

*The*

# DELTA SIG

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



*Professional Business Administration Fraternity*

★ ★ F O U N D E D 1 9 0 7 ★ ★

**NOVEMBER 1954**



# 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.  
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**Executive Secretary:** J. D. Thomson, *Beta-Northwestern*, 222 West Adams Street, Chicago 6, Ill.  
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 \*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

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 ATLANTA, Georgia—Pres.: Earl T. Byers, 217 Eureka Dr., N.E., Atlanta, Ga. Phone: CH 7767.  
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 BALTIMORE, Maryland—Pres.: Edgar S. Jacob, 27 Murdock Rd., Baltimore, Md. Phone: Valley 3-3337.  
 BIRMINGHAM, Alabama—Pres.: Phillip W. Maffett, 217 Redwood St., Birmingham, Ala.  
 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.  
 CHARLOTTE, North Carolina—Pres.: Leo Stillman, Jr., 1108 Ardsley Rd., Charlotte, N.C.  
 CHICAGO, Illinois—Pres.: George W. Alexander, 77 W. Washington St., Chicago, Ill. Phone: ANdover 3-0032.  
 CLEVELAND, Ohio—Pres.: Robert W. Dickson, 10061 Lyden Oval, Parma Heights, Ohio.  
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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: AGRICULTURE, Alpha Zeta. ARCHITECTURE, Alpha Rho Chi. CHEMISTRY, Alpha Chi Sigma. COMMERCE, Alpha Kappa Psi, Delta Sigma Pi. DENTISTRY, Alpha Omega, Delta Sigma Delta, Psi Omega, Xi Psi Phi. EDUCATION, Kappa Phi Kappa, Phi Delta Kappa, Phi Epsilon Kappa, Phi Sigma Pi. ENGINEERING, Theta Tau, Sigma Phi Delta. LAW, Gamma Eta Gamma, Delta Theta Phi, Sigma Delta Kappa, Phi Alpha Delta, Phi Beta Gamma, Phi Delta Phi. MEDICINE, Alpha Kappa Kappa, Theta Kappa Psi, Nu Sigma Nu, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Lambda Kappa, Phi Rho Sigma. MUSIC, Phi Mu Sinfonia. PHARMACY, Alpha Zeta Omega, Kappa Psi, Rho Pi Phi, Phi Delta Chi.



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## The Grand President's Column

A FEW MONTHS AGO in Chicago, your Grand Council took inventory and then set the pattern for 1954-55. The results, numerically and financially, for last year were largely anticipated and quite satisfactory, so we have confidently attempted another prognostication for an equally successful college year.



ROBERT G. BUSSE  
Rutgers-Beta Omicron  
Grand President

CERTAINLY, IF THE attendance and enthusiasm as evidenced at the three Regional Meetings in early September are a criterion, we should experience one of our better years. The Central Office Staff have outlined a busy program of chapter visitations, and Regional Directors are planning early contact in their areas to insure good chapter organization from the beginning and a legacy of healthy units by the end of our tour of duty.

I WISH EACH of you could have looked in on those three days of Grand Council deliberations in Chicago. Had you been on hand, you would have been impressed with the intense earnestness of each individual to find the right solution to important problems, some of far reaching consequence in our future operations. You would realize, beyond a doubt, that Delta Sigma Pi is a practicing business fraternity.

WORTHY OF NOTE in our program for assisting professional development at the chapter level is the arrangement for a new cooperative relationship with the Education Department of the National Association of Manufacturers. Through this source, our chapters will have greater direct access to the community leaders in commerce and have experienced channels for bringing industry's story to each Delta Sigma Pi campus. We are, in turn, providing the leaders of American business with an excellent sounding board for student and faculty reaction to industry-sponsored reference material and ideas and in this way, it is felt, we will perform a distinct service in the big fight to maintain and improve the free enterprise system. As time goes on, we hope to develop additional programs of this nature with other business groups. Therefore, any suggestions for other such activities at the chapter or alumni level will be most welcome.

OF COURSE, ALONG with the serious business, we made plans for all of you to have some fun. Now is not too early to broadcast the Denver-born slogan "Detroit's Alive for '55." Pink Poodles and Yellow Dogs will again gather for traditional ceremonies.

BUT MOST IMPORTANTLY, we want as many of you as possible to be there to help us recognize the years of devotion and service given to Delta Sigma Pi by our Executive Director, "GIG" Wright, on the occasion of his retirement.

IT IS MY HOPE that you will all enjoy this year and that by some more hard work, you will learn a little to take with you for the long pull in business. Only *you* can make your Delta Sigma Pi experience a profitable one.

# THE DELTA SIG OF DELTA SIGMA PI

Volume XLIV

NOVEMBER, 1954

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### Our Cover

The campus featured on the cover of this issue is that of the University of Washington, which was established in 1861 in what is now the central business district of Seattle. By 1890 the institution had outgrown its original campus and was relocated on its present site between Lakes Washington and Union. It is acclaimed one of the most beautifully situated universities in the country.

From a ten-acre campus with one building, and a one-man faculty, the University has grown to over a hundred buildings, with a total student enrollment of from 14,000 to 16,000 students. The campus now comprises nearly 600 acres, a hundred of which have lake frontage.

Its College of Business Administration, one of the finest in the Northwest, was established in 1917, when increasing numbers of young people were seeking careers in business. Its student body includes over 1,800 undergraduate students and since 1921 the college has been a member of the American Association of Collegiate Schools of Business.

Though unexcelled for high scholastic standards, the University of Washington is more than a place of higher learning. It is taking a leading part in the study of the effect of atomic radiation on life's processes and offers many facilities for research to the industry of the State, effecting direct and practical benefits. It is thus a very vital force in the life of the commonwealth.

Number 16 in our current campus series, the colorprint of the University of Washington 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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# THE DELTASIG

OF DELTA SIGMA PI

Volume XLIV

NOVEMBER, 1954

Issue I

## Delta Sigma Pi Installs New Texas Chapter

THE ACTIVE CHAPTER ROLL of Delta Sigma Pi reached 84 this spring with the installation on May 15, 1954, of Delta Epsilon Chapter at the North Texas State College School of Business Administration at Denton, Texas. The petitioning group was Phi Sigma Chi, organized in March of 1953 with a view of establishing a professional fraternity on that campus, which has one of the largest schools of business in North Texas.

This newest addition to our roster of fine undergraduate

chapters, now totalling 91 in all, gives us six chapters in the state of Texas, the others being: Beta Iota Chapter at Baylor University, Waco; Beta Kappa Chapter at the University of Texas, Austin; Beta Upsilon Chapter at Texas Technological College, Lubbock; Beta Phi Chapter at Southern Methodist University, Dallas; and Gamma Phi Chapter at Texas Western College, El Paso. As the largest professional fraternity in the country we are proud to be so well represented in the largest state in the Union.

## Installation of Delta Epsilon Chapter at North Texas State College

ON SATURDAY, May 15, the members of Phi Sigma Chi Fraternity at North Texas State College in the School of Business Administration gathered for their installation as the Delta Epsilon Chapter of Delta Sigma Pi. The impressive ritualistic ceremonies were held at the Southern Hotel in Denton, with an installation banquet in the evening, at which congratulatory greetings from many of our chapters, alumni clubs, and national officers were read. Thirty members were initiated, including Dr. O. J. Curry, Dean of the School of Business Administration.

Many national officers of Delta Sigma Pi attended the event. Grand President Robert G. Busse made the presentation of the Charge and Charter to the new chapter, and the installation team was headed by Burnell C. Butler, Jr., Beta Phi, Director of the Southwestern Region, and Past Grand President Kenneth B. White, Gamma. Members of the team were Frank A. Young, Beta Phi, Floyd R. Garrett, Alpha Eta, David Thatcher, Beta Phi Chapter president, and Edd L. Haskins, Jack L. Stambaugh and Miles Woodall, Jr., all of Beta Kappa Chapter. The toastmaster was Trent C. Root, Beta Upsilon, and official greetings were extended by Dr. J. C. Matthews, President, North Texas State College. Fraternal greetings were extended by Past Grand President White, Executive Secretary J. D. Thomson of The Central Office, and Frank A. Young, Beta Phi Chapter Advisor.

### History of North Texas State College

North Texas State College, with an annual enrollment of around 6,000 students, was established as a Normal College in Denton, Texas, in the year 1890. The first classes were held over a hardware store pending the completion of its first three-



GRAND PRESIDENT Robert G. Busse presents Delta Epsilon charter to its President, William P. Joughin, Jr., at installation banquet.

story brick structure. In the fall of 1894, when the school was called the "Texas Normal College and Teacher Training Institute," a bill was passed by the legislature to make it a state institution. There was an error in the bill, and the authority was given to the "North Texas Normal College." To correct the error the college changed its name to correspond with the authorization. In 1949 the name of the school was changed to "North Texas State College."

Although established primarily for the education of teachers, North Texas State College has broadened its scope to include



DR. J. C. MATTHEWS, President of North Texas State College, welcomes Delta Epsilon Chapter to the campus.

training in many fields. The college now consists of the College of Arts and Sciences, the Graduate School, the School of Business Administration, the School of Education, the School of Home Economics, and the School of Music. It is widely recognized throughout the Southwest as an outstanding educational institution. It is fully accredited, having been admitted to the Association of Texas Colleges and to the American Association of Colleges for Teacher Education in 1919, to the Southern Association of Colleges and Secondary Schools in 1925, and to the American Association of University Women and the National Association of Schools of Music in 1939. In 1940 the college was added to the list of schools approved by the Association of American Universities.

The college grounds, including the inner campus and outlying areas, embrace approximately 300 acres in the west part of Denton. The physical plant consists of 28 brick buildings and more than 50 frame structures. The Business Administration Building, formerly the Education Building, was reconditioned for occupancy in the spring of 1952.

### School of Business Administration

The first business courses taught at North Texas State College were bookkeeping and typewriting, begun during the 1920's. As the demand for business courses steadily increased, a Business Department was established. The department became the School of Business in Administration in 1946 when the college was reorganized as a university-type system. Dr. O. J. Curry was selected as Dean and since that time the School of Business Administration has grown steadily in degree programs, curriculum, faculty and student body. At present the school is one of the largest in the southwest. Last year there were 26 full-time faculty members and seven part-time instructors and lecturers, teaching 58 different courses to the nearly 1,400 students enrolled in the School of Business Administration.

Business students are offered training in an increasing number of specialized fields. Eight areas, or majors, are offered.

These include accounting, banking and finance, business education, hotel and restaurant management, insurance, management, marketing, and secretarial science. The biggest division is general business, with accounting and merchandising not far behind. Insurance is one of the newest majors to be offered.

The general business program is designed for students who do not have a specific professional objective in mind. Selected courses in various professional fields make up the background for this major.

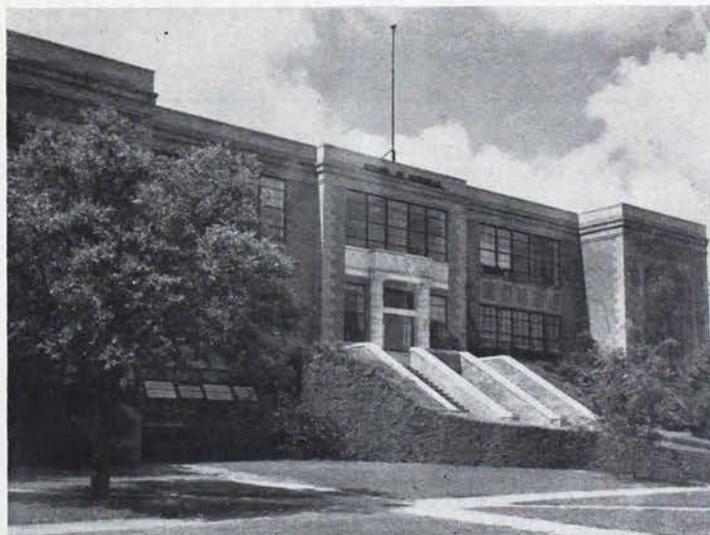
Geographically, Denton is located ideally to provide many interesting and educational field trips. It is about 35 miles from both Dallas and Fort Worth, the three points forming a triangle on the map. Located within this area are concerns which carry on a large part of the business of the state in transportation, milling, meat packing, and manufacturing of all kinds, including tires, chemicals, textiles, and aircraft. Banking, insurance, wholesale distribution, and retailing are also concentrated in this area. For example, finance majors may visit Merrill Lynch, Fenner and Bean, national firm of investment brokers; management majors may visit the Ford and General Motors Assembly plants and the Williamson-Dicke Manufacturing Company; and marketing majors may visit Niemann-Marcus, one of the best known department stores in the United States.

For the years 1951, 1952 and 1953, an average of 231 Bachelor of Business Administration degrees were conferred. Graduates of the School of Business Administration have an excellent opportunity for securing positions because they have the advantage of two placement offices. North Texas State College has had a placement office since 1923, and a new placement office, headed by an instructor in business administration has been established especially for business majors.

For a School of Business Administration just seven years old, its record of growth and development is phenomenal, and demonstrates the great need for business education in the vast financial, commercial and industrial area of North Texas.

### History of Phi Sigma Chi Fraternity

Delta Sigma Pi has worked very closely with this group since its inception, as it was organized with a view to affiliation with our fraternity. It came into being as a result of an invitation from Dean Curry of the School of Business Administration to assist him in the organization of a professional business fraternity on his campus. After two previous attempts to organize a local fraternity had failed for one reason or another, a meet-



SCHOOL OF BUSINESS ADMINISTRATION, North Texas State College, Denton, Texas, where our new Delta Epsilon Chapter was installed on May 15.

ing of undergraduate students was set up by Tom Rose, Associate Professor of Accounting, and a member of Beta Kappa Chapter of Delta Sigma Pi. This meeting was arranged in conjunction with one of Executive Secretary J. D. Thomson's trips through the southwest early in 1953, when he spoke to a group of selected students on the benefits of professional fraternities, and Delta Sigma Pi in particular.

In March, 1953, Phi Sigma Chi, a local professional fraternity for business administration men, was organized at North Texas State College, with William Joughin, Jr., as president, John Wright as vice-president, and Thomas Hunter as secretary-treasurer. A committee was at once appointed by the president to arrange to attend a business meeting of our Beta Phi Chapter to learn about our chapter procedures, business programs, and organizational structure. Regional Director B. C. Butler, Jr., accompanied some of the local members to this meeting and the information gained was instrumental in helping Phi Sigma Chi get on its feet and establish a firm foundation. B. C. Butler later attended a social function the fraternity held at Lake Dallas in May and further discussed with the members the objectives and benefits they might derive from affiliation with Delta Sigma Pi. Several members of the Dallas Alumni Club also attended this function.



MEMBERS OF Delta Epsilon Chapter, with new officers, are left to right: (First row) Jim Davis, historian; Don McAfee, Wythe Steward, Ralph McClure, Dave Worthington, James Cone, vice-president; Dick Wheat, Sam Russell, William P. Joughin, Jr., chapter advisor; (Second row) Frank Habberger, Bill Lybrand, senior vice-president; Bill Campbell, Miles Rutherford, W. Bruce Herring, Joe Boone, secretary; Emory Walton, president; Ballow Hines; (Third row) Ronnie Smith, Tom Woody, Jimmy Jones, Edward George, C. A. Waedekin, Jr., treasurer; W. M. Robinette, Robert Hilliard, Joe Lester, Bill Pyle, chancellor; and Robert McGuire. Other members are Dr. O. J. Curry, Faculty Sponsor and Dean of the School of Business Administration; Robert Aston, and Jack Thompson.

The balance of the college year was spent in securing approval of the local fraternity by the university administration. It was successful in obtaining this approval, with Dean Curry acting as temporary sponsor, and at the start of the 1953-54 college year a two-point program was launched. The first objective was the preparation of a petition to Delta Sigma Pi and the second was the establishment of a professional program. In the next few months tours were made to the General Motors assembly plant and several speakers presented various subjects relating to their profession to the group, and preliminary preparations for petitioning were begun.

One of the highlights of the December activities was a meeting held on the night of the 16th, which was attended by Executive Secretary Thomson, Regional Director Butler, Past Grand President Kenneth B. White, and members of Beta Phi Chapter from Dallas. Brother Thomson gave a detailed account of the functions and benefits of affiliation with Delta Sigma Pi, Brother

White presented information on the fraternity's placement service for graduating seniors, and Brother Butler and Beta Phi Chapter members answered specific questions on the operations of a typical chapter. This meeting apparently impressed upon the local group the active interest taken by the national organization of Delta Sigma Pi in its member chapters and the high ideals and ethical standards required of all its chapters.

Officers of Phi Sigma Chi later attended the Southwestern Bi-District Convention held in El Paso in February, and at that time reported to Regional Director Butler that Dean Curry had accepted permanent sponsorship of their fraternity.

In March, 1954, Phi Sigma Chi officially petitioned Delta Sigma Pi for a chapter, their petition was accepted by the Grand Council, and a chapter, Delta Epsilon, was granted to them. The first officers of Delta Epsilon Chapter were: President, William P. Joughin, Jr.; Senior Vice-President, Emory C. Walton; Co-Vice-President, William A. Campbell; Co-Vice-President, James E. Cone; Secretary, Richard O. Wheat; Treasurer, Miles Rutherford; Historian, David P. Worthington; Chapter Advisor, Dr. O. J. Curry.

The undergraduate members initiated on May 15, 1954, were: Robert L. Aston, William A. Campbell, Joe C. Boone, James E. Cone, Jim L. Davis, Edward N. George, Frank J. Habberger, Walter B. Herring, Robert L. Hilliard, Ellis B. Hines, William P. Joughin, Jr., James M. Jones, Joe B. Lester, William T. Lybrand, Donald J. McAfee, Ralph H. McClure, Robert N. McGuire, William E. Pyle, W. M. Robinette, Sam Russell, Jr., Miles Rutherford, Ronnie G. Smith, Wythe B. Steward, Jack P. Thompson, Conrad A. Waedekin, Jr., Emory C. Walton, Richard O. Wheat, Thomas G. Woody, Jr., and David P. Worthington. Dean O. J. Curry was initiated as a faculty member.

The Grand Council

of

Delta Sigma Pi

is pleased to announce that

the

21st Grand Chapter Congress

and

Golden Anniversary

will be held at the

Hotel Biltmore

NEW YORK CITY, NEW YORK

August 28-31, 1957



DETROIT'S DOWNTOWN SKYLINE, as seen from Windsor, Canada. In the foreground is one of the long Great Lakes freighters which pass through the Detroit River at the rate of five an hour during the shipping season.

## An Introduction to Pleasure

By Ed McIntosh, Gamma Rho Chapter  
Publicity Committee, 20th Grand Chapter Congress

**DYNAMIC DETROIT**, the metropolis of the mid-west, will be the scene of Delta Sigma Pi's 20th Grand Chapter Congress next September. Cradled in the heart of the world's largest expanse of fresh water, the Great Lakes, Detroit has been unanimously chosen by the Grand Council to be the proud host for this big anniversary event.

The five Michigan Chapters: Theta, University of Detroit; Xi, University of Michigan; Gamma Theta, Wayne University; Gamma Kappa, Michigan State College, and Gamma Rho, University of Detroit (Evening, Commerce and Finance), have joined forces and their united strength, resourcefulness and enthusiasm have been harnessed into one great big workhorse of Delta Sigma Pi convention spirit. Nothing will stand in their way; no problem will be too big to tackle as they are bent to the task of producing the biggest and most successful Grand Chapter Congress yet seen by Deltasigs.

When present in Denver last fall, I was told that the Colorado Convention used up 27 months of planning—and I believe it! Harry Hickey (*God bless him*) and his wonderful committee presented a convention that I'll never forget if I live to be 150. Denver, a mile high in the sky, was the perfect convention site. And with so many rip snortin' Deltasig wild men about, it's a wonder that it was only raised half a mile higher!

