifth year on the Illini campus and is now sojourning at 709 S. Second Street. Since the opening of school twelve new men have been pledged to the organization and are expected to carry on our standards. With seventeen active brothers back and one alumni resident the chapter has a roll of thirty.

Instead of saving the best news until last we're going to state right now—that *Upsilon* of Delta Sigma Pi will begin the erection of a \$65,000.00 home to be ready for occupancy the last of August. The new chapter house will be a copy of Georgian Colonial architecture and will be situated in the new fraternity district on the Illini campus. The final credit for this splendid new home goes to our alumni and Board of Directors. Prior to the present we had found it necessary to float a bond issue to assure some ready cash. The chapter had subscribed to a man and then, on October 29th at a meeting of the alumni that were present—here for Homecoming—the extra funds were pledged and also they took over the supervision of erection and management of the new home. In this manner the chap-

ter will rent the house from them and they in turn will be the managers. Brother Dickinson was elected president of the Alumni Association for the coming year. The Board of Directors consists of L. H. Jones, E. R. Dillavou, Ivan Davis, and S. J. Schrom. Finally, when the alumni meeting was over a combined gathering with actives was held and now everyone is happy.

The chapter is planning a smoker in the interests of Commerce and hopes to further instill a desire among the students to be active in commerce work and make it the important school on the campus. It is second only to the L. A. and S. school now.

At present the brothers hold a goodly proportion of Commerce jobs. Brother Stan Schrom, our *Head Master*, tops the list with presidencies of the Illini Chamber of Commerce and Commerce Council and secretaryship of the Interfraternity Council. He also is *business manager* of the *Enterpriser* (Commerce magazine) while Brother Rose is *advertising manager* and Moore and Adelm auxiliary editors. Incidentally the chapter was awarded a cup for first place in the *Enterpriser* subscription campaign held early this semester. Brother Schmetzer is *president* and Brother Adelm *secretary-treasurer* of the Commerce Club. Brother Hoffman was *advertising manager* of the *Daily Illini* until he was forced to withdraw from school because of ill health.

Athletically speaking *Upsilon* has also had its share. The playground ball season that is just over found us in a tie for third in our division with four victories and two defeats. However, the biggest athletic encounter was Saturday, November 5th, when the brothers trimmed the pledges 19-0 in a regular football game. Incidentally, majoring in the line-up were those same brothers who as pledges last year had tasted victory. Our next try at athletics will be volleyball, the season opening in a few weeks.

For the first time in the history of the chapter we possess a real orchestra that was good enough to rate an invitation from the Z. T. A.s next door. Ten pieces and all appealing. In this number are two brothers and a pledge who have regular jobs with campus orchestras—also six of the boys give the Illini band a lift.

So it looks like we're all set for a good year, to carry on the standards of the fraternity, increasing the interest in Commerce work and Delta Sigma Pi.

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





With the coming of the fall semester *Phi* chapter started off by moving into a new house. After all of the "nomenclature" of moving and cleaning was completed, everyone felt justified for his efforts. The new house is a peach. Down-

stairs we have a large living-room and dining-room, also a nice cozy card room which is being converted into a library. This room serves a duo purpose on occasions of house dances. On the second floor we have five large rooms, a sleeping porch, two baths, and two showers. Going up another flight is the Bull Room which contains a pool table. This is a very favorite spot for spare moments.

Last semester twelve of our men graduated, leaving us with twenty actives. This was quite a loss and we miss the boys a great deal. We have eight live and kickin' pledges which have opened up a new field of brightness. Three of the boys will go through the purging of the bones and the rending of the tendons sometimes next month.

*Phi* is quite well represented in activities. Brother B. "Waffle" Hicks is *president* of the College of Commerce and also *president* of Beta Gamma Sigma. Brother Jansen is social chairman of the College of Commerce. The pledges are doing their bit, too. *Deltasig* is represented on the Spartan football team, the famous U. S. C. band, the swimming team, the *Daily Trojan*, and almost every branch of activity in the University.

The Western Provincial Convention held at *Phi* left the Western chapters with many new ideas. The good, sound advice of *Grand Secretary* Wright has added new vigor and hope.

We have reorganized our basketball team and have accepted the challenge of Alpha Kappa Psi for a two out of three game duel. We hope for the best as a beautiful silver cup is the reward for the winning team.

The worst blow was dealt to *Phi* chapter when our loved brother Professor Belford passed away last week. Brother Belford passed the C. P. A. exam with the highest grade ever received by any person, and also graduated from Law with the highest honors ever taken from the U. S. C. college. He was an active supporter of the chapter in every way, and was loved by all who associated with him. He will always be re-

membered for he was a man of Commerce and a true *Deltasig*.

The sun is shining bright in sunny California and the thermometer says 70° above zero. Another thing of importance is that *Phi* chapter has the famous Simmons beds and mattresses. "*Deltasigs*, come and see us."

W. KERMIT WILSON, *Scribe*.

*Chi* chapter started off this school year with only thirteen actives back. That in

## JOHNS HOPKINS UNIVERSITY

itself made a very gloomy outlook. However, prior to the opening of school the High Tribunal started holding informal meetings in order to meet the impending bad situation and decided upon a course of action for the year. It was first decided to give up our house at 923 St. Paul Street and seek quarters more suitable to our pocketbooks, which Brother Dufty carried out very nobly, and we are pleased to announce our new quarters, an apartment at 1416 North Charles Street, within a block of Union Station.

At our last meeting Brother Murdock, who had just returned from the Eastern Provincial Convention at Philadelphia, gave us the benefit of some new ideas which he had obtained there. We immediately made preparations for a smoker to be held at the Emerson Hotel on the night of November 18th, to which every eligible man at Hopkins will be invited in order to provide the opportunity of a thorough survey of prospects. These invitations will be issued through a special edition of the *Chi Crier*, which will be sent them. Incidentally, the *Crier* has been revived this year and from now on we intend to make it permanent.

So far this year we have held two smokers and a dance, the latter being held at the Emerson Hotel on the night of the Notre Dame-Navy football game. This dance was attended and thoroughly enjoyed by 400 couples and, judging by past events, speaks well for other events of the year. One more dance and two smokers are contemplated for the remainder of the calendar year. We also expect to hold an initiation and banquet prior to December 31, at which time we confidently expect to take in 15 new members.

Summing up the situation at *Chi* chapter, we are smaller in number of actives than at the same time last year, but are much

stronger in spirit; every man is working hard for success and that alone constitutes a healthy condition. If fighting will help the cause, watch *Chi* chapter.

We extend to every chapter in Delta Sigma Pi best wishes for a prosperous year.

W. R. COMPHER, *Correspondent*.

This fall twenty returning actives of *Psi* chapter launched an extraordinarily vigorous rushing campaign to buck the handicaps of the new five-year course in commerce. The *Psi* boys set all sails to the wind, and with



Brother "Capt." Don Knott at the helm, and Brother "Jack" Towle as pilot, the Ship of Commerce was brought safely to port with twenty-three hale and hearty pledges aboard. Looks as though *Psi* will weather the strongest gale of the year with this record-breaking crew. With senior warden, Don Knott, as president of the student Commerce Advisory Commission, we have been able to make many new contacts among this year's immigration of freshmen. The chapter house is completely filled, and running on a more profitable basis than ever before. During the week following Thanksgiving some eight Deltasig neophytes will be ushered "through the valley of the shadow" into the active chapter.

As in previous years, *Psi* is following its policy of having as a weekly guest some prominent member of the commerce school faculty in order that it may promote a feeling of cooperation between students in commerce and the faculty. Recently, Professor Jamison delivered an interesting after-dinner talk which cast some impressive side-lights upon the connections of the college of commerce with the business world. And, speaking of impressive side-lights, "Ken" Marsden, our scholarship chairman, is at present making his usually periodical collection of grades as resulting from the first six weeks' exams.

With some sixteen of its brothers as members of the Commerce Club, *Psi* chapter has pyramided its interests in that organization by electing "Swede" Siren to the presidency. "Dick" Fischer and "Don" Knott hold positions on the editorial board of the Commerce Magazine, and "Art" Schaars has proved himself a worthy business manager of that publication. Schaars has also been elected recently to Beta Gamma Sigma.

