

The

DELTA SIG

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



NOVEMBER 1972



in the professional spotlight



FOUR MEMBERS OF THE Young Presidents' Organization are welcomed to the 4th annual YPO Panel at Florida Southern College co-sponsored each year by Delta Iota Chapter. From left to right are Ed Morris, president of Delta Iota Chapter; Bert Maxwell, Super Dollar Wholesale; Ed Flom, Florida Steel Corporation; Mary Irwin, president of Phi Chi Theta; Bill Cowart, Naylor-Cowart Motors; Dr. Charles T. Thrift, Jr., president of the college; Bill Poe, Poe & Associates; and Dr. Merle Dimbath, chairman of the Department of Business & Economics.

The DELTASIG

OF DELTA SIGMA PI

Editor

Charles L. Farrar

Editorial Advisory Board

- Robert L. Howe, 3830 Random Lane,
Sacramento, California 92825
- Firman H. Hass, 1503 Rosemont
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- James F. Kane, Dean, College of
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- Neal A. Rasmussen, 1330 Paxton
Avenue, Cincinnati, Ohio 45208
- Robert F. Vizza, Dean
School of Business
Manhattan College
Bronx, N. Y. 10471

Postmaster:

Please send labels Form 3579 to Delta Sigma Pi, 330 South Campus Avenue, Oxford, Ohio 45056

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The Cover

Featured on the cover of this issue of The DELTASIG is one of the many buildings on the complete new campus of Rochester Institute of Technology, Rochester, New York. Rochester Tech was also featured on our cover in November 1963 before the campus was moved to the new location.

Member of



College Fraternity Editors Association

from the desk of *the Grand President*



NOW THAT WE HAVE BEGUN the second fraternal year of my stewardship as your Grand President, I cannot help but reflect upon my first year of administration and would like to share with you some of my experiences.

I began last year with a visit to Alpha Chapter at New York University. As I walked across the campus to the chapter suite in Weinstein Hall, a great sense of nostalgia possessed me as I felt that I was retracing the steps taken by our Four Founders in the founding of our great fraternity. Interestingly enough, my year of visitations ended with the installation of our 180th undergraduate chapter at Saint Edward's University in Austin, Texas. At the installation of that chapter I could not help but feel a sense of pride at our accomplishments over the years since our original founding.

In between these two visitations, my approximate 25,000 to 30,000 miles of travel took me into direct contact with 40 per cent of our chapters and one-half of our alumni clubs. These travels included the first visit by a Grand President to Delta Mu Chapter at Pueblo, Mexico, since its installation. The reception by that chapter and the officials of the University of the Americas was most impressive.

Other notable occurrences included the initiation in Albany, New York, of James Jacobs, son of our recently deceased founder, Harold Jacobs; the honoring of our outstanding Deltasig of the Year, Herb Markley; and the presentation of the Golden Helmet award to Herb Finney, one of our truly outstanding members. The memory of sitting with Harold Jacobs at his son's initiation and hearing him further elaborate on our founding will always remain with me as one of the highlights of my career as your Grand President.

Needless to say, these visitations were indeed inspiring, and it was interesting to note the warm spirit of Brotherhood which prevailed throughout. This spirit exhibited by the Brothers cannot help but make me feel that we certainly have, in our fraternal system, the drive and initiative for greater accomplishments, and all that we need to do is to find the proper means for tapping these resources and putting them into productive use.

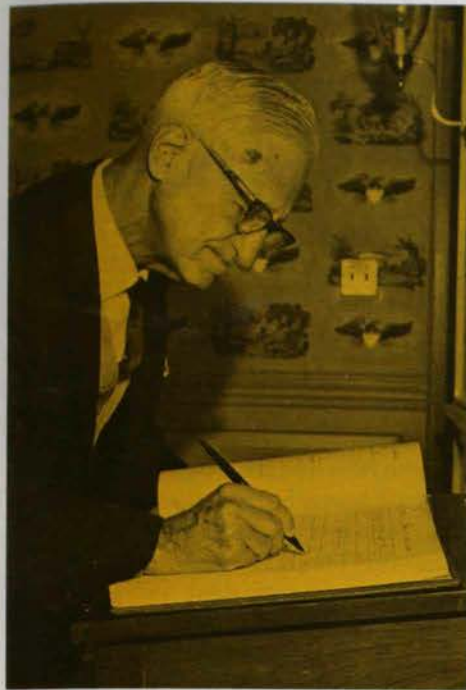
To help in this area, at our February Executive Committee Meeting I authorized our Central Office to seek out recognized group leadership training seminars for attendance by our Executive Director, Executive Secretary, and Field Secretaries. My purpose in this was to develop in them leadership training capabilities which they could use when visiting your chapters or in running leadership training seminars at area or regional meetings. Hopefully, exposure to this leadership knowledge will assist the officers in each chapter to better tap the vast spirit of Brotherhood of their membership and to stimulate them to achieve the successes of which we know they are capable.

Of great concern to the members of the Grand Council at our August meeting was the problem of membership growth. Hopefully, the leadership training information that you will be gaining from the visits by our Central Office staff as well as from your regional or area meetings will assist you in your endeavors to keep a strong chapter membership.

The problem of adequate members in a chapter does not rest upon the shoulders of the chapter officers alone, but should be the concern of each and every member in a chapter. The personal pride in an individual chapter should be the stimulus for each member to seek out worthy candidates and bestow upon them the same privilege of membership which was afforded to each of them by another Brother of the chapter.

After completing my first year of administration, I have a most favorable outlook for the future of our fraternity. I feel that we are currently going through a period of change during which we must keep an open mind to new ideas and seek out new avenues in which to expand our Brotherhood. Today's forward looking professional fraternity can emerge from this period of change stronger than ever and with a new dedication to Brotherhood. The future progress of Delta Sigma Pi not only depends upon your national officers, but also depends upon the actions of each chapter, each chapter officer, and each chapter member. The decisions which you make in your chapter today and the initiative which you exhibit in making your chapter stronger will dictate the future progress of your chapter and of our fraternity.

Thomas M. Mocella
Grand President



Harold Valentine Jacobs

1888-1972



FOUNDER HAROLD V. JACOBS and his wife Rose in attendance at the Golden Anniversary Grand Chapter Congress in New York in 1957. Ten years later they are greeted by Grand President M. John Marko at the 60th Anniversary Grand Chapter Congress at Biloxi, Mississippi.

and worked for a time in an accounting firm with Alexander F. Makay, another of the Founders of Delta Sigma Pi. He later left that firm and began work with the accounting firm of Puder and Puder, who were both members of Alpha Chapter. In 1926 he began teaching accounting in the Singer Institute of Practical Bookkeeping, which he and his accounting partner owned and operated in their accounting offices after closing hours each day. He retired in 1960 and moved to Miami Beach, Florida, where he lived until after his wife's death.

Harold met Makay in the Fall of 1906 through common interests in athletics, since Makay was a football player. They began the idea of the fraternity and remained lifelong friends. Harold remembered seeing Brother Moysello only once following graduation from New York University and that was at the Silver Anniversary in 1932. He did not remember any contact with Brother Tienken, since he was employed in South America.

In 1957 at the Golden Anniversary celebration in New York he received a citation for his contribution to the fraternity. When the "Order of the Golden Helmet" was developed to recognize members with 50 or more years of mem-

bership in the fraternity, Brother Jacobs was the first to receive this award in Miami, Florida. In 1967 at the 26th Grand Chapter Congress in Biloxi, Mississippi, both he and his wife, Rose, were honored guests. The previous year he attended the "Deltasig of the Year" award

Continued inside back cover



BROTHER JACOBS discusses the 28th Grand Chapter Congress program at Pocono Manor, Pennsylvania, with his son, James, in what was to be his last Grand Chapter Congress. Looking on is Warren Armstrong, Grand President at the time.

FOUNDER Harold V. Jacobs signs the guest register on his first visit in 1966 to The Central Office building in Oxford, Ohio.

Harold V. Jacobs, the last of the Four Founders of Delta Sigma Pi, died at the Sullivan County Infirmity at Monticello, New York, on July 18, 1972. Graveside services were held the following day at Mount Hope Cemetery in Westchester County, New York.

Born on Valentine's day, February 14, 1888, in Brooklyn, New York, he was the son of Isaacs and Minnie Jacobs. He received his middle name because of his birth date.

Harold's father operated the Casino in the Park, one of the great restaurants catering to the "carriage" trade at the turn of the century. The restaurant was a landmark in Gotham's Central Park and turned up repeatedly in many of O. Henry's stories. Harold's wife, Rose, preceded him in death in 1970. He is survived by one son, Brother James D. Jacobs, a member of Zeta Psi Chapter at the State University of New York at Albany.

Brother Jacobs attended Commercial High School in Brooklyn. Prior to enrolling at New York University he played semi-professional baseball. From 1906 to 1910 he worked part-time for Pete, Marwick Company. From 1917-19 he served in the U. S. Army Ordnance Corps in France during World War I. He was an accountant, achieving the rank of sergeant. In 1919 he returned to New York

THE SCHOOL OF BUSINESS at Virginia Commonwealth University, Richmond, Virginia, has just occupied a new School of Business building. The new building encloses approximately 147,000 square feet and can accommodate nearly 2,600 students at one time. There are 61 classrooms, about 140 offices, student carrels for 56 stations, two student reading rooms, one vending machine area, and two entry foyer lounges.

Other facilities include a statistics laboratory, a faculty lounge, and a University Computer Center. The University Computer Center, which serves both the Academic Division and the Health Sciences Division, is used for faculty research, student education, hospital accounting, and university administrative use.

The School of Business at VCU has eight academic departments and two administrative units. They are accounting, advertising, business education and office administration, economics, information systems, business administration and management, marketing and retailing. The administrative units are the Management Center and Graduate Studies. The faculty consists of 104 full time and 44 part time members. There are more than 1600 students enrolled in the school of Business, including nearly 150 graduate students.

The first business courses at the university were offered in 1939. The following year the Department of

Virginia Commonwealth University Has New School of Business Building

Economics and Business was created. In 1942 the name was changed to the Department of Business and Secretarial Work. The Department was renamed the School of Business in 1945. The Management Center was established in 1958 to offer management development and other non-credit continuing education programs. Another step forward in the history of the School of Business was the establishment of the Master of Science degree in 1962.

Dr. J. Curtis Hall is the current dean of the School of Business.

Virginia Commonwealth University was created on July 1, 1968, through

merging the Medical College of Virginia and Richmond Professional Institute. The University takes its founding date from the Medical College of Virginia, which was established in 1838. The University enrolls more than 15,000 students in the Schools of Applied Health Professions, the Arts, Arts and Sciences, Business, Community Services, dentistry, education, engineering, engineering technology, graduate studies, medicine, nursing, pharmacy and social work.

Eta Omega Chapter of Delta Sigma Pi was established in the School of Business on March 7, 1970.



THIS PHOTO FEATURES the new School of Business building at Virginia Commonwealth University.

SHOWN HERE IS one of the lounges in the new School of Business building at Virginia Commonwealth University at Richmond.

Delta Sigma Pi

Educational Foundation Awards

by
M. John Marko, President

THE DELTA SIGMA PI Educational Foundation is a not for profit corporation which was formed to foster the same purposes as the International Fraternity of Delta Sigma Pi. It does not operate in competition with the Fraternity but rather it complements the Fraternity's activities through projects which are charitable and educational.

Specifically, contributions to the Educational Foundation are used to encourage and aid students of business (both at the undergraduate and graduate level); to make available to students of business, financial assistance by way of scholarships and fellowships; and to encourage and assist worthy educational and scientific projects and scientific business research.

All members in good standing of the International Fraternity of Delta Sigma Pi are eligible to become regular members and do so upon contributing \$100

or more to the Educational Foundation. Contributors of increments less than \$100 become regular members once the total of their contributions reaches the \$100 level.

Contributions may be made by sending the amount through the care of The Central Office of Delta Sigma Pi or directly to the treasurer of the Delta Sigma Pi Educational Foundation. All bequests, legacies, devices, transfers or gifts made to the Foundation are deductible for Federal estate and gift tax purposes. All contributions are deductible for Federal income tax purposes.

The management of the affairs of the Foundation is vested in a Board of Directors. This Board is elected at the biennial meeting of the membership. The officers of the corporation are elected by the Board of Directors. The Board of Directors and the officers of the Foundation earnestly request all Brothers to support the work of the Foundation. The following two awards are examples of the work currently in progress.

Graduate Study Grant.

Brother Raymond Tom, a member of Sigma Chapter at the University of Utah was awarded a \$1,000 grant in conjunction with his matriculation in Northwestern University's MBA program. Ray started his work in this program with this year's summer quarter. At Utah, he was in the upper two percentile of a class of 2,000 with a cumulative grade point average of 3.93.

Brother Tom had a most active and productive experience as an undergraduate at Utah. He served as Sigma Chapter's chancellor, scholarship committee chairman and helped organize the chapter's public service project this past Spring. In the area of service to the University, Ray was a student organizer for the 1969-70 Spring quarter freshman orientation program for the College of Business, served as secretary of SPINCO, a student corporation created to engage in starting and consulting going enterprises to aid minority peoples, and com-

pleted a taking of surveys to local business firms in conjunction with a study of physical distribution systems conducted by a professor of marketing at Utah. Additionally, he participated in tennis and basketball intramurals and was a member of the University Karate Club.

Honors which have come to Ray include membership in the University Honors Program, Phi Eta Sigma, Phi Kappa Phi, and Beta Gamma Sigma. He was also on the University Honor Roll, was a Management Merit Scholar and was recipient of the National Food Broker's Association's Memorial Scholarship.

Brother Tom also found time to engage in direct practical business experience. He was a men's wearing apparel agent to large groups and organizations, as well



RECIPIENT OF THE THIRD annual graduate study grant to be awarded by the Delta Sigma Pi Educational Foundation is Brother Raymond Tom, a member of Sigma Chapter at the University of Utah. Brother Tom is the second member of Sigma Chapter to receive this award.



ROBERT A. QUACKENBUSH, a recent graduate of Brother Rice High School in Birmingham, Michigan, has been awarded the Delta Sigma Pi Educational Foundation scholarship for 1972. Chosen by the National Merit Scholarship Corporation, he is the first to receive such a scholarship who is not a son or grandson of a member of Delta Sigma Pi. He is now attending the University of Notre Dame.

as an agent selling ties and hats to retail establishments. Additionally, during the Spring of 1972 he was a market researcher for a Salt Lake City based movie production company and managed the operation of a film test theatre for the same company.

The Foundation is pleased to make this grant to Brother Tom who has so vividly exemplified help and service to others, scholarship and general all around ability and excellence.

Foundation Scholarship Program

Annually, a scholarship is awarded to a son, daughter, grandson or granddaughter of a Deltasig. This award is made in cooperation with the National Merit Scholarship Corporation and the applicant for consideration must be planning on matriculating in a business administration and commerce program at an accredited college or university.

During the 1971-72 year, there were no applicants for consideration. In its stead, the Foundation awarded a sponsored National Merit \$1,000 Scholarship to a graduating high school student who was a National Merit finalist and was matriculating to study business administration and commerce.

The recipient is Robert A. Quackenbush, a June graduate of Brother Rice High School in Birmingham, Michigan, who entered the University of Notre Dame this Fall as a management major.

Bob had attended Brother Rice High School on a four year academic scholarship and at graduation this past June was named Salutatorian and received the Silver Medal for scholastic proficiency. Other honors he has received included a State of Michigan Competitive Scholarship, the Phi Beta Kappa award, the Notre Dame Scholar Award, the high school's John G. Stewart Christian Leadership Award, and merited mention in Who's Who in American High School and Outstanding Teenager in America.

Bob served as co-editor in chief of the school yearbook, secretary of the Student Council Executive Board, and was a member of the National Honor Society. He was a member of the student council publicity, constitution, elections and Rice-Marian Week committees and acted as halftime announcer for the high school marching band.

While Bob did not play any varsity sports, he did participate in the football, basketball and bowling intramural programs. Also, in addition to serving as an officer of his class for all four years of high school, he was deeply involved last

Fall in homecoming float construction and this past Spring was a member of the field day committee.

Bob was also developing business experience while in high school. During the 1971 and 1972 summers he was employed by an industrial plant in general clerical and accounting work.

The Foundation congratulates Mr. Quackenbush on his achievements and wishes him well at Notre Dame.

Future Awards

The Foundation in the coming year is offering two Graduate Study Grants to undergraduate members of the fraternity and one four year scholarship (from \$500 to \$1,000 per year) to the son, grandson, daughter or granddaughter of a Deltasig. Applications for MBA grant consideration have been mailed directly to each chapter secretary. Following is a scholarship award application.

DELTA SIGMA PI EDUCATIONAL FOUNDATION SCHOLARSHIP PROGRAM

For sons, daughters, grandsons or granddaughters of the International Fraternity of Delta Sigma Pi. To be completed and returned on or before December 15, 1972 to:

M. John Marko
Delta Sigma Pi Educational Foundation
1341 North Avenue
Elizabeth, New Jersey 07208

Please enter me in the DELTA PI EDUCATIONAL FOUNDATION SCHOLARSHIP PROGRAM FOR 1973 1974.

I am the son grandson
 daughter granddaughter of a member of Delta Sigma Pi, and I expect to complete high school in 1973 1974 and enter college in 1973 1974.

I took the National Merit Scholarship Qualifying Test in February, 1972; I will take this test in February 1973. I understand that my scores on this examination will be used to evaluate my candidacy in the Delta Sigma Pi Educational Foundation Scholarship Program.

