

*The* **DELTA SIG**  
O F D E L T A S I G M A P I



*University of Wisconsin, Madison, Wisconsin*

**PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY**

FOUNDED 1907

**MAY 1968**

# 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 higher standard of commercial ethics and culture, and the civic and commercial welfare of the community.

**IN THE PROFESSIONAL  
SPOTLIGHT**

OUR SPOTLIGHT this month features the members of Gamma Phi Chapter at the University of Texas at El Paso during a recent tour of KTSM-TV in El Paso. In the photo from left to right are Brother Charles Spence, Roy Moore, KTSM cameraman, and Brother Jay Nye.



# The DELTASIG

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

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The views expressed in The DELTASIG, except those of the Grand Council, are those of the writer and are not necessarily those of Delta Sigma Pi.

**Our Cover**

Continuing the series of color covers begun in November 1950, this issue of The DELTASIG features Bascom Hall, the administration building, at the University of Wisconsin at Madison.

Postmaster: Please send copies returned under labels Form 3579 to Delta Sigma Pi, 330 South Campus Avenue, Oxford, Ohio 45056.

The DELTASIG of Delta Sigma Pi is published four times annually in the months of November, January, March, and May. Publication Office—Curtis Reed Plaza, Menasha, Wisconsin 54952. Editorial Office—330 South Campus Avenue, Oxford, Ohio 45056.

Subscription price: \$5.00 per year.

Second class postage paid at Menasha, Wisconsin 54952, and at additional mailing offices. Acceptance for mailing at special rate of postage provided for in the Act of February 28, 1925, embodied in paragraph 4, Section 538, P. L. & R., 1932 edition. Printed in U.S.A.



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 Epsilon Kappa; ENGINEERING, Theta Tau, Sigma Phi Delta; LAW, Gamma Eta Gamma, Delta Theta Phi, Sigma Delta Kappa, Phi Alpha Delta, Phi Beta Gamma, Phi Delta Phi; MEDICINE, Alpha Kappa Kappa, Theta Kappa Psi, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Lambda Kappa, Phi Rho Sigma; MUSIC, Phi Mu Alpha Sinfonia; PHARMACY, Kappa Psi, Rho Pi Phi, Phi Delta Chi; VETERINARY MEDICINE, Omega Tau Sigma.

# From The Desk of The Grand President

M. JOHN MARKO  
*Beta Rho-Rutgers*



It seems like only yesterday that the academic year was just beginning and here it is already fast drawing to a close. With it, also, comes the traditional time of the year resplendent with the formal activities of college commencements. It is the time when students venture forth to test the adequacy of their preparation for the future; an adequacy reflecting their commitment to the opportunities of high education which focused on teaching not only how one can earn a living, but also how one is to live. Our congratulations and sincerest wishes for the best of good fortune to all of these graduates, and especially to our Brothers who have reached this significant milestone.

We wish them all well, and yet, if we could probe their innermost thoughts, we would probably note but a very few who do not have some apprehensive thoughts about this new world they are setting out to conquer. The apprehensions I envision do not deal with just abilities and capabilities, but more significantly with the awesomeness of what seems to be a world tormented by anger—a time which is neither comfortable nor secure nor nonchalant. It is a time when it appears that uncontrollable tides of history engulf the individual.

Yet, for all the fury of this world, there should be minimum cause for despair because I firmly believe it to be a hopeful world. Ours is a time of new vision and greatness, of opportunity and challenge, to every one in his daily life, as a person and as a citizen. It is not, and never should be, a time when one commands by the imposition of one's will. It is, however, a time, and always should be, when one must act responsibly and react positively to the opportunities and challenges which are about for those who seek them out.

Alexis de Tocqueville many years ago reflected, "The three keys to American democracy are involvement, civic spirit and volunteerism." I believe that if he were alive today his observation would be the same; an observation supported by positive responses to the earlier reference of opportunities and challenges and the fulfillment of the grandness of today's

new visions. This should be of particular significance to our graduating brothers since it is in step with our traditions, our ideals and the enduring values which bind together our brotherhood.

Involvement, service and responsibility are commitments which enhance the total educational process. I speak not of just the inward focus effect within the fraternity, but even more strongly about the outward focus, that focus which leaves an imprint on the society about us. Paraphrasing, by substituting fraternity for the bracketed phrase, a statement from *The Practice of Management* by Peter Drucker, "—The fraternity (business enterprise) must be so managed as to make the public good become the private good of the fraternity (enterprise)."

So while this message is primarily intended for our graduating brothers, there is also a practical lesson involved for all Deltasigs. We are breasting a new frontier, a frontier involving new demands of Management-Responsibility. As undergraduates, the challenge is to prepare by research and practice for a positive response. As a tyro businessman, the new alumnus accepts the challenge of becoming party to its truest fulfillment. As a practicing businessman and community leader, a brother of Delta Sigma Pi must push back the frontier by breathing life into these words told by Harvard F. Merrill in the foreword to his work, *Responsibilities of Business Leaders*, "—The businessman's responsibilities extend far beyond himself and his immediate associates; that the chief ones, in fact, are to others, to the many groups on which his decisions and actions have some sort of impact." If we would but follow this dictum faithfully, a ray of hopefulness will certainly in some measure help allay the apprehensions of a seeming angry world.

Once again, our congratulations and warmest wishes for success to our graduating brothers. May this be yet another step forward in the attainment of that ultimate tribute which reads partly, "—He was a man of commerce, a Delta Sigma Pi,—."



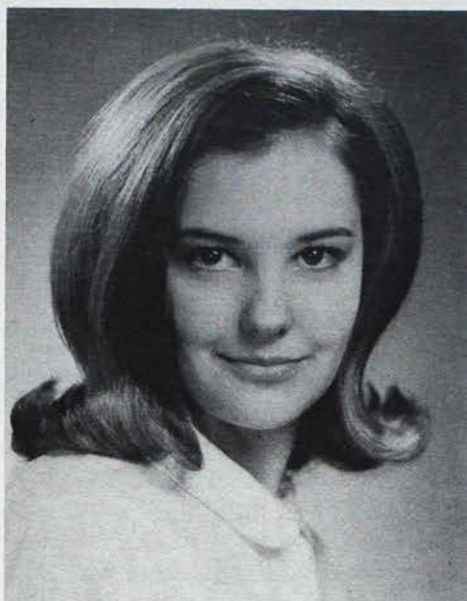
# The DELTASIG

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

## “Rose of Deltasig” Contest is Changed; Regional Winners also named

THE “ROSE OF DELTASIG” contest has remained the same since it was established at the Sixteenth Grand Chapter Congress at Minneapolis, Minnesota in 1947. Each year a “Rose” and a first and second runner-up were chosen in the fraternity beauty contest. This year the Grand Council has authorized the selection of a Regional “Rose” from each of the nine Regions of the Fraternity. From the nine Regional “Roses,” or semi-finalists, have been chosen the national “Rose” and the first and second runners-up.

The 1968 “Rose of Deltasig” is Miss Virginia Hill, a sophomore at Louisiana Tech at Ruston, Louisiana. Miss Hill was the candidate of Beta Psi Chapter. At Louisiana Tech she is a member of Sigma Kappa Sorority, an officer of the Panhellenic Council, and is also a cam-



THE 1968 “ROSE OF DELTASIG” is Miss Virginia Hill, a sophomore at Louisiana Tech at Ruston, Louisiana. Miss Hill is the candidate of Beta Psi Chapter.

pus beauty in the yearbook, *The Lagnaipe*. She is enrolled in the School of Education and plans to become an elementary teacher after she graduates. Her hobbies are cooking, water skiing, swimming and tennis.

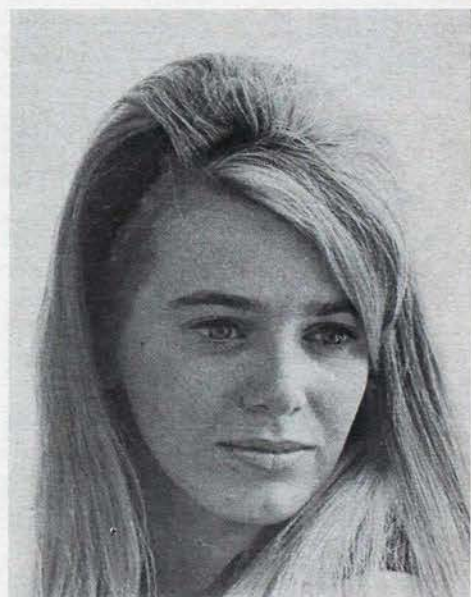
The first runner-up, representing Gamma Xi Chapter at the University of Santa Clara, is Miss Sandy Roberts. Miss Roberts is a freshman in the School of Business at Santa Clara. A native of Milpitas, California, she was chosen “Miss Teenage America, 1967.” Life as a national celebrity in her own right curtailed amazingly few of her normal activities. She graduated from Samuel Ayer High School with a high scholastic average and has maintained these standards as a college freshman. Her interests vary from the hula to all water sports, including surfing and water skiing.

The representative of Gamma Chapter at Boston University, Miss Kathleen Mackey was chosen by the judges for the second runner-up. A native of Somerville, Massachusetts, she enjoys writing and modeling with clay. She has also helped to produce water ballet shows and has worked summers as a swimming instructor and lifeguard. She is a member of the University swimming team and modern dance and ballet groups. Like the other top winners she skis, scuba dives and plays tennis. She has also participated in other beauty contests and was the representative of Boston University and the State of Massachusetts at the thirteenth annual National College Queen Pageant.

First established during the academic year 1947-48, this is the 21st consecutive year that the “Rose of Deltasig” contest has been held. Unlike previous contests,



FOR THE FIRST RUNNER-UP the judges have chosen Miss Sandy Roberts, the “Rose” of Gamma Xi Chapter at the University of Santa Clara.



MISS KATHLEEN MACKEY, the “Rose” of Gamma Chapter at Boston University is the second runner-up.

## The Judges

### JESSICA WALTER

Jessica Walter is living proof that to be a success in motion pictures, you must first learn your craft and learn it through experience. From daytime soap operas on television to co-starring in Hollywood's biggest extravaganzas may seem like a Cinderella story, but for Jessica it was the natural result of a perfect combination of brilliant natural talent, elegant good looks, the desire to achieve, and the poise and sureness that can come only from daily exposure to the craft.

In a few short years Jessica has starred in the motion pictures, "Grand Prix," "The Group," "Bye, Bye Braverman," and "Lilith." She now stands as one of the most sought after actresses in the movie field.

A native of New York City, Miss Walter is the daughter of cellist David Walter. She attended the High School of Performing Arts in New York City and worked summers as an apprentice actress at Bucks County Playhouse (Pennsylvania), later starring in many of the productions there. Her acting training was furthered at the Neighborhood Playhouse School of the Theatre in New York and touring summer theatre productions.

She made her Broadway debut as Liz in "Advise and Consent," the long-run drama, and followed it with an outstanding performance in Peter Ustinov's "Photo Finish." This was followed by

*(Continued on page 135)*



MISS ANN ATKISON, representing Delta Iota Chapter at Florida Southern College was the Southeastern Region's finalist in the "Rose" contest.



REPRESENTING THE East Central Region as a finalist is Miss Susan Schildwachter the "Rose" candidate of Delta Lambda Chapter at Ithaca College.



MRS. PAT HILL, the "Rose" of Epsilon Omega Chapter at Eastern Illinois University is the finalist from the Central Region.

this year the "Rose" contest was expanded to include a finalist from each of the nine regions of the Fraternity. From the nine regional finalists, the judges, Joel Grey and Jessica Walter, chose the national "Rose" for 1968, Miss Virginia Hill and the first and second runners-up. Miss Hill therefore is the "Rose" and also the finalist or winner from the South Central Region. Miss Roberts is the finalist of the Western Region and Miss Mackey is the Eastern Region's finalist.

The six remaining Regional finalists are:

**Southeastern Region**—Miss Ann Atkison, a native of Florence, S.C. and a student at Florida Southern College is the winner of the Southeastern "Rose" title. Miss Atkison is majoring in math and minoring in industrial arts. She is a member of Alpha Delta Pi sorority.

**East Central Region**—Miss Susan Schildwachter, a junior from Eastchester, New York is Delta Lambda Chapter's "Rose." She is a speech-drama major at Ithaca College, Ithaca, New York. Her interests include skiing, and the theater. She is a member of Delta Phi Zeta, a local social sorority at Ithaca College.

**Central Region**—The candidate of Epsilon Omega Chapter at Eastern Illinois University, Mrs. Pat Hill is the representative of the Central Region.

**Midwestern Region**—The finalist representing the Midwestern Region is Miss Cherrie Moore, the candidate of Gamma Eta Chapter at the University of Omaha. Miss Moore is the reigning Miss Nebraska. She is a dancing instructor, professional model and a full time student at the University of Omaha. She is majoring in psychology.

**Southwestern Region**—Miss Julie Harber, a junior majoring in secondary education at Texas Tech, and the candidate of Beta Upsilon Chapter, is the finalist from the Southwestern Region. Miss Harber is a native of San Antonio, Texas.

**Inter-Mountain Region**—Representing the Inter-Mountain Region as a finalist in the 1968 "Rose" contest is Miss Rhonda Hendrickson, a native of Indiana. Now living in Tucson, Arizona, Miss Hendrickson is the "Rose" of Gamma Iota Chapter at the University of New Mexico. Her hobbies include music and roller skating.

We are indeed indebted to Mr. Howard Haines of the John Springer Associates in New York for arranging for the judges.



THE "ROSE" OF Gamma Eta Chapter at the University of Omaha, Miss Cherrie Moore, the reigning Miss Nebraska is the finalist of the Midwestern Region.



THE SOUTHWESTERN REGION'S finalist in the "Rose" contest was Miss Julie Harber, the candidate of Beta Upsilon Chapter at Texas Tech.



CHOSEN FROM AMONG the candidates submitted from the Inter-Mountain Region, Miss Rhonda Hendrickson the candidate of Gamma Iota Chapter at the University of New Mexico was the Region's finalist.

# Eta Kappa Chapter Becomes 150th Chapter of Delta Sigma Pi



DALE NEUENDORF, president of Eta Kappa Chapter at Troy State University is shown here receiving the chapter charter from Grand President Marko.

ON FEBRUARY 17, 1968, the third chapter of Delta Sigma Pi was installed in the State of Alabama. Eta Kappa Chapter becomes a milestone chapter as it is the 150th chapter of the Fraternity. The other chapters, both installed over 35 years ago, are Alpha Sigma Chapter, University of Alabama, and Beta Lambda Chapter, Auburn University.

The program for the day centered around McCall Hall, the Science building for the university in the heart of the campus. Activities began with registration for members and guests at 11:00 A.M., followed by a caravan tour of the campus. Following an informal lunch hour, the group reconvened at McCall Hall for the informal and formal ritualistic initiation ceremonies.

National officers present for the installation were: Grand President M. John Marko, *Rutgers*; Regional Director James A. Webb, Jr., *Texas-Austin*; Executive Secretary Ben H. Wolfenberger, *Texas Tech*; Field Secretary Frank J. Weber III, *Eastern Illinois*; Southeastern Regional Director James R. Westlake, *Georgia State*; and Past Regional Director

Frank C. Brandes, *Georgia State*. Undergraduate delegations assisting with the installation were present from Kappa Chapter, Georgia State College; Alpha Sigma Chapter, University of Alabama; and Beta Lambda Chapter, Auburn University. Also assisting were faculty members Steven C. Leverton, *Alabama*, of the University of Alabama, and Joseph W. Creek, *Auburn*, of Troy State.

The installation banquet program began when Regional Director James A. Webb, acting as toastmaster, called on John W. Roy, Senior Vice President of Eta Kappa Chapter, to offer the invocation. Greetings from the university to members and guests were extended by Dr. Ralph W. Adams, president of Troy State University. Dr. D. L. Howell, Vice President for Academic Affairs, and Dr. Thomas R. Eason, Chairman of the Department of Business Administration then gave a history of the department. They were followed by Max I. Davis, Historian of the chapter, who gave a history of Tau Sigma Chi Fraternity.

The program reached a high point as Grand President M. John Marko pre-

sented the charge and charter to Eta Kappa Chapter. Accepting the charge and charter on behalf of the chapter was Thomas Dale Neuendorf, president.

Fraternal greetings from present and past national officers, undergraduate chapters, and alumni clubs of the fraternity were then extended by Executive Secretary Ben H. Wolfenberger. Concluding the ceremonies was the presentation of the chapter gavel by Regional Director James A. Webb to chapter president Dale Neuendorf.

## History of Troy State University

Troy State University came into existence as the Troy State Normal School by act of the Alabama Legislature on February 18, 1887. Its name and status were changed several times through the years. In 1929 the State Board of Education gave the school the name and status of State Teachers College, and in 1931 the college granted its first B.S. degree. The college originally occupied the buildings now known as the Troy Public Library and Edge Hospital near the business section of Troy, Alabama, but because of encroaching commercial establishments and increasing enrollment at the college, a change was necessary. In 1930 the college moved to its present site in the southeastern section of Troy. In



DR. RALPH W. ADAMS, president of Troy State University at Troy, Alabama, is shown here extending a word of welcome to the members of Eta Kappa Chapter following their initiation into Delta Sigma Pi.



**BIB GRAVES HALL** is the administration building at Troy State University, Troy, Alabama. It is also the home of the Department of Business Administration where Delta Sigma Pi recently installed its 150th undergraduate chapter.

1957 the Alabama Legislature changed the name to Troy State College and the state board authorized the Masters Degree program. In 1967 the legislature again changed the name of the school to Troy State University. The university enrollment has doubled in the last ten years and is projected to double again by 1970, reaching 4500 students.

The university offers various degrees within the departments of education, arts and sciences, business administration, and the graduate school. Both undergraduate and graduate degrees are offered at the branch campuses of the university at Fort Rucker and at Maxwell and Gunter Air Force Bases.

As one of its objectives the university is dedicated to teacher education with a companion dedication to advancing the arts and sciences. The philosophy is based on helping students understand and meet their own problems of living; helping them develop dynamic, well-integrated personalities; developing their intelligent and realistic understanding of today's society; guiding them in the utilization of their best resources; and increasing their appreciation and enjoyment of the arts.

The university is a member of the Southern Association of Colleges and Schools, the American Association of Colleges for Teacher Education, the Association of Alabama Colleges, and is approved by the National Council for the Accreditation of Teacher Education.

### The Business Department

The business department was first added to the college curriculum during

the school year of 1946-1947. Its growth was slow at first and as late as 1954 there were only four business education majors in its graduating class. However, in 1960, the enrollment was over 400 and approached twenty-five per cent of the total university enrollment. During the current school year the enrollment is approaching 1000 and constitutes one third of the university enrollment.

The Business Department provides for two degrees, the Bachelor of Science and the Bachelor of Science in Education. The department offers the Bachelor of Science to the business administration major with the curriculum of accounting, economics, marketing, management,

finance, and law. The Bachelor of Science in Education degree for the business education major varies slightly.

The department continues to grow and develop its program. The seventeen member faculty anticipates continuing changes and greater challenges in coming years.

### History of Tau Sigma Chi

In the Fall of 1966, just after the beginning of the Fall Quarter, an undergraduate marketing major and Steven C. Leverton, business instructor, considered the idea of establishing a business fraternity on the campus of Troy State College. As Mr. Leverton had been a member of Delta Sigma Pi at the University of Alabama, he was aware of the many benefits the professional business fraternity can offer to its members. An undergraduate study committee was then formed and met with Executive Director Charles L. Farrar in October of that year. In the following weeks the committee interviewed business students to determine their interest in participating in the fraternity.

On Monday, January 23, 1967, an organizational meeting was held with about forty men in attendance. The organizational committee was then formed from this group and it officially began the formation of the local fraternity. At the following meeting officers were elected and committees were appointed for the purpose of drawing up the bylaws and of doing the preliminary petitioning work.

During the remaining months of the  
*(Continued on page 165)*



**DR. D. L. HOWELL**, Vice President for Academic Affairs and former head of the Department of Business Administration and **Dr. Thomas R. Eason**, current head of the Department of Business Administration at Troy State University are shown here relating the history and development of the business program. Both were on hand for the installation banquet of Eta Kappa Chapter at Troy State University.



# Franchising: An Opportunity for the Small Businessman

H. Nicholas Windeshausen, Nebraska  
Chairman, Marketing Department

and

James D. Griffin, M.B.A. Candidate  
School of Business Administration  
Sacramento State College

FRANCHISING TODAY is big business. The 1965 gross sales of \$65 billion represented approximately 10% of the gross national product or approximately 25% of the total retail trade. Automobile and gasoline franchises accounted for the largest share of sales (\$50 billion); however, the category "all other types of franchises" enjoyed the greatest growth rate (sales increased \$5 billion between 1962 and 1965).<sup>1</sup>

Since World War II the number of companies offering franchises has increased from 200 to 1,500. Likewise, the number of franchises has grown at a phenomenal rate, increasing from a few thousand in the middle of the late 1940's to approximately 350,000 in 1968. According to recent predictions by the International Franchising Association, the number of new franchises being let each year is approaching 30,000.<sup>2</sup>

Part of the reason for this tremendous growth in franchising is to be found in the changing consumer patterns in America. Over the past fifteen years, there has been a gradual but continuing shift in consumer spending habits. Instead of goods, many people are demanding more services. In the early 1950's, for instance, Americans spent an average of 65¢ of every \$1 for goods and 35¢ for services. Currently they are spending about 40% of their dollar on services. Increasingly, Americans have shown a desire and willingness to pay for services which tend to make life easier, breezier, and happier.<sup>3</sup>

The change in consumer spending habits may be attributed to two reasons: (1) there has been a significant increase in

consumer disposable income, and (2) the consumer has become more mobile.

## What Is Meant By Franchise Selling?

Literally, a franchise is a freedom from some restraint. In modern usage a franchise is a right to do or use something which is granted to a franchisee by a franchisor. What is done or used is frequently intangible, such as using a brand name, trade-mark, or a particular business technique perfected by the franchisor. But, a franchise is more than just a license. It goes beyond the mere right to do something, generally including varying degrees of continuous exchanges between the parties to the agreement. The exchanges include monetary payments, products, management services, and many other intangible benefits.

Basically, there are three types of business opportunities which are described as franchises: The first and most prevalent is "convention franchise" in which few limitations are imposed upon the franchisee other than the exclusive use of the manufacturer's products or services in a given geographic area. The second is referred to as a mobile franchise, or one in which the product or service is sold and dispensed from a moving vehicle owned or leased by the franchisee. The third is a distributorship which usually involves a stock-warehouse operation which supplies franchisee and sub-franchisee operations. The distributor takes title to all parts distributed and extends all the services to his customers as if he were the franchisor.

## New Profit Through Franchising

As indicated earlier, the number of companies offering franchises has grown seven-fold in the past twenty years. Some of the reasons for this increased interest in franchising as a method of distribution are: (1) It enables expansion at a tre-

mendous rate with very little capital investment; (2) It combines the best features of a large company with all the benefits of personalized service; and (3) It offers a way to gain sales and profits from far-flung operations without having to be directly concerned about the problems of staffing distant and scattered outlets for its products. In addition, according to Charles H. Granger of the William E. Hill & Company management consultant firm, "Many franchising concerns have over 20% net profit on investment and average annual earnings growth of 15% or more per year. This is to be contrasted with the average industrial company which has about 11% net profit on investment and about 3% growth in annual earnings."<sup>4</sup>

For the individual businessman, the picture is equally bright. Rogers Sherwood, publisher of *National Franchise Reports*, has summarized some of the advantages of franchising as follows:<sup>5</sup>

1. Normally, one can start with considerably less operating capital because (a) one does not need to stock as great nor as diversified an inventory as a comparable non-franchised business, and (b) one can expect some financial assistance in the form of credit—cash or inventory—from the parent company;
2. One can enter almost any type of business without previous experience in that business;
3. One can expect to enjoy a higher profit ratio than a comparable non-franchised business because the franchisee shares in the power of combined, chain-style purchasing;
4. One can expect substantial merchandising assistance in the form of prepared kits which one normally could

<sup>4</sup>"It's Wise to Franchise," *Dun's Review and Modern Industry*, 79:40-42, March, 1962.

<sup>5</sup>Kursh, *op. cit.*, p. 27.

<sup>1</sup>"Franchising Finds It's an Industry," *Business Week*, June 19, 1965, pp. 72-76; and "Franchising: Overlooked Giant," *Printers Ink*, 286:5, February 28, 1964.

<sup>2</sup>"Franchising: Overlooked Giant," *op. cit.*

<sup>3</sup>Kursh, Harry. *The Franchise Boom*. (Englewood Cliffs: Prentice-Hall, Inc., 1962), p. 167.

not afford as a non-franchised independent; and

5. Generally, one can expect the parent company to maintain a continuing program of product or service improvement through research and experimentation, the benefits of which will be passed along to the franchisee at no extra cost, enabling him to keep up with competition and changing times.

In addition, one can expect the risk of failure to be greatly minimized. According to Dun and Bradstreet surveys, most businesses fail for two primary reasons: (1) under-capitalization; and (2) lack of knowhow. To a great extent, franchising eliminates these hazards.<sup>6</sup>

The degree to which franchising eliminates failures is borne out in the statistics: The failure rate for small businesses within the first two years of operation is approximately 50%. This is in sharp contrast to the 9% failure rate for franchises.<sup>7</sup>

Some of the reasons for the lower failure rate have been pointed out quite succinctly in the article, "Fortunes in Franchising" and are indicated as follows:<sup>8</sup>

1. Franchisors go to great efforts to avoid a failure;
2. Franchisors are aware of problems before they become too great;
3. Franchisors have researched how to run the business;
4. Franchisors attempt to weed out potential failures during training;
5. Franchisors give continuing supervision and training.

The rationale for this great effort is quite straightforward in that the ill will that is caused by a financial failure is something that franchisors avoid at nearly any cost. Because of the bad publicity that would result, franchisors cannot afford to board up a shop that has already been opened.

### Who Are Franchisees?

Harry Kursh, author of the book, *The Franchise Boom*, has said, "The people going into franchised businesses probably represent a true cross-section of the social and economic pattern that is America. They come from almost every occu-

<sup>6</sup> *Ibid.*, p. 9.

<sup>7</sup> "Can You Find New Profit Through Franchising?" *Business Management*, 25:62-66, February, 1964.

<sup>8</sup> "Fortunes in Franchising," *Dun's Review and Modern Industry*, 83:36, April, 1964.



CONTAINED IN THE Charles Bunyan Smith Hall at Troy State University is an auditorium, the Student Center, post office, bookstore and lunch counter and a wing containing the offices and classrooms of the Music Department. Delta Sigma Pi has just installed Eta Kappa Chapter on the Troy State campus.

pational group, including young women, retired women, and widows."<sup>9</sup> To illustrate, in a survey he made of Econ-O-Wash, he found over 100 occupational groups represented by its franchisees.

Franchisees have been characterized as being reasonably intelligent, enthusiastic, perhaps extroverted, unafraid of hard work, and more interested in a solid future than a fast "buck." In addition, they have a desire to better their own lot, to make more money, to be independent, or to feel they are performing a valuable service for customers who will appreciate their efforts.

Before one decides to go into the franchise business, however, he should determine his motivations, aptitudes, and attitudes for doing so. Each potential franchisee should, according to the article in *Financial World*, . . . "weigh the required investment in relation to his own background and abilities."<sup>10</sup> For, as stated in *Business Management*, "Buying a franchise is expensive and only to be recommended to the working investor, who must put in a seven day week. Genuine franchisors seek a long term relationship with franchisees who, after careful selection, are expected to have no other business commitments."<sup>11</sup>

Potential franchisees should pick a business in which they can operate enthusiastically. This implies that they should know something about the product or service represented by the franchise: Is it as good as the company claims? What is

its future? Who are the customers? Are they satisfied? Why? What and who is the competition?

### Five Most Important Factors in Franchise Contracts

The individual should become familiar with the concerned franchise contract before signing it. Five of the most important factors to look for in a contract, as pointed out by Kursh, follow:<sup>12</sup>

The first is territories and locations. The territory should be specifically defined or actually drawn on a map which is attached to and becomes a part of the contract. If the company reserves the right to change the size of the territory, or wants to locate another franchisee within the territory, it is best to understand the circumstances under which it can do so.

The second most important item in a franchise contract is the franchise fee. Is it reasonable with respect to sales? Is it a one time fee, or a continuing fee? According to Kursh in *National Franchise Reports*, the average fee is between \$4,074 and \$6,430.<sup>13</sup>

Sales quotas constitute the third factor. The "quota" clause spells out what the company expects of the franchisee in the way of continuing business performances. Often, consistent failure to meet a quota gives a parent company an excuse for cancelling a contract under circumstances unfavorable to the franchisee. In short, the franchisee could lose his entire investment if his contract were cancelled.

The right to sell the franchise, says Kursh, . . . "is one of the most overlooked features in franchising studies.

<sup>12</sup> Kursh, *op. cit.*, pp. 74-79.

<sup>13</sup> *Ibid.*, p. 34.

(Continued on page 132)

WITH THE

# ALUMNI

THE WORLD OVER



## Semon E. Knudsen is new Ford Motor Company President

BROTHER SEMON E. KNUDSEN, a member of Xi Chapter at the University of Michigan, was recently named president of the Ford Motor Company at Dearborn, Michigan.

Born in Buffalo, New York, he attended Dartmouth College and completed studies at Massachusetts Institute of Technology.

Prior to joining Ford he had been Executive Vice President of General Motors Corporation. He joined General Motors in 1939 as a chief inspector at the Pontiac Motor Division, later holding a number of supervisory positions including car assembly superintendent, assistant master mechanic and director of process development.

He moved from manufacturing manager for the aircraft engine operations of the Allison Division to general manager of the Detroit Diesel Division in 1955, and a year later became general manager of the Pontiac Motor Division. After five years at Pontiac he became general manager of the Chevrolet Motor Division in 1961.

In 1965 he was elected to the corporate Board of Directors and named group vice president in charge of all Canadian and overseas activities. In 1966 he became Executive Vice President with added responsibility for the domestic non-automotive divisions. The defense activities were added to his jurisdiction in the fall of 1967.

Brother Knudsen became president and chief operating officer of Ford on February 6, 1968. He succeeds Arjay Miller who was elected vice chairman of the Board of Directors of the Ford Company. Henry Ford II remains chairman of the board and chief executive officer. Brother Knudsen is the chief executive officer in any absence of Henry Ford II.

He is active in the Boys Clubs at the local, state and national levels. He is a



THE NEW PRESIDENT of Ford Motor Company in Dearborn, Michigan is Brother Semon E. Knudsen, a member of Xi Chapter at the University of Michigan.

past president of the Michigan United Fund, a trustee of Oakland University in Rochester, Michigan, a member of the Massachusetts Institute of Technology Corporation, the Society of Automotive Engineers, the American Society of Tool Engineers, the Detroit Club, the Detroit Athletic Club, Delta Upsilon Fraternity and many other civic and fraternal organizations.

Mr. Knudsen married the former Florence Anne McConnell. They have four children—Judy, Peter, Lisa and Kristina. He resides in Birmingham, Michigan.

## Welborn B. Harris, Jr. is Hospital Association President

WELBORN B. HARRIS, JR., *Texas Tech*, Director of Development of Methodist Hospital at Lubbock, Texas, is currently President of the National Association for Hospital Development. He was elected at the Association's 4th annual meeting held in Aspen, Colorado.

