

PHI KAPPA NEWS

University of Illinois Chapter of Alpha Chi Rho

Vol. II

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Number 4

Heavy Snow Blankets Campus



Considerable snow has fallen on the campus the past month, accompanied by cold weather and alternating slush and ice. University Hall can be made out in the background of this recent winter picture.

GRUBE GETTING DEGREE

Robert L. Grube '23 writes, "Hope to get my degree from U. S. C. in 1931. Glad to see this 'Who's Who'—hope everyone answers it." Bob is credit manager and purchasing agent for the Stephens-Adamson Manufacturing company of Los Angeles, California.

MANAGING AUBURN LABS

Leonard L. Dorschler '17, managing the Auburn laboratories of Chicago, is living at 1520 East 84th place, Chicago.

WORKING ON THE ILLINI

Postulant King Lantz, who transferred to the campus this fall from Knox, and Brother Wayne Morgan are working hard on the editorial staff of The Daily Illini this year.

LIKES THE NEWS

H. Adair Webb '23 sends this good word: "That News is sure great—keep it up. I sure enjoy it." Dee is salesman with the Goodyear Tire & Rubber company in Elmhurst, Illinois. His home is at 256 Niagara avenue.

Alumni Response To Contribution Plea Is Excellent

**SMALL ARTICLE IN NEWS
BRINGS CONTRIBUTIONS
QUICKLY**

We are mighty proud that so many saw the small box article in the last issue of The News, asking for help in the financing of our alumni contact, and acted upon its suggestion.

This month we are enclosing a letter with The News so everyone's attention will be attracted to our request. Keeping up the alumni contact work as we would like (and as we hope you like) makes an extra expense on the chapter, so we are asking the alumni to help us financially. Please send your contribution today that we may know we have your support.

Eight alumni responded to the request, sending contributions: Stan Hanssen, Marsh Sweeney, Dick Grenley, Ray Ward, Ben Smith, Fritz Klinkman, Hank Goddard and Dee Webb.

NOW'S TIME TO SUGGEST GOOD MAN FOR PLEDGING

Alumni knowing of desirable students entering the University for the second semester whom they would like to recommend to the active chapter for pledging are urged to send recommended men's names and home addresses to us immediately. Also, since the chapter is always anxious to learn of good candidates for pledging, the names of desirable students now in the University who are not members of other fraternities will also be received with appreciation. Men recommended to the chapter now will be given particularly close attention.

JOINS JOURNALIST HONORARY

Victor Sholis, junior in the active chapter who is a news editor on The Daily Illini, has recently been initiated a member of Sigma Delta Chi, journalistic fraternity.

Marsh Sweeney Counted as Loyal Phi Kappa Man

YOUNG ALUMNUS PERFORMS REAL JOB AS ASSOCIATION TREASURER

Always to be counted among Phi Kappa's most active and dependable alumni is Marsh Sweeney '25 of Chicago, who since graduation from the University has made an excellent secretary-terasurer for the chapter's building association.

In his job, having taken literally a sick dog and made a healthy canine out of it, he has probably derived considerable satisfaction. He explains it in a more modest way, however. "My relations with the boys in the resident chapter have amply rewarded me for any thing I may ever do in a constructive way for the fraternity," he has written.

Respected in House

As an undergraduate in the house and since, he has always had the high respect of Phi Kappa's members. Today, the men of the active chapter feel he is one of the alumni they could turn to first for help and suggestions. He is popular, a capable officer and an efficient worker.

In the business world, A. G. Becker and Company, one of Chicago's leading stock and bond houses, is appreciating his services as an assistant cashier. He was married in 1925 to Miss Frances Haines and is the proud parent of a potential Alpha Chi Rho, Stuart Haines Sweeney, now a little more than a year old.

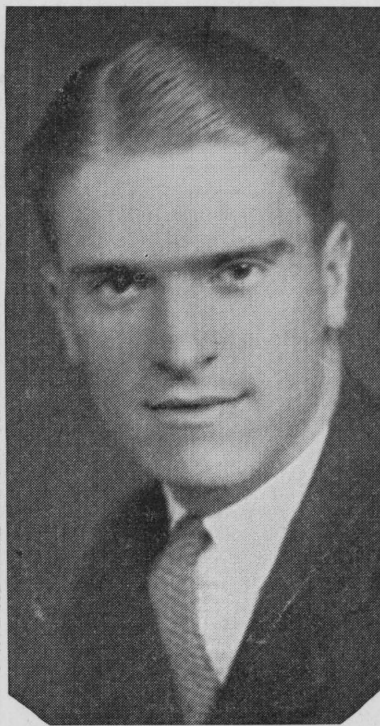
Was Prominent Athlete

It is not forgotten, either, that he made quite a record for himself in track while in college. He won three letters in the broadjump, held the Illinois record for some time and still holds the Iowa indoor record. He was a prominent member of the famous 1924 Illinois track team, often acclaimed by sports writers as one of the greatest collegiate track teams of history. And, besides this he had a hand in helping the house win two bowling cups and three baseball cups in intramural competition.