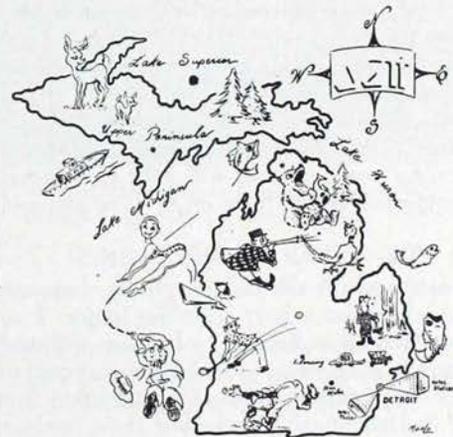
Seriously, though, the Denver and the Central Office gang are to be truly congratulated. Denver broke all records and was terrific, to say the least!

The Dallas Committee, two years before, did themselves proud from the starting gun, through the Wild West Rodeo to the final "Adios, Pahdner." Everyone went home tired but filled with memories of the state they were "deep in the heart of."

**BUT DETROIT!** We don't want to boast *yet*, but we're planning the biggest, slam bang, rootin', tootin'est convention that ever shook the rafters of the Statler Hotel. Ever since the word came through that Detroit had received the "green light," the state's been buzzin'! Cries of "We're behind ya!" have been heard from all corners and at this very moment Michigan Deltasigs are hard at work moulding the framework for your next Grand Chapter Congress.

One of the tasks is (believe it or not) to attract delegates. That's partly my job. How many of you reading this article also read about Dallas and Denver—**AND DIDN'T GO!** There have been over 32,000 Deltasigs initiated since 1907. Boy, what a convention we could have if *only 10%* decided to really make it next year.

### "Detroit's Alive in '55"



20th GRAND CHAPTER CONGRESS

DELTA SIGMA PI

August 31—September 3, 1955

There are so many reasons why you can't afford to miss Detroit in '55 that I can only begin to cover them all. For instance, might you be interested in buying a new car round about next autumn? Why there is enough freight cost involved in shipping a car to the west to pay convention and vacation expenses for *two*. If you don't believe me, check with your dealer. "F.O.B. Detroit" took on a new meaning this summer. An increasing number of buyers from far points are coming to Michigan plants to pick up new autos and avoid heavy shipping

costs. This owner-driveaway practice has reached a new peak in automotive history. At a new factory delivery office, Ford Motor Company delivers 50 cars daily to customers who come from as far as the west coast. Chrysler dealers in Los Angeles arrange a package deal under which a man and wife can make a vacation flight to Detroit, with airline fare and hotel room paid. Gas, oil and meals on the return trip are included.

Oldsmobile, Pontiac, Buick and Chevrolet also do a thriving customer driveaway business.

Cars delivered under such plans must be ordered through the dealer in the distant city. Interested? It would be nice to watch your car being built, drive it home and let the shipping costs pay for your convention expenses, wouldn't it?

#### NOTES TO ALUMNI:

Build *your vacation* around the convention next fall, either preceding or following it. Your wife will have a better time than you will: a special program of events is being arranged for the ladies while business meetings and the stag party are in progress.

Convention dates have been chosen so that if you have children you can still return home in time to get them started in school!

#### NOTES TO THE UNDERGRADUATE:

Chances are that you have never attended a Delta Sigma Pi Grand Chapter Congress before. Right? Well there's hardly words to describe what it's like, but let me compare it to the feeling you got when the gold badge was pinned on your shirt during the ritual of your initiation!

Brotherhood is fine, but it takes on a more wonderful meaning when east *meets* west with a warm smile, hearty handshake and a friendly "How are ya?"

The Grand Chapter Congress will give you a chance to meet the executive officers and Grand Council of the fraternity. You'll discover that they're not a list of printed names on a letterhead but a group of swell guys who are interested in *you*, personally, as well as Delta Sigma Pi. Nearly everyone of them, if not all of them, were present at Denver last year. *All* of them joined in the fun, especially "B. C." Butler, Director of the Southwestern Region, who was initiated into that secret order by 300 howling Yellow Dogs.

Conventions become harder to attend as your share in life's responsibilities grows. Why not come to Detroit while the valuable training you'll receive will help you *and your chapter* in your struggle for recognition on the campus and in society.

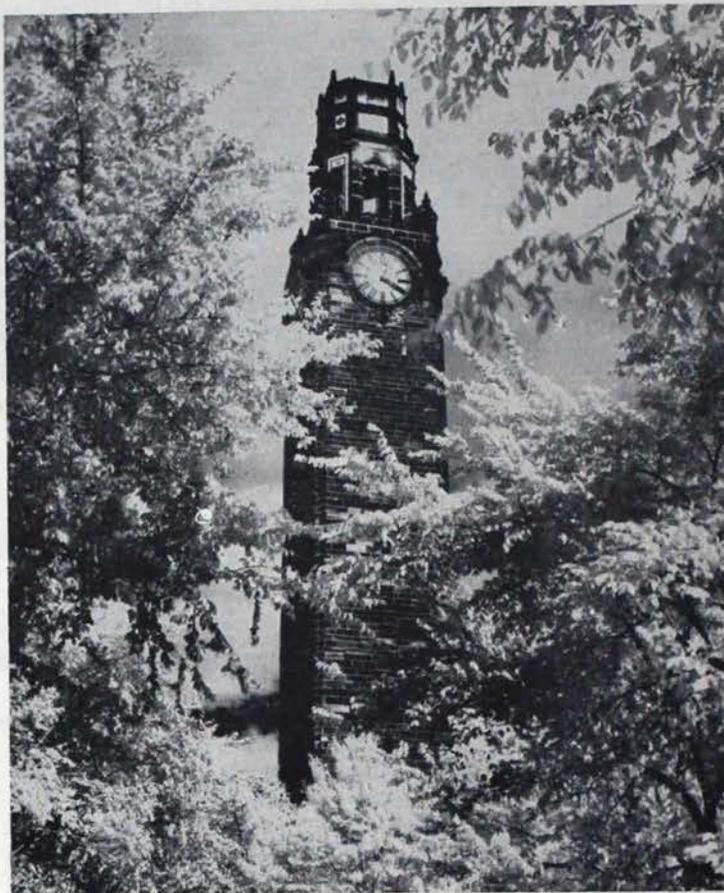
#### NOTE FOR THE WIVES OF DELTASIGS:

I haven't left you till the last purposely, but only because I never was much of an expert with the ladies. I can only say this . . . over 100 wives flocked to Denver, Colorado, last fall. They had such a good time with their own program and Pink Poodle Initiation (*whatever that is!*) that many have said that they will be in Detroit in '55 whether their husbands come or not! Need I say more?

Now, a few thoughts about the convention area. Detroit, the motor city, is the hub in the wheels of industry. Over 11,000 cars (*on a yearly average*) roll off mass production assembly lines *every 24 hours* in Greater Detroit. The city's industrial might is monstrous when considering just the automotive business alone. Detroit has ideal manufacturing conditions: a central location, cheap water transportation, availability of manpower, abundant in raw materials within an easy grasp, and of course is situated in a highly concentrated consumer market.

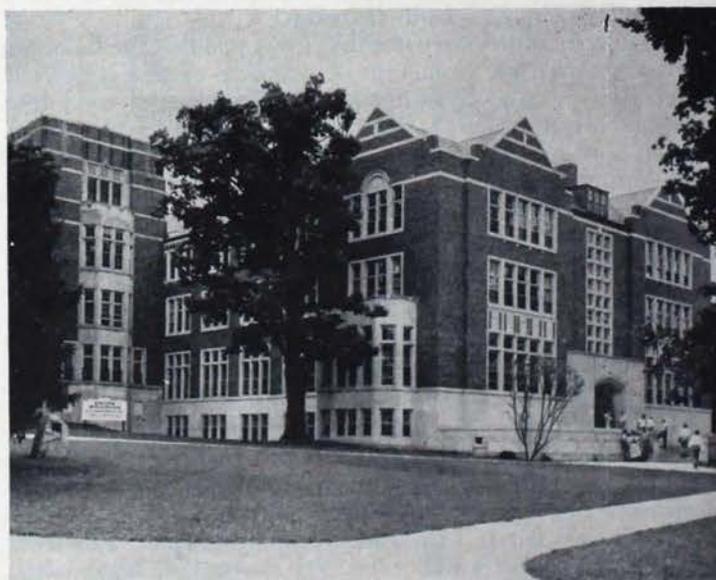
Yes, Detroit's auto making provides Michigan with its largest income, but did you know that the **TOURIST INDUSTRY** is the state's second largest? It seems strange, doesn't it, that a state renowned for the cold steel of the punch press and assem-

bly line has a soft warm counterpart to attract the eye of the tourist, and the roving heart of a nature lover. For here is



THE TOWER, at the University of Detroit. Our Theta and Gamma Rho Chapters are located at this university.

Michigan at its best—nature unspoiled. We can visualize the tulip festival in the spring with the countryside splashed in the colours of the rainbow, the peach and cherry trees in summer, their boughs bent to the ground with their luscious crop; the flaming beauty of the forest wilds in the autumn and the

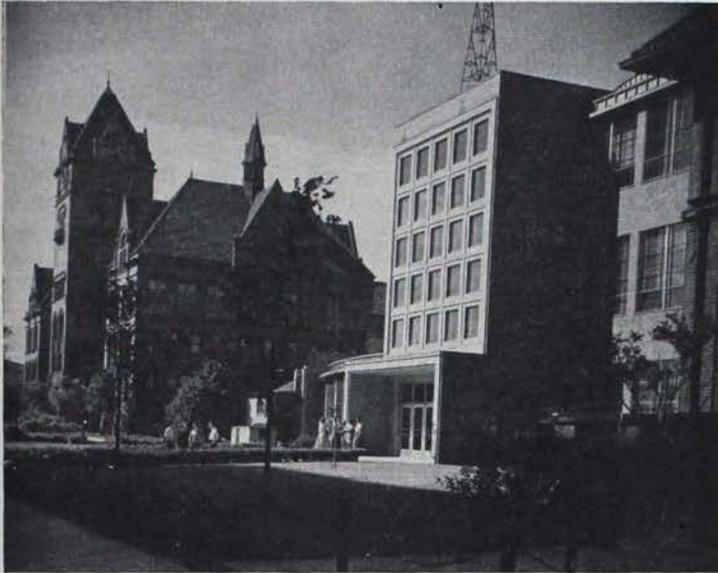


UNION BUILDING on the Michigan State College campus, at East Lansing, Michigan, where our Gamma Kappa Chapter is located.

dazzling splendour of the winters first snowfall draping the tall pines of the northern forests in their winter whites.

But how can mere man-made words completely do justice to nature on parade? With only your own eyes may you behold and marvel at our water wonderland.

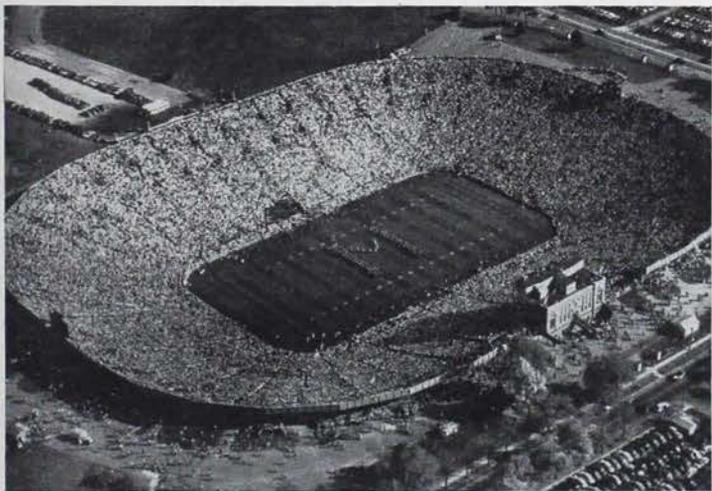
Speaking of water, did you know that more than *one million*



OLD MAIN AND SCIENCE HALL, Wayne University, in Detroit, home of our Gamma Theta Chapter.

fishing licenses were issued by the state last year? If you like fishing for the big ones, Lake St. Clair, just off the City of Detroit limits, is recognized by fishing experts as the best Muskie fishing grounds in the country! Our streams and lakes abound in rainbow and brown trout, bass, pickerel and pike. Have you ever tasted a fresh rainbow hot out of the frying pan? It's so juicy and tender it falls apart at the touch of a fork and just begs to be eaten! Over *one million* legal size trout are planted in lakes and streams each year by the Michigan Conservation Commission. Maybe one of them is going to be yours, eh?

Many of nature's attractions are even within city limits, believe it or not. The Detroit Zoological Park has 120 beautifully landscaped acres with 30 large barless animal exhibits,



STADIUM AT University of Michigan, Ann Arbor, the location of Xi Chapter of Delta Sigma Pi.

making this one of the world's outstanding zoos. Ranging in size from huge elephants to tiny birds, there are some 3,300 specimens representing 327 species of mammals, birds, reptiles and fishes. A delight to the children is a miniature railway, which carries visitors from one area to another. Special attractions are animal feeding time and the chimpanzee show.

Another famous Detroit landmark is Belle Isle, an island park planned by the same man who designed Central Park in New York City. Featured on the island are canoe ponds and canals, horse and buggy rides, another zoo, playgrounds, swimming, a modern bandshell and a golf course. Each Labor Day the Silver Cup Regatta is held between the mainland and Belle Isle. What a sight to see huge power boats, churning up the water into 50 foot "rooster tails" as they exceed 100 miles per hour, racing for the glory of winning the Silver Cup. This is a must for Labor Day visitors.

I'd be a poor Canadian, if I didn't mention the country of my birth! Windsor, in the Province of Ontario is located on the *south* side of the Detroit River, only 3 minutes away from downtown Detroit by auto tunnel or the beautiful Ambassador Bridge. Millions of Americans each year cross the river to Canada and give Ontario its *biggest* industry—the tourist. Facilities are excellent for a weekend or longer. This also is a must for those of you who have never left the U.S.A.

No passport is needed, just be sure to have your automobile registration.

And if you have time, why not journey to mighty Niagara Falls, one of the seven wonders of the world, just a few pleasant hours from Detroit via Ontario. The Canadian National Ex-



THE VETERANS' MEMORIAL (center), completed in 1950, is the first building in the beautiful new Civic Center which is taking shape along Detroit's riverfront.

hibition held in Toronto, Ontario, each year for 10 or so days around Labor Day is the world's largest agricultural, industrial and commercial exposition, drawing over 3 million sight-seers in 1954.

Detroit may not have the Colorado Rockies or the Texas longhorns, but we do have a fine Vacationland in Canada and a Water Wonderland in Michigan. The Great Lakes give Michigan a shore line only 100 miles shorter than the entire Pacific coast of the United States. Its thousands of inland lakes add many, many more miles to this figure to truly make it a wonderland of water, a mecca for tourists and vacationers.

We could write for hours about the lakes and trout, and sights to see, but only one thing will convince you that I'm right—you!

The convention will be great. We plan to break the record set by Denver by *doubling* it.

*Detroit can't miss! Don't you miss Detroit!*

# Edwin L. Schujahn of General Mills (Canada) Selected "Deltasig of the Year 1954"

IN RECOGNITION of his outstanding achievements in the flour and cereal industry, Edwin L. Schujahn, *Wisconsin*, was unanimously selected by the Grand Council as "Deltasig of the Year 1954." Brother Schujahn was recently appointed Vice-President and General Manager of General Mills (Canada) Ltd., with headquarters in Toronto.



EDWIN L. SCHUJAHN, *Wisconsin*

This is the third annual "Deltasig of the Year" award. The first, in 1952, honored Oliver S. Powell, *Minnesota*, President of the Ninth Federal Reserve Bank. The 1953 award went to Charles F. Nielsen, *Southern California*, Director of Parts and Services, Lockheed Aircraft Corporation.

All of the undergraduate chapters and alumni clubs are invited to nominate candidates for the award, and from those submitted this

year, the unanimous selection of Edwin L. Schujahn was based not only on his outstanding contribution to a vital United States industry, but because he was chosen to direct the extension of that industry into the Canadian market.

Brother Schujahn was born in 1898 in Oshkosh, Wisconsin, where his father was a parochial school teacher in the Lutheran Church. Later his family moved to Michigan City, Indiana, then to Fond du Lac, Wisconsin. After graduating from the Fond du Lac High School in 1915, young Ed worked for two years in a drugstore. In 1917 he enlisted in the Wisconsin

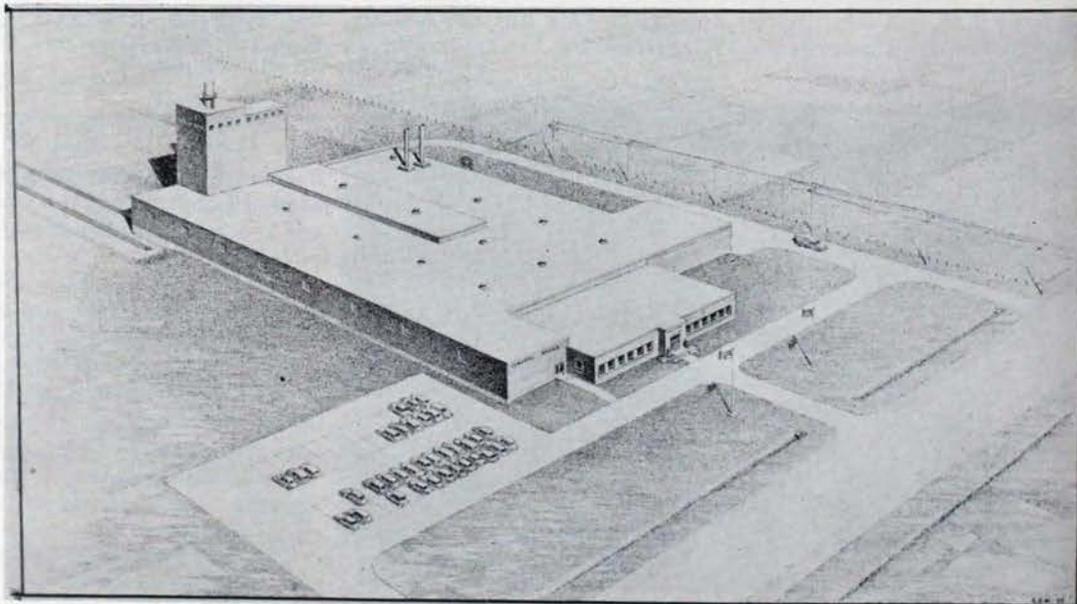
National Guard, which took him into Overseas service in World War I, and after the Armistice he served in the Army of Occupation in Germany, returning to the United States and discharge in 1919. It appears that at this point Brother Schujahn's great business career was nearly lost to the world of the mortar and pestle, for in 1920 he took a short course in pharmacy at Marquette University and secured a license as a registered pharmacist in the State of Wisconsin, which license he still maintains. However, instead of practicing pharmacy, he resumed his education, this time attending the University of Wisconsin, from which he graduated in 1924 with a B.A. degree in Commerce. It was here that he was initiated into a local fraternity which became Psi Chapter of Delta Sigma Pi. He was a leader in many campus activities, including the editorship of the *Wisconsin Commerce magazine*, and was elected to several honor societies.

Right after graduation, in July 1924, Brother Schujahn started to work for the Washburn-Crosby Company, one of the predecessor companies of General Mills, Incorporated, and he's been with that organization ever since. After a short period in the Minneapolis office he was transferred to the New York office in 1926, returning to Minneapolis later that year, and in 1927 was transferred to the Buffalo office of the company when the Eastern operations were set up. At first he was in the Flour Sales organization but subsequently became manager of the Family Flour operations and Grocery Products and then divisional vice president of the Eastern Division. He was transferred back to Minneapolis in July, 1945, where he served as sales executive of Grocery Products for the Eastern, Southeastern and Western Divisions.

