

The **DELTA SIG**
O F D E L T A S I G M A P I



Professional Business Administration Fraternity

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NOVEMBER 1953



The International Fraternity of Delta Sigma Pi

Professional Commerce and Business Administration Fraternity

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

The Grand Council

Grand President: Robert G. Busse, *Beta Omicron—Rutgers*, 102 Southwick Drive, Windy Bush, Wilmington 3, Del.
Executive Director: H. G. Wright, *Beta-Northwestern*, 222 West Adams Street, Chicago 6, Ill.
Executive Secretary: J. D. Thomson, *Beta-Northwestern*, 222 West Adams Street, Chicago 6, Ill.
Eastern Region: J. Harry Feltham, *Chi—Johns Hopkins*, Robert Garrett & Sons, Baltimore 3, Md.
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Central Region: Robert O. Lewis, *Beta—Northwestern*, 515 Woodbine Ave., Oak Park, Ill.
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Director of Business Education: Dean George R. Esterly, *Iota—Kansas*, School of Business Administration, 18 Washington Place, Rutgers University, Newark, N.J.
Past Grand President: Howard B. Johnson, *Kappa—Georgia*, Atlantic Steel Company, P.O. Box 1714, Atlanta 1, Ga.

The Central Office

222 W. Adams Street, Chicago 6, Ill. Phone: RAndolph 6-6954
Executive Director: H. G. Wright; **Executive Secretary:** J. D. Thomson
Staff Members: Margaret E. Mench, A. Rose Lewis, Doreen B. Farrar and Joan M. Hillenbrand

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Members: George R. Esterly, *Iota*, School of Business Adm., Rutgers University, 18 Washington Pl., Newark 2, N.J.; John H. Feltham, *Chi*, Robert Garrett & Sons, South & Redwood Sts., Baltimore 3, Md.; Allen L. Fowler, *Beta Nu*, 1700 Sansom St., Philadelphia 3, Pa.; and John L. McKewen, *Chi*, Irving, McKewen & O'Connell, Mathieson Bldg., Baltimore 2, Md.

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 P. J. Warner, *Alpha—New York* .. 1914-1915
 H. C. Cox, *Alpha—New York* ... 1915-1916
 F. J. McGoldrick, *Alpha—New York* 1916-1917
 *C. J. Ege, *Alpha—New York* ... 1917-1920
 H. G. Wright, *Beta—Northwestern* .. 1920-1924
 C. W. Fackler, *Epsilon—Iowa* 1924-1926
 H. O. Walther, *Psi—Wisconsin* 1926-1928
 *R. C. Schmidt, *Theta—Detroit* ... 1928-1930
 E. L. Schujahn, *Psi—Wisconsin* .. 1930-1936
 *E. D. Milener, *Chi—Johns Hopkins* 1936-1939
 J. L. McKewen, *Chi—Johns Hopkins* 1939-1945
 K. B. White, *Gamma—Boston* 1945-1947
 A. L. Fowler, *Beta Nu—Pennsylvania* 1947-1949
 *W. C. Sehm, *Alpha Epsilon—Minnesota* 1949-1951
 H. B. Johnson, *Kappa—Georgia* 1951-1953
 *Deceased.

Alumni Clubs

ALBUQUERQUE, New Mexico—Pres.: Kenneth D. Spiller, 1500 Hoffman Dr., N.E., Albuquerque, N.M. Phone: None
 ATLANTA, Georgia—Pres.: Earl T. Byers, 217 Eureka Dr., N.E., Atlanta, Ga. Phone: CH 7767
 AUSTIN, Texas—Pres.: Joe K. Alexander, 308 W. 25th St., Austin, Tex. Phone: 7-3251
 BALTIMORE, Maryland—Pres.: James J. Moore, 2702 Roslyn Ave., Baltimore, Md. Phone: Forest 6187
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 BOSTON, Massachusetts—Pres.: Henry Zani, 116 Clark Road, Needham, Mass.
 BUFFALO, New York—Pres.: Roy L. Westenfelder, 40 Dartmouth Ave., Buffalo, N.Y. Phone: Parkside 1379
 CHICAGO, Illinois—Pres.: Frank A. Geraci, 2539 N. Neva Ave., Chicago, Ill.
 CHARLOTTE, North Carolina—Pres.: Leo Stillman, Jr., 1108 Ardsley Rd., Charlotte, N.C.
 COLUMBIA, South Carolina—Pres.: Wayne T. Showalter, Palmetto Bldg., Columbia, S.C., Phone: 36954
 DALLAS, Texas—Pres.: E. L. Haskins, 2834 Duval Drive, Dallas, Tex. Phone: YU 6831
 DENVER, Colorado—Pres.: Harry G. Hickey, 643 Olive St., Denver, Colo. Phone: Dexter 6489
 HOUSTON, Texas—Pres.: A. H. Wussow, 4919 Roldal, Houston, Tex. Phone: OL 7924
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 MIAMI, Florida—Pres.: Louis Hall, 5210 N.W. 2nd St., Miami, Fla. Phone: 4-4321
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DELTA SIGMA PI is a charter senior member of the Professional Interfraternity Conference, organized in 1928. The members of the Conference comprise: ARCHITECTURE, Alpha Rho Chi. CHEMISTRY, Alpha Chi Sigma. COMMERCE, Alpha Kappa Psi, Delta Sigma Pi. DENTISTRY, Alpha Omega. Delta Sigma Delta, Psi Omega, Xi Psi Phi. EDUCATION, Kappa Phi Kappa, Phi Delta Kappa, Phi Epsilon Kappa, Phi Sigma Pi. ENGINEERING, Theta Tau, Sigma Phi Delta. LAW, Gamma Eta Gamma, Delta Theta Phi, Sigma Delta Kappa, Phi Alpha Delta, Phi Beta Gamma, Phi Delta Phi. MEDICINE, Alpha Kappa Kappa, Theta Kappa Psi, Nu Sigma Nu, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Lambda Kappa, Phi Rho Sigma. PHARMACY, Kappa Psi, Rho Pi Phi.

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The Grand President's Column

DELTA SIGMA PI has been blessed in the past with top quality leadership at all the important levels of organization. That is why each of us can so proudly proclaim affiliation. To that list of distinguished servants has now been added the name of Howard B. Johnson, Past Grand President, who, like his predecessors, has given considerably of his time and talents and whose administration has made important contributions to the future welfare and well being of the fraternity. As one of the team and now his successor, I am privileged to acknowledge, on behalf of all Deltasigs, our gratitude and thanks for his term of service and progress.



ROBERT G. BUSSE
Rutgers-Beta Omicron
Grand President

THE OPERATION of our fraternity, you must know, is not a one man show. It couldn't possibly be that, because of its size and also the character of its members. The larger Delta Sigma Pi becomes, the more we must rely on organization. Like any business enterprise, we must have good and adequate staff work in the field, promoting brotherhood, encouraging participation, stimulating new projects and ideas, and selling the right to continued existence. This pattern applies undeniably at every level of our organization chart. How well each fraternity worker performs in his assigned task will be related directly to how much is accomplished at the next lowest segment in the organization structure and that will depend on how completely he organizes and then generates genuine enthusiasm in his area of responsibility.

WHILE THERE is some indication now that undergraduate chapter expansion will not proceed as rapidly as in recent years, I believe we should look toward profitable use of our manpower and time in the integration and improvement of our internal operations. Delta Sigma Pi should and can come into real prominence in the daily business lives of more of our 30,000 or so alumni. Toward this end, it is my purpose to place increasing effort on finding *new* avenues of approach to greater alumni interest. Alumni Clubs are going to receive more attention and have already been given greater representation in national councils; and we will continue to expand the program of inter-club communication and exchange started in the last two years under the direction of the Alumni Activities Committee.

APPROACHING our 50th birthday, we must realize the necessity of shifting the emphasis and direction of a portion of our program from one appealing primarily to youthful endeavors to one with a more mature quality. Fortunately, because of the growth we have experienced and the forward-looking financial and business policies of the past, I believe we can accomplish this without detracting in the least from our undergraduate development which will *always* be *the* vital factor in our fraternity life.

SO THAT THIS ADMINISTRATION may best represent the constituency, I solicit your assistance and suggestions. Won't those of you who read this column drop me a line and let me know what you think? I'll be ever so grateful.

THE DELTA SIGMA PI

Volume XLIII

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Our Cover

Stanford University, number 13 in the campus series to be featured on the cover of *The DELTASIG*, is one of the largest campuses in the world. Of its nearly 9,000 acres, 1,500 is a developed University plant. It is located 33 miles south of San Francisco and one mile from the city of Palo Alto, in the Santa Clara Valley.

Founded by Governor Leland Stanford and his wife, Jane Lathrop Stanford, in memory of their son, Leland Stanford, Jr., its doors were opened to students in 1891. Now in its 62nd year, the institution has an enrollment of about 8,000, of which 2,000 are women.

Stanford is nationally known for the high academic standards of its six professional schools, Business, Education, Engineering, Law, Medicine and Mineral Sciences. Its Graduate School of Business, recognized as one of the best in the country, was established in 1925. It is so organized that, as far as possible, principles of management are developed in connection with actual business situations.

The University has recently experienced one of its greatest periods of development. Two new residential halls were constructed; almost a million dollars was put into the building of new Law School quarters; and a large new laboratory was put up to house an electron linear accelerator, one of the largest atom smashers in the world.

The colorprint of Stanford University was furnished by the Union Pacific Railroad, whose cooperation is much appreciated.

H. G. WRIGHT, Editor **J. D. THOMSON, Managing Editor**

DOREEN B. FARRAR, Editorial Assistant

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OF DELTA SIGMA PI

Volume XLIII

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Issue I

Nineteenth Grand Chapter Congress Attains New Heights

FOR MONTHS prior to September 6, 1953, the 19th Grand Chapter Congress Committee expounded at such lengths on the wonders of Colorado and the magnificent features of the program to come, that many were beginning to question whether such extravagant claims could be true. Now that the Congress is over, we can safely say that the claims of grandeur were not overstatements and that the Committee ably fulfilled their promises.



Harry G. Hickey, (right) General Chairman of the 19th Grand Chapter Congress receiving best wishes from Executive Director Wright at the Stag Party.

The 19th was a record-breaking Grand Chapter Congress, with an attendance of 344 Deltasigs and 109 ladies. Representatives were present from 77 undergraduate chapters and 14 alumni clubs. This, in light of the fact that Denver, Colorado, is the farthest we have ever been from the geographical center of the fraternity, is truly an

impressive total. The attendance was so great that the Cosmopolitan Hotel in Denver had a real problem accommodating the delegations upon their arrival. Western garb was the dress for the Mile-Hi Reception which opened the convention. Square dancing and an elaborate buffet dinner topped off the program for the first night. Although the

reception was a very gala occasion, all the delegates were on hand bright and early Monday morning for the first business sessions and the reports of the national officers and committees.

The initiation of William A. Patterson, president of United Air Lines, as an Honorary Member-at-Large was conducted by the Grand Council on Monday afternoon. His address that evening at the Grand Chapter Congress was one of the highlights of the entire Congress and it is published elsewhere in this issue.

Tuesday was devoted to both undergraduate and alumni panels as well as to some interesting talks on business subjects. A trip to the mountains, a buffalo barbecue and a Yellow Dog initiation climaxed the day. The finale consisted of business sessions, the Grand Presidents' Dinner and the Grand Chapter Congress Ball, at which the attendance trophy was presented to Alpha Theta Chapter at Cincinnati and the traditional diamond badge was won by Carl J. A. Johnson of Alpha Nu Chapter at Denver.

The 19th Grand Chapter Congress elected Robert G. Busse, *Beta Omicron-Rutgers*, as Grand President for the next two years. To fill the membership on the Grand Council, Henry C. Lucas, *Alpha Delta-Nebraska*, was elected Director of the Midwestern Region; Burnell C. Butler, *Beta Phi-SMU*, acting Director of the Southwestern Region; Burrell C. Johnson, *Alpha Sigma-Alabama*, acting Director of the Western Region; and Harry G. Hickey, *Alpha Nu-Denver*, Director of Alumni Activities. Other members of the Grand Council whose terms of office had not expired are: Howard B. Johnson, *Kappa-Georgia*, Past Grand President; J. Harry Feltham, *Chi-Johns Hopkins*, Director of the Eastern Region; Homer T. Brewer, *Kappa-Georgia*, Director of the Southeastern Region; H. G. Wright, *Beta-Northwestern*, Executive Director; and J. D. Thomson, *Beta-Northwestern*, Executive Secretary.

Mile-Hi Reception

The program suggested western or sports clothes for the Mile-Hi Reception on the opening night of the Grand Chapter Congress and everyone obliged by donning their gayest western attire. A team of professional square dancers put on an exhibition which was something to behold. Then everyone was urged to join in and try their hand at it. A recess was called when everyone seemed at the point of exhaustion and tables were laden with a most appetizing buffet supper. After a very few introductions, General Chairman Harry Hickey took over and surprised Grand President Johnson, Executive Director Wright and Execu-

GRAND CHAPTER CONGRESS SNAPS: (1) Harry Hickey, left, presents Jim Thomson, Howard Johnson and "Gig" Wright with buckskin gloves while Henry and Lois Lucas look on. (2) The Ladies' Coffee Hour with Genevieve Montgomery and Doyne Hickey serving. (3) Dean Puckett of Denver University addresses the business session, while Joe Williamson looks on. (4) Frank Ricketson introducing Honorary Member-at-Large William Patterson, president of United Air Lines, at the Grand Chapter Congress Banquet. (5) The Buffet Supper and Reception. (6) "Gig" Wright presents a testimonial of appreciation while Howard and Lillouise Johnson look on. (7) John McKewen, left, Howard Johnson, Allen Fowler, Harry Feltham and Dick Favro at the corral fence at the Stag Party. (8) All of the delegates from the Western Region.



NEWLY ELECTED Grand President Robert G. Busse addressing the 389 delegates and their wives in attendance at the Grand Presidents' Dinner.

tive Secretary Thomson by presenting each of them with a pair of beautiful hand-made buckskin gloves on behalf of the Denver Alumni Club. With the plates bare and the informal program concluded, everyone went their respective ways to partake in the unscheduled festivities that were everywhere in the Cosmopolitan Hotel and which helped everyone to become acquainted.

Business Meetings

Delegates from 77 undergraduate chapters and 14 alumni clubs assembled in the Century Room of the Cosmopolitan Hotel for the opening business sessions of the 19th Grand Chapter Congress. A welcome to Denver was extended by Harry G. Hickey, general chairman of the Congress and president of the Denver Alumni Club. Dr. Glenn A. Olds, Chaplain of Denver University, gave the invocation, which was followed by the call to order by Grand President Howard B. Johnson, *Kappa-Georgia*. The roll was called and the delegates seated by Executive Secretary J. D. Thomson, *Beta-Northwestern*. In memory of Past Grand Presidents Walter N. Dean, Rudolph C. Schmidt, Eugene D. Milener and Walter C. Sehm; Founder Alexander F. Makay; and Director William R. Merrick, a special Memorial Prayer was given by Past Grand President Kenneth B. White, *Gamma-Boston*. The Grand Chapter then received the biennial reports of the Grand President, Executive Director and the Executive Secretary.

Following the Regional Luncheon, Allen L. Fowler, *Beta Nu-Pennsylvania*, presented the special report of the Committee on the Delta Sigma Pi Educational Foundation. Robert O. Lewis, *Beta-Northwestern*, as its chairman, then presented the report of the National Committee on Alumni Activities. After the report of the Committee on a Permanent Central Office Building, Henry C. Lucas, *Alpha Delta-Nebraska*, gave his report on the National Committee on Alumni Placing Service. This concluded the national reports and the business session for the day.

The alumni adjourned to the Western Room in the hotel for their panel, while the undergraduate delegates remained for the first part of the Chapter Officers Training Program, which was conducted by Executive Secretary Thomson, Robert Andree, *Beta Tau-Western Reserve*, and Frank A. Geraci, *Zeta-Northwestern*. The Alumni Panel was under the guidance of Robert O. Lewis, chairman of the National Committee on Alumni Activities.

Two fine professional talks were on the program for Tuesday morning. One, "What Makes Business Click" was presented by Cecil Puckett, *Alpha Nu-Denver*, Dean of the College of Business Administration at the University of Denver. Following this was a talk by D. R. Cawthorne, a financial economist for the Fed-

eral Reserve Bank of Kansas City, Mo., entitled "The Business Outlook." Once again the delegates separated into two groups; one proceeded to the second session of the Chapter Officers Training Program and the other met for the second Alumni Panel, with Harry Hickey serving as chairman. In this panel Robert O. Lewis gave the keynote address and papers were included on the following subjects: "Testimonials of Appreciation" by Robert G. Busse, *Beta Omicron-Rutgers*; "Life Membership" by J. Harry Feltham, *Chi-Johns Hopkins*; "The Educational Foundation" by Allen L. Fowler, *Beta Nu-Pennsylvania*; "Deltasig of the Year" by Waldo E. Hardell, *Alpha Epsilon-Minnesota*; and "Aims and Purposes of 'Alumni Action'" by James J. Moore, *Chi-Johns Hopkins*. A general discussion period and summary was conducted by Darrell Johnson, *Alpha Nu-Denver*.

The third and final session of the Chapter Officers Training Program was conducted on Wednesday morning with a concurrent panel on alumni activities. W. Richard Tydings, *Alpha Nu-Denver*, was the chairman of this panel. Papers were presented on the following subjects: "Stimulating Alumni Interest" by Marion W. Sprague, *Beta Upsilon-Texas Tech*; "Relationship of the Alumni Club to the Active Chapter" by Fredrick J. Tyson, *Gamma Kappa-Michigan State*; "Alumni Participation in Regional Meetings" by Homer T. Brewer, *Kappa-Georgia*; "Alumni Activities" by Burell C. Johnson, *Alpha Sigma-Alabama*; and "Alumni Participation in the National Directory of Graduates" by Henry C. Lucas, *Alpha Delta-Nebraska*. Robert J. Miles, *Alpha Nu-Denver*, summed up this panel and led the general discussion.

The final business session was held on Wednesday afternoon, at which time all of the business to come before the Grand Chapter was handled. Following the report of the Committee on Nominations, which was made by J. Elwood Armstrong, *Chi-Johns Hopkins*, the election of the grand officers was held. All of the members of the new Grand Council were sworn into office by Past Grand President Allen L. Fowler. This officially concluded the business of the 19th Grand Chapter Congress.

