

# THE DELTASIG

OF · DELTA · SIGMA · PI

JANUARY, 1931

The Economic Status of Industrial Banking

By L. Lee Boehmer, *Alpha Chi*



Sales Promotion in Modern Merchandising

By H. W. Wood, *Alpha Nu*



Delta Sigma Pi Scholarship Key Winners for 1930



Two Chapters Installed in the Lone Star State



## Engraved Stationery

**W**E HAVE had so many requests in the past few years for engraved stationery with the fraternity coat-of-arms in colors that we have had one of the leading engravers of the country prepare a set of dies for us and we are now able to offer to the membership of Delta Sigma Pi some of the finest engraved stationery possible to secure anywhere in the country.

The coat-of-arms of the fraternity is reproduced in five beautiful colors, through the use of five different engraved dies. Excellent bond paper stock is used; the popular sheet size  $7\frac{1}{4} \times 10\frac{1}{2}$ " has been adopted. This stationery comes packed 50 engraved sheets, 50 plain second sheets to match and 50 envelopes to the box. Sent prepaid on the receipt of \$3.00 per box. Add 15c for extra postage to all points east of Altoona, Pa., south of Macon, Ga., and west of Lincoln, Nebr.



## Playing Cards

**J**UST OUT, brand new Delta Sigma Pi playing cards, bridge size, made by the U. S. Playing Card Company. Tinted edges, packed in attractive telescope cases, these cards have two different colored back combinations, with purple and gold, the fraternity colors, being the predominating colors. Two packs for \$2 (each pack a different color combination) or six packs for \$5, shipped postpaid anywhere in the U. S. A.



## The Delta Sigma Pi Phonograph Record

**T**HROUGH arrangements with the Columbia Phonograph Company of New York City, we have had two of the most popular of our fraternity songs recorded by Ben Selvin and his Orchestra, a well known New York dance orchestra, and this record is now offered for sale exclusively through The Central Office of Delta Sigma Pi.

We have been very fortunate in securing unusually good orchestrations for both of these numbers; both are played in dance tempo, with vocal refrain. Yours Fraternally in Delta Sigma Pi is to fox-trot time on one side; while Rose of Deltasig is to waltz time, on the other side.

We cannot say too much about this record; both recordings are par excellence! Nevertheless, if you have a phonograph in your home you will want one of these records; and if you haven't a phonograph, it will be worth your while to purchase one just to play this record—no foolin'. Price \$1.00 per record, postpaid. Add 15c for extra postage to all points east of Altoona, Pa., south of Macon, Ga., west of Lincoln, Nebr., and north of Minneapolis, Minn.

# · THE · DELTASIG ·

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H. G. WRIGHT, Editor  
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The International Fraternity of Delta Sigma Pi was founded November 7, 1907, at New York University School of Commerce, Accounts and Finance, by Alexander F. Makay, Albert H. Tienken, Harold V. Jacobs and Alfred Moysello, and is a professional commerce and business administration 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.

THE DELTASIG, official magazine of Delta Sigma Pi, is published four times during the collegiate year in the months of November, January, March and May at The Central Office of the fraternity, Chicago. Subscription price: \$4 per year, payable in advance. Members of the fraternity are invited to contribute special articles on business and fraternity topics, and news items pertaining to the activities of the members of the fraternity. Closing date for receipt of material for each issue is the first day of the month of the date of issue.

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# Grand President Schujahn Speaks

« "Delta Sigma Pi is a professional commerce and business administration fraternity organized . . . to encourage scholarship . . . ." »



E. L. SCHUJAHN, Psi

**S**O READS the preamble to our Constitution, and in this issue I wish to speak of scholarship, and particularly to the undergraduates in our active chapters, the provincial officers, and the faculty advisers of our chapters.

Scholarship is a serious personal and fraternity problem. It may be defined as "learning"; it is, after all, the reason why you and I spend four years (more or less) of our allotted three-score-ten in college. It is the reason the parents of many of us make heavy sacrifices, to enable us to acquire the "learning" which the world demands today of those who are to be its leaders. Isn't it worthy of serious consideration?

I wish every one of you would read an article that appeared in the February 1929 issue of *THE DELTASIG*, and more recently in *Banta's Greek Exchange*, entitled "Does Business Want Scholars?" by Mr. Walter S. Gifford, president of the American Telephone and Telegraph Company. In this article, Mr. Gifford summarizes some results of research among thousands of employees of the Bell system, which indicated that there is a close relation between scholarship in college and business success (and the size of the paycheck, too) and that scholarship, as a measure of mental equipment, is of importance to both business and the business man and to the boy in college. Many of your older friends, who have had several years of business experience after graduation, will, I believe, agree that in their own organizations more college men who had above-the-average marks in college have succeeded than men whose marks were below the average.

I once heard the vice-president of one of America's leading corporations remark: "I wish we could get two more men like so and so." Both of these men mentioned ranked in the first third of their class in scholarship while at college. Look around yourself,—don't you find that the men who were above the average in scholarship in college are also above the average in business success? There are exceptions, naturally, but the exceptions go to prove the rule.

Again, scholarship cannot be attained except by conscientious plugging, hard work, and real sustained effort, and character. Neither can business success! You owe it to yourself to exert every effort to stand well in scholarship, to average above the average of your class in the marks you attain, since marks are the measure of scholarship.

And you owe it to your fraternity! Delta Sigma Pi is a professional fraternity in commerce and business administration, and its membership is composed entirely of men who have chosen the profession of business for their life work. Members of Delta Sigma Pi should lead in the study of their profession. No chapter of the fraternity should pledge or initiate a man who is low in scholarship, who cannot participate in campus activities because of his low scholarship, who will unreasonably drag the chapter average down, who will deprive the chapter of privileges because of his failure to make the required grades. I do not mean that a Deltasig should be a grind or a bookworm, but only that he should rate equal or above the average for all men on the campus; for if he doesn't, the chances are that he won't make much of a success on the campus, or in business later on.

And if a brother drops below the average in his marks, the chapter has the right, and it is the duty of the chapter to ask "How come!" And then it is the chapter's obligation to help him bring his marks up to the average, to help him succeed, to lend him the helping hand of a fraternity brother.

I sincerely hope that when the various colleges report the standings of the fraternities on their campus, EVERY chapter of Delta Sigma Pi will be found to rank above the all-men average in scholarship. If they do, that chapter is bound to be a successful one!

Fraternally yours,

E. L. SCHUJAHN,

Grand President.

# · THE · DELTASIG ·

Volume XXIII

JANUARY, 1931

Issue 2

## Delta Sigma Pi Enters the ★ Lone Star State ★

WITH the establishment of active chapters at Baylor University, Waco, Texas, and at the University of Texas, Austin, Texas, Delta Sigma Pi is now firmly established in the great Southwest, and adds the Lone Star state to our list of states in which we have chapters. Less than two years ago we had no chapters in this rapidly growing section of the country; last year we installed chapters at Oklahoma and Louisiana State, this year our new chapters at Baylor and Texas gives us a total of four in our newly created Southwestern Province. Our forty-odd Texas alumni have been more or less isolated in the past, but now with these new chapters in this great state, they have had just cause for rejoicing. The fifty-fourth chapter grant of Delta Sigma Pi went to Baylor University, School of Business, Waco, Texas, where on Saturday, December 6, our Beta Iota chapter was duly installed. This installation was in charge of Grand Secretary-Treasurer H. G.

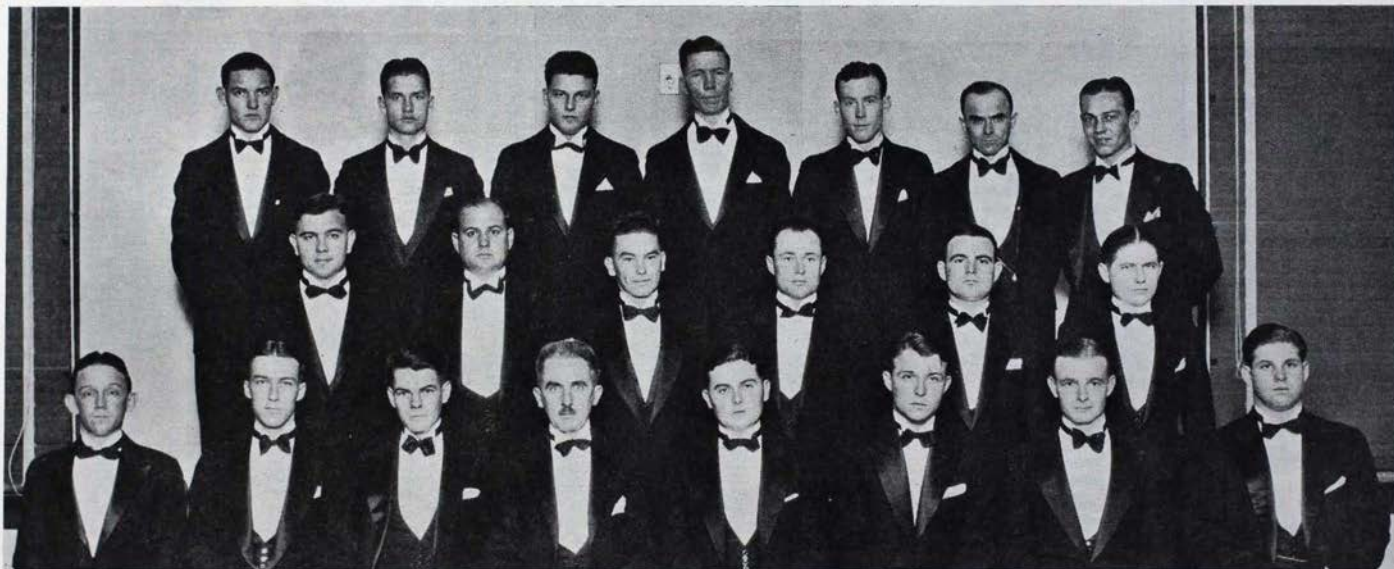
Wright and Director Karl D. Reyer, assisted by Lewis L. Doughton, an alumnus of our Kansas chapter, now residing in Waco, where he is general manager of the Sanger Bros. department store, and who was primarily responsible for directing the development of our local petitioners until they met our requirements, Kenneth B. White, *Boston*, Horace F. Clark, *Wisconsin*, and Wayne Gratigny, *Nebraska*, all now residents of Dallas, and Brothers Tansel, Green-shields, Wood, and Smith, actives from our Oklahoma chapter.

The installation ceremonies were held at Karem Temple, the local headquarters of the Shriners, followed by a formal banquet at which several administrative officers of Baylor

University were guests of the fraternity. This proved to be a most enjoyable occasion and will be long remembered by all those present. The program was most ably handled by Hugh G. Minton, Baylor, as toastmaster; music was provided by Pe-

★  
The installation of these two new chapters increases the number of our active chapters to 52; we have chapters in 32 different states; our total national membership is now approximately 7500.





### Charter Members of Beta Iota Chapter, Baylor University

Top Row (left to right): Hugh Baker, Ed Carroll, Ryland Walker, Lee Hill, Hugh Minton, Neil Foster, Vernon Bryant

Middle Row: Paul Becker, Marshall Boyd, Ensor Armstrong, Lawrence McMillan, John Stone, Kirby Parsons.

Bottom Row: Brown McElhannon, Dowden Dillehay, Carl Casey, H. G. Wright, *Grand Secretary-Treasurer*, Cowden Henry, Walton Wilfong, Perry Waldrop, Raiford Stainback.

dro Martinez and his ten Varsitoni-ans.

The following Saturday, December 13, our fifty-fifth chapter was installed at the University of Texas, School of Business Administration, Austin, Texas. Grand Secretary-Treasurer Wright was in charge of this installation, and was assisted by Carl A. Rehm, *Chicago*, Thomas W. Shugart, *Denver*, L. G. Thomas, *Johns Hopkins*, Kenneth B. White, *Boston*, all alumni residing in different sections of Texas, and by a delegation of fourteen members of the newly installed Baylor chapter headed by Head Master E. Cowden Henry and Scribe William Waldrop.

The installation ceremonies and banquet were held at the Shephen F. Austin Hotel, and President H. Y. Benedict of the University of Texas, Dean J. A. Fitzgerald of the School of Business Administration and others were guests of the chapter. Dr. James Clay Dolley, *Beta Kappa*,

chapter adviser of this chapter, acted as toastmaster of the banquet.

### History of Baylor

Baylor University, chartered under the laws of the Republic of Texas, owes its foundation to a movement begun by the Texas Union Baptist Association, which in 1842 resolved to found in Texas a Baptist University. The charter for the University was obtained from the Republic of Texas, in February, 1845; the preparatory department with Professor Henry Gillette as principal, was opened the same year at the town of Independence.

In 1848 the institution was placed under the control of the Baptist State Convention, which was organized in that year. In 1851 the University entered upon a season of prosperity, adding in that year a Department of Law, a large number of whose graduates became distinguished in legal af-



#### Installation Team—Beta Iota Chapter

Top Row (left to right): Bert K. Smith Jr., *Beta Epsilon*, Walter D. Wood, *Beta Epsilon*, Frank P. Tansel, *Beta Epsilon*, Horace F. Clark, *Psi*, Wayne Gratigny, *Alpha Delta*.  
Bottom Row (left to right): Karl D. Reyer, *Nu*, Lewis L. Doughton, *Iota*, H. G. Wright, *Beta*, Grand Secretary-Treasurer, Kenneth B. White, *Gamma*, Theodore D. Greenshields, *Beta Epsilon*.

fairs of the State. This department, however, was later abandoned.

In 1861 the president of the University resigned and moved to Waco where he established Waco University, under direction of the Trinity River Association. In 1868 this association having been merged into the Baptist General Association, Waco University passed under the control of this new organization. Waco University was the first co-educational institution in the South, the second in the United States, and third in the world.

In 1886 the situation in regard to Baptist universities in Texas was as follows: Waco University, under the direction of the General Association was a flourishing university, while Baylor University at Independence, under the direction of the Baptist State Convention, was in a state of decline. The result was that Baylor University at Independence and Waco University were united under the name of Baylor University at Waco, and the two general organizations of the denomination having been consolidated under the name of "The Baptist General Convention of Texas"



E. COWDEN HENRY  
Head Master  
Beta Iota Chapter



Baylor University was placed, and has since remained, under the control of this body.

In 1903 the Board of Trustees of Baylor University took over the School of Medicine, which had been organized at Dallas in 1900, and was known as the Medical Department of the University of Dallas. That institution is now the Baylor University College of Medicine and is an integral and coordinate part of the University. It has grown from year to year and now is rated as Class A by the Council on Medical Education and Hospitals and by the Association of American Medical Colleges.

The School of Pharmacy was organized in 1904. It is located on the grounds of Baylor Hospital in the greater medical center of Dallas. This College holds membership in the American Conference of Pharmaceutical Faculties.

In 1918 the building formerly occupied by the Medical College of Southern Methodist University in Dallas was purchased by the trustees of Baylor University to be used for a College of Dentistry. In 1920 the Baylor School of Law was opened, and in 1923, by order of the Supreme Court of the State of Texas, license was granted to graduates of the Baylor School of Law to practice in the courts of Texas without examination.

In 1923 the School of Business was established, providing a combination of theoretical and practical courses in order to make possible a liberal education and at the same time provide adequate preparation for a business career.

At Waco, a modern city of 50,000 population, the Baylor campus contains about thirty acres and is being enlarged as contiguous properties are acquired from time to time. There are approximately 1,500 students,



and of these about 300 are in the School of Business.

### History of Beta Iota Chapter

The organization of Pi Delta Sigma dates back to 1927, when the Business-Accounting Society was organized in the School of Business, with an idea toward promoting a spirit of fellowship among their members, and of furthering the professional work of their department. This society, changed to a Greek letter fraternity and completely re-organized early in 1929, was given the name Pi Delta Sigma. Desirous of acquiring a national affiliation, and having met an alumnus of Delta Sigma Pi, Lewis L. Doughton, a graduate of our Kansas chapter, and general manager of Sanger Bros. department store at Waco, negotiations were opened with Delta Sigma Pi.

The necessary investigations ensued during the coming year; Baylor University was added to the eligibility list of Delta Sigma Pi; the petition presented; and Pi Delta Sigma proceeded to operate in accordance with the national requirements of the fraternity.

The following members comprise the charter membership of Beta Iota chapter, although several alumni members of the petitioning group will be later admitted.

Waddell Ensor Armstrong  
 Hugh Maxwell Baker  
 Paul Becker  
 Marshall Monroe Boyd  
 Vernon Wilson Bryant  
 Merrill Clayton Bundy  
 Ed Emmett Carroll  
 Monroe Spurgeon Carroll  
 Carl Brown Casey  
 Dowden Rogers Dillehay  
 Neil Simmons Foster  
 Joe Bell Frey  
 Edgar Cowden Henry  
 Benjamin Lee Hill

Lawrence McMillan  
 Marcus McElhannon  
 Hugh Glaze Minton  
 Kirby Smith Parsons  
 Le Roy Robb  
 Raiford Hammond Stainback  
 John Lester Stone  
 Robert Howle Veazey  
 William Perry Waldrop  
 Ryland Wilcox Walker  
 Edward Walton Wilfong

The following were installed as the first officers of Beta Iota chapter:

*Head Master* . . E. Cowden Henry  
*Senior Warden*  
                     R. Hammond Stainback  
*Junior Warden* . . Carl B. Casey  
*Treasurer* . . . . . B. Lee Hill  
*Scribe* . . . . . William P. Waldrop  
*Chancellor* . . . . Hugh G. Minton  
*Historian* . . . . . Edward W. Wilfong  
*Senior Guide* . . Ed Emmett Carroll

### History of the University of Texas

The University of Texas is a state institution, ordained by constitution, located by popular vote, endowed and maintained by legislative patents. The conception of a University of Texas goes back to the Declaration of Texas Independence, which had for one of its main indictments against



TRAVIS A. WHITE, *Head Master*  
 Beta Kappa Chapter



### Charter Members of Beta Kappa Chapter, University of Texas

TOP ROW (left to right): T. J. Hemphill, Jack E. Skaggs, Robert W. Taylor, L. Ludwell Jones, Temple J. Duderstadt, Thomas V. Merrell, Helmuth R. Bruns, William T. Hatley, Richard E. Palmer.

MIDDLE ROW: Homer C. Grubbs, John Allen Ward, Paul W. Newman, William E. Dozier, Richard Coy Harris, William Paxton Boyd, J. D. Vollmer, Tom Rose, Cecil H. Fewell, John Alfred Allen.

BOTTOM ROW: Joe K. Alexander, Clyde Hilliard, William H. Hoffman, Travis A. White, H. G. Wright, *Grand Secretary-Treasurer*, James Clay Dolley, Roland E. Downtain, Clay Zachry, Jewell J. Mathis.

the government of Mexico the failure to establish any system of public education.

In 1837 a bill to incorporate the University of Texas was introduced in the Congress of the Republic. Definite provision for the establishment of the university was made in 1858, but was not carried out because of the Civil War and the unhappy era of Reconstruction, and not until 1881 was an act of organization framed by the legislature. It provided for the location of the institution by popular vote, and for the appointment of a Board of Regents to be entrusted with its organization and government. In 1883 the legislature added 1,000,000 acres of land to the 1,000,000 acres endowed to the university by the Act of 1858 to constitute a permanent building fund.

By popular election in September, 1881, the main university was located at Austin, state capital, and the medical branch at Galveston. Under authority of the Board of Regents, the academic and law branches were organized.

The cornerstone of the first building was laid on November 17, 1882, and on September 15, 1883 the University was formally opened. The Medical School was opened in October, 1891. The College of Engineering was inaugurated in 1894; the Summer Session in 1898; the School of Education in 1906; the Division of Extension in 1909; the Graduate School in 1910; and the School of Business Administration in 1922. The College of Mines and Metallurgy was created in 1919, constituting the state school of mines and metallurgy, a branch of the University of Texas. It is located in El Paso.

In regard to the financial support of the University of Texas by the state legislature, a rather unusual situation has developed. When the 2,-

000,000 acres of land were given to the University it was thought the income from these lands would be ample for construction of buildings, endowment and operating expenses. From time to time, portions have been sold and the proceeds invested in state bonds. But it soon proved that the land would not be enough for the support of the university. Therefore, each legislature since 1887 has made appropriations for running expenses. But the buildings erected on the campus had to be paid for by contributions, or income from the acreage owned by the University. The legislature appropriated only funds to pay operating expenses.

In 1923, oil was discovered on the university land, and production was immediately started, and since that time the receipts from the oil leases and royalties have amounted to fourteen millions of dollars. By the provisions under which this acreage was granted to the University, this income cannot be spent but must be placed in an endowment fund and only the income from this fund can be devoted to the construction of buildings. However, this fund of fourteen millions of dollars is still rapidly increasing, and the income is now sufficiently large to enable the university to erect about two buildings annually, which they are doing. The University of Texas now has several buildings that would not be out of place on any campus in the country, and within another ten years, will have one of the best equipped campuses in the entire country. If the oil production is maintained for another twenty years, what they will do with all their money will be a problem.

### The School of Business Administration

The School of Business Administration was first created in 1922.

Work in business administration, however, was begun as early as 1912, but in connection with the College of Arts and Sciences. A distinctive degree, Bachelor of Business Administration, was first offered in the session of 1916-1917. The School of Business Administration is a senior college, the freshmen and sophomores taking their pre-commerce work in the College of Arts and Sciences.

Last year 5,853 students were registered at the University of Texas for the fall, winter and spring terms only, of which almost 400 were in the School of Business Administration. Were pre-business administration students also counted, the registration would exceed a thousand students. The university also had over 3,000 students in their summer session in 1929. Texas is the largest university in the southwest, and one of the largest and best known in the country.

### Our Petitioners

Pi Sigma Delta, our petitioners, organized for the express purpose of securing a chapter of Delta Sigma Pi. With the large registration of students in their college, and only one professional fraternity in that field, it was felt that there was an urgent need for another. Negotiations were started about two years ago through an alumnus of Delta Sigma Pi on the Texas faculty, who in turn communicated with The Central Office. In the course of time the fraternity sent Karl D. Reyer to Texas to investigate the situation and report on the personnel of the group. To Floyd B. Raisty, an alumnus of our Iowa chapter, goes much of the credit for assisting in the local organization of our petitioners.

The petition was eventually prepared and filed; the investigation continued. This fall the board of direct-

ors granted a chapter. The chapters at Baylor and Texas were granted at the same time, and the designation of these two chapters was determined by the simple method of assigning Beta Iota to the one selecting the earliest date of installation, and Beta Kappa to the other. Texas selected December 13 as the most satisfactory date for their installation, when the following charter members were initiated:

Joe Kelton Alexander  
 John Alfred Allen  
 William Paxton Boyd  
 Helmuth Robert Bruns  
 James Clay Dolley  
 Roland Eugene Downtain  
 William Enoch Dozier  
 Temple J. Duderstadt  
 Cecil H. Fewell  
 Homer Collins Grubbs  
 Richard Coy Harris  
 William Thomas Hatley  
 Theron Joseph Hemphill  
 William Howard Hoffman  
 Clyde Hilliard  
 L. Ludwell Jones  
 Jewell Joseph Mathis  
 Thomas Vester Merrell  
 Paul Wesley Newman  
 Richard Earle Palmer  
 Tom Rose  
 Jack Edward Skaggs  
 Robert Winston Taylor  
 J. D. Vollmer  
 John Allen Ward  
 Travis Adrian White  
 Clay Zachry, Jr.

The following were installed as the first officers of Beta Kappa chapter:

*Head Master* . . . Travis A. White  
*Senior Warden*

William H. Hoffman  
*Junior Warden* . Homer C. Grubbs  
*Treasurer* . . . J. Kelton Alexander  
*Scribe* . . . William T. Hatley  
*Historian* . . . Richard E. Palmer  
*Master of Ceremonies* Clay Zachry  
*Master of Festivities*

Theron J. Hemphill  
*Senior Guide* . . . Clyde Hilliard

## W. Mackenzie Stevens »

### Serves As Principal Organization Expert for Federal Farm Board This Summer » » » » »



W. Mackenzie Stevens,  
*Johns Hopkins*

**W.** MACKENZIE STEVENS, an alumnus of our Johns Hopkins chapter, and now professor of Marketing at Louisiana State University, College of Commerce, played an important part in the organization of the rice growers of the south this summer, when, under civil service appointment, he served as Principal Organization Expert, the highest civil service rating possible.

Brother Stevens' work was the organization of the rice industry along more effective cooperative lines. This work consisted of holding conferences with cooperative leaders throughout the rice belt of Arkansas, Texas, and Louisiana and of making speeches. He had charge of the rice organization work and also spent considerable time in organizing the cotton growers of Tennessee and Mississippi.

About 70% of the rice growers of Texas together with about half of the rice growers of Louisiana are now organized into one association, The American Rice Growers Association. This association controls the entire acreage at a number of the important points. It has introduced standard grades, insisted on sale by description and sample and has made a number of changes which have materially reduced the cost of marketing rice with the result that the rice producer now receives more for his rice and the

consumer can buy his rice for relatively less price without injustice to the middleman. In other words very definite inroads into waste in the distribution process for rice have been made.

In Arkansas the growers have their own mills and sell rice directly to the large chain store organizations and the wholesale trade of the country.

In addition to this interesting work Brother Stevens addressed as many as two county and state meetings a day for two or three weeks at a stretch in the interests of the American Cotton Cooperative Association, which is fostered by the Federal Farm Board and which is now by far the largest cotton marketing organization in the world.

As this work kept him busy until the middle of September, his plans to attend our Tenth Grand Chapter Congress at Detroit had to be abandoned. Brother Stevens is chapter adviser of our Louisiana State Chapter and a most active alumnus of the fraternity.

#### Don't Miss the March Issue!

The March issue of THE DELTASIG will contain two interesting articles on the development of the schools of commerce and business administration. Originally planned for the January issue, they will not be completed in time, so will be featured in the March issue, which will appear about March 15.

# « « The Economic Status

★ Essay Contributed by Washington Chapter Undergraduate Wins First Place in National Contest Sponsored by the the Morris Plan Bankers' Association ★

## FOREWORD

THE PURPOSE of this paper is to present the industrial bank in its true light, to indicate the indispensable nature of the service rendered, and to further indicate that of the various institutions engaged in making industrial loans, the industrial bank is economically the soundest and best qualified. It is further intended to answer such ill-advised criticism as has been directed at these institutions from time to time and to indicate that they are thoroughly justified from the standpoint of the nature of the service rendered, the effect of such service upon the borrower and his standard of living, the charge made for his service, and, finally, from the standpoint of their status in our present economic society. It has been intended to refute, so far as possible, the various semi-crystallized and erroneous impressions inspired by prejudice and ignorance of the true situation, which have been responsible for such adverse criticism as has been directed at these institutions since their inception.



