

The **DELTA SIG**
OF DELTA SIGMA PI



MARCH 1974

from the desk of
the Grand President



DEPENDING UPON YOUR degree of active involvement with the Fraternity, to at least some extent you are surely aware that perhaps the most pressing issue facing us today is the matter of sex discrimination. For nearly three years this problem has been gradually increasing, somewhat sporadically requiring more and more of our attention. It has proved, at least during this time, to be an issue that will not go away simply because someone might wish it to do so or because of the vote at the Grand Chapter Congress.

The basic thrust of the question goes back to the passage of the amendment to the Civil Rights Act, Public Law 92-318. The Department of Health, Education, and Welfare was relatively prompt in promulgating regulations as a result of this passage but only in relation to the hiring and retention of women and minorities among faculties, as any president of a college or university can attest. Further regulations on a broader scope of university life were anticipated. These regulations were expected to deal with, among other things, the question of fraternities and sororities.

After defeat of the proposal to admit women to Delta Sigma Pi at the Grand Chapter Congress in August 1973, it was indicated that these new regulations from HEW could be anticipated for release around December 1, 1973, dependent, as one could expect, on the usual amount of administrative delays. Therefore, when one of our chapters was faced with university problems in this connection, it was our hope that

these regulations would be released before any action would be taken against a chapter. Unfortunately for all concerned, December 1 came and went with no release of the regulations.

As of this writing (which any good chapter correspondent realizes is far in advanced of publication), a new date in February has been indicated for possible release of the HEW regulations. The semiannual meeting of your Executive Committee is scheduled for the latter part of February and will possibly (and hopefully) be able to review the regulations — assuming this new date is met.

In the meantime, on some campuses certain individuals are attempting to interpret the non-existent regulations before they have been promulgated. This, generally, creates only added confusion and difficulty and is not the approach most would desire. Until these regulations are released, no one can be sure just what they will require.

Please rest assured that just as soon as the regulations are advanced, those individuals charged with responsibility for the operation of the Fraternity between meetings of Grand Chapter Congresses will be ready to move in whatever way appears best in view of the action taken at the last Grand Chapter Congress and with the regulations. The welfare and progress of the Fraternity must remain uppermost in our thoughts, particularly in relation to this question. We will, also, attempt to keep every member of Delta Sigma Pi informed of the status.

Fraternally,

Harold L. Cannon
Grand President

"PROFIT . . . an investment in the future"

by William J. Cecka, Jr. *PRESIDENT Tulsa Division, Rockwell International*

Following is the text of an address delivered at the Delta Sigma Pi-National Association of Manufacturers Seminar in the College of Business Administration at the University of Tulsa.

Rockwell International is a multi-national company intent on expansion from both internal and external growth.

We recently changed our name from North American Rockwell to Rockwell International to reflect the new dimensions of the company.

We build more heavy duty steering and planetary drive axles than anyone else. Anywhere. Brakes? Seven out of ten heavy-duty rigs stop with our brakes. You'll see them under highway trucks, buses, farm equipment and industrial vehicles.

We make Rockwell power tools—and flow control products and measurement equipment, including gas and water meters for the construction industry.

Two out of three U.S. daily newspapers are printed on presses made by our MGD graphic systems. You'll find us in fashion fabrics. We make the machines that make denim, corduroy and double knits.

We make the microelectronic circuits that make calculators so fast. In fact, we're the world's leading supplier of these micro-circuits.

Our Sabre business jets have flown more miles than any other executive jet flying. Anywhere. Right now we're building the B-1 strategic aircraft.

Now look into the future. We're prime contractor for the Space Shuttle - a new generation of spacecraft that will put space to work for man.

We are a large corporation with sales last year of approximately \$2.4 billion.

We expect sales to exceed \$3 billion in the current fiscal year on the way to a 1976 sales goal of \$4 billion.

Just announced this week our sales for the second quarter of our Company's fiscal year were improved 18 percent over the second quarter of 1972. Our earnings were \$1.10 per share for the same period, up from 80 cents.

In its formative years American business was always a short-ranged dream based on the hard realities. Of getting and providing, of increasing amounts of "things" that were slicker, shinier, more mechanical. Something to ease the burden that constrained men from achieving their goals.

The forces that shaped the American businessman included a restless tradition of uprooting themselves for new starts and new opportunities.

Today we have outgrown our continental borders. We have moved to the harsh environments of outer space. Increased communication has decreased the size of our spacecraft, the planet Earth. We are living in a global village, as McLuhan puts it.

This is the age of the instant experts. Put a man, woman, or child in front of a TV camera, and you can get pronouncements that will shake the world—even though the person doesn't have the slightest idea of what they're talking about.

In the mid-60's, there was an increase in activism among the American public. It was more noticeable on the campuses because of the demonstrations and occasional violence. But it also appeared in business—among activist stockholders. This was not planned as a national movement, but rather a reflection of the American society and its values which are currently undergoing great changes. Unfortunately, we are exposed to the dissident minority—the makers of instant news, even though it is a fragile kind.

American business has produced enough to raise the standard of living in the United States to a point where the majority of items produced and manufactured have assumed the status of the national symbols of affluent America.

It is perhaps not generally realized that a refrigerator can be a revolutionary symbol—to a people who have no refrigerators. A motor car owned by a worker in one country can be a symbol of revolt to a people deprived of even the barest necessities of life. Our symbols have helped to play a large part in the national revolutions of post World War II Asia.

Somewhere along the way a gross misunderstanding has developed between the American public and American business.

We have had the cry from our vocal, dissident minorities for a return to natural values. Let me remind you, that every society or civilization, whether primitive, ancient or modern, has had to have an economic

system. This is the one thing common to man's existence as a cohesive group.

It's amazing the misconception some people have of corporate profits. According to a recent survey, the U.S. public thinks the average manufacturer makes 28 to 40 cents on every dollar of sales after taxes. Actually, the figure is little less than 4 cents—and that's the lowest return in 22 years.

In 1971, if U.S. business had netted 28 cents on the sales dollar, total corporate profits would have amounted to \$462 billion. As reported by the U.S. Department of Commerce, total U.S. corporate profits after taxes for 1971 amounted to \$47.4 billion, or approximately 10 percent of the public's expectation. So as we can see, there is a vast difference between what the American public thinks business makes and what business actually has in disposable income.

The only reason we're in business is to make a product or provide a service at a profit. Take away the profitability of a corporation, and you'll soon lose the interest of shareholders, in my company's case, about 117,000 people, many of whom are betting a share of their life savings on the belief we're a growth company with good prospects.

The people who believe the myth about business profits are deluding themselves, or are being deluded by others. By the very few who think that profits are immoral, or by those who think that profits are a good thing—but should be more widely shared.

Let's talk about some of our nation's problems, and also look at where we are investing our money in the area of research and technology. The 1974 Federal budget estimate for social action programs such as income security, health, veterans benefits and services, education and manpower and community development and housing represents about 47 percent, or over \$100 billion. That same 1974 budget contains an expenditure of \$3.1 billion for our technology through our space program. About one percent. Only two tenths of one percent of our projected 1974 gross national product.

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the alumni world

GREATER DETROIT

THE GREATER DETROIT ALUMNI Club is going into the final quarter of the 1973-74 year with a great feeling of accomplishment. Our membership has grown, functions have been successful and attendance at business meetings is improving. We have had a great year so far, and our future seems more secure. We have taken steps to prolong terms of office to two years, alternately between officers, to insure continuity. Our program is designed to attract both young and old. We are working in conjunction with Gamma Rho Chapter, so that they know us and look forward to joining our club. We have involved the wives and girl friends to the point where they literally take charge of our annual Christmas party and lend a great deal of assistance at our social functions.

We who contribute to the business of running our fraternity are well aware of the promise in our Ritual of receiving in return. There are many solid friendships founded in our fraternity. Nothing is more rewarding than realizing that our efforts helped produce a successful club. And the brotherhood that exists in Delta Sigma Pi, all by itself, is "worth the price of admission."

We still have many business and social functions on our calendar. If you are in the Detroit area or would like to get on our mailing list, please contact Bob Trapp, 22301 Olmstead, Dearborn, MI, 48124, phone AC 313-563-6940 — WILLIAM F. HENDRY

HOUSTON

AFTER A LULL THIS summer and an eventful deep sea fishing trip, we got to watch the Oilers get smashed again by the Browns. At the party afterwards we discussed how Gerald Franklin convinced his insurance company that within two months his car was completely destroyed twice—once by a horse who ran into the car and another time by a large tree which just happened to fall on his car.

A new mailing list and membership roster has been mailed to listed brothers. Should any Brother desire a copy of the Houston Alumni Club roster or desire more information about the Houston Alumni Club, please call me at 713-448-0704 or drop a note to P. O. Box 4041, Houston, Texas 77014. We now have 32 paid members and one of the most active Alumni Clubs in the country.

Coming events include a trip to Vinton, Louisiana, for the horse races on Saturday,

January 26; Valentine Party, February 16; and the Annual Southwestern Regional Softball Tournament on March 30 and 31.

Once again the Houston Alumni Club will sponsor the Southwestern Regional Softball Tournament. Each year all the Chapters and Alumni Clubs in the Southwestern Region are invited to play in the tournament. Trophies are given for first and second place. Zeta Nu Chapter at Texas A & I University at Kingsville won first place last year and promises to be a strong contender for this coming year. Eta Psi Chapter at the University of Houston will sponsor a party following the games on March 30. Any Brother or chapter wishing further information, please call the tournament chairman, Juan Castellano at 713-225-4693 or write to our Post Office Box above.—JEFF JONES

SAN FRANCISCO

THE SAN FRANCISCO ALUMNI Club has been encouraged by the increased attendance for their monthly luncheon meetings. Our membership has been bolstered by recent graduates.

The professional programs presented thus far have been general interest topics and extremely informative to the Brothers in attendance. Each of the topics our speakers have presented developed into a stimulating and lively question and answer period.

Our November speaker was Mr. William L. Perkins, Executive Director of the California Council of Product Design and Marketing of the California State Department of Commerce in Sacramento, who presented an interesting talk and slide presentation on "The Development of a Distinctive California Logo Type for International Trade." Even though California is well known as a marketing place for international trade, efforts continue to market California as the balance of payments is being forced to reach a level wherein imports are increased as compared to stable exports.

The December speaker, Mr. Walt Shaw, Energy Consultant for Standard Oil of California spoke on a topic of interest to all—"The Energy Crisis." Mr. Shaw spoke on the development of the crisis, why the current Middle East situation did not cause the crisis, and why the producers of energy knew there would be an energy shortage five years ago.

Our calendar still has speakers in the following walks of life: financial, enter-

tainment, transportation, sports and government, who should continue to provide our Brothers with additional insights into the world around us.

Our monthly luncheons are held on the first Thursday of every month at noon at The Iron Horse Restaurant, 19 Maiden Lane, San Francisco. For further information concerning the activities of the Alumni Club, please contact Brother Jim Flynn at (415) 391-2637, or drop us a line at the San Francisco Alumni Club of Delta Sigma Pi, c/o Korea Trade Center, Suite 2605, One Embarcadero Center, San Francisco, California 94111.—RICHARD L. CREVANI

SANTA FE

THE RIO GRANDE ALUMNI CLUB at Santa Fe has opened the new year with revised goals for broadening its membership, programs, activities and financial standing.

After successfully helping the students and faculty at the College of Santa Fe organize themselves for undergraduate Delta Sigma Pi chapter application, each of us is directing additional efforts towards providing funds for scholarships, a Job Placement Program and supporting our legal fund at The Central Office. Our club feels that the legal fund will protect our right to private organization, direction and pledge selection without outside coercion.

In order to support our legal fund and provide dollars to support new programs we recently held a brainstorm session for money making ideas. Listed below are a few of our ideas that hopefully may help your Chapter or Alumni Club:

1. Purchase, lease and refill well located vending machines for continuous income;
2. Hold garage sales and flea market sales with Brothers contributing from their store of garage goodies;
3. Harvest and market food produce grown in your local area;
4. Sell gas rationing stamps, (if in effect);
5. Invest in real estate contracts or annuities.

Attention New Mexico Brothers! Contact Brother Lee Black at 843-7070 for details of your Alumni Club — find out how it can serve you and how you can serve it. — JERE L. ROHE

William E. Wilson is Honored

THE FALL INITIATION banquet of Gamma Omega Chapter at Arizona State University was an evening for William E. Wilson to remember. Bill is a member of Gamma Omega Chapter and is the former Intermountain Regional Director. He was recognized for his years of assistance and devotion to the fraternity. A number of speakers related their experiences with Bill and told of his devotion to the fraternity. Chapter Consultant John D. Richardson started things off for the evening followed by Intermountain Regional Director Charles "Buzz" Sutton and Arizona District Director James Gully. Art Downs, former president of the Phoenix Alumni Club and Jeff Relth, former Arizona District Director then got their chance to praise Bill. Dr. Glenn Wilt, advisor of Gamma Omega Chapter, told of Bill as a former student in a speech that would put Don Rickles to shame.

Bill was presented a plaque in recognition of his many contributions to the fraternity. He also will receive a diamond badge contributed by the chapters in the Intermountain Region. Gamma Omega Chapter and the Intermountain Region wish to thank Bill Wilson for the many hours of work and assistance that he has devoted to Delta Sigma Pi.—Brian Augustine

Brian R. Durbow Named President of Barbrisons Management Systems

DR. BRIAN R. DURBROW, a member of Epsilon Chapter at the University of Iowa, has been named president of Barbrisons Management Systems, Inc., a Cincinnati, Ohio based diversified management consulting and education company primarily engaged in internal management control systems, organizational effectiveness, human resource management, and management, executive, and organization development. The company, under his direction, has recently expanded into an on-site educational institution conducting certificate, Bachelor's and Master's degree programs in administrative sciences on location designed to meet the specific needs of client company and its personnel.