PLEASE PRINT

(Name of Student) (Street Address) (City, State, Zip Code)

(Name of Present School) (Street Address) (City, State, Zip Code)

(Name of Parent or Grandparent Member of Delta Sigma Pi)

(Chapter Affiliation)

I have applied for admission to the following colleges or universities:
 I intend to apply

1. _____ 2. _____ 3. _____

I plan to pursue a course of study leading to a Bachelor's Degree in _____

I understand that: 1) the decisions of the National Merit Scholarship Corporation of Evanston, Illinois, will be final in the selection of scholarship winners and in the determination of student stipends, based on individual need, which accompany the scholarships; and that 2) winners of Delta Sigma Pi Educational Foundation Scholarship Program may accept up to a total of \$1,000 in other awards over the four scholarship years without affecting the stipend. Winners may accept additional scholarship awards beyond this amount with the understanding that if they do, their Delta Sigma Pi educational Foundation Scholarship stipend will be reduced accordingly. However, no Delta Sigma Pi Educational Foundation award payment will be reduced to a point lower than the minimum stipend of \$500 per year. Students whose computed need is greater than the Delta Sigma Pi Educational Foundation Scholarship maximum of \$1,500 per year will be permitted to accept additional funds equal to the amount their need exceeds \$1,500. In all cases of other awards, the National Merit Scholarship Corporation should be notified.

(Signature of Student)

(Signature of member—parent or grandparent)

The Rising Sun or The Setting Sun

by William K. Warren

Beta Chi Chapter, University of Tulsa

This is the text of an address before the second annual Midwestern Regional joint initiation banquet. Brother Warren is a founder of the Warren Petroleum Company and Director Emeritus of the Gulf Oil Corporation.

OUR COMPANY, Warren Petroleum, celebrated its fiftieth birthday just a month ago today. And much has happened during this span of years.

America has much work ahead and there are only 27 years, 8 months, and 15 days until the turn of the century — the year 2000. America enjoys a free enterprise system, which accounts for our having the highest standard of living in the world today. And yet, we have our share of problems . . .

A glass of water half full somewhat exemplifies our problems.

We are emptying the glass with huge government deficits — nearly 40 billion dollars in 1971 and an estimate of another 26 billion in 1972 by President Nixon, which many economists think is much too low.

A pessimist would say the glass is half empty. An optimist would say it is half full. In our current society very few are trying to refill the glass. Many are trying to take what is left of the half-glass of water without contributing anything to it.

You might say a segment of our population is working to at least keep the water level even. And bigger and bigger becomes the segment looking for "handouts" which can only mean that we are further lowering the water level.

Now, there is another illustration which I wish to use as background for what I want to talk to you about —

Imagine that you had been in a coma for a good many days and just awakened and didn't know what time of day it was. Suppose you looked out of the window and saw the sun on the horizon. You would have a hard time telling whether it was a rising or a setting sun.

Of course, in everyday life we know that it is a rising sun when night is over, and we know that it is a setting sun when the day is over.

In the course of history, the immediate moment of our short span of life is so minute that it is hard to detect whether our civilization is rising or setting, unless you have some guidelines to go by. Actually, actions of people at the time of a rising sun or a setting sun are somewhat different.

For the Rising Sun type of civilization, people have goals, they have optimism. A pioneering spirit. They look to God. To individual effort. Not to government.

There is a greater aspect of morality. Law and order are on the upgrade. Honesty is on the upgrade.

With the Setting Sun type of civilization, we substitute government for God. We have a status quo attitude instead of a pioneering

spirit. We have a lack of perspective, no goals — or a few of a worthwhile nature. We get off on tangents. We have pessimism. Morality becomes lax.

Law and order decrease. Honesty is on the downgrade. To some, order of the days seems to be what you can get away with, rather than what is right.

In a Rising Sun civilization situation, so to speak, people want opportunity. They want freedom. They want their individual efforts to account for something.

In a declining civilization situation, they want handouts. They want the government to get things for them.

At this moment we seem to be in a very confused state of mind — not only in the United States, but over the entire world. We do not really seem to know what our purposes or goals are.

Oh, sure! . . . We do have some goals. Flimsy ones mostly. An example is the Vietnam War, the first war in the history of this country in which our goal has not been to achieve victory.

We are losing the desire to fight for our rights, for our freedom, for our country, for our children. We are afraid that we will make Russia mad if we test atomic bombs or if we put a defense system against atomic bombs around our capital and other cities.

There was a time in our history when Thomas Jefferson fought the Barbary States in the Mediterranean area. Then we had a slogan. It was "Millions for defense, but not one cent for Tribute!" We went into a country and got back people who had been kidnapped and taken prisoner. Contrast this with what happened in the "Pueblo Incident" in Korea and with what is happening with prisoners of war in North Vietnam today.

What we are presently talking about is what amounts to a bribe to get them out. Our government has promised, in preparing for what is called "peace in Vietnam," to pay billions of dollars in rehabilitation to Hanoi.

There also was a time in this country when a president who had no battleships, who had no army, who had nothing but guts — President Monroe — told the European powers to stay out of this hemisphere. And he had such guts in his pronouncements that they stayed away. Now Russia is in Cuba.

Where is our perspective? We get off on tangents, such as that everyone has to have an education in this country. Yet we have lost the meaning of education. This country was built to a great extent by people who didn't have a college education.

Maybe we should not complain about some

of our state and federal regulations and try to look at the brighter side of life — at least say with the optimists that our glass is half full, not half empty.

Those of you who have traveled worldwide know when you get back to the United States you have a feeling you are glad you are an American. We still have many advantages that even other free countries do not enjoy — not to mention, of course, the people who live in communistic countries (particularly Russia) where everyone works for stipulated pay from the government, and the people are only considered as numbers.

When I was in Russia a few years back, our woman guide — educated at the University of Moscow and a linguist who spoke five languages — worked five days a week and her pay was ninety rubles, or the equivalent of \$100 per month. She had one child and had a nurse for this five year old child. She paid to the government, just to care for this child, the same amount as she received per month — ninety rubles. Her husband was a journalist and their food, clothing and rent equaled his governmental monthly money. They had no car, no TV or radio. He did receive the newspapers and he worked for one. This couple used government transportation to and from the park on their free days. Everyone works for the USSR, and there is no such thing as free enterprise.

Economic activities of our entire human race have been conducted by and under great American auspices, with our government assistance, but only because our free enterprise system has given the government the money wherewithal.

Recently at a church service, the speaker mentioned that America has six per cent of the world's people and forty per cent of its wealth. Yes, he was appealing for charitable funds. And thank God private donations can still be made in America.

Forty years ago, two out of five Americans had radios. Today, over 110 percent have them. (Many have more than one). Again, forty years ago, one in twenty-five families had refrigerators as against 99 percent today, as well as having gas and electrical appliances. Ninety-five percent have TV's, and forty-two percent of our families today have clothes washers and vacuum cleaners.

Yes, it is great to live and work in AMERICA!

Sure, we have problems, but if we will get off tangents and back to the basics — if we get back our perspective of the whole picture, we

Continued on following page

can solve these problems. We can change our setting sun type civilization to a rising sun. We can usher in the year 2000 with a greater opportunity to every individual . . . because our free enterprise system gives more things to more people . . . when we work for it.

Let's get involved and develop some goals that lead to better things materially and spiritually. It will take groups like ours to take the lead.

The greatest inventor of all times, Thomas Edison, developed more inventions than any dozen others in our country put together. Yet he quit school in the sixth grade, if I remember correctly. Now I have nothing against education, per se; in fact, I'm completely sold on education and especially good colleges; but when we say that everybody has to be educated, when we evolve our schools into giving mass diplomas or degrees — where nobody fails if they do not make the grade — we're losing our perspective.

We are violating education to the point where a degree doesn't mean what it used to. If a guy will just stick in school, he will get his degree or diploma, in one way or another, so it seems. There seems to be no failures, only drop-outs.

We're teaching everything but the basics. That is losing perspective. Yet, perspective is what everybody needs. That is what Mr. Edison must have learned in the first six grades.

And we lose our perspective in dealing with unemployment problems. Lowering it is a worthy goal.

However, we lack the perspective to look at the whole picture and see that those unemployed have a better living and better life than the employed do in Russia, or in India, or just name most any other country. The exception perhaps is Germany or Japan where living conditions are on the upgrade because these countries have the perspective to apply the free enterprise system — a system we are now told by many is out-of-date.

This country, under the free enterprise system, has provided more material things for more people, for a larger percent of the population involved, than any other country or any other system of government has ever provided.

Yet we see evidences among many college professors, among many of our youth, and even among many adults, who think the free enterprise system has served its time, that it is outdated, outmoded. But, what is to take its place? A welfare state? A communistic, socialistic type of state?

This is lacking perspective, because if we read history, we know that this kind of a state ends up only in tyranny with less freedom and less material wealth.

We have a constitution which one eminent authority said was "The greatest instrument ever struck off by the brain and purpose of man." The Bible might be one exception to that. However, this constitution embodied limitations to governments, to rulers. It had a series of checks and balances and provisions to prevent the tyranny that had preceded this great constitution. To prevent the lack of individual rights which had preceded this constitution: to prevent lack of freedom of the individual, which had preceded this constitution.

Yet, today we say that the constitution should be changed. And we're changing it, not according to the way the constitution provides — by constitutional amendment — but by sociologic or other type of whims of judges, and state and national legislatures.

Yet in all the history of the world, when we get down to basics, principles never change. We have discovered some new aspects of expanded mathematics, but the basics principles of mathematics remain the same.

The constitution is as basic as the principles of mathematics. And yet, we say it ought to be changed. This is lack of perspective.

All of these things are what happen when our civilization's sun is setting. And we know, when the sun is setting, that nighttime awaits. History records a period not too long ago as a "dark age" period. And if you think that was just a period of sleeping or dreaming, you're mistaken. Because it was one of the worst periods in history from a tyrannical point of view. Freedoms and rights of the individual were ignored. Individuals had little of material comforts or benefits.

Now it is the attitude of the people that tells whether we have a rising or a setting sun type of civilization; for the future history of our country, we need to get off tangents, get back to basics. Get the proper perspective.

We have gone from one end of the pendulum, where child labor abuse was rampant, to the other end today where youth has little chance because of government laws and other attitudes.

Companies don't hire office boys anymore because some say the minimum wage rate for this is too high. They're not worth it. Kids used to become office boys and while they sat around waiting for people to tell them to run errands and so forth, they were able to observe what went into a business. And, when an opening occurred, or somebody became sick, they could fill the breach. That's where they got ahead and, too, it kept youngsters off the streets where crime breeds.

Yet, politicians today say "we cannot do this, that we must support these kids in school, almost forever. And, that we must support them if they get married ahead of time, before they have learned how to make a living or

know what their responsibilities are." This is lacking perspective.

Now I could go on and on in this vein, and most of you in this audience could have made these same observations.

I might quote some interesting statistics on the favorable side: Last year in the United States 198,472,473 citizens did not commit a criminal offense; 4,723,724 college students did not participate in a riot or other un-American demonstration, and 202,822,822 citizens did not use dope or drugs.

However, using my rambling observations as background I wish to talk about something that is dear to my heart. The petroleum industry of the United States . . . and the world, too, for that matter. Things are happening to it which again demonstrates the lack of perspective.

Those of you who are interested in the petroleum business — and I assume that applies to each and everyone of you — even if only because of your ownership in an automobile or other equipment and appliances that necessitate the use of oil.

Each year for many years, our consumption of oil will increase an average of 5%, and our American production of oil will likewise decline some 5% annually.

According to some researchers, everything will have to be doubled in the year 2000 to meet our social needs. This means, among other things, that more oil and more refineries will be needed.

Yet, we are currently dependent upon imports of oil and petroleum products to the extent of about 24% of our consumption.

Looking over the period of the next five to ten years, there are grave questions concerning the adequacies of petroleum supplies within our reach — not only for us as individuals but also to protect our national security. Which, by the way, few people, and especially those in government, seriously consider. The papers a few weeks back said our government is opening the door for us to import oil and gas from our arch enemy, Russia.

While our energy source is far greater today than it has been in the past, unfortunately, politics has entered into our energy picture — not only here in our national government but

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GRAND PRESIDENT MOCELLA has literally rolled up his sleeves to transact the business of the fraternity during a recent Executive Committee meeting at The Central Office in Oxford.

The UNIVERSITY: Its Role, Scope and Purpose

by
William M. Jenkins, Jr., Dean
Bowling Green College of Business and Public Affairs
Western Kentucky University

ONE WAY TO CONCEIVE of the university is as an institution dedicated to learning; a "center of learning." It is not building centered, but it occupies identifiable space—it is place oriented and thus subject to fairly accurate location. Historically, such places or centers may encompass entire cities or even regions whose population has a basic concern for the pursuit of the knowable.

The essential ingredient is not, however, geographical area; nor is it buildings, facilities, or even collections of manuscripts and records of past intellectual achievement. The one indispensable element is people—scholars, students, and others whose vocation or avocation is the discovery, preservation, analysis, classification and correlation of fact and reasoned theories and opinions.

A university achieves its universality from the scope of its inquiries, the breadth of topics subjected to investigation and scholarly comment. Although a "center of learning" occupies space of finite metes and bounds, its intellectual region is the Universe, its scope limited only by self-imposed boundaries.

The research, generalizations, conclusions and professional bent of such activity may have, and perhaps should have, utility in the world of affairs and business. It is the role of the scholar to scrutinize the total environment, and the line between "pure" and "applied" research is demonstrably thin.

The university, in addition to its traditional role of continual search for ever greater approximation of truth concerning universal knowledge, has a responsibility for the transmittal of its findings to visitors to the community, be they students or casual inquirers seeking specific answers to questions, practical

or highly esoteric. It has the charge to be a source of education in the sense in which Alfred North Whitehead defines the term in his *The Aims of Education*—"Education is the acquisition of the art of the utilization of knowledge."

In its public role, however, the university must constantly guard against becoming a protagonist for a particular point of view. To become a partisan supporter of any opinion or interpretation of knowledge would deny the essential character and strength of the university as a center of learning; when dogmatism intrudes, objectivity recedes and the integrity of open-minded search for truth is diminished in direct relation.

Institutional neutrality does not preclude individual advocacy. It in no way abridges the scholar's right to hold, even vigorously to defend his own concept of "truth." Exposure to diversity of opinion as espoused by the more or less permanent residents of the intellectual community is an important element in the learning experience of the temporarily resident student population. Such diversity forces the student to discipline himself, to discriminate, to weigh the evidence as presented, and to reach at least tentative conclusions, working hypotheses of his own.

It is the role of the resident scholar to guide the student toward learning, self-discipline and self-reliance; in short, to lead him to think. An equally proper role is that of training the student in the tools of thought, of creative endeavor and, where appropriate, in skills of a practical or vocational nature.

Universities outlive men and thus are better able than men to preserve and transmit the accumulation of man's intellectual efforts. They must be charged

with the role assigned to elders by Lewis Mumford in his *The Transformations of Man*:

The wisdom of the elders binds the present to the past and so prevents the future from falling short of the past. In case of conflict or doubt, it is in the council of the elders that the living past speaks and lays down, with the least necessary alteration, the "eternal" way. Custom and law, education and work, government and morality, are not separate departments of life; they are aspects of the whole—intuitively grasped because vividly lived—and only within this whole has each separate life its significance.(1)

sure that the past is not permitted to impose constraints upon present or future inquiries, or to prejudice their conclusions. Freedom of scholars to seek fresh insights, to pose new and even radical hypotheses and to offer them in the marketplace of ideas must ever remain a keystone of university purpose and *raison d'être*.

In summation, then, the university has dualistic purposes of a seemingly irreconcilable nature. On the one hand it is charged with the preservation of an historical status quo; on the other it has an equally strong commitment to the protection and fostering of revolutionary notions and ideas. Paradoxically it is in this inner conflict that the real strength and vitality of the institution is to be found.

(1)Lewis Mumford, *The Transformations of Man*, (New York: Collier Books), p. 33.



Craig S

Named Undergradu

CRAIG S. CHAPMAN, a member of Psi Chapter at the University of Wisconsin at Madison, was chosen the Undergraduate of the Year 1972. This award, established in 1971, recognizes the outstanding undergraduate member of the senior class in Delta Sigma Pi as evidenced by his scholarship, extracurricular activities, fraternity service, demonstration of responsibility to self and others, and the representation of his conduct according to the highest standards of ethics and integrity.

Each undergraduate chapter in the fraternity is requested to submit a nominee. The Regional Directors must appoint a screening committee consisting of alumni and undergraduate members to select a regional winner. Once the regional finalist has been selected, the selection moves to the national level.

The Undergraduate of the Year is then selected by a national committee consisting of the two immediate past winners of the award, the Executive Director, and members of the Executive Committee of the Grand Council. Once selected, the Undergraduate of the Year becomes a member of the Grand Council for a term of two years.

During the recent meeting of the Grand Council in Oxford it was voted to recommend to the chapters and alumni clubs an amendment to the fraternity laws to broaden the award by including members of the junior class.

Craig was born in Pittsburgh, Pennsylvania. He is the son of Mr. & Mrs. William P. Chapman of Milwaukee. He attended Nicolet High School, where he participated on the track and cross country teams. He was also active in numerous club activities and was captain of the debate team. Scouting was his first major extracurricular activity. At age 14 he became an Eagle Scout and was his troop's first initiate into the Order of the Arrow.

During his college career his extracurricular activities centered around Army ROTC and Delta Sigma Pi. His performance in ROTC carried him to the command of the University of Wisconsin ROTC Battalion and the rank of Cadet Lt. Colonel. He was also a member of the Pershing Rifles, Scabbard and Blade, vice president of the Joint Military Board, chairman of the Cadet Association, and the Military Ball Committee. Ranked second in the order of merit list, first in peer rating and first in the leadership potential index of his class, Brother Chapman received several awards for excellence. Among them are the U.S. Grant Award for excellence, the Superior Cadet Award, the American Legion Award of Scholastic Excellence, the Recondo Badge at Advanced Summer Camp and the Distinguished Military Graduate.