The association, formerly known as "Developartners" is composed of hospital development executives, trustees, and administrators throughout the United States and has as its primary purpose, to increase and stimulate better understanding of hospital needs.

All officers of the association were elected for a one year term until the 5th annual seminar which will be held in Boston, Massachusetts.

Born at Morganfield, Kentucky, Brother Harris attended Morganfield High School and Texas Tech where he was initiated into Delta Sigma by Beta Upsilon Chapter.

## GREATER DETROIT

THE GREATER DETROIT Alumni Club's annual Millionaire's Party was a great success. Fifteen people, of those in attendance went home with prizes they selected as a reward for winning big at the tables.

We were honored to have the Msgr. Reverend John A. Trese, who is with the Equal Opportunities Office of Catholic Charities, at the November 15 dinner meeting at Monte's Rathskeller on John R near East Grand Blvd. Wives and girlfriends of the Brothers were invited to attend.

Msgr. Trese discussed the problems that the poor and underprivileged in the inner city have in adapting themselves to a life that many people are accustomed to.

The Alumni Club co-sponsored, with the Gamma Rho Chapter, a New Year's Eve party at the Dearborn Inn. Approximately fifty couples were in attendance to enjoy the gala time in this historic setting.

The undergraduates won over the Alumni in the annual bowling tournament at North Lanes on January 13, entitling them to have their name on the trophy this year.

A tour of Stroh's Brewery was taken on February 19. Following the tour a meeting was held. The Brothers in attendance reaffirmed their feeling of the need and satisfaction of belonging to the Alumni Club.

Some of the other spring and summer activities include a "Rose" dinner-dance, golf outing, and a family picnic.

The Greater Detroit Alumni Club welcomes all Deltasigs living in the Detroit area. Please contact us at P.O. Box 3042, Detroit, Michigan 48231, and you will be notified of coming meetings and events.—

ROBERT A. DANOWSKI

## CHICAGO

OUR FIRST MIXED social event of the season was held on January 13. The brothers and their wives or dates attended a gala dinner—theatre party at the renowned Ivanhoe. The play was "Harvey" starring Tom Ewell, an old comedy as droll today as when it opened on Broadway. After dinner Brother Tom Mocella, our Regional Director, presented to Brother Bill Hales of Beta Chapter the Order of the Golden Helmet Certificate.

On Tuesday evening, March 12, the brethren met at the Illinois Athletic Club to honor those rogues, our Chicago Alumni Club Past Presidents. The cocktail hour was at 5:30 o'clock and later we dined exceedingly well on the club's famous buffet. After dinner, Dr. Martin F. Pella, Assistant Vice President of the International Banking Department of the Harris Trust and Savings Bank, spoke on "Our Latin American Situation."

Two events are yet scheduled for this '67-'68 year. On Saturday evening, May 11, there will be another dinner—theatre party, this time at Old Orchard Country—Theatre Club. On Thursday, June 20 at the Midwest Country Club, we are holding the annual golf outing. You may play all day, or just a few holes. Outside of the 19th hole at cocktail hour there will be a putting contest held for late arrivals and non-golfers. As usual, the entre for the banquet will be Midwest's superlative prime rib. Following the election of officers there will be fun and prizes for all.

President Howie Hight and all officers, directors and members of the Chicago Alumni Club extend the welcoming hand of brotherhood to all Deltasigs living in the Chicago Metropolitan Area. Contact us at 42 East Cedar Street, Chicago, Illinois, 60611.—DON F. HOLEM

## SACRAMENTO ALUMNI CLUB

A NUMBER OF ACTIVITIES rounded out the last part of the year of the Sacramento Alumni Club.

A business meeting on February 1 featured a very interesting talk by William Daniels of Cal-Western Life Insurance Company on "Attitudes for Achieving Goals." Thanks go to Brother Rocky Wentzel for obtaining this fine speaker.

February also saw the initiation of monthly business luncheons. The first, attended by 12 brothers was on February 15 and in the future they will be held at noon on the third Thursday of each month at the Elks Temple in Sacramento.

On March 7, another business meeting was held and the speaker was Mr. Ted Cammeron of Pacific Telephone who spoke on the "Magic of Numbers." Brother Boyd Fottrell deserves credit for persuading Mr. Cammeron to speak to us.

On April 26, the club held a fellowship party for graduating seniors from the colleges in our area. We hope that those who attended were impressed to seek membership in an alumni club when they graduate. The fellowship party was planned by Brother

Walter Barnes Jr. and was held at the home of Brother Dale Brinsley.

The remaining activity for the alumni club is to elect officers at our business meeting on May 2.

Plans are already in progress for our first activity for this summer. Brother Rocky Wentzel is in charge of the third annual progressive dinner scheduled for June 8.

At this time we wish to extend our congratulations to all graduating members of Delta Sigma Pi and wish them luck in their chosen field.—WALTER BARNES JR.

## MILWAUKEE

THE MILWAUKEE ALUMNI CLUB (primarily members of Delta Chapter at Marquette University) has met this past year on the third Monday of the month. Over 100 were on hand for a basketball party at 'Someplace Else' before and after the Marquette-Loyola game. Brother Kenny McGregor and his wife Jackie (perennial "Rose of Delta Chapter) came over 300 miles for this party.

The guest speaker at the March 18 meeting was Marquette University Assistant Coach Hank Raymonds. The annual Founders' Day will be held at River Oaks Supper Club on May 4. The day will include golf, formal initiation and general fellowship. Greg Dunlog was the winner of last year's main door prize, a portable television.—BOB NEIMON

## Dr. Graham M. Johnson is named First Dean of East Texas School of Business Administration

DR. GRAHAM M. JOHNSON, a charter member of Delta Phi Chapter of Delta Sigma Pi at East Texas State University and former head of the Department of Business Administration there has been named Dean of the recently approved School of Business Administration. The announcement of the appointment was made in Commerce by Dr. D. Whitney Halladay, president of East Texas State University. The appointment is effective September 1, 1968.

Brother Johnson received the Bachelor of Science degree from East Texas State and both the Master of Science and Ph.D. degrees from the University of Denver. Born in Commerce, he attended Commerce High School.

Prior to joining the staff at East Texas State in 1947, he taught in high schools in Lindale and Henderson, Texas, and at Kilgore Junior College and Lamar State College of Technology.

He has chaired numerous university committees including the steering committee for the inauguration of President Halladay in April, 1967.

The newly created School of Business Administration will be composed of five departments: accounting, marketing-man-

## NEW ORLEANS

THE RECENTLY CHARTERED New Orleans Alumni Club has become one of the newest additions to the increasing number of Deltasig Alumni Clubs throughout the country. After a successful cocktail party last November and several organizational meetings, the New Orleans alumni formally organized in February of this year.

Those brothers who will serve as officers during the coming year are: Richard B. Shields, president; Sidney P. Weigand, 1st vice president; David R. Schroeder, 2nd vice president; Everette A. Villarrubia, treasurer; and Robert D. Cummiskey, secretary. Max Barnett, who has served as Director of the South Central Region for the past several years, is acting as Advisor.

The first cocktail party proved such a success that a Bacchanal Blast and Winetasting party are being planned for the near future, as well as a summer barbecue and seafood supper that will be held later in the year.

The club expects to grow each year as brothers graduate from Loyola and L.S.U.N.O. and as new brothers move into the New Orleans area.

All Deltasig Alumni in Metropolitan New Orleans interested in renewing and continuing the fraternal spirit shared during undergraduate days are requested to contact Richard Shields by phone at 282-3173 or Bob Cummiskey at 482-8979.

agement, economics-finance, business education-secretarial administration, and general business.

In addition to Delta Sigma Pi he is a member of the American Accounting Association, Phi Delta Kappa, American Association of University Professors, Pi Omega Pi, Texas Society of College Instructors of Accounting and Psi Chi.



DR. GRAHAM M. JOHNSON, *East Texas State*, is the newly appointed dean of the recently created School of Business Administration at East Texas State University.

## DETROIT-Gamma Theta

THE GAMMA THETA ALUMNI Club has planned a series of activities for 1968, to include social and professional functions and also support of Gamma Theta Chapter. This year was kicked off with 44 members at an Alumni reunion on February 14 held at Monte's Rathskellar. Two representatives of Gamma Theta Chapter, Bob Carr and Terry Sloan, showed slides of the chapter's activities over the past year. Little has changed since most of us were in school. In the line of social activities for 1968, we are planning a bowling get-together in the late Spring, and a weekend jaunt sometime in the Fall.

In support of the Gamma Theta Chapter, we have begun to put together a one-day Job Conference for the Fall. We are hoping to not only use those graduates of the Fraternity who are in a position to detail the opportunities in their own field of employment, but also outside speakers of note. We also hope to make available to the members of the undergraduate chapter during the coming year, the opportunity to spend a day with an alumnus in the field that the undergraduate is studying. This, we hope, will allow the undergraduate to see what the job is really like, and to gain some knowledge as to how to operate.

In the Fall of 1967, the Alumni group sponsored a get-together at the Chapter house, putting on a Spaghetti Dinner with all the trimmings. It was most successful and as it now stands, we plan to repeat this at least once, perhaps more often, each year.

### Steve Spray: From Five to Twenty-eight

IT ALL STARTED at age five for John Stephen Spray, a member of Epsilon Eta Chapter at Eastern New Mexico University. It was then that his father used to let him tag along whenever he played golf. Steve is not sure when he wanted to play golf as a professional but the idea certainly began to take shape then.

Born at Des Moines, Iowa, he attended Indianola High School at Indianola, Iowa; the University of Iowa and Simpson College before enrolling at Eastern New Mexico University.

From a small boy he played golf as much as the weather would permit in Iowa. During high school he won the Iowa State Junior and Junior Jaycee tournaments. In 1959, at the University of Illinois, he won his first national junior golf championship, the Western Junior Championship.

Transferring to Eastern New Mexico proved invaluable to Brother Spray. With the warm weather his golf game improved. He had not planned to earn a degree at Eastern but through the encouragement of Dr. Becky Sharp, dean of the

School of Business Administration, Mr. Joseph Dickson, athletic director, and the Brothers of Epsilon Eta Chapter he earned a B.B.A. degree.

It was here that he realized that he had to prove himself to play on the professional tour. He had already reached the quarterfinals of the National Amateur Championship held in St. Louis before enrolling at Eastern. This earned him his first invitation to the famed Masters Golf Tournament at Augusta, Georgia. In 1964 he again played at the Masters after reaching the quarterfinals of the 1963 Amateur Championship held in Des Moines.

While at Eastern New Mexico he won the NCAA individual golf medalist two years in a row, 1962 and 1963. Unfortunately, due to a wrist injury he was unable to defend the title in his senior year.

In September 1964, he turned professional at the age of 23. Two days later he won his first tournament as a profes-



PICTURED HERE is Brother Steve Spray, a member of Epsilon Eta Chapter at Eastern New Mexico University. Brother Spray was the runner-up in the Sahara Invitational Golf Tournament, losing in the final round to Jack Nicklaus by one shot.

sional, the Iowa Open. During the Fall he returned to Eastern to complete his last semester and there married Miss Carol Coffman of Albuquerque, New Mexico. His first year as a pro was a disappointment. The highlight came when he led the Buick Open after the first round. The second year was a complete turn about. By mid year he was playing well enough to finish sixth in both the Buick and St. Paul Opens. He missed the top 60 money winners by \$340 that year. Making the top 60 exempts a golfer from the qualifying rounds of the PGA tourna-

ments the next year. In 1967, his third year on the tour, he played well and finished high in several tournaments. The highlight came at the Sahara Invitational when he led after the second round. Jack Nicklaus shot his best career score, 62 in the third round, by one stroke to go ahead. They both shot 71's on the final day which gave him second, the highest finish in his brief career. Also, in 1967 he reached the top 60.

## MEMPHIS

THE ALUMNI CLUB in the Memphis area is moving very slow at this time, but we hope to pick up some speed this Spring and next Fall. Right now we have about 30 to 40 interested Brothers. All of these are from the Memphis State Chapter; however, we are looking for other members from other chapters so if you know of some members from other chapters who are living in the Memphis area please let us know. You may contact the writer at 3470 Barron Street, Memphis, Tennessee 38111.

Our meetings have been about every two months. We are planning to attend one of the dinner theaters soon. We are also looking up the correct addresses for all the members of Gamma Zeta Chapter at Memphis State University. Once again, I would like to have the names of Brothers living in the Memphis area so that we may contact them and maybe interest them in joining the Memphis Alumni Club—BOB SCHRIMSHER

## PHILADELPHIA-Omega

THE ALUMNI ASSOCIATION of Omega Chapter President William M. Rinck reports that the Association reached a new high in membership for 1967 with 207 members paying dues—seven over the goal. The 1968 goal is 250.

In its drive to refurbish the chapter house at 2108 North Broad Street in Philadelphia, the Association has brightened up the living room with wall to wall carpeting in addition to other extensive renovations. The alumni group plans another in its series of stag parties (Friday, May 10, during Homecoming weekend). These have proved very popular.

Brother Rinck has developed a program of class agents to personally contact Brothers in an effort to increase active participation in the Association. In addition, an employment service will be available soon to members of Omega Chapter.

Among the Omega Chapter members to receive congratulations recently were Brother John Sevier who has been named Assistant Dean, Evening Division, Pennsylvania Morton College, and Brother John Poserina who was appointed to the Pennsylvania Securities and Exchange Commission.

The Association officers for 1968 are: William M. Rinck, president; Frank Frehmel, vice president; Robert Gawlinski, vice president; Ray McGettigan, vice president; James Bloemker, treasurer and Phillip Peace, secretary. All Deltasigs in the Philadelphia area are invited to join the Alumni Association of Omega Chapter. Contact William M. Rinck, 404 Hobbs Drive, Palmyra, New Jersey.—VICTOR P. DAMIANI

## MINNEAPOLIS—ST. PAUL

We are pleased to announce the successful formation of the Minneapolis-St. Paul Alumni Club. Our Brothers have formed a strong charter membership, with excellent support in the business community. To stimulate interest in this community, to continue business education, and to encourage and aid chapters in this area are our aims.

Organizationally, a functional approach has been adopted. The officers are Paul Powers, president; Jim Strauss, vice president—finance; Dick Vogen, vice president—membership; Phil Williams, vice president—Group Representation; Mike Rocca, vice president—professional; Denny Zylla, vice president—social affairs; Charles Conroy, vice president—Public Relations. Each of these officers will also chair a committee in their area, resulting in an interdependence which forms a stronger operating leadership.

The remainder of fiscal '68 is programmed for two professional functions, and our Spring party. We heartily extend a welcome to all our brothers to see us when in the Twin Cities. Drop a line to P.O. Box 6633, Minneapolis, Minnesota 55420.—CHARLES J. CONROY

## PITTSBURGH

The Lambda Chapter joined the Pittsburgh Alumni Club in celebrating Founders' Day with dinner and dancing at the Holiday House on November 11, 1967. Guest speaker for the evening was Alexander J. Jaffurs, Mayor of Wilkesburg, Pennsylvania.

Members of the club were guests of Lambda Chapter at their Rushing Smoker on February 2 at the Hotel Webster Hall. Jack Freeman, Assistant to the Chancellor of the University of Pittsburgh spoke about some of the problems facing the University. A very spirited question and answer period followed during which it was noted that Delta Sigma Pi is the most active organization in the evening division. A challenge was issued to us to express our opinion of the peculiar problems facing evening school students and to suggest possible solutions. We feel that Delta Sigma Pi has much to offer in providing the evening school student the "school spirit," comradeship and sense of identity familiar to day school students. Here is an opportunity for Deltasigs to be of real service to the University and to the community; we will rise to the challenge!

In the free minutes, of which many of us have too few, we are usually so concerned with ourselves that the real hard workers among us are left to do their tasks alone. When a Deltasig who works very hard, very unobtrusively for the brotherhood stops for a few hours to honor (or so he thought) another Deltasig and finds himself the center of attraction, there is no question but that he is one surprised Deltasig. Brother Ed Langer, District Director and Assistant Director of Alumni Affairs, Past President of the Pittsburgh Alumni Club and Lambda Chapter, found himself in such a predicament at the Park Schenley on February 24th. He worked with the committee very hard to plan a testimonial dinner for



ASSISTANT TO THE Chancellor of the University of Pittsburgh, Jack Freeman, center, is shown here with Ed Munford, president of the Pittsburgh Alumni Club and Lew Cochran, president of Lambda Chapter during the chapter's recent rush dinner.

Brother Bob Rees; former District Director, who certainly deserves such an honor but who was in on the scheme from the start. Brother Ed and his charming wife, Virginia, are dedicated to the ideals of the fraternity and show it in their active participation and direction. We here in Pittsburgh are very glad that they are a part of our club and are very, very grateful for all their efforts over the years. The testimonial was a great success but it did not come close to expressing the warmth, gratitude and affection we have for Ed and Virginia.

Brother Ed had a few surprises of his own. He announced that a dear friend of the Brothers and a great sportsman, Frank Gustine, had been nominated for honorary membership in Delta Sigma Pi. Frank was on hand to pay tribute to Ed and was presented a tie bar with the fraternity seal until he can be officially initiated. Frank owns and operates the restaurant known simply as Frank Gustine's which serves as our "house" and is very active in teaching the values of sportsmanship to the youth of Pittsburgh.

We were also very pleased to have with us, at the testimonial for Ed, Brother Wayne S. Ewing, State Senator from Pennsylvania's 42d Senatorial District and his vivacious wife, Petey. Brother Wayne is a graduate of Penn State, has been in politics since he was about eight years old, and a welcome addition to the Pittsburgh Club.—BERNARD J. MICHALEK



JOHN GERLACH, chancellor of Eta Theta Chapter at Angelo State College is shown here addressing the prospective pledges during a recent rush meeting.

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Yet, in many respects, this right may determine whether you are truly an independent owner of a business or merely an affiliate with a chain.<sup>14</sup> And, incidentally, it happens to be one of the criteria for obtaining a loan from the Small Business Association.

The last item concerns cancellations or terminations. Dr. Martin R. Warshaw, assistant professor of marketing at the University of Michigan School of Business Administration, has said, "Termination of a contract . . . is important on both sides of a franchise agreement and should be clear in writing. It should be clear as to the amount of notice required, the causes for termination, and disposition of inventory. If termination is permitted for 'sub-standard' performance, the contract should define precisely what is meant by this phrase."<sup>15</sup>

## Means of Financing

After a person has decided to go into franchising, one of the first major obstacles he will encounter is financing. However, it need not be a barrier to the fulfillment of one's desires for there are numerous ways of obtaining the necessary capital, if one is sufficiently motivated. Local banks, the Veterans Administration, the Small Business Administration, and a rather recent development, the Small Business Investment Corporation, all offer financial assistance. The parent company may make allowances of some kind, such as requiring less beginning inventory, or installing used equipment which has been refurbished by the company. In addition, the potential franchisee may elect to do some of his own work on the site, thus eliminating considerable labor costs.

## The Future of Franchising

Today, in a world of giant corporations, franchising might be said to be the last frontier for the small businessman. It offers the independent businessman, on the one hand, the strength and security found in large numbers; while on the other, it still retains the individualistic flavor of the small proprietor.

The only limit to franchising seems to be the imagination of the individual. If a product can be developed or a service rendered which will satisfy the wants and desires of the consumer, then it probably can be distributed through a franchise system.

<sup>14</sup> *Ibid.*, p. 77.

<sup>15</sup> *Ibid.*, pp. 78-79.

# Fraternity Mourns the Death of Past Grand President Edwin L. Schujahn

ALL DELTA SIGMA PI mourned the sudden death of Past Grand President Edwin L. Schujahn in Minneapolis, Minnesota on February 21, 1968. Brother Schujahn was initiated into Delta Sigma Pi on February 10, 1923 by Psi Chapter at the University of Wisconsin and had been active in the Fraternity throughout most of his life.

Upon receiving the Bachelor of Arts degree from the University of Wisconsin in 1924 he joined the Clerical Department of General Mills in Minneapolis. A year later he was transferred to the Flour Sales Department and was transferred to New York for a short time after which he returned to Minneapolis. A year later he was transferred to Buffalo when the Eastern Sales Department of the company was established. When the company launched its package foods program in 1930 he was placed in charge of all grocery products activity in the Eastern Division and was named Vice President of that division in 1940. In 1945 he was again transferred to Minneapolis as Grocery Products sales executive for the Eastern, Southeastern, and Sperry Divisions of General Mills. In 1950 he was appointed Vice President of the company and in 1953 he was appointed General Manager for all Canadian Operations of General Mills.

Brother Schujahn was elected Grand President of the Fraternity on September 13, 1930 at the Tenth Grand Chapter Congress held at Detroit, Michigan and re-elected Grand President on September 15, 1933 at Chicago, a position he held until the Twelfth Grand Chapter Congress in Atlanta, Georgia in 1936.

A review of the records of the Fraternity, indicates Brother Schujahn at a meeting of the Grand Council, August 24, 1929, moved "... to establish a Life Membership for \$35.00" which was approved. It was thus appropriate that he should be assigned Life Member Number One.

In 1954 Brother Schujahn was named "Deltasig of the Year," the highest award the Fraternity can bestow upon a member. Truly, "the world may say of him, he was a man of commerce, the world is better because he dwelt upon it."

The Fraternity extends its profound sorrow and regrets to the Schujahn family on the untimely passing of their loved one, our Fraternity Brother.



DELTA SIGMA PI mourns the death of Past Grand President Edwin L. Schujahn, a member of Psi Chapter at the University of Wisconsin.

## Scott Organizes Loan Fund at Missouri

ORLAND M. SCOTT, *Missouri*, vice-president of International Business Machines Corporation and president of IBM field engineering division, is chairman of a committee organized at his suggestion to establish a loan fund to assist graduate students working for advanced degrees in business administration at the University of Missouri, Columbia. Another member of the committee is Willis W. Alexander, *Missouri*, president of the Trenton, Missouri, Trust Company.

The committee hopes to have a loan fund large enough to permit students to borrow up to fifty per cent of what could be considered a reasonable living allowance. The loans would be interest-free until nine months after graduation.

This is not Brother Scott's first venture into student loan funds. He established the Orland M. Scott loan fund at the University of Missouri at Columbia in 1962, and increased it with annual gifts which were matched by IBM until the fund now totals about \$8,000.

The University of Missouri at Columbia has some \$250,000 annually available in loan funds to assist worthy students. The student financial aid office estimates that it assists twenty-five per cent of the students each year with loans, grants, and scholarships.

## BALTIMORE

THE BALTIMORE ALUMNI CLUB had as their principal speaker at the dinner meeting in January, Mr. Dale Anderson, the County Executive for Baltimore County, Maryland's most populace county. Mr. Anderson gave us a good insight into county government, and very graciously indulged us with a question and answer session after his speech.

Baltimore County also embraces a very nice theater restaurant and the Baltimore Alumni Club members with their wives, descended on it en-masse on February 18, 1968, to enjoy a very "savory" dinner and also the delightful French Comedy, Clerambard.

Brothers Ed Jacob and Jim Moore, as a committee of two, are formulating a "first" for the Baltimore Alumni Club and that is a "past president's" night. The affair will be held at the Hopkins Club on March 21, 1968, dinner and cocktails will be served but

the rest of the program is classified information known only to the committee.

It is with regret that we note the demise of Brother Alfred T. Nardi, Chi 63. He passed away March 3, 1968. We extend our sympathies to his family, and we know, "The world is a better place because he dwelt upon it."

The Baltimore batters are eagerly looking forward to our annual steak fry at the Patapsco State Park on May 18, 1968. They are putting their trophy on the line when they challenge, the Washington Alumni Club and Chi Chapter of Johns Hopkins in a "play the winner" softball game.

We are also looking to the climactic event of the year, the June dinner dance, sponsored by Chi Chapter. This year's affair will be "black tie," and held on Saturday evening, June 15, 1968. This will be a sellout and if you are coming from out of town therefore, you are urged to get your reservation in early.



RECENTLY INSTALLED as president of the Transportation Shrine Club of Chicago is Brother Petro L. Patras, a member of Alpha Psi Chapter at the University of Chicago.

### Patras is President of Transportation Shrine Club of Chicago

PETRO LEWIS PATRAS, *Chicago*, was recently installed as President of the Transportation Shrine Club of Chicago in the Traffic Club of the Palmer House. William L. Backus, Potentate of the Medinah Temple was the installing officer.

The Transportation Shrine Club is chartered by the Medinah Temple and has more than 500 members engaged in the Transportation and Traffic Industry throughout the Chicago area.

Brother Patras attended Lindblom and Englewood High School and is a graduate of the University of Chicago School of Business. It was here that he became a member of Delta Sigma Pi.

He is an insurance broker and an associate of the Jordan-Edwards Agency, Massachusetts Mutual Life Insurance Company. He was recently honored by Massachusetts Mutual with a plaque for being the Group Leader of the Year in group insurance sales. He is also a life member of the Illinois Leaders Round Table and the Chicago Association of Life Underwriters. In addition to his shrine work he is a member of the East Side Chamber of Commerce, the Executives Club, Illinois Childrens' Home and Aid Society, the University of Chicago Alumni Association, and the South Chicago Chapter No. 351, Order of Ahepa.

### Myers is Named Dean at Emory

DR. CLARK E. MYERS, *Kansas*, currently dean of the School of Business Administration at the University of Miami, Coral Gables, Florida, has been named dean of the School of Business Adminis-

tration at Emory University, Atlanta, Georgia. The appointment becomes effective July 1, 1968. He succeeds Dr. James M. Hund who has served as dean since 1965.

Brother Myers has been dean at Miami since 1961. He was a lecturer at the Harvard Graduate School of Business prior to becoming dean. He was the first director of IMEDE (Institute pour l'Etude des Methodes de Direction de l'Entreprise) at Lausanne, Switzerland in 1957-60. The Institute was one of the first in Europe to introduce American management training techniques. Prior to that he was dean of the College of Commerce at Ohio University, Athens, Ohio.

A native of Kansas, he received both the bachelor's and master's degrees from the University of Kansas, and his doctor's degree from Harvard University. He has served on the faculties of the University of Kansas, the University of Texas, Ohio University and Harvard University. He



THE NEW DEAN of the School of Business Administration at Emory University is Dr. Clark E. Myers, a member of Iota Chapter of Delta Sigma Pi.

became a member of Delta Sigma Pi's Iota Chapter while attending the University of Kansas.

A member of many professional organizations, he is also a member of the executive committee of the American Association of Collegiate Schools of Business and a member of the Deans Advisory Board of Management and Logistics for the U.S. Department of Defense.

### Paul L. Stangle is Named Dean at Eastern New Mexico University

DR. PAUL L. STANGLE, *Eastern New Mexico*, has recently been named dean of the School of Business Adminis-



DR. PAUL L. STANGLE, a member of Epsilon Eta Chapter at Eastern New Mexico University has recently been named dean of the School of Business Administration there.

tration at Eastern New Mexico University at Portales, New Mexico. He succeeds Dr. Becky Sharp who is retiring at the end of the current semester.

A native of Plainview, Arkansas, Brother Stangle received his preliminary education from Gibault Academy at Vincennes, Indiana. He received his bachelor's, master's and doctorate degrees from the University of Denver.

Prior to assuming his present position at Eastern New Mexico in 1958 he served with the United States Air Force where he holds the rank of Lieutenant Colonel.

Initiated as a charter member of Epsilon Eta Chapter at Eastern New Mexico University, Brother Stangle has continued to serve as chapter advisor since the installation of the chapter in 1960.

### Grayson Named Dean at SMU

DR. C. JACKSON GRAYSON, JR., *Tulane*, has recently been appointed dean of the School of Business Administration at Southern Methodist University in Dallas, Texas. The appointment becomes effective September 1, 1968. He succeeds Dr. Aaron Q. Sartain who has returned to full-time teaching.

Brother Grayson has served as dean of the Graduate School of Business Administration at Tulane University in New Orleans, Louisiana prior to the appointment at SMU. In his new position at Southern Methodist he will head both the undergraduate and graduate Schools of

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"Nightlife" and "A Severed Head." In the latter she was the only American in a cast of Britons, a tribute to her versatility and facility with accents.

Television viewers know Miss Walter's talents from her regular co-starring role opposite William Shatner in "For the People." She has also made regular guest star appearances on other major dramatic series including, "The Fugitive," "The FBI," "The Rogues," "The Doctors and the Nurses," "Ben Casey," and others. Her television acting craft may have matured through her experience on the daytime drama, "Love of Life."



ONE JUDGE FOR the 1968 "Rose of Deltasig" contest is Miss Jessica Walter, a popular Broadway star.

Her theatre and stock appearances form a long list of outstanding roles. Among the best known theatres where she has played are Philadelphia's Playhouse in the Park, The Mineola Playhouse, The Lakewood Theatre, in Maine, and the Edgewater Beach Playhouse, in addition to the Bucks County Playhouse.

Constantly studying and improving her art, Miss Walter is taking singing lessons to prepare herself for the musical stage, her ambition being a starring role in a Broadway musical.

Away from acting, Miss Walter enjoys designing her own clothes, reading, antiquing, water sports, and skiing. Her husband, Ross Bowman joins her in her favorite health pastime, long walks in Central Park.

## JOEL GREY

Joel was born 35 years ago, the son of comedian Mickey Katz. He started in show business originally as an actor at the age of ten, playing the juvenile lead of "Pud" in a production of "On Borrowed Time" at the Cleveland Playhouse. Although he finished high school, his

practical education was learning the nuances of the nightclub entertainer—singing, dancing, joking, and pantomime.

He was noted by a syndicated columnist as "a promising youngster reminiscent of Danny Kaye who stops the proceedings each evening," in a 1951 review. This was just after he had started a career in radio doing comedy and had begun working in his father's touring Yiddish reviews. The late Eddie Cantor featured him in his famous "Colgate Comedy Hour" television shows.

From here came nightclubs all over the country. These included the Copacabana, the Chez Paree in Chicago, and the London Palladium. On the nightclub circuit he developed a lasting aversion to the lonely and disillusioning life of the cafe entertainer.

There were many more years of "almost making it." His motion picture debut was in the musical, "About Face," with Gordon MacRae. This was followed by featured parts in several other films. In "Come September" with Rock Hudson, Gina Lollobrigida, and Bobby Darin, a reviewer described his performance as the best ingredient in the entire film.

Serious dramatic lessons at the Neighborhood Playhouse in New York and television shows came next. The NBC special "Jack and the Beanstalk," and the drama of the psychopathic killer, the juvenile delinquent, the western bandit, the



SERVING AS THE SECOND judge for the 1968 "Rose" contest is Mr. Joel Gray, a popular stage and screen star.

rock 'n roll singer, and the "boy next door" were portrayed in known shows such as "77 Sunset Strip," "Lawman," "Maverick," "Kraft Theatre" and "December Bride." Off Broadway, he starred in "The Littlest Revue" and then on Broadway in "Come Blow Your Horn,"

which was a long-run show. Following this were "Stop the World," "Roar of the Greasepaint," and "Half a Sixpence."

He was counting on settling in Hollywood hoping for financial security in television, but a Broadway producer had seen him in two shows and considered him as more than just a replacement. The emcee role in "Cabaret" was built with Joel Grey in mind.

He won the 1967 Antoinette Perry (Tony) Award as the best supporting actor in a Broadway musical. His role in "Cabaret" a Broadway smash hit, raised him to the status of a full-fledged star. Now in demand in every branch of entertainment, he follows his success in "Cabaret" as the star of the new Broadway musical, "George M.," in which he portrays yankee doodle song and dance man, George M. Cohen.