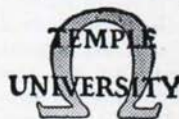
In interfraternity athletics *Psi* is making a favorable showing. Participation in touch and varsity football and also in bowling is, at present, in the limelight; basketball, hockey, track and baseball are yet in the perspective. We expect to have the traditionally conquering hockey team this year, and are anxiously awaiting the opening of the season with sharpened skates and Class-A equipment.

Socially, *Psi* chapter started off "with a bang" at the October informal pledge dance. We are now looking forward to Homecoming and the Christmas Formal. Next Saturday, November 12, we will welcome back the old and recent grads and give them a real "glad-hand" at the big Homecoming party. On the following day, both grads and actives will have the pleasure and honor of welcoming into the chapter its first honorary member, Professor Stephen W. Gilman. "Uncle Steve" will then become a brother of *Psi*, and we shall have closer to our hearts the warm affection and vital interest which "Steve" Gilman has repeatedly manifested toward all Deltasigs.

Before closing, we must mention that four brothers of *Psi* were so fortunate as to make the European tour with the University of Wisconsin Men's Glee Club this summer. Harry Schuck, Dick Fischer, Ralph Kamm, and Harold Brandenburg went with the club to England, Holland, Belgium, Germany, Switzerland, and France, and, while in Germany, made some interesting observations upon college life in old Heidelberg. On the return trip through the East, Fischer enjoyed a most cordial reception by the brothers of *Alpha* chapter during his brief visit at New York. And while we are on the subject of receptions, let us say that "Har" Davis found himself well cared for as *Psi* chapter representative at the recent Central provincial convention in Chicago, November 15-16.

RICHARD R. FISCHER, *Correspondent*.

Returning to school after a pleasant vacation, forty active brothers of *Omega* were welcomed at the new chapter house at 17th and Berks Streets. Every returning brother was enthusiastic in his praises of our new home, purchased through the untiring efforts of Brothers Frederick Kissinger and all other members of the Philadelphia



Alumni Club of Delta Sigma Pi. Each alumnus has manifested an extreme interest in the new house and pays frequent visits to the house.

First on the program of social events was the house-warming party held the second week of school. Dr. Beury, president of the University, Dean Cornell, associate presi-

October 21st. The following day was a big day for every brother at the convention. The brothers journeyed to the Temple Athletic Field to see Temple trounce Gallaudet. That same evening a most successful dance was held in the chapter house. Sunday, the final day of the convention, saw three pledges initiated into *Omega* chapter.



#### OMEGA CHAPTER—TEMPLE UNIVERSITY

dent, Brother Stauffer, dean of the School of Commerce, and many other celebrities of the school were present and extended their hearty congratulations to *Omega* chapter.

*Omega* had been preparing for some time for the honor which it was to experience this fall. On October 21st, brothers of the chapters in the Eastern Province entrained for Philadelphia for the provincial convention. The commodious new house met enthusiastic approval by every visiting brother.

The convention swung into action at a brief business meeting on Friday evening,

These were Caudill, St. Clair and Nune-macher. Immediately following the initiation, a short business meeting was held. Many grand officers of the fraternity were present as well as several provincial officers. Brother H. G. Wright and Brother George Young pronounced the convention a success and congratulated *Omega*.

At the time of the convention, Brothers Jacobs, Shultz and Roberts were congratulated on the wonderful football team that Temple has placed on the gridiron this fall. Brother Jacobs is captain and a star of this season's aggregation. Brother Roberts is

student manager and Brother Shultz is a shining light of offense and defense. Brother Roberts has a most able associate manager in Brother Ernest Wolf and assistant in Brother Miller.

Among other brothers of *Omega* prominent in Temple athletics is Samuel McLaughlin, student manager of the basketball team for the coming season. He is assisted by Brothers Al Mentzer and Don Hicks.

At present there are twelve pledge pins about the Temple campus. It will be an intense struggle between these men to see who will be the ones to be initiated the second week in December. The initiation will be followed by a dinner-dance at a downtown hotel.

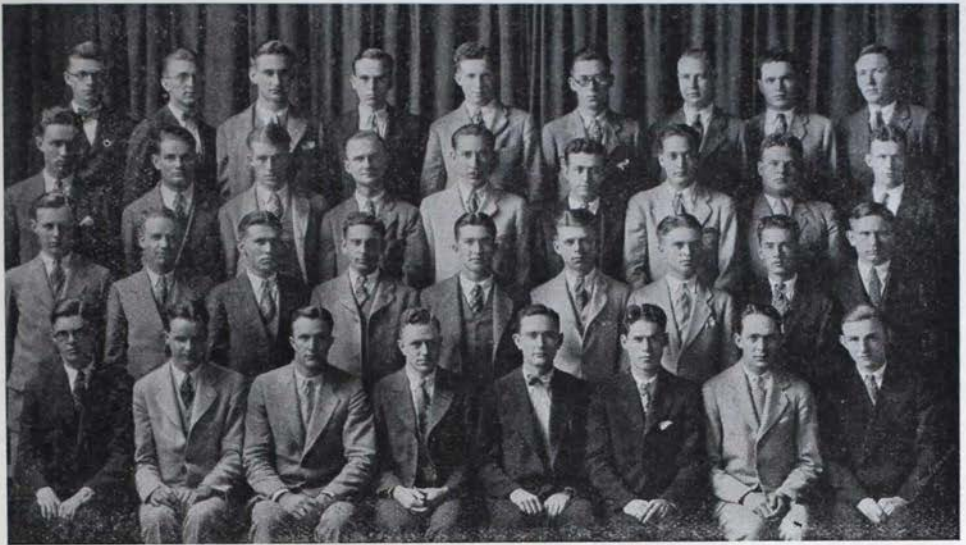
Tentative plans for the reorganization of

the Commerce Club at Temple are being made. Brother Crist Gibbons has been working hard on this project for some time.

Leading in various activities of the school, *Omega* chapter has the principal offices of the *Templar*, the university year book. Brother George Hummel is editor-in-chief and Brother Bob Kohr is business manager of the publication. Blue Key, the honorary fraternity of the school, is headed by Brother Roderick Light. *Omega* is well represented in this fraternity. The one-time defunct Interfraternity Council has reappeared on our campus this year. Brother Light is also president of this important organization. Late last spring a student Y. M. C. A. was installed at Temple. Brother Rex Roberts is president of the organization, ably assisted by Brothers Arthur Audet,



THE OMEGA CHAPTER HOUSE  
1857 N. 17th Street, Philadelphia, Pa.



ALPHA-BETA CHAPTER—UNIVERSITY OF MISSOURI

BOTTOM ROW (left to right): C. A. Brown, H. C. Nanson, J. A. Laws, H. K. Reid, D. R. Boucher, R. E. Bell, L. G. Wilson, C. W. Faye.  
 SECOND ROW: W. B. Graham, C. E. VanLear, W. E. Swaney, W. C. Talbert, G. A. Laws, L. F. Pease, V. R. Overturf, J. S. White, T. N. Everett.  
 THIRD ROW: J. A. Davidson, K. R. Bopp, W. T. Danbury, W. R. Branch, J. S. Karns, H. C. Cannon, J. W. Stone, J. M. Reinhardt, H. R. Mason, Jr.  
 TOP ROW: H. A. Teeters, E. E. Goehring, H. L. Wuerth, B. C. Berry, H. C. Kruse, H. H. Coburn, O. L. Meyer, E. M. Sullins, H. A. Morris.

vice-president, and Henry Gehlhaus, treasurer. Brothers Harry Jacobs, Joseph Manbeck and Ron Miller are cabinet members of the "Y." *Omega* is represented on the university student council by Brother Walter St. Clair. The Junior class of the School of Commerce showed good judgment in choosing Brother Andrew Mehall president of their class. Brother Crist Gibbons was elected treasurer of the commerce juniors and also of the amalgamated class.

The *Omegazine*, the first chapter organ of its kind, made its appearance this fall in very attractive form through the untiring work of the editor, Brother Robert Kohr. Copies were mailed to all chapters.

At a brief chapter meeting October 21st, Brother John Haldeman was elected *Head Master* and Brother Alfred Witter was

elected *Scribe*, to succeed Brothers Harold Hyde and Robert Kohr, respectively.

RONALD E. MILLER, *Correspondent*.

Shortly after the opening of school, the student president called a meeting of the Commerce School, Brother Randolph E. Bell was elected president, Brother William Graham, vice-president, Miss Ann Stark, secretary-treasurer, and Brother W. J. Barnett, junior-senator.