“Most families find themselves faced with some legitimate reason for seeking a loan at least once in every two years. The need to borrow is by no means a sign of shiftlessness, or in well-ordered households, the result only of major catastrophes. Aside from sudden emergencies such as death, illness, or unemployment, there is the secondary necessity to maintain a desirable standard of living which may include home-buying, insurance, education, vacations, and general family welfare. The growing industrialization and urbanization of the country has increased some of these needs while, at the same time, it has become more difficult for the middle-class city family to get credit than was the case in small towns when a man was more likely to own his own home,

or his business, on which he could raise money quickly, or at least was known to his banker personally so that a reputation for reliability was in itself an asset which could be capitalized. Has the average family an opportunity today, in necessity, of getting credit on terms which will allow it to remain solvent? In most industrial centers, yes, but speaking of the nation as a whole, the market would be said to be ‘spotty.’”

The foregoing statement, indicating the opportunity for expansion in the industrial banking field, brings us to one more question, namely: What available sources of industrial credit are there to which a worker in necessitous circumstances may resort? There are six such sources available to the prospective borrower, namely: the loan shark, the building and loan association, certain philanthropic and semi-philanthropic societies, the cooperative credit association, the small loan department of certain labor and commercial banks, and finally, the industrial bank.

The first three of these sources may be dismissed without consideration other than to indicate their natures. “Loan shark is the popular designation of a person who makes it a business to exploit, by charging extortionate interest, the real or fancied financial needs of individuals who have not other resource which they are willing or able to use. These professional money lenders are of several types: the chattel loan-broker, the salary loan-broker, and the pawn-broker.” The building and loan associations operate in a specialized field, granting mortgage loans for home building or home buying, and so need not further concern us. The philanthropic sources of loanable funds consist in funds provided by religious and fraternal orders for loaning to needy members without interest. Semi-philanthropic societies, while established primarily for the sake of the borrowers, are run upon business principles. The best examples of these are the provident loan associations that are

# of Industrial Banking » »

By L. Lee Boehmer  
Alpha Chi Chapter

members of the National Federation of Remedial Loan Societies.”

The credit association deserves a little more consideration. These associations are cooperative societies, patterned after the Canadian type of People's Bank, which is a modification of the European type. Many credit societies receive deposits from members and a few from outsiders, but in all cases, only members of the society are eligible to borrow. The capital of these societies is, in most instances, limited by their very nature which requires a restricted membership and accordingly, it is often exceeded by the demand for loans.

The fifth source of credit available to the prospective small borrower is afforded by the small loan departments of certain commercial and labor banks. Approximately only nine or ten labor banks have emphasized this service. Their experience has not been over-encouraging, these departments being operated at a loss. Concerning the small loan departments of commercial banks, “at least forty large banks not connected with labor operate industrial loan departments where regularly employed individuals of good reputation may borrow in an emergency without collateral. The best known is probably the National City Bank of New York.”

The industrial banks, notably the Morris Plan banks, afford the sixth source of industrial loan credit. Industrial banking is that branch of our banking system which engages in the granting of small loans to individuals of good character, with regular incomes, who do not have the collateral requisite to borrowing from the commercial bank, and whose loans, in most instances, are so small as to be unprofitable to the commercial bank. As the Morris Plan banks are by far the most important in the industrial loan field, we shall confine our discussion to them in particular. It is impossible, within the limits of this paper, to trace in detail the development of the Morris Plan system of industrial banking. Suffice it to say that the system grew rapidly from its inception in the establishment of the Fidelity Savings and Trust Company of Norfolk,

*(Continued to Page 94)*



L. Lee Boehmer

**B**ROTHER BOEHMER, the winner of the \$250 prize for contributing the best essay in the National contest sponsored each year by the Morris Plan Bankers' Association, is a senior at Washington University, St. Louis, treasurer of our Alpha Chi chapter, and has a most enviable scholastic record. He was awarded sophomore honors during his second year, and in his junior year was elected to Beta Gamma Sigma, honorary commerce scholastic society. Members of his chapter are giving odds that he wins the Delta Sigma Pi Scholarship Key this year.

This annual contest is limited to undergraduate students and the papers, not to exceed five thousand words in length, are to be written on Industrial Banking subjects. This paper was read before the Eleventh Annual Convention of the Morris Plan Bankers' Association held at South Poland, Maine, in September, and is included in the published report of the proceedings of that convention. It has also been published by the association in individual pamphlet form, which copies are sold to member banks for distribution to the patrons, for publicity purposes.

(Continued from preceding page)

Va., on March 23, 1910, until in 1927 there were in all 106 Morris Plan banks in existence.

The primary function of Morris Plan banks is to grant small loans to regularly employed individuals in necessitous circumstances, at a moderate rate of interest, for constructive or worth while purposes. Most loans are made upon promissory notes signed by the borrower and two suretors as co-makers, with no other security. If the borrower possesses collateral to pledge as security for his loan, he may obtain a loan on this basis. An 8 or 9 per cent discount is the customary charge, except in the case of collateral loans, which are granted at 6 per cent, the discount being deducted immediately. "Payments for the loans are arranged to be made weekly, semi-monthly, or monthly, whichever corresponds with the pay days of the borrower. Payments are applied on an installment investment certificate (in the nature of a savings account) to which the borrower subscribes, and not on the note which is of unvarying amount and is not due until fifty-two weeks after date. The installment investment certificate is collateral for the note. The note becomes due before the year has elapsed only in case of default in payments on the certificate."

The scope of this paper does not permit a detailed consideration of the functions and operations of the Morris Plan banks. Perhaps such detailed discussion is unnecessary for the purpose at hand, however, and therefore the above superficial consideration of one phase of the operations of these banks, the granting of industrial loans, will suffice.

The questions of most concern to us herein relate to the economic status of industrial banking. Has the criticism so frequently directed at industrial banks been justified? Are these institutions an economic evil in that they unduly stimulate consumer credit and thereby cause an over-extension of future purchasing power? Or are they merely the economic parasites which they are sometimes purported to be, levying upon the purchasing power of the borrower and thereby decreasing his standard of living to the extent of their allegedly excessive interest charges—are they merely a refined type of loan shark? Both of these allegations have been brought against industrial banks; whether or not justifiably we shall determine shortly.

To criticize the extension of consumer credit, the enabling of individuals to make

present purchases on the strength of future income, because a certain proportion of them, becoming intoxicated with their easily acquired purchasing power, overburden their future earning capacity with contractual obligations and thereby force themselves into domestic bankruptcy, as it were, is to condemn an institution upon the strength of its abuses. No principles of sound reasoning will permit such a conclusion. Granted that evil economic consequences attach to the abuse of consumer credit and of installment buying, whatever these consequences may be, it is a certainty that industrial banks are not a contributing factor to such abuses. A study of the reasons for borrowing, conducted by the Morris Plan Bank of New York, relative to its first eight months of operation, revealed that the following purposes accounted for the vast majority of its loans: Repay loan sharks, repay loans on pawns and chattels, clean up (fund) small miscellaneous debts, illness and births, deaths, offset increased household expenses, and business expansion. In the absence of more recent statistics, these, though somewhat out of date, may be regarded as indicative at least of the present situation. "The purposes for which people borrow reveal dramatically the crises which come into their lives and the need of the average worker for some source of credit at such times. Loans for medical expense, coal, family expenses, funding various bills, and clothing, formed four-fifths of the total number of loans granted. They were made to satisfy current and emergency needs, to enable the borrowers to keep their heads above water. There was, however, a second group of loans made for progressive purposes. These loans comprised only one-fifth of the total number granted, but even this was an increase over former years, and thus, a hopeful sign. Paying for, or repairing homes was the most important factor in this second group."

A great deal has been written, and justifiably too, about the inequality and injustice of our present distribution of income. That the wages of the vast majority of our workers are below a level which will provide for a standard of living incorporating a reasonable degree of comfort and luxury is undeniable. That it is human nature to gratify our desire for comfort and luxury so far as our income, limited as it may be, will allow, and in so doing to neglect making adequate provision for future contingencies, is equally obvious. The worker, being human, is impelled by this very trait of human nature to "live up" his salary as it is earned. It is



to be regretted that in an unfortunately large number of cases the pressure of essential household expenses practically forces him to do so, even in the absence of any expenditures for luxuries whatever. The result is that when the contingency does occur, the worker is caught high and dry unless he has temporary access to some form of credit with which to meet the emergency. Without such credit the worker's financial position is restricted, inflexible. It is not contended that industrial banking is a panacea for all the ills arising out of the inadequate proportion of our national income which represents the workers' share. It is claimed, however, that industrial banking does mitigate the disheartening distress into which the worker is thrown by unforeseen emergencies, which usually are unavoidable. Industrial banks afford to the worker the same flexibility of financing in cases of domestic crises as commercial banks afford to the business man in cases of business crises. Many a business house owes its continued existence to its having been carried by bankers through one or more such periods of distress and, similarly, many a family owes its continued existence to the aid offered by the industrial bank.

As regards the loans made for progressive purposes, such as the improvement of the home, education of the children, insurance, etc., someone may say the worker should accumulate the money before spending it, and thereby save the interest. "The only answer to this contention is that on \$35.00 per week it does not seem to be within the power of human nature to save without some pressure, and the fact that the worker owes the bank supplies that pressure. It is not the accepted way of saving, but it is better than not saving at all."

From the foregoing discussion of the purposes for which loans are made, it is obvious that the first charge against industrial banks, namely that they are contributory to a general over-extension of future purchasing power, must fall. It is equally apparent that instead, the industrial bank fills a genuinely felt, legitimate economic need—some means of providing loanable funds to the worker in order to render his financial position sufficiently flexible to meet the recurring domestic crises with which he is unavoidably confronted. It will be seen later that the industrial bank is the logical and economically soundest medium of providing these funds.

The second charge brought against the industrial bank, namely, that interest

charges are excessive and result in a decrease in the standard of living of the borrower to the extent of such allegedly excessive interest payments, will now receive consideration. Logically the first question to consider is whether or not the charges of the industrial bank actually are excessive. Even but a casual investigation will reveal that this criticism of Morris Plan charges as excessive is predicated upon personal opinion rather than upon actual analysis of the situation. Surely if their charges were actually too high, such excessive charges would be reflected in the profits of the bank. Yet in 1925 the net income of the Morris Plan organizations was relatively little higher than that of the national banks in New England, and a large part of what differential in earnings actually existed was accounted for in the fact that the Morris Plan institutions accept only time, and no demand deposits. The reason the spread between gross and net earnings in the case of Morris Plan banks is greater than in the case of commercial banks is that the operating expenses of Morris Plan banks are considerably higher than those of commercial banks.

In the first place, the Morris Plan banks pay higher interest rates to their depositors than do commercial banks. This in turn very obviously adds to their costs of operation.

Secondly, the Morris Plan bank assumes greater risk than does the commercial bank, in that the majority of its loans are granted without tangible collateral.

Thirdly, the granting of loans on personal security requires a higher interest charge because of the increased clerical work involved in investigating the applicant and his prospective suretors. Moreover, the number of investigations and therefore the overhead expense per dollar loaned, is further multiplied by the fact that the size of the average loan of a Morris Plan bank is considerably less than that of a commercial bank. Thus the number of loans per amount of capital loaned is much greater in an industrial bank than in a commercial bank.

All of these factors tend to increase the percentage overhead expense per dollar loaned and hence necessitate higher interest charges. The situation here between the commercial and the industrial bank in the financial field parallels that of the wholesaler and the retailer, so far as volume per "order" is concerned, in our distributive system. The fact that large lots can be sold more economically and on a lower margin of

profit than can small lots does not render retailers and therefore the selling in small quantities economically unjustified. The services of retailers and of industrial banks, in their respective fields, are equally essential and cannot be dispensed with merely because of their inherently higher costs of operation.

Another contributing factor to the relatively higher overhead costs of a Morris Plan bank is the manner of repayment of loans. The Morris Plan banks have found it necessary to require that a fund be accumulated in weekly, semi-monthly, or monthly installments, which fund may be used to liquidate the loan at its maturity. This procedure necessitates a veritable multitude of bookkeeping entries as compared with those which the commercial bank must make. "The commercial bank, in lending \$10,000.00, will make, in all probability, only from three to ten loans, involving, perhaps, two dozen or so entries in the books. To lend the same amount the Morris Plan bank would make about thirty-five loans, with from 420 to 1,750 entries in its books, according as the loan is paid in weekly or monthly installments."

This brings us to a consideration of one of the most frequently criticized features of the Morris Plan—the installment method of repayment. The fact that the borrower is required to make periodic payments on a compulsory savings account, on which, in most cases, no interest is paid, adds approximately 2 per cent to the original discount charge of 8 per cent or 9 per cent, making the total cost for the accommodation 10 per cent or 11 per cent as the case may be.

Those who criticize the Morris Plan on this score apparently regard this feature of the plan as a camouflaged scheme of exacting a high rate of interest at an ostensibly nominal rate. These self-styled critics have here again jumped at conclusions instead of analyzing the situation properly.

They have lost sight of a number of pertinent and highly important considerations. In the first place, they have failed to make comparison of the net earnings of Morris Plan banks with those of commercial banks. Had they done this they would immediately have discovered their presumption that the earnings of Morris Plan institutions are excessive is an erroneous impression rather than an actuality. Secondly, they have ignored the fact that what increased income this plan does entail has been taken cognizance of in setting the discount rate at 6 per cent, 8 per cent or 9 per cent as the case

may be. Thirdly, they ignore the absolute necessity of adopting this means of payment in order to assure the repayment of loans and thereby to minimize losses from uncollectible accounts. But a very small percentage of the borrowers, pinched as they are by the pressure of household expenses upon their modest if not scanty incomes, possess the will power necessary to set aside periodically a portion of their wages in order to provide the amount necessary to pay off their loan at maturity. It is only through the contractual compulsion of having to pay off so much each week, or month, supported by a potential charge for delinquency, that they are able to make the necessary sacrifice. This particular feature of the Morris Plan might be conceived of as its keystone. If it were not for the requirement that loans be liquidated by periodic installments, the losses from uncollectible accounts and the additional costs of collection from suretors, to say nothing of the ill-will which would be thus created, would increase the costs of operation of these banks to such an extent that their interest charges would necessarily be increased far beyond their present point, if the banks could operate at all. Fourthly, these critics lose sight of the educational feature of this plan. The fact that, having suffered at the hands of some emergency for which he was forced to borrow, and having accustomed himself to laying aside periodically a certain portion of his earnings, the borrower will continue to save, after his loan is paid off, for future emergencies and thus become self-provident. This in turn will require him to be more frugal in financing his household expenses, to live more economically, and thus to make his salary reach farther. Unfortunately there are no available statistics on the matter, but it is estimated that a goodly proportion of borrowers become permanent savers.

Since the Morris Plan rate appears to be the approximate minimum on which an industrial bank can operate profitably, the question as to whether or not the borrower is economically justified in paying this rate of interest resolves itself into the question of whether or not the services of the industrial bank are an economic necessity. Since in a rather thorough consideration of this question in the foregoing pages we arrived at an affirmative answer to this question, we conclude, and that emphatically, that the Morris Plan is justified from the standpoint of the borrower. Moreover, to those borrowers who continue to be savers, the lesson learned, alone, will be worth many

times what they may have paid in interest.

Finally, it is charged by some that the borrower's interest payments necessarily reduce his standard of living. "One very real evil of consumer credit, and one which can be measured in any family, is the loss in standard of living occasioned by the high cost paid for credit. Interest, discounts, finance charges, bonuses, all decrease the purchasing power of the family income." Whatever justification there may be in this statement as regards other fields of consumer credit, such as installment buying and the like, it certainly is not applicable to industrial loans. The worth-while investments which many workers are enabled through an industrial loan to make in such items as household appliances, furniture, an education, insurance, etc., would be beyond their reach were it not for their ability to borrow. And, since in the repayment of his loan the borrower is compelled to operate on a more frugal, budgetary basis, he in reality pays for these worthwhile comforts, necessities, or supplements to his earning capacity, as the case may be, out of what previously constituted leaks in the family budget. If the borrower had not been able to obtain the loan for this praiseworthy purpose, in all probability these leaks would have persisted indefinitely and he would have nothing whatever to show for them. Now, however, partly by self-denial and partly by the elimination of previously unheeded household leaks, he has been enabled, through the industrial loan, to substantially better his economic position. Considered in this light, it is obvious that the sound and lasting benefits inuring to the worker as a result of his loan far outweigh the interest payments. In reality, in terms of aggregate economic utility in the form of sound, personally and socially beneficial consumption, derived from his wages, the worker's standard of living is actually improved and not lowered. Thus we see another instance of the socially beneficial work of the industrial bank.

Since there are other institutions which offer substantially the same service as the industrial bank at a slightly lower charge, it remains for us to determine whether either of these alternative institutions is better qualified, economically, to carry on this work than is the industrial bank itself. Reference is made to credit unions and to the small loan departments of those labor and commercial banks engaged in the industrial loan field.

"Credit unions can, with reservations, be grouped into general, neighborhood, com-

pany, sectarian or racial, and fraternal types. Recently credit unions, independent of management, have been organized among the employees of large corporations. These, as a rule, have been prosperous and are the predominating type at the present time." Experience with the general type has not proven satisfactory, because their almost unrestricted membership makes it exceedingly difficult to appraise the reliability of those applying for membership and also makes it difficult to assure the repayment of loans.

Credit unions have, in particular, two advantages over the industrial bank. The first is that they are enabled, through peculiarly inherent economies of operation, to grant loans at a somewhat lower rate of interest than are industrial banks. The second is that, having intimate contact with their members permits them in some cases to grant loans to unemployed members—a service which the industrial bank cannot well render. However, there is a serious disadvantage in the case of most credit unions which makes them less reliable as a source of credit than the industrial bank. This disadvantage consists in their limited capital. We have already noted that it is the smaller organizations, rather than the general, which function most successfully and thus, by their very nature, credit unions are restricted in their scope of operation by a limited capital. Moreover, the fact, as experience has shown, that operation within a restricted and homogeneous group is essential to the success of credit unions prevents these institutions from supplying the needs of the general public. While the people's banks of Europe have proven successful, the cooperative movement has been much further developed there than in the United States, where the consumers' cooperative movement has never become thoroughly established.

Finally, in criticism of industrial banks, notably the Morris Plan banks, notwithstanding that we found the earnings of these banks to be reasonable, it might be contended by some that the Morris Plan institutions are, nevertheless, overcharging their borrowers, since the small loan departments of a number of labor and of commercial banks charge a lower discount rate. Merely a superficial comparison of the rates charged might lead to this assumption. But if we examine further into the matter, our conclusions are, perforce, altered when we discover the basis upon which these labor

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# Sales Promotion in Modern Merchandising

By H. W. WOOD  
Alpha Nu

The Chapter Adviser of our Denver Chapter discusses the educational development of new selling principles. Brother Wood is instructor in salesmanship at University of Denver.

**I**N APPROACHING this discussion we should recognize the value of a knowledge of the background which lies behind the present day methods of merchandising.

Present practices are so radically different from those of former days that we are prone to fall in line with the popular notion that this is due entirely to original ideas and the result of some clever thinking and planning which have evolved new methods. An analysis of the facts of economic history, however, reveals that the newer methods which are in vogue have come about through the working of the old principle that "we are what we ARE because of what we have BEEN."

While it is true that ingenuity has been busy and on the job, and some unique practices are now employed in business transactions, yet we discover that in the main modern merchandising is rather the outgrowth and development of earlier practices. These practices were influenced by various elements entering into production, together with the invention of new commodities and appliances which have had a definite bearing on "consumer demand."

To arrive at a better understanding of what we mean we must revert to several epochs or time-divisions covering the history of merchandising. These periods apply to business in general and also to the individual

salesman, and should furnish a clearer picture of the situation, and enable us to draw very definite and practical conclusions.

We, therefore, refer to the years 1750 to 1880 as the Period of "Industrial Revolution." During this period we find the demand for manufactured goods far exceeding the supply. The consumer in many instances was obliged to do his own manufacturing. He made the many tools and implements he used by crude and laborious methods, and the householder in those days was getting along as best he could with home-made articles of various kinds. The manufacturer early sensed the situation and stress was laid upon speeding up production rather than the improvement and development of selling methods. A seller's market prevailed and the only incentive was to produce more goods.

This emphasis over many years was sure to lead, sooner or later, to the time when production would catch up with the demand, and indeed overlap it. This period arrived in about the year 1880, and notwithstanding the fact that there had been ample time to prepare for it, the big question of "what to do" arrived with it. That is to say, despite the fact that we had approximately one hundred and thirty years in which to get ready we were plunged into the "Period of Commercial Revolution" unprepared.

Genius had been working more or

less obscurely all these years, and we suddenly discover that the use of steam power, followed closely by electrical power and numberless inventions, had thrust us into a buyer's market with a vengeance. The supply had caught up with the demand, had gone beyond it in fact, and strenuous measures were forced upon us to meet the new situation. Our position must now be reversed. The new slogan became "SELL MORE GOODS."

We must do something forthwith to get rid of the surplus on a profitable basis. This state of affairs led to a new expression in business. We would reach the "saturation point." This, if realized, would compel a slowing down of industry with its attendant distress through unemployment, or at least a re-alignment of man power. It must be avoided, if possible. Before ways and means had been discovered, however, we passed through several periods of depression, panics as they were called, and it is only within the past decade or so that we have put into effect through the study of business efficiency the modern methods which we hope will preclude the cessation of prosperity which obtained periodically in times past.

We are again hearing some reference to the saturation point by such questions as: "Who will absorb the tremendous output of automobiles, radios, washing machines, electric refrigerators, etc., etc.?" The answers to these questions have been attempted through the adoption of several methods, which we shall discuss briefly:

1. The Consolidation of Industries. Obviously the chief argument in favor of consolidation is the reduction of many overheads to ONE. This releases funds for advertising, general publicity and sales promotion.

2. Developing Foreign Markets. This entailed campaigns of advertising and education, and has been a boon particularly to the manufacturers of automobiles and farm machinery, with radios and household appliances stepping into line, also.

3. Installment Buying. This has furnished material for more debates, perhaps, than any of the new methods employed. Much could be said pro and con on this subject, if space permitted. We may say, however, that with the assurance of sales the producer can buy in large quantities and thus reduce the price to the consumer, owing to mass production. We may also add that continuous operation precludes dissatisfaction among employees, thereby preventing strikes. Installment buying was the direct cause of the thousands of finance corporations which many claim is a splendid arrangement for "definancing" the ultimate consumer.

4. The NEW Competition. Time was, and not so long ago, when competition was exclusively within the particular industry itself. Hardware dealers, *e. g.*, were cutting each other's throats in order to get business; but, now, like the story which tells of the inmates of a hornet's nest convincing a certain gentleman of color that they were well organized, we see the hardware men organizing on a co-operative basis. They now speak to each other and compete with other industries for a greater share of the consumer's dollar.

One of the most recent instances of the "New Competition" is the controversy which arose between the candy and tobacco manufacturers following the slogan,

“Reach for a Lucky instead of a sweet.”

5. Sales Promotion. This involves personal selling and is the theme for this discussion.

A great deal might be said with regard to selling by mail which involves the principles of personal selling, but we shall confine ourselves to the personal element, only, where the sales person comes in direct contact with his prospective customer.

Personal salesmanship has also had its history to which we refer. There seem to have been three epochs:

1. The period in which the benefit of the sale ran to the seller. This began in very early times when the oriental merchant would display his wares in the market place and bargain with his customers. He would drive as sharp a bargain as he could, keeping his own selfish ends well in mind, regardless of whether the customer received his money's worth, or whether the articles filled a definite need. It is well to recall that the legal principle, *caveat emptor* (let the buyer beware), had its origin during this period.
2. The period when the customer was supposed to get his money's worth. The price tag came into being at this time and endeavored to establish the intrinsic value of the goods, which is quite impossible if we are to believe as we are told that all things are relative.

A gesture of fairness, however, came about by providing an economic reason for the price by taking into account the cost of production and distribution, plus a fair interest return on the investment. The question of money's worth, however, is a matter of

opinion and this system was far from satisfactory.

3. The period which retained some features of the one immediately preceding but added the vital principle that the sale should be based upon NEEDS and SERVICE. This principle now obtains and has the endorsement of both producer and consumer.

This method of merchandising uncovers or creates the need, fills it and renders the service which should follow the sale.

During the first two periods mentioned a system of so-called high pressure selling was evolved in which the sales person was supposed to exercise such powers of persuasion as to force sales regardless of the need or service rendered. We can of course discover a need, but it is the need of the salesman. He needs the BUSINESS. This was both morally and economically unsound. The sale should be based upon the need, and should benefit the producer, the customer, the salesman and society. A sale now means to make a customer. It should engender good-will, and should not be a single transaction.

This view of the sales process calls for a higher type of salesman. Under the new regime he is no longer the hypnotic Beau Brummel whose vocabulary is restricted to a few funny stories not acceptable in polite society, and whose attire resembles that of end man in the old time minstrel troupe.

He must be a man, in all that the word implies. He must be educated and refined. He must know his goods and know people. He must know how people react to certain situations. He must thoroughly sense the fact that his job is to do something FOR people instead of TO them. The newer type

of salesman diagnoses and prescribes. Two words cover it—"ability" and reliability," and all this requires a preparation through proper training.

This is not an argument to prove the necessity for training. It is accepted by the business fraternity everywhere. It's "in the air."

Business concerns everywhere are either establishing training schools on their own account or are sending their salesmen to Schools of Business. They are appreciating that salesmanship is rapidly becoming a real profession comparable to law, dentistry, engineering, etc.

We would advise that those interested in salesmanship should familiarize themselves with the splendid courses that have been prepared for training along scientific lines.

A word with regard to the erstwhile popular notion, which comes up occasionally, that salesmen are BORN and NOT made, might not be out of place. Salesmen are born AND made is better. We have reversed the old order. The old accepted theory stressed EXPERIENCE and tolerated some training. Nowadays it is TRAINING first followed by EXPERIENCE. This has always been the case with law, medicine and the other professions, and if we would professionalize selling we must follow the same procedure.

Let us be more specific and say that the salesman's equipment demands that he study certain academic and

professional subjects by way of preparation. Here are some of them that are recommended: Psychology of Salesmanship, Public Speaking, Practical Salesmanship, Business English, Business Ethics, Introductory Economics, Law of Contracts, Agency and Partnership, Negotiable Paper, and Money and Banking.

We should also mention that the wholesaler, jobber, broker, in fact, the middle men, *et al.*, are rapidly disappearing. They are being supplanted by personal salesmen who are, more and more, contacting the ultimate consumer direct from the manufacturer and producer. This should be interesting to prospective salesmen, as the demand for trained men is increasing daily in keeping with the newer salesmanship.