He has been deluged with major screen, theatre and television roles and has released his first recording album. He and his wife, former actress Jo Wilder, and their two children live near Central Park in New York.

## DIVIDENDS

To Brother and Mrs. Fred C. Follmer, *Missouri-Columbia*, on April 26, 1967, a son, Todd Frederick.

To Brother and Mrs. Marlin Wilson, *Illinois*, on February 28, 1968, a daughter, Christine Michelle.

To Brother and Mrs. Michael G. Gerken, *Missouri-Columbia*, on August 18, 1967, a son, Eric Michael.

To Brother and Mrs. Richard D. Scott, *Missouri-Columbia*, on August 18, 1967, a son, Curtis.

To Brother and Mrs. Paul F. Cronin, *Pittsburgh*, on February 12, 1968, a daughter, Rebecca.

To Brother and Mrs. C. Edward Anthony, *Pittsburgh*, on February 22, 1968, a daughter, Michelle Lynn.

To Brother and Mrs. Thomas H. Collier, *Detroit-Gamma Rho*, on October 11, 1967, a daughter Paula Kathryn.

To Brother and Mrs. James A. Bleau, *Detroit-Gamma Rho*, on August 1, 1967, a daughter, Kelly Ann.

To Brother and Mrs. Dennis L. Murphy, *Detroit-Gamma Rho*, on July 22, 1967, a daughter, Sara Lynn.

To Brother and Mrs. John Hagood, *Southeastern Louisiana*, on August 29, 1967, a daughter Shelley.

To Brother and Mrs. Dave Gray, *Iowa*, on March 19, 1967, a daughter Stephanie Jean.

To Brother and Mrs. David H. Lambert, *Pittsburgh*, on September 26, 1967, a daughter, Caren Sue.

To Brother and Mrs. George R. Smith, *Texas-Austin*, in December, 1967, a son, Todd Randall.

To Brother and Mrs. John L. Elliott, *New Mexico*, on September 26, 1967, a daughter, Kimberly Nelle.



# Through the Eyes of an Educator

## Your Career as a College Professor in Business

by  
Preston P. LeBreton

Dr. Preston P. LeBreton, until December 1967, was President of the Council for Professional Education for Business. His remarks are made up entirely of excerpts from a study prepared by the Council for Professional Education for Business which was recently revised by a committee under the direction of Robert J. Senkier, dean of the School of Business Administration at Seton Hall University. The Council in cooperation with Southwestern Publishing Company has just published the study "Preparing for Your Career as a Professor of Business Administration." Delta Sigma Pi acknowledges with grateful appreciation the opportunity afforded it by the Council for Professional Education for Business, the American Association for Collegiate Schools of Business, and Southwestern Publishing Company in publishing these remarks in advance of the publication of this study.

A member of Beta Zeta Chapter of Delta Sigma Pi, Brother LeBreton received his Bachelor of Science and Master of Business Administration degrees from Louisiana State University and his Ph.D. degree from the University of Illinois. In 1966 he served as president of the Academy of Management. He has been associate editor, *Journal of the Academy of Management*, and is at present a Fellow of the Academy. Between 1960-65 he served as Head, Department of Policy, Personnel Relations and Production, School of Business Administration, University of Washington. He is also the author and editor of a number of books and professional articles.

ANYONE WHO EMBARKS upon a career as a professor of business administration is dedicating himself to one of the most challenging assignments in teaching today. He is also involving himself in an area of human activity—the world of business—which is vital to continued economic progress and at the center of many of the social, political and economic forces of change that are abroad in the world today. A career in business teaching combines the diversity and fast changing action of business interests with the satisfaction of an academic life.

### Dynamics of Modern Business

Our American business system, with the modern corporation as its dominant institution and "engine of economic growth," has been responsible for advancing the standard of living of citizens to unparalleled levels. It has also provided us with the resources for meeting much of the Free World's defense, and for giving economic and technological assistance to the developing nations of the world. Business and the managers who guide its future and relate it to the changing needs of our society have a responsibility for the efficient management of our

resources that calls for a maximum commitment in dedication, imagination and hard work.

In this context, it is readily apparent that business will need, in even larger numbers, broadly educated managers capable of both adapting to and influencing the course of change in their business environment.

To this end curricula at business schools are changing to keep pace with the requirements of tomorrow's, not today's, managers. An urgent need exists for fully qualified, highly motivated and inspired teachers and scholars to instruct and prepare young men and women who seek direction and counsel in their preparation for careers in business and to advance the boundaries of relevant knowledge.

### What Does a Professor Do?

To students and the general public, a professor is essentially a teacher; to other professors, he is a scholar who has mastered his field and is advancing its boundaries; to industry and government, he is a source of expert knowledge, advice and judgment; to his administrative superiors, he is sometimes a fiercely independent

professional with well-developed nonconformist attitudes; to himself, he is a custodian of civilization, a mentor of youth, an advisor to men of affairs, a pioneer of human progress, a disinterested defender of the general welfare and a trained specialist in some particular craft of the mind.

In practice, most professors of business administration spend more time in teaching and related work than in anything else. He may become involved in guiding students' research, supervising laboratories, conducting tutorial conferences, visiting plants and offices.

In addition, there are the challenging demands of professional associations, alumni meetings, meetings of civic groups, businessmen and government, not to mention upset parents and bewildered freshmen.

Sounds like work? Of course it is, but to those who would reap the satisfaction of academic life, these are normal demands of the life.

### Satisfaction of Academic Life

Behind all the lesser attractions of an academic career lies the fundamental fact

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# Marketing Concept: Is It Working?

Robert F. Vizza, Dean

School of Business, Manhattan College

The following is the text of an article appearing in the Manhattan College Businessman. Copies of the study by Dean Vizza are available from the Sales Executives Club, Hotel Roosevelt, New York, New York 10017.

the right product to the right person, at the right time, at the right place, at the right price, and in the right quantity.

Who decides what "right" is? The customer! Not the engineer, nor the designer, nor the marketing executive, nor the executive committee, nor the chief executive officer. In the end analysis, it is the customer who decides whether a business remains a business. Therefore, a more modern definition of marketing might be: "Marketing is a process of determining consumer needs, communicating with, and delivering need—satisfying goods and services to the consumer at a profit." In this process, the business exists in anticipation of consumer needs and it changes as consumer needs change. Marketing determines these needs, and translates them into the functional specifications of a product that will satisfy the needs. It then communicates the availability and features of the product to the customer, and delivers it to him.

The Marketing Concept has long been considered as a top management attitude that places consumer needs and wants first in decision making. It is the external orientation that allows top management to define the nature of its business from the customer's point of view. As such, it is a reorientation of the attitudes of management—

from a production orientation to a marketing orientation,  
from a supply orientation to a demand orientation,  
from an internal orientation to an external orientation,  
from a volume orientation to a profit orientation.

The concept was first described in the 1952 annual report of the General Electric Company, credited by many as having framed the concept:

"the concept introduces the marketing man at the beginning rather than at the end of the production cycle and integrates marketing into each phase of the business. Thus, marketing through its studies and research, will establish for the engineer, the design and manufacturing man, what the customer wants in a given product, what price he is willing to pay and where and when it will be wanted. Marketing will have authority in product planning, production scheduling, and inventory control, as well as in sales distribution and servicing of the product."

Note that the concept was intended to be much broader than simply an attitude or philosophy. However, this understanding of the full meaning of the concept rarely goes beyond attitudes. In order to crystallize the concept, to make it workable, a full definition is proposed: The marketing concept is:

1. A Management attitude that places consumer needs and wants first in decision making.
2. A Structure that places all marketing activities under one supervision, and places the chief marketing officer on an organizational level with the officers in charge of production, finance, accounting and personnel, so as to enable him to integrate marketing with these other organic functions.
3. A Procedure which always begins with a consideration of market requirements and proceeds with a coordinated approach.

The truly marketing oriented firm will reflect all three aspects of the marketing concept listed above. A company that has embraced only the attitude of the concept may be said to be still in the gaseous state. A company must institute structural and procedural changes in order to crystallize the concept into a workable management tool.

RARELY HAS THERE been a more discussed, but less understood, tool of management than the Marketing Concept. Since the early 1950's when our economy was completing its conversion from a wartime sellers market to an affluent buyer's market, the consumer and the consumption function have been receiving increasing attention. The focus on marketing and the framing of the "Total Marketing Concept" has dominated the literature as well as discussions in the executive suites. The time has come to step back and examine the Concept, and the extent to which companies have actually put it into practice and the results they have experienced. With this in mind, this writer, in collaboration with two colleagues, undertook a research project in this area. The research was sponsored by the Sales Executive Club of New York, and published by them in December of 1967. This article will summarize the main points and findings of the research.

## The Modern Marketing Concept

The results of analyzing over five hundred questionnaires and interviewing over twenty companies indicate that the Marketing Concept is not being implemented by more than a handful of companies. This is not to say that the Marketing Concept is not workable—on the contrary, companies that have adopted it are realizing impressive and dramatic results. It becomes apparent, however, that the Marketing Concept is thought of solely as an attitude, or philosophy, or consumer orientation. In reality, it is much more than this. An updated definition of the Marketing Concept, therefore, is in order.

Just as the Marketing Concept needs updating, so also does the definition of marketing. An accepted definition formulated by the American Marketing Association states that marketing is "the performance of business activities that direct the flow of goods and services from producer to consumer or user." This seems to imply that the job of marketing is to distribute goods, that marketing begins where production ends. Herein lies the error; marketing should begin before production. It begins with the determination of consumers' needs and wants; it coordinates with production engineering to develop goods and services which will satisfy these needs. It then distributes the product. Marketing's job, therefore, is to bring—

## Survey Results

The results of the survey into the extent of the adoption of the Marketing Concept are summarized below.

Only 2 per cent of the responding firms could be said to have implemented the Market Concept to a considerable degree; 7 per cent have not implemented it at all; the remainder of the firms are following the concept in varying degrees.

Eighty-eight per cent of these top Marketing executives report to an Executive Vice President or higher. This indicates recognition of the need for a Marketing officer in the firm and the importance of having him in a top management capacity.

Sixty-five per cent of the respondents have the executive in charge of Sales reporting to the top Marketing executive.

Only 32 per cent of the respondents have the Product Planning function reporting to the top Marketing executive.

Sixty per cent of the respondents have the executive in charge of sales reporting to the top Marketing executive.

Forty-four per cent of the respondents have a Marketing Research department, and of these, 66 per cent report to the Marketing executive.

Twenty-two per cent of the respondents have the inventory planning function reporting to the Marketing officer.

Fourteen per cent have transportation reporting to the top Marketing executive.

Only  $\frac{3}{10}$  of 1 per cent of respondents have all seven of the above functions reporting to the top Marketing executive; 3 per cent have six functions under him; 65 have five, 13 per cent have four, 21 per cent have three, 23 per cent have two, 19 per cent have one, and 14 per cent have none of the above marketing functions reporting to a top Marketing executive.

Seventy-two per cent of the individuals responding indicated that their company had no formal training program in marketing management.

Having examined the results of this study, one is forced to conclude that the structure necessary to adopt the Marketing Concept has not been developed by the majority of firms surveyed.

The Marketing Concept is, first of all, an attitude. It is a managerial attitude which puts the interests of the consumer first in all the decisions and actions of the firm. More than this, the adoption of the Marketing Concept calls for restructuring the firm and reorganizing its procedures to facilitate the process of adjusting the

firm to the wishes of the consumer. In essence, the marketing oriented firm makes every effort to be what the consumer wants it to be and to foresee and adjust to changes in customer wants.

The development of a marketing oriented attitude within the firm must be consciously encouraged. This may be facilitated by a clear statement of the new philosophy, by evident changes in structure, and by formal training.

The structure of a marketing oriented firm centralizes responsibility for all the marketing functions under a single head. Thus, it is possible to coordinate the total marketing effort, as well as to integrate marketing with the other functions of the firm.

The procedures which characterize a marketing oriented firm are primarily embodied in the marketing plan. This determines how men, money, machines and activities of the firm will be committed to the task of realizing the goals of the marketing function, and thus the goals of the company. Central to the task of marketing planning is new product planning. Again, the task is one of developing a coordinated effort to produce, but what the customer wants.

The adoption of the marketing concept must have a heavy impact on the sales executive; it demands of him a high degree of coordination with other marketing functions and involvement in the development of marketing plans. What is more, the creation of a top Marketing executive. Consequently, the sales executive must be prepared by training and development programs to move on to greater responsibility.

### What is Needed to Adopt the Marketing Concept

There is a difference between adoption and implementation of the Marketing Concept. Adoption of the Concept deals with an attitude, or Marketing orientation; implementation involves developing the organizational structure and procedures necessary to make the Concept work. The Marketing Concept, therefore, is seen as all three: an attitude, a structure and a procedure. Further, this study suggests that an attitude is sterile unless it has practical applications and has an impact on the firm's activities. It cannot do this without the proper structure and procedure. When we conclude that firms have not developed the structure necessary to implement the Marketing Con-

cept, we also conclude that they have not fully adopted the Marketing Concept.

The Concept is still in its gaseous state—it is still thought of as a philosophy. What is needed to crystallize it is to convert this philosophy of business life into a way of living for business—from a state of mind to a program of action. The attitude must begin at the tip and flow down in the organization, and the organization must be structured and procedures developed which make possible the coordinated Marketing effort embodied in the Concept.

It is clear from our survey that much must be done to organize all of the marketing functions under a marketing executive. Further, increased attention to the development of systematic marketing procedures—especially, marketing planning—is in order. Thus management by objective, not by crisis, will be encouraged; the focus of attention will be on objectives, not problems, and a logical basis will exist for the appraisal of performance and results.

It has long been held that one of the major problems with implementing the Marketing Concept has been in developing an understanding of it among non-marketing executives, and receiving their cooperation. This study suggests that there is a far more serious obstacle, namely, getting marketing personnel to understand and a scarcity of responsible marketing personnel to manage the Concept. Companies must make efforts to correct this situation. One important approach to accomplish this is through Marketing training and development programs. Firms cannot expect sales executives to enter a transition unaided and emerge as marketing executives. They must be assisted through a conscientious and carefully conceived training program.

### Summary

The sales executive must be prepared to take on greater marketing responsibilities. Under the Marketing Concept, he becomes more involved with non-sales functions and he must be guided in integrating his function with the other functions of marketing. The sales executive of today must develop additional qualifications that will also be required of the sales executive of the future: an understanding of quantitative management approaches and behavioral sciences; greater

*(Continued on page 159)*



# CHAPTERS

## DETROIT—Theta

THETA CHAPTER at the University of Detroit is currently making final plans for our annual dinner dance. Since it is always planned after final exams, it is the highlight of our social calendar. It will be a fitting climax to an unforgettable year.

Our professional program this semester was highlighted by a tour of the facilities of the IBM Corporation. Led by a Theta Chapter alumnus, the tour was rewarding for all members.

As graduation approaches for many Deltasigs, including this correspondent, a little reminiscing is excusable. Thoughts of our fraternity, the trials, the work, the failures, the sacrifices, and pledging are clearly outweighed by the successes, brotherhood, the valuable experience, and the maturity gained. Theta Chapter hopes that other chapters throughout the nation will continue to promote this vital growth process for the benefit of many future Deltasigs.—JOSEPH L. CERU

## EAST TENNESSEE STATE

FORMALLY INITIATING six new brothers into the Delta Xi Chapter at East Tennessee State University started our winter quarter off successfully. The six new brothers are: Willis Nordland, David Weill, Rob Hackler, Bob Kerns, Larry Grubb, and Hank Woods. Congratulations are in order for these men.

We presently have 12 new rushees and they are: Larry Calhoun, Joe Staten, Keith Weikle, Barry Strawhorne, Roger Greene, Winston Hodges, John Dotson, Steve Williams, David Hall, Gordon Glitz, Mr. Albert Kunze, and Dr. Herman Stribling. The latter two men are members of our faculty.

Our annual "Rose" formal was held February 3, at the Holiday Inn in Kingsport, Tennessee. It was a festive evening combining food, music, and laughter. The evening was climaxed by the selection of our "Rose" who was chosen from nine other contestants. She is lovely Miss Susan Rogers, a member of Sigma Kappa Sorority, and she is majoring in French. She comes to us from Seaford, Delaware, but she has us all convinced that the south is a very enjoyable place to live even though we are not located near the coast.

Much progress and achievement has been made since our chapter has been installed and we continually strive for newer and better ways of serving. This has especially been true this year under the great leadership of President Roger Keys. We hope to prove our worthiness by obtaining 100,000 points in the Chapter Efficiency Index this year.

Two weeks ago we visited the Tri Cities Airport and we were taken on a regular

"Cook's tour." We were shown how everything from their weather equipment to their radar system worked. It was an enlightening trip and we enjoyed it very much. Soon we plan to visit the Eastman Corporation in Kingsport to further our knowledge of Business Management. That should prove to be an exciting event. Also, we plan to visit the Atomic Museum in Oak Ridge, Tennessee.

Many of our Brothers will graduate this year. We who are left will miss their leadership and guidance, but through our efforts we will keep the Delta Xi Chapter very much alive and as usual, successful.—HANK WOODS

## ANGELO STATE

ETA THETA CHAPTER at Angelo State College has finally come of age with the second rush conducted by our chapter now under way. Eta Theta Chapter will celebrate its first year of affiliation with Delta Sigma Pi on April 30, 1968. We had much to learn in conducting a pledge program this past Fall. We charter members learned mostly by a process of trial and error, but we learned well. Along with our new Brothers we are proud of our prospective pledge class and the pledge program we have in store for them.

We held our first smoker Sunday afternoon, February 25, in the San Angelus room in the Central National Bank building. Ten prospective pledges attended the meeting. The men attending were introduced to the members by Brother John Gerlach, Charles Harless, and W. C. (Spur) Sibley, who gave the history and objectives of Delta Sigma Pi and Eta Theta Chapter as to the upcoming activities and professional programs. Afterwards the prospective pledges had a chance to meet the Brothers individually and talk about Delta Sigma Pi over a cup of coffee in the coffee room of the bank building.—ROBERT L. VIDLER, JR.

## LOUISIANA STATE— New Orleans

THE EPSILON NU CHAPTER was installed in 1962 and has grown to a total membership of over 160 Brothers. We have tried to maintain an excellence in our various activities that is consistent with the standards set by The Central Office and ourselves.

On the professional program, the Brothers visited the Steiner Rouse & Co. Investment Agency, Kaiser Aluminum, Falstaff Brewery, Shell Oil Computer Center, and the Little Gypsy Power Plant.

Epsilon Nu Chapter's Second Annual Donkey Basketball Game proved to be both an athletic and financial success with our

valiant Brothers posting dual wins over Sigma Kappa Sorority and selected faculty members. Over 600 fans witnessed the historic event which has been used to augment the chapter budget for the annual "Rose" Formal.

Variety had been selected as the theme for our social calendar. Activities ranged from an Easter Party for a local home for retarded children to a Roman Party celebrating Caesar's death. Other events slated were a Crayfish Party, a barn dance, exchange parties, date parties, and a Graduation Party for our departing Brothers. All of these events were climaxed by the Epsilon Nu Chapter "Rose" Formal which was held on April 20. We were honored to have as the guest speaker for our Initiation Banquet Mr. Frank G. Purvis, President of Pan American Life and a member of the Board of Governors for LSU—NO.—IRVING M. DUPRE

## LOUISIANA TECH

BETA PSI CHAPTER of Delta Sigma Pi at Louisiana Polytechnic Institute began the winter quarter with a banquet with Grand President M. John Marko the guest speaker. The banquet was a great success as many brothers had the opportunity to meet and speak with the Grand President.

On January 28, 12 brothers were initiated into Delta Sigma bringing our total membership to 53. Following the initiation banquet our new slate of officers were installed. They are Gerald Box, president; Stephen Pearce, senior vice president; Thomas Youngblood, vice president; Richard Snelling, secretary; David Lawhon, treasurer; Craig Giddens, Historian and Rickey Sutton, chancellor.

On January 1, 1968, our chapter advisor became the Director of the South Central Region of the Fraternity which includes 15 chapters in Louisiana, Mississippi, Alabama and Tennessee.

During the latter part of February Spring rush was held with Dean Burton Risinger of the School of Business Administration speaking to the rushees on the importance of Delta Sigma Pi in their future. As a result there are now 20 new pledges.

We are looking forward to a most prosperous Spring quarter headlined by a number of meetings with noted businessmen throughout the area as well as a few activities between the members and pledges.

During the end of April the annual "Rose" banquet will be held and the new "Rose" will be presented to the Brothers. Up to this point we have had a very successful year and we are very proud to say that Delta Sigma Pi is still the No. 1 business fraternity on the Tech campus.—BRUCE BERRY

## MIDWESTERN

EPSILON ZETA CHAPTER at Midwestern University in Wichita Falls, Texas, was honored to have had Brother Charles L. Farrar, Executive Director, visit with us February 28, 1968. Brother Farrar addressed the Chapter after our regular meeting. He spoke to us on the subject of Delta Sigma Pi as a National Organization and then followed with what Epsilon Zeta Chapter here at Midwestern University has to offer to the members, the school, and the community. Brother John Tate, District Director, accompanied Brother Farrar.

This Chapter had our initiation for the Fall semester pledges January 28, 1968. Eight pledges were initiated and the Chapter has great expectations of all eight new members. Brother Charles Foote, Regional Director, and Brother John Tate were present at the initiation.

The spring semester pledge program began Sunday, March 3. The Chapter gave a welcome pledge dance Friday, March 1. We are also in the process of planning for our Spring "Rose" dance.

On February 19, we held a combined smoker and professional program. There was a large number in attendance, including Dr. William Thomas and Mr. Henry Van Geem. Both men are instructors at Midwestern University as well as Deltasigs.

We are expecting another busy semester this Spring and at this time we at Epsilon Zeta Chapter would like to wish everyone an exciting, fulfilled summer.—DEAN NELSON

## WESTERN MICHIGAN

EPSILON OMICRON CHAPTER is winding up the second semester of what appears to be a very successful year.

Due to the high number of graduations and the unavailability of potential pledges our chapter started out on a rather stagnant note. With a realization of the fact and the assistance of the members we established a very industrious pledge class of eleven neophytes.

To augment the potential teamwork of the members we organized ourselves into various functional committees with all Brothers participating actively in one or more of them to present a "Rose" Dance, where everyone had an enjoyable evening. The dance was held in the Walnut Room of the Sportsman Inn on February 24th in the honor of our "Rose" Queen, Paula Pendergrass.

Our new rushees realized this brotherhood beginning with their welcoming at the Harold's Club Party Smoker. There they were able to informally meet the members of the chapter. Also prevalent was the competitive spirit of Delta Sigma Pi, with the brothers winning various gifts for their gambling excellence. We continued this establishment of personal contact by arranging tours of the Upjohn Pharmaceutical Company and the Veterans Administration Hospital. Instilling the pledges with this interfraternity friendliness we didn't neglect our

fundamental objective of what Delta Sigma Pi represents toward the field of business.

The pledges and members gathered insights toward the outside business world with the appearance of various professional speakers. Included among them were the Manager of Trainee programs of J. C. Penny Company, Nolan K. Longmore and the Chairman of the Downtown Kalamazoo Association, Alfred V. Heilman.

To put a proper ending to a successful year we held our annual initiation banquet on March 25 at the Country Side Inn.

## BOSTON U.

ANOTHER SCHOOL year is passing us by. Many Brothers will be graduating this May, and Gamma Chapter heartily congratulates them and wishes them the best of success.

Shortly, six good men will be initiated as Brothers. Congratulations to them and to the pledge committee consisting of Chick Cwalina, Hans Lundsten and Dave Solomon for a job well done.

The professional committee has produced, as usual, some excellent programs during this past Spring semester. One evening, Mr. Frederick Bayer, assistant controller for the United Carr Corporation, spoke on the internal organization of accounting departments. On another occasion, Mr. Richard Davis, industrial sales manager for Brobie Industrial Trucks Incorporated, addressed the Brotherhood on the topic of "sales and management." For added enjoyment and a "professional" touch, our remaining professional functions will be in the form of a combination dinner and guest speaker.

Brother Robert Berish has organized our annual "Rose" Ball for this year. The affair, to take place at the Longwood Towers in Brookline, will be an exciting evening of dining and dancing. I'm sure it will be a great success and a fine finishing touch to a very enjoyable year at Boston University.—ALLEN K. COBURN

## UTAH

THE BROTHERS OF Sigma Chapter at the University of Utah have enjoyed another extremely successful Winter quarter. A number of firsts were accomplished this last quarter. Paramount among these was the initiation of a quarterly Chapter Service Project. Saturday, February 10 the Brothers met at the Mount Olympus Training Center for Retarded Children and proceeded with general clean-up, repair, and yard work. Hard work and good participation got the program off to an excellent beginning.

Another event of outstanding significance this quarter was the selection of a new "Rose" Queen for 1968. The "Rose" Selection Dinner was held at the Pagoda on Friday evening, February 2. From the eleven entrants three finalists were chosen and the new queen was announced at the "Rose" Coronation Banquet on Saturday, February 24 at the Fort Douglas Country Club. The "Rose" Queen for Sigma Chapter for 1968 is Miss Jane Burr; first attendant, Nannette Kibbe; and second attendant, Marsha Thorne.

An exceptional professional program highlighted the events of the quarter. Speakers included Mr. Glen Groo of Continental Bank who spoke on Estates and Trusts; Mrs. J. Arthur Wood of the Salt Lake Civic Auditorium Board; Professor David R. Pingree, who spoke on investments; and Mr. Hugh Pinnock of the Connecticut Mutual Life Insurance Company.

Sigma Chapter climaxed the quarter on February 27 with the election of new Chapter Officers. The President of Sigma Chapter for the coming year will be Bob McMullin; Senior Vice President, Dennis Burbidge; Vice President, Lon Adams; Secretary, Richard Jones; Treasurer, Richard Kidman; Historian, Brian McCarty; and Chancellor, Alan Palfreyman.

Sigma Chapter has just emerged from one of its most successful quarters and is looking forward to even greater achievements in the quarters to come.—ALAN L. PALFREYMAN

## TEXAS—Austin

BETA KAPPA CHAPTER at The University of Texas has had a very successful Spring semester. The semester was kicked off with two rush smokers. The first smoker was attended by Joe M. Hefner, Past Grand President, and John Tate, District Director of the Southwestern Region. Brother Hefner was the main speaker on the rush program. Between smokers Beta Kappa Chapter hosted Executive Secretary Ben Wolfenberger.

Beta Kappa Chapter started the semester with well rounded professional and social programs. The professional program consisted of field trips and several speakers. The chapter took a two day field trip to Houston, where we visited Humble Oil, NASA, and Budweiser Brewery. The Chapter also visited several businesses in the Austin area. The speakers were from several types of businesses in the area.

The social calendar was kicked off with a rush party. Other social events included the pledge banquet, round-up parties, the installation dance, and a Spring picnic.—HOWARD MURRAY



SHOWN HERE ARE the candidates for "Rose" of Sigma Chapter at the University of Utah. They are seated from left to right: Nancy Throckmorton, Shauma Gill, Neena Diument, Betsey Bradley and Kristy Blair. In the back row they are Nannette Kibbe, Jeannie Gates, Marsha Barker, Marsha Thorne, Mary Cannon and Jane Burr.

## EAST TEXAS STATE

THE DELTA PHI CHAPTER at East Texas State University in Commerce, Texas, has just celebrated its eighth chapter birthday. We are a fairly new chapter but we are growing not only in membership but also in the School of Business. We recently initiated another business faculty member and nine pledges and have a good Spring pledge class. We have many interesting professional programs planned, one of which is an annual business faculty banquet. The speaker will be the Honorable Senator A. M. Aikin. The banquet will be held May 6, and all brothers are cordially invited. Our "Rose" Ball was tremendous! Everyone not only had a great time but we are now the proud brothers of a beautiful "Rose," Miss Marilyn Wortham.

We have planned some outings including a tour of the Schlitz Brewery in Longview, Texas, and the Campbell Soup Plant in Paris, Texas.

As of a few months ago, we got to work on a lodge. We are drawing up a Constitution and Bylaws. We want a Delta Sigma Pi sign in front of a lodge BAD and any help, Brother, will be appreciated.

We would like to see all Brothers come visit us, professionally or otherwise. Everyone is welcome.—RICHARD TRIMBLE

## RUTGERS—Beta Rho

BETA RHO CHAPTER at Rutgers held its first semester initiation on January 20 at the Coronett Restaurant in Newark. We were happy to welcome five new brothers into our chapter. They are: Joseph Bounacore, Howard Schmidt, Clarence Smith, Harold Straub, and Jerry White. Beta Rho Chapter also had the pleasure of making Mr. Frederick E. Wynn an honorary member of the fraternity. Mr. Wynn is currently assistant director of Rutgers University. Brother M. John Marko, Grand President of Delta Sigma Pi, was also present; we were honored to have him perform the formal induction ceremony.

Chapter activities for the period were highlighted by two joint professional meetings. The first was with Alpha Omega Chapter of Phi Chi Theta at which time an en-

lightening talk was given by Mr. Feathers, a Rutgers faculty member. The second was held jointly with the Alumni Association at which time Mr. George K. Young of the New Jersey Bell Telephone Company spoke on "Research—Gateway to Tomorrow," which is the history of Bell Telephone Laboratories. In addition we were also pleased to have as speakers at our professional meetings Mr. Adam Papisavas, director of Education and Research for Local 1470 of the International Brotherhood of Electrical Workers and Mr. Edwin Fradkin who is a member of the Co-adjutant Staff of Rutgers.

Beta Rho Chapter wishes to extend its congratulations to Brothers Donald D. Taylor and Richard A. Buntele who were elected president and vice president respectively of the senior class at Newark. Our chapter is looking forward to our second semester initiation at which time we hope to substantially surpass our first semester accomplishments.—PHILIP SAITA

## ST. JOSEPH'S

ZETA PI CHAPTER at St. Joseph's College once again brings to a close a very successful year—the most successful in its history.

Our chapter can be proud of both the new complement of officers that were elected on March 25 and the new brothers that were inducted April 10.

The most outstanding part of the Spring term was the social agenda. The new brothers successfully planned and conducted an open party which added a substantial amount to chapter funds. Also, mixers were held with Chestnut Hill, Moore College of Art, and Beaver College. The social calendar also included a stag night for the Brothers, two other parties and of course, the "Rose" Dance.

Professionally, we held three lectures, including A.C.E.S.—Americans for the Competitive Enterprise System, and our annual field trip to New York.

The Brothers of the Zeta Pi Chapter take this opportunity to extend their best wishes for an enjoyable and prosperous summer vacation.



GRAND PRESIDENT MARKO, second from the right, is shown here presenting the recognition pin to Brother Frederick Wynn, assistant director at Rutgers following his initiation. Other members are from left to right: John Saporita, Beta Rho Chapter president and District Director William W. Myers. At the bottom, Brother Saporita is shown with Mary Ellen Johnson, president of Alpha Omega Chapter of Phi Chi Theta, District Director William W. Myers and Mr. J. Feathers, a member of the faculty at Rutgers University following a joint meeting between the two professional fraternities.

## DAYTON

EPSILON TAU CHAPTER has just completed an extensive program to raise money for the Heart Fund Campaign held during the month of February. Although our area for collection was restricted to the University, through the diligent efforts of our brothers and pledges, we were able to gather an appreciable amount of money for this very worthwhile cause.