Born in Milwaukee, Wisconsin, and raised in Dubuque, Iowa, Brother Durbrow received his bachelor's degree from the University of Iowa in labor and management, his Master's from Northern Illinois University in management and organization, and his Doctorate in management and organizational behavior from Ohio State University. Prior to his present position, he was professor of financial management at the Air Force Institute of Technology, where he wrote and developed much of the teaching material for the Department of Defense Cost-Schedule Control Systems Criteria.

In addition to Delta Sigma Pi, he is also a member of Delta Tau Delta, Sigma Iota Epsilon, Beta Gamma Sigma, the National Contract Management Association, the Academy of Management, and the Greater Cincinnati Chamber of Commerce.

Robert Axline Named VP at Bowmar/Ali

Robert P. Axline, Jr., a member of Alpha Omicron Chapter at Ohio University, has been named to the new position of vice president-manufacturing for Bowmar/Ali, Inc., a wholly owned subsidiary of Bowmar Instrument Corporation. In his new position, Brother Axline will be responsible for all Bowmar/Ali's manufacturing of calculators and telecommunications test equipment.

Before joining Bowmar, Bob was manager of RCA Corporations' plant in Marlboro, Massachusetts, where he was in charge of all computer manufacturing. Earlier, he was manager of advanced manufacturing development for RCA.

Brother Axline received the bachelor's degree from Ohio University, attended the Harvard University Management Development Program, and is a licensed real estate broker in Massachusetts.

DIVIDENDS

To Brother and Mrs. Allen J. Paneral, *DePaul*, on August 27, 1973, a daughter, Catherine Marie.

To Brother and Mrs. Robert J. Tiffany, *State U. of New York-Buffalo*, on August 3, 1973, a son, Michael Charles.

To Brother and Mrs. Edward F. McKee, Jr., *State U. of New York-Buffalo*, on November 9, 1973, a daughter, Jessica Jay.

To Brother and Mrs. Jeff E. Relth, *Arizona State*, on November 2, 1973, a son, Jerry Clayton.

To Brother and Mrs. Dan Ferguson, *Sam Houston State*, on August 19, 1973, a son, Christopher Stephen.

To Brother and Mrs. James Gilmore, *California Poly-Pomona*, on November 7, 1973, a son, Martin Douglas.

Bryant College Names Thomas Scott VP for Business Affairs

Thomas K. Scott, a member of Delta Tau Chapter at Indiana State University, has been appointed vice president for business affairs at Bryant College, Smithfield, Rhode Island.

A native of Fort Wayne, Indiana, Brother Scott earned the bachelor's degree at Indiana State and the master's degree at Indiana University. At the time of his appointment he was business manager at the Fort Wayne campus of Purdue University. Prior to that he had been business representative for biological sciences at the Lafayette campus of Purdue.

Tom is a member of the National Association of College and University Business Officers, the College and University Personnel Association, and is chairman of the steering committee for the Association of Commuter College Business Officers.

LOS ANGELES

THE NEWLY FORMED Southern California Alumni Club has just completed its first two events of the 1973-74 year. The first, was Las Vegas Night, honoring Founders' Day. With the help of Eta Chi and Delta Sigma Chapters, Las Vegas Night was a huge success. The party was held at the home of Brother Justin Gannon, with attendance over 160. Brother Gannon said his house will never be the same.

Our second event was a Christmas Party, held in the home of Brother Bill Pinalto. All in attendance brought a child's gift. The gifts were given to the children of the Porterville Mental Hospital.

We are proud to say that both events were overwhelming successes and we are just as proud to say 75% of our members have Life-Memberships. Our Club is less than a year old, so look out world we are here to stay.

The welcoming hand of brotherhood is extended to all Deltasigs in the Los Angeles area. Interested brothers should contact one of the following: President Leon Garman, 3930 Rosemead Blvd., Apt. N, Rosemead, Calif. 91770, (213-288-0252); Vice President Justin Gannon, 1227 Maplegrove St., West Covina, 91792, (213-968-7895); Secretary Greg Forster, 10767 Woodbine St., Apt. 233, Los Angeles, 90034, (213-837-5732); and Treasurer Greg Redican, 2529 W. Washington Blvd., Marina del Rey, 90291, (213-823-9530).—LEON GARMAN



WAITING TO ENTER the gates of the Fairgrounds Race Track in New Orleans are these members of the Crescent City Alumni Club.

With the Chapters



MEMPHIS STATE

GAMMA ZETA CHAPTER at Memphis State University has achieved noteworthy success in two of its major undertakings this past Fall Semester: the Thanksgiving Day Project and the Gamma Zeta Gala.

The Thanksgiving Day Project reflected Gamma Zeta Chapter's concern for the welfare of the community. Prizes were raffled off by the sale of tickets. The money raised went to purchase food and supplies for 10 needy families.

Because of the work involved in bringing off the Gamma Zeta Gala, a Las Vegas Night party, plans are being made to make this an annual fund raising event for the chapter.

In keeping with the times, Gamma Zeta Chapter has begun organizing a car pool for the purpose of helping one another meet the crunch of the energy crisis. This program should be in operation at the beginning of the Spring Semester.

At our last business meeting of the year, Dr. Binford Peebles presented a report on the up and coming Business Machine show sponsored by Delta Sigma Pi. Dr. Peebles emphasized the importance of attracting local business firms in an atmosphere conducive to student involvement.—ALAN J. TRAINER

MISSOURI—Columbia

ALPHA BETA CHAPTER completed a busy and successful semester with the installation of new officers in December and continued predominance on the College of Administration and Public Affairs' 11 member student council. Deltasigs at UMC participated in professional, civic, and social activities in a concentrated degree this spring, as Alpha Beta Chapter's Fifty first "Rose" banquet and dance, spring industrial tour, and the annual "Business Week" activities, and all activities were a complete success.

Brother Mike Cornell continued in keeping members on a "Chatting" basis with business faculty as he continued Wednesday morning coffee in the faculty lounge. Brother Ron Palmer has worked all semester establishing a chapter alumni club. This will be the accomplishment of the 1974 graduating Deltasig. Brother Mark Henry provided the chapter with an exciting array of social activities, and our president James Graf brought unison and provided excellent leadership for the chapter. With this leadership Deltasig still means pride at the University of Missouri.

This semester provided the old Brothers the most poignant memories of their university lives. The steady diet of professional, fund raising and social events culminated in a freezing experience at initiation. Throughout the semester interest, participation, and respect for the fraternity grew. All the old members know that Alpha Beta Chapter will continue to grow and become even stronger with the exceptional pledge class.—CARL D. GATES

KENT STATE

THE FALL TERM for the Beta Pi Chapter at Kent State University was indeed most successful. Included in our wide range of activities were a rush in which twelve new members were brought in, a semi-formal dinner dance, a speaker from the Better Business Bureau of Canton, Ohio, and an auto plant tour.

Particularly impressive was the tour through the General Motors assembly plant in Lordstown, Ohio, where the Vega is produced. We were able to see such processes as welding, painting, motor construction and parts inspections as we were taken through the plant by electric car. Such a factory is an impressive place, to say the least.

Also, during the month of December Pat Papania, one of our vice presidents, became engaged and Gary Javore, another member, got married.

TEXAS—Austin

BETA KAPPA CHAPTER at the University of Texas is having another excellent semester. Currently, we are enjoying a 67 man chapter and hope to be initiating 28 pledges in the very near future.

The semester started out with an extremely eager chapter. Everyone was quite willing to pitch in and help us to achieve a successful rush program.

We have field trips planned for Dallas and Houston where we will be seeing such businesses as Texas Instruments in Dallas and the Budweiser brewery in Houston. We also plan a trip to the Astrodome while we are in Houston.

Along with a well planned professional calendar, our activities include other aspects of fraternity life such as a well rounded social

calendar and an extremely strong intramural program.

Many of us are busily preparing for the College of Business Administration Week (better known to us as "C.B.A. Week") which is held each spring. We will be having many prominent speakers, luncheons, etc. Also in the back of everyone's mind is the annual "roundup" weekend which is a campuswide tradition that includes the roundup parade, a dance marathon benefiting the March of Dimes, and numerous parties!!

The senior officers for the spring semester are Mike Upchurch, president; Mike O'Kelley, senior vice president; John Derichweiler, vice president for pledge education; and Bob Auten, professional vice president. They replace Ron Jennings, Gary Glenewinkel, Zane Beck, and Mike Upchurch respectively who did an outstanding job for us during the fall.

We at Beta Kappa Chapter extend our best to all chapters and wish them the best of luck.—MICHAEL K. O'KELLEY

LOUISIANA TECH

BETA PSI CHAPTER at Louisiana Tech began the winter season activities immediately following the 25th Anniversary Banquet on November 3. Near the close of the Fall quarter a football contest with arch rival Alpha Kappa Psi found the Deltasigs to be the victors with a 13-0 decision. Everyone is now looking toward the basketball game with "Brand X" fraternity, which will be the second in the best-of-three sport events during the year.

The Winter quarter began in December with President Kip Othold representing the Southern Region at the National Association of Manufacturers Congress at the Waldorf Astoria Hotel in New York City on the 6th and 7th of that month. Plans are being laid to put into action the knowledge and suggestions obtained during the course of the Congress. Before the dismissal of classes for the holidays Beta Psi Chapter sponsored a Christmas Party for the benefit of the "small fries" at the Ruston State School. Needless to say, Social Chairman Aaron Taylor and Santa "James Gunnels" Claus seemed to have their hands filled the entire evening.

Beta Psi Chapter rush on January 15 was a success made possible through the efforts of Senior Vice President Glenn Fallin and his organized group. Obviously, our chapter is headed for another grand year with the continual initiation of outstanding brothers.

XAVIER—Cincinnati

THIS SEMESTER IS going to be used to increase our ranks. Right now we are in the planning stages, and we are hopeful of meeting our quota by the end of this semester. We plan to do this by dropping our dues, and supporting ourselves from the big moneymakers coming. One that we just discovered is a drink and drown that we sponsored on our campus this fall. We were able to get a good return without going overboard as far as costs were concerned.

One new thing that we are going to try this semester is to let the top one or two pledges join the fraternity without their paying the usual initiation fee. We are getting the dean of the business school to back us, and we are looking forward to the results. They will be judged by how well they do on their pledge test, and how much effort they put into the pledge project.

All of us at Theta Lambda Chapter hope that all the chapters are able to accomplish their goals for this year. We feel that we can get ours, and hope that this is the way every one else feels.—ROBERT J. CLARK

TAMPA

EPSILON RHO CHAPTER at the University of Tampa spent the last three months in 1973 in preparation for the homecoming event. The Brotherhood participated in the skit and display events of the pre-game activities, as well as sponsoring a candidate for homecoming queen. The chapter achieved limited success in these areas. This display was selected as runner-up by a panel of judges organized of both student and faculty members. Our candidate for homecoming queen, Marna Dillane, was chosen first runner-up.

The Brotherhood is busy preparing for the winter semester rush program. Our Fall rush resulted in eight new Brothers being welcomed into the fraternity at an evening dinner at The Causeway Inn Beach Resort. The dinner was a complete success due to the detailed planning that was supervised by Paul Fronczek.

Epsilon Rho Chapter was extremely honored to be chosen to send a representative to the National Association of Manufacturers Convention held in New York.

Before closing, the Brotherhood of Epsilon Rho Chapter would like to congratulate Brothers Douglas Evaul and Art Pepper for their hard work and sincere efforts which resulted in their having been selected for membership in Omicron Delta Kappa, National Leadership Honor Society.—LONNIE C. REAVIS

MARYLAND

FOR GAMMA SIGMA CHAPTER, last semester ended with a fulfillment of many plans. The Founders' Day Banquet was held at the Holiday Inn in Bethesda. The guest speaker was Dr. Charles E. Bishop, the Chancellor at the College Park campus. Dr. Bishop stressed the need for each of us as individuals to do our part in averting the energy shortage.

The raffle that was held last semester netted our chapter \$300. The proceeds will be

split between our chapter's use and by activities outside of the chapter.

Alex Russell is the president of the chapter for his second semester. He will use his experience and new officers towards achieving the Chapter Efficiency Index goal. Brother Lord, the senior vice president, took charge of this semester's rush program. Brother Duni, the vice president of professional activities, has coordinated the professional events.

With the generation of new ideas and the help of our brothers, this semester is becoming better than the previous successful one, which is one step in our goal of becoming a successful chapter.

Gamma Sigma Chapter thanks all of the chapters that sent us their newsletters and Christmas cards. May your new year be happy and successful.—JOE PACIFICO

SHEPHERD

THE FALL SEMESTER at Shepherd College was an active one for Epsilon Kappa Chapter. Upon returning to school, the Brothers found their business classes scattered among various classroom buildings, while a new business building is under construction. A trip to New York City highlighted our professional program. Insight into the role of professionalism and professionals was furthered through visits to the Stock Exchange, CBS Studios, and various nocturnal places of business. Our rushing program yielded eight pledges who were initiated at our Fall banquet, also at which time we had the honor of hosting Grand President Harold L. Cannon. A pleasant surprise of the evening was the designation of a new chapter "Rose," Lisa Fitzgerald, newlywed wife of our president. Late in November, Chapter Consultant Michael J. Tillar spent a day with Epsilon Kappa Chapter. Shepherd grieves with the piercingly tragic news of the sudden death of Brother Thomas L. Corcoran on December 7. Although a prosperous semester has ended sadly, the chapter looks forward to the brighter promise of the New Year.—WILLIAM F. DASHIELL

WESTERN KENTUCKY

Zeta Theta Chapter enjoyed a successful fall semester in all respects at Western Kentucky University.

