

JANUARY 1936

THE

DELTA SIG

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# THE DIRECTORY OF DELTA SIGMA PI

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



A fraternity organized to foster the study of business in universities; to encourage scholarship and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a high standard of commercial ethics and culture, and the civic and commercial welfare of the community.



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## DIRECTORY OF ACTIVE UNDERGRADUATE CHAPTERS

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

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# THE DELTASIG

The Editor's Foreword

## OF DELTA SIGMA PI

### Contents for January, 1936

INCREASING interest and activity in alumni circles throughout the fraternity has been a welcome sight during the past year. During the height of the depression many alumni were either too busy, in the wrong mood, or felt they could not financially afford to participate in alumni activities. At any rate, whatever the reason may have been, attendance at alumni gatherings was below normal. During the past year, however, considerable improvement has been observed, and it is now definitely on the up-grade, particularly in Chicago, Atlanta, and Baltimore, where real live-wire alumni clubs are in operation, new all-time highs are being reached.

WITH a fine group of able officers, an exceedingly interesting and worth while program, the Chicago Alumni Club had the largest attendance in its history at its Founders' Day banquet in November, with 160 present, and its regular monthly attendance is now 75 members, and is gradually increasing. In Atlanta, with a wonderful tie-up with the local chapter, and a fine Delta-sig Lodge out in the country as an additional attraction, equally fine attendance results have been reported. In Baltimore, with an unusually attractive program, attendance is greater than ever; enthusiasm higher than ever. Why? Because the officers who are elected to govern the affairs of these alumni clubs accept their responsibilities seriously, plan their activities intelligently, and operate the alumni club in the same highly efficient manner as they would carry on their daily business activities.

REAL organization is required to operate an effective alumni club. The officers and committees must meet between meetings, plan their activities, send out interesting and attendance-getting notices, and then see that everyone who attends has a good time. Effective telephone attendance follow-ups are essential. The members come out once, have a swell time, meet many of their old friends, make a few new ones, and resolve to attend again, and do. Furthermore, when they meet their fraternity brothers in the weeks that follow, they mention the enjoyable evening they had, the enthusiasm spreads, and the next month a few more make their appearance. Such interest and enthusiasm is bound to have a cumulative effect.

ALL of the other alumni clubs in the fraternity can profit by the experience of these clubs. If your results have left something to be desired, we suggest you communicate with the officers of the alumni clubs mentioned who, I am sure, would be delighted to give you many helpful suggestions based on their own experiences.

I HOPE every member of Delta Sigma Pi had a most enjoyable holiday season, and I send cordial best wishes for a prosperous 1936.

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H. G. Wright, Editor

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

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





## THE GRAND PRESIDENT'S PAGE

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

**Q**UITE a number of letters have been received at our Central Office congratulating the fraternity on the inauguration of the Alumni Placing Service, which was announced this past fall. We feel that this service, if it receives the proper coöperation of our alumni, can be developed into the most important alumni activity of the fraternity. It has wonderful possibilities. I am happy to announce the appointment of Denton A. Fuller, Jr., of the M. & T. Trust Co., Buffalo, N.Y. as chairman of this committee. Brother Fuller is now engaged in appointing alum-

ni in every large center of Delta Sigma Pi population to take over the local organization and operation of this work. We need plenty of volunteers, and I invite any interested member who is willing to serve the fraternity on this committee in his city to communicate direct with Brother Fuller.

In view of the nature of some of the inquiries the fraternity has received regarding this activity, a brief outline of our plans will be in order. First of all the fraternity does not propose to operate an employment agency, nor is this service designed to provide a quick means of securing employment for unemployed members. Firms are not engaging personnel without a personal interview. This restricts the activity of our committee to local metropolitan areas. No matter how eminently qualified a member may be for a particular position that is open, if he resides in a distant city he is naturally unable to make himself available for the interview because of time or expense factors. It is therefore obvious that members desirous of securing employment in a particular city must move to that city, establish a local residence, then make the necessary contacts. Members residing in small towns or at great distances from our centers of Delta Sigma Pi population are at a serious disadvantage because of their unavailability for frequent interviews. However, there is nothing that Delta Sigma Pi or any other organization in the world can do for them under such conditions. Members so resident would be wise to move to the cities of their choice immediately, and if they haven't the time or money necessary to do this, they will find it exceedingly difficult to get satisfactorily placed in business.

After the organization of these local committees, a form will be distributed to all local alumni, with the request that each member fill it out and file with the committee promptly. It is hoped that many members will do this, for without information available in regard to the experience and employment requirements of our membership, the local committee will be unable to render the maximum of service. Members will be asked to report to the committee all positions open, or which they have the slightest suspicion will be open, that come to their attention. The committee will refer to the data available in their files and arrange for immediate introductions for the members qualified for such positions. With data available in local files it will be an easy matter for the local committee to make definite recommendations of positions that are open from time to time.

This plan has been effectively operated in several cities where enthusiastic coöperation of the local alumni has been received. Many members have secured employment through contacts made through fraternity sources. Other benefits will naturally be discovered as additional experience is gained, and we solicit the wholehearted coöperation of our alumni throughout the country in this important activity. Properly developed, there is no reason why hundreds of our members cannot find in this service invaluable benefits that will plan an important part in determining their future business career.



# THE DELTASIG OF DELTA SIGMA PI



JANUARY

1936



Volume XXVIII

Number 2

## The Newer Relation Between Fraternities and the University<sup>†</sup>

**I**T IS A pleasure to come before a group of men interested in furthering the progress of American fraternities. As a university official constantly working in this field, I have noted with gratitude the increasing tendency to regard the national officer's position, not merely as an honor conferred upon a distinguished alumnus, but as an opportunity extended to a loyal and qualified brother to render service to the fraternity and educational world.

That world is a changing not a static world. We like to think of our institutions of higher learning in terms of their glorious past. When we review the long history of the great universities of this country and abroad, when we think of their distinguished service to humanity and learning, when we contemplate the long line of scientists, statesmen, educators, and scholars, who have gone forth from their halls, when we consider how they have survived the fall of governments, and withstood the shocks of war, we are tempted to regard them as being as staunch and unchangeable as Gibraltar.

Such is far from the case. The university of today is as different from the university of one or two centuries ago as the modern Protestant church is different from the Puritan

church of New England. Universities have all been founded for educational purposes, but what does education mean? Dartmouth College was founded as an enterprise to spread Christian doctrine and to convert heathen Indians. What does education mean? Less than a century ago Huxley and others were fighting an uphill fight for the introduction of the scientific studies into the English universities. What does education mean? Less than a half century ago the only professional studies offered in most American universities were confined to the professions of law, medicine, and the ministry. Less than twenty-five years ago few universities offered degrees in commerce and business administration. Our concept of education and our methods of presenting educational values are constantly shifting.

Furthermore, it does not take a university very long to lose step with the intellectual development of the times—to grow out of date in its courses, to lose intellectual prestige through failing to keep up its professional staff, to have its equipment outmoded, and its methods outgrown. In a rapidly changing world, every university has a hard time in keeping up.

Note the changing demands on universities within the present century. In 1900 there were some 168,000 students in our universities; today they number over

<sup>†</sup> Address delivered before the Professional Interfraternity Conference October 11, 1935, at Chicago, Ill.

**BY JAMES W. ARMSTRONG**  
Dean of Men, Northwestern University

1,500,000. A university education has become the popular demand. All of these students have not come for learning. Some of them have come because of the social prestige involved, some have come because their parents have thought that they should. They thus present difficult problems in their attitude toward their work. Universities have been vexed to know where to put them and how to handle them. Millions of dollars have been spent annually in attempting to provide facilities for these great hordes of young men and women. Universities are still attempting to catch up with their enrollments. Such congested conditions have handicapped instruction, and professors have been too overworked to give adequate attention on the individual's problems—an additional problem. When our universities become cities in themselves, the old intimate setting of the small college was lost.

But other demands have appeared. This century has witnessed great political, economic, social and moral upheavals. The influence of the War upon the political problems of the world, upon the economic adjustments of the world, and upon the modes of conduct affecting young people, to say nothing of the confusion, chaos, and complexities characterizing the period since the War, have placed tremendous demands upon universities attempting to keep pace with these developments and attempting to maintain some influence and control over the behavior of their students.

New demands have been made on the curriculum. The pressing need for information in an age of social unrest and change has sent the student population into departments serving such needs. Recently at Northwestern we ran a survey of registration in the various departments. The results of this survey made us realize the tremendous student shift from the old standard college curriculum. The older courses are being given by the mass of students who are turning to the social sciences—to sociology, psychology, political science—subjects dealing directly with our changing social order. Other results of this survey also impressed upon us the fact that the college is in the midst of great changes.

Besides the changes within the college curriculum, these new demands have brought about shifts in administrative policy. In order to teach effectively at all, and in order to impress the American boy with the fullness of the educational opportunity, it is necessary to come in closer contact with that boy than our existing facilities have permitted. It is impossible to come into intimate contact with the student when our classes have grown to such unwieldy proportions—when in some instances several hundred students sit in one lecture course and when recitation sections are overcrowded. One proposal inaugurated to correct this difficulty has been the residential plan, with which some universities are experimenting. If the student cannot be reached effectively through the classroom, perhaps he can be reached through his residence, his dormitory or his fraternity. That is the viewpoint.

Consequently the past few years have seen experiments going on all over the country using this "residential approach" as the basic idea. These experiments are of tremendous importance to the fraternity world. These changes may be far reaching. At Yale and at Harvard they have been experimenting with the residential college idea. At Northwestern we have been experimenting with various aspects of the residential approach in an effort to reach the individual and his problems through these residence contacts. These are only a few instances of a broad movement developing in the educational world.

I have taken the time to discuss these changes in the problems of education because they have a direct bearing upon your problems as fraternity men, and collectively upon your problems as a fraternity group. It is up to the fraternity to recognize the changes which have been taking place, and to demonstrate that the fraternity can be as effective a force in the education of men as any of these experiments can be. The fraternity must recognize the problems which the modern university is facing and contribute its part in their solution. The fraternity, like the university, must keep pace with the times.

Now in the educational world, just as in other fields, there are two well known extremes. At one extreme stand the conservatives. They are as suspicious of change as some people are of fresh air. They are always assuring everyone that everything that is should always remain that way, that there is no need for alarm, that really the existing situation is quite satisfactory and even if there were difficulties nothing could be done about them. Nothing moves them because their minds are closed. Meanwhile the situation suffers. At the other extreme stand the malcontents. They want change. They propose every kind of cracked-brain reform with no regard for existing values and with no consideration for the practicability of their proposals. They want everything changed and wouldn't like things after the changes were made.

In between those two extremes are the people with a more balanced viewpoint—those who see the bad in the good, but also see the good in the bad, and have an understanding adequate to bring about something constructive.

The fraternity world has its extremes too. It has its ultra-conservatives—the men who through their smugness and complacency are not wide awake enough to see and meet the demands of a changing educational world, and who would do serious damage to fraternity cause by their failure to act. There are also men of the other extreme—those who through their disloyalty to the fraternity cause, and through their lack of appreciation of what the fraternity is and can be to their universities, constitute a destructive influence within the fraternity ranks.

But there is another influence at work within the fraternity system. It consists of certain farsighted constructive individuals—officers and members of the rank and file. I have made it a business in the

last fifteen years to associate myself with fraternity work, and have learned to appreciate more and more what men of this type are doing. It is these men who recognize the changes going on in education. It is they who realize the need for change within the fraternity set-up. It is they who are attempting to adjust it to modern demands, and, at the same time are attempting to preserve the values arising from the old fraternity. It is they who recognize the fact that the fraternity is inextricably bound up with the interests of American universities, and that the two must work together for the good of their common interest, the student himself.

The history of this influence runs parallel to the demands made on the modern university. Perhaps the first noteworthy development was the organization of the National Interfraternity Conference in 1909. When Shepardson, Bard, Rogers and the men who worked with them first proved that the general fraternities could meet together, discuss their common problems, and arrive at solutions mutually beneficial, they made one of the most important contributions to the modern fraternity cause. The organization of the National Interfraternity Conference was a real step toward keeping the fraternity adjusted to modern university needs. Out of this organization came a second progressive step—the invitation to university educators to work with this fraternity organization. The men who founded National Interfraternity Conference realized that their fraternity problems were also university problems, and they began to ask men interested in educational affairs to attend their conferences. In a great many cases the university official most interested in these problems was the Dean of Men, Adviser to Men, an officer variously named at different universities. Dean Thomas Arkle Clark of Illinois was the first to act as an official educational adviser for this Conference. When I first began attending as a representative of Northwestern University, it was unusual to see more than five or six deans present. At the present time when that organization meets some twenty-five or thirty educational advisers attend.

Here then are the practical elements operating in the interrelated university and fraternity world. Here we have the modern university, faced with the pressing demands of our turbulent times. Under the pressure of these demands, it is searching for educational programs which will help it to keep personally in touch with its multitude of students, and which will help it to develop a modernized educational program. Faced with these problems and working under the influence of these desires for improved educational conditions, the wide awake educators of the country are, on the one hand, critical of those elements in the university environment not working in harmony with the best educational interests and, on the other hand, are open minded and eager for a development which looks toward the solution of their problems.

Now universities can go either one of two ways with their residential developments. Following one

direction, they can repudiate the fraternity set-up and work toward some other type of residential organization. Let us not fool ourselves. That is the direction clearly implied in the new Harvard and Yale residential program. The testimony of fraternity men in those schools further bears out the fact. Developments at the University of Chicago certainly do not strengthen the fraternity idea. These institutions wield strong influences on educational thought. The recent removal of sororities at Swarthmore is further indication of the critical attitude of modern educators. The financial difficulties of many fraternities, the depletion of their ranks, and other regrettable conditions arising during the depression have made some of them easy targets for hostile educators. Within the last two years I have received at least two dozen letters from university officials asking for a critical appraisal of the fraternity system. This represents one direction which universities can take.

On the other hand administrative officers of the universities can work in another direction. They can take the direction of further utilizing the natural housing units offered by the fraternities and, instead of turning their backs on the fraternities, can seek to bring them more closely into the educational plan of the university. The university can take this direction, if—if university officials are willing to see the good in the fraternity system, if fraternity men are clear eyed and can see the bad in the fraternity system, if both are willing to see the opportunity for newer and finer relationships.

Why should these educators be interested in the fraternity as a part of a modern educational scheme? Certainly the answer is not difficult to find. When you consider the whole problem, the fraternity idea and the educational idea are not far apart. The fraternity ritual that has behind it a high idealism, that has as its motivating force a fellowship that is clean and wholesome, that attempts to identify itself with the problems of the individual's development, is placing itself in close kinship with the whole educational idea. I have come to this conclusion, not through seeing the wrongs in the fraternity picture, and I am cognizant of them, not through seeing the failures of the fraternity system—but through seeing the potentialities of the fraternity, through seeing the new ideas which are being worked out within the fraternity, and through seeing the practical programs which here and there have been successfully launched. I have come to believe that the fraternity holds, and must continue to hold, an important place in the institutions of higher learning where it can work under friendly conditions. My attitude comes as a result of my own experiences at Northwestern and observations in other places where extensive coöperation between fraternities and universities is being attempted.

I have mentioned the formation of the National Interfraternity Conference, and its inclusion of university educators within its group, as definite progressive steps which the more forward-looking

fraternity men have taken to keep pace with the changes in the educational picture. I have expressed faith and confidence in the work of this group. Let me turn now to a short discussion of other indications of a newer relationship between university and fraternity which if strengthened bids well for a splendid future.

I regard another valuable step—the placement of fraternity advisers in chapter houses. You are familiar with it. I believe it should be highly encouraged. These men, either selected by your national organizations with the approval of the local chapter, or placed in chapter houses by local corporations have worked with the men for the improvement of social, economic, and educational conditions within the chapter house. The results brought about by these advisers have been most gratifying.

Another recent forward step has to do with what has come to be known as the “fraternity criteria.” These criteria, drawn up originally by the Association of National Fraternity Secretaries, later approved by the National Interfraternity Conference and the National Association of Deans and Advisers of Men are to be applied to fraternity chapters with the object of improving the relationship between the fraternity and the university of which it is a part. In certain universities the idea came as nothing new at all, but in other places, where they were having difficulty with fraternities, the declaration came as a definite forward step in the movement toward greater coöperation between the university and the fraternity in the solution of their mutual problems.

These “Fraternity Criteria” are as follows:

1. That the objectives and activities of the fraternity should be in entire accord with the aims and purposes of the institution at which it has a chapter.
2. That the primary loyalty and responsibility of a student in his relation to his institution are to the institution, and that the association of any group of students as a chapter of a fraternity involves the definite responsibility of the group for the conduct of the individual.
3. That the fraternity should promote conduct consistent with good morals and good taste.
4. That the fraternity should create an atmosphere which will stimulate substantial intellectual progress and superior intellectual achievement.
5. That the fraternity should maintain sanitary, safe, and wholesome physical conditions in the chapter house.
6. That the fraternity should inculcate principles of sound business practice, both in chapter finances and in the business relations of its members.

This is a recent step but the results arising from putting these criteria into effect were immediate and tangible. A certain large university confronted with fraternity difficulties asked the National Interfraternity Conference to send to it a committee to

make a study of its fraternity conditions—and improvement came as a result of the recommendations made by this study group. Other examples of progress through the coöperation of national and local fraternity groups with the university have followed, with notable results.

May I also make a local comment. At Northwestern, in Evanston we have established a university-fraternity board, whose function is to integrate university fraternity interests. We have also worked out a tutorial system in which the fraternities and the university jointly support a residential tutorial service. The service is in its third year and it is meeting with increasingly promising results. We are also working out a coöperative art project involving loan pictures for the fraternity houses.

The possibilities for progress within the fraternity are limitless. The fraternity can make certain contributions to the life of the student which the university can never make. The university cannot, through the medium of the classroom, bring cultural influence into the actual living conditions of the student. The fraternity *can* do this in its chapter house. The university can do little to keep active the interest of its alumni. The fraternity *can* do a great deal. If the fraternity is willing to pursue an attitude of constructive coöperation with the university, it will, in accordance with the attitude, adjust its policies to the demands which modern conditions place upon the university. Its great part is to help bring the fullest educational advantages to the individual student.

This discussion of the place which the fraternity may occupy in the present day educational picture does not apply to the general fraternity alone. What is true of these fraternities is true in an even greater degree of the professional fraternity. Here, within your own organizations, the interests of your men are even more integrated with the interests of the university than is the case with the undergraduates. Here, also, the interests of the fraternity are more tangibly at one with the interests of the man. You can work toward getting your men better acquainted with your professions and with big men in your fields. You can encourage high scholarship. You can help men to find a place after they are graduated. You can bring into the chapter house those broadening cultural influences which the professional college cannot supply—those influences which are so important in building the total man. You can help to acquaint your members with conditions which each man will meet in pursuing his profession. You can help to face the problems of unemployment among your men—problems so vital recently in such fields as engineering and architecture. Your fraternity house is a man's college home. It should surround him with a spirit and an influence as fine and wholesome as he could wish for his own home.

As I see it, the plea is for a larger and broader conception of the functions which fraternities may

*(Continued to page 64)*



# Tips on Employment Contacts

■ Some Interesting Observations by Larry W. Zimmer, Who, as Director of the Bureau of Employment of New York University, Has Placed Hundreds of Individuals in Business Positions

RECENTLY, I was talking to an executive whose job it was to reorganize and systematize departmental procedure—not only in the parent company of his organization but in their affiliates, subsidiaries, and branch offices. He reduced activities to their bases and then built up their functioning so that coordination between departments became as smooth and frictionless as the working of a powerful airplane motor. Inter and intra-departmental activities gave that quiet yet forceful purr that every pilot loves to hear as he follows his land marks. In fact, my friend did his work so well that there was nothing left for him to do; so he “resigned.”