The Delegates' Luncheon

A special luncheon honoring the delegates from all of our chapters and alumni clubs was arranged for Monday noon in the beautiful Silver Glade Room of the Cosmopolitan Hotel. Separate tables were set aside for the delegates from each Region, and the Director of each Region sat with his own group. Although it was specifically for the delegates, everyone was invited and did attend this affair, so the room was filled to capacity. After and during the luncheon much business was



ANDY FOGARTY of Alpha Theta Chapter at the University of Cincinnati accepts the attendance trophy from Grand President Johnson, while "Gig" Wright announces the statistics.



THE OFFICIAL PHOTOGRAPH of the delegates at the 19th Grand Chapter Congress.

transacted at the Regional Tables, with tentative plans being made for the Regional Meetings to be held in the fall of 1954.

Grand Chapter Congress Banquet

For the second time all the delegations gathered in the Silver Glade Room of the Cosmopolitan Hotel, this time for the 19th Grand Chapter Congress Banquet. Just prior to the banquet, William A. Patterson, president of the United Air Lines, was initiated into Delta Sigma Pi by the Grand Council. Harry G. Hickey opened the program by introducing the toastmaster, Frank H. Ricketson, Jr., an alumnus of Alpha Nu Chapter and the president of the Fox Theaters in Denver. Grand President Johnson welcomed the delegations and presented Brother Patterson with a certificate of membership in Delta Sigma Pi. The highlight of the program was reached when Brother Patterson gave the principal address, entitled "The Broadened Responsibilities of Management." All of the distinguished alumni of Delta Sigma Pi who were in attendance were then introduced by Executive Director "Gig" Wright. The program was concluded by the singing of "The Rose of Delta Sigma Pi" and "Fraternally Yours," with William C. Cramm, *Alpha Nu-Denver*, as soloist, and J. Lindley Williamson, *Upsilon-Illinois*, as accompanist. Before adjourning for the evening, the official photograph of the 19th Grand Chapter Congress was taken.

Stag Party

Woolen shirts and sweaters were donned on Tuesday afternoon for a sightseeing trip into the mountains. Buses were available for those that did not care to drive, and the first stop was Lookout Mountain, where everyone saw Buffalo Bill's grave and obtained a bird's-eye view of Denver. The final destination was the Red Rocks Amphitheater and the Pueblo, where a delicious buffalo barbecue, with all of the trimmings, was awaiting. The entertainment for the evening consisted of a Hill-Billy Band from the El Jebel Shrine Temple in Denver, which pleased everyone and was most appropriate for the occasion. Following this, the Ancient, Independent, Effervescent Order of the Yellow Dogs held its traditional initiation, and over 200 candidates were admitted to membership.

Grand Presidents' Dinner

For the first time in the history of Grand Chapter Congresses, the Dinner Dance on the final evening was divided into two

events, the first of which was the Grand Presidents' Dinner in honor of the new and retiring Grand Presidents, and the second was the Grand Chapter Congress Ball. Harry G. Hickey served as master of ceremonies, but it developed that he was at a loss for words when Ransom Boltwood presented him with a beautiful desk pen set, suitably engraved, and his wife, Doayne, with a chafing dish, in appreciation of all they both had done for the Denver Alumni Club of Delta Sigma Pi. Executive Director "Gig" Wright then presented Past Grand President Johnson with an all-diamond fraternity badge on behalf of the fraternity in recognition of his outstanding contribution to the fraternity during his term of office. The new Grand President, Robert G. Busse, was introduced and asked to address the group. After that several testimonials of appreciation were presented. Mrs. Alice Sehm and Mrs. Barbara Merrick, the widows of the late Walter C. Sehm and William R. Merrick, both members of the Grand Council who died during the past year, were introduced to everyone present. In conclusion, Betty and Joe Williamson sang a duet of our fraternity songs and led the entire group in singing "The Rose of Delta Sigma Pi."

The Grand Chapter Congress Ball

A brief intermission followed the Grand Presidents' Dinner to allow for the removal of some of the tables from the dance floor, and then the delegates reassembled with their wives and dates in the Silver Glade Room for the finale of the convention, The Grand Chapter Congress Ball. In addition to the fine orchestra, the committee had arranged for a top-notch magician and an outstanding dance team to provide the evening's entertainment. Also during the course of the program, the Attendance Trophy was presented the delegate from Alpha Theta Chapter at the University of Cincinnati, which chapter delegation had the largest total miles traveled. The traditional diamond badge drawing was held, too, and the winner was Carl J. A. Johnson, an alumnus of Alpha Nu Chapter at the University of Denver. The dancing and revelry continued until the small hours of the morning and everyone was sorry to see such a fine Grand Chapter Congress end.

Our Sixth Honorary Member-at-Large

William A. Patterson, president of the United Air Lines, became the sixth Honorary Member-at-Large at our 19th Grand Chapter Congress in Denver. Brother Patterson was born October 1, 1899, in Honolulu, T.H. He was educated in the public grammar and high schools of San Francisco, California, and the Military Academy of Honolulu. In 1924 he married Vera



A. Witt and has two children, a daughter, Patricia Ann, and a son, William Allan.

Brother Patterson entered business as an office boy in 1914 and was associated with the Wells Fargo Bank and Trust Company of San Francisco. Later with this bank, his specific responsibility was the handling of the accounts of the air-line corporations. Upon leaving the bank he became assistant to the president of the Boeing Airplane Co. In 1933, he left this company to become vice-president of the United Air Lines and a year later he was made president and a director, which positions he now holds. The United Air Lines today is one of the largest in the country, employing over 14,000 people.

In addition to this position with the United Air Lines, he is also a director of the Chicago Association of Commerce, the Insurance Company of North America, the Mutual Benefit and Accident Association of Omaha, the Air Transport Association of America, the City National Bank and Trust Company of Chicago, and the Stewart Warner Corporation. In the field of education, Brother Patterson serves as a member of the Board of Trustees of Northwestern University, chairman of the business-education committee of the Committee for Economic Development, member of the advisory board of the Institute of Aeronautical Sciences, and a member of the Museum of Science and Industry in Chicago.

The Ladies Program

Gay purple and gold paper sun-bonnets were given to each of the ladies at the Reception and the Buffet Supper on Sunday evening, which was the first event on a very extensive program for the ladies who attended the 19th Grand Chapter Congress. The enthusiasm with which they participated in the square dancing on that first night seemed to swell with each day and new event on the program. Monday morning found every lady on hand for the coffee hour, which was followed by a luncheon at the famous Park Lane Hotel in Denver. A tour of Denver and its beautiful parks was also held on Monday afternoon with an informal dinner at the Brown Palace Hotel. Complimentary tickets were provided for one of the movies and the women enjoyed a current show that evening.

After the coffee hour on Tuesday morning, the Pink Poodles met and had their second reunion at a luncheon held at the Brown Palace Hotel. Late in the afternoon the ladies boarded chartered buses for a trip to Central City. After a tour of the oldest Masonic Lodge, the Teller House, and other points of interest, dinner was served at Ye Old Fashioned Eating House. The climax of the evening was the Pink Poodle initiation at the home of Brother and Mrs. Frank Daugherty in Central City.

The only scheduled event for Wednesday morning and afternoon was the customary coffee hour. The balance of the day was left open for shopping and "prettifying up" for the Grand Presidents' Dinner and the Grand Chapter Congress Ball that evening. Quite a large group, however, did spend the morning touring the United States Mint in Denver, but this trip was announced unsuccessful as no one returned with any samples. The final aspect of the ladies program was reached at the Ball

that evening, when the drawing was made for the ladies' registration award, a Delta Sigma Pi Sister Badge, which was won by Mrs. Joseph Crabtree of New York City. Brother Crabtree is an alumnus of Beta Chapter at Northwestern.

Since the 16th Grand Chapter Congress in Minneapolis, the attendance of ladies at the conventions has grown steadily, and their program and interest are now a very important segment of our biennial meetings.

The Committee

Pages could be written about the 19th Grand Chapter Congress Committee and this would still not do justice to the wonderful job that was done. It would not be fair, however, to leave the Grand Chapter Congress without at least mentioning some of the key workers that assisted General Chairman, Harry G. Hickey, in making it such a success. First there was J. Lindley Williamson and his wife, Betty, who did such an outstanding job of the registration, and provided the duet of our songs at the Grand Presidents' Dinner. Ransom Boltwood and his wife, Marge, were responsible for all of the delicious meals that were served. Clara Isenhart was the number one gal on the ladies program and husband Jim served on several committees too. The finances were in the hands of Bob Miles and his wife, Thelma, was co-chairman of the Reception and Buffet Supper Committee. Dick Tydings was the other co-chairman and he also assisted with the Stag Party.

John Kavan and Carl Gunther were Harry Hickey's trouble shooters and were seen wherever help was needed. Peter Albi was the publicity man and his wife, Barbara, was chairman of the Doe Party. Fred Jeffries had numerous assignments and was author of some of the DELTASIG articles. Dorothy, his wife, was co-chairman of the Grand Presidents' Dinner and Ball. Bob Lousy and Eleanor, and Ken Motz and Margaret could be found at the Registration Desk as well as on various committees. Frank Petty was in charge of the Grand Chapter Congress Ball and Pete Crowley was the Chief Bull Pup at the Yellow Dog Initiation. Edward Allen directed the Stag Party and Jim Robertson handled the registration. Dean Puckett will be remembered for his fine address and Frank Ricketson as toastmaster at the Grand Chapter Congress Banquet.

Honors for the news bulletins, "Prospector Pete" and "Sun-Bonnet Sue," go to Raymond Newcomb and his wife, Joyce. On this list we must also include W. C. Cramm, Darrell and Dorothy Johnson, Marcel Fischer, and Montgomery and Genevieve Smith as substantial contributors to the program of the Congress. And finally, the motivating force of unexhaustible energy behind Harry Hickey and we believe the entire 19th Grand Chapter Congress, was Doyne Hickey.

GRAND CHAPTER CONGRESS ATTENDANCE STATISTICS

Year	City	Members Registered	Banquet	Stag Party	Dinner Dance
1926	Madison, Wis.	151	238
1928	Champaign, Ill.	177	181
1930	Detroit, Mich.	205	161	...	284
1933	Chicago, Ill.	310	169	291	293
1936	Atlanta, Ga.	185	168	162	236
1939	Philadelphia, Pa.	333	258	227	194
1947	Minneapolis, Minn.	274	216	178	284
1949	Baltimore, Md.	294	216	224	336
1951	Dallas, Tex.	301	249	249	276
1953	Denver, Colo.	344	301	294	389

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GRAND CHAPTER CONGRESS SNAPS: (1) A group of delegates and the Grand Council at the Buffet Supper and Reception. (2) Grand President Johnson presents his diamond badge to his wife, Lillouise. (3) Harry Hickey tries his hand at the Rhumba with Toby, one of the entertainers. (4) Delegates from Rider College at the Buffet Supper. (5) The head tables at the Grand Chapter Congress Banquet. (6) Harry Hickey accepts the diamond badge from "Gig" Wright on behalf of Carl J. A. Johnson, the winner. (7) Howard Johnson, left, Peter Albi, Fred Jeffries and Harry Hickey leaning on the corral fence at the Stag Party. (8) The delegation from Tulane with some of the national officers.

Nineteenth Grand Chapter Congress Register

THE FOLLOWING undergraduate and alumni members of Delta Sigma Pi were present at the Nineteenth Grand Chapter Congress held in Denver, Colorado, September 6-9, 1953. The asterisks after certain names indicate the number of previous Grand Chapter Congresses attended by that member.

BETA—Northwestern (Chicago) (15)	Ellington, Linton C.	ALPHA GAMMA—Penn State (1)	Briggs, Thomas A.	Johnson, Burell C.
Ahlers, Edward B.	George, Alvin T.	Favro, Richard	Burton, William	ALPHA UPSILON—Miami (1)
Brown, Herbert E.****	Johnson, Howard B.***		Colburn, Cyrus	Milders, William
Camacho, Charles	***	ALPHA DELTA—Nebraska (8)	Cramm, W. C.	ALPHA PHI—Mississippi (2)
Cunningham, Alan F.	Mahl, John H.***	Boomer, John F.	Creighton, J. Robert	Bain, Hugh Gerald
Hales, W. M.**	Millicon, Seaborn L.	Crockett, James H.	Crosley, Galen L.	Hallberg, Charles J.
Lewis, Robert O.**	Nystrom, Gustaf I., Jr.	Kugler, Paul	Drake, Donald	ALPHA CHI—Washington U. (1)
Metcalf, Jack	Oglesby, R. Lowman	Lucas, Henry C.***	Fischer, Marc	Rodefeld, Robert
Nieman, Thomas	LAMBDA—Pittsburgh (1)	Manhanyer, Jack F.	Gagnon, Jordan E.	ALPHA OMEGA—DePaul (12)
Schleck, Frank*	Wehe, Herbert*****	Meisinger, John M.	Gardinier, John P.	Brault, Jerome
Smith, Ray	**	Null, George E.	Glenn, Patrick	Byron, Earl T.
Swanson, Robert	MU—Georgetown (2)	Rasmussen, Anton P.	Graves, William	Gerut, John
Szekely, Steven R.	DeSaultels, Claude J.		Gunther, Carl	Hosmer, James F.
Thomson, J. D.***	Greenfield, Vincent J.	ALPHA EPSILON—Minnesota (6)	Hickey, Harry G.*	Kobylecky, Walter
Wooster, James	NU—Ohio State (2)	Barton, C. Burns	Isenhardt, James	Marini, Anthony
Wright, H. G.*****	Lindsay, William R.	Franz, W. J.*	Jeffries, Fred O.	Menard, Charles*
*****	Long, John W.	Hardell, Waldo E.**	Johnson, Carl	Mueller, Stephen
GAMMA—Boston (2)	XI—Michigan (2)	Janzen, Rudolph*****	Kartus, Morris	Murphy, James
McGregor, Douglas	Carpenter, John B.	Smith, Gerald**	Kavan, John E.	Pastore, Joseph
White, Kenneth B.*****	Strachan, Robert G.	Svee, R. M.*	Ketchum, John A.	Warz, Edward E.
DELTA—Marquette (12)	PI—Georgia (Athens) (4)	ALPHA ZETA—Tennessee (1)	Klatt, Carl	Wilkas, Lawrence
Barron, James	Blackmon, Carroll	Alexander, David M.	Knox, James B., Jr.*	BETA GAMMA—South Carolina (1)
Dumdie, Gene	Little, W. Neal	ALPHA ETA—South Dakota (4)	Krebs, Albert*	Harrison, John R.
Heidgen, Leon J.***	Settle, William H., Jr.	Crowley, Peter	Lester, Raymond J.	BETA EPSILON—Oklahoma (1)
Kemp, Robert	Wansley, Carter	Enright, Richard	Loury, Robert	Fowler, Lloyd W.
Nicholson, Robert H.	RHO—California (1)	Locke, Robert E.	Lucero, Robert	BETA ZETA—Louisiana State (1)
Pickering, William J.	Neilson, William R.	McKee, Charles A.	Macaron, Frederick	Young, Thomas
Sanders, John	SIGMA—Utah (3)	ALPHA THETA—Cincinnati (12)	Miles, Robert J.	BETA ETA—Florida (1)
Sipek, Bernard	Childress, Charles	Carr, Bertram Reid	Mitchell, Floyd	Barrs, Albert E.
Wehner, Ronald W.	Eatchel, Donald	Fogarty, Andrew T.*	Mosbek, Arnold	BETA THETA—Creighton (1)
Winkelman, Earl*	Folk, Walter F.	Gross, Richard C.	Moss, Thomas	Russell, Edmund P.
Wolf, Thomas	UPSILON—Illinois (2)	Harpring, James L.	Motz, Kenneth	BETA IOTA—Baylor (4)
Ziemann, Joseph	Williamson, J. Lindley	Hartley, A. Donald	Muller, Donald	Beckham, Joshua
EPSILON—Iowa (6)	PHI—Southern California (4)	Kirkland, Joseph	Newcomb, Tyke	Gibson, Jerry
Allen, Edward K.	Breeden, Earnie K., Jr.	Lindemann, Edwin	Nottingham, Walter	Parker, Riley G.
Kair, Russell L.	Kiszer, Cleal E.	Myers, William H., Jr.	Perry, Edward	Parsons, Kirby
Luing, Larry	Marincovich, Andrew	Pater, Charles A.	Petty, Frank	BETA KAPPA—Texas (3)
Rinnan, Robert D.	Reese, C. E.	Schnabel, Charles	Redford, Dean S.	Eckhoff, Earl L.
Shearer, P. Keith	CHI—Johns Hopkins (6)	Shaffer, Robert C.	Richards, Lloyd	Sparks, Sidney A.*
Wiltse, Gerald G.	Armstrong, J. Elwood*****	Shaw, Andrew F.	Robertson, James	Stambaugh, Jack*
ZETA—Northwestern (Ev-anston) (5)	Bateman, Thomas L., Jr.	Smith, Montgomery	Ruthhart, Richard	BETA LAMBDA—Alabama Poly (3)
Beutel, James W.	DuBay, John Gordon**	Sokol, William	Scudder, Richard	Hildreth, Joseph F.
Geraci, Frank A.***	Feltham, J. Harry****	Tanner, Warren A.	Shaw, Andrew F.	Peters, William
Poulson, Norval*	McKewen, John L.*****	Thomas, Max	Smith, Montgomery	Pitts, Robert
Wright, Robert	Moore, James J.***	Tilsley, A. L.*	Sokol, William	BETA NU—Pennsylvania (7)
Straetker, George	PSI—Wisconsin (5)	Toadvine, Larry	Tanner, Warren A.	Bater, William L.*
ETA—Kentucky (2)	Ballhorn, Gordon C.	Tydings, W. R.	Thomas, Max	Dugan, John A.**
Levas, Evangelos S.	Pryse, Richard	Tyrone, J. H.	Thomas, Max	Fowler, Allen L.****
Suit, Marvin W.	Rhode, Jack F.	Walborn, Lewis E.	Tilsley, A. L.*	Hughes, Robert O.***
THETA—Detroit (8)	Schujahn, Edwin L.****	Walker, William P.	Toadvine, Larry	Lavender, Thomas F.**
Brandstatter, Richard	**	Wasley, Robert S.	Tydings, W. R.	Murphy, Edward H.*
Griffith, Paul	WOODRUFF, Watson B.	Wilson, Ralph	Tyrone, J. H.	Pero, Gene
McDonald, John	OMEGA—Temple (2)	ALPHA XI—Virginia (1)	Walborn, Lewis E.	
Pedlow, Edward	Schmidt, Richard O.	Mendenhall, William K.	Walker, William P.	
Schinker, Donald V.	Smoluk, Anthony		Wasley, Robert S.	
Susalla, David E.	ALPHA BETA—Missouri (3)	ALPHA OMICRON—Ohio (1)	Wilson, Ralph	
Szczodrowski, Norbert W.	Backer, Howard R.	Ptak, Victor		
Murray, Donald J.	Caldwell, Bernard	ALPHA PI—Indiana (1)		
IOTA—Kansas (2)	Keyes, M. Allison	Meck, James E.		
Richardson, Dean G.		ALPHA RHO—Colorado (3)		
Stang, Johnny J.		Brooks, Elwood M.		
KAPPA—Georgia (Atlanta) (10)		Foster, Raymond H.		
Bailey, James A.		Hallin, Thomas		
Brewer, Homer T.*		ALPHA SIGMA—Alabama (2)		
Fowler, Robert L.		Calloun, Robert F.		

