

The

# DELTA SIG

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

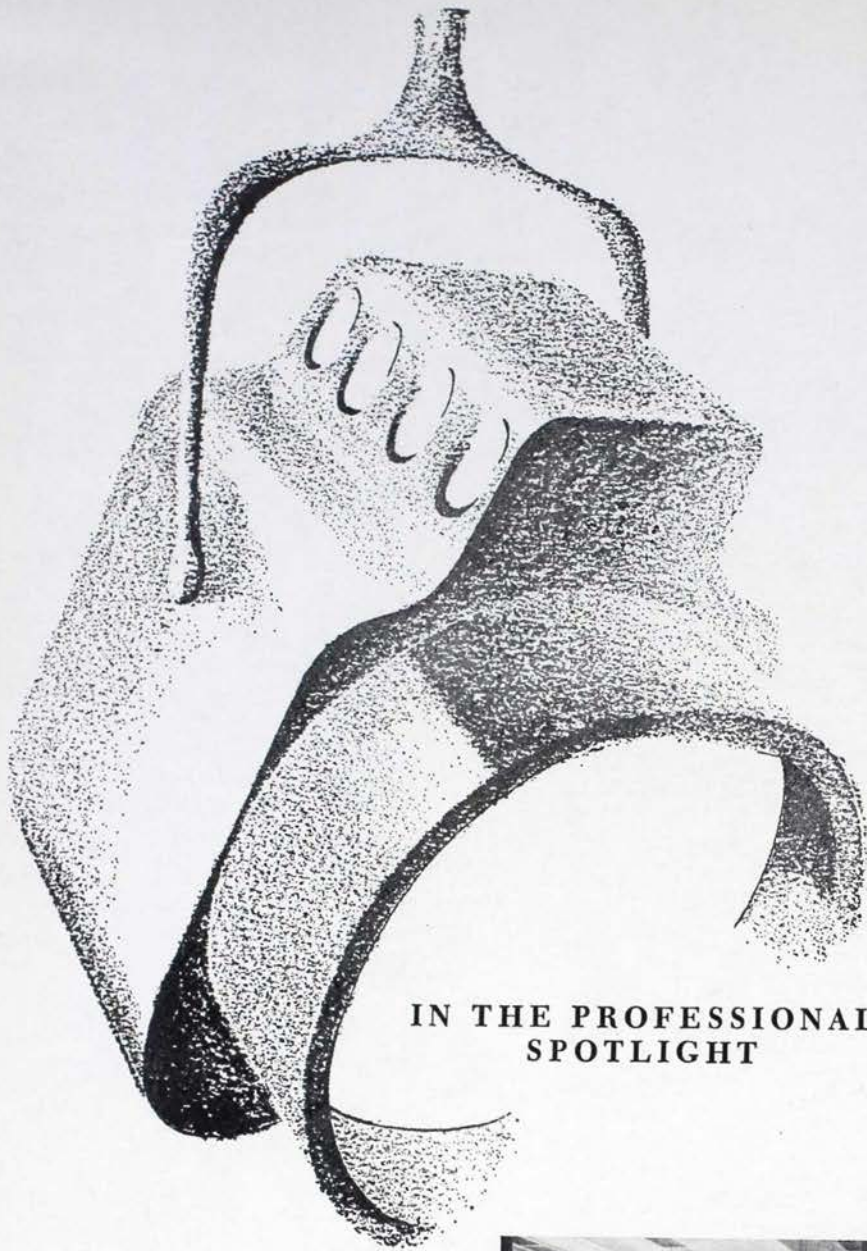


*Texas Christian University, Fort Worth, Texas*

**PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY**

FOUNDED 1907

**MAY 1969**



**IN THE PROFESSIONAL  
SPOTLIGHT**

## The International Fraternity of **Delta Sigma Pi**

*Professional Commerce and Business  
Administration Fraternity*

Delta Sigma Pi was founded at New York University, School of Commerce, Accounts and Finance, on November 7, 1907, by Alexander F. Makay, Alfred Moysello, Harold V. Jacobs and H. Albert Tienken. Delta Sigma Pi is a professional fraternity organized to foster the study of business in universities; to encourage scholarship, social activity and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce, and to further a higher standard of commercial ethics and culture, and the civic and commercial welfare of the community.



**OUR PROFESSIONAL SPOTLIGHT** is focused on the members of Delta Chi Chapter at Washburn University Topeka, Kansas, during a recent tour of the DeLuxe Check Printers plant in Kansas City.

# The DELTASIG

OF DELTA SIGMA PI

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**Our Cover**

Our cover on this issue of The DELTASIG features Dan D. Rogers Hall, the modern, air-conditioned home of the School of Business at Texas Christian University, Fort Worth, Texas. Texas Christian University is the 82nd College or University to be featured in color on the cover of our magazine since the University of Colorado was first featured on the November 1950 issue. All together 93 Colleges or Universities have been featured on the cover of our magazine, including 11 that were featured in black and white. Indiana University was the first to be featured, in May 1941.

DELTA SIGMA PI is a charter senior member of the Professional Interfraternity Conference, organized in 1928. The members of the Conference comprise: ARCHITECTURE, Alpha Rho Chi; CHEMISTRY, Alpha Chi Sigma; COMMERCE, Alpha Kappa Psi, Delta Sigma Pi; DENTISTRY, Alpha Omega, Delta Sigma Delta, Psi Omega, Xi Psi Phi; EDUCATION, Kappa Phi Kappa, Phi Epsilon Kappa; ENGINEERING, Theta Tau, Sigma Phi Delta; LAW, Gamma Eta Gamma, Delta Theta Phi, Sigma Delta Kappa, Phi Alpha Delta, Phi Beta Gamma, Phi Delta Phi; MEDICINE, Alpha Kappa Kappa, Theta Kappa Psi, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Lambda Kappa, Phi Rho Sigma; MUSIC, Phi Mu Alpha Sinfonia; PHARMACY, Kappa Psi, Rho Pi Phi, Phi Delta Chi; VETERINARY MEDICINE, Omega Tau Sigma.



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# From The Desk of The Grand President

**M. JOHN MARKO**  
*Beta Rho-Rutgers*



The 18th Edition (1968) of *Baird's Manual of American College Fraternities* reflects—"As the fraternity world increases in size, it continues to change in the face of forces over which it has little control. No one can foretell the effects of the revolutions that are taking place in the world at large and in America, in the world of education and in campus life, in the Greek-letter world and in the chapter house. The future is unsure, and yet the history of fraternities teaches that the principles by which good chapters are guided are eternal. This new edition of *Baird's Manual* is witness to the fact that the fraternity system established in 1776 still thrives. Hopefully, it will continue to be successful if capable young men and women envision new heights and reach for them."

What is so significant about this statement? For one thing, it creates an awareness of the need for constant vigilance to the fact that the world is a scene of changes. It is a world where men desire, pursue, obtain and are satiated only to desire something else and begin a new pursuit. This is very evident in the tumult and turmoil about us today.

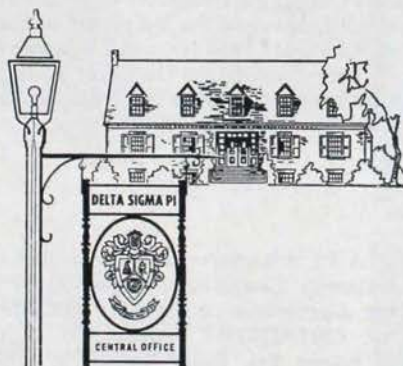
It also points up that principles are for the ages and are the springs of our actions while solutions based on expediency are but for the fleeting moment. The future may be unsure in that it cannot be demonstrated until tomorrow but it can be made today through decisions and actions based on sound principles with respect to the tasks of today.

It further points up that it is the individual who is the key to that future. Great thoughts and extensive vision are little better than noble dreams unless translated into action.

Briefly, it sums up what Delta Sigma Pi is all about. It can be found in the admonitions of our ritual, our oath of allegiance, our ideals, our traditions, our aims and objectives, our heritage, and our legacy for the future. It sums up very tersely and succinctly the many thoughts which I had been afforded the opportunity to pronounce by means of this page in the past.

With this issue I say farewell from this page and with it goes a simple but heartfelt thanks for the rare privilege of Grand Presidency which you had conferred upon me. I only regret that all my Brothers could not have shared the fullness of my experience over the last few years.

And thus, a final thought in closing. It was the late President Kennedy who said—"Some people see things and say 'why?' but I dream things that never were and I say 'why not?'". This, then, is my request to all my Brothers. Begin to dream about those things that to this point could have been and ask yourselves "why not?". And when you discover "why not" begin to plan ways which will bring about those very things. Do not be self-satisfied with past accomplishments, constantly strive to be self-critical and honest in evaluating your status, always realizing that there is room for improvement. And should the challenges of the world press upon us, I remain confident that Delta Sigma Pi can prevail and become even stronger if it becomes relevant to the new situations, flexible enough to accept new ideas, brave enough to take the offensive, more than willing to experiment, while ever remaining faithful to our aims, ideals and heritage.



AS WE HEAD into the last two months of the current academic year we can continue to expect a busy schedule. First up will be the installation of six, possibly seven, new chapters; the annual meeting of the American Association of Collegiate Schools of Business in Detroit; continuing work on the conversion of our records to EDP; and the 27th Grand Chapter Congress at Mackinac Island, Michigan.

Also commanding a great deal of our attention will be an addition to The Central Office building. The Grand Council

## A Word From The Central Office

has approved such an addition and the final drawings and specifications are now being prepared with construction expected to begin this summer. Construction should be completed before the end of the current calendar year. The addition will provide nearly one-half as much floor space as the current building.

May we urge you to attend the 27th Grand Chapter Congress. The future success of the fraternity may well rest with you and the decisions made at this Grand Chapter Congress.



# The DELTASIG

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

## Historic Mackinac Island Awaits 27th Grand Chapter Congress of Delta Sigma Pi

FOR CENTURIES Mackinac Island has been a place of magical importance. The Indians worshipped it as a shrine because of its entrancing beauty, towering elevations, arresting rock formations, and sweeping vistas. The Jesuits made it the first outpost of civilization in the Northwest. Then it became the citadel of the Lakes and the battle point between French, British, and Americans, under whose flags Mackinac has lived.

For the past century Mackinac Island has been a famous summer resort. It is unique. It is a little world of its own, something of the old, something of the new, and blessed with a native charm of ageless appeal.

The Grand Hotel in its fascinating setting achieves a blend of gracious living with modern services and accommodations. It offers the diversion of a dance or swim, the exhilarating bounce of a saddle horse or golf ball, a possible ghost in a stockade or mission, or the beauty of a summer dawn.

Senator Francis B. Stockbridge of Michigan purchased the site of the Grand Hotel in 1882. He wanted Michigan to have a great summer hotel and he vowed that he would hold the land until it was used for construction of the world's largest and finest summer hotel. The hotel first opened on July 10, 1887. Commodore Cornelius Vanderbilt was the first president of the hotel company. The stock of the company was subscribed and owned by the Pennsylvania Railroad Company, the New York Central Railroad Company, and the Detroit and Cleveland Navigation Company. The site of the hotel, particularly the ground under the ballroom and lobby, was used for centuries as an Indian burial ground.

The Indians believed the Island was a sacred gift from their gods as a place for burial of their illustrious dead.

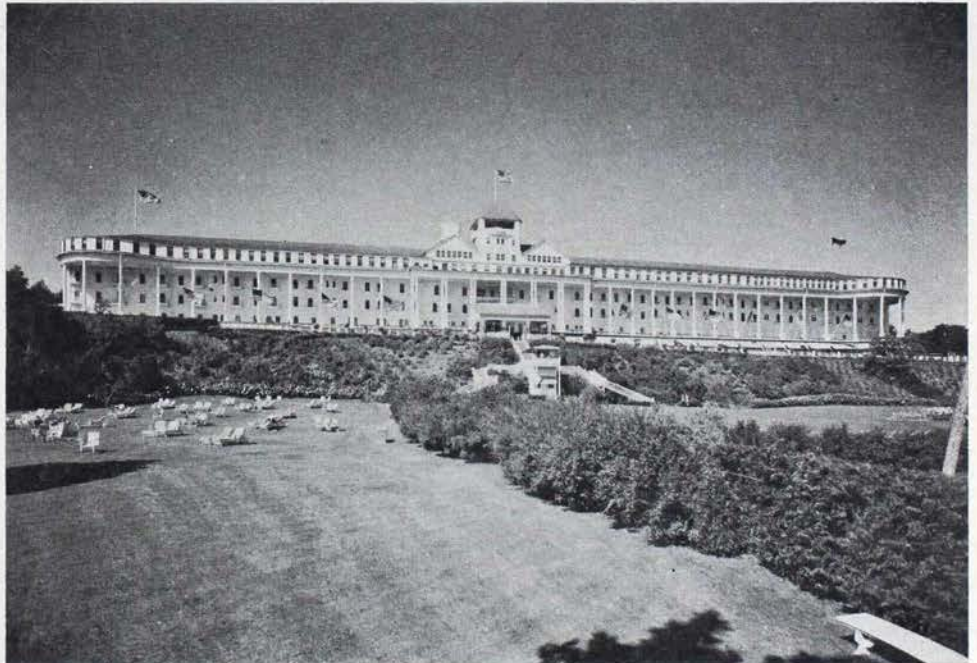
In the construction of the hotel only clear, virgin white pine was used. Timber of this quality is no longer available. It has always been considered the finest and most enduring of building timber and appraisers have reported that the hotel structure is as sound as the day it was built.

The original hotel structure was approximately one-half its present size. Additions were built in 1897 and 1912. The entire property has been remodeled many times. Over \$1,000,000 was expended for improvements the last time.

The hotel grounds comprise 500 acres.

Adjoining it is the 1,600 acres of the Mackinac Island State Park. The 5,102,432 cubic feet makes the Grand Hotel the largest summer hotel in the world. The main building is 880 feet in length. The porch floor across the front of the hotel is exactly 100 feet above the lake level.

Mackinac Island is consistently chosen as one of "America's top ten resort centers." It is only three and one-half miles long and two and one-half miles wide, situated in the sparkling Straits of Mackinac, connecting Lake Huron and Lake Michigan. It is about six miles directly east of St. Ignace and within sight of the Mackinac Bridge which connects Upper and Lower Michigan.



LOCATED HIGH ABOVE the Straits of Mackinac is the stately Grand Hotel, headquarters for the 27th Grand Chapter Congress of Delta Sigma Pi from August 20-23, 1969.



A FAVORITE SPOT at the Grand Hotel at Mackinac Island, Michigan, is the snack bar located just east of the Hotel near the golf course.

The recreational activities at Mackinac Island are many and varied. You may swim in the Serpentine Pool at the hotel which was immortalized by Esther Williams in the movie "This Time For Keeps," or relax on the island's delightful sand beaches. There is excellent golf at the sporty Wawashkamo course near the hotel. There are also facilities for cycling, baseball, golf, riding, shuffleboard, carriage tours, rolling chair rides and hiking. Indoor activities include bingo, bridge, dancing, movies and ping pong. Historic points of interest include Fort Mackinac, Fort Holmes, Astor Fur Post, Mission Church, Beaumont Memorial and the Biddle Home.

The shops along Main Street offer a variety of wares, ranging from the finest in china to inexpensive souvenirs and curios. The Island is also noted for its fudge which is made fresh daily.

You may reach Mackinac Island by commercial airline, private or chartered aircraft, by bus or private car. North Central Airlines offers regular flights to Pellston, Michigan, (approximately 12 miles south of Mackinaw City) from both Chicago and Detroit. Limousine service is readily available to the ferry docks at Mackinaw City. Ferries to Mackinac Island leave Mackinaw City and St. Ignace at regular intervals during the summer season. Air taxi service is also offered from Pellston directly to the Island. The airport on Mackinac Island has a runway 3,500 feet long, which can accommodate private and charter aircraft as large as a DC-3. Excellent highways lead to the area from both the North and

South if you plan to drive to the Grand Chapter Congress. Ample parking facilities are also available at the ferry docks. The ferry lines do not operate after dark during the summer season, although special charter cruiser service is available.

We believe that we have planned an outstanding program for this Grand Chapter Congress, one that will be both entertaining, relaxing and, above all, educational. The tentative program is as follows:

*Wednesday, August 20, 1969*

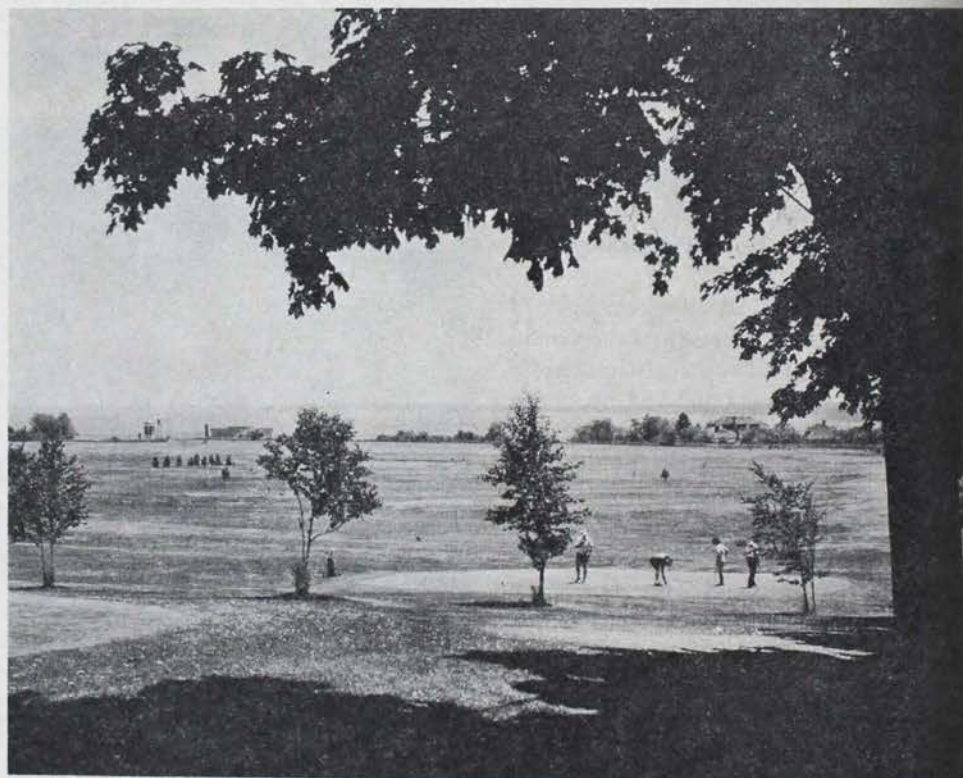
- 9:00 A.M.—Registration
- 12:00 P.M.—Luncheon
- 2:00 P.M.—Opening Business Session
- 4:00 P.M.—Ladies' Reception
- 5:00 P.M.—Regional Meetings
- 6:30 P.M.—Dinner
- 9:00 P.M.—Grand President's Reception
- 10:00 P.M.—Recreation and Social Hours

*Thursday, August 21, 1969*

- 6:30 A.M.—Golfer's Breakfast
- 8:00 A.M.—Breakfast
- 10:45 A.M.—Undergraduate-Alumni Seminar
- 12:30 P.M.—Pink Poodle Luncheon
- 12:30 P.M.—Luncheon
- 2:00 P.M.—Third Business Session
- 3:00 P.M.—Ladies' Entertainment
- 7:00 P.M.—Dinner
- 9:00 P.M.—Pink Poodle Initiation
- 9:00 P.M.—Yellow Dog Initiation and Monte Carlo Party

*Friday, August 22, 1969*

- 8:00 A.M.—Breakfast
- 9:00 A.M.—District Directors' Seminar
- 10:45 A.M.—Initiation, Honorary Member at Large
- 12:30 P.M.—Luncheon



A POPULAR PLACE at the Grand Hotel, scene of the 27th Grand Chapter Congress of Delta Sigma Pi, is the golf course situated along the shores of Mackinac Island.

- 2:00 P.M.—Ladies' Carriage Tour of Historic Mackinac Island
- 2:00 P.M.—Fourth Business Session
- 7:30 P.M.—27th Grand Chapter Congress Banquet

*Saturday, August 23, 1969*

- 7:30 A.M.—Breakfast
- 8:00 A.M.—Final Business Session
- 10:45 A.M.—Installation of Officers
- 11:00 A.M.—Farewell Luncheon
- 1:30 P.M.—Adjournment



TRULY A MAGNIFICENT spot at the Grand Hotel at Mackinac Island, Michigan, is the garden and pool area immediately below the main entrance to the hotel. At the top of the photograph can be seen one of the ferry lines operating between Mackinac Island and Mackinaw City and St. Ignace.

All rates at the Grand Hotel are based on the American Plan which includes the hotel room, three meals per day plus the tax and gratuity. In addition to the daily rate there is an added charge of \$1.50 per person for the transfer of the luggage from the ferry dock to the hotel and return. There will also be a Registration Fee of \$10.00 per person (16 and over), payable at the time the Advance Reservation is made. This does not apply to the hotel rates. These rates likewise do not include the round trip ferry fee.

The convention rates are as follows (room, three meals, tax and tip):  
 Single—\$35.88 per day—3 day convention total \$107.64.  
 Twin—\$28.70 per day per person—3 day convention total \$86.10  
 Triple—\$23.92 per day per person—3 day convention total \$71.76  
 Quadruple—\$21.53 per day per person—3 day convention total \$64.59

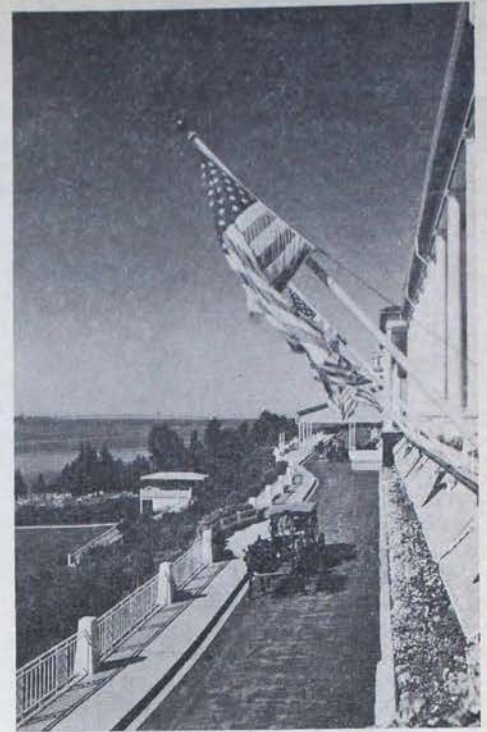
All rates for children regardless of age in separate room from parents are the same as those quoted above.

The rates for children sharing the room with parents are as follows:

- Up to 5 years of age—\$5.98 per day—3 day convention total \$17.94
- 6 thru 11 years of age—\$11.96 per day—3 day convention total \$35.88
- 12 thru 18 years of age—\$20.93 per day—3 day convention total \$62.79

All reservations for the 27th Grand Chapter Congress must be made through The Central Office. Once your advance reservation is received you will then be provided with the necessary information for making your reservation directly with the Grand Hotel. The Grand Hotel will not accept any reservations for the Grand Chapter Congress that have not been received first at The Central Office. To guarantee a reservation it must be made by June 15, 1969. No refunds will be made on any reservations that have not been canceled by July 15, 1969.

Using the advance reservations form below, make your reservation now. Get in line in '69 for the 27th Grand Chapter Congress of Delta Sigma Pi.



THIS UNUSUAL VIEW of the Grand Hotel features the long porch of the Hotel, a carriage typical of the transportation on Mackinac Island, and the many flags which are flown from the Hotel. In the distant background can be seen the Mackinac bridge which connects Mackinaw City and St. Ignace, Michigan.

Advance Reservation

DELTA SIGMA PI 27TH GRAND CHAPTER CONGRESS

Grand Hotel  
 Mackinac Island, Michigan  
 August 20-23, 1969

The Central Office  
 Delta Sigma Pi  
 330 South Campus Avenue  
 Oxford, Ohio 45056

Dear Brothers:

I am enclosing my check for \$..... (\$10.00 per person) to cover the Registration Fee for the 27th Grand Chapter Congress.

Name .....

Chapter or Alumni Club .....

Street .....

City ..... State ..... ZIP .....

Others for whom I am submitting Registration Fees are (if wife and children use first names):

Name .....

Name .....

Name .....

NOTE: Hotel Reservation Forms and other information will be sent to you upon receipt of this Advance Reservation.



# Through the Eyes of an Educator

## "The Computer and Its Effect on Economics and Business"

by

Dr. Glenn D. Overman, Dean  
College of Business Administration  
Arizona State University

Dr. Glenn D. Overman is currently Dean of the College of Business Administration at Arizona State University, Tempe, Arizona. Brother Overman was born in Camden, Arkansas, but received his preliminary education at Pawnee High School, Pawnee, Oklahoma. He received his B.S. degree from Central State College, Edmond, Oklahoma; his M.S. degree from Oklahoma State University at Stillwater and his D.B.A. degree from Indiana University at Bloomington.

From 1939 to 1941 he was employed by South-Western Publishing Company, after which he was a supply officer with the U. S. Naval Reserve. From 1946 to 1950 he was the Director of the School of Intensive Business at Oklahoma State University. In 1952 he was named Dean of the School of Business at Oklahoma City University, a position he held until being named Dean of the College of Business Administration at Arizona State in 1956.

A charter member of Delta Theta Chapter of Delta Sigma Pi at Oklahoma City University, Brother Overman is also a member of Beta Gamma Sigma, Delta Pi Epsilon, Phi Kappa Phi and Lambda Chi Alpha fraternities. He is also a member of the Phoenix Chamber of Commerce, Financial Executives Institute, Society for the Advancement of Management, American Marketing Association, Phoenix Traffic Club and the Junior Achievement.

THE STORY IS TOLD that the first question put into the newly invented computer was, "Is there a God?" The computer immediately printed the reply, "There is now!" The awe and near reverence often inspired by this business tool may lead to exaggerations, but there is no doubt the computer will assume a role in the life of the future executive equal to that enjoyed in the past by the legendary slide rule in the life of the engineer.

In the United States, the most successful manufacturers today are making much greater and more sophisticated use of the computer than they were only a few years ago. A recent survey by Booz, Allen and Hamilton, Incorporated, revealed that only 11 of 108 leading manufacturing firms did not have a top computer executive at the corporate level. More senior managers are becoming involved in computer activities.

The phenomenal growth of the computer industry is clear evidence of the widespread adoption of this new business machine. According to a publication of the United States Department of Commerce, computer manufacturers achieved the highest rate of growth of all American industry during the past ten years, increasing sales 511% since 1958.

What effect is this new business usage

of computers having on business and economic education? Under the new terminology of "Quantitative Analysis," "Quantitative Systems," or similar terms, new courses and departments have been established in most business schools. The required mathematical backgrounds of business students have generally increased. Familiarity with the computer is now generally required of all beginning business students similar to the familiarity with rotary calculators required of business and economics students in earlier years in the statistics courses.

The general objective is not to prepare computer operators but to provide future business managers an "on hands" experience with computer hardware which will insure that the capabilities of the computer and its potential will be included in the decision-making process. The Diebold Group recently concluded that "there is still a communications problem between those who run the computers and those who run the companies." Hopefully, a modern education for business management will bridge this communications gap.

Business schools also are attempting to use computers as an instrument for improving instruction in the various academic fields. The use of a "business

game" involving the computer in business policy classes is now commonplace. Students in Decision Making classes compute statistical decision strategies applying Bayesian procedures. Students in Operations Research classes use the computer for simulating inventory models. Other common uses include probabilistic forecasting of financial and cash flow statements, analyzing lease proposals, product planning simulation, and plant layout.

Based upon the recognition of its importance in all phases of the preparation of future business leaders, the Business Computer Laboratory was placed in the center of the new Business Administration Building at Arizona State University. This dominant position is not for the purpose of mass adulation but to recognize a servant of all."

EDITOR'S NOTE: *The special feature, "Through the Eyes of an Educator" was started several years ago to provide timely articles of special interest to the undergraduate, faculty and alumni members of the fraternity. In so doing it would recognize some of the outstanding educators in Delta Sigma Pi. Professors, deans and college and university presidents have been featured in this column by preparing special articles such as the above.*





# How Effective Are Undergraduate Schools of Business?

by

Raymond W. Coleman

College of Business Administration  
University of Illinois, Chicago, Illinois

*The following article written by Dr. Raymond W. Coleman, professor of Economics and Management at the University of Illinois, Chicago, Illinois, appeared in the summer 1968 issue of MSU Business Topics of Michigan State University, East Lansing, Michigan. We acknowledge with grateful appreciation the permission granted us by Dr. Coleman and Michigan State University to print the article.*

AN IMPORTANT INDICATION of the effectiveness and quality of a school of business is whether objectives are clearly and accurately defined, whether the curricula are constructed to carry out the stated objectives, and whether the organizational structure is designed to accommodate the objectives and the curricula.