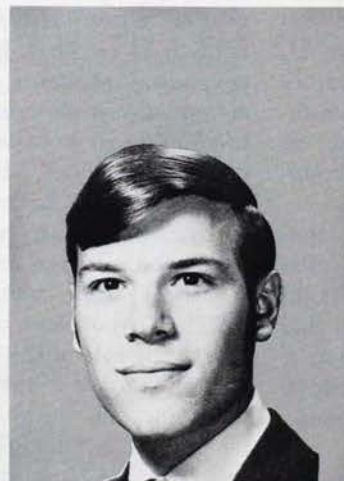
Following his initiation into Delta Sigma Pi in September, 1969, he organized what has now become an annual hike for fatherless boys at Devil's Lake State Park. He was later elected



THE SOUTHEASTERN REGION'S nominee for the Undergraduate of the Year award is Clyde L. Monroe, a member of Beta Eta Chapter of the University of Florida.



THOMAS J. PABIAN, a charter member of Theta Psi Chapter at Indiana University Northwest, represented the East Central Region in the final balloting for the Undergraduate of the Year award.



THE SOUTHERN REGION'S candidate for the Undergraduate of the Year award was Clay H. Drewes, Jr., a member of Epsilon Nu Chapter at Louisiana State University at New Orleans.



MAURICE E. GROTJOHN, a charter member of Eta Pi Chapter at Wayne State College, Wayne, Nebraska, is the North Central Region's nominee for Undergraduate of the Year.

Chapman

The Year

Vice President for Professional Activities, and Treasurer. During his senior year he was elected president of Psi Chapter, and as such was the chapter's delegate to the 28th Grand Chapter Congress at Pocono Manor, Pennsylvania. He is also a member of Phi Eta Sigma and Phi Kappa Phi scholastic societies.

Following is a brief resume of the regional nominees for the eight other regions of the fraternity that submitted candidates. The order in which they are listed has no bearing on the order in which they finished in the balloting for the Undergraduate of the Year award.

Clyde L. Monroe, a member of Beta Eta Chapter at the University of Florida, was the nominee of the Southeastern Region. Born in Chicago, Illinois, he attended East Waterloo High School, Waterloo, Iowa. In 1958 he moved to Florida and attended Santa Fe Junior College. He then enrolled at the University of Florida and was initiated into Delta Sigma Pi in May, 1970. He has served Beta Eta Chapter as Historian

and Senior Vice President. He has also been chairman of a number of chapter committees. In addition to being a full time student he has worked full time as Purchasing Agent for the Crom Corporation, a firm of engineers and contractors.

Brother Monroe is also a Cubmaster for the Boy Scouts and is active in the Knights of Columbus.

The nominee of the East Central Region was Thomas J. Pabian, a charter member of Theta Psi Chapter at Indiana University Northwest. Brother Pabian was born in Gary, Indiana, and graduated from Andean High School there. Majoring in accounting, he graduated with an overall average of near 3.9 out of a possible 4.0.

He was treasurer of Theta Psi Chapter and the Business Student-Faculty Advisory Council. He was also president of the Accounting Club, and a member of Beta Gamma Sigma and Beta Alpha Psi. Participation in these extracurricular activities and his superior academic record were achieved while

earning about 80 per cent of his academic expenses in various jobs.

The Southern Region's nominee was Clay H. Drewes, Jr., a member of Epsilon Nu Chapter at Louisiana State University in New Orleans. Following graduation from Holy Cross High School in New Orleans he enrolled at LSUNO. In his first semester he was initiated into Alpha Theta Epsilon, a national scholastic honor society. He was also a member of the University Band. He was initiated into Delta Sigma Pi in 1970. During that year he was elected vice president of the College of Business Administration Student Government. Later that year he became president and as such became active in the Student Government Association. He was also chosen one of two students on the University's Courses and Curriculum Committee, and one of only three juniors to be selected as a charter member of Omicron Delta Kappa. In Delta Sigma Pi he has held the offices of Chairman of the Social Committee, Chancellor and Senior Vice President.

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JAMES M. SCHAFERS, a member of Eta Nu Chapter at the University of Missouri at St. Louis, was the Midwestern Region's candidate for the Undergraduate of the Year award.



TIMOTHY R. SOYARS, a member of Eta Theta Chapter at Angelo State University, San Angelo, Texas, was the first runner-up in the balloting for the Undergraduate of the Year. He represented the Southwestern Region.



FOR THE SECOND CONSECUTIVE year the nominee for the Undergraduate of the Year award from the Intermountain Region is a member of Epsilon Upsilon Chapter at New Mexico State University. He is Robert E. Milford.



THE CANDIDATE OF THE Western Region was Ross A. Johnson, a member of Epsilon Phi Chapter at California State University at Sacramento.



GRAND PRESIDENT Thomas M. Mocella, left, is shown here as he presents the Theta Omega Chapter Charter to President John J. Madden.

THE 16th CHAPTER of the fraternity was installed in the State of Texas when Theta Omega Chapter was installed at St. Edward's University at Austin on May 7, 1972. This brought the chapter roll of the fraternity to 180 undergraduate chapters. Other chapters in Texas are Beta Iota, Baylor University; Beta Kappa, University of Texas at Austin; Beta Upsilon, Texas Tech University; Beta Phi, Southern Methodist University; Delta Epsilon, North Texas State University; Delta Eta, Lamar University; Delta Upsilon, Texas Christian University; Delta Phi, East Texas State University; Epsilon Zeta, Midwestern University; Epsilon Mu, Sam Houston State University; Zeta Mu, University of Texas at Arlington; Zeta Nu, Texas A & I University; Eta Theta, Angelo State University; Eta Psi, University of Houston and Gamma Phi, University of Texas at El Paso.

Even though the rain came, it did not dampen the spirit of those who participated in the installation day activities. Following the registration and reception of the guests in Moody Hall the visiting members were conducted on a tour of the St. Edward's campus. All the members and pledges returned to Moody Hall for an informal luncheon. The activities then moved to the Villa Capri Motel where the initiation was held. The installation team consisted of Grand President Thomas M. Mocella, Executive Director Charles L. Farrar, Regional Director John A. Fincher, Executive Secretary Ben H. Wolfenberger, Past Grand President Kenneth B. White, District Director Gerald Franklin, Chapter Advisors R. K.

16th CHAPTER INSTALLED

Khadhiri, Jose F. Cohen and Dennis C. Kestner, members of Beta Kappa, Beta Phi, Epsilon Mu, Zeta Mu, Zeta Nu and Eta Psi Chapters, and the Houston Alumni Club.

The installation banquet was also held at the Villa Capri Motel. Southwestern Regional Director John A. Fincher, serving as toastmaster, began the program by introducing Vice President Louis M. Deldeo who offered the invocation. Following dinner, Brother Stephen Walsh, C.S.C., president of St. Edward's University, extended greetings to the new members and visitors. Dr. Leo B. Osterhaus was then called on to provide the history of the Center for Business Administration, after which Paul W. Risch, secretary of Sigma Eta Tau Fraternity, related the events surrounding the founding of the local fraternity which became a chapter of Delta Sigma Pi.

The event which the members of Sigma Eta Tau had been awaiting for nearly a year came with the presentation of the chapter charter by Grand President Thomas M. Mocella to Theta Omega Chapter President John J. Madden. Accepting the charge and charter, Brother Madden thanked the members and advisors who had worked to bring Delta Sigma Pi to St. Edward's University.

Greetings which had been received from throughout the fraternity were extended by Executive Director Charles L. Farrar. A number of special awards were then made. The closing event was the presentation of the chapter gavel to John J. Madden by Regional Director John A. Fincher.

History of St. Edward's University

In 1871 Father Edward Sorin, Superior General of the Congregation of



THE CENTER FOR most of the campus activities at St. Edward's University in Austin, Texas is the Campus Center building.

STATE OF TEXAS

Center for

Business Administration

The courses of study at the Center for Business Administration are set up in keeping with the general aims and objectives of the University which are the cultivation of moral and intellectual virtues indicative of an educated Christian man or woman. The program provides exploration and integration of disciplines within and outside the field of business. The Director of the Center, Dr. Leo B. Osterhaus, is currently assisted by 17 instructors who provide a concentration in business education in the specific areas of accounting, general business, finance, management, administrative services, and marketing. In addition to the full-time day schedules, the Center also provides an evening program which enables part time students in the Austin area to work toward a degree or simply enrich their knowledge in specific business disciplines.

At present there are nearly 300 students enrolled in the day program and nearly 200 in the evening program, including about 100 in the master's program.

History of Sigma Eta Tau

On September 8, 1971, Dr. R. K. Khadhiri sought the interest of several students in the Center for Business Administration to form an organization whereby the academic and social environment at St. Edward's University would be more closely related to the business world to which they aspired. Having been the faculty advisor of Eta Iota Chapter at Nicholls State University, the idea of a professional business fraternity was discussed.

At a meeting on September 10, 1971, Dr. Khadhiri explained the objectives of Delta Sigma Pi. The nine business students who met on that day decided to stimulate interest among their colleagues in an effort to establish a chapter of Delta Sigma Pi on campus. At a later meeting 68 students met to discuss this proposal. At the more formal meeting, officers were elected and the name Sigma Eta Tau chosen for the local fraternity.

From the day the local fraternity was organized the members worked diligently to achieve its goal during the 1971-72 academic year. On May 7, 1972,

center and an arrangement with the Sisters of the Immaculate Heart of Mary, who established Maryhill College and made St. Edward's a coordinate institution until the amalgamation as one coeducational university in February 1970.

Since 1950, the growth of St. Edward's has been concentrated on physical development. Construction of new buildings continues. Striving to avail better education to the student, the curriculum of study holds the emphasis for the future. At present 50 per cent of the faculty hold doctorate degrees. The student-faculty ratio has been placed at 15 to 1. Although the 1,200 students classify St. Edward's a small college, the determination to award the student sound education gives it country-wide recognition.

Holy Cross, chose Austin, Texas, as the site for a new college. To further this project, he purchased 120 acres of land in Austin. Three years later, a farm consisting of 400 acres was donated to the congregation.

St. Edward's College was formally organized and received a charter from the State legislature in 1885. In 1925 a new charter was drawn which changed the title of the college to St. Edward's University.

The years from 1946 to the present were years of growth and development in all areas of campus activity. A few of the changes included the accreditation by the Southern Association of Colleges and Schools, the constant expansion and strengthening of the curriculum, the construction of ten major buildings on campus, the addition of a computer



MOODY HALL IS one of the main classroom buildings on the St. Edward's University campus. It was here that the registration and reception was held prior to the installation at the Villa Capri Motel.

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the alumni world



STEVEN R. SZEKELY, a member of Beta Chapter at Northwestern University, was recently appointed by the Grand Council director of the Central Region. The appointment is for one year or until the next Grand Chapter Congress.

Steven Szekely Appointed Central Regional Director

STEVEN R. SZEKELY has been appointed the Central Regional Director of the fraternity replacing Kenneth L. Vadovsky. The appointment is until the 29th Grand Chapter Congress at Wentworth By the Sea. At this time an election will be held to fill the unexpired portion of Kenneth Vadovsky's term. The appointment became necessary when Brother Vadovsky was transferred by his company from Chicago to Los Angeles. Fraternity law requires the Regional Director to reside in his region.

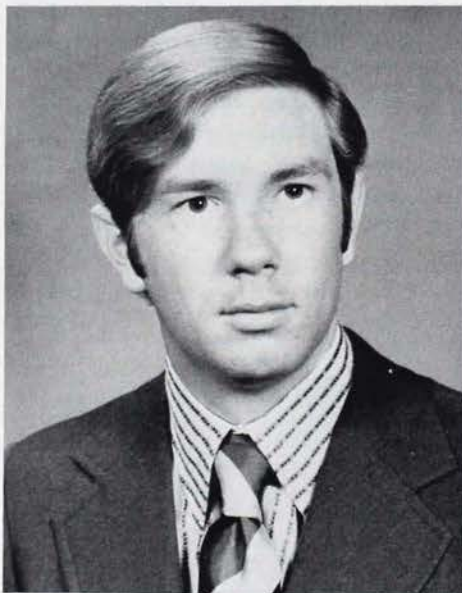
Brother Szekely was initiated into Delta Sigma Pi by Beta Chapter at Northwestern University. He received the Bachelor of Business Administration degree from Northwestern and has since completed some graduate work there.

While in the U.S. Air Force he was an instructor in radio mechanics. After leaving the service he enrolled in specialized courses in traffic management. He is a certified member of the American Society of Traffic and

Transportation, a professional transportation organization.

Active in the Chicago Alumni Club of the fraternity, Brother Szekely has served as a director, vice president for membership and president. He was a member of the Committee on Alumni Activities. He is also a member of the Chicago Chapter of Planning Executives Institute.

Brother Szekely is currently employed by ERG Distributors as General Manager and as Regional Director of Traffic Management. He is also General Manager of Dr. Peter Fahrney & Sons Company.



JOHN D. RICHARDSON, a member of Gamma Omega Chapter at Arizona State University recently joined The Central Office staff as a Field Secretary.

John D. Richardson Appointed Field Secretary

The newest member of the Central Office staff is John D. Richardson who joined the staff on July 1, 1972, as a Field Secretary.

Born in Memphis, Tennessee, he is the son of Mrs. Blanche D. Richardson and the late Harry M. Richardson of Menlo Park, California. Brother Richardson graduated from Woodside High School in Redwood City, California. He attended Canada College there

prior to enrolling at the University of Hawaii at Honolulu.

In February, 1970, he enrolled at Arizona State University at Tempe and received his bachelor's degree in general business in June. At Arizona State he participated in the College of Business Administration's VITA (Volunteer Income Tax Assistance) program and the Student Activities Committee. He was also a member of the American Accounting Association and the Career Services Student-Faculty Advisory Committee, and served as vice president and president of the Business Administration Student Council.

Initiated into Delta Sigma Pi in 1970, he was voted the outstanding pledge by Gamma Omega Chapter. He later served as social chairman and vice president for pledge education. In 1971, he was chosen the alternate delegate to the 28th Grand Chapter Congress at Pocono Manor, Pennsylvania.

During his term of office he will be traveling extensively throughout the fraternity counseling the fraternity's undergraduate chapters.

Brother Richardson fills the vacancy created when Lonnie Larsen resigned to accept a position with A. B. Dick Company in New Orleans.



BROTHER EDWARD N. COLE, president of General Motors Corporation, shown here as he addresses the members at the 27th Grand Chapter Congress at Mackinac Island, Michigan, recently received the Distinguished Achievement Award from Pi Kappa Alpha Fraternity.

George W. Byrnside is Vice President for Administrative Affairs at Louisiana Tech

GEORGE W. BYRNSIDE has been named vice president for administrative affairs at Louisiana Tech University at Ruston.

Joining the Louisiana Tech staff in 1960, Brother Byrnside has served as purchasing officer, budget officer, assistant business manager and business manager at the university.



GEORGE W. BYRNSIDE, a member of Beta Psi Chapter at Louisiana Tech, was recently named vice president for administrative affairs for Louisiana Tech University.

A native of Lafayette, Louisiana, he was educated in the public schools there. He received the B. S. degree in business administration from Louisiana Tech in 1952. He was initiated into Delta Sigma Pi by Beta Psi Chapter in 1950.

He served in the United States Army during the Korean war. Brother Byrnside is a past president of the Ruston Rotary Club and is currently serving on the executive committee of the Louisiana Association of Colleges and Universities Business Officers.

Two Deltasigs Receive Honorary Degrees at Miami University

TWO DELTASIGS WERE among those receiving Honorary Doctor's degrees from Miami University, Oxford, Ohio in 1972. The members were Herbert W. Markley and Raymond E. Glos, both members of Alpha Upsilon Chapter at Miami.

Ray Glos came to Miami in 1927, the year the School of Business Administration was established. He was dean of the School from 1937 to 1963. He is co-author of the textbook, "Introduction to Business", first published in 1947. It reached a sale of over one million copies while in its sixth edition. The seventh edition, published this year, bears the title "Business: Its Nature and Environment; An

Introduction".

Brother Glos has been president of the American Association of Collegiate Schools of Business and Alpha Sigma Phi social fraternity, vice president of Beta Gamma Sigma and the American Accounting Association and treasurer of Phi Eta Sigma.

He is past president of the Oxford Kiwanis Club and is currently serving as secretary-treasurer of the board of directors of McCullough-Hyde Memorial Hospital in Oxford. He is also an advisory director of the Citizens Bank of Hamilton.

A native of Wayne, Illinois, he earned the bachelor's and master's degrees from the University of Illinois, and received the Ph.D. degree from Ohio State University.

Herbert Markley was finishing his requirements for the bachelor's degree at Miami when Ray Glos became dean of the School of Business. Born in Ottawa County, Ohio, Brother Markley studied at the William McKinley Law School and attended the University of Akron and Ohio University. He has also completed the Advanced Managements Programs at Harvard University and the University of Pennsylvania.

Brother Markley is currently president of the internationally known Timken Company, Canton, Ohio. In 1971 he was honored as the "Deltasig of the Year", in recognition of his outstanding achievement in business.

He is currently a member of the Miami School of Business Advisory Council, a member of the Board of Trustees of Case Western Reserve University and the Timken Company Charitable Trust. He is the Central Division vice president of the National Association of Manufacturers. His memberships include Phi Eta Sigma, Phi Beta Kappa, Delta Sigma Epsilon and Beta Gamma Sigma, as well as Delta Sigma Pi.

He is a veteran of World War II, having served in the European Theater in military intelligence.



JAMES R. BROUGHMAN, *Wayne State-Michigan*, was recently appointed a Presidential Interchange Executive. This unique program enables outstanding young executives from both government and industry to work in and receive an intensive exposure to their opposite sector.



FRANK JUNELL a member of Alpha Beta Chapter at the University of Missouri, and currently President of the Central National Bank in San Angelo, Texas, has been appointed by Texas governor Preston Smith to serve as chairman of the Board of Regents at Texas Tech University.