Women's Register

BETA XI—Rider (6)
Blakely, David
Hickman, Leonard
Koshka, James
Lindsay, Oliver*
Spinelli, John, Jr.*
Wheatley, Donald

BETA OMICRON—Rutgers
(3)
Busse, Robert G.*****
Evans, Arnold
Vitarius, Arthur

BETA PI—Kent State (5)
Aber, Donald
Chiarucci, Vincent
Karnai, Jay*
Sarnowski, Frank
Shiflet, Roy

BETA RHO—Rutgers (1)
Elderkin, James K., Jr.

BETA SIGMA—St. Louis
(9)
Klevorn, Bernard
Kluge, Vernon E.
Kolar, Edward
LaBarge, Eugene
LaBarge, Robert
Lynch, Paul
Murray, Maurice S.*
Tanner, John R.
Werner, James J.

BETA TAU—Western Re-
serve (4)
Andree, Robert F.**
Blasko, Robert L.
Hudimac, Paul
Malak, Joseph M.

BETA UPSILON—Texas
Tech (4)
Lofton, Theodore
Sheats, Ladon
Sprague, Marion W.**
Youngblood, Ray W.*

BETA PHI—Southern
Methodist (5)
Brooks, Johne
Butler, Burnell C.*
Halliday, Richard*
*Moore, John R.
Wertheimer, Lewis

BETA CHI—Tulsa (2)
Naifeh, Monroe
Porter, George

GAMMA DELTA—Missis-
sippi State (1)
Hayward, William

GAMMA EPSILON—Okla-
homa A & M (2)
Humphries, Harry E.
Sampson, Thomas P.

GAMMA ZETA—Louisiana
State (5)
Alexander, James
Moyt, Lonnie
Murphy, William
Newton, Sidney
Tipton, Roy**

GAMMA ETA—Omaha (2)
Benecke, Robert
Tefft, Turner

GAMMA THETA—Wayne
(8)
Aronson, Carl

Bakalis, Peter*
Broughman, Jim
Bruster, Richard
Curtin, Donald
Deinzer, Arthur
Lavens, Robert*
Smith, John E.

GAMMA IOTA—New Mex-
ico (4)
Armstrong, W. E.
Chandler, James*
Hatchett, E. N.
Paxton, Earle

GAMMA KAPPA—Michigan
State (5)
Fritz, George E.
Maysden, Alan
Old, John P.
Siegrist, David T.*
Tyson, Fred J.*

GAMMA LAMBDA—Florida
State (1)
Humphries, Stanley C.

GAMMA MU—Tulane (5)
Baker, William G., Jr.
Kern, Clinton
Melancon, Melvin M.
Sharp, Wiley H., Jr.
Ton, Graeme

GAMMA NU—Wake Forest
(2)
Weiser, Herbert
Fox, Leslie

GAMMA XI—Santa Clara
(1)
Wilkinson, William E.

GAMMA OMICRON—San
Francisco (4)
DeLucchi, Leo T.
Freeman, Victor
Holl, Richard L.
Stewart, Gordon

GAMMA PI—Loyola (9)
Bax, Albert J.
Brausch, Joseph P.
Fox, Peter, Jr.
Frizol, S. M. Dr.
Klinger, Thomas F.
Kuczora, Leonard W.
Nooman, Joseph M.
O'Brien, Dennis
Sullivan, John

GAMMA RHO—Detroit (3)
Duggan, Lawrence*
Harrington, John L.*
McIntosh, Edward

GAMMA SIGMA—Maryland
(1)
Comer, Robert E.

GAMMA TAU—Mississippi
Southern (1)
Bailey, Floyd, Jr.

GAMMA PHI—Texas West-
ern (1)
Juvrud, Duane O.

GAMMA OMEGA—Arizona
State (2)
Bowers, David M.
Kilian, Leo

HONORARY MEMBER-AT-
LARGE
WILLIAM A. PATTERSON

GRAND TOTAL 344

Mrs. Edward Ahlers Chicago, Ill. Beta
Mrs. Albert Akins Denver, Colo. Alpha Nu
Mrs. Peter Albi Denver, Colo. Alpha Nu
Mrs. Royal Anderson Mission, Kan. Alpha Nu
Mrs. W. E. Armstrong Albuquerque, N.M. Gamma Iota
Mrs. J. Elwood Armstrong ... Detroit, Mich. Chi
Mrs. Thomas Bateman Baltimore, Md. Chi
Mrs. Ransom Boltwood Denver, Colo. Alpha Nu
Mrs. William Boscoe Denver, Colo. Alpha Nu
Mrs. Homer T. Brewer Atlanta, Ga. Kappa
Mrs. Herbert E. Brown New York, N.Y. Beta
Miss Joy Bromley Denver, Colo. Alpha Nu
Mrs. William Burton Denver, Colo. Alpha Nu
Mrs. Robert G. Busse Wilmington, Del. Beta Omicron
Mrs. B. C. Butler Dallas, Tex. Beta Phi
Mrs. Cyrus Colburn Denver, Colo. Alpha Nu
Mrs. Wellmert Cramm Denver, Colo. Alpha Nu
Mrs. Robert Creighton Lakewood, Colo. Alpha Nu
Mrs. James Crockett Wheatridge, Colo. Alpha Delta
Mrs. Alan Cunningham Chicago, Ill. Beta
Mrs. Donald Drake Denver, Colo. Alpha Nu
Mrs. John DuBay Baltimore, Md. Chi
Mrs. John Dugan West Philadelphia, Pa. Beta Nu
Mrs. James Elderkin Clifton, N.J. Beta Rho
Miss Marylyn Engelage Denver, Colo. Alpha Nu
Mrs. J. Harry Feltham Baltimore, Md. Chi
Mrs. Marcel Fischer Denver, Colo. Alpha Nu
Mrs. Allen L. Fowler Saint David's, Pa. Beta Nu
Mrs. Robert Fowler Decatur, Ga. Kappa
Mrs. W. J. Franz Mountain Lake, Minn. Alpha Epsilon
Mrs. S. M. Frizol Chicago, Ill. Gamma Pi
Mrs. Jordan Gagnon Denver, Colo. Alpha Nu
Mrs. John Gardinier Denver, Colo. Alpha Nu
Mrs. Alvin George Clarkston, Ga. Kappa
Miss Marlene Gesell Brookville, Ind. Alpha Epsilon
Mrs. Pat Glenn Denver, Colo. Alpha Nu
Mrs. Carl Gunther Denver, Colo. Alpha Nu
Mrs. Wm. M. Hales Chicago, Ill. Beta
Mrs. Richard Halliday Garland, Tex. Beta Phi
Mrs. Waldo E. Hardell Minneapolis, Minn. Alpha Epsilon
Mrs. Harry G. Hickey Denver, Colo. Alpha Nu
Mrs. Leon Heidgen Elmhurst, Ill. Delta
Miss Phoebe Hoffman Denver, Colo. Alpha Nu
Mrs. Richard Holl San Francisco, Calif. Gamma Omicron
Miss Patricia Howard Chicago, Ill. Gamma Pi
Mrs. Robert Hughes Rutledge, Pa. Beta Nu
Mrs. James Isehart Denver, Colo. Alpha Nu
Mrs. Rudolph Janzen Minneapolis, Minn. Alpha Epsilon
Mrs. Fred Jeffries Denver, Colo. Alpha Nu
Mrs. Darrell Johnson Denver, Colo. Alpha Nu
Mrs. Burell C. Johnson Alhambra, Calif. Alpha Sigma
Mrs. Howard B. Johnson Atlanta, Ga. Kappa
Mrs. Russell Kair Iowa City, Iowa Epsilon
Mrs. Albert Krebs Merrian, Kan. Alpha Nu
Mrs. Paul Kugler Denver, Colo. Alpha Delta
Mrs. Thomas Lavender Detroit, Mich. Beta Nu
Mrs. Robert O. Lewis Oak Park, Ill. Beta
Mrs. Robert Loury Denver, Colo. Alpha Nu
Mrs. Henry C. Lucas Omaha, Neb. Alpha Delta
Mrs. John L. McKewen Baltimore, Md. Chi
Mrs. Fred Macaron Springer, N.M. Alpha Nu
Mrs. Andrew Marinovich San Pedro, Calif. Phi
Mrs. William Merrick Dallas, Tex. Beta Iota
Mrs. Robert Miles Denver, Colo. Alpha Nu
Mrs. Byron Millar Denver, Colo. Alpha Nu
Mrs. James J. Moore Baltimore, Md. Chi
Mrs. Arnold Mosbek Denver, Colo. Alpha Nu
Mrs. Thomas Moss Denver, Colo. Alpha Nu
Mrs. Kenneth Motz Denver, Colo. Alpha Nu
Mrs. Donald Muller Denver, Colo. Alpha Nu
Mrs. Stephen Mueller Cicero, Ill. Alpha Omega
Mrs. Maurice Murray Richmond Heights, Mo. Beta Sigma
Miss Mary Anne Murray Richmond Heights, Mo. Beta Sigma
Miss Betsy Newcomb San Francisco, Calif. Gamma Omicron
Mrs. William Neilson Piedmont, Calif. Rho
Mrs. Raymond Newcomb Denver, Colo. Alpha Nu
Mrs. Robert Nicholson Milwaukee, Wis. Delta
Mrs. Walter Nottingham Genoa, Colo. Alpha Nu
Mrs. Gustaf Nystrom Decatur, Ga. Kappa
Mrs. Kirby Parsons Denver, Colo. Beta Iota
Mrs. Edward Perry Denver, Colo. Alpha Nu
Mrs. William Pickering Milwaukee, Wis. Delta
Miss Lorraine Pooley Denver, Colo. Alpha Nu

(Continued on page 16)

The Broadened Responsibilities of Management

By William A. Patterson, Honorary Member-at-Large
President of the United Air Lines

The following is the text of an address given by William A. Patterson, president of the United Air Lines, at the Grand Chapter Congress Banquet of the 19th Grand Chapter Congress after he had been initiated as an Honorary Member-at-Large of Delta Sigma Pi by the Grand Council of the fraternity.

IT MIGHT TAKE ME A LITTLE TIME—I am only about two hours old here as a member of your fraternity—to adjust myself to calling you all “Brothers” and having you call me “Brother.” But after Brother Ricketson’s description of my accomplishments and affiliations, I am reminded of the story they tell about Groucho Marx. He was about to speak at a dinner. He was given a great introduction and he rose and said, “Ladies and gentlemen, I can hardly wait to hear what I have to say.”

I notice fancy ties and vests around tonight and I wish to qualify my position in case anything happens. I would like to know how you fellows keep those ties and vests on. You see, I am going back many, many years in becoming affiliated with a fraternity. The other day I went in to buy a tie and the haberdasher said, “Why don’t you get one of these that the young fellows are wearing?” The one I have on is a clip tie. It has been coming undone all evening. I find, though, that the members and the honorary members of this business fraternity have no mechanical ability whatsoever. No one has been able to fix it. So, as I talk to you tonight, if the damn thing comes undone, I will just take it off.

I am greatly pleased with the experience I have had in the last several hours. We have a fraternity here in which we are dedicated to business ethics and to one another. When we stop to think of business and its relationship to each of us, we find we are engaged in something around which this great country of ours revolves. I am a beneficiary of this system and this great country and the way we do things. I have a great debt to this country and this system.

I started out, as Brother Ricketson told you, at the age of fifteen, as an office boy for \$25 a month. And I often wonder where I would be today if it hadn’t been for an incident which occurred within the first 24 hours on that job.

I worked in a bank from eight o’clock in the morning until six-thirty at night. After my first day’s experience, I was starting out of the bank when a vice-president, who was sitting off in a corner, said, “Son, come here. What’s your name? Where are you going?”

Now, this “Where are you going?” was quite significant because I was hungry. I had put in a difficult day, and at my age and under my circumstances, I didn’t know where I was going. He asked me to sit down at his desk. He was a bachelor. He was a man who had come up the hard way. He asked me what I was planning to do about further education. That hadn’t entered my mind.

He took me to dinner, then to a night school where he enrolled me—and at least once a month for 13 years that man would discuss with me what I had studied, what he thought I had gathered from the study, and would advise me on my next step.

There was an individual who did nothing for me other than to help me help myself, and I feel that is something of which all of us should be more conscious. We hear so much today about security. As I look back on those days, I know that the thing which kept me moving—the desire to learn, the desire to gain experience—was a lack of security. I don’t know what would have happened to me if, as I walked out of the bank that night, some radical or someone trying to organize bank clerks and office boys had given me a radical story condemning the people I was working for and telling me how much the world owed me. My life probably would have been an entirely different one than that which I have had the privilege of experiencing and enjoying.

I have certain philosophies, certain ideas, that I would like to talk to you about tonight. Someone asked me if I had a copy of my speech. Well, if I had a copy of a speech you could be sure of one thing—that I didn’t write it. It would have been written by the publicity department of United Air Lines, by a public relations expert.

I am not here to make a speech. I am here just to talk with you. I have made a few notes and I think they may fit in with what Delta Sigma Pi stands for.

About this word “business”—during the past 15 years, it has been used in criticism. It has become a harsh, cold sort of word. It rings rather hard and it has been used in a hard way, so that it is interpreted today as something contrary to the best interests of the people of this country. Now let’s stop and take that harsh word, interpret it for a minute and see just what it is.

I call business the creation of ideas, the production of things and the trading in of things. When we look at the commerce of our country, we find it is that which is supporting everything that exists in this great nation of ours today.

We have here business men and undergraduates. We will forget the businessmen for a moment and think of the undergraduates. You are here, you are attending college, you have certain plans. Now look back and find out what it is that makes it possible for you to be attending your particular university and why. Trace it back to your parents. Trace it back to certain benefactors of universities throughout the country and you can trace it to a particular business activity, in which someone at some time had an idea. He created an idea. He was able to produce something; he was able to trade in it. As a result of such



WILLIAM A. PATTERSON, Honorary Member-at-Large of Delta Sigma Pi and President of United Air Lines.

creativity, everything we see around us today is a by-product of business.

Sometimes we are inclined—and we have been for a period of years—to think that government creates everything. Actually, our government couldn't survive without business, without your creative ideas and the ideas of others. Our government is supported today as a by-product of business.

Spiritual confidence and belief are basic; they come first—but as we practice our spiritual belief and confidence we get back into the practical operation of our social and economic lives. That operation is built around the thing that has been rather viciously described as "business."

I have said that whatever we have is a by-product of business. Now, let's carry it a step further and discuss the quality of citizenship, the quality of fulfillment of our obligations to one another which I mentioned earlier. I think we have to admit, now that we have the benefit of experience, that some of our predecessors failed to keep up with the growing and evolutionary changes taking place in our country. They forgot that business was more than just a selfish interest; that, overall they were custodians of a system. "Free enterprise" is a somewhat shopworn term, but let's use it; "Liberty" is shopworn but we all know what it means, let's use it. I think as we look back we will find that some of our predecessors in business were so involved in the techniques of producing something for a selfish interest, specifically stockholders, that they forgot or overlooked the changes that were taking place socially in our country.

And what was the result? Those of us around this table who are in business and those about to enter business, find ourselves in an atmosphere of laws designed to force us to recognize certain social obligations, some of which many of us haven't liked and many of us may not like today. There are business regulations, such as Securities and Exchange, which require us to make known certain facts and figures on income. There is certain labor legislation which some people feel cramps their style. As we look over these laws, they are distasteful to us; they are not healthy. There is an old saying that there never has been



William A. Patterson addressing the 19th Grand Chapter Congress in Denver.

a successful shotgun wedding. And some of our social progress which has been accomplished through legislation can, in my opinion, be placed in the shotgun wedding category. When things are forced upon us they do not represent the quality and sincerity which are necessary ingredients in making something wholesome, pleasant and lasting.

There was a time when we had absolute freedom in the conduct of our business. And what happened? We abused that freedom and, as a result, there were certain checks and balances that had to be placed upon us. Who sowed the seed for the labor legislation we have today? Management sowed that seed.

I happen to be in the transportation business and we have a great deal of featherbedding, so to speak. If you will look back 50 or 75 years and observe the abuses when management had absolute freedom to treat people as it wished, you'll find that we sowed the seed. The action involved to correct that inequity simply became overbalanced. There's a lot to think about before we completely condemn some of the things that have happened.

But, gentlemen, we never are going to progress, we never are going to get fun and satisfaction out of business if we continue to look back on the past and feel sorry for ourselves. We have to look forward to the future. I am sure that in a group of this size there are many differences of political opinion. Personally, I do not think we are faced today with what one could call a difference of opinion in political philosophy. What we are interested in is America and what we are interested in in public officials are Americans. I have been a critic of the past. I look forward to the future with great enthusiasm.

I have heard it said by businessmen that business had a great political victory last November 4. I completely disagree with that. I think it was business's good fortune that the majority of the American people had a great enthusiasm and confidence in the integrity and patriotism of a man named Ike Eisenhower. (Applause) There were a few who voted Republican and there were some who voted Democratic but below the surface as we went to the election booths we were voting American and we were voting for an American. It is business's good fortune today that we have leading this country an American who has great confidence in business. He has a great appreciation of the fact that the quality of citizenship and of social and living standards is a by-product of some business, no matter how large or how small, somewhere.

Business didn't have a victory. We still have a tremendous job confronting us—to prove not only to President Eisenhower but to the doubting Thomases and to the world, that his confidence is well placed, that he can rely on us to conduct ourselves in such a manner as to preserve the soundness of our economic system.

Some years ago I was invited by some coincidence to go on the board of directors of two companies in an identical business. I said to the president of one, "Before I become a director of your company I want to know and understand your philosophy, to determine whether we can work as a team. What do you consider your primary responsibility to be?" And he said, "My primary responsibility is to the stockholders of this great company."

I posed the identical question to the other president, who replied, "My primary responsibility is to the policyholders of this company. I cannot successfully represent the stockholder unless I represent the customer well and honestly."

I went with the latter company.