The Ford Foundation and the Carnegie Corporation of New York reports, released in 1959, were bench marks on the appraisal of collegiate schools of business. Both were highly critical of undergraduate business education in the United States and less critical of graduate education for business.

Both studies listed the deficiencies as: low academic standards; low admission requirements; low-caliber students; inadequate facilities; superficial teaching; excessive vocationalism; a proliferation of specialized courses which have no place in colleges or universities; not enough courses in liberal arts and sciences; a neglect of research; and a general atmosphere of stagnation and directionlessness. Reforms have been made in some undergraduate schools of business, but critics insist that the old charges still apply.

Responsibility for this condition must be shared by the liberal arts schools. The standards for accreditation of the American Association of Collegiate Schools of Business specify that at least 40 percent of the total hours required for the bachelor's degree must be taken in subjects other than business and economics. Pierson in his report makes this statement: "This appalling condition is due at least as much to the liberal arts schools and top university leaders as to the business schools themselves. The malaise of the

liberal arts in American higher education has extremely complex causes but there can be no doubt that it exists and on a wide scale. Therefore, any steps that are taken to shift the work of business students from the business specialties to greater emphasis on general background subjects need to be coupled with a revitalization of the liberal arts studies as well. Merely to require these students to take a variety of courses in nonbusiness areas taught in a perfunctory manner by instructors whose main interests lie elsewhere will not meet the situation and in fact may cause much harm."

Today, as in 1959, leadership in the collegiate schools of business comes largely from the graduate schools. How much impact the graduate schools have upon the undergraduate schools cannot be accurately measured. The ratio of undergraduate to graduate enrollment in collegiate business education is about 87 percent to 13 percent. The overwhelming majority of graduates entering business will continue to come from the undergraduate schools. The excellence of undergraduate collegiate business training should be, and is, a matter of concern. On the basis of a recent survey, those responsible for the direction of undergraduate programs are expressing discontent at the rate of progress.

## Basic Trends

If the primary purpose of schools of business is to train leaders who will assume positions of management responsibility, then several observations are pertinent.

One is that in the next twenty-five years the world in which the businessman operates will be much more complicated

than at present and that changes in technology, processes, and products may be taking place at an unprecedented pace. While the evidence seems clear that these changes will occur, exactly what they will be is not clear. In a world of rapid change with the direction and character of these changes uncertain, the wisdom of emphasizing specialized subject matter in the curriculum may be questioned. The material may become obsolete before, or shortly after, students graduate.

A second observation is that there are several implications which may be drawn as to what should be taught in view of these changes. One is that fields of knowledge, basic to an understanding and practice of business, should be stressed instead of current business practices. Another is that courses which will help in the development of the students' thought processes, flexibility of mind, receptiveness to new ideas, and the ability to analyze new situations and arrive at logical and practical solutions, are more important than vocationally-oriented training.

Finally, a third observation is that students must be inculcated with the idea that education for business is a lifelong process and that the habit of study must continue throughout their careers.

The following trends are noticeable in the schools which are focusing their training for executives in the business world of tomorrow:

An emphasis on more training in the basic behavioral sciences.

An increase in the number of courses in quantitative analysis.

An alertness to the need for courses about the environment outside of the firm.

A growing recognition of the importance of instruction in the field of international business.

A concern about the impact of new courses added to the curriculum. What courses should be dropped in order to make room for new ones?

The significance of these trends is clear. They influence and are directly related to defining objectives, planning curricula and designing the organizational structure of schools of business.

## Objectives and Curricula

If one can accept the trends as stated in the preceding section then there is a common pattern in the curricula of schools of business. This does not mean that objectives should be identical. Clearly, those of a school of business attracting students from all parts of the nation, and from foreign countries, should not be the same as the objectives of a school whose students, for the most part, come from a single geographical area, and who expect to remain in that area upon graduation. It does mean, if these basic trends are valid, that any school which fails to recognize them and incorporate them in its curricula is not serving its students well.

Some schools of business have defined their goals as those of serving the needs of business and of training students for useful and remunerative positions in accounting, finance, marketing, personnel, production, and other fields. The achievement of these objectives is frequently accompanied by a heavy concentration of courses which a student is required or permitted to take in his chosen subject area. This is especially true in those fields which lead to licensure, as, for example, accounting and insurance.

Both the Gordon-Howell and the Pierson reports condemn schools which claim to serve the interests of business by providing specialized training for their students. Their criticisms are not directed against the objective of preparing their graduates for "useful" and "remunerative" positions. Instead, they are made against the narrow and misconceived interpretation of the vocationally-oriented objectives, which do not really prepare students for the most useful and remunerative careers of which they are capable. The authors charge that most schools professing to these objectives cling to outworn doctrines. Their graduates may well lack the imagination, flexibility, and competency to deal with the complex

problems of tomorrow if they rely upon the routines of yesterday.

Now, nearly ten years after the two foundation studies were undertaken and after the widespread, apprehensive, and painful discussion which followed, there is ample evidence that specialized training, and the underlying educational philosophy which supports it, still persist. An examination of the bulletins of schools of business discloses the fact that there are many curricula which are specialized and contain a proliferation of courses.

In contrast to schools which tolerate or encourage specialization, there are at least as many, if not more, which are strongly opposed to it. The usual objectives of these schools are: to teach basic principles which underlie business operations; to emphasize training which will improve students' thought processes; to provide competence in the analytical tools of management; and to develop an ability to use the techniques of analyzing, evaluating, and making business decisions. These objectives are based upon the assumptions that the knowledge about specific jobs which graduates may need in the next ten to twenty-five years is unknown. Furthermore, many graduates shift from one kind of business or job to another. Training students for an uncertain future in which change is a certainty would indicate that qualities of flexibility and the development of the students' thought processes should be emphasized.

An examination of the bulletins of schools of business discloses a wide range of objectives. A few contain statements, which are carefully composed, in which the objectives are related to the curriculum. Several omit any reference to objectives. Many of the statements contain vague generalities, others contain so many objectives that one might well question whether they can be accomplished in view of the personnel and other resources of the schools, and within the time limitations of four years.

The Gordon-Howell report offers a threefold classification of career objectives: preparation for a career in business without regard to the kind of business or job; preparation for a lifetime career with emphasis on imparting knowledge in some area of business such as accounting or marketing; and training for the first job after graduation.

Their conclusions were that the prestige schools emphasize the first objective; the rank and file schools the second; and

that emphasis on vocational training for the first job is diminishing.

The same general conclusions can be drawn today. Stated objectives cannot, however, be neatly classified under this threefold classification. There are schools which purport to accomplish all three objectives.

If a statement of objectives is accurate and meaningful, the curricula should express the means of accomplishing the objectives. An analysis of each discloses that only in a minority of schools of business is there any apparent effort to relate the curriculum to the objectives. Usually the evidence indicates that each is developed quite independently of the other.

## Organizational Structure

There is no common organizational pattern for schools of business. Of the 121 member schools listed in the 1966-67 American Association of Collegiate Schools of Business Directory, 83 were organized with departments, 38 were not. Of the schools organized with departments, 14 had four or less departments and 69 had five or more.

There are two comments which should be made about these figures. First, a number of schools were in the process of changing the organizational structure or were contemplating doing so.

Second, the term "department" has different meanings. At one extreme are those which have a high degree of autonomy with allocated budgets controlled by the department chairman or head and with the power to make decisions affecting recruitment, promotions, and salary increases. At the other extreme are those which are administrative units with little or no control over the budget, recruitment, promotions, or salary increases. Between these two extremes are variations.

If the objectives of a school encourage specialization, then departments, organized by functional subject areas, would seem to be appropriate. In such an organization authority would be delegated to a working unit composed of interested faculty members. It would foster a spirit of departmental cohesiveness. It would tend to develop a close working relationship between faculty and students who would have the common interest in a subject area.

Despite the fact that departments of this type do exist (even though admissions of overspecialization are rare), the goals of schools of business which re-

quire or permit many specialized courses to be taken are unrealistic in their preparation of students for positions of managerial responsibility. The apparent advantages of departments, organized by functional areas, become disadvantages when the educational objectives are those of a basic background in subjects which underlie business operations and the development of the students' thought processes. Departmentalization of faculty members in a specific subject area can well result in an insularity of that group, which encourages empire building and competition with other departments and focuses faculty interests on the problems of the department and not upon the goals of the school. Again, the cohesiveness among members of a department is no longer a virtue when the educational objectives are changed. It becomes a barrier which hinders communication among the subject areas. Even the tendency to develop close working relationships with students could be to the students' disadvantage when it discourages them from broadening their education and becoming involved with other subject areas.

Probably the most important indictment of the traditional departmental structure is that it does not lend itself to the flexibility needed for interdisciplinary-oriented programs. With this kind of an organization the curriculum is often the outcome of competition among departments to foster their vested interests. It is frequently not based upon the needs of the students.

Common features in modern organizational trends are to devise structures that are flexible, to limit the number of departments, and to minimize the importance of departments to the overall objectives of the school. Organizational flexibility can be achieved only by breaking down the barriers of communication which characterize most departments. Without the removal of these barriers, effective communication among the subject areas is difficult, if not impossible, to achieve.

One type of organization which has emerged consists of three departments: accounting, administration, and economics. While this arrangement does offer the advantages of limiting the number of departments, there are disadvantages. Economics as a distinct discipline, different from the functional fields of business, can probably be defended. The case for accounting is not as clear. Professional accounting, today, requires a broad gen-

eral background, training in the approach to the solution of management problems, and competency in the use of quantitative techniques. There would seem to be little justification for singling out accounting as a separate department other than on the grounds of student enrollment. In a large school, a single department of administration may be cumbersome and may lead to subdivisions along functional lines. Unless carefully supervised, this could defeat the very purpose for eliminating the traditional departments.

Another type of organizational structure, which appears to be gaining favor, is that of establishing curricula or programs independent of departments. This practice is quite common in graduate schools but less common in undergraduate schools. Carefully chosen committees, instead of department chairmen, recommend the content of programs. A director is charged with the responsibility of administering and integrating activities of the program, and for its success. Those who advocate this arrangement believe that it is decidedly superior to the practice of using department heads, who are usually discipline-oriented, and are unlikely to direct their interests and energies to program objectives.

Regardless of the type of organization adopted, its successful operation depends upon the people involved. The structure may have to be altered if those in charge of units fail to perform satisfactorily and

if suitable replacements cannot be located.

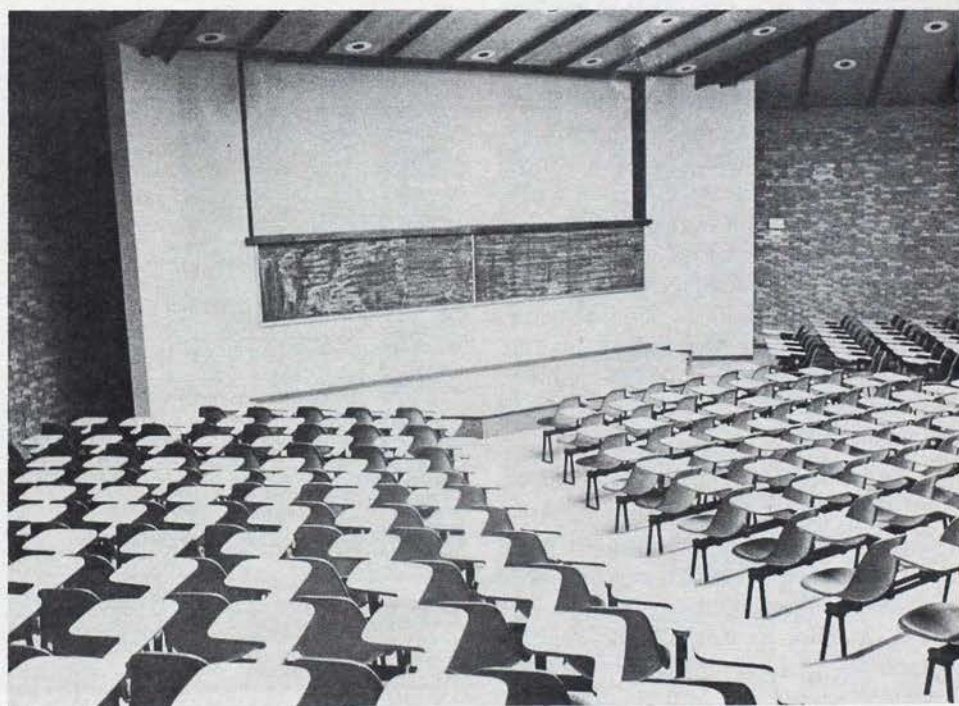
## Administrative and Faculty Attitudes

Leadership, understanding, and cooperative effort are required by both the administration and the faculty if the curricula can be constructed to carry out stated objectives, or if the organizational structure can be designed to accommodate the objectives and the curricula. Schools of business, as well as others, operate under a dual system of responsibility. The administration, for the most part, is primarily concerned with details of management, including financing and housekeeping, and broad policy; the faculty with educational programs, teaching, research, and contributions to students and society.

Two myths have evolved as a result of this dual responsibility. One is that administrators are powerful and capable of making inroads into the educational programs, which are primarily the responsibility of the faculty. The fact is that any educational program has slight chance of success without faculty support.

A second myth is that members of the faculty are motivated by a search for truth and by imparting it to their students. The fact is that with rare exceptions, faculty members are interested in material rewards and prestige.

*(Continued on page 132)*



SHOWN HERE IS THE auditorium in the new School of Business Administration building at Texas Tech which was recently completed.

# Texas Tech Gears for Growth

by

Louis D. Ponthieu  
Assistant Professor of Management

IN MANY WAYS the year 1969 will be a milestone year for Texas Technological College. But from all indications the most historic event will be the opening of the college's new School of Business Administration building scheduled to accommodate spring classes. It will mark another step by Texas Tech in its efforts to meet the demand created by the rapid growth of its School of Business.

The School of Business Administration, established in 1942, has experienced phenomenal growth in its 25 year history. In 1964, the School ranked as the fourth largest in the nation in terms of undergraduate enrollment. Only Ohio State, Michigan State, and the University of Texas exceeded Texas Tech's enrollment. The School grew steadily and in the Fall of 1968 registered a total of 4,700 full-time day undergraduates, making it the largest undergraduate school of business administration in the United States.

## Birth of a Dream

The 4.5 million dollar facility was financed in part by a 1.5 million dollar federal grant from the Department of Health, Education and Welfare. The remaining funds were provided by Texas Tech in the matching funds program. Financing was complete after the college received news of the federal grant which had been requested in January 1966.

Groundbreaking ceremonies for the new facility were conducted in January 1967 after more than 14 months of arduous planning by the faculty of the School, the Campus Planning Committee, and the architects. Construction began immediately.

## Features

The building is one of the most modern combinations of classroom and office complexes among college facilities. The tallest structure on campus, the building includes a 13 story office tower over a basement, contiguous with a three-story over basement academic classroom building.

The three-story classroom area can accommodate 4,000 students at any one hour of operation. The classrooms are designed to faculty specifications thought to be most desirable and operational in carrying out both undergraduate and graduate programs in a first-class multipurpose university. About 70 classrooms and labs are provided in the classroom complex. Many of the classrooms are tiered, and most are equipped for television and other modern teaching aids. Adjoining the classroom area is a hexagon shaped 475 capacity lecture hall and auditorium, a 400 capacity student work area, and special classrooms and laboratories.

Special features of the classroom building include a behavioral simulation laboratory containing remote terminals for input-output facilities to the computer center, behavioral observation rooms equipped with one-way glass and production laboratories. Other features include cove lights for chalkboards, sufficient sound proofing to prevent voices from travelling from classroom to classroom,

and colors coordinated with both natural and artificial light conditions and with the function of the room.

The 13 story office tower is located adjacent to the classroom building and is connected to it by glass corridors. It has 180 faculty and secretarial offices and will accommodate over 200 faculty members. The 12 floors are served by two elevators. The Dean's office complex occupies the first and the Department Chairmen's complex occupies the second floor. A Research Institute is planned for the third floor with faculty occupying the fourth through the twelfth floors. The thirteenth floor contains equipment which services the office building.

Both buildings are fully air-conditioned, and will have one of the most modern heating systems. The windows are of bronze-tinted glass, and the building itself blends into the color and architectural design of the other buildings on the campus.

The buildings and ground occupy about 5½ acres of the Texas Tech campus with approximately 200,000 square feet of floor space in the complex.

## The Future

Plans for the new building consider enrollment projections to 1972. By that time enrollment is expected to reach almost 6,500 students. It is anticipated that the office complex will be fully occupied by the School of Business Administration by 1972.



STILL SHOWING SIGNS of construction is the new home of the School of Business Administration at Texas Technological College in Lubbock, Texas. The building was recently completed at a cost of \$4.5 million.

# The Urban Crisis and Its Challenge to Business

by  
Robert J. Senkier, Dean  
School of Business Administration  
Seton Hall University

*The following is the text of an address delivered at the Eastern Regional Meeting of Delta Sigma Pi, held at the Manhattan Hotel, New York, New York, on Saturday, October 19, 1969.*

FIRST, WHAT IS THIS thing called an Urban Crisis? Well, it is simply the growth to a great magnitude of Community problems which used to be the concern of the Church, of Government, and of Social Welfare agencies. When these problems were on a smaller scale—or were non-existent—problems of poverty, poor education, unemployment or under-employment, traffic congestion, air and water pollution—business was able to let other agencies do the job.

But when these other agencies were unable to cope with the problems of critical size—or with new problems—business was faced with this challenge:

## Should Business Tackle Society's Problems?

I say, by all means, it must "give a damn"—it must try to solve society's problems because the modern corporation, like an individual citizen, has rights but it also has responsibilities. The acceptance of responsibilities is often cited as the mark of maturity in an individual. He has many responsibilities—to himself, to his family, and those who depend directly upon him and many other individuals with whom he shares the world. By the same token, the modern corporation must recognize and assume its responsibilities. Primarily, the corporation must conduct itself responsibly with the many parts of society with which it deals. Again, like an individual citizen, corporate concern should extend beyond the immediately adjacent areas of its society. The corporation has a responsibility to come forth and be heard on issues and matters affecting the common good.

While it is true that some corporations—like some individual citizens—tend to ignore their responsibilities, I think the general trend is certainly encouraging. Just as technical achievements have made it nearly impossible for any nation to pursue a policy of isolationism in today's world, so has it become increasingly dif-

ficult for major corporations to ignore the need and pressures of the society in which they function.

Responsible corporate behavior isn't necessarily motivated by altruism or a desire to "build good will," although these factors may have some bearing. It is simply good business! Because the corporation is a citizen of the state, it cannot expect to function efficiently in an unhealthy environment. An ailing society eventually will infect the corporation, too. A corporation which lends a hand toward weeding out the ills and cultivating the growth of its surrounding society can only hope to benefit. I think we can call it a long-term investment of continuing importance for survival.

So what is business doing? Well, the National Urban Coalition composed primarily of business leaders cooperating with educational, religious and labor leaders has stimulated activity through Urban Coalitions in our major cities in at least five areas:

*First, Economic Development*—Through its economic development task force, the Urban Coalition plans to stimulate, assist and help finance business to be owned and operated by minority group members and to develop their managerial talents.

*Second, Manpower*—In manpower it is planned to develop jobs for the hard-core unemployed and under-employed and arrange for the pre-employment training necessary to motivate them and make them job-ready.

*Third, Housing*—In housing, it is planned to provide the expertise that will enable community groups to expand the supply of decent homes for low-income families. It is also planned to make available the pre-seed and seed money to implement that expansion.

*Fourth, Education*—In education, it is planned to involve the private sector in forging a communications link between the community and the urban educational structure, thus making public edu-

cation in depressed areas relevant to the needs and aspirations of their residents.

*Fifth, Communications*—In communications, it is planned to improve understanding between the black, Puerto Rican and white communities, and to work with the media to achieve a more balanced flow of information between the ghetto and the rest of the city.

The goal is to provide a setting in which persons from the mass media can work together in achieving a more balanced news coverage of the underlying problems of race relations, in short "to build a bridge between white and black, power and impotence, resource and need, have and have not," as one observer has put it.

## Summary

That, in brief, is what business is trying to do to solve the urban crisis.

Let me now urge each of you—according to your interests and your abilities—to take an interest in helping to solve these urban problems, these acute problems of our society.

If you can find a niche—a special interest in one problem or another—then tackle it with your best effort.

It may be useful to take with you to this job a "kit of tools" which are not as tangible as the tools of an electrician or a carpenter or a plumber.

These tools are psychological but they may help you to be more effective as you work on our urban problems in the years ahead and they will minimize emotional frictions and misunderstandings. They will also serve to develop the cooperation so vitally needed if we are to be successful.

The kit I will prescribe contains five sets of tools—psychological tools and their purpose is to:

1. assist in the development of employee cooperation to the most effective degree.

2. minimize emotional frictions and misunderstandings.
3. increase value of your supervisory time.
4. eliminate waste and decrease costs.

The executive's tools are found in certain qualities or traits which form a background for actions or words.

The "kit" of supervisory tools includes:

First, *Stimulating Tools*—

1. Quality of *enthusiasm*—it is contagious—breathes life into a project—easy to arouse at start of a new project but more difficult to evoke near end when going is rough and it is needed more.
2. *Cheerfulness*—it begets cheerfulness and in most cases it implies faith in a project—produces an environment favorable to thought—helps to carry an organization over hurdles. It may take an effort but is worthwhile—it does not mean you cannot also be serious or grave at appropriate times.
3. Spirit of *unselfishness*—this has profound effect of establishing loyalty . . . give credit to employees for ideas . . . suggestions. Real test of unselfish attitude is when employee has chance for opportunity elsewhere. Let him go even if your plans are temporarily embarrassed.

Second, *Stabilizing Tools*—

1. Quality of *calmness*—a product of true thoughtfulness which is contagious, too, and especially important in dealing with women—The self-control which enables us to be calm in a crisis is a quality to be copied.
2. Quality of *consistency*—this tool arouses a responsive feeling of satisfaction and stability. It is essential that an executive develop a consistent pattern of conduct . . . not change from day to day . . . he then can be depended on.

Third, *Time-Saving-Tools*—

1. Quality of being *receptive*—An executive who is receptive makes it possible to save the time of employees and himself if they feel they can get matter discussed in relaxed atmosphere. If barrier exists because of executive, lots of time is wasted in getting to the point.
2. Quality of *simplicity*—An executive should not try to impress employee with vocabulary or learning, etc. Simplicity makes for mutual under-

standing and intimate contact between minds.

3. Quality of *frankness*—This encourages frankness in an employee . . . no beating around the bush. The facts, favorable or unfavorable, may come to light and problem can be attacked.

Fourth, *Conforming Tools*—

1. Quality of *firmness*—This characteristic brings confidence . . . can be mild but firm. It conveys the impression that executive is shouldering responsibility and facing problems with assurance . . . firmness never closes the door to reason . . . does not mean being obstinate.
2. Quality of *Tact*—This is born of a regard for the personality of others . . . it is the ability to appeal to the positive moods of others, their loyalty, duty, justice, etc. . . it aids in developing conformance.
3. *Tolerance*—and *Patience*—these qualities reveal the executive's sensitiveness to rate of advance of his employees or group . . . their opposites reveal an executive who expects more than is fair and reasonable. We should not ask for undue haste, etc.

Fifth, *Restraining Tools*—

1. The quality of *Dignity*—which reveals a clear appreciation of responsibilities an executive has shouldered and desire to meet those responsibilities should be cultivated . . . can't be simulated.
2. *Courtesy*—is a good defensive tool and in an atmosphere of courtesy, reasoning can take place and there is less chance of anger, suspicion or resentment.

This summary of some "creative tools" presented qualities which each must fashion for himself . . . they cannot be purchased . . . to become master of them means one must first become master of himself.

There is no easy road to self-control. . . . As Benjamin Franklin said: "Take one virtue at a time and train yourself in it till it becomes a habit. Then turn to another and repeat until you complete your requirements for self-improvement."

The division of responsibility between the administration and the faculty is in an uneasy balance. Most decisions affecting objectives, curricula, and organization will probably not be unilateral ones. The decisions will have to be worked out in an environment in which the motives of administrators do not necessarily coincide with those of the faculty.

## Conclusions

The educational philosophy which supports specialization and a concentration of courses in subject areas is incompatible with the kind of training which best prepares graduates for careers in management responsibilities. The organizational structure in a school has a direct effect upon the curriculum. Departments created by functional subject areas usually result in an insularity wherein interdisciplinary communication is difficult. The curriculum is frequently the result of a faculty compromise of departmental rivalries. This kind of a solution may be made at the expense of what is best for the students.

These conclusions in no sense imply a need for uniformity in curricular objectives or in organizational structure. The educational objectives of schools of business vary according to the contributions they are prepared to make. These differences are desirable provided that they comply with generally accepted standards. Differences in the curricula should not, however, ignore the unmistakable trend towards integration of subject matter or the need to prepare students to solve problems of an uncertain future. Similarly, differences in organizational structure should not ignore the rigidities created by departments and the resultant difficulties of designing a curriculum which integrates subject matter.

Even when a satisfactory organizational structure has been designed to fit the requirements of the school, there is a continuous administrative responsibility required to sustain satisfactory performance. Organizational changes invariably affect the morale of some faculty members. A school which fails to adapt its curriculum to needed changes in the training of its students will, in time, lose respect as an institution. This, also, will affect faculty morale.

# The Marketing Concept: Problems and Promises

by

Richard R. Weeks, Oklahoma State

and

William J. Marx

*The following article, which appeared in the Autumn 1968 issue of Business and Society of Roosevelt University, is printed by permission. Dr. Richard R. Weeks is Professor of Marketing and Dean of the College of Business Administration at Roosevelt University, Chicago, Illinois. He is a member of Gamma Epsilon Chapter of Delta Sigma Pi at Oklahoma State University. Mr. William J. Marx is a Research Associate with the Advertising Research Foundation in New York.*

In recent years, business management has begun to recognize the importance of the need to utilize a "marketing concept" of management in order to create a more effective organization structure and increase profitability. This marketing concept can be defined as a unifying approach marshalling and directing the total resources of a business firm toward the determination and satisfaction of consumer and middleman wants and needs in a way planned to enhance the firm's over-all profit position.

If a firm is to implement the marketing concept properly, management should be aware of the changes imposed by the demands of this approach, as well as the impact of these changes. Changes will normally be needed in the organization structure and job requirements. Changes, however, will take a variety of forms, depending on the particular circumstances in which the company operates. Management must first make a determination of the changes which are needed. It should then be able to build an effective organization structure, make appropriate work assignments, establish the mechanics of putting this structure into operation, and staff the organization with the people needed to establish unity of purpose, affect the integration and coordination needed for success, and carry out work assignments.

## The Challenge

The change from a production or sales oriented company to one that is marketing oriented is not a simple one. There is evidence that the marketing concept, per se, is overwhelmingly accepted by modern business management as a sound phi-

losophy, and that those firms which have successfully implemented it have benefited from increased profitability. Conversely, it is also evident that an overwhelming majority of business firms have failed to create an adequate marketing organization structure, and have failed to establish adequate procedures for putting this structure into operation. A study by Lewis, Holloway, and Hancock offered a possible reason for this failure to effectively implement the approach: "It may be that marketing authorities have failed to recognize a number of factors which have worked against its implementation, even though the concept may be well understood."

How can management meet this challenge? What steps should be taken to establish an adequate marketing structure and place it into effective operation? There obviously is no single prescription which can be offered, but it is evident that management must understand potential problems before it can hope for success. The more common and troublesome of these problems are presented here in an attempt to help management foresee and avoid these difficulties. The expected benefits from avoiding these problems are also presented.

## Possible Problems in Implementing the Marketing Concept

Whenever business enters a period of dynamic change, traditional criteria are challenged vigorously. Such a challenge is issued by the marketing concept, which has been designed by management to operate in a period of dynamic change. Consequently, when a firm implements or prepares to implement this approach,

management should consider its impact on traditional criteria. The following areas offer potential resistance to the successful implementation of the marketing concept.

Human resistance to change may make it difficult to implement the marketing concept. Firms which have traditionally placed their major emphasis on production or sales may have created employee acceptance of an ideal that will be hard to change. This may cause some employees to either disagree with or fail to understand the meaning of the concept and may create a barrier to its acceptance. For example, salesmen who have been taught to push the products in their line may find it hard to change and become consumer and customer oriented.

The creation of a company-wide drive toward creative destruction in which everyone searches for new and improved products and services represents an ideal which management should pursue. Management must recognize, however, that the development of truly revolutionary ideas may bring about significant changes in the organization structure and cause the elimination of some positions and/or create widespread dissatisfaction among present employees. Employees, realizing that changes may effect their jobs, may be discouraged from submitting new ideas.

Unity of purpose and coordination of efforts are required for successful implementation of the marketing concept. In order for this to be possible, improved lines of communication are necessary so that widespread understanding of the contribution of each responsibility center to the accomplishment of company-wide

objectives can be made to pervade the organization. This may be very difficult to achieve in large companies where the communication job becomes so massive that it defies success.