By way of summary, we have attempted to briefly survey the periods of merchandising from the standpoints of the producer and the salesman, and to emphasize the importance of the individual in business. Everyone is engaged in the business of making a living. He has something to sell. The physician sells his services as a healer. The laborer sells his time and labor to an employer. The lawyer sells the jury, many times on the good qualities of a bad client. Everyone has something to sell, and this discussion will have served its purpose if it may become instrumental in aiding someone to sense the importance of being professionally trained for the profession of selling.

### Wanted - - Associate Editors!

In keeping with the program to gradually enlarge and develop the fraternity magazine, THE DELTASIG of Delta Sigma Pi, two or three qualified members are wanted to serve as associate editors of this publication. Members qualified to take charge of certain departments, contribute articles, act as re-write men, render typographical and layout advice, will find this work most interesting, will not take a great deal of their time, and they will also have the satisfaction of having contributed to the development of the fraternity.

All members so qualified, and interested, are urged to write to H. G. Wright, Editor, 222 W. Adams Street, Chicago, setting forth their qualifications and experience in publication work, at once.

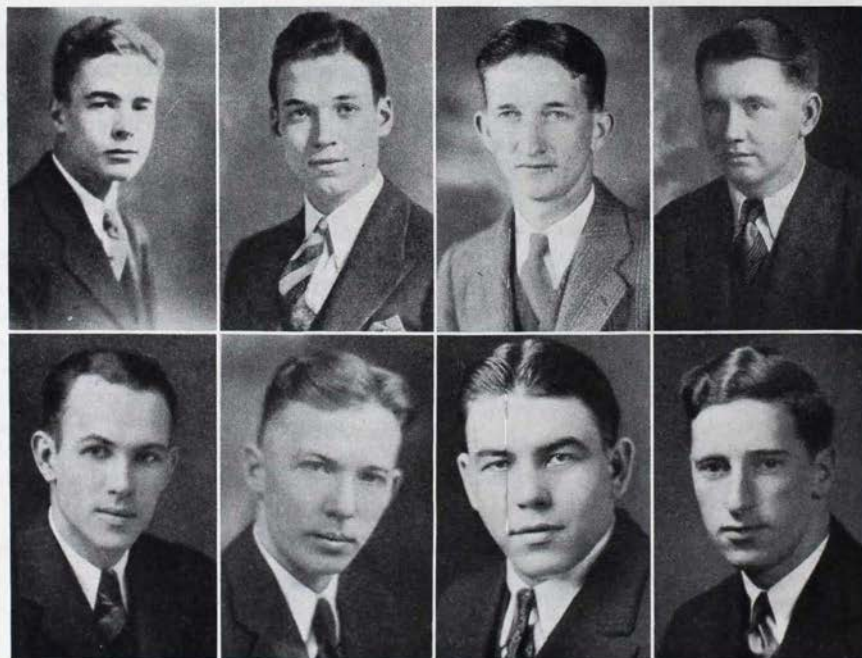
# Delta Sigma Pi Scholarship Key Winners for 1930

Of the 354 keys awarded to date a total of 138 have been won by members of Delta Sigma Pi. ●

**A** NEW record in the number of Delta Sigma Pi Scholarship Keys awarded in any one year was established last June when 55 of these keys were awarded at our 50 active chapters and 20 of them were won by members of Delta Sigma Pi, 36 per cent. This key, first established in 1912, is provided annually by the fraternity to each university where a chapter is main-

tained, and is awarded by the faculty to that male senior who, upon graduation, ranks highest in scholarship for the entire course in commerce and business administration. The key is open to any male student in the department without regard to fraternal affiliation.

In the March 1930 issue of *THE DELTASIG* quite a lengthy article was published outlining the history of this key, and also giving the names of all winners to date. It was stated that the first key was not awarded until 1913, whereas information we have since received indicates that this was incorrect. The first key was awarded in 1912,



Members of Delta Sigma Pi Who Won the Delta Sigma Pi Scholarship Key in 1930  
TOP ROW (left to right): Stanley R. Price, Iowa; Byron A. Olerich, Drake; James O. Webb, Louisiana State; F. Leland Howard, Kentucky.  
BOTTOM ROW: Bert H. Thurber, Oklahoma; Lester V. Hole, North Dakota; Carl J. A. Johnson, Denver; James P. Napier, Georgia Tech.



and was won by one of our own members, Vincent G. McGuire, and we regret exceedingly that the information reported to us last winter was inaccurate in this respect. It is with much pleasure that we add Brother McGuire's name to the long list of winners, and in a most conspicuous position, being the first member of the fraternity to win this key, and also the first one to receive the key. A double distinction.

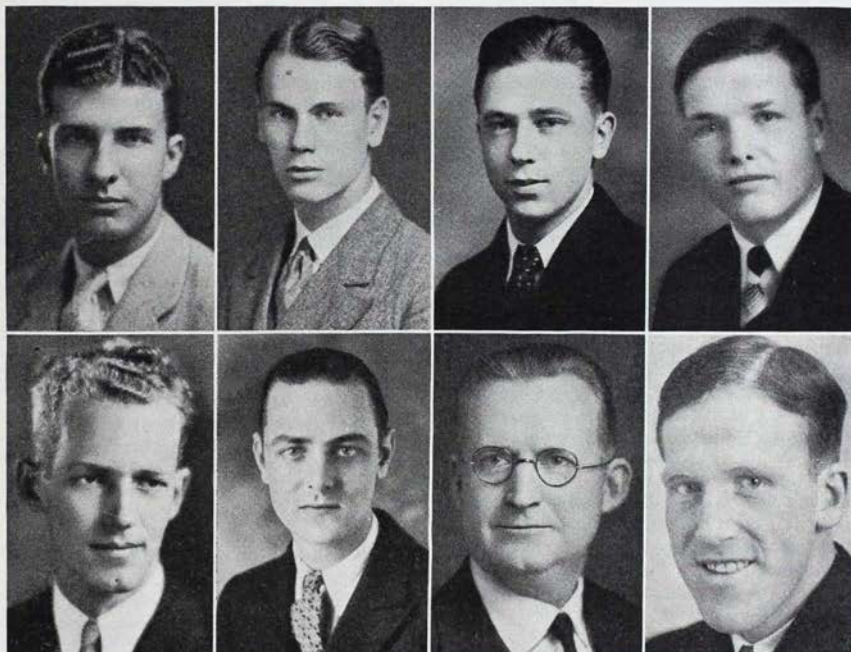
Since 1912 a total of 354 keys have been awarded and 138 of these have been won by our own members, for a grand average of 39 per cent. Here are the figures for those statistically minded:

Year	Number of Keys Awarded	Keys Won by Members	Percentage Won by Members
1912	1	1	100%
1913	1	0	0
1914	1	0	0
1915	1	0	0
1916	1	0	0
1917	1	0	0
1918	2	0	0
1919	3	1	33
1920	3	2	67

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VINCENT G. MCGUIRE, Alpha, winner of the first Delta Sigma Pi Scholarship Key awarded in 1912, and also the first member of the fraternity to receive this key.



Members of Delta Sigma Pi Who Won the Delta Sigma Pi Scholarship Key in 1930

TOP ROW (left to right): Howard M. Brenneman, *Miami*; Donald M. Alcock, *Cincinnati*; Edward W. Tillinghast, *South Dakota*; Kenneth W. Curlee, *Colorado*.  
 BOTTOM ROW: Robert W. Rogers, *Northwestern*; Norman W. Pettys, *Georgia Tech*; Willis O. Crosswhite, *Cincinnati*; James T. Wolfe, *Penn State*.

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1921	11	4	36
1922	17	7	41
1923	23	8	34
1924	22	9	41
1925	30	10	33
1926	41	16	39
1927	45	21	47
1928	44	19	43
1929	52	20	38
1930	55	20	36
	354	138	39

The names of the 1930 winners follow, the names listed in capitals being members of Delta Sigma Pi:

Alpha	Albert Huber
Beta	James Loring Peirce
Gamma	W. Stuart Grattan
	Ferruccio Filie
Delta	Herman C. Gundlach

Epsilon	STANLEY R. PRICE
Zeta	*Robert W. Hicks
	*ROBERT W. ROGERS
	F. LELAND HOWARD
Eta	†George A. Sterbenz
Theta	†Erwin Simon
	Robert Reed Clark
Iota	†JAMES P. NAPIER
Kappa	†NORMAN W. PETTYS
	Glen Francis Brown
Lambda	EDWARD HORNIBROOK
Mu	William Elmer Didelius
Nu	Milton Jay Drake
Xi	Irving S. Nathan
Pi	Charles William Black
Rho	Thomas H. Butterfield
Sigma	Rexford C. Parmelee
Upsilon	James McCormick
Phi	

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## The Economic Status of Industrial Banking

(Continued from Page 97)

and commercial banks are operating their small loan departments.

For example, the National City Bank of New York, whose small loan department was as yet in the experimental stage, hoped to break even on this department. "The City Bank hopes to demonstrate that through volume business it can conduct its new activity without losing money"—while "a labor bank in New York which frankly loses money, underbids the City Bank." It thus appears that these commercial and labor banks which are "underbidding" the Morris Plan institutions are undercharging their borrowers rather than are the Morris Plan banks over-charging theirs. To thus operate the small loan department on a losing basis, so as to be parasitic upon the other departments, is questionable from the standpoint of sound economic principle. An institution which is not self-supporting is economically unjustified. Similarly a department within an institution which does not pay its own expenses is unjustified. Particularly is this true in the present case where it is unnecessary to operate the small loan department upon a losing basis.

That the granting of loans upon a profitable basis is possible, and is therefore economically sound, is attested by the rapid development of the Morris Plan banking movement. These banks are genuine business institutions, operating upon a profit-making basis, and offering a necessary and highly valuable service to needy workers at

a price which is fair both to the operators and to the borrowers, and are accordingly economically sound, self-supporting, and not parasitic institutions. They offer a valuable service on a profitable basis and in so doing are continuing to grow. They have, since their inception, successfully weathered a storm of biased and ill-advised criticism which even as yet has not completely subsided, and they continue to grow stronger in the face of it. More conclusive proof could hardly be offered of the intensity of the demand for the legitimate type of service which they render, and of the economic soundness of the principles upon which these institutions are organized.

Considered in the light of the foregoing discussion, it is evident that industrial banking is thoroughly justified economically. The industrial bank, in its present stage of development, is performing an invaluable service to a class of people which is sorely in need of whatever means may exist of alleviating the economic distress to which its position unavoidably subjects it, and, in addition, it has infinite room for expansion. Because the service rendered is indispensable under our present economic set-up, and particularly since, as we have seen, the industrial bank, a specialist in its own field, is economically the best qualified of the various organizations engaging in the small loan field,—its position, from the standpoint of economic justification, is invulnerable.

# The First Fifty Lifers » »

★ ★

Fifty-two alumni have purchased life memberships to date; Northwestern chapter leads with 15; twenty-two different chapters represented with life memberships.

**A**LTHOUGH the first announcement of the establishment of Life Membership in Delta Sigma Pi was not made until the middle of October, 52 of our loyal alumni have joined the Roll of Loyalty and are now full fledged life members of Delta Sigma Pi. And the checks continue to come in, although not as fast as we are in position to handle them.

These remittances have come from every section of the United States, and even from far away Japan, where Lester H. White, Alpha, rushed in his check to secure life membership number 36. And one of the alumni of our Baylor chapter just installed last month added this new chapter to the honor roll by paying his alumni dues in full for life!

All told, 22 chapters are represented on the Roll of Loyalty, and Beta chapter at Northwestern holds undisputed first place with a total of 15 "Lifers." Alpha at New York is second with 7 and could very easily supplant Northwestern. Here is the standing of the chapters:

Rank	Chapter	University	Life Members
1.	Beta	Northwestern	15
2.	Alpha	New York	7
3.	Chi	Johns Hopkins	3
4.	Psi	Wisconsin	3
5.	Gamma	Boston	2
6.	Epsilon	Iowa	2
7.	Alpha Beta	Missouri	2
8.	Alpha Nu	Denver	2
9.	Alpha Chi	Washington	2
10.	Beta Theta	Oregon	2
11.	Delta	Marquette	1

12.	Theta	Detroit	1
13.	Lambda	Pittsburgh	1
14.	Nu	Ohio State	1
15.	Sigma	Utah	1
16.	Phi	Southern California	1
17.	Alpha Epsilon	Minnesota	1
18.	Alpha Mu	North Dakota	1
19.	Alpha Xi	Virginia	1
20.	Alpha Omega	DePaul	1
21.	Beta Zeta	Louisiana State	1
22.	Beta Iota	Baylor	1

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One payment, \$35, and you are paid up for life! Engraved Life Membership certificates will be issued, and these will be numbered in the order of receipt of remittances at The Central Office. A year from now it will be some distinction to hold a certificate in the first 100; and think what this will mean 5 years hence! Undergraduates desiring to purchase a Life Membership with a low number can forward their checks now if they wish, numbers will be assigned them, and the certificate will be issued when they graduate or withdraw from college. In the interim they will have to discharge the usual undergraduate financial obligations, but they will have a low numbered Life Membership certificate!

Alumni who have already paid national dues of \$4 for the current year can pay an additional \$31 and receive a Life Membership certificate!! Obey that impulse, and forward your check to The Central Office today.

## The Roll of Loyalty

Life Memberships are numbered according to the order of receipt of remittance at The Central Office of The Fraternity.

January 1, 1931

1.	E. L. Schujahn, <i>Psi</i>	19.	L. G. Thomas, <i>Chi</i>	36.	Lester H. White, <i>Alpha</i>
2.	H. G. Wright, <i>Beta</i>	20.	Leslie E. Palmer, <i>Alpha</i>	37.	J. Robert Johnson, <i>Alpha</i>
3.	R. C. Schmidt, <i>Theta</i>	21.	T. Hall Keys, <i>Alpha</i>		<i>Omega</i>
4.	H. W. Wehe, <i>Lambda</i>	22.	Robert Patterson, <i>Alpha Nu</i>	38.	Cyrus A. Wood, <i>Beta</i>
5.	A. Keate Cook, <i>Sigma</i>	23.	Joseph J. Lord, <i>Beta</i>	39.	Alvin C. Tengwall, <i>Beta</i>
6.	Eugene D. Milener, <i>Chi</i>	24.	Roger E. Constance, <i>Alpha</i>	40.	Ralph J. Book, <i>Beta</i>
7.	Karl D. Reyer, <i>Nu</i>		<i>Chi</i>	41.	Victor Meuer, <i>Beta</i>
8.	H. O. Walthers, <i>Nu</i>	25.	Earl E. Mustain, <i>Alpha Nu</i>	42.	Donald S. Elder, <i>Epsilon</i>
9.	Frank J. McGoldrick, <i>Alpha</i>	26.	Henry P. Dutton, <i>Beta</i>	43.	Ralph W. Mudgett, <i>Alpha</i>
10.	Floyd E. Walsh, <i>Epsilon</i>	27.	Lawrence A. Cusack, <i>Beta</i>		<i>Beta</i>
11.	William H. Haas, Jr., <i>Beta</i>		<i>Theta</i>	44.	Carman G. Blough, <i>Psi</i>
12.	Ernst H. Schultz, Jr., <i>Al-</i>	28.	Martin C. Remer, <i>Beta</i>	45.	Carroll G. Patton, <i>Alpha</i>
	<i>phi Chi</i>	29.	Walter N. Dean, <i>Alpha</i>		<i>Epsilon</i>
13.	D. Clark Hyde, <i>Alpha Xi</i>	30.	John P. Begley, <i>Beta Theta</i>	46.	C. C. Kerr, <i>Beta</i>
14.	Charles T. Cobeen, <i>Delta</i>	31.	Joseph H. Gilby, <i>Beta</i>	47.	Kenneth H. Hobbie, <i>Beta</i>
15.	Arthur W. Dainard, <i>Alpha</i>	32.	James R. Hawkinson, <i>Al-</i>	48.	Kenneth White, <i>Gamma</i>
16.	Royal D. M. Bauer, <i>Alpha</i>		<i>pha Mu</i>	49.	Walter Lightbody, <i>Beta</i>
	<i>Beta</i>	33.	Harvard L. Mann, <i>Gamma</i>	50.	George H. Mew, <i>Alpha</i>
17.	George E. Lindsay, <i>Chi</i>	34.	Walter F. Oltman, <i>Beta</i>	51.	I. B. Sorrells, <i>Beta Zeta</i>
18.	H. Morton Petty, <i>Phi</i>	35.	Richard H. Krohn, <i>Beta</i>	52.	Merrill C. Bundy, <i>Beta Iota</i>

# · WITH · THE · ALUMNI ·

## ATLANTA

By NORMAN W. PETTYS, *Correspondent*

A happy and successful New Year for each and every chapter is the wish that comes from the officers and members of the Atlanta Alumni Club.

We are making an earnest effort to secure more members for our group and feel that long before the middle of this new year that we will have attained our goal. (And when we do get those members—we can go onward with our plan for a downtown club room and other benefits, too.)

An initiation is being scheduled for those alumni members who are not "Yellow Dogs" and from remarks from certain quarters, they'll be a "hot time in the old town that night."

The weekly luncheons (Wednesday) at Davison-Paxons' Tea Room are being well attended but there is always room for one more, and we urge out-of-town visiting brothers to come up and meet the boys.

The Atlanta Alumni Club is cooperating with Kappa Chapter on their plans for the annual formal dance of March 27 and the dance should be "great" as the enthusiasm of all the members is at top notch.

In our next letter, we will, no doubt, be able to report much progress and until then we sign off with good wishes to all for 1931.

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## BALTIMORE

By J. L. MCKEWEN and J. E. ARMSTRONG

Baltimore Alumni Club feels extremely proud of the active chapter here at Johns Hopkins. In spite of seemingly insurmountable obstacles, they have won for themselves, and Deltasig as a whole, an untold amount of prestige among the faculty and student body. Fortunately every active is a very ardent worker for the furtherance of the fraternity. The officers have been extremely well chosen for their particular office and to say the least, each has shared the burden of office rather than loading the full responsibility upon their Head Master.

Walter Baggs. Brother Baggs, a very capable fellow, has organized things well, for which a great deal of credit is due him.

Quite a few alumni brothers of Chi have through business connections made their homes in other states, and the boys of Baltimore wish them unparalleled success during the new year. All brothers of Chi who are interested in receiving copies of the *Chi Crier* should address their requests to the editor in chief, J. Hugh Taylor, Catalpa Road, Linthicum Heights, Md.

Of special interest to alumni members of Chi Chapter is the joint meeting of the active chapter and the Baltimore Alumni Club to be held on Monday, February 23. At this meeting movies of the Tenth Grand Chapter Congress of Delta Sigma Pi at Detroit will be shown. Notices regarding the meeting will be mailed and we sincerely hope that all alumni and actives in Baltimore will avail themselves of this opportunity to be with us.

It was very gratifying to the Baltimore Alumni Club to learn that the convention assembled at Detroit saw fit to choose one from our ranks to serve on the Board of Directors for the next two years. Gene Milener we know will fulfill the duties of office as they should be. He has always evidenced a very keen interest in everything pertaining to the fraternity, and has done his share toward making this grand brotherhood of ours a success.

The Thursday nooday luncheons are being held as usual at the Lord Baltimore Hotel and we invite all Deltasigs in our vicinity on Thursday to visit us.

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## MILWAUKEE

By L. J. BIEBEL, *Correspondent*.

The second business meeting of the Milwaukee Alumni Club for the season 1930-1931 was held December 8th at the City Club. Among those attended the meeting was Dr. C. R. Atkinson, former dean of the College of Business Administration at Marquette University and one of the first

honorary members of Delta Chapter. Dr. Atkinson is making his home in Milwaukee at the present time.

Officers for the ensuing year were chosen, A. J. Witmeyer being elected president, Gordon Bishop, vice-president, and L. J. Biebel, secretary-treasurer.

Effective with the month of January we will hold our business meetings on the second Tuesday of the month. We will probably continue to hold these meetings at the City Club as they have very nice accommodations.

Shortly after the first of the year we will resume our bowling sessions at the Knights of Columbus alleys. Bowling has been one of the major activities of the Milwaukee Alumni Club for several years. We expect to have six full teams this year. We meet every other Sunday during January, February, and March. Visiting brothers who happen to be in Milwaukee on the Sundays that we bowl are invited to join us in trying to hit that head pin. The alleys are located at 15th and Wisconsin Avenue, just two blocks from the Delta chapter house.

We wish to extend the New Year wish for a very successful year for all Deltasig alumni clubs.

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## ST. LOUIS

By ROGER E. CONSTANCE, *Secretary*

The St. Louis Alumni Club celebrated Founders' Day by joining Alpha Chi Chapter in a joint banquet at the Kingsway Hotel on November 7, 1930.

Mr. W. B. Ewald, statistician for G. H. Walker & Co., investment brokers, addressed the members of the alumni club and Alpha Chi Chapter on "What Constitutes a Good Security" at the regular November meeting. All the brethren are now prepared to make their fortunes by judicious investments—save for the unfortunate necessity of obtaining the necessary money to make a start.

Some thirty-five couples attended the first dance of the season which was held at Hotel Melbourne on December 6 under the joint auspices of the alumni club and Alpha Chi Chapter. We wish to congratulate Brother Horace Perry of Alpha Chi Chapter for the manful way in which he collected the assessment for this dance. When Brother Perry becomes an alumnus we will elect him treasurer for life.

Brother Gig Wright paid us his annual

visit December 17 and we met with Alpha Chi Chapter to hear a report of the progress of the fraternity. We regret that Gig does not make St. Louis more frequently.

Our weekly luncheons are still held at the Famous Barr Tea Room each Thursday noon and all traveling Deltasigs are urged to drop in when in St. Louis.

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## PERSONALS

Orvin H. Anderson, *Psi*, is an accountant with Ernst & Ernst, Detroit, Mich.

Karl M. Arndt, *Alpha Delta*, instructor in Economics at the University of Nebraska, has been promoted to the rank of assistant professor.

Robert D. Barker, *Alpha Kappa*, is an industrial engineer for the Haynes Corporation, Chicago.

Neil K. Barton, *Alpha Zeta*, is a territory salesman for the Purina Mills at St. Louis, Mo.

Stanley Beers, *Omega*, is head of the commercial department in the high school at Kittanning, Pa.

Elmer F. Benson, *Psi*, is secretary-treasurer of the A. W. Lund Company, River Falls, Wis.

Ellis C. Bergeson, *Alpha Iota*, is sales manager of the equipment division of the All Steel Equipment Co., Aurora, Ill.

Harold F. Bettmann, *Alpha Pi*, is in the accounting department of the General Electric Company at Schenectady, N. Y.

Carman G. Blough, *Psi*, is professor of Accounting at the University of North Dakota, Grand Forks, N. Dak.

Glenn E. Borough, *Alpha Omicron*, is in the general accounting department of the General Motors Corporation, Detroit.

Harold F. Brandenberg, *Psi*, is business secretary of the Kenosha, Wis., Y. M. C. A.

Lawrence L. Brewer, *Beta*, is cashier of Hill, Joiner & Co., Inc., New York, N. Y.

Warren F. Brooks, *Gamma*, is conservation supervisor of the New England Mutual Life Insurance Co., Boston, Mass.

Lyle E. Campbell, *Iota*, associate professor of Accounting at Emory University, has been elected to membership in the newly organized Atlanta chapter of the National Association of Cost Accountants. Brother Campbell read a paper on "Some Economic Fallacies Common Among Cost Accountants" at their first meeting.

Herman H. Chapman, *Alpha Sigma*, professor of Accounting and Statistics at the

University of Alabama, has been made director of the recently organized Bureau of Business Research at the University.

J. Allen Chase, *Alpha Omicron*, is a member of the staff of Peat, Marwick, Mitchell & Co., certified public accountants at Detroit.

Melvin de Chazeau, *Alpha Xi*, formerly instructor and tutor in Economics at Harvard University, has been appointed assistant professor of Commerce at the University of Virginia.

William O. Cole Jr., *Rho*, is eastern manager of the Union Lithograph Co., Inc., (San Francisco, Calif.) in New York City.

Raymond J. Comyns, *Alpha*, is general manager of membership service for the American Management Association, New York City.

Dean A. Couch, *Nu*, is with the firm of C. E. Couch & Son, wholesale furniture, Parkersburg, W. Va.

Robert P. Cranston, *Alpha Chi*, is a salesman for the Phoenix Mutual Life Ins. Co., St. Louis, Mo.

Joseph C. Criswell, *Lambda*, is a sales representative of the Ruud Manufacturing Co., Pittsburgh, Pa.

Arthur W. Davenport, *Alpha Kappa*, manages the Lincoln Hotel at Buffalo, N. Y.

Clifford D. Dean, *Iota*, is principal of the high school at Russell, Kans.

Sylvester L. Determann, *Alpha Mu*, is an accountant for the Montana-Dakota Power Co., Bismarek, N. Dak.

David E. Detrick, *Nu*, manages the new business department of the Gem City Building and Loan Association, Dayton, Ohio.

Simon De Vries, *Alpha Eta*, is in the shipping department of The Texas Co., Port Arthur, Tex.

H. M. Diamond, *Chi*, of Lehigh University, gave a course in social institutions at Pennsylvania State College during the summer.

Ray C. Donnell, *Alpha Omicron*, is in the cost accounting department of the Mead Corporation, Chillicothe, Ohio.

Emmer M. Dudley, *Alpha Omicron*, is credit manager of the B. F. Goodrich Rubber Co., Charlotte, N. C.

William E. Dunkman, *Alpha Theta*, is a lecturer in Banking at Columbia University, New York, N. Y.

Ralph E. Durr, *Alpha Omicron*, is chief timekeeper for the Fokker Aircraft Corp., Glendale, Marshall Co., W. Va.

Ernest K. Eberling, *Omicron*, of Vanderbilt University, is to conduct courses in Eco-

nomics in the summer session of Northwestern University.

L. D. Edie, *Alpha Pi*, of the School of Commerce and Administration at the University of Chicago, has resigned his appointment to continue his work with the Investment Research Corporation of Detroit, which he has been carrying on under leave of absence from the University during the current year.

Charles A. Ellwood, *Alpha Beta*, has resigned as professor at the University of Missouri to organize and head a new department of Sociology at Duke University in the academic year 1930-31. This summer he will teach Sociology in the School of Education of New York University.

Robert R. Engels, *Beta*, is deputy controller of the City of Gary, Ind.

Robert A. Finney, *Alpha Tau*, is head of the commerce department of Campbellsville College, Campbellsville, Ky.

Elmer C. Fischer, *Alpha Kappa*, is in the service department of the Pillsbury Flour Mills Co., Springfield, Ill.