Secondly, I would like to thank all the Brothers and pledges who have taken an active role in the "Dakota Street Project" helping the poor and underprivileged people in the west end of Dayton. Furthermore, the Brothers and the pledges have been working on Saturday mornings at the Dayton Boys Club performing such functions as teaching swimming lessons and assisting the young men with their studies. On the sports scene, our ET Flyers led by "Cindor" Kupec easily defeated Alpha Kappa Psi in an intramural basketball game.

In conclusion, I would like to announce that Epsilon Tau Chapter's new "Rose" Queen for 1968 is Miss Mary Hlebich, a junior in the College of Arts and Sciences at the University. The Brothers are quite proud of their new "Rose," and they hope that she will bring every success and fortune to our chapter in the coming year.—DANIEL J. PURCELL



MISS MARILYN WORTHAM, left, "Rose" of Delta Phi Chapter at East Texas State is shown here with her court—Elaine McManness, Susan Booth, Melody Lyon, Carolyn Taylor and Brother Graham M. Johnson who was recently appointed the first dean of the new School of Business Administration at East Texas State.

## PITTSBURGH

LAMBDA CHAPTER at the University of Pittsburgh initiated eight men into Delta Sigma Pi at the March 16 pledging ceremonies. At this time Lambda Chapter was pleased to present Mr. Frank Gustine with honorary membership in our fraternity, in tribute to the former second baseman's fund raising activities for Pittsburgh's Children's Hospital, and his active support of local Little League Baseball. Mr. Gustine has been a long time friend of Lambda Chapter, never failing to provide us with a meeting room at his famous Oakland restaurant.

Miss Linda Sadler was chosen as Lambda Chapter's "Rose of Deltasig" candidate. An English major, Miss Sadler is active in the Pittsburgh Playhouse and Bach Choir.

On April 27, Lambda Chapter celebrated its 47th Anniversary at the Royal Ridge Field Club. Traditional "Pink Poodle" diplomas were awarded to wives or girl friends of graduating Brothers in appreciation of their cooperation and support.

Lambda Chapter was honored to present its Annual Community Awareness Award to Mr. P. Dimperio for his outstanding work with local youth organizations.—PAUL F. CRONIN

## JOHNS HOPKINS

CHI CHAPTER at Johns Hopkins University, under the leadership of President Darrell Butler is well on its way to the achievement of another 100,000 points in the Chapter Efficiency Index. This past Fall we were privileged to have past president Bob Stauffer named District Director. At our November business meeting, we were honored by the presence of Executive Secretary Ben Wolfenberger. Brother Wolfenberger enlightened us about many historical facts concerning the fraternity and the role our chapter has played in the history of Delta Sigma Pi.

In upholding the fraternal tradition of Founders' Day, Chi Chapter held a most enjoyable banquet. After partaking of a pleasurable dinner, we had a most inspiring talk by Brother Walter Houck. Attending the combined undergraduate and alumni function was Past Grand President John McKewen.

On December 8, Chi Chapter held its Fall semester initiation welcoming to brotherhood Linsner T. Freitag, John R. Wintertein, Richard R. Patschorke, John P. Funk, and Robert F. Wiley, Jr. That evening the chapter held its annual Christmas-Birthday-Initiation Dance at the Holiday House. We are expecting a large initiation during the spring semester. Professional activities included a tour of the American Standard Corporation and speakers from many phases of business activity. We were especially pleased to have Admiral Frank Hennesey of the National Brewing Company present us with a quite enjoyable evening. Forthcoming professional activities will include a talk by Mr. John J. Laverty of the faculty of the Johns Hopkins University and a tour of the Carling Brewery.

In pursuit of the highest scholastic integrity, Chi Chapter has initiated a drive to es-

tablish an honor code in the evening division which would parallel that of the day school. At the head of this drive are Brothers Bob Kyner and John Strumsky of the "Chi Crier," our chapter's monthly newsletter. Under the impetus of this drive, Chi Chapter is distinguishing itself at the University. If this code is implemented, it will enhance the reputation of the fraternity at Hopkins.

Chi Chapter is continuing in its endeavors to strengthen fraternalism and to uphold the standards established by the founders of Delta Sigma Pi.—BUZZ LUPIEN AND PAUL FUNK

## STATE U. OF NEW YORK—Albany

SPRING IS HERE, and it is indeed both a glad and sad time for the Brothers of Zeta Psi Chapter. Many of the Brothers who formed our chapter one year ago last month are preparing to graduate on June 9. The Brotherhood wishes them all the success and luck in the world with whatever lies before them.

Way back in February we started our second rush class with an outing at the Mohawk Property, a beautiful lodge located on acres of wooded land along the Mohawk River. Fourteen men successfully completed the Spring rush program, and we are proud to count them as members of Delta Sigma Pi.

Miss Joyce Yapple, class of '71, was chosen the Zeta Psi Chapter "Rose" in a unanimous decision by the Brotherhood at our "Rose" Dance held March 23 at the Petite Paris Restaurant in Albany. The Zeta Psi Chapter celebrated its first anniversary with special ceremonies on April 15.

Our professional meetings this semester included discussions with Mr. James Gafney, representative of Univac, the company from which SUNYA has purchased its 1108 model computer system; and also with Mr. Carl V. Miller of the National Cash Register Company who spoke on data processing and man-machine systems.

Brother Jay Halpern, now serving in the United States Army in Germany, is currently operating an officers' club there. Those man-

agement courses do pay off! Congratulations to faculty Brother, Dr. Robert Miller on the publishing of his latest book in the field of marketing.

It has certainly been a full and enjoyable first year's existence for the Brothers of the Zeta Psi Chapter. Mistakes are made, but only through them can we learn. Our hope is that we can pass on some knowledge to those who succeed us so that they may toil more easily and realize even bigger and better results.—EDWARD J. CUNIFF

## NEBRASKA

ALPHA DELTA CHAPTER at the University of Nebraska recently held a mortgage burning party to celebrate the final payment made on the first half of our house mortgage. We were very pleased with the response shown, and it was heartening to see so many alumni at the gathering. The Brothers agreed that the event was a great success, and it gave us further incentive to quickly eliminate the remainder of the payments.

Our annual exchange party with Gamma Eta Chapter from the University of Omaha was another great, fun-filled affair. Alpha Delta Chapter hosted it this year, and we hope the event was comparable to the enjoyable time we had in Omaha last year. The party also gave everyone an opportunity to renew acquaintances, and it demonstrated an effective method of promoting closer Brotherhood among Deltasigs.

The second semester has found the Brothers busily preparing alumni newsletters. They are a further attempt to keep in close contact with past members who are now spread throughout the nation. Through the newsletters and correspondence we hope to keep the alumni informed of the activities of their chapter, and we hope to develop a strong bond between the chapter and our graduated members.

Phillips Petroleum Company, Lear Jet, and Boeing Aircraft are gratefully thanked for their hospitality and stimulating tours through the facilities we were privileged to inspect. The professional tour to Bartlesville, Oklahoma, and Wichita, Kansas, was an experience that the Brothers will not soon forget.—LARRY L. SIEVERS



BROTHER JAMES F. HORGAN, Lambda Chapter advisor on the left, is shown here reviewing the history of the chapter with Brother Charles E. Gogley, center, as Ed Munford, president of the Pittsburgh Alumni Club looks on.



## NORTHERN ARIZONA

ZETA OMEGA CHAPTER at Northern Arizona University initiated this semester's program with a "Rose" banquet held at the Holiday Inn in Flagstaff. During the course of the evening our "Rose," Pam Hardy, was presented with a sweetheart pin and a dozen long-stem roses. Rounding off this social highlight was a dance band from the University. All agreed that our first "Rose" and "Rose" banquet will be very memorable in the future.

Last semester's program of speakers was concluded by a visit from Mr. Norton Sobo, Vice President of Marketing, Advertising, and Merchandising of radio station KXIV in Phoenix. Future presentations will include representatives of the AFL-CIO, the First Federal Savings and Loan Company in Phoenix, and United Produce, also in Phoenix. Tours will include the Motorola Corporation, the Valley National Bank, IBM, and Colt 45 Brewery, all in the Phoenix area.

As a new chapter, Zeta Omega Chapter is proud of its performance to date. Still our continuing goal is to increase our efficiency to a competitive standard and to build better relations with other chapters in our region. —GROVER KEARNS, JR.

## SHEPHERD

EPSILON KAPPA CHAPTER proudly initiated four new members on Saturday, February 10. Our new Brothers are Gregg Carper, Lawson Hockman, Larry Kesecker, and Jerry McGraw. We are proud of these four future businessmen and are sure that they will prove to be an asset to our organization. In their honor, the chapter held its semi-annual initiation banquet at the Holiday Inn in Winchester, Virginia. Our honored guests included Dr. A. Gordon Slonaker, Academic Dean of the college; Harry McMahon, our District Director; and Mel Brown, our Regional Director; plus numerous alumni.

Miss Candy Chambers, pinmate of Brother Mike Welshans, was crowned our "Rose of Deltasig" at the banquet. The banquet was indeed a joyous occasion for all who attended.

The wheels of our second semester pledge class were immediately set into motion, as we held our smoker on Monday, February 12. During the smoker the prospective pledges were told about our fraternity and the life of a Deltasig. The smoker recruited 15 fine pledges for Epsilon Kappa Chapter.

Our chapter is always interested in civic projects; therefore, we are taking part in a fund raising drive to accumulate a total of \$68,000 for the Boy Scouts of America. Each Brother has been assigned twelve families to contact and is requesting a five dollar donation. A total of 420 families will be contacted by our chapter.

In order to enlarge our own treasury, the chapter is again giving a trip to a patron of our chapter. Last year the lucky winner went to Miami; this year's winner will spend three lovely days and two wonderful nights in Bermuda. The trip for two will consist of hotel accommodations at the Harmony Hall Hotel, round-trip fare on Eastern Airlines

from Dulles International Airport, and transportation to and from the airports. What more could a patron ask for his well spent money!

We must conclude that 1967-1968 has been profitable for Epsilon Kappa Chapter. Therefore, we say welcome to our newly initiated members and say farewell to our graduating seniors. We wish all Deltasigs a happy summer and a prosperous 1968-1969. —FRANK MCCRAW AND KARL WOLF

## LEWIS

ZETA XI CHAPTER at Lewis College is well on its way to its third consecutive 100,000 point performance in the Chapter Efficiency Index. Congratulations to Mike Trotter, Chapter Efficiency Index Chairman, and to all the Brothers for a job well done. Keep up the good work.

On February 6, the brothers of Zeta Xi Chapter were honored with the presence of Grand President M. John Marko, Central Region Director Thomas M. Mocella and District Director Kenneth L. Vadovsky. The entire chapter would like to extend its thanks to these Brothers for their much appreciated visit.

Professionally, Zeta Xi Chapter has a full and extensive program for the second semester. Included are speakers from the United States Army Audit Agency, Dun & Bradstreet, Aetna Insurance Company, and tours of Continental Casualty Insurance Co., The Schlitz Brewing Company in Milwaukee, Wisconsin, and CBS Radio and TV stations in Chicago.

Up and coming socially at Zeta Xi Chapter are coffee house shows, mixers, smokers, visits to other chapters in the region, and the annual Spring pledge banquet. Both social and professional programs of the chapter are hoped to provide well rounded men of Delta Sigma Pi.

Once again the Brothers of Zeta Xi Chapter will assist WTTW in their annual fund drive in April. WTTW is the educational television station serving the Chicagoland area.

Well, it is that time of year again and pledging has begun once again. Twenty-one pledges are now on the road to brotherhood. The prospects look good for the future of Zeta Xi Chapter.

Congratulations to Miss Mary Ann Sablich, our new "Rose." Miss Sablich is from Chicago, Illinois, and was sponsored by brother Hank Lapchak. Also Congratulations to Brothers Dennis Freeland, John Drabik, and Bill McManaman for their selection to *Who's Who in American Colleges and Universities*.—SAMUEL T. ARMATO

## EASTERN NEW MEXICO

EPSILON ETA CHAPTER kicked off the spring semester with an exciting and educational tour to Denver, Colorado. During the five days of the trip the Brothers had the opportunity of observing the facilities of numerous businesses. The highlight of the trip was undoubtedly the visit to The Fabulous Martha Lee's, an old established business and landmark on the outskirts of Denver. Other points of interest were the Federal Reserve Bank, where we saw what a million dollars looks like, the Telephone Co., the Air Force Academy, The Store, and last but definitely not least Coors Brewery. Additional professional activities in the near future consist of a ten member delegation representing Epsilon Eta Chapter at the Second Annual Business Symposium, sponsored by the Albuquerque Chamber of Commerce.

On February 27, Epsilon Eta Chapter was honored with a visit from Brother Charles Farrar. The Brothers greatly appreciated the many helpful suggestions he made toward the improvement of our chapter.

Being the well rounded chapter that Epsilon Eta Chapter is, it has not been shirking the social aspect of fraternity life. We've had several groovy and successful dances, at which many of the Brothers have completely freaked out! Our beautiful and vivacious "Rose" Queen reigned at the annual "Rose" Dance, which was even more spectacular than last year. All the brothers, with the exception of Brother Andrus, excuse the colloquialisms, were tuned in and turned on. Traditionally, Spring semester here at Epsilon Eta Chapter is a time when wedding bells begin to ring. This Spring is no exception as several of the Brothers have relinquished their Gold Skull and Crossbones to members of the fairer sex. Those taking the plunge include Brothers Richer, S. Dominguez, J. Dominguez, Thatcher, Knoy, Fulgham, Sickles, and Salcido.—JAMES COCHRAN



SHOWN HERE IS THE MODERN Auxford Sumner Sartain Hall at Troy State University which contains the playing courts, classrooms and offices of the physical education and intercollegiate athletic departments.

## KANSAS

HERE AT IOTA CHAPTER, we recently initiated 16 new members into the fraternity and we are in the final stages of pledging 19 more young men in the very near future. Last semester, our chapter arranged two professional tours; the first was to the Buick, Pontiac, and Oldsmobile Assembly plant in Kansas City, Missouri, and the second was to the TWA Overhaul Base at Midcontinent International Airport, Parkville, Mo. More recently, Iota Chapter captured first place in the Midwestern Regional Delta Sigma Pi Basketball Tournament, held on February 3, in Omaha, Nebraska. Also, Iota Chapter was recently honored (February 22) to have Executive Director Charles L. Farrar visit us and attend one of our regular business meetings. With Brother Farrar's suggestions we at Iota Chapter are looking forward to having a promising future. Plans for the spring semester include three speakers and two more tours. Our first speaker will tentatively be Mr. Raymond Buckley of the Kansas City Better Business Bureau and our first tour will be on March 21 to the Joseph Schlitz Brewing Co. of Kansas City, Mo., a tour that is always enjoyed by Iota Chapter members.—ROGER K. NELSON



WINNER OF THE annual Midwestern Regional basketball tournament is this team from Iota Chapter at the University of Kansas. The members are from left to right, top row: John Kyees, Phil Rolf, Lee Peaks and Chris Wells. Those in the bottom row are: Russ Roth, Porter Guttery, Mike Donabauer and Ron Thompson. Not pictured is Wayne Courtney.

## FERRIS STATE

DELTA RHO CHAPTER at Ferris State is presently enjoying one of its finest years. We have had many excellent speakers from various businesses throughout the midwest, speaking to us at our bi-monthly professional meetings and we have also taken several tours which have indeed been educational and inspiring to all who attended.

The highlight of the Winter quarter was, of course, our annual "Rose" Ball. This year's "Rose" Ball, held on February 17, was at Miller Auditorium in Reed City. This year's dance was a closed dance. The very attractive Miss Nancy Hall was crowned as our "Rose" Queen. Nancy is a 19 year old sophomore majoring in library science.

Another highlight of the Winter quarter was our professional meeting which was held in the Wolverine Room at Bowers Restaurant

with the sisters of Phi Gamma Nu Sorority. The speaker for the evening was Mr. Gordon Wolters whose talk on "Opportunities in Business" was enjoyed and appreciated by both organizations.

At the close of the Winter quarter, Delta Rho Chapter had its annual election of officers. The new officers are: President Dave Bird; Senior Vice President Brian "Wally" Cox; Vice President Brent Smith; Secretary Paul Barker; Treasurer Walt Monroe; Chancellor Tom Cram; and Historian Sid Lundquist. The brothers are extremely confident in the ability of these new officers and are sure they will meet their challenge and fulfill our greatest expectations.—EDWARD B. HANAFORD

## MISSOURI—Columbia

ALPHA BETA CHAPTER at the University of Missouri in Columbia elected the following officers for the Winter Term: President Ron Kohl; Senior Vice President Larry Schanzmeyer; Vice President Lyn Beyer; Secretary Stu Katz; Treasurer Larry Huffman; and, Chancellor Larry Symons. Dr. Joseph Silvoso spoke at the rush smoker the first week of the Winter semester. Twenty eight new pledges were taken into the Chapter. Brother Larry Beasecker was elected to the Business and Public Administration student council, making five members of the 11 member council members of Alpha Beta Chapter. Alpha Beta Chapter intramural touch football team was rated ninth on campus in the final poll of the season. The winter semester promises much excitement with professional speakers, Business Week, an Industrial tour in St. Louis, Missouri, a Symposium in Kansas City, Missouri, and our "Rose" Dance set for May 17.—JIM DREXLER

## WESTERN KENTUCKY

ZETA THETA CHAPTER at Western Kentucky University, having completed a very successful Fall semester, is again on the move to another fine semester. Deltasigs on Western's campus are proud of their newly elected officers for the Spring semester, which are: Lonnie Arnett, president; Glenn Pobanz, senior vice president; Jim Blackburn, vice president; Ron Clark, treasurer; Phil Riney, secretary; Coley Pardue, chancellor; and Louis Antle, historian. With our new efficient leadership and with the interest and enthusiasm of 45 brothers, we are once again on the way to the 100,000 point plateau in the Chapter Efficiency Index.

Deltasigs on the Western campus opened their rush activities with two fine smokers attended by Brother William Jenkins, Dean of the College of Commerce, the Chapter Advisor and Head of the Accounting Department, Brother Glen Lange, and other distinguished faculty brothers. Two rush parties, a tea party and other gatherings were held to give more opportunities for the Brothers to meet our new prospective pledges.

A well planned schedule of professional activities was formulated by our Professional Committee. Among these included an Auditape Program presented by Haskins and

Sells of Cincinnati; tours to Genesco Company in Nashville; and to other plants in the area. Many distinguished business men are expected to speak to us. Many brothers attended the Kentucky Chamber of Commerce Business Symposium at Owensboro. Highlighting the professional activities will be an evening with Mr. Bill Gove, a distinguished marketing specialist and outstanding speaker. This special program will be open to the student body in general and to the students of commerce in particular. A reception will follow the program which will be held in Van Meter Auditorium on April 4.

Our social program has not been overlooked. In addition to the rush parties, our social committee has planned many other dances, picnics, and social gatherings. Highlighting our social activities will be the "Rose of Deltasig" formal dance which will be held at Manhattan Towers on April 26.

Deltasigs were among those who took the lead in establishing new clubs in the College of Commerce and contributing to other activities. Among these included the new Accounting Club which is headed by Brothers Bob Roeder, president; Steve Pitt, vice president; and Lonnie Arnett, treasurer. Brother Zuheir Safiyeh was among the founders of the newly organized economics club, "The Economics Society," and holds the position of Vice President and Chairman of the Graduate Studies Committee. Brother Dewey Morris has done a good job in connection with Western's Management Game team which has achieved outstanding success. We are confident that the result of hard work is a bright outcome. We are determined to uphold the aims, ideas, ethics, and standards of Deltasig.

Zeta Theta Chapter cordially extends an invitation to all Deltasigs wherever they are to stop by and visit us here on our great and growing campus. It is always a pleasure to meet with Deltasigs and share the brotherhood.—ZUHEIR SAFIYEH

## INDIANA STATE

DELTA TAU CHAPTER is preparing to finish a very busy and rewarding second semester here at Indiana State University. We now have 60,000 points completed in the Chapter Efficiency Index, with more coming in every day. We should gain the necessary 100,000 points very easily.

We just finished pledging 12 fine men and are working for a chapter headquarters on campus, if not a house, then at least a larger office with a lounge, to facilitate our ever expanding membership. Our chapter publication "The Delta Tau Tattler," has received widespread, favorable comment which the many Brothers who worked on it deserve as reward for their hard work.

Looking to the rest of the semester, we have a picnic and a square dance planned in the Spring plus our outstanding social event of the year, the "Rose of Deltasig" dance. This year our dance will be completely formal with a buffet before the dancing.

Our fraternity index was 2.77 this year, our highest yet, and this, along with all of our other achievements, points out our constant struggle for improvement within the chapter.—PAUL R. PIERSON

## TEXAS TECH

BETA UPSILON CHAPTER has just wound up the Fall Semester by initiating four new members. These are James Bond, Jeff Prior, Ken Steger, and Tim Burson. We now have a total of ten carry-over pledges. The new officers which were elected included Pat Fagan, president; Charlie Trimble, senior vice president; Bob Warren, vice president; Leroy Langston, treasurer; Ron Snow, secretary; Earl Brisow, ritual chairman; Larry Tester and Bill Taylor, professional chairmen; Mike Boyle, chancellor; Roger Coco, Chapter Efficiency Index Chairman; and Mike Boyle, public relations.

We are now in the middle of rush. So far our rush functions have consisted of a trash dance, roaring-twenties party and three smokers. From the way things are going we expect to take a large pledge class.

Along the professional lines, we have a good semester planned. So far we have had one speaker and have three more scheduled. In addition to this we have three tours lined up along with our annual careers conference in which speakers of major companies from all over the country come and talk to the students at Texas Tech.

Socially, we have had our rush parties and have our annual Toga party, "Rose" dance, and Las Vegas party with our alumni planned. We also expect to have several more which have not yet been scheduled.—MIKE BOYLE

## GEORGIA TECH

THE ZETA LAMBDA CHAPTER at Georgia Institute of Technology began the new year working hard to again receive the first place award in the Chapter Efficiency Index. Last year was the first year the chapter achieved the honored and sought for award since its founding in 1965. With the help of all the brothers we will again be there this year.

This year shows a well planned schedule of professional meetings with some very interesting speakers. Several plant trips have been outlined by Professional Chairman Lloyd Harris. Included will be a trip to WSB-TV which should be very interesting and enjoyable.

The chapter has a large pledge class consisting of nine pledges. Initiation should be fun with such a fine group. Congratulations to our newly initiated Brothers: Howard Waters; Buddy Sherman; Lloyd Harris; Steve Almond; Gerald Brackett; Jack Wynn; Hector Salgado; John Williams; Bill Underwood; Dr. R. Earl Green, Associate Director of Industrial Management; and Dr. Ramon G. Gammoneda.

We are sorry our Chapter Advisor, James B. McCullum, gave up the post but the rigors of working for a Ph.D. degree leave very little time for Deltasig. Mr. Don Kelley has graciously accepted the position as our new Faculty Advisor. We are all looking forward to a successful year working with Mr. Kelley.

Dr. Sherman Dallas, Director of the School of Industrial Management, commended Zeta Lambda Chapter on the completion of its survey for potential Tech grad-

uate students. A survey was made of students who are completing their military obligation and are interested in coming to Georgia Tech to work towards a masters degree in Industrial Management. The project was completed on time with the help of Mr. Kelley and Dr. Schaffer, our faculty Brothers.

Congratulations to our newly married Brother, Floyd Harris. He was married on Dec. 15, 1967 to Joyce Carlos. The ceremony was performed by Floyd's father, Rev. C. W. Harris of Atlanta.

One last note: We wish the best of luck to all the Brothers of Delta Sigma Pi and to the new alumni going out into the business world this Spring.—JOHN WILLIAMS, JR.

## TEXAS—El Paso

GAMMA PHI CHAPTER at the University of Texas at El Paso recently held elections with half of the elective offices and one of the appointive offices going to new Brothers. The new 1968 Spring term officers are Jim Jobst, president; Charles Spence, senior vice president; Dennis Stein, vice president; Nick Espiritu, secretary; Tom Hicks, treasurer; and David Woods, historian. Appointive posts were filled by Fred Fraser, professional chairman; Larry Benson, social chairman; and Jack Allen and Jim Mallot as assistants to Vice President Dennis Stein.

Members of Gamma Phi Chapter again helped with Spring registration at the University of Texas at El Paso, aiding students of the School of Business at the University.

There was a strong response to rush activities as many rushees attended the rush smoker where the chapter advisors, Dr. Wade Hartrick and John C. Akard, spoke in the Union Building. An interesting rush tour of the KTSM Radio-Television station, the NBC affiliate in El Paso, proved to be greatly fascinating to both Brothers and rushees. The rush dance and party afforded a good opportunity for the Brothers to get acquainted with the rushees and to show them the well rounded program of Delta Sigma Pi.—DAVID WOODS

## MINNESOTA

ALPHA EPSILON CHAPTER at the University of Minnesota is working on a dynamic program for Spring quarter. The officers and committee chairmen are taking a fresh approach for the administration of the chapter. They have formed a steering committee that will re-evaluate the committees and establish their concise responsibilities. The chairman will know what must be done in his committee and, more important, the members will know where to turn to get aid and information. A chapter manual is being put together that will provide a basis for directing the chapter. It will contain the by-laws, the business meeting decorum and procedure and the chapter structure. It will contain the duties and goals of the committees, the officers and the chapter. Also, it will provide the history of the chapter.

The professional program is taking on a new approach this quarter, but will retain some standard events. There will be a number of hour symposiums which will consist mostly of faculty members who will speak

informally on specific topics. We plan on expanding on the type of speakers from strictly all business to more controversial subjects such as racial problems, political issues, etc., by drawing on particular celebrities from many areas.

The Brothers of the chapter will participate in a number of school activities during Spring quarter which will develop their skills. The chapter has the tradition of being in charge of the management of the Campus Carnival, an all campus scholarship fund raising project. The Brothers will also form teams and challenge faculty and other business students to a computerized management game sponsored by the business school. On an individual basis the Brothers will aid the Industrial Relations Department in a research project.—L. ALLEN HEMMING



MEMBERS OF ZETA OMEGA CHAPTER at Northern Arizona University conclude their professional program with an address from Mr. Norton Sobo, center, of Radio Station KXIV, Phoenix.

## OKLAHOMA CITY

DELTA THETA CHAPTER at Oklahoma City University is ending a semester that has been full of activities. There have been meetings at least twice a month, and at most of these meetings there have been professional speakers. Among them were Harvey Drake, a memory expert who spoke about using your memory to your advantage in business; and Brother Jack W. Spurgin who is now an Account Executive with Francis I. du Pont & Co., who spoke about investing in the stock market.

In addition to the serious activities of Delta Theta Chapter, there were also its lighter moments. Everyone who attended the annual faculty basketball game, sponsored by the Deltasigs, had a good laugh watching their professors frolic in an attempted game between the School of Business and School of Arts and Sciences faculty. An added touch was the cheerleaders (women faculty) encouraging their men onto victory with such calls as, "Sock it to him, Alan."

The "Rose" Dance, the formal social event of the semester, was held at the Sportsman Club. At this time Beverly Drew, currently Miss Oklahoma City, relinquished her title as our "Rose" Queen to Kim Moody. Congratulations, Kim! We would also like to thank Kim for serving as our hostess at the rush functions. This helped us with our pledge class of 18 for this semester.—RICHARD H. DE VORE



**HOW TO SUCCEED IN BUSINESS** is the theme of this float built by members of Delta Omega Chapter at West Liberty State College for the Homecoming Parade which won honorable mention.

## MICHIGAN STATE

**GAMMA KAPPA CHAPTER** at Michigan State University plans an active professional program for the coming months. Tours are being arranged to the Bell Telephone Company, a meat packing plant, and Stroh's Brewery. The program is rounded out by professional speakers. Dr. Walter Adams, a noted economist and faculty member, spoke to the Brothers on monopoly and the book store cartel at Michigan State. A doctor from the Marketing Department is tentatively our next faculty speaker.

Kathy Thompson was picked as "Rose" Queen at the annual "Rose" Tea, and preparations are well on their way for the "Rose" Dance to be held in May.

Gamma Kappa Chapter was pleased with last year's officers, and feels sure the newly elected officers will continue this fine performance. The new officers are: President Al Erickson, Senior Vice President Brian Beagle, Vice President Tom Schwark, Secretary Peter Schulte, Treasurer Kurt Armbruster, Chancellor Bob Szostak, and House Manager Bob Berkey.

Gamma Kappa Chapter was proud to announce that their grade point average was second in Michigan State's Fraternity system and well over the University and Business College averages.—**THOMAS W. SCHWARK**

## NEW MEXICO STATE

**EPSILON UPSILON CHAPTER** at New Mexico State University installed their new officers on February 12. Frank Farrell was installed as president, Ralph Combs as senior vice president, and Roger Hyatt as vice president. Also installed were Jerald Christianson as secretary, Danny Crow as treasurer, Jerry Scott as historian, and Roger Hutton as chancellor.

The Spring rush program for Epsilon Upsilon Chapter began with a smoker held in the home of Dean G. L. Guthrie of the Col-

lege of Business Administration and Economics.

Stan Cottrell, Landon Davis, Buck D'Alboni, Frank DiStefano, Steve McKee, Donald Shipley, Randy Shipp, and Tom Pino were welcomed as new pledges into the Chapter on February 26, by the Brothers of the Chapter and District Director Robert Rowe of El Paso, Texas.

Epsilon Upsilon Chapter's professional program for the Spring semester included representatives of Main LaFrentz Accounting Firm, the stock brokerage firm of Quinn and Company, and Northwestern Mutual Life Insurance Company.

Epsilon Upsilon Chapter is anxiously awaiting the completion of the University's new Business Administration and Economics building currently under construction. When completed in the fall of 1968, the building will house an office and meeting place for the chapter.

## SAM HOUSTON STATE

**EPSILON MU CHAPTER** at Sam Houston State College opened the Spring semester with a highly successful rush which gave us 11 proud pledges.

We were indeed proud to hear from the Registrar's Office recently that Epsilon Mu Chapter had a grade point average above the all male average of 2.1. Epsilon Mu Chapter boasted a grade average of 2.5 out of a possible 4.0 for the semester.

On the list of coming events for the Spring semester, the chapter is planning six professional activities. The most recent of these will be a school-wide business writers seminar sponsored in conjunction with the Management Club and the Accounting Club. Mr. John Colby, Executive Director of the Society of Technical Writers and Publishers, will be the principal speaker.

Epsilon Mu Chapter also sponsors a busi-

ness machines fair held in April. Representatives of the major business machines corporations will be present. Our Spring field trip for the Spring semester will be a tour of Dow Chemical Company at Freeport, Texas.

Social activities include the annual "Rose" Ball in honor of Miss Marilyn Clendaniel our "Rose" Queen for 1968. A Spring picnic will highlight relaxation for both members and pledges.

Miss Sharron Mitchell whom Epsilon Mu Chapter sponsored in the annual Miss Sam Houston Contest, won over 14 other beauties. We are proud of her and the fine trophy presented to us.

Our Chapter was honored recently with the visit of Executive Secretary Ben Wolfenberger who discussed the future prospects of Delta Sigma Pi and Epsilon Mu Chapter in particular. Brother Wolfenberger's advice is always helpful in bringing organization to our chapter.