Our last professional event of the fall was one of our best as the brothers toured the Chrysler Air Temp plant in Bowling Green, Kentucky.

During the semester we brought seven more women into our Little Sister Program, they are: Margaret Smith, Sandi Tichenor, Cathy Roberts, Mary Armstrong, Peg Haley, Margie Lang, and Bobbie Scott. They were most helpful in making our Christmas Party a success.

The officers for the spring semester are Gene Meyer, president; Jerry Roberts, senior vice president; Tom Smith, vice president for pledge education and chancellor; John Schussler, vice president for professional activities; Larry Smith, treasurer; Mark Oshefsky, secretary; and Steve VanMeter, historian.

The Brothers of the Zeta Theta Chapter wish all the Chapters a Happy New Year and a successful spring semester.—MARK OSHEFSKY

C. W. POST

ZETAOMICRON CHAPTER at the C. W. Post campus of Long Island University initiated nine new members on December 16. The rush and pledge committees worked hard together to bring us one of the most successful pledge classes in the Chapter's existence. Following initiation the Brothers had dinner at the new student center restaurant where faculty and alumni were also present. After dinner the pledge class presented the Brothers with a Delta Sigma Pi plaque which measured 4 by 3 feet. The plaque is going to be placed in the new student center.

During the week of Founders' Day the Brothers were visited by Chapter Consultant John Richardson. After our Chapter meeting we took note of some recommendations and wished each other a Happy Founders' Day. The coming weekend the Chapter celebrated Founders' Day at one of our Brother's houses.

This spring the Brother's will stage another horse show on campus. Last October's horse show was such a big success that we are still talking about it. Half of the profit went towards the College's scholarship fund. Zeta Omicron Chapter wishes all the other Chapters a belated Happy New Year.—DENNIS N. DEIRMENDJIAN

CALIFORNIA STATE—Hayward

IN THE PAST YEAR membership roles at Zeta Tau Chapter have been slowly declining, therefore in the winter quarter of 1973 a pledge project was launched at Chabot Junior College in Hayward (a local junior college) to create interest in Deltasig among Chabot business students. Unfortunately, in the spring quarter immediately following, Zeta Tau Chapter was unable to bring into the fraternity even one new member and with the June graduation all but three undergraduates were left to carry on the tradition of Deltasig. It looked as though Zeta Tau Chapter was on its way out as an active fraternity at Hayward. However with the leadership of its new president, Chuck Young, and additional help and support of remaining members and three alumni Steve Equinia, Wayne Ruse and Jim Day, a summer campaign was undertaken to get students acquainted with the fraternity. Zeta Tau Chapter is proud to have a rebirth in its membership and perhaps the entire chapter. Nine new members were initiated in the fall quarter 1973 and we are looking for another large pledge class in the winter quarter which began in January 1974.

Zeta Tau Chapter has also enhanced its pledge project at Chabot College by informing interested and prospective Cal State students of requirements at Cal State-Hayward.

At the same time Zeta Tau Chapter members have demonstrated an interest in a suggestion by the school newspaper that the business school look into complaints of low quality food being served at the school cafeteria. Deltasig has appointed a committee to look into the problem.

Zeta Tau Chapter would also like to take this opportunity to thank our brothers at Delta Omicron Chapter at California State—San Francisco who participated in our November 10th initiation and helped to make it a success.—DAN HANKEMEIER

FLORIDA ATLANTIC

ZETA PHI CHAPTER at Florida Atlantic University held its seventh annual career day January 14-17. Under the direction of Brother Tom Bruns, we had to expand from our usual two day format into one that included a whole week full of activities. With the help of several other groups from the College of Business and Public Administration, we expanded our program to be able to handle 60 different companies plus we had several different displays demonstrating examples of interviews with prospective employees.

We recently had elections of new officers. I would personally like to congratulate the following brothers: Tom Bruns, president; Dave Fischer, senior vice president; Bruce Kitson, vice president for professional activities; Bill Kirwan, vice president for pledge education; Lloyd Bowein, treasurer; Bob Resler, secretary; Richard Murphy, chancellor; and Mike Johnston, historian. We are counting on these officers in helping us achieve 100,000 points in the Chapter Efficiency Index.—JOHN WATTON

ARIZONA STATE

GAMMA OMEGA CHAPTER at Arizona State University concluded its fall semester with an outstanding initiation banquet. After the new brothers were recognized, the banquet was devoted to recognizing Bill Wilson, past Intermountain Regional Director, for his many contributions to Delta Sigma Pi.

Congratulations go to two new brothers who have been elected officers of Gamma Omega Chapter: Mark Yule, vice president for professional activities and Jose Zepeda, vice president for pledge education. Senior Vice President Brad Gibson was honored by Gamma Omega Chapter by being elected Undergraduate of the Year.

The spring semester opened with a Saturday afternoon retreat during which time the brothers discussed problems confronting the fraternity. Rush is in full swing and a good turnout is expected. A tour of the Airesearch plant was held in February. All the brothers are looking forward to another successful semester.—BRIAN AUGUSTINE

GEORGIA STATE

THE BROTHERS OF Kappa Chapter have had a most progressive and successful Fall quarter. Preparation is now being made to have an equally successful Winter quarter.

The Chapter initiated 16 new Brothers in the Fall, thirteen undergraduate, two faculty and one honorary. The honorary Brother is Mr. James Pair, President of Pair Personnel, Inc., who did a great deal in our efforts to work with the National Association of Manufacturers last year. We hope that we can get reinvolved this year with this group, because we feel that this relationship has a great deal to offer to both the businessmen and business students.

We had an excellent joint professional dinner with the other professional business fraternities on campus. This gave us a wonderful opportunity to exchange ideas and to

broaden our business contacts. The speaker gave an excellent presentation on "Success in Life and Business." We have one joint function each quarter, and each quarter a different fraternity sponsors and organizes the function, and the others are their guests.

The Brothers had a chance to view the workings of an auto assembly line, when we visited the General Motors Assembly Plant on a professional tour. This is always an interesting and educational experience.

Congratulations to Brother David Dix on his nomination as the representative for Kappa Chapter as the Delta Sigma Pi Undergraduate of the Year!—DONALD J. COOL

NEW MEXICO STATE

EPSILON UPSILON CHAPTER at New Mexico State University is just finishing a truly great semester. During the first week of December the drawing for the 40 prize Christmas Bonanza raffle was held. The proceeds will provide a scholarship to a needy student and also help pay for the cost of our annual business tour. This year the Brothers traveled to Houston, Texas, where we visited numerous businesses. Departure was January 6, 1974, and the return trip was January 11, 1974. We all had hoped there would be enough gas!

As has been tradition for the past few years, Founders' Day was celebrated with the Gamma Phi Chapter from El Paso. Approximately 45 brothers attended the event. An enjoyable evening was had by all as we discussed new ideas and mutual problems.

During the recent initiation 19 new brothers were welcomed into the Epsilon Upsilon Chapter. We now number 44 strong and are looking forward to another 100,000 points in the Chapter Efficiency Index.

Before closing we would be remiss if we didn't congratulate our four graduating brothers: Richard Adams, Charles Mackey, Roberto Rios, and Robert Shock. We wish them the best of luck.—DOUGLAS H. HOLLEY

WISCONSIN—Madison

PSI CHAPTER at the University of Wisconsin has been countering the energy crisis in our cool campus area by keeping the Brothers busy with a bevy of activities. The events that have been held and that are scheduled indicate a chapter of well developed members who are combining their talents and interests to make this fraternal experience a rewarding one. Our new members, initiated on January 13, provided welcome additions to Psi Chapter. We appreciate the various abilities they represent and, as Chapter President Douglas Griese put it, "the potential of this chapter should lead to many good things in the future."

This semester's professional activities are being pioneered by Brother Leo Kadrich who is maintaining the standards of variety and intensity which distinguishes a professional commerce fraternity from other fraternities. Other than the scheduled speakers and trips, we are combining our professional activities with other functions. Later this spring we will be working on an administrative project for the local branch of the Lung Association

either by distributing information or by manning an auto-emission testing station. These, and our overall range of activities, will hopefully bring us to that goal of 100,000 points. Plans are now pending to make a little extra money for our chapter by printing and distributing desk pads which will be sponsored by some local businesses.

Functions in athletics and social fulfillment round out our busy semester. Our Miller Reclamation Contest victory party with the local winner from the sorority class, a day of festivities at the Lake Geneva Playboy Club, and a smashing 50's greaser party kept the Brothers in a frenzy wondering what more could possibly come up. Well, our sinister social chairman continues to find ways to torture us but these will be offset by the reverence which is held for the approaching "Rose" formal. With all of this happening the Brothers of Psi Chapter recognize that the counting of our blessings is accompanied by our feeling of indebtedness to the Delta Sigma Pi which has provided the opportunities its creed so clearly expresses. — DAVID J. KALSCHUR

CONNECTICUT

MOST OF THE BROTHERS from Theta Iota Chapter were able to go on a professional tour to the Anheuser Busch brewery in Merrimack, N.H. This event turned out to be very enjoyable and informative. After a tour of the plant and a few refreshments, the brothers were enlightened by a company executive about the brewing industry and the business implications involved. The brothers celebrated Founders' Day on the way home by enjoying dinner together.

Theta Iota Chapter co-sponsored a "Beer-fest" which was our most successful fund-raising event. All of the brothers and pledges participated to earn over \$500 for the chapter. We initiated seven new undergraduate members and one faculty member into our chapter during the fall semester. Our favorable financial position allowed us to honor the new brothers with a dinner following the initiation.

Our chapter maintained a "Help" table during registration week to provide information and assistance for all business students. Theta Iota Chapter is again well on its way in accumulating Chapter Efficiency Index points for this year.—GERALD E. KOERNER

NORTHERN ARIZONA

ELECTIONS TOOK place this past December with a young group of energetic Brothers taking office.

Nearly one half of our chapter graduated at the end of the first semester, so one of our first and most important jobs will be to build up our membership again.

A strong emphasis this second semester will be placed on our professional program with several speakers and out of town tours already in the offering.

Our second semester initiation is scheduled for April 6, 1974. We hope that many of our alumni will be able to attend.—GLENN C. TUBB

SOUTH FLORIDA

THETA PHI CHAPTER at the University of South Florida initiated nine men last quarter. The knowledge gained from the last Grand Chapter Congress, will be adhered to with an upgraded membership drive this upcoming quarter.

The proposed professional activities this quarter will feature: Dr. Johnson, speaking on the insurance industry; a representative from Arthur Andersen, a national C.P.A. firm; a representative from The 1st National Bank, speaking on how to prepare a resume and a person from Amtrack, speaking on employment possibilities and requirements. With the current energy crisis, mass transportation will create a re-opening of employment in this field. The talk from Amtrack should prove to be most informative.

Scheduled throughout the quarter are basketball games in which the Brothers work as ticket takers. In February the brothers operated a concession stand at Tampa's Gasperilla day parade. While some of the brothers and their wives prepared the food and drink, the remaining brothers took to the streets selling the goods. The Theta Phi Chapter has found this to be a profitable and enjoyable fund raising event.

The Theta Phi Chapter hopes the rest of the chapters and their families had an enjoyable holiday season.—ROBERT F. HARDER

NEW MEXICO

GAMMA IOTA CHAPTER at the University of New Mexico conducted its semi-annual election of chapter officers on December 13. The new officers are as follows: President, David Read; Senior Vice President, Terry Elms; Vice President-Pledge Education, Allen Callender; Vice President-Professional Activities, Terry Melia; Secretary, Dominic Jaramillo; Treasurer, Lee Dominguez; Chancellor, Howard Mulholland; Historian, Chris Fogel and Advisor, Doug Reinhard.

The Brothers of the chapter are anticipating a great Spring semester with these new officers to guide the chapter in its new undertakings.

RIDER

BETA XI CHAPTER at Rider College celebrated Founders' Day last semester with a dinner which the entire brotherhood and six pledges attended. The main speaker was Jeff Collis, member of the Chapter's Alumni Club, who spoke on the diversified interpretations of fraternalism. The topic and speech was ideal concerning the occasion.

The brotherhood initiated six pledges and one faculty member into the Beta Xi Chapter. The Brothers feel that these newly initiated Brothers possess great desire and potential to help achieve the chapter's ultimate goal—that is, to aid the chapter in achieving 100,000 points in the Chapter Efficiency Index.

Deltasig is planning to continue its role in publishing the college's business newsletter. Last semester the fraternity was highly praised by the faculty and administration for our publications. Special meetings are scheduled during January concerning future details for the spring semester's publications.

The chapter's professional activities were concluded with a tour to Johnson and Johnson, an informal meeting concerning international accounting, and an outstanding presentation dealing with the marketing of the Wall Street Journal. Brother John Belly was responsible for developing last semester's diversified and interesting professional program.

At our final business meeting new officers were elected. The Brothers feel convinced that their new slate of officers have the respect, ability and willingness to carry out their responsibilities. Also, at the closing meeting Brother Mark Berkowitz was elected undergraduate of the year.—CHARLES P. GRIFFIN

LOYOLA—Chicago

GAMMA PI CHAPTER is in the midst of a dramatic turn-about in terms of membership. Sixteen members returned to school, they put on a highly organized rush and brought in 12 new brothers. Currently we now have 28 members and are looking forward to a successful rush in the Spring.