F. S. Forman, *Sigma*, has resigned as head of the department of Accounting in the School of Business at the University of Utah to accept a position with the A. P. Lewis Department Store in Denver, Colorado, as controller of accounts.

Ralph H. Franclemont, *Alpha Kappa*, is an accountant with the firm of Amen, Surdam & Company, Buffalo, N. Y.

Denton A. Fuller Jr., *Alpha Upsilon*, is a trust representative for the M. & T. Trust Co., Buffalo, N. Y.

Lee Galloway, *Alpha*, vice-president and editor in chief of the Alexander Hamilton Institute, has been re-elected director of the Board of the New York University Alumni Federation. Brother Galloway has written the foreword of two books published last year, *The Art of Business Thinking*, and *The Art of Business Reasoning*. He has also written a number of magazine articles, two of which, *Business Culture—Why Not?* (*Journal of Business Education*), and *Business Building for Civilization* (*Report*, Eastern Commercial Education Association) have appeared recently.

E. E. Goehring, *Alpha Beta*, is instructor in Economics and Accounting at North Carolina State College, Raleigh, N. C.

Harry I. Good, *Alpha Kappa*, head of the commercial department of the Hutchinson High School, Buffalo, and a lecturer in the School of Business Administration at the University of Buffalo, is associate editor of *Fundamentals of Accounting*, by Sherwood,

and *Constructive Accounting*, also by Sherwood, published by the South-Western Publishing Co.

Maurice C. Gordon, *Omicron*, of Vanderbilt University, is to give courses in the summer session of Northwestern University.

Wayne Gratigny, *Alpha Delta*, manages the band instrument department of Bush and Gerts Music Co., Dallas, Tex.

William H. Haas Jr., *Beta*, is president of the Flashfold Box Corp., Chicago.

Ira W. Haglund, *Xi*, is manager of the industrial branch of the Peoples' State Bank for Savings, Muskegon, Mich.

Clarence V. Hake, *Alpha*, is manager of the Tokyo, Japan, branch of the Fox Film Corporation.

Waldo E. Hardell, *Alpha Epsilon*, is superintendent of agencies for the Underwriters at Lloyds of Minneapolis, Minn.

R. D. Haun, *Eta*, has been promoted to an associate professorship in accounting at the College of Commerce, University of Kentucky.

Walter R. Hausmann, *Alpha Beta*, is secretary of the American Savings and Loan Association, Kansas City, Mo.

Charles G. M. Heitzmann, *Alpha*, is district sales manager of the United States Rubber Co., New York, N. Y.

Richard A. Helppie, *Beta*, is assistant credit manager of the Merchants and Manufacturers Securities Co., Chicago.

Joel M. Herbst, *Epsilon*, is doing bank receivership work for the banking department of the State of Iowa, Algona, Iowa.

Ernest E. Hess, *Beta*, is with the National Underwriter Co., San Francisco, Calif.

William E. Hinkel, *Alpha Gamma*, is in the traffic department of the Bell Telephone Co. of Pennsylvania, in Pittsburgh.

John M. Hock, *Beta*, is an accountant for the National Printing and Engraving Co., Chicago.

V. Manning Hoffman, *Mu*, is an accountant for the Firemen's Insurance of Washington, D. C.

Edward H. Holt, *Alpha Kappa*, is an insurance investigator for the Travelers Insurance Co., Buffalo, N. Y.

Albin K. Hornof, *Alpha Omega*, has been transferred from the Chicago office of the Manufacturers' Appraisal Co. to their New York branch, as manager.

Harold V. Hyde, *Omega*, is with the Northeastern Title and Trust Co., Philadelphia, Pa.

Ira M. Johnson, *Psi*, is auditor for the West Coast branch of the Consolidated Film Industries Inc., in Hollywood, Calif.

Stanley P. Jones, *Rho*, is senior representative of the Radio Corporation of America, Seattle, Wash.

William T. Kessell, *Xi*, is a buyer for William C. Weichmann Co., Saginaw, Mich. George A. Knuth, *Psi*, manages The Knuth Co., Harley-Davidson distributors, Milwaukee, Wis.

Charles Kramb, *Alpha Upsilon*, is a salesman for the Gulf Refining Co. (Delaware) of Toledo, Ohio.

Matthew J. Lamb Jr., *Beta*, is director of the Blake-Lamb Funeral Service, Chicago.

Thomas F. Lane, *Alpha Gamma*, is superintendent of the United Engineers & Constructors, Inc., Philadelphia, Pa.

Merrill W. (Ring) Lardner, *Theta*, is now with the Texaco Oil Company, with headquarters in Port Arthur, Texas.

William S. Leaycraft, *Alpha*, is vice-president and treasurer of the Curtiss Aeroplane and Motor Co. Inc., Buffalo, N. Y.

Louis J. LeGrange, *Alpha Beta*, has been appointed exclusive manufacturers' representative for the Union of South Africa by several manufacturing concerns in Chicago and St. Louis. Brother LeGrange sailed from New York on December 3 for South Africa.

George E. Lindsay, *Chi*, is a member of the firm of George W. Lindsay and Sons, Real Estate and Insurance, Baltimore, Md.

John J. Linnane, *Gamma*, is with the Standard Statistics Co. Inc., New York City.

Lawrence I. MacQueen, *Lambda*, is secretary and executive manager of the Pittsburgh Builders Supply Club, Pittsburgh, Pa.

Martin M. Mantz, *Alpha*, is connected with the Reed Mfg. Co., Erie, Pa.

George R. Martin, *Alpha Epsilon*, vice-president of the Great Northern Railway Company, has been placed in charge of the establishment of an executive department of this company. Brother Martin was elected president of the general alumni association of the University of Minnesota at the annual dinner given at the Minikahda Club, Minneapolis, on October 14. He had been vice-president of this association previous to the election.

Harold H. Maynard, *Nu*, professor of marketing and chairman of the department of Business Organization at Ohio State University, was president of the National Association of Teachers of Marketing and Advertising for 1930.

E. Ray McCartney, *Psi*, has been appointed to a fellowship in Economics at the University of Nebraska.

Robson D. McIntyre, *Eta*, will conduct courses in the summer session of Northwestern University.

Blake L. Mishey, *Alpha Omicron*, is chief accountant of the City Ice and Fuel Co., Cleveland, Ohio.

Thurlow B. Morrow, *Alpha Pi*, is with the Milthaler Insurance Agency, Portland, Ind.

Ryan Mullins, *Theta*, is with the Fisher Body Corporation in Detroit, Mich.

Alfred P. Neff, *Alpha*, is treasurer of the Neff Lithographing Co. Inc., New York.

Frederick E. Oakhill, *Beta*, is plant engineer for Bauer and Black, Chicago.

Charles V. Palmer, *Alpha Xi*, is a graduate student at the Harvard Graduate School of Business Administration.

Marvin A. Payton, *Upsilon*, is doing cost reduction work for the Western Electric Co. Inc., Kearny, N. J.

Austin A. Perkins, *Beta*, manages the Blackstone Furnished Apartments, Chicago.

Norman W. Pettys, *Kappa*, has been elected secretary-treasurer of the Evening School of Commerce division of the National Georgia Tech Alumni Association. Brother Pettys is in the standards department of the Retail Credit Company of Atlanta.

Gustav H. Poppenberg, *Alpha Kappa*, is credit manager of G. H. Poppenberg's, Inc., Buffalo, N. Y.

Edward C. Prophet, *Xi*, is assistant professor of Geography at Michigan State College, East Lansing, Mich.

L. B. Raisty, *Epsilon*, of the accounting department of the School of Commerce, University of Georgia, will return to the University in September after a year's leave which he has spent at the University of Texas.

Robert L. Reinhart Jr., *Alpha Theta*, is office manager for the Johns-Manville Corp., Dayton, Ohio.

J. Harvey Rogers, *Alpha Beta*, has been appointed professor of Political Science in the Graduate School of Yale University.

Clarence B. E. Rosane, *Gamma*, is treasurer of the Calco Chemical Company, Inc., Bound Brook, N. J.

Joseph Z. Schneider, *Alpha Psi*, is a professor in the department of Commerce of the Technical University of Praha, Czechoslovakia.

David W. Sides, *Beta Epsilon*, is principal of the Rhea School, Bovina, Tex.

Earl R. Smith, *Beta*, has been appointed superintendent of cabinet manufacture for the Victor Talking Machine Co. of Japan

Ltd. Before leaving Philadelphia Brother Smith completed the purchase of the machinery and equipment for the new manufacturing plant in Yokohama and has recently supervised its installation in Japan. He will remain there for two years as head of the cabinet manufacturing department.

Theodore Steineide, *Alpha Nu*, is a member of the Intelligence Unit, Bureau of Internal Revenue of the U. S. Government, at Brooklyn, N. Y.

William T. Stevenson, *Iota*, is treasurer of the Indiana-Kentucky Natural Gas Corporation and the Kentucky Natural Gas Company, Owensboro, Ky.

Hernay E. Stout, *Beta Delta*, is treasurer of the Standard School Equipment Company, Siler City, N. C.

Paul F. Thompson, *Alpha Pi*, is secretary of H. A. Thrush & Co., Peru, Ind.

Lloyd T. Uecker, *Alpha Eta*, is superintendent of the Public Schools at Fulton, S. Dak.

Joseph A. Uhl, *Alpha Theta*, has been appointed research assistant in Accounting at the Harvard Graduate School of Business Administration.

John C. Ware Jr., *Alpha*, is with the Dixie Drinking Cup Co., Easton, Pa.

Harry M. Watson, *Alpha Zeta*, is assistant manager of the Chamber of Commerce of Knoxville, Tenn. He is editor of the *Tennessee Alumnus*, official magazine of the University of Tennessee Alumni Association.

Paul K. Webster, *Phi*, is a-certified public accountant with Haskins and Sells, Los Angeles.

Robert L. Wick, *Alpha Gamma*, is construction manager of the Real Estate and Building Co., Pittsburgh, Pa.

Thomas R. Wilson, *Rho*, is European financial expert of the U. S. Department of Commerce, Washington, D. C.

Ivan Wright, *Upsilon*, of the department of Economics at the University of Illinois will teach during the summer at Columbia University.

Harry L. Wylie, *Nu*, is employment manager of the Pure Oil Company, Chicago.

Fred E. Zahn, *Theta*, is secretary and treasurer of L. L. Davis Co., Los Angeles, Calif.

Erich W. Zimmerman, *Alpha Lambda*, has been granted a leave of absence on the Kenan Foundation for the spring quarter by the University of North Carolina, and is spending six months in Europe on a research project in the field of price control.



# MARRIAGES

William T. Kessel, *Xi*, on May 18, 1929, to Elda M. Weichmann, at Saginaw, Mich.

Thomas R. Wilson, *Rho*, on June 28, 1929, to Gladys Cockerille, at Washington, D. C.

Vinton P. Ostrander, *Alpha Kappa*, on June 7, 1930, to Pauline Carolyn Fahr, at Buffalo, N. Y.

Charles V. Palmer, *Alpha Xi*, on June 11, 1930, to Catherine Appel Dunford, at University, Va.

George A. Knuth, *Psi*, on June 19, 1930, to Helen Winifred Runkel, at Dubuque, Iowa.

Willis Clive Burdick, *Alpha*, on June 28, 1930, to Rose Lamb, at Yonkers, N. Y.

John C. Ware, Jr., *Alpha*, on June 28, 1930, to Catherine V. Riker, at Tuxedo Park, N. Y.

Leland G. Eshelman, *Alpha Kappa*, on July 19, 1930, to Josephine H. Cobb, at North Tonawanda, N. Y.

Ira W. Haglund, *Xi*, on August 16, 1930, to Marian Beatrice Hooker, at Grand Haven, Mich.

Robert N. Gilbert, *Kappa*, on September 1, 1930, to Louise McKneely, at Atlanta, Ga.

Allen S. Kindt, *Omega*, on September 15, 1930, to Edna Franssen, at New York, N. Y.

Russell A. Petrie, *Beta*, on October 4, 1930, to Hazel Margaret Grant, at St. John, Ind.

Elmer Gabel, *Epsilon*, on October 11, 1930, to Florence Kruger, at Charles City, Iowa.

Howard G. Weil, *Alpha Kappa*, on October 25, 1930, to Pauline E. Fredericks, at Alliance, Ohio.

Donald Mayer, *Alpha Kappa*, on November 1, 1930, to Florence Josephine Wagner, at Buffalo, N. Y.

Ronald Daniels, *Alpha Kappa*, on November 15, 1930, to Charlotte M. Dugra, at Buffalo, N. Y.

Leo Ryan, *Theta*, on November 27, 1930, to Irene Contway, at Detroit, Mich.

To Brother and Mrs. Lawrence E. Parks, *Chi*, on April 22, 1930, a son, Roger Edward.

To Brother and Mrs. Thomas M. Bulger, *Alpha Omega*, on May 22, 1930, a son, Wallace Harrison.

To Brother and Mrs. Edwin R. Mohr, *Omega*, on June 3, 1930, a son, John Edwin.

To Brother and Mrs. Roy A. Sweet, *Epsilon*, on June 16, 1930, a son, Robert Eugene.

To Brother and Mrs. Albin K. Hornof, *Alpha Omega*, on July 21, 1930, a son, Albin John.

To Brother and Mrs. Gerald W. Shaw, *Alpha Upsilon*, on August 7, 1930, a daughter, Patricia Lucille.

To Brother and Mrs. David W. Sides, *Beta Epsilon*, on August 23, 1930, a daughter, Ada Joan.

To Brother and Mrs. Lee L. Pitchforth, *Sigma*, on September 4, 1930, a son, Lee Jr.

To Brother and Mrs. Arthur B. Backensto, *Omega*, on September 5, 1930, a daughter, Geraldine Ann Marie.

To Brother and Mrs. LeRoy W. Reeves, *Mu*, on September 13, 1930, a daughter, Joan.

To Brother and Mrs. Herbert L. Wolcott, *Psi*, on September 26, 1930, a daughter, Barbara Ann.

To Brother and Mrs. Oliver W. Holden, *Gamma*, on October 2, 1930, a son, David Young.

To Brother and Mrs. Paul K. Webster, *Phi*, on October 6, 1930, a daughter, Judith Katherine.

To Brother and Mrs. Alfred T. Nardi, *Chi*, on October 30, 1929, a son, Francis Gerard.

To Brother and Mrs. James F. Clyne, *Alpha*, on November 18, 1930, a son, Robert Cogan.

To Brother and Mrs. Alfred Tengwall, *Beta*, on November 21, 1930, a daughter, Marcia Joy.

To Brother and Mrs. Albert V. Silver, *Lambda*, on November 21, 1930, a daughter, Joanne Eileen.

To Brother and Mrs. Clifford D. Dean, *Iota*, on November 23, 1930, a daughter, Dolores Ann.

To Brother and Mrs. Lee L. Davis, *Alpha*, on November 24, 1930, a son, Lee Washington.

To Brother and Mrs. Edwin J. Hughes Jr., *Beta*, on November 28, 1930, a son, Edwin John III.

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# BIRTHS

To Brother and Mrs. Robert J. Raible, *Eta*, on November 22, 1929, a son, Peter Spilman.

# · AMONG · THE · CHAPTERS ·

## ALPHA CHAPTER » » » » « « « « « NEW YORK

By WILLIAM J. RILEY, *Correspondent.*

There is absolutely no substitute phraseology for "A Happy New Year." The wish of Alpha, full of sincerity, although belated, is extended to every Deltasig, far and wide.

Activities within the chapter have been buzzing since we sent in our last chapter letter. Pledging, initiation, and social affairs have all found a place in Alpha's calendar. The year promises to be an eventful one, and so far it is living up to our expectations. We, of course, anticipate and look forward to action.

The evening of December 13 marked the close of a very impressive week of initiation, under the splendid guidance of Dick Abbe. At this time we added to our ranks one faculty member and five undergraduates. The chapter feels sure that it has found some splendid material in these new men, and we believe each one of them will strive to carry out the aims and purposes of our fraternity. We consider ourselves especially fortunate in having Professor Vincent Foster Hopper as one of our group. Brother Hopper is a graduate of Princeton University, receiving his A.B. in 1927 and his M.A. in 1928. He has been connected with the School of Commerce, in the department of Literature for several years. He has in the past displayed an active interest in our fraternity, having proved a most enjoyable speaker at one of our smokers last year.

The new brothers are:

Leonard C. DeWolfe, Ambler, Pa.

Frank W. Eife, Newtown, N. Y.

John J. Picknally, East Orange, N. J.

Joseph J. Hugret, Bristol, Conn.

William J. Rhatigan, Brooklyn, N. Y.

Vincent F. Hopper, New York, N. Y.

Alpha has enjoyed some mighty good dances so far this year. Our first dance was held at the house the night of the Fordham game, and it went over with the proverbial bang. To George Meakin, the chairman, goes much of the credit for the success of this dance. Next came the fall formal,

which was held in the Colonial Room of the Park Central Hotel, November 14. Chick LaForge put this one over in a big way. It was a beautiful dance, and everybody, including many guests from other fraternities and sororities, had a marvelous time.

The Christmas dance, which was held on December 13, following initiation, was in charge of Jeff Riley. Although a trifle early for our usual holiday dance, a surprising amount of Christmas spirits were displayed—and how! Jim Gallagher is busy now making plans for our New Year's Eve party. We hope to surpass last year's display of festive joy when 1931 rolls around. Chairman Joe Kennedy is working like a Trojan, getting his elaborate plans ready for the winter formal, which will be held on Friday evening, February 20, in the Crystal Ballroom of the Ritz-Carlton Hotel. Last year this was the pinnacle of our social season, and of course history repeats.

We are proud to say that Alpha continues to hold its place of prominence on the campus. We gain this distinction by our personnel, dances, professional smokers, honor students, and outstanding athletes. Our chapter also has been instrumental in forming a downtown Interfraternity Council which has just been inaugurated at Washington Square. As a reward for efforts in this work, John Fagan has been elected president of the Council, an honor which we rightfully enjoy. Harry Kendall is our junior delegate.

Brother Nemecek—he of the captainly habits, having led his varsity football mates into their last game against Colgate—is now piloting his varsity basketball squad through a hard schedule. He is being able assisted by "Sugar" Hugret, one of our newly elected Sophomores, while Jim Tanguay and Ernie Vavra have abandoned the strain of athletic competition for the lighter and more graceful pursuits of college life.

The Deltasig down-town luncheons continue to hold forth every Wednesday at twelve-thirty, at Planter's Restaurant, 124 Greenwich Street. These luncheons are creating a fine spirit and closer relationship between those brothers who are employed in that section of New York and find it pos-

sible to attend. Often some of our alumni and visiting brothers from other chapters drop in at these luncheons. We are always glad to have them with us. The luncheons are held in a private room on the third floor of the restaurant, and we urge any brother who is in that vicinity of New York on any Wednesday to be sure to come in and lunch with us. Then too, do not forget that we maintain open house policy to all our brothers. If you have the opportunity, do not hesitate to call on us at 26 West 11th St.

## BETA CHAPTER » » » »

### « « « « NORTHWESTERN

By WILLIAM REA, *Correspondent*

Siss—Yeow!—Wildcats! And Beta Chapter has been injecting dauntless Wildcat pep into the activities of this banner 1930-31 school year. Beta parties have reached a new high standard of enjoyment; Beta smokers have excelled those of past semesters in congeniality; Beta's basketball team has drilled to triumph in the tournament now being staged—but aside from all these things of today, Beta has looked to the more important tomorrow. A successful pledging program, conducted by Head Master Stephen Janick, Jr., has assured our future progress.

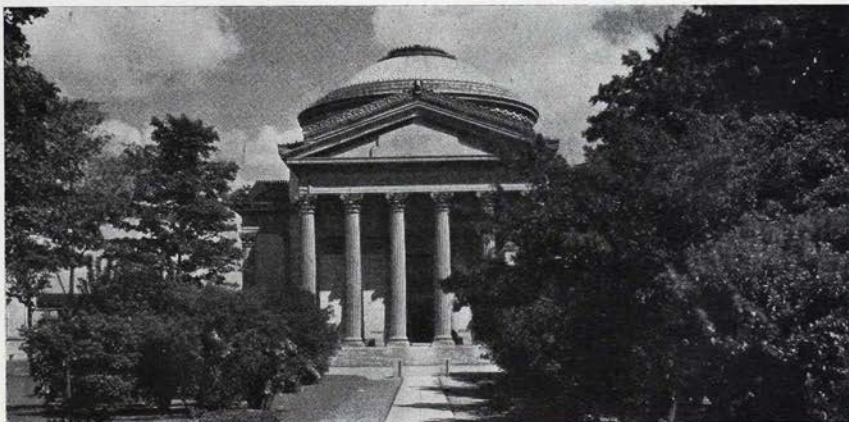
On December 15 the pledges of Beta demonstrated their versatility of accomplishment by staging one of the most enthralling pledge shows that Beta has known. Open-

ing with a "hootchy-kootchy" dance, and being climaxed by a skillfully acted negro farcical play, the performance was par excellence. Franklin D. Lacy Jr. (see the Lacy hot cup in any soda fountain when you order a hot chocolate) has earned the reputation of being "Beta's Barnum." What a show those neophytes put on under his direction!

Beta's roll of pledges now totals 23. We plan to initiate most of these neophytes the second or third week of February.

So many letters have been received recently at Beta house complimenting the chapter on the *Beta News*, our weekly paper, that we should like to pay a tribute to Robert J. Blackinton, our worthy editor, and his assistants. Bob became a Beta Deltasig last spring, and since his initiation he has shown an outstanding willingness to work for the good of Beta Chapter and Delta Sigma Pi. Appointed assistant *Beta News* editor shortly after becoming a brother, he immediately assailed the work of his office, so that when Ted Adams went into marital retirement this autumn, Bob was unanimously chosen editor. Bob's editorial writings attracted the attention of Grand President Schujahn, who wrote us a cordial letter of congratulation. Thank you, Brother Schujahn.

Bob's staff consists of Roy Carrington, assistant editor; George Pritchard, alumni editor; and Chink Lacy, goat reporter. Through the work of Bob and his staff, we have learned how strong an influence the weekly paper can be in bolstering and assuring the success of the chapter's program.



Gould Memorial Library—New York University

Charlton Shaw and Harold Terwell have evidently become true men of commerce—they have learned the money-making spirit. The dining room of our Beta house at 42 Cedar Street has sorely needed new chairs in the dining room since way back when. We knew the need, but the thought of the expense shied us away from the subject. However, Harold and Chat took the matter in hand and by putting on a double event raised all the money required and more, so that now when you dine at 42, you sit in comfort, plus.

Chat Shaw, working with Head Master Steve Janick, obtained an official football and had it autographed by the Northwestern football coaches and the Northwestern football team, Big Ten Conference champions. (Michigan please note.) Raffle tickets were sold, and about \$60 was cleared. Jack Towle, alumnus of Psi Chapter, now living at 42, was the fortunate winner, and instead of keeping the valuable trophy, he very kindly presented it to the chapter. Thank you, Jack!

November 22, the same night as the football raffle, Harold Terwell, master of festivities, put on a subscription house party which showed a profit practically as great as the raffle. Aside from the monetary angle, it was a mighty enjoyable social affair for the men of Beta and their fair ones.

Beta has this semester shown a true Deltasig leadership in the School of Commerce. Earl Felio as president of the Commerce Club has led that organization through a semester sparkling with enjoyable smokers and dances. Randolph Vinson, financial secretary, and Bill Rea, chairman of membership and publicity, have helped Earl make this a successful year for the club. In addition, Elmer Terwell has been elected president of the sophomore class; Steve Janick, vice-president of the freshmen; and men of Beta Chapter have won four other major class offices.

In the November DELTASIG much was said about the earlier Beta smokers of the semester. The more recent Beta smokers have surpassed those first ones. November 17, Meyer Morton, Big Ten football official who was field judge in the Northwestern-Wisconsin game, gave us a wonderful talk on the work of a football official. Smokers have followed this, every second Monday evening, each one having a prominent speaker. Herman Bundesen, health authority, is to talk at one of our January smokers, and Connie Mack of the Philadelphia Athletics will speak to us in March.

Entering 1931, it might be interesting to recount how many Beta men have succumbed to the wiles of femininity during the old year. Joe Hock, we believe, was first. Then came Wally Norton, Earl Felio, Johnny Hock, Ted Oakhill, Cliff Carlson, Ted Adams, Russell Petrie, and just a few weeks ago, Pledge Jaunsen. These are just the few who occur to the writer at the moment. In the next issue we shall list the other dozen, and probably some new ones.

In saying au revoir, we wish to thank all chapters of Delta Sigma Pi, and the many other friends of Beta Chapter who sent Christmas greetings to us of 42. A prosperous New Year to you all!

## DELTA CHAPTER » » » »

« « « « « MARQUETTE

By ARTHUR C. KELLER, *Correspondent.*

Six men were admitted to membership in Delta Sigma Pi in Delta's latest class of initiates. The new men proved their spirit and worthiness during the period of pledge-ship and the chapter feels that a valuable addition has been made to its membership ranks. The newly initiated members are Frederick Bohling, Richard Honkamp, William Monroe, Walter Mueller, Alfred Rasor, and Edward Smith. The informal ordeal took place December 13, while formal initiation was held on December 17, with a banquet at the Medford Hotel after the ritual had been performed.

Delta's rushing program during the months of November and December featured three smokers at the chapter house. On Armistice Day Mr. Guido Scheffer, an officer in the German army during the war and at present the head of a Milwaukee real estate firm, related some of his experiences during his four-year service in the cavalry and aviation divisions. The subject was very appropriate for the occasion and the speaker kept the group amused with his witty observations and remarks. At the smoker on November 25, Mr. Tom Davis, who is in charge of the chemical securities division of a local investment house, outlined a method of judging the merit of securities in his line of work. Brother Hank Nellis, at present connected with the Wisconsin Telephone Co. in the revenue accounting department, addressed the chapter and its guests December 9. He based his talk on the modern business man's interpretation of the popular song title, "Three Little Words," which according to Brother

Nellis are centralization, standardization, and specialization. A large number of guests attended the smokers and the chapter had a good opportunity to look over prospective Deltasig material.

In interfraternity athletic competition, the chapter has entered basketball and bowling teams. Brothers Carlson, Schmit, Schumacher, Roemer, Keller, and Honkamp are taking care of the kegling department and to date have won three games and lost as many. With a number of veterans and several new men with caging ability on hand, the basketball squad should go far when competition begins in January.

Ivan Carlson was one of the two Marquette seniors admitted to Beta Gamma Sigma in the initiation December 18. Brother Carlson has maintained a high scholarship rating throughout his three years at Marquette and certainly deserves the recognition of Beta Gamma Sigma.

The first big social event of the season, the homecoming dance at the Knickerbocker Hotel, November 8, turned out to be a great party. With a 6-0 victory over Iowa and a large number of alumni back, celebration was the order of the evening. Brother Heidgen was in charge of arrangements.

