

The

# DELTA SIG

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



*University of South Dakota, Vermillion, South Dakota*

PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY

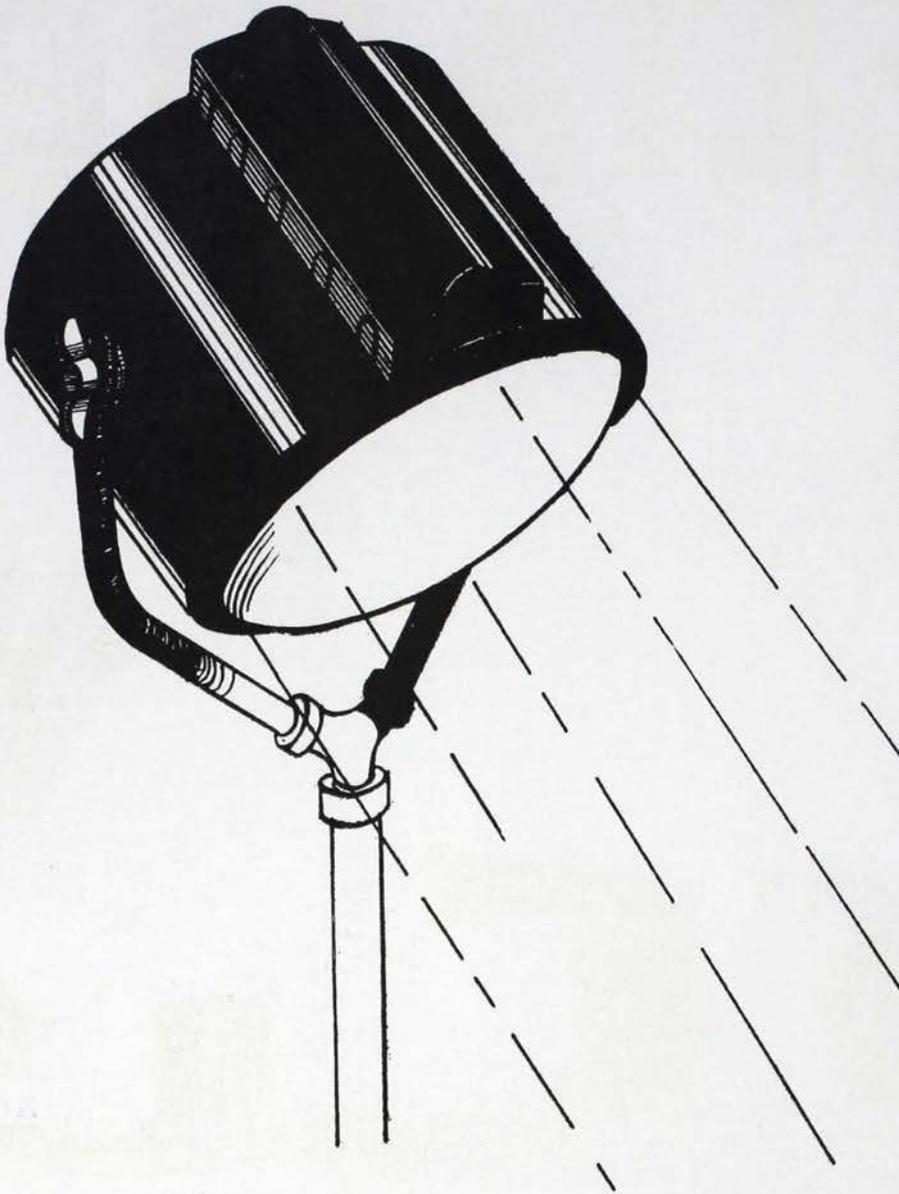
FOUNDED 1907

**NOVEMBER 1958**

# 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.



## IN THE PROFESSIONAL SPOTLIGHT

IN THIS ISSUE of The DELTASIG we recognize the continual fine program of professional activities that is conducted by Gamma Mu Chapter at Tulane University. The picture on the right was taken aboard the S. S. Ruben Tipton during a tour of inspection of the Lykes Brothers Steamship Co. in New Orleans, Louisiana by the members of Gamma Mu Chapter. By having a wide variety of professional activities this chapter has been able to maintain the enthusiasm of its members for its professional program over the years.



# The DELTASIG

OF DELTA SIGMA PI

... in this issue

**Editor**  
**J. D. THOMSON**

**Associate Editor**  
**JANE LEHMAN**

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**Our Cover**

We are proud to continue our university series on the cover of The DELTASIG and are especially happy to feature the new School of Business building at the University of South Dakota which building was dedicated last spring. The color photo was furnished by Dean Robert F. Patterson of this School.



DELTA SIGMA PI is a charter senior member of the Professional Interfraternity Conference, organized in 1928. The members of the Conference comprise: ARCHITECTURE, Alpha Rho Chi. CHEMISTRY, Alpha Chi Sigma. COMMERCE, Alpha Kappa Psi, Delta Sigma Pi. DENTISTRY, Alpha Omega, Delta Sigma Delta, Psi Omega, Xi Psi Phi. EDUCATION, Kappa Phi Kappa, Phi Delta Kappa, Phi Epsilon Kappa, Phi Sigma Pi. ENGINEERING, Theta Tau, Sigma Phi Delta, 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.

# From the Desk of The Grand President



**HOMER T. BREWER**  
*Kappa-Georgia State*

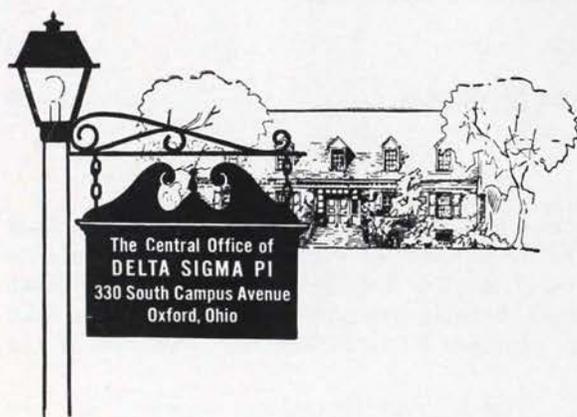
HOW MUCH was your Regional Meeting worth to you?

If you yourself attended, you had a day or two of enjoyable association with Deltasigs from other chapters, you heard discussions of fraternity matters ranging all the way from national policy to ways to get your scholarship reports made on time. You learned a lot more about Delta Sigma Pi and Deltasigs, and you are a better brother for the experience.

But maybe you couldn't make the trip—maybe you had to go home that weekend, or maybe there was some cramming that couldn't wait. Did you insist that your delegate report fully on everything that took place? He should be suggesting new ideas for rushing, he should be telling what other chapters do in their professional programs, he should be reporting on operation of other chapter houses. And he should be telling you how to get full recognition in the Chapter Efficiency Contest.

All the things your delegate experienced at the Regional Meeting should help make your Deltasig life more meaningful, and should strengthen you in preparation for your business career. And when you have carried out this program of activity which you will know better how to do, you should let the rest of us know about it through the Chapter Efficiency Contest. The rest of us won't know unless you tell us, and not even the Contest can tell us if your officers do not seek chapter credit by claiming the recognition to which you are entitled. If your chapter did not do well last year, that is one thing. But if you did well but failed to claim the recognition which you earned, then we may still be thinking you had a poor year.

So every chapter member should do two things. First, be sure your chapter benefits fully from the Regional Meeting; then be sure your chapter is recognized for the job it does.



## Some Chatter from The Central Office

THE CENTRAL OFFICE has been a beehive of activity this past summer in preparation of the Fall program of the chapters and with a four day meeting of the Grand Council and Executive Committee this past August. The program which was approved by the Grand Council calls for nine Regional Meetings this Fall one each in the following cities: Boston, Columbia, Pittsburgh, Chicago, Memphis, St. Louis, Waco, Phoenix and San Francisco. These meetings plus a Central Office visitation schedule of 129 campuses this college year should help to bring the various units of the Fraternity closer together.

A new concept on Alumni Activities and our Life Membership programs is to be developed this year too for consideration at the 22nd Grand Chapter Congress to be held in Cincinnati and Oxford in August and September of 1959. More emphasis on the Chapter Efficiency Contest and a closer tie between the undergraduate chapter and The Central Office are also to be a part of the program ahead. All of this we believe will strengthen Delta Sigma Pi internally and make it even more influential in the field of business administration.  
—JIM THOMSON and AL MACKINNON.



# The DELTASIG

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

## Delta Sigma Pi Installs 99th Chapter at Loyola University of the South

ON SATURDAY, May 3, the 99th chapter of Delta Sigma Pi came into being with the installation of Delta Nu in the College of Business Administration of Loyola University of the South in New Orleans, Louisiana. In the Fall of 1957, a local fraternity was organized on the Loyola campus with the expressed purpose of petitioning Delta Sigma Pi for a chapter. This fraternity, which took the name of Loyola Business Fraternity, worked diligently with the Gamma Mu Chapter of Delta Sigma Pi at Tulane University, which is adjacent to the Loyola Campus in New Orleans, and at the time of installation had adopted and attained all of the practices and attributes of a chapter of Delta Sigma Pi.

The installation ceremonies began on Saturday morning, May 3, with registration of the visiting delegates and national officers at the Roosevelt Hotel in New Orleans. A journey was then made to the Loyola University Campus where the guests were conducted on a tour and participated in an informal luncheon in the University dining rooms. An inquisition of the petitioning group was held at the Roosevelt Hotel early in the afternoon with the formal ritualistic initiation following. A social hour preceded the Installation Banquet which was held in the Gold Room of the Roosevelt Hotel.

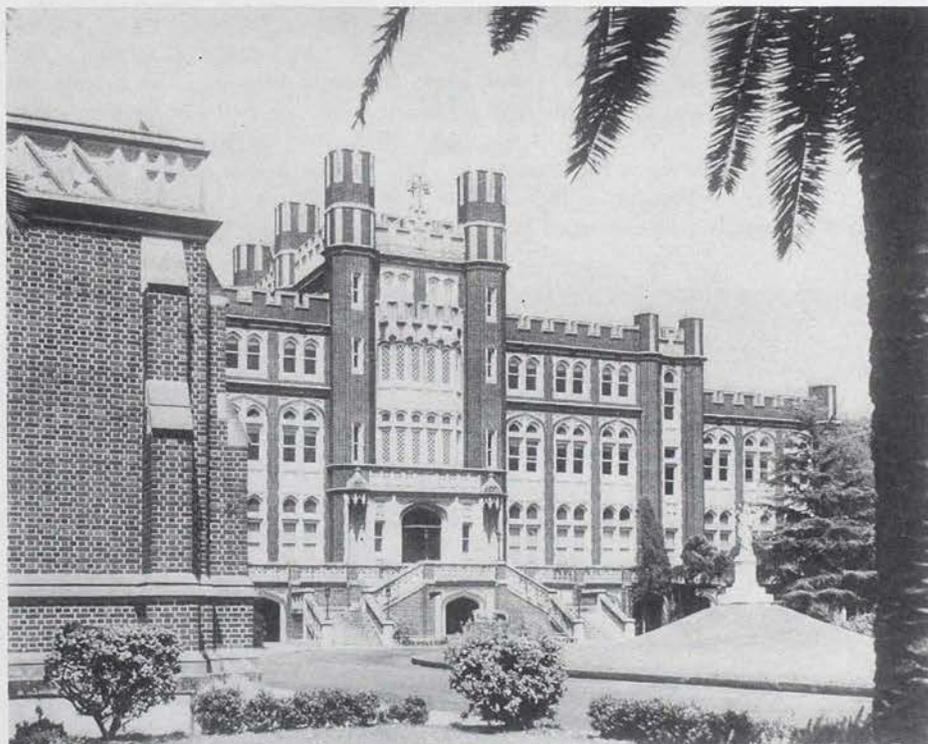
The Installation Banquet Program began with a welcome extended on behalf of Loyola University by Reverend Robert L. Boggs, its Dean of Students. He was introduced by Executive Director Jim Thomson who served as toastmaster of the Banquet. Dr. John E. Altazan, Advisor to Delta Nu Chapter, then told the history of the College of Business Admin-

istration followed by a brief summary of the Founding of Delta Nu by Thomas J. McGoey, its secretary. As usual the high-point of the program came with the presentation of the charge and charter by Grand President Homer T. Brewer. Henry F. Dombrowski, Delta Nu Chapter President, accepted this with appropriate remarks upon behalf of the chapter. Fraternal greetings were then extended from the many chapters and alumni clubs by South Central Regional Director V. Burt Waite and District Director Max Barnett.

The installation team was under the leadership of Grand President Homer T. Brewer. Assisting him were Executive Director Jim Thomson, South Central Regional Director V. Burt Waite, District Director Max Barnett, and a delegation from Gamma Mu Chapter at Tulane under the guidance of Larry J. Cook, Ed Head, and Andrew Moore.

### HISTORY OF LOYOLA UNIVERSITY

The Jesuits had come to New Orleans in 1847 with the purpose of establishing a college of Liberal Arts and Sciences.

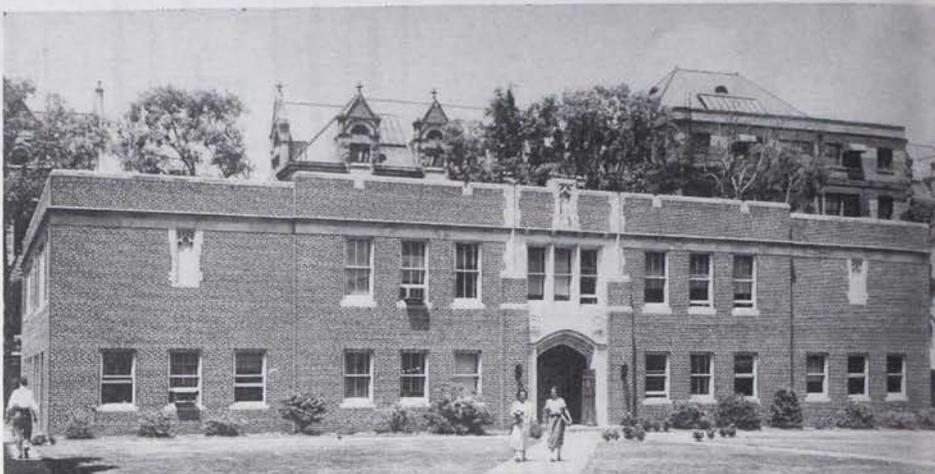


MARQUETTE HALL is the main building of the attractive Loyola University Campus in New Orleans.

On February 1, 1849, the Immaculate Conception, founded by them, began its remarkable career at the corner of Baronne and Common in downtown New Orleans. To it was attached a college preparatory academy. In 1904 the Jesuits opened an academy and a college on St. Charles Avenue opposite Audubon Park, the present site of the University. These two associated institutions were known as Loyola College. In 1911 the College of Immaculate Conception became the Jesuit High School. With it was united the preparatory school of Loyola College.

In response to a general demand from the public and an urgent request from His Excellency, the Most Reverend James J. Blenk, then Archbishop of New Orleans, Loyola College was expanded into Loyola University in the fall of 1911. The University was authorized by the General Assembly of Louisiana in 1912 to grant all university degrees.

The college of arts and sciences, with its cultural and liberal sides, is where the freshman and sophomore studies. The junior and senior years are devoted to his major field. The following are some of the schools within Loyola University. The School of Law was the first professional school planned for Loyola. Judge John St. Paul, former Associate Justice of the Supreme Court of Louisiana and a leader of a prominent group of Louisiana lawyers campaigned for the school. With Judge St. Paul acting as dean, the school offered a three year course of studies. In order to cooperate with the students the lectures were to be offered in the evening so that they could work during the day to finance tuition. It was an added pos-



STALLING HALL at Loyola University of the South is the home of the College of Business Administration.

sibility that the students might get a job during the day in one of the offices of the many New Orleans attorneys. The first session began on October 5, 1914. The first classes were held in the Baronne Street building but since 1915 they have been held on the campus. In 1925 a regular division of the School of Law was opened. The day division retained the old three year course while the night course was stretched to four years. Along with the traditional legal course, five new courses have recently been added, namely, legal method, legal writing, canon law and a practical course in federal and state taxation. The Loyola law library which is included in the School of Law houses 23,763 volumes.

