

# The DELTASIG Celebrates One Hundred Years!

**M**aking its debut in 1911, *The DELTASIG*, the official publication of Delta Sigma Pi, has seen many transformations in its century long history. Today, *The DELTASIG* incorporates the best elements from the past with the present and keeps brothers, collegiate and alumni alike, connected to the Fraternity.

*The DELTASIG* has been redesigned several times throughout its 100 year history. Beginning in 1907, and for several years thereafter, Delta Sigma Pi was simply a one-chapter fraternity with the only records of its activities consisting of meeting minutes. As the Fraternity began to initiate and graduate more men from Alpha Chapter, members began writing a confidential newsletter to keep brothers informed. This confidential newsletter, with existing copies dating back to early 1911, was the

predecessor of *The DELTASIG*.

In early 1912, the first issues of the Fraternity's official publication were published. The publication, which was at first published every other Wednesday, was known as *The DELTYSIG*. Later in 1912, the name was changed to *The DELTASIG*—which has remained the official name. *The DELTASIG* is currently published three times a year, but was not published on a regular basis in the early years. Early editors acknowledged this by heading each copy "*The DELTASIG: Published Every Once in Awhile.*"

During the first two years of *The DELTASIG*, all of its editors were from Alpha. These early brothers wrote about non-secret activities of the Fraternity, new positions and promotions received by alumni and lightheartedly mourned the "passing"

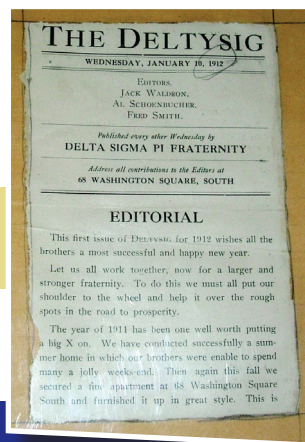
of a brother who got married. *The DELTASIG* also contained informative and entertaining bits of news about alumni. In addition, early issues contained professional articles and chronicled the history of the Fraternity.

Early highlights and other news and information in *The DELTASIG* were compiled by a number of different editors. The first issues were published by editors from Alpha who were later joined by editors from Beta, *Northwestern*, and Gamma, *Boston*.

For several years, the scenario worked well, but the Fraternity experienced a tremendous growth during the years 1920-24. During this time, we grew from three chapters to 32 under the leadership of Grand President H.G. "Gig" Wright. The 1920 Grand Chapter decided *The DELTASIG* would be published on a regular basis.

(continued on page 38)

1912



1911

Deltasig's first confidential newsletter, the predecessor for *The DELTASIG*, is published.

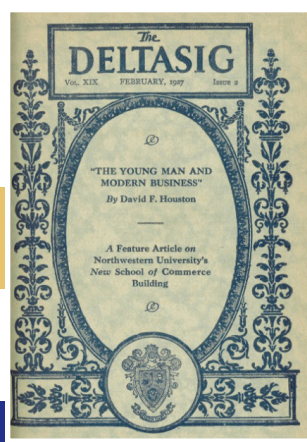
1912

First official issues of *The DELTYSIG* are published every other Wednesday (name later changed to *The DELTASIG*).

1914

An alumni group is mentioned for the first time in the magazine. The magazine is published four times a year.

1927



1917

The first issue of *The DELTASIG* printed, rather than mimeographed.

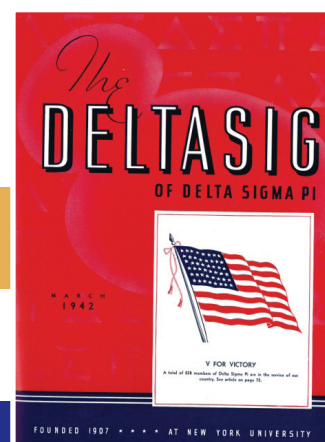
1918

The magazine begins listing brothers in the armed services.

1924

Grand Chapter Congress establishes the Central Office and H.G. "Gig" Wright became editor for 31 years. Regular feature articles and departments containing chapter and alumni news are instituted.

1942



1940

*The DELTASIG* is printed as a "regular size" magazine (similar to today's magazine).

1942

The magazine lists names of brothers in the armed services in a special war service edition.