The marketing concept tends to create positions requiring unusual talents. People with the necessary breadth of vision, perspective, judgment, analytical ability, and imagination to fill these positions are hard to find. Staffing represents one of management's greatest challenges in trying to implement the concept.

The marketing concept approach requires a constant flow of information from the market place so that management can be continuously aware of the needs and desires of consumers. Unfortunately, the avenues of communication that are normally available contain deficiencies which may be difficult to overcome. The sales force, for example, will usually lack the abilities needed to interpret information correctly. The marketing research department is plagued with problems in that many existing marketing research techniques have not been developed to a point of high sophistication. In addition, the material which the marketing research department traditionally gathers is not often decision oriented. If management cannot correct these deficiencies, it may find itself making decisions using partial or incorrect information.

The marketing concept approach is an action oriented approach that requires flexibility so that companies can keep in tune with changes in consumer needs and wants. But the large expenditures which are often required for plant and equipment may make this difficult, if not impossible. For example, if a company has several million dollars invested in a machine which produces a particular product, it has a large commitment to try to sell the output of that machine. Unfortunately, this may have very little to do with an honest attempt to satisfy consumer needs and desires. This means that it may be very difficult to make the needed adjustments in the short run.

In industries which are highly technical in nature, the technical skills necessary to develop products and services designed to satisfy the consumer may be so great as to render normal channels of communications of very little value. In these industries the development of new products and services will normally have to be left in the hands of technicians who will have to be brought into contact with

consumers so they can search for new and improved ways of providing value satisfactions.

Selling in the industrial area is normally thought to be most affected by rational buying motives aimed at high quality products and low costs. Since selling under the marketing concept is concerned with delivering a total mix of needs and wants, the industrial salesman using this approach will find it necessary to sell the value of intangibles his company can offer. This reorientation may require considerable retraining to teach salesmen to sell not only a product, but related intangible services as well.

In areas where long channels of distribution offer the most efficient way of reaching the final consumer, it may be difficult to maintain the marketing concept philosophy to the point of sale. Management should devote adequate attention to this problem to insure that the initial thought behind the concept is not destroyed by middlemen with opposing ideas.

Proper balance between consumer service and profit may be difficult to maintain. Consumer orientation should permeate the organization, but this orientation should not overshadow the need to enhance the firm's overall profit position. The profit motive must continue to be used to create direction in the decision process.

### **Benefits Resulting from Effective Implementation of Marketing Concept**

As the preceding problem areas illustrate, it may take a great deal of time to implement the marketing concept approach in an effective fashion. Management should be prepared to exhibit great patience during this period of transition. Given this time, however, the approach promises to offer many benefits to the adopting business firm. These benefits are reviewed here to establish the reasons for the growing popularity of the approach in industry.

The emphasis which the marketing concept places on screening groups of needs and wants in order to select that group which the firm is best equipped to satisfy insures that adequate attention will be devoted to selecting the correct marketing target.

The marketing concept provides a guide for use in selecting the channel of distribution. It treats the needs and de-

sires of the middleman as additional opportunities for creating value satisfactions which can add to the firm's differential advantage and enhance its profit position.

Focus on consumer needs helps in the development of new and improved product lines and aids in reducing the number of new product failures.

Analyzing the work to be done and then effectively assigning it to responsibility centers helps to improve the distribution of work assignments and insures efficient utilization of the firm's total resources.

The marketing concept approach results in improved management through the development of more carefully defined objectives which provide better direction in the implementation and control of operating plans.

A definite improvement in management and employee morale should result from the focus of the approach on unity of purpose and integration of efforts. A spirit of teamwork should evolve.

The marketing concept approach leads to improved profits for the firm by requiring management to consider the effect of each decision on the firm's overall profit position. This tends to sharpen management's focus and produce better end results.

The marketing concept approach results in improved consumer and middleman relations through increased attention to their needs, better products and better services.

Finally, the marketing concept approach creates a circular system capable of adapting to a changing marketplace. It is oriented toward determining the direction of change and responding in a manner designed to turn this change into profit for the firm.

### **A Synopsis**

The needs and desires of the consumer are under constant pressure for change from a myriad of environmental influences. This creates a dynamic marketplace and extends a challenge to management. Management must organize to meet this challenge by establishing procedures for continual reevaluation of the role of the business in satisfying these needs and desires. It must learn to anticipate the directions of change and plan products and services designed to accommodate the resulting consumer viewpoints. Large profits should accrue to those companies which are most successful at this task.



# College of Business at Rochester Tech Occupies Building on new \$60 Million Campus

WITH A RECORD enrollment of 1,184 the College of Business at Rochester Institute of Technology, Rochester, New York, is in its first year of occupancy of a \$3.6 million complex on an entirely new \$60 million campus relocated in the suburbs.

The entire Institute and its seven colleges were moved to the 1,300-acre site from cramped downtown facilities before the start of the school year.

The move was one of the few instances in American higher education where a major educational institution was transplanted to a new facility and location.

Coincident to the move, an enrollment gain of 300 students was noted for the college, which includes business administration, retailing and food administration.

Heading the facility is one of the nation's few women deans of business administration, Miss Edwina B. Hogadone. A veteran of 35 years on the RIT faculty, she has been dean of the college since 1960. Listed in each of the "Who's Who" publications, Miss Hogadone is a former president of Zonta International, a 14,000-member women executive group.

The College of Business began the current school year with 714 business administration students, 227 in retailing and another 95 in food administration. A total of 148 are enrolled in the college's new master of business administration program.

The latter, presently designed as a part-time program, will be offered in the future as a full-time day course of study under the cooperative education (work-study) plan.

Professor Jerry D. Young, who directs the business administration program within the college, was in charge of developing the new master's degree program, which provides a core of business subjects for graduate students, many of whom hold bachelor's degrees in engineering or areas other than business.

All of the college's undergraduate programs operate under the "co-op" plan in which the student's junior and senior

school years are divided into quarters. Half are spent in classrooms, the other half in regular paying jobs related to their areas of study.

Co-op jobs are obtained and regulated by the college of business employment coordinators. RIT business students "co-op" with leading firms throughout the nation, some as distant from Rochester as Miami and Los Angeles.

The new facilities for the College of Business provide large, well-ventilated and lighted classrooms, a 123-seat auditorium, individual offices for each faculty member, expanded usage of audio-visual aids, the latest in modern equipment for food administration and retailing laboratories and better facilities for an expanding number of seminars and short courses offered for the business community.

The extensive food administration laboratories were designed under the direction of Associate Professor Elizabeth A. Hurley, who heads that program which

leads to internships in the American Dietetic Association.

In addition to its full degree programs in business administration, retailing and food administration, RIT's College of Business offers a two-year associate's degree program in secretarial science to help meet the demands of Rochester's burgeoning industrial and business complex.

The Institute's retailing program is the largest of its kind in the nation and, along with the food administration program, among the oldest.

Growth of the College of Business has made it necessary to double the faculty over the past 10 years. The college now has 28 full-time faculty, six administrators including two "co-op" coordinators, two instructors attached from the National Technical Institute for the Deaf which is located at RIT, nine lecturers and two instructors borrowed from other areas of the Institute.



FEATURED IN THIS photograph is the College of Business Administration Building on the new \$60 million campus of Rochester Institute of Technology at Rochester, New York.



WITH THE

# ALUMNI

THE WORLD OVER

## George S. Odiorne Is New Dean at the University of Utah

Dr. George S. Odiorne has been named Dean of the College of Business at the University of Utah, Salt Lake City, Utah, and will assume his new duties there in June. Brother Odiorne is currently Director of the Bureau of Industrial Relations and Professor of Industrial Relations at the University of Michigan, Ann Arbor, Michigan.



THE NEW DEAN of the College of Business at the University of Utah, Salt Lake City, Utah, is Brother George S. Odiorne, a member of Beta Rho Chapter at Rutgers University.

A member of Beta Rho Chapter of Delta Sigma Pi at Rutgers University, he received his Ph.D. degree from New York University. He has also served on the faculties of both Rutgers and New York Universities. Other positions which he has held have been Assistant Director of Personnel Administration at General Mills, Inc.; Personnel Division Manager of the American Management Association; and a manager in the manufacturing division of American Can Company.

He is the author of many published articles and books, which include "Effective College Recruiting," "How Managers Make Things Happen," "Executive Skills and Personnel Policies," and a number of others.

## SAN FRANCISCO

THE SAN FRANCISCO Alumni Club had a gala Founders' Day dinner dance at the Golden Gate Yacht Club on November 8. The after-dinner speaker for the evening was our V. Webner Wiedemann, a 50-year Deltasig. Thanks to Chairman John Roveda for the wonderful evening that was had by all.

This year's Fellowship Night on February 19 was the best ever. If you didn't make it, you missed a really great time. Dave Borelli outdid himself with an outstanding feast of Salisbury steak, ravioli and all the trimmings, plus donating some nice food items for the prize drawing. John Roveda won so much at the gaming tables that he was able to outbid everyone for the share of Winfield Growth Fund donated by Bob Lovejoy. All in all, it was a night to remember.

Our monthly luncheons continue to be held at the "Inn The Alley" Restaurant on the first Thursday of each month. "Inn The Alley" is located in the center of the San Francisco Financial District at 52 Belden Place. We would like to extend an invitation to all Brothers who may be in the San Francisco area on our meeting days to join us for an interesting speech and friendly gathering.

## BATON ROUGE

ENTHUSIASM HAS BEEN high all year among members of Beta Zeta Chapter at Louisiana State University, Baton Rouge,

Louisiana. However, there have been two peak occasions which should be shared.

The first recipient of the Deltasig Honorary Scholarship award was James Oscar Webb, charter member of Beta Zeta Chapter. After a most successful CPA career in Chicago and in other localities, Oscar returned to Louisiana for what he hoped was retirement. He still has demands for his talents and also raises some cattle on his farm. He found time to have some 70 people out to his old "homeplace" for a wonderful evening in November. There was barbecued goat, lamb, pork and beef. Some made a selection—others tried some of each. The bales of hay were piled high, logs were burning, diesel heaters in operation and every other type of device used to keep everyone warm. Louisiana oysters, shrimp and other goodies were there in abundance.

So impressed were present members and the alumni, it was decided to hold an "Oscar Webb" night at the Students Union Building at LSU for such a wonderful host. Contacts with his wife and his older friends were made and all sorts of personal data was secured on the early childhood, teen-age years and later life of this fine member. A splendid event, a total surprise to Oscar, was enjoyed by old and young alike.

Pictures were taken of the latter occasion by our genial and busy president, Bob Bozeman. Many of them were presented to Oscar who said they would be wonderful to have around in future years.—ROBERT L. BOZEMAN

## L. Thomas Reifsteck Elected First Vice President of College Placement Council

L. Thomas Reifsteck, Director of Career Planning and Placement at La Salle College and a member of Epsilon Sigma Chapter, has been elected First Vice President of the College Placement Council. The Council represents the eight Regional Placement Associations of the United States and Canada. It serves the placement offices of the colleges and universities and the employers in business, government, and industry. Some of its services include professional publications, electronic data processing, statistical analysis, and research on college trained manpower. The membership of the eight Regional Placement Associations is currently 6,000 members.

Brother Reifsteck is a 1951 honors graduate of La Salle College and received his Master's Degree in Business Administration from the University of Pennsylvania in 1952. He has been on the staff of La Salle College since 1955 and is also a member of the faculty of the School of Business Administration, where he holds the rank of Associate Professor of Marketing.

He is currently the Treasurer for the Mid Atlantic Association for School, College, and University Staffing and is Past President of the Middle Atlantic Placement Association, as well as a member of the Executive Board of the American Society for Personnel Administration.



**BROTHER ARTHUR G. BAGWELL**, on the left, extends greetings to Brother Oscar Webb during a recent dinner held in his honor by the Baton Rouge Alumni Club.

## HOUSTON

IN THE TWO MONTHS since our last newsletter our Alumni Club has had two sports orientated meetings.

For our January get together, we arranged group seating at an ice hockey game. However, our club activity was more a success than that of the local hockey team. For a number of the members and their wives, this was their first contact with ice hockey, a relatively new sport here in the Southwest.

Our February meeting has held at the Budweiser brewery's hospitality room. In a way, this was an anniversary for us as we held our original organizational meeting at the brewery just a year ago.

Carrying out our sports theme, the speaker at this meeting was Mr. John Breen of the Houston Oilers front office. Mr. Breen answered our questions on the ball club and its prospects for next season.—GUS A. AMUNDSEN

## CHICAGO

ON TUESDAY EVENING, March 11, the Chicago Alumni Club honored those rogues, the Past Presidents, at the University Club. Cocktails were served from 5:30 o'clock and dinner consisted of Prime Rib and all the fixin's. Daniel R. Lang, Dean of the Evening Division, Northwestern University, spoke to us on "Northwestern—Today and Tomorrow." Brother Bob Lewis succeeded in bringing out a great showing of recent and ancient leaders and many of the O. B.'s.

On Saturday evening, April 12, the Brothers and their wives or dates assembled at the Deltasig House on Cedar Street for an old-fashioned 'Pot Luck' get-together. The ladies under Dorcas Mocella and Marcia Blohm cooked up a storm, while we men provided the liquid refreshment and a little K. P.

For the month of May the Chicago Alumni Club, ladies also invited, will trek on out to Sportsman's Park for an evening at the races and a go at those trotters.

Thursday, June 12, we will hold our annual golf outing, banquet and election of officers at the Midwest Country Club. You may play only a few holes or the entire day. For non-golfers a contest will be held at cocktail hour on the putting green outside the 19th hole. The entre for the banquet, as

usual, will be the Midwest's superlative Prime Rib.

In August the club will join with you Brothers at Mackinac Island for the Grand Chapter Congress.

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

## PITTSBURGH

MARCH BROUGHT THE Alumni Club and Lambda Chapter together at the University Club to honor Brother Bob Rees, District Director and member of the Pittsburgh Alumni Club. Bob has devoted many years of service to Lambda Chapter, the Alumni Club and the fraternity in various offices and capacities, in his quiet and unassuming way. We are proud to claim Bob as a brother and wish him many, many more years as a Deltasig.

It is with deep regret that we note the passing of Brother Mel Gaddis who suffered a heart attack in January. Brother Mel had just recently left Pittsburgh to accept a position with TRW, Inc., in Alliance, Ohio.

The monthly luncheons of the Pittsburgh Alumni Club at the Club Internationale (Old Pittsburger Hotel) are proving very successful. These are held at 12 noon on the last Monday of each month. February's guest speaker was George W. Shankey, Jr., Executive Vice President of the Civic Club of Allegheny County. March brought us Bernard P. Koperek, Director of Development and Alumni Affairs of the University of Pittsburgh and April's guest was Elsie H. Hillman, Republican Chairman of Allegheny County.

May we take this opportunity to wish all the graduating seniors much success in their

new endeavors and remind them that Alumni Clubs function in many parts of the United States. Don't miss the opportunity to continue your fraternal experience. If you should wind up in Pittsburgh, we would be happy to introduce you to the greatest group of Deltasigs assembled. Call Brother Herb Finney at 521-4061 or Bernie Michalek at 381-2673. If you are not fortunate enough to reside in Pittsburgh, The Central Office can give you information on who to contact in your area. If your city does not have a club, possibly now is the time to start one. The Central Office or Brother Herb can assist you in that direction.—B. J. MICHALEK

## MINNEAPOLIS—ST. PAUL

WINTER HAS SEEN the Minneapolis-St. Paul Alumni Club continue its active program. Unfortunately, the Alumni Club lost one of its most notable organizers when President Paul Powers was transferred to Denver, Colorado. However, his spirit and enthusiasm remain with the Club, and signs of an even more dynamic organization are apparent for the future.

One of the activities that many of the Brothers attended was a Valentine party hosted by Brothers Don Ditbender and Gene Kubesh. The excitement generated by this party has proven to be extremely beneficial to the growth of the Minneapolis-St. Paul Alumni Club.

An activity that has been initiated by popular demand is a monthly social gathering at a local pub. All Deltasigs are invited to attend.

Anyone who would like more information concerning the Minneapolis-St. Paul Alumni Club should contact either John Halloran, 2001 West Forrest Drive, Richfield, Minnesota 55423 or 869-3962 or Dave Dubke, 4230 Valley View Road, Edina, Minnesota, at 920-4322.—JOHN W. HALLORAN



SHOWN HERE is a part of the large crowd on hand at the Golden Gate Yacht Club to celebrate Founders' Day, held by the San Francisco Alumni Club.



RICK GEYERMAN, on the right, president of Alpha Eta Chapter at the University of South Dakota, congratulates Brother Dale E. Clement on being named Dean of the School of Business. Brother Clement succeeds Brother Robert F. Patterson who recently resigned.

## MEMPHIS

THE MEMPHIS ALUMNI CLUB held a professional meeting on February 6, 1969, at the Knickerbocker Restaurant.

Ron Hart, assistant trust officer of the First National Bank of Memphis, spoke on wills, trusts and estates, and was presented with a speaker appreciation certificate at the end of his talk.

The meeting was attended by six new members, giving us a total of 24 members. Also attending the meeting were the presidents of Epsilon Psi Chapter at Christian Brothers College and Gamma Zeta Chapter at Memphis State University.

Chuck Boros, our coordinator with the Gamma Zeta Chapter, has been doing a fine job of attending their activities and keeping us up-to-date on them.

We still need to elect a professional chairman, bylaws chairman, and Deltasig correspondent.

Our next meeting was on March 6, 1969, at 7 P.M., at Bill & Jim's Restaurant on Madison Avenue.

Anyone in the area is invited to attend.—WILLIAM S. CULVER, JR.

## ATLANTA

THE ATLANTA ALUMNI CLUB picked up a full head of steam in September when we moved into our beautiful new lodge in Gwinnett County, Georgia. The lodge provides a fine place for good "ole fashion" fellowship for Brothers of all ages. There are facilities for ping-pong, pool, cards, and

horseback riding (if you provide the horse). However, conversation is the most enjoyed activity.

The primary function at the Deltasig Lodge continues to be our monthly professional meetings. They are held on the second Tuesday of each month and start at 6:30 with a social hour followed by a delicious steak dinner prepared by several Brothers. A prominent member of the Atlanta Community then delivers a speech whose topic may range from laser beams to computers to NFL football. Following a business meeting, the Brothers find themselves engaged in one of the many activities available at the lodge.

Our monthly attendance has increased steadily since September; however, there must still be many Deltasigs in the Atlanta area who haven't had the opportunity to join us. For further information on date, time and location please call either Milt Westbrook (President) at 938-5866 or Bob Daniel (Secretary) at 838-1204. Ya'll come and enjoy the fun!—JAMES M. ADAMS, JR.

## SACRAMENTO

THE DELTASIG ALUMNI in Sacramento have had a full schedule this year. Our first speaker of the year was Nathaniel Colley, a prominent Negro attorney. His talk centered around the Negroes' problems and was very informative.

Mr. Tom Horton, a columnist for a local newspaper, was our guest speaker during February. Mr. Horton's main topic was his campaign called F.L.U.S.H., which is a drive

to get rid of pay toilets. The meeting was very humorous as well as enlightening.

The March dinner meeting featured Mr. George Porter, head coach for the Sacramento Capitals football team. He showed a film of last year's highlights. Mr. Porter also discussed the plans for this coming football season.

The dinner meeting of May 8 will have the election of new officers for next year.

Our Alumni Club has been gaining good momentum over the last few years. This has come about mainly as a result of close liaison between our alumni and the undergraduate chapter. The graduating Deltasigs are being encouraged to join the Alumni Club and participate in its growth.—BILL DOSCH

## Burell C. Johnson is Named President of Zep Aero

BURELL C. JOHNSON, for many years Director of the Western Region, has been named president of the Zep Aero unit of the Chemetron Corporation at El Segundo, California. He replaces Wilbur J. Zepp who has retired.

He joined Chemetron in 1950 in the National Cylinder Gas division's sales organization and became an assistant district manager in Los Angeles in 1955. He served as district manager of National Cylinder Gas, San Francisco District, from 1958 until 1967 when he was transferred to Zep Aero.

Born in Bessemer, Alabama, Brother Johnson attended the University of Alabama and the University of Southern California from which he received his bachelor of science degree. He was initiated into Alpha Sigma Chapter at the University of Alabama on April 30, 1949.

Zep Aero manufactures breathing systems and related equipment for aircraft.



THE NEW PRESIDENT of Zep Aero is Brother Burell C. Johnson, a member of Alpha Sigma Chapter at the University of Alabama.

# 1969 "Rose of Deltasig" is Louisiana Tech Coed

THE 1969 "ROSE OF DELTASIG" is Miss Annelle Nasse, a 20 year old junior at Louisiana Tech, Ruston, Louisiana. Born in Jackson, Mississippi, the brown eyed beauty attended Lafayette High School, Lafayette, Louisiana. A member of Alpha Chi Omega Sorority, she has participated in various beauty pageants including the Miss Louisiana Tech and Miss

tions of the United States. A member of Zeta Tau Alpha Sorority, she was also a contestant in the Tampa Homecoming Queen contest. She is also a member of Kappa Pi Art Fraternity and was secretary of the Student Government House of Representatives. Her immediate plans include teaching art and a summer marriage to Brother Charles Sprietsma, chancellor of Epsilon Rho Chapter.

The second runner-up is Miss Diane Bellie, a native Californian representing Gamma Omicron Chapter at the University of San Francisco. Born in Salinas and reared on a Mission District Ranch near Soledad, she attended Gonzales Public High School. In 1965 while a junior in high school she was chosen Miss Soledad

The six remaining finalists are:  
Eastern Region—Winner of the Eastern Region and a finalist in the "Rose" contest is Miss Ann Kimball, a 19 year old architecture student at Pennsylvania State University at State College, Pennsylvania. A member of Kappa Kappa Gamma Sorority, Miss Kimball is the "Rose" of Alpha Gamma Chapter at Penn State.

East Central Region—A native of Steubenville, Ohio, Miss Connie Foreman is the East Central Region's candidate in the contest. A freshman at West Liberty State College, West Liberty, West Virginia, she is majoring in elementary education and is the "Rose" of Delta Omega Chapter at West Liberty State.

Central Region—The Central Region "Rose" is Miss Kris Wandzel, candidate of Gamma Theta Chapter at Wayne State University in Detroit. A junior at Wayne State, Miss Wandzel is an English-elementary education major and hails from Detroit. She is a member of Alpha Delta Pi Sorority.

Midwestern Region—Miss Jeanne Eberly, "Rose" of Alpha Delta Chapter at the University of Nebraska at Lincoln is the Midwestern Region's candidate in the

*(Continued on page 165)*

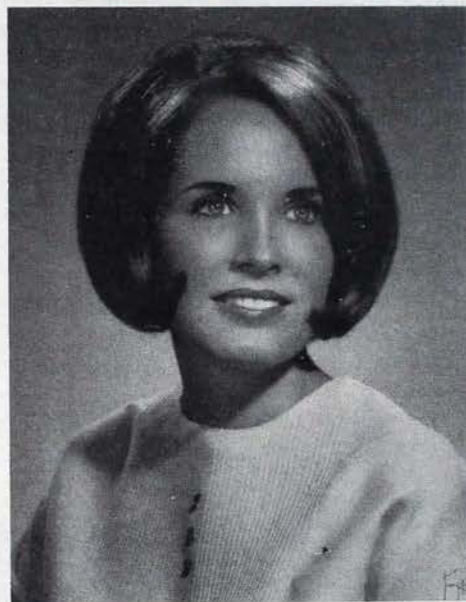


THE 1969 "ROSE OF DELTASIG" is Miss Annelle Nasse, a 20 year old junior at Louisiana Tech. Miss Nasse represented Beta Psi Chapter in the Contest.

Holiday In Dixie pageants. Majoring in mathematics education, she is a member of Mu Alpha Zeta mathematics honor society. She has achieved better than a 3.0 average on a 4.0 scale. Listed among her hobbies are reading, swimming and most outdoor sports. She also enjoys classical music and dancing. She has received formal dancing instructions for seven years and is an accomplished dancer.

Miss Nasse is the candidate of Beta Psi Chapter at Louisiana Tech and succeeds Miss Virginia Hill, also a junior of Louisiana Tech, as the "Rose of Deltasig."

The first runner-up is Miss Jean Carol Way, a junior majoring in art at the University of Tampa. She is the candidate of Epsilon Rho Chapter at the University of Tampa. A native Floridian, she has lived in the Philippines as well as various sec-



FIRST RUNNER-UP in the "Rose" contest is Miss Jean Carol Way who represented Epsilon Rho Chapter at the University of Tampa.

in the annual Soledad Mission Fiesta Queen contest.

Miss Bellie is now completing her studies at the School of Nursing at the University of San Francisco. In addition to being named second runner-up in the "Rose of Deltasig" contest she is also the Western Region "Rose." Miss Nasse and Miss Way are also considered "Roses" of the South Central and Southeastern Regions, respectively.



SECOND RUNNER-UP representing Gamma Omicron Chapter at the University of San Francisco is Miss Diane Bellie, a student in the School of Nursing.

# Georgia State Occupies New School of Business Administration Building

ON NOVEMBER 12, 1968, Phase I of the business school building complex at Georgia State College was dedicated. This event was the signal for a year's program of celebration of the development of the School of Business Administration. Attending the ceremonies were the Governor of the State of Georgia, Lester G. Maddox; Mayor of Atlanta, Ivan Allen, Jr.; Chancellor of Georgia State College, George L. Simpson; President of Georgia State College, Noah Langdale, Jr.; and Vice President of Georgia State, William M. Suttles. The dedication speaker was Daniel Parker, Chairman of the Board of The Parker Pen Company and Chairman of The National Association of Manufacturers.

A tour of the building shows that Phase I of the School of Business Administration complex includes 87,500 square feet of space, and includes the College Computer Center, 31 classrooms, two caserooms, a small auditorium seating 298 students, 61 faculty offices, a faculty lounge and other related facilities. Later phases of the complex will add a library, the Bureau of Business and Economic Research, the Institute of International Business, additional caserooms, and approximately 200 faculty offices. Phases II and III will complete a three-building complex to ultimately house the School of Business Administration.

The present building is six stories in height and is of white marble. Special features include an escalator system to move students between classes; thick walls and double-thick windows to isolate the structure from Atlanta's urban noise; the generous use of color to avoid drab institutional hues often associated with school buildings; carpeted caserooms and office suites; provisions for closed-circuit television and electrically driven screens with projection booths and peripheral equipment such as rheostat lighting; and special provisions for the handicapped student and left-handed people.

The top floor consists of the caserooms, conference rooms, and the auditorium. The fifth floor has specially designed accounting rooms while the third floor houses the Dean's office, the Dean of Graduate Studies, and the Associate Dean. The present ground floor houses the computer center. The second floor will eventually become the main floor as elevated plazas are constructed to connect the entire campus above the city traffic of downtown Atlanta.

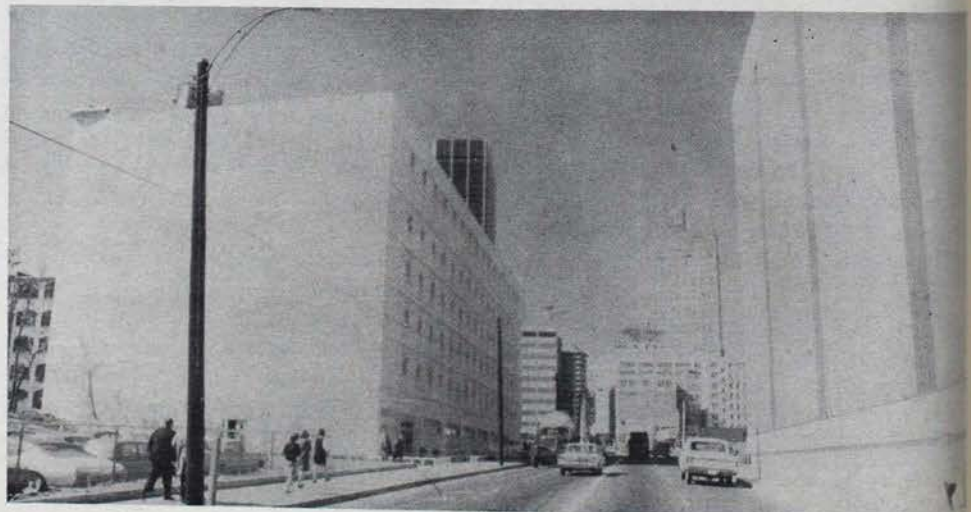
Georgia State College first opened its doors to students on the Georgia Tech campus, also in Atlanta, in 1913. Through its 55 years of development, the history of the College has been in fact the history of its School of Business Administration. It was the School of Business Administration with its close ties to the Atlanta business community which projected the image of the institution and gave it academic respectability. In recent years Georgia State College has developed into a multi-purpose institution with a broad array of degree programs in many disciplines.