From February to May, 1949, Brother Schujahn attended the 15th Advanced Management Program at the Graduate School of Business of Harvard University and became president of that group. On his return to General Mills in June, 1949, he was

(Continued on page 21)

MODERN PLANT of General Mills (Canada) Limited, in suburb of Toronto, Ontario, provides space not only for production, warehousing and loading, but also for offices, laboratories and kitchens, and for the bulk storage of flour and other ingredients. Sales of many of the company's products started this summer in the Province of Ontario and distribution will be gradually extended to other provinces.



GENERAL MILLS (CANADA) LTD., Toronto, Ontario

# So You Want To Be An Executive

By Thomas Roy Jones, Honorary Member  
President, Daystrom, Inc.

*The following is the text of an address delivered on February 13, 1954, by Thomas Roy Jones on the occasion of his initiation into Honorary Membership of Beta Omicron Chapter of the Delta Sigma Pi Fraternity.*

I ALWAYS GET a great deal of pleasure out of talking to a group such as this one for the reason that, among you, are the leaders of commerce and industry of the future. Maybe just a little of what I shall have to say will have some effect on the future, so you see I feel that I have an important job in standing here talking to you.

I'm talking to you tonight on what business expects of you. And I'm talking to you, as I said, as future leaders of business and industry. I want to emphasize the importance of leadership. We hear of great battles being won, and, of course, the fellows who do the fighting are the men on the ground. The man at the top gets the credit, however, and he rightfully so because he is the man who does the planning and does the directing. The names of generals and admirals live down through history, but you don't have the names of the men who are in the trenches fighting. There is a great to-do in the present day and age about bringing the forgotten man to the fore. Well, that's a very humanitarian attitude. But the fellow who really counts . . . the real fellow who makes history . . . the fellow who leads the world and guides it and brings it forward to better things . . . or to worse things if he's going in the wrong direction . . . is the general, or the admiral, or the conductor of the symphony orchestra, or the great business leader. These are the ones who have made this country what it is today.

Now as to what business expects of you . . . I think there is something that is just a little more important than that, and that's *what you expect of yourself*. I was out in our factory the other day, and I stopped to talk to a workman at one of the machines. I just leaned on the machine and started chatting with him, and he began to tell me about his son. I learned some things about that man that I hadn't known. It all started with the fact that I have a machine shop in my basement, and I like to work down there and make things. He told me that he, too, has a machine shop in his basement. Now here is a mechanic who comes to work every day and works in a machine shop; then he goes home and works in a machine shop again and actually produces things which he sells. He has sent two sons to college this way; the older one has been graduated with top honors in his school and is doing exceedingly well on the outside . . . above the average, in fact. That machinist is a success. Can you imagine what he'd have been like if he had tried to be a top executive? He might have been unhappy. Very likely he would not have fulfilled his family function with



THOMAS ROY JONES, Honorary Member of Delta Sigma Pi, and President of Daystrom, Inc.

nearly as much success.

I called into my office the head of one of our departments one time, and I said to him, "Cliff, what are your objectives? Where do you want to be five years or ten years from now? What do you want to be doing?" He said, "I want to be doing just what I'm doing now." I said, "That's a shock to me, Cliff. I was hoping that you were out after my job." But he said, "I wouldn't have your job if I were paid twice what you're paid." Well, I wasn't getting chicken feed, but the point was that he was happy in what he was doing, and he said, "I'm going to get this job as far along as I can in this company, and then I'm going to quit and go into business for myself, helping other people to do what I'm doing in this company." That's what he did. He is out as a consultant. He's not making all the money in the world, but he's happy, and he is having fun. He is doing the thing for which he is best suited . . . the thing which he expected of himself. So that's your first problem. You must figure out for yourself what you're going to be; you must be honest with yourself; you must sit down and say, "For what am I best suited? What do I like to do the best?"

Once you've decided that, then you go on from there. It may be that you will choose the high profession of teaching. You won't be highly paid for it, but you will have satisfaction. Beyond all else, what you must figure out is how you can make the most of your life.

If you enter a job just to make money, you're going to be the most disappointed man at the age of sixty . . . if you live that long . . . that you ever knew in your life. And when I say "if you live that long," I do so advisedly because a lot of these fellows who start out to make a lot of money . . . and with that as their only goal . . . drop dead long before that time comes.

So the very first fundamental of success is to do the thing well for which you are best suited and which makes you the happiest. Now once you have decided that you want to go into business and be an executive (and let us assume that you have all decided that), there are further questions which you must ask yourself. What's the avenue? Do you want to specialize? Well, let's see where the specialist comes out.

Now the trouble with a specialist is that he is channelled. Let's take the engineer. He knows his graphs and his charts, formulae, calculus, integral and differential, and all that sort of thing . . . but he doesn't know much else. He's pretty narrow in his field . . . and your accountant the same way. The accountant, as such, is just as channelled and just as narrow as the engineer. And he is not going to be the top executive, just as the engineer is not, unless he does something about it.

Why is it necessary to be versatile? Why is this matter of versatility so important in business? It is because business has become so very complex. You have to know so many things. You have to know something about law, for example. I had a professor of law by the name of Shaut, and Dr. Shaut used to say to us, "I am not teaching you any law; all I'm teaching you is how to run for a lawyer when you need him." That's about what you need as far as law is concerned in business. You need a lawyer most of the time, and you have to know enough business law so that you realize it's time to consult your lawyer.

And selling . . . the engineer doesn't know the first thing

about sales. I was talking to an engineer the other day who wanted to sell me his business. "Why," he said, "I have to go out and sell, and I don't like it." He wanted to sell me this business of his . . . and he had a sizeable business making a nice profit . . . so that he could have a salaried job, so that he wouldn't have to be president of his company and so he wouldn't have to go out and sell. All right, he was going to do the thing he wanted to do. He found that he wasn't suited to be a top executive of a company; he found that his knowledge as an engineer . . . and he's one of the top-flight engineers of the country . . . wasn't enough to make him a versatile executive. The field of finance in itself is so ramified that an executive has to have something far beyond any one single channel, such as the ones that I have mentioned.

Well now, how are you going to establish, or how are you going to attain this versatility? Well, the business school is one of the great ways of doing it. The business school has had a terrific rise in just the span of my lifetime. When I was born, I doubt that there was such a thing as a business school . . . in fact, I'm quite sure that there was not. What does the business school do for you? Well, it opens *this* door and lets you peek in and see a particular area, and then it opens *that* door, and another and another. All these doors are opened just enough to let you look in so that, when you get out of business school, you've had a look through these various doors, and that's about all. I know that some of you feel that you are probably quite well qualified now that you are seniors to go out and take an executive job. When I was in business school, there was a student there who said very positively that, when he got out, he wouldn't think of taking a job for less than \$30,000 a year. I often wonder where he is now. . . . But he had an idea that he was learning everything in business school. Well, you do get the picture; you get these peeks in various doors, but you're going to have to do an awful lot more than just looking through. There's going to be a great deal of sacrifice.

I know of one fellow . . . he was an engineer . . . who decided that that wasn't going to get him far enough. So while he was working on a drafting board as an engineer, he studied shop practice and manufacturing, and every minute that he could get, he would sneak out into the factory and watch how they did things. He got acquainted with foremen and the superintendent, and they told him various things about shop practices and how they operated. After several years of study, he got a job running a factory and had an engineering department under him. At that time he decided that he had better know something about finance. That was the next thing he studied, if I remember correctly. So he spent all of his spare evenings studying corporation finance, and he had some luck. Next (this in several years) he got a job in charge of engineering, manufacturing, and finance. He didn't have charge of sales because he didn't know anything about it. So he spent all of his spare time studying sales. He went to sales executives' meetings and joined sales executives' societies. How he got in I don't know, but he did, and the next job he got was a general-managership. Now that fellow had a lot of luck, of course, because luck is half of anybody's success, but the other half is being ready for the luck when it comes around. That's what you have to do, and it takes a lot of personal sacrifice.

Now I'm not suggesting that you make that sacrifice unless you have your goal pretty well set as to what kind of success you want. You can be a success at anything if you really put your life into it. That's what this young fellow did, and he found it very, very satisfactory. As he went along, he attained these higher posts because they were the goals to which he had set himself, and the great satisfaction of success in his chosen field came to him because he was willing to make these sacrifices. He didn't spend his evenings in the pool hall or going to the fights. He spent them studying and working. Maybe

you feel that he didn't have a full life, but on the other hand, maybe he did. That's what you have to settle for yourself. But you have to decide for yourself that you are going to make that kind of sacrifice if you're going to get to the top because these top jobs, in spite of what you may think, just aren't handed out to people. They are fought for. And they are fought for with ability and perseverance on the job all the way up.

Now there is another very prime requisite for these top jobs, and I speak of this from deep experience . . . and that's the ability to take a beating. When I speak about a beating, I am talking from the standpoint of health. If you are going to be a



THOMAS ROY JONES (center) being greeted by Grand President Robert G. Busse (right) after his initiation as Honorary Member of Beta Omicron Chapter at Rutgers University on February 13, 1954.

top executive, you have to have basic good health or you are just out of luck. A very good friend of mine, a very close friend, dropped dead the day before yesterday just because he didn't have it. He was trying and striving hard to be a top executive . . . ambition over and above his health. That happens to a great many men. So the first beating to which you expose yourself is one concerning your health. Next you have to have a mental attitude which permits you to take a beating because, believe me, they are all gunning for you one way or another. I don't mean maliciously, but just in the ordinary operation of competition . . . competition for jobs . . . competition for business, and so on. You have to have the mental attitude to stand up under a beating. I know a top executive who once said that he had three kinds of executives under him . . . one group had heart conditions, the second had ulcers, and the third had a sense of humor. So mental attitude is very important in top jobs.

Beyond that you have to have self control, and you have to have this to an amazing degree. A good many men . . . far more men than have succeeded . . . have failed because they lacked the ability to boss themselves. And if you can't boss yourself, you can't boss anybody else. If you can't tell yourself what to do and then do it, you can't tell other people what to do and then see that they do it. You have to make decisions, and you have to make decisions from whatever information is at hand. You have to get all the information you can . . . all the facts possible . . . and then put them together and make a decision. And once the decision has been made, you have to carry it out.

I know a very fine man, a close friend of mine, who had a job as Vice-President and Secretary of his company. The Presi-

dent was a rather strong character and under him, this friend of mine was doing an outstanding job. He knew all of the answers . . . he really did. He was a well-educated man and had a fine background of experience. There came an opportunity to make this man a president of one of the subsidiaries of the company at some distance from the main office. So this man went out and became a subsidiary president. The subsidiary had been going along beautifully and apparently continued to do so. It was a matter of about a year before top management awoke to the fact that things were getting pretty bad up there at this subsidiary, that it had been going along on its momentum. Upon investigation, it was found that, while this man knew all the answers, he didn't know how to make a decision. So top management sat down with him and had a sort of board meeting. The board got his decision that things had to be done to correct the things which were wrong. Top management went home thinking that everything was wonderful, but when they got back in a couple of months, nothing had been done. That man knew what to do; he knew the answers without any doubt, but he didn't know how to make a firm decision. When he made a decision, he didn't have what I call "resolution." I don't know whether that's a good word. It's good for me, but I don't know whether it conveys the meaning. What I mean is that he didn't have resolve to go out and get the job done NOW. He didn't have the sense of timing. You know, it's amazing how fast a month goes by, and there are only twelve months in a year. That was his trouble. He almost wrecked that company . . . not because he didn't know; not because he didn't have the background; but because he lacked the ability to make a decision and then carry it out THEN and not wait until the next year or the year after that.

Now I've left one of the most important things toward the last, and that is the necessity of knowing people. That is a tremendously important thing. You just cannot know enough about people . . . what makes them tick, what makes a person do a certain thing. That is one of the toughest jobs that I have. I have to watch all of my executives continually on everything that they do to find out what made one do this or another do that. One of the reasons that I must do this is that you can't handle any two people in the same way, and the higher up they get, the more they are inclined to be prima donnas, the more they tend to be rugged individualists and act on their own, and the more easily are their feelings hurt. So that you have to know why certain people do these things. With some men, it is easy to call them in and talk to them straight across the board and tell them, "Now look, you're falling down on this job. What you have to do is correct it." With other men, you would just break them in two if you talked to them like that. That's just one of the reasons that you have to know people.

Then you have to know . . . I don't mean to say that I know all these things; I'm still trying to learn . . . but you have to know, or try to know, what makes people in a group act as they do. A group action is entirely different from an action of an individual. You have to differentiate between those. For example, suppose you have a factory with a thousand people. You have to know how those people are thinking, and it isn't the way executives think, and don't you think it is. It isn't even the way their foremen think. The easiest way in the world to go wrong on labor elections, for example, is to ask the foreman which way the election is going. He'll always give you the wrong answer, because somehow or other the minute a man gets out of the ranks, he just doesn't think the way the man in the ranks thinks. So you have to know that, or you have to hire somebody to do that and then follow his advice. And remember this, all of the things that you are doing . . . the things you're making, the figures you're compiling . . . may

seem very important to you, but there's only one important thing in the world and that is people. You work FOR people; you work WITH people; and you are responsible TO people. I am responsible to my Board of Directors, to the stockholders, to the public, to the employees, and to my immediate subordinates. The only thing in the world that means anything . . . people. Beyond your basic ability, you are going to progress in direct proportion to your knowledge of people, what makes them tick and act as they do.

In most cases, you men here will probably be professional executives. I wonder if you realize that there is a difference between the professional executive and the executive who owns his own business which he has built up from the start. You know, in the old days . . . and by that I mean clear back to the beginning of the nation, to the beginning of industry for that matter, thousands of years ago, the businessman was an entrepreneur. He was the man who owned his own business which he had built up, or possibly carried on his father's business, following in his footsteps. Usually, in those days, it was a small business. But there has been a great executive revolution in the last one hundred years. We don't have as many, by any means, of these entrepreneurs . . . the rugged individualists . . . that we once had. We have developed professional executives.

And what brought that about? Well, two things: first, the size of business; and second, public ownership of stock. Take a large corporation today . . . well, just a medium-sized corporation, such as the one I run . . . we have 7,000 stockholders. We have one and one-half stockholders to every employee . . . People don't think of that. That situation has given rise to the professional manager because there is no centralized ownership which says, "I am boss." Another thing which has given rise to the professional manager is the complexity of business. Business is a highly complex thing today as compared to what it was in the old days.

This executive revolution has been a tremendous thing. It has had a tremendous impact on the nation. It explains . . . if you go into it deeply . . . some of the conflicts which are going on between labor and management, between business management and politicians, and many of the phenomena in our economic and social life.

Now, this professional management has a great many advantages and one, of course, is the fact that it permits wide ownership of industry. Another is that it permits a different kind of management, a more intelligent and broader management. There are many, many advantages, but there is one great disadvantage about which I want to speak to you. That is that this new type of executive is apt to be traveling at all times under a canopy of fear. He's afraid of his job. These jobs are pretty hard to come by. There are plenty of jobs for top executives, but there aren't very many jobs for top executives who have fallen out of a top job. He's afraid that, if he can't make good on his job, he can't hold that job no matter how well he's doing it, that he can't get another one paying that amount of money or having that amount of power or authority. He's afraid of his stockholders, and he's afraid of what the government might do to him, and he's afraid of the labor leaders. That canopy of fear is a very real thing. It's an understandable thing, but it's also a very, very sad and dangerous thing for the nation. It's probably the worst . . . well, it is the worst . . . part of this phenomenon of the managerial revolution.

So that's one thing I want you men to keep in mind. In fact, if I were to pick out one thing of what I'm saying tonight, that is the one thing that I'd like to have you remember . . . the fact that, when you walk into a high job, fear is apt to walk in hand in hand with you if you don't have the courage of

*(Continued on page 21)*

# Six Regional Meetings Being Held This Fall

IN LINE WITH ITS PROGRAM of holding Regional Meetings in the alternate years between Grand Chapter Congresses, Delta Sigma Pi is holding these biennial meetings in each of its six Regions this fall. The Central Region had its meeting in Cincinnati, September 10-12; the Southwestern Region met at Austin, Texas, September 10-12; and the Eastern Regional Meeting was held at Newark, New Jersey, September 10-12. These are reported in this issue. The other three, which had not yet taken place at the time The DELTASIG went to press, are scheduled as follows: The Midwestern Region, at Des Moines, Iowa, October 8-10; the Southeastern Region, at Atlanta, Georgia, October 29-31; and the Western Region at Los Angeles, the dates of which are not yet definite. Reports on these meetings will appear in a subsequent issue of The DELTASIG.

Regional Meetings, officially established by the 17th Grand Chapter Congress, came about through the desire of chapters within the same areas to become better acquainted and to assist one another in solving their chapter problems. The practice has enabled the fraternity to coordinate its activities and helped the various chapters and alumni clubs to work more closely for the benefit of the fraternity as a whole.

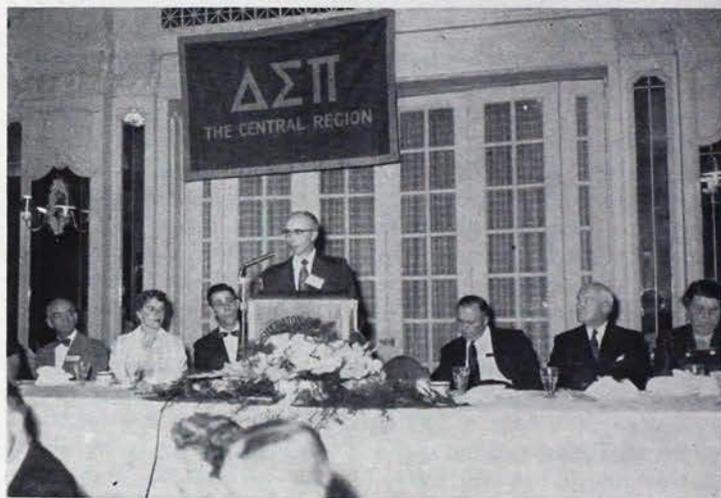
The Grand Council annually sets aside a sum of money to be used to cover the basic expenses of a delegate from each undergraduate chapter to attend the meeting in its particular Region. Regional Members of the Grand Council take the responsibility for conducting the meetings held in their respective Regions and the Grand Council selects the cities in which they are to be held. Although each Regional Meeting has its own local color, all of them generally conform to a basic pattern and there is always a business and social program at each.

## The Central Region Goes to Zinzinnati

**ZINZINNATI**—We were there! Yes, 161 brothers registered for the Central Regional Meeting at the Sheraton-Gibson Hotel in Cincinnati on September 10, 11 and 12. One hundred and twenty-five journeyed in from out of town to participate in one of the greatest meetings of the Central Region's history. The host chapter was Alpha Theta at the University of Cincinnati.

Friday night the program began with a stag party in the hotel's Victory Room. A roaming accordionist set the pace as the boys enjoyed the refreshments and competed vocally by chapter for the much-battered spittoon trophy. This trophy is emblematic of the champion chapter quartet. Ten chapters entered foursomes at the request of Gene Wilson of Alpha Theta. Bob Lewis, Central Region Director, Robert Andree, Ohio District Director, and Frank Geraci, chairman of the National Committee on Alumni Activities, acting as the judges, found the quartet from Delta Chapter at Marquette to be the winner of the contest.

Rocco Domino of Alpha Theta Chapter organized the groups for the Yellow Dog initiation. Eighty-one young pups were



REGIONAL DIRECTOR Robert O. Lewis addresses dinner guests at Central Regional Meeting. Brother Lewis served as toastmaster for the event.



TWO LOVELY LADIES add their bit to the registration desk routine at the Central Regional Meeting.

added to the order after experiencing the thrills of the great secret ritual.

Saturday, through sleepless eyes, Ed Lindemann of Alpha Theta Chapter called the roll of chapters for the start of the business sessions and welcomed the delegates and brothers to Cincinnati. Bob Andre, Fred Tyson, Frank Geraci and Bob Lewis were introduced and spoke on the national scope of the fraternity, both as to the present and the future. Frank Geraci reviewed the activities of the National Committee on Alumni Activities. Fred Tyson, District Director, spoke of the coming 20th Grand Chapter Congress to be held in Detroit in 1955. Fred is the General Chairman for the Congress.