James R. Broughman is Presidential Interchange Executive

JAMES R. BROUGHMAN, a member of Gamma Theta Chapter at Wayne State University has been appointed an Interchange Executive by the President's Commission on Personnel Interchange. This unique program enables outstanding young executives from both government and industry to work in and receive an intensive exposure to their opposite sector.

In his Presidential Interchange assignment, Brother Broughman is serving with the Department of Housing and Urban Development, in Washington, D. C. He is on leave of absence from the Bendix Aerospace Systems Division, Ann Arbor, Michigan, where he is a member of the Program Control Department.

In addition to fostering cooperation and better understanding between government and industry, the Interchange Program is developing a corps of executives from the private sector with government experience who could be called upon in the future for advice, counsel and service. This new program can last from 12 to 18 months.

In his HUD assignment, Brother Broughman is serving as a special assistant to the Director of Evaluation for Community Development. He is working in the development and implementation of HUD's evaluation of the Planned Variation Experiment to solve urban problems with minimal Federal involvement. This involvement has taken him to 20 cities to take part in the nation-wide demonstration and to guide HUD's evaluation efforts for the field staff.

At Bendix, Brother Broughman served as manager, Program Control Department, where he was responsible for the general area of contracts at pricing for government procurements.



HERBERT W. FINNEY, on the left, admires the Fifty Year membership certificate presented to him by Grand President Thomas M. Mocella. Brother Finney is a member of Lambda Chapter at the University of Pittsburgh and the Pittsburgh Alumni Club. He is a past Director of Alumni Activities and is currently Vice Chairman of the Committee on Alumni Activities.

DETROIT

THE GREATER DETROIT ALUMNI Club has re-elected Brother Hank Trumble president. Brother Trumble invites all Deltasigs in the Detroit area into our most active alumni club. You can get on our mailing list by writing to Robert Trapp, secretary, 22301 Olmstead, Dearborn, Michigan 48124. The Greater Detroit Alumni Club has a full calendar, working in conjunction with the Gamma Rho Chapter at the University of Detroit. We have a minimum of two activities per month scheduled thru June 1973. Please look us up when you are in town.

We have a unique mailing arrangement that may be of some help to other chapters, particularly alumni clubs. We found that there are quite a few Brothers on our mailing list that are interested in advertising their various businesses and services among other Deltasigs. For the cost of postage, we insert a message in our normal mailing to some 500 Brothers. The Brother paying the postage can deduct this cost as a business expense—W. F. HENDRY

PITTSBURGH

IT WAS "HERB FINNEY DAY" last May 13, 1972. This was proclaimed by the University of Pittsburgh's Graduate School of Business and was celebrated at the annual Pittsburgh Alumni-Lambda Chapter spring dinner dance. Brother Herb was the guest of honor at this affair and was honored by more than 200 Brothers, friends and relatives and their wives. It was the commemoration of Brother Herb's 50th anniversary as a Deltasig and the presentation of the Golden Helmet award in recognition of his fifty years of Brotherhood in Delta Sigma Pi. Grand President Tom Mocella made the presentation. The Alumni surprised Brother Herb with a diamond fraternity pin and Mrs. Finney was given a china "Pink Poodle".

At this same event the newly formed "Herb Finney Scholarship Fund" presented its first award to Richard Ritter. He is a business major in the University of Pittsburgh's evening school and is a Deltasig in Lambda Chapter. To say the least, it was a memorable evening for all in attendance.

Some 234 Alumni and Lambda Chapter Brothers, their wives and children attended the annual family picnic last July. In spite of the heat and humidity of the day, basketball, softball and volley ball games dominated the days activities with no broken bones or sprained joints experienced by the participants.

Newly elected officers for the year are: Rudy Tarabek, president; Donald Conte, vice-president membership; Thomas Timcko, vice-president-professional; Charles Franz, treasurer; Edward Geiger, secretary and Thomas Crowe, correspondent.—THOMAS CROWE

ST. LOUIS

THE ST. LOUIS ALUMNI CLUB has experienced a successful spring and summer both professionally and socially.

Our annual Hole-in-One Golf Tournament was a complete success. The two-day tournament held at a local golf course featured more than 30 prizes which were in large part donated by St. Louis area businesses. More than 400 St. Louis citizens participated. The proceeds from the tournament enabled us to increase our grant-in-aid scholarship to a deserving business student at the University of Missouri - St. Louis to a full-semester scholarship. The criteria established for the scholarship are scholastic achievement, personal motivation, and an indication of financial need. This semester's scholarship went to Miss Joan M. Bruns, a senior majoring in accounting.

Plans are under way for a fall project which will help us to increase our scholarship fund.

Never being a group to overlook the social aspects of life, several trips were made out to

the "Old Mississippi" for a day of sun and suds.

Other events, not soon to be forgotten, also occurred with several Brothers consummating mergers and other Brothers receiving dividends via the stork.

The St. Louis Alumni Club is also proud to welcome into its fold several Brothers recently returned from an out of town assignment with Uncle Sam.—MIKE SIPPY

ORLANDO

FROM THE ACTION center of Florida, Orlando, which is also known as the City Beautiful, we are proud to announce the establishment of a new Deltasig Alumni Club. To be known as the Orlando Alumni Club of Delta Sigma Pi, nineteen brothers have been meeting monthly for the past year and have formed a solid organization.

John A. Acor, current president of the Orlando Alumni Club having been elected in June of this year, stated the objectives of the Orlando Alumni Club of Delta Sigma Pi are to become a valuable asset to the fraternity, provide closer ties with the local undergraduate chapter and become a strong force in the Central Florida area.

The other elected officers are Rayford Ivey, vice president, Robert Feehrer, secretary-treasurer, and Paul Sicca, correspondent.

Sixteen of the current nineteen members are former students of Florida Technological University and brothers of Theta Sigma Chapter from the same university in Orlando. The remaining three brothers are from other chapters.

We are especially proud to have one of our members, Fred Hagan, formerly from the University of Miami, running for a seat on the State Legislature in Florida. Fred of course has our full support. You can bet we will keep you posted on the outcome of his race.

From the land of sunshine, we wish everyone a mild winter, a very Merry Christmas and a Happy New Year. — PAUL SICCA



SHOWN HERE ARE TWO members of the fraternity from distant parts of the country. They are from left to right, Francis C. Romanski, Jr., a member of Gamma Omega Chapter at Arizona State, and Paul Kellett, a member of Delta Psi Chapter at Suffolk University. They are examining the new Los Angeles office facilities of Hornblower & Weeks - Hemphill, Noyes. Brother Romanski is the resident manager of the office.



RUDY TARABEK, on the left, vice president of the Pittsburgh Alumni Club, presents Brother Herbert W. Finney a diamond badge in appreciation of his contributions to Delta Sigma Pi for over 50 years.

CHICAGO

ON TUESDAY evening, September 12, the Chicago Alumni Club inaugurated the current season with the traditional Round-Up Night at the Deltasig House. Three charcoal grills in the back yard kept turning out the steaks; our own little ole Italian salad maker kept tossing the salad and other goodies; and the beer held out. We were pleased to have several new Brothers join in our evening of fellowship. Grand President Thomas M. Mocella swore in Steven Szekely as Central Regional Director to complete the term of Brother Kenneth Vadovsky who resigned when he was transferred to the West coast. Our grand raffle held last season netted \$300 to lower the Central Office mortgage. The Directory on which the Brothers had labored over last Spring and Summer finally rolled off the press. Brother Al Pacer won the attache case raffled off at Round-Up Night and there were sundry door prizes including a Spiro Agnew jigsaw puzzle.

October was given to the Central Regional Meeting. President Forbes Baker led our group to Detroit. Friday evening the Detroit chapters held a reception at the Gamma Theta Chapter house where in the course of the evening many of the Brothers were initiated into the Yellow Dog. Saturday was devoted to fraternal business and informative panels for the undergraduate chapters and alumni clubs. That evening Grand President and Mrs. Thomas M. Mocella were guests of honor at the Regional Ball. It was a great weekend and our Detroit Brothers deserve an accolade for their efforts in making our Regional Meeting a success. After Sunday's lunch it was back to Chicago to give our all for the paycheck.

On Thursday evening, November 9, Founders' Day will be celebrated with a banquet held at the new Playboy Towers.

Cocktails will be served at 5:30 P.M. and dinner will be at 7:00 P.M. There will be a guest speaker. The balance of this season's calendar is: December 2, couples party; January 16, dinner meeting; February 13, professional night; March 13, past president's night; April 7, dinner-theatre party; May 8, undergraduate night; June 7, golf outing, banquet and election of officers.

The welcoming hand is extended to all Deltasigs in the Chicago Metropolitan Area. Contact us at 42 East Cedar Street, Chicago, Illinois 60611. President Forbes Baker's telephone number during the day is 833-3700 and Don Holem can be reached at 263-4402.—DONALD F. HOLEM

SAN FRANCISCO

THE SAN FRANCISCO Alumni Club began the 1972-73 year at the Playboy Club in San Francisco on the evening of June 2, 1972. There were 20 couples who attended the installation of new officers dinner in the specially reserved Penthouse. The new officers installed for the year are: Joseph P. Simini, president; David Borelli, vice president-programs; Thomas Harnett, vice president-correspondence; John Harnett, vice president-membership; James D. Flynn, secretary; and Thomas Stapleton, treasurer. President Joe Simini paid a special tribute to outgoing president Patrick J. Orelli and his staff of officers for capably directing the San Francisco Alumni Club during the 1971-72 year.

The current calendar of events for the 1972-73 year includes stimulating noon luncheon meetings at the Iron Horse Restaurant, 19 Maiden Lane in San Francisco on October 5, November 2, December 7, January 4, February 1, March 1, April 5, May 3 and June 7.

President Simini also announced plans for a gala Founders' Day party, New Year's party, and annual Fellowship Nite along with many other tentative plans that will certainly make this a most memorable and successful year for our Alumni Club.

We were honored to have Brother William W. Tatum, Jr., Director of Alumni Activities,

address our noon luncheon meeting on September 7 with an inspiring message that will surely result in everyone in attendance attempting to do more for the Alumni Club program, thereby creating an even stronger Brotherhood.

We are in the process of updating our mailing list for the Greater San Francisco Bay Area alumni and would like to receive information from all Deltasigs in the area interested in getting involved in alumni activities and meeting new friends. Please write to me at Korea Trade Center, Room 250-C, World Trade Center, Ferry Building, San Francisco, California 94111 or call me at 415 391-2637 for further information. You may also contact Brother John S. Harnett, Jr., 360 Monte Vista Avenue, Apt. 310, Oakland, California 94612 or Joseph P. Simini, 11 Hopkins Alley, San Francisco, California 94131.—JAMES D. FLYNN

PHOENIX

ANNUAL ELECTIONS were held in May and our new officers are Arthur Downs, president; Jim Warren, senior vice president; Anson White, vice president; James Gulley, treasurer; Lewis E. Burnett, secretary; and Daniel F. Shields, historian.

The annual river float down the Verde River east of Phoenix was held in July. Unfortunately, only Jim Gulley and Anson White participated, but it is understood that they had a very good time.

The summer here in the Valley of the Sun has been a vacation time away from alumni club activities, but now with Fall already at hand we all anticipate the regular enthusiasm that normally encourages brotherhood and good times here in Phoenix, Arizona.

We would like to invite all brothers everywhere to our monthly meetings held the first Thursday of every month at the Rodeway Inn near the Phoenix airport at 7:00 P.M.—why, for dinner, of course!—DANIEL F. SHIELDS



ANNA FINNEY, wife of Brother Herbert W. Finney, is shown here admiring the Pink Poodle presented to her by the members of Lambda Chapter and the Pittsburgh Alumni Club during a dinner in recognition of Brother Finney's 50 year membership in the fraternity. Looking on is Brother Finney and Grand President Thomas M. Mocella.

BUFFALO

THE BUFFALO ALUMNI CLUB opened its 1972-73 program with a picnic at Clarence Town Park on September 10. The weather was beautiful, with temperatures in the low 70's and not a cloud in the sky—typical Western New York weather for late summer. The turnout was as excellent as the day. Gallons of refreshments and dozens of corn-on-the-cob were consumed. There were games and races for the kids and all participants received some prize for their efforts. The adults played tennis, jarts, horseshoes, and football. Needless to say, "a good time was had by all".

The balance of the Fall program included bowling, a trip to the race track for dinner and a few wagers (mostly misplaced), and a tour through Western Electric Company. Many alumni attended the Eastern Regional Meeting held in Buffalo, September 22-24, and also attended Alpha Kappa Chapter functions which filled out the social calendar quite well.

Election of 1972-73 officers was held June 24, 1972, and the new officers are: president, Gary Smith; first vice president, Joe Vollmar; second vice president, Jim Calamita; treasurer, Rick Meyer; and secretary, Dick McKee.

We again extend an invitation to any alumni in the Buffalo area. We are growing and expanding our activities and we feel that our Winter and Spring programs will be especially interesting this year. For information about the alumni club, you may contact Gary Smith, telephone number 837-4617. We also keep close contact with the local undergraduate chapter through our Liaison Officer and the Alpha Kappa Chapter Advisor, Gene Puerner, and will be happy to supply information about their activities.—RICHARD H. MCKEE



LIFE MEMBERS

- 6470 John E. Loomis, *Alpha Mu*, North Dakota
- 6471 Terry O. Orndorff, *Beta Epsilon*, Oklahoma
- 6472 Peter Van Graafeiland, *Eta Omega*, Virginia Commonwealth
- 6473 Howard A. Cloch, *Eta Mu*, Northern Illinois
- 6474 William E. Hall, Jr., *Gamma Phi*, Texas-El Paso
- 6475 Eugene A. Short, *Alpha Beta*, Missouri-Columbia
- 6476 Steffen P. Christensen, *Alpha Iota*, Drake
- 6477 Edward L. Hoffman, Jr., *Alpha Gamma*, Pennsylvania State
- 6478 Gary R. Clark, *Beta Chi*, Tulsa
- 6479 Allen S. Anderson, *Alpha Rho*, Colorado
- 6480 Richard L. Sirek, *Alpha Delta*, Nebraska-Lincoln
- 6481 James D. Williams, *Zeta Tau*, California State-Hayward
- 6482 John P. Lytwyn, *Zeta Chi*, Manhattan
- 6483 Edward A. Dulin, *Gamma Theta*, Wayne State-Michigan
- 6484 Stephen E. Sockbeson, *Gamma Lambda*, Florida State
- 6485 Edwin B. Garrison, *Epsilon Psi*, Christian Brothers
- 6486 Joseph G. Kuritar, Jr., *Epsilon Tau*, Dayton
- 6487 Leo H. Litowich, *Gamma Kappa*, Michigan State
- 6488 Dennis E. Keer, *Epsilon Phi*, Sacramento State
- 6489 Gary G. Miller, *Epsilon Phi*, Sacramento State
- 6490 Richard G. Berson, *Zeta Omicron*, C. W. Post
- 6491 Camran Nassiri, *Gamma Sigma*, Maryland
- 6492 Edward J. Geiger, Jr., *Lambda*, Pittsburgh
- 6493 Richard L. Dahlin, *Epsilon Iota*, Mankato State
- 6494 William J. Campbell, *Alpha Sigma*, Alabama
- 6495 William A. Fox, Jr., *Beta Rho*, Rutgers
- 6496 W. Douglas Tennyson, *Delta Iota*, Florida Southern
- 6497 Timothy J. Fogarty, *Alpha Omicron*, Ohio U.
- 6498 John S. Queen, *Gamma Nu*, Wake Forest
- 6499 James J. Ferschinger, *Theta Xi*, Wisconsin-Whitewater
- 6500 Gerard E. Nagel, *Beta Zeta*, Louisiana State-Baton Rouge
- 6501 David Cattalini, *Epsilon Phi*, Sacramento State
- 6502 Joseph A. Kane, *Omega*, Temple
- 6503 Michael P. Valant, *Gamma Epsilon*, Oklahoma State
- 6504 Ralph G. Torres, *Epsilon Upsilon*, New Mexico State
- 6505 Paul L. Duskin, *Gamma Kappa*, Michigan State
- 6506 Robert J. Gallagher, Jr., *Epsilon Mu*, Sam Houston State
- 6507 Rhys Riley, *Alpha Omicron*, Ohio U.
- 6508 Scott V. Garloch, *Epsilon Theta*, Chico State
- 6509 Stephen R. King, *Gamma Omega*, Arizona State
- 6510 William L. Gubel, *Epsilon Phi*, Sacramento State
- 6511 Jeffrey S. Hardy, *Gamma Omega*, Arizona State
- 6512 Robert G. Urban, *Zeta Mu*, Texas-Arlington
- 6513 Donald L. Smith, *Delta Pi*, Nevada-Reno
- 6514 Terry C. Hyche, *Alpha Sigma*, Alabama
- 6515 George E. Hamblin, Jr., *Zeta Kappa*, Western State
- 6516 Michael S. Conner, *Beta Phi*, Southern Methodist
- 6517 Ronald E. Goertz, *Alpha Sigma*, Alabama
- 6518 Donald J. McClellan, *Phi*, Southern California
- 6519 Charles P. Wegman, *Epsilon Zeta*, Midwestern
- 6520 Michael T. Macomson, *Epsilon Chi*, Georgia Southern
- 6521 Gary M. Clemens, *Delta Rho*, Ferris State
- 6522 Roy H. Miller, Jr., *Theta Mu*, Columbus
- 6523 Michael W. Bagwell, *Eta Omicron*, Northeast Louisiana
- 6524 Cary N. Dong, *Epsilon Phi*, Sacramento State
- 6525 William P. Wright, Jr., *Alpha Beta*, Missouri-Columbia
- 6526 Don R. Richardson, *Delta Theta*, Oklahoma City
- 6527 Norman A. Jenks, *Zeta Tau*, California State-Hayward
- 6528 William J. Brennan, *Beta Rho*, Rutgers
- 6529 Glenn W. Keller, *Alpha Epsilon*, Minnesota-Minneapolis
- 6530 Thomas P. Hall, *Delta Iota*, Florida Southern
- 6531 Glen W. Cole, *Epsilon Phi*, Sacramento State
- 6532 John J. Gildee III, *Chi*, Johns Hopkins
- 6533 William D. Gaughan, *Gamma Eta*, Nebraska-Omaha
- 6534 Timothy L. Daley, *Eta Chi*, California Poly-Pomona
- 6535 James R. Little, *Zeta Upsilon*, Virginia Tech
- 6536 Philip M. Cavicchia, *Alpha Omicron*, Ohio U.
- 6537 Albert F. Haiback, Jr., *Beta Omicron*, Rutgers
- 6538 Enrique Camacho, *Beta Zeta*, Louisiana State-Baton Rouge
- 6539 George O. Hockley, *Delta Mu*, U. of the Americas
- 6540 James W. Myers, *Delta Omicron*, San Francisco State
- 6541 Michael L. Roberson, *Epsilon Phi*, Sacramento State
- 6542 Leon R. Hicks, Jr., *Beta Chi*, Tulsa
- 6543 Jacob M. Smith III, *Kappa*, Georgia State
- 6544 James M. Jones, *Delta Epsilon*, North Texas State
- 6545 Philip H. Anthes, *Beta Tau*, Case Western Reserve
- 6546 Walter G. Nelson, *Beta*, Northwestern-Chicago
- 6547 Bruce L. Werner, *Eta Phi*, Eastern Michigan
- 6548 Edward C. Bromiley II, *Beta Chi*, Tulsa
- 6549 Henry A. Alaniz, *Epsilon Eta*, Eastern New Mexico
- 6550 Sidney F. Gale, *Theta Iota*, Connecticut
- 6551 Jagtar S. Sandhu, *Epsilon Theta*, Chico State
- 6552 Michael V. Phelps, *Alpha Theta*, Cincinnati
- 6553 Ernest W. Jovanelly, *Beta Gamma*, South Carolina
- 6554 George W. Adams, *Epsilon Phi*, Sacramento State
- 6555 James M. Griffis, Jr., *Eta Omicron*, Northeast Louisiana
- 6556 Richard F. Schwerin, *Epsilon Phi*, Sacramento State
- 6557 John N. Newcomb, *Gamma Omega*, Arizona State
- 6558 Dennis R. Prince, *Kappa*, Georgia State
- 6559 Charles W. Cunningham, *Theta Kappa*, Akron
- 6560 Craig L. Gorley, *Epsilon Phi*, Sacramento State
- 6561 Robert C. Clancy, *Epsilon Phi*, Sacramento State
- 6562 Larry D. Czechowicz, *Eta Rho*, Wisconsin-LaCrosse
- 6563 Ronald K. Crowell, *Delta Eta*, Lamar
- 6564 Thaddeus S. Chabuz, *Delta Psi*, Suffolk
- 6565 William R. Shovan, *Delta Rho*, Ferris State
- 6566 Francis T. Weiland, *Zeta Xi*, Lewis
- 6567 Daniel Garavelli, *Gamma Zeta*, Memphis State