In a recent fund raiser we received about \$280 for our services to the Loyola alumni office. We telephoned alumni for their support of the school. The Delta Sigma Pi/Dr. Sylvester M. Frizol Memorial Scholarship Fund has had substantial growth with the aid of Gamma Pi House Corp. To date contributions from all sources total about \$11,000. Our thanks to all members who have helped us by contributing. We hope that you will continue to do so.

In December we had elections. Congratulations to Mike Wilson, president and the rest of the officers.—JOHN P. MAHONEY

ST. AMBROSE

SINCE OUR LAST newsletter, Theta Omicron Chapter at St. Ambrose College has made great progress in its professional program. Centered on the theme "The Social Responsibilities of Business," the program has resulted in several visits by lecturers to the college campus. These included Dr. Irwin Smalheiser, a nationally known industrial psychologist, and Dr. William Bakrow, formerly president of Motorola's Executive Institute and newly inaugurated president of St. Ambrose. As a follow-up to a visit earlier this year by Assistant Executive Director Ben Wolfenberger, Theta Omicron Chapter enjoyed the visit of LaVerne Cox, Delta Sigma Pi's North Central Regional Director in December.

A recent tour by Theta Omicron Chapter took the group to Chicago and its Commodities Exchange, McDonald's International Headquarters, and Playboy International's Advertising Offices. Earlier trips were taken to the John Deere Administrative Headquarters and Foundry at Moline, Illinois and to the Federal Reserve bank at Minneapolis, Minnesota.

Christmas was a time both of celebration and of helping. Theta Omicron Chapter entertained several dozen disadvantaged children in Davenport, Iowa by giving a pre-Christmas party. The Brothers went to a lot of

work to make these "little people" feel really wanted. A Christmas party was later held to show appreciation for the fine work done for Delta Sigma Pi by the chapter members graduating first semester.

Once again Theta Omicron Chapter has been operating the Voluntary Income Tax Assistance (VITA) program on the St. Ambrose campus. Many Deltasigs and others interested aid the poor and disadvantaged in completing their income tax forms through this program. Internal Revenue Service officials from Des Moines and Davenport helped coordinate this service.

Soon to take place on the St. Ambrose campus is Career Day, a fraternity organized drawing of industry representatives to the college to acquaint students with the employment needs of industry and tell them how they can best prepare themselves to go after good jobs.

On the sports scene, Theta Omicron Chapter sponsored two basketball teams in the St. Ambrose intramural tournament. Although neither team fared that well, every player felt that the Deltasig spirit made up for any lack of talent.

New officers elected for the spring semester included: Tim Carstens, executive vice president; Jeff Feeney, vice president for professional activities; Brian Martin, vice president for pledge education; Bob Fenton, chancellor; and Bob Howard, historian. President of Theta Omicron Chapter is John Heller.—JOHN STUEKERJURGEN

EASTERN MICHIGAN

ETA PHI CHAPTER at Eastern Michigan University has completed another good semester. Six outstanding new Brothers were initiated this semester. The pledge class president, Brother Rod Streeter, was the outstanding pledge, and Brother Bob Kreger was elected outstanding member of the semester. The new Brothers presented Eta Phi Chapter with a five foot paddle/plaque. As a civic project, they all went to the local Red Cross to donate blood.

This semester, professional activities included a tour of the Stroh's Brewery, a talk on the computer industry, and a talk on small business management. Brother Jack Austin, Delta Chapter, Marquette University, said that capital, experience, and quality service are the most crucial factors for a successful small business. Mr. Bill Watkins states that the computer industry will be the fastest growing industry for the rest of this century.

Eta Phi Chapter ended this football season with only two losses—one to Alpha Kappa Psi and one to the alumni. Unfortunately, there were no victories to offset these losses. However, the alumni were only able to win because of the able assistance of President Dan "Rubber Arm" Lanuti who quarterbacked the alumni team to victory. Also, the Eta Phi Chapter coffers were bolstered by a highly profitable donut and coffee sale in the College of Business Administration. All of these activities and the total effort of the Brothers indicate that Eta Phi Chapter will hit the 100,000 point mark on the Chapter Efficiency Index. This semester has been a good indication that 1973-74 will be a vintage year for Eta Phi Chapter—CARL B. MCGOWAN, JR.

DRAKE

ALPHA IOTA CHAPTER started its second semester with informal and formal initiation the first weekend after classes started. The initiation for pledges, including one faculty member initiated, was held on Sunday, January 20.

This year is the 50th anniversary of the installation of Alpha Iota Chapter and we are in the process of planning a birthday banquet. At the moment plans include dinner at Eddie Webster's for alumni and members of the chapter and their wives or dates, followed by a guest speaker. We are sending information about the banquet to all alumni and The Central Office and hope to successfully celebrate the 50th birthday of our chapter.

Because of the energy crisis, the future of our annual spring field trip is in jeopardy. Earlier in the school year we had considered visiting Atlanta, San Francisco, or New York City. But as the fuel situation worsened we reconsidered, looking at cities closer to Des Moines, such as Chicago or St. Louis. Our trip is planned for the middle part of March and at this writing we had not made a final decision.

The busiest half of our semester is yet to come. We're all looking forward to our "Rose" dance, 50th Anniversary banquet, the senior banquet, and spring initiation.—DOUGLAS R. GULLING

EASTERN NEW MEXICO

EPSILON ETA CHAPTER at Eastern New Mexico University is doing just fine. The Brothers can say the Fall semester was one of the best. The profits rendered from the brotherhood of performing our duties and obligations to Epsilon Eta Chapter seem tenfold to what we could ever expect.

Our Professional Program is excellent. Brother Terry Loudembourg has worked very diligently to make the program very beneficial to the chapter. Speakers slated for our program have ranged from Hospital Administration to Banking. This Spring semester the chapter plans to have a special presentation to the university and the community. A prominent business speaker will be speaking for the benefit of all persons in the field of business at the university. Our professional tour to Oklahoma City was enjoyable. The Brothers toured Western Electric and Honeywell Corporation. This Spring semester, our professional tour will be to Boulder, Colorado and is expected to be quite interesting.

Chapter Consultant John Richardson visited Epsilon Eta Chapter. He informed the chapter the current news in the fraternity. The Brothers enjoyed his visit and thanked Brother Richardson for coming.

The atmosphere of our last initiation dinner and dance was jubilant. All the Brothers enjoyed the occasion and welcome our new Brothers. We were also honored to have some of the alumni Brothers and faculty attend. Some of the faculty that attended were Dean Stangle, Mr. Johnson, and Dr. Hillier and their wives.

Epsilon Eta Chapter celebrated Founders' Day and it was quite a surprise for the alumni Brothers. The chapter decided to have Fifties Party and the Brothers were dressed like the

'Fifties'. When the alumni Brothers walked in they thought they were in the wrong dance.

The chapter also held a Christmas party and dinner. All the Brothers, wives, and dates were invited. The dinner was delicious since the wives got to cook whatever they wanted. The Christmas party was only for the Brothers and some received gifts they never dreamed of.

Epsilon Eta Chapter extends its best wishes to all Brothers in Delta Sigma Pi.—CARLETON CHIMAL

WISCONSIN—La Crosse

ETA RHO CHAPTER at the University of Wisconsin-La Crosse sponsored an interview seminar on January 30. The seminar was very successful and was attended by students and representatives from various corporations. It was a very rewarding experience for everyone who participated. Plans are already underway for next year's interview seminar to make it even better than the highly successful one of this year.

The Brothers of the chapter also assisted Dr. William A. Tilleman, chairman of the department of accounting and finance, with a management seminar which is conducted for area businessmen and other interested persons. Eta Rho Chapter mainly assisted by selling tickets for this very worthwhile project.

The Brothers of Eta Rho Chapter are looking forward to initiation on March 30, and the Spring break, which is from April 6-16. Many professional speakers are scheduled for the remainder of the semester, and a tour is being planned for April 26. We are planning on reaching all of the goals we have set for this semester as well as achieving 100,000 points in the Chapter Efficiency Index.—DAVID J. LARSON

LOYOLA—Los Angeles

GREETINGS FROM THE Brothers of Delta Sigma Chapter at Loyola University, Los Angeles. This year is proceeding well and our projects have so far been very successful.

First, our Thanksgiving Turkey Raffle netted \$80, which we were happy to donate to Goodwill Industries. A special thanks to Bart Steinbeck for contributing so much toward making this such a success. Our Student Discount Coupon Book was sold by our fall pledges and the pledges of the Little Sisters, our sister group on campus. Since school began, the book has been sold both on and off campus and has netted almost \$500.

On December 3, Delta Sigma Chapter initiated Dr. Gerald Pollard, faculty member at Loyola. He was honored along with the six undergraduate initiates at our initiation banquet held December 8 at the Hacienda Hotel in El Segundo. December 12, our professional vice president scheduled a tour of the Fontana Kaiser Steel Mill. The tour and subsequent talk were excellent and the tour was both interesting and informative.

Congratulations to our brother and faculty advisor, Dr. Seid Zekavat and his lovely bride, Diane. They were married December 22, and we all wish them many years of happiness together.

January 11, we sponsored our first open dance of the year. It was held in our gymnasium after a basketball game and a live

band was featured. There was a large response and it was an enjoyable evening.

January 19, the Brothers joined with our Little Sisters in going to Big Bear for a Snow Trip. There was plenty of snow, and a picnic with the Sisters supplying the food.

Rushing began February 27 for the new pledge class. Our Rush Barbecue is scheduled for March 6, and enthusiasm is high, especially among the freshmen. This rush period we are allowing a full week between the Rush Party and pledging so the Brothers will have more time to talk with interested business majors and more fully describe the fraternity before the pledges are pinned.

That brings us up to the present; more on pledging in the next letter. Hoping all the Brothers are having a good and prosperous year.—STEVEN ALVAREZ

CALIFORNIA POLY—Pomona

ETA CHI CHAPTER had a very successful Fall quarter and will continue with an equally successful Winter quarter. During the Fall quarter we had two professional speakers give talks at our business meetings which were interesting and educational. We also had a tour of a major insurance company. A big event during Fall quarter was the initiation of 11 new brothers into the fraternity. We know that these new brothers will add to total strength of Delta Sigma Pi.

Socially we also had a very active time. There were many parties planned throughout the quarter. One of the best parties was one organized by the Southern California Alumni Club. This party was held so that we could get together with the Alumni and the Delta Sigma Chapter from Loyola University. During the Christmas break members of our chapter went on a Tahoe trip which was enjoyed tremendously by all attending.

During this Winter quarter we will have more professional speakers and tours. The quarter was well planned by the Executive Council and we know that it will be as successful as the Fall quarter.—JOSEPH P. BURKE

STATE U. of NEW YORK—Albany

ZETA PSI CHAPTER at the State University of New York at Albany was down in the dumps at the start of the Fall semester. Five Brothers carried out a rush program that might have been their last. Eleven neophytes were the results of too much work. After seven more weeks initiation came, and behold, 11 new Brothers. They are the best pledge class Zeta Psi Chapter has ever seen. So good that they are worth mentioning: Gary Alpert, Don Cole, Doug DeCesare, Sam DeChelfin, Dan Greenberg, Rich Guardiola, Jim Harris, Stan Howie, Dave Rainer, Andy Rosen and Bart Talamini. Also initiated was Accounting Professor Danny Williams and William Holstein, dean of the School of Business.

Zeta Psi Chapter would also like to congratulate another accounting professor at the State University of New York at Albany, Dr. Harold L. Cannon, for being elected Grand President of our great fraternity. Yes, Zeta Psi Chapter was down, but now we are moving up.

LA SALLE

EPSILON SIGMA CHAPTER at LaSalle College has elected new officers for the spring and fall semesters of 1974. They are: John Woods, president; Mike Smith, senior vice president; Terry Connors, vice president of pledge education; Ed Sullivan, vice president of professional activities; James McBeath, secretary; Ray Stankiewicz, treasurer; Bill Wood, Chapter Efficiency Index Chairman; Jack Grace, historian; and Mike Kaufman, chancellor.

We have been keeping our committees busy with such things as bylaws, fund-raising and dinner dance preparations.

At this time, I would like to mention the names of our 14 graduating seniors. They are: Joe Baker, Joe Borgese, Mark Connors, John Considine, Jim Corcoran, Charles Elliott, Jack Garrahan, Jim Griffin, Bill Johnston, Mike Kaufman, Dennis Rubisch, John Sicilia, Ken Venuto and Bob Wennemer. Congratulations and best of luck in the future.—MIKE SMITH

TEXAS A & I

ZETA NU CHAPTER at Texas A&I University concluded the Fall semester with the initiation of a small, but close-knit group of fine new initiates. We are happy to present Allan Johnston, Danny Edwards, Kenton Morgan, Alan Parks, Earl Wait, and Dr. Gary French into the Brotherhood. Brother Earl Wait was voted the outstanding pledge.

As a result of achieving Honor Roll distinction in the Chapter Efficiency Index for the 1972-73 school year, Ronald Wilson, president of the chapter, was selected to represent the Southwestern Region at the National Association of Manufacturers' Congress of American Industry in New York City.

Once again Zeta Nu Chapter is well on the way to reaching its goal of 100,000 points in the Chapter Efficiency Index. This

achievement illustrates the continuing application of the concept of brotherhood and professionalism by the men of Zeta Nu Chapter for the advancement of the chapter.

The Fall semester closed upon Zeta Nu Chapter with the election of new officers for the coming semester. Newly elected officers are: Ronald Wilson, president; Emile Champion, senior vice president; Mark Piatkowski, vice president-pledge education; Ernie Trevino, vice president-professional activities; Dennis Owen, secretary; Walter Easton, treasurer; Keith Champagne, chancellor; and Kent Morgan, historian.