We held our second smoker on October 17, at the Acacia House, having about thirty-five prospects out. Out of this group we want to get about six more pledges. Our finances are in good shape, our officers are all working hard, and we are looking for a very successful year.

HUBERT R. MASON, JR., *Correspondent*.



Twenty-eight brothers answered the roll call of *Alpha-Gamma* at its first meeting of the semester.

## PENNSYLVANIA STATE COLLEGE

Several other meetings were called but because Delta Sigma Pi, Penn State, has no house our activities have been restricted.

Plans have been made for a rushing smoker between Thanksgiving and Christmas vacations. At this time we aim to select a number of seniors from the Commerce and Finance School to strengthen the organization of our chapter and to carry on its work.

Communications have been sent to large business concerns in the East asking that Commerce students at Penn State may have the privilege of hearing representatives of these companies discuss business and accounting problems at meetings on our campus. This is part of *Alpha-Gamma's* annual program of securing speakers who will show the students the principal side of business.

If finances permit the chapter intends to continue publication of *Commerce Comments*, a departmental paper issued for the first time last year.

W. S. THOMPSON, *Correspondent*.

*Alpha-Delta* started in this fall with eighteen actives back in college, and the chapter is out to make this its most successful year. We had eight pledges carried over from last spring and we initiated them this fall, and first part of the initiation was held on October 26th and the last part was held November 2nd, being followed by a banquet. It is our earnest conviction that this is the best group of pledges we have had for a long while.

## UNIVERSITY OF NEBRASKA

On October 6th *Alpha-Delta* was visited by Grand Secretary-Treasurer Gig Wright, and a dinner was held at the Lincoln Hotel, after which we adjourned to the Chamber of Commerce, where a smoker for all Biz-Ad men was sponsored by our chapter.

Brother Robb holds the presidency of the Commercial Club and all the other offices with the exception of two are held by our brothers.

Brothers Croft, Sougey, Weckback and Robb are members of Beta Gamma Sigma, while on the *Biz-Ad News* staff we have

Brothers Timmerman, Lucas, Croft and Mead. Four of our brothers, Gratigny, Mead, Croft and Robb, are on the executive council of the Biz-Ad College.

We are proud of our representation in nearly all activities on the campus including football in which Brothers Lucas and Munn are making a good showing this year.

Brother Gratigny, our *Head Master*, attended the Missouri Valley Provincial Convention for all chapters in the Missouri Valley Province, which was held in Des Moines on October 7th and 8th.

With our newly initiated pledges *Alpha-Delta* now has twenty-six actives and we are looking to make this a successful year for our brotherhood.

KENNETH F. MOORE, *Correspondent*.

From the word go *Alpha-Epsilon* has been making this year a large one. Fifteen actives returned to school to be faced with the imposing front of the new Deltasig house which was purchased this summer. Nineteen rooms capable of accommodating twenty-six men in the new chapter house are already nearly filled.

## UNIVERSITY OF MINNESOTA

The first week of school saw the start of rushing. Since that time six men have been pledged. A smoker on October 3rd and an initiation on October 16th at which time six pledges from last spring were initiated has comprised the rushing program so far.

Norman Erskine as *Head Master* has been injecting lots of pep into the chapter. Brother Erskine was the delegate to the Missouri Valley Provincial Convention at Des Moines this fall where he got the *lowdown* on other chapters. His suggestions have been acted upon much to the benefit of the chapter. Norm's sixty rules on etiquette procured from *Epsilon* are quite extensive!

The first monthly banquet was held at the chapter house October 7th, at which time a man from the merchandising field was the speaker. The next banquet will be held November 17th, at which time the brokerage business will be represented. Founder's Day banquet will be held November 7th.

Social activities have also taken a place in the *Alpha-Epsilon* calendar. The first dance was held October 15th. The dance was well attended by alumni and actives. The next dance is scheduled for November 12th. One of the very successful social functions of the year was a joint smoker

held at the Alpha Kappa Psi house November 3rd. Both commerce fraternities, alumni and all, turned out to give each other the once over. Throughout the year it is planned to have several of these joint smokers and possibly a dance as the spirit of coöperation which they foster is a benificent one for both fraternities.

In politics *Alpha-Epsilon* has fair walked away with everything this year. Hugh Pierson is a member of the All-U Council, Schultz, *president* of the Commerce Club; Larson, *president* of the senior class and member of the Union Board of Governors; Person, Board of Publications representative; Schmoker and Borden, Business School Council; and Schultz and Kruegar, *secretary* and *treasurer* of the senior class respectively.

In athletics, teams have been entered in every sport and it is hoped that another All-U title can be annexed this year. Last year Honsey and Johnson captured the All-U crown in tennis. *Alpha-Epsilon* has consistently remained near the top among all fraternities on the campus in participation points in athletics.

Brother Dean Stevenson has been very active in securing positions for brothers in the chapter. Brother Vaughn goes to Chicago to work for Price-Waterhouse for one quarter. Best of all he will get regular credit for the work also. Other men will no doubt avail themselves of the opportunity of taking some of Dean Stevenson's jobs. Brother Swanson is out this quarter on an identical job.

During the summer and up to the present *Alpha-Epsilon* has had as guests brothers from several of the other chapters. *Epsilon* sent up eight men at the time of the football game. Brothers from as far away as Macon, Ga., have stopped off to visit our chapter. *Alpha-Epsilon* wants to see all of you, so if you have an excuse to visit the city don't fail to drop in on the gang and see the new chapter house.

GORDON M. LARSON, *Correspondent*.

A peculiar situation has arisen in *Alpha-Zeta* chapter this year. A large number of brothers have returned, but all are so active on the campus that it has been almost impossible to get the entire group together for meetings.

As a result the chapter is slow in being organized. However, plans have been made

to meet every Sunday evening for supper at a local restaurant in a private dining-room. Following the meal, meetings will be held.

To justify the above statement concerning the activities of *Alpha-Zeta* men the following summary is made:

Two brothers are playing as regulars on the University of Tennessee grid-team, and at the time of writing this letter the Orange and White eleven has not as yet been defeated. Another brother is editing the school annual, and promises to put out a different and most interesting volume than has ever been published at Tennessee. Three *Alpha-Zeta* men are on the All Students club council, one of them representing the College of Commerce in that body. A large number are in the glee club, and on the dramatic club roster, especially on the business end of the latter. *Alpha-Zeta* is represented in almost every other activity on the campus, and in almost every honorary society. For instance, there are three in the Scabbard and Blade company at Tennessee, two in Phi Kappa Phi, and two in Pi Delta Epsilon.

In the near future Delta Sigma Pi at Tennessee plans to bring a number of prominent national figures in the business world before the school of commerce. Also, within a month the chapter will probably put on a tea dance in honor of its new pledges, and to show the *hill* that Deltasigs are active.

Brother Ben Cantwell, who is now pitching for the New York Giants, paid us a visit on his way to his home in Sanford, Fla. He has had a most successful season in baseball, winning a large majority of his games.

RALPH YOUNGSTEADT, *Scribe*.

Because of the fact that we were very unfortunate in losing our house by fire last



spring it was necessary for us to find another place for meetings. Brother Barton very generously volunteered to let us

use his den for our meetings and smokers, and we now have a wonderful meeting place.

There are about ten actives back in our chapter this year and all going strong *Alpha-Eta* and Delta Sigma Pi. We have eighteen pledges this year and they are all real good men and *go-getters*. Three of the new pledges are professors, which gives us intimate contact with the School of Commerce.

YOUNGSTADT

JOURLMON

JONES

BAYER

GALBREATH

BOGGAN

WATSON

BAXTER

JOBE

BEASLEY

HOOSER

BENNETT

GREEN

*Delta  
Sigma  
Pi*



Our initiations this year will probably take place around Christmas time.

We have had three dinners so far this year. One for the active chapter at the beginning of the school year; one regular dinner for the benefit of a few visitors and a speaker for the Commerce Club; and the last was for the pledges.

Pledge Merlin Clark is *president* of the Commerce Club, *Head Master* Davis is *vice-president*, and Brother Pratt is *secretary-treasurer*.

*Head Master* Davis was a delegate to the Western Provincial Convention at Des Moines this fall. He brought back good reports from everything that took place at the convention and gave us a report in such a manner that it made the chapter work for the betterment of *Alpha-Eta* and *Deltasig* and put her on the top of the list in everything that we undertake.