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Future Imperfect

by Wallace N. Jamie

Alpha Psi Chapter, University of Chicago

Following is the text of an address by Brother Wallace N. Jamie at the Toastmasters International convention at Calgary, Alberta. Brother Jamie, in receiving Toastmasters International's highest honor, the Golden Gavel, was cited for his outstanding contributions to the fields of communications, public relations, personnel management and training, community service, author and lecturer. He is currently Director of International Public Relations for the Carnation Company.

"LOOK AT THE WORLD and tell me what you see."

Public Relations people, in behalf of management people, have truly a responsibility to look at the world and seek to interpret what they behold. The swift changing social scene, our fast atrophying institutions, are indeed phenomena to give the observer pause — phenomena that profoundly affect business management and communications.

Some months ago I began sneaking a few minutes here, a few there, away from milking the cows to take a peek at what's upcoming. You know I do this with some trepidation today considering the obvious erudition of this very sophisticated audience . . . But to hell with it; let me begin by saying:

What is out there looks horrendous! Of course, public relations types have to be careful not to exaggerate. We have a reputation for overstatement.

I had an extraordinary experience awhile back in that connection.

I had been in New York seeing for the second time that delightful musical play, "Sound of Music", and on this occasion had particularly noted a couple of lines that I felt had applicability to the field of public relations. You all remember the rhymed couplet:

"A bell is no bell 'til you ring it.
A song is no song 'til you sing it."

With the thought of using it at the right time in an early up-coming talk at the Coconut Grove in Los Angeles, I scribbled the lines on the fringe of the program in the dark of the theatre, returned to my office and asked my secretary to type them on a 3 x 5 card. A couple of days later at the lectern at the Grove, I pulled the card out of my pocket and read:

"A bell is no bell 'til you ring it;
A song is no song 'til you sing it;
And bull is no bull 'til you sling it."

But . . . I promised to talk about the future. It's more meaningful to speculate about it now because we have techniques and machines at our command which make our predictions more reliable than ever before.

The future has many faces, many fronts. In a few minutes I can furnish only flashes: first of the evolving semi-science of Futurism — the techniques of forecasting; then of what the future may actually be like — just some clues in a few selected areas. Then I'll try to sketch some impressions of the new media, and how

the messages themselves may be different in a new world with its new institutions and its different societies.

Norman Cousins, Editor of *Saturday Review*, said, "Even the future is not what it used to be."

A while back, we depended on sorcerers, prophets, soothsayers, oracles, augurers, and tea leaf readers to tell us what was upcoming. Today, it's a different crystal ball game. The star gazers are not itinerant gypsies but the nation's top scientists and researchers. They work for giant, sophisticated, privately and publicly funded entities like Rand Corporation on the West Coast, and Hudson Institute on the East, like the National Industrial Conference Board, the Foreign Policy Association, and the Ford and Russell Sage Foundations. Also, the two-year old institute that is devoting full time to "tomorrow," the Institute for the Future, in Connecticut.

The soothsayers' guide has been succeeded by an astonishingly sudden, vast and various lore and literature, scientific and pseudo-scientific books and articles, authored by a new breed of authorities such as:

sociologist Daniel Bell who heads the American Academy of Arts and Sciences Commission on the Year 2,000, . . .

physicist Gerald Feinberg of Columbia who heads the Prometheus Project, "a grass roots movement to set non-negotiable goals for humanity," and . . .

zoologist Kenneth E. F. Watts, a systems ecologist at the University of California who is using a computer to devise mathematical models to help us cope with future problems in the areas of farm production, transportation, taxes, crime and population.

The United States is not alone in preoccupation with what may be looming over the murky horizon. Most highly developed countries, notably West Germany and Japan, are also evincing interest and concern. Futurist journals have sprung up in England, France, Germany and Italy, and the World Future Society in Washington, D.C., publishes a bimonthly review of futurist literature.

Princeton, Dartmouth, UCLA, Texas, San Jose State and Case Western Reserve as well as the University of British Columbia now offer futurist courses.

It's high time we began earnestly to

examine tomorrow's probabilities. We are even now belly to belly with nuclear proliferation, international tensions, overpopulation, world hunger and global pollution. Problems are compounding with dizzying speed.

(Perhaps part of the problem is that we are "belly to belly." What can we expect except proliferation.)

More has happened in the sciences and in a host of other areas in the last half century than in all the centuries from the time of Christ to this day.

(How many of you caught *The New Yorker* magazine cartoon showing two scientists in a laboratory. Said one to the other, "Grab a beaker, Huebner; this break through is big enough for both of us.")

It is a remarkable fact that 80% of all the scientists born during the history of man are still alive.

In a relative blink of time we have modernized, motorized, jetized, televised, computerized. So fast is the flux that we have good reason for wondering if man will, indeed, survive.

More than a quarter of a century ago, H.G. Wells said:

"Human history becomes more and more a race between education and catastrophe."

Futurism today has been called 20% science, 80% educated guesswork. It employs a wide spectrum of techniques from polling opinions of experts to precise statistical analyses.

Most futurists focus on the period 5 to 50 years hence. The one to 5 year forecasts they leave to the corporate product managers and to the budget makers. The futures of 50 years plus, they generally concede to be unknowable. The farther future is still a yawning void.

At least a hundred U.S. companies have engaged futurist consultants or established internal staffs to consider the future beyond the planning department's 5-year scope. The National Industrial Conference Board's "Institute for the Future" suspects a number of companies are so excited by their findings that they are keeping quiet on the subject, although some business rivals are pooling ideas about the future. I wonder how many of your companies have established formal futurist programs.

President Nixon may have taken with him on his meeting with Hirohito, and on his trip to China, data gleaned by the "National

Goals Research Staff," eight professionals headed by a Harvard Business School leave. They are busy assessing the long range consequences of social trends and will report on the goals of economic growth in terms of "quality of life" in the United States.

United States.
Russia and China and the other great nations may well be doing the same, discovering common concerns and establishing common goals for survival. Well, so much for a beginning documentation of the sophistication of today's approach to the study of the science of the future. What about the future itself?

First, what about communication in that future — the new media.

Media began with hieroglyphics, stone tablets, papyrus and the smoke signal. In due course came the printed word: books, magazines, paper-backs, direct mail, outdoor advertising, point-of-purchase messages. Finally, radio and television.

These media, we are now told, will be obsolete for mass communications purposes in 10 years. What will the new media be?

Immediately ahead, after cable TV, are video cassettes. In '71 and '72, a few units; in a decade or less, integrated, interchangeable communications systems, electronic video or holographic recording (laser beam inscriptions) or video tape recording, all with infinite, inherent promotional possibilities.

Buy a box of Friskies and play the entire motion picture, "Hello, Dolly" on something that looks like a TV tube from a vinyl face of the carton. Play it in 3-dimensional color with a fidelity now only dreamed of.

Or, if you are hungry, put a can of evaporated milk (the right brand, of course) onto a spinning home transmitter and watch 12 hours of visually demonstrated recipes on a wall of your kitchen.

Network and syndicated TV may soon be memories. The guidelines to tomorrow's media are hazy.

Only change — call it revolution — is sure in the field of media — as on every tomorrow front.

Take medicine and genetics as one example of the imponderables ahead. A recent story in "TIME" says that man may soon be able to manipulate and alter fundamental life processes, curing such killer diseases as cancer, correcting genetic defects, releasing the untapped areas of man's brain. The article also deals with such futurist possibilities as "Xeroxing human beings" — or "cloning." Do you know the word C-L-O-N-I-N-G, from the Greek meaning "to throng"; a sexual reproductions creating thousands of identical twins in the image of model athletes, astronauts, or artists. Perhaps multiple clonal likenesses of Raquel Welch. Or do we duplicate Picasso, or Sinatra? Who's to say who gets "cloned."

Intercourse as we know it, having lost its reason for procreation, may be succeeded by forms of transistorized stimulation, solid state sex, taped fornication. How about that? At this point in time this doesn't seem especially appealing to most of us.

Makes a fellow think of the two ski patrol chaps who were departing the Arctic after a two year stint.

"What are you going to do when you get out?" said one.

The other replied, "All I know is that the second thing I'm going to do is get out of these God damned skis."

On the matter of human longevity, life expectancy has increased during this century, stabilizing at 65. As we cure cancer and heart problems, we'll add 7 to that. To go for a hundred, scientists tell us, a regimen of starvation is indicated — regular meals for 2 days; none on the 3rd.

And if we make a hundred, shall we use our days wisely — or shall we continue to be bemused with irrelevant minutiae — and what is irrelevant? And what is wise?

"Eventually, scientists fantasize, man will escape entirely from his inefficient puny body, replacing most of his physical being with durable hardware. The futuristic cyborg, or combination man and machine, will consist of a stationary, computerlike human brain served by machines to fill its limited physical needs and act upon its commands."

"Such evolutionary developments could well herald the birth of a new, more efficient, perhaps even superior species. But would it be man?"

That's a good question. How do we keep human in the scary world of the future? Can we devise a whimsical robot, an automation with wonder in his electrodes, a Golem with grace and beauty? These questions are rhetorical. I have no answers. I don't think anyone has.

So much for a flash of the future in the arena of medical science, one of scores of equally astonishing frontiers of tomorrow.

Those of you who have read Alvin Toffler's *Future Shock* caught intriguing implications of our collision with the future which tend to make it impossible ever again to think in traditional terms.

He turns the time mirror around, looking into the future so that we can understand and

hopefully cope with life today. He challenges political assumptions, value systems, educational philosophies.

Toffler tells us that 37 million Americans change their residences every year, that best friends have as fast a turnover as products in the supermarket. He says the emotional impact of the accelerated rate of making and breaking relationships, and the increased options resulting from the new technology, result in physical illness, anxiety, irritability, pain and paradoxical behaviour such as violence (explosive response to stimuli) and apathy (a turning off). Violence and apathy — contemporaneously.

Well, how do we bring focus to this phantasmagorical sketch of futurism? How do we integrate the diverse and horrendous implications? Some of the prognoses are valid; some of the prophecies will, of course, never be fulfilled. Here are a few of random tantalizing speculations:

Much of our urban environment will be controlled, possibly in domed cities;

Personal weight control will be effortless. That'll be great for most of us. We won't, as now, be overfed and under-nourished.

Oversized helicopters will speed long-range travel;

The seas will be harvested for new foods, mined for new minerals;

Synthetic foods in capsules will be commonplace;

Transplants of human organs will be routine; Parents will be able to choose the sex of their child. Eventually the mother will become obsolescent.

There will be a world government and universal weapons control;

Air-cushion vehicles will be used for short-range travel;



DR. ALBERT SIMONE, second from left, acting dean of the College of Business Administration at the University of Cincinnati, receives Alpha Theta Chapter's sixth annual professor of the year award. Marking the presentation is David Knust, senior vice president. Also shown is Frank Seurkamp, chapter president, and Greg Deimling, second from right, vice president for professional activities.

Personal privacy as we now know it will not exist. There will be "womb to tomb computer surveillance". I visited the Bank of America not too long ago to sign a mortgage for a home we built in Carmel, California, and was astonished at the amount of intimate information the loan officer had in my file. I shall never forget his attempt to be reassuring: "Isn't it comforting," he said, with a wry smile, "to know that somewhere deep in the eternal vaults of time, your whole earthly career lies recorded in the Federal Data Bank?"

So today you are naked to the mortgage loan officer — as to the Highway Patrol Officer — who can know your whole criminal history before he turns on his siren.

But back to other phenomena of the future. There will be expeditions to the more distant planets. These are already foreshadowed. Planet earth will become even more crowded, but human beings will find new ways to assert their individuality;

There will be increasing interdependence between man and the machines he devises; There will be a decline in religious beliefs; a rise in new philosophies.

If science fiction forecasts seem wild, consider that past prognoses have almost all erred on the side of conservatism. Edison had no faith in alternating current power transmission.

Chanute considered the airplane a vehicle for sport. Admiral Clark, shortly before World War II, said:

"As far as sinking a ship with a bomb is concerned, you just can't do it."

Lord Rutherford, world leader in nuclear physics, maintained until his death in 1937 that the idea of releasing atomic energy was "pure moonshine."

Futureology is a young field, expanding with the explosiveness that we encounter all about us. What tomorrow really holds is still essentially inscrutable.

There is increasing evidence that man's future may be, literally, what he chooses to make it. The ranges of choice and the degree of conscious control which may be exercised are unprecedented.

One fact shines through. If skillful communication is important on today's scene, consummate effectiveness in information-exchange tomorrow will be mandatory.

None of us is an innocent bystander.

The foreshadowings are that we shall have magnificent new media — great electronic hardware, as it were. Awareness of and sensitivity to the implications of the new society with its new institutions so that our messages can be conceived and slanted to assure their being received and understood will be the tough challenge.

Even today public relations people know that they must also be social scientists as centuries old concepts of morality, decency and privacy are being jettisoned. Today we behold hippies, yuppies, panic, confrontations, bombings, witchcraft, women's lib, even gay lib. New Publics present new communications challenges.

Social reactions appear to be predicated on the probability of imminent nuclear annihilation. We are junking the culture that has nourished us. This kind of social metamor-

phosis does violence to traditional communications practice.

As science and morality confront, the cataclysms will be less profound if there can be meaningful idea-exchange between the proponents of each.

No one can certify to what tomorrow will bring. The explosions may be contained, even harnessed for good if we manage to move serenely amid the noise and haste.

We all seek peace, justice, an end to suffering, a salubrious environment. We long to recapture joy, whimsy, wonder, humor, poise.

If all of us — not only in the United States, but in the "one world" which is inevitable if

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with foreign and many unstable governments. Everything is geared to energy in one form or another. Unfortunately, some of our present problems are tied to government, and a proposed department of natural resources could result in the solution of many of our energy problems.

While clean energy, ecology, environmental source, pollution and a number of other things affect the petroleum business, there's need of perspective here.

There is a great reserve of oil that has been discovered in Alaska and, more particularly, in the northern part of the Prudhoe Bay area. In order to get this oil to market, specially-built tankers were designed, but their use has not proved to be successful. Then, there is the submarine tanker with ice cutting equipment that is being engineered.

But the most practical means, in my opinion, to transport this oil is by pipeline. The largest owners of this oil reserve have had on hand in Alaska for over two years pipe to transport their oil. To keep it from further rusting, they spent some forty million dollars last year to coat and protect the pipe. As you will recall, over two years ago the state of Alaska offered prospective oil producing leases which, when auctioned, ran in excess of

we are to survive, communicate effectively we can achieve our dream.

I close with a quotation from one of the first of the futurists. Seventy years ago H. G. Wells made a prediction which is already fulfilled.