Bob Lewis reported on the Grand Council Meeting of July, 1954. He discussed the proposed changes in the alignment of the Regions; the plans for The Central Office; the drive for

funds for a Central Office building; the benefits of "Help Week" over "Hell Week"; and the plans for presenting proposed changes to the Charter and Constitution of the fraternity.

After lunch the active chapter delegates held panels on the subject, "You, too, can make 100,000 points." These panels were headed by Ed Lindemann of Alpha Theta Chapter. Spirited and educational discussion developed throughout to provide those in attendance with many ideas to carry back to their chapters.



ANDY FOGARTY, Alpha Theta Chapter, registration and arrangement chairman, presents attendance trophy to Robert Latousek, president, Gamma Pi Chapter.

Jack Metcalf, president of Beta Chapter at Northwestern, presented his chapter's new plan for the evaluation of each job in the chapter.

While the actives were in session, 15 alumni met with Frank Geraci and Charles Schnabel, the Alpha Theta Chapter Advisor, to discuss alumni programs and needs. Although nothing conclusive resulted, the spirit of the discussion led to the belief that further expansion of alumni activities is inevitable. Both meetings adjourned at 4:00 P.M.

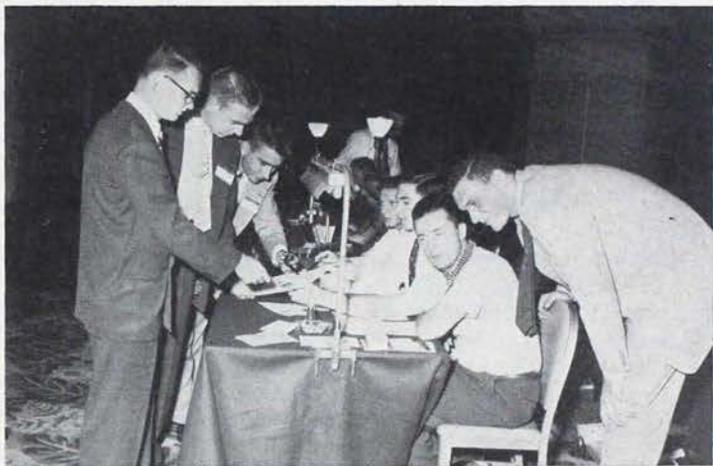
At six o'clock the hotel ballroom was aglow with a grand dinner spectacle. One hundred ninety-four people assembled to hear Mr. William McGrath, president of the Williamson Heater Company of Cincinnati, speak on the subject, "What I Learned at the I.L.O." Mr. McGrath served as employer delegate to the International Labor Organization in Geneva, Switzerland. His talk was well received by everyone in attendance, including President and Mrs. Walters of the University of Cincinnati; Dean Bird of the College of Business Administration; Brother Geise, assistant dean of the college, and Brother and Mrs. McLaughlin. Brother McLaughlin is the faculty advisor for Alpha Theta Chapter. Bob Lewis served as toastmaster.

The dinner tables were removed to make room for the dance to follow. A crowded dance floor to the very last minute attested to the excellence of the music. Andy Fogarty, registration and arrangement chairman, presented the attendance trophy to Gamma Pi Chapter of Loyola. A Life Membership certificate was won by Brother Richard Carpenter of Beta Chapter at Northwestern when his advance registration ticket was picked from the hat.

Sunday morning the delegates attended a brunch to help bring the successful meeting to a glorious ending. The members of Alpha Theta Chapter and their alumni deserve a rousing note of thanks for the work they did so well.



DELEGATES OF Gamma Pi Chapter, Loyola University, Chicago, Illinois, who won the trophy for attendance. Dr. S. M. Frizol, chapter advisor (front row, third from left) appears very pleased with his boys.



REGISTRATION DESK line-up, with time out for consultation, at the Central Regional Meeting.



GUYS AND GALS enjoy dancing after the Central Regional Meeting Dinner.

## Eastern Region Meets in Newark

ON SEPTEMBER 10 AND 11, while Hurricane Edna played havoc with the Atlantic Coast, over 160 delegates and members from 14 undergraduate chapters and alumni clubs of Delta Sigma Pi attended the 1954 Eastern Regional Conference at the Robert Treat Hotel in Newark, New Jersey. Co-hosts for the convention were Beta Omicron Chapter, located at the Rutgers University School of Business Administration, and Beta Rho Chapter at University College, the evening division of Rutgers. The conference, one of six such regional meetings to be held throughout the United States, marked the meeting of representatives from 14 eastern universities where chapters of Delta Sigma Pi are located. Chapters in attendance were Alpha-New York University, Alpha Gamma-Penn State, Alpha Kappa-Buffalo, Alpha Xi-Virginia, Beta Omicron-Rutgers, Beta Nu-Pennsylvania, Beta Rho-Rutgers, Beta Xi-Rider, Chi-Johns Hopkins, Gamma-Boston, Gamma Chi-St. Bonaventure, Gamma Sigma-Maryland, Gamma Upsilon-Babson, Mu-Georgetown, and Omega-Temple.

The conference was opened Friday evening by the registration of delegates, followed by a reception, stag party, and Yellow Dog Initiation. To quote our good leader, J. Harry Feltham, "93 flea-bitten curs took the treatment to qualify themselves as full-fledged Yellow Dogs." The evening started off on a rollicking note with several Beta Omicron Chapter members leading the group in singing college songs and old favorites. After a terrific evening of food, festivities and fun, the party broke up at a wee hour. Saturday morning saw the business session opened by Convention Chairman James K. Elderkin, Jr. of Beta Rho-Rutgers, who extended a welcome to the visitors. The Invocation was delivered by the Reverend Thomas G. Smith, Curate of Good Counsel Church in Newark. Mayor Leo P. Carlin of Newark was scheduled to speak, but due to the inclement weather was unable to attend.

Grand President Robert Busse made some very enlightening comments on the purpose of such a regional conference. The basic thinking is to exchange ideas, discuss common problems and teach new officers how to operate their respective chapters. Another important function is to develop the men further who

A. Cornacchia, *Beta Omicron*, professional activities, and Ben Petrillo, *Beta Omicron*, chapter initiative and administration.

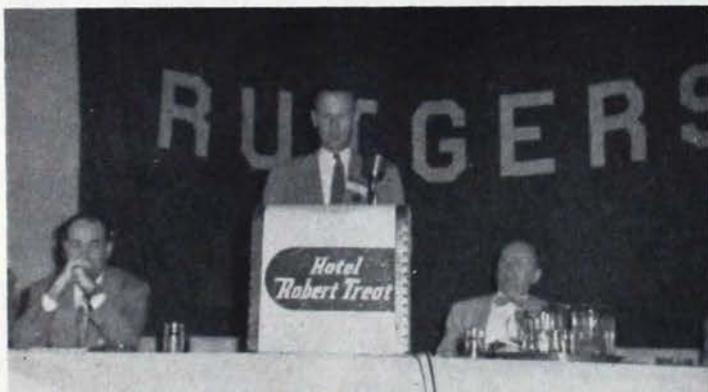
Some of the more important points brought to light in the discussions were as follows:

1. The administration of a chapter could be likened to that of a business organization in conducting financial and administrative functions.
2. All reports should be completed and sent in promptly.
3. The more people to work on a project, the better the results.
4. Unnecessary detail should be eliminated from business meetings through the functioning of various committees.
5. Well-planned professional programs will insure better turnouts at professional meetings.
6. Personal contacts are most effective in securing and pledging neophytes.
7. A rigorous training program for pledges will insure better brothers.
8. The importance of a "Help Week" over that of a "Hell Week" was stressed.
9. To help new officers become efficient in their jobs, all officers should keep comment files recording the activities of their office.
10. Adherence to the Chapter Efficiency Contest rules will insure not only efficient chapter administration but also will give valuable managerial experience to the brothers.

The luncheon address was given by George K. Batt, vice president of Dugan Brothers, Inc., and an honorary member



THE OFFICIAL PHOTOGRAPH of the delegates at the 1954 Eastern Regional Conference, Hotel Robert Treat, Newark, New Jersey.



GRAND PRESIDENT Robert G. Busse addresses Eastern Regional Conference.

will be the means of providing the continuity and the guiding light that is necessary to keep the fraternity alive, thus creating a moving force that could easily become the way of life.

The balance of the morning session was spent in group and panel discussions, with M. John Marko, *Beta Rho*, as moderator. The discussion group leaders and panel members were: Peter Nemits, *Beta Rho*, scholarship; Robert Muller, *Beta Omicron*, membership; John E. Ondrejcek, *Beta Rho*, finances; Michael

of Beta Omicron Chapter. Brother Batt emphasized the importance of working amicably and enthusiastically with those below as well as those above you. He also stressed the point that by learning how to handle detail most efficiently, a person becomes indispensable in an organization and advancement will surely come. The afternoon business session included speeches by Benjamin T. Summer, Placement Director at Rutgers and former President of Beta Omicron Chapter, who spoke on "Looking Ahead to Employment." Brother Summer pointed out the more important points looked for by an employer in seeking out a future employee. Some of them were: personal appearance; participation in extra-curricular activities;

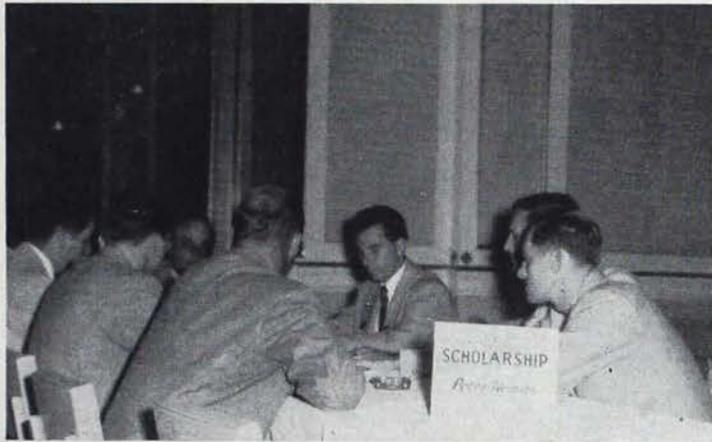


REGIONAL DIRECTOR J. Harry Feltham presents the Advance Registration Award won by Beta Xi Chapter, Rider, at Eastern Regional Meeting.

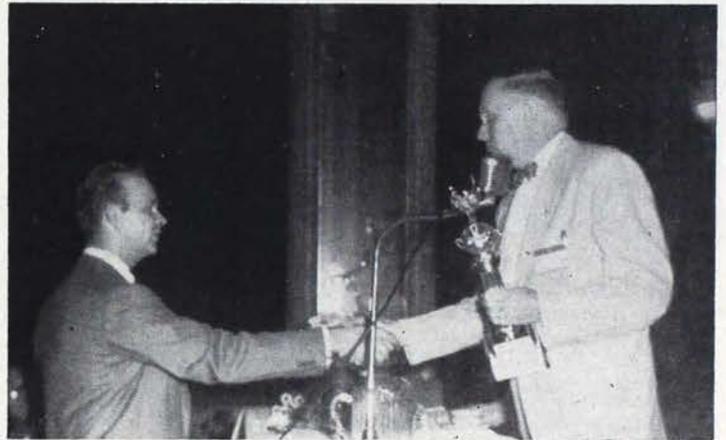
George E. Esterly, Dean of the Rutgers University School of Business Administration; and Grand President Robert G. Busse, an alumnus of Beta Omicron Chapter at Rutgers.



IN SPITE OF Hurricane Edna's ushering in the Eastern Regional Conference, it looks like it's always fair weather when good fellows get together.



ONE OF THE group and panel discussions conducted at the Eastern Regional Conference.



THE ATTENDANCE TROPHY at the Eastern Regional meeting was awarded to Gamma Chapter, Boston U. Here Regional Director J. Harry Feltham is shown making the presentation.

emphasizing elected offices held; and after-school work experience. Brewster Terry, program director for the National Association of Manufacturers, our second speaker, spoke on the contributions of the N.A.M. to the American educational system by supplying American industrialists as speakers to students of business and commerce.

Thereafter, J. Harry Feltham and Grand President Robert G. Busse brought the group up to date on what occurred at the last Grand Council meeting. Chairman James Elderkin then concluded the business portion of the conference.

In the evening a dinner dance was held for the delegates and their dates in the Main Ballroom of the Robert Treat Hotel. Brother Feltham presented the Advance Registration Award to Beta Xi Chapter of Rider for having the greatest number of advance registrants. The Attendance Trophy was awarded to Gamma Chapter of Boston for the most delegates in attendance who came the greatest distance. Dancing to the delightful music of Al Lang and his orchestra followed until 1:00 A.M., successfully completing a valuable and enjoyable Eastern Regional Conference. In spite of the inclemency of the weather the attendance was excellent and the active participation of each delegate was 100 per cent.

In attendance at the conference in addition to the undergraduate and alumni delegates were District Directors Franklin Tober, Robert Hughes, and James Elderkin, Jr.; Regional Director J. Harry Feltham; Executive Committee Member



HAPPY GROUP OF Deltasigs, with their wives and dates, at the dinner dance which wound up the Eastern Regional Conference.

## Southwestern Region Convenes in Austin

ON FRIDAY, September 8, Austin, Texas, and in particular the Stephen Austin Hotel, was vibrating with the activity of the Southwestern Regional Meeting of Delta Sigma Pi. Delegations from eight chapters were on hand to enjoy the festivities arranged by members of Beta Kappa Chapter at the University of Texas. Those chapters having delegations in attendance were Beta Epsilon at Oklahoma, Beta Iota at Baylor, Beta Kappa at the University of Texas, Beta Upsilon at Texas Tech, Gamma Epsilon at Oklahoma A. & M., Gamma Mu at Tulane, Gamma Phi at Texas Western, and Delta Epsilon at North Texas State. Also in attendance were B. C. Butler of Dallas, Regional Director, and Jim Thomson of Chicago, Executive Secretary.



HUNGRY LADS LINE UP for chow at the barbecue held Saturday night for those attending the Southwestern Regional Meeting.

Cool refreshments and fancy hors d'ouvres, plus a cordial reception, greeted the delegations upon their arrival on Friday evening. Bright and early on Saturday morning everyone was on hand at an informal business meeting and panel discussion led by B. C. Butler, Regional Director, Jim Thomson of The Central Office, and Jim Hall, President of Beta Kappa Chapter.

At noon a very appetizing luncheon was served in the Mural



DELEGATES AT THIS business meeting of Southwestern Regional Conference look as though the meetings had their lighter moments, too.

Room of the Stephen Austin Hotel, at which Jim G. Ashburne, University of Texas, assistant professor of accounting and a faculty member of Beta Kappa Chapter, was the guest speaker. His witty and informative talk not only amused everyone in attendance but provided the delegates with a greater appreciation of the benefits and advantages of membership in Delta Sigma Pi. Immediately after the luncheon the panels were resumed and practically every phase of chapter operation and administration was covered sometime during the course of the day.

The highlight of the entire meeting and a most fitting climax was a trip up the Colorado River and Lake Austin on a paddle-wheel river boat. This stern-wheeler, which is quite an attraction in itself, was reserved for the delegates and their guests. After shoving off refreshments were served and everyone settled back to enjoy the beautiful scenery. The destination was a park one hour up the river, where a buffet supper was served. Literally piles of food were consumed on picnic benches under a full Texas moon. A vigorous game of volleyball mixed in with some outdoor dancing managed to dissipate the last ounces of energy that the delegates had left. Group singing and good fellowship accompanied the trip back down the river and concluded what was an outstanding and most enjoyable Regional Meeting.



PARTY HELD ON river boat, climaxing Southwestern Regional Meeting, was a most enjoyable event.

Make Your Plans Now  
To Attend  
The 20th Grand Chapter Congress  
of  
Delta Sigma Pi  
at  
Detroit, Michigan  
August 31—September 3, 1955



WITH THE

# ALUMNI

THE WORLD OVER

## CHARLOTTE

THE CHARLOTTE ALUMNI CLUB climaxed a full year of activities with the election of officers for the year 1954-55 at a meeting held on June 14, 1954.

The Charlotte Alumni Club was officially chartered in August, 1953, and since that time has had a steady growth in active membership. In addition to its regular monthly meetings and its Founders' Day Banquet, highly successful Hallowe'en and Christmas parties were held. This spring a house party was held at Myrtle Beach, S.C., which was attended by about 20 of the brothers. This turned out to be one of the most successful parties planned and deserves repetition.

The highlight of our spring professional program was an all-day visit from the Alpha Lambda Chapter from the University of North Carolina at Chapel Hill. Brother Monroe Landreth, District Director, arranged for tours through a local bank, a chain store warehouse, and a manufacturing plant. After a full day of touring, the alumni club entertained at a dinner, with Regional Director Homer Brewer as guest speaker.

The first Monday of every month has now been set for a luncheon meeting at the Charlotte Hotel and all Deltasigs in the Charlotte area are cordially invited to join us.

The summer schedule was opened with a dinner dance on Saturday evening, July 17.

We look forward to a full year under the leadership of our new officers: Leo Stillman, Jr., president, *Kappa*; Milton Hinnant, vice-president, *Alpha Lambda*; Jack Savastone, secretary, *Beta*; and Dan Howe, treasurer, *Alpha Lambda*.—E. L. HICKS

## Deltasig Becomes Youngest Officer of Insurance Firm

MERLYN C. RUE, *Wisconsin*, at 30, became the youngest officer of The Northwestern Mutual Life Insurance Company, when his promotion to assistant controller became effective recently. A graduate of the University of Wisconsin School of Commerce, where he became a member of our Psi Chapter, Brother Rue has been with the company since July, 1949, working primarily in its planning division on various studies in methods and labor-saving devices.

Brother Rue, more commonly known as "Doc," is well remembered for his outstanding achievements while he was a member of our Psi Chapter, which he served as president for one semester. He was the winner of the Delta Sigma Pi Scholarship Key at the University of Wisconsin in 1949 and was also elected to Phi Kappa Phi and Beta Gamma Sigma, honorary scholarship societies. We are proud of his fine record, both as an active member and as an alumnus, and know he will continue the superpace which seems to be his "par."

## Thoben Elrod Starts Own Atlanta Company

THOBEN F. ELROD, *Georgia-Kappa*, formerly field sales manager for Crosley home appliances, left that post to head up his own firm in Atlanta early this summer. Called the Thoben Elrod Company, the new firm will distribute Crosley and Bendix appliances. It replaced the Atlanta branch of Crosley and absorbed most of the personnel from that branch.

Brother Elrod, who joined Crosley in 1949, headed their Atlanta branch from 1950 to 1952. He is a native of Atlanta and attended the Atlanta Division of the University of Georgia. For several years prior to World War II he was associated with the Atlantic Steel Company and Hotpoint, Inc. Following service as a Navy officer, he became affiliated with Crosley.

## Pollard Given Regional Post in Controllers Institute

JAMES B. POLLARD, *Denver U.*, who is treasurer of Colonial Stores, Inc. in Atlanta, Ga., has been elected a regional vice-president of the Controllers Institute of America. Brother Pollard has been a member of the institute since 1944, and became a national director last year. He is a charter member and director of its Atlanta control, which he headed as president in 1952-53.



THESE ARE the officers of the Charlotte Alumni Club, Charlotte, North Carolina. Left to right: (First row) Dan C. Howe, treasurer; Leo Stillman, Jr., president. (Second row) Milton N. Hinnant, vice-president; Jack N. Savastone, secretary.

## Dean Davies Honored by NU Commerce Club

DEAN E. COULTER DAVIES, *Northwestern-Beta*, Director of Business Education of Delta Sigma Pi, and Dean Emeritus of the School of Commerce, Northwestern University, was honored on May 9, 1954, at a reception in the Commerce Clubroom on the Chicago campus. A portrait of Brother Davies, painted by Walt Otto, was presented to the University by



DEAN EMERITUS E. COULTER DAVIES, *Beta-Northwestern*.

the Commerce Club, of which the dean emeritus was president and board member while a student at Northwestern. Faculty members, evening school students, and alumni attended the reception.