The Loyola dental school was opened by Dr. C. Victor Vignes in 1914. The first staff was composed of 26 doctors of

medicine and doctors of dental surgery. In the Louisiana Charity hospital the future dentists observe hospital practices under the trained supervision of their instructors. Clinical experience is offered to the students in the morning out-patient dental surgery clinic in Bobet Hall.

The College of Pharmacy was started by a group of men who were interested in furthering the standards of pharmacy in Louisiana and so founded the New Orleans College of Pharmacy in 1900. In 1913 it was combined with Loyola and six years later became the College of Pharmacy of Loyola University.

In answer to a definite need in the ever expanding medical world the university established a department of medical technology in 1935. Through its fully accredited affiliated hospital training schools at Hotel Dieu, Touro, Marine Hospital, Sara Mayo and Mercy, the department provides the fullest opportunity for thorough training in theoretical and practical aspects of laboratory work.

Making marked progress in recent years is Loyola's education department which previous to 1946 only offered a bachelor of science degree in general education. In the fall of 1946, teacher training of the elementary level, and at the secondary level was begun. The graduate department was started during the summer of 1951.

The School of Music, originally the New Orleans Conservatory of Music and Dramatic Art, was founded in New Orleans by Dr. Schuyten in 1919. The school joined Loyola in 1932 and Dr. Schuyten became the first dean.



MEMBERS of Delta Nu Chapter at Loyola University of the South pictured on the day of the Installation of this chapter.



OFFICERS of Delta Nu Chapter at Loyola of the South are pictured with their faculty and the national officers of Delta Sigma Pi in attendance at their installation.

#### HISTORY OF THE COLLEGE OF BUSINESS ADMINISTRATION

One of the younger but more progressive schools of Loyola is the College of Business Administration. From 1926 to 1947 the four-year program, leading to the degree of Bachelor of Science in Economics, was offered in the Department of Commerce of the College of Arts and Sciences. The College of Business Administration was a natural outgrowth of this department. In 1947 the Board of Directors of the University authorized the establishment of this separate jurisdiction to afford training in business subjects, leading to the degree of Bachelor of Business Administration. With this authorization, the college also received its own building in 1947, which was very similar in construction to the library and designed along Tudor-Gothic lines in keeping with the general design of the entire University. In 1950 the co-educational College of Business Administration was admitted to Associate Membership in the American Association of Collegiate Schools of Business. But then in 1957 she received full membership, making her the smallest of some 80 of the country's 400 Colleges of Business Administration who are members of this elite association.

#### HISTORY OF DELTA NU

In the Fall semester of the 1957-58 college year, Mr. Melvin Cannatella, the students' president of the College of Busi-

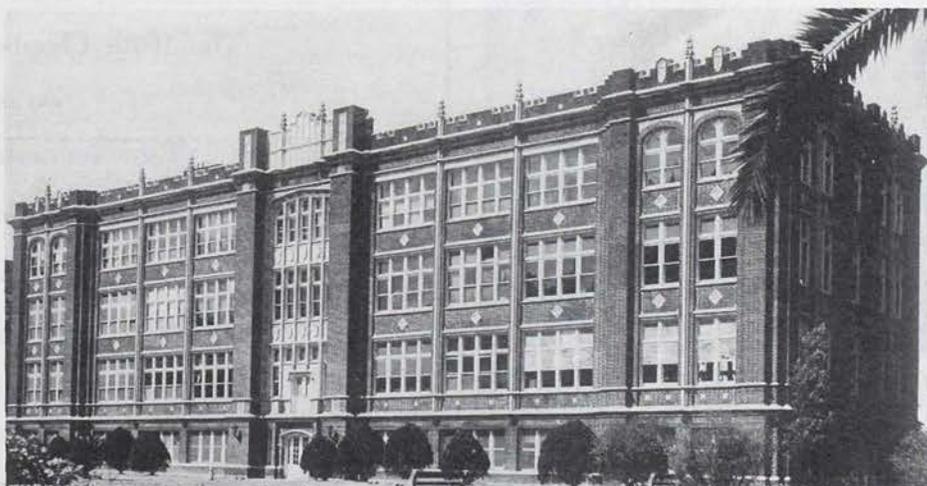
ness Administration and the Dean, Mr. Henry J. Engler, had a meeting in the latter's office to discuss the possibilities of establishing a national professional business fraternity on the campus of Loyola University of the South. Considering the size and rating of the young college in previous years, the thought of such an organization had been put aside before with little reluctance. But now the College has been raised from Associate Membership in the American Association of Collegiate Schools to Full Membership in said Association.

Inspired by this national recognition, Mr. Cannatella and Dean Engler inquired

with their associates at Tulane University concerning Gamma Mu Chapter of the International Fraternity of Delta Sigma Pi. Finding whole-hearted co-operation, Mr. Cannatella decided on December 19, 1957 to inform The Central Office of Delta Sigma Pi of our hopes for obtaining a charter for a chapter on the Loyola Campus.

Between the date previously mentioned and February 11, 1958, Mr. Cannatella proceeded to draw together a group of students whom he thought could fulfill the requirements and aims of Delta Sigma Pi. On that date the group elected officers for the organization and gave it the name of The Loyola Business Fraternity which later became Delta Nu Chapter. Several days later these newly elected officers held an informal meeting with the present officers of the Gamma Mu Chapter of Tulane and discussed the various problems of establishing a well organized chapter of a national fraternity.

It was from the earliest date that they began to prepare themselves for the scrutinizing eye of The Central Office. They immediately set up several tours which were conducted through the port facilities of New Orleans and through the Hibernia National Bank. They selected a constitution and bylaws committee, a social committee, a professional committee and a petition committee. Holding regular weekly meetings helped them to associate with one another and also gave Drew Moore, a past president of Gamma Mu Chapter, a chance to instruct them on the operations of Delta



CARRYING OUT the architectural scheme of Loyola University of the South is Bobert Hall, a classroom building.



DELEGATION from Gamma Mu Chapter at Tulane University and the New Orleans Alumni Club of Delta Sigma Pi that assisted with the installation of Delta Nu Chapter at Loyola University of the South.

Sigma Pi. Everyone was extremely interested in the organization and even more interested in obtaining a charter from the International Fraternity of Delta Sigma Pi.

The first officers of Delta Nu Chapter were: President Henry F. Dombrowski, Senior Vice President Clarence E. Holmes, Vice President Gerard F. Nelson, Secretary Thomas J. McGoey, Treasurer Edison J. Ricca, Historian Gilbert W. Baer, Chapter Advisor John E. Altazan.

On May 3, 1958, the following undergraduates were initiated as charter members of Delta Nu Chapter in the International Fraternity of Delta Sigma Pi. Robert E. Ahrens, Gilbert W. Baer, Anton E. Cangelosi, Richard A. Carlos,

George J. Cassard, III, John G. Christensen, Henry F. Dombrowski, Edward A. DuFresne, Charles J. Ferro, Gerald J. Ferro, Richard M. Gaiennie, John J. Gallagher, Gerald J. Hansen, Clarence E. Holmes, Edwin G. Jewett, Jr., Ronald L. Karcher, Grady K. Martin, Thomas J. McGoey, Jules J. Mumme, Joseph C. Nastasi, Gerard F. Nelson, Joseph S. Paternostro, Edison J. Ricca, Lawrence J. Smith, Everette A. Villarrubia, Jr., Hubert D. Wallace, Harry J. Wheeler, Edward G. Wilson.

Faculty members who were initiated at the same time were: John V. Connor and Henry J. Engler.



THIS IS THE SPEAKERS' TABLE at the Installation Banquet. Pictured are, Left to Right: Ed Head, President of Gamma Mu Chapter; Dr. John Connor, Professor of Economics of Loyola; Max Barnett, District Director; Dr. John Altazan, Assistant Professor of International Trade of Loyola; Homer T. Brewer, Grand President; J. D. Thomson, Executive Director; Henry F. Dombrowski, President of Delta Nu Chapter; Reverend Robert F. Boggs, Dean of Students at Loyola; V. Burt Waite, Regional Director; Henry F. Engler, Dean of the College of Business Administration at Loyola; Thomas McGoey, Secretary of Delta Nu Chapter; Andrew Moore III, Gamma Mu Chapter.



OFFICERS OF DELTA NU CHAPTER pictured above are: Left to Right: Gilbert Baer, Historian; Thomas McGoey, Secretary; Edison Ricca, Treasurer; Gerard Nelson, Junior Vice President; Clarence Holmes, Senior Vice President; Henry F. Dombrowski, President.

The 100th Chapter of Delta Sigma Pi  
 was installed at  
 East Tennessee State College  
 School of Business Administration and Economics  
 Johnson City, Tennessee  
 on May 17, 1958

This story is to be featured in the  
 January 1959 Issue of The DELTASIG

# Business Looks at Business Education

A Study Sponsored by The School of Business Administration  
University of North Carolina

## FOREWORD

by MAURICE W. LEE, Dean  
School of Business Administration  
University of North Carolina

THE SCHOOL OF BUSINESS ADMINISTRATION at Chapel Hill has been undertaking an intensive reexamination of all aspects of its operations during the past two academic years. These studies have ranged over the undergraduate and graduate curricula of the School, the research program, the various institutes, conferences, and short courses which draw upon the resources of the faculty in business administration and economics, and the Executive Development Program.

These studies have been conducted by members of the faculty and administrative staff and by a number of special committees.

It is against this broad background that the work of the Business Executives Advisory Committee and the Business Executives Research Committee should be considered. When this project was first contemplated the members of the Business Executives Advisory Committee were invited to Chapel Hill. They were told of plans for an intensive exploration of all areas of responsibility of the School of Business Administration. It was noted that most of the studies being planned were *internal* studies in the sense that they would be conducted by members of the university staff. A suggestion was made to the Advisory Committee that an *external study done entirely by the leaders of the business community* might be undertaken.

The Advisory Committee agreed, and a Business Executives Research Committee was appointed to undertake this external study of education for business administration. Although administrative officials of the School of Business Administration indicated quite clearly that the ultimate decisions on educational policy would be made by the university, the points were made and emphasized that—

1. *this research study would be solely in the hands of the Research Committee—*
2. *the study would be of little use if it amounted only to a surface and*

*casual endorsement of what was being done at the School, and—*

3. *there was little point to the project unless the members of the Research Committee were prepared to really involve themselves, spend time in the development of hard and appropriate questions, think them through, and then make their own comments and suggestions for the improvement of business education.*

Dr. Claude S. George, Director of the Research Project has, I think, faithfully reproduced the findings of the Research Committee members. My over-all reaction is one of enthusiasm for the hard and productive work done by the Research Committee. Its findings will be of great use to the School as it continues its own work of evaluation and study. On behalf of the School of Business Administration, I should like to express my thanks and appreciation to members of both the Advisory and Research Committees for the time and energy they have devoted to this study.

## INTRODUCTION

CLAUDE S. GEORGE  
Director of Research

MANY CHANGES have taken place in business education since 1881 when the first professional school for business education was established. Ideas about business and the place of business in society have undergone considerable revision, and with these changes in ideas have come queries about the best professional education for a business career.

Answering the question as to what makes up a professional business education is not easy. Many individuals have given it considerable attention. Faculties in business schools have spent long hours analyzing possible curricula for effective business education. Other groups have made studies and published recommendations about various aspects of a professional education for business. Some of these reports had their genesis in interviews between educators and businessmen. Others reflected a statistical compilation developed from a check-list questionnaire. Our study falls in none of these categories.

This report represents the ideas and attitudes of seventy-three North Carolina business and industrial leaders about professional business education. It expresses their considered opinions, not their off-hand reactions. It represents the best thinking of a diverse group of businessmen—men of maturity, comprehension, and broad experience in such fields as banking, furniture, rubber, textiles, pharmaceuticals, tobacco, and retail merchandising. The report reflects months of thought and study on the part of men who occupy managerial positions ranging from president to engineer in widely dispersed companies of various sizes.

To help develop their ideas, many of the 73 participants formed study groups and met regularly to explore and discuss various aspects of business education. Others preferred to think and work alone. Each of them, however, used the same series of questions as a springboard for his analysis. These questions, it should be emphasized, served in no way to limit their comments, but were used by the group primarily to stimulate their thinking.

After deliberation and study, each participant submitted a written report setting forth his ideas about the nature of a professional business education. These reports did not represent a systematic survey of community attitudes, nor were they aimed at reflecting the positions taken by the participants' companies. Instead, they represented the best thinking of each of the participating individuals.

From these 73 separate reports this final report was synthesized and approved by the individuals cooperating in the research project. Thus, the following pages are their ideas, their words, and their report. The enthusiasm and interest demonstrated by the business leaders in this project and their rare insight into educational problems have contributed significantly to the over-all value of this study. For my part, working with them has been a distinct pleasure.

## OBJECTIVES OF A BUSINESS EDUCATION

As businessmen, we believe that the basic objective of any education should

be to prepare a student to assume responsibility and take his place in society. It should prepare him for mature and complete living, and should help develop in him those values, both moral and ethical, which will benefit not only himself and his company, but society as a whole.

The main goal of a *business education* should be the development of an individual with broad training in both the humanities and principles of business, capable of independent, imaginative, and constructive thought. A business education should help a student—

*acquire a general knowledge of his chosen field*

*develop his capacity to reason*

*develop a sense of values*

*help him communicate more effectively*

A business education should also help develop in a student an inquiring, analytical, and searching mind and a code of ethics including honesty, integrity, and an uncompromising respect for the rights of others.

Finally, we believe that a business education should help develop in an individual the capacity to grow in wisdom with experience. The objective of an education should not be to stuff the mind with factual knowledge, but to create in a student the desire and ability to do creative and intellectual work. It is important that a student be encouraged not to learn for the sake of learning, but to learn in order that he might put his knowledge to work for himself and for others. We should aim at turning out men who are capable of making a contribution to society.

## WHAT INDUSTRY EXPECTS FROM A BUSINESS EDUCATION

### OVER-ALL COMPREHENSION

We believe all business school graduates should have:

- acquired the ability to think clearly and communicate with facility
- possess the beginnings of maturity in judgment
- have the ability to analyze objectively
- learn to exercise initiative and imagination
- be aware that education and intellectual activity do not terminate with a degree.

Business school graduates should have gained an appreciation of the reasons

underlying basic human behavior, and as a result have a measure of tolerance. They should have a broad basic familiarity with man's social and intellectual achievements, including our governmental and economic systems. Finally, we believe every graduate should possess a familiarity with other fields, such as the arts, sciences, and humanities, which will help him embark on his career with a sense of humility and a capacity for understanding and growth.

### SPECIFIC TRAINING IN BUSINESS ADMINISTRATION

A business school graduate should have a knowledge of those business functions, methods, and responsibilities which will contribute to his capacity as a responsible and effective employee. We believe he should be well grounded in the principles and philosophies of sound business management. He should bring to his employer:

*—a basic knowledge of economics*

*—a comprehension of the functions and interrelationships of the component parts of a business enterprise*

*—a general understanding of the various types of organizational structures*  
*—and an understanding of the impact of relationships among humans on effective and productive performance.*

If anything unique should be expected of a business school graduate, it is that he should be educated in breadth within the several pertinent areas of business so that he can adapt himself more quickly than other students to a successful and productive career in business. We must guard against the tendency toward excessive specialization induced by the functionalization of business.