Let us hope that no management in this country will continue to say that its primary responsibility is to a stockholder, because it cannot represent the stockholder unless it represents the employee and the customer. In this business system of ours there is no such thing, aside from individual identification in a corporation, as a division between stockholders, employees and customers. If you will look over the stockholder lists of companies throughout the United States—I have looked at mine—you will find that the same fellow who is an employee either of our company or yours, also may be a stockholder. That employee may be identified with us but he may be a customer or a stockholder of yours. And then we stop to look over the customers. We used to call them consumers, as though they were something separate and distinct. I find that our consumers are

your employees and our employees, all intermingled, and that makes up our overall system. Thus, you simply cannot represent the best interests of a stockholder unless you do a good job with the employee and the customer and the community.

I'd like to give you a simple formula because I think that sometimes in our effort to do a better job we become greatly involved in theory and psychology. If you wish to treat an employee well, just take a machine existing in your plant or any plant, find out how management looks upon that machine and what it does for the machine, an inanimate thing; then resolve to do the identical thing for an employee. Do that and you are going to have the greatest employee relations of any company in the area in which you happen to be competing.

It is unfortunate that there isn't something to indicate the value of employees on that balance sheet we work with every day. We go down our assets and our physical properties and our inventories and we see a dollar sign which for some reason or other becomes sacred to us and we want to preserve it. In management you'll find that we protect those assets. If we could just put down something about 14,000 employees, value \$25 million, maybe we'd be a little more conscious of them.

We set up a fund to amortize our machines. Gradually we can replace and retire them under a depreciation system. What's the difference between that and a pension plan?

I am in a business which we pioneered. We have people who worked in snow up to their knees at 50 cents an hour, 12 hours a day. Knowing those men and what they contributed, I can't be convinced that they are something less than machines. They are human beings and they respond.

When a machine breaks down temporarily, people don't rush in, pick it up and throw it out in the junk yard. Because it has a value, they run in to ask, "What's wrong with it? How can we repair it? How can we get it back into service?" Should we be more concerned with that machine than with an individual who has suffered some incapacity?

Consider the time and money we spend in our engineering and research departments trying to improve the output of a machine. That machine, in which we have an investment of \$15,000 or \$20,000, isn't turning out what it should per hour. Our industrial engineers are studying to see if we cannot improve it to meet our requirements. What's the difference between that and finding an employee in the wrong department, who never should have been there in the first place, who has not done so well, and who is fired as a failure? That action is taken because we placed him in the wrong position and didn't take the time, as we do with a machine, to study his weaknesses, his lack of qualifications, and to determine what we might do to make him a better man. There is too much of that going on in this country.

I mention the employee because he is a part of the local quality of citizenship. You can walk through a department store in any city, watch the people buy, observe their dress, their mannerisms, determine what the credit department of that store happens to think of that group of people and what the losses are, if the credit is good. The attitude of the people coming into that store is a by-product of local business. If they are treated well it reflects in their conduct.

You cannot have a good company without good employees and you cannot have good employees unless you treat them well. And let me say one thing: whether or not they are unionized, unions can cause ulcers. They do with me, with their demands and what not. But I say to you gentlemen about to enter business, don't let the tactics of a union discourage you from doing the right thing. Don't be one of those individuals who has gone through a bad experience in negotiation, not with

your people but with some union leader, and take the hard, cruel attitude as the contract is signed, "I will live up to it and not one damned thing beyond." If you take that position, you have lost confidence in human nature, and I'll bet on 90 per cent of the people being right.

Let's go another step forward in analyzing the conduct of business—our community relationships. Do you realize that in the City of Chicago only 15 per cent of the business organizations make contributions to the Community Fund? Many people will resort to some law which says that, in the state in which they are incorporated, it is illegal for management to make any contribution other than for the conduct of the business. Some of those very people are critical of local, state or federal participation in social problems.

I'd like to tell you how we feel in our company. We'll take the City of Denver. We represent "X" per cent of the number of people employed in the City of Denver. We take out of Denver each month and each day "X" hundreds of thousands of dollars in revenue. As a public service organization, we say to ourselves, "What is the quality of our corporate citizenship?" A percentage of all our revenue is set up in a foundation for the purpose of fulfilling our social obligations which we consider a cost of doing business. How do we apportion it? If Denver gives us four per cent of our overall revenue, Denver gets four per cent of our contributions, whether they may be charitable, educational or various civic activities that go to keep this community alive and progressive. And yet there are corporations in this country today which haven't learned to accept social obligations as a cost of doing business.

Many years ago there was an incident of which I wasn't particularly proud but which will give you an example of how things can work. During the war we had a bomber modification plant in Cheyenne, Wyoming where we had to employ about 3,000 employees, far beyond the employable of Cheyenne. A juvenile delinquency problem developed there and a group of leading citizens set out to find a solution and to raise funds for the correction. I found that United Air Lines contributed \$20. And then we got into the problem. Every juvenile delinquent on their list, for whom they were raising funds, were good kids until United Air Lines went to Cheyenne and started employing their mothers and their sisters and their grandmothers in our shops. There was a problem that United Air Lines created and we were going to give the great sum of \$20.

In every community, whatever our business, we are relative to the overall picture. We are taking out of the community and putting back. Whatever the problems may be in that neutral area where people don't work for anyone, you have only one of two alternatives. You either say, "We, United Air Lines (or Fox Theatres) are a citizen of Denver and a percentage of that problem belongs to us and we can help voluntarily," or you can leave the door wide open for the political opportunist to step in and take advantage of the misfortunes of people for some political or selfish interest.

I just want to leave one thought. Business isn't cruel; it can be made to mean a great deal. Our past record for productivity and creation has been great. Our past record for accepting our social obligations, sincerely and with enthusiasm, is not too good. We have a President of the United States who has confidence in us; a man who provides leadership and inspiration. If we wish to preserve what we have, let's not let him down; let's prove to the world and to him that business is more than some selfish objective. We demand statesmanship of our politicians. There's no reason why a politician in particular should be expected to be a statesman. We all must be statesmen if we are going to preserve this great system, and I know we will.

Thank you.

The Grand Council of Delta Sigma Pi

Robert G. Busse, Grand President

Brother Busse's first activity in Delta Sigma Pi was the part he played in the establishment of Beta Omicron Chapter at the University of Newark (now part of Rutgers University). In 1936 he attended our 12th Grand Chapter Congress in Atlanta as a member of Phi Sigma Beta, a local professional commerce fraternity. He acted as spokesman and president for that group, then petitioning to become a chapter of Delta Sigma Pi. After its installation into the fraternity as Beta Omicron Chapter, Bob served as chancellor and contributed much toward getting the chapter off to a good start. After his graduation he continued his activities as chapter advisor. Subsequently he took a constructive part in the Newark Alumni Club, serving three terms on their Board of Governors.

In 1947 Brother Busse was elected to the Grand Council and became Director of the Eastern Region when it was established. In 1949 he was re-elected to the Grand Council as Member-at-Large and at the 18th Grand Chapter Congress held in Dallas in 1951, Bob was elected Director of the Central Region. In this post he served wisely and well until early in 1953, when he was transferred, by his firm, out of the territory composing that Region.

Brother Busse majored in accounting at the University of Newark, graduating with a B.S. degree in Business Administration. Active also in school affairs, he served as president of the junior and senior classes, vice-president of the Student Council, and as a member of the Varsity basketball team.

Since 1939 Bob has been associated in various capacities with the Burroughs Corporation. At the time of his Directorship of the Central Region he was manager of their Kalamazoo, Michigan, office. Some six months ago he was promoted to the position of manager of their Wilmington, Delaware, branch.

H. G. Wright, Executive Director

Brother Wright has the distinction of having attended every meeting of the Grand Chapter of Delta Sigma Pi since the 1917 meeting, a total of 14 Grand Chapter Congresses. He served as Grand President of the fraternity for two terms, and just completed 29 years of continuous service as Executive Director (formerly Grand Secretary-Treasurer), making a total of 34 years of service as a grand officer of Delta Sigma Pi.

Brother Wright is perhaps more responsible than any other one person for the development, promotion and expansion of our fraternity. When he first became Grand President in February 1920, he emphasized our lack of an adequate and progressive expansion program, whereby Delta Sigma Pi was missing many opportunities to establish chapters in the new schools of business administration then being rapidly established. He strongly urged the development of such a program and since he was in business for himself and could take the time for fraternity matters, and since most of the expansion opportunities were in the Midwest, he got the job. In the next ten years, under his leadership, 50 chapters were added to our rolls and we became firmly established in the collegiate picture. In 1924 The Central Office was organized in Chicago, with Brother Wright as Grand Secretary-Treasurer. Due largely to his efforts and ability we now have the largest chapter roll of any professional fraternity in the country.

Brother Wright has also held the offices of president and secretary-treasurer of the Professional Interfraternity Conference, of which Delta Sigma Pi is a charter member, and has been our representative at every meeting of that body.

"Gig" graduated from Northwestern University in 1919, where he was the president of the Commerce Club, won the Delta Sigma Pi Scholarship Key and was elected to membership in Delta Mu Delta, in addition to serving as treasurer and president of Beta Chapter, in which he continues to take an active interest. He was also president of the Deltasig House Corporation for many years.

J. D. Thomson, Executive Secretary

Brother Thomson's fraternal activity began when he became a member of Beta Chapter at Northwestern University on June 15, 1940. While in Beta Chapter he served as vice-president, senior vice-president and president. In addition to these offices, he was president of the Commerce Club of Northwestern University, president of the Student Council, and president of the Chicago Campus Association of the University. While at Northwestern he also won the Delta Sigma Pi Scholarship Key, the Psi Gamma Rho prize for the Outstanding Junior, and was presented a plaque by the Commerce Club for his work and contribution to the welfare of the School of Commerce. He has also served on the Board of Directors of the Deltasig House Corporation and has taken an active interest in the Chicago Alumni Club of Delta Sigma Pi.

Brother Thomson's responsibilities as Executive Secretary of the fraternity have taken him to every active chapter and alumni club since he joined The Central Office staff in April 1946. All of his efforts are currently directed toward further expanding the services of The Central Office to our chapters, alumni clubs and members.

Jim was born and brought up in Chicago and at present makes his home in Glen Ellyn, a Chicago suburb.

Howard B. Johnson, Past Grand President

Howard B. Johnson's record as Grand President of Delta Sigma Pi during the past two years only further confirmed his reputation as a tireless worker and outstanding administrator for the fraternity. His efficient handling and grasp of the many matters, both minor and major, coming under his jurisdiction, gained him the respect of all who were associated with him, while his genial yet positive personality made countless friends for him throughout our membership.

Brother Johnson was initiated into our Kappa Chapter in 1931. At that time it was located at Georgia Tech. He served as president of Kappa Chapter and later became a chapter advisor and district director. In 1936 he was general chairman of the 12th Grand Chapter Congress held in Atlanta and in 1942 he was elected to the Grand Council. Finally in 1951 he became Grand President of Delta Sigma Pi at the 18th Grand Chapter Congress in Dallas, Texas.

Our immediate Past Grand President graduated from Georgia Tech with a B.S. in Commerce, cum laude, in 1933 and later took graduate work there under a faculty scholarship. While in college he was president of the Speakers' Club, president of Delta Mu Delta, honorary scholarship society, president of Theta Xi Zeta, honorary society, and winner of the Intramural Key. He was the first president of the Alumni Association of the Atlanta Division of the University of Georgia.

Besides his extensive fraternal activities, Howard's regular position is that of vice-president of the Atlantic Steel Company of Atlanta, independent manufacturers of steel and steel products. He is primarily responsible for the finances and sales of



ROBERT G. BUSSE
Rutgers-Beta Omicron
Grand President



H. G. WRIGHT
Northwestern-Beta
Executive Director



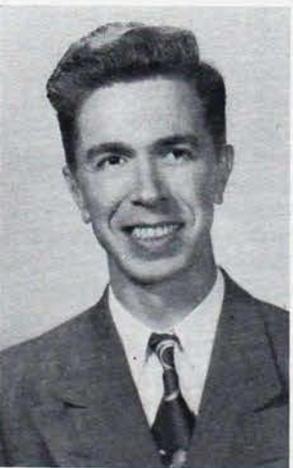
J. D. THOMSON
Northwestern-Beta
Executive Secretary



J. HARRY FELTHAM
Johns Hopkins-Chi
Director, Eastern Region



ROBERT O. LEWIS
Northwestern-Beta
Director, Central Region



HOMER T. BREWER
Georgia-Kappa
Director, Southeastern Region

this company and also serves on numerous national committees in the interests of the steel industry.

J. Harry Feltham, Eastern Region

Brother Harry Feltham is and for 15 years has been the vital force in and behind our Life Membership program. He has held the chairmanship of the National Committee on Life Memberships for several terms. His promotion of this important project has put more than \$83,000 into the National Endowment Fund and built a Life Membership roster of some 1,900 members. Harry can always be proud of the part he has played in fostering the Life Membership program, which assures the permanent endowment of Delta Sigma Pi.

Brother Feltham was initiated into Chi Chapter at Johns Hopkins University in 1923 and held various chapter offices. Subsequently he has served the Baltimore Alumni Club as president and in other capacities. His service as a member of the Grand Council began with his appointment as Director of the Eastern Region in 1949, to which he has devoted much time and conscientious effort. In 1951 he was re-elected to the Grand Council by the chapters in the Eastern Region.

Probably Harry is best known to the membership through his chairmanship of the 17th Grand Chapter Congress in Baltimore in 1949, an undertaking significant of his capabilities and deep interest in Delta Sigma Pi.

Brother Feltham makes his home in Baltimore and is associated with one of the leading brokerage houses in that city, Robert Garrett and Sons.

Homer T. Brewer—Southeastern Region

Another Georgia man, by coincidence from the same town as Past Grand President Johnson, Homer T. Brewer became a member of the Grand Council by his election early in 1953 as Director of the Southeastern Region. He replaces Thoben Elrod, who was transferred, by his firm, to another section of the country.

Homer is well known for his proficiency at letterwriting and for the extensive correspondence that he has carried on among the chapters in his Region. Many chapters in the Southeastern Region have also had visits from Homer and his spirit and energy is much in evidence wherever the fraternity is concerned.

Brother Brewer received his B.S. degree from the Atlanta Division of the University of Georgia in 1941 and an LL.B. degree from Emory University in 1949. Later that year he was admitted to the Georgia Bar.

Homer became a member of Kappa Chapter in 1937, serving as secretary, senior vice-president and chancellor of the chapter. After graduation he continued his fraternal activity as chapter advisor and as a director and president of Deltasig Lodge in Atlanta. In April 1952 he served most efficiently as chairman of the Regional Meeting held in Atlanta.

Brother Brewer is a tax agent for the Southern Railway System in Atlanta. His home is in Decatur, Georgia, a suburb of Atlanta.

Robert O. Lewis, Central Region

In March 1953, Robert O. Lewis was elected to the directorship of the Central Region of Delta Sigma Pi, to complete the term of Robert G. Busse.

Bob has worked cheerfully and energetically for the fraternity since his initiation into Beta Chapter at Northwestern University in 1938. He is well known to practically all the Deltasigs in the Chicago area through his activities as president of the Chicago Alumni Club, president of the Deltasig House Corporation, and chapter advisor of Alpha Omega Chapter at DePaul University. He was a delegate from the Chicago Alumni Club to

the Baltimore Grand Chapter Congress and served as chairman of the Central Regional Meeting held in Chicago in 1950. He also attended the Central Regional Meeting in Cleveland in 1952.

On a national level, however, Bob is best known for his work as chairman of the National Committee on Alumni Activities, and has added much impetus to this program in the way of stimulating and coordinating alumni club activities. His term of office in this capacity expired at the 19th Grand Chapter Congress in Denver.

Brother Lewis is the office manager and assistant to the president of the Wright Chemical Company of Chicago. He is a resident of Oak Park, a suburb of Chicago.

Henry C. Lucas, Midwestern Region

Henry Lucas has served on the Grand Council since 1948, when he was elected to fill a vacancy created by the resignation of Daniel C. Kilian, and re-elected as Director of the Midwestern Region at the 17th and 19th Grand Chapter Congresses.

Brother Lucas received his B.S. degree in Business Administration at the University of Nebraska, where he became a member of Alpha Delta Chapter. He has since then taken part in the installation of Beta Theta Chapter at Creighton in 1930 and Gamma Eta Chapter at Omaha in 1949. Several other of our chapters have been reactivated as a result of contacts he made while traveling as auditor and contracting officer for the army during the war. Henry made a habit of looking up Deltasigs wherever he went and often dropped in on alumni club meetings.

The contribution to his fraternity, for which Brother Lucas is chiefly known, is the editing, publishing and distribution of the annual Directory of Graduates, first issued in 1951. As chairman of the National Committee on Alumni Placing Service, he has justifiably earned most of the credit for the success of this important fraternity publication, which has received acclaim from personnel men throughout the nation as a valuable placement tool.

Brother Lucas is a native of Omaha, Nebraska, and is connected with the firm of Mathur, Inc. of that city, where he serves as auditor and office manager.

Burnell C. Butler, Jr., Southwestern Region

Although "B.C." has only been a member of Delta Sigma Pi since 1949, he has already established quite a record with the fraternity. While attending Southern Methodist University he joined our Beta Phi Chapter there and later served as its president. He is currently the vice-president of the Dallas Alumni Club. During the 18th Grand Chapter Congress held in Dallas in 1951, he played an important part on the convention committee. He also attended the 19th Grand Chapter Congress in Denver and the Southwestern Regional Meeting in Houston in 1952.

In March 1953 Brother Butler was elected by the Grand Council as the acting Director of the Southwestern Region, to replace William R. Merrick, who passed away last fall. At the 19th Grand Chapter Congress he was re-elected as acting Director of that Region.

"B.C." began his business career in 1950, when he joined Talon, Inc., manufacturers and distributors of zippers, as their warehouse manager. At the present time he is sales representative for the same company, with his headquarters in Dallas, Texas, where he makes his home. He is mighty proud of the fact that he is a native Texan, having been born in Houston.

Burell C. Johnson, Western Region

In April 1952, when Frank Brandes of San Francisco found it necessary to resign his Grand Council post, Burell C. Johnson was the outstanding choice to succeed him. He was accordingly elected as acting Director of the Western Region for the balance



GEORGE R. ESTERLY
Kansas-Iota
Director of Business Education



HOWARD B. JOHNSON
Georgia-Kappa
Past Grand President



HENRY C. LUCAS
Nebraska-Alpha Delta,
Director, Midwestern Region



HARRY G. HICKEY
Denver-Alpha Nu
Director of Alumni Activities



BURNELL C. BUTLER, JR.
Southern Methodist-Beta Phi
Director, Southwestern Region



BURELL C. JOHNSON
Alabama-Alpha Sigma
Director, Western Region

of the term and at the 19th Grand Chapter Congress in Denver, was re-elected as acting Director of that Region.