Our newly elected officers are: Loyd Flynt, president; Ronnie King, senior vice president; Erroll Fraizer, vice president; Keith Stevenson, secretary; Tom Loomis, treasurer; Bill Rugeley, chancellor; and Tim Marlin, historian.—**TIM MARLIN**



**SHOWN HERE ARE** members of Alpha Theta Chapter at the University of Cincinnati during their recent pledge banquet.

## NORTH DAKOTA

**ALPHA MU CHAPTER** of Delta Sigma Pi, Professional Business Fraternity at the University of North Dakota, elected the following officers for the coming year: President Curtis Sandberg, Senior Vice President Richard Rowe, Vice President Richard Riely, Treasurer Clayton Holt, Chancellor and Chapter Efficiency Index Chairman Wilton Ludwig, Secretary Lyle Webb, Historian Charles Diehl, Professional Chairmen Darrel Ervasti and Wayne Hintz. Michael Septon of the Management Department remains the chapter advisor.

We held the elections early to enable the old officers to train the new officers before the end of the school year.

Events to conclude the current year's activities include a trip to Chicago and several tours. Preparations are also being made for an efficient rush program this semester.—**CHARLES DIEHL**

## MENLO

ZETA RHO CHAPTER at Menlo College School of Business Administration has just completed its most successful semester ever and is planning on a 100,000 point score in the Chapter Efficiency Index. The most rewarding accomplishment of this last semester was Zeta Rho Chapter's most successful pledge program ever!

An efficient committee organization has provided Zeta Rho Chapter with high expectations for this coming Spring semester. Already outlined for this new semester are such activities as a breakfast speaker function for the entire Business School at Menlo College; a dinner meeting the 27th of February with guest speaker Mr. Saarel, Personnel Manager at Johnson & Johnson; a "Rose of Deltasig" Dance the 24th of February with Zeta Rho Chapter's Queen, Glenda Wooder; and the second publication of our chapter newsletter, "The Rattle of Zeta Rho."

Zeta Rho Chapter urges all chapters in Delta Sigma Pi to participate in a national survey of chapter dues. This survey is explained in detail in Zeta Rho Chapter's newsletter sent to each chapter in early February. Please address your response to the home office of the newsletter.

Zeta Rho Chapter plans to continue its active programs this Spring semester and wishes the best of luck to all for the best possible year.—WILLIAM J. CRAWFORD JR.

## BAYLOR

BETA IOTA CHAPTER started the Spring semester with a new executive committee. The officers were as follows: President Scooter Wall; Senior Vice President Richard Presley; Vice President Bill Huey; Secretary Chip Pruitt; Treasurer Brian Keyes; Historian Don Kyle; Chancellor Woody Woodard; and Corresponding Secretary Charles Herring.

The Spring semester started out on the right foot by the initiation of 11 pledges. These men should be an asset to the chapter and will fill in superbly with our many activities during these warm months. Martha Malaise from Refugio, Texas, will have the opportunity to represent Beta Iota Chapter on several occasions as our chapter "Rose."

Beta Iota Chapter has had the privilege to be the host to Regional Director Charles

P. Foote and District Director John T. Tate at several of our business meetings. More are planned with other businessmen in the area serving as speakers.

Our social calendar is also filled for this semester. The main feature will be our "Playboy" Spring Formal. This will be something unique for Beta Iota Chapter and Baylor University.

Beta Iota Chapter is also participating in the "All University Sing" held each year on the campus. The chapter will present a song and dance routine on the drafting of college students.

The basketball team of Beta Iota Chapter is also doing well as we are going into the intramural finals with an unblemished record and the lead in our respective league.

With our social and business activities well filled and well planned, Beta Iota Chapter expects another successful year in Delta Sigma Pi.—CHARLES HERRING

## CHICO STATE

EPSILON THETA CHAPTER welcomed its new members with another very successful dinner dance held at the Elks Hall on the night of January 6. Our new members are: Joe Alvarez, Charles Blue, Greg Brown, Nick Carter, Mike Chonle, John Chrisman, Wayne Crowder, Jim Emenegger, Ed Gerhardt, Jay Gilbert, Mazen Khatib, John Marta, Wayne Mohle, Bill Myers, Steve Noble, Walt Riedel, Bill Rossi, Marvin Smith, Jerry Stouffer, George Van Ness, Tom Wentzel, Jim Winter, Fred Capellas, Hamilton Yeh, and Jim Cipriano, faculty member and assistant to the president. Also at our dinner dance, we crowned our new "Rose" Queen, Miss Debbie Hefner, who we are sure will represent us well indeed in the national competition.

Our rush function for prospective pledges for the Spring semester will be held March 12. Prospects seem to indicate another large pledge class in the Spring.

Our chapter has an extremely well-rounded professional program for the Spring semester. Professor Phillip Houx, a law professor at Chico State and a respected lawyer as well as a member of Epsilon Theta Chapter, gave a very interesting talk on the many and varied aspects of becoming a lawyer. The father of Brother Charles Blue will give a talk entitled "Today is Tomorrow" on March 5, March 22 and 23, the fraternity

will venture eastbound for a professional visit to the city of Reno. There, we will tour a casino and the accounting department of Harold's Club. On April 2, we will tour a progressive local firm, the Jessup Door Company. And last, but certainly not least, we are all looking forward to when past president of Epsilon Theta Chapter, Mr. Larry Maroni, now a C.P.A. and a very promising young businessman, will return to his alma mater and try to enlighten the members of our fraternity on what it is really like in the world of business and commerce.—JOHN DESELLE



MEMBERS OF Delta Nu Chapter at Loyola University in New Orleans are shown here with Executive Director Charles L. Farrar during his recent visit to the chapter.

## WESTERN STATE

ZETA KAPPA CHAPTER at Western State College was recently honored by a visit from Executive Director Farrar. He brought with him many new ideas and information that will help our chapter.

Miss Cindy Chadderton, a sophomore from Denver, is our "Rose" Queen for 1968. Her attendants are Evelyn Tomines and Janet Eaton. Miss Chadderton was crowned at our annual "Rose of Deltasig" Dance in February.

Our annual "Rose" Dance was preceded by a banquet honoring our new members. Professor Edmondson from the Social Studies department was the featured speaker.

Congratulations are in order for our new officers. They are: President Kent Levine; Chancellor Dave Carlson; Vice President Ray Pallein; Senior Vice President Ralph Werner; Secretary Stan Andolsek; Treasurer Gary Alstatt; Historian Rich James; faculty advisors Dr. Whiting and Mr. Tate. I am sure our new officers will skillfully guide our chapter.

The intramural basketball season has been a successful one for Zeta Kappa Chapter. Our team finished second in our league, and thus qualified for the post-season championship tournament.

We are in the process of initiating a new pledge class. Our smokers have been successful in exposing Delta Sigma Pi to qualified business students.

Coming up in the Spring are intramural softball and our own chapter's birthday celebration.—FRED A. BOONE



TYPICAL OF THE MODERN facilities at Troy State University is Alumni Hall, a 550 man residence hall which was financed partially through donations from alumni and friends of the university.

## CINCINNATI

ALPHA THETA CHAPTER at The University of Cincinnati has again initiated a fine pledge class, consisting of 20 men, during our Spring Quarter. This was an active and spirited pledge class and we are very proud to have them as fellow Brothers.

We would like to congratulate Jackie Sandy on becoming our "Rose" Queen at our annual Rose Dance during the past Winter Quarter. We feel fortunate to have Jackie represent our chapter as she has shown a determined desire to be an active and gracious queen. Jackie is a junior in the School of Education.

The Brothers of the chapter have attended many very good tours in the past several months which had been set up by our active Professional Chairman. Two highlights were tours of The Alexander Grant Company, an accounting firm, and The I.B.M. Corporation. From these tours we learned many new ideas and took away new thoughts to apply to our business future.

Alpha Theta Chapter is on the move! Through an overall program of excellent professional activities, better fellowship, a good social program, and more interaction with the faculty we are making our fraternity better known on campus. Our latest venture is a program of having a member of the faculty meet with us before our meetings. At this time we have an informal question and answer session and become better acquainted with them and gain from their experience. We feel that this will broaden our scope of knowledge.—ROBERT G. SCHULTE

## ARIZONA STATE

GAMMA OMEGA CHAPTER at Arizona State University began 1968 with an initiation banquet honoring the outstanding group of new members that joined our chapter. Warren Armstrong, Regional Director for the Inter-Mountain Region, was a guest and gave us some inspiring and humorous words. Our main speaker was Dr. Joseph C. Schabacker. Dr. Schabacker is Vice President for Special Services at Arizona State University and was initiated at this banquet as the second honorary member of Delta Sigma Pi in Arizona. He received his Ph.D. in Business Administration from the University of California at Los Angeles. He gave an outstanding talk which was well received by all present.

Jerry Wells, Vice President of Gamma Omega Chapter, made a visit to The Central Office early this spring. He considered it quite an honor and was quite impressed. This chapter recently published a number of booklets. The first was our semester newsletter, the Deltagon. The second and third were various editions of material that the pledges from last semester gathered as a pledge project. This consisted of the various organizations, fraternities, sororities, honoraries, and professional organizations that all faculty members of our Business College belonged to. These were used also for rushing purposes. At the writing of this article, our rush is currently in progress under the direction of Tony Astorga, rush chairman. Dur-

ing this rush we will initiate three outstanding faculty members in addition to the usual group of undergraduates.

Our finance committee is currently working on a project for raising money this semester. It is a free night on the town which will be raffled off among the students of the entire university. The evening will consist of dinner, a movie, and dancing, all to be held in the best places and donated by the various establishments involved. With proper publicity, we feel that this project will be a tremendous monetary success, and will also be fantastic for promoting Delta Sigma Pi. It is hoped that other chapters could benefit by this idea.

Our social functions have been extremely varied and have included activities such as a hayride party, which was an outstanding event, tours, softball games, and various other parties designed to bring the members closer together.—JEFF RELTH

## DE PAUL

ALPHA OMEGA CHAPTER has had a revamping of its officers due to military obligations and graduation. Alpha Omega is facing a period of trial in which its fraternal spirit will be tested. About one-third of the Brothers are graduating, leaving the Chapter in the hands of the younger and inexperienced Brothers. But if the past is any indication, Alpha Omega will continue to be outstanding in its professional and social programs.

The big event on Alpha Omega Chapter's calendar is occurring May 10th. On this day will be held our Spring dance. All the Brothers are searching for ideas to make this year's "Mayhem" a bigger "smash" than last year. We are planning a "Bonnie and Clyde" subtitle with an award for the couple best portraying the gangsters of that era. It will certainly be an exciting and fun-filled evening.

The chapter is in the final stages of selecting its honorary Brother for 1968. Several candidates are being screened for the final decision.—JAMES M. PIWOWARCZYK

## TEXAS—Arlington

NEW INITIATES INTO Zeta Mu Chapter are: Edwin Bateman, Larry Braswell, Porter Burns, Steve Elliott, Dale Graham, Brian Haley, Paul Hayashi, Tom Higgins, Jimmy Holland, Jimmy Hooks, Walter Kirby, David Morgan and Ed Titsworth.

Due to the diligent efforts of Senior Vice President Lonnie Chunn, we conducted a successful Spring rush reaping nine pledges who will be guided into the portals of membership by our vice president, Charles Hatcher.

We would like to congratulate Past President John Trapani upon his graduation and nomination for a Woodrow Wilson Fellowship in Economics. Our Spring semester President, Ron Parkam, has done an excellent job of keeping Zeta Mu Chapter on top in the Chapter Efficiency Index. Ron is also a member of the Dean's Student Advisory Council.

Bill Tucker lined up a great professional program this semester starting with Brother

Watrous Irons, past president of the Dallas Federal Reserve Bank. We had other great speakers during the semester and ended our professional program with a tour of the General Motors Corporation plant in Arlington.

Danny Copeland, social chairman, provided an excellent itinerary of social festivities beginning with the rush parties, then our annual "Rose" Ball and ending with a trip to Galveston at the conclusion of final exams. Of course, Danny provided many interesting nights (and days) with informal get-togethers.

One of the outstanding highlights of the year was the homecoming at The University of Texas at Arlington. The Deltasigs entered a float in the parade contest and copped the biggest prize of them all—the Grand Marshal's Award. Special thanks to Jerry Brooks as well as all the wives and dates who helped build it.

Kudos also to Ron Booth, secretary, for keeping our records in order; to Roger Floyd, treasurer, for keeping us in the black and to Andy Bryan, our chancellor, for ably guiding the fraternity in its actions.—TOM HIGGINS

## RUTGERS—Beta Omicron

BETA OMICRON CHAPTER of the International Fraternity of Delta Sigma Pi is proud to announce the initiation of five new undergraduate members on January 27, 1968 at the Coronet in Irvington. They are John Hartmann, Bob Gilmore, Michael Glikin, Frank Molinari, and Robert Norris. We are both proud and happy to announce that Mike Glikin was elected Historian and Bob Norris was appointed Social Chairman to our Chapter. At this time, we were honored to confer membership on two faculty members, Professors Kaish and Katz.

Thanks to the effort of Professional Chairman Bob Hughes, our professional program for this Spring semester has been propelled into high gear. He has provided such topics by capable speakers as: "Provisions of the National Labor Relations Act," "The Economic Crisis in Newark," and "Opportunities in Real Estate," while providing for a debate on Compulsory Union Shop which was open to all interested students, and his program was culminated with a professional/social tour as guests of the New York Yankee baseball franchise.

Social Chairman Bob Norris has a full fun-making agenda planned for the brotherhood, the highlight of which is a Spring formal which includes dinner, dancing and a Broadway show.

In furthering our civic usefulness, we are now preparing our high school visitation program for incoming Rutgers students.

In an effort to strengthen intra-fraternity ties, we are working to establish a social/athletic rapport with chapters within our region.

With a final word, we wish to thank the newly rejuvenated North Jersey Alumni Club for its encouragement and inspiration in upholding the ideals of the fraternity.—DONALD T. INAMORATO



ZETA PHI CHAPTER President Craig Barker is shown here with the chapter "Rose," Miss Susan Rohrs during the chapter "Rose" dance.

## CALIFORNIA

RHO CHAPTER had a very interesting Winter quarter which began with the initiation of a new group of pledges. The zenith of the pledge program was the initiation banquet at the Playboy Club in San Francisco. We hope to make this an annual event on the social calendar of Rho Chapter. The banquet was attended by the Brothers of the chapter and their wives and dates. Also in attendance were Professor Boutell, Associate Dean of the School of Business Administration; Professor Babcock, our advisor; and finally Mr. Harold Mackenthun, our district director. Professor Boutell spoke to our group on the future of the School of Business Administration at Berkeley, explaining how modern teaching techniques would be used to increase the effectiveness of the learning process in ten to 15 years.

Our new president, John Converse, is taking every opportunity to make this a very productive year for Rho Chapter. Steve Bandettini, our new senior vice president, is working to establish an integrated professional program for Rho Chapter which will provide something of interest to all our brothers. As proposed, this program includes a discussion by Mr. O'Brien on the opportunities for career placement through the University Placement Center, a tour of one of the modern computer installations in the Bay Area, a presentation on the stock market by the representative of an investment firm, and finally a report by an accountant on some aspect of his profession.—STEVEN A. KAUFMAN

## ILLINOIS

UPSILON CHAPTER at the University of Illinois celebrated its 46th birthday at our Spring formal. Dinner and cake were served and all the Brothers and their dates enjoyed the evening. The social calendar of the semester has been very ably handled by Brother Gau who has scheduled pledge-active sports days, informal gatherings at

"1205" and card parties. Also on our social calendar is a planned picnic with Epsilon Omega Chapter of Eastern Illinois University and Delta Tau Chapter of Indiana State University.

Upsilon Chapter was honored by the visit of Brother Farrar at a March professional meeting and during Activity Day Brothers Thomas Mocella, Central Regional Director; Frank Weber, Field Secretary; and Ken Vadovsky, District Director, visited our booth. Also during a March meeting Brother Vadovsky showed us slides of the site of the upcoming Central Regional Meeting which is to be held in October at Kalamazoo, Michigan.

Our professional chairman this semester is Brother Wilson who is working very hard to schedule many interesting and informative professional meetings and activities. Our professional tour is planned for General Electric in Chicago.

Eighteen prospective members were pledged due to our efforts during the two rush smokers. With these pledges our total for the year will be 29 new and prospective members.

To complete a most active semester, we are publishing our first newsletter. This will be sent to alumni, other chapters and national officers.—GORDON N. FUCHS

## C. W. POST

ZETAOMICRON CHAPTER recently traveled to Tarrytown, New York, to visit the Chevrolet plant there. The Brothers and our new co-advisor Professor William Larrabee were taken on a tour of the plant to observe the construction process. After this very interesting and informative tour we were taken to the computer center of the plant where the system was briefly explained to us.

Future plans for Zeta Omicron Chapter include a professional tour of the US Steel plant in Camden, New Jersey. The Brothers are also looking forward to having many professional men in as speakers in their various fields.

The intramural basketball season is rapidly coming to a close and Zeta Omicron Chapter is certain of a 4th place finish of which the brothers can be proud. This fairly high finish was not expected due to the tough teams the brotherhood had to play.

Finally, the Brothers of Zeta Omicron Chapter extend their congratulations to Brother Barry Slobin and his wife on the birth of a baby girl.—MANFRÉD BREDEHORST

## FLORIDA ATLANTIC

ZETA PHI CHAPTER at Florida Atlantic University is presently in its second year of existence. The preceding year proved to be successful and challenging to the new Brothers. We are the first Greek letter fraternity on this new campus; therefore, the Brothers strived to set an example of ourselves and for future fraternities. Achievement of our goals has brought to us the rating of number one in the December Chapter Efficiency

Index ratings. We are proud of our accomplishments and seek to remain at the top of the ratings. At this writing we are well in view of achieving 100,000 points in the Chapter Efficiency Index.

January was the onset of a new quarter as well as a new year for us. Our chapter publication, "Atlantic Pioneer," was distributed in January to all chapters and the Grand Council. To all who sent us regards concerning the "Atlantic Pioneer," we would like to thank you for your appreciation. The excellent publication of Zeta Phi Chapter was through the efforts of the editor, Brother Dennis Hart.

At our first professional meeting we were honored to have Louis C. Gilbert, author of "20 Million Careless Capitalists." Mr. Gilbert represents the minority stockholders at stockholders meetings, and is well known for his voiced opinions. Another of our professional activities was a tour of the *Miami Herald* newspaper in Miami, Florida.

Our "Rose" dance was held on February 16, at the Far East Imperial House restaurant in Pompano Beach, Florida. Our new "Rose" is Susan Rohrs. She is president of Alpha Pi Chapter of Phi Gamma Nu, the Professional Business Sorority at Florida Atlantic University.

This term's rush program was a success, thanks to the careful planning by the Executive Council. There were 29 rushees who completed the rush period. The formal initiation banquet was on April 20, 1968 at the Governors Club Hotel in Fort Lauderdale, Florida. We were honored to have Charles L. Farrar, Executive Director of the fraternity, attending.

The Brothers helped sponsor a blood drive in coordination with Phi Gamma Nu Business Sorority. Among the list of our activities was the creation of "Career Day." Our chapter conceived this plan in which local businessmen visit our campus to talk to students about careers in business.

On March 2, Zeta Phi Chapter had its quarterly beach party. This is one of our main fund raising endeavors. It is always successful and is supported by the student body.

We have just completed our first season in intramural basketball with a 6-4 record. We were hurt from a lack of practice but the Brothers who participated gave forth considerable effort. Winning six games enabled the team to finish second in their division.

New officers were elected for the winter and spring quarters. We are happy to have Craig Barker re-elected as president. Other officers are: Senior Vice President Tom Hindson; Vice President Jack George; Secretary Bill Engle; Treasurer Larry Pintacuda; and Chancellor Vic McGough. These Brothers have shown great drive and leadership ability. Through their efforts we are on our way to achieving 100,000 points in the Chapter Efficiency Index.

Congratulations to Brother A. K. Ryan for passing the Florida C.P.A. examination at his first sitting. Brother Ryan is a recent graduate from Florida Atlantic University.

The men of Zeta Phi Chapter would like to extend its wishes for a continued successful year to the other chapters.—W. LARRY SHEUMAKER

## WEST LIBERTY STATE

DELTA OMEGA CHAPTER at West Liberty State College toured Jones & Laughlin Steel Company and the offices of Calgon Corporation at Pittsburgh, Pa., over the semester break. A seminar was given to the Brothers at Jones & Laughlin Steel Company as well as a tour of the open hearth and blooming mill department of the steel mill. At Calgon Corporation the Brothers were shown motion pictures of various Calgon commercials to be used during the coming year on television. Various members of Calgon management spoke to the Brothers about the various departments of the Corporation.

On March 23, Delta Omega Chapter held its "Rose of Deltasig" Dance in honor of Candidate Miss Sandy Jarvis. Music was provided by "The Pilgrims."

Our pledge education program is going well and our eight pledges are all working quite hard. Our dinner dance in honor of the incoming members will be held on May 4. On behalf of Delta Omega Chapter I wish all the chapters a very enjoyable summer and a successful school year next Fall.

—THOMAS C. ROBERTSON

## GEORGIA STATE

THE HIGHLIGHT for Kappa Chapter during the winter quarter was the installation of Eta Kappa Chapter at Troy State University on February 17, 1968. After an early departure from Atlanta and a pleasant drive, the seven Brothers attending from Kappa Chapter were delighted with their first visit to Troy State University, a beautiful campus with approximately 3,000 students. The installation at Troy State provided Kappa Chapter with another opportunity to serve Delta Sigma Pi. With four Kappa Chapter Brothers participating in the formal initiation and the other three leading teams of informal inquiry, the new Brothers of Eta Kappa Chapter were genuinely introduced to the Deltasig tradition.

Grand President Marko inspired us all with his true Deltasig leadership. From the morning registration, the campus tour, lunch, informal and formal initiations through the installation banquet he shared his vast experience as a Deltasig with the delegations, the installation team members, and the new Brothers, their wives and dates.

For students of commerce it is always rewarding to experience a function that promotes the study of business. An installation ceremony has added significance in that not only are new Brothers accepted for membership, but a new environment is invited to share the crown of success fostered by Delta Sigma Pi. The responsibility of perpetuating our Fraternity is a worthy challenge for all Brothers, and for this challenge, Kappa Chapter was proud of the honor to participate. If you have never attended an installation, you have missed a tremendous opportunity to discover the feeling and true character of Delta Sigma Pi.

Other activities for Winter included a tour through the General Motors Assembly plant. The precise coordination of the assembly line, where thousands of parts are brought into the line and assembled piece by piece until the finished product rolls off the line,

provides a good example of what thorough planning will do for successful completion of a task.

We always look forward to the Kappa Chapter birthday, and this year is no exception. Planned for March 16, at the Marriott Motor Hotel, this year's celebration will certainly enhance the Kappa Chapter tradition and help perpetuate Delta Sigma Pi.—A. S. PERRY

## OHIO U.

THE ALPHA OMICRON Chapter at Ohio University initiated 13 new brothers on February 4, 1968. They were Bill Bennett, Gary Blanchard, Steve Canan, Jeff Carter, Dave Evans, Rudy Fontana, Dave Gowdown, Tom Jacobs, Mike LaBeau, Larry Morman, Joe Saloman, Russ Sproull, and Tom Williams. A banquet was held in their honor, and trophies were presented to Rudy Fontana for being an outstanding pledge and to Gary Bilchik and Pat Hollis for being outstanding members during the year. A challenging talk was then delivered by Professor Beckert of the Accounting Department, who is a Charter Member of the Alpha Omicron Chapter.

On February 14, elections for new officers were held and the following brothers were elected to office: Dick Lehosit, president; Joe Rutherford, senior vice president; Jim Robinson, vice president; Steve Canan, Treasurer; Rudy Fontana, secretary; Dave Gowdown, chancellor; and Bill Bennett, historian.

We have a saying, "Delta Sigma Pi means business at Ohio University." This saying is true, and we now have a highly regarded name on campus. On March 4, we pledged 25 neophytes. The Winter and Spring quarters have been full of activities, including several parties, teas, professional speakers, and plant tours. Our first "Rose of Deltasig" dance is planned for this Spring, and looks as if it will be a real success and an annual event. We will conclude the 1967-68 school year with a Spring banquet and a look forward to an even better coming year.—WILLIAM A. BENNETT

## FLORIDA STATE

GAMMA LAMBDA CHAPTER at Florida State University got off to a great start with its Homecoming float. The float was comprised of five individual floats pulled by the Delta Sigma Pi tugboat. The central theme of the parade was "Progress" and the float proceeded to win the "Best Over-all Float" award.

The annual "Rose" Ball, held on February 17, 1968, was a complete success. All of the 19 sororities on campus were beautifully represented. The highlight of the evening was the selection of the "Rose" of Delta Sigma Pi, Miss Linda Cone. Our beautiful new "Rose" was ably assisted by the members of her court, Miss Mimi Porrie, Miss Margot McFarland, Miss Linda Wood, and Miss Donna Rogers. Preceding the "Rose" Ball was the annual Phi Delta Theta Soap Box Derby, in which we placed second. The racer was built by Brother Frank Sheffield.

Graduating officers must go. The Brothers of Gamma Lambda Chapter have held on to their fine officers as long as they could, but the time has come for them to graduate. This June will be both sad and happy. Among the officers graduating are: President John W. Campbell; Senior Vice President Roger O'Halloran; Vice President Ronnie Hatton; Secretary Jerry Rasmussen; Treasurer Mike Shurtleff; Chancellor Tim Beckham; and Historian Bob Taylor.

Many activities are on the agenda for the following months. Among them is the Community Service project, initiated by Brother Art Clemens, which consists of fund raising and pledging for the new \$300,000 Y.M.C.A. complex.

Through the efforts of Brother Dave Smith, Brother Mike Shurtleff, and others, the Brothers and pledges of the Gamma Lambda Chapter will be going to New Orleans, Louisiana, next quarter for their professional tour.

Gamma Lambda Chapter is looking forward to its most-successful year in professional, social, and scholastic activities.—CHRISTOPHER JOHN PALMER



OFFICERS OF Zeta Phi Chapter at Florida Atlantic University are shown here with Founder Harold V. Jacobs during a recent chapter initiation at the Silver Thatch Inn. The members are from left to right: Jim Pittard, secretary; Charles Bucy, vice president; Joe Roberts, senior vice president, Brother Jacobs; Craig Barker, president; Henry Cole, historian and Bill Lupton, treasurer.



## OKLAHOMA

BETA EPSILON CHAPTER at the University of Oklahoma has had a very successful Fall semester and is looking forward to an even more promising Spring semester. The new semester began with the selection of our chapter's "Rose of Deltasig". Our "Rose" is Miss Susan Bowles, a sophomore here at the university. This contest was followed by a rush smoker. Dr. Ronald Shuman, research professor of management, gave an excellent speech on the history of fraternities and this was followed by short speeches by the President, Vice President, and Treasurer of the fraternity.

Our plans for later in the semester are highlighted by a seminar and two speakers. The seminar is presented by the Young Presidents' Organization which is an organization of young corporation presidents under the age of forty. The subject of the seminar is designed to aid students in looking for and applying for jobs and will be open to all students who are interested. The speakers we have scheduled will be a representative from IBM and Oklahoma's Lt. Governor George Nigh.

The chapter has a new sponsor for this semester. He is Mr. Matt Starceovich, a graduate assistant in management. The only new officer elected this semester was the Vice President. The new Vice President is Edward Wilkinson.—DONALD N. JONES

## STATE U. OF NEW YORK— Buffalo

ALPHA KAPPA CHAPTER at the State University of New York at Buffalo is having a very successful year. In the Fall semester we initiated ten new Brothers who painted and performed maintenance repairs at Saint Rita's Home for Retarded Children as their work project.

Two successful tours have been taken during the Fall semester. One was at the Bell Aerosystems plant, a Division of Textron Company, and the other was at the Iroquois Brewery.

Founders' Day was celebrated by having a Monte Carlo night at Brother Sal Schiavone's home. For those who were not big winners at Monte Carlo, a White Elephant sale enabled all Brothers to go home with a prize.

Our "Rose" dinner dance was held at the Buffalo Yacht Club on January 27. The most enjoyable part of the evening was the crowning of our chapter's "Rose of Deltasig," Miss Karen Lund. As usual, the "Rose" dinner-dance was the highlight of the chapters activities for the year.

A series of Saturday business luncheons has enabled the Brothers to further their knowledge of business, economic and civic affairs. Guest speakers at these luncheons have included William Murphy of Grace Marine Midland Trust Company of New York and Raymond Halliman of Western Electric Company, manufacturing and supply unit of the Bell system.

After our rush party was held for this Spring semester, 17 prospective Brothers are now participating in a rigorous pledge education program, which includes a work pro-



ZETA SIGMA CHAPTER President Johnny Vaughn renews his friendship with Grand President Marko during the installation of Eta Iota Chapter at Nicholls State College. On the right members of Zeta Sigma Chapter at Southeastern Louisiana College pause by the sign prepared by the members of Eta Iota Chapter at Nicholls State College to welcome members of Delta Sigma Pi to the installation ceremonies.

ject for the Parent's Council School for Retarded Children, a tour of the radio and television studios of WBEN, and the climax of their pledge period, the initiation dinner-dance.

The election of officers will take place on May 24, and following this, the newly elected officers will begin planning events for the forthcoming year. Because of the addition of 27 new Brothers and the strong effort of Brothers and previous officers, Alpha Kappa Chapter is expecting another challenging and successful year.—ROBERT M. DREWNIAK

## IOWA

EPSILON CHAPTER is in the process of repeating its 100,000 point performance of last year. We initiated 17 of last year's Fall pledge class at formal ceremonies on January 7. At our Spring rush smoker 27 young men were more than eager to become pledges of our chapter.

Our officers this spring are as follows: President Mike Patterson; Senior Vice President Denny Lang; Vice President Roger Helvick; Secretary Ed Gerot; Treasurer Dave Ortgies and Chancellor Phil Webb.

Our professional program included a fine talk by Mrs. Helen Barnes, director of the Business Placement Bureau at the University of Iowa, on things to consider while interviewing for a job. Albert R. Mitchell, Harold W. Johnson and Eugene H. Hunt, all Deltasig faculty members, also gave their invaluable ideas on interviewing.

Our professional program also included a motivating speech by Frank J. Weber III on what it means to be a Deltasig. Brother Weber is a Field Secretary at The Central Office.

Epsilon Chapter is taking an active part in our University's activities. Our capable president, Mike Patterson, was chairman of the program committee at the recent 23rd Careers Conference held on our campus. Chapter members who were session leaders during the Conference include: Dave Kautz, Jerry Jensen, Wayne Stoeber, Ed Pritchard, Jerry Edwards, Jim Oxenford, Ed Gerot, Don Mauer and Don Gerhard.

All 57 members of Epsilon Chapter are looking forward to our spring social highlight, the "Rose" Formal. Epsilon Chapter is trying its utmost to carry out in practice the high aims and ideals of Delta Sigma Pi.—WILLIAM H. BOORN

## WISCONSIN

THE BROTHERS OF Psi Chapter were honored to be represented by Brothers Wayne Duddleston and Ed Schwebel on the local television program, "Now," seen on Saturday, February 24. They were interviewed on the subject of fraternities in general and Delta Sigma Pi in particular.

Our professional program for the second semester was highlighted by an overnight field trip (stag) to the Twin Cities. There, 30 Brothers and pledges, in conjunction with Alpha Epsilon Chapter of Minnesota, paid visits to Honeywell & Co. and Minnesota Mining & Manufacturing Co.