Dr. George E. Manners, then Dean of the School of Business Administration,

and now Assistant Vice President of the College, said, in part, in his dedicatory address, "This is the first academic building in Georgia State's history specifically designated, planned, and constructed for a particular School." The design ties in with the philosophy of the School of Business Administration that "Our graduates must be prepared not only to undertake top management positions, but also to function effectively in a world of multinational firms and conglomerates of growing size and complexity. Increasingly, American business will be affected by international trends; more and more firms will operate in distant lands, in concert with many cultures, races, and religions."

Georgia State had 11,104 students enrolled in the Fall of 1968. Of these, there are over 3,000 undergraduates, 862 graduate students, and 124 terminal candidates in business administration.

The School of Business Administration is the home of Kappa Chapter of Delta Sigma Pi, first established in 1921 on the Georgia Tech campus, and later transferred to Georgia State when the School of Business Administration at Georgia Tech was transferred to Georgia State College.



SHOWN HERE IS Phase I of the new School of Business Administration building at Georgia State College in downtown Atlanta. In the foreground is the College library.



# CHAPTERS

## ALABAMA

**ALPHA SIGMA CHAPTER** of Delta Sigma Pi at the University of Alabama installed their new officers on February 3. They are: Charles Yates, president; Tim Russell, senior vice president; Ronnie Sallo-way, vice president; Philip Benefield, secretary; Harry A. Reitmeyer, treasurer; Phillip Twilley, historian; and Harry Brown, chancellor. Although the preceding administration has done a fine job, we are sure the new officers will be working hard to do even better.

Spring semester has been and continues to be very eventful. Several good speakers are being lined up for our professional meetings. Our two top events of the year came up in April. The annual awards banquet was held on April 26. This day was very exciting since the spring pledge class was initiated then and, also, our new "Rose" was selected. The other event was our annual field trip to New Orleans. Social events and plant tours were on schedule for this trip.

During the Fall semester, 14 men were initiated into Delta Sigma Pi. This was a very hard working pledge class and we are sure they will continue to be an invaluable asset to Delta Sigma Pi. With the help of these new Brothers and our new leadership, we at Alpha Sigma Chapter are looking forward to a very successful semester.—**CECIL V. BROWN, JR.**

## TROY STATE

**ETA KAPPA CHAPTER** at Troy State University has recently elected its officers for the 1969 year. They are: President Earl Johnson; Senior Vice President Stanley Sasser; Vice President Michael Blevins; Treasurer Jim Berry; Chancellor Tom White; and Historian John Woodson.

This quarter's professional program included a field trip to Mobile, Alabama, where we toured Morrison's, Inc., and International Paper Company. At Morrison's we saw the entire company operated from the main office. We also visited Springhill College and observed what it was like to be catered to by Morrison's. At International Paper Company we toured the plant itself and were familiarized with how paper is made from the pulp wood to the finished product. The entire trip was most successful.

The men of Eta Kappa Chapter are now in the process of planning for the pledge class of our spring quarter. We have planned a smoker for the first week of spring quarter with all eligible business men invited. This will be followed by a dance for the Brothers and the new pledges. We are looking forward to a large pledge class.

This has been a very successful year here at Eta Kappa Chapter. We are approaching 100,000 points in the Chapter Efficiency Index and feel we have accomplished many

things this year. We all hope that this year brought success and happiness to all our fellow Brothers and their respective chapters.

—**G. MICHAEL BLEVINS**

## ARIZONA STATE

**GAMMA OMEGA CHAPTER** at Arizona State University had the privilege of hosting the business students from the University of Sonora in Mexico this semester. Provisions for their room and board were made here at Arizona State University by our local chapter. Tours of the university and Phoenix area business establishments were provided by the Brothers under the leadership of our faculty advisor Dr. Glen Wilt, Jr. The visit was in reciprocation for a similar junket by our chapter to our Mexican friends' university two years ago. A most meaningful exchange took place, with both groups benefiting from the cultural backgrounds and variations of each other.

This semester Gamma Omega Chapter went on a tour of a national brokerage firm in the city of Phoenix. Different aspects of the stock market were discussed and analyzed. The tour was set up through the efforts of our faculty advisor, whose leadership and guidance have proven to be a very integral part in the continued success of our chapter.

Speakers this semester on our professional program came from our university administration as well as the outside business world, the highlight of the program being the lecture by the dean of our new law school, in which he related law to specified aspects of the business community.

Formal initiation of this semester's group of outstanding pledges will take place later this month at our bi-annual initiation banquet.

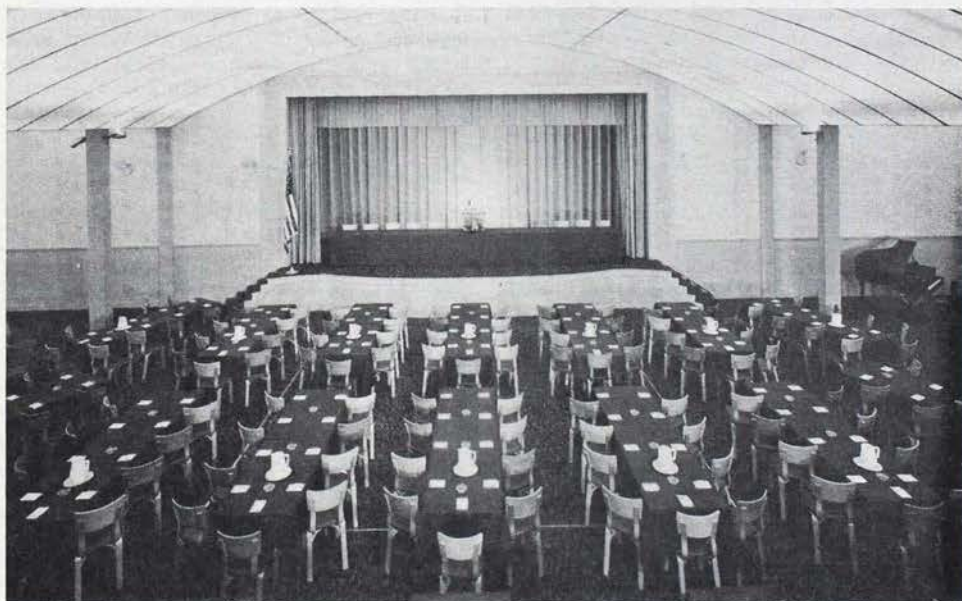
To the other brothers and chapters we wish you continued success in your endeavors in and outside of the academic school year.

## ARIZONA

**GAMMA PSI CHAPTER** is looking forward to an enjoyable and successful second semester to end this current school year. Our formal rush went very well and provided us with 25 new pledges for this Spring semester. Also, at the beginning of the semester, our members were active in helping the University register students for their new classes. The Chapter also helped assist with freshmen counseling and pre-registration.

For this semester we are planning a number of professional activities which include a tour to the G. E. plant and National Brewery in Phoenix. Also, among our many speakers we plan to have the senior officer from the Southern Arizona Bank speak on trusts and estates. We are also presently attempting to re-organize the Tucson Alumni Club.

Along with our other activities, we have not neglected our social calendar. This semester's social events include a steak fry, an all day party at a dude ranch, pledge-member luncheon, breakfast and a ball game. As a service project we are planning a bake sale for the benefit of the Big Brothers of America.—**STEVE CATT**



**MOST BUSINESS SESSIONS** of the Grand Chapter Congress, including the 27th Grand Chapter Congress Banquet, will be held in this convention hall at the Grand Hotel at Mackinac Island.

## NORTHERN ARIZONA

ZETA OMEGA CHAPTER at Northern Arizona University just completed a successful and quite unusual money-making project. The Brothers of the chapter held a drawing with the three winners receiving the use of a plane and pilot for a two hour flight. Each lucky winner was entitled to name the date and destination of his flight, and could also bring a friend.

Earlier this year, two VISTA volunteers spoke to us on the possibility of starting a VISTA program in Flagstaff. Six of the Brothers agreed to handle the administrative functions of the organization. It is their duty to see that the objectives of this most worthy program are met. At present, they are concentrating their efforts on helping the local elementary children in their studies. Future plans call for a number of similar projects.

The College of Business Administration is presently seeking accreditation from the very select American Association of Collegiate Schools of Business. There are approximately 115 universities that have met the stiff requirements for admission. Our chances of qualifying look very good.

The professional program has included speakers from the following areas: life insurance, city planning, real estate, utilities, and credit and loan departments.

In February, the Brothers chose a new "Rose." After a closely contested race, Trini Gonzales of St. Johns, Arizona, emerged as the winner. She was honored at a combination "Rose"-Pledge Banquet in April.

The Brothers of Zeta Omega Chapter would like to wish all graduating Deltasigs the best of luck for a most successful career in business.—KENNETH SZYMANSKI

## LOYOLA—Los Angeles

DELTA SIGMA CHAPTER at Loyola University of Los Angeles has so far experienced a very successful year professionally, socially, and scholastically. Some of our professional functions have included tours of *The Los Angeles Times* and General Motors. The *Times* tour was concluded with an informative discussion with the circulation director and the assistant to the editor. Early in the year, we were treated to a talk by Mr. Arthur Kelly, Executive Vice-President in charge of sales of Western Airlines. Currently, we are active in intramural athletics softball. Our social activities have included being represented by teams in basketball and exchanges and date parties. The fall pledge class, initiated last November, was extremely successful in its money-making activity. The class solicited ads for a blotter of which over 1000 copies were printed. This project netted over \$375.00.

On February 18, we were honored to have Executive Secretary Ben Wolfenberger visit our chapter. He seemed pleased with our progress over this past year. During this meeting, we elected our officers for the upcoming year. The officers consisted of Pat Day, president; Darrell Badurek, senior vice president; Tom Lenz, vice president; Greg Forster, secretary; Charles McClain, treasurer; Dennis Paul, historian; and Ken Charlton, chancellor.

We are presently engaged in our Spring rushing program which includes a stag rush, exchange, and a date rush. The professional functions include a tour of Western Airlines and a lecture by Mr. Frank Smathers, a stockbroker-financial consultant. Wayne Tanaka, chairman of the rush committee, sees a very promising pledge class and an excellent group of future Brothers. In addition to our rushing activities, the Delta Sigma Chapter is co-sponsoring with the American Statistical Association a talk by Brother Charles Dirksen, Dean of the School of Business at Santa Clara. The Brothers of the Delta Sigma Chapter wish the best of luck to all the chapters of Delta Sigma Pi.—GARY A. PRENOVOST

## SANTA CLARA

GAMMA XI CHAPTER at the University of Santa Clara started off the new year with the election of officers. They are: President Dave Coppom; Senior Vice President Bob Lewis; Vice President Steve Deis; Secretary Tim Sprinkles; and Treasurer Ogden Lilly.

Our most outstanding professional function of the term was a trip to the United Airlines maintenance base in San Francisco. At the end of the tour we were wined and dined by members of the very cordial United Airlines staff.

Tentative plans for the upcoming term include a boat dance and a spring barbeque which will be open to all students. Special committee chairman Mitch Dabo has also made plans for a fraternity rooting section at the regionals in Los Angeles as the brothers of our chapter will be in full force to support our winning basketball team.

Plans for pledging in spring quarter are well under way. A wide variety of rush events have been slated. We are hoping for a large turnout of potential pledges since we will be losing over half our brothers at graduation this year.

In retrospect, it has been a very enjoyable and eventful term, but we are convinced that the best is yet to come. The sincerity and dedication of our new officers is a strong indication of a productive and enlightening spring term.—MILTON J. SOUZA, JR.

## CALIFORNIA STATE—Hayward

ZETA TAU CHAPTER at California State College at Hayward is well on its way to another successful year and another 100,000 points in the Chapter Efficiency Index. A very active group of new officers includes: President Tim Davidson, Senior Vice President Brooks McBurney, Vice President Bill McCartney, Secretary Bill Benvides, Treasurer Gus Petsas, Chancellor Steve Yool and Historian Ron Silva.

Following up on the successful pledging of a fine group, our Chapter immediately launched a campaign to promote our book exchange. This year the exchange was even more successful—thanks to an excellent publicity campaign, and a very fine effort by Brother Greg Shave and his committee. With an increased schedule of general meetings and professional speakers, Zeta Tau Chapter is off to a fast start this year. Sev-

eral Committees have been formed to study various aspects of chapter organization for possible improvement.

Professional speakers thus far have included John Martin, marketing manager for Paseco (a Division of Fruehauf Corporation), and Bill Hanratti, president of Success Motivation, Inc. We will have more speakers in the coming weeks.

Our first "Rose of Deltasig" selection turned out to be quite an affair. Selecting from five semi-finalists, the Brothers picked beautiful Pam Welsh as our Queen and held a dinner-dance in her honor. She received a dozen roses and a portrait, while each Brother's "Rose" was honored singly.

Some of the more "active" Brothers are participating in an intramural basketball team. Playing in a split league with different club organizations, fraternities and "scrub" teams, they face a full nine game season. Others pursue the physical fitness kick with mile long runs in the morning and some very fast handball.

A member-pledge program is planned for Spring quarter along with a dance held in association with the business club of a local Jaycee. Two studies are being undertaken to determine the feasibility of opening a fund raising business.

In closing, Zeta Tau Chapter would like to wish all their Brother chapters continued success in the remaining year.—RICHARD G. CLARKE

## CHICO STATE

EPSILON THETA CHAPTER at Chico State College proudly welcomed ten new members to our chapter last January 11. The new members are John Gillespie, Mike Hottman, Don Johnson, Frank Morrison, John Orlando, Jack Richter, Mike Robrecht, Rich Ronsheimer, Bud Schafer, and Mr. Wes Harder, a member of the business faculty.

After the formal initiation of the new members, new officers were elected. The officers for the Spring semester are Charles Blue, president; Greg Brown, senior vice president; Bruce Banco, vice president; Wayne Crowder, chancellor; Bill Hubbard, secretary; and Art Thomas, treasurer.

The Max Bryan Fountain Award was presented to Jack Manson at our last professional meeting. Mr. Manson is not presently a member of the Fraternity, but we hope he will join soon. The speaker for the meeting was Mr. Bob Schnetz from Allstate Insurance. Mr. Schnetz described the different management positions his insurance company offers.

This semester we have accepted nineteen rushees as pledges. They were formally pinned in early March at a professional meeting featuring Dr. Huitt, a local physician. We hope all the pledges complete the pledge period to join the chapter since nearly half of us will graduate in June.

The new pledges will journey with us to Sacramento to visit the Procter & Gamble plant later this month.

Finally, since I will graduate in June, I would like to extend my best wishes for continued success of the Epsilon Theta Chapter in achieving the 100,000 points. Good luck!—GREG BRROWN



## SACRAMENTO STATE

EPSILON PHI CHAPTER is donating blood to the local blood bank here in Sacramento. As a service to the community, we are hoping to help alleviate part of a chronic problem, that being a severe shortage of blood plasma in the Sacramento area. Much of the credit for the success of this project must go to Brothers Jack Cope and John Jackson.

Newly installed executive officers for the Spring semester are: Bill Coleman, president; Milt Price, senior vice president; Michael Gibson, vice president; Dennis Keer, secretary; Warren Moorehead, treasurer; Darrell Salvador, historian; and Jack Cope, chancellor.

Our semi-annual wine-tasting tour, scheduled for the latter part of April, included visits to the Lodi and San Andreas wineries. Similar one day excursions in the past have always proven to be very enlightening and worth while.

The Brothers will celebrate Epsilon Phi Chapter's sixth birthday on May 5, with a dinner and a professional meeting. Other activities for the semester include the Chapter's 2nd annual Casino Royale Night. As in the past, all profits derived from this function will go to a charitable organization in the Sacramento community. The Chapter's Spring semester activities will conclude with the Senior Recognition Dinner scheduled for May 28.—JOHN A. CHINCHIOLO

## SAN FRANCISCO

THE BROTHERS of Gamma Omicron Chapter opened the new semester by acquainting our new Brothers, Randy Shigo and William J. Regan, Dean of the College of Business Administration, with the full round of fraternity activities afforded all Brothers. In February we began our rushing program by giving a sit-down steak dinner for the rushees and brothers, and culminated the period by investing fifteen young men with pledge pins. Our pledging activities included, besides the 'usual,' a very successful canoe trip along the Russian River. A visit by Brother Ben H. Wolfenberger was another high point in this period. As the year drew to a close, the younger Brothers gave a party honoring our graduating Brothers, Gary Royce, Frank Tealdi, Bill Fogarty, Mike Hazlewood, Dave Cresto, Chris Johnson, Russ Gallian, Bob Bucci, Larry Tomsic, and Steve Thomas.—PATRICK CARTER

## MENLO

THE ZETA RHO CHAPTER has had a very successful semester, as the Chapter Efficiency Index will show. We are of course proud of our rise to seventh place, but we are still striving for improvement.

Our Chapter has been swamped this year with many diverging views on several topics of importance to Zeta Rho Chapter. We have found that the ideals of brotherhood are often realized best when the airing of these views involves us in lengthy and heated discussions. We are not perfect yet, as far as efficiency and organization are concerned, but if we felt we were, there would be no incentive for progress.

This academic year is half over and rapidly approaching completion. Our projects

so far have been extremely successful, and we are looking forward to an even more active next year.

Throughout this year, our chapter has continuously advanced toward a more ideal organization. Our pledge class this semester is full of students who have attended Menlo for at least one year, and for some reason did not pledge when they first came here. Many are rushing now because they feel the fraternity and, specifically, Zeta Rho Chapter, have improved over previous years. We regard this as a good indication of our recent efforts. This is undoubtedly the most active year for Zeta Rho Chapter so far, until next year.—DAN STUBBS

## COLORADO

ALPHA RHO CHAPTER this semester has been extremely busy. We held our bi-annual book exchange at the start of the semester for the School of Business. The exchange proved very successful as many business students brought books to sell. Another exchange is planned for the summer session.

Following the exchange, our next major activity was Spring rush. Letters were sent to all qualified students and a formal rush meeting was held the following week. Overall, the rush was very successful with the initiation banquet set for the latter part of March.

Coming activities for this semester include speakers, tours, and some social activities. We are trying to get Denver Bronco football player Steve Tensi to speak at our next meeting. Also, we will have a joint pledge-member baseball game in the next few weeks.

Perhaps one of the most unusual activities that Delta Sigma Pi participated in during the last semester was a tour of the Francis E. Warren AFB, "Alpha" Launch Control Facility at Cheyenne, Wyoming. This Launch Control facility is a vital organ of our national defense. It has the capability of launching ten Minuteman II rockets, in case of a nuclear attack. The Launch Control Facility is set in the center with the ten rockets located in a circle around the facility.

The tour included a luncheon at the Officers Club with Lt. Colonel Charles O'Neal, AFIT Detachment Commander, as guest speaker. Col. O'Neal showed a film on AFIT education programs in the Air Force as part of his presentation. Lt. Colonel Lewis Browne, 319th SMS Commander, was on hand to welcome the members of the fraternity and appoint them as 319th "Underground Steel Balloon Squadron" Missile Ears in memory of our visit to Warren AFB.

At the "Alpha" Launch Control Facility, which is located about 60 miles Northeast of Cheyenne, in the middle of a farm, the fraternity was briefed on the everyday operation of the facility. The facility contains a building on top of the ground to house personnel and equipment for communications, power and survival, as well as a Control Center which is located underground.

The members then boarded an elevator that took them 60 feet underground to the Launch Control Center, which is a very large capsule suspended in an air pocket underground, from which the missiles are launched. The capsule contains a fantastic amount of electronic equipment, for innu-

merous functions. The capsule is manned by two men at all times and can be completely self sufficient for about two weeks in case of an attack. While in the capsule the combat crew on duty explained their flight operations and certain operational procedures to the group. The complexity and the amount of failsafe type of devices are hard to believe.

After returning to Warren AFB from the "Alpha" Launch Control Facility the group had dinner at the Officers Club before departing for the return trip to Boulder.

Capt. Norm Neill, an alumnus of the fraternity, was our host and did a fantastic job of giving us the V.I.P. treatment throughout the entire tour. Plans for this spring call for another tour to the facility with wives and dates since the last tour was such a big success.—ERIC MUELLER AND PHIL BARTON



MICK FOY, on the left, president of Alpha Rho Chapter, is shown here receiving his certificate of appointment as honorary missile ear from Lt. Colonel Lewis Browne during the chapter's tour through the Launch Control Facility of Warren AFB, Cheyenne, Wyoming.

## WESTERN STATE

THE NEW OFFICERS of the Zeta Kappa Chapter for the '69-70 year are: President Mike Merlino, Senior Vice President Bob Goodnough, Vice President Steve Witcher, Chancellor Gary Alstatt, Secretary George Hamblin, Treasurer Dave Zimmerman, and Historian John Musser.

March 8 marked the end of our pledge period when 12 new members came in and the annual "Rose" Dance was held at the Dos Rios Motel. The queen candidates include Cindy Green, Donna Krengel, Carol Thacker, and Rosemarie Videtto.

The chapter fielded two intramural basketball teams. The number one team at this time is playing in the championship tournament and is one of the contenders. The number two team played with great desire and hustle but managed to lose all their games. Also our toboggan team made a fine showing at the Toboggan Race at the Crested Butte ski area.

As part of the professional program the chapter toured the Samsonite Corp. and the Federal Reserve Branch Bank in Denver. Also a wide variety of speakers spoke at the meetings, including Dr. Baldwin Ranson's talk on inflation and other problems facing President Nixon as he took office.

## DENVER

ALPHA NU CHAPTER at the University of Denver successfully completed the state-wide InterCol bookdrive for the United Negro Colleges this month. The *Denver Post* newspaper and KLZ-TV ran feature articles praising Alpha Nu Chapter for its contribution to higher education. Thanks go to all the brothers and local businessmen for bringing this project to a successful conclusion.

This month also saw the installation of the 1969-70 chapter officers, and with the fine group of pledges to be initiated June 1, Alpha Nu Chapter certainly will remain in the spotlight as an outstanding organization on the University of Denver campus. The 27th Grand chapter Congress will be represented by an excellent group of undergraduates and alumni from the Denver Alumni Club.

The professional programs were many and varied. Through the College of Business Placements Office we were able to arrange for speakers representing all fields of business and sections of the country. The professional activities for the year were highlighted by a tour of United Airlines Flight Training Center—the largest in the world.

Social activities were not neglected by any means and a toast goes to our Social Chairman, Randy Lindgren. The graduating seniors will be honored with a farewell party and barbecue.

In parting, may good luck be with all brothers, especially those working for an uncle in a far away land.—STEVEN SILJESTROM

## FLORIDA

BETA ETA CHAPTER after an eventful first quarter is well on its way to a successful and rewarding year. With the help of the 14 new Brothers initiated last term, Beta Eta Chapter should achieve 100,000 points in the Chapter Efficiency Index.

The officers for this term are: Ray Allen, president; Rick Reader, senior vice president; Will Ozier, vice president; John Barron, treasurer; Jeff Davidson, secretary; Tex Wooters, chancellor; and Dave Musgrave, historian. We are looking to these Brothers for new directions in leadership.

Our rush program this term was kicked off with an outdoor barbecue. Among other functions for the prospective pledges was a smoker held the following week. Our rush program concluded in the formal pledging of 18 new men.

Our professional program this term has started out very successfully with a 3 day field trip to Atlanta, Georgia. We visited IBM, The Carling Brewery, General Motors, and The Federal Reserve Bank. The trip was termed highly successful by the 15 brothers and pledges who attended. More activities in our professional program include speakers Mike Waters, a local C.P.A., and Richard Rogers and Jim Mixson, managers of national department stores. Field trips throughout the state of Florida include visits to Tampa's Schlitz Brewery, West Palm Beach's R.C.A. Plant, and the IBM facilities in Boca Raton.

We the brothers of the University of Florida's Beta Eta Chapter wish all other chapters and alumni clubs the best of luck in this prosperous year.—DAVE MUSGRAVE

## FLORIDA ATLANTIC

ZETA PHI CHAPTER at Florida Atlantic University is looking forward to another outstanding year of success and achievements. The first meeting of the year was honored by the presence of regional Director George E. Ragland. Brother Ragland commended Zeta Phi Chapter for its exceptional performance, and later he attended the first smoker and spoke to the prospective pledges and Brothers on the subject of Brotherhood and Fraternalism.

A series of five lectures have been scheduled by the Department of Business, co-sponsored by Delta Sigma Pi and coordinated by Professional Chairman Randy Segal; the first was held in January. The guest speaker was Kenneth R. Staley, retired vice president of marketing for General Motors Corporation. Following was a banquet dinner and an open discussion period. Mr. Staley spoke on sales and other various aspects of the General Motors Marketing Program. Prominent Economist Murray Shields lectured on February 19th on the subject "Where is our Economy Heading?," which was also followed by a banquet dinner. The itinerary of planned lecturers' include Mr. Frank Butcher, vice-chairman of the board of A & P-retired, and George Dively, chairman of the board of Harris Intertype.

A charter bus of 32 Deltasigs enjoyed a professional tour of the N.A.S.A. installation at Cape Kennedy on January 24. Members were able to observe preparation of the Apollo 8 mission.

The "Rose" Dance was held on February 15 in Fort Lauderdale, Florida, at the Fort Lauderdale Beach Club. The newly selected "Rose of Deltasig," Cheryl Newcomb, was given the traditional bouquet of roses by the descending "Rose," Sue Rowe.

The new pledges were installed as Brothers at the formal initiation on March 1 at Crystal Lake Country Club in Pompano Beach, Florida, where we were honored with the presence of Founder Harold V. Jacobs. Guest speaker was Robert B. Parsons, Jr., vice president of Computer Sciences at Eastern Airlines, Inc., and a member of the Florida Atlantic University Advisory Board. His subject was "Career Opportunities with Airlines." These new Brothers will prove to be outstanding as they have shown zeal and enthusiasm during the pledge period.

It gives us great pleasure to welcome the newly formed Delta Sigma Pi Alumni Chapter of Fort Lauderdale, Florida. Officers elected at the first meeting were Brothers Jack George, president, Pat Harrington, vice president, Joseph Roberts, secretary, and Don Gibbons, treasurer. We as an undergraduate chapter are proud of this achievement directed by the careful hand of Brother Michael Pantya, District Director of Southern Florida.

The men of Zeta Phi Chapter extend to all chapters of Delta Sigma Pi continued success and best wishes.—JOSEPH L. BUSTANI

## MIAMI—Florida

THE BROTHERS OF the Beta Omega Chapter have been active in numerous activities throughout the year.

Last fall, after participating in Homecoming activities, we were proud to win second place trophy for our float in the Homecoming Parade.

Seventeen new brothers were admitted to membership after fall semester pledging. At their initiation dinner, held in the dining lounge atop Miami's tallest Holiday Inn, the Honorable Chuck Hall, mayor of Metropolitan Miami, spoke to our chapter.

During the fall semester, the brotherhood was grieved by the untimely death of Brother John Terres. In his memory, we have established the John Terres Memorial Award to be given each semester to a brother of the chapter who has achieved a high scholastic average and has participated in extra curricular activities.

New officers and chairmen for the Spring Semester, 1969, include: Barry Asmus, president; Will Melendez, senior vice president; Dave Winter, vice president; Jack Black, secretary; Steve Trachtman, chancellor; Phil Marraccini, historian; Wayne Smith, professional chairman; Larry LaBelle, sports chairman; Rich Winters, social chairman; Harry Ludwig, editor of the *Southern Outpost*, chapter magazine, and Deltasig Correspondent; Jack Black, ritual chairman; and Marc Mervis, efficiency chairman.

This semester, early attention was given by our president and the brotherhood to aid in the establishment of Phi Gamma Nu, national business sorority, at the University of Miami. We are working for the sorority's continued progress.

The first annual University of Miami Business Week was held in February. Included in the week's events were exhibits from major businesses in Miami as well as leading businessmen who discussed career opportunities in various fields of business with students. Congratulations are in order for Brothers Dennis Chung, Assistant Editor of the *Business Bulletin*, and Steve Trachtman, chairman of the InterBusiness Organization Council for their efforts in making Business Week a success. In addition, a number of brothers and pledges helped in setting up the exhibits.

Carnigras, the university's annual amusement fair, is almost here. Last year, our fraternity captured the first place trophy for our pizza booth. We plan another such booth this year and are working for first place again.

We are currently choosing our "Rose" Queen to be crowned at our "Rose" Dance. Plans are already complete for this year's dance to be held at the top of the Everglades Hotel overlooking downtown Miami.

Our speakers this year have been outstanding and have included, along with the mayor, the president of the Communication Workers' Union and the Vice President of Florida's largest bank, among others.

We wish all chapters and brothers of our great fraternity a very successful year.—HARRY LUDWIG

## FLORIDA STATE

THE GAMMA LAMBDA CHAPTER of Delta Sigma Pi recently participated in the annual business school football championship game. We had won the past 2 games and were playing this time to retire the trophy. Our rivals were conscious of this fact and felt confident with three of FSU's football players as pledges. We looked like a high school team when we stood beside them. However, when it came to playing we proved to be their equal, and the game ended in a 13 to 13 tie.