Brother Johnson first came to the foreground in fraternal activity when he sparked the reactivation of Phi Chapter at the University of Southern California. Since then he has participated in the reactivation of Rho Chapter at California and in the installations of Gamma Xi Chapter at Santa Clara and Gamma Omega Chapter at Arizona State. He also played a leading role in the first Western Regional Meeting held in San Francisco in February 1952. He is now serving as president of the Los Angeles Alumni Club.

Burell was born in Bessemer, Alabama, in 1924 and attended the University of Alabama. He was initiated into our Alpha Sigma Chapter there during his sophomore year. His junior and senior years were spent at Southern California, where he received his degree.

Currently Brother Johnson is associated with the National Cylinder Gas Company of Los Angeles as a sales representative in the Medical Division, and makes his home in Alhambra, California.

Harry G. Hickey, Director of Alumni Activities

Brother Harry G. Hickey was appointed to the Grand Council as a Member-at-large when Robert Busse relinquished that position to become Director of the Central Region. At the 19th Grand Chapter Congress he was elected to serve as Director of Alumni Activities.

Harry was a charter member of Alpha Nu Chapter at the University of Denver, having been initiated in October 1925. After leaving school he continued his fraternal activity as chapter advisor. In 1949 he took on the job of reactivating the Denver Alumni Club, which he has since served as President, and which under his leadership has developed into one of our strongest alumni groups. He also headed the delegation from Denver which assisted in the installation of Gamma Iota Chapter at the University of New Mexico.

Brother Hickey will best be remembered, however, first for his efforts at the Dallas Grand Chapter Congress to have the next one held in Denver; and second, for getting it there and serving as general chairman of the 19th Grand Chapter Congress. He and his committee showed true Western hospitality to the largest group of Deltasigs ever in attendance at a Grand Chapter Congress. Everyone there thoroughly enjoyed a full and stimulating program, capably planned and carried out under Harry's direction.

At the present time Brother Hickey is vice president and sales manager of Francis J. Fisher, Inc. of Denver, a supplier of building materials; of course he is a resident and booster of the Mile-High City, Denver.

George R. Esterly, Director of Business Education

Early this year the Grand Council elected Dean George R. Esterly of the School of Business Administration at Rutgers University, and an alumnus of our Iota Chapter at the University of Kansas, to fill the vacancy caused by the death of Past Grand President Walter C. Sehm. However, Dean Esterly is serving the fraternity in a newly created position, that of "Director of Business Education."

For many years Brother Esterly has promoted the interests of Delta Sigma Pi in various capacities. He was advisor to the local fraternity at Newark University, which later became our Beta Omicron Chapter, and has served since its installation informally as advisor.

Brother Esterly was born in Topeka, Kansas, in 1901 and received his A.B. degree from the University of Kansas, where he was the winner of the Delta Sigma Pi Scholarship Key. Later he earned an M.B.A. from Harvard University and pursued graduate work at Northwestern, Pittsburgh and New York Univer-

sities. His first teaching assignment was at the University of Arkansas; later he taught at Northwestern, Pittsburgh and finally at the University of Newark. In 1937 he became Dean of the School of Business Administration at the University of Newark, which institution later became part of Rutgers University.

Dean Esterly is the author of several accounting texts. He is a member of Beta Gamma Sigma and also of Phi Beta Kappa. In addition to his academic work, Dean Esterly is very active in civic affairs.

Grand Chapter Congress Women's Register

(Continued from page 9)

Mrs. Norval Poulson	Chicago, Ill.	Zeta
Mrs. Dean Redford	Denver, Colo.	Alpha Nu
Mrs. Lloyd Richards	Denver, Colo.	Alpha Nu
Mrs. Dean Richardson	Denver, Colo.	Iota
Mrs. Charles Schnabel	Cincinnati, Ohio	Alpha Theta
Mrs. Richard Scudder	Denver, Colo.	Alpha Nu
Mrs. Walter C. Sehm	St. Paul, Minn.	Alpha Epsilon
Mrs. Gerald Smith	Minneapolis, Minn.	Alpha Epsilon
Mrs. Montgomery Smith	Denver, Colo.	Alpha Nu
Mrs. Sidney Sparks	Alice, Tex.	Beta Kappa
Mrs. Marion W. Sprague	Bellaire, Tex.	Beta Upsilon
Mrs. Steven Szekely	Chicago, Ill.	Beta
Mrs. Max Thomas	Denver, Colo.	Alpha Nu
Mrs. James D. Thomson	Glen Ellyn, Ill.	Beta
Mrs. Allen Tilsley	Denver, Colo.	Alpha Nu
Mrs. Roy Tipton	Memphis, Tenn.	Gamma Zeta
Miss Marilyn Tober	Buffalo, N.Y.	Alpha Kappa
Mrs. Richard Tydings	Denver, Colo.	Alpha Nu
Mrs. John Tyrone	Denver, Colo.	Alpha Nu
Mrs. William Walker	Denver, Colo.	Alpha Nu
Mrs. Herbert W. Wehe	Greensburg, Pa.	Lambda
Mrs. Kenneth B. White	Dallas, Tex.	Gamma
Mrs. Joseph L. Williamson	Denver, Colo.	Upsilon
Mrs. Ralph Wilson	Denver, Colo.	Alpha Nu
Mrs. H. G. Wright	La Grange, Ill.	Beta
Mrs. Thomas Wolf	Oklahoma City, Okla.	Delta

TOTAL 109

The Grand Council
is pleased to announce
the establishment
of

The Delta Sigma Pi
EDUCATIONAL FOUNDATION

on
September 6, 1953

Complete details will be published
in the January, 1953 Issue of
The DELTASIG



WITH THE

ALUMNI

THE WORLD OVER

Eugene Cook Heads National Attorney Group

EUGENE COOK, *Alpha Tau-Mercer*, Georgia's Attorney General, was recently elected president of the National Association of Attorneys General. Brother Cook was elevated from the vice-presidency to the top post among state attorneys, succeeding Attorney General Harold Fatzer of Kansas. He has been attorney general of Georgia since 1945. Prior to that he was state revenue commissioner.

A native of Wrightsville, Georgia, Brother Cook is a graduate of Mercer University and John Marshall Law School. While at Mercer he joined our Alpha Tau Chapter. He is a past president of the Mercer Alumni Association, a trustee of Mercer University and Brewton-Parker Institute, counselor of Lions International, and a member of the State School Building Authority, University Building Authority and State Hospital Authority.

Schujahn Appointed on Faculty-Business Committee

EDWIN L. SCHUJAHN, *Psi-Wisconsin*, vice-president of General Mills, Inc., Minneapolis, has been appointed on the Alumni Advisory Committee of the Advanced Management Program of the Harvard Business School. This is a group of 29 alumni of that eminent institution who will meet with the faculty twice a year to help keep the program abreast of the needs of business. Brother Schujahn's inclusion in this select group points to the position which he holds in the modern management field. It should be an interesting and constructive experience.

Deltasig Made President Of Pratt Institute

DR. FRANCIS H. HORN, *Chi Chapter-Johns Hopkins*, was named president of Pratt Institute to succeed Charles Pratt, as of August 15, 1953. Dr. Horn, who has had wide experience in both teaching and administration, formerly served as executive secretary of the Association for Higher Education of the National Education Association.

Brother Horn's appointment represents a departure for Pratt Institute, which has had a member of the Pratt family as its chief administrative officer since it was founded in 1877 by Charles Pratt, the industrialist and one of the original partners in the Standard Oil Company.

A graduate of Dartmouth College with an A.B. degree in 1930, Brother Horn taught at the American University in Cairo, Egypt, for three years before continuing graduate study at the University of Virginia and Yale. He was dean of McCoy College and director of the Summer Session at Johns Hopkins University from 1947 to 1951, where he became a faculty member of Delta Sigma Pi.

THE CENTRAL OFFICE REGISTER

THE FOLLOWING MEMBERS of Delta Sigma Pi have visited the Central Office since the last issue of the DELTASIG.

WILLIAM ANDRONOWITZ, *DePaul*, Chicago, Ill.; **CHARLES VLK**, *DePaul*, Evergreen Park, Ill.; **WALTER NOBLE**, *Loyola*, Chicago, Ill.; **DICK BROWN**, *Northwestern-Zeta*, Evanston, Ill.; **CHARLES MENARD**, *DePaul*, Chicago, Ill.; **FRANK BALOGH**, *Loyola*, Chicago, Ill.; **ALLEN PANERAL**, *DePaul*, Fort Ord, Calif.; **EDWIN SCHUJAHN**, *Wisconsin*, Minneapolis, Minn.; **ALBERT BAX**, *Loyola*, Chicago, Ill.; **MARVIN CLEMENT**, *Tulane*, New Orleans, La.; **JOSEPH BRAUSCH**, *Loyola*, Chicago, Ill.; **NORMAN TOWER, JR.**, *Colorado*, Denver, Colo.; **JAMES O'CONNOR, JR.**, *DePaul*, Chicago, Ill.; **FRANK SCHLECK**, *Northwestern-Beta*, Chicago, Ill.; **JOSEPH HUGHES**, *DePaul*, Chicago, Ill.; **RONALD SHUMAN**, *Oklahoma*, Norman, Okla.; **DALE JACKSON**, *Minnesota*, Chicago, Ill.; **CHARLES MENARD**, *DePaul*, Chicago, Ill.; **ELMER EADES, JR.**, *Georgia-Pi*, Dallas, Tex.; **DAVE POWELL**, *Pennsylvania*, Philadelphia, Pa.; **JOSEPH HUGHES**, *DePaul*, Chicago, Ill.; **C. DAVIS HOGENDORP**, *Johns Hopkins*, Baltimore, Md.; **JAMES MURPHY**, *Alpha Omega*, Chicago, Illinois; **MICHAEL PARISI**, *Gamma Pi*, Chicago, Illinois; **JOSEPH BOWENS**, *Gamma Pi*, Chicago, Illinois; **JOHN MCKEWEN**, *Chi*, Baltimore, Maryland; **GENE PERO**, *Beta Nu*, Philadelphia, Pennsylvania; **WILLIAM BATER**, *Beta Nu*, Philadelphia, Pennsylvania; **EDWARD MURPHY**, *Beta Nu*, Brooklawn, New Jersey; **MR. AND MRS. HOWARD JOHNSON**, *Georgia-Kappa*, Atlanta, Georgia; **MR. AND MRS. FRANKLIN TOBER**, *Alpha Kappa*, Buffalo, New York; **JAMES SMITH**, *Alpha Kappa*, Buffalo, New York; **RICHARD WYNN**, *Alpha Omega*, Chicago, Illinois; **MR. AND MRS. ROBERT BUSSE**, *Beta Omicron*, Wilmington, Delaware; **HOWARD HART**, *Northwestern-Beta*, Chicago, Illinois; **PAUL TUCKER**, *Alpha Sigma*, Girard, Illinois; **ALLEN ROHRER**, *Beta Nu*, Westmont, New Jersey; **JAMES WOOSTER**, *Northwestern-Beta*, Chicago, Illinois; **JOEL LECUYER**, *Gamma Pi*, Kankakee, Illinois; **THOMAS RUSK**, *Gamma Pi*, Chicago, Illinois; **JAMES TUNNEY**, *Northwestern-Beta*, Chicago, Illinois.

Chi Alumnus Chosen Hecht Company Director

JOHN E. MOTZ, *Chi-Johns Hopkins*, was one of three directors recently appointed to the board of The Hecht Co., Washington, D.C. Brother Motz is the senior vice-president of the Safe Deposit & Trust Co., Baltimore, and holds directorships in a number of companies. He has acted in an advisory capacity for several merchandising operations.

Fraternity Loses Two Past Grand Presidents

ON APRIL 22, 1953, Walter N. Dean, an alumnus of Alpha Chapter at New York University and the first Grand President of Delta Sigma Pi, passed away in a Brooklyn, New York hospital after a very brief illness. Then on May 17, 1953, Rudolph C. Schmidt, of Theta Chapter and Grand President of Delta Sigma Pi from 1928-1930, died in a Detroit, Michigan hospital also after a short illness. In the past year Delta Sigma Pi has lost one of its founders, Alexander F. Makay, four past Grand Presidents, Walter C. Sehm, Eugene D. Milener, Walter N. Dean and Rudolph C. Schmidt, and the Director of the Southwestern Region, William R. Merrick.

Walter N. Dean

A memorial written by J. William Schulze, a Deltasig and a very close friend.

When Walter N. Dean unexpectedly passed into the beyond on April 22, 1953, he left so many empty places that it is impossible for even his friends of almost lifelong standing to know them all. Walter was a man who rarely spoke of his works unless a theory or principle might be involved warranting an exchange of views.

It is in the nature of things for men who have lived beyond the three score milepost to have been face to face with the death of a number of relatives and friends. This was different. It stopped us in our tracks. When Bob Ficker, who grew up with Walter Dean from boyhood, sent us that telegram, memory vividly threw on the screen in rapid succession one event after another during the past forty-six years when Walter was in there unobtrusively pitching for a cause or for someone else—never for himself.

The meetings and doings of the 1910 Class at New York University during our undergraduate days, which then seemed so important and doubtless did play a part in forming our characters;

the early days of Alpha Chapter—the only chapter then—when the groundwork for the policies, ritual and the future of the fraternity were being laid;

Walter as president of the Chapter, and later as the first Grand President of the International Fraternity;

Alpha's summer cottage at Sea Cliff, Long Island, where he first met Anna, his wife, who stood steadfastly by him until the end and who has been and will continue to be our close friend;

the youthful pact of the "Four Horsemen" (Walter, Bob Ficker, Bill Beck and the writer, with Bill Mann as silent member) to form a business partnership after graduation, a plan which never materialized, yet the partnership outside business has stood solidly for more than two generations;

Walter's long, hard, unselfish service as Secretary of the New York State Board of Accounting; the annual Christmas holiday luncheons at the Savarin in downtown New York; the Alpha alumni golf tournaments each spring and fall, competing for a cup which is destined by handicap manipulation never to come into anyone's permanent possession; the mature, high level debates upon professional, national and international questions and issues, which is America at its best; the get-together of the "Four Horsemen" and their wives in Maine last summer, which fate decreed would be the last time all of us could assemble in that quiet, relaxing manner; these and a host of other memories rolled up and inter-mingled.

And always Walter Dean, the steady, soft spoken pillar on which so many of us leaned down through the years!

We are brought up sharply now with the knowledge that from here on we must go to our own destinies without Walter at the other end of the telephone saying, "I guess I can do it."

What better heritage can a person leave to his world than the conviction, strongly embedded in each of us whose moment has not yet arrived, that we are rich in having had the staunch friendship of a man whose every word and act was a testimonial to his creed—probably unrecognized by himself—that he lived only to serve?

Rudolph C. Schmidt

Brother Schmidt was born in Chicago, but lived in Detroit or its suburbs most of his life. He attended the University of Detroit and received his degree in commerce and finance in 1921 and later graduated from the law school. He was one of the founders of Theta Chapter of Delta Sigma Pi which was installed on the University of Detroit campus in February, 1921. From 1928 to 1930 he served Delta Sigma Pi as its Grand President. Even in his later life he maintained his interest in the fraternity and was very active in the installation of our Gamma Rho Chapter in 1950.

In 1911, Brother Schmidt joined the Burton Abstract and Title Co. of Detroit as an office boy. Later he became vice-president of this firm, which title he held at his death. He was a member of the Knights of Columbus, the Michigan State Bar Association, the Catholic Lawyers Guild, and a navy veteran of World War I.

His widow, Marguerite, a son, Charles, and a daughter, Mary, survive him. Brother Schmidt made his home at Grosse Pointe Farms, Michigan.

Delta Sigma Pi Key Promotes Scholarship

The promotion of high scholarship standards has always been an integral part of the Delta Sigma Pi program, not alone in our own chapters but for all students of commerce and business administration. As early as 1912 our fraternity established its annual Scholarship Key Award to foster scholastic effort. This award is made annually at each University where we have an active chapter, to that male senior who upon graduation ranks highest in scholarship for the entire course in commerce and business administration, without regard to his fraternal affiliation. The selection of the winner is made by the local faculty after an examination of scholarship records.

The Delta Sigma Pi Scholarship Key is recognized as one of the highest honors attain-

able in colleges of commerce and business administration. Each key is appropriately engraved with the name of the award, the name of the university at which it is presented, the name of the winner and the date of presentation.

To date over 1,600 keys have been awarded by our fraternity and we are proud to report that about one-third of them have gone to members of Delta Sigma Pi, in open competition with other male students in colleges of commerce throughout the country. Those Deltasigs who were awarded our key in 1953 were: Joseph R. Barnd at Iowa, Theodore Dragich at Johns Hopkins, Gerhart W. Malsatzki at Penn State, Clay M. Rose, Jr., at Tennessee, Sylvan S. Moreau at Drake, Richard L. Malecki at Buffalo, James R. Modrall at Colorado, Philip E. Fess at Miami, Walbert W. Kaempfer at Mississippi, Louis A. Finocchiaro at Creighton, William D. Owen at Alabama Poly, Benjamin M. Plummer at Rutgers, Donald W. Erickson at Tulsa, Walter R. Scott at New Mexico, Edwin J. Caplan at Tulane, Estus B. Lassiter at Wake Forest, Richard J. Gugliemetti at Santa Clara, Donald A. Christiansen at Detroit, Maurever S. P. Goes at Mississippi Southern, Henry P. Zani at Babson and Harry A. Rutherford at Arizona State.

DELTA SIGS OF ACHIEVEMENT

VICTOR Z. BRINK, Nebraska Controller, Lincoln-Mercury Division of Ford Motor Co.

SINCE 1949, Victor Z. Brink, *Nebraska*, has been affiliated with the Ford Motor Company, holding successively the positions of general auditor, chief accountant and assistant controller. On March 1, 1953, he was appointed to the important position of controller of their Lincoln-Mercury Division. This promotion is the culmination of a career which alternated between the academic aspects of accounting and its practical application in business.

Brother Brink graduated from the University of Nebraska in 1927, where he became a charter member of our Alpha Delta Chapter and was its president in his senior year. In 1929 he obtained his M.A. at Nebraska, meanwhile serving as a member of the teaching staff. Then for five years he worked for two firms in the petroleum industry. From 1935-37 he took graduate work at Columbia University and the next three years he was a member of the faculty of Amos Tuck School of Business Administration at Dartmouth College.

After a period as Lieutenant Colonel in the Army, in the Office of the Fiscal Director, he continued as an educator, teaching accounting in the School of Business at Columbia. In 1947 he returned to business again, as partner in a New York firm of public accountants, which he left in 1949 to join the Ford Motor Company staff. Brother Brink's present post is a tribute to the status he has attained in his chosen field.