Brother Davies, who has been associated with Northwestern University ever since he graduated, was a lecturer in accounting from 1922 to 1925 and joined the faculty in 1925, becoming a professor in 1939. From 1923 to 1940 he served as assistant to the dean. He was named associate dean in 1950 and served as acting dean from May, 1950, until August, 1953, when he retired. He is a member of the American Institute of Accountants, Illinois Society of Certified Public Accountants, and the American Accounting Association.

## Earl Strong to Head Business Research at Penn State

DR. EARL P. STRONG, *Rider*, previously professor of management at George Washington University, has been appointed director of the Bureau of Business Research at the Pennsylvania State University. The Bureau, as a part of the College of Business Administration, conducts investigations and research bearing directly upon the problems of business involved in the production, manufacture, preparation, use, distribution, financing, and marketing of the products and services of commerce and industry. It also conducts special studies and publishes each month the *Pennsylvania Business Survey*.

## Denver Deltasigs Buy Mountain Lodge

FOR MANY YEARS our Denver alumni and the active members of Alpha Nu Chapter at Denver University have looked forward to the time when they could have a lodge in the nearby mountains, a place for fellowship and recreation, a permanent symbol of their



DELTASIG MOUNTAIN LODGE, Inc., at Evergreen, Colorado.

brotherhood in Delta Sigma Pi. In June, quite suddenly, this dream came true.

DELTASIG MOUNTAIN LODGE now represents the fraternal ownership by Denver Deltasigs of their own home on a sloping mountainside at Evergreen, Colo., about 25 miles from Denver. Situated on three acres of land, it's of log construction, built on a native stone foundation and finished inside with plywood panelboard. The living room, across the front of the cabin, has a huge stone fireplace, as does the adjoining bedroom. Under the living room is an excavated space which will be finished into a "bunk room."

The greatest share of the credit for this happy achievement goes to our Director of Alumni Activities, Harry G. Hickey. Brother Hickey has sparked the progress of Delta Sigma Pi in Denver ever since he became a charter member of Alpha Nu Chapter in 1925.

Late in May, Brother Hickey was invited to attend a regular weekly meeting of Alpha Nu Chapter, at which they presented him with a concrete plan for the purchase of a mountain lodge which they had located and which seemed to them to have all the features they'd been looking for. Brother Hickey and other alumni club members promptly went out and looked the property over, took pictures inside and out, and returned as enthusiastic as the Alpha Nu Chapter members. Then a small

group of the alumni got together with Brother Hickey and they worked out a basic organizational structure and tentatively drew up incorporation papers. The entire proposition, with supporting pictures, was presented at the next alumni club meeting on June 3, where it was received with unanimous approval and enthusiasm.

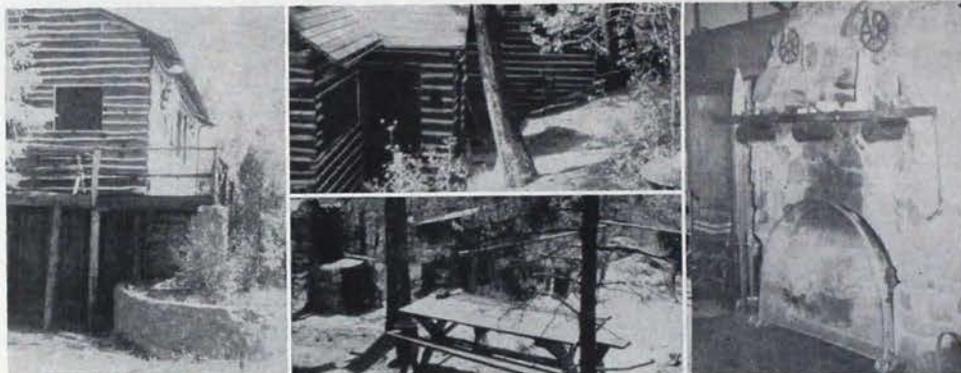
The organization of the house corporation, together with its by-laws, rules and regulations, etc., is patterned after those of the Atlanta Deltasig Lodge and of the Beta Chapter House Corporation of Chicago. Alpha Nu Chapter had accumulated a housing fund of approximately \$2,400, which was used as a down payment on the property. The balance will be financed in part by stock subscription and in part by a loan from the National Endowment Fund on a first-mortgage basis, which loan was approved at the July Grand Council meeting.

There are two divisions of membership in the corporation, senior and junior. The senior group is comprised of members of the Denver Alumni Club who have subscribed for one share of stock at \$100.00, payable in cash, or if desired, at \$20.00 per year for 5 years. The junior division is composed of the active members of Alpha Nu Chapter, including all new

directors, consisting of seven members, three representing Alpha Nu Chapter and four representing the Denver Alumni Club. At the first annual meeting of members held July 6, 1954, the following directors were elected: *Alumni*—Harry G. Hickey, W. Richard Tydings, James E. Isenhart, and Robert J. Miles; *Actives*—Larry L. Toadvine, Donald S. Sloane, and William B. Arnold. The following officers were elected at a meeting of the board of directors following the annual meeting: Harry G. Hickey, president; W. Richard Tydings, vice-president; James E. Isenhart, secretary, and Robert J. Miles, treasurer.

At long last Denver Deltasigs have a place where they can get together for mountain parties, steak fries, houseparties, winter sports, smokers, many of the chapter's rush affairs, or just for gabfests. An Open House held at the Lodge over the 4th of July weekend was the first of such pleasant get-togethers and a gala housewarming initiated the new home in true Deltasig spirit.

It is felt that their mountain lodge will not only stimulate a great deal of interest in the active chapter by way of new initiates but will also create, develop and sustain a much closer relationship between the undergraduate



SITUATED ON A steep mountainside, Denver's Deltasig Lodge is an ideal spot for every kind of social event. Note huge natural stone fireplace, which will make for many a cheery evening inside, and the barbecue pit and picnic tables outside.

initiates, who assume the same obligation to purchase one share of stock in the Lodge Corporation, who have made their initial \$20.00 payment and meet their subsequent payments for each current fiscal year.

The property, funds and affairs of the Lodge are managed and controlled by a board of

chapter and the alumni club. It will also facilitate the transition from active to alumnus status.

It goes without saying that a cordial invitation is extended to all members of Delta Sigma Pi passing through Denver to visit DELTASIG MOUNTAIN LODGE.

## DIVIDENDS

To Brother and Mrs. Louie Giallanza, *Texas Western*, on March 13, 1954, a daughter, Dana Louise.

To Brother and Mrs. John Kinzer, *New Mexico*, on March 21, 1954, a son, John Donald.

To Brother and Mrs. Kenneth Sutton, *Texas*, on March 25, 1954, a daughter, Dianne May.

To Brother and Mrs. James Hart, *Texas Western*, on March 30, 1954, a son, Kirk Monroe.

To Brother and Mrs. Raymond Clark, *New Mexico*, on April 3, 1954, a son, Carl Meredith.

To Brother and Mrs. Emory Johnston, *Georgia-Kappa*, on April 8, 1954, a son, Randall Wesley.

To Brother and Mrs. Kenneth Foote, *Colorado*, on April 8, 1954, a daughter, Elizabeth Barnwell.

To Brother and Mrs. Arthur Schuchardt, *Missouri*, on April 13, 1954, a daughter, Sharon Lynn.

To Brother and Mrs. Bill Berlin, *Missouri*, on April 19, 1954, a daughter Mellissa Ann.

To Brother and Mrs. Max Shemwell, *Missouri*, on May 10, 1954, a daughter, Amy Borth.

To Brother and Mrs. Nelson Blohm, *Missouri*, on May 14, 1954, a son, Mark Emmanuel.

To Brother and Mrs. Thomas Seabourne, *Temple*, on June 12, 1954, a daughter, Barbara Ann.

To Brother and Mrs. Marvin Jaynes, *Drake*, on June 25, 1954, a son, Jeffrey Philip.

To Brother and Mrs. Norval Poulson, *Beta-Northwestern*, on August 7, 1954, a daughter, Carol Ann.

## Notice

The financial statement of Delta Sigma Pi for the fiscal year ending July 31, 1954, is available. A copy will be mailed to any member desiring one. Requests should be addressed to The Central Office, 222 West Adams Street, Chicago 6, Illinois.

## PERSONAL MENTION

ROBERT WHITE, *Wake Forest*, is now with the firm of Peat, Marick, Mitchell & Co. in Charlotte, N.C.

JOSEPH McDANIEL, JR., *Northwestern-Zeta*, formerly assistant director of The Ford Foundation, Pasadena, Calif., was made secretary of the Foundation in March and is now located in New York City.

ROBERT GRABER, *Kent State*, last spring was promoted to corporal in Pusan, Korea, where he is a personnel and administrative specialist with Headquarters of the Pusan Military Post.

CHARLES STEINBOCK, JR., *Johns Hopkins*, is now associated with Edmund D. Meyers, C.P.A. of Baltimore, Md. Brother Steinbock was also recently elected vice-president of the Baltimore Chapter of the Reserve Officers Association.

EARL BURGESS, JR., *Northwestern-Zeta*, has been awarded the Commendation Ribbon with Metal Pendant for meritorious service in Korea.

ROBERT LUKER, *Missouri*, has a new business address—Arthur Andersen & Co., 120 S. La-Salle St., Chicago, Ill.

GERALD LAW, *Southern California*, graduated in May from the American Institute for Foreign Trade at Thunderbird Field, Phoenix, Ariz., and now has a position with Wyeth Laboratories, in Los Angeles.

RALPH WESSNER, *Minnesota*, was promoted to corporal while serving at the 7849th Ordnance Stock Control Center in Heidelberg, Germany.

MARTIN MOLLHAUSEN, *California*, has a new position as sales manager of Mollhausen Bakeries, Oslo, Norway.

PETER MARELIA, *Santa Clara*, received a promotion to first lieutenant in Korea, where he is serving as executive officer of Battery A of the 24th Infantry Division's 52d Field Artillery Battalion.

WILLIAM JAMES, *Ohio State*, last spring became associated with the General Electric Co., Schenectady Aeronautic & Ordnance Dept. in connection with their business training course.

ROBERT MORROW, *North Carolina State*, is serving as Lieutenant Colonel with Ryukyus Command's Headquarters on Okinawa.

JOSEPH THOMAS, *Indiana*, has been located in Gary, Ind., since June 1, having taken a job in the tax department of Price Waterhouse & Co., Chicago.

WILLIAM O'DEA, *De Paul*, received the Commendation Ribbon for meritorious service in the Eighth Army's training section, Korea.

JOHN DEVIESE, *Tennessee*, likewise received the Commendation Ribbon for his work in the management engineering section of the Korean Communications Zone.

CAYLE FERGUSON, *Texas Tech*, is serving in Japan with the 50th Signal Battalion.

THOMAS REINSMITH, *Temple*, recently arrived in Germany for overseas service. He is a bandsman with the First Infantry Division band.

ARNOLD MILLER, *Michigan*, is another Delta-sig who received the Commendation Ribbon in Korea for meritorious service in the fiscal section of the Korean Communications Zone.

LAURENCE GRAHAM, *New York*, has been promoted to the office of president and general manager of Nedick's, the large eastern restaurant chain.

PALMER DAUGS, *Marquette*, has received two signal honors in his career as life insurance underwriter. First, he has been presented with the National Quality Award for 1954 in recognition of the superior quality of life insurance service he has rendered to the public; second,

he has been listed among National Life's 20 top underwriters in its coast-to-coast field force, in terms of sales volume.

ALOYSIUS PITTERLE, *Marquette*, auditor for the General Services Administration of the U.S. Government, has moved from the Washington office to the Chicago office.

THOMAS WHEELER, JR., *Ohio State*, president of the Wheeler-Kight & Gainey advertising agency, Columbus, Ohio, has announced the

moving of their offices to new quarters in a mansion nearly a century old, which lends the elegance and spaciousness of the past to the modern tempo of the advertising field. Their previous quarters were torn down to make way for a new municipal parking garage.

PAUL BUEHLER, another *Ohio State* alumnus, has recently been elected vice-president and manager of agencies for the Beacon Mutual Indemnity Company.



## NEW BUSINESS BOOKS

Compiled by Kenneth S. Tisdell, Alpha Chi

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

### Business

**ETHICS IN A BUSINESS SOCIETY** by Marquis W. Childs & Douglass Cater, published by Harper, 191 pp., \$2.75.

A general statement of the role of ethics in modern society. The authors attempt to correlate the current findings of the survey with historical relationships between religion and economics in American business.

**BUSINESSMAN MUST SAVE HIMSELF**, by William H. McComb, published by Harper, 110 pp., \$1.75.

An appeal to the American businessman, urging him to take the initiative and put his house in order before the welfare state steps in to do it for him. The author indicts him for monopolies, price agreements, high tariffs, and a general apathy to the social responsibility that the power of his money demands.

**DETERMINING THE BUSINESS OUTLOOK**, edited by Herbert V. Prochnow, published by Harper, 456 pp., \$6.50.

A discussion of the various factors that must be considered in analyzing the business outlook and the techniques of forecasting business trends, each appraised by an expert in his field, and covering every segment of the economy.

### Economics

**FRONTIERS OF ECONOMIC KNOWLEDGE**, by Arthur F. Burns, published by Princeton, 376 pp., \$5.00.

Sixteen essays on economic growth and fluctuations, including an excellent summary of the work of the National Bureau of Economic Research. Chapters on the Keynesian theory are of especial interest.

**CAPITALISM AND THE HISTORIANS**, edited by Friederich A. von Hayek, published by the University of Chicago, 194 pp., \$3.00.

A lengthy discourse by the editor on the relation of history to politics introduces five additional essays, all designed to furnish evidence that the laboring classes were benefited, not harmed, by the development of the factory system and the advent of modern capitalism.

**NO SALE, NO JOB**, by Alexander R. Heron, published by Harper, 217 pp., \$3.00.

An analysis of the forces at work in the American economy where jobs are dependent on sales and sales are dependent upon successful management of our complex industrial and

business enterprises. Presents a new philosophy for free enterprise.

**HISTORY OF ECONOMIC ANALYSIS**, by Joseph A. Schumpeter, published by Oxford University, 1285 pp., \$17.50.

After an introduction on scope and method and a second introductory part in which the pertinent ideas from ancient Greece to mercantilism are discussed, bulk of work deals with classical, neo-classical, and modern periods. A long history of man's attempts to understand economic phenomena.

### Publicity

**FINANCIAL PUBLIC RELATIONS**, by Herman S. Hettinger, published by Harper, 222 pp., \$3.50.

Principles and practices for the use of business firms faced with the problem of disseminating financial information to stockholders and to other business organizations.

**PUBLICITY FOR PRESTIGE AND PROFIT**, by Howard Stephenson & Wesley F. Pratzner, published by McGraw-Hill, 315 pp., \$4.50.

The public relations techniques involved in promoting an industrial product or company prestige. Useful information is given on publicity costs, budgeting, and the betterment of community relations.

### Selling

**ESSENTIALS OF RETAIL SELLING**, by James W. Bunting, published by Bookman Associates, 147 pp., \$2.50.

Intended for use in training classes for retail salesmen, it is an introduction to the basic principles of selling. Emphasizes the service angle in customer relations.

**HOW TO SELL YOUR HANDICRAFTS**, by Robert G. Hart, published by McKay, 220 pp., \$2.75.

Business advice on the pricing, promotion and marketing of handmade products, including an explanation of selling on consignment, giving exclusive sales right, using sales representatives and importance of good timing.

**SALESMAN'S COMPLETE IDEAS HANDBOOK**, by Emille Raux, published by Prentice-Hall, 239 pp., \$4.95.

Selling techniques and methods which experienced and successful salesmen have shared

with the author. Any salesman may improve his record by taking these counsels to heart and acting upon them.

**RELAXED SELLING**, by Thomas White-side, published by Oxford University, 173 pp., \$3.50.

Tongue-in-cheek observations and presentation of today's mass marketing techniques and the newer art forms that plague radio and TV. An account of what goes on behind the scenes in certain advertising campaigns and how they are worked up.

### Industrial Management

**WE TOO CAN PROSPER**, by David G. Hutton, published by Macmillan, 248 pp., \$2.75.

Possible applications of American methods of productivity to British industrial needs in making better use of its human and mechanical assets. This cannot be done by copying American technology, but by examining and applying the attitudes and theory of American industrial management.

**PROFITING FROM INDUSTRIAL STANDARDIZATION**, by Benjamin Melnitsky, published by Conover-Mast, 397 pp., \$5.50.

A practical guide and overview of standardization practices and procedures currently in use in American industry and the advantages accruing to the individual company through the use of standards.

**MOTIVATION AND MORALE IN INDUSTRY**, by Morris S. Viteles, published by Norton, 526 pp., \$9.50.

Reviews the entire field of industrial psychology for techniques for improving morale, which he recommends to management. The author gauges the effectiveness of industrial incentives, probes the reasons why people work, sifts the findings of employee-attitude surveys, and emphasizes the application of these research findings.

### Profit Sharing and Pensions

**PENSIONS AND PROFIT SHARING**, by George B. Buck, Jr. & others, published by the Bureau of National Affairs, 283 pp., \$5.75.

Seven experts on pension planning give the business executive a general picture of the subject and the way such plans can be put into operation, financed and approved for tax purposes.

**GROUP INSURANCE AND EMPLOYEE RETIREMENT PLANS**, by Louise W. Ilse, published by Prentice-Hall, 448 pp., \$7.50.

A history and survey of the field discussing statutory development and government regulation, the costs of group life insurance and related forms such as accident, health, hospital, and group annuities.

### Real Estate

**HOW TO CLOSE IN SELLING HOMES**, by Ray H. Arnold, published by Prentice-Hall, 221 pp., \$4.95.

Selling practice techniques for real estate salesmen with ideas and methods for the closing stage of the sales process to help prospective buyers come to a decision.

**REAL ESTATE OFFICE SECRETARY'S HANDBOOK**, by Lillian Doris, published by Prentice-Hall, 447 pp., \$4.95.

A guide to the nature and kinds of work carried on in a real estate office and the special business operations required. Contains valuable instructions for keeping records and files, typing documents and reports, preparing advertisements and publicity releases.

### Savings and Investments

**SAVINGS IN THE MODERN ECONOMY**, edited by Walter W. Heller & others, published by the University of Minnesota, 389 pp., \$5.00.

A conference-symposium on savings, inflation, and economic progress, the purpose of which was to answer questions raised by the fluctuations in the rate of savings in the last two decades.

**SHARES OF UPPER INCOME GROUPS IN INCOME AND SAVINGS**, by Simon S. Kuznets & Elizabeth Jenks, published by the National Bureau of Economic Research, 766 pp., \$9.00.

A compendious organization of economic-statistical and demographic material bearing on the size distribution of income in this country. The volume presents a critically collated and systematically organized collection of data that is of value for econometric theory and income-saving survey design.

**INVESTMENT OF LIFE INSURANCE FUNDS**, edited by David McCahan, published by the University of Pennsylvania, 319 pp., \$3.75.

Written by twelve outstanding students of the subject, the book presents an examination of the principles, practices, problems, and trends associated with the investment process.

**FINANCIAL INDEPENDENCE THROUGH COMMON STOCKS**, by Robert D. Merritt, published by Simon & Schuster, 317 pp., \$3.95.

A working guide for investors which adheres to generally accepted rules for profitable investment for the small stockholder, based upon an understanding of the market and financial data.

**STOCK MARKET PROFIT WITHOUT FORECASTING**, by Edgar S. Genstein, published by Investment Research Press, 96 pp., \$3.50.

Presents an original formula for investing whereby investors in common stocks may minimize risks. An investment-by-formula plan aimed toward long-term stock market profit.

**PUT YOUR MONEY TO WORK FOR YOU**, by Nathan H. Mager & Morton Yarmon, published by Harper, 287 pp., \$4.00.

Describes the various methods of investment in order to minimize risk and maximize returns. Appraises the general trends in investment opportunities of various kinds—real estate, life insurance, securities, savings accounts, etc.—in a wide range of income brackets.