Though the city has changed the address of the Delta chapter house to 604 North 14th St., we're still in the same old place and the same old welcome is here for brothers dropping in at Milwaukee.

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## EPSILON CHAPTER » » »

« « « « « « IOWA  
By HARRY F. JEPSON, *Correspondent*.

Although a lesser number of alumni than were expected made an appearance at the chapter house on November 15 for the big event of the year, Homecoming proved to be a success in every respect. Playing in tip-top form, the Hawkeyes displayed superior strength to defeat Penn State and provide the boys with thrilling gridiron entertainment. Our annual Homecoming party, attended by more than seventy couples, completed the events of the big day.

Much to our regret, we had to relinquish possession of the cup that we had won the past two years through our prize-winning floats. Three wins in succession would have given us permanent possession of the cup, and would necessitate the purchase of a new token by the backers of the contest—so that's that.

Vic Charles '30 and two brothers from Beta Theta Chapter paid us a short visit on Thanksgiving. John Baker of Delta Chapter, and Frank Perry, an alumnus of Theta Chapter, also paid us brief visits during November.

Arnold Vonsien, Kenneth Fellows, and Frank Wettstein have been appointed to serve on the Commerce Mart Committee, with Vonsein acting as chairman. The Mart will take place during the latter part of February.

Another sectional championship and possibly a university championship will be the reward to Epsilon if the team continues to keep the pace set in the initial game of intramural basketball. By trampling the Phi Kappas 29 to 6, the boys have proved themselves to be strong contenders for the top position.

The pledges honored the actives by throwing a "plenty sweet" party on Saturday, December 13. Elaborate decorations were carried out in a color scheme that helped to give it the atmosphere of a pre-Christmas affair. Out of town guests at the party were: John Carver of Davenport, Art Birney of Cedar Rapids, and Bill Snyder of Washington.

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## ZETA CHAPTER » » » »

« « « « NORTHWESTERN  
By A. GORDON THOMPSON, *Scribe*.

Zeta Chapter has been carrying on an extensive program during the past two months. A dance, at the Edgewater Beach Hotel on December 5, drew the attention of a large crowd of members, alumni, and pledges.

Several interesting smokers have been held during this period. At one of them, Dean James R. Hawkinson of the Northwestern School of Commerce was the speaker. The other smoker was devoted to a round-table discussion on the value and place of the professional fraternity, as contrasted to the social fraternity. This discussion, in which all members and pledges actively participated, brought out a number of interesting facts concerning our present and proposed activities. As a result of this discussion, it is expected that Zeta Chapter will blaze the way toward new ideals for professional commerce fraternities.

Formal pledging took place at a luncheon at the Tete a Tete Tea Room, Evanston, on December 12. The following men were pledged by Head Master DeMay: James L.

Coffman, James French, Thomas J. Huston, Charles Vonesh, Richard Vaehulka.

Zeta Chapter is planning a large and interesting party for pledges and rushees, to be held during the first week after school begins. Good speakers have been invited, and excellent refreshments are to be served. A large crowd is expected.

Election of officers for the second semester will take place during the second week of January.

## THETA CHAPTER » » » » « « « « « « DETROIT

By GEORGE E. RAKOVAN, *Correspondent*

Brothers in Delta Sigma Pi, Theta heartily appreciates every message of congratulation received since the Tenth Grand Chapter Congress.

The convention comments which were published in the last issue of THE DELTASIG are an incentive to Theta Chapter to continue with the work which has been started.

With the return of 36 men to its active roll, Theta has outlined a program of professional and social activity which promises to eclipse anything that has been attempted by the chapter in Detroit.

Brother William B. O'Regan, assistant dean of the Evening School of Commerce and Finance at the University of Detroit, will begin the series of lectures and inspirational talks to the brothers and their friends.

The other speakers, selected from the business "Who's Who" in Detroit, will continue this professional program at regular intervals.

To date, Theta has pledged six neophytes. These prospective Deltasigs have been lectured religiously on the history, ambitions, and aims of the fraternity.

Each Sunday afternoon one of the active members conducts a class for the pledges. This work will continue until the initiation on January 16, 1931.

Following the usual custom, an active rushing program for freshman will begin immediately after the start of the second semester. Some very good prospects have been scrutinized very carefully by the critical eyes of the pledge committee, and some excellent material is being considered.

Socially, the chapter has been unusually active. Several smokers, parties, and a dinner dance bring us up to the time of the annual testimonial football banquet, sponsored by Theta Chapter. State, city, and

college notables will be among our guests of honor. Mayor Frank Murphy will be the principal speaker of the evening.

And besides the varsity squad, the freshman team, the coaching squad, the band, and members of the faculty, Coach Harry Kipke of the University of Michigan, and Coach James Crowley of Michigan State College have accepted invitations. Three members of the Titan football squad wear the badge of Delta Sigma Pi. They are Robert Parsaea, halfback, Edward Barbour, quarterback, and Louis White, fullback.

Rocky Parsaea, first string back, has been elected unanimously on most mythical all-opponent elevens. Not only has his performance on the gridiron been outstanding, but his work as Senior Warden has given him a well-earned reputation.

Two of the regulars returning to the basketball squad this season are Lester Butcher and Edward Chapp. As only four lettermen compose the nucleus upon which the team will be built the Deltasigs appear to have the edge. Scholastically, the chapter has been coming to the front. The representatives from the College of Commerce and Finance to Alpha Sigma Tau, honorary fraternity, are Paul Lilly and Thomas McIntosh.

Two of Theta's officers were unable to return to school this year. This necessitated elections to the vacant offices. The official list of the men guiding the fraternity on its course are:

Head Master . . . . . Paul Lilly  
Scribe . . . . . Thomas Benson  
Senior Warden . . . . . Robert Parsaea  
Junior Warden . . . . . Howard Flanagan  
Treasurer . . . . . Earl Murphy  
Assistant Treasurer  
Daniel McKillop  
Master of Festivities  
Homer Slonaker  
Keeper of Parchment Roll  
John Bennett

## KAPPA CHAPTER » » » » « « « « « « GEORGIA TECH

By WEYMAN C. EVANS, *Correspondent*.

Robert Gilbert gave Kappa a shock at one of our call meetings by tendering his resignation as Head Master. Bob had to leave school for the next quarter, thus his reason for resigning. We all hated to lose Bob; he was an alert, energetic, and faithful Head Master. Bob built up quite a lively chapter,

and was always right on the spot when Kappa was putting on anything.

Kappa held a tea dance on November 7 which was one of the big hits of the fall season. Bill Fox, master of ceremonies, deserves credit for the wonderful time we all had. We had many of the prospective neophytes out for this function, and we think that Deltasig spirit will ever be imprinted in their minds.

On December 21 we are to have a professional meeting, at which we will have some of the most prominent citizens of Atlanta present. These meetings mean a lot to the boys.

Kappa has several pledges, and prospects for several more within the next few days. We have some very select material this time, and these neophytes are bound to uphold the standards of Delta Sigma Pi.

Pierce Hughes of Pi Chapter was a guest of Kappa last week-end. Brother Hughes is better known to all his friends as Dopey. Dopey was over for the famous annual clash between Georgia Tech and the University of Georgia, which Georgia won by the score of 13 to 0. Dopey is cheer leader for the University, and he is also editor of their annual this year.

Kappa Chapter wishes to extend all the good wishes to each of the chapters for the new year.

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## LAMBDA CHAPTER » » »

« « « « « PITTSBURGH  
By ORVILLE E. WEBER, *Correspondent.*

The first term of school will soon be over and Lambda has completed an eventful round of activities to date. The past month has been devoted to rushing new men and training those selected for initiation.

The smoker held on November 1 was very successful. The program was unique for this type of affair, since it was a departure from the ordinary method of procedure. The committee provided entertainment in the form of exhibition wrestling and boxing matches. The response to the invitations sent out was very good. Another feature of the meeting was the presence of five charter members of this chapter. A light lunch consisting of sandwiches and coffee completed this program, which met with general approval.

We are pleased to announce the initiation of eight new members into the fraternity: Donald C. Hazlett, William E. Halboth, Wilson C. Byerly, Albert G. Faulkner, William

R. Koester, John N. Martin, Richard W. Bishop, William D. Blower.

Hell Week was the week of December 1. The pledges provided the brothers with an original play one night during this week and the initiation was held on the evening of December 5. The chapter has been enriched with the entrance of these new men and we feel that the fraternity as well as the men themselves will gain much in their new connection.

The rushing season was brought to a close the next evening with a dinner dance held at the Fort Pitt Hotel. The menu included a very tasty turkey dinner, at the close of which the new men were presented to the guests. Dr. Lanfear, Dean of the downtown division of the University of Pittsburgh, made a few appropriate remarks and was followed by L. I. MacQueen, one of our faculty members. Speeches were cut to the minimum since dancing was in vogue this evening. Many of the brothers who were unable to get to the dinner came out for the dance that started at nine. About forty-five couples were present. Mr. Theodore Seidle, secretary of the downtown division, was our third guest of honor.

The dinner dance was undoubtedly a social success and we all had an enjoyable evening.

The chapter is being represented this year in the student council of the downtown division by William Workmaster. We are also happy to announce that the *Lambda Lantern*, the official chapter organ which has been inactive for some years, will be revived by the new men who have organized themselves for this purpose. This interest in the welfare of the chapter is to be commended.

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## MU CHAPTER » » » » »

« « « « « GEORGETOWN  
By ANDRÉ DE PORRY, *Correspondent.*

Mu Chapter is happy to state that its alumni have come around in a big way, and are interesting themselves in the activities of the chapter to such an extent that the formation of an alumni club is in prospect.

The desirability of an alumni club has long been recognized, but not until now has there been a definite movement toward the foundation of such an organization.

In collaboration with the alumni Mu is planning to hold several smokers early in January and is eagerly looking forward to a prosperous pledging season as a result

thereof. The alumni have shown great enthusiasm in these prospective functions, as participation in them will serve to carry them back to the happy days when they were active members of our chapter. All of them look forward to making these smokers successful and memorable affairs and appropriate entertainment is expected to be furnished the potential pledges.

As this issue of THE DELTASIG goes to press the hustle and bustle of Christmas is over for another year. The members of Mu Chapter, having survived this perennial period of stringent economic depression, extend their best wishes to the members of every other chapter for a happy and we hope a prosperous new year.

## NU CHAPTER » » » » »

« « « « « OHIO STATE  
By GILBERT V. KELLING, *Correspondent.*

With the ending of the fall quarter, Nu Chapter has concluded its most successful quarter in the history of the chapter. We have a large chapter enrollment, and while we have not pledged as many men as we had hoped, we shall be able to look over many favorable men the first part of the winter quarter. We shall have four actives returning for the winter quarter in addition to the present active chapter. We lose one brother through graduation, Edgar Thompson, who receives his degree in Finance and Banking.

Nu social activities have been one of the bright spots of the quarter. We will always remember the big fall dance held December 6 at the Arlington Country Club. All the Deltasigs had a great time, and danced to the music of Brother Wasley's orchestra. The dance was well attended by actives and pledges. We regret that not more of our alumni attended and we hope that in the future the alumni chapter will be well represented.

Our monthly smoker was held at the chapter house December 10. We were very fortunate to have as our guest and speaker, Mr. Grant P. Ward, well known sports writer and radio announcer. He gave us a very interesting talk on collegiate sports, especially football. We also had as our guests for the evening several new prospects. The intention of the smoker is to provide something of interest to the whole chapter and also as an occasion for the meeting of new prospects. We attempt to get a speaker who is outstanding in his particular line,

and in this way we derive some really good benefits.

Plans are now being made for the winter initiation, and for the winter formal dance. The Nu winter formal is always the big social event of the year. A cordial invitation is extended to all Deltasigs.

Nu Chapter wishes to take this opportunity to extend its best wishes for a most happy and prosperous New Year to all Deltasigs.

## XI CHAPTER » » » » »

« « « « « MICHIGAN  
By MAX C. HENDERSON, *Correspondent.*

Xi has been making every possible effort this year to bring the members of the School of Business Administration closer together. We believe that the future success of this fraternity and that of every other fraternity on the Michigan campus depends upon the hearty cooperation of those houses that have something in common. We along with many others predict that within a very few years a number of good fraternities will be forced to withdraw from the campus because of the increased competition which is being caused by deferred rushing. This misfortune we hope to prevent in the School of Business Administration, if possible, because we believe that the more highly organized any professional school is the better will be the results which will be obtained by the individual organizations of that school. Recently Phi Chapter of Alpha Kappa Psi, the only other professional business house on this campus, gave the members of Xi a most enjoyable and successful smoker at which future plans and hopes were discussed. The good work was continued when the Alpha Kaps were present at a bridge-smoker given by the Deltasigs a few weeks later. We hope by a further promotion of this feeling of friendliness and cooperation between the two houses to make more solid the position of both at the University of Michigan.

During this activity, however, we are not forgetting our internal organization. A stress has lately been put upon a closer relation between the members of the faculty and the student body. Of the ten faculty members of Xi, six of them were present with their wives for dinner recently. After each occasion of this sort the active members are always more convinced than ever that we have a bunch of "good scouts" on the faculty.





### Some More Head Masters for 1930-1931

1. William Kindsfather, *Georgetown*; 2. T. Rufus Smith, *Missouri*; 3. Frank B. Smith, *Nebraska*; 4. H. R. Perry, *Washington*; 5. Harley McGinnis, *Colorado*; 6. Harvey H. Robbins, *California*; 7. Frank Pellegrin, *Creighton*; 8. Charles Biklen, *Drake*; 9. Paul W. Smith, *Utah*; 10. W. Carlisle Neely, *South Carolina*; 11. Jack Hauser, *Temple*; 12. Philip McGee, *Louisiana State*; 13. Walter M. Baggs, *Johns Hopkins*; 14. F. B. Price, *Virginia*; 15. Charles S. McKagen, Jr., *Georgia Tech*; 16. Austin H. Gresham, *Kentucky*.

The regular fall elections were held December 8. Our new officers are:

*Head Master* . Victor Schumacher  
*Senior Warden* . . . Frank Baker  
*Junior Warden* . . . Henry Howard  
*Treasurer* . . . . Lincoln Cocheu  
*Scribe* . . . . . Max Henderson  
*Steward* . . . . . Glenn Christian  
*House Manager* . Whitney Dixon  
*Senior Guide* . . . . Harry Long  
*Historian* . . . . Charles Williams

We are greatly pleased with the increased number of chapter letters we are receiving. Let us hear from you as often as possible. The only communication from you we enjoy more are your visits when you are in the vicinity of Ann Arbor. Brother Thomas, an alumnus of Chi, who is at present living in Detroit, has spent some time with us this fall upon the occasion of games and dances. We sincerely hope that you will all follow his good example whenever you have the opportunity.

## RHO CHAPTER » » » »

« « « « « CALIFORNIA  
By BERT L. HANMANN, *Correspondent*.

Rho has just completed one of its most successful semesters, both as a fraternity and as individuals. The attendance at the bi-weekly meetings has been practically 100 per cent every time. This remarkable attendance record is due to the work of Head Master Harvey Robbins who has obtained speakers par excellence. On one occasion the chapter was addressed by Minor Chipman, one of the most noted of western engineers. Other speakers have been leaders in their particular field of endeavor.

On the campus, members of Rho have been especially successful. Every member of the chapter has done something to distinguish himself, but space will only permit a brief summary of the achievements of the most important campus figures.

It is very fitting to start with Carl Handy, who has been captain of the California varsity football team during the past season. In addition to football and other activities Carl is a wrestling champion. Stern Altshuler is president of the Associated Students, and chairman of the Executive Committee. Ted Morgan and Hank Knight are, respectively, president of the senior and junior classes. Huber Pederson is varsity yell-leader.

Another prominent figure on the campus is Robert Snyder. Bob is outgoing manager

of the Daily Californian, one of the largest of college daily newspapers. Bill Halsey succeeds Bob for the spring semester, and Art Somers is his assistant, and automatically becomes manager in the fall. Cyril Patterson is trying hard to be the next in the series of Deltasigs to receive this exalted position, which is awarded solely on merit.

Jerry Nicolayson has just been made football manager for next season. Head Master Harvey Robbins is chairman of the A.S.U.C. Store Board which operates the large "Co-Op" store. Gil Earle is manager of the Little Theater. Marlin Haley is chairman of the Rally committee, which position is second only to student body president in political importance. Art Beals is a campus executive, and "Red" Granger and Ralph Cross are varsity crew men.

## PHI CHAPTER » » » » »

« « SOUTHERN CALIFORNIA  
By PAUL ARMSTRONG, *Correspondent*.

Now that Phi Chapter has started off in the right direction to a more prosperous year, we are all looking forward anxiously to the program of activity as outlined for the next few months.

Under the efficient management of Steve Bryant, house manager, we have had football luncheons for guests for both the California game and the Notre Dame game. The success of these occasions guarantees that it will be a precedent to be followed in the future.

The annual alumni homecoming celebration, which started December 1 and culminated in the football game with Notre Dame on the following Saturday, was under the supervision of Brother Del Reese, who handled the big job in such a manner that it has been described as the largest and most successful homecoming ever held.

The combined efforts of the alumni, active and pledge groups are now being concentrated on the annual Christmas smoker to be held at the chapter house Monday, December 15. Lynn Hansen and his committee are working hard to make this, our last get-together before the holiday season, a big success. The pledge group are not allowing any grass to grow under their feet for this occasion as they have been working on their stunts for the past couple of weeks.

The boys evidently feel that the basketball plaque, signifying the championship of the Professional Fraternity League, would look great as an addition to our trophy room

as evidenced by the manner in which they handed the Phi Delta Chis a 29-11 shellacking last Wednesday night in the first game of the season. We are looking forward anxiously to our next game with Sigma Phi Delta and have high hopes of taking them down the line also.

Phi Chapter was honored with the visit of Brother Keate Cook, director of the western province, from November 20 to November 24. We feel that we have prospered greatly from Brother Cook's visit and look forward to entertaining him again real soon.

New officers will be elected for the spring semester of '31 at the first meeting after our return from the holiday period.

Phi Chapter wishes to take this opportunity to extend season's greetings to all of our chapters and hope that the New Year will be a prosperous one to each and every brother.

The Welcome sign is always open to all Deltasigs at 700 West 28th Street.

## CHI CHAPTER » » » » »

### « « « « JOHNS HOPKINS

By HOWARD E. WINSTANLEY

Chi Chapter is rapidly transforming its many possibilities into realities. The success we expected and predicted for the year 1930-1931 is being realized more and more as each week passes. Officers and other brothers are working together with a zeal that is indeed gratifying and inspiring. Led by a group of confident, enterprising officers, and supported by an interested alumni club, Chi is, figuratively, headed "toward the stars."

On November 1 the chapter held a Hal-lowe'en dance with Lambda Chapter of Sigma Epsilon Sorority, which beyond a doubt was the most successful dance we have ever promoted. Over five hundred guests were present in the main ballroom and adjoining parlors of the Lord Baltimore, Baltimore's largest and most beautiful hotel. Tables were arranged in cabaret style. Dance music was supplied by a ten piece orchestra which is reputed to be about the best in the city. The leader was so impressed with the tune of "The Rose of Deltasig" that he featured it as a waltz number. (This song has been broadcasted over Baltimore stations a number of times.) This dance was so successful financially and socially, and was responsible for so much favorable comment, that we have decided to hold a similar affair sometime in February.

On Thanksgiving Eve a Farmers' Brawl was held at Edgewood Barn. A splendid number of brothers and friends turned out in many picturesque costumes. Straw, corn stalks, and a keg of cider added materially to the rustic atmosphere. A snappy colored orchestra supplied a quality of music that soon had us all thoroughly enjoying ourselves and making "whoopie." We were also entertained by the antics of our lowly neophytes.

Chi celebrated its eighth anniversary by giving a smoker on Tuesday, December 9, in Levering Hall. An unusually fine entertainment was furnished by a cast consisting of our eleven goats. The performance was in the form of a broadcasting program, and many unique and original songs and recitations were presented to us through the microphone.

Hell Week—December 8 to 13—a real old-fashioned hell week, will often be recalled by our eleven new members as a very interesting, if somewhat annoying and embarrassing week, which seems much better when remembered than while endured. On Thursday night, the "night of indignities," the active chapter and alumni turned out, especially the fifteen new brothers we took in last year, to receive the neophytes in a most enthusiastic and thorough manner. This period of "indignities" was followed by a foot marathon in the wilds of Maryland. On Friday night, at the Lord Baltimore Hotel, we staged the second part of our initiation which was instrumental in making us thoroughly acquainted with our prospective brothers. On Saturday afternoon these neophytes were taken into the fraternity after a very impressive ceremony. We are very much impressed with these new members, and we feel that they will rapidly find their place in contributing toward the material success of our chapter. Later in the evening a group picture was taken of active members and alumni numbering 45, after which the entire body descended to the banquet room where a splendid dinner was served. Good-fellowship was present everywhere. We were privileged to have as our guests William J. Kindsfather and André de Porry from Mu Chapter, and Brother Simmons of Alpha Xi Chapter, and many of our older alumni members. Addresses were given by Brothers André de Porry, J. Elwood Armstrong, District Deputy of our Eastern Province, and Leslie Baker, our faculty adviser. Additional remarks were made by Walter Baggs, our Head Master, and Early Hardesty, relentless goatmaster. Fauth Ross,

our Historian, acted in the capacity of toastmaster. After the addresses a spirited election was held. Brother Hahn was elected as Keeper of the Parchment Roll subsequent to a period of much lobbying and discussion. After this came the initiation of thirteen brothers into Order of the Yellow Dog. These men were received in a manner that is characteristic of all Yellow Dogs, who are early taught that it is better to give than to receive. We were very generous with our "deluge" of welcome.

Chi will hold its annual New Year's Party at the Silvernian, which has been secured exclusively for the occasion. A buffet supper, gingerale, etc., dancing from 11 p. m. to 3 a. m. should afford a wonderful time for all.

Other prospective social affairs will include a private dance at the Annapolis Roads Club on December 20, a smoker on January 15, and a formal dance at Levering Hall on January 24.

Brother Taylor has been editing our monthly paper, the *Chi Crier*, in a manner that is highly commendatory. We look forward to each new issue. We consider the Christmas issue Hugh's preeminent contribution of the past year.

Head Master Walter Baggs is already making preparations for the acquisition of new pledges. A series of smokers will be held early in the new year. Brother Ross has consented to act as goatmaster when the new men are pledged.

In conclusion, Chi extends to all other chapters its best wishes for a new degree of success during the coming year, and extends the invitation to any visiting brother to join us at our luncheons which are held each Thursday, between twelve and one, at the Lord Baltimore Hotel.

**PSI CHAPTER** » » » » »  
 « « « « « **WISCONSIN**  
 By IVAN POTTER, *Correspondent*.

As we close the books for the year, Psi Chapter is proud to show a healthy profit on the Profit and Loss statement. Our profits and gains have been well balanced and distributed through various activities and undertakings.

The most outstanding achievement of the current semester is the winning of the second place trophy in inter-fraternity tackle football. This handsome trophy is a full size, silver, mounted football and now holds the center of attraction among the cups and

trophies. It was a rather raw and inexperienced team that went up against Beta Theta Pi in the first game. After a series of victories, the team beat last year's championship S. A. E. team in the semi-finals; the boys then dropped the final game to the strong Kappa Sig team. The squad had but little time to work out plays and develop technique. Under the leadership of Coach-Captain-Fullback Weisner and with plenty of fight and spirit the boys were able to win this well-earned award. Besides Weisner, the boys who won the trophy were: Dorrington, Chapman, Dean, Arliskas, Conrad, Braun, Evenson, Robert Bennett, William Bennett, Lund, Lattimer, Weiland, and Myers.

Athletics did not stop with football. In other inter-fraternity competition, Psi has placed right up on top. Besides a fourth in indoor track, points were added to the fight for the Badger Bowl by taking sixth in cross country. The basketball team is as yet undefeated with the season well under way.

The new brothers recently welcomed into Psi are: Wilbur Weiland, Charles Conrad, Lawrence Jenkyn, Elmer Macky, Seraph Schaezner, Vaino Laine, Carl Lund, and Dan Schuck. These fellows have already been active in Deltasig social and athletic work. Schaezner is a member of Phi Eta Sigma, honorary scholastic fraternity.

The most recent recipient of laurels in the scholastic field is Chester Foster, elected to Beta Gamma Sigma. Other men prominent in campus activities are Edwin Lattimer, member of the Union Board of the Wisconsin Memorial Union; Charles Rausenberger, lieutenant-colonel in the R. O. T. C.; William Henke, captain of the track team and president of the Athletic Council, and Dayton Pauls, member of the Finance committee for the junior prom.

The newly elected officers to lead Psi Chapter are:

- Head Master* . . . William Henke
- Chancellor* . . . Lindsay Boyle
- Senior Warden* . William Bennett
- Junior Warden* . . Dayton Pauls
- Treasurer* . . . Francis Bennett
- Scribe* . . . . . Robert Bennett

**OMEGA CHAPTER** » » »  
 « « « « « **TEMPLE**  
 By WILLIAM C. BLACK, *Correspondent*.

Omega Chapter feels that it is bringing a successful semester to a close and is well

prepared to enter the new year with plans that will enable them to outshadow the achievements of 1930.

November 7, Founders' Day, was celebrated by a smoker during the evening. After a short talk by the Head Master, Jack Hauser, several of the brothers gave short talks on our activities at the university. Frank Arnold pointed out the many ways that Delta Sigma Pi could be of service to Temple and urged every brother to take some part in the extra-curricular activities. After the refreshments were served a very pleasant social hour was enjoyed by all.

Eight men were formally initiated into Delta Sigma Pi, Saturday, December 6, 1930. They are as follows: Stanley F. Chamberlin, instructor in Finance, School of Commerce; John Bierstein; William W. Weaver, Elden Rettew, James Williams, William Faust, LeRoy Leonard, John Brett.

The pledge period was brought to a close Saturday night with a very successful dinner-dance held at the Hotel Adelpia. There was dancing from 7 to 1, to say nothing of snappy entertainment and a real good feast. Jimmy Davidheiser, who is ably handling our social life this year, outdid any of his previous successes in this affair. The favors were very attractive leather picture frames with the fraternity coat of arms artistically placed on them. Many of the alumni members of Omega were present and they joined with the active brothers that it was the best affair of the kind that Omega has ever put on.

Sunday afternoon, December 7, 1930, a Yellow Dog initiation was held and a great many of the brothers were brought within the portals of this great organization with a great deal of pleasure. And at this time we wish to thank the brothers from Chi Chapter who paid us a visit and helped make the Yellow Dog ceremony the success that it was.