Our "Rose" Ball was held at the Tallahassee American Legion Hall and was enjoyed by all. Patricia Spitzer of Delta Gamma Sorority was elected "Rose" Queen and has already proved to be a most beautiful "Rose." She has aided us in our big fund raising project, a sick sale, and contributed in other ways to the fraternity. Anne McCracken, first runner-up from Landis Hall, has a Brother that is a Deltasig at Zeta Phi Chapter at Florida Atlantic. The other members of the court are second runner-up Jane Hudson, Sigma Kappa; third runner-up Joanne Gage, Cawthon Hall; and fourth runner-up Margaret Bartlett, Kappa Kappa Gamma.

The Brothers of Gamma Lambda Chapter are looking forward to the Atlanta field trip in April. We will be touring Eastern Air Lines, Chevrolet, Lockheed-Georgia, Frito-Lay and, last but not by any means least, Carling Brewery.

The school year 1968-69 has been a very active one for Gamma Lambda Chapter, a year in which the ties of the past will be extended into the future.—HUELAN GRIER

## TAMPA

EPSILON RHO CHAPTER at the University of Tampa has just finished a great semester and is looking forward to an even better one this coming spring. To lead our chapter to a successful semester nine new officers were elected. Returning is our president, Earl S. Bagley; elected are Senior Vice President Thomas E. Crabtree; Vice President Robert C. Hearden; Chancellor Charles F. Sprietsma; Secretary Robert L. Fedor; Treasurer Edmund Eubanks; Historian Richard A. Ricciardi; Professional Chairman Terry A. Cannon; Social Chairman Richard K. Haines; and keeping our Chapter Efficiency Index records is Brian L. Bishoff.

We opened our pledge period with a smoker at the Manger Hotel, where the prospective pledges heard an inspiring speech by Brother Roberts, a professor at Tampa University.

Professionally, the new semester should be very beneficial, with scheduled speakers and tours leading in the agenda. Last semester the president of Florida Steel gave an informative speech to the chapter. The brotherhood also attended the Advertising Council of Florida, which also proved very interesting.

Socially we should do equally as well because of the efforts of Brother Richard Haines, who has even planned a bus trip to Mexico.

Wedding bells rang this semester for Brother Rich McKenzie. Congratulations to our president, Stan Bagley, who became engaged to a very lovely girl.

The brothers of Epsilon Rho Chapter, through joint effort, expect to have a memorable and successful semester.—RICHARD RICCIARDI

## GEORGIA STATE

KAPPA CHAPTER at Georgia State College began 1969 with a fine rush program. Our rush chairman, Brother Phil Rosenberg, entitled the rush "While Earning a Degree, Get an Education—through Delta Sigma Pi." Ten outstanding pledges joined our ranks as a result.

At our rush dinner, Kappa Chapter heard Brother Thoben Elrod, an alumnus, tell us how being a Deltasig has helped him in the business world. Afterwards, President Roger Greer presented Brother Thoben with a plaque thanking him for his outstanding efforts in working with our chapter.

At a later professional dinner, Mr. Charles Weltner, past Georgia Fifth District Congressman, spoke to us. He told us about problems the U.S. faces internally and abroad.

"Win a Scholarship" was our fund raising project, headed by Brother Alan Certain. We gave away a scholarship, including books and tuition, for Spring quarter. It was quite successful and gave us more funds for our activities.

The main event was our Kappa Chapter Birthday celebration. Hugh Hofer and Alan Certain did a fine job arranging the dinner and entertainment.

As a final thought, we at Kappa Chapter wish to recognize a group of men who have worked hard to give us a place for relaxation, enjoyment, and joining together for the activities of our brotherhood. The group of men is the Atlanta Alumni Club. The place is the new Deltasig Lodge. So we wish to

take advantage of this publication to express our thanks to this fine group of Deltasigs. They serve as a reminder that only through earnest, hard work is anything worthwhile ever accomplished.—DENNIS R. PRINCE

## GEORGIA

PI CHAPTER at the University of Georgia has just concluded rush with the pledging of five neophytes. At our rush, Dean Flewellen, Mr. Milton Westbrook, and Dr. Charles Clement gave talks.

On January 6, Pi Chapter was visited by Brother Ben Wolfenberger and Brother Gerald Phillips. Pi Chapter is planning to use the advice given to us by Brother Phillips and Brother Wolfenberger to help us attain 100,000 points in the Chapter Efficiency Index.

On January 13, Mr. Miley, a computer consultant, gave us a talk on the operations and effects of computers. On February 3, Mr. Pete Argo gave us a talk on the operations of unions on the local law; while on February 24, Dr. Ethel Jones gave us a talk on the labor field and how to attract industry. After each talk there was a vigorous question and answer period.

On February 21, Pi Chapter celebrated its 47th birthday. Over 70 people were present and everyone had fun.

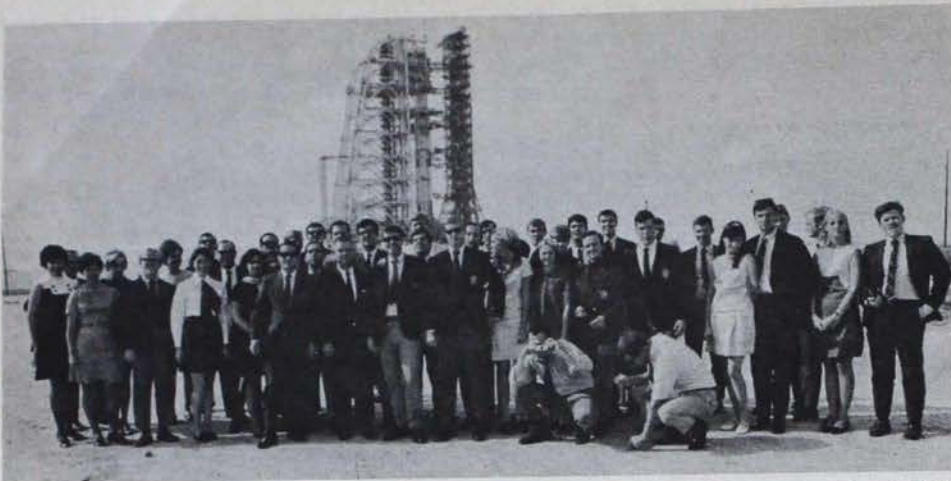
Athletics for the quarter include badminton, bowling, weight lifting, free throw shooting, and basketball.

Brother John Hannum was chosen as the most outstanding pledge of Fall quarter. Our initiation for winter quarter took place on March 7.

Pi Chapter is striving hard this year to make 100,000 points in the Chapter Efficiency Index, and if we keep up our present pace we will make it.—JOHN M. SMITH



MEMBERS OF ALPHA RHO CHAPTER at the University of Colorado enjoy a luncheon with the officers of the Launch Control Facility of Warren AFB, Cheyenne, Wyoming, prior to touring the facility.



MEMBERS OF ZETA PHI CHAPTER and Phi Gamma Nu Sorority at Florida Atlantic University recently toured Cape Kennedy. In the background can be seen launch complex 39A from which Apollo Eight was being prepared for its three man orbital mission around the moon.

## DE PAUL

ALPHA OMEGA CHAPTER is proud to announce that its "Rose," Diane Hudyka, tied for first place in the Interfraternity Council queen contest at De Paul University. The contest is divided into two categories: judging of each contestant by an impartial panel, and a door vote taken at the "Queen's Ball." The combination of Diane's poise and charm and a 100% determination by all the Brothers to win proved fatal to the other eleven fraternities.

The Brothers are now making plans for the second major dance we sponsor at De Paul University. Through cooperation and a business-like approach, success of the "Roaring Mayhem 111" is assured. We are also in the process of revamping the touch football tournament which is run by Alpha Omega Chapter for all the fraternities at De Paul University. Previously it was a double elimination tourney. Plans now are to form an interfraternity league with possible post season competition with neighboring schools.

This year's professional program is one of the best Alpha Omega Chapter has had. We have had professional speakers on practically every major field of business study. It looks very promising that we will receive 100,000 points in the Chapter Efficiency Index. This year the Brothers have displayed, time and again, a unity and cooperation which is unexcelled on campus.—LARRY CARLSTROM

## ILLINOIS—Urbana

THE FIFTEEN MEN composing Upsilon Chapter's new pledge class can look forward to an enriching and enjoyable first semester in Delta Sigma Pi.

Under the leadership of Brother George Gau, Upsilon Chapter has planned a full semester of professional, social, and athletic activities. The weekend field trip to St. Louis promises to be the highlight of the professional program. While in St. Louis the brothers will visit the Anheuser-Busch brewery and the McDonnell Douglas facilities. If time permits, the men of Upsilon Chapter

also hope to take in a Cardinal baseball game. Rounding out the weekend Upsilon Chapter will help in the initiation of a new chapter at Southern Illinois University at Edwardsville, Illinois.

April 26 has been set aside by the brothers for the Chapter's Spring Formal at the Ramada Inn in Champaign. Formal initiation will take place the afternoon of the dinner-dance. Besides this formal dance, each weekend finds brothers gathered together for informal parties.

In addition to intramural basketball and softball Upsilon Chapter's athletic program includes a pledge-member basketball game. With brothers as officials the feeling of confidence runs high among the brothers.

It appears that Upsilon Chapter will repeat as a 100,000 point chapter again this year, an honor the Brothers have worked hard to achieve, and a fitting end to the undergraduate careers of the men leaving Upsilon Chapter in June.—LES LARSON

## LEWIS

THE BROTHERS OF Zeta Xi Chapter are on the move again this semester. We have accepted 20 neophytes for our Spring pledge class. Pledging began on February 25, and was concluded with help night on April 25. So, it looks as if we are on our way to attaining our 20,000 points for membership.

Our professional activities thus far this semester have included tours of the Chicago Board of Trade, the Midwest Stock Exchange and Merrill Lynch. We have also had speakers from Penney's and the Dean's Food Company. On March 5, the Brothers toured the Chicago Police Department. For the future we are trying to arrange tours of Kroger Company and the Chicago Merchandise Mart and possibly an entire weekend visiting various industries out of state. If the Brothers maintain the cooperation and attendance which was displayed at the last professional activity, the remainder of the professional program for the semester should prove to be beneficial to all concerned.

Social events for the semester will include several mixers and joint smokers with our sisters from Alpha Mu Omega at St. Francis College. The pledge banquet was scheduled for April 26, in Chicago. We are proud to announce that our "Rose," Miss Maureen Meyers, was on the Homecoming Court at Lewis in January.

The scholarship committee reported that the fraternity's academic average for the first semester of 2.47 was higher than the Commerce Department average of 2.24.

In sports, the Deltasigs took first place in the intramural volleyball tournament. The basketball team is running into a little bad luck. The team record presently stands at 1-3, but Brother Mike Clark, our athletic chairman, feels that the team will jell in the second half of the season and improve their record. Therefore, the remainder of the semester should be very rewarding to all the Brothers of Zeta Xi Chapter.—ARTHUR P. DEMARAH

## NORTHERN ILLINOIS

ETA MU CHAPTER at Northern Illinois University was proud to initiate 15 new pledges for the spring semester. The pledge dance was held at Suburban Estates Pools and was followed by various postdance parties. Our pledge class is under the capable guidance of pledge master Larry Nelson.

On February 14, 1969, our chapter sponsored an IBM Computer Dance held in the University Center Ballroom. By scientific and mathematical computation, Northern's 360 computer matched 1300 couples according to their answers on the questionnaire concerning their interests and attitudes on religion and politics, and the student's evaluation of his own appearance, personality and status on campus. A trophy was given to Mark Wazak for being "Northern's Most Compatible Male." Mark was found to be compatible with 86 percent of all girls filling out the questionnaire. This money making project provided the Brothers with a chance to put some of their business talents and abilities to practical use. Brothers Jim Carlson, William Gresher, and Frank McEntee were the committee chairmen for this successful business venture.

Professional chairman Robert Townsend has provided the Brothers with an active and rewarding professional program for the spring semester. Entertaining guest speakers have included Joseph Blumberg from the Complete Insurance Service in Chicago. Mr. David McGuire from the Continental Bank in Chicago spoke to the Brothers on "Consumer Finance." Doctor Donald Verne from Northern's own Philosophy Department gave a very stimulating speech on "Morals and Business." Mr. D. R. Finch, Regional Personnel Manager from the S. S. Kresge Corporation, also visited our campus for an interesting discussion on today's business environment.

The Brothers are proud to announce our first "Rose of Deltasig," Miss Carol Shaw. We would like to congratulate Carol and we hope she will be as happy during her reign as we are to have her as our "Rose."—JAMES A. LENTZ

## EASTERN ILLINOIS

EPSILON OMEGA CHAPTER at Eastern Illinois University is proud to announce its "Rose" for the coming year. Miss Andrea Sparks, Sigma Kappa, was crowned at Epsilon Omega Chapter's annual "Rose" Banquet. The Banquet was held on February 8, 1969 at the U.S. Grant Motor Inn in Mattoon, Illinois.

We recently initiated five new brothers. They are Dan Tolliver, Frank Eppelheimer, Glen Peterson, Robert Warner, and Jerry Christ. Although the pledge class was small, quality replaced quantity. Brother Jerry Christ was selected outstanding pledge and received the traditional "Green Weenie."

At the last meeting of the Winter quarter, the new officers of Epsilon Omega Chapter assumed their official duties. The newly elected officers are: President Bill Schweickhart; Senior Vice President Mark Riggio; Vice President, Jim Hinz; Secretary Larry Menschel; Treasurer Rick Frothingham; Chancellor Roy Luecke; and Historian Keith Kraegel.

We have recently pledged ten prospective members. They will go through their training period during the Spring quarter.

Professional wise, Epsilon Omega Chapter enjoyed a talk on January 29 by Mr. Gary Kilgos, a sales representative for American United Life Insurance Co. The quarter was wrapped up by a talk by Mr. Stanton Dotson, District Attorney from Mattoon, Illinois on February 25, 1969.—LARRY MENSCHER

## NORTHWESTERN—Chicago

THE SPRING SEMESTER began with the formal pledging on March 17. Brother Thomas M. Mocella, regional director and Brother Kenneth L. Vadovsky, district director, attended.

Our "Rose" Ramble, which took place on April 19, departed from the traditional chapter method of electing the "Rose." This year all co-eds from the University were involved. In previous years the candidates were nominated by the sororities and other ladies' organizations on campus and then elected by the members of the chapter. This year ballot boxes were set up and the girls urged to place their resumes and photos in them. The "Rose" campaign will open by the Brothers pinning roses on the co-eds.

Initiation will take place on Friday, June 13, followed by a formal dinner on Saturday, June 14, with all student organizations.

The professional program will cover such subjects as federal taxation from the personal viewpoint and international marketing and advertising of soft drinks. A panel lecture will also be held on the planning and building of a successful career.

Activities with the Chicago Alumni Club have covered and will cover such activities as undergraduate and alumni dinners, past presidents' night, and pot luck socials for husbands and wives, and, of course, unmarried sweethearts. The year will be topped off with the Chicago Alumni Club by a night at the racetrack.

We will let you know how our new experiment with the "Rose" Ramble fares.—EDWARD RIVERA

## LOYOLA—Chicago

GAMMA PI CHAPTER at Loyola University elected its new administration in late January. The new officers are: Allen Kutchins, president; Jerry Fritz, senior vice president; Gary Najdowski, vice president; Paul Passaglia, secretary; Bill Dale, treasurer; Jack Monco, chancellor and Wayne Hampel, historian. In addition to the retention of traditional activities, they have prepared a program of greater involvement for the chapter. This involvement will be both individual, for each Brother within chapter activities, and collective for participating in and sponsoring university activities. It is felt that in this way Gamma Pi Chapter will receive recognition from a larger segment of the university and will be aided in its most important work of attracting new membership.

One of our major social events of the year was the Bal Rose held on March 29. The success of the dance should be attributed to Brother Brian McCarthy who demonstrated his dedication to the fraternity in the planning and work done for the dance. Gamma Pi Chapter thanks him.

This June Gamma Pi Chapter is losing 17 Brothers to graduation. For the past several years they have provided much of the excitement, work, success, challenge, and brotherhood that has made membership in Delta Sigma Pi the memorable experience that it has been for each one of us. We congratulate them on their academic success and hope that those men who follow them as Deltasigs have as meaningful an association with the fraternity as theirs has been.—DONALD COLBY

## BALL STATE

EPSILON XI CHAPTER of Ball State University is looking forward to doing it again! The thirty two Deltasigs on this campus are working together in hopes of attaining the 100,000 point Chapter Efficiency Index goal for the seventh consecutive year. We were proud to see also in a recent Deltasig issue that our fellow chapters are working in harmony also.

On February 5 we invited over thirty rushees to our smoker and, fortunately, we were able to screen sixteen of them. The pledge ritual was scheduled for March 14. We feel that there is a great deal of talent in this group, and our pledge educator, Mike Cox, informs us that their unity is extraordinary.

Their initiation into the fraternity was on April 25 and it was followed with a dinner-dance on April 26. We are looking forward to that weekend and we extend an invitation to all of our brothers across the country. Although we know it would be impossible for many of you to attend the gala affair, we would be more than happy to send additional information if some of you are interested in attending. Additional information can be obtained by writing Ken Trice, Palmer Hall Box 102, Muncie, Indiana 47306.—KENNETH L. TRICE

## INDIANA STATE

THE DELTA TAU CHAPTER at Indiana State University opened its spring semester with an extremely interesting tour of the J. I. Case plant here at Terre Haute, Indiana. Mr. Bill Parks led the tour which took us through the general office, the research department, and the manufacturing facilities where we saw the production of back hoes and payloaders.

Delta Tau Chapter's rush has also been very good. We held an open house at our new chapter headquarters and also had a fun night where the members and rushees could play cards or pool and get to know each other on an informal basis. The speaker at the final rush function was Mr. Fred M. Starr, Jr., from the DX Oil Company. Mr. Starr, the coordinator of Sales Training, gave a very interesting talk concerning the keeping and building of customer relationships.

Our chapter recently received a speaking podium from the Indianapolis Alumni. It is made of light colored wood and has the Delta Sigma Pi crest mounted on the front of it. We were very happy to receive the podium and have used it many times already.

The Delta Tau Chapter is now making plans for the Rose of Deltasig dance, our pledging activities, a tour, and future professional meetings. The Brothers of the Delta Tau Chapter are expecting a busy and rewarding spring semester.—DAVE NORTHROP

## INDIANA

UNITY IS THE KEY being used by Alpha Pi Chapter at Indiana University to unlock many doors to further our brotherhood. We have created a newsletter to be issued semi-annually in hopes that we may all receive the benefit of communications with each other and the solidarity so vital to any Brotherhood. Another big project is our looking into the possibilities of obtaining a house for our fraternity.

Aside from these two, we have devoted a considerable amount of time to our regular fraternity programs. Thirteen highly qualified students from the School of Business were pledged into Delta Sigma Pi. New officers were elected at the first business meeting of the Spring semester. Brother George Collins headed the list as President and was followed by seven other very capable Brothers in the other positions.

Our professional program was also very successful. It included speakers from several different industries and a tour of some businesses in Indianapolis. A coffee hour was again held this semester for the faculty members and the Brothers. As in the past, this has proven to be an invaluable process to strengthen the student-faculty relationship which is always a problem at universities the size of Indiana.

A couple of the social events that took place were the car wash and party following it, and the hayride. Both were greeted with much enthusiasm. All totaled, it turned out to be a most dynamic semester for Alpha Pi Chapter. Through scholarship, fellowship and commercial practices, we have tried to uphold and further the ideals of our fraternity.—Delta Sigma Pi.—JOE WHEELER

## IOWA

EPSILON CHAPTER at the University of Iowa began the spring semester under the leadership of President Jim White. Prospective pledges were invited to attend the pledge banquet at the Amana Colonies where we were addressed by Mr. Loren Hickersom, mayor of Iowa City. Fourteen men were pledged into what promises to be another outstanding pledge class.

Brother Keith Klaver was responsible for a fine spring semester professional program. Speakers representing an advertising firm, the Iowa Bankers Association, the Iowa City Investments Club, and the University of Iowa Management Research Center presented interesting and informative programs for the chapter. A tour of the Firestone Tire Company plant in Des Moines completed the year's well-rounded professional program.

Epsilon Chapter's social activities were, as always, many and varied. Informal parties are a weekly occurrence for the Brothers of Epsilon Chapter, offering a comfortable release from study and strengthening the bonds of brotherhood. The "Rose" Formal promises to be the social highlight of the year. Miss Jeanne Marx, 1969 "Rose" Queen, will reign over the event.

Epsilon Chapter is anticipating another 100,000 point year in the Chapter Efficiency Index as we approach the end of another rewarding year of brotherhood in Delta Sigma Pi.—LARRY D. HUGHES

## WASHBURN

DELTA CHI CHAPTER at Washburn University returned from Christmas vacation to finish the Fall semester and begin the Spring semester. On January 5 the chapter initiated its second pledge class for the semester. Our last formal meeting for the semester was January 8. Elections were held and new officers for the Spring semester are Don Sajwaj, president; Ray Killam, senior vice president; Don Douglas, vice president; Roger Stover, secretary; Duane Johnson, treasurer; Paul Boeding, historian; and Dean Anderson, chancellor.

The "Rose of Deltasig" Dance was held during the semester break and it was one of the best the chapter has ever had. A large number of actives were present plus many alumni of the Delta Chi Chapter. Miss Barbara Gannon was chosen the "Rose of Deltasig" and was escorted by Brother Tom Palmer.

Also between semesters the chapter conducted its annual book exchange and sale. It was a financial success as always.

The Spring semester started with ideas and plans. Plans are being made for our annual Business Day. The chapter developed Business Day as a means for the general business students to hear speakers from the business world and become acquainted with problems in everyday business. The proposed speakers for this year are Peper Rogers, head football coach at Kansas University; J. H. Abrahams, President and Chairman of the Board of Security Benefit and Life; and Walter Menninger of the Menninger Foundation.

Another big item is on the drawing board. That is the Spring Industrial tour. This semester the chapter is planning a two day tour.

On February 20 we pledged 11 more students making a total of 33 to be pledged this year.

Good luck to all Brothers and all Chapters.

## DRAKE

THE MEMBERS of Alpha Iota Chapter are continuing to enjoy a year of well varied activities. On February 2, we initiated 11 new members into the chapter. They are Larry Anderson, Paul Cocking, Bob Johnson, Duane Johnson, Dennis Niendorf, Rick Paine, Dick Patrick, Lowell Plavec, Bill Price, Mike Weigel, and Norm Leopold. Second semester rush is now underway, and we are pushing hard to meet our quota.

Professional activities this semester began with a comparison of the English and American banking systems by two executives of the Central National Bank of Des Moines. Two days later we went down to the bank for a tour of the facilities and lunch with the president and some of the other officers. Plans are now being made for our annual spring field trip which will be to Minneapolis this year.

Ten brothers of Alpha Iota Chapter made the trip northward for the Regional Basketball tournament. We would like to thank the members of Alpha Epsilon Chapter for showing everyone such a great time and congratulate Alpha Delta Chapter for taking home the trophy.

Our intramural teams are enjoying a relatively successful year. The basketball team has compiled a record of 4-2, thus assuring themselves of our best record in recent

memory. The bowling team has rolled their way to their division championship and are now preparing for the all-university rolloffs.

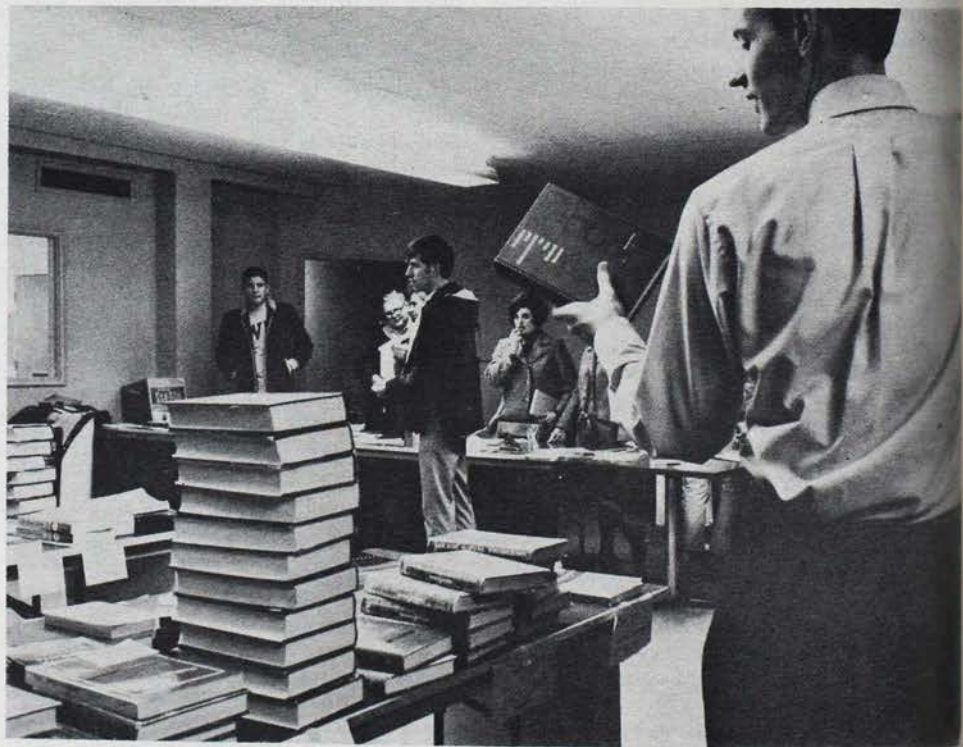
Socially, the chapter has been quite active. On March 1 we helped to celebrate a big victory over Louisville with a party. Last month we absorbed a little culture and a lot of refreshments at a stag with the entertainment provided by the Eaton Home Movie Co. The "Rose" Dance highlighted this semester's social activities in April.—JIM WICKERSHAM

## NORTHEAST LOUISIANA STATE

ETA OMICRON CHAPTER at Northeast Louisiana State College is one of the newest Deltasig chapters. Recently, our chapter conducted a survey on why entering freshmen chose Northeast and why they chose the School of Business Administration as their particular field. The purpose of the survey was to obtain information for Dr. Dwight D. Vines, dean of the School of Business Administration, to use when recruiting students for the college.

The Brothers of the chapter are writing letters to different companies because there is an insufficient amount of companies represented to cover all phases of the job interviews, which take place on the campus. These companies will reply to the chapter and the information will be turned over to the Northeast Placement Bureau.

Rush for the Spring semester was completed Saturday, March 8, with a rush dance. Rushes have attended one rush social and the following week a professional meeting in which slides of Delta Sigma Pi were shown. We are counting on these rushes to help build a stronger Deltasig chapter at Northeast Louisiana State—RODGER W. ROSS



DELTA CHI CHAPTER at Washburn University continues to gain recognition for the book exchange held at the end of each term. Some of the books, buyers and chapter members are shown here.

## LOUISIANA STATE— Baton Rouge

BETA ZETA CHAPTER is having a busy Spring semester. Work is continuing on the college newsletter to make it a complete success. Brothers Bob Taylor and Harry Guilbeau have added pictures, different type and colors to the expanding newsletter.

Brother Malcolm Dicharry has promised us a varied professional program. Bank marketing was the topic of Mr. Jack Sanders of Capital Bank during a rush smoker. Also slated for the spring are Mr. Ken Uffman of the Baton Rouge Credit Corp., and Mr. Gene Branch speaking on motivation. A secretary's viewpoint will be given by Mrs. Betty Haley of Copolymer Rubber and Chemical Co. Brother Jerry Nagel has been working on getting a prominent Deltasig to Louisiana for a statewide professional program.

April is highlighted by two big social events. Beta Zeta Chapter will again participate in Jam-Jam, L.S.U.'s annual carnival. Brothers Mike Hingle and Bill Legier assure us of fun and profit as we again sell traditional hot, buttered corn-on-the-cob.

Jam-Jam is followed the next week by the "Rose" Formal. Miss Philinda Richard will complete her reign by crowning our new "Rose."—FRANK J. PARRINO

## SOUTHEASTERN LOUISIANA

THE ZETA SIGMA CHAPTER has begun to pull down the curtain on another successful semester. President Ronnie Henriques has a great deal to be proud of, as this semester has been one of the most productive in the chapter's history.

The highlights of the semester include a probable 100,000 points in the Chapter Efficiency Index; successful basketball and baseball teams which participated in the intramural program here at S.L.C.; a social program which included a gross-out party, a pledge-member week-end and the "Rose" Formal. The fraternity's professional program was one of the most successful in the chapter's history. It included many professional speakers and tours of The New Orleans *States-Item* newspaper building and a tour of the Falstaff Brewery in New Orleans. The chapter also began the publication of a regular monthly newsletter. The newsletter became possible because of the hard work of Joe Schilleci and Ronald Preston. The fraternity initiated over 40 new brothers this year. The new members included the President of SLC, Dr. Clea Parker, and also the Head of the Division of Applied Sciences, Dr. Basil O. Sweatt.