After three months of job-hunting, he called upon me for the purpose of talking things over and seeing whether or not we could figure out any “new angles of approach” to the job question. Naturally, I was interested in learning what “angles of approach” he had used. As happens in many cases, he spoke to a couple of associates, registered in one or two commercial employment agencies, and read the want ads. With the exception of reading the papers each morning, his other activities were conducted spasmodically—probably as each inspiration hit him. As an organizer and systematizer it never occurred to him that a definite campaign of action might be used in obtaining another position. I mention this particular friend as an example, because an administrator who neglected to apply the principles of his work to a personal problem gives a better moral to the story.

Yet, this man's method or lack of method in looking for a job is the usual one followed by most people—especially if they are not in the habit of being unemployed or if they are looking for their first job. A man who has been steadily employed for fifteen or twenty years in one firm or who has left one employer on Saturday and gone with a new one on Monday has never had to solve the problem of job-hunting. Likewise, a young graduate who is looking for his first job finds himself in a difficult situation because he has no past experience to guide him. The chronic job-hunter has, of course, all of the tricks at his fingertips.

To save time, space, and endless controversy, let us assume that you know the type of work you can do and want to do. The next step is to look into the sources of jobs and plan a line of attack in each one.

First on the list will be “Personal Contacts,” which means all people, male or female, friends, relatives, fraternity brothers, business associates, etc., who may be in a position to recommend you to an employer or tell you where there is a vacancy. During what we hope was the worst of the depression, everyone from the office boy to the president of the corporation knew someone who was looking for work. As a result whenever a vacancy occurred,

a person outside of the circle of their acquaintance had to be gifted with second sight and unholy speed in order to learn of the position and get there before the other fellow. This source is still the strongest at this time because many people are still unemployed. In addition, business men rely quite a bit on each other's judgment.

The second major source of jobs might well be called “Publications.” In newspapers we have “Help Wanted” and “Situations Wanted” columns. The former have become more active of late, excluding of course the golden opportunities to earn thousands of dollars by peddling gadgets from door to door. The latter form of notice, as a source of leads, is, in my opinion, rather doubtful. I don't advise its use unless one has

some special training and experience to advertise, and then only if one is not pressed too badly for cash. Remember, newspapers are only one type of publications which may be used. Advertising men lean toward “Printers Ink”; accountants the “Journal of Accountancy”; engineers have used the technical journals and magazines in their various fields. In short, let us say “Trade Publications” and cover everything.

Now we come to the more or less abused employment agencies who, free of charge or for various (reasonable and unreasonable) fees, endeavor to bring employer and applicant together for mutual benefit. Non-fee charging agencies are those maintained by the Federal Government, State, or Municipal administrations, fraternal orders, foundations, etc. Their effectiveness varies in each locality and they may be classified all the way from terrible to excellent. It is well, however, not to overlook any bets and call upon them for the purpose of deciding whether or not it is worth your while to use them. One cannot in all fairness take the other fellow's reaction as conclusive evidence that the



LARRY W. ZIMMER  
Alpha Chapter

agency is ineffective. If any agency of any description places a man, he says it is a good one: if it doesn't, he says that it is no good at all.

University employment services are, I believe, in a class by themselves. They form a combination of the "Personal Contact" source (through alumni and faculty members) and "Employment Agencies" (through placement activities and publicity). These bureaus are able to obtain information concerning you personally and your work which commercial agencies cannot obtain, and employers place considerable confidence in their recommendations. To many employers, the recommendations of the placement director are the recommendations of the university—and all college employment bureaus select more carefully because of this fact.

Commercial employment agencies should be good middle men between employer and prospective employees. Their effectiveness centers around the personalities of those who operate each agency; their ethics depend upon local conditions; and their fees and method of operating depend upon the laws of the various states and municipalities. Their services, however, are liable to be limited because of a tendency to place individuals on the basis of past experience. This procedure is all right when just a change in job is needed but when the applicant is trying to change occupations, i.e., from accounting to sales or from traffic to credits, agency interviewers have a tendency to pay little attention to the applicant's desires and too much attention to his previous record. Another factor which limits the service which one may obtain from a commercial agency centers around the applicant's availability. If a man is working he will not get as much consideration as he would if he were unemployed. From the mass unemployment point of view, this is an excellent policy but job-hunting—especially among the white collar group—is an individual problem and must be solved on the basis of each one's particular circumstances and situation.

One of our inherited (I think) constitutional rights is the privilege of going to any employer and asking him for a job. Whether we get one or not is something else again but it is comforting to know that we can at least ask. To the man looking for a new connection, this source of job is too important to be overlooked. His knowledge of the industry in which he was employed as well as his acquaintance with allied industries should give him a good list of corporations which could use his services. A call upon the controller, sales manager, factory superintendent, or personnel manager for the purpose of having a personal interview increases employment possibilities.

First, there is the opportunity of obtaining work within the company itself—if not immediately, perhaps later on when a vacancy occurs. Your application is available for their use. Secondly, a favorable impression on the interviewer may bring forth results if he hears of a job in some other company. Most executives meet with their fellows in other cor-

porations, and talks about jobs and personnel requirements are held more frequently than is realized. Therefore, a discussion of your qualifications can take place on many occasions and you will never hear about it unless you are being given serious consideration. Thirdly, employment managers have a habit of knowing each other's requirements and I know several who, when they meet a man whose qualifications fit into the other fellow's requirements, arrange introductions. Knowledge of who's who in the industry, and local business directories, will furnish you with a fairly complete list of prospective employers.

Unsolicited letters of application written singly and directed to the proper officials offer fairly good possibilities. I believe that such letters should be used only when you are unable to obtain a personal interview by direct solicitation or card of introduction from someone else. All you can expect a letter to do is to get you a personal interview. If you are invited to call at a certain time or "when you are in the neighborhood" you are safe in assuming the letter was successful. However, the weakness of the letter system is that it is too easy for the employer to write and thank you and "keep your application in file for future reference." Yet, if you cannot get in to see someone in the organization for a personal interview, the mail is the only means left for establishing contact. So one must make the best of it.

Another use of the mails in obtaining employment is through the mail campaign. By "campaign" is meant the writing and sending of a number of letters (25 to 300) to a *carefully* selected list of prospects. Sometimes it is the first thing that should be tried—especially when the local market is limited or when the individual's training, experience, and abilities are such that he can be hired only through the president or board of directors of a company. At other times, the mails should be used only as a last resort.

During the first two years of the depression the mail campaign method was worked to death. Everyone was sending letters to everyone else. Commercial agencies were installing direct mail services many of which were of no value at all. While on the subject of agency services of this type, I wish to say that I believe the individual acting under competent advice can do more for himself in a mail campaign and at less expense than he can through the usual agency—no matter how cheerfully it advertises. In all probability mail campaigns will become more effective again. Employers are beginning to discard the practice of interviewing only the applicants who are unemployed. As they become more willing to talk to those who desire to better their positions, they undoubtedly will pay more attention to the letters of application which are received.

Many of you who are interested in higher grade positions such as controller, credit manager, advertising manager, treasurer, etc., will probably find the mail campaign or individual letter system of

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# J. H. Redding Initiated by Alpha Chapter

■ By Frank T. Farrell

Alpha Chapter

PELHAM is that swank suburban community just a light snooze and a cigarette's interval on a "rattler" out of Grand Central Terminal. Being the nearest peaceful place to New York City, its loveliness has attracted the wealth of America to its sanctity. There a tired business man may relax pleasantly in its cool, green freshness, with flowers and trees around him during the summer months, with snow laid down in pure whiteness that makes the drawing rooms of palatial residences simply sparkle in their rich comfort during the winter season. To a tired business man, or any other man who takes one look, Pelham and its loveliness is a heaven. There captains of industry, of finance, of literature, and of art simply abound. There's one word that modifies Pelham definitely—"exclusive." The taxes make it that way.

But J. H. Redding is no tired business man. You may spot him almost any day shortly after five, settling down to a half-hour's reading of the happenings in commerce and industry as the Pelham-bound train skims out of Manhattan. Then again, you might not. Because shortly after five almost any day, J. H. Redding is just as likely to be poking around among palm trees in Sumatra, or studying some oddity along Africa's "Ivory Coast." As a matter of note, the most difficult thing to do right now would be to locate Mr. Redding accurately on a map of the world. For, here is one man, and a Deltasig, to whom the world is a very, very puny oyster.

Did you wash your neck this morning? Did you have cocoa for breakfast? Were your pancakes grilled in that daintily prepared Crisco that is internationally advertised? These and a hundred other incidents of your daily life most likely have something to do with John Howard Redding, indirectly. How all that comes about makes up one of the most interesting case histories you would care to read.

Brother Redding, Alpha 560, was born in Scotland, January 19, 1879. He studied at Stuart College, training for a business career in London. He went to London, all right, but was much too curious about the world, in general, to work himself into a case of stooped shoulders from the age of sixteen on up. There must be some other way, thought he. So, he enlisted with the London Scottish Regiment,

and later transferred to the Gordon Highlanders, known all over the world as the traditionally famous "Black Watch" Regiment. Now the Black Watch was a magnificent outfit to be a soldier in, but when England's famous Boer War came along it was the "Ladies From Hell" squadron that booked for real action. So, J. H. Redding hurriedly became the youngest of Hell's Belles that England has on record for shouldering a gun in that gruesome tussle in Africa.

England also had this young Jack Redding on the list of those heroes who sacrificed their lives that the Lion might have a few more acres in Africa. But England was very wrong in her war records on this score, thank God. Out of the African bush there dragged himself a badly wounded Scotsman, a mere boy who was on the point of death from a shrapnel wound that would have been fatal in almost any other leg—any other leg than J. H. Redding's. That piece of shrapnel was cut out of his leg and is now to be found in his library in Pelham, sharing a case with the Victoria Medal, which Brother Redding was awarded for gallantry in South Africa. The slug of shrapnel, which was a leaden ball in its original form, is dented meaningly and bears a plain gold label: "Lydenburg . . . 1900."

That piece of shrapnel and the havoc it wrought would have made almost any other man a cripple for life. The medicos shook their heads when they were asked about his future. But a man who "came back from the dead" was not to be stopped for good by a couple of ounces of lead. It took two years, but finally Jack Redding was again navigating under his own steam and terribly anxious to break out of London all over again for a better look at this world that he had seen only through the orders of a crack regiment.

He went back to work, and work intrigued him. That Redding was a man of business instinct and ability was evident all over him. That he was an adventurer and a globe-girdler in the making was also visible in its wholesome entirety. But the British have a way of combining business and travel.

Right now J. H. Redding may be in Singapore, or in the Straits Settlements traveling. For a much-needed rest, Mrs. Redding thinks. His offices know better. He will get his rest, all right, but when he

returns the business of importing palm oil, or cocoanut oil, or soya bean oil, or what have you, will probably react like a man with a triple injection of strychnine. That's the way it usually is with Jack Redding. He was that way when he was twenty-five years old, too. No sooner was he asked, as young as he was, if he would lead an expedition into West Africa, exploring for the government, than he was headed for the "bush," the only white man with some eighty native carriers and bearers.

"It was easy," says Brother Redding, "a little inconvenient, of course, but very interesting." He would say something like that. He also said that the reason it was so easy for a white man to trust himself in the heart of the African bush then with so many semi or full-fledged head hunters was that in those years a white man in that country was as rare as a Ford V-8. The cannibals thought he was some sort of god. The cannibals didn't know the half of it.

What he did in Africa for England has been recorded in books. The government only asked him to carry on an eighteen-month expedition. "Only." The government was well informed about the number of well-meaning missionaries who actually went into stew-pots annually in Africa. That's no yarn: Brother Redding actually saw it happen to two good clergymen. He saw it happen "going away," and that escape of his is something else that comes under the heading of miraculous.

Twenty-one weeks of that trek were spent in jungles that no explorer had ever before ventured into—and come out of alive. There was Redding in charge of a band that numbered nine hundred in all. He was a young man with plenty to live for, with plenty at stake in a strange land with no knowledge of the tongue spoken by its strange inhabitants. Yet he set up fifteen trading posts, all successful, and returned to England in the same kind of health that he enjoys today, tip-top.

You can see now why the firm of J. H. Redding & Co. of New York almost has a "corner" on the palm oil market in the United States.

In 1913, Jack Redding went back to West Africa to make some marvelous strides further up the ladder in business and in experiences. Three years later, with the World War going full blast, he was detailed by the British Cabinet to come here and supervise the importation of oils for the manufacture of munitions. And when the tumult and the shouting died, Jack Redding stayed in America. Why? Well, he had stayed in England, and in Africa, so why not America?

The Niger Co., an important British concern, asked him to open their offices here. The Niger Co. was a Royal Charter Company as of 1869. In 1922, J. H. Redding became head of the Niger Co. which had some 18,000,000 people in its employ, which is quite a few people. Business was good, and so was Redding, those big British houses discovered, phenomenal. So, in 1929, when all the units that traded in West Africa combined as the United

Africa Company, it was no surprise that the business genius of Redding was elected as president.

Roger Babson wasn't the only man who saw "the handwriting on the wall." Trace back in the records of the now "ailing" United Africa Co. and you will find that J. H. Redding resigned as prexy of the said holding organization to establish his own business, which he did in 1932—and how!

"On his own," Redding felt that he would be better able to cope with the depression. He was. And now the firm of J. H. Redding & Co., located in the upper floors of the Whitehall Building which is flush against the sea-wall at New York's Battery, is just as well known in the Congo, the Malay Peninsula, or Manila as it is with the moguls of concerns like Procter and Gamble, Colgate-Palmolive-Peet, Lever Brothers, or Hershey here in the United States; or with Canadian and English firms.

Among his directorships were the Oil Trades Association, the Men's Club of Pelham, and the Produce Exchange. He is a founder of the Cocoa Exchange. Do you see how he is connected with your soap, your griddle cakes, your cocoa, and ever so many products that you would never suspect palm oil, cocoanut oil, or any kind of imported oil to be used in the manufacture thereof?

Do you see now why J. H. Redding belongs in Delta Sigma Pi? He wasn't exactly in need of another fraternal affiliation when he was inducted last spring as an honorary member by Alpha Chapter at New York University. He belonged to the St. Andrews Society, the New York Athletic Club, the Canadian Club, the Colony Club, the Pelham Country Club, the Larchmont Shore Club, the Masonic order, and besides all that was a charter member and a director of the Downtown Athletic Club, the skyscraper business man's center of activities in the Wall Street area. It was his son's footsteps that the father followed for a change.

His son, Eric David Redding, entered New York University and was initiated by Head Master Daniel Kilian, now Province Director of Province I. That was in 1931. Eric Redding, Alpha 530, became scribe of the mother chapter of Delta Sigma Pi, an office which he conducted so efficiently that he was unanimously "railroaded" into it for a second year. As Eric completed four most active years in Delta Sigma Pi, his brothers at Alpha gave him a beautiful parting token of their esteem, presenting him with the unanimous approval of the Grand Council of Delta Sigma Pi to invite his dad to become an honorary member of the fraternity.

It's hard to say which of the three Reddings loves Deltasig most. Mrs. Redding is ever thinking of this or that object around her beautiful home, which the boys "down at the house" might find useful. Her contributions to Deltasig other than her son Eric are innumerable. She thinks nothing of sending down a perfectly exquisite set of dishes, or a gas range, and all that sort of thing.

Eric, typical of his dad, would sit around 26

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# The Budget, Inflation, and Savings

By Philip A. Benson

President, Dime Savings Bank, Brooklyn, N.Y.

TOWARD THE END of the eighteenth century, the year 1784 to be exact, France was ruled by a popular young King and Queen. During this same period England was ruled by a King who was insane and a Queen who was very unpopular. These two countries had about the same population and were equal in wealth and income. Both countries had a national debt that was almost identical and the budgets of both France and England were out of balance. The comparison ends here, however, for the English proceeded to balance their budget and immediately gained stability and financial supremacy, which was interrupted by the Great War. The French, on the other hand, did not balance their budget and the inevitable result was inflation. Historians say this set France back a century.

History is filled with pages such as this, which should have taught us how to cope with problems that face us today. England and America are two outstanding nations of the world in this year of 1935. Each has had a depression that perhaps has been the greatest ever known. For a number of years England was living under a continuing out of balance budget but is emerging from her depression. She has again proceeded to balance her budget by reducing expenditures to meet her income. America, on the other hand, now in her fifth year of an unbalanced budget, has not yet done so and, so far as I can see, there is no immediate prospect of our balancing the budget.

This country, the United States of America, is perhaps the richest country in the world. The wealth of the country is owned by the people and only to a very small extent by the Government. Wealth consists of land, buildings, machinery, railroads, industrial plants, utility plants and many other things, in all of which capital is invested. There are the permanent things—objects which are not consumed. Many of you to whom I speak own some of this wealth. You own your own home, its furnishings and equipment. You own farm buildings and machinery, automobiles, et cetera. All of these help you to enjoy the necessities of life and some of its comforts. Millions of you own shares in the assets of life insurance companies, deposits in banks, stocks and bonds of corporations, bonds of the national government, the states and political subdivisions of the states.

I am told that there are over 700,000 stockholders of the American Telephone and Telegraph Company, alone. However, let us not forget that interest and dividends on invested capital are a small amount compared with the large sum received as wages by the vast army of workers of the country, and in fact that capital is merely stored up labor. You all, without exception, may be considered stockholders in the enterprise known as the United States of America. You, and others like you in the past, have made this country what it is and will continue to do so in the future. It is to you that I speak tonight for I want you to know the dangers our country faces at this time.

As Americans we are lovers of liberty. We came to this country, many of us, so that real liberty of life and conscience could be enjoyed. We live here under the best form of government devised by man—democracy. This, as Lincoln said, is a "Government of the people, by the people, for the people." It is a government by which, through delegated powers, we rule ourselves. The government does not own us—it makes laws for our conduct so as to give the highest form of protection to life, health and morals and to protect and secure the private ownership of property. The government must, perforce, do

those things that only a government acting for the people as a whole can do.

To our government we delegate the power to tax—that is, to raise money for the support of government through taxation of persons and property. This is a necessary power but one fraught with great danger. Power to tax is the power to destroy and it is conceivable that taxes could be levied to such an extent that the full value of all property could be confiscated by the State. All citizens might well ask what things shall our national government do for the people of the country? What expenditures shall it make, how shall it get the money to make these expenditures? Ask these questions thoughtfully for when your government makes expenditures you, ladies and gentlemen, are going to pay the bill through taxation. As the full amount of government expenditures must be paid for by tax paying citizens, those citizens have a right and duty to scrutinize them and to criticize them and to demand that all unnecessary expenditures be curtailed. We pay



PHILIP A. BENSON, Alpha

a large amount of taxes willingly. There is little or no objection to reasonable income and inheritance taxes. The government can function normally on income derived from taxes that are fair and reasonable. The government, however, is *not* functioning normally now. It is undertaking vast and unusual expenditures. Not only has it increased taxes but, with all the burden of taxation, expenditures are very much greater than revenues. The budget is hopelessly out of balance. In order to raise the funds required, money is being borrowed constantly by the government. The national debt is now greater than at any time in history. Some may say all these expenditures are unavoidable, that people cannot starve, that relief for human needs must be furnished regardless of consequences.

Let us look at the facts. In the first place, it is by no means certain that Congress will appropriate money only for necessities. How about the soldiers' bonus? Is that necessary? Of course it is not, and at a time when so much relief for those actually in need is being furnished it is the height of folly to add another great sum to the burden. It is easy to say "Pay the boys and forget it" but—pay the boys now when the load on the national treasury is so great that disaster faces the country because of it? Think, gentlemen, before you wrong your country in this manner!