COACH IN EVANSVILLE

Daniel O. Howard '24 is in Evansville, Indiana, as athletic coach in Central high school. He is living at 704 Southeast First street.

Active Alumnus



MARSH SWEENEY '25, former University track star, now assistant cashier of A. G. Becker & Company of Chicago, is one of Phi Kappa's most enthusiastic alumni, serving now as secretary-treasurer of the chapter building association.

Convention to Meet At Ithaca In Fall

Alpha Chi Rho's 1930 convention will be held from September 10 to 13 at Cornell university, Ithaca, New York. Its date, announces The Garnet and White, has been changed, to place it during the vacation season, that attendance might be less of a hardship on those who always are present and in the hope that the change would be an incentive to those who might attend were the season more opportune. Accommodations in Ithaca during this time of the year are plentiful and inexpensive, it is announced further. Alumni may begin now to count upon attending.

"The News is a great sheet," writes Harold P. Owen '18, chief engineer with the H. P. Gould company of Chicago. He has his home at 7639 Eastlake terrace.

Secretary Wilbur Tells Fraternities How to Progress

STANFORD PRESIDENT'S TALK BEFORE CONFERENCE GIVEN ATTENTION

An extemporaneous talk by Ray Lyman Wilbur, Secretary of the Interior and president of Leland Stanford university, at the 20th annual meeting of the Interfraternity Conference, a month ago in New York, is one of the greatest topics of conversation in interfraternity circles at this time.

Not a fraternity man himself and generally considered to be opposed to Greek letter organizations, Wilbur surprised the Conference by complimenting the progress of the fraternity system in the past 50 years and by keenly pointing out the development the system must take in the future if it is to continue to make good.

"Loyalties that Hold"

"Fraternities must now go on to a higher level," he advised after indicating the trend of the worth while college men to become more balanced and equipped with better taste, "and they must keep in their organizations those values that have attracted the loyalty and the interest of the adolescent. It can be done. Loyalties of youth are the firm loyalties that hold."

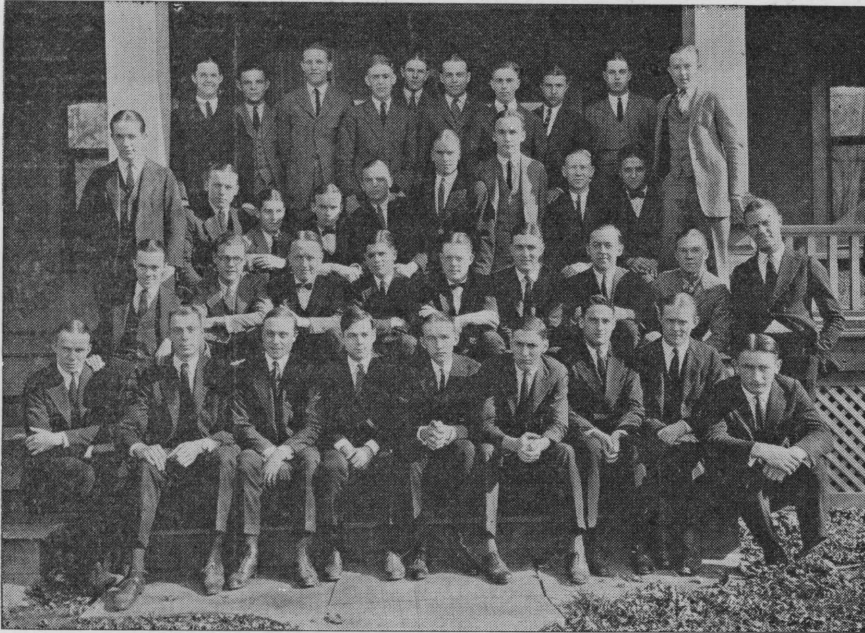
A higher appreciation of human dignity, realization that young men want to do something worth while, a balance between school work and outside interests, harmony with the essential facts of associated life . . . which Mr. Wilbur terms "seasoning" . . . are some of the needs for the progressing fraternity, he pointed out.