## LIFE MEMBERS

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

- 2003 HERSHEL D. OWENS, *Beta Phi*, Southern Methodist
- 2004 IKE W. SAVELLE, *Gamma Delta*, Mississippi State
- 2005 JAMES E. ESTES, *Beta Kappa*, Texas
- 2006 SETH E. BUTLER, JR., *Beta Omicron*, Rutgers
- 2007 ARLYN A. KRIECEL, *Beta Upsilon*, Texas Tech
- 2008 J. GENE RIDGWAY, *Beta Upsilon*, Texas Tech
- 2009 VINCENT A. CHIARUCCI, *Beta Pi*, Kent State
- 2010 JOHN E. WINDIATE, *Theta*, Detroit
- 2011 GEORGE D. WELCH, *Beta Omega*, U. of Miami

- 2012 FARRIS E. MAROOF, *Gamma Omega*, Arizona State
- 2013 ROBERT F. KEEGAN, *Beta Rho*, Rutgers
- 2014 WILLIAM R. JAMES, *Nu*, Ohio State
- 2015 RICHARD J. BARTH, *Gamma Sigma*, Maryland
- 2016 JOHN W. BLAISDELL, *Rho*, California
- 2017 MITCHELL A. MIKOLAJCZAK, *Gamma Theta*, Wayne
- 2018 WILLIAM K. MENDENHALL, *Alpha Xi*, Virginia
- 2019 J. WALTER ERICKSON, *Beta Rho*, Rutgers
- 2020 FRANK M. VAUGHAN, JR., *Alpha Sigma*, Alabama
- 2021 EARL L. WINKELMAN, *Delta*, Marquette
- 2022 PAUL A. FLEXER, *Omega*, Temple
- 2023 HERMAN F. PRESTON, JR., *Alpha Lambda*, North Carolina
- 2024 JOHN R. BAUCUM, *Gamma Kappa*, Michigan State
- 2025 CARL R. MICHEL, *Beta Omicron*, Rutgers
- 2026 JOSEPH R. KELLY, *Beta Xi*, Rider
- 2027 CARL E. MOTZ, *Gamma Omega*, Arizona State
- 2028 GERALD R. DAVIS, *Alpha Delta*, Nebraska
- 2029 DAVID A. NELSON, *Zeta*, Northwestern
- 2030 MAURICE W. COSTELLO, *Alpha Delta*, Nebraska
- 2031 BERTRAM R. CARR, *Alpha Theta*, Cincinnati
- 2032 PAT ELLEBRACHT, *Beta Upsilon*, Texas Tech
- 2033 DAVID F. BLAKLEY, *Beta Xi*, Rider
- 2034 WILLIAM F. PRIEST, *Chi*, Johns Hopkins
- 2035 HARRY E. GRISSETT, *Kappa*, Georgia
- 2036 WILLIAM JAVORSKY, *Gamma Omicron*, San Francisco
- 2037 CHARLES W. MENARD, JR., *Alpha Omega*, De Paul
- 2038 J. D. STOUT, *Beta Omega*, U. of Miami
- 2039 RAY S. TANNEHILL, *Alpha Gamma*, Penn State
- 2040 RICHARD L. OGLE, *Chi*, Johns Hopkins
- 2041 JOSEPH A. VOLLMAR, *Alpha Kappa*, Buffalo
- 2042 ROBERT E. STEVENSON, *Alpha Epsilon*, Minnesota
- 2043 JOE W. PITTS, JR., *Gamma Mu*, Tulane
- 2044 MAXIE L. BROOKS, JR., *Beta Upsilon*, Texas Tech
- 2045 RAYMOND PFAU, *Delta*, Marquette
- 2046 JOHN R. HARWELL, JR., *Kappa*, Georgia
- 2047 EDWARD B. AHLERS, *Beta*, Northwestern
- 2048 JOHN J. STANG, *Iota*, Kansas
- 2049 ALVIN T. GEORGE, *Kappa*, Georgia
- 2050 WILLIAM H. SETTLE, JR., *Pi*, Georgia
- 2051 WILLIAM W. FORD, *Chi*, Johns Hopkins
- 2052 ANDREW H. VAUGHAN, JR., *Alpha Gamma*, Penn State
- 2053 EDWIN R. LINDEMANN, *Alpha Theta*, Cincinnati
- 2054 CHARLES A. BARWELL, *Alpha Kappa*, Buffalo
- 2055 AL JOE BRAXTON, *Alpha Lambda*, North Carolina
- 2056 HARVEY D. SANFORD, *Alpha Xi*, Virginia
- 2057 VICTOR A. PTAK, *Alpha Omicron*, Ohio U.
- 2058 CARL B. PETERSON, JR., *Alpha Rho*, Colorado
- 2059 JOHN J. O'CONNOR, *Alpha Omega*, De Paul
- 2060 EDMUND P. RUSSELL, JR., *Beta Theta*, Creighton
- 2061 PETER R. NEMITS, *Beta Rho*, Rutgers
- 2062 WILLIAM E. WILKINSON, *Gamma Xi*, Santa Clara
- 2063 RICHARD L. HOLL, *Gamma Omicron*, San Francisco
- 2064 THOMAS F. KLINGER, *Gamma Pi*, Loyola
- 2065 ROBERT L. KEMP, *Delta*, Marquette
- 2066 JOHN D. FELLERS, *Gamma Lambda*, Florida State

## Delta Sigma Pi Keys Again Honor Top Commerce Students

SINCE 1912, WHEN the Delta Sigma Pi Scholarship Key Award was first established, nearly 1,700 commerce students have received this signal honor, recognized as one of the highest attainable in colleges of commerce and business administration. This key is awarded annually at each university where the fraternity has an active chapter to that male senior who ranks highest in scholarship for the entire course in commerce and business administration, whether or not he is a member of Delta Sigma Pi. Thus it serves to stimulate scholastic effort not only in our own chapters but among other students of commerce also. We are proud to report that Deltasigs have been

the recipients of about one-third of the keys awarded, winning them in open competition with all other male seniors in their respective schools of business administration.

The selection of the winners is made by local faculties on the basis of scholarship records. Each key is appropriately engraved with the name of the award, the university at which it is presented, the name of the winner, and the date of its presentation.

Delta Sigma Pi members who won the award in 1954 are: Gaylord Ripley at Northwestern, William Settle, Jr. at Georgia, Robert Delhamer at Johns Hopkins, Howard Backer at Missouri, Barton Burns at Minnesota, Bruce E. Syring at South Dakota, Otto Frees at Cincinnati, Thomas Felton at Buffalo, William Mendenhall, Jr. at Virginia, DeWitt Reed at Ohio U., Frank Bromberg, Jr. at Alabama, Paul Christensen at Miami U., Thomas Moseley at South Carolina, Edmund Jurek at Creighton, Joe Hildreth and Benjamin McBeth at Alabama Poly (tied for honor), Gasper Petrock at Rutgers, James Saltar at Mississippi State, Graeme Ton, Jr. at Tulane, Armando Flocchini, Jr. at San Francisco, Thomas Klinger at Loyola, Floyd Bailey, Jr. at Mississippi Southern, Duane Juvrud at Texas Western, and Rodman Peil at Arizona State.

### THE CENTRAL OFFICE REGISTER

THE FOLLOWING MEMBERS of Delta Sigma Pi have visited The Central Office recently.

RONALD ADE, *Beta-Northwestern*, Chicago, Ill.; THOMAS KLINGER, *Loyola*, Chicago, Ill.; JOHN O'CONNOR, *De Paul*, Chicago, Ill.; SIDNEY COMARATA, *De Paul*, Chicago, Ill.; LAWRENCE SULLIVAN, *De Paul*, Chicago, Ill.; MYRON MITCHELL, *Beta-Northwestern*, Chicago, Ill.; CHARLES RIUTCEL, *Missouri*, Topeka, Kan.; JAMES HOSMER, *De Paul*, Chicago, Ill.; ROBERT NICHOLSON, *Marquette*, Shorewood, Wis.; JOHN MILES, *Memphis*, Memphis, Tenn.; JOSEPH CICERO, *Illinois*, Champaign, Ill.; ROBERT G. BUSSE, *Beta Omicron-Rutgers*, Wilmington, Del.; HOMER T. BREWER, *Kappa-Gorgia*, Atlanta, Ga.; WILLIAM DOMABYL, *De Paul*, Fort Sheridan, Ill.; STANLEY TAYLOR, *Michigan State*, Dowagiac, Mich.; CHARLES MENARD, *De Paul*, Chicago, Ill.; ANTHONY MARINI, *De Paul*, Wilmette, Ill.; CHRISTIAN NIEMANN, *Beta Omicron-Rutgers*, Newark, N.J.; NIEMANN, *Beta Omicron-Rutgers*, Newark, N.J.

## Phi Chapter Has New Home

OUR PHI CHAPTER, at the University of Southern California, is pleased to announce that at the beginning of the fall semester it moved into a new chapter house, located at 1140 West Twenty-seventh Street, Los Angeles. The attractive and comfortable quarters made a hospitable setting in which to greet prospective new members during Rush Week activities, and on October 2, they were the scene of a champagne-buffet dinner which honored all the alumni, faculty members and new pledges.

The photograph below arrived just in time to make this issue. You will probably read more news of this fine step forward in Phi Chapter's history in the January DELTASIG.



NEW HOME of Phi Chapter at the University of California.

## Schujahn Selected "Deltasig of the Year 1954"

(Continued from page 8)

appointed director of General Flour Sales, continuing in that position for about four years, in August of 1950 being elected a vice president of the company.

In the summer of 1953 he made a survey on Canada for General Mills to determine the opportunities there for the expansion of their operations into that area. On the basis of that survey he recommended to the Board of Directors that they enter the Canadian market, first with certain grocery products items but with further expansion in mind for the future. His recommendations were accepted and in October, 1953, he was appointed General Manager of Canadian Operations and in that capacity, laid the preliminary ground work for the proposed expansion. In January of 1954 General Mills purchased a tract of land in Etobicoke, a suburb of Toronto, and began construction of a food processing and packaging plant utilizing the most up-to-date devices for the manufacture of packaged foods of various kinds.

In April, 1954, Brother Schujahn was named Vice President and General Manager of General Mills (Canada) Ltd. He spent the summer getting together his Canadian organization and overseeing the building of the plant, which went into operation in late August, 1954. On September 1 he moved to Toronto, where

he, his wife, the former Dorothy I. Prescott, and his sixteen-year-old son, have been busy getting settled in their first home outside the boundaries of their native land. In Brother Schujahn's own words, "Believe me, it's a venture—and an adventure."

Since becoming one of the charter members of our Psi Chapter, Brother Schujahn has taken as active an interest in the affairs of Delta Sigma Pi as the pressure of his business duties would permit. He served as Grand President from 1930 through 1936, and his good administration contributed much to the sound structure on which our position as a leading professional fraternity now stands. Last year he was elected to the Board of Directors of the Delta Sigma Pi Educational Foundation and is presently heading a special committee to raise funds for the proposed Delta Sigma Pi permanent Central Office building.

The "Deltasig of the Year 1954" award will be presented to Brother Schujahn at the Founders' Day ceremony of the Chicago Alumni Club in November.

## So You Want to be an Executive

(Continued from page 11)

your convictions. If you're the kind of guy who can walk into an office and say, "I'm going to do the best job I know how to do; I'm going to consult my conscience at all points; I'm going to do the right thing, as I understand the right thing; and if I can't do that, I'm going to quit and do something else, if it's only digging ditches." . . . if you can say this, then you are going to be a real man . . . a real executive. And if we had a nation of business executives of that kind, we would have a better nation than we have today. We would have men who are fearless and unafraid of their jobs . . . men who are willing to sacrifice their jobs in the interest of honor and honesty and the interest of doing the right thing for the nation and for other people. Then we truly will have a great nation. So I am asking you . . . imploring you . . . to keep in mind this fact and develop, as you proceed up the ladder toward success, courage . . . the courage to be a man in spite of everything . . . the courage to look fear in the face and laugh at it. If you can do that, you'll be a success. No matter what happens, you'll be a success. You may be fired out of your job because of forces over which you have no control, but you'll be a success.

Just one more thing and that is, as you go along through life, give of yourself the things that don't concern you selfishly . . . things not just for the purpose of your own advancement. Those two things, courage and the giving of yourself, will reap wonderful rewards when you get to be my age. It's a wonderful thing to be able to look back and be able to say that, as you went along, you have done the things which you thought were right to do . . . that you have at least tried. You may have been wrong in what you did, but you thought that you were right, and you did what you thought was right. It's also a great thing to feel that you've been able to be of some help in making the world a little better as you've gone along. You may be kidding yourself. You may be overestimating what you've done, but if you have really tried, it's a great thing. And I hope that every man in this room, when he reaches my age . . . and it isn't so darned old . . . will have the great satisfaction in looking back on his life and be able to say, "I have fought the fight, and I have helped somebody else."



## DELTA SIGMA PI CHAPTER EFFICIENCY CONTEST 1954 FINAL STANDINGS

| RANK                               | CHAPTER       | UNIVERSITY           | GRAND TOTAL POINTS | Division A              | Division B  | Division C | Division D | Division E             |
|------------------------------------|---------------|----------------------|--------------------|-------------------------|-------------|------------|------------|------------------------|
|                                    |               |                      |                    | Professional Activities | Scholarship | Membership | Finances   | Chapter Administration |
| MAXIMUM NUMBER OF POINTS PERMITTED |               |                      | 100,000            | 20,000                  | 20,000      | 20,000     | 20,000     | 20,000                 |
| 1.                                 | Beta          | Northwestern         | 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                 |
|                                    | Iota          | Kansas               | 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                 |
|                                    | 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 Epsilon | Minnesota            | 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 Kappa   | Buffalo              | 100,000            | 20,000                  | 20,000      | 20,000     | 20,000     | 20,000                 |
|                                    | Alpha Lambda  | North Carolina       | 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 Omicron | Ohio U.              | 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 Omega   | De Paul              | 100,000            | 20,000                  | 20,000      | 20,000     | 20,000     | 20,000                 |
|                                    | Beta Theta    | Creighton            | 100,000            | 20,000                  | 20,000      | 20,000     | 20,000     | 20,000                 |
|                                    | Beta Lambda   | Alabama Poly.        | 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 Rho      | Rutgers              | 100,000            | 20,000                  | 20,000      | 20,000     | 20,000     | 20,000                 |
|                                    | Beta Chi      | Tulsa                | 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 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 Sigma   | Maryland             | 100,000            | 20,000                  | 20,000      | 20,000     | 20,000     | 20,000                 |
| 2.                                 | Gamma Iota    | New Mexico           | 98,500             | 20,000                  | 20,000      | 18,500     | 20,000     | 20,000                 |
| 3.                                 | Alpha         | New York             | 96,500             | 20,000                  | 20,000      | 17,000     | 19,500     | 20,000                 |
| 4.                                 | Gamma Lambda  | Florida State        | 95,200             | 20,000                  | 17,700      | 20,000     | 20,000     | 17,500                 |
| 5.                                 | Gamma Phi     | Texas Western        | 95,000             | 16,000                  | 20,000      | 19,500     | 19,500     | 20,000                 |
| 6.                                 | Gamma         | Boston               | 94,500             | 20,000                  | 20,000      | 20,000     | 14,500     | 20,000                 |
| 7.                                 | Zeta          | Northwestern         | 94,500             | 20,000                  | 20,000      | 14,500     | 20,000     | 20,000                 |
| 8.                                 | Alpha Pi      | Indiana              | 92,550             | 17,300                  | 20,000      | 20,000     | 20,000     | 15,250                 |
| 9.                                 | Beta Xi       | Rider                | 92,500             | 20,000                  | 20,000      | 19,500     | 13,000     | 20,000                 |
| 10.                                | Beta Kappa    | Texas                | 91,200             | 18,700                  | 20,000      | 20,000     | 13,500     | 19,000                 |
| 11.                                | Alpha Sigma   | Alabama              | 90,950             | 16,700                  | 20,000      | 20,000     | 20,000     | 14,250                 |
| 12.                                | Beta Pi       | Kent State           | 89,500             | 20,000                  | 20,000      | 9,500      | 20,000     | 20,000                 |
| 13.                                | Gamma Theta   | Wayne                | 89,000             | 20,000                  | 20,000      | 15,500     | 13,500     | 20,000                 |
| 14.                                | Beta Iota     | Baylor               | 88,800             | 19,000                  | 20,000      | 18,250     | 15,000     | 16,550                 |
| 15.                                | Psi           | Wisconsin            | 88,600             | 20,000                  | 11,600      | 17,000     | 20,000     | 20,000                 |
| 16.                                | Gamma Upsilon | Babson               | 87,150             | 15,900                  | 20,000      | 20,000     | 11,500     | 19,750                 |
| 17.                                | Theta         | Detroit              | 86,500             | 14,500                  | 12,000      | 20,000     | 20,000     | 20,000                 |
| 18.                                | Beta Upsilon  | Texas Tech.          | 86,450             | 15,700                  | 12,000      | 20,000     | 20,000     | 18,750                 |
| 19.                                | Upsilon       | Illinois             | 85,500             | 20,000                  | 20,000      | 7,500      | 18,000     | 20,000                 |
| 20.                                | Epsilon       | Iowa                 | 85,050             | 14,800                  | 12,000      | 20,000     | 20,000     | 18,250                 |
| 21.                                | Alpha Upsilon | Miami U.             | 83,450             | 13,700                  | 20,000      | 20,000     | 20,000     | 9,750                  |
| 22.                                | Alpha Eta     | South Dakota         | 82,250             | 16,400                  | 17,600      | 10,500     | 20,000     | 17,750                 |
| 23.                                | Nu            | Ohio State           | 80,550             | 20,000                  | 11,200      | 10,500     | 20,000     | 18,850                 |
| 24.                                | Gamma Tau     | Mississippi Southern | 80,250             | 15,500                  | 20,000      | 16,500     | 19,500     | 10,750                 |
| 25.                                | Alpha Iota    | Drake                | 78,250             | 19,500                  | 20,000      | 7,000      | 15,000     | 16,750                 |
| 26.                                | Alpha Nu      | Denver               | 78,250             | 20,000                  | 20,000      | 12,500     | 11,500     | 14,250                 |
| 27.                                | Alpha Phi     | Mississippi          | 77,950             | 8,200                   | 20,000      | 20,000     | 20,000     | 9,750                  |
| 28.                                | Gamma Zeta    | Memphis State        | 72,950             | 18,500                  | 9,000       | 9,500      | 20,000     | 15,950                 |
| 29.                                | Beta Sigma    | St. Louis            | 72,050             | 18,200                  | 20,000      | 10,500     | 12,000     | 11,350                 |
| 30.                                | Gamma Delta   | Mississippi State    | 67,500             | 6,500                   | 1,000       | 20,000     | 20,000     | 20,000                 |
| 31.                                | Gamma Omega   | Arizona State        | 67,500             | 12,500                  | 14,000      | 14,250     | 13,000     | 13,750                 |
| 32.                                | Beta Eta      | Florida              | 66,650             | 12,200                  | 12,000      | 20,000     | 10,000     | 12,450                 |
| 33.                                | Gamma Rho     | Detroit              | 63,750             | 13,000                  | 500         | 16,500     | 20,000     | 13,750                 |
| 34.                                | Beta Zeta     | Louisiana State      | 63,400             | 16,200                  | 9,300       | 14,250     | 11,000     | 12,650                 |
| 35.                                | Omega         | Temple               | 59,250             | 10,400                  | 2,500       | 20,000     | 11,500     | 14,850                 |
| 36.                                | Mu            | Georgetown           | 58,850             | 13,600                  | 6,600       | 12,500     | 16,000     | 10,150                 |
| 37.                                | Gamma Epsilon | Oklahoma A&M         | 58,600             | 6,000                   | 10,800      | 13,500     | 19,500     | 8,800                  |
| 38.                                | Beta Phi      | Southern Methodist   | 58,150             | 11,100                  | 9,900       | 8,000      | 17,500     | 11,650                 |
| 39.                                | Gamma Chi     | St. Bonaventure      | 57,850             | 3,300                   | 9,600       | 20,000     | 13,500     | 11,450                 |
| 40.                                | Eta           | Kentucky             | 57,700             | 10,600                  | 17,400      | 11,500     | 9,500      | 8,700                  |
| 41.                                | Gamma Nu      | Wake Forest          | 54,200             | 13,800                  | 17,700      | 7,500      | 10,500     | 4,700                  |
| 42.                                | Beta Tau      | Western Reserve      | 50,900             | 17,300                  |             | 10,000     | 10,500     | 13,100                 |
| 43.                                | Beta Epsilon  | Oklahoma             | 47,250             | 4,500                   |             | 18,000     | 18,000     | 6,750                  |
| 44.                                | Alpha Zeta    | Tennessee            | 46,200             | 1,000                   |             | 19,000     | 20,000     | 6,200                  |
| 45.                                | Alpha Mu      | North Dakota         | 43,350             | 3,500                   | 7,800       | 7,000      | 17,500     | 7,550                  |
| 46.                                | Beta Nu       | Pennsylvania         | 41,500             | 9,200                   |             | 7,500      | 16,000     | 8,600                  |
| 47.                                | Beta Gamma    | South Carolina       | 30,000             | 1,000                   | 1,000       | 13,000     | 11,500     | 3,500                  |
| 48.                                | Gamma Psi     | Arizona              | 27,350             | 100                     |             | 3,500      | 15,500     | 8,250                  |
| 49.                                | Beta Psi      | Louisiana Tech.      | 26,000             | 3,700                   |             | 5,500      | 12,500     | 4,300                  |
| 50.                                | Sigma         | Utah                 | 23,650             | 1,100                   |             | 5,500      | 12,000     | 5,050                  |
| 51.                                | Gamma Eta     | Omaha                | 22,350             | 600                     |             | 3,250      | 10,000     | 8,500                  |
| 52.                                | Alpha Chi     | Washington U.        | 14,750             |                         |             |            | 10,000     | 4,750                  |
| 53.                                | Rho           | California           | 11,800             | 6,200                   |             |            |            | 5,600                  |



## Thirty-One Chapters Tie for First Place in 1954 Chapter Efficiency Contest

IN THE 1954 CHAPTER EFFICIENCY CONTEST 31 of our 84 chapters went over the finish line with the maximum total of 100,000 points each. Fifty chapters made the Honor Roll, which includes all those scoring 85,000 points or more. While the number of winning chapters dropped a little from 1953, when 37 attained the maximum number of points, this year's contest is considered equally successful in the light of the degree of interest shown.