February 18, 1968, was the date of initiation for 13 new Brothers. Both the ceremonies at the chapter house and the banquet at the Esquire Club were attended by Mr. Ken Vadovsky, our district director, three guests from Zeta Xi Chapter, and many Psi Chapter alumni.

The social calendar has been a full one. Preceding initiation, the pledge class gave a costume party. The theme of "Bonnie and Clyde" filled the house with an atmosphere reminiscent of the depression days of the 1930's. Their lighthearted, entertaining skit, however, kept anyone from feeling depressed. On February 10, a party was held to celebrate the 45th birthday of Psi Chapter. Our St. Patrick's Day party on Saturday, March 16, proclaimed to one and all that "St. Pat was a Deltasig." Sorry about that, engineers!

Community service was part of our agenda, also. In April, an Easter party was given by the Brothers for some less fortunate children in the community. The year has been a rewarding one, and all the Brothers are looking forward to earning a perfect score of 100,000 in the Chapter Efficiency Index.—LAURENCE M. VICTOR

## MARYLAND

THE GAMMA SIGMA CHAPTER at the University of Maryland is planning to have many professional as well as social events this semester, including speakers and a trip to the Bethlehem Steel Company. One of the speakers we are planning on having this semester is Mr. Morris from Bache and Company, who will speak on mutual funds. We also plan to have our advisor Brother Neffinger speak to us on real estate and other investments.

On November 18 the Gamma Sigma Chapter initiated the Gamma Sig of the Year Award. This year the award went to Stu Young, our chapter link with the Alumni Club.

On April 27, the chapter will celebrate its 18th annual "Rose" weekend formal and a weekend of various other activities.

The 12th of February kicked off our rush program and with it the gratifying opportunity to talk with hopeful pledges about our Fraternity and chapter.

The Gamma Sigma Chapter would like at this time to congratulate all of our graduating Brothers from all the chapters of Delta Sigma Pi.

## SAN FRANCISCO

GAMMA OMICRON CHAPTER at the University of San Francisco is just completing one of its most interesting and successful years, due to the leadership and foresight of our officers led by President Ed Walsh.

The highlight of the semester, not only for the Chapter but for the whole College of Business Administration here at the University, was when Gamma Omicron Chapter sponsored a panel discussion by the Young Presidents' Organization. The panel spoke to an overflow crowd on campus; and then after the meeting was adjourned, the Brothers and the panel enjoyed a luncheon and further discussion together. This second appearance of Y.P.O. at the University proved to be even more successful than last year's appearance and the solidification of a long term friendship between the Chapter and the Young Presidents' Organization.

With the admittance of a group of highly talented new Brothers, Gamma Omicron Chapter completed its pledge program for this semester. This semester our pledges participated in programs which were of benefit to the community as well as being beneficial to the Chapter. The Brothers and the then pledges were glad to welcome Executive Secretary Ben Wolfenberger to one of our March meetings.

The graduating seniors of Gamma Omicron Chapter were given a fond farewell at the annual Senior Party. Each spoke a few words, and each in his own way said that Delta Sigma Pi was the greatest part of his college life. The things that they learned and the people that they met and became friends with, they will never forget.—HARRY E. "TERRY" CUSH

## MEMPHIS STATE

GAMMA ZETA CHAPTER at Memphis State University is enjoying a fine Spring Semester. The rushing activities were handled by Rush Chairman Roger Allison and his assistants, Brothers Jack Court and John Spain. They worked hard and the Chapter was rewarded with ten fine neophytes. They are: Mike Mink, Steve Solomon, Wayne Weeks, Mike Escue, Frank McCain, Robert Snogles, Steven Arnold, James Holfer, Eric Meierhoefer and Paul Reeder. They are real fine pledges and the Brothers are looking forward to their pledging period to meet them and to initiating them as full Brothers.

Senior Vice President Carrel Turner has worked well in advance and prepared a fine professional program. In February Mr. Rutherford of the United States Post Office was the featured speaker. He spoke to the Brothers on the importance of the ZIP Code and other new systems the Post Office has installed to make the Business World communicate faster and more efficiently. In March the Speaker was Mr. Given of the Southern Bell System. He spoke to the Chapter on the opportunities and programs of the Southern Bell System. Tours scheduled for the semester include the national headquarters of the Holiday Inns of America and the Holidex Computer System. This promises to be one of the most informative

and interesting tours of the Chapter's history.

The Wives and Sweethearts Club has been revived by some of the Brothers' wives and the girls are co-operating with the Delta Sigma Pi Alumni Club of Memphis to make this upcoming "Rose" Ball one of the best ever. In the early part of the semester the Brothers were assigned the delightful task of selecting a new "Rose" Queen. After working hard and happily the Brothers chose the delightful and sweet Miss Kay Barclay to reign over the 1968 "Rose" Ball as queen. The Pledges have been busy planning for the Chapter's birthday party on April 9. They refuse to hint at what the entertainment will be so we are anticipating an enjoyable evening.

The Brothers were extremely honored when Brother Carrel Turner and District Director Robert Schrimsher presented the Chapter with a framed Coat of Arms on a field of crimson. Carrel and his brother did the art work and Brother Schrimsher did the frame. It is truly a work of art.

The Chapter was honored by placing two of the Brothers on the Dean's list for the Spring Semester. Brother Larry Cox led the Chapter with a 3.8 (out of a possible 4.0) followed by Carrel Turner with a 3.4.

The Brothers are again in the situation that faced us last Spring. The Campus is expanding and the lot that our house occupies has been designated for a new building. The Brothers are hopeful that the School will be able to relocate us in an area close to the new Business Administration Building now on the drawing boards.

All the brothers are in agreement when they say that the Fraternal spirit has been among us as never before. We are looking forward to building our Chapter into the best and largest on Campus. We wish all Chapters success and prosperity for the remainder of this year and the Fall of next year. If any Brothers come through Memphis, please feel free to drop by the house and meet the Brothers.—GARY L. JEWEL

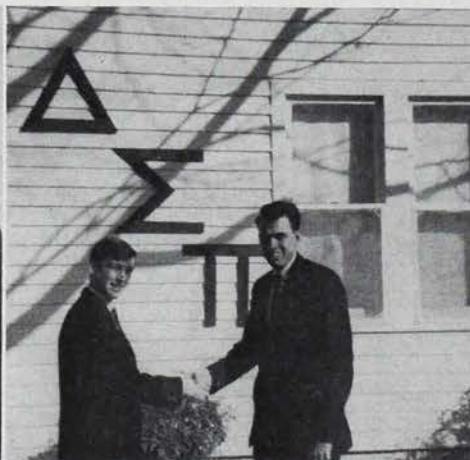
## CINCINNATI

THE CINCINNATI Alumni Club members are always pleased to see their Brothers advance in the business world, but we hate to see them leave town in so doing. That is what happened with three of our brothers recently.

Jack A. Hobbs went to Sarasota, Fla., as president of a large savings & loan company. James Wilson is going to Rochester, N.Y., as Vice President of Freight Claims with the Penn Central Railroad and James E. Morris went to Newark, N.J., as a data processing executive with RCA.

On March 15 we enjoyed a large turnout of alumni and undergraduates for our Past Presidents Night. May 17 was Senior's night. We feel this night is important not only to the men who are to be graduated, but also to our Alumni Club since it gives us a good chance to encourage the seniors as a group to continue their fellowship as Alumni Club members.

Everyone who can possibly attend is invited to the annual Summer Picnic on June 1. This will be our last chance to get together as a group this academic year.—NEIL F. HART



GAMMA ZETA CHAPTER President John McIntosh, on the left, and Vice President Carrel Turner look over the new Coat of Arms that was recently presented to Gamma Zeta Chapter at Memphis State University by Brother Turner's little brother. On the right Brother Roger Allison, left, greets prospective pledge Steven Arnold in front of the Gamma Zeta Chapter quarters.

## LOYOLA—New Orleans

DELTA NU CHAPTER at Loyola University in New Orleans began the rush season at the beginning of the second semester in January. The rush season culminated with the initiation of 13 pledges in ceremonies held on February 21, 1968. After a period of six weeks of study and preparation during pledge season, the neophytes were formally initiated into Delta Nu Chapter on March 31, 1968. The following week saw the social event of the year—the "Rose" Formal—in the Grand Ballroom of the Hilton Inn in New Orleans. At the Formal, Mary Anne Christen was crowned "Rose" of Delta Nu Chapter. The Brothers had chosen Mary Anne to be "Rose" for the previous school year 1966-67, and because of her faithful and devoted service to the chapter, she was again elected to be Delta Sigma Pi's contribution to campus beauties.

The professional aspect has not been neglected in the midst of these various social functions. On January 26, Mr. Albert Brisher, District Manager for Southern Bell Corporation, gave an interesting talk in the Danna Center of Loyola to a large audience of Brothers. On March 6, Mr. Tom Woods of IBM spoke about the latest applications of computers in business. Other meetings have been held (which space does not permit to elaborate on), and these, along with all the efforts of the Brothers, have helped to make the year 1967-68 an excellent one for Delta Nu Chapter.—STEVEN F. GRIFFITH

## TAMPA

EPSILON RHO CHAPTER at the University of Tampa has been growing and improving ever since its inception in 1963, but we are confident that this year has been the most outstanding in our short history. The newly installed officers for the spring semester have provided the chapter with excellent and energetic leadership. These new officers are: William Honrath, president; Paul Smith, senior vice president; Richard Goelz, vice president; Vince D'Alessandro, Jr., secretary; Bob Di Felice, treasurer; Steve Hill, chancellor; Tom Crabtree, historian; Richard Beldt, Chapter Efficiency Index Chairman; Chuck Sprietsma, professional chairman; and Ed Eubanks, social chairman.

Because of the requirement of a minimum of twenty-four semester hours the Spring pledge classes are generally smaller than in the fall. This semester's class of five is hard at work on their pledge education under the direction of Brother Richard Goelz. The rush smoker and party were both highly successful and enjoyable affairs. The smoker was chaperoned by Brother William Cyzewski and Brother Russel Apple, both of whom are professors of business administration here at the University.

We would like to extend our congratulations to the University of Tampa basketball team which finished with its finest record in 21 years. Epsilon Rho Chapter actively supported the team on its way to 16 wins against nine losses and its first Florida Intercollegiate Conference championship in the history of the school. We made a sincere effort and succeeded in having at least one brother at

all the away games and more if possible to give moral and vocal support.

At our annual awards banquet and dance we intend to honor the brothers and pledges voted as being the most outstanding representatives of Delta Sigma Pi. We are certain this will be a fine culmination of our most prosperous and successful year yet.—CHARLES F. SPRIETSMA

## LAMAR TECH

DELTA ETA CHAPTER at Lamar State College of Technology is winding up this year in hopes of scoring 100,000 points. A successful rush and pledging activities will make this possible. Thanks go out to Delta Upsilon Chapter and Regional Director Charles Foote for allowing one of our Fall pledges, Ron Farmer, to be initiated with the pledges at TCU. Ron was ill the day of our initiation and we did not want him to be held over until this spring.

Delta Eta Chapter is honored to have Mr. Charles Hawkins, professor of economics at Lamar Tech, as its new faculty advisor. We are sure he will do a fine job as our advisor.

Delta Eta Chapter received a visit from Executive Secretary Ben Wolfenberger this semester. We planned an informal get-together when Brother Wolfenberger visited us to discuss chapter activities.

This semester Athletic Chairman Lloyd Longnion organized a basketball team to participate in intramurals. So far we are doing great. Under the able leadership of Lloyd, we have won every game we have played.

Along the line of professional activities, this year's professional chairman, Ben Whittington, has arranged for us to tour either the Texas Medical Center in Houston or NASA. Brother Whittington has also arranged for us to have several prominent people from this area to speak at our professional meetings.

The Delta Eta Chapter birthday will be celebrated this Spring with a hayride or a beach party. Social Chairman Robert Stakes is making arrangements for this. Brother Stakes is also making plans for our annual "Rose" Ball, the final social event of the year for our chapter.

Delta Eta Chapter experienced a wonderful and productive year as a chapter of Delta Sigma Pi, and is in hopes of having an even better one next year.—RONNIE CROWELL

## WAKE FOREST

GAMMA NU CHAPTER began the Spring semester with its formal smoker, with Dean Gaines M. Rogers of the School of Business Administration delivering a talk on the up and coming business school building and its accompanying MBA program. A subject of much concern, all the Deltasigs look forward to the groundbreaking ceremonies scheduled for May of this year.

The members of Gamma Nu Chapter are extremely proud of their entire program this Spring. Under the capable direction of Athletic Chairman John Baker, the brothers are making the name of the fraternity well known in the sports arena.

An extremely well planned professional program this semester is due in no small part to Brother Buck Squires. On the top of the list was a film and lecture by Art Pearson of the American Management Association, followed by a discussion led by Rodney Austin of R. J. Reynolds Tobacco Company. Also on the program was a tour of the Du Plan textile factory, specializing in making yarn. The Du Plan factory is reputed to be one of the most modern in the South.

Mr. Jack Sealy, mayor of Madison, North Carolina, and President of Gem Dandy, Inc., delivered a talk on "the businessman and his responsibilities to the community." One of the most rewarding professional activities of the semester is anticipated to be a trip to the Industrial Research Triangle of North Carolina. The Research Triangle tour and a trip to Gilbarco, Inc., pipe fittings manufacturer are still in the planning stages.

The professional program, however, has not had any deterrent effects on the social activities. Four combo parties have drawn amazingly good participation this semester. Among these were the rush party, the "Rose" Ball, and the upcoming initiation party. Also slated are a few house parties.

Mrs. Gene Rapeyle was selected as this year's "Rose of Delta Sigma Pi" and was crowned at the annual "Rose" Ball on March 16.

Several Deltasigs spent their spring vacation in sunny Florida, only to return to campus and then leave a month later for the South Carolina coast. It is our hope that all of the other chapters have enjoyed this semester as much as we have.—GREG BAXTER

## ARIZONA

THE BROTHERS AND ALUMNI of Gamma Psi Chapter were glad to welcome 16 men into the second semester pledge program. The new pledges were honored at a luncheon on March 2.

Since the brothers are involved in so many different campus activities and don't get to see each other as often as they would like, we have started a brotherhood committee. Its function is to get the brothers together more often in addition to our formal meetings. We want to promote a feeling of informal fellowship. This way we hope that new brothers will become better integrated with the older members.

The chapter Steak Fry was held the 16th of March. A good representation and a good time was had by the faculty and alumni who were in attendance. Of course the undergraduates were well represented, too, with their dates.

Professional meetings these last few months have included speakers from General Electric and Merrill Lynch, Pierce, Fenner and Smith, Inc.

Initiation of new brothers will be May 4. An all day party will then be held on the 18th of May for all Deltasigs and their dates. The party will have horse-back riding, swimming, tennis, and other games available to the members. The evening and the end of a successful year will end with dinner and a dance.—ROBERT C. BRISCOE JR.

## NEW YORK

ALPHA CHAPTER was honored to have Executive Secretary Benjamin H. Wolfenberger present at the business meeting that outlined our most productive rush program. "Something for everyone" was the rally for the extensive rush program headed by Larry Chiagouris, Alpha Chapter's Senior Vice President, aided by Mark Balaban, Alpha Chapter's Treasurer. Their program included parties, filmed entertainments, open houses and card games. Naturally, our regular professional meeting and party schedule continued. Professional Chairman Ron Easton presented a special FBI agent speaking on careers in the FBI and the senior partner of Sigmund Balaban and Company speaking on international aspects of accounting. John Overall, social chairman, headed two fantastic parties.

Our two activity-packed rush weeks ended with a buffet dinner. "Alpha Chapter's brotherhood effort headed by Brother Chiagouris' organization has given us the best rush program I have ever seen," chimed smiling Dan Braet, president of Alpha Chapter, "may every other chapter have equal success with their rush programs."—GARY K. BENZ

## TEXAS CHRISTIAN

DELTA UPSILON CHAPTER at Texas Christian University began the Spring semester with a new Executive Committee. The officers are as follows: President, Ed Kirkpatrick; Senior Vice President, Paul Adams; Vice President, Jim Wilson; Secretary, Bill Messinger; Treasurer, Don Forsythe; Chancellor, Alan Thomas; and Historian, Charles Langness. The Brothers of Delta Upsilon Chapter have high expectations for this fine group of men.

Our rush program brought us ten fine young men. Jim Wilson has planned an excellent pledge education program. With this new program we hope to make better pledges, which in turn will give our chapter greater strength.

This semester is going to be a busy one. We have planned two professional tours to business firms in our local area and a professional trip to Oklahoma where we will tour several companies. While in Oklahoma, we hope to meet the brothers of Delta Theta and Beta Epsilon Chapters and enjoy some good brotherhood with them.

The activities are not all professional. We are looking forward to an Easter Egg Hunt with the orphans of the Lena Pope Home, a local orphanage. By doing this, we hope to further the welfare of our community. This is the first time we have tried an Easter Egg Hunt, but plans are to make it an annual project. It has given us something to work together on and has created a real sense of unity in our chapter.

An elaborate "Rose" Formal is planned to take place on March 30, at which time we will crown our "Rose" Queen.

The Brothers of Delta Upsilon Chapter are looking forward to a most interesting and successful semester.—MIKE JACOB



PLEDGES OF ALPHA PI CHAPTER at the Indiana University are shown here in one of their work details; raking leaves.

## INDIANA

ALPHA PI CHAPTER at Indiana University, well on our way to 100,000 points in the Chapter Efficiency Index, has been quite busy since our last report. After a very successful Spring rush, we have taken in ten pledges for the upcoming initiation, every one of whom is a potential asset to Delta Sigma Pi.

Elections have just been held for all offices. The new leaders of Alpha Pi Chapter are Larry Rankin, president; Jim Kemper, senior vice president; John Pfeifer, vice president; Dave Stewart, chancellor; James R. Forcum, secretary; Jim Olive, treasurer; and Roy A. Law, historian.

Our new officers are formalizing plans for the remainder of the semester. A number of professional meetings are scheduled. Between meetings the brothers are looking forward to a professional tour and various fund raising activities. Also in the plans for this semester is a coffee hour for faculty members and the Brothers of Alpha Pi Chapter.

Wedding bells rang recently for Brothers Dave Bangert and Al Frisoni. We extend our warmest congratulations to them and their lovely brides.

Since this is the last issue of *The DELTA-SIG* for the year it is necessary to give a special thanks to our graduating seniors, all of whom have been invaluable to the operation of our chapter.

With the new leadership, strong fellowship, and high professional and scholastic purposes, we at Alpha Pi Chapter are looking forward to a prosperous second semester.—ROY A. LAW

## MANHATTAN

THE SECOND SEMESTER is moving quite swiftly for the brothers of Zeta Chi Chapter of Delta Sigma Pi. Pledging has formally begun and this semester we have eight candidates—a little lower than we had anticipated—but quality wise, unbeatable. Voting will take place early in April on whether or not they will be formally inducted. More information on the results will be upcoming in the next chapter notes.

Pledging is not the only activity going on at Zeta Chi Chapter. Several tours are

planned this semester, one of which is a visit to the J. P. Stevens Textile Company, Inc. Also upcoming will be the chapter elections which are to be held in the first week of April. Several of the Brothers of Zeta Chi Chapter have volunteered their services to help coordinate and run the Manhattan College School of Business "Corporate Communion Breakfast." The guest speaker is Brother Robert Vizza, Dean of the School of Business. The toastmaster is Brother Kevin Dolan (also president of the School of Business). Helping to coordinate the activities are Brothers William Hannon and Bill Bricker. As in the past, it promises to be an extremely enjoyable event.

On the social end, Zeta Chi Chapter has several dances planned, plus many informal get-togethers at the homes of various brothers. This year, the Brothers of Zeta Chi Chapter are sponsoring a Delta Sigma Pi exhibit (plus giving guided tours of the Campus) in cooperation with the College's Campus Day Program. It is hoped that this exhibit will help to familiarize the alumni, plus new students with the School, with a better understanding of the functions and workings of the Delta Sigma Pi Fraternity.

Well, that's all for this year. Best wishes to all of our Brothers throughout the United States, especially those who are graduating and embarking on a career in the Commerce world. Success and good fortune to all in the future.—PETER DOWNEY

## SOUTHEASTERN LOUISIANA

THE BROTHERS of Zeta Sigma Chapter are proud to announce that they will complete their most successful year in their young history. Professionally the chapter has presented many fine programs for the SLC School of Commerce and was fortunate enough to sponsor the social before the Employment Conference which was praised by both attending interviewers and students. The college is now beginning to realize the value and potential that Zeta Sigma Chapter has brought to the campus and is beginning to cooperate in making our presentations more acceptable. The pledge program has really matured and prospered under the leadership of Vice President Jay Goertz and has seen the addition of many new, productive members. Next semester will bring even more success to our chapter in both professional and pledge activities as the Brothers gain valuable leadership abilities.

Socially the fraternity has enjoyed a year of successful activities, especially the Homecoming party, our "Rose of Deltasig" Ball, and our informal smokers. In intramural sports the fraternity did very well and is now a well respected sports power in all areas. Two Brothers, Rodney Leblanc and Bart Palmasiano, have been responsible for the success of the sports teams this year and deserve special recognition.

Next semester will see many new projects and ideas initiated by the chapter, and much success seems to be ahead for the fastest growing fraternity or organization ever to come to SLC. Our motto now is "Wait till next year" for we definitely expect our third year at SLC to be our greatest in terms of growth and prestige.—MICHAEL SELLEN

## DRAKE

THE BROTHERS OF the Alpha Iota Chapter at Drake University have just returned from our annual Spring field trip. This year the trip was to St. Louis where the brothers enjoyed interesting tours and lectures at McDonnell-Douglas, Anheuser-Busch, Ralston-Purina, and Monsanto Chemical. Congratulations to Senior Vice President Phil Engel and his professional committee for such a successful trip. Other professional activities this Spring included speakers from Meredith Publishing and the Des Moines Chamber of Commerce.

As always, the social calendar was highlighted by our annual "Rose" dance and the crowning of our "Rose" Queen. Several informal parties were held this Spring, and still to come is our Chapter Birthday Celebration in May. Also scheduled for this month is our Spring Banquet to honor the graduating seniors and conduct the election of officers for the coming year.

At mid-year Alpha Iota Chapter was tied for first place in the Midwestern Region in the Chapter Efficiency Index, and ranked twenty-second in the nation. All the brothers are working hard to achieve another 100,000 points again this year.—DAVE STOFFER



SOUTH CENTRAL REGIONAL Director James A. Webb, Jr. gets the Eta Kappa Chapter installation program underway.

## OMAHA

GAMMA ETA CHAPTER was this year's host to the Midwestern Regional Basketball Tournament held February 3 at Omaha, Nebraska. Eleven teams from throughout the region were on hand for the tournament during the day, Saturday. Grand President M. John Marko was guest speaker at the banquet Saturday night, after which a dance was held.

In this second semester Gamma Eta Chapter initiated eleven new brothers. They are: Gary Domet, Jerry Diggle, Richard Fiddelke, Jeff Ford, Jerry Ferguson, Dan Korpus, Ron Milfs, Gary Peters, Louis Rotella,

Jim Turner, and Bill Workman. It is our belief that these and all the men initiated in the future will continue the lifeblood of Gamma Eta Chapter.

We had a successful year in intramural athletics. Our bowling team finished fourth, and considering that this was the first year for our curling team we felt they did a very fine job even though they ended up last. Our basketball team completed a well earned .500 season. We are also looking forward to a winning season in volleyball and softball.

Gamma Eta Chapter congratulates Miss Cherrie Moore, current reigning Miss Nebraska, as our 1968 "Rose" Queen.

We wish all our brothers an enjoyable summer vacation.—GRANT MATHISON

## TEXAS A & I

ZETA NU CHAPTER has been extremely active as of late. We sponsored a songfest which attracted about 400 persons. Members contacted individuals and groups who we thought might be interested in participating. A fine group of entertainers was gathered and a wonderful songfest was conducted. All of the talent was from the surrounding area. The songfest was enjoyed so much that we are thinking of making it an annual event.

Also, our rush program is to begin soon. We have sent out letters to prospective pledges and expect to install the interested persons as pledges in a couple of weeks.

The Brothers of our chapter are also taking part in some projects. As of right now, we are involved in sending members every Monday night to Boys' City. This is a place where children come to get help and assistance in their schoolwork. We send four members every Monday night to assist these children. We plan to continue this for the whole semester. Another project has also been introduced. We are now looking into the possibilities of a field trip to an industrial development where we hope to gain some firsthand knowledge of just how one is operated.—CHARLES P. JOHNSON

## SACRAMENTO STATE

EPSILON PHI CHAPTER at Sacramento State College installed its Spring officers on January 20, 1968. The new executive committee includes Dean Heffelfinger, president; Larry Miles, senior vice president; Len Raley, vice president; Mike McReaken, secretary; Tom Long, treasurer; Gene Jamieson, Chancellor; and Steve Venables, historian. The new officers and Brothers have formulated plans that will continue to assure our chapter 100,000 points in the Chapter Efficiency Index. Congratulations to Brother Heffelfinger who received the Epsilon Phi Chapter Outstanding Active award and to Dennis Sparboro who earned a 4.0 grade point average during two years of graduate study.

On December 2, 1967, we initiated 15 new Brothers including one faculty member. Nelsen Gooding was selected Outstanding Pledge. Vera Heller was crowned Chapter "Rose" during the Dinner Dance held that evening. Vera, a native of Czechoslovakia, is majoring in nursing at Sacramento State College.

March 9, 1968, will see the Epsilon Phi Chapter sponsor its annual fund raising project. Brother Bruce Springer has initiated plans for a "Sacramento Royale" night. Included on the agenda will be gaming, dancing, prizes and refreshments. All Brothers in the Sacramento area are welcome to attend and a good time will be had by all.

Several new Brothers have accepted prominent positions as committee chairmen. George Zofcin and Bill Coleman, both new Brothers, will head the professional and social programs respectively.

The men of Epsilon Phi Chapter would like to wish continuing success to all Chapters of Delta Sigma Pi.—FRED RUDD



MR. LOUIS C. GILBERT, author of "20 Million Careless Capitalists" is shown here addressing members of Zeta Phi Chapter at Florida Atlantic University during one of their recent professional meetings.

## RIDER

BETA XI CHAPTER at Rider College celebrated the traditional "Rose of Deltasig" with a formal dance and dinner at 8:30 on April 5th. Over 65 brothers and their dates were in attendance at the affair with Miss Susan Heartline being crowned as Beta Xi Chapter's "Rose" by her escort, George Saylor. Much of its success was due to the excellent work of the Social Committee.

Harry Parke, recently appointed chairman of the Professional Committee, was able to obtain Dr. Frank and Dr. Talarico for our first professional meeting of the second semester. The topic of the meeting was the Monetary Crisis and Its Effect on Business in the United States, and nearly the entire chapter attended. After the excellent talk by the guest, there was a very enthusiastic question and answer period lasting close to an hour. A full and varied program of professional meetings was scheduled for the second semester with guests ranging from businessmen from New York and Philadelphia to college professors from Rider and Princeton.

On December 10, 1967 we had an organizational meeting and elected new officers. Newly elected President Gary Polak swore in Don Monks as Senior Vice President, along with Walt Kreil as Treasurer, Ken Bahrenberg as Secretary, Phil Schilkraut as Historian, and Joe Kerin as Chancellor. Several nominations were made for members for the Chapter Efficiency Index Committee and we should have no trouble meeting our quota in the Chapter Efficiency Index with an anticipated final score of 100,000.—KENNETH M. HAINES

## BALL STATE

ANOTHER QUARTER is almost finished and Epsilon Xi Chapter is ending a busy ten-week period. In recent weeks we have had several enlightening programs. Richard Riggan, assistant professor of general business administration, spoke on Communist takeover of capitalistic nations.

In January a tour of Muncie's recently remodeled American National Bank was made. Afterward, Brothers and faculty members heard a talk concerning trusts and trust funds.

On February 1, we held our smoker for Spring rushees. Dr. Robert Bell, Dean of the School of Business, addressed the group. The rushees have since pledged and an informal get-together was held in March.

Recently, Mr. Lou Maneily spoke on job opportunities in the insurance field. It proved to be a very challenging talk and was followed with many questions.

On February 6, Brother Frank Weber from The Central Office spent the day at Ball State listening to problems and offering suggestions. Mr. Weber addressed the chapter and the rushees in the evening program. His suggestions were very much appreciated and we were happy to have his assistance.

—JOHN D. SIMON

## PENNSYLVANIA STATE

ALPHA GAMMA CHAPTER at the Pennsylvania State University started the new term with a full slate of activities. On January 18 the chapter had the privilege of receiving Brother Benjamin H. Wolfenberger, Executive Secretary of Delta Sigma Pi. Brother Wolfenberger met informally with the executive committee during a chapter sponsored dinner and during the professional meeting that followed, he addressed the remaining brotherhood, pledges and rushees. He told of the purpose and objectives of Delta Sigma Pi in today's society and he called for increased involvement on the part of all those affiliated with our fraternity. The chapter extended its cordial thanks to Brother Wolfenberger for a stimulating visit with the hope that he may again visit in the near future.

On January 25, the chapter initiated the following new brothers: William Walker, Raymond Bast, James Clark, John Eddy, Joseph Estabrooks, James Foremsky, Jack Fritz, Charles Gerhards, David Hermanns, James Hrobak, Bruce Kristoff, Robert McCarthy, Douglas Simpkins, Kenneth Smith, Carl Smith and Robert Voelker. Following the ceremony, a party was held in honor of the new members. We owe a sincere expression of gratitude and appreciation to both our faculty advisor, Dr. Robert W. Koehler, and the officers who made the affair such a tremendous success.

At the end of last term, the brotherhood had the pleasure of attending an address delivered by Mr. Howard Sites concerning "The Ideal Financial Controller: His Qualifications, Training and On the Job Problems." Mr. Sites, Manager of Financial Development at Westinghouse, traced the career of a hypothetical executive aspiring to become a financial controller. During a lively question and answer session which fol-

lowed, Mr. Sites explained the training program with reference to learning theory.

On January 18, Alpha Gamma Chapter held a combination professional meeting and rushing smoker. Mr. John Truby, President of the First National Bank of State College, Pa., presented an address entitled "Problems of a Banker in a Credit Economy." He also elaborated on the Bank's various services to college students.

Finally, on February 6 Mr. Hunt and Mr. Dallas, Sales Manager and Personnel Manager respectively of Strawbridge and Clothier, delivered to the chapter an address entitled "Retailing Opportunities." In the question and answer session which followed, they answered inquiries about careers in retailing.

On February 26 the chapter held a banquet in the Nittany Lion Inn. Excellent food and pleasant atmosphere highlighted the evening. Due to the large success of the banquet, plans have been made for a similar affair next year. Plans for this year include a cabin party for the brotherhood and their dates, a chapter barbecue, and another initiation.

In closing, the chapter wishes to thank Brother David McKinley, Assistant Dean of the College of Business Administration here at Penn State, and his fine staff for their cooperation and support of the pledge class project—a statistical analysis concerning Penn State graduates. We sincerely appreciate the time and effort they spent helping the pledges.—JOHN F. SEBASTIAN, JR.

## NEW MEXICO

GAMMA IOTA CHAPTER at the University of New Mexico entered this semester with 48 members and enough work planned to keep us all busy. The newly elected officers are: Gary Ey, president; Larry Smith, senior vice president; Bob Whorton, vice president; Bob Cothorn, treasurer; Russell Morris, secretary; Rod McLachlan, chancellor; Cal McKinney, historian; and Mark Seiler, chapter advisor. Miss Rhonda

Hendrickson was elected "Rose of Deltasig" for 1968.