We do not expect a highly trained specialist in any particular business area, but we do expect a certain familiarity with the terminology and fundamentals in all areas, so that the graduate will be faced with few completely foreign problems. He should have started to acquire decision making ability through some experience in analyzing complex problems, weighing alternative solutions, arriving at a decision, and putting the decision into action through a definite program. Ability to solve problems is a quality that one achieves through the experience of dealing with them. A graduate of a business school should have at least sufficient perceptivity to enable him to identify the

existence of problems. This implies that he should have been subjected to the intellectual exercise of analyzing cases, solving problems, and making decisions with an awareness of their ultimate as well as their proximate results. He should not be simply an ambulant handbook of accumulated data.

### ECONOMIC COMPREHENSION

Understanding our economic system, like understanding the democratic process, should constitute a part of every college student's education. A business school graduate should have a broader and deeper understanding of the free enterprise system than one would expect to find in other students. To help accomplish this, business schools should analyze our capitalistic system objectively and critically. In fact, all aspects of our economic system should be compared with those of such countries as England, France, Russia, and India—even at the risk of becoming enamored of them.

Our free enterprise system should be made meaningful beyond classical economics. We believe strongly and unanimously that a school of business should develop in its graduates a comprehension of economic problems. Without a basic knowledge of the operation of the free enterprise system, a student cannot understand how it is interwoven into all our business activity or why the system is such an important factor in the productivity and prosperity which our country enjoys. And it is important that this comprehension be achieved early in formal education, so that it becomes a framework for a student's thinking.

We also believe that basic work in economic analysis should be required of all students in a university and *not only of a business student.*

### POTENTIAL FOR DEVELOPMENT

Business and industry expect a school of business graduate to be capable of continuing development and have the potential to accept increased responsibilities. We assume that he will have a rather thorough knowledge of the complexities of business and industry, but we realize that experience will be necessary for the application of his education and training. He should have acquired a definite ability to think with an open mind and should be prepared to accept and work with changing situations and problems which will confront him as he enters the busi-

ness world. We expect a man with potential.

It would be unrealistic to expect a graduate to be able to take over a specific job when he enters industry. To the contrary, it is our responsibility as businessmen to train an employee when he comes to work with us. However, after about a year's training we feel that a graduate of a school of business should begin to earn his own way. This training period, of course, varies for different organizations and jobs. We recognize that a small company might not be financially able to train one or a few graduates for an extended period of time, while a large company might well have the resources to carry a group of trainees while they develop. This fact, however, should not cause a school of business to conclude that it must give more specialized training at the expense of a broad education. Small companies can almost always procure more experienced executives from larger companies. Although this may seem an unfair financial burden to place on the large enterprises, they undoubtedly would prefer this to receiving graduates who are technical specialists, ready to assume a particular, narrow business responsibility.

#### BROAD EDUCATION

It follows naturally that a broad education is to be preferred to a narrow specialization if we are to achieve the end product we have set forth above. By broad education we mean a basic foundation in the liberal arts plus an understanding of how all the elements of business administration function in relation to each other, and how the business unit as a whole functions within a capitalistic economy. We believe this can best be achieved with approximately fifty per cent of the student's course work in the area of business administration and the balance in liberal arts.

Specialized training—not education—is the one thing that we in industry are able and prepared to give our management employees through on-the-job responsibility and outside instruction. Broad general education in business administration and the arts and sciences can best be acquired in college. The higher up the management ladder an executive progresses, the more important it becomes that he not confine his thinking to a specialized channel, but that he analyze the

forces that affect his business activities from a broad frame of reference.

A possible exception may be found in fields where very specialized training is desired—for instance, in such areas as certified public accounting. Even here, however, evidence seems to favor the broad education. One certified public accountant states, "I am in favor of broad training. It would appear that the only advantage of specialized training is to enable the graduate to step into a job with a minimum of on-the-job training. I do not believe it is possible to get sufficient specialized training in a four or five year course to completely eliminate on-the-job training. In my own field of public accounting it is probably possible to get in a school of business administration more training which will be immediately applicable upon going to work, than in any other field of business. Nevertheless, I would rather have a man with a broad background, and train him in our specialties."

### CRITICISMS OF COLLEGE GRADUATES

#### NARROW PERSPECTIVE

Many college graduates seem to lack perspective and vision and appear to have narrow viewpoints. There is an apparent absence of intellectual curiosity, interest in new ideas, and creative thinking. Innovation is the mainspring of our industrial progress, and the failure to develop this creativeness is a possible criticism. Also, many graduates have little or no over-all concept of exactly what makes up the field of management, or what is involved in decision making. In general, youth is too much concerned with the present and not enough concerned with the future. For example, too many graduates embark on their careers with the objective of attaining the highest starting salary rather than securing a job with a promising future. Many young men after completing their formal education seem to think that they are through with learning and consequently tend to get lost in a particular job. They lack the ability to look ahead, to plan ahead, and to organize their work for effective and productive careers. A great many graduates do not appear to see the necessity for continuing study. If possible, these young men should be shown that their formal schooling is only a part of their total education.

#### INEFFECTIVE COMMUNICATIONS

A businessman must be able to communicate if he is to be successful, yet we find that many college graduates express themselves poorly both in writing and in speaking. Their grammar and their spelling are often equally bad. Even if we assume that their required courses included no extensive studies of grammar and literature, it is hard for us to understand how they could have been exposed to four or five years of good technical writing and articulate lecturing without acquiring some facility in self-expression. Have the schools tried to make the students recognize the importance of communications ability? Perhaps papers in technical subjects should be graded with as much emphasis on clarity of expression and grammatical usage, as on the student's display of technical knowledge.

#### IMPATIENCE

Too often a graduate feels that starting at the bottom is not for him, that he should be entitled to more recognition. If he remains at the bottom for a while, he often thinks he is forgotten and unappreciated. A student should be aware before leaving college that though he may have broad training in theory and practice, many concerns have highly specialized problems. Too many graduates believe they can play the role of the administrator without first achieving a background knowledge of the details of functions they are to administer. They seem to think they know all the answers and are thoroughly equipped to accept important and responsible jobs upon graduation.

Graduates with no business experience cannot qualify as managers or vice presidents in businesses without first having dealt with some of the lesser problems. Despite this, few of them appear to have given much thought to the value of experience; many fail to realize they need to play on the team before they can be captains. Perhaps this attitude is a product of our times—not the fault of education. However, it seems to us that they should have a greater appreciation of the value of experience and should react more enthusiastically to the opportunities for experience, rather than exhibit a fretful impatience with what they sometimes call "slow progress."

## RESPONSIBILITIES OF INDUSTRY IN BUSINESS EDUCATION

### INDUSTRIAL TRAINING

In view of the widely diverse types and phases of business and industry into which graduates go, it is apparent to us that a school of business cannot prepare all of its graduates to be competent in all respects. It is more feasible and logical for business itself to train the graduate in the characteristics, attributes, and limitations of its products, the nature and degree of competition in its field, the technical knowledge necessary with regard to equipment and processes, and the organization of the business itself. We in business can do almost all types of *training* better than a school of business. The job of a school of business is *education*. Industry can train more effectively, more economically, and with greater skill than can a university or school of business. We look to the school for graduates who understand the fundamentals of business principles, rather than graduates who specialize in detailed practices.

### MANAGEMENT DEVELOPMENT

Developing managers is so vital to the long-run success of an organization it can hardly be overemphasized. Without management development a company will find itself continually having to go outside for adequately trained replacements, a practice which is expensive, disruptive within the organization, and not likely to win friends within the industry. Management is realizing more and more that new buildings, fine equipment, and an abundance of raw materials do not necessarily insure success. It is still human ingenuity and personality that draw the fine line between success and failure. Therefore, it is the responsibility of every manager to plan for his own development and for that of his subordinates.

Management development should be made a specific responsibility and administered in some centralized fashion. A business is no better than its management, and machines are no better than the individuals who are responsible for their operation. We recognize that with growth in business, competent managers—not machinery—will be the problem. The human being is all important and must be trained and developed by those businesses which expect to be the leaders in the future.

### FINANCIAL SUPPORT

As businessmen, we believe the business community has a responsibility to support all education. This may be expressed in various ways, including financial assistance and the loan of appropriate personnel as instructors. However, all members of the business community do not have similar responsibilities, resources, and needs. Each company, therefore, must appraise its own degree of support in the light of these factors. In the case of a state supported business school the state has a responsibility for its full funding just as it does for its other state schools. However, should such state funds fail to provide a school which measures up to our desires and needs, then the business community by necessity must step in and assume part of the burden in order to insure the continued flow of properly educated graduates.

We believe, however, that industry should not be unnecessarily restrictive in dictating the use of its contributions, because school administrators are in a much better position to know the priority of their unfilled needs. In some instances a business firm may like to prescribe the general area in which certain funds are to be spent. Even in these cases, we believe that the firm should not exercise any control over the specific expenditures. For example, a firm may well contribute funds for the sole purpose of endowing a chair of insurance, but it should not have the right to select the professor or determine the courses to be taught.

On the other hand, we believe that if a school of business administration accepts a gift or donation, it has the obligation to do its best to follow the wishes of the donor. If such wishes are inconsistent with the desires of the administration, unduly restrictive, or an infringement on academic freedom, then the school has an obligation either to refuse the donation or attempt a modification of the restrictions imposed by the donor. Once a gift is accepted, however, every effort should be made to fulfill the donor's request made prior to such acceptance.

### COOPERATIVE RESEARCH

In addition to financial assistance, business has an obligation to assist in the practical education of instructors and students by opening its doors for cooperative research. This should include inviting the faculty and students to visit their

plants, as well as being receptive to their research desires. In fact, it might be that business could help suggest research projects to schools and aid them financially and otherwise in carrying out these projects.

### COUNSEL AND ADVICE

We should stand ready to counsel and advise business schools whenever we can be of real help. We could, for example, advise them about our reactions to the students they graduate. We might discuss with them ways in which business and schools of business could best divide their responsibilities for developing and training individuals. If requested, we should advise schools about curriculum matters and their relationship with industry's needs.

While we do not feel that businessmen have the capacity of foresight to dictate specific course offerings in a school of business, we do think that industry's requests for graduates with specific education should exert some influence on the types of training given in schools of business. For example, if we felt that students should have some grasp of the over-all problem of production, then we think that some effort should be made to give the students such a grasp. However, we must guard against the danger that schools of business may so fragmentize their curricula by special offerings that they become glorified trade schools, thereby not only lowering the over-all quality of the graduate but also dissipating the energies of the teaching staff. Industry's demands, therefore, should be considered only to the extent that they are consistent with the staff's judgment of the over-all objectives of the education the school is obligated to provide. The formulation of these objectives is a responsibility that should not be shifted.

### UPHOLD ACADEMIC FREEDOM

Academic freedom should be supported in all areas of study in the never ending search for truth and sound principles which govern our activities. We believe strongly that education should be as free as possible from religious, industrial, and political influences. However, the distinction between freedom and license should be recognized. To interpret academic freedom as meaning that academic expression should never be challenged would be as foolish as saying that personal freedom involves the right to

carry concealed weapons. Universities and colleges should accept their responsibility of academic freedom just as industry is expected to accept and meet its own responsibilities.

#### INTERNSHIP

Business internship is certainly an appealing concept. It holds real promise for making a student's studies more meaningful. It should help graduates adapt more readily and effectively to an industrial environment. Also, it offers monetary assistance to needy students.

In practice, however, business internship could present difficulties and limitations which must be recognized. For most of us, it would mean a program of sporadic student employment with little value to our firms. In many instances it would involve training a student only to have him leave our employ when he was beginning to be of some value. Some business leaders believe that internship is superficial and that a student could best spend his time in academic education.

In view of these factors, we are not prepared at this time to make any firm recommendation about a program of business internship. Instead, we should like to see this question posed as a possible topic for further exploration and study.

#### SUMMER WORK

As businessmen, we believe we should hire business students for summer work. This offers the student the same benefits as internship. In addition, summer work will afford participating companies opportunity to make valuable contacts and appraisals of potential full-time employees before they hit the market after graduation. Most important, however, is the fact all industry will get a better, more experienced product from the business school.

#### EXCHANGE OF PERSONNEL

We believe it is important for the faculty of a school of business to maintain a close contact with industry. It is equally important for businessmen to further their training in business school programs and make themselves available to schools as guest lecturers. Both industry and schools stand to profit from such an interchange. Certainly, experienced executives who have the inclination and ability to teach could make real contributions to college classes. And likewise, qualified faculty members could render service of

great value to business as consultants, researchers, and teachers within industry. This sort of familiarity should make for a greater appreciation and understanding of each other's problems and capabilities. A formalized exchange program to accomplish this would not be essential as long as industry would be willing to accept faculty members for research work and brief employment and, conversely, would be ready to release its executives for guest or part-time lecturing. The important thing is that this exchange should take place. Without it, the schools might lose their practical approach in a sea of unrefined theory, while businessmen would fail to avail themselves of a fine source of broad executive training and stimulation.

### INDUSTRY'S VIEWS OF A BUSINESS SCHOOL FACULTY

#### CHARACTERISTICS

We believe that a good faculty member should have patience, intellectual courage, moral stability, integrity, and dignity in dealing with students. He should have a thorough knowledge of his subject as well as the ability to stimulate progressive thinking. A good teacher should be proficient in teaching methods and skills, should possess inspirational qualities, and must be devoted to the interests of his students.

He should, of course, be a man of good, strong character. Students are always impressed by the personalities of their faculty, and faculty guidance can do much to influence and develop the whole individual. Consequently, a school of business should try to attract instructors who, regardless of their business specialization, possess desirable attributes which will be reflected in their teaching and absorbed by their students. Although in our society the major responsibility for the development of character in an individual lies with his parents, we believe that a faculty member possessing these qualities can do much to influence the character and personality of the student.

#### SELECTION

As businessmen, we believe the only part, if any, that we should play in the selection of a business school faculty is an advisory one. Educators have a broad appreciation of faculty requirements

than most business administrators. The prime responsibility and final selection of a faculty should rest with the school.

#### INDUSTRIAL EXPERIENCE

We think that a teacher in a business school should spend some time in industry to add experience to his educational background. It is not enough that he be renowned for the quality and quantity of his publications, or for his ability in research. This is not to belittle publication and research. To the contrary, a professor should contribute to the advancement of his profession through research and publication. We believe, however, that he would be a better teacher if he had experienced the nervous and emotional strains which are an inseparable part of discharging executive responsibilities.

These may include such items as developing a new source of capital, bargaining with an aggressive union representative, knowing the frustration of a competitor's price cutting, paying taxes and then more taxes, and having some workmen who want to work less and less, while he has to work more and more. These are cold facts. The answers are not found in textbooks, and a professor with a firsthand knowledge would be in a position to be a more effective teacher. This is where business can, and should, play a part in the development of the faculty. Just as a medical school staff could never train doctors without a close association with hospitals and clinics, no business school faculty can properly train students if isolated from industry. Business must be prepared to open its doors for faculty research and employment in order that faculty development may have its important practical side.

#### USE OF RETIRED BUSINESSMEN

As businessmen, we feel that hiring retired businessmen as faculty members should be done with care. The business school staff must always be researching for better ways, better thinking, and new concepts; as a rule these would not be found among retired businessmen. Of course, there may be exceptions, and if a well qualified businessman were found who thought in terms of both the present and the future, then he might make a very valuable addition to a business school staff. Thus, it depends on the man. If a retired businessman had the background which should enable him to teach,

then he should be hired by a school of business. However, a businessman cannot qualify as a teacher simply because he was successful in business; in order to qualify, he must have the traits we expect in any faculty member.

On the other hand, we do feel that a school of business could utilize businessmen as part-time instructors to good advantage. Their most effective use would be as guest lecturers on some particular phase of a course in which they were well versed, or as members of a seminar discussion with students. We believe this would be stimulating to both the businessmen and the students. Not only would the students get acquainted with some of the realities of business, but the businessman would get acquainted with the students, the school, and the processes of education. Here again, selection of the proper men would be the key: they would be of no value if they could not communicate. They should be dynamic and be able to project themselves.