How about relief? Well, relief can go just so far and no further. It must not go so far as to bankrupt the nation. If it does this, we will all need relief but none will get it. We cannot have our cake and eat it, too, and we seem to be eating our cake rather idly.

Relief must get down to actual necessities. It should, as far as possible, if not entirely, be raised by taxation and this taxation should be on a broad base so that everyone in the country that is able to do so contribute to it. Expenditures of large sums of money for expensive governmental works yielding unproductive things furnish no panacea and will not bring us any nearer the restoration of normal prosperity. These vast expenditures must be paid for either by taxation now or by increasing the national debt and deferring the payment for future generations to meet. The erection of housing units in competition with existing private property is wrong. In fact, creating anything with public monies just now that would tend to destroy existing industries and other forms of wealth is wrong, unjust, uneconomic and un-American. The idea that these things will prime the pump so as to promote recovery has proved to be a mistake. The pump has been primed so often that the paint is coming off and it is getting rusty at the top. It is inconceivable that the government from now on is going to do all the business of the country. The business is going to be done by private citizens under their own initiative. A realization of this and an encouragement of all that tends to stimulate this will in the end prove to be the best course to pursue.

When we think of the expenditures now being

made—expenditures that are so much more in amount than the national income—we are bound to say that sooner or later a stop must come. When will it come? Is it too soon to begin to plan for a balanced budget? Is it too soon to say we have reached a point where no more money will be spent than can be raised by taxation? What will happen if the budget is not balanced and these expenditures keep on and increase? If more and more bonds are issued and the debt continues to grow? Who is going to pay it off? Where is the money coming from? You know as well as I that a stopping point has got to come and should come soon.

Let us suppose that the government, in order to keep on making these expenditures without raising the money by taxation or by borrowing it, starts to print paper money. You may think that will be a very fine procedure—that it is a way of obtaining money without paying any interest on it. The answer, however, is that this is inflation. It is creating a great supply of fiat money. Money gets cheaper or, in other words, goods of all kinds including the necessities of life, get dearer, more expensive. You buy less and less with the same income. You get poorer and poorer. All that you have—your home, your investments, your assets, your wages, are valued in dollars. They were paid for by you out of savings with good dollars, redeemable in gold. By changing the dollar (we have already done this to some extent) part of your wealth is taken away. Land may go up in price but interest bearing securities won't. Incomes, wages, salaries, pensions won't. If we get inflation you, all of you who are wage earners, salaried men and women, pensioners, widows and orphans living on invested savings, will feel the pinch of poverty more than you have ever felt it before. Talk about the suffering caused by unemployment—it won't be anything like the suffering that will be caused by inflation, should it come.

With a realization of the tremendous problems facing our President and the national government, should we not urge as strongly as we can that a stop be put to all expenditures that are unnecessary, that we stop experiments, that we prevent the payment of the bonus at this time?

Of all the fallacies that have been uttered in recent times the worst is the one that the depression was caused by something being wrong with the dollar. If inflation comes there will be something wrong with the dollar and the people of the country will very quickly realize it. Some types of politicians—radicals and agitators—are having a great time. If they have their way we may slip from our moorings and sail uncharted seas—we may ignore the necessity of balancing the budget—we may abandon principles of sound finance and true economy. If we do, it is conceivable that the results will be disastrous.

Government finances are essentially the same as private finances. You cannot spend more than you get. Of course, the government has the power to create money and that may be the genie that will destroy us. (Continued to page 64)

# Chi Chapter Sponsors Radio Broadcasts

■ By J. Hugh Taylor

President, Baltimore Alumni  
Club of Delta Sigma Pi

ON TUESDAY, October 1, 1935, at 4:30 P.M. the first radio program of the third radio series under the auspices of Chi Chapter and the Baltimore Alumni Club went on the air. These broadcasts were heard every Tuesday from 4:30 to 4:45 P.M. for ten weeks over radio station WBAL. This station is a member of the basic network of the National Broadcasting Company System and one of the largest outlets in the East. It broadcasts on 1060 kilocycles and is operated by the Baltimore *News-Post*. These programs included talks by instructors at Johns Hopkins University as a part of the educational and professional program of our Johns Hopkins chapter and the educational program of the broadcasting station.

Chi Chapter was organized at the University of Maryland in 1922 and transferred to Johns Hopkins University in 1926 when the School of Commerce was transferred from the University of Maryland to Johns Hopkins University. Since 1922 Chi has progressed and they have particularly stressed their professional program.

November 7, 1932, on their tenth anniversary and the silver anniversary of Delta Sigma Pi, the first radio program under the joint auspices of Chi Chapter and the Baltimore Alumni Club was held. This took the form of a talk by George J. Clautice, professor of mercantile credit at Johns Hopkins University and at the Baltimore College of Commerce, and former president of the Baltimore Association of Credit Men, on the then current depression. Mr. Clautice is also our star speaker in that he was not only our first speaker, but has spoken on each series Chi Chapter has sponsored. This first broadcast was heard over radio station WCBM, the Baltimore Broadcasting Corporation, at 8:00 P.M. November 7, 1932. Walter Baggs and the writer had their first experience in a radio studio during this broadcast.

In the spring of the following school year, 1933, under the direction of the writer, radio director for



Brother Taylor, who planned the programs

Delta Sigma Pi in Baltimore, a new series started for six Monday afternoons at 4:30 with talks by professors from Johns Hopkins University. These talks were broadcast over station WCAO of the Monumental Radio Corporation. This station is an outlet of the Columbia Broadcasting System and one of Baltimore's largest stations, broadcasting on 600 kilocycles. The programs and speakers included:

March 20—CHARLES W. SMITH, B.S., LL.B., C.P.A., professor of Specialized Accounting at Johns Hopkins University; Chief Auditor, Public Service Commission of Maryland. Subject: Accountancy and its Relation to Business Today.

March 27—BROADUS MITCHELL, Ph.D., professor of Political Economy, and American Economic History, Johns Hopkins University; associate professor of Political Economy, Johns Hopkins University. Subject: Economic Society, its Organization and Operation Today.

April 3—LINCOLN H. LIPPINCOTT, professor of Insurance Principles and their application; Supt. of Training School, Maryland Casualty Co. Subject: Consuming Insurance.

April 10—WILLIAM O. WEYFORTH, Ph.D., professor of Money and Banking, Johns Hopkins University; associate professor of Political Economy; Secretary, School of Business Economics, Johns Hopkins University. Subject: Prices and Debts—A Study.

April 17—G. HERBERTON EVANS, Jr., Ph.D., professor of Business Statistics, and Corporation Finance; Johns Hopkins University; associate in Political Economy. Subject: Corporation Finance.

April 24—GEORGE J. CLAUTICE, professor of Mercantile Credit, Johns Hopkins University, former president Baltimore Association of Credit Men. Subject: Credit, and the Depression, Today and Yesterday.

Since then the professional program at Johns Hopkins University has consisted of smokers at Levering Hall, attendance at which has ranged from

small groups to the Founders' Day Smoker, November 7, 1935, when 110 were present. Then on Tuesday, October 1, 1935, the third series started, with a larger number of talks and a wider range of topics. The series, called "Round Table Talks," were fifteen minutes long.

They started with the phonograph recording of "Rose of Deltasig" which faded out gradually as the announcer said:

"This is the first of a series of educational talks by leading men of the community and instructors at Johns Hopkins University, presented under the auspices of the Johns Hopkins chapter and the Baltimore Alumni Club of the International Fraternity of Delta Sigma Pi, a professional fraternity in the field of commerce and business administration.

"These broadcasts are being presented by Delta Sigma Pi as a part of its educational and professional program and in furtherance of the purpose of the fraternity to foster the study of business in universities, to promote scholarship and a closer affiliation between the commercial world and students of commerce.

"The speaker this afternoon will be Charles W. Smith, Chief Auditor of the Public Service Commission, who teaches Specialized Accounting at Johns Hopkins University, who will talk on 'Accountancy, a Social Science.'"

The talk then followed. When the speaker concluded, the announcer said: "You have just heard Charles W. Smith, Chief Auditor of the Public Service Commission, who teaches Specialized Accounting at Johns Hopkins University, who talked on 'Accountancy, a Social Science.' This is one of a series of Round Table Discussions by instructors at Johns Hopkins University under the joint auspices of Chi Chapter and the Baltimore Alumni Club of the International Fraternity of Delta Sigma Pi. If there are any questions you would like to ask, write J. Hugh Taylor, care of station WBAL. The next talk in this Round Table series will be given next week at the same time." As the announcer concluded, the strains of "The Rose of Deltasig" again blended in. Thus a program of the Delta Sigma Pi Round Table series was presented, with great publicity for the fraternity, Chi Chapter, and the Baltimore Alumni Club.

The speakers in this series just concluded follow:

October 1—CHARLES W. SMITH, B.S., LL.B., C.P.A., Chief Auditor, Public Service Commission, who teaches Specialized Accounting at Johns Hopkins University. Subject: Accountancy, a Social Science.

October 8—LEON SACHS, LL.B., instructor in Political Science, who teaches United States Constitutional Law at Johns Hopkins University. Subject: The Constitution and Business Today.

October 15—HALSEY E. RAMSEN, A.B., Assistant Manager, Whitaker Paper Co., and faculty member of Chi, who teaches Salesmanship and Sales Management. Subject: Modern Trends in Salesmanship.

October 22—W. O. WEYFORTH, Ph.D., associate professor of Political Economy, instructor in Money and Banking, Secretary, Evening Courses in Business Economics, Johns Hopkins University, and honorary member of Chi Chapter. Subject: The Banking Bill as it Affects the Layman and Business Man.

October 29—IVAN E. MCDUGLE, Ph.D., professor of Economics and Sociology, Goucher College, who teaches Sociology at Johns Hopkins University. Subject: The Social Security Act.

November 5—GEORGE J. CLAUTICE, former President, Baltimore Association of Credit Men, who teaches Mercantile Credit at Johns Hopkins University. Subject: Credits and Business.

November 12—HENRY C. MCCOMAS, Ph.D., lecturer in Psychology, Professor of Scientific Psychology, Johns Hopkins University. Subject: Applied Psychology in Business.

November 19—MARSHALL McCORD, C.P.A., who teaches Advanced Accounting Problems. Subject: Budget Methods, Business and Individual.

November 26—ROY J. BULLOCK, Ph.D., associate in Political Economy, who teaches Business Administration and Marketing at Johns Hopkins University. Subject: Current Trends in Marketing.

December 3—EDWARD E. FRANKLIN, Ph.D., associate in Education, who teaches the History of Education at Johns Hopkins University. Subject: Current Trends in Education in the United States.

Another series will start under the same auspices and over WBAL, probably in February, it has just been announced as this is being written. The time and day of the week will be decided at a later date.

Chi Chapter this year did its utmost to further the success of the series and heighten the "listener-interest."

Two page mimeographed sheets were distributed the two days of registration for the Evening School at Johns Hopkins University to all students registering in the Evening School in Business Economics, containing a résumé of what the programs were, time, station, etc., and full information as to the speaker for each of the ten weeks. The sheets were also distributed at all the professional smokers held by the chapter during the ten weeks the talks were broadcast. Announcements were also made at these smokers. Considerable "listener-interest" was evinced, and a number of requests for the various speeches were received. That the series was a success is proved by the fact that Mr. Gustav Klemm was perfectly willing to contract for another group of talks later this year.

It is, of course, unfortunate that a later hour could not be arranged, but under the heavy schedules of the outlets of the National Broadcasting chains, fifteen-minute periods in the evening are at a premium. The program manager of WBAL preferred himself a period between 8:00 and 9:30 P.M. but the 4:30 P.M. time was the latest hour open for an every week program.

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# Modern Trends in Merchandizing

By Halsey E. Ramsen, Chi Chapter

Instructor in Salesmanship and Salesmanagement  
School of Business Economics, The  
Johns Hopkins University

**T**HE SALESMAN OF TODAY has become a merchant. This is one of the modern trends which is taking place in merchandizing. The salesman is teaching the retailer or wholesaler how to sell, and not trying merely to stock him with goods. The salesman knows window decorating, store layout, goods display, accounting methods and often teaches retail clerks how to demonstrate and sell their merchandise. A new trend today is the movement which has for its slogan, "every employee a salesman." One of the largest oil companies insists that every employee is in the sales department. This means 20,000 extra salesmen. The Pullman Company has set its conductors to selling sections to patrons who have purchased only one berth. No matter what sort of a job a young man takes today, he will probably be called upon to sell.

Another trend in merchandizing today is the bringing of merchandise within easier access of the purchaser. There is an old saying, "He who serves best, prospers most." Recently, I returned from a trip to the Pacific Coast. During my trip that trite saying was forcibly brought to my mind. I made the following observations while studying merchandizing methods. The trend is "to make it easier for the customer to buy." Merchandise is displayed to greater advantage than formerly. Then the retailer kept his merchandise in boxes, cartons, bags, anything to save the trouble of dusting and keeping it clean, now the merchant places his goods without packing or wrapping, where customers can see it and buy it. Frank W. Woolworth once said, "I am the world's worst salesman, therefore I make it easy for customers to buy." Electric bulbs are displayed on specially built tables without the corrugated boxes in which they are shipped. Window displays are larger, more attractive, and often a store will use one theme for decorating all of its windows. Neon lights are being used more profusely. Last but not least the customer's comfort and convenience are carefully planned for and taken care of completely.

In Los Angeles, the most exclusive store selling general merchandise is located on a main boulevard, several miles from the center of the city. The building and interior exemplify modern art in supreme functional form. The store owns one complete block, one third being occupied by the store's building and two-thirds reserved for parking space for patrons. Over the main doorway cut into the stone are these impressive words, "To build a business that will

never know completion." This store is a distinct contribution to modern merchandizing.

The automobile is making a change in our merchandizing methods. More and more shopping is done by automobile. Parking is a great problem. To overcome this problem "Drive-in" markets are one of the answers. In the far West "Drive-in" markets are located at strategic selling locations, more often street corners. One of these markets displayed a large sign "Pick and Pay". Another market divided into five separate stores, fruit stall, grocery, meat store, vegetable market and delicatessen, displayed this sign, "Do not alight from your car, our attendants are pleased to serve you."

Women like to shop where parking is easiest. One grocery located in the center of a city lot in a large Middle Western city provided ample, free parking space on every side of the store building.

In a new Rotaserve Grocery, customers neither stand at a counter nor walk around the shelves. Instead, the shelves move past the seated customers, who can see everything in stock in a few minutes and choose what they want from the moving shelves. At one end the conveyor passes through the stock room where replenishments are made.

Ice vending machines are located at convenient locations, often at gasoline service stations. By dropping fifteen cents in a slot, twenty-five pounds of packaged ice comes out of the machine wrapped in a waxed water-proof paper completely sealed. The waxed paper gives greater convenience in handling.

Marshall Field and Co., of Chicago have started a new trend in wholesale merchandizing and selling. Their eleven car train fitted out with a full display of the wholesale division's goods passed the million dollar sales mark a few weeks ago. According to *Business Week*, "The million dollar mark was passed when J. L. Hudson Co. of Detroit purchased some of Field's lace curtains. Thus did the 'Store on Wheels' fulfill ambitious dreams that sales might even reach a million dollars."

A third modern trend in merchandizing is consumer research. For a long time factories manufactured merchandise which they wanted to make and the sales manager was instructed to make the salesmen sell the goods manufactured. Today we have a more intelligent approach to the problem. Companies are anxious to know what consumers most desire and they try to satisfy those desires. A few

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# Delta Sigma Pi Scholarship Key Winners for 1935

Of the 625 Keys awarded to date 227 have been won by members of Delta Sigma Pi.

THE Delta Sigma Pi Scholarship Key, first established in 1912, is awarded annually by the fraternity at each university where an active chapter is maintained, to that male senior who upon graduation ranks highest in scholarship for the entire course in commerce and business administration. The award is made annually by the local faculty, and the key may be won by any male student in the department, without regard to his fraternal affiliation, if any. As a result, the members of Delta Sigma Pi compete with the entire department for this award, and it is particularly gratifying to a member of the fraternity when he wins one of these highly coveted scholarship



keys. Of the 50 keys awarded in 1935, 12 were won by members of the fraternity, an average of 24 per cent. This is slightly lower than the 1934 average, which was 30 per cent.

Since 1912 a total of 625 keys have been presented by the fraternity, and 227 have been won by members of Delta Sigma Pi, for a grand average of 36 per cent.

Here are the figures for those who are 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
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
1931	57	24	42
1932	57	22	39
1933	55	15	27
1934	52	16	30
1935	50	12	24

The names of the 1935 winners follow, the names listed in small capitals being members of Delta Sigma Pi.

CHAPTER	UNIVERSITY	NAME OF WINNER	
A	New York	Morris Cohen	
B	Northwestern	ROBERT O. WYNANT	
Γ	Boston	Jacob C. Swartz	
Δ	Marquette	TILLMAN A. BRUETT	
E	Iowa	James W. Birkenstock	
Z	Northwestern	Elmer O. Jolly, Jr.	
Θ	Detroit	George R. Smith	
I	Kansas	Lloyd A. Metzler	
K	Georgia (Atlanta)	GEORGE E. MANNERS	
Λ	Pittsburgh	David P. Harris	
M	Georgetown	Robert C. Wilson	
N	Ohio State	Robert D. W. Bartels	
Ξ	Michigan	Jack A. Mintz	
Π	Georgia	EDGAR B. MCDANIEL, JR.	
Σ	Utah	Andrew Brunetti	
Φ	Southern California	William W. Parsons	
Ψ	Wisconsin	Richard N. Kerst	
Ω	Temple	John A. Rogers	
AB	Missouri	Leonard A. Thompson	
AG	Penn State	Vaughn R. Jackson	
AA	Nebraska	Willard L. Sunderman	
AE	Minnesota	Carl A. Berg	
AH	South Dakota	DeLiws Stene	
AΘ	Cincinnati	*Robert E. Kahl *John R. Gehrig	
AI	Drake	Charles E. Horner	
AK	Buffalo	*Richard E. Harwick *Arthur R. Carmichael	
AA	North Carolina	Herbert H. Harriss, Jr.	
AM	North Dakota	Leon W. Settle	
AN	Denver	Andrew K. Miller, Jr.	
AΞ	Virginia	Thomas D. Temple	
AO	Ohio University	ERIC MCINNIS	
AΠ	Indiana	Robert Porter	
AP	Colorado	John G. Brown	
AΣ	Alabama	RUSSELL K. BRANSCOM	
AY	Miami	RICHARD B. DARRAGH	
AX	Washington	Ivan W. Clements	
AΨ	Chicago	EDWIN V. NEMEC	
AΩ	DePaul	Paul P. Sheehan	
BΓ	South Carolina	GEORGE W. TOMLIN	
BΔ	North Carolina	State	Benjamin B. Culp
BZ	Louisiana State	W. C. McCollister	
BH	Florida	Raymond Einhorn	
BΘ	Creighton	R. CARROLL LEARY	
BI	Baylor	Clyde C. King	
BK	Texas	Lewis C. Lee	
BA	Alabama Poly	JACK G. SHAW, JR.	
BM	Dalhousie	No key awarded	
BN	Pennsylvania	Francis Burns	
BΞ	Rider	FREDERICK W. LUTTMANN	

\* Two keys awarded, one each day and evening divisions.