The winning chapters, scoring the maximum of 100,000 points, were: Beta Chapter at Northwestern, Delta Chapter at Marquette, Iota Chapter at Kansas, Kappa Chapter at Georgia, Xi Chapter at Michigan, Pi Chapter at Georgia, Phi Chapter at Southern California, Chi Chapter at Johns Hopkins, Alpha Beta Chapter at Missouri, Alpha Gamma Chapter at Penn

State, Alpha Delta Chapter at Nebraska, Alpha Epsilon Chapter at Minnesota, Alpha Theta Chapter at Cincinnati, Alpha Kappa Chapter at Buffalo, Alpha Lambda Chapter at North Carolina, Alpha Xi Chapter at Virginia, Alpha Omicron Chapter at Ohio U., Alpha Rho Chapter at Colorado, Alpha Omega Chapter at De Paul, Beta Theta Chapter at Creighton, Beta Lambda Chapter at Alabama Poly., Beta Omicron Chapter at Rutgers, Beta Rho Chapter at Rutgers, Beta Chi Chapter at Tulsa, Beta Omega Chapter at Miami, 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, and Gamma Sigma Chapter at Maryland.

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 18, for Beta Chapter number 15, and for Alpha Beta Chapter it was number 14. For the first time, Iota Chapter at Kansas, Alpha Omicron Chapter at Ohio U., Beta Lambda Chapter at Alabama Poly., Beta Chi Chapter at Tulsa, and Gamma Sigma Chapter at Maryland, were among the winners, with the maximum score of 100,000 points.

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

### 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, 1953
- GAMMA, Boston—1953
- DELTA, Marquette—1934, 1939, 1940, 1941, 1942, 1949, 1952, 1953
- EPSILON, Iowa—1949, 1950, 1951, 1952, 1953
- ZETA, Northwestern (Evanston)—1949, 1950, 1951
- THETA, Detroit—1951, 1952, 1953
- KAPPA, Georgia (Atlanta)—1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953
- MU, Georgetown—1948, 1949, 1952
- NU, Ohio State—1948, 1949, 1950, 1951
- XI, Michigan—1947, 1948, 1949, 1950, 1952, 1953
- PI, Georgia (Athens)—1937, 1938, 1947, 1948, 1949, 1950, 1951, 1952, 1953
- PHI, Southern California—1953
- CHI, Johns Hopkins—1940, 1948, 1949, 1950, 1951, 1952, 1953
- PSI, Wisconsin—1949, 1950, 1953
- OMEGA, Temple—1952
- ALPHA BETA, Missouri—1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953
- ALPHA GAMMA, Penn State—1949, 1950, 1951, 1953
- ALPHA DELTA, Nebraska—1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1953
- ALPHA EPSILON, Minnesota—1940, 1941, 1942, 1947, 1950, 1951
- ALPHA ETA, South Dakota—1950, 1951
- ALPHA THETA, Cincinnati—1952, 1953
- ALPHA IOTA, Drake—1952, 1953
- ALPHA KAPPA, Buffalo—1952, 1953
- ALPHA LAMBDA, North Carolina—1951
- ALPHA NU, Denver—1948, 1950, 1951
- ALPHA XI, Virginia—1952, 1953
- ALPHA PI, Indiana—1949, 1950, 1951
- ALPHA RHO, Colorado—1939, 1950, 1951, 1952, 1953
- ALPHA SIGMA, Alabama—1940, 1949, 1950, 1953
- ALPHA UPSILON, Miami U.—1941, 1942, 1949, 1952
- ALPHA PHI, Mississippi—1950, 1951, 1952
- ALPHA OMEGA, De Paul—1950, 1951, 1952, 1953
- 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, 1953
- BETA OMICRON, Rutgers—1940, 1947, 1948, 1949, 1950, 1951, 1953
- BETA PI, Kent State—1948, 1949, 1950, 1951, 1952, 1953
- BETA RHO, Rutgers—1953
- BETA TAU, Western Reserve—1948, 1949, 1951
- BETA UPSILON, Texas Tech—1950, 1952, 1953
- BETA PHI, Southern Methodist—1953
- BETA PSI, Louisiana Tech—1950
- BETA OMEGA, Miami (U. of)—1953
- GAMMA DELTA, Mississippi State—1950, 1953
- GAMMA ETA, Omaha—1950, 1951
- GAMMA THETA, Wayne—1950, 1951, 1952, 1953
- GAMMA KAPPA, Michigan State—1950, 1951, 1952, 1953
- GAMMA MU, Tulane—1951, 1952, 1953
- GAMMA XI, Santa Clara—1951, 1953
- GAMMA OMICRON, San Francisco—1952, 1953
- GAMMA PI, Loyola—1952, 1953
- GAMMA TAU, Mississippi Southern—1953
- GAMMA UPSILON, Babson—1952
- GAMMA OMEGA, Arizona State—1953

### 1954 WINNERS

Life Memberships in Delta Sigma Pi were awarded to the following presidents of the 31 chapters that tied for first place in the 1954 Chapter Efficiency Contest:

- EDWARD B. AHLERS, Beta—Northwestern
- ROBERT L. KEMP, Delta—Marquette
- JOHN J. STANG, Iota—Kansas
- ALVIN T. GEORGE, Kappa—Georgia
- \*ROBERT C. STRACHAN, Xi—Michigan
- \*JOHN B. CARPENTER, Xi—Michigan
- WILLIAM H. SETTLE, Jr., Pi—Georgia
- \*RALPH H. HAYDEN, Phi—Southern California
- \*ROBERT E. HILL, Phi—Southern California
- WILLIAM W. FORD, Chi—Johns Hopkins
- \*CHARLES L. TOMLINSON, Alpha Beta—Missouri
- \*LEE ROY J. STEVENSON, Alpha Beta—Missouri
- ANDREW H. VAUGHAN, Jr., Alpha Gamma—Penn State
- \*ROBERT F. QUIGG, Alpha Delta—Nebraska
- \*DELPHIN L. SOMMERHALDER, Alpha Delta—Nebraska
- \*DALE B. JACKSON, Alpha Epsilon—Minnesota
- \*RICHARD L. WEIMER, Alpha Epsilon—Minnesota
- EDWIN R. LINDEMANN, Alpha Theta—Cincinnati
- CHARLES A. BARWELL, Alpha Kappa—Buffalo
- AL JOE BRAXTON, Alpha Lambda—North Carolina
- HARVEY D. SANDFORD, Alpha Xi—Virginia
- VICTOR A. PTAK, Alpha Omicron—Ohio U.
- \*CARL B. PETERSON, Alpha Rho—Colorado
- \*THOMAS M. HALLIN, Alpha Rho—Colorado
- JOHN J. O'CONNOR, Alpha Omega—De Paul
- EDMUND P. RUSSELL, Jr., Beta Theta—Creighton
- \*BILLY PETERS, Beta Lambda—Alabama Poly
- \*WILLIAM R. HECK, Beta Lambda—Alabama Poly
- \*BENJAMIN PETRILLO, Beta Omicron—Rutgers
- \*GILLETTE V. N. TREACY, Beta Omicron—Rutgers
- \*JOSEPH M. PIZZANO, Beta Omicron—Rutgers
- PETER R. NEMITS, Beta Rho—Rutgers
- \*MONROE A. NAIFEH, Beta Chi—Tulsa
- \*JACK R. WARD, Beta Chi—Tulsa
- \*ROBERT O. BRIGGS, Beta Omega—Miami
- \*WILLIAM H. ADAMS, Beta Omega—Miami
- \*GEORGE R. FRITZ, Gamma Kappa—Michigan State
- \*JOHN W. LAVIS, Gamma Kappa—Michigan State
- \*GRAEME M. TON, Jr., Gamma Mu—Tulane
- \*WILEY H. SHARP, Jr., Gamma Mu—Tulane
- WILLIAM E. WILKINSON, Gamma Xi—Santa Clara
- RICHARD L. HOLL, Gamma Omicron—San Francisco
- THOMAS F. KLINGER, Gamma Pi—Loyola
- \*ERNEST R. BUFKIN, Jr., Gamma Sigma—Maryland
- \*RICHARD J. BARTH, Gamma Sigma—Maryland

\* 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.

Honor Roll with 85,000 points or more, 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.

# 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 U.** (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.** John B. Gibson, 247 Kent St., Brookline, Mass.  
**Sec.** John P. O'Sullivan, 30 Bay State Rd., Boston 25, Mass.

**BUFFALO** (Alpha Kappa, 1925), MILLARD FILMORE COLLEGE, BUFFALO, N.Y.  
**Advisor:** Franklin A. Tober, 123 Highgate Ave., Buffalo, N.Y.

**Pres.** Charles A. Barwell, 296 Wehrle Drive, Snyder 25, N.Y.  
**Sec.** Robert Platek, 490 Amherst St., Buffalo, 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.** George R. Faust, 1014 N. Charles St., Baltimore 1, Md.

**MARYLAND** (Gamma Sigma, 1950), COLLEGE OF BUSINESS AND PUBLIC ADM., COLLEGE PARK, MD.  
**Advisor:** Charles F. Cronin, 6631 Eastern Ave., Takoma Park, Md.

**Pres.** Richard J. Barth, VF 9, Apt. F, Univ. of Md., College Park, Md.  
**Sec.** Henzo T. Bozonetti, 5601 First St., N.W., Washington 11, D.C.

**NEW YORK** (Alpha, 1907), SCHOOL OF COMMERCE, ACCOUNTS AND FINANCE, NEW YORK, N.Y.  
**Chapter House:** 40 W. 3rd St., New York, N.Y.

**Advisor:** Dr. Haywood Holbert, Sch. of Commerce, NYU, Washington Sq. New York, N.Y.

**Pres.** Charles Gesino, 1334 c/o 40 St. Brooklyn 34, N.Y.  
**Sec.** Edwin J. Hughes III, 56 Park Ave., Larchmont, N.Y.

**PENNSYLVANIA, U. OF** (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.** H. Richard Bahner, 1510 Champlott Ave., Philadelphia 41, Pa.

**Sec.** Arthur H. Sossong, Jr., 548 E. Woodlawn Ave., Philadelphia 44, Pa.

**PENN STATE** (Alpha Gamma, 1923) College of Business, State College, Pa.  
**Advisor:** Donald Beal, 603 Locust Lane, State College, Pa.

**Pres.** Andrew H. Vaughan, 104B Maple Rd., State College, Pa.  
**Sec.** Arnold R. Barnett, 312 Locust Lane, State College, Pa.

**RIDER** (Beta Xi, 1934), COLLEGE OF BUSINESS ADM., TRENTON, N.J.  
**Chapter House:** 909 Bellevue Ave., Trenton, N.J. (5-9603)

**Advisor:** Michael B. Peceri, 39 N. Hermitage Ave., Trenton, N.J.  
**Pres.** John B. Spinelli, Jr., 151 Fenwood Ave., Trenton, N.J.

**Sec.** Leonard E. Hickman, 909 Bellevue Ave., Trenton, N.J.

**RUTGERS** (Beta Omicron, 1937), SCHOOL OF BUSINESS ADM., 40 RECTOR ST., NEWARK, N.J.  
**Chapter House:** 38-40 Park Pl., Newark, N.J. (Market 3-4556)

**Advisor:** B. T. Summer, Jr., 86 First St., Raritan Twsp., Fords, N.J.  
**Pres.** Benjamin Petrillo, 376 Gray St., Orange, N.J.

**Sec.** Gerald Ciciola, 72 S. 7th St., Newark 7, N.J.

**RUTGERS** (Beta Rho, 1942), UNIVERSITY COLLEGE, NEWARK, N.J.  
**Advisor:** Peter E. Trotta, 371 S. 11th St., Newark, N.J.

**Pres.** Peter R. Nemits, 509 E. Second St., Roselle, N.J.  
**Sec.** George W. Evertsberg, 23 Evergreen Dr., N. Caldwell, N.J.

**ST. BONAVENTURE** (Gamma Chi, 1951), SCHOOL OF BUSINESS ADM., ST. BONAVENTURE, N.Y.  
**Advisor:** William Long, 18 Elm St., Allegany, N.Y.

**Pres.** Eugene T. Drexel, P.O. Box 1093, St. Bonaventure, N.Y.  
**Sec.** John M. Daddona, P.O. Box 1189, St. Bonaventure, N.Y.

**TEMPLE** (Omega, 1923), SCHOOL OF BUSINESS AND PUBLIC ADM., PHILADELPHIA, PA.  
**Chapter House:** 1841 N. Park Avenue, Philadelphia, Pa. (FR 7-9625)

**Advisor:** Willard Moore, Temple U., Philadelphia 22, Pa.  
**Pres.** Jesse J. Celomoni, 1841 N. Park Ave., Philadelphia 22, Pa.

**Sec.** G. Herbert Wirth, Jr., 1301 Overbrook Dr., Colwick, Merchantville, N.J.

**VIRGINIA, U. OF** (Alpha Xi, 1925), SCHOOL OF BUSINESS ADM., CHARLOTTESVILLE, VA.  
**Advisor:** D. Clark Hyde, 1958 Thomson Rd., Charlottesville, Va.

**Pres.** Harvey D. Sanford, S P E House, 150 Madison Lane, Charlottesville, Va.  
**Sec.** Robert B. Wiles, 416 1/2 Monroe Lane, Charlottesville, Va.

## SOUTHEASTERN REGION

**Director:** Homer T. Brewer, *Kappa—Georgia*, 808 Southern Railway Bldg., 99 Spring Street, S.W., Atlanta 3, Ga.

**District Director** (Florida, Florida State and Miami Chapters): Warren L. Blackmon, *Kappa—Georgia*, State Capitol Building, Tallahassee, Fla.

**District Director** (Mississippi, Mississippi State and Mississippi Southern Chapters): Joseph Cerny *Alpha Omega—De Paul*, Department of Accountancy, University of Mississippi, University, Miss.

**District Director** (North Carolina and Wake Forest Chapters): Monroe M. Landreth, Jr., *Alpha Lambda—North Carolina*, 2341 Selwyn Ave., Charlotte, N.C.

**ALABAMA, U. OF** (Alpha Sigma, 1926), SCHOOL OF COMMERCE AND BUSINESS ADM., TUSCALOOSA, ALA.  
**Advisor:** Barton R. Morley, S. Hickory Hill, Tuscaloosa, Ala.

**Pres.** Frank W. Jones, Jr., P.O. Box 1773, University, Ala.  
**Sec.** Robert Minnix, 1209 8th St., Tuscaloosa, Ala.

**ALABAMA POLY** (Beta Lambda, 1931), DEPARTMENT OF ECONOMICS AND BUSINESS ADM., AUBURN, ALA.  
**Advisor:** Lee D. McChesney, Route 1, Box 27, Auburn, Ala.

**Pres.** William Ross Heck, Pi Kappa Alpha House, Auburn, Ala.  
**Sec.** Joe F. Hildreth, P.O. Box 154, Opelika, Ala.

**FLORIDA, U. OF** (Beta Eta, 1929), COLLEGE OF BUSINESS ADM., GAINESVILLE, FLA.

**Advisor:** J. D. Anderson, c/o Orchard Motel, Waldo, Fla.  
**Pres.** George Teeters, Flavel 3, Apt. 203D, Gainesville, Fla.

**Sec.** James W. Kellner, Box 3405, Univ. Station, Gainesville, Fla.

**FLORIDA STATE** (Gamma Lambda, 1949), SCHOOL OF BUSINESS, TALLAHASSEE, FLA.  
**Pres.** Darrell Authier, 1524 Heechee Nene, Tallahassee, Fla.

**Sec.** Ronald Savelle, 428 W. College Ave., Tallahassee, Fla.

**GEORGIA** (Kappa, 1921), ATLANTA DIVISION, COLLEGE OF BUSINESS ADM., 24 IVY ST., ATLANTA, GA.  
**Advisor:** Thomas R. Luck, 2230 Cheshire Rd., N.E., Apt. 5-A, Atlanta 3, Ga.

**Pres.** Alvin T. George, 1591 Indian Creek Dr., Clarkston, Ga.  
**Sec.** Frank R. Baker, Route 3, Box 155-B, Austell, Ga.

**GEORGIA** (Pi, 1922), COLLEGE OF BUSINESS ADM., ATHENS, GA.  
**Chapter House:** 590 S. Lumpkin St., Athens, Ga. (4569)

**Advisor:** A. A. Charles, 237 Springdale, Athens, Ga.  
**Pres.** Billy Settle, 590 S. Lumpkin St., Athens, Ga.

**Sec.** Bobby T. Clark, 590 S. Lumpkin St., Athens, Ga.

**KENTUCKY** (Eta, 1920), COLLEGE OF COMMERCE, LEXINGTON, KY.  
**Advisor:** Robson D. McIntyre, College of Commerce, University of Kentucky, Lexington, Ky.

**Pres.** Marvin W. Suit, 1410 Audubon Ave., Lexington, Ky.  
**Sec.** Charles R. Moffitt, 159 N. Broadway, Lexington, Ky.

**MEMPHIS STATE** (Gamma Zeta 1949), SCHOOL OF BUSINESS ADM., MEMPHIS, TENN.  
**Advisor:** E. I. Crawford, 4471 Normandy Rd., Memphis, Tenn.