### WHAT A BUSINESS SCHOOL SHOULD DO

We feel that the most important functions of a business school are:

1. To further education.
2. To foster research.
3. To contribute to economic progress.

#### FURTHER EDUCATION

*Degree programs*—The major function of any business school is to teach students on both the undergraduate and graduate levels. On the undergraduate level major emphasis should be placed on a four year program leading to a Bachelor's degree, because many citizens either do not desire or cannot afford more than four years of college education. Most of us, however, would prefer a graduate of a five year program, consisting of three years of liberal arts and two years of business, leading to a Master's degree. In fact, we would be willing to pay a moderate to substantial premium to a graduate with this type of training. Although a vast majority of students will not or cannot take graduate work, care should be exercised not to neglect graduate studies. This is a most important aspect of our total program of higher education. In fact, graduate schools serve as a rich source for outstanding business statesmen and potential teachers. We should, there-

fore, make sure that qualified graduates have an opportunity to get the advanced education they desire and need.

*Student selection*—In both undergraduate and graduate education, we feel strongly that a student should be carefully selected for admission to a school of business. This does not mean scooping off of the top strata of academically proficient applicants but, rather, weeding out those who clearly demonstrate no dedication to business as a profession and those who obviously are less suited to participating effectively in business life because of mental and personality traits. The basis for admission should be a certain acceptable and demonstrated level of academic proficiency, a determination to make a career out of business or teaching business subjects, and evidence of the personality and character required for a life of effective dealing with people. As businessmen, we believe this degree of selectivity is necessary in the coming years in order that our overcrowded business schools may not be further burdened by students who show lack of ability and whose purposes are poorly defined.

*Level of instruction*—We believe that the faculty of a school of business should orient its level of instruction to challenge the thinking of the average selected student, but at the same time not neglect the superior student. If the faculty does not do this, it will leave the bulk of its products behind and concentrate on a very few. Management's needs can hardly be filled from the superior ranks alone. Also, exceptional academic performance is not always a final indication of potential success in business; therefore, the business school can hardly afford to aim its efforts only at a select few and disregard the middle ranks. This seems especially true in a state university, which usually has more of an obligation to accept the average student than does a private institution.

*Non-business students*—In addition to providing instruction for its own students, a school of business should also provide non-business students with the opportunity to take general business courses. We believe the failure of much of the general public to understand business—its organization, operation, and motives—has resulted in much uninformed criticism in recent years. Most college graduates are likely to become shareholders in some corporation, and a great many non-busi-

ness graduates go into business. A good business course should make both of these groups better informed citizens. Perhaps a special course should be designed for the non-business student which contains a general survey of modern business with particular stress on the corporation. A brief glimpse could be given the student of each of the major areas of business—finance, production, and marketing—along with some training in reading and analyzing balance sheets and profit and loss statements. In addition, every non-business student should be required to take a course explaining the operation of our free enterprise system.

*Adult education*—Because a businessman is often confined to working in one or a few areas of business during the early part of his career, it is not uncommon for him to be badly in need of an educational jolt to broaden his outlook and prepare him for wider responsibilities. He needs a continuity of educational experience after graduation. We believe, therefore, that a school of business administration has an obligation to aid in this type of education by sponsoring programs such as management training courses, and conducting them within the school of business. We doubt the advisability of extension programs under which instructors conduct courses within companies, because of the undue strain placed on the teaching resources of a school. This is not to say that a school of business should not stand ready to assist industry in the formulation of plant training programs, but that it is not considered desirable for industry to borrow instructors to conduct such training programs within their plants.

#### FOSTER RESEARCH

A second function of a school of business is to foster research. Well directed research in a business school serves to improve the substance of the academic program as well as enrich the experience of the participating faculty and students. The need for continuous research in industry is also pressing, and a school of business should be represented in this area. Only through research can he properly evaluate and permanently improve the methods and techniques we use in business practice.

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# Oxford Joins Cincinnati as Host to 22nd Grand Chapter Congress

ATTENDING the 22nd Grand Chapter Congress in 1959 will mean the pleasure of viewing The Central Office, becoming acquainted with Miami University, and visiting the town of Oxford. The Central Office building is located on the edge of the Miami University campus and with its architecture of the same Georgian style, it is mistaken many times as a part of the university buildings. These buildings, the campus, and surrounding town all are part of the natural growth of a college begun back in 1809, established as a land grant college for higher learning. Many of the original buildings have been replaced with larger and more adequate buildings, but the style, charm, and atmosphere of the school and town has remained.



THE MIAMI UNIVERSITY Administration Building will no doubt attract the attention of those attending the 22nd Grand Chapter Congress in 1959 in Oxford and Cincinnati, Ohio.

West has brought fame and honor to Oxford. The town of Oxford is small enough to be friendly, and is an ideal residential village. The campuses, fraternity houses, and historic homes with their beautiful grounds and trees create an attractive scene. The town has a progressive government under Brother Glen Douglass, the mayor; has a modern municipal building; two grade schools; one high school; thirteen churches; and an atmosphere and landscape which annually attracts many artists.

Sharing Oxford as a central location

for fraternity central offices, are the headquarters of Beta Theta Pi, Phi Delta Theta, and Phi Kappa Tau, and it is rumored other fraternities are considering Oxford for their national headquarters.

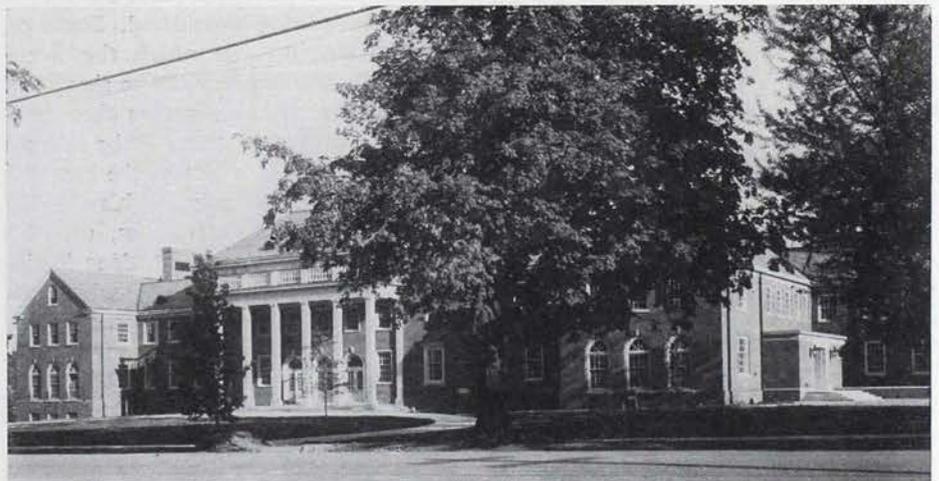
In 1959 Miami University will celebrate its Sesqui-Centennial. Many visitors will be heading toward Oxford in this year of celebration, and so in sharing with Cincinnati the hosting of the 22nd Grand Chapter Congress, The Central Office, Oxford, and Miami University will long remain a lasting memory.



A STOP at the Formal Gardens of Miami University is on the schedule of the 22nd Grand Chapter Congress in 1959.

The Miami of today is a modern university of approximately 5,800 students. It owns and utilizes 1,100 acres of land, together with more than 50 buildings. Throughout the campus there is a profusion of shrubbery and fine old trees, presenting a beautiful and diversified landscape. Miami has a College of Arts and Science and Schools of Education, Business Administration and Fine Arts. A graduate school offers study for the Master's degree. Navy ROTC and Air ROTC programs are also available.

Oxford is also the location of another well known college, Western College for Women. Its leadership in being an outstanding girl's school in the Middle



THIS NEW STUDENT CENTER Building on the Miami University Campus in Oxford will be the site of a luncheon to be held in conjunction with the 22nd Grand Chapter Congress in August 1959.

THE FINAL SECURING of employment after college graduation is dependent to a considerable extent upon the applicant's skill and judgment in taking interviews. The personal interview has become an almost universal requirement in American employment. In former times arrangements for employment were often completed through applications, letters of recommendations, photographs, references by college teachers and scholastic records, but today, while each and all of these have their place in the employment program, their chief purpose is to bring about the personal interview.

Since the personal interview is such an important factor in the securing of suitable employment, it seems desirable that

The applicant should come to a conclusion as to why he may wish to work with the firm conducting the interview. It is true that in many cases the student is mainly concerned only in securing information concerning the company and has not reached the point in his thinking where he is definitely ready to make serious application for employment. In such case, he may do well to explain to the interviewer the reason for his interest and make the interviewer feel that he is really sincere in his wish to determine whether he is qualified for employment in some branch of this company's business. Having in mind definite reasons why one wishes to become a member of the company's organization is likely to impress

and by making the student feel comfortable.

The applicant should feel that he has the same right as the interviewer in raising questions. He wishes to check his knowledge of the company and its work. He wishes to obtain information which will enable him to judge whether or not the work being described is of a sort in which he may wish to develop through further training, and which, through promotions, he may enjoy during coming years. He wishes to be able to judge for himself whether he has sufficient interest and the particular kind of ability which will be needed if he is to make satisfactory progress with the company. The interviewer will gladly provide the information which is needed for such decision. If the opportunity appeals to the applicant and he wishes to be offered employment, he must, through his part of the discussion, cause the interviewer to feel that he is enthusiastic concerning the opportunity, that he has confidence in his ability to adjust himself to the training and work, and that he is ready to go. Great care must be taken of course to avoid an appearance of boastfulness when expressing confidence in oneself. Many graduates fail in the judgment of employment interviewers because they must be pumped for information, are unable to display any degree of enthusiasm for the opportunity, and are too conservative to show the necessary self-confidence for engineering, industrial or business development.

The applicant usually gains in the interview by speaking positively concerning himself, his friends, his school and other employers. The interviewer is likely to believe that this positive attitude will be an asset to his company. Positive ideas and enthusiastic description of his school, his friends, and his experience often indicate an ability to get along well with others—a factor of great importance in modern industrial organization.

Usually employment is not offered during the interviews and often applicants who are favorably considered are invited to the offices and plants of the company. Such visits are likely to be of great advantage in determining whether or not the applicants, if employed, will be happy in their work and develop with the company. The company does not wish to

(Continued on page 19)

# The Employment Interview

By Harold E. Brookman, Alpha Eta Chapter  
Chairman of the University of South Dakota Placement Service

effort be made to improve one's understanding of the aims and purposes which employers have in conducting these discussions, to improve his ability to meet the interviewer's requirements and to obtain the best results which the time for such discussions permits. Tests have been made which show that applicants can be taught interview techniques and that those applicants who have this understanding do have an advantage over others.

The following are among the topics of importance when one is to meet company representatives: A knowledge of the company conducting the interview, its field or fields of work, and of one's qualifications which may be of interest for the work being considered. The name of the interviewer should be kept in mind. There is no one way for determining the many characteristics of an industrial firm. The firm's brochures are often available, the advertising of products and services in trade journals is helpful, and such important magazines as *Fortune* often contain fine articles concerning organizations and officers. It is quite likely that the knowledge referred to, which the applicant has gained, will become evident to the interviewer and will indicate to him that the applicant has given a good deal of thought to the company and his own qualifications for employment.

the interviewer favorably. He does not often find that this preparation has been made.

The interview has two main purposes. The employer, through his representative, the interviewer, wishes to know whether or not the applicant has the characteristics which are required by the job openings which he wishes to fill. Usually he does not expect to find them all. The question in the mind of the interviewer, therefore, is: Does the applicant have the characteristics which will enable him to develop after additional training and experience to meet the requirements of assignments being considered. Some of the characteristics in which the interviewer is interested may not be shown by his scholastic record, but are the result of background experience, of the interest he has had in the affairs of the campus, of his home community, or his church, his material likes and dislikes, and the kinds of work he may have done in the past. With this in mind, he should speak freely. Many favorable characteristics may be shown through the conversation and if some are not favorable it is better that they be brought to light before, rather than after employment, when they may cause both the employee and employer to be disappointed. The good interviewer will try hard to discover these characteristics through careful discussion

# Four Chicago Area Chapters Host Central Regional Meeting

FOR THE SECOND TIME in the history of Delta Sigma Pi the chapters of Beta and Zeta at Northwestern, Alpha Omega at De Paul and Gamma Pi at Loyola in the Chicago area have been host to the Central Regional Meeting. A total registration of over 200 representing nine chapters in the Central Region attended this meeting which was again held in the Maryland Hotel on the near North side of Chicago.

Festivities began on Friday evening with a reception and Yellow Dog initiation at the Maryland Hotel. Officially the program got under way on Saturday,

September 6, with a series of panels under the direction of Allen Cunningham of Beta Chapter. The subject of "Finance" was moderated by William Holloway, "Rushing and Pledging" by Donald Swan, "Housing" by Donald Hall, "Fraternal Acceptance" by Thomas Mocella, "Campus Relations" by Joseph Zahaitis, and "National Aspects" by Central Regional Director Frank Geraci and Executive Director Jim Thomson. A luncheon with Brother Reginald McHugh, a sales consultant, as guest speaker, and a banquet and dance concluded the Saturday program. Robert Mocella, District Director, ably served as Master of Ceremonies of the banquet. A color slide presentation, "The Story of Delta Sigma Pi," was presented and narrated by Executive Secretary P. Al. MacKinnon.

On Sunday a coffee hour gave the delegates an opportunity to inspect the Beta Chapter House just a few blocks from the hotel. In conclusion Zeta Chapter held an open house and conducted a tour of the Evanston Campus of Northwestern University. The entire program of the Central Regional Meeting was under the chairmanship of Past Regional Director Robert O. Lewis, who, incidentally, had been chairman of this same meeting in Chicago a number of years ago.

We must add that, while the men were engaged in business sessions, the wives of the delegates were busy with a ladies program which had been planned by

Dorothy Lewis. This included dinner and the puppet opera at the famous Kungsholm Restaurant, a trip to the "Top of the Rock," Chicago's tallest building, and a shopping trip and fashion show all of which were enjoyed by those participating.

The attendance trophy was won by Gamma Rho Chapter of Detroit and door prizes of a Life Membership and a Pearl Sister Badge were won by Frank Tyska of De Paul and Mrs. Donald Kottner of Northwestern respectively. The traditional quartet contest was won by Delta Chapter at Marquette.



**NATIONAL OFFICERS** are seen discussing fraternity matters at the Central Regional Meeting in Chicago. Left to right: Robert Nicholson, President of the Milwaukee Alumni Club; Frank Geraci, Regional Director; and P. Alistair MacKinnon, Executive Secretary.



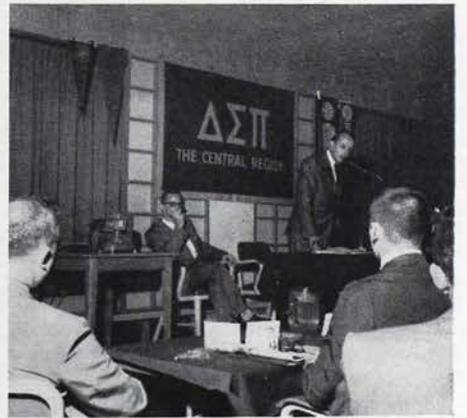
**PICTURED ARE** some of the officers at the speakers' table of the luncheon of the Central Regional Meeting. Left to right: Alan Cunningham, Past President of Beta Chapter; Jim Thomson, Executive Director; Robert O. Lewis, Chairman of the Regional Meeting; and Robert Mocella, District Director.



**REGIONAL DIRECTOR** Frank Geraci addresses the Central Regional Meeting in Chicago.



**OFFICIAL DELEGATES** to the Central Regional Meeting give Don Hall of Zeta Chapter their attention in one of the panels.