We, the brothers of Zeta Nu Chapter, would like to take this opportunity to extend our best wishes and the greatest of luck to Brothers Gary Steeno, Roberto Murdock, Larry Lahtinen, and Tom Gravely, each of whom graduated at the conclusion of last semester.—EMILE CHAMPION

INDIANA NORTHWEST

FOR THETA PSI CHAPTER the months of November, December and January were three of the most busy months in our history. In the latter part of November the Brothers of Theta Psi Chapter concluded the first semester professional program with a very candid and frank discussion with the chancellor of our campus. The questions ask Chancellor McNeill centered mainly around the short term plans and the long range goals for the development of our campus, and the effect that this campus will have upon Northwest Indiana. At the conclusion of the meeting everyone, including the chancellor, was looking forward to the time when we could sit down together again and discuss a wider range of topics.

The month of December brought to Theta Psi Chapter 11 new Brothers, who were initiated on December 8. The initiation was followed by a semi-formal dinner and dance.

December was also the month in which the Social Committee tried out one of their new ideas. That was to hold one of our semester dances during final exam week. The idea was that the dance would relieve some of the pressure of studying. The idea was sound, and the dance was a success. The end of December and the year of 1973 was celebrated at a party held jointly by Brothers Bob Thomas and Jeff Knoerzer. The food and liquid refreshments provided by Bob and Jeff were supreme. All the Brothers who attended with their dates thoroughly enjoyed themselves.

January marked the end of a much too short semester break, and a return to the classroom. With the new semester came the commencement of a new professional program, and Brother Knoerzer has assured us that this semester will surpass past semesters in the quality and quantity of speakers and professional tours that have been arranged. The new semester and our second rush of the school year brought an all time high amount of interest in Theta Psi Chapter and Delta Sigma Pi. The students of Indiana Northwest showed more interest in our fraternity this semester than ever before. All the Brothers feel that this is an indication of the high esteem that Delta Sigma Pi enjoys on this campus of Indiana University.—C. MICHAEL RAINBOLT

FLORIDA TECH

THETA SIGMA CHAPTER at Florida Technological University in Orlando started the new year by initiating 19 new members. This is the largest group to be initiated at Theta Sigma Chapter in the past 12 months. Much time and effort have been put forth by Vice President of Pledge Education Bill McGlothlin and the rush committee to help make the rush program the success that it is.

At the annual chapter Christmas party, alumni Brother Sonny Fanning presented the chapter with a check for \$100. Brother Fanning asked that the \$100 be presented to the Brother who comes up with the best fund raising project of the year. The presentation will be made at the annual chapter birthday banquet which will be held in May.

Speaking of the chapter birthday banquet, plans are in the making to make this year's event the best ever. Grand President Harold Cannon has promised to be in attendance. In addition, a formal invitation will be extended to all chapters.

Plans are also in progress for the 4th annual Deltasig Golf Tournament which will be held at the end of March.

Under the direction of Vice President of Professional Activities Pete MacLauchlin, the chapter has had a variety of guest speakers, tours and other types of professional functions.

Recently, each member (Pledges and Brothers) of Theta Sigma Chapter was surveyed as to his attitudes towards the types of professional-social events that the chapter holds. Also, questions were asked of each member as to what he would like to see included in the chapter's activities. Armed with the results of the survey the executive committee of Theta Sigma Chapter will plan its events so that the needs of all members will be better served.—JOHN DI BLASI



MEMBERS OF Zeta Phi Chapter at Florida Atlantic University are shown here during the International Business Seminar held by the chapter last Fall. The members are from left to right: Carl Bindhammer, Stan Feinerman, Professor of International Business Alexander Sklar, and Tom Rogells.

WESTERN STATE

ZETA KAPPA CHAPTER at Western State College of Colorado is having a large pledge class this Winter quarter. Every one of these energetic pledges is looking forward to being voted most valuable of the group according to Bob Feltes, Vice President for Pledge Education, who is doing a very good job.

By the way, Brother Dave Cowen was selected Outstanding Pledge last Fall initiation. The other new Deltasigs initiated were Brent Junge, Craig Fisher, Tom Maynard, and Steve Sweaney.

The motif of our November and December bulletin board was "for a new Gunnison." The pictures that were posted mainly pointed that the city of Gunnison needs a community plan concerning its expansion. Interest in the well-being of our community is one of the goals we will always strive for.

Vice President of Professional Activities, Paul Gillis, has done a fine job in arranging speakers from different fields and tours to many places of interest in the State.

There is no way we could have stayed home these wintry months with the skiing, tubing, and sledding parties among our social functions.

New officers will be appointed soon, so we would like to congratulate the outgoing officers that made Zeta Kappa Chapter a better chapter with their efforts and new ideas.—RAY G. REGAL

DENVER

ALPHA NU CHAPTER at the University of Denver has been actively involved in acquiring new pledges to strengthen our chapter. At the present time we are achieving our goal.

Our agenda has been full of professional and social functions. We have had the honor of touring Keebler's Bakery, which proved to be a very valuable learning experience in purchasing food supplies. We also received an informative lecture from the Paine Weber stock-brokerage firm, who made some interesting predictions about our future economy. We are also looking forward to touring the Denver Technological Center.

The social life is equally as full of excitement. We have the mountains within easy access, making it very inviting to participate in snow skiing and the frolic of tubing. We have been doing some pre-spring house cleaning and repair at our mountain lodge to further enhance weekend social activities. — DENNIS OLIVER

LAMAR

DELTA ETA CHAPTER of Lamar University had a busy professional and profitable fall semester. A Homecoming mum sale and Homecoming carnival booth proved to be good money-making projects. Professional activities were highlighted by the campus visit of Clyde Roberts, vice-president for government affairs of the National Association of Manufacturers.

Sponsored by the Delta Eta Chapter, Mr. Roberts appeared at a press conference before students and faculty members in the student center. He answered questions concerning the energy crisis, business involvement in politics, wage and price controls, and the operations of the NAM.

A native of Lawrence, Massachusetts, Mr. Roberts is a graduate of Boston University and has done graduate work at American University in Lebanon. Before joining NAM in 1957, Mr. Roberts served in the State Department for nine years.

During his visit in Beaumont, Mr. Roberts was guest speaker before a meeting of the local chapter of the Texas Manufacturer's Association co-ordinated by Beaumont businessman C. R. "Chick" Dollinger, Jr. Members of Delta Sigma Pi and the faculty of the College of Business at Lamar University were special guests.

The Delta Eta Chapter initiated six new members during the fall semester. They were Ron Barnes, Roger Douglas, Cliff Hardy, Ron Shuff, Glenn Suire, and Dale Ward.

AUBURN

BETA LAMBDA CHAPTER at Auburn University anticipates an interesting and productive winter quarter. As always, the quarter will begin with a rush smoker where prospective pledges may ask questions about Delta Sigma Pi and get acquainted with the Brothers. Professional meetings will give the chapter an opportunity to hear several qualified speakers from the business world, including John Riley. Mr. Riley, a former Auburn football player who once held the record for field goal distance, is a graduate of the Auburn University School of Business and will speak on business management.

Projects involving the chapter include the publication of a quarterly chapter newsletter to acquaint students in the School of Business with the activities of Delta Sigma Pi. Also, three Deltasigs will work on a Business Council project; Donny Bolton, Jim Corman, and Mike Byrne will help an investigation to determine if English requirements for business students at Auburn University are too lax. We wish all other Deltasigs good luck in their activities for 1974.—BILL JUSTICE

STATE U. OF NEW YORK—Buffalo

ALPHA KAPPA CHAPTER at the State University of New York at Buffalo is proud to introduce our new Brothers. The initiation dinner-dance was held at Buffalo's Arrowhead Restaurant, on December 8. As guests of honor, this was their first activity with the Chapter as Brothers. More than 95 Brothers, wives and dates were on hand to extend warm wishes and congratulations. Distinguished guests present were Bob Drewniak, regional director, Dick Parnitzke, district director, and Dr. Brandenburg, dean of the School of Management at Buffalo, who was inducted as faculty member and gave a short address.

During the pledgship, the pledges were required to participate in a work project that would bring benefit to the community. This class elected to do general clean up and repair

for the Lafayette Community Center. The Center provides activities and services for children of the Westside that would otherwise be left to roam the streets. After the work a game of basketball was held for the Brothers and pledges, which ended in a tie.

In keeping with our oath to support the Fraternity, Alpha Kappa Chapter has promised \$50 immediately and \$50 more by the end of the school year to help defray legal expenses in fighting charges of sex discrimination. Alpha Kappa Chapter congratulates Brothers Hank Schenk, Bill Clark and Bruce Messinger for their achievement in winning Student Association Scholarships.

Up coming events will include a tour of Marine Midland-Western computer complex, a beer mug initiation in February and a Monte Carlo night in March.

The Brothers of Alpha Kappa Chapter extend our wishes for a most healthy and successful 1974.—I. B. MESSINGER

PERSONAL MENTION

Don L. Huising, a member of Alpha Rho Chapter at the University of Colorado, has retired from the United States Navy after 21 years active service. Since his retirement he has become an associate with Barclay Realty, Inc., in St. Petersburg, Florida.

Donald M. Vlazny, Missouri-Columbia, was recently transferred from Exxon Corporation in New York to the Western Exploration Division in Denver where he will serve as Financial Analyst for Operations in Alaska, offshore California and the Rocky Mountain area.

John J. Terry, Loyola-Chicago, has recently been named vice president-finance of the Transportation Division of Pepsico, Inc. in Tulsa, OK.

Joseph M. McGlynn, Detroit-Theta, a Detroit attorney is among the newly elected directors of the University of Detroit Alumni Association. He will serve a three year term.

Harry L. Ludwig, III, Miami-Florida, has been appointed manager of the Commissions Department for GAC Properties. In his new position, Ludwig is responsible for servicing the sales force by overseeing preparation and payment of commissions; assisting in development of compensation programs, and handling inquiries and commissions litigations.

Dean M. Mason, Oklahoma State, is currently in a Quality Assurance Training Program with DCASD-Pasadena (Defense Contract Administration Services District) after receiving his commission and his first assignment at Grand Forks AFB, North Dakota.

William E. Beatty, Epsilon Lambda Chapter at Rochester Tech, has been awarded the Meritorious Service Award at his undergraduate alma mater, Western Maryland College. Brother Beatty has also recently co-authored a textbook on "Introductory Calculus for Business and Economics."

CREIGHTON

BETA THETA CHAPTER at Creighton has completed a successful fall semester. Our football team finished the regular season at 8-0 and champions of the Fraternity League. A hard-fought victory in the final game of the tournament capped the all-university championship for the second straight year with 11-0 records. Besides the championship, nine brothers were individually rewarded by being named to the all-university team.

At our recent initiation four men were initiated into Beta Theta Chapter. The Brothers of the chapter helped in putting on a student-faculty "TGIF" for the School of Business Administration. This gave students and teachers a chance to know each other better and learn of each others' problems.

A strong rush program is being planned for the spring semester. Emphasis will be placed on getting each individual member involved in the rush process. Activities for the semester will include participation in intramural basketball with three teams, a bus trip to Wisconsin for the Creighton-Marquette basketball game, and a tour to a local brewery. Greater stress will be placed on arranging a full slate of professional speakers. We hope to end the semester on a good note with the annual "Rose" dance and the selection of a new "Rose" Queen. — TOM WIESELER

BOWLING GREEN STATE

THETA PI CHAPTER at Bowling Green State University initiated our Fall pledge class of six into membership. The brothers of our chapter are currently seeking still another Winter pledge class to give us an even greater sense of fraternalism and growth.

We have had a most interesting professional program with special emphasis on consumerism and its resultant impact on the business community. A recent grape boycott at one of our local food chain stores stimulated unusual interest within our chapter. All the brothers sat in on a roundtable discussion involving members of the UFW (United Farm Workers) and top grocery management which proved to be most enlightening.

For the first time in Theta Pi Chapter's short history, we competed in Bowling Green's tough intramural football program. While victory eluded us, the brothers pointed towards the upcoming basketball season to show our campus that Theta Pi Chapter means business.—STEVE R. PALL

SAN FRANCISCO

GAMMA OMICRON CHAPTER ended one of its most successful semesters at the San Francisco campus with the fall initiation ceremonies on December 2. However, the Brothers are looking forward to the spring semester with much vigor and confidence that the second half of the school year will be even more successful. The rushing schedule is all set and is highlighted by a spaghetti dinner and two professional activities.

Gamma Omicron Chapter is also preparing for the spring semester's athletic events. On the list of goals is the duplication of the suc-

cess of our basketball team which reached the playoffs last year and the improvement of our softball team.

Led by President Jim Dignan's efforts, Gamma Omicron Chapter has successfully maintained profitable fund-raising projects during the past semester and many more projects are being planned.

The Brothers of Gamma Omicron Chapter would also like to congratulate two Brothers on their engagements during the past semester; Mike Bartel to Jan Panziera, and Dimitri Viripaeff to Bernie Fahey. We wish them the best of everything for the future.

We at Gamma Omicron Chapter hope that all the Brothers and chapters of Delta Sigma Pi have a successful and rewarding year.

SOUTH DAKOTA

ALPHA ETA CHAPTER at the University of South Dakota is approaching one of its most momentous occasions in all of the chapter's history. On April 18, this chapter will be celebrating its 50th anniversary since its founding in 1924. This celebration will mark fifty years of faithful adherence to the ideas and goals of the International Fraternity of Delta Sigma Pi, by virtue of the chapter's contribution toward community and campus projects such as the annual March of Dimes, Career Days, and the Dakota Dome Fund Drive.