LEO. M. SCHULTZ, *Correspondent*.

*Alpha-Kappa* has started on one of the most auspicious years of its existence. We

have back to school this year only twelve of our regular men, but with our very successful pledging program

in progress our active list will soon climb to normal. *Senior Warden* Douglas Campbell has been working very efficiently with his pledge committee. The best evidence of this was the pledging of eight very desirable prospective *Deltasigs* on October 30th. We have one faculty member whom we are planning to pledge in the very near future. Our program of pledging this year has been somewhat different than in the past. We had open house for four days and on one of these days arranged an especially interesting program, to which we invited the dean of the School of Commerce and faculty. We were also very fortunate in having with us that evening national director Brother Ed. L. Schujahn, who gave a very interesting talk on the history of fraternities.

Brother Herbert Kopper, *president* of the Lantern Club, is back on the job again this year working hard for the success of this organization.

We have many and varied events so far this year. Our first function of the school year 1927-28 was our installation dinner. At this time past *Head Master* Guenther installed the officers who will guide *Alpha-Kappa* for another year. Broth-

er Carl Guenther was also presented with the gold *Deltasig* key which it is customary in *Alpha-Kappa* to present to all past *Head Masters*. We have had two house dances which were unusually successful parties.

Now to say a few words about our new house of which the brothers of *Alpha-Kappa* are justly proud. It is a large and commodious dwelling situated in one of the most desirable districts of Buffalo. It is very well adapted for fraternity use, having several large rooms which are very conveniently arranged for meeting, smokers, and parties. We have purchased a great deal of new furniture, lamps, etc., which have created a desirable atmosphere. At our open house several visiting fraternity men stated that they believed we had the finest house at the University of Buffalo.

*Alpha-Kappa* was very much in evidence at the regular Eastern Provincial Convention held at the *Omega* chapter house, Philadelphia. Brothers Weil, Bollman, Campbell, McCormick, Francelmont, Guenther, and *District Deputy* Charles W. Atkinson attended. They have all agreed that the *Omega* brothers left nothing undone in making our visit a happy and pleasant one. Congratulations, *Omega* on your very fine house and successful convention.

We believe at this time the National and Eastern Provincial officers should be commended for the many practical and constructive ideas presented to the delegates and guests. *Alpha-Kappa* with the coöperation of its *District Deputy* has taken immediate steps to put into practice some of these valuable policies.

*Alpha-Kappa* had the pleasure of entertaining for several days, *District Deputy* Herbert Fallon, *Gamma*. We want to extend a cordial invitation to any brother coming to Buffalo. Our new house situated at 69 St. James Place is always open to *Deltasigs* who may be in the vicinity.

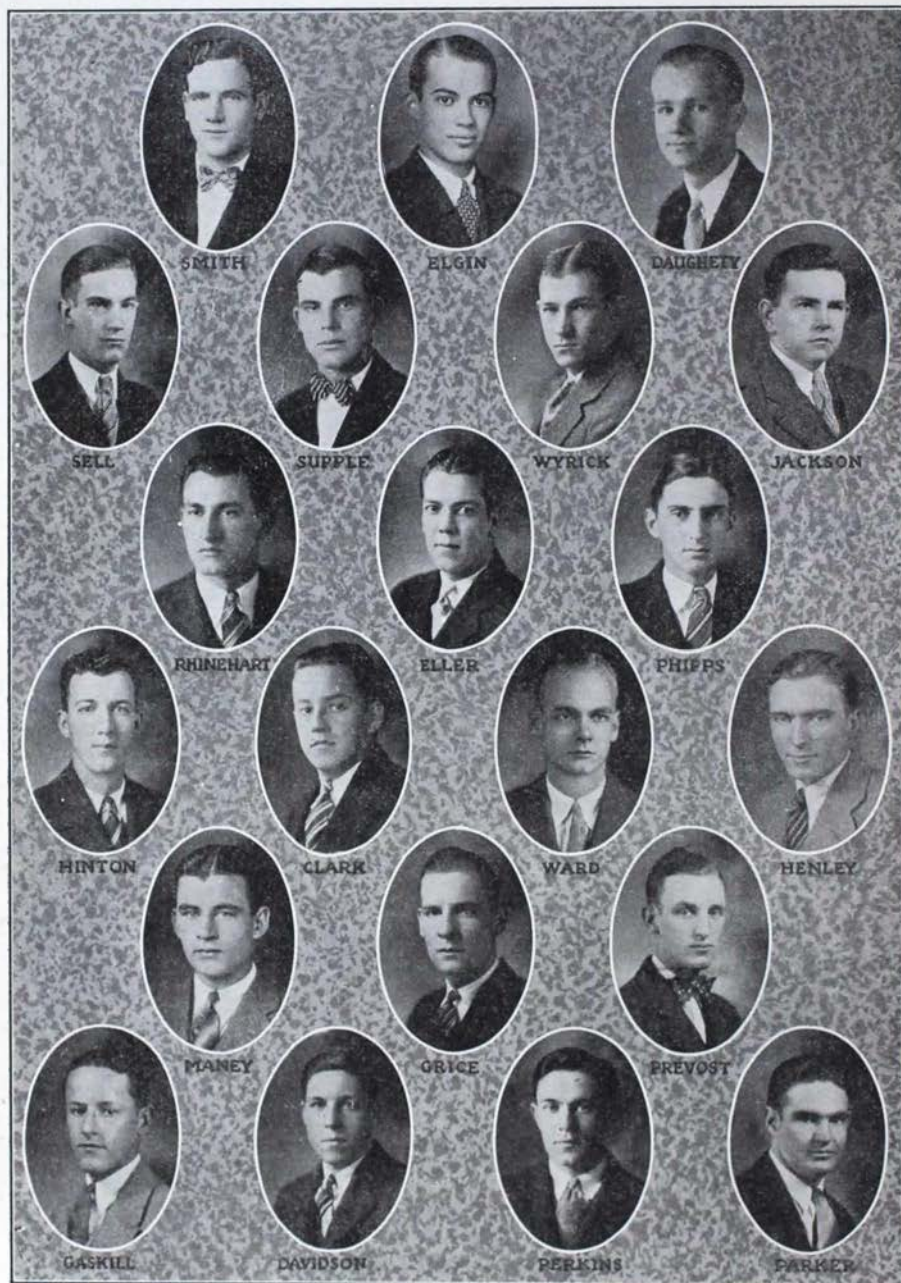
Brothers Bollman and McCormick had the pleasure of visiting *Xi* and *Beta* a few weeks ago and brought back with them many good ideas which they saw worked out at these chapters.

Buffalo will soon have an alumni club. Under the able direction of Brothers Holt and Patterson the organization of this group is under way.

We hope that we will have the pleasure of more visits from *Deltasigs* in the near future.

CARL H. GUENTHER, *Correspondent*.





ALPHA-LAMBDA CHAPTER—UNIVERSITY OF NORTH CAROLINA

Our chapter this year is sadly depleted in numbers, only eleven active members remaining after last year's graduations.



Few in numbers, but as for energy — well, we

have it. We have leased a new lodge hall, more spacious and having a better location. It is quite an improvement over the old one.

Our fall initiation takes place November 10th and 11th, and we are planning to have about ten neophytes. Two faculty member proposals are before The Central Office for approval.

The estimation in which Delta Sigma Pi is held on this campus is steadily rising. Being relatively new to the campus, we have had an uphill struggle. Deltasigs are known to be good students and good fellows—in some cases almost a paradox. In previous years it has been purely professional. However, this year we are trying to bring about a closer feeling of amity among the brothers. We have special call meetings—purely social—to make our common bonds closer. We seem to be succeed-

ing. Some of the bunch drop by the hall almost daily—bull, a few hands of bridge, music and the like.

We are striving for a successful year, and if success is the reward of work and effort, this should be a banner year.

FRANK E. MATTHEWS, *Scribe*.