**Pres.** Carl F. Magdefrau, 2353 Circle Ave., Memphis, Tenn.  
**Sec.** Eugene Arnold, 3545 Stuart, Memphis, Tenn.

**MIAMI, U. OF** (Beta Omega, 1948), SCHOOL OF BUSINESS ADM., CORAL GABLES, MIAMI, FLA.  
**Advisor:** William A. Rahn, 7421 SW 55th St., Miami, Fla.

**Pres.** Bob Briggs, 1261 C. Dickinson Dr., Coral Gables, Fla.  
**Sec.** Larry Kilbride, Jr., 5729 S.W. 12 St., Miami, Fla.

**MISSISSIPPI, U. OF** (Alpha Phi, 1927), SCHOOL OF COMMERCE AND BUSINESS ADM., OXFORD, MISS.  
**Chapter Office:** Room 34, Student Union Building, U. of Mississippi

**Advisor:** Wendell P. Trumbull, Box 162, University, Miss.  
**Pres.** Charles J. Hallberg, Jr., Box 868, University, Miss.

**Sec.** Eugene D. Ellis, Box 312, University, Miss.

**MISSISSIPPI SOUTHERN** (Gamma Tau, 1950), DIVISION OF COMMERCE, HATTIESBURG, MISS.  
**Chapter House:** Memorial Building, Mississippi Southern Campus

**Advisor:** W. B. Harlan, Box 130, Station A, Hattiesburg, Miss.  
**Pres.** Gerald Quave, Box 279, Station A, Hattiesburg, Miss.

**Sec.** William E. Hill, Box 216, Station A, Hattiesburg, Miss.

**MISSISSIPPI STATE** (Gamma Delta, 1949), SCHOOL OF BUSINESS AND INDUSTRY, STATE COLLEGE, MISS.  
**Advisor:** Norman E. Weir, State College, Miss.

**Pres.** William A. Hayward, Box 146, State College, Miss.  
**Sec.** Robert T. Gaston, Jr., Box 304, State College, Miss.

**NORTH CAROLINA, U. OF** (Alpha Lambda, 1925), SCHOOL OF BUSINESS ADM., CHAPEL HILL, N.C.  
**Chapter House:** 211 Pittsboro St., Chapel Hill, N.C. (22071)

**Advisor:** Richard P. Calhoun, 104 Pine Lane, Chapel Hill, N.C.  
**Pres.** Al J. Braxton, 211 Pittsboro St., Chapel Hill, N.C.

**Sec.** Charles S. Young, 211 Pittsboro St., Chapel Hill, N.C.

**SOUTH CAROLINA** (Beta Gamma, 1929), SCHOOL OF BUSINESS ADM., COLUMBIA, S.C.  
**Chapter House:** Tenement 14, University of South Carolina, Columbia, S.C.

**Advisor:** Frank T. Meeks, 3215 Kline St., Columbia, S.C.  
**Pres.** Donald S. O' Cain, D-3-C Carovet Apts., Columbia, S.C.

**Sec.** Jack McCauley, Box 2414, Campus, Univ. of S.C., Columbia, S.C.

**TENNESSEE, U. OF** (Alpha Zeta, 1924), COLLEGE OF BUSINESS ADM., KNOXVILLE, TENN.  
**Advisor:** Harvey C. Meyer, 320 Garden Ave., Knoxville, Tenn.

**Pres.** David A. Peoples, 1119 Circle Park, Knoxville, Tenn.  
**Sec.** Philip A. Brummit, 1318 Laurel Ave., Knoxville, Tenn.

**WAKE FOREST** (Gamma Nu, 1950), SCHOOL OF BUSINESS ADM., WAKE FOREST, N.C.  
**Advisor:** G. M. Rogers, Box 826, Wake Forest, N.C.

**Pres.** Leslie Fox, Box 654, Wake Forest, N.C.  
**Sec.** James Bobbit, Box 204, Wake Forest, N.C.

## CENTRAL REGION

**Director:** Robert O. Lewis, *Beta-Northwestern*, 515 Woodbine Ave., Oak Park, Ill.

**District Director** (Cincinnati, Indiana, Kent State, Miami U., Ohio State, Ohio U., and Western Reserve Chapters): Robert F. Andree, *Beta Tau—Western Reserve*, 2094 Lakeview Avenue, Rocky River, Ohio.

**District Director** (De Paul, Illinois, Loyola, Marquette, Northwestern—Beta, Northwestern—Zeta, and Wisconsin Chapters): Norval E. Poulson, *Northwestern—Zeta*, 4351 W. Schubert Ave., Chicago 39, Ill.

**District Director** (Detroit-Theta, Detroit-Gamma Rho, Michigan, Michigan State, and Wayne Chapters): Frederick J. Tyson, *Gamma Kappa—Michigan State*, 163 Avalon, Highland Park, Mich.

**CINCINNATI** (Alpha Theta, 1924), COLLEGE OF BUSINESS ADM., CINCINNATI, OHIO  
**Advisor:** Charles V. Schnabel, 6971 Sandal Ct., Mack, Ohio.

**Pres.** Edwin Lindemann, 146 Crestmont Lane, Cincinnati 20, Ohio.  
**Sec.** Douglas W. Poulter, 6427 Lisbon Ave., Cincinnati 13, Ohio.

**DE PAUL** (Alpha Omega, 1928), COLLEGE OF COMMERCE, CHICAGO, ILL.  
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**Pres.** Jack O'Connor, 8117 S. Anthony, Chicago, Ill.  
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**DETROIT** (Theta, 1921), COLLEGE OF COMMERCE AND FINANCE, DETROIT, MICH.  
**Advisor:** Preston LeBreton, Univ. of Detroit, Detroit 21, Mich.

**Pres.** Donald Murray, 1519 York St., Windsor, Ontario, Canada.  
**Sec.** Angelo Berardi, 4461 Concord, Detroit 7, Mich.

**DETROIT** (Gamma Rho, 1950), EVENING COLLEGE OF COMMERCE AND FINANCE, DETROIT, MICH.  
**Advisor:** William B. O'Regan, 1115 Seyburn, Detroit 14, Mich.

**Pres.** John P. Paul, 14910 Arlington, Allen Park, Mich.  
**Sec.** Phillip J. Haddad, 1275 Lycaste, Detroit 14, Mich.

**ILLINOIS, U. OF** (Upsilon, 1922), COLLEGE OF COMMERCE AND BUSINESS ADM., URBANA, ILL.  
**Chapter House:** 402 E. Daniel St., Champaign, Ill. (6-6941)

**Advisor:** T. Emerson Cammack, 1704 W. Green St., Champaign, Ill.  
**Pres.** Donovan Pearce, 402 E. Daniel, Champaign, Ill.

**Sec.** Herbert Uiz, 402 E. Daniel, Champaign, Ill.

**INDIANA** (Alpha Pi, 1925), SCHOOL OF BUSINESS, BLOOMINGTON, IND.  
**Advisor:** Norman Deurk, School of Business, Bloomington, Ind.

**Pres.** Needham Hurst, Beta Theta Pi, 919 E. 10th St., Bloomington, Ind.  
**Sec.** Larry Parker, Men's Quad No. 277, Bloomington, Ind.

**KENT STATE** (Beta Pi, 1942), COLLEGE OF BUSINESS ADM., KENT, OHIO  
**Chapter House:** 525 E. Main St., Kent, Ohio (9791)

**Advisor:** Paul L. Pfeiffer, 209 N. Lincoln, Kent, Ohio.  
**Pres.** Roy L. Shiflet, 525 E. Main St., Kent, Ohio.

**Sec.** Allan White, 525 E. Main St., Kent, Ohio.

**LOYOLA (Gamma Pi, 1950), COLLEGE OF COMMERCE, CHICAGO, ILL.**  
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 Pres. Thomas Klinger, 1125 W. 71st St., Chicago, Ill.  
 Sec. Joseph Bowers, 1771 Olive Ave., Chicago 26, Ill.

**MARQUETTE (Delta, 1920), COLLEGE OF BUSINESS ADM., 1217 W WISCONSIN AVENUE, MILWAUKEE, WIS.**  
 Chapter House: 3337 W. Highland Blvd., Milwaukee, Wis. (WEst 3-9839)  
 Advisor: William N. Bergstrom, 2854 S. Herman St., Milwaukee, Wis.  
 Pres. Robert L. Kemp, 5242 N. Berkeley Blvd., Milwaukee 11, Wis.  
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**MIAMI U. (Alpha Upsilon, 1927), SCHOOL OF BUSINESS ADM., OXFORD, OHIO**  
 Advisor: William Suhring, 122 N. Main St., Oxford, Ohio.  
 Pres. Robert Rice, Sigma Phi Epsilon House, 224 E. Church St., Oxford, Ohio.  
 Sec. Carl Hanacek, Sigma Phi Epsilon House, 224 E. Church St., Oxford, Ohio.

**MICHIGAN, U. OF (Xi, 1921), SCHOOL OF BUSINESS ADM., ANN ARBOR, MICH.**  
 Chapter House: 927 Forest St., Ann Arbor, Mich. (8993)  
 Advisor: Arthur S. Hann, 1321 Norfolk W.R., Ypsilanti, Mich.  
 Pres. John B. Carpenter, 927 Forest, Ann Arbor, Mich.  
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**MICHIGAN STATE (Gamma Kappa, 1949), SCHOOL OF BUSINESS AND PUBLIC SERVICE, EAST LANSING, MICH.**  
 Chapter House: 327 Hillcrest, East Lansing, Mich. (8-2517)  
 Advisor: Bruce Futhy, 104 Albert St., East Lansing, Mich.  
 Pres. George E. Fritz, 327 Hillcrest, East Lansing, Mich.  
 Sec. John P. Old, 327 Hillcrest, East Lansing, Mich.

**NORTHWESTERN (Chicago Division-Beta, 1914), SCHOOL OF COMMERCE, 339 E CHICAGO AVE., CHICAGO, ILL.**  
 Chapter House: 42 E. Cedar St., Chicago, Ill. (Delaware 7-9651)  
 Advisor: Daniel Lang, 7900 Kilbourn Ave., Skokie, Ill.  
 Pres. Edward Ahlers, 1824 N. Lincoln Park W., Chicago, Ill.  
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**NORTHWESTERN (Evanston Division-Zeta, 1920), SCHOOL OF COMMERCE, EVANSTON, ILL.**  
 Chapter House: 1819 Orrington Ave., Evanston, Ill. (Greenleaf 5-9495)  
 Advisor: Norval E. Poulson, 4351 W. Schubert Ave., Chicago 39, Ill.  
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**OHIO STATE U. (Nu, 1921), COLLEGE OF COMMERCE AND ADM., COLUMBUS, OHIO**  
 Chapter House: 112 E. 14th Ave., Columbus, Ohio (UN-6181)  
 Advisor: John R. Ervin, 217 S. Cassingham Rd., Columbus, Ohio  
 Pres. Carl Hancock, 112 E. 14th Ave., Columbus, Ohio.  
 Sec. Leon A. Claypool, 2706 Audubon Rd., Columbus, Ohio.

**OHIO UNIVERSITY (Alpha Omicron, 1925), COLLEGE OF COMMERCE, ATHENS, OHIO**  
 Advisor: Warren H. Reininga, 19 Palmer St., Athens, Ohio  
 Pres. Victor Prak, Box 422, Athens, Ohio.  
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**WAYNE (Gamma Theta, 1949), SCHOOL OF BUSINESS ADM., DETROIT, MICH.**  
 Advisor: Harold Lyon, 18 Devonshire, Pleasant Ridge, Mich.  
 Pres. John Hanson, 805 East George, Hazel Park, Mich.  
 Sec. Wayne Marlatt, 14385 Faust, Detroit 23, Mich.

**WESTERN RESERVE (Beta Tau, 1947), SCHOOL OF BUSINESS ADM., CLEVELAND, OHIO**  
 Advisor: Kenneth Lawyer, 205 S. Franklin St., Chagrin Falls, Ohio.  
 Pres. Thomas A. Strock, 169 Englewood Rd., Avon, Ohio.  
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**WISCONSIN (Psi, 1923), SCHOOL OF COMMERCE, MADISON, WIS.**  
 Chapter House: 132 Breese Ter., Madison, Wis. (6-7863)  
 Advisor: Charles C. Center, Sterling Hall, University of Wisconsin, Madison, Wis.  
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 Sec. John Love, 614 Baltzell, Madison, Wis.

## MIDWESTERN REGION

**Director:** Henry C. Lucas, *Alpha Delta—Nebraska*, 408 S. 18th Street, Omaha, Nebraska.

**District Director (Kansas Chapter):** W. W. Bruhn, *Iota-Kansas*, 1301 E. Armour Blvd., Apt. 501, Kansas City, Mo.

**COLORADO, U. OF (Alpha Rho, 1926), SCHOOL OF BUSINESS, BOULDER, COLO.**

Advisor: Robert S. Waslev, 1019 Mapleton Ave., Boulder, Colo.  
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**CREIGHTON (Beta Theta, 1930), COLLEGE OF COMMERCE, OMAHA, NEB.**

Advisor: Phillip J. McCarthy, 5014 Webster St., Omaha, Nebr.  
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**DENVER (Alpha Nu, 1925), COLLEGE OF BUSINESS ADM., DENVER, COLO.**

Pres. William A. Hammond, 1546 Cook St., Denver, Colo.  
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**DRAKE (Alpha Iota, 1924), COLLEGE OF BUSINESS ADM., DES MOINES, IOWA**

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**IOWA STATE U. (Epsilon, 1920), COLLEGE OF COMMERCE, IOWA CITY, IOWA**

Chapter House: 115 E. Fairchild, Iowa City, Iowa (8-1003)  
 Advisor: Walter Daykin, 438 S. Dodge, Iowa City, Iowa  
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**KANSAS, U. OF (Iota, 1921), SCHOOL OF BUSINESS, LAWRENCE, KAN.**

Advisor: Don Plantz, 20 D. Sunnyside, Lawrence, Kan.  
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**MINNESOTA (Alpha Epsilon, 1924), SCHOOL OF BUSINESS ADM., MINNEAPOLIS, MINN.**

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**MISSOURI (Alpha Beta, 1923), SCHOOL OF BUSINESS AND PUBLIC ADM., COLUMBIA, MO.**

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 Pres. Lee Roy Stevenson, 112 B&P Bldg., Univ. of Mo., Columbia, Mo.  
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**NEBRASKA (Alpha Delta, 1924), COLLEGE OF BUSINESS ADM., LINCOLN, NEB.**

Advisor: Curtis M. Elliott, 3832 Orchard St., Lincoln, Neb.  
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**NORTH DAKOTA (Alpha Mu, 1925), SCHOOL OF COMMERCE, GRAND FORKS, N.D.**

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**ST. LOUIS (Beta Sigma, 1946), SCHOOL OF COMMERCE AND FINANCE, 3674 LINDELL BLVD., ST. LOUIS 8, MO.**

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**SOUTH DAKOTA (Alpha Eta, 1924), SCHOOL OF BUSINESS ADM., VERMILION, S.D.**  
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**Acting Director:** Burnell C. Butler, Jr., *Beta Phi—Southern Methodist*, 7110 Pasadena, Dallas 14, Texas.

**District Director (Texas Tech and Texas Western Chapters):** D. H. Chandler, *Gamma Iota—New Mexico*, 9201 Fairbanks Rd., Albuquerque, N.M.

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**LOUISIANA STATE U. (Beta Zeta, 1929), COLLEGE OF COMMERCE, BATON ROUGE, LA.**

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**LOUISIANA TECH (Beta Psi, 1948), SCHOOL OF BUSINESS ADM. AND ECONOMICS, RUSTON, LA.**

Advisor: Glen Hodge, 902 Robert St., Ruston, La.  
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**NORTH TEXAS STATE (Delta Epsilon, 1954), SCHOOL OF BUSINESS ADM., DENTON, TEX.**

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**OKLAHOMA, U. OF (Beta Epsilon, 1929), COLLEGE OF BUSINESS ADM., NORMAN, OKLA.**

Advisor: James M. Murphy, Rural Route 1, Norman, Okla.  
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**OKLAHOMA A & M (Gamma Epsilon, 1949), DIVISION OF COMMERCE, STILLWATER, OKLA.**

Advisor: Robert D. Erwin, Morrill Hall, O.A.M.C., Stillwater, Okla.  
 Pres. Melvin R. Meisner, 614 Orchard Lane, Stillwater, Okla.  
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**SOUTHERN METHODIST (Beta Phi, 1948), SCHOOL OF BUSINESS ADM., DALLAS, TEX.**

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 Pres. David Thatcher, 6554 Lake Circle, Dallas, Tex.  
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**TEXAS, U. OF (Beta Kappa, 1930), COLLEGE OF BUSINESS ADM., AUSTIN, TEX.**

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 Pres. Jim Bussey, 106 E. 38th St., Austin, Tex.  
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**TEXAS TECH (Beta Upsilon, 1947), DIVISION OF BUSINESS ADM., LUBBOCK, TEX.**

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**TEXAS WESTERN (Gamma Phi, 1951), DEPARTMENT OF ECONOMICS AND BUSINESS ADM., EL PASO, TEX.**

Advisor: Kenneth W. Olm, 700 Camino Real, El Paso, Tex.  
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**TULANE (Gamma Mu, 1949), COLLEGE OF COMMERCE AND BUSINESS ADM., NEW ORLEANS, LA.**

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## WESTERN REGION

**Acting Director:** Burell C. Johnson, *Alpha Sigma—Alabama*, 116 Hampden Terrace, Alhambra, California.

**District Director (New Mexico Chapter):** D. H. Chandler, *Gamma Iota—New Mexico*, 218 S. Walter, Albuquerque, N.M.

**District Director (San Francisco and California Chapters):** Frank C. Brandes, *Kappa—Georgia*, P.O. Box 3491, Rincon Annex, San Francisco 19, Calif.

**ARIZONA, U. OF (Gamma Psi, 1951), COLLEGE OF BUSINESS AND PUBLIC ADM., TUCSON, ARIZ.**

Advisor: John Denton, 529 E. First St., Tucson, Ariz.  
 Pres. William S. Marshall, Rt. 5, Bx. 181B, Tucson, Ariz.  
 Sec. Wayne Meyer, 841 N. Tyndall, Tucson, Ariz.

**ARIZONA STATE (Gamma Omega, 1951), DEPARTMENT OF BUSINESS ADM., TEMPE, ARIZ.**

Advisor: A. R. Burton, B A Department, ASC, Tempe, Ariz.  
 Pres. Hubert K. Woods, 726B Mill Ave., Tempe, Ariz.  
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**CALIFORNIA, U. OF (Rho, 1922), SCHOOL OF BUSINESS ADM., BERKELEY, CALIF.**

Advisor: Prof. Royal A. Roberts, 113 South Hall, Univ. of Calif., Berkeley 4, Calif.  
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**NEW MEXICO (Gamma Iota, 1949), COLLEGE OF BUSINESS ADM., ALBUQUERQUE, N.M.**

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**SAN FRANCISCO U. (Gamma Omicron, 1950), COLLEGE OF BUSINESS ADM., SAN FRANCISCO, CALIF.**

Advisor: Kenneth Foote, 1232 Johnson, Redwood City, Calif.  
 Pres. Richard Holl, 1280 Grove St., San Francisco, Calif.  
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**SANTA CLARA (Gamma Xi, 1950), COLLEGE OF BUSINESS ADM., SANTA CLARA, CALIF.**

Advisor: Louis Boitano, College of Business Administration, University of Santa Clara, Santa Clara, Calif.  
 Pres. Bill Wilkinson, Room 203, Walsh Hall, Santa Clara U., Santa Clara, Calif.  
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**SOUTHERN CALIFORNIA (Phi, 1922), SCHOOL OF COMMERCE, LOS ANGELES, CALIF.**

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**UTAH, U. OF (Sigma, 1922), COLLEGE OF BUSINESS, SALT LAKE CITY, UTAH.**

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 Pres. Charles Childress, 1606 Laird Ave., Salt Lake City, Utah.  
 Sec. Frank L. Sandberg, 367 Hubbard Ave., Salt Lake City 4, Utah.

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