VICTOR Z. BRINK,
Nebraska

CLINTON OLIVER, Nu, Named Hollywood Vice-Pres. Foote, Cone & Belding

FREQUENTLY REFERRED TO as the agency's trouble-shooter, Clinton B. Oliver, *Beta-Northwestern*, vice-president in charge of



CLINTON B. OLIVER,
Northwestern-Beta

for the agency's eastern offices, plus presentations in those media for prospective sponsors.

Brother Oliver took some work at Northwestern University in 1927, with business administration and finance as majors, and at the same time went to work for a Chicago publishing firm. A merger of his firm with McGraw-Hill a year later resulted in his transfer to New York. However, wishing to continue his education at Northwestern, he returned to Chicago a year later and attended the Chicago Division of the University, where he became a member of Beta Chapter of Delta Sigma Pi. Concurrently he obtained a position with Lord & Thomas as assistant treasurer and since his graduation from Northwestern in 1933, the various capacities and parts of the country in which he worked for Lord & Thomas would make a modern Odyssey.

He was business manager and assistant treasurer of their California offices when they became Foote, Cone & Belding in 1943 and stayed on there as business manager for the new firm. Still he did not stay put, spending several years as co-manager of their Houston office, eventually returning to Hollywood in 1951 to become vice-president and general manager of the radio-TV production office.

Brother Oliver is a founder and past-president of the Hollywood Ad Club and vice-chairman of the national radio and TV production committee of the American Assn. of Advertising Agencies. He also is the AAAA's chief Hollywood liaison on union negotiations. In addition to his membership in Delta Sigma Pi, he is a member of the Masquers, and is an honorary member of Alpha Delta Sigma, national advertising fraternity.

Lindmiller Takes Position in Alaska

ROBERT P. LINDMILLER, *Ohio State*, has accepted a position as business accountant with the U.S. Army for a two-year term with headquarters at Anchorage, Alaska.

Brother Lindmiller has served for the past two years as an examiner with the U.S. Department of Labor in Cleveland and prior to that was with the R.F.C. From 1948 to 1950 he was with the Bank of Monrovia in Monrovia, Liberia, West Africa.

A Life Member of Delta Sigma Pi, Brother Lindmiller joined Nu Chapter at Ohio State in 1921 and has always taken an active interest in the affairs of our fraternity.

D I V I D E N D S

To Brother and Mrs. William Cleghorn, *Georgia-Pi*, on September 19, 1952, a son, Robert Wallace.

To Brother Harlan Flinner, *Missouri*, on October 29, 1952, a son, Daniel Joseph.

To Brother and Mrs. W. W. Morgan, *Georgia-Pi*, on October 30, 1952, a son, Robert Tracy.

To Brother and Mrs. Olen Proctor, *Missouri*, on November 24, 1952, a daughter, Catherine Louise.

To Brother and Mrs. James Leone, *Rider*, on November 28, 1952, a daughter, Anne Marie.

To Brother and Mrs. Carlton Haskins, *Tulane*, on December 31, 1952, a son, Carlton, Jr.

To Brother and Mrs. Nat Barnard, *Northwestern-Zeta*, on January 7, 1953, a daughter, Marcie Catherine.

To Brother and Mrs. Burnell Butler, Jr., *Southern Methodist*, on January 11, 1953, a daughter, Pamela Ann.

To Brother and Mrs. Joe Hilliard, *Miami*, on January 21, 1953, a daughter, Iris.

To Brother and Mrs. Floyd Bailey, Jr., *Mississippi Southern*, on February 2, 1953, a daughter, Mary Louise.

To Brother and Mrs. Sterling Emens, *Texas Tech.*, on February 14, 1953, a daughter, Gloria Susan.

To Brother and Mrs. Edward Winans, *Chicago*, on February 17, 1953, a son, Roger Alan.

To Brother and Mrs. Valentine Ridgway, *Missouri* on February 23, 1953, a daughter, Martha Jo.

To Brother and Mrs. Edward Withorn, *Georgia-Kappa*, on February 24, 1953, a daughter, Barbara.

To Brother and Mrs. Larry Daly, *Pennsylvania*, on June 17, 1953, a daughter, Adrienne.

To Brother and Mrs. Gail DuMontelle, *Northwestern-Zeta*, on July 3, 1953, a daughter, Cheri Lynn.

To Brother and Mrs. Robert Lancellotti, *New York*, on August 3, 1953, a son, Robert, Jr.

North Dakota Reactivated

Chapter Total Now 83

ON MAY 30, 1953, at Grand Forks, North Dakota, our Alpha Mu Chapter at the University of North Dakota was reactivated. The ceremonies were held in the Red River Valley Room of the Memorial Student Building, with a banquet following the formal initiation. Waldo Hardell, Grand Council member, and Rudolph Janzen, both members of the Twin Cities Alumni Club, officiated.

Nine active members and three faculty members were initiated. The actives were: Bob Sather, Kaye Herzer, Sidney Flem, John Fleur, Jay Seeger, Bill Johnson, John Kenney, Robert Rystad and Larry Whelen. Willard Davenport, George Hartman and Courtney Schley were the faculty members. A ritual team from our Alpha Epsilon Chapter at the University of Minnesota conducted the initiation. Raymond Ziegler, a Deltasig and faculty member of the School of Commerce at North Dakota, assisted.

We are happy indeed to welcome Alpha Mu Chapter back into the fraternity, bringing the total number of active chapters in Delta Sigma Pi up to 83, and know we can expect fine things from our North Dakota brothers, under the sound leadership of Bob Sather as president.

William Sieg Becomes Honorary Member

AT ITS SPRING MEETING, Alpha Gamma Chapter at Penn State, initiated Mr. William Sieg as an honorary member of Delta Sigma Pi, in recognition of his outstanding contribution to civic and educational affairs in the State of Pennsylvania. Mr. Sieg is president of the Titan Metals Company of Bellefonte, Pennsylvania. In addition to his duties as president of this company, he is the president of the Pennsylvania Chamber of Commerce. He has also found time to take an active part in the community affairs in Bellefonte, and in collegiate and young people's interests throughout the state.

Dr. Milton Eisenhower, president of Pennsylvania State College, also a member of Delta Sigma Pi, and J. Harry Feltham, Director of the Eastern Region, attended the ceremonies. We are very proud to welcome Mr. Sieg as an honorary member of our fraternity.

PERSONAL MENTION

CLARENCE WASSON, JR., *Oklahoma*, is in South America, serving as accountant-pro-manager of the National City Bank of New York in Buenos Aires, Argentina.

STEPHEN PARANKA, *Western Reserve*, has joined the teaching staff of Notre Dame University.

WALTER KING, JR., *Georgia-Pi*, is employed by the Ralston-Purina Co., Macon, Ga. as an accountant trainee.

JOHN ERCKMANN, *Missouri*, is with the United States Army in Europe.

JAMES BELL, *Iowa*, is in the transportation field as Omaha terminal manager for Union Freightways, Omaha, Neb.

LAWRENCE KREBER, *South Dakota*, has been made a flaxseed buyer for the Minnesota Linseed Oil Co., Minneapolis. He became a member of the Minneapolis Grain Exchange last summer.

RUSSELL BENTON, *Mu*, continues to serve as district manager for the Farrell Steamship Lines, Detroit.

RAYMOND WINTERS, *Rider*, now has a position as management consultant for the Metropolitan Life Insurance Co., New York. He received his master's degree in management from New York University in June and is continuing evening study there toward his Ph.D. in management.

BRUCE MACRAE, *Maryland*, is the assistant chief of tariff compilations for the American Trucking Associations, Inc., in Washington, D.C.

JOHN FREDERICK, *Texas*, now heads the Department of Business Organization at the University of Maryland.

LEONARD JARVIS, *Kent State*, is associated with the "FRISCO" lines, as traffic representative in Cleveland, Ohio, for the St. Louis & San Francisco R.R.

HARRY FUREY, JR., *Pennsylvania*, is an accountant for the Penn Crane-Rail Co., Philadelphia.

JAMES MOYLE SILVER, *Utah*, holds the position of vice-president and sales manager of the Ogdens Iron Works Company, Ogdens, Utah.

RALPH VANAMAN, *Rider*, is with the RCA Service Co., Inc., Gloucester, N.J., as staff auditor.

JOHN COCRANE, JR., *San Francisco*, is located in Sunnyvale, Calif., working as time study engineer for Libby, McNeill and Libby.

JOHN BAUGHMAN, JR., *Kentucky*, is a partner in the Baughman Milling Co., Stanford, Ky.

JACK SAVASTONE, *Miami*, has been promoted to assistant manager of the Prudential Insurance Co., Charlotte, N.C.

RUDOLPH BARES, JR., *Northwestern-Zeta*, has taken a new position as manager of hotel services, Williamsburg Restoration, Inc., Williamsburg, Va.

WILLIAM BALL, *California*, is a law partner in the firm of Thacher, Jones, Casey and Ball, San Francisco.

DONALD DOYLE, *Mu*, has been promoted to the office of district traffic manager at Oahu for the Hawaiian Airlines, Ltd.

HORACE HOLMES, *Rider*, has become the manager of the American Express Co. at Shepherds Grove, England.

WILLIAM BRUCE, *Illinois*, is vice-president of the Rich Plan Corporation of Chicago, Ill.

JAMES ELF., *Boston*, is a salesman for McKesson & Robbins, Inc., Boston, Mass.

FRED BRADSHAW, *Florida*, has the position of assistant safety director and personnel interviewer for the International Paper Co., Panama City, Fla.

BRENNER HOLLOMAN, *Texas*, is in private general law practice at Dallas, Texas.

EDMUND WARD, JR., *Boston*, is the New England representative for Five Star Footwear Co.

ROBERT WICKERSHAM, *Rider*, has been made State Examiner, State Board of Accounts, Indianapolis, Ind.

BERNARD SOUTHGATE, *Kentucky*, has been promoted to the position of assistant treasurer, Western & Southern Life Insurance Co., Cincinnati, Ohio.

LINDSAY CRUMP, *Texas*, is the owner of a mercantile business in DeKalb, Texas.

EDWIN MANBECK, II, *Penn State*, is serving as assistant to the manager, Manbeck Baking Co., Harrisburg, Pa.

DONALD VOLLMER, *Northwestern-Zeta*, is an assistant accountant with the Standard Rate and Data Service, Inc., Evanston, Ill.

PVT. JOHN DEGNAN, *Marquette*, recently graduated from a leadership school conducted at Fort Leonard Wood, Mo., by the 6th Armored Division.

PAUL MCBREARTY, *Georgetown*, is office manager for the Universal Transcontinental Corporation, foreign freight forwarders, in San Francisco, California.

FRANK MATHEWS, JR., *Georgia-Pi*, has the rank of 2nd Lieutenant at Lockbourne Air Force Base, Columbus, Ohio, where he is serving as budget and accounting officer.

EDWARD DOMME, *New Mexico*, has been promoted to supervisor of the engineering methods section of the Sandia Corporation, Albuquerque, New Mexico.

PAT GRONER, *Baylor*, is administrator of Baptist Hospital, Pensacola, Florida.

DOWDEN DILLEHAY, *Baylor*, is associated with the oil industry as division officer and credit manager of the Lane-Wells Company of Oklahoma City, Oklahoma.

NORMAN PATTERSON, *Georgetown*, is also in the oil business but in South America. He is located in Barcelona, Venezuela, as job analyst, salary and wage administration, for the Mene Grande Oil Company.

CLAYTON PETERSON, *Wisconsin*, has been appointed director of public relations and sales promotion at Wagners Printers, Davenport, Iowa.

"Doc" (A. H.) WUSSOW, *Marquette*, has become the district manager of the Syracuse, New York, office of the Ralph C. Coxhead Corporation, Vari-Typers.

CHARLES STEINBOCK, JR., *Johns Hopkins*, has returned to the practice of public accounting and is associated with Edmund D. Meyers, Baltimore, Maryland.

GERALD LAW, *Southern California*, was released from the Medical Corps of the Navy in June and is now working for his Master of

Foreign Trade Degree at the American Institute for Foreign Trade in Phoenix, Arizona.

BERNARD NADEAU, *Georgetown*, is one of our Deltasigs serving abroad. He is vice-consul at the American Embassy, Paris, France.

ROY BEAVER, *Oklahoma*, has become the assistant secretary-treasurer of the Sundite Refining Company, Corpus Christi, Texas. He joined the company last July as controller.

Manual for Chapter Officers Restyled

WE ARE PROUD to announce the publication, this summer, of the ninth edition of the Manual for Chapter Officers. In a new loose-leaf form and with an attractive green-and-gold cover, this edition is divided into four separate sections—THE COMPONENT PARTS OF DELTA SIGMA PI, A YEAR IN THE CHAPTER, CHAPTER FORMS, and THE CHAPTER EFFICIENCY CONTEST. Although it comes in one bound volume, each part may also be obtained separately. It was felt that this arrangement will prove to be more practical than our past editions, since it will not be necessary to revise the entire manual to take care of minor changes in procedure as they occur and it will also enable those officers concerned with one section, to obtain only that part pertaining to his particular function.

Every attempt was made to keep the presentation of the material as simple and brief as possible, to facilitate quick reading and ready reference. The loose-leaf form also makes it possible to add new parts from time to time on other subjects.

Initial copies were given to each undergraduate chapter delegate at the 19th Grand Chapter Congress, where it was enthusiastically received. Five more copies were sent to each of our chapters at the beginning of the college year.

LIFE MEMBERS

The following have become Life Members of Delta Sigma Pi recently:

- 1793 LLOYD A. AMUNDSON, *Alpha Epsilon*, Minnesota
 1794 JOHN F. SPEER, *Beta Upsilon*, Texas Tech.
 1795 CARL G. CARLSON, *Mu*, *Georgetown*
 1796 FRANK W. WENDTLAND, JR., *Beta*, Northwestern
 1797 JAMES B. CURRAN, *Gamma Pi*, Loyola
 1798 JAY S. BOOTS, *Alpha Xi*, Virginia
 1799 CHARLES J. FENTON, *Omega*, Temple
 1800 ALEXANDER E. VAN DER BELLEN, *Xi*, Michigan
 1801 GERALD K. WOLFROM, *Gamma Kappa*, Michigan State
 1802 GLENN W. PIZZINI, *Mu*, *Georgetown*
 1803 FERNANDO SANTOS, *Beta Omega*, Miami
 1804 ARTHUR J. BROWN, JR., *Beta Omega*, Miami
 1805 RICHARD J. HRUBY, *Alpha Xi*, Virginia
 1806 ROGER L. BARTELS, *Alpha Gamma*, Penn State
 1807 H. STANLEY MEYER, *Alpha Delta*, Nebraska
 1808 R. WILSON YOUNGBLOOD, *Beta Upsilon*, Texas Tech.
 1809 ROBERT D. LEONARD, *Beta Upsilon*, Texas Tech.
 1810 PHILIP L. REILAND, *Alpha Delta*, Nebraska
 1811 FRANCES C. ROMANSKI, *Gamma Omega*, Arizona State

- 1812 JOHN S. ONDERCIN, *Beta Tau*, Western Reserve
 1813 DAVID GALLEN, *Gamma*, Boston
 1814 FREDERICK J. TYSON, *Gamma Kappa*, Michigan State
 1815 GEORGE A. REIFF, *Iota*, Kansas
 1816 DAVID N. SCHAAF, *Psi*, Wisconsin
 1817 CHARLES M. NASH, *Beta Eta*, Florida
 1818 HILTON WATKINS, *Rho*, California
 1819 MICHAEL A. CORNACCHIA, *Beta Omicron*, Rutgers
 1820 HARRY E. KENTON, *Beta*, Northwestern
 1821 JOHN R. KIKER, JR., *Pi*, Georgia
 1822 THOMAS G. SEABOURNE, *Omega*, Temple
 1823 LEO J. KILIAN, JR., *Gamma Omega*, Arizona State
 1824 GEORGE E. SPERNYAK, *Beta Xi*, Rider
 1825 STANLEY K. FOSTER, JR., *Alpha Theta*, Cincinnati
 1826 WILLIAM F. WILKERSON, *Gamma Mu*, Tulane
 1827 LAURENCE D. LOWRY, *Zeta*, Northwestern
 1828 ROY L. WESTENFELDER, *Alpha Kappa*, Buffalo
 1829 PAUL E. SUTHERLAND, *Alpha Xi*, Virginia
 1830 JIM E. MATSON, *Alpha Delta*, Nebraska
 1831 BASILE D. CARRAS, *Gamma Omicron*, San Francisco
 1832 WILLIAM H. COULTER, *Beta Omega*, Miami
 1833 CHARLES E. RIUTCEL, *Alpha Beta*, Missouri
 1834 JOSEPH STARHA, JR., *Alpha Omega*, De Paul
 1835 EDMUND F. BABEL, *Alpha Omega*, De Paul
 1836 JOHN H. SMALLWOOD, *Gamma Tau*, Mississippi Southern
 1837 JAMES GORDON BEALE, *Alpha Xi*, Virginia
 1838 W. THURMAN MONCIER, *Alpha Zeta*, Tennessee
 1839 JAMES A. MEZERA, *Delta*, Marquette
 1840 JOHN A. MERCURIO, *Beta Xi*, Rider
 1841 WILLIAM C. HOUSE, *Alpha Phi*, Mississippi
 1842 ARTHUR F. DEINZER, *Gamma Theta*, Wayne
 1843 WILLIAM C. COLBORNE, *Gamma Omega*, Arizona State
 1844 MENYHART J. MARKO, *Beta Rho*, Rutgers
 1845 ANDREW G. WEIDNER, JR., *Alpha Kappa*, Buffalo
 1846 JOHN P. BOONE, *Alpha Rho*, Colorado
 1847 RICHARD M. JONES, *Gamma Tau*, Mississippi Southern
 1848 JAMES N. JONES, *Alpha Eta*, South Dakota
 1849 ROBERT L. KING, *Pi*, Georgia
 1850 WALDO H. GRAY, *Xi*, Michigan
 1851 BURELL C. JOHNSON, *Alpha Sigma*, Alabama
 1852 RAYMOND W. FLODIN, *Alpha Omega*, De Paul
 1853 DONALD ABER, *Alpha Pi*, Indiana
 1854 LEROY E. KADLE, *Alpha Upsilon*, Miami
 1855 ELDON D. JOHNSON, *Alpha Delta*, Nebraska
 1856 JOHN P. AMOSS, *Chi*, Johns Hopkins
 1857 BOBBY E. TAYLOR, *Alpha Xi*, Virginia
 1858 WARREN A. SLADKY, *Delta*, Marquette
 1859 FRANK E. TINDALL, *Kappa*, Georgia
 1860 OWEN L. DAWSON, JR., *Mu*, *Georgetown*
 1861 LEROY F. GEIGER, *Gamma Pi*, Loyola
 1862 MARVIN L. PANEK, *Alpha Epsilon*, Minnesota
 1863 HUGH K. MCKEE, JR., *Alpha Phi*, Mississippi
 1864 J. L. WEAVER, *Gamma Omega*, Arizona State
 1865 HARRY T. GAMBLE, *Beta Xi*, Rider
 1866 RICHARD E. MATSON, *Alpha Beta*, Missouri