**A PANEL** gets underway at the Central Regional Meeting with Bill Holloway of Beta Chapter presiding.



# WITH THE ALUMNI THE WORLD OVER

## Burell C. Johnson Named New Manager of National Cylinder Gas

THE NCG DIVISION of National Cylinder Gas Company, Chicago, has appointed Burell C. Johnson, University of Alabama and a member of the Grand Council of Delta Sigma Pi, manager of its San Francisco district, it was announced by J. L. Adank, division president.

NCG, a leading manufacturer of industrial gases, welding and cutting equipment, medical gases and inhalation therapy apparatus, recently became a separate division in a major realignment of the internal structure of National Cylinder Gas Company, which has asked stockholders to approve changing its name to "Chemetron Corporation." The division manufactures high-purity oxygen, nitrogen and acetylene at 1588 Doolittle Drive, San Leandro, with district offices at the same location.

Brother Johnson, a native of Bessemer, Alabama, joined NCG in 1950 and became Los Angeles district medical sales supervisor in 1955. Previously he was traffic manager for Pacific Air Line, Burbank, California in 1946 and 1947, and advertising manager for Sears, Roebuck and Company at Tuscaloosa, Alabama in 1948 and 1949. A graduate of Hueytown, Alabama high school, he attended the University of Alabama, class of 1951, and graduated from the University of Southern California's School of Commerce in 1951.

He and his wife, the former Ada L. Calhoun of Los Angeles, have a daughter, Gaylen Denise, one.

## High Honors Given Miami University Deltasigs

GORDON L. WISE and David A. Baker, Miami University Deltasigs, have been awarded Ford Foundation Fellowships for study toward doctor's degrees in business administration and economics. Brother Wise, whose home is in Piqua, Ohio will study at Indiana University. While studying for his master's degree at Miami he was a graduate assistant in the School of Business Administration, and last year taught marketing. Brother Baker has been teaching courses in business and finance and received his MBA this past June from Miami. He will continue his studies at New York University.



P. ALISTAIR MACKINNON, Arizona, Executive Secretary of Delta Sigma Pi.

## P. Alistair MacKinnon Chosen Executive Secretary of Delta Sigma Pi

P. ALISTAIR MACKINNON, newly appointed to the office of Executive Secretary, crossed the country from Tucson, Arizona to Oxford, Ohio, complete with wife and trailer to join Executive Director Jim Thomson at The Central Office. He is now living in an apartment two blocks from The Central Office.

Brother MacKinnon became associated with Delta Sigma Pi at the University of Arizona, and served Gamma Psi Chapter efficiently in the capacity of Vice President. After receiving his B.A. degree in Business Administration, he continued at the university and received his MBA in June, 1958.

A native of Glen Cove, Long Island, New York, he attended Kent's Hill School, a preparatory school in Maine, and graduated from Coburn Classical Institute in Waterville, Maine in 1951. For three years he worked in New York for Elizabeth Arden, and for the Standard Oil Company of New Jersey. During this time he attended Pace College Evening School. Just prior to enrolling at the University of Arizona, he was employed by the Lipman Poultry Company of Augusta, Maine.

He was a member of the finance corps of the United States Army with which he served from May 1953 to April 1955. Brother MacKinnon is a graduate of the

Army Finance School at Fort Benjamin Harrison, Indianapolis. He also served with the regional comptrollers office in Hokkaido, Japan, in the Budget and Fiscal Section.

Al will be representing the fraternity in the field, visiting chapters, alumni clubs, and attending regional meetings throughout the country. By the way, when engaging Brother MacKinnon in conversation, ask him about his Scotch ancestors, and he will be pleased to give you a discourse on the Scotch and their fads and foibles.

## James A. Dodge Appointed General Sales Manager of Pet Milk Company

JAMES A. DODGE, *Northwestern*, has been named General Manager of Sales for Pet Milk Company. Brother Dodge has been associated with the Pet sales organization for 20 years. He has held various executive positions and prior to his new appointment was sales manager of Grocery Products. In his new position, he will be responsible for national sales direction of all Pet Milk Company product lines which include Pet Evaporated Milk, Pet Instant Nonfat Dry Milk, and Pet-Ritz Frozen Dessert Pies.

Brother Dodge is located in the company's headquarters at St. Louis, Missouri. He resides with his wife and three children at 22 Foxboro Road, Ladue, a suburb of St. Louis. He is deacon of the Ladue Chapel and active in the Conway School Parent Teacher Association, Public Accountants, the American Institute of Certified Public Accountants, and the Boston Bar Association.

## Don Ledwig Chosen Envoy of Lubbock

DONALD E. LUDWIG, *Texas Tech*, was selected Community Ambassador for the city of Lubbock, Texas for 1958. Selection of Don for this honor was made by representatives of various civic and service groups of the city. Brother Ledwig's honor sent him to Finland this summer where he lived with a family selected for his stay. Honors at Texas Tech include president of the Beta Upsilon Chapter, business manager of the Student Association, member of the inter-collegiate debate team, and listed in *Who's Who in American Colleges and Universities*.

## PERSONAL MENTION

WILLIAM L. ZIELINSKI, and THOMAS H. WOLFF, *St. Louis*, have formed a partnership called Zielinski and Wolff, C.P.A.'S, located in St. Louis, Missouri.

E. LEE KENNEDY, JR., *Oklahoma*, has been assigned to the 331st Fighter Interceptor Squadron at Stewart AFB where he is classed as a First Lieutenant.

JAMES A. WEBB, JR., *Texas*, is now stationed at Kelly Air Force Base, Texas, with the rank of captain.

ROBERT D. MOWERS, *Iowa*, has been promoted to field supervisor by the Travelers Insurance Company in Detroit, Michigan.

RICHARD A. HOWARD, *Western Reserve*, is working for General Electric Co., in Schenectady, New York as a specialist in auditing.

RANDALL C. ELDER, *Florida*, now is a salesman for Remington Rand in Jacksonville, Florida.

JOHN E. WOLF, JR., *Delta*, has just become vice-president and partner in the John E. Wolf Company in Oklahoma City, Oklahoma.

A. E. ANDERSON, *Missouri*, is now Assistant Superintendent of the Rock Island Lines, El Reno, Oklahoma.

CLAUDE H. RYAN, *U. of Miami*, has the new position of Commercial Agent for the Louisville and Nashville R.R. Company.

HOWARD A. PELHAM, *U. of Michigan*, was recently promoted to Assistant Traffic Supervisor of the Indiana Bell Telephone Co.

JOHN G. WALKER, JR., *Alabama Poly.*, is now bookkeeper with the Lakeland Cash Feed Company, Lakeland, Florida.

DONOVAN E. PEARCE, *Illinois*, now holds the position of Methods Analyst for the American Insurance Group in Newark, N.J.

WILLIAM B. DIXON III, *U. of Miami*, has recently been promoted to Reservations Supervisor for Delta Air Lines, Inc.

CHARLES L. SCOTT, *Tulsa*, is now connected with General Telephone of California as Marketing & Development Engineer.

HOWARD V. MCELROY, *New York*, has been promoted to Eastern Manager, Dealer Sales, with the Burroughs Corporation in Connecticut.

CHARLES B. McCANN, *Northwestern-Beta*, has recently become Assistant to the Executive Director with Social Research, Inc. located in Chicago.

STEPHEN PARANKA, *Western Reserve*, now has the title of Associate Professor at Georgia State College.

ALAN M. WALLER, *Maryland*, has recently been named Accounting Supervisor at the C & P Telephone Company of Maryland.

ROBERT A. BRAUNSCHEWIG, *Wisconsin*, was recently promoted to Manager of the Braun Lumber Company of Pewaukee, Wis.

WILLIAM M. MURRAY, *Oklahoma*, now has the new position of Manager of Wolfs Cafeteria Inc. at Wichita, Kansas.

ROBERT L. PIEHLER, *Northwestern-Beta*, is now associated with the Meredith Publishing Co., publisher of "Better Homes & Gardens," as District Public Relations Representative for Indiana, Kentucky, and parts of Ohio.

ANTHONY P. ZAZZAU, *Rider*, began teaching this fall in the Lyons Central High School, Lyons, New York.

HAROLD E. MACKENTHUN, *Kansas*, is now associated with Shell Oil Company in San Francisco as a clerk in the Marketing Service Department.

ALLAN FRENCH, *Arizona State*, is now employed for Shafer Bearing Division of Chain Belt Company as personnel assistant in Downers Grove, Illinois.

CARL HOLMBERG, *Kent State*, has a new position with General Motors Corporation in the College Graduate Program, in Parma, Ohio.

JOE PETERS, JR., *Texas*, has recently joined the Treasury Department as an internal revenue agent, in Houston, Texas.

JAY S. BOOTS, *Virginia*, has recently been promoted to president of the Boots Aircraft Nut Corporation in Norwalk, Connecticut.

WILLIAM H. CONBOY, *Missouri*, in July, 1958, became sales manager of the Accident and Sickness Division of the Allstate Insurance Companies, in their home office in Skokie, Illinois, near Chicago. His territory will cover 48 states, 2 Canadian provinces, and Hawaii.

JAY S. CARTER, *Missouri*, was admitted to partnership in the CPA firm of Arthur Anderson & Co., in their St. Louis office on July 1, 1958. Jay had been on the staff of this firm since 1945, when he was graduated from the University of Missouri.

THOMAS J. FURLONG, *Boston University*, a Certified Public Accountant, and Attorney has become associated with Russell and Powderly, accountants and tax consultants of 50 Congress Street, Boston, Mass. A Life

Member, Brother Furlong was formerly associated with the Internal Revenue Service as Estate Tax Examiner and Revenue Agent. He is a past president of Boston University's Gamma Chapter, and has served as President of the Alumni Club of Boston. He is a member of the Massachusetts Society of Certified Public Accountants, the American Institute of Certified Public Accountants, and the Boston Bar Association.

COLONEL JOSEPH G. MAYTON, USAF (Retired) *Louisiana State*, has been appointed staff consultant of the National Research and Development Corporation, which has recently announced an expansion of its activities in the city of Atlanta. Brother Mayton holds a Ph.D. degree from Brookings Institution, Washington, D.C., and is a specialist on Soviet Russia. In his new assignment he advises National Research and Development Corporation of progress and developments in science and engineering in the U.S.S.R. He has been a member of the faculty of the University of California, Sanford University, University of Texas and Louisiana State University, where he taught in the field of International Economics and Politics. In World War I he was on the staff of the American Railway Commission to Russia, and with the American Expeditionary Force in Siberia. In World War II Brother Mayton held important assignments with the United States Air Force Intelligence, and served as Air Force Liaison officer and interpreter in connection with the Big Three Conference at Yalta.

FRANKLIN A. TOBER, *Buffalo*, and a member of the Grand Council of Delta Sigma Pi was recently elected president of the Niagara Frontier Society of Industrial Engineers. He is associated with the North Tonawanda plant of the Remington Rand Division of the Sperry Rand Corp.

EDWIN B. ERHARDT, *Texas Western*, is now operating a news clipping bureau in El Paso, Texas. "Ed," to his friends, is an ex-Marine, a former Deputy City Clerk of El Paso, and a member of the El Paso Alumni Club. Brother Erhardt is also a former United States Civil Service Commission Investigator.

JAMES B. CURRAN, *Loyola-Gamma Pi*, is president of the newly formed company Curran, Bayliss and Glasgow, Inc. The firm will perform management consulting services of data processing methods and procedures.

GEORGE A. DUNAGIN, *Georgetown*, veteran of 40 years of federal service, has retired from the U. S. Department of Agriculture's Southeast Cotton Division in Atlanta. Brother Dunagin has lived in Atlanta since 1925, when he came there to head up the USDA's cotton market news work, and for many years issued the daily cotton price report for principal spot cotton markets in the country. A native of Laurel, Mississippi, he and Mrs. Dunagin plan to live at their farm "Royal Oaks" near Bowling Green, Kentucky.

BERTRAM M. BETSCH, *New York*, was recently elected president of the American Society of Corporate Secretaries. Brother Betsch is secretary and treasurer of the Electric Bond and Share Company.

FRED J. EMMERICH, *New York*, has been awarded the 1958 chemical industry medal by the American section of the Society of Chemical Industry. Brother Emmerich is past chairman of Allied Chemical and Dye Corporation.

FRANK T. FARRELL, *New York*, serves the *New York World-Telegram and Sun Paper* as its Executive Vice-President and columnist.

RALPH D. KING, *Western Reserve*, has been appointed assistant comptroller of Western Reserve University. Brother King was previously employed as assistant chief clerk in the loan department of National City Bank of Cleveland.

ROY A. BEAVER, *Oklahoma*, is treasurer and a director of GROMACO, S. A., a Costa Rican corporation formed to develop a tract of coffee land in that country.

## DIVIDENDS

To Brother and Mrs. Dean E. Edwards, *Wake Forest*, on April 3, 1958, a daughter, Elizabeth Ann.

To Brother and Mrs. Freddie Been, *Okla. State*, on January 13, 1958, a daughter, Tamera Lou.

To Brother and Mrs. Richard Miller, *Univ. of Miami*, on March 4, 1958, a daughter, Elizabeth Louise.

To Brother and Mrs. Robert J. Keel, *Georgia State*, on March 2, 1958, a son, Gary Layne.

To Brother and Mrs. N. Richard Ellis, *New Mexico*, on March 6, 1958, a daughter, Jane Yvette.

To Brother and Mrs. Walter White, *New Mexico*, on February 20, 1958, a son, Rick Owen.

To Brother and Mrs. Roland Hughey, *Ithaca*, on March 3, 1958, a daughter, Laurinda Diane.

To Brother and Mrs. Owen Emme, *South Dakota*, on February 13, 1958, a daughter, Jenney Lee Ann.

To Brother and Mrs. Lawrence Ackerman, *South Dakota*, on January 29, 1958, a son, Kyle Reed.

To Brother and Mrs. Bruce Kammar-meyer, *South Dakota*, on February 26, 1958, a son, Paul.

To Brother and Mrs. Leon Denning, *Detroit*, on January 31, 1958, a daughter, Shawn Marie.

To Brother and Mrs. Miles C. Gerberding, *Indiana*, on June 1, 1958, a daughter, Karla Marie.

To Brother and Mrs. Robert D. Paris, *Missouri*, on March 15, 1958, a daughter, Terri Lynn.

To Brother and Mrs. Darold D. Aldridge, *Missouri*, on April 26, 1958, a son, Dean Lee.

## President of Rich's in Atlanta Becomes Member of Deltasig

RICHARD H. RICH was recently initiated in Kappa Chapter at Georgia State. Brother Rich is president of the South's largest retail department store, Rich's Inc. in Atlanta. He was the third honorary member to be initiated by Kappa Chapter in its history. He is pictured here being presented his certificate of membership by Frank Cash, past president of Kappa Chapter.



RICHARD H. RICH, president of Rich's Department Store in Atlanta, right, is pictured receiving his membership certificate from Frank Cash, left, president of Kappa Chapter at Georgia State, which recently initiated Brother Rich as an Honorary Member.

## W. H. Butterfield Named Director of Development at Texas Tech

THE NEW DIRECTOR of development at Texas Tech is William H. Butterfield, Beta Epsilon-Oklahoma. A native of Norfolk, Nebraska, Brother Butterfield was graduated from the University of Nebraska with a B.A. in 1933. Later he earned an M.A. at the University of Oklahoma, and has done graduate work at Pennsylvania, Columbia, and Harvard.

Author of 17 books on effective business letters and public relations, Brother Butterfield has just completed 10 years of service with the University of Illinois Foundation as its executive director. Before this he was a vice-president of DePauw University at Greencastle, Indiana.

He is a member of Phi Beta Kappa, Sigma Delta Chi, and the American Business Writing Association of which he was national president in 1943-45.