All the alumni of former years will be invited to attend this affair, giving them the chance to become acquainted with the original charter members still living and all the other initiates who have become members since its founding some 50 years ago. The event will be held in connection with the Spring Formal and plans call for having it at the Marina Inn in Sioux City. As the date for its commencement draws near, the Brothers of the chapter are anxiously waiting for their chance to finally meet the charter members of the chapter, for it is they who deserve the recognition of establishing a very successful and prosperous chapter.—ROBERT J. CAHILL

EAST TEXAS STATE

THE BROTHERS OF Delta Phi Chapter at East Texas State almost hit bottom when we were placed on probation by the fraternity last Spring after violating some fraternity laws. We are now on our way to the top after one of the most productive semesters in a few years. The Brothers of Delta Phi Chapter would especially like to say thank you to Brothers Charles L. Farrar and William C. Ward, executive director and regional director, respectively, for their help and understanding in the problems we are having.

We had two initiations last semester in which we initiated 12 new Brothers. They are: Bob Davis, Edgar Manton, Robert Holmes, Don Grisham, Barry Smiley, Rick Hollon, Rick Morrison, Steve Fox, Don Davis, Mike Hinson, Charles Robmett, and Chris Schoenthal.

The Delta Phi Chapter is expecting another productive semester during the Spring. Delta Phi Chapter also wishes a most productive year to each Brother and chapter of Delta Sigma Pi.—LEEMAN BOLLINGER

DE PAUL

ALPHA OMEGA CHAPTER at De Paul held its annual alumni reunion dinner dance on February 15th. The gathering was even a greater success than had been anticipated with many prominent alumni, both young and old present. The banquet also served as an opportunity for Alpha Omega Chapter's fall pledge class of 13 new brothers to get acquainted with some of the chapter's alumni.

Our winter professional program has provided us with several tours of various businesses in Chicago's "loop." Among the more interesting were a visit to a Chicago advertising agency and television station. This spring we are looking forward to gaining even more of a prospective insight into the business world through our professional program.

The Brothers of Alpha Omega Chapter hope that all the Brothers and chapters of Delta Sigma Pi are as successful as our own has been so far this year.—DAVID BAILEY

MIAMI—Ohio

ALPHA UPSILON CHAPTER elected its officers for the new year at the last meeting in December. The chapter chose Joe Smith to assume the office of president for 1974. Other officers elected were Don Sinko, senior vice president; Walt Boswell, vice president for professional activities; John Corbett, vice president for pledge education; Mark Watkins, secretary; Randy Braun, treasurer; and Bob Haas as the CEI chairman.

The chapter made the decision to make a contribution from our treasury to the fraternity on the behalf of the three chapters which are presently being threatened with lawsuits. Brothers of the chapter also took a tour of a nearby television station as a professional activity.—CHARLES F. RUTH

ROCHESTER TECH

EPSILON LAMBDA CHAPTER at Rochester Institute of Technology hosted an area conference in the late fall. Attending were Regional Director Bob Drewniak, District Directors Dick Parnitzke and Lou Tischler, and Brothers from the Theta Upsilon Chapter, the Zeta Psi Chapter, and the Alpha Kappa Chapter.

At the meeting, Brother Parnitzke gave a talk which covered many areas of membership, pledge education, and chapters in general. This prompted much discussion and many excellent points and ideas were shared by all. In the afternoon, Brother Tischler spoke on the Chapter Efficiency Index. This was followed by question and answer and discussion. A greater understanding of the Chapter Efficiency Index was had by all as a result.

In other news, the Epsilon Lambda Chapter enjoyed moderate success in our third annual Christmas Tree Sale—in spite of rising costs and increased nearby competition. Much of this success was a result of the organization of Finance Chairman Ken Kotas.

Plans are well under way for our "Rose" Dance which is coming up in May. Our "Rose" Queen, Miss Marge Harper, has been of great assistance in our new rush program.—RICH HOFFMAN

CALIFORNIA STATE—San Jose

THETA CHI CHAPTER has been extremely active this semester. Some of our great successes have included a car wash and raffle. Highlighting this semester's activities were our Halloween, wine tasting, and New Year's eve parties. The Halloween party was complete when Jim Hellman, president of Theta Chi Chapter, dressed in a cheer-leading outfit, and Brother Mike Bindi, dressed in an evening gown, competed for winners of the best costume contest. They competed by dancing to their choice of song.

One of our interesting speakers was Mr. Bumbleberry of Bumbleberry Restaurants. He talked about starting his business and his success since.

This semester's activities were ended with our initiation dinner. The atmosphere was old English, Eighteenth Century style; we addressed our President as 'sire', and had ministrals entertain us during dinner.

The new brothers, as well as the old, are really enthusiastic about promoting Theta Chi Chapter during 1974. — DAVID B. ARRASMITH

TEXAS—El Paso

IN 1964, Gamma Phi Chapter at the University of Texas at El Paso bought a wooden sculpture of the "shield" of the fraternity. The "shield" weighs about 25 pounds and is about four feet high.

In the fall of 1964, a Brother of the chapter went to get his car fixed at a Chevrolet shop where he noticed a sculpture of the "shield" in one of the offices. It was owned by a police officer who was willing to sell it to the chapter at \$100.00. At that time, the chapter only had \$30.00 to spend on it. The police officer agreed to sell the "shield" for \$60.00 in March of 1965, and the chapter was able to obtain enough money to purchase it.

Duplicates of the "shield" had been made in Juarez, Mexico, until the sculptor died in 1964. Therefore, the chapter could not obtain any more duplicates. The cheapest appraisal of the "shield" in 1968 found it to be worth \$200.00. This "shield" was placed on the mantle of the fraternity house until the house closed in 1971, and is now at the home of the district director. — THOMAS O. WALKER

MINNESOTA—Minneapolis

THROUGH AN OUTSTANDING rush program lead by Mark Oberlander, Alpha Epsilon Chapter is proud to announce the initiation of the following 11 new members: Ross Arneson, Tim Bauer, David Brumbaugh, Dan Harrington, Tim Krenz, Jeff Novak, Dennis Nuechterlein, George Reiling, Jr., Mark Smith, Lloyd Thiesfeld, and Bob Wirkkula. As a pledge class project, the new brothers collected Campbell's soup labels so an elementary school could acquire audio-visual equipment. As another pledge project, the new initiates helped clean and paint a neighborhood church.

Early during fall quarter the chapter received a visit from Chapter Consultant Michael J. Tillar. We enjoyed his visit and would like to thank him for his suggestions and counseling. Also last quarter we were

honored to have James Mannelly, vice president of Tennant Company, and Bill Marcceau of Town & Country Credit as speakers at our professional dinners. This quarter we are planning some industrial tours in addition to our dinners.

On December 1, our chapter held the annual "Rose" queen formal dinner and dance. We had a large alumni turnout. Charles H. Mannel, Assistant Dean for the School of Business Administration, University of Minnesota, honored us with his presence.

Our chapter is in the planning process for our 50th anniversary celebration. Because it is nearly impossible to contact all alumni in our chapter and all alumni in our area from other chapters, we ask that further information or questions be sent to Delta Sigma Pi, c/o Steven Peterson, 225 Business Administration Tower, Minneapolis, Minnesota 55455, or call 612-331-1484.

Our chapter plays a dominant part in the Business School. Seven of the 11 elected members to the Business Board belong to Alpha Epsilon Chapter, and Mark Oberlander, a Brother of our chapter, is president of the Business Board.

Our intramural touch football team had another successful season, finishing with a 7 and 1 record. We also defeated the alumni team in a tough battle. Bolstered by our new members, the hockey and basketball teams promise success.—STEVEN WOO

CINCINNATI

ALPHA THETA CHAPTER has experienced two successful rush programs so far this year. The autumn and winter quarters brought in enthusiastic new members. These new members show promising leadership for the future of our chapter. Because we are losing so many seniors this spring, we had a winter quarter rush program. Our winter program of rush events included a "Meet the Brothers" get together, tours through a Coca-Cola plant and U.S. Shoe factory, and a UC basketball game. These events finished the quarter with everyone enthusiastic about future programs being planned for next quarter.

We had our 1974 Delta Sigma Pi "Rose" dance on January 25. It was one of the high points of our chapter's calendar and everyone had a wonderful time. However, our 50th anniversary on May 4 should be the greatest highlight this year. Our committees are putting the final touches on the plans for this forthcoming event. We cordially invite all Deltasigs to come and we are looking forward to seeing many undergraduates and alumni members there. — JAMES L. WILHELM

NORTH TEXAS STATE

DELTA EPSILON CHAPTER at North Texas State University has just completed another successful fall semester. This has been accomplished by the initiation of new, capable Brothers, and by increased student and faculty support of our educational and humanitarian contributions. We have gained a momentum that is increasing as this new Spring semester approaches, and our expectations of new ideas are really high.

The Brothers in our chapter have just topped off our Fall semester with a fine Christmas Party for members, alumni, and the faculty of the Business School. We were honored by a full turnout of the faculty and their wives, and by a special visit by our distinguished Dean of the College of Business Administration, Dr. Marvin H. Berkeley. The membership as well as the faculty had a great time enjoying the Brotherhood, the spirit of accomplishment from a successful semester, and the pleasure of our Dean's company and counsel.

At our recent initiation seven new Brothers were initiated, adding an additional resource of enthusiasm, desire, and ability to increase both the fraternity and personal growth. The pledgeship was an eventful and memorable one for the new initiates, providing not only tradition and heritage training, but professional functions, homecoming, and service to the community as well.

Our activities this past semester have kept us busy and in the academic community's eye. Aside from Christmas and pledgeship, we participated in the local Community Blood Drive, aided in registration, worked to provide business information by furnishing several excellent professional speakers whose lectures ranged from the booming field of calculators to the field of human relations. As to possible new members, our Brothers have many fine prospects for the upcoming Spring semester. This coming semester also promises even more activity as we grow and serve.

Brothers, we of the Delta Epsilon Chapter are very proud of this past semester, and are very excited about the upcoming Spring semester. We anticipate the same leadership, enthusiasm, and drive that we enjoyed this last semester, and with it we hope to further the high ideals, service, and scholastic excellence that our brotherhood stands for. Our aim is to assist the Board of Directors in upholding the high standards of Delta Sigma Pi, and to more ably serve our university and community.—CHRIS R. FRANTZ

NEBRASKA—Omaha

GAMMA ETA CHAPTER at the University of Nebraska at Omaha teamed with Alpha Delta Chapter at the University of Nebraska at Lincoln to initiate our pledges. We would like to thank Regional Director LaVerne Cox for his precious time in helping to make it a great success.

With a goal to double our chapter members this semester, our rush program went into full swing in January with a speech by Dean Muse of the Business College. With our new but experienced Vice President for Pledge Education Rusty Schwartze in command, we are sure to come out with a fine crop of initiates.

Our chapter fund raising project, the selling of coupon books, has slowed down a bit, but we still hope that it can assist us to make our trip to St. Louis over spring break a memorable one. While there, we plan to make several professional tours as well as see the sights.

Gamma Eta Chapter wish all the Brothers of Delta Sigma Pi a very Happy Easter.—JOHN HILLER

Delta Sigma Pi Educational Foundation

The fulfillment of the purposes of the Delta Sigma Pi Educational Foundation can be achieved and sustained only through the demonstrated interest and support of Deltasigs.

Contributions for the 1973-74 fiscal year ending July 31 appeal may be mailed in care of The Central Office of the fraternity or directly to Robert J. Elder, Educational Foundation treasurer, 17602 Glenmore, Detroit, Michigan 48240.

LOUISIANA STATE—Baton Rouge

BETA ZETA CHAPTER at Louisiana State University in Baton Rouge is in the midst of one of its most outstanding semesters. We were sorry to lose Brother David B. Johnson, Professor of Economics, as our chapter advisor, since he has taken a year's leave of absence; however, the chapter recently elected Brothers Gil Renfrow and Joe Nicholson as our new chapter advisors, and we expect them to do an outstanding job.

In February, along with our district and regional directors, we hosted an area meeting with chapters from Louisiana and Mississippi. Together we intend to make the Southern region the best in the fraternity.

The semester began with a strong rush program coordinated by Vice-presidents Gary Watson and Steven Willis. Brother Whitman Kling has planned five professional meetings for this semester with speakers from local businesses and from state government.

The semester's activities will be culminated with the annual "Rose" Formal, organized by our new Mr. Social, Brother Mike Pons.—STEVEN J. WILLIS

ILLINOIS—Champaign-Urbana

UPSILON CHAPTER at the University of Illinois started out the semester with one of its frequent trips to Hiram Walker. Other field trips took chapter members to Touche Ross, William Blair, Indiana National Bank, Eli Lilly, Heath Candy Bar, Arthur Andersen, and The Northern Trust. In addition to several field trips we had a full program of interesting guest speakers, starting off our rush nights were the head of International Harvester's law department and a representative from Price Waterhouse. Later speakers included the head of BankAmerica of Chicago and our college's placement director. Our last speaker of the semester, Mr. William Karnes, Chairman of Beatrice Foods, was especially interesting as he is an alumni of our college and a former trustee of the university.

The Chapter was honored to have Grand President Harold Cannon present at our annual Founders' Day dinner held in Champaign's Century 21 where Deltasigs also honored a faculty brother, Professor Kenneth Perry, with an award for his outstanding work in the accounting department. In addition to setting up the award our faculty committee has been busy organizing a most popular program featuring faculty debates. Also on the campus scene, our fund raising committee has been doing a profitable job showing movies.