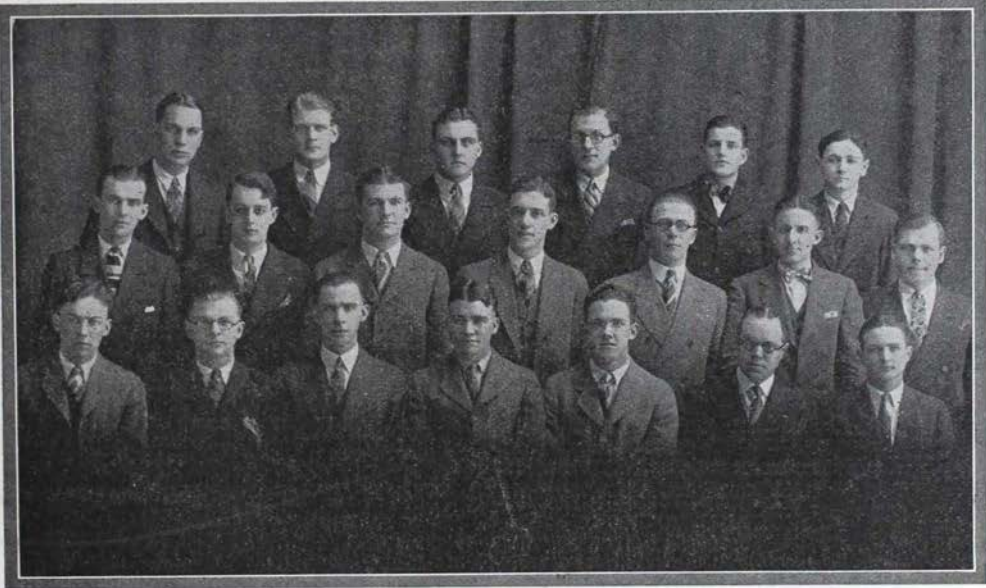
*Alpha-Mu* has ten brothers to carry on the work of Delta Sigma Pi at the University of North Dakota.



However we have been looking over the commerce students

and expect to pledge seven or eight within the next week. The program of the chapter for the first semester has been outlined and luncheons will be held every two weeks at which there will be a talk on some subject of commerce given by a prominent speaker. The brothers decided to hold the business meetings in social fraternity houses in order that the meetings can be turned into a general get-together after the transaction of business.

*Alpha-Mu* is well represented in the few



ALPHA-MU CHAPTER—UNIVERSITY OF NORTH DAKOTA

- TOP ROW (Left to right): Robert Serumgard, R. Thorne, Earl Benser, Lloyd Lobb, Julius Broen, Bruce Murphy  
 MIDDLE ROW: George Gronberg, Herbert Procter, Thomas Doe, Earl Berquist, Clarence Wedwick, Miron Towne, Earl Larson  
 BOTTOM ROW: Ted E. Waldon, J. Huntley Blain, J. B. Taylor, Harold Golberg, Emmett Kennedy, Dean E. T. Towne, Harrison Wilder

other commerce organizations at North Dakota. Brothers Benser and Wilder wear the key of *Beta Gamma Sigma*, having been elected in their junior year. Brother Benser is also *vice-president* of Beta Alpha Psi and Brother Wilder is *secretary-treasurer*.

The program of the chapter is getting under way and *Alpha-Mu* looks to a very successful year.

HARRISON WILDER, *Head Master*.

*Alpha-Nu* began the first semester this year with twenty-five active members. The



average attendance at our meetings so far, has been about twenty-two, so we feel that our interest

is good and our members are active in deed as well as in word.

*Alpha-Nu* was represented at the Western Provincial Convention of Los Angeles by its *Head Master* and the men here feel that these district conventions are big assets to Delta Sigma Pi. They create a *national consciousness*, as Brother Wright would say. They make each chapter feel that it is a vital and indispensable part of a wonderful, national organization. A chain is only as strong as its weakest link and Delta Sigma Pi hopes to build up its weaker parts and attain a goal as near to perfection as is humanly possible. The chapters discuss their common problems at these meetings and the newer chapters may benefit very materially from the past experiences of the older chapters. The boys at *Phi* are wonderful hosts and certainly showed the old Deltasig spirit that is making for our fraternity's success, throughout this old U. S. A.

Brother *Gig* Wright visited *Alpha-Nu* on his return from Los Angeles and the chapter gained much from Brother *Gig's* vast store of knowledge regarding chapter operation, rushing, pledging, and initiating. The newer brothers who had never enjoyed the privilege of meeting Brother Wright considered it an honor indeed to meet our *Grand Secretary-Treasurer* and the older men also enjoyed renewing their friendship with Brother Wright. One of the direct results of Brother Wright's visit to Denver was the establishment of an executive committee. *Alpha-Nu* has benefited greatly from the operation of this committee.

A rush dance was given for the lower classmen of the School of Commerce. We had a six-piece orchestra and about sixty

couples were present at this event. We feel that this dance was a big success in that it assisted the brothers to become better acquainted with the new men in the school.

Up to this year *Alpha-Nu* has been somewhat handicapped by the fact that most of the faculty members in the school were members of Alpha Kappa Psi long before Delta Sigma Pi entered the university here. *Alpha-Nu* was very well represented by Brothers Monty Smith and Al Webber, but we have always felt that we should have a larger representation. As school opened this year three new professors entered our school and *Alpha-Nu* is proud to say that all three of these men were pledged Delta Sigma Pi. We present at this time our three new pledges: Ralph Limber, Dr. Gerald M. Francis, and Harry Wood.

Deltasig was not so successful in the school election last semester as we had hoped we might be, but we did not just sit around and mope because we had lost one election. On the other hand the boys began to work right then and as a consequence we hold the following class officers: Lester C. Kuper, senior treasurer; John T. Fenn, sophomore president; Donald G. Kirk, junior president; Ernest Ronveaux, vice-president, and Robert K. Wilson, junior treasurer.

We hold our meetings every other Wednesday and our luncheons in the alternate weeks. These luncheons, which are held at the house, serve as our professional meetings. We have speakers at these luncheons and the brothers benefit by the experiences of these older men who have good advice to offer to the student and young business man. Two of our prominent speakers this semester were Messrs. F. S. Cundiff, who is manager of the Main, Champa, Keystone and Tabor exchanges of the Mountain States Telephone and Telegraph Company, and Davis, who is district manager for the Retail Credit Company. Mr. Cundiff gave a very interesting talk on *The Trans-Atlantic Telephone* and present day methods of the telephone companies and Mr. Davis explained the work of his company which is a credit rating agency, principally for insurance companies. We enjoyed both of these talks very much and hope we may have the privilege of hearing from these men again.

*Alpha-Nu* is proud of two of the brothers, who hold prominent positions in the university. Brother Peck is president of the *Trail Blazers*, our all-school pep organization, and Brother Hicks is vice-president of this organization and in this capacity has charge

of all the demonstrations of the university. Brother Hicks was one of the brothers who accompanied our football team to Iowa City and he had charge of the demonstrations in that city. He speaks very highly of the hospitality of the brothers at Iowa and wants to go back again. He says they have a mighty fine bunch and he enjoyed meeting the brothers of Iowa City. Brother Virgil Simpson also accompanied the boys on this football trip.

Brothers in Delta Sigma Pi, we welcome you to Denver, the *Queen City of the Plains*, and if you are ever in our fair city make it a point to look up the Deltasig house and we assure you that *Alpha-Nu* will endeavor to make your visit to Denver a pleasant one.

RAYMOND J. BRANDT, *Head Master*.

*Alpha-Xi's* ranks appear rather depleted, but we're at it now and expect to "chug" right along to a successful year. Only fourteen actives returned to college this fall, but we already have six good pledges, an initiation planned for this month, and a regular schedule of meetings for the year.

Mr. McIntire, founder of the Virginia Commerce School and an honorary member of our chapter, and Professor Barlow spoke to us and others of the commerce school at meetings sponsored by *Alpha-Xi*. To continue our professional program, and in somewhat of a novel manner, we are arranging for a meeting at which the professors and others of the Commerce School will be present, at which two of the brothers will discuss the good and bad features of the School of Commerce, courses, etc. We're hoping for a profitable discussion as well as a lot of fun.

Brother Nelson Brown attended the Eastern Provincial Conference held at the *Omega* chapter, and reports a profitable and successful conference as well as a wonderful time shown him by the host chapter.

*Alpha-Xi* was somewhat slow starting, but we're speeding up now, and if any of the brothers of other chapters are around Virginia any time we're always glad to see you.