How to Go Ahead

"If you can get by the more or less amateurish stage of management so that men as they go into professional work will not turn their backs on the fraternity houses, if you can hold in the fraternity house those wholesome conditions that make people want to go to a place and thoroughly enjoy it when they are at their best instead of their worst, then I think you can go right ahead serving this great democracy," he said.

Sixty-three national fraternities were represented at the Conference.

The Active Chapter of 1922



Reading from left to right: **Top row:** Price, Everett, Peirce, Goddard, Thurman, Sprouse, Meals, Evans, Wilson and Runyon. **Third row:** Smith, Popken, Pabst, Sears, Sturdivant, Sweeney, Pflieger, Austin, Hansen. **Second row:** Webb, Rice, Walbert, Moulton, Johnson, Capouch, Taylor, Bagley, Thompson. **Front row:** D. Howard, J. Howard, Livermore, Henning, Schooley, McClelland, Koerner, Nuessle, Melchoir.

Stan Hanssen Heads Home Furnishers

Stan L. Hanssen '16 is president of the National Home Furnishings association now holding its third annual exhibition at the Palmer house, Chicago, according to a news item noted recently in the Chicago Tribune.

Stan represents the Hanson Scale company located at 525 North Ada street, Chicago.

The show, in which little things that represent big savings in time and effort for the housekeeper are exhibited, is to remain open until January 29.

THERE'S GOOD COMPANY AT CHICAGO LUNCHEONS

Phi Kappa's alumni, whether living in Chicago or just passing through will always find good company for luncheon Friday noon at the Chicago Alumni club's weekly get-together in Marshall Field's grill. F. S. Astarita, 208 South LaSalle street, is secretary of the club. A number of Phi Kappa men can always be found at the luncheons.

GARNET AND WHITE USING ALUMNI NOTES FROM NEWS

Alumni news appearing in The Phi Kappa News is being used in The Garnet and White.

Thomas J. Frailey, graduate editor of The Garnet and White, has recently written about the News: "It is a particularly interesting publication . . . pleasing in style . . . it cannot fail to stimulate enthusiasm among the brothers.

"Alumni notes in the News, one of its most interesting features are in proper form to be used in the Garnet and White and portions thereof have already been forwarded for publication in the next issue. I want to commend you for such a praiseworthy publication."

DORM LIT UP

Three new lights of blue shade, which burn throughout the night, have been placed in the dormitory for the greater convenience of the active chapter members. The lights are too dim to keep one from sleeping and bright enough to enable one to find his bed without stumbling about.

Active Man Showing Architectural Talent

Warren "Buzz" Marshall, junior in the active chapter, has made quite a scholastic record for himself the past semester since entering the School of Architecture.

A student's progress in architecture depends upon his ability. Beginning as a freshman in the study last fall, "Buzz" is to be promoted to sophomore work next semester. Three of the five wash architectural plates he was required to finish the past semester have been given first mention; a distinctive achievement. The active chapter has taken considerable pride in his good work.

Bert Gerber, a recently initiated brother, is another in the house now enrolled in architecture. His reports show he is coming along fine, too.

A third Alpha Chi Rho representative studying architecture this year is John Somerville, a transfer from Madison, specializing in architectural engineering.

Pony Marshall '28 is clerk in the law firm of Cassels, Potter & Bentley, 1060 The Rookery, Chicago.

Sears '24 Directs Sales For Radio Publicity Bureau

**YOU'VE PROBABLY LISTENED
TO MANY PROGRAMS
HE'S SOLD**

Burt Sears '24 has a job in which many of the chapter will be interested, as vice-president in charge of sales for The Bureau of Broadcasting, Radio Digest, which is heralded as the national broadcast authority, and operated by the Radio Digest Publishing company.

The Bureau is the oldest and largest organization of its kind in United States and functions as a direct representative of all the radio broadcasting stations in the country. At the present time there are approximately 500 stations accepting commercial or advertising programs from the organization.

Brother Sear's company offers two kinds of programs: the straight announcements and the musical programs which are usually recored on Vitaphone discs, he informs us, at studios in New York or Hollywood. These discs furnish the advertiser with talent such as Al Jolson, Eddie Cantor, Belle Baker, Harry Lauder and others.