1943

Deltasig has over 4,000 brothers serving during World War II making it impossible to maintain enough correct addresses to distribute the magazine and publication halted.

(continued from page 37)

The 1924 GCC saw the creation of the Central Office as well as the position of Secretary-Treasurer (Executive Director). H.G. Wright was elected unanimously to the position for what was to be a continuous term of 31 years. He also became the permanent editor of *The DELTASIG*, which had become a quarterly publication. Regular feature articles were instituted along with departments containing chapter and alumni news.

From 1924 until 1942, *The DELTASIG* had several design changes, but the content remained consistent, including articles of a professional nature, along with Fraternity, chapter and alumni news. In 1942, however, due to the growing number of alumni joining the armed forces during World War II, *The DELTASIG* again began containing lists of Deltasigs in the armed service as it had in 1918.

During World War II, only 11 chapters remained active. Along with the decline in the number of active chapters came a decline in income. It was seriously considered that the Central Office cease operations until after the war, but it was decided the Central Office would remain open and attempt to provide as many services as possible, including publishing *The DELTASIG*. However, in 1943, over 4,000 brothers were serving in the war, making it impossible to maintain

enough correct addresses to publish the magazine.

After the war, *The DELTASIG* resumed publication on a quarterly basis with the November 1946 issue—and with many of the same type of features and departments that appear today.

During a redesign in 1974, *The DELTASIG* saw the addition of color pages within the magazine; before, only the covers had been in color. In 1987, the magazine took on a new look to celebrate its 75th anniversary.

Another change came in 1993, when (for economic reasons) *The DELTASIG* became a tabloid style newspaper, with many topics and departments remaining the same. The glossy magazine that we see today was re-introduced in 2002. The most recent redesign brought the addition of departments like Fraternal Forum, On Campus, Beyond Campus and Water Cooler and has made *The DELTASIG* a more attractive, more readable and more professional looking publication.

Special issues of the magazine commemorating our diamond, golden, silver and centennial anniversaries have been published. The 64-page centennial celebration issue shared the history of the Fraternity, celebrated influential brothers and described the Leadership Foundation and its

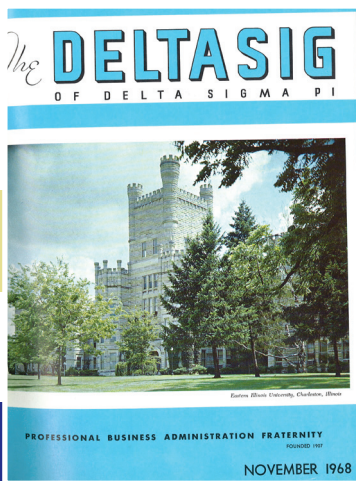
purpose. Historical photographs, biographies of the Founders and a list of past Grand Chapter Congresses were also included among other highlights.

Mike Walsh, *Miami-Ohio*, had primary responsibility for the magazine from 1981-90, remembers that just 30 years ago, copy for *The DELTASIG* was submitted by chapter members, volunteers and staff (as it is today), but it was edited and re-typed on a typewriter, mailed via the USPS to be typeset and then returned by mail to be put together by staff. This “in-house” design involved cutting up the typeset copy into paper strips, laying out the paper strips on two page master layout sheets and then physically pasting or taping those strips to the sheets.

Today, the magazine is created digitally and mails to almost 25,000 people including collegiate and alumni members, Fraternity leaders, business schools and Greek organization headquarters. It is also viewable online as a PDF or through a digital page-turning version. Throughout its history, *The DELTASIG* has received several awards from the Fraternity Communications Association (formerly the College Fraternity Editors Association).

*The DELTASIG* has proved to be timeless and for some, it may be their

1968



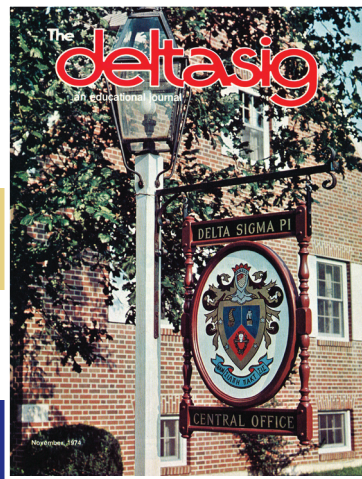
1946

Publication of *The DELTASIG* resumes in November. James D. Thomson is named the first Assistant Editor.