# The Tale of Two Bridges

By Arthur E. Neelley, *Southern California*

THE state of California, long famed for a "chamber of commerce" atmosphere and a tendency toward boastfulness, is today making good on a horde of its past promises. Those of you who live east of the Rockies have probably considered us "wild westerners" as an assorted collection of day dreamers due to the apparent lack of modesty which we have generally displayed in the past. Needless to say, we are proud of our western country, we are proud of our football teams and, most of all, we are very proud of California's similarity to Moses, in that it is leading the Pacific Coast out of the economic wilderness. It is this last-mentioned pride which prompts me to submit this article.

The people of this state have taken steps to restore prosperity and have undertaken three huge engineering projects which cause former engineering feats to pale into insignificance. First and foremost in this program is the construction of the Los Angeles Aqueduct, a 250 million dollar water project which will bring water from the Colorado River to the heart of Southern California. This project has necessitated the construction of numerous diversion dams, settling lakes, and miles and miles of tunnels. The tunnelling alone has involved the employment of one thousand men, and day and night crews are working feverishly to complete the task. Closely correlated, of course, is the Boulder Dam, a 165 million dollar structure which will provide power facilities for the entire southland. The size of this undertaking is best expressed in the following figures. The dam itself will be 730 feet high, 650 feet thick, at the base, and 1180 feet long. It is so large that were it to fall over, it would still be the world's highest dam. The water backed up by this large block of concrete will create a lake 115 miles long, 582 feet deep; will contain enough water to inundate the state of New York to the depth of one foot.

The second step in the progressive recovery program is the construction of the Golden Gate Bridge of San Francisco Bay. This man-made marvel is so stupendous ("colossal" in the parlance of Hollywood producers) as almost to baffle description. It calls for the expenditure of approximately 35 million dollars. It will be a single deck suspension span 4650 feet in length, 8943 feet between the portals, and 7 miles long between the approaches. The main span, largest in the world, towering 750 feet, excels by 150 feet the George Washington bridge across the Hudson River. These towers will carry two suspension cables 36½ inches in diameter, each weighing 11,500 tons and containing 27,000 separate wires. Enough wires are contained in the cables to

encircle the globe more than three times—over 80,000 miles. The towers for the structure are 185 feet wide at the base and reach 750 feet above mean high water. A further conception of the size of Golden Gate Bridge can best be shown by the amount of excavation and cement work done. Total excavation, for example, will be enough to build a tunnel 10 feet high, 10 feet wide, and 26 miles long. Enough cement is being used to build a sidewalk 5 feet wide all the way from San Francisco to New York City. Or—in another way—if the cement used in this bridge were delivered in barrels and they could be stacked one upon another, it would make a pile 110 miles high.

Each main tower in the structure is equal in height to a 46-story building, and the main roadway itself is the same height above the water as the roof of a 22-story building is above the city. The six-lane roadway of this bridge will have a daily traffic capacity sufficient to handle a string of automobiles reaching from the Oregon line to the Mexican border, moving at 22 miles per hour.

The third undertaking is the San Francisco-Oakland Bridge, a 77 million dollar item. Again the mere quoting of construction costs will not give a true picture of this project, so it will be necessary to list further comparisons. This structure, which will connect San Francisco and Oakland proper, will be 8¼ miles long and will accommodate 30 million vehicles annually. The tallest towers will rise 505 feet above the water. The piers supporting these towers are some 235 feet below the surface, making the total height for each tower 740 feet—equal to a 70-story building. The steel used in its construction will require 6.7 per cent of the entire steel output of the United States for the year 1933. In addition, it will require 30 million board feet of lumber, or enough to build 3000 five-room frame dwellings. Enough steel and concrete are being used to erect 35 structures similar to the Los Angeles City Hall, and that building, incidentally, towers 25 stories skyward. One span of the bridge rests on Yorba Buena Island, in San Francisco Bay, and this has necessitated a traffic tunnel which is said to be the largest vehicular tunnel in the world, being 76 feet wide and 58 feet high.

Only by comparison is it possible to realize the significance of these western undertakings. They have constituted some of the world's greatest engineering feats. Their undertaking and successful completion will prove that the West is in step with progress and will give Californians a better reason for "selling their wares."

## J. H. Redding Initiated by Alpha Chapter

*(Continued from page 42)*

West 11th St. to "bull" with the boys while his teeth chatter any night in winter, rather than sit steeped in warmth and luxury in Pelham. And when he jogs around the globe now and then, it is nothing for the chapter house to find itself the recipient of a ten-foot live crocodile that Eric found lying under some mattress somewhere.

The last remark J. H. Redding made recently as a steamer was about to sail for foreign shores with him aboard was: "Well, so-long for a while, Brothers. I am proud of this. I am going to wear it around the world."

He was pointing to the badge of the International Fraternity of Delta Sigma Pi.

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## Tips on Employment Contacts

*(Continued from page 40)*

considerable use. Obviously you cannot make the same approach as a junior clerk or stenographer. Very often it is best to have a third party start the ball rolling and make arrangements for the preliminary interview. Your university employment bureau, fraternity alumni club or college alumni association may be of great assistance along these lines. Letters from organizations such as these carry more weight and receive more attention than those from commercial enterprises. Whenever you decide to use the mails, don't do anything until you have consulted with someone whom you believe competent to give the necessary suggestions concerning: Mailing list, form of letter to be used, person to whom you should write, mechanical make-up of letter, etc. There is too much at stake.

All jobs are obtained through the five sources mentioned in this article. Knowing what the sources are and having a fair idea of the scope of each one, the job-hunting campaign becomes almost automatic in procedure. List under each heading the names of persons and places which you can approach. Usually the list increases in size as from interviews you glean additional names, hints, and leads. Keep following them up. There will be times

when you are conscious of progress and many occasions when set-backs render the outlook more discouraging than ever. Yet there is nothing else to do but keep on plugging. Sooner or later the break comes. In moments of greatest discouragement you can get considerable satisfaction out of knowing that you are doing everything that is humanly possible to get a job.

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## Chi Chapter Sponsors Radio Broadcasts

*(Continued from page 46)*

One of the points we emphasized in asking support of these broadcasts was for members and students who could not listen to the programs because of the early hour to tell their families and friends about them and ask them to listen and write in their comments.

In endeavoring to secure these broadcasts the method I used required considerable time, but we believe the results are well worth while. My first procedure was to decide on the general theme of the series. I then took the university catalogue and selected professors teaching subjects along this line, which could be made into interesting radio talks. The next step was to draw up a suggested program. In this I listed 15 or 20 possible speakers, their titles, university and fraternity connections, and suggested topics for them to talk on.

Up to this time I had not approached a speaker or a radio station. Then I picked the station I preferred and wrote them a letter stating that we wished to have them broadcast a short series of 5, 10, or 15 minute talks on current economic problems, one or two a week, at any time after 4:00 P.M. suitable to the station. I then explained the purpose of the fraternity and the program, etc., and enclosed the suggested program, making known the fact that I had not contacted the speakers yet but was sure I could get most of them. If one refused—and they did—I kept trying stations until I hit one who liked the idea. Then, after getting the time, day of the week, etc., from the program manager, I contacted the prospective speakers.

That was my method—you may improve upon it, but anyway, go to it—and best of luck!

# WITH THE ALUMNI



## Atlanta Closes Great Year

AS NINETEEN THIRTY-FIVE closes behind us, one of the most active and enjoyable years the Atlanta Alumni Club has ever experienced, we take this opportunity to wish all the fraternity a grand and glorious New Year. And may we add also a wish that the Grand Chapter Congress of 1936, which is to be held here in Dixie for the first time, be the most successful of all.

A survey of Atlanta's activities during the past year would be gratifying to all our alumni. However, we'll take up with events since last we reported.

On October 26, 1935 the club met at the Deltasig Lodge for its monthly meeting with a good crowd present. It was great to see some old Kappa men out whom we hadn't seen in a long time. Among these was Bernard Suttler, who was one of Kappa's mainstays of some half-dozen years ago. The afternoon was given over to games, fun and work; later a short business meeting followed a grand steak-fry. President Ray Brandes laid plans for the year and Howard Johnson gave a talk on the advantages of being an active alumnus. As a result something over twenty-five men paid dues for the coming year. At this meeting we also developed a follow-up system of telephone calls after the secretary's notices are posted. Groups of contact men (around twenty, all told) report to a captain, who in turn reports to the secretary. We hope to substantially increase our attendance through this plan.

Founders' Day was celebrated jointly with Kappa Chapter. On November 3 a banquet was held at the Piedmont Hotel which out-did even our gala celebration of the Silver Anniversary. Guests of honor included D.C. (Red) Barron, K-1; Clarence Newton, K-2; and Doyal Walraven, K-3. These men were, respectively, Kappa's first head master, treasurer and scribe. Brother Barron gave an inspiring talk on "First Days of the Chapter."

Open house was held on Sunday, November 17, 1935. On this occasion many Deltasigs with wives and dates visited Deltasig Lodge. Fun and frolic of the afternoon gave way to a light supper served at dusk. No business was discussed, Brother Brandes announcing that the occasion was a purely social one.

Around November 1, Kappa and the alumni club published its latest membership directory. This has proven an invaluable aid in furnishing addresses and other important information. Not only are Kappa men included, but every Deltasig who is known to reside in this area.

Thursday, December 19, 1935, Delta Sigma Pi held its annual dance at the Hotel Ansley Roof Garden. Actives and alumni, wives and sweethearts, friends and guests enjoyed one of the best dances we have given. Music lasted from nine until twelve-thirty. Our Social Committee out-did itself on affording everyone a happy and hilarious time.

Remember, we want the watchword of 1936 to be "I'll see you in Atlanta in September."—ALEX LINDHOLM.



## Twenty-six Life Members In Baltimore Alumni Club

THE BALTIMORE ALUMNI CLUB marches on! Twenty-six brothers are now Life Members of Delta Sigma Pi. We understand that, according to membership, we may now boast of a greater percentage of life membership than

can any other organization in the fraternity. John McKewen, one of our two active members of the Grand Council, insists that Baltimore should have at least forty life members, and he is working mighty hard to secure them.

A Monte Carlo party, well attended by actives and alumni, was enjoyed at the Montfaucon Club on Monday, December 9. After a business session, the brothers were allowed to buy \$50,000 in bogus money for one dollar in legal tender, and then ensued the most reckless bit of gambling that Chi Chapter has ever staged. The most popular games of chance were roulette and the inevitable "rollin' of the bones." Although about a million dollars were lost by the fellows during the course of the evening, the loss was met with the good grace of true gentlemen, with the result that the sandwiches and beer at the close of the evening were digested and thoroughly enjoyed.

We are holding our annual meetings this year during the earlier part of the same evenings on which the active chapter holds its professional smokers. Round-table discussions will be held, after which our alumni will assist the actives in their rushing problems. We have found that this is about the most satisfactory way of getting the older alumni members out to active chapter activities, because the majority of our married or engaged brothers find it rather difficult to get out twice in one week. This applies particularly to eight brothers who became benedicts during the year 1935.

Our weekly luncheons at the Lord Baltimore Hotel each Thursday at twelve o'clock have been well attended by alumni, but we must admit that the active chapter has had a better representation. We are anxious to see more of the older brothers turn out, and we are taking this opportunity of assuring all Deltasigs in Baltimore, that by coming out with the gang each Thursday, they will find it beneficial both socially and gastronomically.

Brother McKewen, accompanied by Walter Baggs and Elwood Armstrong, recently made a visit to Alpha Xi Chapter, at the University of Virginia at Charlottesville. He also made a visit recently to Mu Chapter, at Georgetown University at Washington, D.C.

The brothers here in Baltimore are very much interested in the coming convention of the fraternity at Atlanta, Georgia, in September 1936. Several of the fellows have already stated that they intend to be present. It is hoped that we shall have an even better representation than we had in Chicago at the last convention.

We extend our best wishes for the success of every chapter in Delta Sigma Pi during the coming year.—HOWARD E. WINSTANLEY.



## Chicago Founders' Day Banquet Attended By 160

WHILE THE ANNUAL Delta Sigma Pi Founders' Day Banquet held on November 7 each year usually brings out the largest attendance of the year, the attendance this year broke all records, there being 151 seated at the banquet tables, and nine additional alumni joined the party later in the evening. Brother Ernest L. Olrich of Alpha Chapter, now comptroller of Marshall Field & Co., was the main speaker of the evening. He was initiated the first year following the founding of Delta Sigma Pi at New York University, and he gave an exceedingly interesting talk on the early days of the fraternity, which was thoroughly

enjoyed by every member present. D. L. Toffenetti, president of our alumni club, besides arranging for a swell dinner, gave a talk concerning his undergraduate days in Beta Chapter of Delta Sigma Pi which will be remembered by every brother present.

Steve Janick acted as master of ceremonies, and kept the interesting program proceeding with clock-like precision throughout the evening. A three piece orchestra entertained the members throughout the evening, and a magician entertained the crowd so expertly for forty minutes that the brothers are still talking about his tricks and trying to figure out how they were accomplished.

Seventy-five alumni were present at the December dinner, when we had as our guest speaker Mr. Oscar Mayer, Jr. of the Oscar Mayer Packing Co. of Chicago, who talked on "Individualism." He ably presented a topic of great interest to all of us, which we would very much like to see published in *The DELTASIG* some time. Another important feature of the December meeting was the showing of slow motion pictures of many of the spectacular plays of the Northwestern University football team during the 1935 season, including the Northwestern-Notre Dame game. Fifteen turkeys were also raffled, and the following were the lucky brothers: Alfred H. Gansberg, Joseph H. Gilby, Raymond J. Lynn, Norman Erskine (2), Thomas H. Hammer, Ralph L. Kennedy, W. J. Caverley, George E. Macauley, Jr., Fred W. Kramer, C. Burt Oliver, W. H. Rohlf, Paul Sherman, and Emil J. Whitman (2). These turkeys undoubtedly adorn the tables of these brothers during the holiday season.

The Chicago Alumni Club will publish a rather elaborate membership and business directory during January. The names, addresses, business connections and telephone numbers of the more than 700 Deltasigs residing in the Chicago area will be included, and also classified according to business, in this publication. Copies will be mailed to the members before February 1. The Chicago Alumni Club is enjoying one of its most successful years, having the largest attendance at its monthly dinners in the history of the club, and presenting fine programs for the benefit of our membership. Over 120 members have already paid their 1936 alumni dues, and we expect a continuation of the interest and attendance throughout the year. A New Year's Eve party will be held, and we hope to have a card party in January or February, when the ladies will be invited, and later on a Monte Carlo party. All alumni in the Chicago area are urged to attend. Our monthly dinners are held on the second Tuesday of every month in the private dining room on the second floor of the Triangle Restaurant at 225 S. Wabash Ave., Chicago.

It is with regret that we announce the death of one of our most loyal members, George B. Pritchard, in December. After an illness of over two years, George was able to attend our October and December dinners, much to his own pleasure, and to the delight and pleasure of his many friends in the fraternity. His untimely death was a shock to all of us.

The Chicago Alumni Club extends greetings and best wishes for 1936 to all.—DON KIESAU.

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## Two Founders Attend New York Banquet

THE NEW YORK Alumni Club observed Founder's Day with a dinner at the Hotel Governor Clinton on November 7. Attendance favorably compared with recent years, over fifty grads turning out. Many old friendships were renewed. Two of our founders, Harold V. Jacobs and Alfred Moysello, honored the gathering with their presence and told of the early days of the fraternity. Chairman Bill Corbett did a fine job with the arrangements.

The interest in the activities of our club gathered momentum and carried over to the next regular meeting at the Downtown Athletic Club of November 26, when 28

were on hand for the evening's entertainment, which included bowling for turkeys. Romaine W. Dassow, an alumnus of our Wisconsin chapter, was welcomed to his first meeting. Harold J. Cahill, here on a visit from California, greeted the group at the meeting on November 26. Everyone was glad to see him, but was sorry to learn that the occasion for his visit was a death in his family. December and pre-holiday activities tended to cut into our attendance at the Downtown Athletic Club on December 10. However, the evening was successful and had as one of its features a miniature horse racing meet which will be renewed at subsequent gatherings.

The club will hold its next meeting at the Downtown Athletic Club on Tuesday, January 7. Later in the month, Wednesday, January 22, a card party and supper dance is planned at the Ambassador Hotel. Those who attended last year's party have definitely decided to repeat. Many will recall that the party last year happened to be on the night that ushered in New York's worst blizzard in years, but did not dismay hardy Deltasigs and friends who were determined to have a good time and got it.

Alumni of all chapters who are now located in New York and who are not receiving notice of our meetings, are cordially invited to communicate with the secretary, James A. McBain, 1564 E. 45th St., Brooklyn, N.Y.—JAMES A. McBAIN.

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## Philadelphia Has Busy Holiday Season

THE HOLIDAY SEASON again provided all of us with plenty of social activities to help make it the festive time of year it is noted to be. The alumni club, doing its share, held a Christmas party at Omega chapter house on December 19. Entertainment, refreshments and even Christmas presents for the lucky brothers helped to make the evening very enjoyable.

A New Year's Eve party, given by the actives of Beta Nu chapter was well attended by the alumni. This is an annual affair and every year finds more and more of the old timers in attendance. It is a time when many old friendships are renewed and it is a chance for the alumni to get better acquainted with the active members. A good orchestra and lots of noise makers, that didn't keep in tune, helped to make it a hilarious party. Of course there was entertainment by the brothers, some of it planned and some of it impromptu. Each year these parties seem to get better.

In November we held a card party in place of our regular meeting for that month, to which members of the fair sex were invited. This was just an experiment and it looks as though it was successful for we've made a New Year's resolution to hold another one soon. We also have hopes of securing some interesting speakers for our meetings during the first part of 1936.—SYLVANUS A. JOHNSON.

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## Large Crowd Attends Business Machine Demonstration

STARTING AT 12 NOON Thursday, November 7, the Founders' Day celebration of Chi Chapter and the Baltimore Alumni Club of the International Fraternity of Delta Sigma Pi continued until the "Wee hours of the morn'." Climaxing a series of Founders' Day events and following a banquet in commemoration of the anniversary of Delta Sigma Pi and Chi Chapter, Deltasigs of Baltimore joined with their many guests at their second professional smoker of the year at Levering Hall, Johns Hopkins University, Thursday evening. One hundred and ten members and guests attended this smoker, which was under the

auspices of Chi Chapter of Delta Sigma Pi, and to which students enrolled in the Evening School for Business Economics at Johns Hopkins University were invited. The meeting was held in the main hall of the Y.M.C.A. building, starting at 10 P.M.

Elwood Armstrong, C.P.A., Field Supervisor for the Baltimore office of Haskins and Sells, and Provincial Director of Delta Sigma Pi, welcomed the students and guests and introduced the speaker of the evening, G. H. Newhouse of the Tabulating Machine Division of the International Business Machines Corporation. Following the introduction Mr. Newhouse said:

"I recognize a responsibility this evening that I assure you I am going to strive hard to fulfill to your satisfaction. This Founders' Day is an occasion of great importance to Delta Sigma Pi and in appreciation of the privilege of addressing you as a part of the celebration of that day, I feel it is essential that I make some contribution of definite and lasting value. It is my hope to make this primarily an educational gathering, with a clear-cut exposition of the manner in which tabulating machines are being applied in the solution of modern executive problems. But I am sure you will recognize the fact that, if I am going to successfully show how they are being applied, I must first show you WHAT they are.

"I have the problem tonight of describing the fruits of more than forty-five years of experience and history to you in less than forty-five minutes. It is quite an assignment but I believe it can be done. It is more than forty-five years since the first tabulating machine was placed in operation. Its first use preceded the year 1890, and a point of major interest to you is the fact that its first use occurred right in your own city of Baltimore. Your own health department compiled its mortality statistics on the first Hollerith tabulating machine."