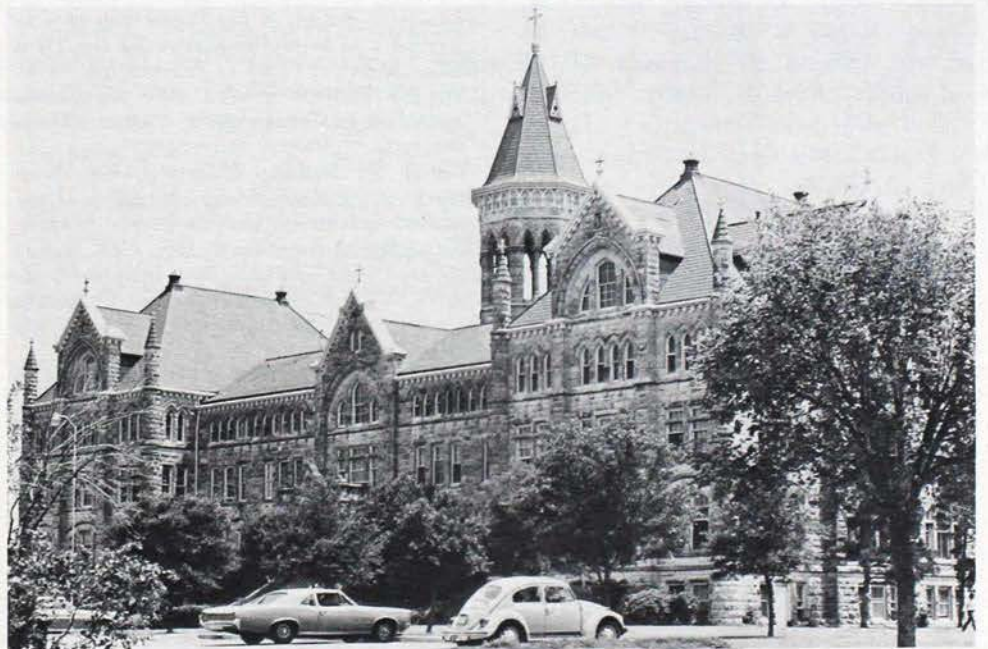
"The past is but the beginning of a beginning, and all that is and has been is but the twilight of the dawn . . . A day will come when beings who are now latent in our thoughts and hidden in our loins shall stand upon this earth as one stands upon a footstool, and shall laugh and reach out their hands amid the stars."

nine hundred million dollars.

The purchasers of these leases have appealed to our government — more particularly the department of the interior — for permission to build this pipeline. All the interior department has done is to use one excuse after the other for not allowing this line to be built. The most recent excuse is that the ecologists do not approve of the pipeline and believe that the caribou would be inconvenienced, which to my way of thinking, is a lot of baloney, or, to put it more politely, lack of perspective.

Some people believe that the so-called ecologists in this country have been spurred on by the Russians. They not only point to the Alaska situation, but object to drilling for oil in our coastal waters. Meantime, of course, expenses are mounting, forcing America to continue to use increased amounts of foreign oil — all of which will come at high prices. And what is equally important, oil will come from sources that our enemies can shut off at any time.

According to some of the recent guesses, it is indicated our population in the year 2000 will be between 285 million and 325 million people.



DELTA SIGMA PI recently installed its 180th chapter at St. Edward's University in Austin, Texas. It was the fraternity's 16th chapter in the State. Pictured here is the Administration Building at St. Edward's.



ONE OF THE NEW buildings on the St. Edward's University campus is the Mary Moody Northern Theatre for the Performing Arts which overlooks the City of Austin.

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this goal was reached when 52 members of Sigma Eta Tau became charter members of Theta Omega Chapter of Delta Sigma Pi. These members are: John J. Madden, Louis M. Deldeo, John W. Cliff, Paul W. Risch, Alawi M. Awami, Terry D. Bauer, Dennis M. Brennan, James J. Briganti, Quinn W. Carney, Vicencio O. Cenqueda, Frank W. Closek, Lawrence B. Connors, Luis E. Cucalon, Frank A. Dobias, Kenneth W. Drlik, Craig E. Dumont, William M. Fuller, John P. Hafner, Jose Jimenez, Stephen R. Klabon, Edward A. Ledesma, John F. McCarthy, Jr., James P. McCrory, Jr., Michael J. McGuffin, Arthur W. Mitchell, Robert E. Moore, James Owen Mullaney, Jacob J. Narisi, Richard J. Poppe, Richard L. Schilling, Lawrence W. Scott, George Shay, Daniel A. Sousa, Roberto L. Trevino, Edward D. Velasquez, Danny J. Villegas, Gregory J. Walton, Daniel E. Weed, John N. White, Jr., John R. Wilson, Carlos I. Wong, Robert M. DeVere, Ralph P. Ender, Dalton D. Hartnett, Donald H. Kingman, David W. Laborde, Jerry R. Lloyd, Nizar S. Nagshabandi, Jean Neustadt, Jr., Gregg M. Pratka, Michael J. Simon, and Peyton D. Waters, Jr.

PERSONAL MENTION

Raymond J. Palloff, *Pittsburgh*, is now a registered representative of Chaplin-McGuiness, brokers.

William A. Dvorak, *Miami-Ohio*, has been named Branch Manager of Micro-Com, Inc. in Pittsburgh, Pa.

M. Richard Edmunds, *Pittsburgh*, has been named Executive Vice President and Director of the John Robert Powers School in Pittsburgh. Before joining Powers, he was Director of Admissions at Duff's Business Institute.

Joseph E. Wilson, *Pittsburgh*, currently treasurer of the Miller Printing Machinery Company of Pittsburgh, has been elevated to Vice President and Finance Officer.

Bernard J. Michalek, *Pittsburgh*, has been named Assistant Treasurer of Anvil Products, Inc., Allison Park, Pa. Brother Michalek is currently controller of that company.

Steven C. Solomon, *Memphis State*, was recently named Assistant Office Manager for ITT Grinnell Corporation in Memphis, Tenn.

Edward J. Geiger, Jr., *Pittsburgh*, has been appointed a representative of the Equitable Life Assurance Society.

After 37 years of distinguished service to the University of Oklahoma, Dr. Ronald B. Shuman, *Oklahoma*, has been named George Lynn Cross Research Professor Emeritus of Management and Curator Emeritus of the Bass Collection of Business History. He is a Founding Fellow and past president of the Academy of Management. In addition to his teaching career at Oklahoma he has also taught at Columbia University and the Universities of Denver, Illinois, Minnesota and Washington.

Harry L. Ludwig III, *Miami-Florida*, has been promoted to assistant manager, Commissions Department, Finance Division of the Miami-based GAC Properties, Inc.

Ronald L. Joppi, *Ferris State*, has been named a regional sales representative for Permacel Division of Johnson & Johnson. The company is a leading manufacturer of pressure sensitive industrial tapes.

Edwin D. Fuller, *Wake Forest*, was recently named a sales representative for the Twin Bridges Marriott Hotel in Washington, D. C. Brother Fuller joined the Marriott Corporation following duty in Vietnam. He is a graduate of Boston University.

David B. Sutton, *Maryland*, has been elected Controller of the Keystone Consolidated Industries, Inc., in Peoria, Illinois. Prior to joining Keystone in July, 1968, he was associated with Lybrand, Ross Bros. & Montgomery. A C.P.A., he was manager, Corporate Accounting, for Keystone at the time of his promotion.

Robert M. Horne, *Boston University*, shared dual honors with the 9th Weather Reconnaissance Wing's Detachment at Hickam AFB, Hawaii when they received the Military Airlift Command's Flight Safety Achievement Award. Brother Horne is a Major in the Air Force.

Barry C. Maloney, *Georgetown*, recently became a partner in the Washington, D. C., law firm of Berliner and Ward. A C.P.A., he drafted the Dividend Guidelines for Phase I and II of President Nixon's economic program. He was formerly Special Counsel to the Economic Stabilization Program and Senior Branch Attorney at the Securities and

Exchange Commission, Division of Corporation Finance. He is also a member of Delta Theta Phi legal fraternity.

Harold W. Rothenberg, *Indiana State*, was recently named Assistant Buyer-Major Appliances for Abraham and Strauss Department Store in Brooklyn, New York.

Owen L. McRee, *Southern Mississippi*, has been elevated to assistant vice president-personnel of Southern Airways in Atlanta. He has headed the airline's Personnel Division since joining the company in 1970.

Dr. C. Rollin Niswonger, *Miami-Ohio*, a charter member of Alpha Upsilon Chapter, winds up a teaching career at Miami University that began 37 years ago. He is past president of both Beta Alpha Psi and the American Accounting Association and is co-author of the widely acclaimed "Accounting Principles" textbook.

Dr. Grover A. J. Noetzel, *South Dakota*, has announced his retirement following a long and successful teaching career. The former dean of the School of Business at the University of Miami, he was instrumental in establishing Beta Omega Chapter there. He had previously been Faculty Advisor of Omega Chapter at Temple University. The University Board of Trustees has named him Dean Emeritus.

Frank Ruff, *Pittsburgh*, recently became an instructor at Allegheny Community College near Pittsburgh.

Roy C. Bowers, *Pittsburgh*, has been elected vice president of plant operations by North Pittsburgh Telephone Company.

DIVIDENDS

To Brother and Mrs. James A. Calamita, *New York-Buffalo*, on July 19, 1972, a son, Christopher.

To Brother and Mrs. Dennis N. Terkula, *New York-Buffalo*, on August 29, 1972, a daughter, Gina.

To Brother and Mrs. Michael L. Sippy, *Missouri-St. Louis*, on July 31, 1972, a daughter, Christina Ann.

To Brother and Mrs. Dennis Bielke, *Missouri-St. Louis*, on August 8, 1972, a son, Dennis E. Bielke, Jr.

To Brother and Mrs. Raymond E. Hodges, *Virginia Tech*, on March 19, 1972, a son Gregory Wayne.

To Brother and Mrs. Fred Mattei, *Nicholls State*, on March 20, 1972, a daughter, Tamara Lynn.

To Brother and Mrs. Peter J. Percopo, *Nichols State*, on March 13, 1972, a son, Chad Ryan.

To Brother and Mrs. David Judd, *U. of the Americas*, on March 9, 1972, a son, Steven David.

To Brother and Mrs. William F. Daniels, Jr., *Georgia*, on February 2, 1972, a son, Robert William.

To Brother and Mrs. Lee Saghirian, *Miami-Florida*, on December 4, 1971, a son, Scott.

To Brother and Mrs. Leonard W. Daugherty, *Arizona State*, on August 5, 1972, a daughter, Jennifer Elayne.

To Brother and Mrs. Thomas L. Cameron, *Auburn*, on April 26, 1972, a son Patrick Wayne.

- 6568 George K. Robertshaw, *Beta Phi*, Southern Methodist
- 6569 Robert F. Richards, *Alpha Pi*, Indiana
- 6570 Eric P. Nachman, *Alpha*, New York
- 6571 James B. Greenlee, *Zeta Kappa*, Western State
- 6572 David L. McCaskill, *Beta Phi*, Southern Methodist
- 6573 James L. Krankel, *Beta Nu*, Pennsylvania
- 6574 Bronnie E. Bodiford, Jr., *Theta Mu*, Columbus
- 6575 Kevin O. McKenna, *Epsilon Psi*, Christian Brothers
- 6576 Thomas M. Heiser, *Gamma Lambda*, Florida State
- 6577 Charles F. Kerns, *Zeta Pi*, St. Joseph's
- 6578 Philip W. Huffman, Jr., *Epsilon Zeta*, Midwestern
- 6579 Kurvin F. Miller, *Delta Xi*, East Tennessee State
- 6580 Thomas E. Augustine, *Epsilon Theta*, California State-Chico
- 6581 Arlon G. Cobb, *Zeta Mu*, Texas-Arlington
- 6582 Larry S. Webb, *Epsilon Phi*, California State-Sacramento
- 6583 Joe S. Loomis, *Rho*, California-Berkeley
- 6584 Michael P. Hebert, *Delta Nu*, Loyola-New Orleans
- 6585 Paul J. Frey, *Alpha Kappa*, State U. of New York-Buffalo
- 6586 James R. Karnes, *Delta Eta*, Lamar
- 6587 Rodney J. Moss, *Beta Gamma*, South Carolina
- 6588 Robert E. McNatt, *Delta Epsilon*, North Texas State
- 6589 Robert A. Beard, *Epsilon Phi*, California State-Sacramento
- 6590 John D. Benline, *Epsilon Omega*, Eastern Illinois
- 6591 Donald F. Teegaurden, *Zeta Kappa*, Western State
- 6592 Richard G. Gray, *Zeta Psi*, State U. of New York-Albany
- 6593 Walter C. Lake, *Epsilon Theta*, California State-Chico
- 6594 James C. Simon, *Alpha Theta*, Cincinnati
- 6595 John D. Wise, *Nu*, Ohio State
- 6596 Denis L. Husers, *Eta Tau*, McNeese State
- 6597 John F. McCarthy, *Xi*, Michigan
- 6598 James S. Love, *Omega*, Temple
- 6599 Anthony Kit, *Beta*, Northwestern-Chicago
- 6600 Leonard L. Larsen, *Beta Zeta*, Louisiana State-Baton Rouge
- 6601 George E. Auer, Jr., *Lambda*, Pittsburgh
- 6602 Dennis R. Woodfin, *Kappa*, Georgia State
- 6603 Michael R. Willhite, *Delta Epsilon*, North Texas State
- 6604 Richard W. DeTurk, Jr., *Theta Phi*, South Florida
- 6605 Randolph L. Meyer, *Eta Nu*, Missouri-St. Louis
- 6606 Tommy A. Aker, *Delta Xi*, East Tennessee State
- 6607 Patrick Donovan, *Beta Rho*, Rutgers
- 6608 Thomas B. Duplantis, *Eta Iota*, Nicholls State
- 6609 Theodore B. Atllass, *Alpha Nu*, Denver

- 6610 Daniel R. Foley, Jr., *Gamma Rho*, Detroit
- 6611 Wayne H. Crowder, *Epsilon Theta*, California State-Chico
- 6612 Alan J. Bubb, *Theta Upsilon*, Siena
- 6613 Michael G. Marion, *Gamma Theta*, Wayne State-Michigan
- 6614 Harry E. Fletcher, *Theta Sigma*, Florida Tech
- 6615 Albert L. Fuller, Jr., *Gamma Tau*, Southern Mississippi
- 6616 James E. Mullins, *Delta*, Marquette
- 6617 Aaron G. Gattis, *Beta Epsilon*, Oklahoma
- 6618 Frank L. Caso, *Beta Nu*, Pennsylvania
- 6619 Billy F. Patton, *Eta Tau*, McNeese State
- 6620 Charles F. Meaux, *Delta Nu*, Loyola-New Orleans
- 6621 Paul F. Muse, *Delta Tau*, Indiana State
- 6622 Harry L. Ludwig III, *Beta Omega*, Miami-Florida
- 6623 Robert E. Cann, Jr., *Gamma Iota*, New Mexico
- 6624 David A. Sears, *Eta Xi*, Philadelphia Textile
- 6625 Joseph B. Jarosz, *Beta*, Northwestern-Chicago
- 6626 Larry W. Wallace, *Gamma Epsilon*, Oklahoma State
- 6627 Larry J. Ames, *Delta Lambda*, Ithaca
- 6628 Billy M. Eldridge, *Alpha Sigma*, Alabama
- 6629 Larry R. Rodke, *Epsilon Upsilon*, New Mexico State
- 6630 James H. Ralph, *Alpha Eta*, South Dakota
- 6631 James B. Nuzum, *Nu*, Ohio State
- 6632 Roger M. Bennett, *Epsilon Phi*, California State-Sacramento
- 6633 William R. Brown, *Theta Sigma*, Florida Tech
- 6634 L. Emory Bennett, *Chi*, Johns Hopkins
- 6635 George T. DeBakey, Jr., *Alpha Iota*, Drake
- 6636 Michael R. Pender, Jr., *Epsilon Rho*, Tampa
- 6637 Ronald B. Campbell, *Alpha Pi*, Indiana
- 6638 Thornton G. Emmons III, *Zeta Iota*, Mississippi College
- 6639 Frederick J. Simoniz, *Delta Xi*, East Tennessee State
- 6640 Richard W. Volberg, *Epsilon Theta*, California State-Chico
- 6641 Alson Baker, *Alpha Upsilon*, Miami-Ohio

Be a Life Member of Delta Sigma Pi

Life Members of Delta Sigma Pi are something special and because of this they enjoy certain advantages:

1. Their national alumni dues are paid for the rest of their lives.
2. They receive The DELTASIG four times a year for life.
3. They receive a handsome Life Membership Certificate and Identification Card.
4. Their names are listed on the Life Membership roll of loyalty.
5. They have helped their national fraternity to provide a permanent endowment fund.

To join this special group -

Send your check for \$65.00 to The Central Office, indicating your wish to become a Life Member. The cost can be paid in full or in installments.

Discounts are available to undergraduate members—20 per cent if you join prior to graduation; an additional 10 per cent if your chapter achieves 85,000 points or more in the Chapter Efficiency Index and you exercise the option to become a Life Member before December 31 of that year.

No finer investment can be made by a member of Delta Sigma Pi.

CUT AND MAIL TO: DELTA SIGMA PI, 330 SOUTH CAMPUS AVENUE, OXFORD, OHIO 45056

DELTA SIGMA PI

SPECIAL APPLICATION FOR AN ACTIVE LIFE MEMBERSHIP

From _____ Chapter _____

Address _____

City, State _____ Zip _____

I am enclosing my check for \$_____ to cover _____ payment(s) of \$5.00 each. It is my understanding that I will receive a 30% discount as a result of my being an undergraduate and a member of a chapter that has achieved Honor Roll or Honorable Mention status in the Chapter Efficiency Index.