J. N. SHUMATE, *Scribe*.

*Head Master* Bolyard is working very hard to bring *Alpha-Pi* forward at Indiana University, and his diligent and careful work has been rewarded. So far this year *Alpha-Pi* has had one dance



and one informal business dinner. The dance was held November 4th, and was recognized as one of the outstanding social attractions that has ever been attempted by a Commerce group at Indiana. The business dinner was the first of a series that is to be held monthly. It was found to be one of the best ways to get every member to attend the meetings. At these meetings we have members of our faculty and practical business men speak. Brother Dean Rawles gave a very interesting talk on the "Future Prosperity of Our Country." This was followed by a short talk by Brother Crobaugh and Brother Barker. *Alpha-Pi* is very glad to have Brother Barker of the *Alpha-Mu* chapter join the faculty at Indiana this year.

Brother Johnson has been elected to Beta Gamma Sigma; this gives *Alpha-Pi* four members in Beta Gamma Sigma. They are Brothers Biggs, Jones, Edwards and Johnson.

*Alpha-Pi* has several members who are engaged in campus affairs. Brother Smallwood is *treasurer* of the senior class; Brother Jones is senior baseball manager; Brother Johnson is senior basketball manager; Brother Mount has been elected cadet colonel in the R. O. T. C.; and Neophyte Study is *president* of the Sophomore class.

Twelve pledges are to be initiated December 4th.

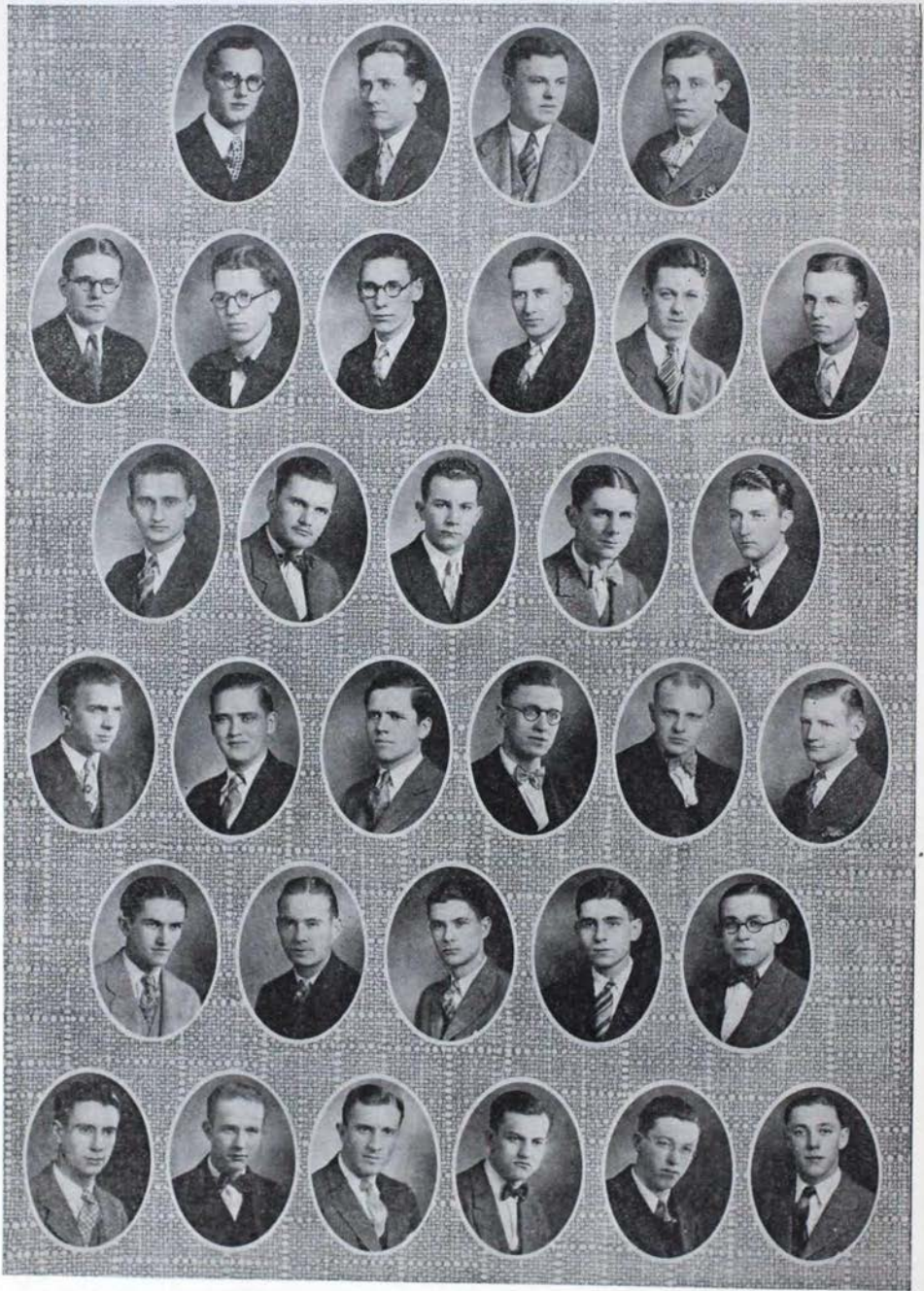
*Alpha-Pi* is enjoying a very good year and they are looking forward to a very active next semester.

ARTHUR R. SMALLWOOD, *Scribe*.

The active chapter of *Alpha-Omicron* was increased by six members October 30, when the first initiation of the year was held at the chapter house. The new brothers are:

Paul D. Miller, *Creston, Ohio*; Harold Krass, *Fremont, Ohio*; Roger W. Henderson, *Austinburg, Ohio*; Gail P. Turpin, *Gillespieville, Ohio*; Lyle H. Miller, *Franklin, Ohio*; and Ralph M. Downer, *Conneaut, Ohio*. At the same time





## ALPHA-OMICRON CHAPTER—OHIO UNIVERSITY

TOP ROW (left to right): Gilmore, Donnels, Smiley, Kosma  
 SECOND ROW: Horton, Parkinson, Chase, Walker, Rice, Mason  
 THIRD ROW: Kreager, Carmack, Dudley, Bobenmyer, Durr  
 FOURTH ROW: Warner, King, Coston, Mills, Todd, Stocker  
 FIFTH ROW: Carpenter, Wagner, Kimes, *Pledge* Brumm, Stedman  
 BOTTOM ROW: Clifford, *Pledge* Shaver, Miller, *Pledge* Stone, *Pledge* Moore, Slack

one faculty member was initiated, Professor Howard P. Longstaff. After the initiation a banquet was held and the new brothers all stated their intentions of keeping up the work of *Alpha-Omicron*. This increased the active membership to 29, and also leaves 10 pledges, who look like good material for Delta Sigma Pi. District Deputy Stoner and Brother Kuhule from *Nu* were present at the initiation.

On October 21 a Hallowe'en house party was staged, which was a great success. The house was decorated for the occasion. *Alpha-Omicron* has also held one smoker this year, to which all students of Commerce were invited. Brother Cherrington, head of the Economics department, was the speaker. Another smoker is being planned for next week.

The date is now set for the semester dance, which will be December 10th, at the Men's Union. Come on alumni and chapter brothers and spend a real evening with us.

On October 16, *Head Master* Dudley was present at the initiation at *Nu* chapter and reports a fine initiation.

*Alpha-Omicron* is also strutting its stuff in the Commerce Club at Ohio University, having as *president* Brother Dudley, *vice-president* Brother Kreager and *treasurer* Brother Wagner.

Other brothers holding prominent offices are: Brother Horton, *president* of the Men's Union; Brother Kreager, club editor of the *Green and White*, and Brother Carmack, fraternity editor of the college year book.

JOHN H. RICE.

ROGER W. HENDERSON.

RALPH M. DOWNER.

*Alpha-Tau* has moved to its new house at 624 Adams Street. For the living-room we have purchased a suite of furniture, rugs, and victrola, making it a very desirable and comfortable room.

There are twelve old men back this year. We plan to have an initiation on November 20th. There are thirteen pledges to be given the initiation ceremony. On November 11th a smoker will be given at the house. Immediately following the initiation a banquet will be given in honor of the new brothers.

During the year we are sponsoring a series of speeches in chapel by business men of the city, and once a month we are having some prominent business men to address us at the house. We are supplying

our Commerce Library with several magazines.

Interest has increased in the work of the fraternity, and every member is striving to keep our chapter on the road to progress. *Alpha-Tau* hopes to have a bigger and better year this year than last.

We have several brothers prominent in college activities, and are urging all the brothers and pledges to select some activity and strive to excel in that.