Speaking on "The Application of Electric Tabulating and Accounting Machines to Modern Executive Problems" he told how from this small beginning in the city Health Department of Baltimore, on through years of invaluable service in the compilation of the U. S. Census, electric tabulating machines have become in recent years an absolute necessity to many industries and an invaluable aid to all others.

He then explained in an elementary manner the A-B-C of tabulating and accounting machines—the "what" of the machines. Mr. Newhouse continued: "So much for the 'What' of the card and the machines. The 'How' is comparatively simple. The machines are actuated by electrical impulses effected through the medium of the punched holes. Just as a player piano functions by suction through a punched hole, the electric tabulating machine functions through electricity which is allowed to pass through the punched hole.

"The most important phase of our discussion concerns the 'Why' of the machines. 'Why' should machines such as these be employed in such widely varying types of business and in concerns of such widely varying size. The answer lies in the demands made upon modern business executives.

"Management of today is being called upon almost daily to make decisions concerning new programs and new policies. A generation ago, a set of annual statements sufficed for managerial purposes. Today, much more frequent reports and analyses are imperative if the work is to be successfully conducted. In many establishments today daily budgets are used. In some of these cases, all the significant balance sheet and profit and loss accounts are presented in report form every twenty-four hours.

"I believe the application of tabulating machines to such demands is obvious. They are built to give 'Close Control,' the control which is needed by all establishments, small and large. This brings to mind the parenthetical thought concerning the recognition of this need for control even on the part of small enterprises which has resulted in our highly successful Service Bureau."

Mr. Newhouse explained that through this bureau small business, as well as large, could, instead of leasing the machines, have the work done by IBM trained operators,

thus vastly widening the field for the use of electric tabulating machines.

"There seemingly is no limitation to the work to which they can be applied, and in many instances the actual balance sheets and profit and loss statements are coming directly from the machine. The 'Need for Control' is rapidly making tabulating machines a universal necessity."

A few of the multifarious uses of these machines were then given by Mr. Newhouse. Questions were raised by those present, among whom were many C.P.A.s, which were answered by Mr. Newhouse, who then showed the operation of the duplicating key punch, the sorting machine, and electric accounting machine.

Following this the representative of the International Business Machines Corporation demonstrated these machines and also the accounting scale electromatic typewriter, job time recorder, and check writing machine and answered numerous questions. At the conclusion of the speech photographs were taken of the group and officials of the fraternity and the International Business Machines Corporation. It was one A.M. before the last of the interested audience finally dribbled out of Levering Hall.—  
J. HUGH TAYLOR.

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## Alumni and Actives Meet Regularly at Denver

THE DENVER ALUMNI CLUB has held regular meetings and luncheons, all of which have been well attended. The luncheons are jointly alumni and active and it keeps all alumni members busy to equal the active attendance. A very enjoyable and successful smoker was given by the alumni club with all actives, pledges, and rushees as their welcome guests. A promising group of rushees attended, and the actives have taken care of the pledging of the most desirable.

The speakers for the Founders' Day banquet were all Deltasigs, and active members of the alumni club. We are proud to have these representative men as brothers, and active workers in all fraternity affairs.

Our invitation is always open to out-of-town Deltasigs to attend any luncheon or meeting of the Denver club.—  
WILLIAM WRIGHT.

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## Alumni Accomplishments

### Organizes Own Accounting Firm

Joseph M. Kane, *Northwestern*, for many years in public accounting in Chicago, announces the organization of Joseph M. Kane & Co., Public Accountants, with offices at 127 N. Dearborn St., Chicago.

### Heads College Publicity Association

Frank E. Pellegrin, *Creighton*, first head master of our Beta Theta Chapter, is national president of the American College Publicity Association, an organization composed of the publicity directors of more than 300 of the leading colleges and universities of the United States, Canada, Puerto Rico, and the Hawaiian Islands.

### Appointed Manager

Arthur Merrigan, *Creighton*, has been appointed manager of the Sioux Falls, S.D. office of Remington-Rand Co.

## Publishes New Accounting Magazine

THE ACCOUNTANTS DIGEST, a quarterly presenting in compact form the substance of outstanding articles selected from the leading accounting journals of the English speaking world, made its first appearance in September, 1935, and was favorably received by accountants, business executives, and instructors of accounting throughout the country. The first issue contained 102 pages of carefully selected and digested articles drawn from the leading accounting, financial, business, and legal journals throughout the world. The purpose of the DIGEST is to bring to the busy reader the most interesting, authoritative, and pertinent articles presented in easy-to-read style.



L. L. BRIGGS  
South Dakota

The editor and publisher is none other than L. L. Briggs, a charter member of Alpha Eta Chapter at the University of South Dakota, who now resides in Burlington, Vt., where he is also a member of the faculty of the University of Vermont. Brother Briggs received his A.B. degree *cum laude* at the University of South Dakota in 1923, his master's degree at the same university in 1924. He was professor of Commerce at McPherson College until 1926, when he spent a year at Northwestern University to receive his MBA degree in 1927. He was assistant professor of Economics at the University of Vermont from 1927 to 1929, since which time he has been associate professor of Economics. Brother Briggs has been a prolific writer on accounting subjects for several years. He is a member of the American Association of University Instructors in Accounting, the American Association of University Professors, and the American Economic Association. The ACCOUNTANTS DIGEST subscription price is \$2 per year, and anyone interested in subscribing should mail his subscription direct to L. L. Briggs, Burlington, Vt.

### Receives High Honors

Someone once combined the words "Wit and Wisdom." There appears to be no better way to describe Carleton H. Peterman, an alumnus of Chi Chapter. Anyone who meets

him will verify and certify to his wit; now it seems his wisdom is receiving its just reward. Brother Peterman has acquired several more achievements to his credit during the past six months.

In graduating from the University of Baltimore in June he was honor man, received a certificate, and a \$50 award for the highest average of any student in his class. As announced in the March issue of THE DELTASIG, he had already been awarded a complete set of Corpus Juris for having the highest mark in his courses in legal research. Brother Peterman also became a member of Heuissler honorary law society and is now president of this group. He passed the bar examination last June, and has been admitted to the Maryland bar. He then persuaded Miss Helen Frances Armstrong, daughter of Mr. and Mrs. Fred A. Armstrong, to marry him on July 20.

All of which helps explain why Pete was one of the best scribes Chi Chapter ever had when he was active in the chapter a few years ago. Hard work and perseverance usually win out.—J. HUGH TAYLOR.

### Instructors

Norbert James Bausch, *Creighton*, winner of the  $\Delta \Sigma \Pi$  Scholarship Key in 1932, now teaches the intermediate Accounting and Business Organization classes at Creighton University College of Commerce. . . . Joseph Mullen, *Rider*, is now on the staff of the Clifton, N.J. high school, and Thomas Long, *Rider*, has joined the faculty of the North Plainfield, N.J. high school, while Rexford M. Rockwell, *Rider*, is head of the Commercial department of the Hornell, N.Y. high school. . . . William H. Slayton, *Colorado*, is now associated with the Bureau of Business and Government Research of the School of Business of the University of Colorado.

### Chicago Alumni Club News Items

Paul A. C. Anderson, *Illinois*, is manager of the Fairfax Hotel, 1369 E. Hyde Park Blvd., Chicago. . . . Lawrence W. Austin, *Iowa*, is with the Chicago office of Haskins & Sells. . . . Kenneth K. Bailey, *Vanderbilt*, is associated with A. S. Huyck & Co., 100 W. Monroe St., Chicago. . . . Francis M. Bennett, *Wisconsin*, is with Arthur Andersen & Co., Chicago. . . . Theodore B. Bolle, *Northwestern*, is a member of the firm of Doughan & Bolle, publishers representatives, Chicago. . . . George J. Bottkol, Jr., *Marquette*, is employed by the Standard Oil Co., Chicago. . . . Arnold A. Carlson, *Kansas*, is connected with the American Airlines, Inc., Municipal Airport, Chicago. . . . Fred E. Carlstedt, *Northwestern*, is connected with the Cardwell-Westinghouse Co., McCormick Bldg., Chicago. . . . Lloyd M. Clady, *Northwestern*, is with the Maple Flooring Mfrs. Assn., McCormick Bldg., Chicago. . . . Frank O. Colvan, *Northwestern*, is with the Coca-Cola Fountain Sales Corp., Chicago. . . . Sam A. Crabtree, *Ohio State*, is now connected with the Republic Steel Corp., Chicago. . . . Curtis G. Erickson, *Northwestern*, is associated with Baumann Finney & Co., public accountants, Chicago. . . . Milton C. Faber, *Iowa*, is with the Western Electric Co., Chicago. . . . Roland T. Gallagher, *Michigan*, is employed by Montgomery Ward & Co., Chicago. . . . Albert J. Galvani, *Chicago*, is with the Reliance Mfg. Co. of Chicago. . . . Alfred H. Gansberg, *Miami*, is with the New York Stock Exchange firm of Winthrop Mitchell & Co., Chicago. . . . Ray C. Glenke, *De Paul*, is connected with the Mills Novelty Co., Chicago. . . . Thomas H. Hammer, *Northwestern*, is with National Plywood, Inc., 3649 S. Racine Ave., Chicago. . . . Winton V. Hanson, *Chicago*, is freight traffic agent for the Illinois Central Railroad, Chicago.

Charles T. Johnson, *Northwestern*, practices law at 30 N. LaSalle St., Chicago. . . . David R. Jones, *Wisconsin*, is with Montgomery Ward & Co., Chicago. . . . Haydn A. Jones, *Wisconsin*, is with the International Harvester Co., Chicago. . . . Harold L. Kaufman, *Missouri*, is with the General Motors Acceptance Corp., Chicago. . . . Norman J. Kautt,



Colorado, is with the Chicago office of Ernst & Ernst. . . . William W. Maloney, Illinois, is in the advertising department of the Burlington Railroad, 547 W. Jackson Blvd., Chicago. . . . E. L. Maynard, Kansas, is in the research department of the Illinois State Tax Commission, 33 N. LaSalle St., Chicago. . . . Peter R. Moeller, Wisconsin, sells tires for B. F. Goodrich Co., Chicago. . . . Alvin A. Newberg, Marquette, is with the National Paper Board Assn., Transportation Bldg., Chicago.

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## Atlanta Alumni Club News Items

All members mentioned are alumni of Kappa Chapter unless otherwise specified.

D. E. Walraven is with the General Motors Acceptance Corp., Atlanta, Ga. . . . Oren Warren owns the Warren Music Store, Atlanta. . . . Charles Swinford is with the Bigelow-Sanford Carpet Co., Atlanta. . . . Tom Mason is with the Mather Bros. Furniture Co., Atlanta, as is also Albert Clark. . . . Olin N. Bass is operating manager in Atlanta for the United States Tire Service Corp. . . . Lee M. Sessions is now special sales representative for the McNeel Marble Co., Atlanta. . . . Errol Eckford now sells for the Coca-Cola Co. in Atlanta. . . . William P. Barber is manager of the Miller's 5 and 10 cent store in Sparta, Ga. . . . G. Lamar Cobb is with the Atlanta office of the American Radiator Co. . . . G. Max Railing, Cincinnati, is in the Atlanta office of the Buckeye Cotton Oil Co. . . . G. A. Dunagin, Georgetown, is in the Atlanta office of the United States Department of Agriculture. . . . R. Carter Howard, Kentucky, is with the Atlanta branch of the Firestone Tire & Rubber Co.

## Mergers

Charles Turlington, *North Carolina State*, on February 8, 1935, to Ann Owen.  
 Kenneth A. Heale, *New York*, on May 21, 1935, to Edna B. Hunt, at Goderich, Ont.  
 Ray Anderson, *North Carolina State*, on June 5, 1935, to Margaret Britt.  
 Frank O. Colvan, *Northwestern*, on September 28, 1935, to Dorothy Allen, at Springfield, Ill.  
 Charles Seifert, *North Carolina State*, on October 5, 1935, to Garnett Eighme.  
 Francis J. Kelly, *New York University*, on October 5, 1935, to Madeline T. O'Brien, at New York, N.Y.  
 Alfred F. Hauser, *New York University*, on October 7, 1935, to Regina Thalmann, at New York, N.Y.  
 Hugh M. Baker, *Baylor*, on November 10, 1935, to Evelyn Sloan, at Alexandria, La.  
 Clifford Case, *Rider*, on November 16, 1935, to Theo Lewis, at Trenton, N.J.  
 Newton D. Roberts, *Rider*, on November 18, 1935, to Miriam D. Selb, at Doylestown, Pa.  
 Thomas North, *Georgia Tech*, on November 28, 1935, to Janet McNeal, at Atlanta, Ga.  
 Alfred B. Smith, *Rider*, on November 28, 1935, to Bertha Varner, at Hanover, Pa.  
 Harry W. Brown, *Rider*, on November 30, 1935, to Thora M. Harris, at Princeton, N.J.  
 T. Kenneth Haven, *Michigan*, on December 12, 1935, to Marian Reading, at Ann Arbor, Mich.  
 Francis Osteen, *Georgia Tech*, on December 14, 1935, to Estelle McKibben, at Atlanta, Ga.

## Dividends

To Brother and Mrs. John Kavan, *Denver*, on November 5, 1935, a daughter, Marilyn.  
 To Brother and Mrs. Donald Rohn, *Michigan*, on November 17, 1935, a son, Donald Lawrence.  
 To Brother and Mrs. Walter Vernier, *Northwestern*, on December 2, 1935, a daughter, Arden Grace.

To Brother and Mrs. Coval Diehl, *Denver*, on December 3, 1935, a daughter, Sherry Lynne.

To Brother and Mrs. Frederick J. McCarthy, *New York*, on December 6, 1935, a son, Thomas Frederick.

To Brother and Mrs. Daniel C. Kilian, *New York*, on December 22, 1935, a son, Walter Daniel.

## Obituary

JACK A. FEHN, *Theta 116*. Born February 5, 1906, at Seattle, Wash.; initiated into our Detroit chapter March 6, 1925; died November 5, 1934.

TALCOTT GAWNE, *Rho 1*. Born December 5, 1900, at Oakland, Calif.; initiated into our California chapter March 12, 1922; died May 2, 1935. Brother Gawne was the first head master of Rho Chapter.

FELIX FLUGEL, *Rho 18*. Born October 26, 1892, at Menlo Park, Calif.; initiated into our California chapter as a faculty member on April 23, 1922; died May 20, 1935. Brother Flugel, chairman of the department of Economics at the University of California, died at the Alta Bates Hospital in Berkeley after a month's illness. He received his education at Stanford and the University of California, where he received his Ph.D. degree in 1921. He joined the Economics staff of the university as an assistant, and was awarded the chair of his department at the beginning of the last school year. He had a national reputation as an economist, and wrote many books on the subject.

Brother Flugel was organizer and director of the FERA on the Berkeley campus, and a member of the American Economic Association and the Economics History Society.

JAMES ALLEN McMULLEN, *Psi 142*. Born November 22, 1907, at Omaha, Neb.; initiated into the Wisconsin chapter on October 14, 1928; died June 23, 1935. Brother McMullen died suddenly in an Omaha hospital where he had undergone an operation for acute appendicitis. He was graduated from the University of Wisconsin, and later assisted in the installation of Beta Theta Chapter at Creighton University in Omaha. He was a staunch supporter of all Delta Sigma Pi activities in that city.

HARRY WALTER CARMACK, *Alpha Omicron 47*. Born May 13, 1905, at Cygnet, Ohio; initiated into our Ohio University chapter on April 30, 1926; died July 28, 1935.

DANIEL LOUIS WELLS, *Sigma 34*. Born December 23, 1902, at Salt Lake City, Utah; initiated into the Utah chapter on January 28, 1923; died August 7, 1933.

OSCAR EDWARD SIREN, *Psi 111*. Born January 8, 1906, at Monesson, Pa.; initiated into the Wisconsin chapter on March 20, 1926; died October 7, 1935. Brother Siren died at the River Pines Sanatorium, Stevens Point, Wis. Burial was at Iron Belt, Wis., his home.

EARL ROBERT BOTTS, *Alpha Nu 43*. Born July 9, 1903; initiated into our Denver University chapter on January 15, 1927; died November 17, 1935, at Little Rock, Ark., after an illness of five years.

GEORGE BECKLE PRITCHARD, *Beta 319*. Born June 21, 1899, at Ironton, Ohio; initiated into our Northwestern chapter on June 9, 1923; died December 17, 1935. Brother Pritchard had been active in both Beta Chapter and the Chicago Alumni Club for many years, and had a host of friends in Delta Sigma Pi. He was one of the most regular attendants at all fraternity affairs in Chicago, and had also attended several meetings of the Grand Chapter Congress. He was married about three years ago, and became ill ten months after his marriage. His illness continued for two years, but he made sufficient improvement this summer and fall to permit him to attend the October and November dinners of the Chicago Alumni Club. His recurring illness and unexpected decease was a shock to his friends. Funeral services were held at the Doty Funeral Chapel in Chicago on Friday, December 20. Interment was in Woodland Cemetery, Ironton, Ohio, on December 21.

# AMONG THE CHAPTERS



## Alpha Enthusiastically Enters New Year

NEW YORK UNIVERSITY'S campus has become Delta Sigma Pi conscious. No other fraternity on the campus has had a program that came near Alpha Chapter's remarkable ability to present New York City's leading personalities. For the first time in some years the chapter house has resounded with alumni voices. Throughout the entire rushing season and pledge period the alumni have come to the support of Head Master John Byrne. During Hell Week held in the early part of December Joseph Keane, president of the alumni club, was prominent in the activities and as hard working on initiation day as any of the actives. Although the number of pledges is steadily increasing, Alpha Chapter had eighteen neophytes when Hell Week began. Only three were eligible to go through initiation now, for the majority of the pledges are freshmen who must first meet the residence requirements of N.Y.U. On December 14 Alpha added Kingsley Jones, editor of the *Violet*, the School of Commerce year book, Robert Louis Nevin, and John Anderson as duly initiated brothers. A banquet prepared by Al Rohrberg and Vic Kiefer, two of the most active alumni, was served in the dining room of the chapter house after the initiation. This was the first banquet to be served in the house in some years, and would have put New York City's best chef to shame had he been present.

On Thanksgiving night, after what has been termed the "Fordham Debacle," when New York University's football team suffered its only defeat of the season, Deltasig held one of its most successful dances. Paul Diggins, in charge of the affair, produced a five piece orchestra that is now the talk of the campus. Brother Diggins has planned a New Year's Eve party to be given at the house for the nominal price of \$5. A buffet supper will be served at midnight and music will be afforded by the same orchestra that held forth on Thanksgiving night. Jack Henderson has arranged for the winter formal to be held at the Ritz Carlton on February 21. This will be the seventh year that the dance has been designated for the Ritz.

Head Master John Byrne has gathered about him fourteen active brothers who have given their whole-hearted efforts to make Alpha Chapter the leading fraternity on the campus and in New York City, which boasts seven universities and colleges of national ranking.

Eight brothers of the chapter are now associated with metropolitan newspapers. Brothers Sargeant, Diggins, Rudy, Hussennetter, and Clapp are with the *New York Daily News* in the sports, advertising, and technical departments. Brother Farrell is a by-line sports writer for the *Brooklyn Times Union*, while Paul Cardinal writes for the financial

department of the *New York Evening Journal*. Alpha's correspondent is with the sports department of the *Brooklyn Daily Eagle*.

Swinging into the new year with more than fifteen pledges, Alpha is beginning to enhance its prestige. Although only a group of fourteen, Alpha is the most popular chapter at New York University. Sororities insist upon holding their dances at the chapter house. Students flock to the house for rush smokers. They know they will meet and be entertained by the leaders of the city. More than 100 students bulged the walls of the chapter at the first smoker of the rushing season in November and that number has remained constant during the rest of the year. Financial difficulties prevent many students from considering brotherhood. But not one of them will consider entering other houses on the campus. They support all the social affairs arranged by Deltasig and the Violet Skull, N.Y.U. interfraternity organization, was amazed to find it could not seat those students attending its annual formal. All wanted to sit at the Deltasig table.