1950

*The DELTASIG* prints cover photographs of business schools where chapters are located and this continues until 1974.

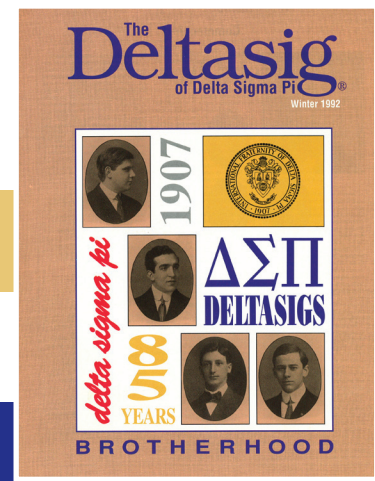
1974



1974

Color pages are added within the magazine (Until then, only the covers had been in color).

1992



1987

The title page is redesigned as well as titles for departments and features. *The DELTASIG* is mailed to 32,000 collegiate and alumni members, deans, businesses, libraries and other fraternities.

only tie to the Fraternity. We work to keep brothers connected through content including chapter and alumni news, articles noting the impact of Deltasig and professional advice, which have all remained essential parts of the magazine throughout its history.

"The DELTASIG remains the signature and flagship publication for the Fraternity because it is a tangible reminder for collegiate and

alumni members of all the programs, traditions and memories that are Delta Sigma Pi. It reinforces that personal connection we have with the Fraternity, what it has meant to us in the past, what it means to us now and what it means to thousands of others. At its anniversary, *The DELTASIG* remains relevant, binds us together and is one of our finest traditions," says Walsh. ▲

## "One Topic Stays the Same"

With the style of *The DELTASIG* changing several times, one thing has remained the same: Deltasig's commitment to professional development. "Give This Man an Interview!" published in March 1934 offered brothers advice for writing an application letter. The article states the application letter "is selling a product (your services) to a buyer (your prospective employer)" and explains that with the competition during the depression, it is more

important than ever to stand out. Tips for doing so include: typing the letter, using the best paper you can find, including references and proofreading.

More than 75 years later, similar articles published in March 2010 included "Beat Rejection Before it Beats You" and "10 Boilerplate Phrases That Kill Your Resumes." The articles offered guidance on landing your first job and perfecting your resume, showing Deltasig's dedication to professionalism.

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John B. Guernsey, *Alpha*  
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 Frederick A. Smith, *Alpha*  
 Philip J. Warner, *Alpha*  
 John J. Burke, *Alpha*  
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 Francis J. McGolderick, *Alpha*  
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 Brendan J. Dodd, *Beta*  
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 James D. Thomson, *Beta*  
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 Ben H. Wolfenberger, *Beta Upsilon*  
 Michael J. Mazur, Jr., *Kappa*  
 William C. Schilling, *Alpha Delta*

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 Jane Lehman, *Central Office Staff*  
 Charles L. Farrar, *Beta Psi*  
 Michael J. Tillar, *Alpha Theta*  
 Michael T. Walsh, *Alpha Upsilon*

1999



1994

The DELTASIG changes to a tabloid style newspaper.

1999

The DELTASIG publishes its first article about alumni and collegiate chapters participating in Make A Difference Day.

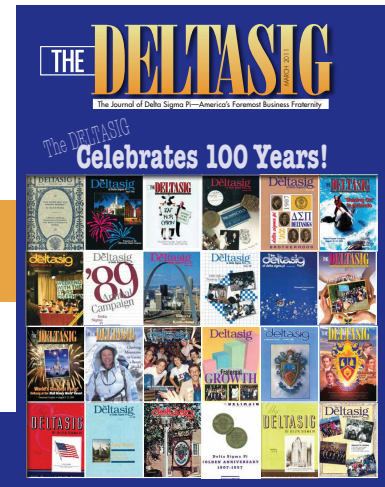
2003



2002

The magazine switches to the glossy magazine style that we see today. It is published three times a year and is mailed to approximately 25,000 people.

2011



2007

The DELTASIG prints a special 64-page issue in honor of the Fraternity's centennial celebration.

2011

The 100<sup>th</sup> volume of *The DELTASIG* is printed.