In the following winter months Omega is planning a series of talks by men who have gained a place in commerce and related fields. Last season a similar program was carried on and proved very popular as well as enlightening and we hope to have a group of men with us this year that will offer us many suggestions and helps from their rich experiences and life.

Omega is justly proud of our four football men as they have all won their letter this year. They are: Swede Hansen, Tony Dougal, Chet Zareck, and Chris Zahnaw. Hansen, who has played his last year of college football, was given honorable men-

tion for All-American halfback this year after a brilliant season filled with a great exhibition of versatile playing. We offer our congratulations to Swede and regret deeply the fact that he will be leaving us to charge his way through the line of obstacles that he is bound to meet.

Omega wishes to express its hope that every chapter will gain its high hopes for the coming year if not to go far beyond their expectations. We also wish to invite every brother to come and see us during the new year in hopes of firmly uniting the ties of Delta Sigma Pi.

## ALPHA BETA CHAPTER » »

« « « « « « MISSOURI

By DONALD L. WOLZ, Correspondent.

Alpha Beta is making steady progress in carrying out the year's program. Eight neophytes have successfully passed through the necessary period of probation, including the impromptu tests and mock initiation which always accompany pledgship, and were taken into the chapter at our first initiation on December 7. In the evening following the formal initiation a banquet was given at the Tiger Hotel. Everyone from our speaker, Brother Karl Bopp, to the eight new members, entered into the spirit of the affair.

Our class of candidates for the initiation while not large was composed of a fine bunch of commerce students who have given every indication of being willing and capable of carrying on the work of the chapter. This addition brings our active membership up to thirty and thus enables us to enlarge our chapter activities. At the last chapter meeting it was decided to push pledging until the second initiation which will probably be in February. Our new members have been encouraged to bring prospective candidates out to our smokers.

We had a very busy homecoming week end. Beginning on November 21 old brothers and friends came flocking back to "Old Missou" and to the chapter house to spend a day or two. Among our visitors we had several brothers from Iota Chapter of Kansas University and Alpha Chi Chapter of Washington University and it may be said here, that Alpha Beta invites these brothers to visit us again and is also glad to have brothers from any other chapter any time they happen to be in Columbia. During the two days we had time to meet our old friends and to make new ones.

The board of governors of Alpha Beta's building corporation held a meeting during homecoming. This board consists of four alumni and one active member of our chapter. The building corporation which the board directs was organized for the purpose of assisting Alpha Beta in building a chapter house. While the board cannot start the actual work on such a project at the present time it is actively organizing finances so that some time in the near future we will be able to realize our hope of owning a chapter house.

Alpha Beta is entering into the intramural sports of the university this winter. Our rifle team made a creditable showing in the recent matches. A basketball team has been organized. Charles Wood, who has been chosen captain of the team, reports that about fifteen men have turned out for practice and that the team has prospects of winning in the tournament with the other fraternities on the campus.

Alpha Beta is looking forward to a visit from Brother H. G. Wright. It will be an important date for the chapter as well as a great many individual members who have never had the good fortune of meeting or knowing our Grand Secretary.

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## ALPHA GAMMA CHAPTER »

« « « « « PENN STATE

*By G. B. WELCH, Correspondent.*

With elaborate plans for the coming year completed and believing it proper to close the old year in a fitting manner, Alpha Gamma had a real chapter luncheon on December 11, which was held at the college "Sandwich Shop." The attendance at this luncheon was almost perfect for the active chapter itself, while our faculty did more than their share in making this last luncheon for 1930 a mark which we think will be hard to surpass in 1931 but with the co-operation shown—we believe Alpha Gamma will be heard from, in the future more so than in the past.

Brother Charles W. Stoddart, Dean of the School of Liberal Arts, gave a very appropriate address at this luncheon, which was made to stimulate interest in our school work and fraternity—and as a word of advice to the graduating class. Stressing the aims of Commerce and Finance, giving a brief outline of the schools which organized and established Commerce and Finance as a curriculum and then continuing to show the rapid advancement of commerce within

a relatively short space of time—Dean Stoddart came to his main point and told the seniors that after graduating they should practice as well as uphold the idea of a "square deal," that each one hopes to get a "square deal" and if we expect one, then it is up to the individual to see that the next man gets one too. After this address, a member of the rushing committee announced a smoker to be held immediately on our return to school, which will be written up in our next letter.

### ACTIVITIES AMONG THE ACTIVES

Cutting and Noderer arguing about the result of the Collegian-Froth football game—no one seems to know the score—for both men claim a victory.

Then there is Girard, trying to persuade everyone to attend the Military Ball—at \$5 per.

The Deltasigs' Blue Keys at State worrying about the outcome of the elections.

The seniors talking about hard times and the possibilities of getting work next June.

Everyone talking about the swell luncheon last week and the smoker that is to be held.

Ed Young running around the campus to keep in trim for baseball.

Ed Pearce all set for wrestling this winter, a lot of burns and bruises.

Dr. Hasek trying to figure out a winner for the scholarship key—and some of the boys hoping they will be "it."

Flickinger making the rounds and trying to kid the boys about insurance.

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## ALPHA DELTA CHAPTER » »

« « « « « NEBRASKA

*By J. RUSSELL ANDREWS, Correspondent.*

Cornhusker Deltasigs have been spending most of their spare fraternity hours this semester looking for likely candidates for pledgeship. As a greater percent of the active chapter graduates this year, the future of Alpha Delta Chapter depends upon the men who are initiated.

The fall term initiation has been planned for December 17. Eight men have been pledged. They are Elmer E. Lind, Richard J. McKenzie, Melvin E. Ruzicka, Robert C. Graham, Earl C. Hald, Emory K. Peterson, Herman Siefkes, and Carl Palmquist. The initiation, and banquet, will be held in the usual English and Chinese rooms of the Lincoln Hotel.

At quite regular intervals, the question of

social affairs, sponsored by Alpha Delta Chapter, comes up. Many have been the discussions as to whether this chapter should sponsor an occasional party or dance. The issue never has had any enthusiastic promoter, and has always failed. The same question arose this fall. It was suggested that the chapter sponsor a party and dance in the ballroom of the President apartments, but when the plans came up for vote, they were voted down. There are many reasons for Alpha Delta Chapter's policy regarding this matter. Probably the greatest reason or cause is the fact that most of the men are two-pin men, and such men do not feel the need of social activity in Deltasig.

This issue has become not a little embarrassing to Alpha Delta Chapter in its relations with the Beta Theta Chapter at Creighton University. The Omaha group has shown their hospitality to Alpha Delta on two occasions, but we find it impossible to return the compliment.

During the first few weeks of the school year, there was some agitation toward the renting of an apartment large enough to accommodate the six or eight Deltasigs who are not two-pin men. It was thought that such a proposition would be the opening wedge for the establishment of a chapter house within the next two or three years. The idea seems to have fallen through, due to lack of support.

Alpha Delta Chapter through its members still dominates the College of Business Administration. Frank B. Smith, our chapter president, is also president of the Bizad Executive Board, which is the student governing body of the college. Donald Exley and J. Russell Andrews are president and secretary, respectively, of the Men's Commercial Club. Glen Atkins is president and Hubert Demel is treasurer of Beta Gamma Sigma. J. Miller Riekey was elected to membership in Beta Gamma Sigma only recently.

## ALPHA EPSILON CHAPTER » « « « « « MINNESOTA

By ROGER G. O'MALLEY, *Correspondent.*

Final examination week is a bad time to write letters, but a letter to THE DELTASIG is always worth while.

Alpha Epsilon has been doing things this fall. Mort Watson was elected to the junior class presidency. Bob Bruce, Bob Shave,

and Hedwin Anderson are Alpha Epsilon's contribution to Beta Gamma Sigma.

Alpha Epsilon celebrated Founders' Day and initiation with a banquet November 7 at the chapter house. Dean Otis McCreery of the Minnesota faculty gave us an interesting talk on fraternity life. The guests were the new brothers: Howard Wardlaw, Ajo, Arizona; Louis Nash, St. Paul; Harold Wardlaw, Ajo, Arizona.

Gig Wright and E. L. Schujahn honored Alpha Epsilon with a brief visit this fall. Although they were here but a short time, we enjoyed their visits, and hope to see them again in the near future.

Although we finished in the first division in tennis and volley ball, the biggest event in the line of sports was a visit to Psi to see Minnesota play football with Wisconsin. The brothers making the trip were forced to admit that the football game which they saw Psi play in intramural sports was far more exciting and interesting than the big game. A good time was had by all.

Six brothers are leaving for Chicago this winter to work with an accounting firm. Two more brothers graduated this fall. However, we have an extra large pledge class which helps out the situation. At present we have twenty pledges, and we plan on several more in a few weeks. The pledges have undergone a thorough preparation for hell week, under the guidance of Pledge Master Engeman. In fact the preparation has been almost as thorough as the hell week itself, so we expect a well polished and well trained group of new brothers in the near future.

We wish to welcome the two new chapters, Beta Iota at Waco, Texas, and Beta Kappa at Austin, Texas, into Delta Sigma Pi.

Best wishes from Alpha Epsilon for a very happy New Year.

By the way—All Deltasigs are welcome at 1029 4th St. S. E. Drop in when you are in Minneapolis.

## ALPHA ZETA CHAPTER » » « « « « « TENNESSEE By BEACH HALL, *Scribe.*

On Thursday, December 4, Alpha Zeta held its fall pledging ceremonies, and accepted four men as potential brothers. The

chapter is proud of its selection as all pledges are energetic, hard working, and studious men.

On Friday, December 5, at our weekly meeting, the following officers were elected for the second term:

- Head Master . . . W. E. Althausser
- Senior Warden . . . Dan Armstrong
- Junior Warden . . . J. F. Mitchell
- Treasurer . . . . . W. E. Jones
- Scribe . . . . . J. R. Booth
- Historian . . . . . Edwin Dunnivant

The scholarship of the chapter has continued to advance toward perfection, and at present we have as Head Master W. E. Althausser, who competes with several other students for the Rhodes Scholarship for the state of Tennessee. He is a member of Phi Kappa Phi along with Brothers Armstrong and Mitchell. Brother Beanguard has also made a very creditable record, being denied the honor of Phi Kappa Phi only because of changes in courses of study. But we must not forget his loss to Cupid, as he was joined in the bonds of matrimony with Miss Elizabeth Parks on November 24. Congratulations, Beanguard!

## ALPHA ETA CHAPTER » » « « « « SOUTH DAKOTA

By FRANCIS FETZNER, *Scribe*

The chapter extends best wishes to all brother Deltasigs for the new year and hopes that it will contain much happiness and prosperity for all.

With the starting of the second semester, which will take place three weeks after the holidays, the chapter plans to hold its first initiation of the year. It is expected to initiate ten men.

As the formal season starts immediately after the semester ends, many of the brothers will be attending the various dances. The formal season for the Deltasigs will of course be climaxed by our own formal which is held early in March.

Some of the brothers in extra activities: Wesley Carter won his letter on the varsity squad. Wes also is colonel of the R. O. T. C. Zenner and Richardson are members of the band. Fetzner and Swenson were elected to the International Relation Organization.

The chapter wishes to send words of welcome to the two chapters in the state of Texas, also the entire bunch says hello to all.

## ALPHA THETA CHAPTER » » « « « « CINCINNATI

By HAROLD O. RIESZ, *Historian*

Well fellows, now that old Santa has gone back to his home among the mythological snow mountains, we settle down to some more studying—with the mid-year exams in the offing.

If you were with us in Cincinnati, you might even forget about them for an hour or two on those certain occasions when we of Alpha Theta get together for our good times and plan to initiate the eight pledges who will very shortly become Deltasigs.

Like the traditional good material from which all chapters of our fraternity choose their members, these candidates are proving themselves worthy men. When will we initiate? That hasn't been definitely settled but we plan to attend to this pleasant bit of business very shortly after the exams.

We want to pass along a word to all our brothers in Cincinnati and vicinity. Keep in touch with us—for we plan some very interesting activities during the next few months, among which you will find listed our annual dinner dance. Don't miss it! The exact date and place will be announced shortly, so the committee promises.

The editor is waiting for this letter, written in the midst of a very enjoyable Christmas season, so we bid you good-bye until the next edition of THE DELTASIG.

## ALPHA IOTA CHAPTER » » « « « « DRAKE

By MARVIN C. WHATMORE, *Correspondent*

Again history dips her pen to inscribe our record.

The old AI ball gathers momentum. Alpha Iota wishes to announce the initiation of the following six men on December 14 at the Hotel Kirkwood: Lester Page, W. George Potts, Lawrence Peterson, Howard Dunkerton, Ralph Benedict, and Professor William H. Rowlands. In conjunction with the initiation, our monthly banquet for December was held at Hotel Kirkwood immediately following the initiation ceremony. The initiation was acclaimed one of the best Alpha Iota has conducted.

Our new brothers are active in school activities. Delta Sigma Pi is well represented on the Drake debate team. Lawrence Peterson and W. George Potts are active in forensics. These two brothers are also cheer





### Campus Leaders in Delta Sigma Pi

1. William Henke, *Wisconsin*, 440 yd. indoor champion of the Big Ten; 2. H. P. Atkins, *Alabama*, president of the Sophomore class, member of Phi Eta Sigma; 3. Reynold Jepson, *Iowa*, member of Beta Gamma Sigma; 4. W. B. Howard, *Alabama*, secretary of the senior class, member of Sigma Eta, honorary commerce scholarship society; 5. J. Robert Snyder, *California*, manager of the *Daily Californian*; 6. Ted Morgan, *California*, president of the senior class; 7. L. S. Altshuler, *California*, student body president; 8. Henry Knight, *California*, president of the junior class; 9. A. G. Bagwell, *Louisiana State*, president of the Commerce Club; 10. Chester W. Foster, *Wisconsin*, elected to Beta Gamma Sigma; 11. Ivan Carlson, *Marquette*, elected to Beta Gamma Sigma; 12. Albert H. Anderson, *New York*, elected to Delta Mu Delta; 13. Carmen W. House, *North Dakota*, elected to the Who's Who Club; 14. Charles F. Clark, *Louisiana State*, member of the varsity boxing team; 15. Hollis Felson, *North Dakota*, captain of the varsity track team and manager of the Military Ball; 16. James B. Luker, *Louisiana State*, star end on the varsity football team.

leaders. In football much is expected of Howard Dunkerton. Alpha Iota is proud of her new men.

Head Master Charles Biklen was elected president of the senior class of the College of Commerce and Finance. Another indication of Bik's leadership. You just can't hold a good man down. Under the able guidance of Head Master Biklen, the remainder of the school year looks very bright to Alpha Iota.

At present four men are wearing the Crown and Delta. This number is to be augmented during the mid year rushing season. Many prospects have already been sighted. Next June only four men will be graduated. All indications show Alpha Iota in 1931 with an active chapter larger than it has ever known.

To start the New Year out right Alpha Iota plans a dance for January 16. This affair will be an outstanding event in our program for this school year. More will be told about this dance in the next issue of THE DELTASIG.

With all the brothers working together for the advancement of the fraternity, together with the cooperation of our generous alumni club, Alpha Iota's success can be predestinated.

Alpha Iota in forecasting its success wishes all brothers of Delta Sigma Pi a successful New Year.

## ALPHA KAPPA CHAPTER » »

« « « « « « BUFFALO  
By L. G. Eshelman, *Correspondent*.

It is gratifying to see the neophytes scurrying about the house doing seemingly endless chores. You know—lends atmosphere, gives you a secret tingle (you keep your stern reserve before them of course) as you recall the day in the not so distant past when you, too, thought the brothers a hard lot indeed. However, informal initiation and hell week appear on the horizon and Alpha Kappa's rolls will once again be visibly swelled as the "insignificants" cast off their chrysalis, lay back their ears, throw out their chests and receive their due honors as brothers in Delta Sigma Pi.

Alpha Kappa fittingly observed Founders' Day with a splendid attendance at a banquet held at Gandy's Restaurant, famous Buffalo sea-food eating place, on November 8, 1930. Brother Ed Schujahn, Grand President, was fortunately present and gave an

appropriate talk in observance of this special occasion.

Canada, you know, is just a stone's throw from Buffalo and there, the wags tell me, one may, with faint stretch of the imagination, picture himself in a German "beergarten." Nonetheless, that is where the brothers hid themselves following the above banquet to do honors to Ronald Daniels, the guest of the evening, whose armor Cupid's dart pierced with unflinching accuracy.

The Founders' Day Banquet found our social season in full swing. An innovation in parties, was held Saturday, November 29 at the chapter house. A "radio party" we called it. An orthosonic victrola and radio supplied the music and the proceeds of the dance are to go toward the purchase of a new radio for the house. Quite a number attended and just last Sunday, I heard the treasurer announce a super-abundance of shekels, profit—very gratifying indeed. And of a consequence more parties of a similar nature are being scheduled for the very near future.

## ALPHA LAMBDA CHAPTER »

« « « NORTH CAROLINA

By BENJAMIN KENDRICK, *Correspondent*.

Alpha Lambda of Delta Sigma Pi came through with a bang in its fall rushing endeavors, pledging six men who were initiated and two others who will be initiated in the spring. Those being initiated were J. M. Buie of Wagram, W. A. Sherrill of Hickory, J. W. Gordon of Pilot Mountain, B. E. Strickland of Middlesex, B. K. Stuart of Tyrone, Pennsylvania, and B. B. Kendrick of Greensboro.

Only two teaching fellowships were awarded this past year in the School of Commerce and both are held by Deltasigs, Harry Brainard and Don Martin. Our staff of student-teachers also includes Bill Sherrill, laboratory instructor in accounting. And these profs can hold their own with any in the college when it comes to wielding the red pencil.

Bill Higdon was selected treasurer of the Publications Union Board, a position awarded only to outstanding students of accounting, and his debits usually balance pretty well with his credits.

Alpha Lambda is holding up its end in intra-mural sports this year, placing one man on the all-campus tag football team, Fred Ferguson. J. P. Sherrill, Bill Hig-

don, and Gene Umstead also showed up well. Ken Smith is out for intra-mural boxing, and it is planned to enter a team in the campus basketball league.

We will suffer one loss at Christmas, as H. I. Aaron will receive the coveted sheepskin then. Dean R. C. Mills, who has taken an active interest in the fraternity during his stay in the United States, also makes his departure. Mr. Aaron plans to take a position with the faculty of the Hickory High School as instructor in accounting, while Dr. Mills will return to Australia, where he is dean of the College of Economics at the University of Sydney.

## ALPHA MU CHAPTER » » « « « « NORTH DAKOTA

*By WALTER THOMAS, Scribe.*

As Christmas vacation approaches Alpha Mu Chapter looks back with a great deal of satisfaction on its early school year's activities. Probably of the most importance was the visit of Brother H. G. Wright on November 2. A banquet was held in his honor at the Hotel Dacotah, at which he gave the chapter his suggestions and criticisms, which were highly appreciated. After the banquet Brother Wright showed us the movies taken at the Tenth Grand Chapter Congress. His visit was an inspiration to the whole chapter.

Twelve men were initiated in Alpha Mu Chapter on November 21, at ceremonies held in the Kappa Sigma house. The following men were initiated: Edward Courtney, Paul Robinson, Frank Nicklawsky, Hal Crawford, Roy Holland, Edward McCosh, Hugo Becker, Duane Davis, Albert Wisner, Carrol Loppnow, Kenneth Lee, and Albert Hanson. Roy Holland was elected Keeper of the Parchment Roll, and he promises to perform his duties faithfully.

The proposed party in conjunction with the Phi Delta Phi legal fraternity has been deferred until after the holidays, due to an over-abundance of social functions at this time. The first meeting of the Commerce Club will be held the second Thursday in January.

Several members of Alpha Mu Chapter have acquired honors already this year. Albert Wisner, one of the members recently initiated, won the Beta Gamma Sigma prize, a prize given for that junior in the School of Commerce who has the highest average for his first two years. Kermit Johnson has been elected manager of the varsity debate

squad, and Ed Courtney has been named manager of the Nodak Players, the local Little Theatre movement.

## ALPHA NU CHAPTER » » « « « « « « DENVER

*By GEORGE R. WALTER, Correspondent.*

Throughout the ages men have been making campaign speeches, telling what they were going to do. Everyone knows that a single promise fulfilled is better than a score made only to be broken.

At the beginning of the semester, we said what we intended to do. However, the exception, instead of the rule, applies in our case. Not only did we keep our promise to ourselves, to make this one of the most successful fall terms we have ever known, but we also set a concrete foundation for the future.

Alpha Nu started out the season with a Hallowe'en party at the chapter house on October 31. Active members and pledges invested one dollar, and the diversified amusement that they received included dancing, games, prizes, and other forms of entertainment to say nothing of the abundance of refreshments. The surplus, which we sincerely wanted, found ample space in our house fund.

Speaking of benefits, I should mention also our subscription dance at the Broadmoor Country Club, which was held November 19. In spite of the fact that a foot of snow covered the ground and that more was falling, the proceeds were gratifying.

The annual fall initiation, banquet and dance, which were held at the Shirley-Savoy Hotel December 6, formed the climax of the first semester's social activities. An excellent class, composed of our first honorary member, Mr. Wilbur F. Denious; a faculty member, Mr. Paul T. Mayo; and five undergraduates as follows: Griffin Wright, Denver; George E. Tower, Denver; Merle B. Borchert, Benkelman, Nebr.; Weldon W. Ring, Denver; and Wallace W. Anderson, Denver. At the banquet following the initiation Carl Johnson officiated as toastmaster. Excellent speeches were given by Brother Denious, Brother Monty Smith, and several of the alumni. George Tower was chosen Keeper of the Parchment Roll by a large majority; may he be successful.

The dance was adjudged by critics, of which we have many, the best of the season. Ed Kappe and his Racketeers furnished the

music. The carnival idea was carried out and it most certainly looked like a Mardi-gras celebration. Many select rushees were in attendance as were alumni members.

Brother Denious was chosen as honorary member for his general business reputation, and his activity and prominence in the American Bar Association, Denver Bar Association, Denver Chamber of Commerce, Colorado Association, Trustee of University of Denver, Past Worthy Grand Master of the Kappa Sigma Fraternity and a member of Highlander Boy Foundation. Brother Denious also belongs to the Phi Delta Phi law fraternity.

Brother Mayo is a graduate of University of Denver with A.B. and A.M. degrees, is an associate professor of Economics, a member of Beta Theta Pi, was formerly on the consular staff of the U. S. Government in Brussels, Belgium, and is a world traveler.

Alpha Nu has chosen the following men to guide her course for the next semester: Head Master, William Plunkett; Treasurer, Coval Diehl; Senior Warden, George Jensen; Junior Warden, Maynard Kidder; Scribe, John Patterson; Chancellor, George Walter; Senior Guide, Harry Haverland, and Junior Guide, Edward Kappe. Harry Haverland will also be the new house manager, beginning February 1. We hope that the new crew will prove worthy of the confidence we have bestowed upon them.

Alpha Nu hopes you have all had an enjoyable holiday vacation.

## ALPHA XI CHAPTER » » » « « « « « « VIRGINIA

By MILES POINDEXTER II, *Correspondent.*

Alpha Xi Chapter started off with a rush and has been gaining momentum ever since. Beginning the year slightly weakened by the graduation of a large number of old men, the chapter countered by bidding thirteen and initiating twelve new men. Informal initiation was held on the night of November 7, and the night following, November 8, the formal rites were carried out. Excepting the fact that several had to eat their breakfast off the mantle, everything came off beautifully, and was climaxed by a banquet at the most "deluxe" dining hall in town. Let us pause for a moment and see who our new brothers are:

Robert M. Kent III hails from Richmond, Virginia, and is beginning a third year of active work in college.

Jack P. Mertz is a promising first year man from Logan, W. Va.

Miles Poindexter II, another Virginian, is from Lynchburg—the "City of the Hills"—and is beginning the second year of his climb at school.

E. H. McDougal, from Buffalo, N. Y., is a first year man.

A. C. Cannon—doesn't claim kin with the Bishop—is from Spartanburg, S. C., and beginning his first year.

H. B. Crawford, a third year man, is from the old Indian settlement, Poehontas, Va.

James Rowley represents New Jersey—Port Murray—and is in his second year.

H. B. Graves, from the grand old town of Charlottesville, Va., itself, is also a second year man.

T. O. Dunlap, plays golf a little, is from Cincinnati, Ohio, and a junior.

I. A. Dees—going south—comes from Lake Charles, La., and is a sophomore.

F. W. Sisson is a second year man, from Shausville, Virginia.

Henry S. McDonald, a second year man, from Gainesville, Ga., is the brother of Paul McDonald, one of our older brothers and a leading campus figure. Paul was recently elected to serve, one of ten, from the Student Assembly, on the Student Senate. This is merely another activity to Paul.

Alpha Xi is delighted to announce, also the initiating of Dr. Melvin G. de'Chazeau of Harvard into its fold at this time.

All in all the chapter feels it has an exceptionally fine group of fellows and that it is headed for one of its brightest years.

Since the advent of the new brothers there have been several highly successful meetings, at each of which a member of the faculty of the School of Commerce has led the discussion. At the last of these, December 5, before the disbanding for exams, plans were made for further activities, immediately following our return to school after the Christmas holidays. Changes were made in the various offices at this time so as to present the following line up:

*Head Master* . . . . F. B. Price  
*Treasurer* . . . . . E. W. Eddy  
*Chancellor* . . . . . G. W. Lineberry  
*Scribe* . . . . . Murray Ferguson  
*Senior Guide* . . . . James Rowley  
*Junior Guide* . . . H. S. McDonald  
*Correspondent* . Miles Poindexter  
*Chapter Adviser* . . Major Hulvey

Alpha Xi is happy to announce the arrival of one of the distinguished members of Eta—F. L. Howard of Kentucky, whose

picture appeared in the last issue of THE DELTASIG, at Virginia. Brother Howard is teaching accounting in the School of Commerce; and also continuing his own search for further knowledge.

As this goes to press Alpha Xi is wishing a very merry Christmas and a happy New Year to all.

## ALPHA OMICRON CHAPTER »

« « « « « « OHIO  
By WALTER F. THOMPSON, *Correspondent*.

Alpha Omicron says good-bye to 1930, but not without recalling some very outstanding events during the last of the year.

We held our annual winter formal dance at the Men's Union, December 5. Decorations were effectively carried out by the use of ferns and rustic garden fences. Programs of black bearing the fraternity crest and the distribution of favors in the Monte Carlo style added much distinction to the dance and helped to make it one of the best of the season at Ohio University.

At least once during every month Alpha Omicron holds an alumni dinner for those of the alumni who live in or near Athens. So far this year these get-together dinners have proven to be very enjoyable and we hope to continue them in the future.