At our recent initiation nine men were initiated into Upsilon Chapter. The "Rose" Formal, following the initiation, brought back many alumni for a fine dinner with dancing afterwards. Lasting far into the morning hours, it was one of the best "Rose" Formals in years.—ROBERT F. DOMAGALA JR.

CHRISTIAN BROTHERS

EPSILON PSI CHAPTER at Christian Brothers College started the 1974 school year with a number of activities being held. First Epsilon Psi Chapter immediately turned its eyes toward this semester's rush program. During the pledge period, the pledges along with the members of the fraternity worked together to make our annual "Rose" Dance a huge success this year. We would like to thank our social chairman, Brother John Clancy who was in charge of putting together this special occasion. The members and alumni will remember this occasion for a long time to come. Our next social event held in February was the celebration of Epsilon Psi Chapter's 10th anniversary with a party to honor its founding on our campus.

Between these social activities Epsilon Psi Chapter had numerous fund raising projects. One such project was a mug sale, which proved to be a financial success due to the hard work each Brother put forth.

Next, Brother Harry Leuer, our professional chairman, came up with another successful program of speakers and tours of various businesses throughout the Memphis area.

Finally, we would like to welcome back Brother Gus Crosby after a semester's absence. Also, if any Brother would like additional information concerning Epsilon Psi Chapter please write to Tony McGehee, 650 East Parkway South, Memphis, Tenn., 38104—JOHN T. HARTSELL

MERGERS

Ben H. Wolfenberger, *Texas Tech*, on December 29, 1973, to Betty K. Judd, at Weatherford, Texas.

Leonard L. Larsen, *Louisiana State-Baton Rouge*, on November 24, 1973, to Carol M. Weathersby, at New Orleans, Louisiana.

Vincent J. Delack II, *Miami-Ohio*, on November 24, 1973, to Cynthia A. Woods, at Hinsdale, Illinois.

Ronald L. Witt, *Texas-El Paso*, on December 22, 1973, to Doreen D. Cohen, at Washington Township, New Jersey.

Arthur R. Guenther, *Northern Arizona*, on June 23, 1973, to Christine M. Mort, at Tucson, Arizona.

Lee T. Dapper, *Northern Arizona*, on September 15, 1973, to Dana S. Johnson, at Scottsdale, Arizona.

Richard R. Bettes, *Northern Arizona*, on June 16, 1973, to Penny Hopper, at Lake Havasu City, Arizona.

Robert V. Stout, *Florida Atlantic*, on December 1, 1973, to Linda K. Scott, at Ft. Lauderdale, Florida.

Charles W. Hicks, *Northern Arizona*, on June 2, 1973, to Cynthia A. Warren, at Phoenix, Arizona.

David Denton, *Texas-Austin*, on December 15, 1973, to Rhoni Atkinson, at Austin, Texas.

Howard B. Crittenden III, *Denver*, on July 28, 1973, to Shirley Bueschmann, at San Francisco, CA.



WARREN SOBERG, president of Gamma Omega Chapter, on the left, presents former Inter-mountain Regional Director William E. Wilson with a plaque in appreciation for his devotion and assistance to the fraternity.

NORTH DAKOTA

ALPHA MU CHAPTER conducted one of their most successful rush programs ever. As usual our chapter concentrated on quality—the pledges we initiated were subjected to a rigorous program designed to select and maintain those students with desire, determination and sincerity. No doubt these pledges that did survive will further the ambitions and goals of the entire international membership Delta Sigma Pi now enjoys. By conducting a similar program in the Spring, Alpha Mu Chapter soon expects to be a powerful force on the University of North Dakota campus.

Sometime in April or May our chapter plans to tour businesses in the Minneapolis-St. Paul area. We would greatly appreciate any information other chapters might have regarding business tours in this locality. During the same time span we will also hold our annual spring banquet open to business faculty and fraternity members.

At this time the men of Alpha Mu Chapter wish to express their deep appreciation to the Central Office staff; through their constant devotion and never-ending dedication, they make the wheels of Delta Sigma Pi turn. Thank you once again.—FREDRICK W. STREGE

COLORADO

THE ALPHA RHO CHAPTER at the University of Colorado just completed a rather satisfying fall 1973 semester. With the initiation of 20 new members and two new faculty members into the chapter, the future outlook is extremely good.

As is done each year, we began the semester with a book exchange for the College of Business and Administration. Through the exchange, students are offered books at a lower rate than at the local book stores. We acquire books from the students and we act as an intermediary between sellers and potential buyers. Much of the proceeds from the exchange are donated to the college library.

Throughout the semester, we had numerous activities. Scheduled tours were conducted to such places as the Samsonite Corporation, where members were offered both a highly educational and enjoyable experience. Professional meetings were also held with local business leaders. Among them was a representative of the United Banks of Colorado. Highlighting these activities was an exceptional speech presented by Dean Massey (a fellow Deltasig) of the Undergraduate College of Business. Student response proved to be overwhelming as Dean Massey spoke before a full house.

The most ambitious project undertaken by our chapter this semester, which proved to be highly successful, was a raffle. Through the efforts of our members, we sold over 3,000 tickets and will donate over \$200 to the College of Business library. The project began by gathering some fifty-four donated gifts from local merchants and then offering individuals a chance to win them at 25 cents a ticket. The highlight of the raffle came on the night of December 7 when we held a Friday Afternoon Club at which time the drawing

took place. Through the raffle, members gained valuable experience in practical business techniques.

As we of the Alpha Rho chapter look toward a promising future, we wish all our brothers much success and happiness in their future endeavors.—JAMES F. CROWELL

CALIFORNIA STATE—Chico

EPSILON THETA CHAPTER at California State University, Chico, had a very prosperous semester and welcomed 11 new Brothers with a dinner dance at the Elk's Club. The new Brothers are Roger Douglas, Ken Hammill, Dan Herbert, Steve Huhn, John Marin, John Maxey, Nathan Pfeffer, Andy Sturgis, Douglas Urata, Dennis Wetherington and James Whipple.

We were honored to have a charter member of our chapter, Grand President Harold L. Cannon attend our annual homecoming dinner dance as his first official visit. We were also privileged to have Director of Alumni Activities Bill Tatum, Past Regional Director R. Nelson Mitchell, Regional Director Tom Harnett, and District Director Mike Marks with us. Later dinner dances for initiation and honoring the graduating seniors were also successful. As well as welcoming in the new Brothers, the new "Rose" was announced during the initiation dinner. She is beautiful brunette junior Kathy Wright, a member of the Alpha Chi sorority.

Well on our way to another 100,000 point year, we had tours which included views of an Exxon refinery and a talk with the Atomic Energy Commission on the uses of Organizational Development. One of our main projects was our annual Christmas Party for the underprivileged children of

the community. With nearly 150 children attending, Epsilon Theta Chapter chased Scrooge away for another year.

Our new officers for the Spring semester are Ken Bode, president; Hector Huerta, senior vice president; Jim Hollingsworth, vice president-pledge education; Mike George, vice president-professional activities; Andy Sturgis, secretary; Terry Longnecker, chancellor; Dennis Wetherington, treasurer; and Douglas Urata, historian. They would like to lead all of Epsilon Theta Chapter in wishing all our Brothers continued success in the future.—DOUGLAS URATA

PITTSBURGH

LAMBDA CHAPTER celebrated Founders' Day at the Hospitality Motor Inn, located in Monroeville, not far from Pittsburgh. The Master of Ceremonies, Brother Bernie Michalek, was very much surprised to find out that he was the honored guest. We thank Bernie for his outstanding work in the Fraternity.

On Saturday, December 1, 17 new pledges were initiated into the Chapter. Lambda Chapter members, as well as members of the Pittsburgh Alumni Club, were present. Following the initiation ceremony, the 17 new Deltasigs were informally welcomed at Frankie Gustines, the unofficial "fraternity house" of Lambda chapter.

On Saturday, December 15, Lambda Chapter sponsored a Christmas party for the socially exceptional children of the Toner Institute in Dormont, Pa. The children were taken on a tour of the Allegheny County Airport, and later treated to a party, complete with decorations, refreshments, and gifts.—A. NAGY



PROUDLY DISPLAYING the plaque which he received in appreciation for his contribution to the fraternity is William E. Wilson. With him are Warren Soberg, Art Downs, John D. Richardson, Jeff Relth, Glen Wilt, James Guley and Intermountain Regional Director Charles I. Sutton.

Epsilon Eta Chapter at Eastern New Mexico Holds Circus

by
Richard Dieterich, Treasurer

PORTALES, NEW MEXICO? Yes, well if you've never heard of it, I'm not surprised. Portales is a small college town of 10,000 people just 20 miles southwest of Clovis, New Mexico. If you're still puzzled, let me locate it by saying it's in the East Central part of New Mexico just next to the panhandle of Texas. This small town is the home of Eastern New Mexico University and Epsilon Eta Chapter of Delta Sigma Pi.

With a student body of some 4,100 in a town of 10,000 you can imagine the problems in organizing our money making project each semester. The summer of 1973 held a surprise for our chapter that would lead to the biggest project in our chapter's history. A graduate of Eastern New Mexico University and an alumni of Delta Sigma Pi contacted our President, Jay Hohimer, and informed us that the Clyde Beatty-Cole Bros. Circus was coming and that the Jaycees of Hobbs had offered to sponsor the circus. With the majority of the Brothers home over the summer, we had to make the decision whether or not to sponsor the circus.

We decided to commit ourselves to the project and immediately incurred a great responsibility to ourselves and the circus. We were required to procure a site for the circus tent, provide facilities for trash and provide an ample supply of water. Parking facilities were also required and 30 days before the circus arrived a banner of 30' x 3' was to be made and placed over Main Street to advertise the coming circus. After all this had been accomplished we could then concentrate on the sale of tickets.

With the Brothers that were here, we proceeded to give all our spare time to complete our obligations. Then on July 23 we were met by a team of people who came to help us sell the pre-circus children's tickets to the businessmen in our communities. Our part was to provide the needed telephones and manpower to call and deliver these tickets in our area. The selling was a concentrated effort of five days to reach each and every business in Portales and Clovis. We were lucky also in having Cannon Air Force Base near and were delighted to sell the base a whole matinee. The final results were a one week ticket sales of \$6,100. Not bad for being only July 27 and 10 more weeks to go. Our goal then was to sell \$1,000 worth of tickets and our share of the ticket sales at the gate on show day would double. The chapter as a whole still did not know that our project for the Fall semester was to sponsor a circus. As school rolled around and the chapter had its first meeting, the idea of a circus was overwhelmingly accepted.

Our first frustration was encountered after we put our 30' x 3' banner over Main Street in Clovis. Due to the wind factor our time was spent putting up our banner at least three times a week! Each time we saw our banner come down a little more of our banner was lost to our enemy the wind. Our other enemy was our optimism. With \$6,100 sold in one week we

considered the additional sale of \$1,000 a menial task, but by October 1, one week before the circus, only \$300 had been collected by the treasurer. The chapter proceeded to make an all out effort to reach our \$1,000 goal. We had 2500 pamphlets printed and distributed while all Brothers continued an intensive sales campaign. Our use of the 7-11 Stores in our area probably helped attain our goal more than any other activity. Our sales grew at a geometric rate producing sales of about \$1,500 on the last day alone. We accomplished our goal and had a total sales of \$3,100 by Saturday.

Our work was rewarded as we saw the caravan of trucks bring the Big Top to our community. Early Sunday morning the tent which is 55 feet high and 300' x 150' in area went up next to the Eastern New Mexico University Stadium. Thanks must be given to our University at this time for letting us use the school's stadium parking lot for the site of the tent (a last minute cancellation of our primary site also added to our work).

The huge tent went up at 6:00 A.M. with the help of elephant power. Clyde Beatty-Cole Bros. Circus has the largest elephant herd in the world and the tent needed eight miles of rope and cable to put it up. The weather was beautiful and the sky was clear with a warm sunshine to help us get a capacity crowd of about 4600 into the first showing with standing room only. The side show provided some real surprises with lots of children also enjoying the pony rides. The show itself left everyone, old and young alike, interested and excited at some of the most dangerous feats including the high wire acts. The final exit was a smashing success with all the elephants putting on an act that thrilled everyone. Then just as fast as the tent went up the tent was down and the circus was on to another town the next day.

The Brothers met the next day after school at the site of the circus and proceeded to pick up the trash from the day before. If the size of the circus can be determined by the trash we had to clean up, all the Brothers would certainly agree that this was the Biggest Show on Earth.

This year's project can be considered the biggest and best from more than one point of view. The work we all put in to make this project a success furthered Brotherhood more than any other project in the past. All the work, especially the hard work and disappointments put us closer together than some easy project would have. Our professional activities and experiences were furthered in actually participating in a real business enterprise. All our academic work in school was applied to its fullest in making our project a success. We contributed financially to the community by injecting revenue into the city and state and for the businessmen indirectly. We made the day a little brighter for a lot of children and their parents and gave ourselves a feeling of accomplishment by contributing to it all. Our thanks must go to all the circus people for helping us in their advice and espe-

cially Don Perkins (Public Relations) and his employees for the last few days before the show. Our lives are better for the things we did and the people we met. We are looking forward to being even more helpful next year and doing a better job than we have.

INDIANA

THE FIRST SEMESTER of the 1973-74 academic year for the Alpha Pi Chapter was quite a productive one. Many projects and events proved to be fulfilling.

Once again and as usual, our annual "Rose" dance held on December 7 was a smashing success. A great time was had by both the brothers and invited guests.

The winner of the Delta Sigma Pi Teachers Excellence Award was Dr. William Panschar, Dean of Undergraduates in the School of Business. The award was presented at the "Rose" dance.