The Pledge Preferential Dinner was held at the Downtowner Motor Hotel on February 2. Eight men have been selected as pledges and Brother Whorton has planned some rigorous projects for them. One pledge project will be a fund raising drive to help Gamma Iota Chapter acquire a house. Brother Cann is soliciting signatures on \$100.00 promissory notes payable to the chapter house fund within four years after graduation.

Professional activities for the semester will include: a tour of the newly acquired General Electric plant at Albuquerque, a tour of the First National Bank and its data processing department and a talk by an employee of Peat Marwick Mitchell & Co. IBM has offered to let two of their marketing representatives conduct a panel discussion with our members.

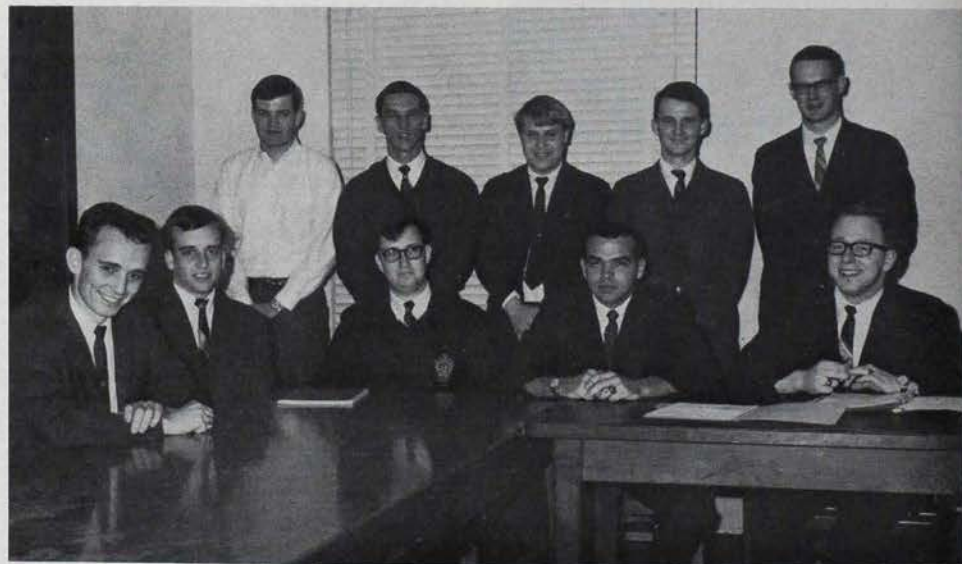
The month of April was highlighted by pledge initiation and then the "Rose of Deltasig" ball with both events being held on the 27th.—THOMAS P. VANDENBERG

## MIAMI-Ohio

ALPHA UPSILON CHAPTER has had a very good trimester. First, a great majority of the Brothers made the Miami University School of Business Dean's List. Also, a total of 21 new pledges were taken into the Chapter February 7. This is the largest pledge class that Alpha Upsilon Chapter has taken in many years.

On February 14, we had a dinner meeting which featured as speaker the Public Relations Director of Leo Barnett Advertising Agency of Chicago. The topic for the evening was "The Social Advantages of Advertising." Along with a member of Miami's economic department, a lively discussion followed the meeting.

Alpha Upsilon Chapter would like to extend its congratulations to its 23 graduating seniors and would like to wish them the best of luck in the future.—JOHN A. KAUPISCH



MEMBERS OF ALPHA SIGMA CHAPTER, University of Alabama, meeting with Field Secretary Frank Weber. Seated from left to right: Bill Brewer, Charles Yates, James Wilson, John Strubel, Field Secretary Weber. Standing from left to right: Bill McFarland, Bill Tennant, Bob Veliky, Larry Lester, and Chapter Advisor Bob Freeman.



SHOWN HERE IS Miss Linda Porter, candidate of Delta Omega Chapter for the West Liberty State College Homecoming Queen. Following Miss Porter are the officers of Delta Omega Chapter.

## KENT STATE

BETA PI CHAPTER at Kent State University has various professional, social, civic projects, and campus activities planned for Spring quarter. Among the outstanding ones are a charity drive for the Akron Children's Home and a fund raising project all headed by Brother Jeff Harm. Spirit is high and the Brothers here at Kent State are confident that we will do well in Campus Day activities by placing high in the Song Fest and Float contests. As usual our professional and social programs will be excellent with the highlight of the quarter being the annual Spring formal. Responsible for these activities are: Float—Brother Allen Kovar; Song Fest—Brothers Dave Evans, Dave Saginor, and Tom Donehoo; Penny Carnival—Brother Cott Wenger; Professional—Brother Carl Haefling, and Social—Brothers Steve Snyder and Rich Konet. Honorable mention includes Brothers Don Krempel, Bob Hall, Greg Price, and Gary Kerr. The Chapter wishes Brother Ron Hughes well upon his graduation. We also thank Brother Wolfenberger for his visit to us and are anxiously awaiting the visit of Brother Farrar.

With elections coming up, the Chapter will be extremely busy this Spring. The Brothers, however, are confident that they will be able to meet all our obligations and have a successful quarter as well as a most successful year.—DAVID H. GREEN

## SUFFOLK

AS ANOTHER ACADEMIC year comes rapidly to an end, many of us who are graduating must now consider our responsibility to our country. President Johnson has made it quite clear that he intends to tap about 800,000 graduating seniors and graduate school students. If nothing else, we certainly will have the best educated Army in the world. Although these are trying times, the success of what we accomplish today will perpetuate a peaceful world for tomorrow.

I am proud to announce that once again our Chapter will reach the 100,000 point mark in the Chapter Efficiency Index. Our program offers activities of both a professional and social nature to provide for the

benefit and enjoyment of all those involved.

During the year, our members have worked with the faculty and administration to improve our school. The faculty has recently approved a new undergraduate major in finance and the administration is currently making a study of possible uses of the computer in our curriculum. With all the members of our Chapter working together and with the help and cooperation of the faculty and administration, we will continue to make substantial progress in the months and years ahead.

To the Brothers graduating in June, I say, Shalom; to those returning in September, Good Luck!—HARRY M. BARASH

## CHRISTIAN BROTHERS

EPSILON PSI CHAPTER at Christian Brothers College in Memphis, Tennessee, has begun the Spring semester and is looking forward to a successful and rewarding term. At our present rate we will again attain 100,000 points in the Chapter Efficiency Index. We will continue to have professional activities this semester, with the highlight of our program being Tim McCarver, a native Memphian and the fine young catcher of the St. Louis Cardinals professional baseball club. Mr. McCarver will talk to the Epsilon Psi Chapter about baseball and the businessman. Also planned in our professional activities will be field trips to Holiday Inns of America, which have their home offices in Memphis, and American Greeting Cards in Osceola, Arkansas.

On Friday night, February 16, Epsilon Psi Chapter crowned Miss Libby Alsobrook as the 1968 "Rose" Queen at our annual "Rose" Dance. This was in accordance with the Christian Brothers College Homecoming celebrated February 17, 1968. A wonderful time was had by all as the reigning queen, Miss Cheri Haley, gave up her crown which she had worn so beautifully all year.

The officers and members of Epsilon Psi Chapter would like to congratulate James Webb upon his appointment as the new director of the South Central Region. We are sure that Brother Webb will continue to contribute leadership and inspiration to our region to bring about fulfillment of our du-

ties to Delta Sigma Pi.

In the field of sports, the Delta Sigma Pi basketball squad had a rather dismal season considering the high expectations that were to come from them. The cagers struggled to a .500 season and were out of the playoffs about half way thru the season. However, with the advent of Spring the intramural softball team will be looking eagerly toward a school championship. With a team loaded with veterans and a bright crop of rookies in the wings, Epsilon Psi Chapter will undoubtedly be the team to beat.

On behalf of the officers and the brothers of Epsilon Psi Chapter, I would like to take this opportunity to wish all of our brothers a successful and profitable summer.—ARTHUR J. SALZMAN, JR.

## SOUTH CAROLINA

THE BROTHERS OF the Beta Gamma Chapter have in store for them two very exciting professional tours this Spring. The tours will be made as a combined trip. The Brothers will tour the production plant of General Motors and the Carling Brewery, both located in Atlanta. Besides these tours numerous guest speakers and short trips have been planned.

The Spring rush program resulted in the induction of 16 new pledges. In addition to the rush parties and Saturday night drop-ins, two major parties have been planned. The Spring Formal and a costume party celebrating the "Roaring Twenties" are the social highlights for the Spring semester. Again this Spring the annual "Bacchus Award" will be presented to the deserving Brother at the Alumni Picnic. After last semester's fine social events, culminating with the crowning of Debby Edwards as "Rose" Queen, we hope we can have an equally fine Spring semester.

New officers for this semester are: President, Thomas Kelly; Senior Vice President, Rodney Moss; Vice President, Robert Tyler; Secretary, Thomas Gabriel; Treasurer, Walter R. Kraus; Historian, Douglas G. Brown; and Chancellor, Raymond Edwards.—DOUGLAS G. BROWN



MISS CANDY CHAMBERS, "Rose" of Epsilon Kappa Chapter at Shepherd College appears quite pleased as she receives a dozen roses and a bracelet from the chapter president, Joseph C. Thomas.

## DETROIT-Gamma Rho

GAMMA RHO CHAPTER at the University of Detroit is now nearing the end of one of its most successful professional programs. Due to the nature of Gamma Rho Chapter being composed entirely of high school students who are full time employees during the day in various fields of business, we are able to draw from Brothers' employers as speakers on professional topics. Such was the case when Mr. Merrill A. Hayden, president of Vickers Division of Sperry Rand Corporation, addressed the Brotherhood. Four Brothers are employed by the Vickers Division. Mr. Joe Ross, president of H & R Block, Inc., spoke on a subject which is vital to every businessman. Mr. Ross' topic was "Taxes, their Causes and Effects." Brother Mike Genette, our Professional Chairman, arranged a very successful tour of WJBK Television Studios on March 3, 1968.

In the field of scholarship 32 Brothers were named to the Dean's list.

Brother Julio Puzzuoli, chapter social chairman, planned and conducted a varied and rewarding social program which was highlighted by our annual "Rose" Dinner Dance held on March 9, 1968. Brother Puzzuoli has also planned a canoe trip in June and a family picnic in July.—THOMAS H. COLLIER

## LaSALLE

EPSILON SIGMA CHAPTER of Delta Sigma Pi installed their new officers on February 9. They are: John Becker, president; Len Szweda, senior vice president; Rick Ardoin, vice president; Joe Loftus, secretary; Rich Nekoranik, treasurer; Steve Dare, chancellor; and Jim Byrne, historian. Although the preceding administration had done a fine job, we are sure the new officers will be working hard to do even better.

Since their induction on February 18, our five pledges have been performing well under the capable direction of Pledgemaster Rick Ardoin. They have displayed all the attributes necessary to make fine brothers, and those who succeed in joining our ranks will prove to be assets to the fraternity.

Professional Chairman Walt Ramick is presently planning several tours and guest speakers to round out our professional program. Our first speaker is from the Pennsylvania Institute of Certified Public Accountants and will discuss ethics in the accounting profession. Incidentally, Brother Walt led us to another first place finish in the LaSalle College Tap-Off Rally; the float he designed was our best yet.

Brothers Frank Damico and Jim Scheiffly have arranged a full social calendar for the semester. Besides the three parties already held in February, they have planned at least eight more. The social program will be highlighted by three special social events. The third annual swim party will be held in late April, and if it is anything like those preceding, it will be too great to miss. The Brothers are also looking forward to the Delta Sigma Pi golf tournament, when they can attempt to demonstrate their skill at one of the nearby country clubs. The high point of the agenda is the annual Spring dinner

dance. This is a semi-formal affair planned for early May. Several of the faculty will be invited.

Special Events Chairman John Remshard is already working hard on plans for our display in the LaSalle College annual open house which is designed to show prospective incoming freshmen the other side of college life.

Senior Brother Joe Kradatus has once again demonstrated his skill with the cue stick by winning the Epsilon Sigma Chapter Bumper Pool Tournament. The intramural basketball team is winding up another season under the direction of Brother Jack Crenny, who appears in the running for the dubious achievement of the year award.

With such a full schedule planned all that remains is to achieve 100,000 points in the Chapter Efficiency Index. Good Luck to all our Brothers.—BILL MARTIN

## LOYOLA—Chicago

ON FEBRUARY 7, we at Gamma Pi Chapter were very honored to have Grand President M. John Marko swear in our new officers. The new administration is: Bernard Bradley, president; Renato Bacci, Jr., senior vice president; Brian McCarthy, vice president; Donald Colby, secretary; Thomas Kasvin, treasurer; John Swiderski, historian; and Earl Nichols, chancellor.

Gamma Pi Chapter in cooperation with Dean F. Virgil Boyd and the School of Business Administration conducted the first Business Career Conference on January 26. The purpose was to interest high school seniors in a business school education. Over 100 Chicago area high school seniors attended. The program featured guest speakers and small group discussions centered around each academic field of concentration. We were pleased with the success of the conference and have included it in our plans for next fall.

The Brothers also gave their support to the Student Activities Board in conducting Kids' Day, by donating one Sunday to entertaining young children from the Chicago Area slums.

For the second consecutive year Gamma Pi Chapter is a Student Associates of Loyola "100% organization"—every Brother contacted, for pre-college counseling, 10 high school seniors who had at one time or another expressed interest in attending Loyola.

We congratulate those Brothers who made the Dean's List. They are Brothers Bradley, Hirt, Matuszak, and Whaley.

The social committee has several parties and the formal Spring dinner dance under planning.—FRED HIRT

## MANKATO STATE

EPSILON IOTA CHAPTER sponsored their eighth annual "Rose" Dance which was open to the whole college on January 28, 1968. The highlight of the evening was the crowning of Epsilon Iota Chapter's "Rose" Queen, Miss Ruth Iliff.

The Brothers again participated in the Sno-week activities here at Mankato State. Sno-week for Epsilon Iota Chapter was a large success this year with the Brothers winning the first place trophy for ice sculpture for the eighth consecutive year and our candidate for Sno-Queen, Miss Roxi Lupie, winning the crown of Mankato State's Sno-Queen 1968.

One of our professional activities this quarter was most interesting as 35 Brothers attended a tour to the IBM plant in Rochester, Minnesota. The event entailed a tour of the plant itself plus a sort of open question and answer discussion with four of the company's management personnel who were all former Mankato State graduates.

In the future the chapter is planning a series of convocations open to all the students in the School of Business. We hope to have the initial presentation of the convocations given by the American Management Institute of New York.

Epsilon Iota Chapter formally pledged 15 new men so we are really looking forward to a very successful Spring quarter and a great finish to a very successful year.—JIM NOLTING



WINNER OF THE Grand Marshal's Award in the Homecoming Parade is the float of Zeta Mu Chapter at the University of Texas at Arlington.



## GEORGIA

PI CHAPTER at the University of Georgia received eight outstanding men at the December initiation. These new brothers have proved to be an invaluable asset to our fraternity. Dave Martin of Gouverneur, N.Y., was named the outstanding pledge.

Winter rush for Pi Chapter was held January 16 and January 18 with 15 rushees in attendance. Brother Tom Rankin, our district director, and Dr. Charles Clements, our faculty advisor, gave interesting talks to the rushees.

Our Professional Program this quarter included very interesting tours of the General Motors plant and the Fisher Body plant in Atlanta. These tours provided an opportunity for everyone to see a giant industrial organization in operation. There are also several tours planned for this Spring.

Highlighting the social activities for the quarter was the Founders' Day Celebration which was held February 9. An excellent band was on the program and a delightful evening of entertainment was enjoyed by everyone.

We have already formulated extensive plans for rush next quarter. We are working very hard to obtain 100,000 points in the Chapter Efficiency Index.

A lot of work will have to be done to make the remainder of the year as successful as the first part. With the help of each and every brother we are looking forward this quarter to promoting the continued growth and success of the Chapter and of the entire Fraternity.—DAVE CONGER



DISTRICT DIRECTOR Edward H. Langer, seated, and his wife Virginia, are about to receive a surprise from Brother James Horgan at the Lambda Chapter Honors Dinner at the Park Schenley Hotel in Pittsburgh. Brother Langer was recognized for his contribution to the chapter and fraternity.

## ITHACA

DELTA LAMBDA CHAPTER at Ithaca College had a big part in planning for Spring Weekend this year. Brother Tom Pandick, President of the fraternity and I.F.C., was in charge of the concert for the weekend. Tom did a fine job planning the concert, with the aid of most of the brothers. The theme of the weekend was the Gay Nineties. The brothers were all kept busy building the Deltasig float, hoping to take



MEMBERS OF ZETA CHI CHAPTER at Manhattan College are shown here celebrating the initiation of new members. They are from left to right: District Director Donald Groene, Robert Vissa, dean of the School of Business, Michael Olds, chapter president, Barry Watson and Chapter Advisor Alphonse Petrocine.

first place this year in the float contest—time will tell. We also had a lodge party and a banquet in conjunction with the weekend.

This year we had our Tenth Annual "Rose" Dance and Sue Schildwachter was elected as the "Rose of Deltasig" for the Delta Lambda Chapter for 1968. Our fondest wishes go with her and we wish her success in the National Contest. The "Rose" Dance was a big hit on campus this year as it was made a part of Winter Weekend, one of the three big weekends on campus.

This year the brothers took an active part in the I.F.C. Blood Drive. Brother Tom Pandick headed the committee for the blood drive. This semester, Pledgemaster Patrick Cannon recruited a fine group of new brothers. Brother Jay Howard became our new Chancellor.

Our congratulations go to our graduating seniors: Brothers Bob Arenstein, Patrick Cannon, Dave Eberhart, Dave Epstein, Michael Goodman, and Dave Suss.—BOB ARENSTEIN

## ALABAMA

ALPHA SIGMA CHAPTER at the University of Alabama salutes the new chapter at Troy State University, Troy, Alabama. The officers of Alpha Sigma Chapter were honored recently with the visit of Brother Frank Weber, Field Secretary from The Central Office. Brother Weber had many encouraging words and suggestions for improvements for the chapter. Next year's officers, who were recently elected, plan to implement many of Brother Weber's recommendations.

Spring semester has been and continues to be very eventful. March 15 was the day for our annual awards banquet. Awards were presented to the outstanding Deltasig; to Brother John Morley who is retiring from the University; to Professor John Moeller who was selected as outstanding professor of the school of Commerce and Business; and to Dr. Bob Freeman for his untiring efforts as faculty advisor. Dr. Freeman is leaving the University of Alabama after this semester to return to his Alma Mater—Louisiana Tech. Our tremendous loss is Tech's abundant gain.

April 1 marks the beginning of our annual field trip to New Orleans, Louisiana. Social events and plant tours are on schedule. This trip is truly the highlight of the year's activities.—BILL BREWER

*(Continued from page 138)*

sensitivity to the political, legal and ethical environments of the firm; an international perspective.

The firms that have implemented the Marketing Concept have found that it has much to offer. Ours is a consumeristic society and the rewards for serving the needs of the consumer first rather than the interest of the producer, are exceptionally high.



American Marketing Association, June 17-19, 1968, at Philadelphia, Pa.  
American Economic Association, December 28-30, 1968, at Chicago, Ill.  
American Statistical Association, August 20-23, 1968, at Pittsburgh, Pa.  
Southern Economic Association, November 7-9, 1968, at Washington, D.C.

American Finance Association, December 28-30, 1968, at Chicago, Ill.

Southern Finance Association, November 7-9, 1968, at Washington, D.C.

Western Finance Association, August 22-23, 1968, at Corvallis, Ore.

American Risk and Insurance Association, August 26-28, at Atlanta, Ga.

## SOUTH DAKOTA

ALPHA ETA CHAPTER at the University of South Dakota recently initiated one of the largest pledge classes in chapter history. On January 13, 17 men were initiated into the fraternity. Present at the initiation were Brothers LaVerne A. Cox, Director of the Midwestern Region, and Paul Powers, a member of the Life Membership Committee.

A new award was given at the initiation. Dean Frank T. Stockton, one of the original founders of the chapter, recently donated his badge to the chapter. The badge is to be a traveling award worn by the outstanding member of each pledge class. The first recipient of the award was Bob Oltman. Bob was vice president of his pledge class and currently holds the office of chancellor.

Alpha Eta Chapter expects to have many professional meetings during the second semester. Representatives from the following organizations will present programs: Montgomery Ward, Hallmark Cards, the Central Intelligence Agency, and Touche, Ross, Bailey & Smart.

This year's "Rose" Formal was attended by 50 couples. Miss Kristi Borin is our new "Rose."

In intramural sports, Alpha Eta Chapter has been very active this year. Two teams entered the basketball leagues and a combination of these teams reached the semi-final round of the Deltasig tournament in Omaha.

The chapter's annual field trip is currently in the planning stage. This year's trip will be to Minneapolis and efforts are underway to arrange tours of some of the firms located there.—RICHARD J. DAVIES

## MIAMI—Florida

BETA OMEGA CHAPTER is proud to have won, for the fifth consecutive year, the Chapter Efficiency Index. Presidents Neil Alper and Bob Harris are to be commended for their hard work and dedication in helping the chapter accumulate 100,000 points.

The officers for this semester are: President, Bob Harris; Senior Vice President, Bob Friedbauer; Vice President, Mike Conway; Secretary, Pedro Gallegos; Treasurer, John Russell; Chancellor, John Peznak; and Historian, Dave Tate.

This Spring semester's professional program, coordinated by Archie Raisbeck, was received with interest and enthusiasm. The program consisted of three tours—Eastern Airlines, Homestead Air Force Base, and Holsum Bakery; and five speakers representing a diversified field from the Stock Market to the FBI.

The Scholarship Division of Beta Omega Chapter is proud to have as a member of our chapter Harold Fernandez, who in addition to being Cadet Colonel of the Army ROTC was tapped upon graduation for membership into Omicron Delta Kappa, men's national scholastic honorary. Other January graduates include Dave Vrooman, Mike Sheldon, Dennis Murasaki, and Ted Plate, who married our former "Rose" Queen, Marsha Nixon.

The Brotherhood extends a sincere welcome to the 18 new brothers initiated this

semester. We know they will be capable of filling the positions that will be vacated by the brothers graduating this semester. We would also like to welcome Assistant Dean Miller to the Business School and Professor Streeter of the Economics Department into the Brotherhood of Delta Sigma Pi.

Our annual "Rose" Dance was held at the beautiful Algiers Hotel on world famous Miami Beach. This dinner dance was the highlight of our social program for the semester.

Beta Omega Chapter also participated in the University of Miami's annual fund-raising project, "Carni-Gras." Our chapter operated a pizza booth which won first prize for the second consecutive year.

We feel Beta Omega Chapter is not only a business chapter, but a professional chapter in every sense of the word. Prominent Deltasigs on campus include Clark Myers, Dean of the Business School; Dr. Steinhoff, Chapter Advisor and Management Consultant; Brother Neil Alper, Justice of the University Parking Authority; John Terres, member of the Student Union Program Council; Harold Fernandez, Cadet Battalion Commander of the Army ROTC; Joe Albert, Special Assistant to the Student Body President; Bob Harris, Resident Dormitory Advisor; and Martin Weinkle, Sophomore Class Representative to the Student Council. The Brothers of Beta Omega Chapter strive to live up to the motto of Delta Sigma Pi, "He who serves best profits most."—JOSEPH A. MAHONEY



**BROTHER MIKE GINETTE**, professional chairman of Gamma Rho Chapter at the University of Detroit is shown here presenting a plaque to Mr. Merrill A. Hayden, president of Vickers following a recent professional meeting. Other members looking on are from left to right: Vice President Thomas Higgins and President Ralph K. Erz.

## ROCHESTER TECH

EPSILON LAMBDA CHAPTER at Rochester Institute of Technology will be closing the Spring quarter school year with a multitude of activities. The Brothers at Tech are planning several money-making projects. Included are a car-smash, a Honda raffle, and euchre tournament. Our professional program will include a lecture by a mortician and hopefully a tour through a winery.

Each Spring, college campuses are buzzing

with their Spring Weekend activities. The Brothers of Epsilon Lambda Chapter are planning their part in these activities, and are hopeful we will place high in our class. Presently, Brother Leo Marsocci is competing in the "ugly man on campus" contest. All Brothers are urging fellow students to support our man Leo.

Presently, Epsilon Lambda Chapter is planning to hold elections for new officers. These new officers undoubtedly will start afresh with a new perspective on fraternal life and will help to promote Delta Sigma Pi as a professional business fraternity. These new officers and all returning Brothers will have a new challenge in the Fall of 1968. Rochester Institute of Technology will be moving to its sparkling new 1300 acre campus. This move will provide untold opportunities for Delta Sigma Pi and its members.

With the coming to an end of another school year, the Brothers at Epsilon Lambda Chapter wish each and every Brother of Delta Sigma Pi a pleasant summer.—JAMES R. DAVIES

## WASHBURN

DELTA CHI CHAPTER at Washburn University is busy with preparations for the eighth annual "Business Day" which will be held in the Union May 2. We have developed an interesting program of speakers which will include Allen Bennett, vice president of KTSB Television in Topeka; James Metzger, vice president in charge of public relations of Security Benefit & Life of Topeka; Lieutenant Governor John Crutcher of Kansas; and a speaker from Kodak Company. We all expect "Business Day" to be as much a success as it was last year.

Election of officers for the Spring term have been completed and we are happy to announce the newly elected Brothers. They are: Buzz Spurrier, president; Barrie Braden, senior vice president; Scott Love, junior vice president; Ken Combes, secretary; Bob High, treasurer; Mike Worswick, chancellor; and Tom Palmer, historian. We wish the new officers the best of luck and hope that they achieve the same degree of success as our recent past officers.

This semester's Rush Smoker turned out to be a big success. We pledged 14 men who we feel will be valuable assets to the fraternity and will engage actively in chapter functions. We are all looking forward to their initiation.

Our Spring industrial tour took us on a very interesting and enjoyable trip to Kansas City, Kansas, where we visited the assembly plant of General Motors Corporation, the distribution center for the Sylvania Corporation, and the manufacturing and sales center for the Proctor & Gamble Company.

During semester break our chapter sponsored a student book exchange which was very successful and was enjoyed by all. We would like to give our heartfelt thanks to brothers John Gannon and Richard Schmidt who were the co-managers of this worthwhile project.

This has been a very enjoyable and profitable year and we feel we are well on our way to another 100,000 points in the Chapter Efficiency Index.—TOM PALMER



REGIONAL DIRECTOR LaVerne A. Cox, above, expresses satisfaction with the success of the Midwestern Regional basketball tournament. Below, Brother Gary White, chairman of the tournament presents the "longest distance traveled" plaque to a member of Alpha Epsilon Chapter at the University of Minnesota.

### Gamma Eta Chapter is Host to Midwestern Basketball Tournament

THE 1968 MIDWESTERN Regional Basketball Tournament was held on the weekend of February 2-4, 1968 at Omaha, Nebraska. Gamma Eta Chapter at the University of Omaha was the host chapter.

On Friday night members from the other chapters in the Midwestern Region began to arrive in town and checked into the New Tower Motel. Grand President M. John Marko arrived at approximately 9:00 P.M. and went promptly to the alumni meeting being held that evening. He gave a brief, but concise recap of the past and future of Delta Sigma Pi. Following the meeting he met with Brothers of the various chapters at the Motel.

On Saturday morning the tournament got underway at the unbelievable hour of 7:00 A.M. The first game pitted Iota Chapter at the University of Kansas against Alpha Iota Chapter at Drake University with Iota Chapter being victorious. In the next game Gamma Eta Chapter at the University of Omaha met Alpha Eta Chapter at the University of South Dakota with Alpha Eta Chapter coming out victorious. Beta Theta Chapter at Creighton University then met Alpha Epsilon Chapter at the University of Minnesota and won the game. Alpha Delta Chapter at the University of Nebraska slipped past Alpha Beta Chapter at the Uni-

versity of Missouri at Columbia and Beta Theta Chapter came out ahead of Delta Chi Chapter at Washburn University. Epsilon Iota Chapter at Mankato State College beat Alpha Eta Chapter and Epsilon Chapter at the University of Iowa handled Iota Chapter in the next game. In the next game Beta Theta Chapter surged past Alpha Eta Chapter. In the semi-final game Iota Chapter slipped past Alpha Beta Chapter in a thriller that went into overtime. The final game found Iota Chapter against Beta Theta Chapter with a close game all the way and plenty of action. Iota Chapter won the game 47-43 in the closing seconds of the game.

At 5:30 P.M. a banquet was held at Ross Steak House with 161 Brothers in attendance. They enjoyed one of Ross's famous steaks and the opportunity of listening to Grand President Marko, Regional Director LaVerne A. Cox and Paul Powers, a member of the Life Membership Committee. Also in attendance were Brothers John Lucas and Erwin Heckman, deans of the College of Business Administration at the University of Omaha and Creighton University respectively.

Following the banquet a dance was held at a converted pool hall in Omaha. The decorations were provided by the decorating

committee and the refreshments by a local corporation which also provided the door prizes which consisted of shifts for the ladies and sweatshirts for the Brothers. The music was provided by the Markees combo. Everyone had a good time dancing with their dates from Creighton University, Dueschene College and the College of St. Mary's. The girls as a group were a delightful surprise and Alpha Eta Chapter took the "Pig Trophy" with little competition.

As president of Gamma Eta Chapter, I take this opportunity to again thank all that helped with the preparation of the tournament. Also, I thank all that attended for their participation. Judging from the letters we have received, the event was a success. It was a prime example of how a Brotherhood with unity can complete with success such a large undertaking.—W. T. SHELDON



SHOWN HERE IS the championship game of the Midwestern Regional basketball tournament between Iota Chapter and Beta Theta Chapter. Iota Chapter won the game 47-43.

(Continued from page 134)

Business Administration. He had been a member of the faculty at Tulane University for over 10 years. He joined the staff there after completing his MBA degree at the University of Pennsylvania and his DBA at Harvard. He received his undergraduate degree from Tulane in 1944. He has also taught at Harvard and at a business school in Switzerland.

He pioneered in the use of computers in business courses. In addition to information and control systems, his other special interests included business finance and management.

He is a native of Fort Necessity, Louisiana.

## COLORADO

ALPHA RHO CHAPTER at the University of Colorado, having completed a very successful Spring rush program, looks ahead to the activities of the Spring semester. The Spring rush campaign began with the traditional talk by P. John Lymberopoulos, dean of the undergraduate business school and past District Director, who spoke of the purposes and objectives of the Fraternity. Brothers Phil Barton and Dwight Foy deserve a great deal of credit for a very well organized pledge program.

The initiation banquet proved to be a tremendous success. Approximately 40 members and 20 pledges as well as a number of faculty members attended the event held at the Elks Lodge on March 10, 1968. Our newly appointed social chairman, Harry Polard, has been busy planning two more social functions, including the pledge smoker held during the rush period.

Our professional program was greatly enhanced by guest speaker Mr. Don Garramone, a registered representative stockbroker from the Boulder branch of the Bosworth Sullivan & Co., Inc. Mr. Garramone outlined the history of the New York Stock Exchange on Wall Street and discussed how a registered representative could be of service to prospective investors. Vice President Phil Barton has announced that we will be having a number of speakers including the Denver Playboy Club Manager. Also professional tours have been planned to the Gates Rubber Company and the Rockmont Envelope Company.