Alpha Beta Chi, local honorary commerce fraternity at Ohio University, recently announced its selections for membership. The membership of this fraternity is limited to six and the members must be in the upper fifth of the senior class in scholastic standing. Delbert Matthews and Stephen Mihalko both received the honor of being selected for membership in this fraternity.

In intramurals Alpha Omicron is right up among them. In indoor baseball both our active and pledge chapters made a great showing. Now basketball holds our attention and the season promises to be a prize winner for Deltasigs.

Each year Alpha Omicron awards a key to that sophomore who ranks highest in the School of Commerce for his entire two years work in commerce. This key was presented by Head Master Matthews to Arthur Hughes at a recent convocation.

The Commerce Honor Club of Ohio University, which admits only those students who have a B average or better at the beginning of their senior year, recently picked three members. Our Head Master, Delbert Matthews was one of the seniors to be thus honored.

Alpha Omicron surely welcomes contact with the other chapters whether it is by personal visitors or through the medium of news letters, and we invite every chapter to let us hear from them whenever it is possible.

## ALPHA RHO CHAPTER » »

« « « « « COLORADO  
By ROBERT M. REWICK, *Correspondent*.

Alpha Rho has successfully completed the first and hardest quarter of the school year, and the brothers in the midst of final examinations are eagerly looking forward to the Christmas vacation, when some shall have jobs of various sorts—from delivering mail to selling Christmas trees, and others will recuperate.

We have just initiated twelve of the finest men that there are in the School of Business Administration. All of them are outstanding in scholastic achievements, and all are prominent in one way or another on the campus. The new brothers in Alpha Rho are as follows: Paul Demeter, Charles Minshall, Jack Latcham, George Quigley, Everett Senter, Hugh Shattuc, Max Ullery, Homer Winn, John Lanphier, Gerald Hart, Albert Hadady, and Harold Greagor. With these twelve new brothers, the total active membership of Alpha Rho is now 31, and the total initiated members of this chapter is 93 since 1926.

The usual initiation banquet was held immediately following the initiation and it was a howling success. Myrven Pannebaker was the toastmaster, and with a new selection of stories, the banquet was officially opened. Head Master McGinnis gave a word of welcome to the new initiates, and Brother Quigley gave a response in behalf of the pledges. Our honored guests were Dean Frederic A. Bushee, and Dr. Kenneth Field, both of the School of Business Administration. Dr. Field gave a very interesting talk on the opportunities open to graduates of the Business Administration School. Dr. Field was certainly most heartily welcomed, and his bit of advice certainly should prove of value to those of us that will graduate this year, and also to the junior members of Alpha Rho.

Alpha Rho will lose one brother this quarter, a brother that is a brother in the true sense of the word. I am referring to Myrven W. Pannebaker. Brother Pannebaker has completed his college work, and will not return to school next quarter. He has been

of considerable help to Alpha Rho, his suggestions and criticisms have been wisely used on several occasions, and Alpha Rho and the brothers therein will certainly miss him. Myrve is planning on going back East to work (so he says), but just the other day he was complaining to me how tough things were back East, and how he hopes to find work in Denver. We certainly hope he has the best of luck in whatever he goes into.

Brother Mickey was recently elected president of Pi Epsilon Pi, national pep organization, and so adds another activity to his long string. Brother Barnes is assisting in keeping the books of the A. S. U. C. over in the office of the graduate manager's office, and he certainly has his hands full. In activities, in general, we are very well represented, and have men in every activity on the campus. Brother Winn, one of the new initiates, is quite a star on the baseball diamond, playing last year for his first time on the varsity squad.

At the present we are more concerned in passing our hours and being able to come back to school than anything else, and next quarter Alpha Rho will start in again with a bang and do things in a big way. We wish all the chapters, and especially our two new ones at Baylor and Texas, a very happy and prosperous new year.

## ALPHA SIGMA CHAPTER » »

« « « « « « ALABAMA

By MACK H. JOLLY, *Scribe*.

Alpha Sigma has enjoyed a semester of real active progress since school opened in September. Activities have flourished on the campus and Deltasig has been well represented in them. W. B. Howard was tapped for Blue Key, national honor society, at a recent Blue Key dance. Congratulations to Brother Howard. George P. "Red" Atkins was elected to represent the Alabama chapter of Phi Eta Sigma, national freshman honor society, at a recent convention at DePauw University, Greencastle, Indiana. "Red" reports a splendid convention taking place on December 6 and 7 with some 22 institutions represented.

In a recent issue of the *Crimson White*, Alabama's campus publication, Leroy Nations was voted the student favorite in the Commerce and Business Administration faculty. Brother Nations is head of the advertising department, and professor in Business English. Brother Nations really is a

student favorite and has given valuable aid to Alpha Sigma in all endeavors. Brother Nations has a very interesting article in the October issue of *Current History Magazine*. His article, "Dixie Facing the Machine," deals with the Old South as compared with the New South in industrial endeavors. A very good article with excellent reading for any student.

At our last meeting Alpha Sigma Chapter elected officers for the coming year. The following officers will be effective at our first meeting in January 1931:

*Head Master* James Emory Smith  
*Senior Warden* . . . . . Ewell Owens  
*Junior Warden* . . . . . Harry Carroll  
*Treasurer* . . . . . Fred Zeigler  
*Scribe* . . . . . George P. Atkins  
*Chancellor* . . . . . Mack Jolly  
*Historian* Henry Albert Vaughan  
*Senior Guide* Hardaway Young, Jr.  
*Junior Guide* William S. Scher, Jr.  
*Master of Festivities*

Milton S. Pullen.

Alpha Sigma extends best wishes to all chapters for a prosperous New Year.

## ALPHA UPSILON CHAPTER »

« « « « « « « « MIAMI

By HOWARD C. HIGGINS, *Correspondent*.

Alpha Upsilon Chapter held a smoker for its prospective pledges Tuesday, December 9. Joseph Siebert, social chairman, had charge of the smoker and it was a success. It was well attended by the students and professors. Dr. Todd, our chapter adviser, Dean Dale of the School of Business Administration, and Head Master Goacher gave interesting talks on the policies of the fraternity and what Delta Sigma Pi is doing.

Delta Sigma Pi announces the awarding of a new ten year plaque to be hung in the upper hall of the School of Business Administration. The names of the two freshmen business students having the highest average for the year will be engraved on this plaque. One name is to be added the first semester and one the second. Winners for last year were Harry Yanney and Wayne Young.

Professor Glos, head of the Accounting department, has been elected as a member of the executive committee of the national honorary fraternity of Phi Eta Sigma. Mr. Glos represented the local chapter of Phi Eta Sigma at the bi-annual convention at

DePauw University, Greencastle, Indiana, December 5-6.

Head Master Goacher and Joseph Siebert attended the meeting of the Syndic, honorary business fraternity for freshmen men. Both men gave short talks and congratulated the members for their scholastic work, and explained to them the place of the professional fraternity in the university.

Dr. Todd, our chapter adviser, attended a meeting of the State Tax Committee at Columbus, Ohio, December 13-15.

## ALPHA PHI CHAPTER » »

« « « « « MISSISSIPPI

*By HORACE B. BROWN, Scribe.*

Another year has passed and with it Alpha Phi has grown in size, importance, prestige, and standing upon the Mississippi campus. Although we were very successful in 1930, our first New Year's resolution is to make Alpha Phi bigger and better than ever before, profiting by our past mistakes and taking advantage of our new possibilities. The entire chapter joins me in saying that we are determined to make 1931 the most successful and outstanding year in the history of our chapter.

We were highly honored on the ninth of December by a visit from Brother Wright from the Central Office. This is the first time in two years that Brother Wright has visited us, and to say that we were glad to have him with us would not begin to express it. May his visits in the future be more often and last longer!

On the evening of the ninth of December Alpha Phi gave a stag dinner and smoker at the "Tea Hound" in honor of Brother Wright. At that time we greatly enjoyed a speech from Brother Wright concerning fraternity matters, both from a national and a local standpoint.

Delta Sigma Pi was well represented on the Ole Miss football team this year by Neal Biggers and Sam Carter, halfback and center respectively. Both Neal and Sam deserve a great deal of praise and credit, for they both performed most admirably throughout the season.

Alpha Phi extends to all chapters of Delta Sigma Pi its best wishes for a successful year, and sincerely hopes that each and every member has enjoyed a most happy Christmas and a merry New Year.

## ALPHA CHI CHAPTER » »

« « « « « WASHINGTON

*By W. E. HORN, Scribe.*

Best wishes for a happy and successful New Year is Alpha Chi's greeting to her fellow chapters. With the holidays just over, and all of the hubbub disappearing, Alpha Chi and most other chapters now look forward toward next semester with a view of doing something big. The men who failed to pledge during the first semester will again be rushed, and it is expected that this chapter will secure its share of men.

We hold our initiation about the middle of January, at which time we will initiate our eight remaining pledges.

Let us now look back at last year, and review the benefits we have derived. First of all, our last dance at the Hotel Melbourne was a social success, and was attended by outstanding commerce students other than Deltasigs. Several of the professors were present and had an enjoyable evening.

Second—At our smokers men from different lines of industry presented their views and ideas to us concerning their occupation. These smokers were well attended by actives and alumni, as all seemed to be sincerely interested.

Third—Our luncheons, which incidentally were less than had been intended, proved to be real get-togethers, and at which luncheons various subjects were discussed.

Lastly—Our semi-monthly meetings have been fairly well attended, considering that our chapter is relatively small, and at the meetings we have disposed of our business in prompt order (thanks to the strictness of our Head Master).

In closing, I will say that 1931 is going to be a Deltasig banner year.

## ALPHA PSI CHAPTER » »

« « « « « CHICAGO

*By JOSEPH F. HURT, Correspondent.*

The hard luck that lately seems to be dogging on the heels of Alpha Psi struck another hard and sad blow when death claimed one of our most active members. Stanley H. Swade, Senior Guide, passed away on Saturday, December 13, after a three months illness and his departure for the Chapter Eternal left the brethren overcast with gloom for some time. The chapter sends its

condolences to the family and relatives of the late Brother Swade.

Another quarter has reached its end and Alpha Psi can look proudly back upon its several achievements. During the quarter six men were pledged. Five of the six pledges are incoming juniors and this fact makes this group of pledges quite an asset to the chapter for they will carry on the work of the chapter for two full years.

Now for a little information on the social doings of Alpha Psi. On Friday, November 14, a luncheon was given at the Plaisance Hotel. Professor Sorrell of our C. and A. faculty was the speaker at the event, which was well attended by members, pledges, and prospective pledges.

The third and last rush smoker of the quarter was held on Thursday, November 20, at the Reynolds Club. This smoker can be termed quite successful for it was at this event that we pledged three of our present six pledges. Furthermore, the boys had the rare treat of talking over old times with such alumni as Austin Gardner, Ken Alwood, Ray Budinger, and Bob Williams.

On Friday December 5 another of our bi-weekly luncheons was held at Plaisance. We must give Brother Alwood a big hand for securing as capable and interesting a speaker as Mr. C. O. Bedell at this event. Mr. Bedell is the advertising manager and director of sales at Butler Brothers of Chicago and he spoke on "The Nine Points of Success."

The chapter has tentatively arranged January 9 as the day of the initiation of the six pledges. The social committee, with George Bartlett in command, is planning to have the initiation followed up with a dance at some dine and dance cafe in the loop.

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## ALPHA OMEGA CHAPTER » « « » « « » DEPAUL

*By W. DONALD ECK, Correspondent.*

Having had seven successful fall dances, Alpha Omega came upon the eighth with an unconscious feeling that success might be intermittent, but this supposition was unfounded for the dance on November 22 at the Oriental Room of the Knickerbocker Hotel, with Jimmy Green's synecopation, passed previous ventures in every way.

We looked forward with a great deal of pleasure to seeing the moving pictures of the

Grand Chapter Congress, and they passed our most sanguine expectation. On December 11 the entire active body together with our pledges and a number of the alumni members came to see the movies. Bob Johnson, an alumnus of Alpha Omega Chapter and the photographer of these wonderful films, was on hand and greatly added to the enjoyment of them by telling some of the humorous incidents that happened in "shooting" the films.

The chapter has some fifteen men pledged, the greater number of whom are freshmen. Because of this, the first initiation of the year will not be held until after the second semester begins in late January.

It is an overt fact that Delta Sigma Pi is always represented in college activities and offices at De Paul.

Luke Brennan is senior commerce representative to the Student Activity Council.

Al Jantorni is president of the junior class and editor of the *De Paulia*, the college newspaper.

Alex McDougall is vice-president of the junior class and vice-president of the Wranglers, the society for the enforcement of freshman rules.

Phil Byrnes is the business manager of the yearbook.

Johnny Powers is treasurer of the sophomore class and secretary of the Wranglers.

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## BETA GAMMA CHAPTER » » « « « SOUTH CAROLINA *By J. SAM TAYLOR, Scribe.*

Beta Gamma is glad to say that nine new men, two members of the faculty and seven undergraduates, have recently been added to its chapter roll. We are proud of these new men and we feel sure that they are quite an asset to the fraternity in general. The initiation was held on December 12, 1930, with the following men initiated: F. F. Welbourne, treasurer of our university; Frank T. Meeks, associate professor of Commerce; R. A. Bedenbaugh, Perry J. Crandall, Robert McCaskill, W. W. Lewis, Clarence Meeks, Herbert H. Taylor, Edward Sykes.

We had much fun at the expense of Frank T. Meeks, associate professor of Commerce,



when he was elected as Brother Keeper of the Parchment Roll. He insisted that he be allowed to carry the Parchment Roll home with him.

Beta Gamma has planned to have a dance soon after the Christmas holidays. We feel that a social gathering of this nature will be of great benefit to our chapter.

We are especially happy to congratulate the two new chapters of Delta Sigma Pi in Texas, and we greatly regret the fact that Beta Gamma could not be represented at either of the installations.

We take this opportunity to extend to all Deltasig brothers our best wishes for a happy and successful New Year.

## BETA DELTA CHAPTER » » « NORTH CAROLINA STATE

*By ELBERT OVERTON, Correspondent*

Just preceding the close of the fall quarter of school Beta Delta Chapter initiated seven new men who have added much to the strength of the local chapter of Delta Sigma Pi.

Having no competitive commerce fraternity on N. C. State College campus we had full access to all of the students enrolled in business courses here. About the middle of quarter we gave a smoker and invited what we considered the twenty-five most outstanding students of commerce who were eligible for the organization. Closely following the smoker we had the election of members and later initiated into the organization the following new men: Fred C. Herbst, senior in Business Administration; E. C. Jackson, senior in Industrial Management; Stacy G. Lloyd, senior in Marketing; Reid Harrill, senior in Industrial Management; D. A. Rose, junior in Accounting; Roger C. Bagby, sophomore in Business Administration; and Robert I. VanHook, sophomore in Business Administration.

A banquet was given by the fraternity at one of the local hotels in honor of the new men on the evening immediately following the initiation. At this occasion we had the pleasure of listening to a speech by the Dean of our Graduate School on the relation of Social Psychology to Economics. Faculty members also made short talks impressing the policies of the organization upon the new men.

Beta Delta has a very extensive program of work planned for the ensuing quarter

under the direction of Head Master W. T. Mast. Steps are being taken to establish greater unity among the students as a whole in the School of Science and Business here. Speakers will be brought to the college under the auspices of Delta Sigma Pi. In the near future we plan to have the director of the radio broadcasting station of this city deliver a lecture to the business students on the subject of "Radio Advertising."

We will take more men into Beta Delta chapter in the spring. Our present membership numbers twenty-four.

Best wishes to all the chapters for a happy and prosperous New Year.

## BETA EPSILON CHAPTER » « « « « « OKLAHOMA

*By T. KENNETH O'BAR, Scribe.*

Probably the most important and outstanding accomplishment of Beta Epsilon Chapter during the past few months was the securing of a chapter house. The chapter now maintains a house at 523 Boulevard, Norman, Oklahoma. Needless to say, we extend an open invitation to all Deltasigs to make our house your home when you visit Soonerland. We of Beta Epsilon consider this quite an achievement—our second year on the campus and our first in a house. Come on you chapters who do not maintain houses, we think we have a record for you to shoot at!

The chapter has been quite active in a professional way, too. Three smokers have been held this semester that were well attended. In addition to providing a source of contact with the business world, these smokers have aided in the securing of pledges. We have been fortunate in securing interesting speakers for the smokers, among them have been: Mr. Carl Magee, nationally known editor of the *Oklahoma News*; Dr. A. B. Thomas, associate professor of History in the University, and Dr. A. B. Adams, Dean of the College of Business Administration. Another smoker will be held on December 16, primarily for students of Accounting. The speaker will be some prominent accountant from Oklahoma City.

The chapter has also been intensely interested in the activities of the College of Business Administration. Recently it was instrumental in organizing the Association of the Students of the College of Business

Administration. At its first meeting, Walter D. Wood, our Junior Warden, was elected to the office of treasurer. The Association, in conjunction with Delta Sigma Pi, Alpha Kappa Psi, and Gamma Epsilon Pi, is to sponsor a College of Business Administration Day. This is to become an annual event and will be primarily for the purpose of acquainting the business men of the state with the activities and needs of the College. This will also provide a means of contact with the prominent business and professional men of the state. The first annual day of this kind will be held on February 20, 1931.

The chapter has taken an active part in intramural athletics during the past semester. The softball baseball team played several games with other fraternities and other organizations on the campus and came out with a percentage of 500. Our golf team was also fairly successful, coming out seventh in the all university play off. Our tennis entry, Head Master Wardner, reached the quarter finals in the university singles tournament. Other teams have been entered in other events that do not take place until some time in the future.

To come down to the present time, the days of December 13 and 14 have been red letter days for Beta Epsilon. On December 13, nine new men were initiated into the brotherhood. These men were: Paul W. T. Stevens, Adelbert O. Champlin, Reynolds Damm, Ed Foster, Jack Foster, Albert Walker, Homer Lynn, Burdett Hensley, and Roy C. Jenkins. These men are all fine fellows and have the "makins" of real Deltasigs.

Roy C. Jenkins, one of the new men initiated, is with the Realsilk Hosiery Mills. He is supervisor for the state of Oklahoma and has won almost every honor that the Realsilk Mills offer.

On December 14 we were honored by a visit from Gig Wright, Grand Secretary and Treasurer. At this time Professor W. K. Newton, associate professor of Accounting in the University, was taken into the fraternity as a faculty member.

## BETA ZETA CHAPTER » » « « « LOUISIANA STATE

By J. P. JEWELL JR., *Correspondent.*

Beta Zeta Chapter celebrated the first anniversary of its installation at Louisiana State University and also the twenty-third anniversary of the founding of Delta Sigma

Pi with a luncheon at the University Cafeteria on December 7.

To Oscar Webb, who will leave in the near future to begin work with an accounting firm in Chicago, this banquet was of a farewell nature. At this gathering many interesting talks were delivered; perhaps the most interesting being the one on the auditing of Al Capone's books, given by Brother Webb.

During the course of the past six weeks a lively get-together party was given by Head Master Philip McGee at his apartment on North Street.

Beta Zeta was especially honored on December 10 by a visit from Gig Wright, Grand Secretary-Treasurer. In his honor Brother and Mrs. W. Mackenzie Stevens entertained at an informal party at their home in Westdale. This was a very enjoyable affair and every Deltasig had the opportunity of getting acquainted with Gig. Thanks for the visit, Brother Wright; let your southern trips be more frequent in the future.

In the spring term Beta Zeta will take in about twenty new men. The initiation ceremonies will terminate with a dance in Garig Hall. All brothers are working hard to give the pledges a hearty reception when initiation day rolls by.

Our professional program is well under way. Many prominent business men have been added to the list of speakers who will address the chapter in the future.

## BETA ETA CHAPTER » » » « « « « « « FLORIDA

By CARL D. KING, *Scribe.*

Beta Eta Chapter concluded the first semester of the current year by bringing twelve new men into the chapter. This event took place on December 13, and was concluded by a banquet on the night of the 13th. The principal speakers on the program were: Dean Walter J. Matherly of the College of Commerce; Dr. M. D. Anderson, head of the department of Economics; Professor Howard Gray, head of the department of Accounting, and an active alumni brother.

The men brought into the local chapter were: Harry Gardner, Paul Brown, Cliff Edwards, James Landon, Ben Criswell, Bill Robbins, O. B. Collier, Reuben Qually, Art Mize, Bob Hester, Arthur Davis, and Jimmy Knott.

All of these men have made their mark as scholars in the university, and have taken an active interest in student activities. We are expecting great things of each one of them in order that they shall carry on the cause of Delta Sigma Pi at the University of Florida in years to come.

Beta Eta expects to get off to a fast start at the beginning of the coming semester. You'll hear more of us later on. We expect to have several smokers, as well as a formal dance during the coming months.

A large percentage of our members will graduate this year. However, we feel sure that they are leaving the affairs of the chapter in competent hands. Of course, some of us are beginning to wonder what we shall do when we leave the walls of this old school. All of us would like to know how great a success we will be in the future. However, our fears will be unwarranted, though, if we turn out like the members of the last graduating class. All of the old brothers that have been heard from this year are doing exceptionally well. One of the brothers, Pete Scaglione, liked the school so well that he is back teaching this year.

We hope all the other chapters had a merry Christmas and a happy New Year. Let's pull together and make the coming year the biggest in the history of Delta Sigma Pi.

## BETA THETA CHAPTER » » » « « « « CREIGHTON

By EDWIN E. VAN ACKEREN, *Correspondent*.

That Beta Theta intends to make this a big year was indicated on November 25, when seven pledges were formally received into the fraternity. The ceremony was held at the Knights of Columbus club.

This initiation raised the number of active members to thirty. The men initiated were: William Schlegelmilch, George McCabe, Clarence Bornhorst, Russell Johnson, Edward Arnold, Harry Johnson, and Alfred Birkel.

Raymond Kane was elected president of the Creighton Chamber of Commerce, honorary Commerce organization to which members are chosen by the faculty on the basis of character, scholarship, and service to the university. Brothers Bausch and Reynolds were elected vice-president and treasurer, respectively. Brother Turner and Joseph Murphy, one of our pledges, were selected

by the faculty for full membership in the organization and Brothers Finnegan and Van Ackeren were selected associate members. Our Head Master, Frank A. Pellegrin, is also a senior member of the organization.

The tri-chapter Founders' Day party was a great success. Approximately sixty actives, alumni, and pledges of Alpha Delta, Alpha Iota and Beta Theta Chapters were present at the banquet and dance held at the Knights of Columbus club.

The chapter held its first monthly vocational night at the house December 15. The Creighton Chamber of Commerce and members of the Commerce faculty were guests. Mr. Glen B. Eastburn, Commissioner of the Omaha Chamber of Commerce, was the principal speaker.

Beta Theta was well represented on the varsity football team. Brothers Clancy and Dugan received letters. Brother Dugan will also be a regular on the varsity cage squad.

The chapter will enter a team in the interfraternity basketball league. The team has been holding regular practice sessions under the direction of Brother George McCabe, who is acting as coach.

Plans are under way to hold a smoker immediately after the holidays and it is planned to have another initiation shortly after the beginning of the second semester.

## BETA IOTA CHAPTER » »

« « « « « « BAYLOR  
By DOWDEN R. DILLEHAY, *Correspondent*.

The installation of Beta Iota Chapter at Baylor University, Waco, Texas, December 6, marked the beginning of what we intend to make one of the best organizations on the campus.

The initiation was held in the afternoon, the banquet following in the evening. The membership of Beta Iota is composed of nineteen undergraduates, four alumni, and two faculty members.

Among the speakers at the banquet were: W. S. Allen, Dean of Baylor University; George W. Harris, Director of the School of Business of Baylor University; Karl D. Reyer, Nu, Director; L. L. Doughton, Iota, Adviser of Beta Iota Chapter; H. G. Wright, Beta, Grand Secretary-Treasurer. There were many telegrams of congratulations received from other chapters and members, which were greatly appreciated.

Beta Iota meets each Monday night, at Brooks Hall, boys' dormitory, where a suite

has been rented. Twice each month, business meetings are held, and the other two Mondays business men are invited to speak to the members, and students of the School of Business are invited to attend.

A loan library has been started; members donate books to the library, and they are in turn loaned to the members for a small fee.

Beta Iota plans are to initiate eight men sometime in March, and initiate eight more men before the spring term is completed.

Beta Iota is fortunate in having L. L. Doughton, Iota, manager of one of the largest department stores in Waco, as adviser.

Although we are among the younger chapters, Beta Iota intends to be one of the best chapters of Delta Sigma Pi.

## BETA KAPPA CHAPTER » »

« » « « « « « TEXAS

By WILLIAM E. DOZIER, JR., *Correspondent.*

Greetings to all Deltasigs from the baby chapter, Beta Kappa at the University of Texas. Beta Kappa intends to prove its worthiness to be on a par with the other chapters of Delta Sigma Pi in the near future. We have twenty-seven active members, and due to the fact that Texas has only a two year school of business admin-

istration we plan to hold at least one initiation this year.

An extensive rushing and social program has been planned for the period after the Christmas holidays, and will include one or two smokers and possibly a banquet. Beta Kappa intends to follow the practice of pledging men in their sophomore year and then initiating them as soon as they become eligible the next fall.

Beta Kappa has practically all the outstanding men in the School of Business Administration. Brother Hilliard is president of the senior class, and every other class office is held by a Deltasig. Brothers Newman and Grubbs are members of Beta Gamma Sigma, while Brother Newman is also a student assistant in Statistics as is Brother Grubbs in Commercial Law. Brothers Jones and Bruns are also student assistants in Business Administration.

Beta Kappa Chapter particularly wants to thank all the chapters and alumni clubs that sent us telegrams on the night of our installation. We also wish to express our appreciation for the large delegation sent down by Beta Iota Chapter at Baylor University at Waco, headed by Head Master Henry.

In closing, Beta Kappa Chapter wishes to extend the very heartiest of Christmas greetings to all Deltasigs and the hope that they will enjoy the most prosperous of New Years.

## Scholarship Key Winners for 1930

(Continued from Page 104)

Chi	M. M. Bernstein, Jr.	Alpha Pi	Harold William Dauer
Psi	George A. Seefeld	Alpha Rho	KENNETH W. CURLEE
Omega	Martha K. Wiegand	Alpha Sigma	John M. Shaver, Jr.
Alpha Beta	Herbert R. Brown	Alpha Tau	Julius M. Morgan
Alpha Gamma	JAMES T. WOLFE	Alpha Upsilon	HOWARD M. BRENNE- MAN
Alpha Delta	Raymond C. Dein	Alpha Phi	Aubrey Gordon
Alpha Epsilon	Arthur O. Lampland	Alpha Chi	Oliver Goralnik
Alpha Zeta	LOUIS M. BROCKWELL	Alpha Psi	Sam Teitelman
Alpha Eta	EDWARD W. TILLING- HAST	Alpha Omega	C. N. Guy Matkovic
Alpha Theta	†DONALD M. ALCOKE	Beta Gamma	JAMES WESLEY HUNT
	†WILLIS O. CROSSWHITE	Beta Delta	EDGAR W. BUCHANAN
Alpha Iota	BYRON A. OLERICH	Beta Epsilon	BERT HENRY THURBER
Alpha Kappa	Richard E. Buckley	Beta Zeta	JAMES O. WEBB
Alpha Lambda	Charles Whitlock Banner	Beta Eta	Robert W. Boyd
Alpha Mu	LESTER V. HOLE		
Alpha Nu	CARL J. A. JOHNSON		
Alpha Xi	William Cracraft Cook		
Alpha Omicron	Robert John Ohm		

\*Tie; duplicate keys awarded.