ALTON O. BARTLETT, *Correspondent*.

A rather unique situation exists at present in *Alpha-Upsilon* chapter, the chapter being composed of thirteen active members and thirteen pledges. This might seem to bode ill for the chapter but *Alpha-Upsilon* is not in the least superstitious. With one exception, excluding the seniors, the active chapter returned to school and immediately launched the first rushing campaign of Delta Sigma Pi on the Miami campus. Thirteen of the outstanding men in the School of Business were pledged.

The plan is being considered whereby bi-monthly luncheons may be held, these luncheons being within weeks alternate to those within which are held the formal meetings.

The various positions related to business held by members are as follows: Cox, Student Assistant in the Accounting Department; Niswonger, Student Assistant to the Director of the School of Business and Assistant Business Manager of *The Miami Student*; Young, Baker, Bennett and Niswonger are members of Phi Beta Phi, an honorary journalistic fraternity.

The versatility of the chapter is indicated by the variety of activities in which it is represented. Baker is *president* of the student body, Young is *editor* and Bennett is *associate editor* of *The Miami Student*, and Franz is *president* of the Junior Class.

CLARENCE COX, *Correspondent*.

Being less than one year of age, the *Alpha-Phi* chapter has entered the new college year with prospects of much success. And being one of the youngest chapters we are endeavoring to make it one of the best.

We began the session with seventeen active members. The most outstanding event of interest for us was the initiation held November 4th. This was the first initiation to be held by *Alpha-Phi* chapter since installation last April. The initiation was

held by local brothers without any visiting brothers present. At this time ten men were initiated. We carried over five pledges until future initiation, which we do not expect to have until spring. After the initiation ceremony the usual banquet was given at the Presbyterian church, the main speaker being Mr. R. B. Clark, former president of the Mississippi Bankers Association.

Never has there been anything that created such a degree of friendship and brotherhood among the students of the department of commerce in the University, as that of the installation of *Alpha-Phi* chapter. There has been such a change that even students of other schools have noticed it and have frequently remarked about it. All the brothers are endeavoring to do some good for Delta Sigma Pi and also for the students who are not brothers, for the welfare of one depends upon that of the other.

Today *Alpha-Phi* chapter is represented in campus activities by the following brothers: Jenkins, junior football manager;

Mosby, sophomore football manager; Stovall, sophomore cheer leader; Lilly, Laird, and Ball are on the football squad; Jenkins Mosby, Stovall, Lilly, are members of the Cardinal Club, which is a social entertainment club. We will have men represented on each of the four other sport teams when their season opens.

We have had two alumni brothers visit us this season. On Thanksgiving we expect to have our alumni brothers return one hundred percent strong. We play Mississippi A. & M. College here on the campus. As this is the most important game in the state during the entire season we have all reasons to expect our brother alumni to be with us.

We have no chapter quarters at present, but we hope that before long we can consider the advisability of opening chapter quarters of some kind.

*Alpha-Phi* sends greetings to all other chapters and an invitation for all brothers to visit us when in Oxford.

WM. P. MULLINS, *Scribe*.