RECORD OF \$5.00 PAYMENTS

- | | |
|---|------------------------------------|
| 1. <input type="checkbox"/> Chapter Efficiency Index Discount | 7. <input type="checkbox"/> _____ |
| 2. <input type="checkbox"/> Undergraduate Discount | 8. <input type="checkbox"/> _____ |
| 3. <input type="checkbox"/> _____ | 9. <input type="checkbox"/> _____ |
| 4. <input type="checkbox"/> _____ | 10. <input type="checkbox"/> _____ |
| 5. <input type="checkbox"/> _____ | 11. <input type="checkbox"/> _____ |
| 6. <input type="checkbox"/> _____ | 12. <input type="checkbox"/> _____ |
| | 13. <input type="checkbox"/> _____ |

- 6642 Nicholas M. Frunzi, *Omega*, Temple
6643 Larry D. Blake, *Beta Epsilon*, Oklahoma
6644 Edwin E. Fritz, *Beta Epsilon*, Oklahoma
6645 Phillip A. Rosenberg, *Kappa*, Georgia State
6646 Allan W. Barr, *Delta Upsilon*, Texas Christian
6647 Richard A. Johnson, *Kappa*, Georgia State
6648 Frank W. Garcia, *Gamma Phi*, Texas-El Paso
6649 Robert E. Nickerson, *Epsilon Phi*, California State-Sacramento
6650 Geoffrey E. Pfeiffer, *Alpha Theta*, Cincinnati
6651 Terry J. Welch, *Epsilon Rho*, Tampa
6652 Daniel E. Bednar, *Beta Pi*, Kent State
6653 Charles M. Madson, *Gamma Psi*, Arizona
6654 John W. Russell, Jr., *Beta Omega*, Miami-Florida
6655 James L. Leather, *Gamma Omega*, Arizona State
6656 Robert M. Fink, *Gamma Omega*, Arizona State
6657 James G. Stewart, *Epsilon Omega*, Eastern Illinois
6658 Marc J. Brauer, *Gamma Psi*, Arizona
6659 Ronald L. Joppie, *Delta Rho*, Ferris State
6660 Wesley Green, Jr., *Epsilon Rho*, Tampa
6661 Marlin D. Norman, *Theta Sigma*, Florida Tech
6662 Brian J. Kelly, *Alpha Eta*, South Dakota
6663 Eugene A. Skarupinski, *Gamma Rho*, Detroit
6664 Theodore J. Skarupinski, *Gamma Rho*, Detroit
6665 Donald A. Hauser *Delta Omicron*, California State-San Francisco
6666 Glenn E. Kidd, *Zeta Upsilon*, Virginia Tech
6667 Arnold J. Saft, *Eta Xi*, Philadelphia Textile
6668 David R. Lewis, *Epsilon Lambda*, Rochester Tech
6669 David V. Posey, *Eta Iota*, Nicholls State
6670 William R. McGill, *Eta Chi*, California Poly Pomona
6671 John W. Spray, *Epsilon Xi*, Ball State
6672 Jack J. Shewmaker, *Epsilon Xi*, Ball State
6673 Warren C. Humphrey, *Delta Mu*, U. of the Americas
6674 Kenneth D. Pochank, *Beta Rho*, Rutgers
6675 Eugene M. Puerner, *Alpha Kappa*, State U. of New York-Buffalo
6676 Thomas B. Weis, *Delta*, Marquette
6677 Larry A. Roth, *Eta Xi*, Philadelphia Textile
6678 Daniel K-C. Shao, *Alpha Omicron*, Ohio U.
6679 Arnold H. Finkelstein, *Eta Kappa*, Troy State
6680 Canyon K. L. Chin, *Epsilon Lambda*, Rochester Tech
6681 Alvin M. Perret, Jr., *Eta Iota*, Nicholls State
6682 Carl M. Amin, *Epsilon Upsilon*, New Mexico State
6683 Philip F. Stokes, *Epsilon Omega*, Eastern Illinois
6684 John E. Scott, *Delta Eta*, Lamar
6685 John R. Yuill, *Eta Mu*, Northern Illinois
6686 J. Melville Engle, *Alpha Rho*, Colorado
6687 Douglas C. Daughdrill, *Gamma Tau*, Southern Mississippi
6688 Raoul D. Versaw, *Alpha Delta*, Nebraska-Lincoln
6689 Richard J. Walenbach, *Eta Nu*, Missouri-St. Louis
6690 James G. Hulstrom, *Epsilon Phi*, California State-Sacramento
6691 Thomas C. Fryer, Jr., *Alpha Omega*, DePaul
6692 Daniel T. Morris, *Zeta Kappa*, Western State
6693 Edward W. Page, *Zeta Tau*, California State-Hayward
6694 James P. Powell, *Epsilon Eta*, Eastern New Mexico
6695 Mitchell P. Baxt, *Gamma Psi*, Arizona
6696 Kenneth C. Whitener, Jr., *Theta Psi*, Indiana Northwest
6697 Gerald E. Regan, *Alpha Delta*, Nebraska-Lincoln
6698 Lawrence B. Armour, *Lambda*, Pittsburgh
6699 Jerrald Weinstein, *Upsilon*, Illinois-Urbana
6700 Larry W. Berger, *Theta Xi*, Wisconsin State-Whitewater
6701 Daniel L. Chernaunt, *Alpha Delta*, Nebraska-Lincoln
6702 William P. Fenwick III, *Alpha Omega*, DePaul
6703 Andreas G. R. Schwartz, *Delta Lambda*, Ithaca
6704 Joseph D. Manuel, *Beta Zeta*, Louisiana State-Baton Rouge
6705 Richard R. Palan, *Zeta Kappa*, Western State
6706 Dorman B. Dickerson III, *Eta Phi*, Eastern Michigan
6707 Robert D. Broome, *Zeta Iota*, Mississippi College
6708 Lindy D. Leifheit, *Alpha Nu*, Denver
6709 Wayne R. Lewis, *Alpha Pi*, Indiana
6710 Michael B. Rich, *Epsilon Phi*, California State-Sacramento
6711 Robert A. Mocella, *Epsilon Omega*, Eastern Illinois
6712 Charles R. Allen, *Kappa*, Georgia State
6713 Richard M. Thomas, *Sigma*, Utah
6714 Michael L. McDorman, *Alpha Beta*, Missouri-Columbia
6715 Frank J. Seurkamp, *Alpha Theta*, Cincinnati
6716 Thomas E. Kozlik, *Alpha Iota*, Drake
6717 Ted R. Stout, *Beta Epsilon*, Oklahoma
6718 Steve H. Townsend, *Beta Psi*, Louisiana Tech
6719 Thomas E. Harrington, *Gamma Psi*, Arizona
6720 Maurice A. Gladhill, *Epsilon Kappa*, Shepherd
6721 Richard E. Ross, *Epsilon Xi*, Ball State
6722 Jay B. Solomon, *Eta Kappa*, Troy State
6723 Robert B. Hrtica, *Eta Chi*, California Poly Pomona
6724 Earl W. Pierce, Jr., *Theta Psi*, Indiana Northwest
6725 Douglas S. Robertson, *Theta Xi*, Wisconsin-Whitewater
6726 Steven R. Szekeley, *Beta*, Northwestern
6727 Jeffrey I. Gabor, *Beta Tau*, Case Western Reserve
6728 William R. McMahon, *Beta Chi*, Tulsa
6729 Thomas R. Pritchard, *Epsilon Theta*, California State-Chico
6730 Keith R. Gansner, *Alpha Beta*, Missouri-Columbia
6731 Delbert J. Ames, *Eta Pi*, Wayne State-Nebraska
6732 Kenneth L. McLeod, *Zeta Tau*, California State-Hayward
6733 Patrick J. O'Mahony, *Epsilon Eta*, Eastern New Mexico
6734 Jeffrey A. Smock, *Beta Xi*, Rider
6735 Homer V. Lowery, *Beta Epsilon*, Oklahoma
6736 James E. Bunting, *Zeta Tau*, California State-Hayward
6737 William C. Morris III, *Beta Iota*, Baylor
6738 Robert G. Johnson, *Alpha Gamma*, Pennsylvania State
6739 Duston R. Scudder, *Alpha Nu*, Denver
6740 Fred L. deLeeuw, *Gamma Omega*, Arizona State
6741 John J. Stamerro, *Epsilon Sigma*, LaSalle
6742 Ira B. Hyde, *Alpha Beta*, Missouri-Columbia
6743 Michael A. Romano, *Delta Omega*, West Liberty State
6744 Robert L. Bradley, *Beta Gamma*, South Carolina
6745 Pondelee A. Leotis, *Pi*, Georgia
6746 John P. Kurtz, *Alpha Upsilon*, Miami-Ohio
6747 Dallas Holoman, Jr., *Beta Delta*, North Carolina State
6748 Cecil J. Dorsey, *Alpha Sigma*, Alabama
6749 Kenneth M. Conlin, *Epsilon Rho*, Tampa
6750 James F. Heekin, Jr., *Beta Eta*, Florida
6751 Charles M. Rosenblatt, *Beta Rho*, Rutgers
6752 James V. Gamez, *Epsilon Theta*, California State-Chico
6753 Gary S. Thompson, *Beta Gamma*, South Carolina
6754 Lloyd F. Rex, *Alpha Rho*, Colorado
6755 Patrick M. Morley, *Theta Sigma*, Florida Tech
6756 Richard W. Lanz, Jr., *Alpha Rho*, Colorado
6757 Jack B. Schuemann, *Gamma Kappa*, Michigan State
6758 Richard E. Cox, *Gamma Sigma*, Maryland
6759 Robert D. Shelton, *Beta Epsilon*, Oklahoma
6760 Roger D. Gee, *Alpha Lambda*, North Carolina-Chapel Hill
6761 Robert M. Brown, Jr., *Alpha Theta*, Cincinnati
6762 Douglas K. Griese, *Psi*, Wisconsin-Madison
6763 Ernest L. McCracken, *Beta Omega*, Miami-Florida
6764 Leo E. Norton, *Beta Nu*, Pennsylvania
6765 Daniel C. Macken III, *Theta Omicron*, St. Ambrose
6766 Allan C. Redick, *Beta Pi*, Kent State
6767 Dennis M. Lang, *Epsilon*, Iowa
6768 Richard T. Ritter, *Lambda*, Pittsburgh
6769 Robert Boutillier, *Beta Omicron*, Rutgers
6770 George B. Botfield, *Mu*, Georgetown
6771 Allan M. Block, *Upsilon*, Illinois-Urbana
6772 Edward R. Walz, *Beta*, Northwestern
6773 Buford A. Shively, *Eta Omicron*, Northeast Louisiana
6774 Paul H. Tyler, Jr., *Beta Lambda*, Auburn

For the second consecutive year the nominee of the North Central Region is a member of Eta Pi Chapter at Wayne State College, Wayne, Nebraska. He is Maurice E. Grotjohn, a charter member of Eta Pi Chapter. A graduate of Schaller High School, Schaller, Iowa, Brother Grotjohn was active in basketball, track, band and student government. He was also a delegate to the American Legion Boys' State.

In his sophomore year he was elected Chapter Efficiency Index chairman and was also business manager of the College newspaper. The following year Brother Grotjohn was elected Vice President for Pledge Education and was elected to Blue Key. During his senior year he served as president of his chapter. As such he was the chapter's official delegate to the 28th Grand Chapter Congress at Pocono Manor, Pennsylvania. He was also a delegate to the North Central Regional Meeting in Mankato, Minnesota, in 1970.

James M. Schafers, a member of Eta Nu Chapter at the University of Missouri at St. Louis, represented the Midwestern Region in the final selection for the Undergraduate of the Year award. He was initiated into the fraternity during the winter of 1970. Since that time he has served his chapter as Historian and, most recently, as President. He was elected the chapter's delegate to the Midwestern Regional Meeting in Oklahoma City, Oklahoma, in 1970 and the 28th Grand Chapter Congress at Pocono Manor, Pennsylvania.

A member of *Who's Who Among American Students*, he has also served as vice president and treasurer of the Accounting Club and vice president of the Marketing Club. He is currently serving his chapter as Vice President for Professional Activities.

The Southwestern Region's nominee for the Undergraduate of the Year award was Timothy R. Soyars, a member of Eta Theta Chapter at Angelo State University. Initiated into the fraternity during the Spring of 1971, he was elected president of his chapter for the following year. During his year as president he showed outstanding dedication and commitment to the fraternity by his leadership in increasing the professional image of the fraternity. He was selected one of the 12 members

from throughout the fraternity to participate in the planning of the cooperative program between Delta Sigma Pi and the National Association of Manufacturers. He later attended the Congress of American Industry in New York. He is a member of Alpha Chi Honor Society and the American Marketing Association.

Prior to his enrollment at Angelo State he served four years in the United States Army, achieving the rank of captain.

Robert E. Milford is the second successive nominee from Epsilon Upsilon Chapter at New Mexico State University to represent the Intermountain Region in the final selection of the Undergraduate of the Year award.

Brother Milford enrolled at New Mexico State as a freshman in September 1969. Less than three years later he graduated with a degree in general business. Prior to his college work he had served three years in the United States Army, obtaining the rank of First Lieutenant.

During his first semester following his initiation into Delta Sigma Pi he was elected Vice President for Professional Activities. He also served the chapter one year as President. He is active in the Rotary and the Society for the Advancement of Management.

Ross A. Johnson was selected to represent the Western Region in the balloting for the Undergraduate of the Year Award. He is a member of Epsilon Phi Chapter at California State University at Sacramento.

He also was selected as the Western Region's delegate to the NAM-Delta Sigma Pi pilot study program in Chicago which drafted the "Student-Industry Plan of Action" program now being promoted jointly by Delta Sigma Pi and the National Association of Manufacturers. He later attended the 76th Congress of American Industry in New York.

Majoring in accounting he was elected to membership in Beta Alpha Psi. He has participated in the VITA program (Volunteer Income Tax Assistance to low income people) and numerous other academic and civic activities. During his last year in college he served Epsilon Phi Chapter as president.

As a member of the armed forces he achieved the rank of captain without the advantage of a college degree and was awarded the Bronze Star.

There were no nominees from the Eastern, Mideastern and South Central Regions.

MERGERS

James B. McCracken, *Florida Atlantic*, to Jo Ann Wilson, on October 30, 1971, at Baltimore, Md.

James W. Adams, Jr., *Georgia State*, to Roxana Shindelbower on January 8, 1972, at Atlanta, Ga.

Robert D. Jones, Jr., *Memphis State*, to Glenda Luckey on January 1, 1972, at Humbolt, Tenn.

Ralph G. Dugard, *Memphis State*, to Sandra Jane Morris on December 30, 1971, at Memphis, Tenn.

John Troy, *Loyola-New Orleans*, to Jean Ann Callery, on December 22, 1971, at New Orleans, La.

Michael Gorby, *Ball State*, to Janet Marlene Wood, on December 18, 1971, at Noblesville, Ind.

Lyle M. Digby, *Florida Atlantic*, to Gloria Ann Pazarick, on February 26, 1972, at Miami, Fla.

Patrick F. Norman, *Louisiana State-Baton Rouge*, on December 18, 1972, to Donna J. Aderhold, at Alexandria, La.

James H. Usry, *Louisiana State-Baton Rouge*, to Debora A. Ourso, on January 8, 1972, at New Orleans, La.

Terry Rhoton, *Louisiana State-New Orleans*, to Linda Barker, on August 28, 1971, at New Orleans, La.

Ralph Oster, *Louisiana State-New Orleans*, to Debbie Evens, on January 8, 1972, at New Orleans, La.

John Ranero, *Louisiana State-New Orleans*, to Jeannette Dauterive, on January 29, 1972, at New Orleans, La.

Gregg R. U'Ren, *Ferris State*, on March 18, 1972, to Martha R. Sell, at Lansing, Mich.

James Gilbert, *Tulsa*, on December 29, 1972, to Susie Wirick, at Tulsa, Okla.

Richard Smith, *Tulsa*, to Suzanne Stiles, on January 12, 1972, at Tulsa, Okla.

Bruce L. Werner, *Eastern Michigan*, on December 11, 1971, to Mary E. Bush, at Ypsilanti, Mich.

Jeffrey E. Relth, *Arizona State*, on March 25, 1971, to Joena L. Smith, at Phoenix, Ariz.

Bruce W. Loughridge, *Texas Tech*, on March 19, 1972, to Leslie Jane Nash, at Lubbock, Tex.

Philip E. C. Kite, *Georgia State*, on March 3, 1972, to Melanie J. Holliday, at Atlanta, Ga.

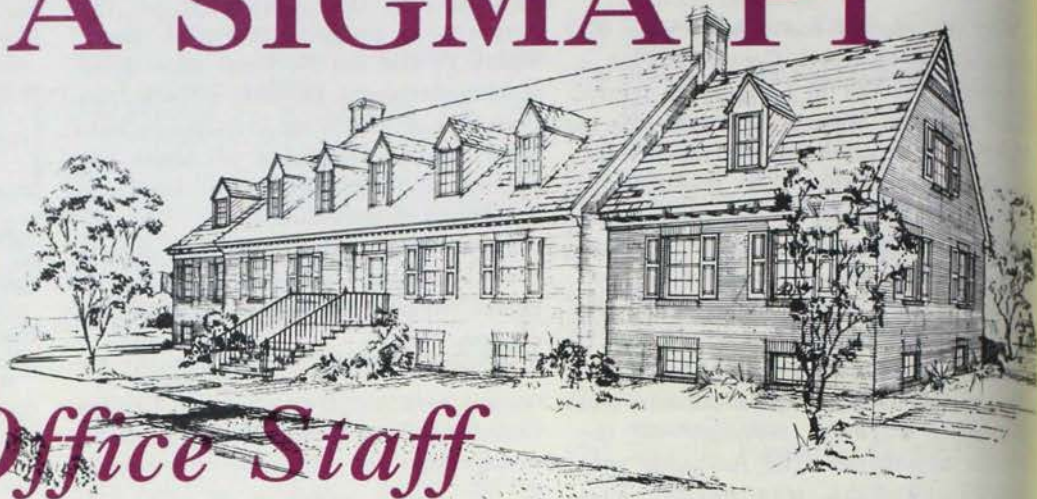
Charles G. Schult, *Memphis State*, on May 12, 1972, to Eileen E. Evans, at Memphis, Tenn.

