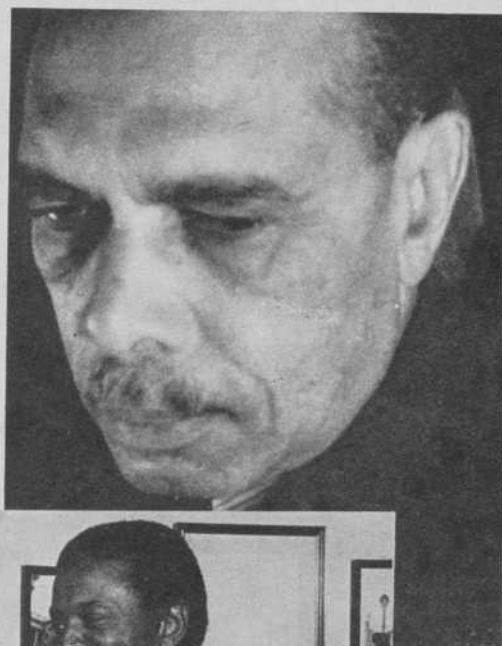


# ΦΒΣ

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## “Culture for Service”— The Philosophy of Phi Beta Sigma Fraternity

**T**HE philosophy of Phi Beta Sigma Fraternity rests on three principles: brotherhood, service and scholarship. To Sigma men *brotherhood* means a tested and abiding fellowship that calls for and gladly gives its best in the hour of need. They believe not only in the brotherhood of Sigma men, but also with equal faith in the brotherhood of all men. Sigma brotherhood is a spiritual



Bro. James Weldon Johnson

Photo courtesy Moorland-Spangarn Research Center, Howard University.



Congressman Carroll G. Campbell, Jr. (R-S.C.), left and Phi Beta Sigma 1st National Vice President James T. Floyd, right, exchange the first \$1,000 check for Sigma's Special Aid to Education Fund to build up scholarships from the private sector for students not eligible for public financial aid grants.

fellowship that binds in all actions; it is the foundation of the social welfare of each and every member.

and immensely creative impact on the fraternal scene.

## “Service for Humanity”— The Programs of Phi Beta Sigma

**F**ROM the very beginning, Phi Beta Sigma demonstrated that it was a service-oriented fraternity. A well-organized Sunday-school, with another honorary member, Prof. A.H. Brown, as teacher, improved the spiritual life of the fraternity. A well-equipped library, which was open to the public, was set up and space was provided for an art gallery.

The fraternity's first national program was the “Clean Speech” program, by which the members attempted to become “self-appointed guardians of purity of thought and word.” The program started at Lincoln University (Pennsylvania) in 1923 and was adopted as a national program the following year. However, the use of profane and vulgar words seemed so ingrained in current speech that the project had scant appeal.

“Fortunately,” according to Attorney Newton, “a program with greater hope of longevity was adopted at the same time.

### 1. The Bigger and Better Business Program

The idea of “Bigger and Better Negro Business” was first tested in 1924 with an impressive exhibition during the Seventh National Conclave in Philadelphia. The exhibit made the delegates and visiting brothers more aware of the problems experienced by Blacks in becoming successful in business.

In 1926 a long-range campaign was launched to make Blacks aware of the economic potential of Black America; to

promote business as a career; and to urge Blacks to support Black-owned and operated businesses or businesses which employed Blacks in significant numbers and positions. Believing that the improvement of the economic conditions of minorities was a major factor in the improvement of the general welfare of society, Phi Beta Sigma undertook the Bigger and Better Business Program as a national project.

The present-day purposes of the program are to:

- Make surveys of business conditions on a community basis and provide for wide dissemination of findings through printed reports, forums and lectures.

- Cooperate with the U.S. Department of Commerce, Small Business Administration in promoting its program to aid small business.

- Cooperate with Junior Achievement, Inc. through promoting and assisting in the establishment of branches of Junior Achievement.

- Sponsor annual prize-winning essay contests among high schools dealing with some phase of business.

- Grant scholarships to aid promising students in the field of business.

- Encourage minority businesspersons to rely upon efficiency of service as the basis of patronage rather than race.

- Encourage consumers to patronize

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Brothers of Kappa Beta Sigma Chapter of New York City and Bro. Kwame Nkrumah of Ghana.