## LIFE MEMBERS

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

- 2335 Frank T. Cash, *Kappa*, Georgia State
- 2336 Carl C. Heister, *Nu*, Ohio State
- 2337 Thomas L. Glaza, *Xi*, Michigan
- 2338 John A. Thielman, *Chi*, Johns Hopkins
- 2339 J. Wesley Bergey, *Alpha Gamma*, Penn State
- 2340 Lawrence D. Ackerman, *Alpha Eta*, South Dakota
- 2341 John N. Ford, *Alpha Iota*, Drake
- 2342 Joseph L. Kepler, *Alpha Kappa*, Buffalo
- 2343 Fred I. Palmer, II, *Alpha Sigma*, Alabama
- 2344 William A. Schwartz, *Alpha Upsilon*, Miami U
- 2345 Robert J. Holmberg, *Beta Theta*, Creighton
- 2346 Robert A. Ahrens, *Beta Pi*, Kent State
- 2347 O. Peder Haslestad, *Beta Rho*, Rutgers
- 2348 Thomas C. Diel, *Beta Sigma*, St. Louis
- 2349 Donald E. Ledwig, *Beta Upsilon*, Texas Tech
- 2350 Joseph H. Johnston III, *Gamma Zeta*, Memphis State
- 2351 Richard H. Goldstein, *Gamma Eta*, Omaha
- 2352 David M. Rudolph, *Gamma Xi*, Santa Clara
- 2353 Joseph J. Zahaitis, Jr., *Gamma Pi*, Loyola
- 2354 Leon R. Denning, *Gamma Rho*, Detroit
- 2355 Emil E. Schuster, *Gamma Omega*, Arizona State
- 2356 Charles L. Greene, *Delta Zeta*, East Carolina
- 2357 George Daniel Peck, *Delta Iota*, Florida Southern
- 2358 Eugene L. Kubes, *Alpha Epsilon*, Minnesota
- 2359 Milton R. Gottlieb, *Gamma Kappa*, Michigan State
- 2360 Donald L. Bosshardt, *Kappa*, Georgia State
- 2361 Frank L. Strong, *Beta Nu*, Pennsylvania

## Thunderbird at Phoenix Attracts Three Deltasigs

LISTED RECENTLY as attending The American Institute for Foreign Trade, Thunderbird Field I, Phoenix, Arizona are Albert A. Lloyd, Kent State, Frederick A. Mittelsdorf, Michigan State, and Ovie Renford Pevoto, Jr., Lamar State. The Institute was founded in 1946 to provide specialized, graduate-level training in foreign languages, area studies and the business administration of foreign trade. More than 600 of its graduates are now living and working in 66 different countries of the world.

## THE CENTRAL OFFICE REGISTER

The following Members of Delta Sigma Pi have visited the Central Office:

CHARLES E. WATSON, *New Mexico*, Nashville, Tenn.; JAMES R. SNEDDEN, *New Mexico*, Albuquerque, N.M.; WILLIAM RATERMAN, *Utah*, Salt Lake City, Utah; FRANK J. SNESTKA, JR., *Miami U.*, Berwyn, Ill.; FRED W. ECKELHOFER, *Rutgers*, Maplewood, N.J.; KENNETH B. WHITE, *Boston*, Dallas, Texas; CARL A. JOHNSON, *Miami U.*, Cleveland Heights, Ohio; SAMUEL J. PARISI, *Northwestern*, Chicago, Ill.; KEN GRUBER, *Detroit*, Cleveland, Ohio; F. WILLIAM PACK, *Rider*, Trenton, N.J.; HOWARD VOLLMER, *Cincinnati*, Cincinnati, Ohio; JACK A. HOBBS, *Cincinnati*, Cincinnati, Ohio; ROBERT J. LIKALA, *Ohio State*, Columbus, Ohio; CHARLES J. HOCKBERG, *Ohio State*, Columbus, Ohio; DON KOTTNER, *Beta-Northwestern*, Villa Park, Ill.; TOM BOSSART, JR., *Indiana*, Bloomington, Ind.; GEORGE J. HEITZ, *Beta-Northwestern*, Chicago, Ill.; FREDERICK C. GIRAND, *Tulane*, New Orleans, La.; EDWIN STYFFE, JR., *St. Louis*, St. Louis, Mo.; JACK MAHOTA, *St. Louis*, Stauton, Ill.; A. DONALD HARTLEY, *Cincinnati*, Cincinnati, Ohio; BILL MARTIN, *Southern Methodist*, Dallas, Texas; EUGENE M. WILSON, *Cincinnati*, Cincinnati, Ohio; HENRY W. SUDBRINK II, *U of Miami*, Dayton, Ohio; JOHN C. RAMSEN, *Johns Hopkins*, Hyattsville, Md.

### Business Looks at

#### Business Education

(Continued from page 12)

Research by a school of business should not be restrictive but should be extensive in scope. All matters pertaining to our business economy should constitute possible areas of investigation, and research in special or controversial areas should not be avoided. To the contrary, controversial subjects should be fully and openly discussed, and impartial reports should be published. Where there is ignorance there is mystery, intrigue, uncertainty, suspicion, and hostility.

#### CONTRIBUTE TO ECONOMIC DEVELOPMENT

As businessmen, we firmly believe that a school of business administration should make a definite contribution to the economic development of a state or region. It should do this in many ways. It should offer trained leadership for the future development of the state's resources. It should sponsor research which could result in a better understanding of the region's needs and point to possible avenues by which these needs could be

achieved. A school of business should serve as a center for the exchange of ideas among business leaders, faculty members, and governmental personnel. From this exchange should come many desirable contributions to our economic well-being. Finally, a school of business should be sensitive to the needs of a region through an objective evaluation of business. No other institution is equipped to do a job in these areas as effectively as is a school of business administration.

*This report was prepared by the Business Executives Research Project in cooperation with the School of Business Administration, University of North Carolina. The study was financed by grants from the Committee for Economic Development and the Fund for Adult Education, an independent organization established by the Ford Foundation. It is one of 27 similar projects throughout the United States. The conclusions are entirely the responsibility of the participants in the research process.*

### The Employment Interview

(Continued from page 14)

employ a person, who for any reason, will not be satisfied in that he has not made a good selection of employers.

The applicants should not feel discouraged if particular interviews do not result in offers of employment. Although his qualifications may not be right for the particular kinds of work which have been considered, they may be entirely satis-

factory for others. Much may be gained from the interview itself and the experience of one should be helpful in the next.

The interview for employment should be a pleasant experience rather than a period of third degree questioning. Recruitment officers representing personnel departments are usually men with pleasing personalities and discussions with them are usually interesting.

### MERGERS

Bernard R. Baker, *Northwestern-Zeta*, on March 22, 1958, to Caroline Spanier, at Hinsdale, Illinois.

Jack Barnett, *Louisiana Tech*, on February 22, 1958, to Margaret Delle Collins, at Plain Dealing, Louisiana.

Edward Connelly, *Detroit-Gamma Rho*, on February 1, 1958, to Laurice Lutfy, at Detroit, Michigan.

Kenneth R. Hammond, *Missouri*, on February 8, 1958, to Shirley D. Mackey, at Centralia, Missouri.

Lt. James Edward Morris, *Cincinnati*, on August 9, 1958, to Shirlee Jean Bowers, at Houston, Texas.

William L. Sammons, *Florida*, on January 26, 1958, to Marguerite Bethea, at Newberry, Florida.

William Flanders, *Florida*, on April 4, 1958, to Verena Fogel, at Gainesville, Florida.

Karl Gmeiner, *Wayne State*, on March 29, 1958, to Patricia McBlane, at Royal Oak, Michigan.

Donald W. Best, *Missouri*, on June 20, 1958, to Kay Carol Keirns, at Kansas City, Missouri.

YOU HAVE A DATE—

in August 1959 in Cincinnati

for the

22ND GRAND CHAPTER CONGRESS

of

Delta Sigma Pi



## DELTA SIGMA PI CHAPTER EFFICIENCY CONTEST

1958 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.	Kappa Nu	Georgia State	100,000	20,000	20,000	20,000	20,000	20,000
	Xi	Ohio State	100,000	20,000	20,000	20,000	20,000	20,000
	Pi	Michigan	100,000	20,000	20,000	20,000	20,000	20,000
	Chi	Georgia	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Beta	Johns Hopkins	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Gamma	Missouri	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Eta	Penn. State	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Iota	South Dakota	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Kappa	Drake	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Rho	Buffalo	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Sigma	Colorado	100,000	20,000	20,000	20,000	20,000	20,000
	Alpha Upsilon	Alabama	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Gamma	Miami	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Eta	S. Carolina	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Theta	Florida	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Pi	Creighton	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Rho	Kent State	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Sigma	Rutgers	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Upsilon	St. Louis	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Psi	Texas Tech.	100,000	20,000	20,000	20,000	20,000	20,000
	Beta Omega	Louisiana Poly.	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Zeta	U. of Miami	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Eta	Memphis State	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Iota	Omaha	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Kappa	Tulane	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Lambda	Santa Clara	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Mu	Loyola	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Nu	Detroit	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Xi	Maryland	100,000	20,000	20,000	20,000	20,000	20,000
	Gamma Omicron	Arizona State	100,000	20,000	20,000	20,000	20,000	20,000
	Delta Zeta	E. Carolina St.	100,000	20,000	20,000	20,000	20,000	20,000
	Delta Iota	Florida Southern	100,000	20,000	20,000	20,000	20,000	20,000
2.	Alpha Theta	Cincinnati	96,000	20,000	20,000	16,000	20,000	20,000
3.	Epsilon	Iowa	93,700	18,800	17,400	20,000	17,500	20,000
4.	Psi	Wisconsin	93,000	20,000	20,000	18,000	15,000	20,000
5.	Beta Omicron	Rutgers	92,000	20,000	20,000	14,500	17,500	20,000
6.	Beta Kappa	Texas	91,200	16,200	20,000	20,000	15,000	20,000
7.	Delta Eta	Lamar State	91,100	14,100	20,000	17,000	20,000	20,000
8.	Alpha Delta	Nebraska	88,750	16,500	20,000	20,000	15,500	16,750
9.	Beta	Northwestern	86,650	20,000	19,400	10,750	16,500	20,000
10.	Zeta	Northwestern	86,500	19,500	20,000	8,500	18,500	20,000
11.	Gamma Upsilon	Babson Institute	84,450	11,700	20,000	20,000	15,000	17,750
12.	Beta Xi	Rider College	84,250	14,500	20,000	18,000	16,000	15,750
13.	Gamma Theta	Wayne State	83,300	20,000	4,700	20,000	20,000	18,600
14.	Rho	California	82,800	12,200	20,000	15,000	20,000	15,600
15.	Alpha Omicron	Ohio	82,050	18,000	15,800	20,000	13,500	14,750
16.	Alpha Lambda	N. Carolina	80,200	17,200	13,000	20,000	10,000	20,000
17.	Gamma	Boston	80,050	14,500	20,000	11,000	15,000	19,550
18.	Gamma Phi	Texas Western	79,500	12,500	20,000	11,500	15,500	20,000
19.	Beta Lambda	Alabama Poly.	77,850	9,100	20,000	17,500	20,000	11,250
20.	Delta	Marquette	76,550	9,800	14,000	20,000	17,500	15,250
21.	Sigma	Utah	70,450	13,400	20,000	9,500	14,000	13,550
22.	Gamma Psi	Arizona	70,100	7,500	12,500	20,000	17,500	12,600
23.	Beta Epsilon	Oklahoma	69,950	15,300	12,500	16,500	18,000	7,650
24.	Phi	Southern Calif.	69,450	15,700	500	19,000	15,000	19,250
25.	Alpha Omega	De Paul	68,800	15,500	20,000	10,500	12,000	10,800
26.	Delta Epsilon	N. Texas State	67,400	15,400	12,000	16,500	13,500	10,000
27.	Delta Lambda	Ithaca College	67,300	11,000	13,000	20,000	15,000	8,300
28.	Eta	Kentucky	66,750	10,000	20,000	19,500	11,500	5,750
29.	Alpha Nu	Denver	66,550	17,500	12,400	6,500	11,500	18,650
30.	Alpha Xi	Virginia	65,850	6,100	12,000	20,000	13,000	14,750
31.	Gamma Omicron	San Francisco	65,050	10,500	2,000	17,000	20,000	15,550
32.	Lambda	Pittsburgh	64,950	11,000	20,000	11,500	13,500	8,950
33.	Alpha Pi	Indiana	64,850	7,000	11,300	16,500	18,500	11,550
34.	Beta Iota	Baylor	64,550	18,600	20,000	20,000	11,500	14,450
35.	Alpha Zeta	Tennessee	62,700	17,200	8,000	19,750	6,500	11,250
36.	Gamma Kappa	Michigan State	62,600	11,200	8,000	9,000	17,500	16,900
37.	Gamma Tau	Miss. Southern	60,600	11,100	500	20,000	13,000	16,000
38.	Alpha Epsilon	Minnesota	60,400	11,200	12,400	11,750	15,000	10,050
39.	Gamma Delta	Miss. State	58,300	8,500	8,500	19,500	20,000	10,300
40.	Delta Kappa	Boston College	56,850	3,100	12,000	20,000	13,500	8,250
41.	Gamma Epsilon	Oklahoma State	54,700	12,000	16,750	17,000	17,000	8,950
42.	Delta Theta	Oklahoma City	54,250	6,000	1,000	19,500	20,000	7,750
43.	Beta Phi	Sou. Methodist	49,500	8,700	1,000	8,500	20,000	11,300
44.	Beta Nu	Pennsylvania	46,600	12,000	9,600	3,000	13,500	8,500
45.	Upsilon	Illinois	45,950	5,000	1,000	19,000	15,500	5,450
46.	Gamma Iota	New Mexico	44,350	9,000	9,000	9,500	17,500	8,350
47.	Beta Chi	Tulsa	44,150	4,800	10,500	7,250	13,000	8,600
48.	Iota	Kansas	43,400	900	900	15,750	20,000	6,750
49.	Theta	Detroit	42,250	9,700	9,700	20,000	7,000	5,550
50.	Beta Zeta	Louisiana State	42,100	3,100	9,000	14,500	6,500	9,000
51.	Alpha	New York	40,200	10,100	7,000	7,000	13,000	10,100
52.	Gamma Nu	Wake Forest	38,600	100	13,000	9,500	10,000	6,000
53.	Mu	Georgetown	35,750	2,200	2,200	16,000	11,500	6,050
54.	Omega	Temple	35,600	6,000	9,600	9,250	7,000	3,750
55.	Gamma Lambda	Florida State	35,350	7,600	7,600	11,250	11,500	5,000
56.	Alpha Phi	Mississippi	34,050	300	300	12,500	14,000	7,250
57.	Beta Tau	Western Reserve	25,400	7,100	7,800	9,500	1,000	1,000
58.	Alpha Mu	N. Dakota	25,150	7,100	7,100	7,000	10,500	7,650



# CHAPTERS

## Thirty-Two Chapters Tie for First Place in 1958 Chapter Efficiency Contest

IN THE 1958 Chapter Efficiency Contest 32 of our 89 chapters made the finish line with the maximum total of 100,000 points each. An additional 9 chapters scored 85,000 points or more to place on the Honor Roll, making a total of 41 chapters out of the 89 that were on top or close to the top.

Once again Kappa Chapter at Georgia State continues to hold first place in the number of times that they have scored 100,000

points, and this year they celebrate their 22nd time. Congratulations again! Second place was won by Alpha Beta Chapter at Missouri which has reached 100,000 points 17 times.

To the president of each chapter that tied for first place, a Life Membership in our fraternity has been awarded, while any brother who was a member of a chapter that made the Honor Roll will be able to purchase a Life Membership at a discount.

The Chapter Efficiency Contest was established during the college year 1931-32, and since that time has definitely proven itself to be of real value in increasing chapter interest, while also providing an adequate yardstick to measure a chapter's achievements. The Chapter Efficiency Contest is divided into five major divisions: Professional Activities, Scholarship, Membership, Finance, and Chapter Initiative and Administration. A maximum of 20,000 points is permitted in

### Previous Winners

The date following the name of the chapter and university denotes the previous years in which the chapter has been in first place. The Chapter Efficiency Contest was not conducted during the war years of 1943, 1944, 1945, and 1946.