Michael J. Preble, *New York-Albany*, on June 17, 1972, to Sandra Vassallo, at Syracuse, New York

James T. Kettler, *Missouri-St. Louis*, on June 24, 1972, to Robyn B. Bearden, at St. Louis, Mo.

Joseph E. Lawler, *Missouri-St. Louis*, on August 19, 1972, to Alexis E. Land, at St. Louis, Mo.

DELTA SIGMA PI



Central Office Staff

THE CENTRAL OFFICE is the administrative headquarters of the fraternity. Since the Fall of 1956 The Central Office has been in Oxford, Ohio. Prior to that time it was located in an office building at 222 West Adams Street in Chicago. In 1955 construction began on the new permanent headquarters building adjacent to the Miami University campus. The original building was completed and occupied in 1956 and in 1957, the Golden Anniversary year, the building was dedicated to H. G. Wright who started the first Central Office back in 1924. At the time the original building was started there were 92 undergraduate chapters with a membership of slightly more than 34,000. Today there are 180 undergraduate chapters with a membership of just under 80,000. This phenomenal growth during the 50's and 60's prompted the Grand Council to enlarge the Central Office. In 1969 plans were announced to enlarge the building thereby providing much needed office space. The following year the addition was completed.

The Central Office functions as the service center of Delta Sigma Pi and includes, among its varied functions, such activities as the maintenance of fraternity records; the publishing of The DELTASIG, manuals and bulletins; the procurement and distribution of chapter supplies, insignia and jewelry; the preparation and arrangements for the Grand Chapter Congress; the counseling of the undergraduate chapters and alumni clubs; the expansion of the fraternity; the public relations and liaison with professional and learned organizations; and all communication efforts. In short, every fraternity matter which touches upon national involvement, directly or indirectly, either originates in or is coordinated through The Central Office. In short The Central Office is here to serve you.

A frequent question asked of us is, "Who works at The Central Office and do the Grand Council and District Directors receive a salary." Only the members of The Central Office staff receive salaries from the fraternity. Members of the Grand Council and District Directors only receive "out of pocket" expense.

We would like for you to know every member of The Central Office staff. In so doing you will know which member performs what job. We also invite you to visit The Central Office if you have the opportunity to do so.

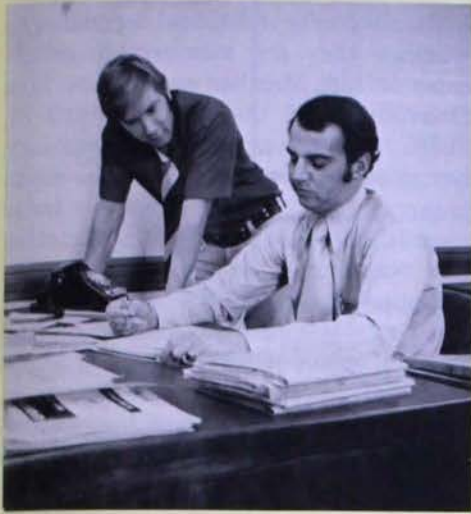


EXECUTIVE DIRECTOR Charles L. Farrar has overall responsibility for managing The Central Office of the fraternity.

The decision to locate The Central Office in Oxford was prompted primarily by Miami University's long history as the "Mother of Fraternities" since Beta Theta Pi, Phi Delta Theta, Sigma Chi, Phi Kappa Tau and Delta Zeta were all founded there and the fact that Beta Theta Pi, Phi Delta Theta and Phi Kappa Tau maintain their national headquarters in Oxford.



EXECUTIVE SECRETARY Ben H. Wolfenberger is directly responsible for the chapter counseling program.



FIELD SECRETARIES John D. Richardson, left, and M. Lee Bell, Jr., discuss plans for a forthcoming chapter counseling trip.



MARGARET WHITELAW handles the payroll and general fund financial records in addition to various reports to city, state and federal governmental agencies.



JANE NELSON prepares the identification cards and checks and mails the membership certificates as well as the reservations and shipment of the fraternity regalia.

Executive Director Charles L. Farrar has overall responsibility for managing The Central Office, its policies, and programs. Many of these programs are actually handled by other members of the staff. In addition to his management responsibilities, he is editor of The DELTASIG and all other fraternity publications. He is also directly responsible for the public relations program of the fraternity. In this regard he represents the fraternity at meetings of the Professional Interfraternity Conference, the American Association of Collegiate Schools of Business, the National Association of Manufacturers, the College Fraternity Editors Association of which he is treasurer, and all other organizations with which the fraternity has contact. Charles joined the staff on June 15, 1959 as a Field Secretary following graduation from Louisiana Tech. He was named Executive Director on August 1, 1964.

Ben H. Wolfenberger is the Executive Secretary of the Fraternity. As such he is directly responsible for the chapter counseling program. He too began his national service with the fraternity as a Field Secretary. The chapter counseling program consists primarily of counseling the undergraduate chapters and alumni clubs of the fraternity, assisting local fraternities seeking affiliation with Delta Sigma Pi, and reactivation, when and where possible, of chapters which have become inactive. He also assists the Executive Director in the day to day management of The Central Office. Executive Secretary Wolfenberger joined the staff in 1965 following graduation from Texas Tech and several years, business experience in the Dallas area.

M. Lee Bell, Jr. and John D. Richardson are the two current Field Secretaries of the fraternity. Brother Bell joined the staff in July 1971 following graduation from the University of Illinois at Urbana-Champaign. John became a member of the staff in July 1972 following graduation from Arizona State University, and is currently the youngest member of the staff in terms of years of service. The principal duties of the Field Secretaries are the chapter counseling program and the maintenance of the communication channels between the undergraduate chapters, The Central Office and the Grand Council. Like Executive Secretary Wolfenberger, they spend many hours each day counseling the officers and members of the undergraduate chapters and alumni clubs. It is not at all un-



THE FIRST PERSON to greet visitors to The Central Office is Peg Donovan who also maintains all the records for the Chapter Efficiency Index.



MAINTENANCE OF the membership records and addresses for the 80,000 members of the fraternity is in the hands of Elizabeth R. Sheard.



BEVERLY NORRIS is primarily a secretary but also helps in the records department during peak periods.



ASSISTING WITH THE maintenance of the financial records and the shipment of chapter supplies, insignia and jewelry is Charlotte Howard.



LUCILLE DARE is one of the four secretaries and also handles The Central Office filing.



THE YOUNGEST MEMBER of the staff, James Abell, prepares all the various kinds of certificates that are produced at The Central Office.

common for these three staff members to spend 10 or 12 hours each day, seven days a week in our counseling program. In Oxford the Field Secretaries might be called upon to perform various duties throughout the office.

The fraternity's financial records are handled by Margaret W. Whitelaw and Charlotte Howard. Mrs. Whitelaw is the senior staff member in terms of service to the fraternity. She joined the staff on September 10, 1956, when The Central Office first opened in Oxford. Mrs. Howard joined the staff in January 1967. Collectively, they are responsible for keeping detailed financial records for the fraternity. In addition to the financial records they are responsible for the shipment of all fraternity supplies, insignia and jewelry. Another duty is the preparation of detailed reports to federal, state and city governments which is handled by Mrs. Whitelaw.

The secretarial staff consists of Jane Nelson, Viola T. Donovan, Beverly J. Norris and Lucille Dare. Mrs. Nelson first joined the staff on November 28, 1956, and worked only part time. As the fraternity grew she began to work full time during the academic year. In addition to her secretarial work she is responsible for the reservations and shipment of all fraternity regalia. She also prepares and laminates all the member and Life Member identification cards, proofs the membership certificates and mails them



WINFORD COMBS is charged with the duty of maintaining the Central Office building and grounds.

to the chapter or individual depending on whether they are membership certificates or Life Member certificates. Mrs. Donvian joined the staff on April 21, 1958. Although considered a secretary, her primary responsibility is the maintenance of the Chapter Efficiency Index records. She also handles the incoming and outgoing mail and serves as the receptionist for the office. Mrs. Norris is the next oldest member of the secretarial staff in terms of service having joined the staff in 1965. She too serves in other capacities in addition to her secretarial responsibilities. During rush periods she also assists in the maintenance for individuals, and other records maintained for college deans, libraries, fraternity magazine editors and businessmen. Unlike the other three secretaries, Mrs. Dare's primary responsibility is that of a secretary, handling much of the correspondence and filing. She has just completed her fourth year as a member of the staff.

Elizabeth R. Sheard is now nearing her tenth year as a member of The Central Office staff. She is directly responsible for the maintenance of the more than 80,000 addresses which are maintained for each member of the fraternity. In addition to this job she also handles most of the bulk mailings which are made from The Central Office which require sorting by ZIP code and bundling according to postal regulations.

The youngest member of the staff is James Abell, a 17 year old senior at Oxford's Talawanda High School. Jim only works part time during the academic year. His duties are to prepare all the membership certificates, Life Member certificates, CEI certificates and special certificates which are prepared at The Central Office. Following graduation from high school he plans to enroll in aeronautics at Miami University. He shortly will complete two years on the staff.

The staff member charged with the maintenance of the building and grounds is Winford Combs. Joining the staff in December 1968, he continues to work part time for the fraternity while working full time as a custodian for Miami University.

There are 13 full and part-time members of The Central Office staff. The average length of service is nearly nine and one-half years.

Delta Sigma Pi Directory

Continued from page 3

presentation for Brother Adolph Rupp in Covington, Kentucky, and for the first time visited The Central Office in near-by Oxford.



FOUNDER Harold V. Jacobs appropriately receives the first 50 year certificate from M. John Marko, Grand President at the time.

Alfred Moysello died on March 25, 1941. Henry A. Tienken died on January 11, 1949, in Oruro, Bolivia. Preceding Brother Jacobs in death was Alexander F. Makay, who died in his home at Sea Cliff, Long Island, on September 24, 1951.

It is extremely doubtful that any of the Four Founders ever dreamed that the fraternity which they founded in the School of Commerce, Accounts, and Finance (now College of Business and Public Administration) at New York University in 1907 would ever reach 65 years of age with a membership of over 80,000 members in 180 undergraduate chapters throughout the United States, Canada, and Mexico.

"Truly the world is better because they dwelt upon it." We deeply mourn the passing of Harold Valentine Jacobs, the last Founder of Delta Sigma Pi.

Educational Foundation

President: M. John Marko, *Beta Rho-Rutgers*, 1341 North Ave., Elizabeth, N. J. 07208
Vice Presidents: Mrs. Alice Sehm Colwell, 740 River Dr., St. Paul, Minn. 55116
 Herbert W. Finney, *Lambda-Pittsburgh*, 6510 Landview Rd., Pittsburgh, Pa. 15217
 James J. Moore, *Chi-Johns Hopkins*, 501 W. University Pkwy., Baltimore, Md. 21210
Secretary: Timothy D. Gover, *Beta Phi-Southern Methodist*, 112 Wabash Ave., Mattoon, Ill. 61938
Treasurer: Robert G. Busse, *Beta Omicron-Rutgers*, 2039 Shore Hill Dr., Orchard Lake, Mich. 48033
Executive Director: J. Harry Feltham, *Chi-Johns Hopkins*, 4013 Spring Meadow Dr., Ellicott City, Md. 21043

The Grand Council

Grand President: Thomas M. Mocella, *Beta-Northwestern*, 1024 Skylark Dr., Palatine, Ill. 60067
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
Past Grand President: Warren E. Armstrong, *Gamma Iota-New Mexico*, P. O. Box 8306, Albuquerque, N. M. 87108
Director of Education for Business: Timothy D. Gover, *Beta Phi-Southern Methodist*, 112 Wabash Ave., Mattoon, Ill. 61938
Director of Alumni Activities: William W. Tatum, Jr., *Gamma Tau-Southern Mississippi*, 6771 Havenside Dr., Sacramento, Calif. 95831
Undergraduate of the Year 1971: Robert E. Matthews, *Eta Pi-Wayne State*, 7305 Keystone Ln., Forestville, Md. 20028
Undergraduate of the Year 1972: Craig S. Chapman, *Psi-Wisconsin-Madison*, 8260 North Gray Log Lane, Milwaukee, Wisc. 53217.
Director, Eastern Region: Harold L. Cannon, *Epsilon Theta-Chico State*, 96 Roweland Ave., Delmar, N. Y. 12054
Director, Mideastern Region: H. Melvin Brown, *Chi-Johns Hopkins*, 12704 Beaverdale Ln., Bowie, Md. 20715
Director, South Central Region: Leon H. Harding III, *Zeta Upsilon-Virginia Tech*, 4143 Chaparral Dr., SW, Roanoke, Va. 24018
Director, Southeastern Region: George E. Ragland, *Gamma Zeta-Memphis State*, 7831 10th Avenue, S., St. Petersburg, Fla. 33707
Director, East Central Region: Andrew T. Fogarty, *Alpha Theta-Cincinnati*, 6195 Woodlark Dr., Cincinnati, Ohio 45230
Director, Central Region: Steven R. Szekely, *Beta-Northwestern*, 4541 North Ravenswood Ave., Chicago, Ill. 60640
Director, North Central Region: To be appointed
Director, Midwestern Region: Walter D. Nelson, *Delta Theta-Oklahoma City*, 2525 N.W. 42nd St., Oklahoma City, Okla. 73112
Director, Southwestern Region: John A. Fincher, *Delta Epsilon-North Texas*, 1200 Mercantile Dallas Building, Dallas, Tex. 75201
Director, Intermountain Region: William E. Wilson, *Gamma Omega-Arizona State*, 5935 East Edgemont Ave., Scottsdale, Ariz. 85257
Director, Western Region: R. Nelson Mitchell, *Chi-Johns Hopkins*, 7206 Fairfield Dr., Santa Rosa, Calif. 95405

Grand Secretary Treasurer Emeritus

H. G. Wright, *Beta-Northwestern*, 1218 41st St., LaGrange, Ill. 60525

Committee on Nominations

Chairman: M. John Marko, *Beta Rho-Rutgers*, 1341 North Ave., Elizabeth, N.J. 07208
Members: Max Barnett, Jr., *Gamma Mu-Tulane*, 5534 South Galvez St., New Orleans, La. 70125; Burrell C. Johnson, *Alpha Sigma-Alabama*, 2108 Via Olivera, Palos Verdes Estates, California 92074

The Central Office

330 South Campus Avenue, Oxford, Ohio 45056 Telephone A/C 513-523-4189
Executive Director: Charles L. Farrar, *Beta Psi-Louisiana Tech*
Executive Secretary: Ben H. Wolfenberger, *Beta Upsilon-Texas Tech*
Field Secretaries: M. Lee Bell, *Upsilon-Illinois, Urbana*; John D. Richardson, *Gamma Omega-Arizona State*

Staff Members: Lucille Dare, Viola T. Donovan, Charlotte Howard, Jane Nelson, Beverly J. Norris, Elizabeth R. Sheard, Margaret W. Whitelaw, James M. Abell and Winford Combs

Chartered Alumni Clubs *

BATON ROUGE, Louisiana-Pres.: Elmore P. Hutchinson, Rte. 2, Box 336, Baton Rouge, La. 70815
BUFFALO, New York-Pres.: Gary E. Smith, 181 LaSalle Ave., Buffalo, N.Y. 14214
CHICAGO, Illinois-Pres.: Forbes Bakes, 3 N 480 Elizabeth St., Addison, Ill. 60101
DETROIT, Michigan
Gamma Theta-Pres.: James H. Manvell, 17028 Hamilton Ave., Allen Park, Mich. 48101
HOUSTON, Texas-Pres.: Jeffrey D. Jones, 4406 Cherry Oak Lane, Houston, Texas 77018
NEW ORLEANS, Louisiana-Pres.: David R. Schroeder, 752 Fielding Ave., Gretna, La. 70053
ORLANDO, Florida-Pres.: John A. Acor, 604 Dearborn Ave., Altamonte Springs, Fla. 32701
PITTSBURGH, Pennsylvania-Pres.: Rudolph J. Tarabek, Jr., 1703 Educational Dr., McKeesport, Pa. 15131
ROCHESTER, New York-Pres.: Canyon K. L. Chin, 95 Castle Road, Rochester, N.Y. 14623
SHREVEPORT, Louisiana-Pres.: Phillip R. Semon, 2727 Murray St., Shreveport, La. 71108
TAMPA, Florida-Pres.: Joseph B. Jarosz, 300 N. Tampa St., Tampa, Fla. 33602
 *Chartered as of October 1, 1972

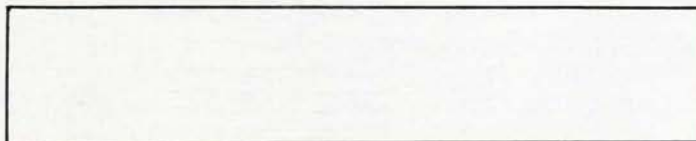
NOTICE OF ADDRESS CHANGE

Please change my address as follows:

_____ street

 _____ city state zip

Please attach address label here



MAIL TO: Delta Sigma Pi
 330 South Campus Avenue
 Oxford, Ohio 45056

29th GRAND CHAPTER CONGRESS



AUGUST 27 thru AUGUST 31, 1973
The WENTWORTH BY-THE-SEA

PORTSMOUTH, NEW HAMPSHIRE

Just North Of Boston—easy to reach via the superhighway network. On Interstate 95 northbound, take first right Exit (#3) after toll gate to New Castle (60 mins. north of Boston). From Interstate 90, the Massachusetts Turnpike, use Exit 11A.