This semester is off to a great start and we're hoping to surpass a highly successful past semester. Perry Maull, our new president, has many new innovative ideas and projects for the conclusion of the academic year. The Alpha Pi Chapter is proud once again of its active and productive year.

Good luck is wished to our newly departed graduate members in future endeavors. We hope that they will remain active with Delta Sigma Pi throughout the years.

DUQUESNE

THETA RHO CHAPTER at Duquesne University held its elections last December and under the leadership of our President, Tim Babik, we are heading for another successful year.

In December we also paid a return visit to the Bradley Center, a children's home in Oakmont, Pa. We played football with the boys while Brother Babik was in the sand box building sand castles with the girls. And we elected HIM President? We also showed Laurel & Hardy and Three Stooges movies.

When it came time to leave, it was practically impossible to tear the kids and the Brothers apart. We had as good a time as the kids did. We are already planning for another spring visit.

We are also trying something new in the rush program. This semester we are putting together a chapter movie. It's a Super 8 film of the professional, social and other events of the semester. If it is successful, we plan to use it at next year's rush in order to complement our scrapbook and give prospective members a better idea of what we are about.

Another new idea in fund raising was to sell raffle tickets for a pair of good seats to major rock concerts. We sold the chances for 25c and they practically sold themselves. We're hoping to continue this practice twice a semester.

The number of Brothers that got married or engaged this year is too numerous to list, but I would like to wish them all happiness. And to our Brothers in other chapters across the country, Theta Rho Chapter wishes you all a very successful year.—JAMES R. YORK

MISSISSIPPI

THE MEN OF Alpha Phi Chapter feel that 1973 has been an exceptional year and a year of change. In an effort to better our position on the Ole Miss campus, we have raised our standards for membership, and we still initiated 18 brothers last spring and another 12 in December.

We have elected new officers for installation in 1974. Our new president is Jack Coleman, and he and his fellow officers have some new and refreshing ideas for the coming year. Serving with Jack will be: Vice President, Harry Alexander; Vice President, David Kazan; Secretary, Richard Russ; Treasurer, David Cowart; and CEI Chairman, Kurt Kennedy.

Miss Rose Marie Meeks, a sophomore and a member of Alpha Delta Pi, of Aberdeen, was elected in December to be the "Rose of Deltasig" at Alpha Phi Chapter. She is a marketing major with a 3.8 average. We are very proud to have Rose Marie as our 1973 "Rose of Deltasig."

This past year, we sponsored several of the state's leading business and professional men and co-sponsored several other programs with other honorary groups, such as the Financiers Club. We are happy to announce that our members' grade point average has continued to be significantly above the all men's average on campus. Alpha Phi Chapter greets 1974 as a year of stimulating challenge to better ourselves and our college community. We look forward to this challenge with renewed vigor and, we feel, a stronger base as the result of 1973.—JAY GORE

Continued from page 71

Where and how does our country make its money from other nations? From the export of agricultural and manufactured products. We have to sell more than we buy to make money. You can't make a living taking in your own washing.

In the ten years from 1960 to 1970, the United States increased its exports of manufactured products 110 percent. However, that's like the guy who had an evening out on the town and the next morning his wife said, "Well, you don't look too bad." His answer was, "Compared to what." Our growth in exports, compared to some other countries is not so good. France increased its exports 165 percent; West Germany, 200 percent; Canada, 285 percent; Italy 310 percent, and Japan, 400 percent.

The United States runs up big trade surpluses only in the area of high technology products. We run up big trade deficits in the area of low technology products.

In 1971, the United States had a deficit of approximately \$2 billion in balance of trade in the world market. *This was the first negative balance since 1888.*

The large deficits were in the low technology products with motor vehicles being imported in the amount of \$3.3 billion in excess of our exports. Clothing and textiles were number two in deficits with \$1.9 billion. Other deficits were in iron and steel, non-

ferrous metals, footwear and consumer electronics equipment, such as radios, TV's, and tape recorders.

We excel in the high technology items, with aircraft providing a \$3.8 billion excess. Our 1971 aerospace exports were \$4.2 billion, offset by imports of \$373 million. In 1972, United States aerospace exports dropped 8.9 percent to \$3.8 billion while imports increased 51.6 percent to \$546 million. Despite this net contribution of \$3.2 billion, the United States registered an overall negative balance of trade of \$6.4 billion last year.

High technology large computers provide a \$1.1 billion excess. Other items in the excess balance are all high technology items, such as computers, fabricating machinery, chemicals, construction machinery, synthetic materials and power-generating machinery.

All of these items which contribute favorably to the positive balance of trade have resulted from years of high technology research and development. Aerospace, and specifically, space programs contribute materially to such continued excellence in high technology areas.

Our aerospace industry consists of about seventy firms that operate in 1,300 facilities throughout the nation. If the number of companies, seventy, seems rather low, keep in mind that more than 50 percent of aerospace work is subcontracted to as many as 50,000 companies located in all 50 states. It depends on a network of more than 50,000 subcontractors and suppliers who provide between 50 and 60 percent of the total value of aerospace sales. For example, exporting a single 747 jet transport offsets the jobs lost from the importation of about 12,500 Toyotas.

The industry is one of the nation's largest manufacturing employers with more than 900,000 people on its payroll—a large portion of whom are highly skilled. Its scientific and engineering labor force numbers more than 160,000 and constitutes the nation's largest single reservoir of this talent.

Aerospace performs a larger share of the nation's research and development than any other industrial group and in so doing

utilizes virtually all the scientific disciplines.

To de-emphasize our commitment to science and technology in order to apply increased funds to pressing social needs such as housing, education, welfare, and the solution of urban and environmental problems, *would be impossible* without a high level of continuing commitment to research and development across all scientific disciplines.

So we have this myth that exists about business. The myth that profits are too high. A growing thought among the American public that business profits are a public, as well as a private asset—a national resource, money in the bank to be drawn on in case of need.

We cannot confiscate profits. That would leave nothing to reinvest in future technology, and nothing to pay out in dividends to stockholders. Nothing, in short, to invest in the future. And without an investment in the future, there is simply no way of guiding the future.

The United States must remain in first position. We must maintain our leadership. President John Kennedy said, "There can be only one policy for the United States.

"It can be expressed in one word.

"The word is first.

"I do not mean *first*, but . . .

"I do not mean *first*, when . . .

"I do not mean *first*, if . . .

"I mean *first—period*."

End of President Kennedy's quote.

The problems facing us are gigantic, nationwide, even worldwide in scope. Their solution will require technical skill as well as management skill of the highest order.

We in business are determined to resist the erosion of our greatest resource—*our technological base*. The nation must continue its technological leadership. The need for a strong industrial base, for a strong, free American industry to provide the strength to carry out decisions of our national leaders, is self-evident.

In this technological age, let us continue to answer the worldwide technological challenge. Let industry, that has responded so many times before, get on with the job.

Number of Life Members Continues to Increase

AN EVER INCREASING number of Delta Sigma Pi consider the Life Membership a good bargain. The number of new Life Members in recent weeks has swelled the roster of Life Members to over 7,400.

The cost of a Life Membership is \$65.00. It can be paid in a single payment or in equal monthly installments. The benefits of becoming a Life Member are outlined on the back cover.

To become a Life Member just complete the application form and return it to The Central Office. Members who have recently completed their Life Membership program are as follows:

7248 Jack L. Brasington, *Beta Omega*, Miami-Florida

7249 P. William Wilson, *Beta Kappa*, Texas-Austin

7250 James K. Fielding, *Alpha Nu*, Denver

7251 Danny L. Dupree, *Theta Mu*, Columbus

7252 Charles W. Andrist, *Delta Pi*, Nevada-Reno

7253 Paul A. Rose, *Epsilon Theta*, California State-Chico

7254 Bruce W. Neary, *Beta Phi*, Southern Methodist

7255 William P. Netishen, *Delta Psi*, Suffolk

7256 Homer G. Morgan, Jr., *Gamma Tau*, Southern Mississippi

7257 John R. Deese, *Beta Lambda*, Auburn

7258 Thomas G. Spence, *Gamma Theta*, Wayne State-Detroit

Continued on page 88

Corporate Name Changes AND REASONS

by Timothy D. Gover BETA PHI CHAPTER

Assistant Professor, Eastern Illinois University

ON A LEISURELY Sunday afternoon, the busy person who may have a "favorite" stock which is occasionally watched, could be in for a start when XYZ Company can no longer be found in the financial section of the Sunday newspaper.

A casual glance at the stock exchange listings may also reveal to the "Sunday financier" many firms designated by letters.

It is likely XYZ Company is still very much in existence and those firms designated by letters are probably firms whose former name he would recognize immediately. What the "Sunday financier" may not realize is that those firms are part of a trend on the part of numerous companies which have either changed or significantly altered their corporate names during the past few years.

For several years, the trend has been for corporations to either shorten names or compress them into initials readily recognizable by the public. Minnesota Mining and Manufacturing Co. is now 3M Company and Radio Corporation of America is now officially RCA.

Several companies, in the process of changing their name, have also changed their monogram or advertising logo. Frequently this has been done to give the monogram or logo a "modern look." Many firms now have monograms with the currently popular abstract look.

Companies change their name for a number of reasons. There has been a trend toward mergers and acquisitions by companies of all sizes and types. This is one reason for a number of corporate name changes. Frequently, one or both companies involved would change their name in some manner. Marcor, Inc. came about as a result of the combination of Montgomery Ward and Company and Container Corporation of America.

In the case of some conglomerates, there has been no name change in the companies acquired as they have continued to be operated as wholly-owned

subsidiaries and have maintained their own identity.

Some firms have changed their name to that of one of their popular and easily recognized brands. National Dairy Products Corp., for example, has become Kraftco Corporation.

Many years ago when some of our present-day large concerns were first organized, they were usually in one easily designated industry or they manufactured one product. Companies have begun to diversify into other industries so that today it is virtually impossible to identify many of the firms as being associated with one industry. At the time of the organization, many companies had in their title some identification with their industry or product manufactured. Now because of diversification, many of these firms can count only a portion of total sales as the result of that once-primary product line.

Among the firms that have removed from their corporate name an identification with an industry or product is American Tobacco Company which has become American Brands, Inc. Other firms removing an industry or product name are Pittsburgh Plate Glass Co. which is now PPG Industries, Inc.; Libbey-Owens-Ford Glass Co. eliminated the word Glass to become Libbey-Owens-Ford Co.

With more firms doing business on the international scene, some companies have changed their name to eliminate an identification with a particular country. U.S. Rubber Co., doing business in many nations, has changed its name to Uniroyal.

Some corporations with dynamic young management may desire to change a company name in the hope of changing its image in the mind of the public, customers and suppliers. Over the years a company may have become stagnant and new management may desire to change any reference to the old organization.

A number of large companies have changed advertising logos to make them more easily recognizable. Such a change is a serious and expensive undertaking. Normally much time and money is spent by the company prior to making such a change. Chrysler Corp. is said to have spent \$65 million in publicizing its new "pentastar."¹ Cities Service reportedly spent \$20 million to put across its Citgo trademark.²

The company desiring to change its name will likely find the task both time consuming and costly. The company must obtain stockholder approval and then make necessary changes in the charter, corporate records and forms which can involve sizeable expenditures of time and money. Companies must also be certain they are not adopting a name which is already in use and is copyrighted. A multi-national company must ascertain the name, when translated into another language, is not offensive or undesirable.

The firm with numerous retail outlets will need to spend large sums of money in order to change the name and company logo on outlets. Standard Oil Company (New Jersey), when contemplating a name change, spent an estimated three years in coming up with the new name of Exxon. The name change with the necessity to change sales slips and other service station forms, credit cards, names on approximately 25,000 service stations and numerous other items cost the company an estimated \$100 million.³

With continued merger and diversification activities it is likely the "Sunday financier" will see fewer of the "old names" and more new corporate names even though the old and new involve the same company.

¹Weil, Gordon, *Wall Street Journal*, "Many Firms Adopt New Corporate Symbols in Bid to Improve Recognition, Lift Sales," August 1, 1968.

²Beardwood, Roger, *Fortune*, "Doctors of the Corporate Ego," May 1, 1969, p. 124.

³Tanner, James C., *Wall Street Journal*, "Name Change Brings Excedrin Headaches and Cost Approximately \$100 Million," Jan. 9, 1973, p. 34.



PRESIDENT OF Barbrisons Management Systems is Brother Brian R. Durbrow, a member of Epsilon Chapter at the University of Iowa. BMS is located in Cincinnati, Ohio.

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- 7261 Wayne B. Bromley, *Beta Epsilon*, Oklahoma
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- 7263 James C. Schmitt, *Upsilon*, Illinois-Urbana
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- 7288 Randy L. Kolb, *Alpha Nu*, Denver
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- 7290 Thomas O. Murn, *Chi*, Johns Hopkins
- 7291 Allen C. Earnest, *Epsilon Xi*, Ball State
- 7292 John Yancik, Jr., *Epsilon Tau*, Dayton
- 7293 Frank M. Busch, Jr., *Epsilon Mu*, Sam Houston State
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MEMBERS OF THE Crescent City Alumni Club in New Orleans are shown here during a recent trip to the Fairgrounds Race Track in New Orleans.

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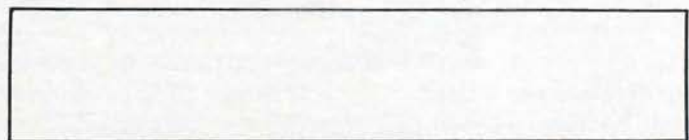
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