The fraternity was also lucky to get two new advisors, Mr. Bill Thames, and Mr. Belford Carver. Mr. Thames has done a great deal for our chapter and has always been popular with the Brotherhood. Mr. Carver was initiated only last semester, but showed an avid interest in our fraternity and did a fantastic job as faculty advisor.

There is now a lot of talk among many of the members who plan to attend the Grand Chapter Congress at Mackinac Island in August. There are around five members who

are seriously considering making the 1600 mile trip from the bayous to Michigan.

In conclusion, it has been a great year for our chapter. A new slate of officers will take control of the fraternity soon. These Brothers along with the rest of the membership will have to work hard to duplicate the successes reached in the past two semesters.—ROY MONTZ

## LOUISIANA TECH

BETA PSI CHAPTER at Louisiana Tech in Ruston is continuing a strong drive for 100,000 points in Chapter Efficiency Index. Recently, eleven undergraduates and Dr. Joe Pullis of the faculty were initiated into the Brotherhood. Nine new pledges are currently in study for initiation this Spring.

On March 16, 17, and 18, the Chapter plans a field trip to Beta Psi alumni Charles and Sam Wyly's University Computing Company in Dallas, Texas. A stop is also expected at the Dallas Trademart and later at the Schlitz Brewery in Longview, Texas.

With all the interest being generated, the Chapter elections on March 27 promise to be exciting, but not as exciting as the selection of the Rose and the Rose Banquet scheduled for April 19.

Gary Caskey and David Lawhon, two outstanding and hardworking brothers, are graduating on March 6. They will be hard to replace as both have been very involved in the Fraternity.

Mr. Frank Busch, the recently elected Chapter Co-advisor expects to finish his doctoral work this Spring. His interest approximates that of Mr. James Webb, the Chapter Advisor and South Central Regional Director, who has greatly advanced the cause of Delta Sigma Pi here in the South. In the coming months, Beta Psi Chapter looks forward to a very good year.—CURTIS A. ROWLAND

## LOYOLA—New Orleans

DELTA NU CHAPTER at Loyola University of the South would like to announce a new and exciting professional program for our spring semester. The theme of the program is "Career Opportunities," and the schedule of topics include "How to Take an Interview" by Mr. Kliebert of the A-1 Employment Agency, and on successive weeks, New Orleans area businessmen speaking on Banking, Marketing, Accounting, Production Management and other pertinent subjects.

Our judicial committee, headed by our Chancellor Bill Thomas and manned by Brothers Paul Siragusa and T. Casey Stuart, has been extremely busy. The culmination of many long and sleepless nights was a revised edition of Delta Nu Chapter's Bylaws. We realized, because of the changing aspects of fraternity and college life, it was proper and necessary that our bylaws be overhauled so that this chapter could not be said to lag behind the times. As any well established business firm can tell us this is one of the keys to success, keeping up with the changing conditions and times. So, we took this cue from our business counterparts and refashioned our bylaws keeping the best of

the old and that which was still applicable and adding the new to fully insure Delta Nu Chapter is a 100% modern and functional chapter of Delta Sigma Pi.

The most important activity of any chapter is the rush, pledging and initiation of new members. Delta Nu Chapter is certainly no exception. The total involvement of every brother of this chapter is evident in the effort put into recruiting all worthy candidates. The rush season in this spring semester was culminated by the formal pledging ceremony on March 5, 1969. After weeks of dedicated and diligent efforts on the parts of the neophytes, with a helping hand from our Pledgemaster Russell Boudin and the rest of the members of the chapter, our pledges formally became brothers on April 20, 1969.

Soon after this the biggest social event of the year, the "Rose" Formal, took place. Delta Nu Chapter had its formal on April 26, 1969 on the "Mark Twain," a steam powered paddle boat that cruises up and down the Mississippi River.

Her Majesty the Queen of our chapter, our "Rose," was presented this night. She was Miss Darlene White, who was chosen for her dedication to this Chapter and constant good will to all its brothers. We are proud to have such a worthy "Rose" for she is a real lady in every sense of the word and a true asset to this Chapter as well as the entire fraternity.

This year has been a memorable one in the 11 year history of Delta Nu Chapter of Delta Sigma Pi. There have been successes and failures, but "this is the stuff we learn from." Like every successful business, Delta Nu Chapter looks back at the 1968-69 year, "To see what it can see," from all that has taken place. What we see is all the work and toil directed toward one goal and one goal alone—to make this chapter, which is its members, truly deserving to be numbered among the "chosen few" honored enough to be able to say, "We are part of Delta Sigma Pi."—FRANK J. MACALUSO



"OSCAR WEBB" NIGHT was the name given a special program held recently by the Baton Rouge Alumni Club honoring Brother Webb for his many years of service to the fraternity. The members of the Club shown here are from left to right, Robert L. Bozeman, president; J. Oscar Webb, and Phillip L. McGee, master of ceremonies.

## MARYLAND

DURING THIS SEMESTER at the University of Maryland, the Deltasigs celebrated their Annual Founders' Day Banquet at one of Washington's finest restaurants. Speaking at this dinner was Jim Lucas, a Scripps-Howard War Correspondent, who discussed the United States' present position and commitment to the Viet Nam War. Those honored guests included: the Honorable Wilson H. Elkins, President of the University of Maryland, Thomas B. Symons, member of the school's Board of Regents, various regional and district directors, and Brothers and alumni from many of the neighboring chapters. Also present was our outgoing "Rose," the lovely Jann Briggs.

A tour of NASA's Goddard Space Flight Center in Greenbelt, Md., was a tremendous thrill for us, for we viewed the instrumentation as it was tracking and recording the 9th manned orbital flight. Our second annual visit to New York's Wall Street Financial District with the university's Finance Club was, too, a day of enjoyment.

Market Research and Trade Area Delimitation for a proposed Mutual Fund-Trading Stamp Project is the "word" around the fraternity this semester, as we work closely with our Faculty advisor Professor George Neffinger.

This month, our "Rose" Weekend Dinner Dance is to be the culmination of a very successful year for the chapter. A midnight barge ride down the famed C. and O. Canal and the crowning of our new "Rose," Miss Donna Glickman, will be the highlight of the evening.

In honor of the graduating seniors, the fraternity will be celebrating its famed "Go to Hell M.U." party weekend in Ocean City, Md., during the June 9 weekend. All brothers and alumni are of course welcome. See ya'll at O.C.!—ALAN S. HERSON

## JOHNS HOPKINS

CHI CHAPTER at Johns Hopkins University is again on its way to a successful pledge campaign. The rushee function was held on March 8, 1969 and it is expected that eight new members will enter the ranks of Delta Sigma Pi. Much of the credit for making this year's pledge program a successful reality must go to Brothers John Strumpsky and Richard Lytle, who have been responsible for and co-ordinated all the neophyte activities.

Dean Mumma, a Chi Chapter member, honored Chi Chapter with his presence at one of their meetings. At this gathering he allowed himself to be used as a sounding board for any problems the Brothers had with the University. These problems ranged from the lack of parking facilities to difficulties with specific instructors. The Brothers feel confident that some meaningful solutions will result.

On tap for future events is the formal Dinner-Dance to be held on June 14, at The Tail of the Fox. One of the most successful social events of the year, the annual theater party, was held at the Oregon Ridge Dinner Theater, on February 2.



DISTRICT DIRECTOR Robert Rees, on the left, is being congratulated by Pittsburgh Alumni Club President Vic Scrivo at a testimonial dinner given to Brother Rees by Lambda Chapter and the Pittsburgh Alumni Club for his service to both.

## BOSTON COLLEGE

ALTHOUGH THE '68 '69 school year is rapidly coming to a close, Delta Kappa Chapter at Boston College has a full schedule of professional and social activities planned.

A Career Conference, where prominent businessmen from the various fields of business are invited for informal discussion with interested students, is slated for late April. Several other professional meetings are scheduled, and the brotherhood is especially looking forward to a tour of the Carling Brewery sometime in the Spring.

Parents' Weekend, the most important and always most enjoyable event of our second semester social calendar, was held on the last weekend in March. Wally Boudreau directed the activities which consisted of a party, a picnic, a dinner-dance and a communion breakfast.

Some of the more recent social successes were an interbrotherhood hockey game, and a party featuring the chapter's own Bobby B and Joey J; also appearing was the famous Stan-a-Go-Go.

Other upcoming social events are the Senior Breakup Dinner and the Breakup Party at one of the brother's houses at Cape Cod.—WILLIAM J. FISHER

## SUFFOLK

DELTA PSI CHAPTER of Suffolk University in Boston, Massachusetts, has, since the last issue of The DELTASIG, retained its activities and communications with The Central Office and we hope that in the future these functions will be performed with greater clarity and efficiency.

In accordance with past proceedings, our chapter held a professional smoker at Pi Alley Lounge on February 13. Mr. Henry Hayward, a representative of Goodbody and Company, delivered a speech on mutual funds. The brothers profited with the ac-

quirement of both academic and practical, utilitarian knowledge.

The Joint Committee on Fraternal Affairs has met twice since the last issue and we are planning a large whist party with all fraternities participating. In the same regard, Gamma Chapter and Delta Psi Chapter are planning a "Rose" Ball and a college mixer with a name talent like Stephenwolf.

The nine neophytes of the Spring semester will assist two Deltasig brothers, members of the Beacon Yearbook staff, to secure advertisements to partially defer the gross expense of publishing a yearbook. This activity will be a partial fulfillment for "Help Week."

As has been in the past, Delta Psi Chapter's Rams engaged in a spirited game of basketball with one of the local fraternities, Alpha Phi Omega. Need we say who won!

We are now in the process of developing Junior-Senior Week; the twenty junior and senior brothers of Delta Psi Chapter are looking forward to this event and, especially, our annual picnic.

The brothers would like to express congratulations to Miss Maureen McKenna, the Delta Psi Chapter "Rose" Queen.

In closing, we are looking forward to disappointing Shepherd College in August as a good showing of Delta Psi Chapter brothers is pledged.—JAY HOROWITZ

## DETROIT—Gamma Rho

THE PROFESSIONAL program of Gamma Rho Chapter at the University of Detroit this semester has covered a variety of topics. Some of the speakers have been Mr. Paul A. Martzowka, who is the 2nd Vice President and Chief Economist of Manufacturers National Bank—Mr. Martzowka spoke on "The Economic Outlook and Its Potential"; Mr. William Brickley, Assistant Wayne County Prosecutor—Mr. Brickley's topic was "Crime and Its Causes"; and Mr. William C. Cunningham, CLU for Massachusetts Mutual—Mr. Cunningham discussed "Insurance Needs of the Professional Man."

The following Brothers have been nominated for 1970 Senior Class Officers: president, Dennis Murphy; vice president, Brent Diedrich; secretary, Joseph Krochmalny; and treasurer, Julio Puzzuoli. The election was held March 17, 18, and 19.

On March 30, 1969, Brothers Dennis Murphy, Larry Zbanek, Thomas Higgins, and Jerry Selke were initiated into Blue Key. The banquet was held at Carl's Chop House in Detroit.

Brother Thomas Collier has received an invitation to join Alpha Sigma Nu National Jesuit Honor Society. This means that Brother Tom will be a member in all three honor societies on campus.

In addition to the above honors, better than one-third of our chapter were mentioned on the Dean's Honor List.

Our chapter held its "Rose" Dinner Dance on March 15 at the Whittier Hotel in downtown Detroit.

The spring pledge program was started off on February 15 with our rush party at the Continental Congress Inn. We have 13 prospective members including two faculty members.—ROGER E. BENEDICT



## WESTERN MICHIGAN

EPSILON OMICRON CHAPTER at Western Michigan University, Kalamazoo, Michigan, is contemplating a 100,000 point total again this year in the Chapter Efficiency Index. If successful, it would be the sixth time Epsilon Omicron Chapter has massed the maximum number of points in the seven year history of the chapter.

President Joe Morrison is leading the brothers through the winter semester at WMU with a varied schedule of activities.

An outstanding professional program has been the highlight of the semester with such speakers as Kalamazoo attorney Robert R. Lennon discussing "Law and the Businessman," and Robert Culp, WMU business manager for intercollegiate athletics. Other programs were planned dealing with marketing and finance.

The chapter has toured the Fisher Body plant of General Motors in Kalamazoo and will soon tour Upjohn Company, also here. An additional "professional tour" is in the planning stages to either Detroit or Chicago later in the semester.

Socially, Epsilon Omicron Chapter held its 1969 "Rose" Dance with Queen DeAnna Logan reigning with attendants Vickie Leczel and Stephanie Cameron. Again this year, the dance was enjoyed at the Sportman's Inn in Paw Paw with "The Knights" performing.

About 10 brothers traveled to Nub's Nob Ski Resort near Boyne, Michigan, for a weekend of skiing. Another ski trip was planned by the chapter. More brothers have indicated an interest in the second junket.

Seven pledges are currently undergoing pledge education under the guidance of Vice Presidents Lyndon Kimber and Bill Moore. The pledge project—selling return-address labels—is netting more funds than any project in the history of the chapter. No need to note that this pledge class is outstanding. Ben Jensen is the pledge class president.

After hosting the Central Regional Meeting last October, Brothers of Epsilon Omicron Chapter are looking forward to attending the Grand Chapter Congress meeting at Mackinac Island in August. See you there.—HOWARD ERICKSON

## WAYNE STATE—Michigan

THE BROTHERS OF Gamma Theta Chapter are happy to announce the moving into our new chapter house at Wayne. At this time we are comfortably sleeping 14 brothers with much room left for the social and community activities so essential to our Brotherhood. We once again would like to express our appreciation to our alumni for a job well done in the purchase of our new chapter house.

In the house in early March our chapter had its semi-annual retreat. Once again the retreat enabled the chapter to define its goals and set a course for even greater heights than we have achieved already.

One matter discussed in detail was our second annual, University wide, business symposium, "Keys To Success In Business." Working in connection with the Conference Center and the School of Business, this

year's program should prove to be an even greater success than last year's.

Our symposium is a major part of Delta-sig Week, a Gamma Theta Chapter innovation at Wayne this year. Deltasig Week starts with our "Rose" Dance on May 2, at the Grosse Pointe War Memorial. On Sunday, we have an open house for the parents and families of our Brothers. Programmed for the rest of the week are the symposium, a sports program with our pledges, our Chapter's Founders' Day celebration, and a mixer with one of the top three sororities on campus. We feel that Deltasig Week symbolizes the type of high quality, well rounded program we at Gamma Theta Chapter are striving to achieve.

Other moments of interest at Gamma Theta Chapter include the interesting evening spent with the new Dean of the School of Business, Dr. Reynolds. Also, we would like to congratulate Brother Bill Cooley for being selected as a finalist in Esquire's national Best Dressed Man on Campus contest.

We would like to wish all the Brothers a happy summer and extend an invitation to come see us if you're in Detroit.—DICK WAY

## MANKATO STATE

EPSILON IOTA CHAPTER of Mankato State held our annual "Rose" Dance during the month of January. Linda Olund was crowned our new "Rose" Queen for the year. Ruth Ilix, our former queen, was present, and crowned Linda during the ceremony.

February was filled with activities throughout the month. Snow Week highlighted the activities with the brothers participating in all the games. We won snow sculpture again this year, for the 9th year in a row, an honor we are all proud of. "Waltzing in Snow Motion" was the theme.

The Regional Basketball tournament was held in Minneapolis over the week-end of February 22. Forty-two brothers attended from our chapter. We defeated Alpha Epsilon Chapter but we were defeated by Beta Theta Chapter. Our congratulations to

Alpha Delta Chapter for the tournament victory.

Coming events include our annual Parents' Day for April. We are planning on having a party for our parents the night before, with an old time dance theme. We will have a dinner with them the next day.

The biggest social event of the year is planned for Memorial Day Week-end. We will be holding our annual Luau. We are planning on many of the alumni returning for this gala affair. This is beyond a doubt the largest and most well planned event of the year.—DAVID GUESS

## MICHIGAN STATE

GAMMA KAPPA CHAPTER at Michigan State University is looking forward to its "Rose" Dance, to be held May 16, and the opportunity to crown our new "Rose" Queen, Miss Lindsay Kahler.

Winter term was a good term for Gamma Kappa Chapter in all phases. On the social side, our toga party was a great success, despite the colds that developed. Our professional program again included some very successful tours and speakers, including tours of WWJ TV and radio and *The Detroit News*, and talks by Mr. Ken Thompson, General Plant Manager for Michigan Bell and a Michigan State trustee, and Mr. Robert Wilcox, president of the East Lansing Chamber of Commerce. Our basketball team had a lot of fun, even if we didn't win too many games. We are also particularly proud of our nine new brothers who were initiated on March 2.—THOMAS R. LITTLE

## MINNESOTA—Minneapolis

OUT OF ONE COMES success. Such is the history of Alpha Epsilon Chapter. A few years ago the chapter was down to one member and through determination came success. Success was demonstrated by one again this quarter. The oneness of brotherhood in a common goal: the hosting of the Midwest Regional Basketball Tournament for 1969.

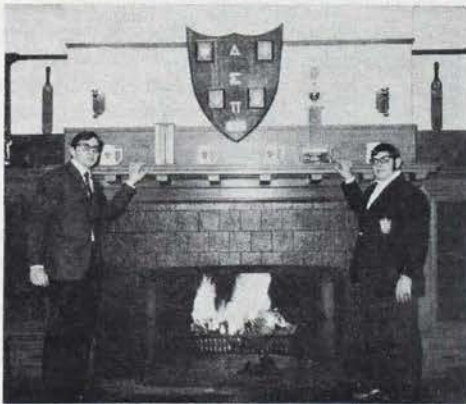
Ten superb teams competed in the one day tournament. Beta Theta Chapter, the favorite, looked invincible up to the championship game, but the Alpha Delta Chapter five was the spoiler. In a hotly contested game Alpha Delta Chapter secured the championship.

Alpha Epsilon Chapter, the host chapter, got off to a bad start, losing its first game, but bounced back to win the consolation championship.

There were 168 brothers and pledges at the awards dinner at the Curtis Hotel. Alumni Dean Paul V. Grambsch, dean of the University of Minnesota Business School, and LaVerne Cox, Regional Director, were the honored guest speakers.

The party following the dinner was the perfect end to a most enjoyable tournament for 400 people. (Included in this number were 110 beautiful blind dates acquired by our crack social committee).

We also have had a well-rounded professional program and we will soon be involved in a social service project.—MICHAEL CHAPMAN



BROTHERS Ken Domanski and Mitch Michael point to trophies won by Gamma Theta Chapter at Wayne State University during the year. As can be seen, they have won a place of honor in the new chapter house.

## MISSISSIPPI

ALPHA PHI CHAPTER at the University of Mississippi started the second semester with the initiation of 13 new members into the fraternity. The initiation was followed by a steak banquet.

During the last week in February new officers were elected to serve during the Spring semester. They are President Erskine Wells, Senior Vice President John Borchert, Vice President George Woodliff, Treasurer Barry Allen, Secretary Harvey Ferguson and Historian Ed. Barnes. Claude Hendershot was again elected Chapter Efficiency Index Chairman and Dr. Charles Treas was again elected our advisor.

During the first week in March we held our second semester rush. The pledges are now undergoing their pledge education program. Shortly before initiation a social function will be held honoring these new brothers to be.

Alpha Phi Chapter was proud to be able to assist with the installation of Eta Omicron Chapter at Northeast Louisiana State College in Monroe. The chapter was also honored to have Regional Director James A. Webb, Jr., from Ruston, Louisiana, and District Director Robert Schrimsher of Memphis visit our chapter. Alpha Phi Chapter will host a District Workshop in September. Our chapter is proud of the effective working relationship which we have with our national officers.

Other items of interest are: Brother Alan Perry received the Delta Sigma Pi Scholarship Key; three members, Erskine Wells, George Woodliff, and Bobo Champion, were tapped by Omicron Delta Kappa; and Alpha Phi Chapter will resume publication of the *Delta Reb*, chapter newsletter.—HARVEY FERGUSON

## MISSOURI—Columbia

ALPHA BETA CHAPTER is again far on its way in achieving 100,000 points in the Chapter Efficiency Index. Another very successful year looks eminent.

The first order of business for the winter semester was the installation of the new officers. Gary Young was elected president; Jerry Linder, senior vice president; Mike Devenport, vice president; Ron Frala, treasurer; and Harlan Idel, secretary. The executive board immediately put into motion plans for an information booth to be placed in the foyer of the Business and Public Administration Building during the first week of the semester. The purpose of the booth was to give assistance to any student needing help.

A new service undertaken by the Alpha Beta Chapter, in cooperation with the Business School's student council, will be the advising of pre-business students in the selection of their course schedules. Dean Spiegel of the Business School brought this challenge to the Brothers of the Alpha Beta Chapter and it was highly accepted by the entire chapter.

The rush program attracted 22 pledges. As one of their pledge education programs they will be very active in the annual Business Week held in the Business and Public Administration Building.



OFFICERS OF ALPHA PHI CHAPTER at the University of Mississippi, Oxford, Miss., are from left to right: George Woodliff, vice president; Harvey Ferguson, secretary; Erskine Wells, president; John Borchert, vice president; Barry Allen, treasurer; Ed Barnes, historian; and Claude Hendershot, Chapter Efficiency Index chairman.

Professionally, Alpha Beta Chapter plans to have at least one guest speaker every three weeks. Also on the agenda is the tour to St. Louis, on April 17-18. We will be touring First National Bank; Union Trust Co.; Monsanto; and the favorite, Anheuser-Busch Brewery. We also plan to see a Cardinal baseball game.

In order to help foster brotherhood and unity the Alpha Beta Chapter is very active socially. Attention is now being focused on the "Rose" Dance which is to be held this spring. A committee appointed by the executive board selected Christie Hedges, of Kappa Alpha Theta sorority, as the "Rose" Queen. Other activities will include informal parties, participation in intramural sports, and a pledge-member softball game.—JOHN McLAUGHLIN

## MISSOURI—St. Louis

ETA NU CHAPTER has a very active Winter Semester planned for its members.

First of all, our rush program this term has materialized into one which is exceeding the achievements of the Fall Semester. We have approximately 45 students interested so far with three days remaining to sign up. During the 1st week of March, we plan to start our program to determine which of those will qualify as a Deltasisg.

Social activities are also plentiful. We started with our rush smoker and drag party in February. March 15 was to be our 1st annual bowling tournament with the School of Business faculty. Also in the making was a golf tournament and a once-a-week athletic night for some of the members to get together and play some handball or basketball, not to mention our Easter party and our graduation party this June.

Scholarly activities are not being shunted aside for these social activities either. Eta Nu Chapter was proud to report an accumulative grade point of over 2.6 out of 4.0 for

the Fall semester. With the studying being done so far, it looks as if the Brothers may equal or better this again. Eta Nu Chapter would also like to congratulate Brother Dennis Bielke for making the *Who's Who* list of the nation's universities.

I would like to wish all graduating seniors the best of luck in the future and I hope that they have had some fond memories in their association with Delta Sigma Pi.—MATTHEW TOCZYLOWSKI

## NEBRASKA—Lincoln

ALPHA DELTA CHAPTER at the University of Nebraska has recently seen the department of Business Organization and Management subdivided into four new functional areas. By instituting this major conceptual change in the educational process at the university, the College of Business Administration anticipates increased efficiency besides providing an opportunity for students to more easily choose an area of specialization. The present departments and the men coordinating their respective fields are: Accounting—Robert H. Raymond; Finance—Keith L. Broman; Management—Henry H. Albers; Marketing—Phillip McVey.

Cooke Hall in Minneapolis, Minnesota, was an appropriate location for the Midwestern Regional basketball tournament held on February 22. Alpha Delta Chapter kept the heat on throughout the single-elimination competition as it scorched the nets for an average of 72 points per game. Taking on Beta Theta Chapter at Creighton University in Omaha, last year's runner-up, the cagers used a tenacious defense to advantage and captured title honors with a 53-44 effort. A second honor bestowed upon the Brothers was the mileage award as 17 representatives, including three pledges, were on hand for the festivities.

The relatively short professional tour this semester took the Brothers to Grand Island,

Nebraska, on March 21. Through intensive research and selection procedures, Dale Jackson arranged visits with Bell Telephone, New Holland, and Overland National Bank. Enlightening discussions combined with a view of internal operations and procedures provided a unique opportunity to witness business in action.—LARRY L. SIEVERS

## NEBRASKA—Omaha

GAMMA ETA CHAPTER at the University of Nebraska at Omaha is currently busy working on this year's money making project. We are compiling a booklet of coupon tickets containing discounts at various business concerns around Omaha. They will then be sold to the students.

In April we sponsored our annual Career Day at the School. There were 30 firms participating in the event. This was an excellent opportunity for the students to ask these businessmen questions about their future careers.

We had 20 members attending the Midwestern Regional Basketball tournament in Minneapolis, Minnesota, on February 22.

We are now looking forward to graduation and the summer vacation.—JEFF FORD

## RUTGERS—Beta Rho

BETA RHO CHAPTER welcomed as new Brothers Royce Boone, Robert Miller, Rocco Montcello, John Murphy, Stephen Stys, Joseph Horst and Dr. M. Radom, a faculty initiate. The fraternity was particularly honored at its January initiation to have Grand President M. John Marko, Executive Director Charles Farrar, Director of Eastern Region H. Melvin Brown, and District Director William W. Myers present.

One of the events of special note in our Fall schedule of activities was a tour of the eight-story building of American Can Company in Jersey City. The plant manager, plant engineer and quality control manager led members of Beta Rho Chapter through the one million square foot complex. A lively period of discussion at which refreshments were served followed the tour.

Our December 7 Christmas Party was a perfect finish to our varied and interesting first semester. Over forty couples, including alumni, pledges and undergraduates along with Santa Claus had a grand time at the Green Mountain Lodge.—KENNETH T. CHAMBERLAIN

## EASTERN NEW MEXICO

WE AT EPSILON ETA CHAPTER held our Spring formal rush on February 8, 1969. I am very happy to say that we netted a group of very fine pledges. We hope to mold these young men into a fine group of Deltasigs and businessmen.

Brother John Butt, our new professional chairman, has worked well in advance and has planned a fine professional program. He has thus far provided us with many business speakers and educational films. Many of the speakers are prominent local businessmen from around the area. Brother Butt has planned for the spring semester a professional tour to one of the nearby cities. We

hope that it will be a success as was our fall tour to Dallas, Texas.

On the social side Epsilon Eta Chapter has for the last three annual Playboy Dances sponsored the winning Playmate. This year's Playmate was Miss Barbara Woodridge and we are proud to say that we will again sponsor the winning candidate. For this spring all of the Brothers are looking forward to our big annual "Rose" Formal. We believe that this year our "Rose" Formal will be one of the biggest in the history of Epsilon Eta Chapter. Our beautiful "Rose" Queen this year will be one of the top contenders for the title of "Rose of Deltasig."—FRED CORDOVA

## RIDER

BETA XI CHAPTER at Rider College has opened the spring semester with a more aggressive program toward improving the chapter. This spring for the first time, Beta Xi Chapter has introduced Spring pledging, which looks to be very successful. We have also entered a booth in the Rider College Carnival, sponsored by the Junior Class, and have chosen one of the most outstanding girls on campus as our candidate for the Miss Rider College Pageant, the winner of which goes to the Miss New Jersey Pageant and hopefully to the Miss America Pageant.

This semester was highlighted by an outstanding discussion with Mr. Stephen A. Mauer, Rider College vice president of accounts and finance treasurer, on "College Investments" and Mr. James Froster of American Express at two of our professional meetings. The discussion with Jerry Wells, Field Secretary from The Central Office, was very inspiring and helped clear up several misunderstandings at our business meeting of February 13, 1969.

At our "Rose" Dance on March 22, 1969, Miss Lynn Kuehnast was crowned "Beta Xi Chapter Rose of Deltasig." On April 26, 1969 we held our initiation for the spring pledges in the Chapel, and then had a magnificent "Initiation Party" at the Flagpost Inn. Almost the entire brotherhood was in attendance, and we all had a really great time.—KENNETH M. HAINES

## MONMOUTH—New Jersey

EPSILON PI CHAPTER has recently begun its six weeks pledge schedule by inducting nine new men as pledges. Among the activities which Brother Mike DePrince has planned for them, is their required participation in all sports activities, social gatherings, and professional lectures and tours. We feel that this participation will not only assist the brothers in determining those pledges who would or would not make good brothers, but that it would also enhance the pledges' interest in fraternal affairs, enabling them to become truly brothers.

Our professional program, led by Brother John Angelucci, has proven to be a source of enjoyment throughout this year. Continuing along these lines, John has scheduled, in the very near future, a talk by a prominent insurance agent and possibly another industrial tour.

We are currently in the process of making plans for our annual spring banquet, in which all brothers and alumni members gather for a formal evening of dining and dancing. Brother John Williamson, who heads this committee, has also scheduled a guest speaker for that evening.