# RECENT INITIATIONS

## ALPHA-GAMMA—January 23, 1927

81 CLARK, Alexander Polyase, Jr., *Scranton, Pa.*

## ALPHA-ZETA—April 24, 1927

62 MOFFAT, Thomas Boston, *Obion, Tenn.*

63 SOUTHERN, Donald Brown, *Knoxville, Tenn.*

64 HANCOCK, Newton Fleming, Jr., *Fayetteville, Tenn.*

65 LONGMIRE, James Robert, *La Follette, Tenn.*

66 STERCHI, John Reed, *Knoxville, Tenn.*

67 JETTON, William Barton, *Murfreesboro, Tenn.*

68 HARPER, Horace Lynnwood, *Union City, Tenn.*

## ALPHA—May 7, 1927

461 NEFF, Alfred Peter, *Garden City, L. I.*

462 JOHNSON, Wilber, *Watertown, N. Y.*

463 HEALE, Kenneth Andrews, *Richmond Hill, N. Y.*

464 ROBSON, John Peter, *Dansville, N. Y.*

465 GRANT, Leonard Morse, *Dedham, Mass.*

## UPSILON—May 9, 1927

194 WATERMAN, Phillips Lloyd, *Glen Ellyn, Ill.*

## ALPHA-MU—May 11, 1927

57 SCHULZE, Karl Frederick, *Fargo, N. D.*

58 MYSTER, Howard Stuart, *Egeland, N. D.*

59 HATCHER, Manning Newell, Jr., *Fargo, N. D.*

60 FOSS, Rudolph, *Hatton, N. D.*

61 AUSTIN, John Burnell, *Münor, N. D.*

62 HANNAH, Harold Niel, *Kenmore, N. D.*

63 SCHULTZ, Richard William, *Ambrose, N. D.*

## CHI—May 14, 1927

95 PRYOR, John Johnson, *Chesapeake City, Md.*

96 THOMAS, James, *Sparrows Point, Md.*

97 WILLIAMS, Richard, *Baltimore, Md.*

98 BATES, John Whitney, *Baltimore, Md.*

99 HOWELL, George Robert, *Baltimore, Md.*

100 DUFTY, Lewis Edward, *Frostburg, Md.*

101 MITCHELL, Broadus, *Richmond, Va.*

## ALPHA-NU—May 14, 1927

47 JOHNSON, Carl John Arthur, *Denver, Colo.*

48 SHIRK, Stanley Everett, *Denver, Colo.*

49 MUSTAIN, Earl Luther, *Yuma, Colo.*

50 FENN, John Theodore, *Pueblo, Colo.*

51 FLACK, Carroll Elliott, *Yuma, Colo.*

52 HANSEN, Dwight Albert, *Lake City, Iowa*

53 HALBERG, Walter Edward, *Denver, Colo.*

54 KUPER, Lester Cornelius, *Sioux Falls, S. D.*

55 HORTON, Reuben, *Denver, Colo.*

56 SMITH, Lindsey Wilson, *Ft. Morgan, Colo.*

57 POLLARD, James Brooks, *Denver, Colo.*

## CHI—May 19, 1927

102 WEYFORTH, William Oswald, *Baltimore, Md.*

## ALPHA-BETA—May 22, 1927

103 CANNON, Carl Fay, *Bucklin, Mo.*

104 COBURN, Hal Hamilton, *Bogard, Mo.*

105 DANBURY, William Thomas, *King City, Mo.*

## ALPHA-GAMMA—May 31, 1927

94 HAGAN, Paul Sands, *Williamsport, Pa.*

95 HAWKINS, Edward Russell, *Altoona, Pa.*

96 McCONNAGHEY, Paul Clinton, *Ligonier, Pa.*

97 McCORD, Richard Simeon, *North East, Pa.*

98 McNICHOL, George James, *Bellefonte, Pa.*

99 SEWARD, Guy Hayes, *Wyalusing, Pa.*

100 SMITH, Sherwood, *Pittsburgh, Pa.*

101 TURNER, William Steele, *Avondale, Pa.*

## ALPHA-KAPPA—June 4, 1927

35 CAMPBELL, Robert Douglas, *Sydney, N. S. W., Australia*

36 DAVENPORT, Arthur William, *Buffalo, N. Y.*

37 EVANS, John Kimball, *Van Wert, Ohio*

38 HOPWOOD, David Ross, *Buffalo, N. Y.*

39 LA VAN, Robert L. Jr., *Niagara Falls, N. Y.*

40 POPPENBERG, Gustav Herman, *Buffalo, N. Y.*

## BETA—June 18, 1927

418 KNAPP, John Lyle, *Kankakee, Ill.*

419 McLAUGHLIN, Walter Dale, *Wapello, Iowa*

420 HULTGREN, Laurence Andrew, *Cambridge, Ill.*

421 FENTON, Arthur William, *Chicago, Ill.*

422 HICKS, Livingstone Porter, *Nashville, Tenn.*

423 SWANSON, Clarence Melvin, *Streator, Ill.*

424 MYERS, Roy Edwin, *Chicago, Ill.*

425 PETRIE, George William, *Chicago, Ill.*

426 LEASON, Roger Wolcott, *Hyde Park, Mass.*

427 HOHMAN, Elmo Paul, *Evanston, Ill.*

## ALPHA-KAPPA—June 20, 1927

41 BAKER, Benjamin B., *Orchard Park, N. Y.*

42 FERRELL, Howard Clinton, *Buffalo, N. Y.*

43 GOOD, Harry Irvin, *Buffalo, N. Y.*

## NU—October 16, 1927

143 CONAWAY, Austin Clement, *Wheeling, W. Va.*

144 DURR, Earl D., *Bucyrus, Ohio*

145 DAVIS, Roy Gordon, *Weatherford, Tex.*

146 GLEASON, Robert Lane, *Bryan, Ohio*

147 HAAS, John Homer, *Lakewood, Ohio*

148 WHITSETT, James Mortis, *Weatherford, Tex.*

159 HALL, Eugene Winston, *East Palestine, Ohio*

## ALPHA-EPSILON—October 16, 1927

101 EDWARDS, Roy Harold, *Plainview, Minn.*

102 SCHMOCKER, John Arthur, *Owen, Wis.*

103 FOSTER, William Ross, *Minneapolis, Minn.*

104 WERNICKE, Paul Herman, *Bingham Lake, Minn.*

105 PERSON, Paul Bernhard, *Fargo, N. D.*

106 REDDING, Maynard Nelson, *Grand Rapids, Minn.*

## ALPHA-OMICRON—October 30, 1927

62 DOWNER, Ralph Marvin, *Conneaut, Ohio*

63 HENDERSON, Roger Willis, *Austinburg, Ohio*

64 KRASS, Harold Gang, *Fremont, Ohio*

65 LONGSTAFF, Howard Porter, *Middleport, Ohio*

66 MILLER, Lyle Edmund, *Frankfort, Ohio*

67 MILLER, Paul Deforest, *Creston, Ohio*

68 TURPEN, Gail Pleasant, *Gillispsieville, Ohio*

**ALPHA-DELTA—November 2, 1927**

- 93 McNAMARA, Willard Gerald, *Fairmont, Neb.*  
 94 WECKBACH, Carl William, *Crete, Neb.*  
 95 HOOK, Alfred Adam, *Omaha, Neb.*  
 96 HOLLOWAY, Harold Tennyson, *Lincoln, Neb.*  
 97 TIMMERMAN, Douglas Holcomb, *Lincoln, Neb.*  
 98 MEAD, Wilbur L., *Ashland, Neb.*  
 99 WILSON, Bernarr Mitchell, *Omaha, Neb.*  
 100 HOLT, Jr., George William, *Oak Park, Ill.*

**ALPHA-PHI—November 4, 1927**

- 29 BALL, Clifford Eugene, *Tylertown, Miss.*  
 30 GREENE, Jr., Jess Dobbs, *Tupelo, Miss.*  
 31 JINKINS, James Mosley, *Orenshaw, Miss.*  
 32 McINTYRE, John Tays, *West Point, Miss.*  
 33 MOSBY, Thomas Matthew, *Sunflower, Miss.*  
 34 O'NEIL, Virgil Edward, *Poplarville, Miss.*  
 36 SELBY, Robert Allan, *Anguilla, Miss.*  
 36 STOVALL, Cary, *Corinth, Miss.*  
 37 TAPSCOTT, Samuel Montrose, *Nettleton, Miss.*  
 38 RAINE, Jr., William Lewis, *McComb, Miss.*

**EPSILON—November 5, 1927**

- 165 MATTES, Daniel Paul, *Iowa City, Iowa*  
 166 HAGERMAN, Frank LeRoy, *Jamestown, N. D.*  
 167 DOORNWAARD, Gerrit, *Sioux Center, Iowa*  
 168 HAHNE, Everett Lincoln, *Schaller, Iowa*

**ALPHA-LAMBDA—November 11, 1927**

- 59 HARRIS, Jr., Boyd White, *Durham, N. C.*  
 60 MENDENHALL, Jr., Edward Emerson, *Greensboro, N. C.*  
 61 SIMPSON, Paul Taylor, *Roseboro, N. C.*  
 62 STEPHENS, William Herman, *Lillington, N. C.*  
 63 ABBOTT, James Carroll, *Elizabeth City, N. C.*  
 64 PRITCHETT, Hoyt Baker, *Greensboro, N. C.*

**ALPHA-BETA—November 13, 1927**

- 106 KEATON, Wendell Cornelius, *Dexter, Mo.*  
 107 SANDKER, Eugene Warner, *Columbia, Mo.*

- 108 FELDCAMP, Henry John, *Palmyra, Mo.*  
 109 MANSAGER, Mervin Emil, *Booneville, Mo.*  
 110 BARNETT, William James, *Cuba, Mo.*  
 111 ADKISON, Howard Thomas, *Columbia, Mo.*  
 112 MILLER, Justus Benjamin, *Cape Girardeau, Mo.*  
 113 LANGENBERG, Victor, *Belle, Mo.*  
 114 NICHOLS, Willis Franklin, *Southwest City, Mo.*  
 115 KUHN, Leland Winter, *St. Louis, Mo.*

**KAPPA—November 20, 1927**

- 114 RAGSDALE, Jr., John William, *Atlanta, Ga.*  
 115 ESTES, Jack Alfred, *Atlanta, Ga.*  
 116 PERRY, John Ormond Randolph, *Atlanta, Ga.*  
 117 SIMPSON, Emmett Emerson, *Atlanta, Ga.*

**ALPHA-TAU—November 20, 1927**

- 36 BOWEN, Telford Clay, *Americus, Ga.*  
 37 EUBANKS, John Franklin, *Macon, Ga.*  
 38 MYERS, Aubrey Albert, *Macon, Ga.*  
 39 MILLER, Howard Lee, *Macon, Ga.*  
 40 DIXON, Albert King, *Savannah, Ga.*  
 41 JACKSON, Clarence Guyton, *Macon, Ga.*  
 42 ALLEN, James McDowell, *Zebulon, Ga.*  
 43 MERRITT, Jr., Benjamin Franklin, *Macon, Ga.*  
 44 COLLINS, Braswell Elisha, *Baxley, Ga.*  
 45 ROBERTS, Jr., Columbus, *Columbus, Ga.*

**IOTA—November 22, 1927**

- 122 CHITENDEN, Thomas William, *Hays, Kan.*  
 123 GUNCKEL, Clarence Lee, *Wakeeney, Kan.*  
 124 JAYNES, Roy William, *McLouth, Kan.*  
 125 ROSENE, Marvin Henry, *Scandia, Kan.*  
 126 FOSTER, Mitchell E., *Topeka, Kan.*  
 127 MULLIN, Ralph Everett, *El Dorado, Kan.*  
 128 BLACHLY, Harlen B., *Haven, Kan.*  
 129 YOWELL, James Wesley Merle, *Bridgeport, Kan.*  
 130 SCHMERSEY, Roy Jay, *Glen Elder, Kan.*  
 131 THOMAS, Clarence Elbert, *Iola, Kan.*  
 132 WARDEN, Beryl Edward, *Lawrence, Kan.*

**ALPHA-TAU—November 22, 1927**

- 46 SEYMOUR, Occie Leon, *Bozeman, Ga.*



INTERNATIONAL FRATERNITY OF  
**DELTA SIGMA PI**



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

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

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## The 1927 MEMBERSHIP DIRECTORY

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was placed in the mails on November 12th. This directory contains 304 pages, and lists all of the members of Delta Sigma Pi in three different classifications, (1) by chapters, (2) alphabetically and (3) geographically. It is beautifully bound in a Molloy cover, in gray and gold.

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ADAMS-FRANKLIN BUILDING

222 West Adams Street

CHICAGO, ILL.

(N. E. Corner Adams and Franklin Streets)

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## Delta Sigma Pi

Adams-Franklin Bldg., Chicago



## Rose of Delta Sig

Words and music by  
BROTHER PAUL H. COUGHLIN, *Mu*

Flow'rs that bloom in life's fair garden  
Blossoming bring thoughts of life and love,  
You can see their petals falling,  
As the season's days roll by;  
The fairest flower in the garden  
Budding with a life that ne'er will die,  
Is a flower that we love so dear,  
The Rose of Delta Sigma Pi.

### CHORUS

Rose of Delta Sig I love you,  
Rose of Delta Sigma Pi,  
When the shades of night are falling  
I dream of days gone by;  
As I go through life's long journey  
Mem-o-ries will never die,  
I will always hear you calling,  
Rose of Delta Sigma Pi.

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