- 1867 BILLIE J. REEVES, *Beta Lambda*, Alabama Poly
 1868 FRANK L. MISCHLICH, *Iota*, Kansas
 1869 MILTON E. STARR, *Gamma Zeta*, Memphis
 1870 KEITH L. MILLS, *Alpha Delta*, Nebraska
 1871 JOHN R. GORENFLO, *Delta*, Marquette
 1872 FREDERICK J. ROBINSON, *Omega*, Temple
 1873 GEORGE JAMES, *Sigma*, Utah
 1874 WILLIAM B. CULLEN, *Upsilon*, Illinois
 1875 DOUGLAS A. FRASER, *Alpha Beta*, Missouri
 1876 HENRY W. CROSS, *Gamma Zeta*, Memphis
 1877 ANDREW P. MARINOVICH, *Phi*, So. California
 1878 JAMES P. THOMPSON, *Pi*, Georgia
 1879 CARL O. BACKSTROM, *Beta Tau*, Western Reserve
 1880 RICHARD C. SCHMIDT, *Omega*, Temple
 1881 LAWTON M. BURNETTE, JR., *Pi*, Georgia
 1882 ROBERT F. REBECK, *Beta*, Northwestern
 1883 ROBERT T. QUADE, *Epsilon*, Iowa
 1884 ROBERT A. FOSS, *Theta*, Detroit
 1885 LINTON C. ELLINGTON, *Kappa*, Georgia
 1886 ROGER C. EASTON, *Xi*, Michigan
 1887 BOYCE H. PORTWOOD, *Pi*, Georgia
 1888 THOMAS L. BATEMAN, JR., *Chi*, Johns Hopkins
 1889 REAVES C. LUKENS, JR., *Alpha Gamma*, Penn State
 1890 JAMES L. HARPRING, *Alpha Theta*, Cincinnati
 1891 JOHN J. BURKE, *Alpha Xi*, Virginia
 1892 JAMES D. CUTLER, *Alpha Rho*, Colorado
 1893 ROBERT F. CALHOUN, *Alpha Sigma*, Alabama
 1894 JAMES K. ELDERKIN, JR., *Beta Rho*, Rutgers
 1895 CHOICE L. SHOFNER, *Beta Upsilon*, Texas Tech
 1896 LEWIS WERTHEIMER, *Beta Phi*, S.M.U.
 1897 NORMAN H. TICE, *Beta Omega*, University of Miami
 1898 GEORGE H. FRANCIS, *Gamma Delta*, Mississippi State
 1899 PETER N. BAKALIS, *Gamma Theta*, Wayne
 1900 BILLIE N. STAHLMAN, *Gamma Kappa*, Michigan State
 1901 ROBERT E. MONROE, *Gamma Xi*, Santa Clara

M E R G E R S

- WILLIAM CONBOY, *Missouri*, on January 2, 1953, to Nedra Nickell, at Columbia, Mo.
 ARTHUR MYLES, *Kentucky*, on January 17, 1953, to Margaret Sears, at Lexington, Ky.
 CURTIS WAITES, *Georgia-Pi*, on January 25, 1953, to Louise Baston, at Evans, Ga.
 DUANE YETTER, *Illinois*, on February 2, 1953, to Marilyn Morrison, at Rochelle, Ill.
 GEORGE SWINNEY, *Texas*, on March 8, 1953, to Mary Smith, at Abilene, Tex.
 JERRY INMAN, *Detroit-Theta*, on May 9, 1953, to Dee Fantin, at Detroit, Mich.
 RICHARD KRAMER, *Detroit-Theta*, on May 16, 1953, to Ellen Lilly, at Detroit, Mich.
 EDWIN MANBECK, II, *Penn State*, on May 16, 1953, to Elizabeth Stack, at Harrisburg, Pa.
 ROY B. BURNS, JR., *Minnesota*, on June 18, 1953, to Virginia Philblad, at Minneapolis, Minnesota.
 NORVAL POULSON, *Northwestern-Zeta*, on June 27, 1953, to Ellen Moore, at Chicago, Illinois.
 EUGENE PEIRCE, JR., *New Mexico*, on August 8, 1953, to Letitia Creveling, at Albuquerque, New Mexico.



NEW BUSINESS BOOKS

Compiled by Kenneth S. Tisdell, Alpha Chi

Associate Librarian, University of Missouri Library, Columbia, Mo.

Advertising

INDUSTRIAL ADVERTISING HANDBOOK, edited by Julian Boone, published by McGraw-Hill, 347 pp., \$6.50.

Factual and practical information by fourteen authorities in the field of mass selling to industry. In addition to discussing the agency, this book considers the advertising budget, defining and measuring the market, selection of media, copy-writing, catalogs, company publications, sales promotion, trade shows, exhibits, and public relations.

COOPERATIVE ADVERTISING, by Mosher S. Hutchins, published by Ronald, 268 pp., \$6.00.

Practical analysis of how manufacturers and dealers can, through cooperation, make the most effective use of their advertising budget. Investigates most of the major advertising media in a guide intended for those concerned with the planning, preparation, production, and selling of cooperative advertising.

ADVERTISING, by James D. Scott, published by Prentice-Hall, 814 pp., \$8.65.

Explains the nature of advertising and the various operations involved in the conduct of the advertising department or agency, introducing the newcomer to the jobs he might be expected to perform. Nearly 60 case histories are treated in detail as to circumstances, analysis, and the manner in which specific problems were solved.

HOW TO MAKE MONEY IN ADVERTISING, by John Shrager, published by the Mail Order Advertising Assn., 118 pp., \$5.00.

Presents the underlying principles of mail order advertising, the sort that has to pay its way and bring results. Author tells of some of his methods and campaigns and draws upon the experiences and proven theories of successful leaders in advertising.

Business

ENCYCLOPEDIA DICTIONARY OF BUSINESS, published by Prentice-Hall, 704 pp., \$10.00.

An alphabetically arranged collection of information useful in the operation of a business, including such varied topics as financial, commercial, legal procedures, and material that relates to office management, advertising and executive functions.

BIG BUSINESS, by David E. Lilienthal, published by Harper, 221 pp., \$2.75.

Considers the present status of big business in this country and finds much to be said in its favor. Recognizes the need for large-scale organizations to accomplish effectively the large-scale tasks created by present-day developments in national and international affairs.

HOW TO GET AHEAD IN MODERN BUSINESS, by Harry Simmons, published by Prentice-Hall, 341 pp., \$3.95.

Basic qualities of personality considered essential for success in business are discussed with proposals for self-analysis and self-improvement.

Economics

THE AMERICAN WAY, by Shepard B. Clough, published by Crowell, 254 pp., \$4.00.

An inventory of the economic factors in the establishment of America's high standard of living. The author attributes our well-being to our natural resources, technology, transportation, labor force, and our high level of savings and investment.

ECONOMIC CHANGE, by Simon S. Kuznets, published by Norton, 341 pp., \$4.50.

Eleven selected essays dealing with wide problems in economic change, including business cycles, national income, and economic growth.

ECONOMICS FOR YOU AND ME, by Arthur R. Uppgren & Stahrl Edmunds, published by Macmillan, 254 pp., \$4.00.

This is an explanation of the workings of our American economic system and the role of both the consumer and producer, written for the general reader. The author's main concerns are Gross National Product, the several elements of demand, and the measures of money, income, and prices.

ECONOMIC STABILITY IN A CHANGING WORLD, by John H. Williams, published by Oxford, 290 pp., \$5.00.

A collection of papers and addresses on the problems of domestic and international economic stability, on the relationship between economic theory and public policy, the Marshall Plan, free enterprise and full employment, and the monetary doctrines of Keynes.

Salesmanship

SELLING FORCES, by Donald M. Hobart & J. P. Wood, published by Ronald, 305 pp., \$5.00.

Discusses the principal selling forces that business has at its command and shows where profitable parts of the market lie. The authors, executives of the Curtis Publishing Co., examine the importance of selling in the American economy, the utilization of advertising media and the adaptation of selling techniques to fit the particular market.

PRACTICAL SALES PSYCHOLOGY, by Donald A. Laird & Eleanor C. Laird, published by McGraw-Hill, 303 pp., \$4.00.

Trained psychologists have prepared this practical guide for salespeople who wish to improve their selling ability by applying the principles of psychology and the findings of consumer analysis studies. Emphasis is on what the product will do for the consumer, and making the consumer feel important.

HOW TO MAKE \$25,000 A YEAR SELLING, by Charles B. Roth, published by Prentice-Hall, 188 pp., \$3.95.

Business qualities and practices calculated to raise a salesman's income. The author's premise is that all crack salesmen employ a formula and the book is devoted to making the "formula" simple and practical.

HOW TO SELL LIKE A STAR SALESMAN, by Harry Simmons, published by Holt, 302 pp., \$3.95.

Full of sound advice on selling techniques, it stresses the role of creative imagination in salesmanship. The writer takes into account future sales opportunities opened up by new developments in technology.

SALESMEN'S COMPENSATION, by Harry R. Tosdal & Waller Carson, published by the Harvard University Graduate School of Business Administration, 2 vols., \$11.50.

This study of the problem of paying outside salesmen examines the subject from the standpoint of business policy and was prepared on the basis of intensive and extensive examination of current practice on a national scale. Volume 1 covers principles and practice; volume 2 is a statistical survey containing case studies and commentaries.

OPEN THE MIND AND CLOSE THE SALE, by John M. Wilson, published by McGraw-Hill, 256 pp., \$3.75.

Basic selling techniques informally outlined with cartoons to illustrate salient points, written by the vice-president of the National Cash Register Co. The book is especially strong in its emphasis on putting the customer's needs and interests first.

Philanthropy

CORPORATION GIVING, by Frank E. Andrews, published by the Russell Sage Foundation, 361 pp., \$4.50.

A comprehensive report of practices, policies and legal possibilities in corporate philanthropy in the U.S., with the needs of the many potential beneficiaries and various tax factors.

MANUAL OF CORPORATE GIVING, edited by Beardsley Ruml, published by the National Planning Assn., 426 pp., \$6.75.

Practical considerations for corporations in planning contributions to support educational, scientific, and welfare activities under the tax-exemption privilege of the Internal Revenue Code.

Retailing

HOW TO OPERATE A SHOE STORE MORE PROFITABLY, by Zelma Bendure, published by Fairchild, 294 pp., \$6.00.

A book on the various aspects of merchandising—buying, selling, display, and planning—applicable both to small specialty operations and to chain stores.

STORES, MERCHANTS AND CUSTOMERS, by Lew Hahn, published by Fairchild, 341 pp., \$5.00.

A mature discussion of the philosophy and high mission of retailing as purchasing agents for the public. Treats such various aspects as competition, public relations, location, and merchandising on a realistic level of policy-making.

BIG BUSINESS METHODS FOR THE SMALL BUSINESS, edited by Robert S. Holtzman & A. Kip Livingston, published by Harper, 336 pp., \$5.00.

Some theory and a great deal of practical guidance by experts in budgeting, financing, banking, personnel administration, advertising, law, taxation, pensions, and other problems for the small businessman.

STATE AND LOCAL TAXATION by Jerome R. Hellerstein, published by Prentice-Hall, 894 pp., \$9.75.

Cases and materials which deal with the major problems, both interpretative and constitutional, arising in connection with the principal forms of such taxation.

EFFECTS OF TAXATION: CORPORATE FINANCIAL POLICY, by Dan T. Smith, published by Harvard University Graduate School of Business Administration, 313 pp., \$3.75.

An analysis of the effects of taxation on the financial policies of widely owned corporations and of closely controlled corporations, comparing actual practice with what might be done because of these taxes.



DELTA SIGMA PI CHAPTER EFFICIENCY CONTEST 1953 FINAL STANDINGS

RANK	CHAPTER	UNIVERSITY	GRAND TOTAL POINTS	Division A	Division B	Division C	Division D	Division E
				Profes- sional Activities	Scholar- ship	Member- ship	Finances	Chapter Adminis- tration
MAXIMUM NUMBER OF POINTS PERMITTED			100,000	20,000	20,000	20,000	20,000	20,000
	Beta	Northwestern	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma	Boston	100,000	20,000	20,000	20,000	20,000	20,000
	Delta	Marquette	100,000	20,000	20,000	20,000	20,000	20,000
	Epsilon	Iowa	100,000	20,000	20,000	20,000	20,000	20,000
	Theta	Detroit	100,000	20,000	20,000	20,000	20,000	20,000
	Kappa	Georgia	100,000	20,000	20,000	20,000	20,000	20,000
	Xi	Michigan	100,000	20,000	20,000	20,000	20,000	20,000
	Pi	Georgia	100,000	20,000	20,000	20,000	20,000	20,000
	Phi	Southern California	100,000	20,000	20,000	20,000	20,000	20,000
	Chi	Johns Hopkins	100,000	20,000	20,000	20,000	20,000	20,000
	Psi	Wisconsin	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Beta	Missouri	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Gamma	Penn State	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Delta	Nebraska	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Theta	Cincinnati	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Iota	Drake	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Kappa	Buffalo	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Xi	Virginia	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Rho	Colorado	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Sigma	Alabama	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Omega	De Paul	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Xi	Rider	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Omicron	Rutgers	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Pi	Kent State	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Rho	Rutgers	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Upsilon	Texas Tech	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Phi	Southern Methodist	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Omega	Miami	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Delta	Mississippi State	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Theta	Wayne	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Kappa	Michigan State	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Mu	Tulane	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Xi	Santa Clara	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Omicron	San Francisco	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Pi	Loyola	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Tau	Mississippi Southern	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Omega	Arizona State	100,000	20,000	20,000	20,000	20,000	20,000
2.	Gamma Chi	St. Bonaventure	96,250	20,000	20,000	20,000	20,000	16,250
3.	Alpha Lambda	North Carolina	95,700	19,000	17,200	19,500	20,000	20,000
4.	Gamma Psi	Arizona	95,250	17,500	20,000	20,000	19,500	18,250
5.	Alpha Upsilon	Miami U	94,450	16,700	20,000	20,000	20,000	17,750
6.	Iota	Kansas	93,500	20,000	20,000	13,500	20,000	20,000
7.	Beta Epsilon	Oklahoma	93,500	20,000	20,000	17,250	20,000	16,250
8.	Gamma Rho	Detroit	90,950	12,700	20,000	20,000	20,000	18,250
9.	Beta Nu	Pennsylvania	90,450	13,200	20,000	17,250	20,000	20,000
10.	Zeta	Northwestern	90,000	20,000	20,000	10,000	20,000	20,000
11.	Beta Iota	Baylor	90,000	19,000	20,000	11,750	20,000	19,250
12.	Alpha Phi	Mississippi	89,450	20,000	20,000	16,000	20,000	13,450
13.	Beta Lambda	Alabama Poly.	88,150	18,900	20,000	15,500	20,000	13,750
14.	Beta Theta	Creighton	87,300	20,000	20,000	20,000	13,500	13,800
15.	Alpha Epsilon	Minnesota	86,650	16,600	20,000	17,000	15,500	17,550
16.	Gamma Sigma	Maryland	86,650	18,400	20,000	20,000	15,000	13,250
17.	Beta Chi	Tulsa	85,750	19,000	20,000	20,000	15,000	11,750
18.	Gamma Iota	New Mexico	83,050	18,800	20,000	13,000	13,500	17,750
19.	Alpha Omicron	Ohio U.	82,350	19,600	20,000	10,000	20,000	12,750
20.	Beta Sigma	St. Louis	80,150	20,000	11,900	16,500	19,500	12,250
21.	Beta Tau	Western Reserve	77,950	20,000	20,000	9,500	13,500	14,950
22.	Alpha Nu	Denver	77,000	15,500	20,000	17,000	13,000	11,500
23.	Gamma Zeta	Memphis State	76,150	17,000	19,400	9,500	19,500	10,750
24.	Beta Kappa	Texas	73,100	7,600	20,000	18,750	13,500	13,250
25.	Rho	California	69,300	17,000	12,900	18,750	12,000	8,650
26.	Alpha Eta	South Dakota	67,600	13,500	13,900	5,000	19,000	16,200
27.	Mu	Georgetown	66,500	14,500	12,000	19,500	11,500	9,000
28.	Gamma Eta	Omaha	63,950	5,400	18,600	11,500	20,000	8,450
29.	Upsilon	Illinois	63,900	19,000	3,400	4,500	17,000	20,000
30.	Alpha Pi	Indiana	63,750	7,000		19,500	20,000	17,250
31.	Gamma Upsilon	Babson	56,800		16,000	20,000	12,000	8,800
32.	Beta Zeta	Louisiana State	56,700	7,400	12,500	16,250	13,500	7,050
33.	Alpha	New York	53,400	11,300		20,000	15,000	7,100
34.	Nu	Ohio State	51,650	7,500	8,500	10,500	18,500	6,650
35.	Alpha Zeta	Tennessee	49,750		18,000	18,250	6,500	7,000
36.	Gamma Nu	Wake Forest	49,550	12,700	11,200	7,750	12,000	5,900
37.	Gamma Phi	Texas Western	46,250	3,000		13,500	18,000	11,750
38.	Eta	Kentucky	41,300	3,300	20,000	4,000	10,000	4,000
39.	Beta Eta	Florida	40,750	3,800		20,000	11,500	5,450
40.	Omega	Temple	40,200	7,000		16,500	5,000	11,700
41.	Gamma Epsilon	Oklahoma A&M	36,900	7,400		5,250	17,500	6,750
42.	Beta Psi	Louisiana Tech	29,800	5,000	1,500	5,500	13,500	4,300
43.	Alpha Chi	Washington U.	29,700	1,200		6,500	20,000	2,000
44.	Sigma	Utah	26,950	7,400		5,000	11,500	3,050
45.	Gamma Lambda	Florida State	25,200	2,300		5,500	15,000	2,400
46.	Beta Gamma	South Carolina	20,850			4,500	10,000	6,350



Thirty Seven Chapters Reach Goal in 1953 Chapter Efficiency Contest

THE 1953 CHAPTER EFFICIENCY CONTEST chalked up a new high, with 37 chapters of the 82 that participated tied for No. 1 position with 100,000 points. This exceeds the 1952 record by seven. The Honor Roll of the 1953 contest, which includes all the chapters scoring 85,000 points or more, totals 53.