You've probably listened to his programs over the air many times. Among his clients are such organizations as Montgomery Ward, General Motors, Pret-O-Lite Battery, Purity Bakeries, Sears, Roebuck, Kalamazoo Stove company, Fels Naptha soap, the Pepsodent company. Radio advertising campaigns cost any amount from \$10,000 to \$750,000, Burt enlightens us, depending upon the extent of the advertiser's efforts to merchandise his product over the radio.

Incidentally Burt is listed in the new "Who's Who In Chicago."

BASSFORD GIVEN OFFICE

Charles H. Bassford of New York City, initiated into the fraternity at Trinity chapter and a member of the fraternity committee on expansion, was elected a member of the executive committee of the Interfraternity Conference at its annual meeting in his home city.



Burt Sears

Ogden Livermore '22 of the firm of Woodard and Livermore is in the real estate business at 230 West Huron street, Chicago. Brother Livermore has automotive engineering as a hobby and is the designer and builder of a special Dorris model.

Ralph McClelland '22 is a salesman with the Morris Paper Mills of Chicago. Brothers will recall that he married Miss Mildred Herrick, former Illinois student. They are living at 167 Seventh street, Hinsdale, Ill., having moved recently from Evanston.

"Come to California!" is the message that R. G. Thompson '22 sends to Phi Kappa brothers. "Bob" runs the Thompson Photo service, doing wholesale photo finishing, at 1346 Fifth avenue, San Diego, Calif. He is married to Miss LaRue Robertson '23, and they have two fine children, Gail, 5, and Marilyn, 2½.

Elwood Cole '19 is at present building a new airport in Peoria, Illinois, in connection with his E. C. Cole, Inc., Air-service. Brother Cole, who got his first taste of flying at Great Lakes Naval Training station in 1917 and who was later stationed at Key West, Florida, is now living at 140 Cole court, Peoria. He has two fine children, Virginia Dee, 7½, and Elwood B., Jr., 6.

Mark Corley '27, now secretary and office manager of the Procnier Safety Check company (18 South Clinton street, Chicago), is living at 232 South Maple avenue, Oak Park, Illinois. He is a charter member of the River Forest Country club.

Al Mann '22, associated with Block & Kuhl company of Decatur, Illinois, as manager of the tire and radio department, is at home at 1274 North Union street.

Dwight Nuessle '22 is a correspondent for the recently formed Continental Illinois Bank & Trust company of Chicago. He can be reached at the Lansing hotel, 1036 North Dearborn street.

Edgar Henning '22 writes, "I have just 'won my spurs' as a director by staging my first play on Broadway—'Charm' . . . you are to be congratulated on the newsy sheet you are

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getting out. I see Curly Walden from time to time and he helps keep me posted, too. Hope you will keep up the good work. . . ." Brother Henning, writing from Pittsburgh, lets us know that he can always be reached via his home address, 4815 Winthrop avenue, Chicago. In New York he can be found at 168 Clinton street, Brooklyn.

Bill Hansen '25, assistant sales manager for the Theme Hosiery company, Los Angeles, California, is a member of the Junior Chamber of Commerce of that city. He attended the University of California, after leaving Illinois, and was in 1925 a delegate to the Alpha Kappa Psi national convention.

Cliff Barnes '19, located at 159 Weber road, Columbus, Ohio, as a contract representative of the American Appraisal company, writes that he wants all Phi Kappa men to look him up when in Columbus and that he wants the Phi Kappa News sent him regularly. He is a co-author of a Bureau of Mines technical bulletin on gas purification.

Ira Sweeney '28, former varsity baseball star, is now with the Case Securities company at 137 South LaSalle, Chicago. He is living with his folks at 2261 Leland avenue, the same city.

Dick Grenley '27 is traffic engineer with the Illinois Bell Telephone company of Chicago, and is living in Oak Park, Illinois, at 212 West Washington street.

John P. Corley '26 is enthusiastic about his work and writes, "It pays to go to work with a young concern, if it is well financed. . . . It is interesting to move into a new territory and establish oneself as a first-comer." Brother Corley, now in Niles Center, Illinois, is with the Metropolitan District Realty trust as branch office manager.

Hank Goddard '25 is farming near Monmouth, Illinois. He is living at home at 217 South Third street.

Shorty Odell ex'31 sends us word he is in the insurance business, working for the Continental Assurance company, and living in Chicago at 3532 Rakeley street. His permanent address is still Grays Lake, Ill., however.