Brother Don Beebe, who is in charge of handling the Chapter Efficiency Index, has recently disclosed that we are quickly approaching the 100,000 point mark.

President Dennis Nobrega, at a recent meeting, has brought up the possibility of adopting a Korean orphan.

Our bowling team, also led by Mike DePrince, has so far compiled a successful record with only a few, but very promising, games left. Although we were not able to field a basketball team because of conflicting schedules, the brothers and neophytes play off schedule games each Sunday night which has proven to be very successful. We are now looking forward to fielding an equally successful softball team.

Although our previous social gatherings were good, we are looking forward towards even more successful and enjoyable ones in the future. This weekend we have invited the brothers of Eta Xi Chapter of Philadelphia Textiles to a party which we are holding after we meet them in basketball.

In closing, I would like to reemphasize that Epsilon Pi Chapter welcomes all Deltasigs to visit us at our chapter house at 44 North Broadway, Long Branch, N.J.—ROBERT L. BIOLSI

## NEW MEXICO STATE

IT SEEMS AS THE YEARS go by, more and more outstanding future citizens of the commercial world join the International Fraternity of Delta Sigma Pi and last year was no exception. On December 14, 1968, the Epsilon Upsilon Chapter welcomed its second pledge class of the year into the brotherhood of friendship. The Lambda class was an excellent pledge class and will do the fraternity proud in the years to come. After the usual festive activities the eight new Brothers were given the traditional initiation banquet which was held at the Ramada Inn in Las Cruces.

We are pleased to make the following announcements; four brothers were recently elected to the Blue Key National Honorary Fraternity. The Brothers are: Robert K. McFarland, Roger Hyatt, Jerry Christianson, and Denny Crow. Brother Frank Farrell graduated in January, 1969, with honors and also became a member of Pi Gamma Mu, the Social Science Honor Society. Brother Thomas Conner's fiancée, Debbie Taylor, was elected the chapter's "Rose of Deltasig" for the coming year.

Our Spring smoker was held on February 24, 1969, followed by an informal meeting with the prospective pledges on March 1. The initiation will be held on May 3, 1969.

Elections for the Spring semester were held on February 3, 1969, and oddly enough, five of the seven offices were picked up by the new Brothers. We are sure that all seven men will serve the fraternity zealously and faithfully. The chapter's new president is Wayne Hoffer who has served the frater-

nity honorably for over two years. He replaced Ralph Combs. Jerry Christianson, another workhorse, replaces Roger Hyatt as senior vice president. The other offices fell into capable hands of our new brothers and they are: John Converse, vice president; Ramon Chavez, secretary; Gerry Davies, treasurer; Richard Morrison, chancellor; and Timothy Cozard, historian.

## NEW MEXICO

**GAMMA IOTA CHAPTER** at The University of New Mexico had a very successful Fall semester with the initiation of eight new Brothers into the chapter. Included in the activities for the Fall semester was a successful pledge class service project to raise money for the New Mexico Braille Society. This function was very beneficial not only in helping a very worthy organization, but also in unifying the pledge class and members alike.

Other activities of Gamma Iota Chapter included various pledge-member football games and an annual football game with another business fraternity on campus. Fall registration at the new College of Business and Administrative Sciences at the University of New Mexico was greatly facilitated by members of Gamma Iota Chapter by their assistance in orientating all students to their strange but very fine and new surroundings. Another highlight of service to the College of Business and Administrative Sciences was the placing of 450 luminarios, or typical Spanish Christmas lights, around the college for the annual "Hanging of the Greens" ceremony.

The Brothers of the chapter celebrated Founders' Day with a buffet and professional meeting which featured Mr. Mike Mince of the First National Bank. A very informative talk on "The Future of Credit Card Banking" was followed by a question and answer period.

Just prior to Christmas vacation, initiation ceremonies were held for the new brothers, highlighted by a fine Christmas ball held in one of the finer hotels in Albuquerque. At this time the brothers presented Mike Mullins and Jon T. Shumard with the outstanding pledge awards for the semester.

For the spring semester, Gamma Iota Chapter has pledged 11 fine men representing most of the concentrations in the College of Business and Administrative Sciences. The rush program was very professionally done with a casino night rush party followed by a formal rush smoker. The pledge preferential was highlighted by a guest speaker, Dr. Charles Telly, who is a Deltasig and faculty member of the College of Business and Administrative Sciences. A very moving and fine talk "On Becoming A Man" was heard by nearly all the brothers of Gamma Iota Chapter. The goals and ideals of Delta Sigma Pi were re-emphasized and a bright spring semester lies ahead for Gamma Iota Chapter.—TERRELL A. WHITE

## NEW YORK

**ALPHA CHAPTER** just completed a highly successful rush in which we accepted

a pledge class one-third the size of the brotherhood. This was due to an extensive program of well-coordinated professional and social activities designed by our rush chairman, Gary Benz. It began with a rousing "Your Father's Mustache Party," and we followed it with a student-faculty cocktail party, a speaker from the financial world who made \$50,000 his first year out of college, and an open house program which helped establish a much closer contact with the prospectives than could have been made at the larger, more formal gatherings. Duane Scrabalak, our pledgemaster, will soon begin the new pledge program, which has as its emphasis increased social and professional enthusiasm and proficiency, and a more meaningful understanding of the fraternity and its history.

Alpha Chapter was high on the Chapter Efficiency Index in its division for the standings just published, and we hope to soon near our goal of 100,000 points. It has sparked a new enthusiasm as we see how earning these points actually lead to a smoother running house and better cooperation among the Brothers. Our professional program, for example, included speakers from the field of finance, marketing, management, and accounting, and gave just about every Brother a chance to discuss his major with a business leader in his field. This is a unique opportunity for us in New York City, and we are indeed fortunate to have it.—JOHN R. OVERALL, JR.

## STATE U. OF NEW YORK— Albany

**THE ZETA PSI CHAPTER** at the State University of New York at Albany, in the past few months, has made some important strides towards its goal of becoming the most active and important Greek organization on campus.

The first stride was made in choosing 15 new pledges out of the largest group of rushees in the chapter's history. Another important stride concerned our instrumental participation in the public debate concerning campus recruiting—one of the hottest issues ever to hit the campus.

On the professional side, we profited from two particularly motivating lectures: one concerning management of insurance companies and insurance as an investment, and another concerning the organization of labor unions.

In April, Zeta Psi Chapter sponsored the largest Greek social event on Campus—the "Rose" dance. Faculty members, alumni, and students all enjoyed dinner, dancing, and, of course, the "Rose" presentation.

And more strides were made in Alumni relations. A successful newsletter was sent to faculty members and alumni. In fact, as a result we received \$200 in alumni donations.

It's been a successful season for Zeta Psi Chapter—we have increased in number and in scope of activities. We are looking forward to continued progress in September. And before I forget, Zeta Psi Chapter would like to wish all of the graduating Brothers of Delta Sigma Pi much good luck in their future activities.—JAMES M. FRANK

## MANHATTAN

**THE SECOND SEMESTER** is passing all too quickly for Zeta Chi Chapter. Thus far, the Brothers of Zeta Chi Chapter have had a very well rounded year. Our Professional Chairman informs us that an extensive program of speakers has been planned for the Business students. Currently, speakers in the areas of finance, international economics and marketing have been scheduled. The first, dealing with sales management, included both speakers and a film from Proctor and Gamble. Also, Professor Petrocine has agreed to secure a film dealing with commercial law. All in all, this semester's program is highly varied and as such, it provides something of interest to all within the college.

The Chapter was recently engaged in organizing the 24th Annual School of Business Communion Breakfast held this year on March 23. Brother William Bricker, chairman of the affair, had as his speaker Herman Badillo, Bronx Borough President. As in the past, it proved to be an extremely enjoyable event for all.

Socially, the Chapter held a Sorority party at the Alpha Chapter House. The evening was a success due largely to the efforts of John Lytwyn, our social chairman. Brother Gerry Butler's group was on hand providing the music for the evening. In the near future, several parties will be held in conjunction with the rush program. Our Alumni have informed us that they are planning a get together in the next month or so.

Pledging this semester ran from February 26th to the first week in April. The Rush Program, under Brother Tom Gray, proved to be interesting both to the Pledge and to the Brother. Unlike previous rush programs, initiation will be extended to an all day affair, instead of simply having the formal evening ceremonies.

With another academic year rapidly drawing to a close, the Brothers of Zeta Chi Chapter would like to extend their best wishes for continued success both to those facing the books again next Fall, and to those Brothers who are graduating this June.—THOMAS F. COLEMAN

## STATE U. OF NEW YORK— Buffalo

**ALPHA KAPPA CHAPTER** is again at work to make our current semester both a professional and social success.

Our business affairs include several professional meetings with interesting guest speakers. This spring's rush party and pledging brought ten new pledges into our chapter. They earnestly completed the work project at St. Rita's Home for Children that was assigned them.

A highlight of the year was a tour through The Fisher Price Toy Factory in East Aurora, New York, held for brothers and guests.

Our social events included the annual Monte Carlo Nite which was held at Brother Sal Schiavones' home, and the initiation dinner-dance on May 3 which rounded up our semester.

Hope to see you all at Mackinac Island in August.—SAM PUMA

## NORTH CAROLINA—

### Chapel Hill

ALPHA LAMBDA CHAPTER started the Spring semester with a highly successful rush. We inducted eight pledges on February 20, and we are now proceeding with our pledge education program. New inductees are Randy Hall, John Copeland, Pete Ashford, George Clack, Mike Paschal, Fred Reese, Andy Rogerson, and Barry Patterson. The pledges were treated to a party February 22, and a combo party March 1.

Professionally, the Spring semester will prove to be an active and varied one. Alpha Lambda Chapter toured the central office of Piedmont Aviation in Winston-Salem, North Carolina. Included in the tour was an excursion through the administrative suites, and the accounting department, the interior design headquarters, and the maintenance shop. The Brothers were unanimous in their opinion that the tour was eye opening and interesting. As a tentative engagement, the Lieutenant Governor of North Carolina, an alumnus from our chapter, Pat Taylor, will speak on the expanding vocational opportunities with state governments. In addition we have planned a tour of Associated Transport Company, one of the leading trucking companies in the Southeast. We are pleased to announce that Brother Larry Giles took part in the University of North Carolina Placement Service's Summer Job Placement Seminar by speaking on the vast opportunities in the field of direct sales.

The Brothers of Alpha Lambda Chapter extend their most hearty congratulations and best wishes to Brothers Larry Giles and Andy Keller on their engagements to Miss Marilyn Booster and Miss Jean Freeman, respectively.

Alpha Lambda Chapter welcomes at all times visits and enquiries from fellow chapters, and UNC chapter alumni. Our chapter house is at 111 Pickard Lane, Chapel Hill, North Carolina. Please feel free to stop by and pay us a visit.

### WAKE FOREST

GAMMA NU CHAPTER at Wake Forest University began the spring semester with a record forty Brothers and has added seven more neophytes to its fold since. We are quite proud of our advancements and feel we have good reason to be.

The social program has taken on a new look, adding both organization and a well-rounded schedule. Brother Jeffrey Taylor has provided the fraternity with four good combo parties, those being the rush party, a mod party, the initiation combo, and the "Rose" Ball. Judy Lockaby, a sophomore at UNC-Greensboro from Hendersonville, N.C., and pinmate of Brother Frank Todd, was crowned at the annual "Rose" Ball on May 17. She was serenaded by a newly formed vocal group under the direction of Brother Reggie Rushing. Also on the list of activities were three house parties and three open houses.

Athletics are also in the forefront of the competitive minds of the members of Gamma Nu Chapter. Having placed second in intramural basketball, the Brothers headed down the home stretch by fielding

several teams in softball, volleyball, and tennis. The Brothers are hoping to sweep their league in softball, having suffered only one loss last season.

Finally, and most importantly, enters the many faceted professional program. Brother Peatross has scheduled tours through the Piedmont Aviation Center, Gravely Tractor, and the North Carolina Research Triangle. Speakers from various local corporations also frequented our house.

In cooperation with the local alumni, an alumni club is being assembled in the Winston-Salem area. Also, the Brothers wish to welcome Dr. Al Conely from Wake Forest and Mr. Curtis Long, a local Public Relations agent, who will have been initiated by the time of this printing.

Before I pass along the job of Correspondent, may I once again invite all Brothers to visit us in Winston-Salem.—GREG BAXTER

### EAST CAROLINA

DELTA ZETA CHAPTER has had a very rewarding year so far, and the remaining months show signs of being even better. Our professional outlook has in sight tours to R. J. Reynolds Tobacco Co. in Winston-Salem N.C., the Ford Mustang plant in Fords, N.J., and Budweiser Breweries in Newark, N.J. Also, this quarter Mr. Curtis Hendrix of State Bank and Trust Co. of Greenville will be speaking to the Brothers on various aspects of banking.

Brothers Elliot Patrick and Ray Troutman will be representing East Carolina in the Emory University business games in Atlanta, Ga. East Carolina's team has a very good chance of winning in their industry, and if they do, there is a chance for first place overall.

Delta Zeta Chapter held its annual "Rose Ball" on February 15. The occasion was highlighted by the presentation of a bouquet of roses to our "Rose" Mrs. Patsy Lamparter, wife of Brother Denis Lamparter, and to her court, Mrs. Brenda Hall, wife of Brother Dale Hall, and Mrs. Linda Crowell, wife of Brother Bill Crowell. A separate presentation of roses was also given to Miss Scottie McLean, our chapter's contestee for the national title of "Rose of Deltasig."

The Brothers of the Chapter held their annual elections on February 18. The newly elected officers are: President Larry Horton; Senior Vice President Karl Cahoon; Vice President Gene Fulcher; Secretary Robert Russel; Treasurer Dale Hall; Social Chairman Mike Serra; Professional Chairman Ray Troutman; and Historian Frank Wilkie.

Delta Zeta Chapter is presently preparing for next quarter's rush. A special committee headed by Larry Horton and our advisor Dr. Donald C. Rocke are putting forth great effort in creating a rush program to bring in new members to fill the vacancies left by the large number of graduating Brothers.

At the end of this year, 15 Brothers will be graduating. They are: Phil Ellis, Bob McInerney, Jim Miller, John Turner, R. B. Clark, Elliot Patrick, Doug Glass, Jim Harris, Pete Hoogendonk, Craige Reavis, Henry Coble, Jay Motsinger, Denis Lamparter, Ernie DeStefano, and Robert Likos. We would like to wish all of them good luck in all their future endeavors.

On June 7, Brother Ernie DeStefano will be married to Miss Dawn Goodsell. The Brothers of the Chapter extend their heartiest congratulations and best wishes to them.—ROBERT LIKOS

### CASE WESTERN RESERVE

AFTER HAVING BEEN dealt a severe blow by the federation of Case Institute of Technology, Cleveland College, and Western Reserve University and the subsequent confusion in the business curricula, the Brothers have launched a vigorous Spring program. Rush week started the semester with a coffee hour, a rush smoker, and a professional meeting, "Marketing in the Chemical Industry." Hoping to become an integrative factor in the merger, we have recruited a Spring pledge class almost equal in size to the membership, with enthusiastic students from each of the three federated schools.

Our seventy-six position climb in the Chapter Efficiency Index ratings promises to continue under the leadership of Allen Erbe, president; Mike Pashos, senior vice president; Terry Trees, vice president; Joe Manning, secretary; and John Lazar, treasurer. Ron Flynn has set up our professional program, dedicating one meeting to the task of finding a good summer job. Ernie Stevens is in charge of the Spring social events. Also chosen was this year's "Rose" candidate, lovely Miss Susan Braden. Sue is a CWRU coed who works in the student housing office. We hope you will see and hear more about her in another part of this issue.

Scholastically, the Beta Tau Chapter's grade-point topped the All-Men's Average by more than half a point last semester. The Brothers hope to do even better this semester as chapter advisor Dr. Robert Baird is offering an award for the highest average.

We hope you will join us in wishing Chancellor Jeffery Gabor and Miss Jill Peterson the very best of happiness; they have bravely chosen Friday the 13th of June to march to the altar. Success also to our June graduates in their further studies and careers. And to all our Brothers, everywhere, see you at Mackinac Island.—JOE JONES



BROTHER RALPH BECKERT, on the left, a charter member of Alpha Omicron Chapter at Ohio University, presents the membership certificate to Brother Vernon R. Alden, president of Ohio University upon his initiation into the Fraternity.

## OHIO U.

ALPHA OMICRON CHAPTER at Ohio University initiated 15 new members on January 26, 1969. One of the new brothers was Ohio University President Vernon R. Alden. Brother Alden was also the keynote speaker at our initiation banquet. He will be resigning as President of Ohio University at the end of the spring quarter to become chairman of the board of the Boston Company in Boston, Mass. Brother Alden has been President of Ohio University for seven years, and during this period the university has grown from 8,500 to 17,000. Ohio University has grown not only in quantity but quality and much of this growth can be attributed to President Alden's efforts. Alpha Omicron Chapter is proud to have made Vernon R. Alden a brother of Delta Sigma Pi.

At our initiation banquet, some awards were given for past accomplishments. Tim Sherer receiving a trophy for being the outstanding pledge of the recent pledge class. Tim was the mainspring of a great pledge class. The outstanding active award went to past President of Alpha Omicron Chapter, Richard (Dick) Lehosit. Dick has done so much for our chapter in the past year, and we will be sorry to see him graduate in March. Jeff Carter received a very special award from the pledge class for his efforts.

We recently elected new officers for the coming year and they were as follows: President Jeff Carter; Senior Vice President Larry Bennington; Vice President Larry Mormon; Secretary Jim Kachenmeister; Treasurer Larry Weiss; Chancellor Chuck Heiges; and Historian David Arthur.

During registration for classes for the spring quarter, Alpha Omicron Chapter served as a counseling board for students of business administration. It alleviated some of the load from the heads of the school. During our recent rush we took in eight new pledges. Plans are now in the making for our annual "Rose of Deltasig" formal to be held in mid May. Throughout our recent activities and meetings we have been stressing unity and to make Delta Sigma Pi a well known fraternity on the Ohio University campus.—DAVID H. ARTHUR

## KENT STATE

BETA PI CHAPTER at Kent State University is now in the process of completing its most successful term in 27 years. May 16 marks our chapter's 27th year on the Kent State campus. In these years the fraternity has grown from a small inactive group to a large organization oriented towards civic, commercial, and service affairs as well as social, professional, and campus goals.

The professional program this year has been unusual. Several guest speakers and field trips have contributed much to the knowledge of the Brothers. The speakers were amazed at the turnout of the chapter. Professional Chairman John Cross has commented: "The cooperation of the Brothers is indescribable; without their support all this could not have been possible."

Switching to the social scene we find that several parties spring quarter will add to the other social events of the year. The highlight, of course, is the annual Spring formal

to be held late in May. After an excellent meal, dancing, announcement of the winners of the "Rose of Delta Sigma Pi," leadership, and brotherhood awards, the fraternity will head for an after party at Lake Milton. Here the brothers may swim, boat, play tennis or do other related items. Favors to the dates will be given.

Softball season looks real good for Beta Pi Chapter, especially since the fraternity has done so well in football, basketball, bowling, bridge, volleyball, and swimming. According to sports chairman Tim Brymer: "The brothers are to be congratulated for their excellent efforts in the sporting activities."

Beta Pi Chapter congratulates Brother Don Krempel upon his recent marriage and graduation winter quarter. We wish all our chapters a good finish to the present year, a fine summer, and an excellent forthcoming school year.—DAVID H. GREEN

## OHIO STATE

THE MEN OF Nu Chapter ended the month of February with the installation of new officers and with a party by the new pledges. After hard fought elections the officers installed were President Fred Brewster; Vice Presidents Lee Gaylord and Wayne Price; Secretary Doug Armbruster; Treasurer George Kurz; and Chancellor Don Reese.

Nu Chapter's seven new pledges also elected their pledge brothers Howard Walker and Keith Blazer as pledge class president and secretary.

Professionally, Nu Chapter has been active. Events have included a fireside chat with Dean Georges of the Ohio State School of Administrative Science and a trip to Lazarus, member of Federated Department Stores. Incidentally the fireside visit with Dean George was conducted by "fireside" or actually candlelight due to a power failure in the Chapter House.

Socially, two parties were held in February and preparations for the "Rose" Formal spring quarter are nearly completed. The theme of the most recent party which was sponsored by the pledges was "Hillbilly Haven" and most of the Brothers agreed the pledges did a fine job of entertaining them. Earlier a "Purple Passion Party" was held with the Brothers' dates receiving free favors as well as all the purple and passion they desired. A change in character will be forthcoming with the "Rose" Formal which everyone is looking forward to as the high point of the year's social activities.

Other developments around Nu Chapter are the continuing of the Chapter pocket billiards tournament, studying for finals and the packing of many Brothers for the annual Columbus to Florida endurance race, over spring break. The Fraternity is also proud to announce a new member, "Lillian" or "Fang", a puppy for the Fraternity mascot. The Brothers who traveled to the Rose Bowl New Year's Day also wish to thank Wayne Wunderlich from Delta Sigma Chapter and his family for their hospitality during the Brothers' stay in Los Angeles. Also, my brothers in the area are invited to come visit us; we would enjoy meeting them.—TED SAMUEL.

## TULSA

BETA CHI CHAPTER is winding up the second semester of what appears to be a very successful year. Another school year is passing us by, and many Brothers will be graduating this May, and Beta Chi Chapter heartily congratulates them and wishes them the best of success.

An exceptional professional program highlighted the events of the semester. One of the speakers was Johnnie Cherblanc who is public relations manager for Blue Cross and Blue Shield Plans. He is a member of the Tulsa Chamber of Commerce, and director of the Tulsa Easter Pageant. Johnnie is graduate of the University of Tulsa.

Our "Rose of Deltasig" was held on March 7, 1969 at Turley's Roundup Club in Tulsa. Miss Debbie Bendler was crowned our "Rose of Deltasig" at the dance. It was indeed a joyous occasion for all who attended.

During the semester break, Brothers Jmaeff, Slack, Clark and myself drove to Denver, Colorado. We visited many points of interest including the University of Colorado at Boulder, and the tour of Coors Brewery at Golden, Colorado.

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

## OKLAHOMA

BETA EPSILON CHAPTER at the University of Oklahoma began the Spring semester by distributing copies of *Business Today*, as a public service to the students in the College of Business Administration and making plans for rush.

On February 16, we held a rush smoker which brought a large turnout of interested students. At this meeting, we introduced our newly selected "Rose," Marsha Crabb, and presented her with the traditional arm bouquet. On the following Wednesday, 16 rush-ees joined our pledge program. Their initiation was held April 13 and we are certain that each will be a valuable asset to the Fraternity.

The Brothers decided to make a strong effort to foster closer relationships among the members of Beta Epsilon Chapter this semester, and numerous activities were planned. Some of these included tours of Sequoyah Mills in Anadarko and the Oklahoma City office of Arthur Andersen. We also invited some prominent business and professional men to speak to our meetings with excellent results. The Brothers have made a point of getting together socially outside our meetings, to know each other better.

This year has been a very good one for Beta Epsilon Chapter. Our chapter has prospered and it has been a rewarding experience for the membership. We are determined to reach the 100,000 point mark in the Chapter Efficiency Index, and are confident the goal will be attained by semester's end. We hope this year has been as good to the other chapters.—KEITH CRENSHAW



SHOWN HERE IS the Student Advisory Committee of the School of Business at Miami University, Oxford, Ohio, during one of their regular meetings with Dean Bill R. Moeckel. The Committee consists of the presidents of student organizations directly related to the School of Business. Alpha Upsilon Chapter is represented by its president, Stephen T. Lora, seated third from the right.

**PITTSBURGH**

LAMBDA CHAPTER at the University of Pittsburgh inaugurated the new year with a winter rushing smoker on January 10, 1969. The guest speaker for the evening was Mr. Richard Zimmer, corporate secretary and director of public relations and personnel for the Second Federal Savings and Loan Association. Mr. Zimmer's topic was "What Savings and Loan is, and Job Opportunities in this Field." Rushees and Lambda Chapter members joined in a spirited discussion on the prospect of the Savings and loan field. Following the discussion the eleven prospective Deltasigs were given information and background on the purpose, activities, and history of Delta Sigma Pi by Brothers Dave Blythe and Vice President Dave Lambert.

Pledging ceremonies were held January 24, with President Roy Bowers presiding. Initiation ceremonies were on February 8. At our business meeting February 14, Brother Chuck Moekle entertained the Brothers and their wives by showing slides of his recent European trip.

Also on the agenda for the Deltasigs is the Honors Banquet at the University Club on March 1 for both undergraduates and alumni. The Spring Initiation Banquet will be held on May 24 at the Longue Vue Country Club. The social committee is also hard at work in preparation for the annual summer family picnic which will be at South Park.—JAMES A. ZEHFUSS

**LA SALLE**

ONCE AGAIN Epsilon Sigma Chapter can boast of a fine professional schedule; Brother Joe Kulpa has arranged several nights of interest. A business film entitled "A Day in the Life of a C.P.A." has already been procured. This is to be followed by a business night sponsored by Epsilon Sigma Chapter at which seven business films will be shown. We will also co-sponsor an Accounting Association of La Salle College. (Oratory accounting fraternity) and the Accounting Association of La Salle College. Several speakers will also visit our campus to speak on such topics as careers with the F.B.I., the C.P.A., and budget formation. The Social Committee, headed by Chair-

man John Heck, has also provided a fully packed agenda. In addition to our regular parties, we will also have our Third Annual Spring Dinner Dance. This is a semi-formal affair planned for late in the semester; several faculty members have been invited.

Brothers Len Szweda and John McCuen have inspired new interest in Delta Sigma Pi to all eligible undergraduates. Their efforts were rewarded by a fine turnout at our first rush party. Their continued effort provided Pledgemaster Bill Martin with a fine pledge class, which we are sure he will keep hard at work.

Once again Epsilon Sigma Chapter did a fine job in the Interfraternity League, just missing the honors in the basketball tournament. We will be able to find a fine softball team this year and are sure of a chance at a long-awaited championship.

With such a full year, all that remains is the capturing of 100,000 points in the Chapter Efficiency Index.—BILL MARTIN

**PENNSYLVANIA STATE**

ALPHA GAMMA CHAPTER is again hard at work to provide another outstanding professional and social program for its Brothers. The winter quarter rush program at Penn State was opened with a professional meeting featuring Joseph Reilly of the Internal Revenue Service. The meeting attended by 45 Brothers and 22 prospective rushees featured a formal talk by Mr. Reilly on the responsibilities and functions of an Internal Revenue agent. Of the 22 rushees who attended, the 10 most qualified were chosen by the Brotherhood to comprise this term's pledge class. We are counting on these new Deltasigs to maintain the high ideals and enthusiasm of our rapidly expanding Chapter.

Final plans for the Chapter's banquet and the "Rose of Deltasig" beauty contest were discussed at the second meeting of the term. The Brothers and pledges were privileged to hear William G. McGagh, assistant treasurer of Chrysler Corporation. Much interest was displayed in the question and answer period which followed Mr. McGagh's talk on the international aspects of Chrysler.

This year marks the first time Alpha Gamma Chapter has held the "Rose of Del-

tasig" contest. A big note of thanks goes out to Brothers Mike Kelly, chairman, and committeemen Howard Mager and Jack Sebastian for the enormous success of this project. Over 40 girls, representing clubs, sororities, or independents, were entered in the contest. It was the difficult task of the reviewing committee which consisted of Brothers Kelly, Mager, President Bob Dapper, John Eddy, Nick Ross, Byron Revegno, Alan Davies, Bill Lucci, and Charles Gerhards to choose four finalists to view for the "Rose of Deltasig." The girls were rated on beauty, appearance, poise, and personality.

The highlight of our social program was the Chapter's banquet with the crowning of Miss Ann Kimball as the "Rose of Deltasig." First runner-up was Miss Marylu Sando. Miss Kimball is a junior majoring in architecture from Ebensburg, Pa., and a member of Kappa Kappa Gamma sorority. She was presented with a dozen long-stemmed red roses and a plaque and will now enter the national competition. We wish the best of luck to Ann and are proud to have her as the representative of Alpha Gamma Chapter. A plaque was also presented to Dr. Robert Koehler, Chapter advisor, in appreciation for all his help and interest.

Richard Williams, President of Trend Investor's Management, Inc., highlighted our final meeting of the term. Mr. Williams spoke of the opportunities for young men in the fields of management and brokerage. Nominations for next year's officers were held at this meeting. Final plans for an industrial tour to Piper Aircraft were also completed at this time. Of course the induction of the new pledges into the Brotherhood is always the perfect cap to our term of activities. With the addition of our 10 new Brothers to our present 60 Brothers, we expect another outstanding term in the spring both professionally and socially.—WILLIAM F. LUCCI



MISS MARTY KONRAD, a member of Alpha Gamma Delta Sorority at the University of Cincinnati, is shown here as she is crowned "Rose" of Alpha Theta Chapter by Miss Jackie Sandy. Brother Dick Woodie, Miss Konrad's escort, and Bruce Anderson, president of Alpha Theta Chapter, look on.