Alpha Chapter wishes to extend its heartiest wishes for a Happy New Year to the entire chapter roll of Delta Sigma Pi. It hopes that the brotherhood has enjoyed as merry a Christmas as Alpha.—J. P. HACKETT.



## Kappa Chapter's Wheel of Progress Turns Again

KAPPA CHAPTER IS rolling along merrily into the new year on rails of joy and accomplishment. Since our last news letter, many memorable events have taken place, and many activities have been planned. Kappa, in visualizing a happy new year, prepared a great reception for 1936 with those select qualities . . . hope, courage, and enthusiasm and willingness for work. The standing of the chapter in the Efficiency Contest added more coal to the fire.

The first event of importance was a smoker held at the Winecoff Hotel on October 26. Walter Lecraw, Solicitor-General for the Atlanta District delivered a most interesting address on politics. Kappa then proceeded on its way with a very enjoyable steak-fry at the Deltasig Lodge on November 2. The many recreational facilities of the Lodge were happily utilized. On November 3, a great body of Kappa brothers convened for the celebration of Founders' Day, at a banquet held in the main dining hall of the Piedmont Hotel.

On this occasion, Kappa Chapter was honored by the presence of David I. Barron, the first charter member of Kappa Chapter and the principal speaker; and Brother Newton, the first scribe of Kappa. Several brothers from

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other chapters were in attendance, much to Kappa's delight. From this great event, we moved on to November 16. On this date, the Kappa train side-tracked to give the members an educational and interesting tour through the Atlanta Water Works. On November 17, Kappa held a professional meeting at the Piedmont Hotel. Mr. Anderson, an official of Fenner and Beane, brokers, was speaker for the occasion. A very entertaining and educational film was shown through the courtesy of the Ford Motor Company, entitled "Rhapsody in Steel."

Kappa's wheel of progress really spun on November 30 and December 1. The first initiation of the school year was held on these dates. Seven good men came through the ordeal alive and gained admittance to Kappa Chapter. They are John Gregory, Thomas Bridges, Austin Chase, William Hayes, Richard Respass, Jack Cravens, and Walter Buchanan. To date, four neophytes are planning to board the Kappa train at the next opportunity which has been set tentatively for February 29 and March 1.

Another interesting tour marked December 14 as a memorable day. Kappa members and guests were conducted on an awe-inspiring trip through the factory and grounds of the Atlantic Steel Company. The following day, still another fine treat was in store. On December 15, Kappa Chapter was honored by a joint meeting with Pi Chapter of the University of Georgia. Wiley Moore, Jr., former Head Master of Pi Chapter, who has recently completed a tour of the world, was guest speaker. Brother Moore delivered to a packed house, a most enjoyable summary of his trip.

Following in close order, Kappa members "put on their top-hats" and stepped out to Kappa's Christmas Dance, December 19, on the roof garden of the Ansley Hotel. A great crowd and a good time by all made the dance a success.

Kappa Chapter began the new year's activity with a smoker on January 11 at the Winecoff Hotel, followed by a tour of the Atlanta Brewery. I will leave it to your imagination as to whether this tour was enjoyed or not. This tour took place on January 18.

Thus with a smile of satisfaction, Kappa Chapter views the fast-receding mile posts of accomplishments. And now . . . Kappa turns its eyes to the road ahead which is the future, and with confidence that all will be well.—CHARLTON WIMBERLY.

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## Beta Initiates Ten

THE OUTSTANDING EVENT of our first semester's activities was the 62nd initiation of Beta Chapter which took place on December 14. After a grilling hell week, that culminated in a hell night in which all of the brothers seemed to take an active hand, ten tired and weary neophytes heard the ritual impressively delivered. The initiates were: Prof. Benjamin Franklin Bills, Francis F. Booz, Louis R. Cass, Robert J. Charles, Richard D. Crisp, William A. Fuller, Paul L. Nebel, Robert H. Spahn, Louis J. Talaga, and Howard O. Wise. Following the formal ceremonies a banquet was given in honor of the new brothers, at which time Grand Secretary-Treasurer H. G. Wright delivered a message of welcome. The sudden resignation of Clifford P. Miller from the office of Keeper of the Parchment Roll necessitated a special business session immediately after the banquet to select a suitable successor to Cliff. One of the newly initiated men, Richard D. Crisp, was elected to fill the vacancy. Another initiation is planned to take place in February.

The most shameful event of our fall activities was the annual play written, produced and acted by our neophytes. Our dramatic critic reported to *Beta News* as follows: "Every year the ex-pledges of the preceding year say that theirs was a play never to be surpassed in putridity, and every year the current group of neophytes prove that the previous year's pledges were, comparatively speaking, highly perfumed. Those who saw the stinking play given last Monday night agree that, for a time at least, a new low has been reached. Highly significant and perhaps auguring for better things is the fact that, when the show was over, the neophytes shouted

in unison from the comparatively safe haven of the kitchen, 'Are we lousy!' The *Beta News* critic bows to their scoop—they said it first—they were!"

To build for the future, a chapter must train its new members by putting them to work immediately in active chapter duties; for today's initiates are tomorrow's officers. That is the philosophy of our Head Master Harold A. Shanfield, who announced the following committee assignments immediately after the initiation: Howard O. Wise, scholarship; Francis F. Booz, athletics; Robert H. Spahn, Louis J. Talaga, and Paul L. Nebel, social; Robert J. Charles, house; Louis R. Cass, ceremonies; Richard D. Crisp and William A. Fuller, *Beta News*. Due to the pressure of other work, three of our able chairmen were forced to resign their offices: Sherman Pate has succeeded Gil Love as social chairman; Sterling Bassett has taken over the former duties of William Coggeshall as athletic chairman, and Clifford Miller will attempt to equal the accomplishments of Edmund Cameron in the office of *Beta News* editor.

Our annual Monte Carlo party, under the chairmanship of Gil Love, brought a goodly number of the brothers and their dates to the house on Saturday evening, November 23. As each couple entered, the girl was weighed, for the admission price was one cent for each pound of "date." Each couple was given \$1.152 in phoney money to dissipate on roulette, chuck-a-luck, dice, horse races, slot machines and many other gambling devices. The annual joint fraternity dance was held in the Towne Room of the Knickerbocker Hotel on Saturday, December 21. This affair is conducted each year by Delta Sigma Pi, Alpha Kappa Psi, Tau Delta Kappa, and Phi Sigma Phi for their members exclusively. Sid Johnson of Beta Chapter was chairman of this event. Steve Janick promoted a most successful stag at the house on Friday evening, December 27. The tables were spread with stacks of meats, cheeses, relishes and other appetizing dishes. A keg of beer furnished the inspiration for the brothers to supply their own entertainment.—ANTHONY T. MARSHALL.

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## Johns Hopkins Sponsors Successful Radio Broadcasts

CHI CHAPTER HELD the annual Founders' Day Banquet on Thursday evening, November 7 at Frederic's, 820 N. Charles St. This was one of the largest and most interesting affairs of the season. A large crowd of the older members turned out and many old acquaintances were renewed. Many visiting brothers of nearby chapters increased the size of the gathering and added to the fun. Following the program everyone returned to the university for the second professional rush smoker of the season.

Mr. G. H. Newhouse, International Business Machines Co. representative in Baltimore, gave a highly informative outline of the "Application of International Electric Book-keeping and Accounting Machines to Modern Executive Problems." He explained how these machines were applied to modern businesses and what they are. The lecture of Mr. Newhouse was supplemented by an actual demonstration of the operation of these machines, which were on display, by assistants who accompanied him. The largest crowd in years, 106 persons, attended the affair. The chapter is indebted to the committee for its efforts in obtaining the services of Mr. Newhouse.

On Monday night, December 9, our annual birthday party was held at the Montfaucon Club with a Monte Carlo party following the usual ceremonies. The party proved such a success that plans are being made to have another one in the near future.

On Wednesday night, November 20, the alumni club held a dinner at the Oriole Cafeteria. We of the active chapter who attended the dinner challenged the alumni of the University of Maryland to a bowling match. It was soon apparent that the U. of M. could not compete with us and after the match we returned to Levering Hall for a smoker. A crowd of 69 turned out. The guest speaker of the evening

was Mr. C. S. Stackpole of the Gas and Electric Co. His topic was, "Salesmanship and Salesmanagement."

The high point of our fall season, the winter formal, was held on November 16, at the Cadoa Ballroom. We entertained 95 couples and it was a success. Our first initiation is scheduled for the second week in January and right now we are keeping our pledges busy going through their paces, much to their discomfort and our amusement.

Our series of radio broadcasts this year have been highly successful due to the fine response of our listeners. While the first series is over another is to be presented over the same station, WBAL, in the middle of January. We hope that some of the other chapters can hear at least one of the broadcasts of this coming series. Any comments they have will be appreciated.

The office of Scribe was left open by the resignation of C. E. Richardson. However, the job is now being taken care of by C. Davis Hogendorp.

Plans have been completed for an industrial tour through one of our local plants in the near future. Our mid-winter formal dance will be held at the Maryland Country Club on Saturday night, February 8.

On behalf of the chapter, your correspondent takes this opportunity to wish you all a Merry Christmas and a Happy New Year.—PARK ROBERTS.

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## Zeta Largest in History

THE PROGRESS UPWARD made by Zeta Chapter last year has continued and as we approach the end of the first semester a marked improvement may be observed. Outstanding among these gains is the increased undergraduate membership which, after our December initiation of seven men, totals 25 active members. This number is, to the best of our knowledge, a high water mark in Zeta's history, at least in recent years, and we have every reason to believe that the new year 1936 will stand as the most successful period since the chapter first organized in 1921.

A new activity has recently been established in the publication of a monthly letter, *Zeta Zephyr*, the Symbol of Progress. All our alumni will receive copies and it is expected to serve as a medium of exchange between men who have lost contact with old college friends, enable them to renew acquaintances, and keep them advised of the chapter's activities. In addition to this exchange feature, each issue will contain a biography of an outstanding Zeta alumnus or some one associated with the chapter.

Founders' Day was celebrated with a banquet for members, pledges, and alumni. The speakers were Dean Hawkinson of the School of Commerce, Evanston Division, and H. G. Wright, Grand Secretary-Treasurer. Brother Hawkinson stressed the importance of scholarship and the weight it carries with prospective employers. Brother Wright outlined the new Alumni Placing Service recently established and emphasized the many opportunities which accompany membership in the fraternity.

A Travel Bureau for Northwestern University students has been established by two Zeta men, Browning Egelston and Barton Wickstrum. One feature of this work is a series of conducted tours in and around Chicago to acquaint out of town students with local points of interest. Stuart Busse is the official guide and uses his surplus lung power to good advantage; 95 per cent of the tourists are co-eds, which is a distinct tribute to Barton Wickstrum, Zeta's male Adonis. Trips have already been held to Chinatown, the Ghetto, Hull House, and the Chicago Tunnel System. Zeta Chapter, through these members, is making a modest but real contribution to the educational work of the university.

The custom of each pledge class giving an appropriate gift upon their initiation has furnished the chapter house with some attractive accessories. These include a leather plaque of the fraternity crest which adorns the living room, a useful bulletin board, and a multiple mail box for the distribution of members' mail.

Zeta has taken an active rôle in interfraternity athletics,

entering teams in touch football and basketball. In scholastic circles also, Zeta is not without distinction, having two men, Browning Egelston and John Scherm, as members of Beta Gamma Sigma, and Reynold Carlson recently elected to Phi Beta Kappa.

The present chapter officers are: Head Master, George Beise; Senior Warden, Browning Egelston; Junior Warden, Fred Schraffenberger; Treasurer, Alfred Lambrecht; Scribe, Maynard Burleson; Historian, Robert Johnson, and Chancellor, Reynold Carlson. John Bubul was head master from June to November and did a splendid job of launching the chapter on its program for the year. The press of outside work necessitated his resignation and George Beise, his successor, has demonstrated real ability and resourcefulness in carrying on the work.

Our activities for the first semester have been in the nature of a vertical expansion, acquiring an adequate membership. The second semester will be occupied with an expansion of the horizontal sort, widening the scope of our professional activities and integrating them into a well rounded program.—REYNOLD E. CARLSON.

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## Pennsylvania Pledges Seven

YOU KNOW THIS "City of Brotherly Love" has a reputation for being very easy going and methodical. In spite of all this we can accomplish a number of things in an amazingly short time. Beta Nu Chapter always starts the year with honest intentions of being characteristically Philadelphian, but we can't keep it up very long. We start all right but before we know it we find ourselves gaining so much momentum that we cannot stop "going right to town." We start with big ideas and find them terminating in bigger results. There is so much activity in the rushing line with everybody coöperating that it is hard for one person to keep track of it all. We can still find time, in spite of all this necessary activity, for a deluge of social functions including our informal Saturday evening parties and the all-important New Year's Eve Frolic.

We have seven pledges in the chapter at present and twice as many more ready to pledge. We were favored by the presence of Dr. E. J. Cattell who gave us a splendid talk on his philosophy of life in general as the high spot of our smoker on November 26. Closely following, on December 1 we were addressed by Mr. Earl Gratz, who is Assistant District Attorney of Philadelphia, on "Crime and its Prevention." On December 9 we were entertained by one "Prince" Omega Greenolla, a magician of no mean talent, and one "Mystic Rivers" an escape artist. The former amused our guests by eating carpet tacks, razor blades, and broken glass while the latter allowed himself to be locked up in a tangle of chains and padlocks and quickly disengaged himself.

We cannot resist at this time to report the fact that we have come through our Christmas shopping season, a series of Saturday afternoon skirmishes with the general public, with flying colors. We did it absolutely without loss of life or limb to any of the brothers. If you don't think it is a noteworthy accomplishment we invite you to try it in Philadelphia some time. Closely following this noble feat was the grand ushering in of young "Mister 1936" which was done in great style to the soothing music of Teddy Fairbanks and his "Harmony Kings." Never, to our knowledge, has the new year been welcomed at 3902 Spruce Street with more revelry or hilarity. We have been making a few small alterations and repairs around the house and much to our surprise some of the brothers have turned out to be pretty good carpenters and electricians.

While we are making plans and preparations for our first initiation of this year, to be held on Friday and Saturday January 10 and 11, we take time out to give our best wishes for a Merry Christmas and a Happy and Prosperous New Year. And also to the winners of the last Chapter Efficiency Contest as announced in the November DELTASIG, we congratulate you.—CLAYTON G. BRANCH, JR.

## Fire at 1029 Fourth Street!! Hurry!!

OUR TREASURER DONALD LOBAN and Steward John Fett were going over the profit and loss statement for the commissary about 9:30 A.M. on Tuesday, December 10. Belford Gunderson was getting some healthful late morning sleep. No one else was in the Alpha Epsilon house. Fett went on an errand downstairs, Loban smelled smoke and rushed down after him, meanwhile "Gundy" arose to attend a 11:30 lecture class. He saw smoke rolling over the roof, but was not greatly perturbed until he heard Loban yelling for Fett. Looking in the adjoining room Gundy saw flames leaping through the walls, heard Fett calling the fire department, and with unaccustomed speed he dressed and rushed downstairs to safety. The firemen finally came (so it seemed) and after heavily recruiting more help (six fire trucks in all) they calmly put the fire out in about an hour and a half.

Everything was adequately covered by insurance. A \$422 laundry and dry cleaning bill was our first notification of the damages. The loss on the house furnishings alone came to \$500, while our personal losses reached about \$1000. As yet, the damages to the house have not been determined. At present some of the boys are staying in other fraternity houses, as their guests, others are staying with friends, and still others are rooming in nearby hotels. The nearness of it all to the final examinations made it most embarrassing. A quarter's work of note taking burnt to a crisp meant incompletes for several of us. Faculty cooperation was splendid. As for publicity, Alpha Epsilon reached new heights. Front page pictures of three brothers in the *Minneapolis Journal*, as well as pictures and articles in four other leading Twin City papers. We all hope and expect to be able to move back into the house by the first of next quarter, so we are wishing for fair weather to facilitate the contractor's work.

But we can't let the fire occupy all our attention. Just a bit of reminiscing first. It takes us back to football days. Head Master Wayne Hartson, Brother Belford Gunderson, and Pledge Bob Turnwall motored to Iowa City to see the Gophers trip the Iowans. After the game a quick trip was made to Chicago, but Monday morn found them all up for early morning classes.

On the campus we find that Orem Robbins marched second in line at the Military Ball and will have charge of the Professional Lecture Series of the Business School next quarter. He also must be complimented on his high scholastic average, as he was recently elected to Beta Gamma Sigma, honorary scholastic fraternity.

Our active members roll call was swelled by ten last quarter instead of the seven we expected to initiate and listed in the last DELTASIG. Three states are represented. The new brothers are Orem Robbins, Carl Hogander, John Mattila, Charles Lothrop, Winfield Ritter, Kenneth Foster, and Edward Russell from Minnesota; Kenneth Weiman and Harold Bina from North Dakota; and Leonard Longager from South Dakota.

After our early rushing progress last quarter we idled down, but Senior Warden John Fett is planning an extensive rushing program for this quarter. Ray Fredriksen has scheduled a group of excellent speakers for our bi-weekly Professional Talks. And with everyone returning with a list of New Year's Resolutions, we look forward to 1936 with confidence for a successful year.—BELFORD GUNDERSON.

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## Wisconsin Marches On

PSI'S INCREASED MEMBERSHIP—the result of last November's initiation rites—has convinced this chapter that we are definitely continuing on the upgrade. Our chapter membership now totals 21 with further reinforcements coming up in March or April when the initiation of eight additional members is contemplated. Our great rushing program is being continued with the same vigor as before and

further success is certain to be achieved. Rushing this second semester is being directed by Eugene Davis—a fairly new man in our organization but capable, nevertheless. As part of last semester's rushing activities, Psi Chapter cooperated with four other commerce organizations in holding a Commerce Smoker at the Memorial Union Building on December 3. Nearly the entire commerce faculty was there to greet the many rushees which this chapter, as well as the other organizations, had invited. All these commerce gatherings sponsored by the new commerce school head, Fayette Elwell, and all the other commerce organizations, have greatly rejuvenated the Badger School's Commerce department. Membership—student membership—in this department is steadily increasing and all signs indicate that the toughest part of the road has been traveled.

Social events transpiring since our Homecoming party on November 9 include a Christmas formal on the eventful evening of December 14—remember—when Wisconsin cleaned up on the Marquette basketball horde by a score of 22 to 35? The other event, in the form of a Fusser's Dinner, was held on the following day—December 15. Other social events tentatively scheduled for this second semester include a Bowery Party sometime in March, and the annual spring formal sometime in May.

Chapter elections on December 16 brought in several changes in the official personnel. The following officers were elected: Head Master, Clarence Bloodorn (re-elected); Senior Warden, M. Eugene Davis; Junior Warden, Howard Gearhart (re-elected); Treasurer, Harold Kailing; Scribe, Karl W. Storck; Chancellor, Allen Skowlund; Senior Guide, Albert Hanson; and Historian, Harold Berkholtz.

Psi's prestige experienced another big push when the chapter's touch football and volley ball teams took first place in their respective divisions. The victories netted us two fine trophies. Our bowling team is also "going to town" playing in the all-fraternity semi-finals. The team beat the Sig Chi's the other evening and had the pleasure of "downing"—with the help of the Sig Chis—a quarter barrel of beer. More fun! . . .—KARL W. STORCK.