Finally, due to lack of time, our faculty advisor Dr. Philip Caterora had to resign. The Brothers would like to thank Dr. Caterora for his assistance and time in bettering our chapter. The brothers would also like to welcome Dr. Morris Massey as the new faculty advisor.—LES RENFROW

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that it affords a priceless opportunity to invest one's life in the things that really matter. The future of the world lies in its youth, and the business leaders of the next generation (today's students) will be profoundly influenced by the example of their teachers. The advancement of human knowledge provides the means for man's continuing evolution toward freedom and self-fulfillment. Above all else, the teacher and scholar are devoted to the true, the good and the beautiful. It is this sensitivity to ultimate values that provides the best single reason for considering an academic career.

Besides the challenges of business change, the professor of business administration shares in the intellectual stimulation of the campus environment. A col-

lege campus is the focal point for activities that expand human knowledge and understanding. It is a research center for learning, culture and scientific experimentation. It is a place where new concepts are born and where old theories are substantiated and enriched. A college campus is a crossroads where literary, historically minded business and scientific people come together to confer and exchange ideas.

Perhaps the greatest satisfaction in a teaching career is to be found in helping students to acquire knowledge and skill in the disciplines which are necessary to develop successful business leaders. Helping students to think, setting goals that challenge their mental prowess and encouraging them to draw deeply on their innate resources are among the contributions which a professor can make to their intellectual growth.

Then, too, a professor, in comparison with many other professionals, does enjoy a large measure of personal independence and freedom of expression. Within broad limits he may pursue his own interests in his own way and at his own pace. He possesses the rights associated with "academic freedom" and must exercise the responsibility that goes with those rights. His duty is to be a clear and advanced thinker, a professional in his field; to weigh his facts and to be objective; to assume personal responsibility for his conclusions; and to practice the same dispassionate tolerance he rightly expects of others.

### Preparing for Your Career

Just as you look for challenging and worthwhile work in a career, so does a career in business teaching demand of you a commitment of your talents and efforts. The preparation for such a career is a lengthy and serious undertaking which you should enter into only after a careful appraisal of yourself and all of the opportunities open to you and with a determination to stay the course.

There are certain obvious prerequisites for entering on this career. Among them we might cite a high degree of intelligence, a commendable academic record, an affinity for young people and an interest in the affairs of business and management. Only if you deeply share these interests and values should you embark on this journey into business administration.

## PERSONAL MENTION

Kenneth R. Miller, *North Carolina*, has been transferred from Sales Manager, Ecuador, Philip Morris International, to Assistant to the General Manager, Caracas, Venezuela.

John Munro, III, *Arizona*, has accepted employment as Economic Analysis Assistant, Inland Waterways Division, Marine Department, Humble Oil and Refining Company, Houston, Texas.

Jackie D. Sanders, *Oklahoma City*, is now a sales representative with Pro Brush Company, Oklahoma City, Oklahoma.

Robert D. Idzi, *Georgetown*, has been graduated from the Air Force technical medical school at Sheppard AFB, Texas, and will remain there for further training.

Walter D. Bell, *Arizona*, has been graduated from OTS at Lackland AFB, Texas, and, as a second lieutenant, will be assigned to Sheppard AFB, Texas.

Richard C. Clemens, *Ohio*, is now an instructor in accounting at Bowling Green State University, Bowling Green, Ohio.

Richard H. Gibson, *Colorado*, is a Senior Internal Auditor for Olin Mathieson Chemical Corporation, Stamford, Connecticut.

Roy E. Jarrett, *Georgia Tech*, has joined Eli Elly and Company as a sales representative in Greenville, S.C.

Melvin C. Lockard, *Eastern Illinois*, currently president of the First National Bank of Mattoon, Illinois, has recently been elected to the post of Director of the Federal Reserve Bank of Chicago. Brother Lockard is Secretary of the Board of Trustees of Southern Illinois University and a member of the Board of Higher Education for the State of Illinois.

Roger J. Schorr, *Indiana State*, has recently been named instructor of marketing at Valparaiso University, Valparaiso, Indiana.

Douglas R. Carmichael, *Illinois*, has a new position as Assistant Professor of accounting at the University of Texas at Austin.

Robert J. Ruggeri, *St. Louis*, has recently completed an eight week administration course at Fort Leonard Wood, Missouri.

Larry L. Leedy, *Ohio U.*, has been elected an assistant cashier of the Society National Bank of Cleveland.

Frank R. Pisciotta, *San Francisco*, has been commissioned a 2d Lt. upon graduation from Transportation Officer Candidate School at Fort Eustis, Virginia.

James P. Ellman, *California*, has been selected to lead a course in the "Philosophy of Salesmanship" at the new branch office of Ronald W. Albee in Berkeley, Calif.

Following graduation from Officer Training School at Lackland AFB, Texas, Rene J. Lloyd, *Texas-Austin*, has been commissioned a 2d Lt. in the U. S. Air Force.

Robert J. Fabacher, *Louisiana State-New Orleans*, has been promoted to Sales Representative for the Continental Can Company in Atlanta, Ga.

Walton C. Bryde, Jr., *South Carolina*, has accepted the position of treasurer of Southern Airways Company at Atlanta. He was formerly with Ernst and Ernst.

Alfred W. Allred, Jr., *Memphis State*, has been transferred to the headquarters office of the Kroger Company at Cincinnati and named Assistant Purchasing Agent.

Gene Rothwell, *Nebraska*, has a new position with Frontier Airlines as Automatic Reservation System Programmer.

H. Alan Campbell, *South Carolina*, has a new position as Systems Supervisor, Department of Audits for the State of Georgia.

Charles A. Voellinger, *St. Louis*, has been promoted to senior accountant with Price Waterhouse and Company in St. Louis, Mo.

William J. McLain, *Florida Southern*, has a new position as District Supervisor for the Hoover Company at Fort Lauderdale, Fla.

Allan R. Auvil, *Virginia Tech*, has accepted a position with the Electrochemicals Department of E. I. DuPont de Nemours and Company at Wilmington, Delaware, as Financial Analyst after receiving the MBA degree from the University of Mississippi.

Neil M. Goen, *Maryland*, has recently been promoted to Budget Control Officer for the State University of New York at Buffalo.

Edward T. Stark, *Utah*, has a new position as Sales Manager for Robert H. Hinkley, Inc. at Ogden, Utah.

Donald J. Huckleberry, *Indiana*, has recently been promoted to Controller for Moderncote, Inc., at New Castle, Indiana.

Alan L. Lovett, *California*, has been named assistant manager of the San Francisco Branch of Morehouse-Barlow Company.

William L. Ivey, *San Francisco*, has recently been promoted to the rank of Major and assigned to duty as Assistant Professor of Military Science at Washington State University.

Richard J. Bielot, a charter member of Epsilon Tau Chapter at the *University of Dayton* has recently been promoted to the rank of Captain in the U. S. Army.

Major General George O. N. Lodoen, *North Dakota*, has a new position in the Office of Logistics, U. N. Bureau at the State Department in Washington, D.C.

Nelson H. Thuesen, *Missouri-Columbia*, has been promoted to manager of Packaging and Material Handling of PPG Industries in Pittsburgh, Pa.

Peter B. Stevenson, *Georgia Tech*, has been promoted to Program Evaluation Analyst at IBM's Space Systems Center, Huntsville, Alabama.

George H. Mackall, *Arizona*, has been promoted to Account Executive Electric Utility Group, Marketing and Communications, Westinghouse Electric Corporation.

After receiving the MBA degree, Richard F. Abbott, *Utah*, has accepted a position as Assistant to the Industrial Relations Manager, Allison Steel Manufacturing Company, Phoenix, Arizona.

Lee T. Flatley, *Iowa*, a general partner in the certified public accounting firm of McGladrey, Hansen, Dunn and Company at South Bend, Indiana, recently returned from Paris, France, after participating in a six day program of the Ninth International Congress of Accountants.

Morris E. Massey, *Texas-Austin*, is a visiting assistant professor of marketing at the

University of Colorado.

Clyde L. Taylor, *Michigan*, is the new vice president of the Great Atlantic and Pacific Tea Company at Toledo, Ohio.

Ronald S. Silvers, *Florida Southern*, has been named Administrative Resident of Schumpert Memorial Hospital, Shreveport, La.

After receiving the C.P.A. certificate, Chris Messec, *Arizona*, has been named auditor for Grain Processing Corporation at Muscatine, Iowa.

Lyle Berry, *Texas Tech*, has recently been promoted to Transportation Inspector of the Santa Fe Railroad at Winslow, Ariz.

Robert L. Armstrong, Jr., *South Carolina*, has a new position as Assistant to the Dean of the College of Business Administration at the University of South Carolina.

Ralph E. Lunan, *Iowa*, has been promoted to Assistant Regional Manager of Bankers Life Insurance Company.

Donald E. Dooley, *Kansas*, has been named to Honorary Membership in the Institute of Internal Auditors at its 26th International Conference held in San Francisco. He is the 18th person ever so honored by I.I.A.

Donald I. Howard, *Boston U.*, has been promoted to assistant buyer for Gimbel Brothers in New York.

Robert A. Blair, *Pittsburgh*, has been promoted to Assistant Superintendent, Labor Relations, Pittsburgh and Lake Erie Railroad, Pittsburgh, Pa.

Donald L. Clark, *Ball State*, has a new position as Personnel Manager of the Peabody Seating Company, North Manchester, Ind.

Howard Ayers, Jr., *Pennsylvania State*, has been appointed Managing Director of Union Carbide Middle Africa, Inc.

Bruce W. McDougal, *Chico State*, on military leave from Price Waterhouse and Company is now serving as Supply Corps

Officer in the United States Navy, Taipei, Taiwan, Republic of China.

Gary S. Skibicki, *Oklahoma*, has been commissioned a Second Lieutenant, United States Air Force, Lackland AFB, Texas.

CLAUDE H. RYAN, *Miami-Florida*, was recently elected Regional Vice President of the American Society of Traffic and Transportation.

DAVID W. MCFADDEN, *Lamar Tech*, has a new position as an auditor with Texaco, Inc. in Houston, Texas.

E. DAVIS MCCUTCHON, *Tulane*, has recently retired as Sales Promotion Manager of the D. H. Holmes Department Store, New Orleans, Louisiana, after 42 years of service and is now the retail consultant of the Siorgant Company of New Orleans.

E. G. PARMENTER, *Sacramento State*, has been promoted to General Foreman of the Southern Pacific Repair Facility at Roseville, California.

ALFRED R. KURTZ, *Georgia*, is now on the professional staff of Cresap, McCormick, and Paget, an international management consulting firm in New York City.

HAROLD SHAW, *Georgia State*, has accepted the position of District Manager with Kentile Floors, Incorporated, in Marietta, Georgia.

JOSEPH N. WILTGEN, *DePaul*, has been elected President of the Golden Land Chapter, Federal Bar Association, San Bernardino, California.

HARRY M. KUSHIGIAN, *Boston College*, is now a life insurance underwriter with the Mutual Benefit Life Insurance Company, Providence, Rhode Island.

DAVID B. GOODMAN, *Maryland*, has resumed employment with the Interstate Commerce Commission upon completion of military service.

THEODORE E. ZANGWILL, *Miami-Florida*, is now a National Bank Examiner in the Tampa Sub-region, Tampa, Florida.



BROTHER MIKE BAUKOL and his date are shown here at the Alpha Epsilon Chapter rush party after being elected the couple with the best costume. At right Brother Jamie Viesselman, left, receives an award for his efforts in pledge education at Alpha Epsilon Chapter from Pledge Fred Zahn.

# Delta Sigma Pi

## 1968 Regional Meetings

### EASTERN

New York, N.Y.—October 19-20  
Hotel Manhattan

### SOUTHEASTERN

Doraville (Atlanta), Ga.—October 5-6  
Golfland Motor Lodge

### EAST CENTRAL

Cincinnati, Ohio—October 12-13  
Imperial House Motel

### CENTRAL

Kalamazoo, Mich.—October 12-13  
Holiday Inn

### WESTERN

Santa Clara, Calif.—October 19-20  
Santa Clara Motelodge

### SOUTH CENTRAL

Hattiesburg, Miss.—October 26-27  
Holiday Inn-North

### MIDWESTERN

Des Moines, Ia.—October  
Hotel Kirkwood

### SOUTHWESTERN

Dallas, Tex.—September 28-29  
Baker Hotel

### INTER-MOUNTAIN

Albuquerque, N.M.—October 26-27  
Hilton Hotel

BILLY M. HUGHES, *Louisiana Tech*, is now Commodity Group Manager with the Army-Air Force Exchange, Ozark, Alabama.

D. CLARKE O'NEIL, *Detroit-Gamma Rho*, has assumed duties as Public Relations Supervisor for the Detroit Free Press.

ARTHUR F. EFKEN, JR., *St. Louis*, is now the Purchasing and Personnel Manager for the Muirson Label Division of International Paper Co. in Peoria, Illinois.

WILLIAM W. MARTIN, *Southern Methodist*, was recently honored by being elected Vice President of the California Real Estate Association, District 31, Lompoc, California.

Channing S. Joye, *South Carolina*, has received his Certified Public Accountants Certificate, Columbia, South Carolina.

Franklin S. Yates, *South Carolina*, has been appointed Assistant to the Vice President of Public Relations and Advertising, Luray Caverns Corporation, Luray, Virginia.

Calvin H. Weiser, Jr., *Tulane*, has been promoted to Group Administration Supervisor, Southern Region, Crown Life Insurance Company, New Orleans, Louisiana.

James T. Sawyer, *Missouri*, has been appointed Administrative Secretary, Texas Real Estate Association, Austin, Texas.

Donald K. Mahan, *Tulane*, has just joined Amphenol Corporation as Director of Financial Analysis, Broadview, Illinois.

Walter L. Davis, Jr., *Memphis State*, has just joined Arthur Andersen and Company, Tax Division, St. Louis, Missouri.

William J. Lord, Jr., *Texas-Austin*, has

been promoted to full Professor in the College of Business Administration, University of Texas at Austin, Texas.

Charles Steinbock, Jr., *Johns Hopkins*, has been elected Treasurer of the Maryland Association of Certified Public Accountants.

Gordon T. Wallace, *Memphis State*, has been promoted to Assistant Director of Classified Personnel in the Department of Administrative Services for the Memphis City Schools, Memphis, Tennessee.

William S. Warren, *Boston University*, has been elected Commander of the Department of Indiana Veterans of Foreign Wars, Indianapolis, Indiana.

Jack N. Thornhill, *Louisiana Tech*, has been named Professor of Economics, Northeast Louisiana State College, Monroe, Louisiana.

L. K. Walker, *Oklahoma*, has been promoted to Lieutenant Colonel, United States Air Force, Wright-Patterson AFB, Ohio.

Tom Scott, *Indiana State*, has been named Business Administrator, Fort Wayne Campus, Purdue University, Fort Wayne, Indiana.

George D. Pitzer, *Shepherd*, has joined the Accounting Department of Group Hospitalization, Incorporated, Takoma Park, Maryland.

W. F. Fenner, Jr., *San Francisco*, has been made General Insurance Agent for Worth Fenner Insurance Agency, Navarro, California.

Ernest B. Duckworth, *Pennsylvania*, has received his LLB degree from the Black-

stone School of Law, Atlanta, Georgia.

Arnold Barnett, *Pennsylvania State*, has participated in the formation of Kornbluh-Barnett Associates, Inc., Bethesda, Maryland, Educators and Consultants to the Systems Community.

Ronald W. Done, *Northwestern-Zeta* has been appointed sales representative for the Connecticut Mutual Life Insurance Company, San Jose, California

Frank T. Stockton, *South Dakota*, has authored a monograph entitled "University Extension at the University of Kansas During World War II and the Immediate Postwar Years: 1940-1947." He is Dean Emeritus of the School of Business and of University Extension, University of Kansas, has authored several other articles, and may be considered one of the founders of Alpha Eta Chapter, University of South Dakota.

Jeffrey A. Phillips, *De Paul*, has been named Registered Representative of Dempsey-Tegeler and Company, a member of the New York Stock Exchange.

Frank L. Sibr, Jr., *Drake*, has been named Division Procurement Officer in the Air Force, Vandenberg AFB, California.

John B. Carpenter, *Michigan*, has been elected to membership in the American Institute of Real Estate Appraisers.

Robert C. Jones, *Oklahoma*, has been appointed Associate Dean of Education, College of William and Mary, Williamsburg, Virginia.

Pat Ellebracht, *Texas Tech*, has been appointed Assistant Professor of Economics, Missouri State Teachers College, Kirksville, Missouri.

David J. Knipper, *Boston College*, has been promoted to Senior Accountant for Haskins & Sells, Rochester, New York.

Aldean A. Wahl, *North Dakota*, has been appointed Associate to Jestrab, Neff, and Pippin Law Firm, of Williston, North Dakota.

Jerry K. Reid, *Georgia Southern*, has been named Instructor of Procurement Officer Training, Lowry AFB, Colorado.

Wayne O. McHargue, *Indiana State*, has been selected by the U.S. Jaycees to appear in the 1967 edition of Outstanding Young Men of America.

D. T. James, *Georgia*, has been named Assistant Trust Officer for the University of Georgia, Athens, Georgia.

Albert B. Lum, *Mississippi*, is now Associate with Russo, Shindler, and Cummins, Inc., Investment Real Estate Coordinators, Houston, Texas.

Edmund R. Wood, *Southern Methodist*, has been named Placement Director in the College of Law, University of Houston, Houston, Texas.

Theodore E. Voigt, *Northwestern*, an Instructor of Distributive Education, is with Homewood-Flossmoor High School, Flossmoor, Illinois.

King G. Herr, *Iowa*, is now a Loan Officer with American Trust and Savings Bank, Dubuque, Iowa.

J. D. Walsh, *Pittsburgh*, was appointed to the position of Senior Planning Engineer for Westinghouse/Aero Jet General Nerva Nuclear Rocket Program, East McKeesport, Pennsylvania.



EXECUTIVE SECRETARY Ben H. Wolfenberger, on the left, is shown during the installation banquet of Eta Kappa Chapter relaying the congratulations to the new chapter from throughout the fraternity. On the right, Brother Max Davis discusses the history of Tau Sigma Chi Fraternity at Troy State University which became Eta Kappa Chapter.

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1966-67 school year, the fraternity, which had been named Tau Sigma Chi, conducted a full program of activities including professional programs and service projects.

Following the August, 1967, Grand Chapter Congress of Delta Sigma Pi where two Tau Sigma Chi members were visiting representatives, the fraternity continued to progress. Acceptance by the student senate and endorsement from the university faculty and administration served as further inspirations to the fraternity. The busy schedule of Tau Sigma Chi reached a highlight on December 7, 1967, when the members were officially pledged to the International Fraternity of Delta Sigma Pi.

On Saturday, February 17, 1968, the successful eighteen month history of Tau Sigma Chi Fraternity came to a fitting close as the organization became Eta Kappa Chapter of Delta Sigma Pi. The following undergraduate and faculty members were initiated as charter members of the chapter: Thomas Dale Neuendorf, John W. Roy, John P. Kyle, Douglas Reaves, Buford A. Gavin, Robert Wayne Dean, Max I. Davis, Marshall T. Copeland, Joseph A. Adams, Gary E. Bates, Freddie K. Brannon, John C. Brown, Daniel M. Harris, Arthur Tyson Howard, James R. Lowery, Johnny M. Lee, Cecil Dalbert Marsh, Buford H. Pate, Don W. Phillips, Larry J. Pollard, Robert Henry Reynolds, John D. Shipman, Larry A. Webb, John D. Woodson, Calvin Odis Wooten, and Thomas R. Eason.

### LIFE MEMBERS

- 4265 Franklin A. Bell, Jr., *Epsilon Kappa*, Shepherd
- 4266 Richard C. Schultheis, *Lambda*, Pittsburgh
- 4267 Randall J. Schaeffer, *Upsilon*, Illinois
- 4268 Don C. Elliott, *Beta Omega*, Miami-Florida
- 4269 James M. Adams, Jr., *Kappa*, Georgia State
- 4270 John R. Truelove, *Epsilon Mu*, Sam Houston State
- 4271 Alvis Beasley, Jr., *Beta Iota*, Baylor
- 4272 Michael A. Delaplain, *Epsilon Theta*, Chico State
- 4273 Ernest H. Koehler, *Chi*, Johns Hopkins
- 4274 Kelly B. Hardwick III, *Epsilon Chi*, Georgia Southern
- 4275 James L. Davis, *Pi*, Georgia
- 4276 Lloyd L. Trahan, *Beta Zeta*, Louisiana State-Baton Rouge
- 4277 Manfred A. Bloch, *Alpha Kappa*, State U. of New York-Buffalo
- 4278 Walter Nottingham, Jr., *Alpha Nu*, Denver
- 4279 Charles T. Bernard, *Beta Iota*, Baylor
- 4280 Herbert C. Puetzer, *Delta*, Marquette
- 4281 Andrew E. Kendig, *Alpha Rho*, Colorado
- 4282 David J. Spaustat, *Gamma Eta*, Omaha
- 4283 W. Lee Koetzle, *Xi*, Michigan
- 4284 Mark Seiler, *Gamma Iota*, New Mexico
- 4285 Anthony J. Pettinato, *Epsilon Sigma*, LaSalle
- 4286 John M. Enright, *Chi*, Johns Hopkins
- 4287 Frank J. Weber III, *Epsilon Omega*, Eastern Illinois
- 4288 Dean W. Wharton, *Alpha Gamma*, Pennsylvania State
- 4289 Donald F. Friend, *Alpha Omicron*, Ohio
- 4290 William F. Wentzell, *Epsilon Theta*, Chico State
- 4291 John G. Hendricks, *Alpha Theta*, Cincinnati

- 4292 Emilio J. DeMayo, *Beta Nu*, Pennsylvania
- 4293 Michael H. Ostrov, *Zeta Tau*, California State
- 4294 Michael W. Marovich, *Gamma Omicron*, San Francisco
- 4295 Dennis M. Fitzpatrick, *Zeta Chi*, Manhattan
- 4296 E. Austin Porfiri, *Beta Omega*, Miami-Florida
- 4297 Richard G. Mulcrone, *Delta Eta*, Lamar Tech
- 4298 Raymond E. Hodge, *Zeta Upsilon*, Virginia Tech
- 4299 James T. Courtney, *Gamma Lambda*, Florida State
- 4300 Charles P. Mueller, *Lambda*, Pittsburgh
- 4301 William B. Madeira, *Epsilon Mu*, Sam Houston State
- 4302 Fred J. Dery, *Theta*, Detroit
- 4303 Thomas P. Greene, *Zeta Omicron*, C. W. Post
- 4304 Robert M. Urich, Jr., *Beta Rho*, Rutgers
- 4305 Constantine Danellis, *Epsilon Phi*, Sacramento State
- 4306 Kenneth F. Thomas, *Gamma Theta*, Wayne State
- 4307 Michael K. Bonham, *Epsilon Phi*, Sacramento State
- 4308 Walter J. Thomas, *Lambda*, Pittsburgh
- 4309 Fred C. Vaccaro, *Zeta Xi*, Lewis
- 4310 Ralph W. Sevelius, *Beta Omega*, Miami-Florida
- 4311 Larry C. Rupp, *Gamma Omega*, Arizona State
- 4312 Robert J. Ricca, *Beta Rho*, Rutgers
- 4313 Walter D. Nelson, *Delta Theta*, Oklahoma City
- 4314 George M. Carr, *Alpha Iota*, Drake
- 4315 Paul B. Tice, Jr., *Beta Xi*, Rider
- 4316 Lowell S. Miller, *Gamma Psi*, Arizona
- 4317 Thomas K. Lew, *Beta Kappa*, Texas-Austin
- 4318 John D. Benadum, *Epsilon Xi*, Ball State
- 4319 Richard S. Finlay, *Chi*, Johns Hopkins
- 4320 Carl W. Weckbach, *Alpha Delta*, Nebraska
- 4321 Edward F. Kreutzer, Jr., *Beta*, Northwestern
- 4322 Philip D. Cooper, *Iota*, Kansas
- 4323 John T. Tate, *Delta Upsilon*, Texas Christian
- 4324 John J. Bogdanský, *Beta*, Northwestern
- 4325 Mitchell Kloder, *Zeta Psi*, State U. of New York-Albany
- 4326 Robert C. Bennett, *Beta Rho*, Rutgers
- 4327 Eugene V. Sudziarski, *Beta Omicron*, Rutgers
- 4328 James D. Farrar, Jr., *Alpha Xi*, Virginia
- 4329 Anthony R. Tedone, *Beta Eta*, Florida
- 4330 Clark Weckbach, *Alpha Delta*, Nebraska
- 4331 Jose L. Ramirez, *Beta Kappa*, Texas-Austin
- 4332 Charles P. Foote, *Delta Upsilon*, Texas Christian

## MERGERS

Gray W. Caler, *Missouri-Columbia*, on February 10, 1968, to June Saxel, at St. Louis, Missouri.

Donald K. Eyster, *Pennsylvania State*, on September 9, 1967, to Gloria J. Hamm, at Springgrove, Pennsylvania.

John F. Heesterman, *Wisconsin*, on October 14, 1967, to Barbara Judnick, at Wisconsin Rapids, Wisconsin.

Bill Luken, *Dayton*, on March 2, 1968, to Marty Coke, at Hardinburg, Kentucky.

Donald A. Gutsell, *Missouri-Columbia*, on August 26, 1967, to Dianna Sanders, at St. Louis, Missouri.

James O. Guetschow, *Wisconsin*, on February 3, 1968, to Patricia Laney, at Delavan, Wisconsin.

Donald J. Sappington, *Missouri-Columbia*, on September 2, 1967, to Karen Fuller, at Kansas City, Missouri.

David T. Prisk, *Wisconsin*, on February 17, 1968, to Toni Teresa Trittin, at Madison, Wisconsin.

Richard H. Gibson, *Colorado*, on September 9, 1967, to Sue Carol Schuessler, at Scarsdale, New York.

Richard C. Clemens, *Ohio*, on June 17, 1967, to Cheryl S. Conover, at Dayton, Ohio.

Gerard J. Ozark, *Loyola-Chicago*, on June 17, 1967, to Diane Pryde, at Chicago, Illinois.

Danny L. Copeland, *Texas-Arlington*, on December 22, 1967, to Barbara Wilcox, at Euless, Texas.

A. Adrian Waclawczyk, *Texas-Austin*, on December 1, 1967, to Mari Jane Smith, at San Antonio, Texas.

Emil F. Poprawski, *Loyola-Chicago*, on October 7, 1967, to Priscilla Novata, at Chicago, Illinois.

Dennis C. Daniel, *Louisiana State-Baton Rouge*, on September 9, 1967, to Margaret Williamson Fincher, at Baton Rouge, Louisiana.

James R. Reinauer, *Texas-Austin*, on December 22, 1967, to Margie Cowan, at Austin, Texas.

John S. Curry, *Texas-Arlington*, on October 29, 1967, to Susan C. Wilheit, at Marietta, Oklahoma.

C. Richard Gottlieb, *Indiana*, on August 19, 1967, to Patricia Anne Dempsey, at Fort Benning, Georgia.

Richard M. Grubel, *Rutgers-Beta Omicron*, on January 20, 1968, to Janet Paterson, at Union, New Jersey.

James A. Blake, *Oklahoma City*, on December 8, 1967, to Karen Crumby, at Oklahoma City, Oklahoma.

Thomas A. Blake, *San Francisco*, on December 9, 1967, to Marianne Richardson, at San Francisco, California.

Gerald E. Voglino, Jr., *Maryland*, on November 18, 1967, to Barbara Thompson, at Waldorf, Maryland.

Charles B. Julien, *California*, on September 16, 1967, to Karen Aheskog, at Whittier, California.

Andrew Wood, *California*, on September 16, 1967, to Toni Bates, at San Mateo, California.

Douglas P. Kunze, *Utah*, on September 2, 1967, to Elizabeth Anne Eggertz, at Salt Lake City, Utah.

C. Wayne White, *Texas-Austin*, on July 29, 1967, to Ralinda Lewis, at Malakoff, Texas.

David Van Asdlen, *Maryland*, on June 10, 1967, to Sally Pritchard, at Baltimore, Maryland.

John F. Dooley, *De Paul*, on July 15, 1967, to Patricia Thelin, at Westchester, Illinois.

William J. Swords, *De Paul*, on August 19, 1967, to Patricia McCaffrey, at Palatine, Illinois.



# DIRECTORY

## The Grand Council

*Grand President:* M. JOHN MARKO, *Beta Rho-Rutgers*, 1341 North Ave., Elizabeth, N.J. 07208

*Executive Director:* CHARLES L. FARRAR, *Beta Psi-Louisiana Tech*, 330 South Campus Ave., Oxford, Ohio 45056

*Executive Secretary:* BEN H. WOLFENBERGER, *Beta Upsilon-Texas Tech*, 330 South Campus Ave., Oxford, Ohio 45056

*Director of Business Education:* RALPH C. HOOK, JR., *Gamma Omega-Arizona State*, 1721 La Rosa Dr., Tempe, Ariz. 85281

*Director of Eastern Region:* H. MELVIN BROWN, *Chi-Johns Hopkins*, 12704 Beav-  
erdale Lane, Bowie, Md. 20715

*Director of Southeastern Region:* (To be appointed later)

*Director of East Central Region:* ANDREW T. FOGARTY, *Alpha Theta-Cincinnati*, 1308 Voll Rd., Cincinnati, Ohio 45230

*Director of Central Region:* THOMAS M. MOCCELLA, *Beta-Northwestern*, 250 North Lytle, Palatine, Ill. 60067

*Director of South Central Region:* JAMES A. WEBB, JR., *Beta Kappa-Texas-Austin*, Box 6068, Tech Station, Ruston, La. 71270

*Director of Midwestern Region:* LAVERNE A. COX, *Alpha Delta-Nebraska*, 212 Danora Pl., Saint Cloud, Minn. 56301

*Director of Southwestern Region:* CHARLES P. FOOTE, *Delta Upsilon-Texas Christian*, School of Business, Texas Christian U., Fort Worth, Tex. 76129

Edward Tharp, *Texas-Austin*, on September 23, 1967, to Carol Fanis, at Houston, Texas.

Hollis Dealy, *Texas-Austin*, on June 10, 1967, to Sandra Bryant, at Houston, Texas.

Jerry Monagon, *Texas-Austin*, on June 26, 1967, to Mary Ann Maxa, at Austin, Texas.

Edward Pryor, *Texas-Austin*, on June 17, 1967, to Shela Rowden, at Ft. Worth, Texas.

James Tabor, *Texas-Austin*, on September 30, 1967, to Sandy Royall, San Antonio Texas.

*Director of Inter-Mountain Region:* WARREN E. ARMSTRONG, *Gamma Iota-New Mexico*, P.O. Box 8306, Albuquerque, N.M. 87108

*Director of Western Region:* R. NELSON MITCHELL, *Chi-Johns Hopkins*, 7206 Fairfield Dr., Santa Rosa, Calif. 95405

*Director of Alumni Activities:* HERBERT W. FINNEY, *Lambda-Pittsburgh*, 6510 Landview Rd., Pittsburgh, Pa. 15217

*Past Grand President:* JOE M. HEFNER, *Beta Upsilon-Texas Tech*, 2107 Avenue Q, Lubbock, Tex. 79405

## The Central Office

330 South Campus Avenue, Oxford, Ohio 45056. Phone Area Code 513 523-4178.

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