†Two keys awarded, one in each day and evening divisions.

# · THE · DIRECTORY · OF · DELTA · SIGMA · PI

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Telephone Franklin 3476

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IV	Alpha Pi	Thomas W. Rogers, <i>Alpha Psi</i>
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II	Iota and the Kansas City Alumni Club	H. Emmons Kincaid, <i>Upsilon</i>
III	Alpha Beta	Royal D. M. Bauer, <i>Alpha Beta</i>
IV	Alpha Delta, Beta Theta, and the Omaha Alumni Club	Merle Yowell, <i>Iota</i>
V	Alpha Epsilon, Alpha Mu, and the Twin Cities Alumni Club	Rudolph Janzen, <i>Alpha Epsilon</i>
VI	Alpha Eta	Earle S. Sparks, <i>Alpha Eta</i>
VII	Alpha Iota and the Des Moines Alumni Club	W. H. Carver, <i>Alpha Iota</i>
VIII	Alpha Chi and the St. Louis Alumni Club	J. Hays Dodds, <i>Alpha Zeta</i>

SOUTHERN PROVINCE: Thomas E. Dicks, *Kappa*, Director, 600 Hurt Bldg., Atlanta, Ga.

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III	Alpha Zeta	Harvey G. Meyer, <i>Psi</i>
IV	Alpha Sigma	Thomas J. Hammer, <i>Alpha Sigma</i>
V	Alpha Tau	Ralph L. Sackett, <i>Alpha Phi</i>
VI	Alpha Phi	Howard W. Gray, <i>Epsilon</i>
VII	Beta Eta	

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State College, Raleigh, N. C.

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III	Beta Gamma	E. E. Goehring, <i>Alpha Beta</i>
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District I	Rho	J. Milburn Dungan, <i>Alpha Nu</i>
II	Sigma	
III	Phi and the Los Angeles Alumni Club	Frank Adams, <i>Phi</i>
IV	Alpha Nu, Alpha Rho and the Denver Alumni Club	Raymond J. Brandt, <i>Alpha Nu</i>

SOUTHWESTERN PROVINCE: Karl D. Reyer, *Nu*, Director, University of Oklahoma, Norman, Okla.

District I	Beta Epsilon	Karl D. Reyer, <i>Nu</i>
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III	Beta Iota	
IV	Beta Kappa	

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Chapter House, 26 W. 11th St., New York, N. Y. Telephone Tompkins Square 6-9595

Head Master.....Daniel C. Kilian.....9127 117th St., Richmond Hill, L. I., N. Y.  
Treasurer.....Bruno Lawson.....9036 184th Place, Hollis, L. I., N. Y.  
Scribe.....Harold Cahill.....26 W. 11th St., New York, N. Y.

**BETA**—Northwestern University, School of Commerce (Chicago Division)  
Chapter House, 42 Cedar Street, Chicago, Ill. Telephone Delaware 0957-0958

Head Master.....Stephen G. Janick, Jr.....33 S. Clark St., Rm. 840, Chicago, Ill. Tel. Ran. 7200  
Treasurer.....Lee Cannon.....514 Lake St., Oak Park, Ill. Tel. Euclid 3467-J  
Scribe.....William Rea.....42 Cedar St., Chicago, Ill.

**GAMMA**—Boston University, College of Business Administration  
Chapter House, 121 Thorndike Street, Brookline, Mass. Telephone Regent 3083

Head Master.....F. W. Atherton.....53 Flynt St., Norfolk Downs, Mass. GRANite 0036W  
Treasurer.....Edward A. Malone.....12 Brewer St., Jamaica Plain, Mass.  
Scribe.....Philip R. Pond.....121 Thorndike St., Brookline, Mass. Tel. Regent 3083

**DELTA**—Marquette University, College of Business Administration  
Chapter House, 604 N. 14th St., Milwaukee, Wis. Telephone Grand 1005

Head Master.....Milton Kassner.....604 N. 14th St., Milwaukee, Wis.  
Treasurer.....William Schumacher.....304 N. 14th St., Milwaukee, Wis.  
Scribe.....John P. Hanson.....604 N. 14th St., Milwaukee, Wis.

**EPSILON**—University of Iowa, College of Commerce  
Chapter House, 108 River Street, Iowa City, Iowa. Telephone 3142-3143

Head Master.....Kenneth Fellows.....Delta Sigma Pi House, Iowa City, Iowa  
Treasurer.....Donald W. Jenks.....Delta Sigma Pi House, Iowa City, Iowa  
Scribe.....Robert A. Olson.....Delta Sigma Pi House, Iowa City, Iowa

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Treasurer.....Maxwell J. Lewis.....829 Foster St., Evanston, Ill. Greenleaf 1604  
Scribe.....A. Gordon Thompson.....618 Clark St., Evanston, Ill. University 4407

**ETA**—University of Kentucky, College of Commerce

Head Master.....Austin H. Gresham.....324 Transylvania Park, Lexington, Ky. Tel. Ash. 2488  
Treasurer.....Benj. C. Stapleton.....328 Aylesford Place, Lexington, Ky. Tel. Ash. 3489  
Scribe.....William G. Prince.....433 E. Maxwell Street, Lexington, Ky. Tel. Ash. 752

**THETA**—University of Detroit, School of Commerce and Finance

Head Master.....Paul A. Lilly.....16546 Wark Ave., Detroit, Mich. Hemlock 5546M  
Treasurer.....Earl A. Murphy.....125 W. Bethune Ave., Detroit, Mich.  
Scribe.....Thomas F. Benson.....829 Casgrain Ave., Detroit, Mich.

**IOTA**—University of Kansas, School of Business

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Head Master.....James K. Brown.....1941 Massachusetts Ave., Lawrence, Kans.  
Treasurer.....Barton Avery.....1941 Massachusetts Ave., Lawrence, Kans.  
Scribe.....Kenneth Haury.....1941 Massachusetts Ave., Lawrence, Kans.

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Treasurer.....Mervyn W. Glass.....324 Oakland Ave., Pittsburgh, Pa.  
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Treasurer.....André de Porry.....211 Washington Ave., Aurora Hills, Va.  
Scribe.....André de Porry.....211 Washington Ave., Aurora Hills, Va.

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Head Master.....Edward G. Sommer.....205 14th Ave., Columbus, Ohio.  
Treasurer.....Kenneth Wasley.....205 14th Ave., Columbus, Ohio.  
Scribe.....Russell K'burg.....205 14th Ave., Columbus, Ohio.

**XI**—University of Michigan, School of Business Administration

Chapter House, 1502 Cambridge Road, Ann Arbor, Mich. Telephone 5518  
Head Master.....Victor Schumacher.....1502 Cambridge Road, Ann Arbor, Mich.  
Treasurer.....Lincoln Cocheu.....1502 Cambridge Road, Ann Arbor, Mich.  
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**OMICRON**—Vanderbilt University—(Inactive)

**PI**—University of Georgia, School of Commerce

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Treasurer.....Thomas Crittenden.....Milledge Hall, Athens, Ga.  
Scribe.....Russell C. Wills.....164 Strong St., Athens, Ga.

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 Treasurer.....Ralph W. Johnston.....1395 East First South, Salt Lake City, Utah  
 Scribe.....William J. Pace.....153 13th East, Salt Lake City, Utah. Tel. Hy. 6367

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 Head Master.....J. Nelson McClees.....700 W. 28th St., Los Angeles, Calif.  
 Treasurer.....Delmont Reese.....700 W. 28th St., Los Angeles, Calif.  
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 Treasurer.....Joseph R. Prout.....Calvert and 25th Sts., Baltimore, Md.  
 Scribe.....J. Hugh Taylor.....3 Catalpa Road, Linthicum Heights, Md.

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

Head Master.....William Henke.....132 Breese Terrace, Madison, Wis.  
 Treasurer.....Francis M. Bennett.....132 Breese Terrace, Madison, Wis.  
 Scribe.....Robert Bennett.....132 Breese Terrace, Madison, Wis.

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 Treasurer.....Clyde Yost.....Box 1332, Station A, Lincoln, Nebr.  
 Scribe.....Elmore Melander.....519 N. 24th St., Lincoln, Nebr. Tel. B 4047

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Head Master.....Fred M. Seed.....1029 4th St., S. E., Minneapolis, Minn.  
 Treasurer.....Norval Iverson.....1029 4th St., S. E., Minneapolis, Minn.  
 Scribe.....Hedwin Anderson.....1527 Madison St., N. E., Minneapolis, Minn. Tel. Di. 9531

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 Treasurer.....William E. Jones.....1515 W. Cumberland Ave., Knoxville, Tenn.  
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 Treasurer.....Kenneth Zenner.....102 N. Plum St., Vermilion, S. Dak.  
 Scribe.....Francis V. Fetzner.....315 E. Main St., Vermilion, S. Dak.

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 Treasurer.....Edward E. Kisker.....494 Riddle Road, Clifton, Cincinnati, Ohio  
 Scribe.....Robert L. Othling.....4120 Maple Drive, Cincinnati, Ohio

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 Scribe .....Marvin C. Whatmore.....1774 Walker St., Des Moines, Iowa

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 Scribe .....Gordon Lohman.....50 Gold Street, Buffalo, N. Y. Tel. Jefferson 5547-R

**ALPHA LAMBDA—University of North Carolina, School of Commerce  
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 Treasurer .....F. J. Ferguson.....Delta Sigma Pi House, Chapel Hill, N. C.  
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 Treasurer .....Milton Moskau.....609 Belmont Road, Grand Forks, N. Dak. Tel. 2801  
 Scribe .....Walter Thomas.....Beta Chi House, Grand Forks, N. Dak. Tel. 2756

**ALPHA NU—University of Denver, School of Commerce, Accounts and Finance  
Chapter House, 1856 Washington, Denver, Colo. Tel. York 5274**

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Chapter House, 95 University Terrace, Athens, Ohio. Telephone 877**

Head Master.....Delbert Matthews.....95 University Terrace, Athens, Ohio  
 Treasurer .....Elden L. Hauck.....95 University Terrace, Athens, Ohio  
 Scribe .....Floyd Stott.....95 University Terrace, Athens, Ohio

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 Treasurer.....L. L. Boehmer.....3500 Palm St., St. Louis, Mo.  
 Scribe.....Walter E. Horn.....7416 Augusta St., St. Louis, Mo.

**ALPHA PSI—University of Chicago, School of Commerce and Administration**

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 Treasurer .....Robert McKittrick.....3519 Reta Ave., Chicago, Ill.  
 Scribe .....Fernino Zancanaro.....49 Snell Hall, U. of C., Chicago, Ill.



**ALPHA OMEGA—DePaul University, College of Commerce**  
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 Treasurer .....Walter T. Weiss.....11055 Homewood Ave., Chicago, Ill.  
 Scribe .....R. F. Bitter.....10718 Church St., Chicago, Ill. Tel. Beverly 9717

**BETA GAMMA—University of South Carolina, School of Commerce**  
 Head Master.....W. Carlisle Neely.....1007 Henderson St., Columbia, S. C.  
 Treasurer .....Roy L. Garrett.....U. of S. C., Columbia, S. C.  
 Scribe .....J. Samuel Taylor.....929 Sumpter St., Columbia, S. C.

**BETA DELTA—North Carolina State College, School of Science and Business**  
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 Treasurer.....Doyle Crain.....523 Boulevard, Norman, Okla.  
 Scribe.....Theodore Greenshields.....421 W. Comanche, Norman, Okla.

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 Scribe.....Arthur G. Bagwell.....323 North St., Baton Rouge, La.

**BETA ETA—University of Florida, The College of Commerce and Journalism**  
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 Treasurer.....Thomas J. York.....University Station Box 491, Gainesville, Fla.  
 Scribe.....Carl D. King.....2345 University Station, Gainesville, Fla.

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 Head Master.....Frank A. Pellegrin.....2217 Maple St., Omaha, Nebr.  
 Treasurer.....Leo J. Reynolds.....2770 Davenport St., Omaha, Nebr.  
 Scribe.....Edward E. Stancyk.....2770 Davenport St., Omaha, Nebr.

**BETA IOTA—Baylor University, School of Business**  
 Head Master.....E. Cowden Henry.....Brooks Hall, Waco, Texas  
 Treasurer.....B. Lee Hill.....3008 Bosque, Waco, Texas  
 Scribe.....William P. Waldrop.....Brooks Hall, Waco, Texas

**BETA KAPPA—University of Texas, School of Business Administration**  
 Head Master.....Travis A. White.....1775 University Station, Austin, Texas. Tel. 2-4216  
 Treasurer.....J. Kelton Alexander.....1608 Congress, Austin, Texas. Tel. 24401  
 Scribe.....William T. Hatley.....Alamo Hotel, Austin Texas. Tel. 4381

## THE PROFESSIONAL INTERFRATERNITY CONFERENCE



The Professional Interfraternity Conference was organized in March, 1928, as a result of over 20 professional fraternities sending official representatives to attend the meeting of organization held in Washington, D. C. Delta Sigma Pi is a charter senior member of this conference.

The purpose of the Professional Interfraternity Conference shall be the discussion of questions of common interest and the presenting to the fraternities represented of such recommendations as the Conference shall deem wise. The function of the Conference shall be purely advisory except as to such powers as may be specifically conferred upon it by its constituent members. It shall be the aim of the Conference to encourage high scholarship, professional research, advancement of professional ethics and the promotion of a spirit of comity among the professional fraternities in the advancement of fraternity ideals.

### MEMBER FRATERNITIES, 1930

Architecture	Education	Medicine
Alpha Rho Chi	Kappa Phi Kappa	Alpha Kappa Kappa
Scarab	Phi Delta Kappa	Alpha Mu Pi Omega
	Phi Epsilon Kappa	Nu Sigma Nu
Chemistry	Engineering	Omega Upsilon Phi
Alpha Chi Sigma	Sigma Gamma Epsilon	Phi Beta Pi
	Sigma Phi Delta*	Phi Chi
Commercc	Theta Tau	Phi Delta Epsilon
Alpha Delta Sigma	Law	Phi Rho Sigma
Alpha Kappa Psi	Delta Theta Phi	Theta Kappa Psi
Delta Sigma Pi	Gamma Eta Gamma	
	Phi Alpha Delta	Pharmacy
Dentistry	Phi Beta Gamma*	Kappa Psi
Psi Omega	Sigma Nu Phi	Phi Delta Chi

\*Indicates Junior classification.

## DELTA SIGMA PI ALUMNI CLUBS, LUNCHEONS and DINNERS



- ATLANTA, Ga.: *President*, Thomas E. Dicks, 600 Hurt Bldg.; *Vice-President*, James D. Smith, 410 Park Ave. S. E.; *Secretary*, Ralph Bell, 1358 Iverson St. N. E.; *Treasurer*, H. C. Kitchens, 626 Atwood, S. W. Luncheons every Wednesday, Davison-Paxon Tea Room, at 12:15 noon.
- BALTIMORE, Md.: *President*, John L. McKewen, 2913 Shirey Avenue; *Vice-President*, John H. Felt-ham, 449 E. 28th St.; *Secretary-Treasurer*, J. Elwood Armstrong, 2233 E. Federal St. Luncheons every Thursday, The Lord Baltimore Hotel, at 12:00 noon.
- BOSTON, Mass.: *President*, Warren F. Brooks, New England Mutual Life Insurance Co., 87 Milk Street; *Vice-President*, Edgar B. Pitts, 115 Bynner Street, Jamaica Plain, Mass.; *Secretary-Treasurer*, John J. Canavan, 73 Wendell St., Cambridge, Mass. Luncheons every Thursday at Chamber of Commerce, Main Dining Room, 80 Federal St., at 12:00 noon.
- BUFFALO, N. Y.: Luncheons, every Wednesday, Chamber of Commerce, 5th floor, Main and Seneca Streets, at 12:00 noon.
- CHICAGO, Ill.: *President*, James R. Bansley, 130 N. Wells St.; *Vice-President*, Harry M. Couch, 526 A. Surf St., Chicago, Ill.; *Secretary*, Wm. F. Bleck, Jr., 719 N. Lombard Ave., Oak Park, Ill.; *Treasurer*, H. G. Wright, 222 W. Adams St., Chicago, Ill. Luncheons, every Thursday at Marshall Field & Co.'s Men's Grill, 6th floor, 25 E. Washington Street, from 12:00 to 2:00 P. M. Dinners as announced by special notice.
- DENVER, Colo.: *President*, Harry G. Hickey, 1840 Cherry St.; *Vice-President*, J. H. Tyrone, 614 Madison St.; *Secretary*, Robert C. Loury, 1051 S. Williams St.; *Treasurer*, Reuben Horton, 1452 Dahlia St. Luncheons second and fourth Thursdays of each month, at the Blue Parrot Inn, 18th and Broadway. Dinners every second and fourth Wednesday as announced by special notice.
- DES MOINES, Ia.: *President*, Ervin A. Thompson, 4045 Center St.; *Secretary*, Arthur R. Howe, 1211 57th St.; *Treasurer*, Frank J. McDonough, 333 Eighth St., Valley Junction, Iowa. Luncheons every Friday at Polyclinic Cafe, 10th and Grand, at 12 o'clock noon.
- DETROIT, Mich.: *President*, Leo G. Goodrich, 127 Seward Ave.; *Vice-President*, Leonard C. Dole, 574 Superior Blvd., Wyandotte, Mich.; *Secretary*, Harold P. Hawkins, 12062 Sanford; *Treasurer*, James R. Cook, 5103 Rohms. Downtown luncheons every Thursday at the Frontenac Restaurant, 42 Monroe Ave. at 12 o'clock noon.
- KANSAS CITY, Mo.: *President*, Dale W. McNeal, Commerce Trust Co.; *Vice-President*, Neil A. Bartley, 220 City Bank Bldg.; *Secretary-Treasurer*, George Mueller, Board of Education. Luncheons every Friday, City Club, 1023 Grand Ave., at 12 o'clock noon. Dinners fourth Friday in each month at the LaSalle Hotel at 6:30 p. m.
- LOS ANGELES, Calif.: *President*, William D. Courtright, Bank of America, Seventh and Spring Sts.; *Vice-President*, Sylvester Hoffmann, 5140 Maywood Ave.; *Secretary-Treasurer*, Elmer T. Crozier, 606½ Hall of Justice. Luncheons every Thursday, Leighton's Downstairs Cafeteria, Broadway Arcade Bldg., at 12:30 noon.
- MADISON, Wis.: *President*, Leo F. Dugan, Route No. 1, Madison, Wis.; *Vice-President*, Gilbert B. Hoffman, 302 Norris Court; *Secretary*, Martin A. Bliese, 315 Grand Ave.; *Treasurer*, Wilmer L. Ragatz, 607 Stockton Court. Luncheons second and fourth Wednesday of each month, Wisconsin Union, at 12 o'clock noon.
- MILWAUKEE, Wis.: *President*, A. J. Witmeyer, 399 Third Ave., Wauwatosa, Wis.; *Vice-President*, Gordon Bishop, 410 18th St., Racine, Wis.; *Secretary-Treasurer*, Leo Biebel, 1104 49th St., Milwaukee, Wis. Luncheons every Thursday, City Club, Empire Bldg. at 12:15 p. m.
- MINNEAPOLIS, Minn.: *President*, Burton E. Wald, 4004 10th Ave. S.; *Vice-President*, Clifford F. Traff, 5006 30th Ave., S.; *Secretary-Treasurer*, Alvin M. Johnson, 1029 Fourth St., S.E. Luncheons every Thursday at the New England Tea Rooms, 5th Street and First Avenue, at 12:00 noon. Dinners the last Thursday of each month at the Alpha-Epsilon chapter house, 1029 Fourth St., S. E.
- OMAHA, Nebr.: *President*, Henry C. Lucas, 1823 Spencer St.; *Vice-President*, James A. McMullen, 5215 California St.; *Secretary*, Thomas E. Corrigan, 5009 California St.; *Treasurer*, Lawrence A. Cusack, 2602 Cass St. Luncheons every Thursday, Paxton Hotel Coffee Shop, 14th and Farnam Sts., at 12 o'clock noon. Business meeting last Tuesday of each month at Beta Theta Chapter House, 2770 Davenport St., 8 p. m.
- PHILADELPHIA, Pa.: *President*, Cleon F. Book, 7241 N. 20th St.; *Vice-President*, Sterling K. Atkinson, 2222 N. 13th St.; *Secretary-Treasurer*, Harry H. Pitts, 631 W. Clearfield Street. Luncheons, the second and fourth Thursdays, at the Adelphia Hotel, at 12:30 p. m.
- ST. LOUIS, Mo.: *President*, Edward G. House, Jr., 415 Wesley Ave., Ferguson, Mo.; *Vice-President*, V. R. Overturf, 727 Limit Ave., University City, Mo.; *Secretary*, Rorer E. Constance, 40 Sylvester Ave., Webster Groves, Mo.; *Treasurer*, Earl G. Batz, 3908 Arsenal St., St. Louis, Mo. Luncheons every Thursday at Famous-Barr Company tea room, Sixth and Olive Sts., at 12 o'clock noon.
- SALT LAKE CITY, Utah: *President*, Charles H. Cook, 35 West First South St.; *Vice-President*, D. Cessford Kerr, 38 P St.; *Secretary*, W. J. Tozer, Columbia Trust Co., 125 Main St. Dinners the first and third Thursdays at Keeley's No. 5, at 6:30 p. m.



# • FRATERNITY • SUPPLIES •

## Badges

Official  $\Delta \Sigma \Pi$  badges can be secured only through The Central Office of the fraternity, 222 W. Adams St., Chicago, Illinois, and our official jewelers are not permitted to either accept orders for new badges, nor make repairs on old badges. Address all correspondence in this connection through The Central Office. A complete stock is maintained at all times, and your orders will be filled promptly and without delay. Please remember it takes a few days to engrave your number on your badge, so give us all the time possible. This engraving is required on all badges, and is provided free of charge.

No jewelry or supplies are shipped C. O. D. Remittance in full must accompany all orders, and the price list, which is subject to change without notice, is as follows:

Standard $\Delta \Sigma \Pi$ pearl badge, 19 pearls, full crown set.....	\$ 12.60
Standard $\Delta \Sigma \Pi$ pearl sister badge the same as the standard pearl badge but smaller, 19 pearls, full crown set.....	12.60
Standard $\Delta \Sigma \Pi$ white gold badge, 19 pearls, full crown set.....	17.60
Standard $\Delta \Sigma \Pi$ opal badge, 19 opals, full crown set.....	12.60
Standard $\Delta \Sigma \Pi$ ruby badge, 19 rubies.....	17.60
Standard $\Delta \Sigma \Pi$ sapphire badge, 19 sapphires.....	17.60
Alternate diamond and pearl badge, 9 diamonds, 10 pearls, platinum mounted.....	90.00
All diamond badge, 19 diamonds, platinum mounted.....	125.00

## Chapter Guards

One letter, pearls or opals, full crown set.....	\$ 5.50
Two letters, pearls or opals, full crown set.....	10.00
White gold guards, one letter, pearls, full crown set.....	8.00
White gold guards, two letters, pearls, full crown set.....	12.50
One letter, plain gold.....	2.50
Two letters, plain gold.....	3.50
Recognition buttons, gold \$1.25 each, silver, each.....	.75

## Engraved Stationery

Box No. 1: Engraved with the fraternity coat-of-arms done in five colors; size $7\frac{1}{4} \times 10\frac{1}{2}$ ; 50 engraved sheets, 50 plain sheets and 50 envelopes to the box, postage prepaid.....	\$ 3.00
Box No. 2: Engraved with the fraternity coat-of-arms in gold only; size $7\frac{1}{4} \times 10\frac{1}{2}$ ; 48 engraved sheets, 24 plain sheets and 48 envelopes to the box, postage prepaid.....	2.00

(Add 15c per box for extra postage if west of Denver, Colo., east of Altoona, Pa., or south of Macon, Ga.)

## Miscellaneous

$\Delta \Sigma \Pi$ Official Fraternity Ring, Special design, heavy silver, with amethyst stone.....	\$ 12.00
In 10 K. gold.....	22.00
$\Delta \Sigma \Pi$ Phonograph Record, "Yours Fraternally in Delta Sigma Pi" on one side, "Rose of Delta Sig" on the opposite side, both played by Ben Selvin and his orchestra, postpaid....	1.00
$\Delta \Sigma \Pi$ Wall Plaques, imitation leather, containing the fraternity coat-of-arms in colors, size $8\frac{1}{2} \times 12$ ", postpaid.....	4.00
$\Delta \Sigma \Pi$ Playing Cards, bridge size, two different colored backs with special fraternity design, in telescope cases, two packs for.....	2.00
Six packs, when shipped to one address, postpaid, for.....	5.00
$\Delta \Sigma \Pi$ 1927 national membership directory, postpaid.....	1.00
$\Delta \Sigma \Pi$ Constitution and By-Laws, postpaid.....	.25
Fraternity songs: "Yours Fraternally in Delta Sigma Pi" and "Rose of Delta Sig" are both available in sheet music at 50c per copy, six copies for \$2.50, twelve copies for 4.00, postpaid. Both songs are also available in orchestration form for twelve pieces, at \$1 per song, postpaid.	
Baird's Manual, 1930 Edition, postpaid.....	4.00
Volumes XVII, XVIII, XIX, XX, XXI and XXII, THE DELTASIG, beautifully bound, postpaid, per volume.....	2.50
Copies of volumes earlier than XVII are no longer available.	
Certificates of membership (shingles) are supplied free of charge at the time of initiation. Duplicate copies supplied thereafter are.....	1.50
Ex Libris— $\Delta \Sigma \Pi$ bookplates, with your name imprinted thereon, gummed, 500, postpaid.....	5.00

Chapter Officers should consult the detailed price list in the Chapter Manual for prices covering all chapter supplies such as standard accounting system, scribe's forms, reports, etc., etc.



The Board of Directors of Delta Sigma Pi invite all alumni in good standing to join the Roll of Loyalty by becoming a Life Member of the Fraternity. » » » » » » » » »



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