The winning chapters, with the maximum score of 100,000 points, were: Beta Chapter at Northwestern, Gamma Chapter at Boston, Delta Chapter at Marquette, Epsilon Chapter

at Iowa, Theta Chapter at Detroit, Kappa Chapter at Georgia, Xi Chapter at Michigan, Pi Chapter at Georgia, Phi Chapter at Southern California, Chi Chapter at Johns Hopkins, Psi Chapter at Wisconsin, Alpha Beta Chapter at Missouri, Alpha Gamma Chapter at Penn State, Alpha Delta Chapter at Nebraska, Alpha Theta Chapter at Cincinnati, Alpha Iota Chapter at Drake, Alpha Kappa Chapter at Buffalo, Alpha Xi Chapter at Virginia, Alpha Rho Chapter at Colorado, Alpha Sigma Chapter at Alabama, Alpha Omega Chapter at De Paul, Beta Xi Chapter at Rider, Beta Omicron Chapter at Rutgers, Beta Pi Chapter at Kent State, Beta Rho Chapter at Rutgers, Beta Upsilon Chapter at Texas Tech, Beta Phi Chapter at Southern Methodist, Beta Omega Chapter at Miami, Gamma Delta Chapter at Mississippi State, Gamma Theta Chapter at Wayne, Gamma Kappa Chapter at Michigan State, Gamma Mu Chapter at Tulane, Gamma Xi Chapter at Santa Clara, Gamma Omicron Chapter at San Francisco, Gamma Pi Chapter at Loyola, Gamma Tau Chapter at Mississippi Southern, and Gamma Omega Chapter at Arizona State.

Kappa Chapter at Georgia, Beta Chapter at Northwestern, and Alpha Beta Chapter at Missouri upheld their record by again being among the top winners. For Kappa Chapter it was number 17, for Beta Chapter number 14, and for Alpha Beta Chapter it was number 13. For the first time, Gamma Chapter at Boston, Phi Chapter at Southern California, Beta Rho Chapter at Rutgers, Beta Phi Chapter at Southern Methodist, Beta Omega Chapter at Miami, Gamma Tau Chapter at Mississippi Southern and Gamma Omega Chapter at Arizona State, scored the high of 100,000 points and were among the winners this year.

The Chapter Efficiency Contest was established during the college year 1931-32 and has definitely proven itself to be of real value in increasing chapter interest. It has also provided an adequate yardstick of measurement of chapter achievement. The Chapter Efficiency Contest is divided into five major divisions: Professional Activities, Scholarship, Membership, Finances and Chapter Initiative and Administration. A maximum of 20,000 points is permitted in each division, thus a final standing of 100,000 points indicates a perfect record for the year's work. Points are awarded for many phases of chapter activity such as professional meetings, individual and chapter scholarship, pledge training course, chapter publicity, contributions to The DELTASIG, the proper handling of finances, collection of dues, payment of bills, the initiation of an adequate number of members, attendance at business meetings, chapter publications and the filing of important reports.

The period of each year's contest is from September 1 to June 15, inclusive. It is the specific duty of each chapter to report promptly the information required to score points, and

the failure of the chapter to request points to which they may be entitled within the specified time limits of the contest shall cause them to forfeit such rights.

The presidents of chapters scoring 100,000 points are awarded Life Memberships. Members of chapters winning the contest with 100,000 points, and of chapters making the Honor Roll with 85,000 points, are awarded a 10% discount on Life Memberships, provided that this option is exercised before December 31 following the conclusion of the contest and also provided that payments are concluded within the following calendar year.

1953 WINNERS

Life Memberships in Delta Sigma Pi were awarded to the following presidents of the 37 chapters that tied for first place in the 1953 Chapter Efficiency Contest:

- ROBERT F. REBECK, Beta—Northwestern
- *RICHARD A. KANIA, Gamma—Boston
- *DOUGLAS W. MCGREGOR, Gamma—Boston
- *EARL L. WINKLEMAN, Delta—Marquette
- *JOHN W. MARCIL, Delta—Marquette
- *MYRON B. BAUM, Epsilon—Iowa
- *ROBERT T. QUADE, Epsilon—Iowa
- ROBERT A. FOSS, Theta—Detroit
- LINTON C. ELLINGTON, Kappa—Georgia
- ROGER C. EASTON, Xi—Michigan
- BOYCE H. PORTWOOD, Pi—Georgia
- *HUGH G. PEREGOV, Phi—Southern California
- *EARNIE K. BREEDEN, Phi—Southern California
- THOMAS L. BATEMAN, Chi—Johns Hopkins
- *GEORGE R. SIMKOWSKI, Psi—Wisconsin
- *JOHN J. OTTUSCH, Psi—Wisconsin
- *JAMES R. HINKEL, Alpha Beta—Missouri
- *MELVIN D. FIMPLE, Alpha Beta—Missouri
- REEVES C. LUKENS, Alpha Gamma—Penn State
- *CARL R. ENGSTROM, Alpha Delta—Nebraska
- *JOHN F. BOOMER, Alpha Delta—Nebraska
- JAMES L. HARPRING, Alpha Theta—Cincinnati
- *BERT L. JONES, Alpha Iota—Drake
- *DON R. SKELTON, Alpha Iota—Drake
- FRANKLIN A. TOBER, Alpha Kappa—Buffalo
- JOHN J. BURKE, Alpha Xi—Virginia
- *JAMES D. CUTLER, Alpha Rho—Colorado
- *CARL B. PETERSON, Alpha Rho—Colorado
- ROBERT F. CALHOUN, Alpha Sigma—Alabama
- ROGER T. HYNES, Alpha Omega—DePaul
- *JAMES J. McWILLIAMS, Beta Xi—Rider
- *DAVID F. BLAKLEY, Beta Xi—Rider
- *STUART A. CHRISTIE, Beta Omicron—Rutgers
- *DAVID L. HALL, Beta Omicron—Rutgers
- *GILLETTE V. N. TREACY, Beta Omicron—Rutgers
- *EDWIN C. DONALDSON, Beta Pi—Kent State
- *DONALD H. ELLISON, Beta Pi—Kent State
- JAMES K. ELDERKIN, Beta Rho—Rutgers
- CHLOICE L. SHOFNER, Beta Upsilon—Texas Tech.
- LEWIS J. WERTHEIMER, Beta Phi—Southern Methodist
- NORMAN H. TICE, Beta Omega—Miami
- GEORGE H. FRANCIS, Gamma Delta—Mississippi State
- PETER N. BAKALIS, Gamma Theta—Wayne
- BILLIE N. STAHLMAN, Gamma Kappa—Michigan State
- *SAMMY R. DUNBAR, Gamma Mu—Tulane
- *CARLTON O. HASKINS, Gamma Mu—Tulane
- ROBERT E. MONROE, Gamma Xi—Santa Clara
- ALBERT G. BACCIANI, Gamma Omicron—San Francisco
- LEONARD W. KUCZORA, Gamma Pi—Loyola
- MURPHY J. TRAHAN, Gamma Tau—Mississippi Southern
- *HARRY A. RUTHERFORD, Gamma Omega—Arizona State
- *RODMAN H. PEIL, Gamma Omega—Arizona State

*In cases where two presidents served a single chapter during the year, each received a credit amounting to one-half the cost of a Life Membership.

PREVIOUS WINNERS

Date following the name of the chapter and university denotes the year in which the chapter previously won. The Chapter Efficiency Contest was not conducted during the war years of 1943, 1944, 1945 and 1946.

- ALPHA, New York—1947
- BETA, Northwestern (Chicago)—1934, 1935, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952
- DELTA, Marquette—1934, 1939, 1940, 1941, 1942, 1949, 1952
- EPSILON, Iowa—1949, 1950, 1951, 1952
- ZETA, Northwestern (Evanston)—1949, 1950, 1951
- THETA, Detroit—1951, 1952
- KAPPA, Georgia (Atlanta)—1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952
- MU, Georgetown—1948, 1949, 1952
- NU, Ohio State—1948, 1949, 1950, 1951
- XI, Michigan—1947, 1948, 1949, 1950, 1952
- PI, Georgia (Athens)—1937, 1938, 1947, 1948, 1949, 1950, 1951, 1952
- CHI, Johns Hopkins—1940, 1948, 1949, 1950, 1951, 1952
- PSI, Wisconsin—1949, 1950
- OMEGA, Temple—1952
- ALPHA BETA, Missouri—1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952
- ALPHA GAMMA, Penn State—1949, 1950, 1951
- ALPHA DELTA, Nebraska—1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951
- ALPHA EPSILON, Minnesota—1940, 1941, 1942, 1947, 1950, 1951
- ALPHA ETA, South Dakota—1950, 1951
- ALPHA THETA, Cincinnati—1952
- ALPHA IOTA, Drake—1952
- ALPHA KAPPA, Buffalo—1952
- ALPHA LAMBDA, North Carolina—1951
- ALPHA NU, Denver—1948, 1950, 1951
- ALPHA XI, Virginia—1952
- ALPHA PI, Indiana—1949, 1950, 1951
- ALPHA RHO, Colorado—1939, 1950, 1951, 1952
- ALPHA SIGMA, Alabama—1940, 1949, 1950
- ALPHA UPSILON, Miami U.—1941, 1942, 1949, 1952
- ALPHA PHI, Mississippi—1950, 1951, 1952
- ALPHA OMEGA, DePaul—1950, 1951, 1952
- BETA GAMMA, South Carolina—1948
- BETA EPSILON, Oklahoma—1940, 1941
- BETA ETA, Florida—1932, 1950
- BETA THETA, Creighton—1948, 1949, 1950, 1951, 1952
- BETA IOTA, Baylor—1941, 1942, 1952
- BETA KAPPA, Texas—1939, 1942, 1947, 1949, 1950
- BETA XI, Rider—1948, 1949, 1950, 1951, 1952
- BETA OMICRON, Rutgers—1940, 1947, 1948, 1949, 1950, 1951
- BETA PI, Kent State—1948, 1949, 1950, 1951, 1952
- BETA TAU, Western Reserve—1948, 1949, 1951
- BETA UPSILON, Texas Tech—1950, 1952
- BETA PSI, Louisiana Tech—1950
- GAMMA DELTA, Mississippi State—1950
- GAMMA ETA, Omaha—1950, 1951
- GAMMA THETA, Wayne—1950, 1951, 1952
- GAMMA KAPPA, Michigan State—1950, 1951, 1952
- GAMMA MU, Tulane—1951, 1952
- GAMMA XI, Santa Clara—1951
- GAMMA OMICRON, San Francisco—1952
- GAMMA PI, Loyola—1952
- GAMMA UPSILON, Babson—1952

UNDERGRADUATE CHAPTERS

EASTERN REGION

Director: J. Harry Feltham, *Chi—Johns Hopkins*, Robert Garrett & Sons, Baltimore 3, Maryland.

District Director: James Elderkin, Jr., Beta Rho-Rutgers, 152 Knollwood Terr., Clifton, N.J.
District Director: Robert Hughes, Beta Nu-Pennsylvania, 6 Rutledge Ave., Box 196, Rutledge, Pa.
District Director: Franklin Tober, Alpha Kappa-Buffalo, 123 Highgate Ave., Buffalo 14, N.Y.

BABSON (Gamma Upsilon, 1951), BABSON INSTITUTE OF BUSINESS ADM., BABSON PARK, BOSTON, MASS.

Advisor: Walter Carpenter, Babson Institute, Babson Park, Mass.
 Pres. P. Clarke Dwyer, Babson Institute, Babson Park 57, Mass.
 Sec. James E. Gately, Babson Institute, Babson Park 57, Mass.

BOSTON (Gamma, 1916), COLLEGE OF BUSINESS ADM., BOSTON, MASS.

Chapter House: 247 Kent St., Brookline, Mass.
 Advisor: John B. Alevizos, 236 Kelton St., Brookline 46, Mass.
 Pres. Douglas W. McGregor, 247 Kent St., Brookline Mass.
 Sec. Donald K. Poole, 42 Freeman Ave., Everett 49, Mass.

BUFFALO (Alpha Kappa, 1925), MILLARD FILMORE COLLEGE, BUFFALO, N.Y.

Chapter Office: 2940 Main Street, Buffalo, N.Y.
 Advisor: William P. Weyer, R. F. D., Gainesville, N.Y.
 Pres. Franklin A. Tober, 123 Highgate, Buffalo, N.Y.
 Sec. Robert Kimball, 50 Fairfield Ave., Kenmore 17, N.Y.

GEORGETOWN (Mu, 1921), SCHOOL OF FOREIGN SERVICE, WASHINGTON, D.C.

Chapter House: 2210 20th St., N.W., Washington, D.C. (Adams 2355)
 Advisor: Joaquim DeSiquiera Coutinho, 2210 20th St., Washington, D.C.
 Pres. Richard M. Preece, 2210 20th St., Washington, D.C.
 Sec. John K. Sommer, 2210 20th St., Washington, D.C.

JOHNS HOPKINS (Chi, 1922), SCHOOL OF BUSINESS, BALTIMORE, MD.

Advisor: J. Gordon DuBay, 956 Argonne Dr., Baltimore 18, Md.
 Pres. William W. Ford, 1502 Lochwood Rd., Baltimore 12, Md.
 Sec. Angus S. McLaughlan, 6308 Holly Lane, Baltimore 12, Md.

MARYLAND (Gamma Sigma, 1950), COLLEGE OF BUSINESS AND PUBLIC ADM., COLLEGE PARK, MD.

Advisor: J. Allen Cook, B.P.A. Univ. Md., College Park, Md.
 Pres. Eugene J. Karwacki, P.O. Box 3-4890, Univ., Md., College Park, Md.
 Sec. William J. Raymond, 9953 Brookmoor Dr., Silver Spring, Md.

NEW YORK (Alpha, 1907), SCHOOL OF COMMERCE, ACCOUNTS AND FINANCE, NEW YORK, N.Y.

Chapter House: 30 W. 3rd St., New York, N.Y.
 Advisor: Howard Shwalbach, 57-37 65 St., Maspeth, L.I.
 Pres. Vincent Natale, 202 Fern Ave., Lyndhurst, N.J.
 Sec. Charles Gesino, 1334 E. 40th St., Brooklyn, N.Y.

PENNSYLVANIA (Beta Nu, 1932), THE WHARTON SCHOOL OF FINANCE AND COMMERCE AND EVENING SCHOOL OF ACCOUNTS AND FINANCE, PHILADELPHIA, PA.

Chapter House: 3902 Spruce St., Philadelphia, Pa. (Ba2-9096)
 Advisor: William Bater, 6505 N. 8th St., Philadelphia 26, Pa.
 Pres. Nicasio Ursino, 5017 Springfield Ave., Philadelphia, Pa.
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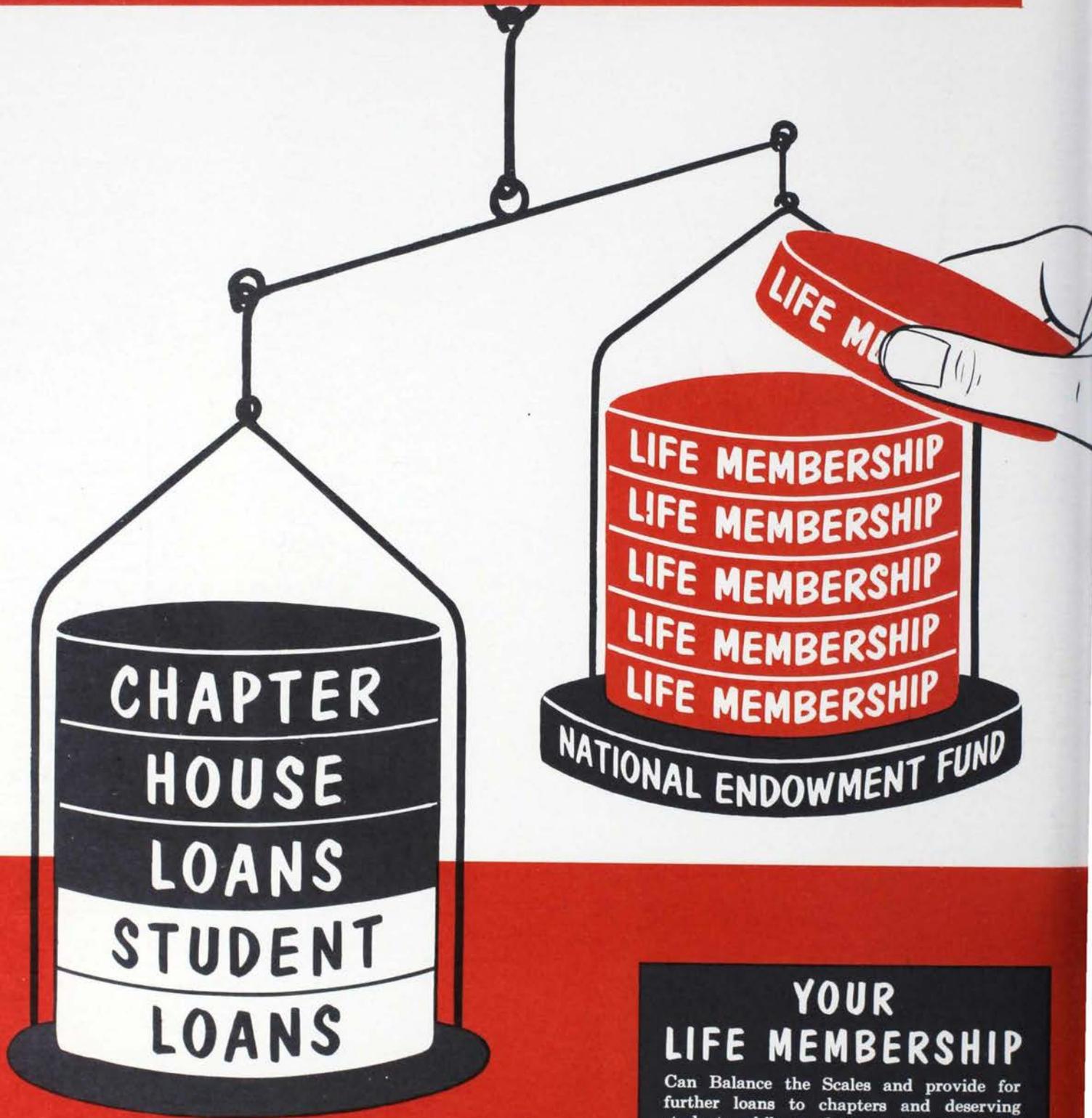
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