- ALPHA, New York—1947, 1955
- BETA, Northwestern (Chicago)—1934, 1935, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1956, 1957
- GAMMA, Boston—1953
- DELTA, Marquette—1934, 1939, 1940, 1941, 1942, 1949, 1952, 1953, 1954, 1955, 1956
- EPSILON, Iowa—1949, 1950, 1951, 1952, 1953
- ZETA, Northwestern (Evanston)—1949, 1950, 1951, 1957
- THETA, Detroit—1951, 1952, 1953
- IOTA, Kansas—1954, 1955, 1956
- KAPPA, Georgia State—1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957
- MU, Georgetown—1948, 1949, 1952, 1956
- NU, Ohio State—1948, 1949, 1950, 1951
- XI, Michigan—1947, 1948, 1949, 1950, 1952, 1953, 1954, 1955
- PI, Georgia—1937, 1938, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957
- RHO, California—1956
- PHI, Southern California—1953, 1954, 1955, 1956
- CHI, Johns Hopkins—1940, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957
- PSI, Wisconsin—1949, 1950, 1953, 1955, 1956
- OMEGA, Temple—1952
- ALPHA BETA, Missouri—1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957
- ALPHA GAMMA, Penn. State—1949, 1950, 1951, 1953, 1954, 1957
- ALPHA DELTA, Nebraska—1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1953, 1954, 1955
- ALPHA EPSILON, Minnesota—1940, 1941, 1942, 1947, 1950, 1951, 1954
- ALPHA ETA, South Dakota—1950, 1951, 1956, 1957
- ALPHA THETA, Cincinnati—1952, 1953, 1954, 1956, 1957
- ALPHA IOTA, Drake—1952, 1953
- ALPHA KAPPA, Buffalo—1952, 1953, 1954, 1955, 1956, 1957
- ALPHA LAMBDA, North Carolina—1951, 1954, 1955
- ALPHA NU, Denver—1948, 1950, 1951
- ALPHA XI, Virginia—1952, 1953, 1954, 1955
- ALPHA OMICRON, Ohio—1954, 1955, 1956, 1957
- ALPHA PI, Indiana—1949, 1950, 1951
- ALPHA RHO, Colorado—1939, 1950, 1951, 1952, 1953, 1954, 1955, 1956
- ALPHA SIGMA, Alabama—1940, 1949, 1950, 1953, 1955
- ALPHA UPSILON, Miami—1941, 1942, 1949, 1952, 1957
- ALPHA PHI, Mississippi—1950, 1951, 1952, 1955
- ALPHA OMEGA, De Paul—1949, 1951, 1952, 1953, 1954, 1955, 1956, 1957
- BETA GAMMA, South Carolina—1948, 1956, 1957
- BETA EPSILON, Oklahoma—1940, 1941, 1956
- BETA ETA, Florida—1932, 1950, 1956, 1957
- BETA THETA, Creighton—1948, 1949, 1950, 1951, 1952, 1954, 1955, 1957
- BETA IOTA, Baylor—1941, 1942, 1952, 1957
- BETA KAPPA, Texas—1939, 1942, 1947, 1949, 1950
- BETA LAMBDA, Alabama Poly.—1954
- BETA XI, Rider—1948, 1949, 1950, 1951, 1952, 1953, 1955, 1956, 1957
- BETA OMICRON, Rutgers—1940, 1947, 1948, 1949, 1950, 1951, 1953, 1954, 1956
- BETA PI, Kent State—1948, 1949, 1950, 1952, 1953, 1956
- BETA RHO, Rutgers—1953, 1954, 1956
- BETA SIGMA, St. Louis—1955, 1956
- BETA TAU, Western Reserve—1948, 1949, 1951
- BETA UPSILON, Texas Tech.—1950, 1952, 1953, 1955, 1956, 1957
- BETA PHI, Southern Methodist—1953
- BETA CHI, Tulsa—1954, 1956
- BETA PSI, Louisiana Poly.—1950, 1956, 1957
- BETA OMEGA, U. of Miami—1953, 1954, 1955, 1957
- GAMMA DELTA, Mississippi—1950, 1953, 1955, 1956
- GAMMA ZETA, Memphis State—1956, 1957
- GAMMA ETA, Omaha—1950, 1951, 1956, 1953, 1955, 1957
- GAMMA THETA, Wayne State—1950, 1951, 1952
- GAMMA IOTA, New Mexico—1955, 1957
- GAMMA KAPPA, Michigan State—1950, 1951, 1952, 1953, 1954, 1955, 1956
- GAMMA MU, Tulane—1951, 1952, 1953, 1954, 1955, 1957
- GAMMA XI, Santa Clara—1951, 1953, 1954, 1955, 1956
- GAMMA OMICRON, San Francisco—1952, 1953, 1954, 1955, 1956
- GAMMA PI, Loyola—1952, 1953, 1954, 1955, 1956
- GAMMA RHO, Detroit—1955, 1956, 1957
- GAMMA SIGMA, Maryland—1954, 1957
- GAMMA TAU, Mississippi Southern—1953
- GAMMA UPSILON, Babson—1952
- GAMMA PHI, Texas Western—1955
- GAMMA PSI, Arizona—1957
- GAMMA OMEGA, Arizona State—1953, 1957
- DELTA EPSILON, North Texas State—1955, 1956

### 1958 Winners

Life Memberships in Delta Sigma Pi were awarded to the following presidents of the 32 chapters that tied for first place in the 1958 Chapter Efficiency Contest:

- FRANK T. CASH, Kappa—Georgia State
- CARL C. HEISTER, Nu—Ohio State
- THOMAS L. GLAZA, Xi—Michigan
- \*GEORGE H. PENLAND, Pi—Georgia
- \*HAL S. CRAWFORD, Pi—Georgia
- JOHN A. THIELMAN, Chi—Johns Hopkins
- \*CHARLES E. PULLEN, Alpha Beta—Missouri
- \*ALAN POWERS, Alpha Beta—Missouri
- J. WESLEY BERGEE, Alpha Gamma—Penn. State
- LAWRENCE D. ACKERMAN, Alpha Eta—South Dakota
- JOHN N. FORD, Alpha Iota—Drake
- JOSEPH L. KEPLER, Alpha Kappa—Buffalo
- \*DONALD B. GENTRY, Alpha Rho—Colorado
- \*LAWRENCE J. BAIN, Alpha Rho—Colorado
- FRED I. PALMER, II, Alpha Sigma—Alabama
- WILLIAM A. SCHWARTZ, Alpha Upsilon—Miami
- \*WILLIAM J. HUNSUCKER, Beta Gamma—South Carolina
- \*ROBERT J. LAHM, Beta Gamma—South Carolina
- \*JOHN J. FLYNN, Beta Eta—Florida
- \*CHARLES D. FLEMING, Beta Eta—Florida
- ROBERT J. HOLMBERG, Beta Theta—Creighton
- ROBERT A. AHRENS, Beta Pi—Kent State
- O. PEDER HASLESTAD, Beta Rho—Rutgers
- THOMAS S. DIEL, Beta Sigma—St. Louis
- DONALD E. LEDWIG, Beta Upsilon—Texas Tech
- JACK D. BARNETT, Beta Psi—Louisiana Poly.
- \*HAROLD J. BYRD, Beta Psi—Louisiana Poly.
- \*ROBERT L. REGISTER, Beta Omega—U. of Miami
- \*WILLIAM G. HOOVER, Beta Omega—U. of Miami
- \*JOSEPH H. JOHNSTON, III, Gamma Zeta—Memphis State
- \*OMER N. AVEY, Jr., Gamma Zeta—Memphis State
- RICHARD H. GOLDSTEIN, Gamma Eta—Omaha
- \*LARRY JOE COOK, Gamma Mu—Tulane
- \*EDGAR W. HEAD, Gamma Mu—Tulane
- DAVID M. RUDOLPH, Gamma Xi—Santa Clara
- JOSEPH J. ZAHAITIS, Jr., Gamma Pi—Loyola
- LEON R. DENNING, Gamma Rho—Detroit
- \*JOSEPH S. CARR, Gamma Sigma—Maryland
- \*EDMUND E. SKYFRIED, Jr., Gamma Sigma—Maryland
- EMIL E. SCHUSTER, Gamma Omega—Arizona State
- CHARLES L. GREENE, Delta Zeta—E. Carolina State
- GEORGE D. PECK, Delta Iota—Florida Southern

\* 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.

each division, thus a final standing of 100,000 points indicates a perfect record for the year's work. Points are awarded for the many various phases of chapter activities, such as: professional meetings, individual and chapter scholarship, pledge training, professional tours, chapter publicity, chapter newsletters, the proper handling of finances, collection of dues, payment of bills.



TO ANNOUNCE its meetings and other important events Nu Chapter at Ohio State University has constructed this attractive bulletin board.

### Delta Sigma Pi Key Recognizes Scholarship

ONCE AGAIN during this past college year the outstanding male senior in the college of commerce and business administration was recognized for his scholastic achievement by Delta Sigma Pi. Over 90 gold Scholarship Keys were awarded this past year at colleges and universities where we maintain chapters. We are proud to state that a goodly number of these keys were won by Deltasigs in competition with the balance of the men in the college.



BOWLING, GOLF, AND THEN SNOW was the schedule of events at the Spring Retreat of Beta Upsilon Chapter at Texas Tech in Lubbock. Bowlers are, left to right, R. A. Harris, Del Hartley and Ed Munford. The golfers pictured are: Bob Lynch, Kent North, R. A. Harris, Watson Moore and Jim Childs. The future snowman is Doyle Conine.



### Snow and Fun Highlight Beta Upsilon Spring Retreat

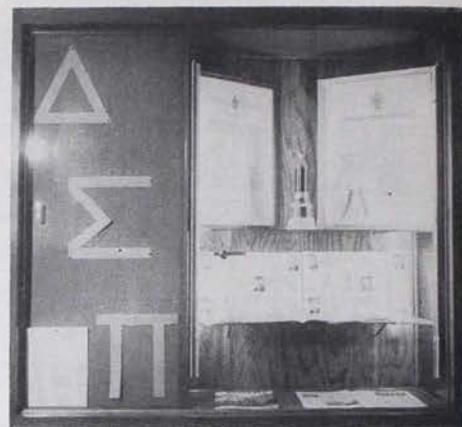
BETA UPSILON CHAPTER at Texas Tech held its annual retreat the second week end of April. Nearby chapters at New Mexico and at Texas Western were invited to join Beta Upsilon Chapter in this retreat, but due to a 22 inch snowfall in Albuquerque, New Mexico, the brothers from Gamma Iota Chapter were unable to make the trip, and the boys from Gamma Phi Chapter had previous commitments. The retreat was held in Ruidoso, New Mexico at the Blue Spruce Motel. Twenty-four members and 11 neophytes attended from Beta Upsilon Chapter, and were housed in cabins with kitchenettes (for those who could cook) showers, and plenty of blankets.

Friday night was spent looking over the town, bowling and other games, and in discussion about the activities for the coming year. The main attraction to the brothers and pledges was Leck's Lanes, a recreation center with bowling alleys, billiard tables, snooker tables, and table tennis.

After a hard rain Friday night, Saturday dawned cloudy and cold, but that did not dampen the spirits of the brothers from Beta Upsilon Chapter. A planned sight-seeing trip to the top of the mountain had to be called off as the road was blocked by snow. Saturday afternoon Brother Ray Gressett was sent home to take care of his measles case.

The golf tournament also had to be cancelled due to snow, but a few practice shots and a little putting were managed before the snow covered the ground. The tournament will be held later in Lubbock. The bowling tournament was held Saturday night, and was won by Brother Ed Munford with a 509 series, second was Brother Bill White with 498, and third was Brother Jack Tice with 488.

All of the brothers and neophytes planned to attend church together on Sunday, but the snow was getting deep and it was decided to leave as early as possible so as not to get snowed in. All arrived home safely but with regret that the brothers from Gamma Phi and Gamma Iota Chapters could not have shared the week end activities.



AT A PROMINENT SPOT in the hall of the College of Commerce at the State University of Iowa can be seen this attractive trophy case which contains the exhibit of our Epsilon Chapter there.

### Directory of Graduates Makes Ninth Appearance

ONCE AGAIN the National Committee on Alumni Placing Service will publish the Directory of Graduates of Delta Sigma Pi. This Directory, which is in its ninth edition, will contain the data on seniors of Delta Sigma Pi who are graduating during this college year and who are seeking employment. In the past over 2500 copies of this Directory have been distributed annually to personnel administrators of top firms throughout the country. Several score of Deltasigs have obtained positions as a result of contacts made through the Directory and Delta Sigma Pi has become recognized by the business world as a source for outstanding men trained in the field of business administration.

This Directory is also available to alumni who are seeking to improve their positions. A copy of the Directory may be secured for business use by writing on a company letterhead to The Central Office of Delta Sigma Pi, 330 South Campus Avenue, Oxford, Ohio.

### Delta Sigma Pi Conducts Sixteenth Biennial Survey

DELTA SIGMA PI is currently conducting its Sixteenth Biennial Survey of Universities Offering an Organized Curriculum in Commerce and Business Administration. The last such Survey, published in 1956 contained the statistics for 185 schools and colleges of commerce in the United States, Canada, Hawaii, and Puerto Rico. It is anticipated that the Sixteenth Survey will include over 300 institutions. This Survey has been authorized by the Standards Committee of the American Association of Collegiate Schools of Business.

The Survey contains data relative to enrollment, tuition, degrees granted, placement and research program, graduate students, etc. Copies of the Sixteenth Biennial Survey may be had, when available, by writing The Central Office of Delta Sigma Pi, 330 South Campus Avenue, Oxford, Ohio.



# DIRECTORY

## Alumni Clubs

ALBUQUERQUE, New Mexico—Pres.: Kenneth E. Sutton, Jr., 2616 Vermont, N. E. Albuquerque, N.M.

ATLANTA, Georgia—Pres.: James R. Arial, 1355 N. Highland Ave., N.E., Atlanta, Georgia.

BALTIMORE, Maryland—Pres.: Hugh G. Monaghan, 411 Range Rd., Baltimore 4, Md.

BIRMINGHAM, Alabama—Pres.: George E. Kiziah, c/o Connecticut Mutual Life Ins. Co., Brown-Marx Bldg., Birmingham, Alabama.

BUFFALO, New York—Pres.: Robert K. Platek, 453 Amherst, Buffalo 7, N.Y.

CHARLOTTE, North Carolina—Pres.: William N. Kinney, 1015 Habersham Dr., Charlotte, N.C.

CHICAGO, Illinois—Pres.: Lou Saksefski, 431 Indianwood Blvd., Park Forest, Ill.

CINCINNATI, Ohio—Pres.: Rocco A. Domino, 1714 Dale Rd., Cincinnati, Ohio.

CLEVELAND, Ohio—Pres.: John G. Addams, 5198 Harmony Lane, Willoughby, Ohio.

COLUMBIA, South Carolina—Pres.: William N. Bowen, 1608 Two Notch Rd., Columbia, S.C.

DALLAS, Texas—Pres.: H. Cecil Hicks, 1411 Carson Street, Dallas, Texas.

DENVER, Colorado—Pres.: Harry G. Hickey, 643 Olive St., Denver, Colo. Phone: Dexter 6489.

DETROIT, Michigan  
Theta—Pres.: Donald R. Nelson, 8840 MacKinaw, Detroit 4, Mich. Phone: TYS 0624.  
Gamma Theta—Pres.: John A. Brenneman, 665 W. Warren, Apt. B-28, Detroit, Mich.  
Gamma Kappa—Pres.: Leonard Rynski, 9015 Arnold Ave., Detroit 39, Mich.  
Gamma Rho—Pres.: John P. Paul, 14910 Arlington, Allen Park 12, Mich. Phone: WA. 8-6417.