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## Marquette Is Host To H. G. Wright

DELTA AT MARQUETTE initiated five men at the chapter house, followed by the traditional banquet at the Ambassador Hotel on December 8. The new brothers are Carl Sterbenk, Harold Horn, Don Elert, E. Sherwood Bishop, and Frank Fernstrom. Sunday afternoon and evening the chapter was host to Gig Wright, Grand Secretary-Treasurer of the fraternity, who gave a very interesting and instructive informal talk before fifty active and alumni members at the banquet.

We started our athletic year with a decisive victory over the Alpha Kaps. Joe Doherty was the leader in this 30 to 6 touch football game. The victory was again repeated in basketball, the score being 28 to 9. The team is in first place in the fraternity basketball league at the present time. Joe Doherty, Harold Horn, and Carl Sterbenk are already in training for varsity track.

Twenty-eight brothers attended the Marquette Victory Banquet at the Milwaukee Auditorium, December 16, 1935. The banquet was a tribute to the Marquette football team. Warren Brown, Chicago sports editor, principal speaker of the evening, said that this was the greatest honor to any team anywhere in the country. Other speakers were the Rev. William M. Magee, S.J., president of Marquette, Fritz Crisler, Princeton coach, and Frank Murray, coach of the famous team. You other schools better watch out for Marquette next season. We want to repeat this "biggest football banquet ever held anywhere," and we're sure we can do it. Marquette is "ace high," and Delta Chapter is right up there with the school.—STUART P. KESSLER.

## All's Well at Michigan

**GATHERING POWER** WITH each additional day, Xi Chapter has swung into the serious part of the school year with the greatest momentum in years under the able leadership of Head Master Colin C. Macdonald who brings his administrative talents from far off Oregon. Election of officers for the school year, initiation and new pledging, and parties have featured chapter activities during the past two months.

Elections in early December for this school year returned most of the chief officers to power. Some of the initiates, however, broke through to start their administrative careers in the fraternity. The year's chief officers are: Head Master Colin C. Macdonald; Senior Warden, Ernest Bateson; Junior Warden, Raymond Conrad; Scribe, Kenneth Kilgore; Treasurer, Richard Prey.

Pledges Raymond Conrad, Arthur Mansure, Richard Prey, Francis Brown, John Doelle, Robert Thome, Louis Landon were initiated into sacred mysteries of the order on Saturday, November 30. This brings the Xi Chapter roll to 209. The initiation banquet that eventide was attended by four faculty brothers. Brother John W. Riegel, youthful, earnest director of the famous Michigan Bureau of Industrial Relations, gave the address of the evening.

The pledging of Harry Brattin and Howard Parsons brings the pledge line back up to eight. Other promising students are lined up for January and it is anticipated that we will be able to initiate at least twenty at our three initiations this year.

Xi Chapter House played host the day of the Ohio State game, November 23, to its alumni and to visitors from other chapters. Especially prominent were visitors from the Nu and Theta houses. The dolorous football game was followed by a banquet, at which over sixty were served, and the pledge dance, at which over seventy-five couples danced and taxed the capacity of the house for the rest of the evening. It was one of the most successful parties of the chapter and more are being planned for later in the year.

More informal was the party of December 19, at which the members gathered to exchange gifts and watch the pledge play. After the pledges, under the able leadership of docile, good natured, powerful Ben Winchell, pledge captain for two years, had acquitted themselves nobly by singing Christmas carols, thus putting Xi's entertainment on a high level, gifts were opened, and the members had their various eccentricities painfully exposed to an amused audience.

Rudolph C. Schmidt of Detroit, member of the Grand Council of Delta Sigma Pi, and chairman of the national Committee on Finance, and H. G. Wright of Chicago, Grand Secretary-Treasurer of the fraternity, were guests of Xi Chapter on Sunday, November 10. Several alumni of our chapter from Detroit were also present on that occasion.

Deltasig members ran rampant through elections in Business Administration School this fall. Initiate Prey, a new student at the university, came off with the presidency of the junior class. Brother Carey was elected committeeman from the college to the University J-Hop Committee. Head Master Macdonald came through with his share of the honors, was elected committeeman on the University Senior Prom Committee. Stan Kilgore, brother of Scribe Ken Kilgore, kept up family traditions, captured the secretaryship of the senior class.—**JOHN A. DOELLE.**

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## Alabama's Activities In Full Swing

**OUR SMOKER** WHICH was held on November 12 proved to be as successful as anticipated. Refreshments were served during the early part of the affair, followed by entertainment in the form of accordion and piano solos, and motion pictures. Harry V. Mitchell, a member of the faculty,

discussed the history of fraternities in American colleges, while Head Master Virgil Hampton followed this preliminary discussion with the "History of Delta Sigma Pi." The latter stressed the importance of the organization and described the potent influences which such an affiliation have upon a student's career. He also pointed out that the fraternity's effects are felt long after graduation. After the termination of the smoker, the members voted upon those who had been present and selected the most promising candidates as future members of the chapter. At the following business meeting, Hollis Howell, Paul G. Thomas, Ernest Fite, and Robert Davies were pledged. It was decided to pledge the others elected shortly after examination.

At the first professional meeting following the smoker, Professor Nations gave some interesting information on each of the presidential candidates. His speech, "Candidates for the Presidential Election," was well received by the members. Wendell M. Adamson, member of the department of Statistics, gave a discourse upon "Social Conditions in the South." He stressed the need for the landowners to recognize the plight of the farmers, and also introduced an industrial angle into the present situation.

On December 3, the date set for the election of officers, retiring Head Master Hampton suggested that only the offices of head master, scribe, and treasurer be filled at this time. He further added that the other officers be appointed by his successor at the initiation of pledges. His proposal was adopted. The following are our new officers: Head Master, Charles Davis; Scribe, Elmer Phillips, and Treasurer, Noel Cumbaa. All of them were unanimously elected. Since this was Head Master Hampton's last time to preside, he took the opportunity of expressing his appreciation for the support and coöperation which the members had given to him and indicated that he would assist the fraternity in every manner possible. His last wish was that the chapter continue its rapid growth during the coming year.—**STANLEY F. ZAJAC.**

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## Twenty New Members at Rider

**BY THE TIME** this issue goes to press, Christmas and New Year will be in the gloaming, but nevertheless, Beta Xi wishes all the brotherhood the best Christmas in years and a grand fresh start for the coming year. Beta Xi is starting its New Year with new officers. Schuyler Mills, Head Master; Lee Youngs, Senior Warden; John Reeves, Junior Warden; Robert Myers, Scribe; Wilbur West, Treasurer; and Charles Potter, Historian. This chapter can be well proud of its out-going officers for their efficient manner of conducting the fraternity activities during the past year.

However, the New Year brings new hopes, new goals to conquer, and we believe that Beta Xi will be in the hands of brothers who have the fraternity spirit well founded in their make-up. We are sure they will strive to place us as an organization well up to the top as a progressive unit of Delta Sigma Pi.

Twenty neophytes were conducted through the final rites of initiation, Wednesday night, December 18, and the senior members are expecting these boys to carry the flag of Delta Sigma Pi with high heads and proud hearts.

Schuyler Mills, outside of assuming the tasks and headaches of a head master will lead the committee for our initiatory dinner-dance to be held at the Trenton Country Club on the evening of January 4, 1936. Ray Callahan again will be our genial band-leader with his snappy orchestra. All the boys are fighting over the cream of Rider College fair damsels to escort to the big affair. Many alumni are expected to return to the house for the dance.

Beta Xi has set her sails, made fast the helm and is sailing steadily into the sea of new adventures for 1936. One ship cannot conquer a nation, but a fleet of sound ships with well trained sailors can conquer new lands. Are you

going to follow us? Come on. Let's go for a great 1936.—  
NEWTON D. ROBERTS.

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## Georgia Entertained by Kappa Chapter

THROUGH THE EFFORTS of Head Master Moore of Pi Chapter and Head Master Truelove of Kappa, joint meeting was held on December 7 in Atlanta. Brothers Pete Moore; Jerry Westbrook, Scribe; Dan Morrell, Correspondent; Jim Cleveland, Treasurer, and Charlie Elrod (Kappa), made the trip to Atlanta in two cars. The small number present was due to the fact that exams for the first quarter started on the following Tuesday and most of the members were hard at work.

On our arrival in the gate city we went to the lobby of the Piedmont Hotel where we were ushered upstairs to the banquet room. After meeting the members of Kappa and their guests, we enjoyed a delicious dinner and then Head Master Truelove introduced Wiley "Pinky" Moore as the speaker for the evening. Brother Moore had recently returned from a world tour and gave an excellent talk on some of the countries he visited. Not only was his talk instructive but was delivered in such an interesting manner that it was a shame he could not make it longer. When the talk was over, a joint business meeting was held, at which all of we Pi members understood why Kappa Chapter is such an efficient one and continually rated at the top in the Chapter Efficiency Contest. The entire visit was thoroughly enjoyed.

It is hoped Pi Chapter will be able to entertain Kappa in Athens at an early date. Such meetings are very helpful and bring about closer contact with other chapters of Delta Sigma Pi.—D. S. MORRELL, JR.

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## DePaul Welcomes The New Year

ALTHOUGH THE HOLIDAYS have passed Alpha Omega Chapter at De Paul hopes that all of its brother chapters enjoyed a Merry Christmas and that they will all enjoy a happy, prosperous and successful New Year. The members of Alpha Omega Chapter began the New Year in true fraternal style, by gathering to see the New Year in. The chapter presented a New Year's Eve supper dance for the alumni and friends at the Chez Emile, 180 E. Delaware Place, Chicago. Bob O'Brien and his orchestra provided the music amidst typical festival surroundings. Attendance was limited to seventy couples. Confetti and noisemakers added to the festivities of the evening.

The professional program of the chapter is continuing in great strides to boost Alpha Omega's standing in the Chapter Efficiency Contest. The next professional meeting is scheduled for Friday, January 17, 1936. It is planned to have Instructor F. W. Mueller as a speaker for the evening. Any Deltasigs residing in Chicago are invited to attend. Brother Mueller is our faculty adviser, and has recently published a book on finance, titled "Losses on Bank Assets."

Alpha Omega Chapter now numbers two members on the Student Activity Council, the student governing body of the university. They are: J. J. Sullivan and Jack Loughnane. Nick Kohl, one of the chapter's pledges, is also a representative to the council and was a member of the Freshman-Sophomore Cotillion Committee.

By the time the March issue of THE DELTASIG comes to press Alpha Omega will have more in the line of sports news. However, during the month of January the Interfraternity Basketball Tournament will get under way and we hope to cop the championship this year. The team, com-

posed of Brothers Hart, Umhofer, Gacki, Cainkar, and Pledge Porter, is getting into shape for the tournament. In addition to basketball, the winter season brings bowling into the limelight. After every meeting the bowling alleys at the Lake Shore Athletic Club are taken over by the Deltasigs. We are looking forward to another tournament with Beta Chapter, and at this time wish to assure everyone that the going will not be so easy for Beta this year.

On Friday evening, December 13, Alpha Omega Chapter gave a Hoodoo Dance on the loop campus. Approximately forty couples danced to the smooth rhythm of Jim Crotty and his orchestra.

And that concludes our broadcast for the present, and so until the March issue, adios, brothers.—GEORGE E. UMHOFFER.

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## Alabama Poly Initiates Seven

BETA LAMBDA INITIATED seven new brothers on Halloween night, October 31, 1935. Despite the fact that spooks and witches were howling outside, we had a very impressive ceremony due chiefly to the remarkable ability of Head Master Alfred H. Jackson to conduct impressive ceremonies. After the initiation, all members went to Benson's Banquet Hall where we enjoyed a banquet fit for kings. Talks were made by the new initiates, the head master, a visiting brother from Alpha Sigma Chapter at the University of Alabama, and our faculty adviser, Prof. C. P. Austin. It was at this banquet that the Keeper of the Parchment Roll was elected.

The following men were initiated into our chapter: William H. Persons, Birmingham, Ala.; Jack S. Vann, Headland, Ala.; George G. Perry, Jr., Cuthbert, Ga.; William L. Radney, Jr., Alexander City, Ala.; Dan C. Smith, Clanton, Ala.; Frank Y. Conner, Jr., Tuskegee, Ala.; and James P. Handley, Birmingham, Ala. Two of these men, Brothers Persons and Handley, are seniors and the rest are sophomores.

Our first professional meeting of the year was held in November and the speaker for the occasion was Dean John W. Scott, dean of the School of Science and Literature. Dean Scott spoke on the traits looked for in young men by employers when seeking new employees. He placed special emphasis upon honesty, industry, and the willingness to work. He also showed the close relationship between a student's success in college and the success he attains after leaving college. After the talk, those present were given an opportunity to ask questions and make comments relative to the subject.

Prof. Richard W. Bryan, a charter brother of Kappa Chapter at Georgia Tech., did not return to Auburn this fall to resume his position in the department of Economics. However, we have another brother in his place, Prof. J. T. Allen. Professor Allen is a charter member of Alpha Psi Chapter at the University of Chicago and Beta Lambda welcomes Brother Allen to the Auburn campus. It so happens that Brother Allen was an instructor here in 1931 when Beta Lambda was installed. He was instrumental in helping our chapter get started, so Brother Allen, welcome back to the chapter you helped found!—MILTON D. ROTH.

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## Chicago Pledges Five

ALPHA PSI CHAPTER here at the University of Chicago ended the first quarter with five new pledges. We plan to initiate them into the fraternity early next quarter—look out, pledges!

Since the last DELTASIG, Alpha Psi has had two smokers. Both of them were supported by a representative group of

brothers, pledges and guests. In the first smoker our guest speaker was Mr. W. N. Mitchell, associate professor of Accounting at the University of Chicago. Mr. Mitchell spoke on general business conditions, with special reference to the railroad industry. At the second smoker our guest speaker was Dean W. H. Spencer, of the School of Business. Dean Spencer gave us an interesting discussion on the N.R.A.

On November 8 H. G. Wright, Grand Secretary-Treasurer of Delta Sigma Pi, was the guest speaker at our Founders' Day program. Mr. Wright gave a splendid talk on the activities and purposes of our fraternity, significantly stressing the good fellowship and friendliness of its membership.

Alpha Psi members also went on two field trips under the direction of Assistant Dean C. H. Henrikson. The first one was to the International Harvester Company, and the second to the Tribune Building. I'm sure the trips were both educational and interesting.

We are proud to announce that our fraternity brother Edwin V. Nemecek was awarded the Delta Sigma Pi Scholarship Key for the year 1934-35. In addition to winning the key Brother Nemecek and two other fraternity brothers, former Head Master E. L. Lusk and J. Douglas Veith, were chosen Phi Beta Kappa, national honorary scholarship fraternity members. We sincerely congratulate them.

We have elected Lowell Schultz head master to take the place of Robert Bristol, who had to discontinue school early last quarter. Head Master Schultz is to be commended on the splendid manner in which he has guided our chapter activities since his election.

Alpha Psi Chapter is well represented in the Student Council of the School of Business. Senior Warden Howard Hickok is president of the Council, and a very capable president, too. He has directed the School of Business activities with a great deal of vigor. Earl Worman, junior warden, is secretary of the Student Council. Head Master Schultz is also a member of the Student Council.

Intramural basketball will start next quarter and Alpha Psi will be well represented. We were champions and runners-up successively in the last two years, so we have quite a standard to live up to.

We unite in wishing all the chapters a happy and successful New Year.—EARL W. WORMAN.

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## Impressive Ceremonies For N. C. State Initiates

SINCE THE LAST ISSUE of THE DELTASIC, Beta Delta Chapter has been very active. On November 26, we pledged nine new men. The candle light ceremony was impressively performed at the home of Dr. R. O. Moen, our faculty adviser. After the ceremony, Dr. Moen entertained the members and pledges at an enjoyable dance. On December 1, initiation was held in the chapter room at Peele Hall. The initiates were: L. E. Atkinson, G. G. Currie, D. L. Gilbert, W. E. Hart, R. W. Jordan, M. W. Schnauffer, Alton Smith, Alfred Templeton, and H. W. Winstead, all outstanding business students.

Our annual fall banquet followed the initiation. The speaker for the evening was Mr. J. M. Broughton, president of the North Carolina Bar Association. Mr. Broughton told those present that no one has ever been truly interested in his job. Warning the group not to let their work stifle the cultural and beautiful in their lives, he advised them to develop hobbies. He further stated that there should be a motive in business broader than the profit motive—that of service to humanity.

Beta Delta received very favorable publicity in the *Technician*, the school weekly, because of its high standing in the 1934-1935 Efficiency Contest. Pictures of the members of the chapter, and several articles on the history, professional meetings, and the extra-curricular activities of the members were contained in the issue.—JAMES D. RENN.

## Beta Theta Well Represented In Creighton Activities

BETA THETA HELD a joint initiation on Sunday, November 23, at the Birchwood Club House. Our chapter played host to brothers of Alpha Delta Chapter of the University of Nebraska at a joint formal initiation. The ceremony began with the reception of five new men into Beta Theta Chapter, after which nine men were admitted into Alpha Delta Chapter. Upon completion of the ritual and the timely congratulations to our new brothers, all adjourned to the banquet hall where we enjoyed a delicious four course dinner. Short talks were given us by our alumni club brothers.

Our new brother, Charles Preston, has portrayed a major character in each of the three theatrical productions presented by the University Players this season. "Chuck" has been equally prominent in Creighton dramatics during his past two years with us.

Beta Theta has begun a series of social chapter meetings which are to be held every second Monday, the series to be continued throughout the remainder of the school year. The Birchwood Club House, in which we have held several meetings, offers varied amusements, some of which are bowling, pool and billiards, cards, and dancing. Members of the chapter have inaugurated a bowling league. Contestants vie during each social meeting and as often as they are able throughout the week.

Two of our group have earned positions on the College of Commerce honor roll for this quarter of the school year. We are quite proud of these men, and we hope they will continue to bring honor to themselves and to the fraternity for the remainder of their college years. Our head master, Charles J. Condon, and our treasurer, Walter J. Rotter, have also been honored through their election to the Board of Governors of the Creighton Students' Union.—JOHN A. MORIARTY.

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## Boston Celebrates Founders' Day

GAMMA CHAPTER OBSERVED the twenty-eighth anniversary of the founding of Delta Sigma Pi at the Copley Square Hotel in Boston. There were thirty-four brothers present, along with over sixty guests. Following a banquet attended by the brothers, they retired to another room in the hotel where a very successful social gathering was conducted under the skillful hand of Brother Pitts. Following a brief talk by Brother Pitts, he introduced Coach Pat Hanley of the Boston University football team. Pat gave us a regular football coach pep talk and told us how splendidly the football team was coming along. Then he brought out a movie camera and showed us the highlights of the B.U. vs. University of Vermont football game. Brother Pitts called upon various brothers to talk about Delta Sigma Pi. They all were the best ever, and the Founders' Day banquet was set as a goal for us to attain in the future.

Gamma Chapter is proud to say that it has already taken in two new brothers this year, and at the present time has ten pledges. Instruction classes have already been held for the pledges and sponsors have been assigned. The pledges will entertain the chapter with a play of their own making.

Frank O'Leary, Gamma's senior warden, has been elected vice-president of the senior class of the College of Business Administration at Boston. He is also president of the Newman Club.

In the Chapter Efficiency Contest Gamma has enjoyed an impressive rise from near the bottom last year to the seventeenth ranking last month. We are doing everything we can to carry the rating even closer to the top.—RUSSELL D. RAMETTE.