EL PASO, Texas—Sec.: Maynard O. Traeder, 4224 Broadddus, El Paso, Texas.

HOUSTON, Texas—Pres.: Sam Moore, 1318 Bob White, Bellaire, Texas.

KANSAS CITY, Missouri—Pres.: Carl E. Bolte, Jr., 836 W. 57th Terrace, Kansas City 13, Mo.

LINCOLN, Nebraska—Pres.: Jerry L. Snyder, 211 G Street, Lincoln, Nebraska.

LOS ANGELES, California—Sec.: Bill Siney, 11697 Sunshine Terrace, Studio City, Calif.

LUBBOCK, Texas—Pres.: D. Elwood Allen, 1509 88th, Lubbock, Texas.

MEMPHIS, Tennessee—Pres.: George Ragland, 1722 Martha Dr., Memphis, Tenn.

MIAMI, Florida—Pres.: Daniel S. McNamara, 3301 S.W. 76th Ave., Miami, Florida.

MILWAUKEE, Wisconsin—Pres.: Robert Nicholson, 2159 N. 69th St., Milwaukee, Wis.

NEWARK, New Jersey—Pres.: Carl R. Michel, Raritan Gardens, 690 Chester Circle, New Brunswick, N.J.

NEW ORLEANS, Louisiana—Pres.: Albert L. Meric, 1822 S. Lopez St., New Orleans, La.

NEW YORK, New York—Pres.: James Clyne, 7901 Colonial Rd., Brooklyn, N.Y.

OKLAHOMA CITY, Oklahoma—Pres.: Howard J. Vanhook, Jr., 1521 S.W. 67th St., Oklahoma City, Okla.

OMAHA, Nebraska—Pres.: Walter D. Jahn, 2419 N. 45th Avenue, Omaha, Nebraska.

PHILADELPHIA, Pennsylvania—Pres.: William Sarka, 111 Thomas Ave., Broomall, Pa.

PITTSBURGH, Pennsylvania—Pres.: Joseph Schewe, 567 Celeron St., Pittsburgh, Pa. Phone: CH 1-2289.

PHOENIX, Arizona—Pres.: Allen J. Greb, 735 W. 1st Pl., Mesa, Ariz.

SAN FRANCISCO, California—Pres.: Albert Baggiani, 160 Newman Street, San Francisco 10, Calif.

TRENTON, New Jersey—Pres.: William W. Sapp, Clover Hill Apts. 19C, Mt. Holly, N.J.

TWIN CITIES, Minneapolis and St. Paul, Minnesota—Pres.: Jerome H. Swenson, 5403 Holiday Rd., Hopkins, Minn.

## The Grand Council

*Grand President:* HOMER T. BREWER, *Kappa-Georgia*, 808 Southern Railway Bldg., 99 Spring St. S.W., Atlanta 3, Georgia.

*Executive Director:* J. D. THOMSON, *Beta-Northwestern*, 330 South Campus Ave., Oxford, Ohio

*Director of Business Education:* WALTER A. BROWER, JR., *Beta Xi-Rider*, Bartram Ave., Mt. Holly, N.J.

*Director of Eastern Region:* ROBERT O. HUGHES, *Beta Nu-Pennsylvania*, 6 Rutledge Ave., Box 196, Rutledge, Pa.

*Director of Southeastern Region:* MONROE M. LANDRETH, JR., *Alpha Lambda-North Carolina*, 100 Placid Pl., Charlotte 7, N.C.

*Director of East Central Region:* ROBERT F. ANDREE, *Beta Tau-Western Reserve*, 2094 Lakeview Ave., Rocky River, Ohio

*Director of Central Region:* FRANK A. GERACI, *Zeta-Northwestern*, 4928 Randolph St., Hillside, Ill.

*Director of South Central Region:* V. BURT WAITE, *Gamma Delta-Mississippi State*, Box 944, c/o T. E. Lott & Co., Columbus, Miss.

*Director of Midwestern Region:* HENRY C. LUCAS, *Alpha Delta-Nebraska*, 408 S. 18th St., Omaha, Neb.

*Director of Southwestern Region:* JOE M. HEFNER, *Beta Upsilon-Texas Tech.*, 3103 42nd St., Lubbock, Tex.

*Director of Inter-Mountain Region:* D. H. CHANDLER, *Gamma Iota-New Mexico*, Box 64, Farmington, N.M.

*Director of Western Region:* BURELL C. JOHNSON, *Alpha Sigma-Alabama*, National Cylinder Gas Co., 1588 Doolittle Dr., San Leandro, Calif.

*Director-at-Large:* FRANKLIN A. TOBER, *Alpha Kappa-Buffalo*, 123 Highgate Ave., Buffalo 14, N.Y.

*Past Grand President:* J. HARRY FELTHAM, *Chi-Johns Hopkins*, Robert Garrett & Sons, Baltimore 3, Md.

## The Central Office

330 South Campus Avenue, Oxford, Ohio.  
Phone Oxford 3-4178

*Executive Director:* J. D. Thomson

*Staff Members:* Peg Donovan, Jane Lehman, Jane Nelson, Peg Whitelaw, Merriman Parks, Sandra Timm.

## Grand Secretary Treasurer Emeritus

H. G. Wright, *Beta-Northwestern*, 222 W. Adams St., Chicago 6, Ill.

## National Committees Executive Committee

*Chairman:* HOMER T. BREWER, *Kappa-Georgia*, 808 Southern Railway Bldg., 99 Spring St. S.W., Atlanta 3, Ga.

*Members:* ROBERT F. ANDREE, *Beta Tau*, 2094 Lakeview Ave., Rocky River, Ohio; J. HARRY FELTHAM, *Chi*, Robert Garrett & Sons, Baltimore, Md.; FRANKLIN A. TOBER, *Alpha Kappa*, 123 Highgate Ave., Buffalo, N.Y.

## Alumni Activities

*Chairman:* FRANKLIN A. TOBER, *Alpha Kappa*, 123 Highgate Ave., Buffalo, N.Y.

*Members:* MAX BARNETT, *Gamma Mu*; JEROME JOHANNES, *Alpha Kappa*; JOHN PAUL, *Gamma Rho*; CHARLES SCHNABEL, *Alpha Theta*.

## Alumni Placing Service

*Chairman:* HENRY C. LUCAS, *Alpha Delta*, 408 S. 18th St., Omaha, Neb.

*Members:* RAYMOND A. PETER, *Beta Theta*; FLOYD E. WALSH, *Epsilon*.

## Life Membership

*Chairman:* JEROME J. JOHANNES, *Alpha Kappa*, 685 LaSalle Ave., Buffalo, N.Y.

*Members:* JACK BARRETT, *Alpha Kappa*; ROBERT NICHOLSON, *Delta*; NORMAN SCHLIFKE, *Alpha Kappa*; RUDY WEBER, *Beta*.

## Grand Chapter Congress

*Chairman:* CHARLES V. SCHNABEL, *Alpha Theta*, 6051 Capri Dr., Cincinnati 11, Ohio.

## Past Grand Presidents

\*W. N. Dean, *Alpha-New York* . . . 1914  
P. J. Warner, *Alpha-New York* . . . 1914-1915  
\*H. C. Cox, *Alpha-New York* . . . 1915-1916  
F. J. McGoldrick, *Alpha-New York* . . . 1916-1917  
\*C. J. Ege, *Alpha-New York* . . . 1917-1920  
H. G. Wright, *Beta-Northwestern* 1920-1924  
\*C. W. Fackler, *Epsilon-Iowa* . . . 1924-1926  
H. O. Walther, *Psi-Wisconsin* . . . 1926-1928  
\*R. C. Schmidt, *Theta-Detroit* . . . 1928-1930  
E. L. Schujahn, *Psi-Wisconsin* . . . 1930-1936  
\*E. D. Milener, *Chi-Johns Hopkins* . . . 1936-1939  
J. L. McKewen, *Chi-Johns Hopkins* . . . 1939-1945  
K. B. White, *Gamma-Boston* . . . 1945-1947  
\*A. L. Fowler, *Beta Nu-Pennsylvania* . . . 1947-1949  
\*W. C. Sehm, *Alpha Epsilon-Minnesota* . . . 1949-1951  
H. B. Johnson, *Kappa-Georgia* . . . 1951-1953  
R. G. Busse, *Beta Omicron-Rutgers* . . . 1953-1955  
J. H. Feltham, *Chi-Johns Hopkins* 1955-1957

\* Deceased

## Chapter Roll

### EASTERN REGION

REGIONAL DIRECTOR: ROBERT O. HUGHES, *Beta Nu*, 6 Rutledge Ave., Box 196, Rutledge, Pa.

DISTRICT DIRECTORS: ALBERT O. MERRILL, *Gamma Upsilon*, Stonelea, Old Marlboro Rd., North Sudbury, Mass.  
M. JOHN MARKO, *Beta Rho*, 33 DeHart Pl., Elizabeth, N.J.

BABSON (Gamma Upsilon, 1951), BABSON INSTITUTE OF BUSINESS ADM., BABSON PARK, BOSTON, MASS.  
President: GEORGE J. HUNTER, 648 Hammond St., Chestnut Hill 67, Mass.  
Advisor: WALTER H. CARPENTER, 31 Taylor St., Needham, Mass.

**BOSTON COLLEGE** (Delta Kappa 1957), COLLEGE OF BUSINESS ADM., CHESTNUT HILL, MASS.  
 President: JAMES MCCORMACK, Boston College, Chestnut Hill 67, Mass.  
 Advisor: FREDERICK J. ZAPPALLA, 1970 Commonwealth Ave., Boston, Mass.

**BOSTON** (Gamma, 1916), COLLEGE OF BUSINESS ADM., BOSTON, MASS.  
 President: RICHARD FLYNN, 58 Carleton Rd., Belmont, Mass.  
 Advisor: CARL EVERBERG, 755 Commonwealth Ave., Boston, Mass.  
 Chapter Quarters: 247 Kent St., Brookline, Mass.

**GEORGETOWN** (Mu, 1921), SCHOOL OF FOREIGN SERVICE, WASHINGTON, D.C.  
 President: BARRY L. PETERS, 2721 Adams Mill Rd., N.W., Washington, D.C.  
 Advisor: PAUL R. LOCHER, 4822 Rodman St., N.W., Washington, D.C.  
 Chapter Quarters: 2731 Woodley Pl., N.W., Washington, D.C.

**JOHNS HOPKINS** (Chi, 1922), SCHOOL OF BUSINESS, BALTIMORE, MD.  
 President: NORBERT F. VASIL, 2502 Park Trail Rd., Baltimore 14, Md.  
 Advisor: MILTON BOWERSOX, 1526 Kingsway Rd., Baltimore 18, Md.

**MARYLAND** (Gamma Sigma, 1950), COLLEGE OF BUSINESS AND PUBLIC ADM., COLLEGE PARK, MD.  
 President: ROBERT E. MORELAND, 8009 15th Ave., W. Hyattsville, Md.  
 Advisor: DR. ALLAN J. FISHER, Dept. of Business Adm., University of Maryland, College Park, Md.

**NEW YORK** (Alpha, 1907), SCHOOL OF COMMERCE, ACCOUNTS, AND FINANCE, NEW YORK, N.Y.  
 President: ARTHUR A. TONJES, 19 Westmoreland Dr., Yonkers 5, N.Y.  
 Advisor: JAMES C. DRURY, N.Y.U. School of Commerce, Accts. & Finance, New York, N.Y.  
 Chapter Quarters: 133 W. 3rd St., New York, N.Y.

**PENNSYLVANIA**, U. OF (Beta Nu, 1932), THE WHARTON SCHOOL OF FINANCE AND COMMERCE AND EVENING SCHOOL OF ACCOUNTS AND FINANCE, PHILADELPHIA, PA.  
 President: DOUGLAS J. COOPER, Rittenhouse Savoy, Rittenhouse Sq., Philadelphia, Pa.  
 Advisor: FRANK L. STRONG, 6000 Baltimore Ave., Philadelphia, Pa.

**PENN STATE** (Alpha Gamma, 1923), COLLEGE OF BUSINESS, UNIVERSITY PARK, PA.  
 President: ROBERT DREXLER, 351 E. Fairmont Ave., State College, Pa.  
 Advisor: FRANKLIN H. COOK, 325 W. Park Ave., State College, Pa.

**RIDER** (Beta Xi, 1934), COLLEGE OF BUSINESS ADM., TRENTON, N.J.  
 President: KEN MATHERS, 909 Bellevue Ave., Trenton, N.J.  
 Advisor: WALTER BROWER, Bartram Ave., Mount Holly, N.J.  
 Chapter Quarters: 909 Bellevue Ave., Trenton, N.J.

**RUTGERS** (Beta Omicron, 1937), SCHOOL OF BUSINESS ADM., NEWARK, N.J.  
 President: GEORGE M. SHACKLETON, 113 Third Ave., Newark, N.J.  
 Advisor: HOWARD P. NEU, 522 Warren St., Scotch Plains, N.J.  
 Chapter Quarters: 38-40 Park Pl., Newark, N.J.

**RUTGERS** (Beta Rho, 1942), UNIVERSITY COLLEGE, NEWARK, N.J.  
 President: ANDREW GESSNER, 194 Beverly Hill Rd., Clifton, N.J.  
 Advisor: WILLIAM W. MYERS, 23 Woodcrest Dr., Livingston, N.J.

**TEMPLE** (Omega, 1923), SCHOOL OF BUSINESS AND PUBLIC ADM., PHILADELPHIA, PA.  
 President: FELICE ROCCA, 1841 N. Park Ave., Philadelphia 22, Pa.  
 Advisor: WILLARD MOORE, 1841 N. Park Ave., Philadelphia, Pa.  
 Chapter Quarters: 1841 N. Park Ave., Philadelphia, Pa.

## SOUTHEASTERN REGION

REGIONAL DIRECTOR: MONROE M. LANDRETH, JR., Alpha Lambda, 100 Placid Pl., Charlotte, N.C.

DISTRICT DIRECTORS: WILLIAM J. SMITH, Kappa, 1211 West Robinson St., Orlando, Fla.  
 ALVIN T. GEORGE, Kappa, 1591 Indian Creek Dr., Clarkston, Ga.  
 WILLIAM N. BOWEN, Treasurer's Office, University of South Carolina, Columbia, S.C.

**EAST CAROLINA** (Delta Zeta, 1955), DEPARTMENT OF BUSINESS EDUCATION, GREENVILLE, N.C.  
 President: EDGAR M. DELAMAR, Box 745, East Carolina College, Greenville, N.C.  
 Advisor: W. W. HOWELL, 1105 Rock Springs Rd., Greenville, N.C.

**EAST TENNESSEE** (Delta Xi, 1958), DEPARTMENT OF BUSINESS ADMINISTRATION, JOHNSON CITY, TENN.  
 President: WILLIAM J. JONES, Rt. 3, Box 297, Erwin, Tenn.  
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Chapter Quarters: 302 University Dr., Kent, Ohio.

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Advisor: EDWARD I. CRAWFORD, 4471 Normandy Rd., Memphis, Tenn.  
Chapter Quarters: Room No. 329, Memphis State College, Memphis, Tenn.

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Advisor: JACK STEELE, 1421 W. 22nd Terr., Lawrence, Kan.

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Chapter Quarters: 1029-4th St., S.E., Minneapolis, Minn.

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Advisor: ROBERT E. McNATT, 1406 W. Hickory, Denton, Tex.

Chapter Quarters: 1406 W. Hickory, Denton, Tex.

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Advisor: ALEX J. SIMON, 1034 W. Boyd, Norman, Okla.

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Advisor: JOHN LYMBERPOPOULOS, 2210 San Antonio, Austin 12, Tex.

Chapter Quarters: Student Union Building, SMU, Austin, Tex.

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Advisor: R. L. ROUSE, 3713 43rd St., Lubbock, Tex.

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