## Missouri Promotes Industrial Tour

ALPHA BETA WELCOMES the following men into her ranks. They were initiated on December 15, and are George Beck, Roy T. Davis, John Howard, Arthur Howard, William Lindholm, James R. Lawes, and Robert Williams. Province Director William H. Haas, Jr. of St. Louis was a guest at the initiation ceremony. Interesting programs have been the aim of Alpha Beta at its professional meetings, and we believe that we have done our part. On October 22, Prof. D. R. Scott of the Accounting department spoke on the use of statistics in management. The meeting was well attended by alumni, active members, and rushees. On November 9 Prof. Fred McKinney of the Psychology department spoke on the barometers of advertising effectiveness.

On November 15 the School of Business sponsored a trip to St. Louis of interest to all economics and business students. The idea was first developed and vigorously pushed by Delta Sigma Pi, and to our chapter must go most of the credit for its success. Several business firms and banks were visited, with an eye to learning something from "the inside." Thanks to assistance from several other school organizations, about 120 traveled on the special train that took the crowd to St. Louis.

The chapter has an excellent record over the first part of this year, and we are anxious to continue. Under the leadership of Head Master Gildehaus, and with the help of Brothers Bauer and Spangler, faculty members, an extended rushing campaign is under way. We intend to complete the chapter's quota of new men with the best in the business school.

Turning to our alumni ranks, we find that Shelton Phillips and William E. Pemberton are now presidents of alumni associations, the former in St. Louis, the latter in Kansas City. Paul Vaughan, a graduate last June, began work this fall with a public accounting firm in St. Louis. Robert Johnston, treasurer of Alpha Beta, is preparing himself for a public accounting position which he will take at the first of the year. Frank Osborn has been elected to succeed Brother Johnston as treasurer.

Our Homecoming against Oklahoma brought rain and defeat, yet many of our alumni were here, and many friendships and acquaintances were renewed. We hope to see all of you in the very near future.—WILLIAM SNYDER.

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## Nebraska on Upward Climb

ALPHA DELTA CHAPTER at the University of Nebraska is proud of the fact that we have staged a remarkable come-back this year. Twelve pledges were secured this fall, and nine were initiated in November, at a joint initiation held in Omaha with Beta Theta Chapter of Creighton University. We are now in the midst of another rushing campaign and hope to have another initiation late in the winter with a large class to go through at that time.

Every alternate week we hold a professional meeting or smoker, at which meeting each member is expected to bring a prospective pledge as a guest. Several very interesting programs have been presented. Newly elected chapter officers are: Head Master, Kenneth Fritzier; Senior Warden, Howard Friese; Junior Warden, Edward Markytan; Treasurer, Quinn Scott; Scribe, James Gray, and DELTASIG Correspondent, George Young.

We were particularly pleased with the appointment of Eddie Gildner as deputy director of Province XXI of Delta Sigma Pi. Enthusiasm is at a high pitch and we hope to carry on successfully throughout the balance of this year. Practically all of our undergraduate membership plan to attend the Twelfth Grand Chapter Congress of Delta Sigma

Pi to be held in Atlanta next September. We'll be seeing you there.—GEORGE YOUNG.

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## Cincinnati Holds Series of Smokers

ALPHA THETA CHAPTER, University of Cincinnati, under the direction of Head Master Frank Melzer, is entering the new year with great enthusiasm. The chapter is expecting a year of increased professional and social activities. Brother Al Knoll plans to present an outstanding business man as speaker at each professional smoker. Six smokers were held during November and December. Outstanding among the speakers were: L. H. Tompkins, world traveler and general sales manager of the Piggly Wiggly Corporation, and E. A. Allie, director of the Sears Roebuck and Company retail store in Cincinnati.

Founders' Day and Homecoming were celebrated on November 16, 1935 with a unique and well planned program, climaxed with a dance in the evening at the chapter house. Alpha Omicron at Ohio University joined in making this an eventful day.

Frank Melzer, Al Knoll, and Eugene Zimmerman have been appointed to the Student Council to help direct the activities of the Evening School of Commerce. Final plans have been made for the winter initiation on Saturday, January 18. The actives have promised the initiates one of the liveliest "hell weeks" in Alpha Theta history. Some features have been arranged to add "spice" as well as dignity to the Deltasig initiation on January 18.

The annual Christmas party was well attended on Friday night, December 20. Each member and guest was presented a gift, which added to the spirit of the Christmas holidays.—EUGENE ZIMMERMAN.

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## Baylor Progresses with Enthusiasm

COURAGEOUSLY SEEKING to rebuild the Baylor chapter after so many of its members had graduated, Beta Iota initiated five men on December 14 and plan to hold another initiation early in the spring. Those taken into the fraternity were Harry Glenn Hippel, Teague, Tex.; J. Barker Story, Muskogee, Okla.; W. G. Kirklin, Kilgore, Tex.; C. J. Adams, Port Neches, Tex., and D. L. Alford, Jr., Caldwell, Tex. The informal initiation was well-prepared on December 9, after which Hell Week gave the pledges a deep appreciation of the fraternity. As a climax, Head Master Rene Paul Henry presided at an impressive formal, which was followed by a dinner honoring the new brothers. Kirklin made a very fine after-dinner speech in accepting his duties as Keeper of the Parchment Roll.

In February Beta Iota will hold its annual formal banquet, famous for its distinctiveness among campus functions as one of the foremost affairs of the winter social season. Many other socials have been tentatively arranged. Among these are stag dinners, parties sponsored by the Waco Fish Pond Country Club, and a dinner or two with the Beta Kappas of the University of Texas.

Under the able direction of Head Master Henry, Beta Iota has progressed rapidly during the fall of 1935 and looks to 1936 as the largest year ever for the Baylor chapter. We extend greetings to every chapter and hope that Delta Sigma Pi will go forward with renewed vigor and make 1936 a banner year!—CURTIS HANKAMER.

## Mu Has New Year

WITH THE ADVENT of the Roman calendar, a precedent was founded—that the year should end on December 31. But this is not the case with Mu—we ended our year

on the day that we held our initiation at the house at 1809 R St. N.W. and the banquet at the well-known Mayflower Hotel on December 7, 1935. It was fun and funny, sombre and serious—for we had Brothers Armstrong, Provincial Director; McKewen, Grand Councilor; Nash, our Deputy Director; Coutinho, our chapter Adviser, and Grunwell and Stoval of Beta Eta—the last two mentioned are in Washington catching colds and studying Foreign Service. But they all helped to make the evening an occasion by their words of wit and wisdom. Nineteen young pups are now full-fledged Yellow Dogs, including seven of the eight new initiates. The new Delta Sigma Pi members are Robert Wilks, Carlos de Narvaez, Rex Wiesenfeld, Jack Beach, George Botfield, Leo Yanke, Joe Morris, and Paul Robertshaw. Right after the Yellow Dog initiation we began to celebrate the New Year and Era of Mu. It is the first time that we have had over fifteen members since Old Man Depression pushed us down the bob-sled run—but we reached bottom and are now on our way back up the hill—and we are going to stay on the top of that hill for a while, for the snow is all gone and our steersman, Pat Rinaldi, is bound that the sled shall not be ruined.

It is the common custom to wish all chapters and all Deltasigs a Happy New Year—but we of Mu are not going to do this. We are going to wish all chapters and Deltasigs a successful and prosperous New Year—for if you are true Deltasigs, the joy and cheer will take care of itself. If not, drop in at 1809 and it will be taken care of.

The Executive Committee held a meeting before the holidays and planned an extensive program for our New Year. Professional smokers, and all that follows, industrial tours, socials, a spring formal, and a trip to Baltimore on January 18, 1935 to attend the Chi initiation, and to watch them initiate one of our pledges, Jerry Stack, who was unable to make our initiation last month.

There is one more thing that Mu is stressing—and I do not think that it would do any harm for other chapters to stress a bit on the same point—"to encourage scholarship and the association of students for their mutual advancement by research and practice."—TOM RADZEVICH.

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## The Budget, Inflation, and Savings

*(Continued from page 44)*

It seems to me important that we remove, as soon as possible, all uncertainty regarding our money and the amount of taxes that must be paid. To end, too, government competition with private industry. We have come through depressions all right in the past and normal business has been resumed. Why should it not be so now? Perhaps we have had too many theorists, too much government relief and too much government interference with private initiative.

Much has been heard of a so-called Townsend Plan whereby people over a certain age are to be given a government pension of \$200 a month. I have no doubt that the motive behind this is a good one. To enact it, however, would result in utter ruin for the country, for it would add to a burden that is already far too heavy.

I have not the slightest doubt that our President wants sound money. No one should oppose him in clearly defined plans to promote recovery. We do, however, oppose unwarranted government spending leading to an unbalanced budget, leading perhaps to inflation. These things bring us right up to the brink of financial chaos and to untold suffering. We would, of course, eventually recover but the returning steps would indeed be slow and painful.

Your Congressman represents you at Washington. Let him know that you are opposed to inflation. Tell him that the budget must be balanced at the earliest possible moment. Tell him, too, that you are opposed to unnecessary expendi-

tures and experiments. You can do your part in helping to promote sound recovery in America.

This talk was broadcast over the Blue network of the National Broadcasting Company on March 8, 1935.

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## Modern Trends in Merchandizing

*(Continued from page 47)*

days ago, I received a booklet, in the form of a questionnaire, mailed to me by one of the largest automobile manufacturers. In the booklet I was asked to indicate what body style, radiator style, type of wheels, type of tires, spare wheel mounting, streamlining, color and shade, type of engine, etc., I liked best. Finally I was asked to check which general characteristics would influence me most in choosing my next motor car: Appearance, comfort, dependability, ease of control, first cost, operating economy, pick-up, safety, smoothness, speed. When the results of this questionnaire are compiled this manufacturer will have an intelligent answer to the question, "What does the public most desire?"

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## The Newer Relation Between Fraternities and the University

*(Continued from page 38)*

fill. As I see it, the plea is for a closer, more complete, and more constant coöperation between the educational administrators and the fraternity officers. As I see it, the plea is for you, as an organization, and as separate fraternity groups, to do all that you can to further the interests of your individual members through keeping pace with present-day educational demands. It is only through seeing intelligently the problems in front of us, it is only through the willingness to work objectively, that we will be able to meet such problems, and I believe your organization, as well as National Interfraternity Conference, can play, and must play, a tremendously important part in helping our universities meet the challenge before them.

## Sales Opportunity

**A** LARGE and well known manufacturer of office accounting and bookkeeping machines with branch offices all over the country is in need of several men for salaried positions in their sales departments. Excellent opportunities are available to individuals between the ages of 23 and 35 who qualify. The organization is a reputable one, and the fraternity can arrange a very favorable introduction for such members with the required experience who would like to be considered for these openings. Send full details regarding yourself to the Central Office of Delta Sigma Pi, 222 W. Adams St., Chicago, Ill.

JOHNS HOPKINS (Chi, 1922), Johns Hopkins University, School of Business Economics, Baltimore, Md.  
George Missel, Jr., 5611 Jonquil Ave.

KANSAS (Iota, 1921), University of Kansas, School of Business, Lawrence, Kan.  
George F. Guernsey, III, 1540 Louisiana.

LOUISIANA STATE (Beta Zeta, 1929), Louisiana State University, College of Commerce, Baton Rouge, La.  
Allen H. Smith, 436 Fifth St.

MARQUETTE (Delta, 1920), Marquette University, College of Business Administration, Milwaukee, Wis. Chapter House: 604 N. 14th St. (Broadway 0503).

MIAMI (Alpha Upsilon, 1927), Miami University, School of Business Administration, Oxford, Ohio.  
John W. Loos, Delta Kappa Epsilon House.

MICHIGAN (Xi, 1921), University of Michigan, School of Business Administration, Ann Arbor, Mich. Chapter House: 1502 Cambridge Rd. (5518).

MINNESOTA (Alpha Epsilon, 1924), University of Minnesota, School of Business Administration, Minneapolis, Minn. Chapter House: 1029 Fourth St. S.E. (Geneva 9309).

MISSOURI (Alpha Beta, 1923), University of Missouri, School of Business and Public Administration, Columbia, Mo.  
Richard Gildehaus, 4 Blair Court.

NEBRASKA (Alpha Delta, 1924), University of Nebraska, College of Business Administration, Lincoln, Neb.  
Kenneth C. Fritzier, 1634 Cheyenne St.

NEW YORK (Alpha, 1907), New York University, School of Commerce, Accounts and Finance, New York, N.Y. Chapter House: 26 W. 11th St. (Tompkins Square 6-9595).

NORTH CAROLINA (Alpha Lambda, 1925), University of North Carolina, School of Commerce, Chapel Hill, N.C.  
Doyle W. Blaine, 5 Pettigrew.

NORTH CAROLINA STATE (Beta Delta, 1929), North Carolina State College, School of Science and Business, Raleigh, N.C.  
Micou F. Browne, 1715 Park Drive.

NORTH DAKOTA (Alpha Mu, 1925), University of North Dakota, School of Commerce, Grand Forks, N.D.  
William A. Kunkel, 2808 University Ave.

NORTHWESTERN (Chicago Division—Beta, 1914), Northwestern University, School of Commerce, Chicago, Ill. Chapter House: 42 Cedar St. (Delaware 0957).

NORTHWESTERN (Evanston Division—Zeta, 1920), Northwestern University, School of Commerce, Evanston, Ill. Chapter House: 1914 Sherman Ave. (Greenleaf 9348).

OHIO (Alpha Omicron, 1925), Ohio University, School of Commerce, Athens, Ohio.  
Robert B. McAdoo, 38 Race St.

OHIO STATE (Nu, 1921), Ohio State University, College of Commerce and Administration, Columbus, Ohio. Chapter House: 1968 Iuka Ave. (University 1576).

PENNSYLVANIA (Beta Nu, 1932), University of Pennsylvania, The Wharton School of Finance and Commerce and Evening School of Accounts and Finance, Philadelphia, Pa. Chapter House: 3902 Spruce St. (Baring 9096).

PENN STATE (Alpha Gamma, 1923), Pennsylvania State College, Department of Commerce and Finance, State College, Pa.  
Richard C. Holland, Theta Xi House.

PITTSBURGH (Lambda, 1921), University of Pittsburgh, School of Business Administration, Pittsburgh, Pa.  
James A. Sands, 514 Berkshire Ave.

RIDER (Beta Xi, 1934), Rider College, College of Business Administration, Trenton, N.J. Chapter House: 810 Greenwood Ave. (2-4215).

SOUTH CAROLINA (Beta Gamma, 1929), University of South Carolina, School of Commerce, Columbia, S.C.  
George W. Tomlin, Jr., University of South Carolina, Tement 26, Rm. 6.

SOUTH DAKOTA (Alpha Eta, 1924), University of South Dakota, School of Business Administration, Vermillion, S.D.  
J. Carlton Poole, 105 N. Yale St.

SOUTHERN CALIFORNIA (Phi, 1922), University of Southern California, College of Commerce and Business Administration, Los Angeles, Calif. Chapter House: 700 W. 28th St. (Prospect 7683).

TEMPLE (Omega, 1923), Temple University, School of Commerce, Philadelphia, Pa. Chapter House: 1857 N. 17th St. (Poplar 9093).

TENNESSEE (Alpha Zeta, 1924), University of Tennessee, School of Commerce, Knoxville, Tenn.  
James D. Draper, 1816 W. Cumberland Ave.

TEXAS (Beta Kappa, 1930), University of Texas, School of Business Administration, Austin, Tex.  
Sidney Sparks, 3100 Tom Green.

UTAH (Sigma, 1922), University of Utah, School of Business, Salt Lake City, Utah.  
Cecil E. Crawford, 453 Edith Ave.

VIRGINIA (Alpha Xi, 1925), University of Virginia, McIntire School of Commerce, Charlottesville, Va.

WASHINGTON (Alpha Chi, 1928), Washington University, School of Business and Public Administration, St. Louis, Mo.  
William J. Randall, 4943 Odell St.

WISCONSIN (Psi, 1923), University of Wisconsin, School of Commerce, Madison, Wis. Chapter House: 132 Breese Terrace (F-1725).



## DIRECTORY OF ALUMNI CLUBS

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

ATLANTA—Luncheons, every Friday, 12:30 p.m.  
Pres. R. L. Brandes, General Electric Co.  
Sec. Alex A. Lindholm, Fulton National Bank WA 1571

BALTIMORE—Luncheons, every Thursday, 12 noon  
Pres. J. Hugh Taylor, 3634 Old York Road Chesapeake 6262  
Sec. Charles Steinbock, 1931 E. 31st St. Chesapeake 5872

BOSTON—  
Pres. Edgar B. Pitts, 525 Boylston St.

BUFFALO—Dinner, second Friday each month, 6:30 p.m.  
Pres. Earl W. Cruikshank, 836 Commonwealth Ave. DE 1163  
Sec. Ronald E. Daniels, 138 Elmer Ave. PA 1458

CHICAGO—Dinner, second Tuesday each month, 6:30 p.m.  
Pres. D. L. Toffenetti, 225 S. Wabash Ave. Wabash 7683  
Sec. Don F. Kiesau, 1904 Pratt Ave. Official 9300

DENVER—Meeting, first Monday each month, 8 p.m.  
Pres. Coval Diehl, 3040 Tennyson St. Gallup 0958  
Sec. Griffin Wright, 1660 Washington St. Main 6355

DES MOINES—  
Pres. Lee A. Shelton, 3206 Center St.  
Sec. John Andriano, Jr., 5305 S.W. 4th St.

DETROIT—Luncheons, every Tuesday, 12 noon.  
Pres. Arthur W. Schultz, 2360 W. Grand Blvd. Garfield 3097-M  
Sec. John T. Birney, 1317 Penobscot Bldg. Townsend 7-7300

HOUSTON—  
Pres. F. E. Wallace, 3617 Montrose Blvd. H-8060  
Sec. R. Earle Palmer, 2003 Colquitt Ave. F-2141

KANSAS CITY—Dinner, third Thursday each month, 6:30 p.m.  
Pres. W. E. Pemberton, Shell Petroleum Corp. Grand 0722  
Sec. Lloyd W. Lobb, Washburn-Crosby Co. Victor 7630

LOS ANGELES—  
Pres. R. J. Stubbs, 1227 Redondo Blvd.

MADISON—Dinner, fourth Wednesday each month, 6 p.m.  
Pres. Roy D. Ormond, 3336 Norris Court Fairchild 1076  
Sec. Berlyn Oestreich, 132 Breese Terr. Fairchild 1725

MILWAUKEE—Dinner, first Monday each month, 6:30 p.m.  
Pres. Ivan Carlson, 925 W. Clarke St. Concord 1920-J  
Sec. Dale Stenz, 839 N. Marshall St. Beacon 0495-W

NEW YORK—Dinners, first and third Tuesdays, 6 p.m.  
Pres. J. Joseph Keane, Snowden & McSweeney Co. Plaza 3-0153  
Sec. James A. McBain, Chase Safe Deposit Co. John 4-2000

OMAHA—  
Pres. Floyd E. Walsh, 2869 California St. JA 4573  
Sec. Rudolph E. Nordgren, 204 Paxton Court

PHILADELPHIA—  
Pres. Frank P. Greenwood, 6215 Wayne Ave. LOCust 3800  
Sec. S. A. Johnson, 234 Buckingham Place RITenhouse 4550

ST. LOUIS—Meeting, second Monday each month, 8 p.m.  
Pres. Shelton Phillips, 779 N. Euclid Rosedale 4283  
Sec. Walter A. Schaefer, 148 Sylvester Republic 1748

Start Planning Now to Attend the

**TWELFTH GRAND CHAPTER  
CONGRESS**

of

**DELTA SIGMA PI**

to Be Held in

**Atlanta, Georgia**

Early in September, 1936



**Exact dates and complete details will appear  
in an early issue of the *DELTASIG*.**