## PHILADELPHIA TEXTILES

DONNA GINGRAS, a sophomore at the Philadelphia College of Textiles and Science, was crowned "Rose" of Eta Xi Chapter at our first annual "Rose" Banquet held at the Alden Park Manor, on Saturday, February 8. Miss Gingras, who lives at 135 Grandview Road in Ardmore, Pennsylvania, is enrolled in the Fabric Design curriculum at the College.

Now that you're all excited over the greatest "Rose of Deltasig", let me tell you all about Brother Jim McGilvery. Jim led Textile's basketball team to victory many times. So watch next year when Jim leads Textile to the top in the NCAA.

Summer is soon upon us. This is a happy time for some of us, especially for our graduating Brothers. But for those of us who are not graduating—there is a touch of sorrow in our hearts. Eta Xi Chapter will say good-bye to 23 Brothers in May. We wish you all good luck.

Surely summer will bring the Brothers much fun. Remember, Brothers, a fraternity is a life long bond, analogous to the petals of the rose. Although each petal is a separate unit, they are joined together to form one whole.

In closing, a final message from our president, Brother Al Mandia: "As the month of May is here, I will prepare to pass my responsibilities on to the new president of Eta Xi Chapter. If I have gained anything from my office, I have learned that 'he profits most who serves best'. The more effort and time I put into our chapter the more I gain. Serving my Brothers has made my last year in college most rewarding. I wish all the Brothers of Delta Sigma Pi good luck. I'll be seeing you!"—JOHN IADEMARCO

## SOUTH CAROLINA

BETA GAMMA CHAPTER at the University of South Carolina is in the final stages of a very successful spring semester as they near the 100,000 point mark in the Chapter Efficiency Index. Brother Steve Gregg, Professional Chairman, has done an outstanding job in presenting a variety of interesting speakers to the chapter. He has also planned a visit to Atlanta, Georgia, where the Brotherhood will tour Ford Motor Company and IBM.

Several successful social outings have been held at Brother Ron Farkas' house at Lake Murray, including cookouts and drop-ins. Final plans have been made for the Spring Formal which should prove to be one of the best ever. Tentative plans for a weekend beach trip to follow are still being made. Plans have also been made for the Alumni Picnic which will be held at the Pine Island Club at Lake Murray with many athletic events and activities for the alumni, undergraduate Brothers and their families. At the picnic will be the first annual awarding of the "Loving Cup" for the most points earned in athletic competition between the Alumni Club and undergraduate chapter. The Bacchus Award will also be presented.

We have 17 neophytes who are only weeks away from completing their pledge program. They have had a very successful fund raising project this semester and plan to sponsor a steak supper for the Brother-



DISTRICT DIRECTOR WILLIAM W. MYERS, on the left, is shown here presenting a chapter gavel to Beta Rho Chapter President James Blaney. The gavel was a gift to the chapter from Grand President M. John Marko.

hood. Highlights of the evening will include a dramatic presentation by the neophytes and "Home Movies."

All indications are that this semester will be one of the most profitable and efficient in the history of the Beta Gamma Chapter.—JOHN D. GILDEN

## SOUTH DAKOTA

ALPHA ETA CHAPTER at the University of South Dakota pledged 14 men at the conclusion of rush this spring semester. During our rush Brother Robert Torkelson, a former U.S.D. graduate, spoke on the Ford Motor Company, which made for a very effective meeting. Our pledge class is presently planning one of their major projects, the "Mile of Dimes," an annual charity drive in Sioux Falls.

New Alpha Eta Chapter officers are: Rick Geyerman, president; Bob Oltman, senior vice president; Bob Riter, vice president; Dave Reemts, secretary; Wendell Mulsom, treasurer; Stephen Ferley, historian; and Lee Gullickson, chancellor. Faculty advisor is Professor James Peterson.

Twelve Brothers attended the Regional Basketball Tournament at Minneapolis. All returned content with all the fun, but discontented with their record at the tournament.

Brothers Paul Sander and Stephen Ferley are currently serving as members of the Board of Directors of the U.S.D. Book and Supply, Inc.

This semester many activities are planned, including five professional speakers, an industrial tour of Dale Electronics, a field trip to Denver, our annual Slave Labor Sale, and our annual faculty ball game and rib feed.

An alumni Brother of Alpha Delta Chapter, Dr. Dale E. Clement, was recently appointed Dean of the Business School at U.S.D. Dr. Clement has been very helpful to Alpha Eta Chapter in both planning and co-ordinating our activities.

We wish good luck to all chapters in the Efficiency Index, and feel we are well on our way to the 100,000 points.—STEPHEN G. FERLEY

## MEMPHIS STATE

THE GAMMA ZETA CHAPTER has had another successful rush period. Altogether seven new rushees were assigned the role of neophytes. The new neophytes are: Dave Kiihnl, Joe Poston, Terry Clements, Al Phillips, Doug Dempsey, Buddy Blackburn and Larry Coyne.

Our Business Interview Clinic, which is held every year, was a complete success with over 500 persons in attendance. Each speaker gave a twenty minute talk on a different aspect of an interview and afterwards answered questions from an enthused audience.

The chapter is currently raising money to be used for a scholarship. We hope that there will be donations from Memphis area businessmen so that this can become a yearly award. Other fund raising projects are planned to aid the March of Dimes.

A new chapter house is also in the near future for the Gamma Zeta Chapter. Under the guidance of Brothers Gary Jewel and Fred Sorrells, this should be accomplished by next fall. Brother Steve Arnold is now in charge of our professional activities due to the graduation of Brother Brian Purvis. This semester, the Gamma Zeta Chapter has had speakers on the commercial use of the laser beam, the advantages and disadvantages of franchises and the use of credit. Tours of the Holiday Inn Computer Center and other firms in the surrounding area are on our agenda for the spring semester.

Two of our brothers, Jim Carroll and Bill Joyner, recently joined the Marine Corps and our chapter would like to wish them and all of the other chapters the best of luck.—BEN BRANDL



## CHRISTIAN BROTHERS

**EPSILON PSI CHAPTER** at Christian Brothers College has begun a new semester with a new pledge period and a wide selection of professional, general, and social activities.

On February 10, an informal "smoker" was held on campus and over a dozen men were on hand to express their interest in Delta Sigma Pi. Pledging took place on February 27, and it is hoped that all pledges will become members.

The annual "Rose" dance was held February 14 at the American Legion Hall in downtown Memphis. The dance also celebrated Epsilon Psi Chapter's fifth anniversary this month. Midway through the festivities, President Don Haller crowned Miss Denise Brignole as our 1969 "Rose" Queen.

On February 19, we were privileged to have Mr. Bernard Earles, president of Dover Corporation as our guest speaker. Mr. Earles spoke to us about his company, and also gave some helpful hints on the process of job selection.

It has been announced that Epsilon Psi Chapter has won the trophy as the campus organization which gave the most blood during a recent drive for St. Jude's Children's Research Hospital. Thanks to all who participated.

All of the members here at Christian Brothers are anxiously awaiting the upcoming basketball game with Gamma Zeta Chapter at Memphis State University. We are confident that we can defeat the cross-town Brothers as resoundingly as we did in football last November.

Our congratulations go out to the newly formed Memphis Alumni Club which held its first meeting recently at the Knickerbocker Restaurant. Vice President Bill Lenahan represented Epsilon Psi Chapter at the meeting.

On behalf of the Brothers at Epsilon Psi Chapter, I would like to wish all of our Brothers a successful summer.—WILLIAM S. BOEDEKER

## TEXAS—Austin

**BETA KAPPA CHAPTER** at the University of Texas welcomed Spring with one of the largest and most diversified professional and social programs ever.

Professional activities were emphasized more than ever this semester as our professional calendar included numerous guest speakers representing both large corporations and small firms around the country and the active participation in various business organizations in the College of Business Administration. Enhancing the speaker programs were a series of "fireside chats" with Dean George Kozmetsky, Dean of the College of Business Administration, in which Brothers joined in conversations with one of the most influential figures at Texas.

Accentuating the calendar of professional activities was our participation in CBA Week, a week-long series of business-oriented programs geared to display the various facets of the business world that we, as business students, must be aware. Deltasigs grouped together in constructing a large display as part of our participation, while other

Deltasigs took an active part in the lectures given as part of CBA week.

But the highlight of the professional calendar this semester was the three-day field trip to New Orleans. Brothers attending were treated to tours of Avondale Ship Yards, the Boeing space capsule fabrication plant, and on-land as well as off-land oil rigs. The field trip resulted in a tremendous success, as not only did the tours prove to be beneficial to growing knowledge of the Brothers, but was the accomplishment of many days of planning and money-making projects to make the field trip a reality.

In addition to the professional activities during the Spring semester, our social calendar provided many hours of fun for both married and single members of Beta Kappa Chapter. The Spring Formal was the highlight of the social calendar as brothers and new initiates celebrated the season in an atmosphere of popular music and refreshments. The numerous parties held during the semester were integral parts of a social calendar carefully planned, with various apartment parties and party barn dances providing the casual rendezvous for brothers and their dates.

Beta Kappa Chapter's intramurals program brought fun and the excitement of victory into the fraternity as brothers combined their talents in the quest to achieve the number one spot in the university rankings. The Deltasig basketball team finished runnerup in the overall standings to follow our football team's finish in fourth place. With strong teams presenting winning potential in track, softball, volleyball, handball, and tennis, Beta Kappa Chapter's chances of the first place position in the overall standings is quite feasible.

In all, Beta Kappa Chapter has stressed and has achieved the success that only a professional fraternity such as Delta Sigma Pi can achieve. The chapter brothers have planned and have been successful in the activities so valuable in making a professional fraternity great. President Nick Kerpchar, who is also president of the student body in the College of Business Administration, said in his address to the chapter at the start of the semester that Beta Kappa Chapter was going to maintain its number one ranking in the nation as well as endeavoring to provide to each of the brothers the professional and social activities that have made our chapter

one of the most popular at the University. From that statement we have realized that goal—a goal that every chapter in Delta Sigma Pi might follow.—HARRY L. BING  
YOU

## SAM HOUSTON STATE

**ELEVEN NEW BROTHERS** were initiated during the Fall semester at Sam Houston State College and are very proud to be a part of such a fine organization as Delta Sigma Pi.

The Registrar's office informed us that Epsilon Mu Chapter had a grade point average above the average of all male business administration majors on campus, which was 2.15. Epsilon Mu Chapter's average was 2.39.

Professionally, Epsilon Mu Chapter has scheduled several professional speakers for the Spring semester. These speakers include John Richards, an engineer at Pan American Petroleum Company, and Glenn Rand from the marketing department of Humble Oil Company. There are field trips planned for the Federal Reserve Bank in Dallas, the Ford Motor Company plant, and Texas Instrument Company, also in Dallas. The Epsilon Mu Chapter hopes that the field trips planned for the present semester are as rewarding as the one taken in the Fall to Tenneco Oil Company.

Epsilon Mu Chapter opened the Spring semester with a highly successful rush which gave us 11 proud pledges.

Social activities include many informal get-togethers with pledges and faculty. The highlight of the Spring semester will be the crowing of a new "Rose" at the annual "Rose" Ball.

Our chapter was honored on February 27 by the presence of Field Secretary Ellery J. Lacy, a member of Delta Eta Chapter at Lamar Tech. His speech was very interesting and informative.

The newly elected officers of Epsilon Mu Chapter include Cris Simpson, president; Kirby Bubenik, senior vice president; Ken Wright, vice president; John Coffman, treasurer; Keith Stevenson, secretary; Noel Fredericksen, historian; Harold Carr, chancellor; James Mullino, ritual chairman; Milt Crumpler, Chapter Efficiency Index chairman; Ronnie Cole, social chairman; and Robert Gallagher, intramurals chairman.—NOEL FREDERICKSEN



A TRADITIONAL ACTIVITY on the University of Texas campus is the annual Aggie bonfire. Beta Kappa Chapter donated an entire house which brought the chapter the Spirit Award for the organization showing the most spirit for this activity.

## TEXAS CHRISTIAN

DELTA UPSILON CHAPTER at Texas Christian University completed its pledging program on March 17, 1969, scoring high with good prospective pledges.

During the semester we had many interesting speakers such as Mr. Ross Lomus from General Dynamics who spoke on "Living The Good Life In Business"; Mr. Kenneth O'Hern from Southwestern Bell Telephone Company who spoke on "Your Future with Bell Telephone"; Mr. Stuart L. Hamilton, representing Tech-Ser, Inc., who spoke on "The Salesman's Role in the Business World," and Ross Miller from the General Accounting Company who spoke on "How to Start out in Business." Other activities included tours of the National Cash Register Company, Bell Helicopter, and the Fort Worth Post Office.

The "Rose" Formal held on April 19, 1969, was a huge success with the crowning of Miss Karen Minster as "Rose" Queen and Jean Hosey and Marian Talbert as princesses. Also a May beach party is now being planned and should be enjoyed by everyone in the chapter.

The new officers for the Spring semester are Steve Barker, president; Clay Shriner, senior vice president; Mike Jacob, vice president; Mike Walker, treasurer; Rob Spencer, secretary; Doug Andrews, chancellor; Tom Talcott, historian; and Mike Hicks, professional chairman.—TOM TALCOTT

## EAST TEXAS STATE

DELTA PHI CHAPTER has had one of the best years of growth since its founding in 1960. This is not measured just in members but also in organization. In January Jim Sutton was elected President with the goal of making Delta Phi Chapter number one in our Region.

In January the Chapter Efficiency Index ratings placed our chapter first in the Region and fifth in the nation.

We have taken 22 pledges this semester which is the largest pledge class in several years.

The Adolphus Hotel in Dallas was the site of the annual February "Rose" Ball where Connie Gist was elected our "Rose" Queen for the new year.

In May we will have a Spring outing which will climax a year of growth and high expectations for the years to come.—KERRY B. GLASS

## LAMAR TECH

DELTA ETA CHAPTER at Lamar State College of Technology initiated nine new undergraduate members and two faculty members on January 11, 1969. Delta Eta Chapter welcomes Kenneth Bernhardt, Lee Hasselmeier, Tim McAlpine, Larry Mills, James Noblitt, Edward Prejean, David Theobald, Ronnie Ware, Steve Winn, Mr. Royce Plyler and Dr. W. W. Bennett into our brotherhood. All of the new members have become very "active" members and Mr. Plyler has taken on the responsibility of being co-chapter advisor with Mr. Charles Hawkins.

Miss Mary Warner was selected as Delta Eta Chapter's candidate for "Rose of Delta

Sigma Pi." Mary is currently enrolled at Lamar Tech as a government and history major. She is a member of Alpha Chi Omega sorority and Alpha Lambda Delta honorary sorority.

Brother Charles Thomas Bennett has been selected as the nominee from Lamar Tech for a Sparks Memorial Graduate Fellowship. Fifteen of these awards amounting to \$3000 each will be given to students selected throughout the nation by Phi Kappa Phi, national honor society.

President Bryan Lakey and Brothers Ronnie Crowell and Clarence Teck attended the Houston Alumni Club's first anniversary celebration. The celebration was held at the Budweiser Brewery's Hospitality Room where John Breen, public relations manager for the Houston Oilers, was the speaker.

Brother Lloyd Longnion has provided us with some excellent speakers for our professional meetings and an enjoyable field trip to the Humble building in Houston, Texas.

—CLARENCE TECK

## MIDWESTERN

EPSILON ZETA CHAPTER at Midwestern University in Wichita Falls, Texas, has recently been widened to welcome 11 new members from its Fall pledge class and eight new pledges for the Spring semester. The newly initiated members are Lynn Allen, Dennis Cannedy, Lamont Grogan, Don Jones, Larry Pitre, David Pounds, Charles Salter, Tony Suttle, Tom Tucker, and Allen Whitehead. The new pledges are Warren Ayers, Jim Lucius, Pete Bennete, John Catalano, Leon Andrews, Dru Landrum, George Slagle, and Tom Newton.

The Spring rush began with a smoker in the Clark Student Center. Talks were given

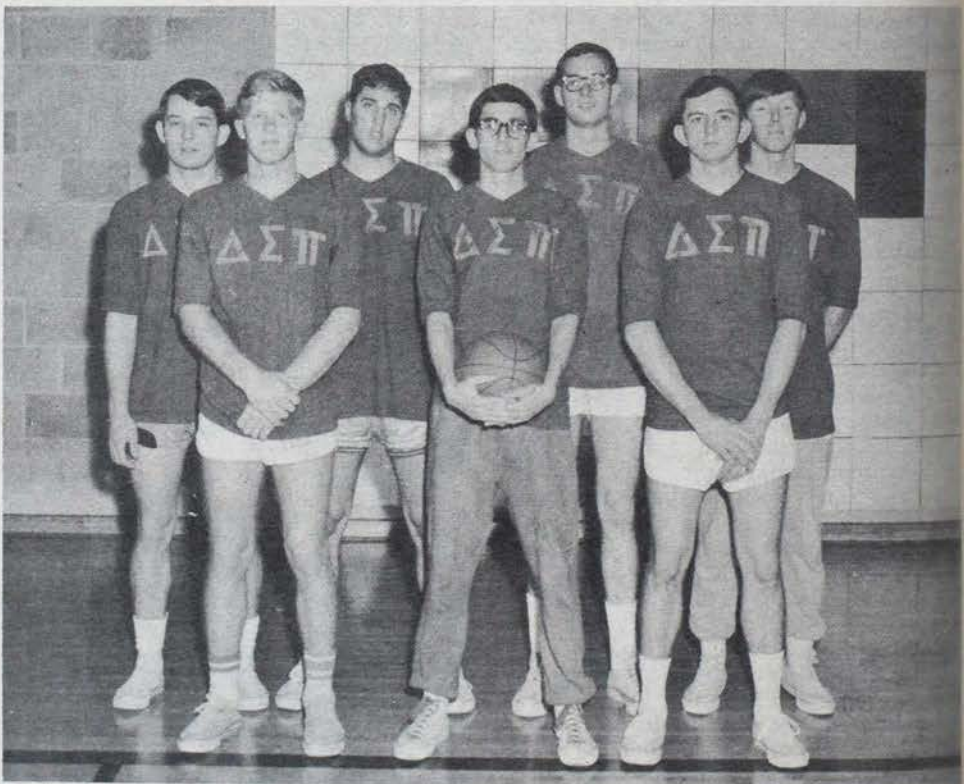
on the subjects: "The Purpose of Delta Sigma Pi," "What Delta Sigma Pi can do for you," and "How I can become a Deltasig." Later in the week another smoker was held in which a film on Delta Sigma Pi was shown. After the meeting, all of the members and rushees went to the home of one of the members for a pizza party where everyone could get better acquainted. The pledging ceremony was held the following Sunday morning after which the fraternity treated the new pledges to breakfast. Then, the fraternity as a group went to church.

The Deltasigs at Midwestern University are once more on top in intramural sports and are hoping to walk away for the second year in a row with the "All Sports Trophy" along with several other trophies.

Epsilon Zeta Chapter is now in the process of making plans and preparations for the upcoming "Rose Dance" and "Commerce Banquet" which will top off the annual Business Week at Midwestern. A top band from Dallas has been acquired for the "Rose" Dance, and it seems as though this will truly be the big social activity and a tremendous way to finish the school year.

We were extremely proud to have Brother Jerry Wells, one of the Deltasig Field Secretaries, visit us during one of our Business Meetings. Brother Wells spoke to us on several phases of the fraternity and afterwards answered questions from the members and pledges.

Epsilon Zeta Chapter is very proud of its past accomplishments and is looking forward with great enthusiasm to the Spring semester and continued growth and prosperity; and we would like to wish the same success to all of the other chapters.—CHARLES SALTER



THE BASKETBALL TEAM of Beta Kappa Chapter at the University of Texas at Austin finished runnerup in intramurals competition with over 75 teams representing all organizations on campus. The members are from left to right: Bill Kelly, Steve Ogle, Bob Patton, Charlie Wilson, Sam Hence, Tommy Berry and Scott Sherard.

## ANGELO STATE

ETA THETA CHAPTER at Angelo State College has enjoyed another excellent year. Although young, our chapter shows promise of rapid growth. Fifteen men pledged the fall semester and 11 the spring semester. Fall semester initiates were Allen Bishop, Robert Eubank, David Herreman, Bob McEver, Dr. Kamel M. Moghrabi, Neal Montgomery, Isaac Olivares, Vance Poe, Richard San Roman, Doug Stewart, D. Wendyl Wallace, and Robert P. Wiegand. Spring semester pledges include David Aycock, Perry Buck, Johnny Day, Monroe Dierschke, Paul Godwin, Paul Lankford, Ray Don Schwertner, Bobby Sims, Deon Smith, Jack Srader, and Gordon Stout.

The fall semester was highlighted by two dances, two smokers, and several professional meetings. A school Business Day program on what employers look for in prospective employees was sponsored by the Chapter. The fall pledge class challenged the members to a football game and was soundly beaten.

The Chapter is especially proud of its two pledge classes of 1968-69. The fall pledge class presented fraternity paddles to all the members in our Chapter. Money for the paddles was earned by selling fruit cakes and chances on a Christmas turkey. In its first two weeks of pledge education, the spring class has scraped and repainted all the Delta Sigma Pi trash receptacles on the Angelo State campus and sponsored a fund raising car wash.—D. WENDYL WALLACE

## BAYLOR

BETA IOTA CHAPTER at Baylor University has had a full calendar of events in the past months. Beta Iota Chapter presented a short program in conjunction with the all University Sing at Baylor late in March. The members are to be commended for their performance!

Twenty chapter members participated in the intramural basketball program. Two of the teams made the playoffs. Although the results are not complete, there is a strong possibility that one team will win the championship. Also, our chapter is planning to sponsor an all Southwestern Region Basketball Tournament this Spring.

The Spring Formal was held in April, and was enjoyed by all. We enjoyed an evening of fine fellowship and entertainment.

We of the Beta Iota Chapter would like to take this opportunity to welcome the 16 new brothers in our chapter. We feel that they are going to make excellent leaders in the fraternity and the University.—DAVID G. HORNER

## TEXAS—El Paso

AT THE BEGINNING of the Spring semester, Gamma Phi Chapter had twenty-two Brothers. Rush, of course, was the first activity on our program for the semester. With our membership just a little below average and half of the chapter graduating before next fall, we needed to have a successful rush program so that the chapter would not be at a great disadvantage next Fall.

Our first rush activity was a party held at Ardevino's in El Paso. It was a very good party for Brothers and rushees alike. The next activity was a bar-b-que held at the chapter lodge. This was where the main job of selling the fraternity to the rushees was done. The rushees seemed to enjoy this feed more than they enjoyed the previous party. The following weekend, we had another rush party at the Casino Del Norte in New Mexico adjacent to Sunland Racetrack. This party was enjoyed by everyone and was more successful than the other party. During the following week, the chapter, along with rushees, toured La Tuna Correctional Institute. We ate at the prison and gained much information from the tour.

These rush activities brought us 16 pledges, most of whom seem very likely to become Brothers. Initiation is set for May 4.

The social activities planned for the semester included a party in March to break the monotony of the semester, our "Rose" Ball on April 15, and our chapter birthday party on May 19.

This should be a very good semester for Gamma Phi Chapter and the chapter should be adequately prepared for the upcoming Fall semester.—ROBERT J. ALLEN

## TEXAS A & I

ZETA NU CHAPTER at Texas A & I University has selected officers for the Spring semester. Our officers are President Ed Kellam, Senior Vice President Jimmie Kilpatrick, Vice President Joe Sheridan, Secretary Randall Parker, Treasurer Charles Johnson, Historian Larry Lahtinen, Social Chairman David Haunschild, and Chapter Efficiency Index Chairman Meliton Sanchez. Congratulations from our entire membership. We would also like to thank our last semester officers, especially former President Hugh Morrison, for the great job they did.

On February 11, 1969, our Chapter held its second annual *Song Festival* under the guidance of Ed Kellam. The billing consisted of such top-notched performers as Mimi and Gary, Euell and Ron, the Rob Hamon Trio, Doctor Billy Cowart, the A & I Singers, and Tony Reynaga.

Also, Delta Sigma Pi sponsored a lecture by Mr. Jack F. Wolfgram, retired Vice President of General Motors Corporation. The attendance was excellent, and Mr. Wolfgram had quite a bit to say about management.

Our rush program is in full swing. We have 14 rushees and will probably pledge at least ten of them. A terrific pledge class is anticipated for this semester.

Congratulations are in order to our January graduates. They are Brothers Doug Culli, Craig Folkman, Nick Fry, Jerry Gates, Hank Goldstein, Darrel Hamon, and Wayne Kuester. May each of these men have the best of luck. And congratulations to our recently married Brothers Ed Kellam and David Houston. Our best wishes.—MICHAEL B. WRAY

## VIRGINIA TECH

ZETA UPSILON CHAPTER at Virginia Polytechnic Institute is currently making final plans for the social highlight of the

year, the "Rose" Dance. This year the dance will be held at Toby's Tavern in Roanoke, which is one of Roanoke's more private places to hold a dance. Toby's Tavern, perhaps better known in the Civil War era, located in the deepest woods of Roanoke with its rustic appearance and quiet atmosphere, should be a fantastic place for the brothers to celebrate a very productive year.

Our chapter will have no problem in reaching 100,000 points this year, and with the pledges that are going to be initiated this quarter and the new officers elected, Zeta Upsilon Chapter will have no problems in reaching 100,000 next year either. Zeta Upsilon Chapter is also proud of its athletic accomplishments. At this point, the basketball team has lost only one game in intramural competition and seems headed for tournament action. In the last game, the Deltasigs easily handled "that other" business fraternity on campus. Zeta Upsilon Chapter should field the best softball team on campus ever.

Professionally, we have had two tours, one to Corning Glass Works, and the other to a G.E. Plant. Our speakers usually are Tech professors or are recruiters from large companies. Recruiters are usually most willing to show films of their company or talk about what recruiters are looking for in interviews.

The brothers of Zeta Upsilon Chapter would like to take this opportunity to extend best wishes for an enjoyable and prosperous summer vacation.—JOSEPH F. PIPPEN, JR.

## SOUTHERN METHODIST

BETA PHI CHAPTER at Southern Methodist University has been absent from the pages of The DELTASIG for many issues, yet with this letter, it will be a long line of good progress reports of reconstruction. The Brothers of Beta Phi Chapter have dwindled in the past three years, yet, under the leadership of past President Wilson and President McLeod, we are beginning to formulate a new spirit.

We hope to meet our quota this year and double it next year with a lot of hard work. The faculty, for the first time in many semesters, have decided that we are doing a good job in securing speakers and promoting school sponsored activities, therefore, they are adding their help in this rebuilding program. The new dean, Brother Grayson, is very encouraging and has given his full support when he is available.

A look back over the past semester will show full participation in the Southwest Regional Meeting in Dallas, Texas, and a joint initiation with Zeta Mu Chapter in the spring of 1968. A very successful International Businessman's Week was also held last spring. We are looking forward to an even more active spirit this spring in all fields of professional and civic functions. A final note to any alumni that has not kept up his address with The Central Office; please get in touch with us and we will forward it.—GEORGE K. ROBERTSHAW

## WEBER STATE

ETA LAMBDA CHAPTER initiated 10 new Brothers and a faculty member on February 1, 1969. A banquet in honor of the new members and the six "Rose" candidates was held in the Fiesta Room of the Chuck-a-Rama that evening. An enlightening talk was given by Mr. James Harper, past faculty adviser.

Many fine professional programs were held during the Winter quarter. Mr. Jerry Warnick and Mr. Hal Bunderson, representing the Arthur Andersen accounting firm, came from Los Angeles to present a fine program on careers in accounting on January 15. On February 24, a professional meeting was held in the Utah Power and Light auditorium. Mr. Lynn Folley, regional director of Utah Power and Light, gave us an insight into management.

At the close of Winter quarter, the Brothers of the chapter sponsored the first book exchange ever held at Weber State. From its success, indications are that it will become a firmly established project.

The "Rose" Ball was very successful. The formal was held on March 8 at the Fort Douglas Country Club in Salt Lake City. The highlight of the evening was the crowning of lovely Miss Connie Roberts as the chapter's "Rose of Deltasig."

Officers for the coming year include: Stephen Sill, president; Dave Chambers, senior vice president; Dave Klemm, vice president; Gary Atkinson, treasurer; Doug Jeppson, secretary; Max Springer, historian; and Chris Hyer, chancellor.

A note of thanks to Brother Strasser who has shown great drive and leadership in our first year as a chapter of Delta Sigma Pi. Through his efforts we are on our way to achieving 100,000 points in the Chapter Efficiency Index.—THOMAS C. MAJESKI

## WEST LIBERTY STATE

DELTA OMEGA CHAPTER at West Liberty State College has currently started their second semester pledge program. There are 16 pledges who started on March 3, and the pledges will be initiated into the fraternity on May 3. The Brothers of Delta Omega Chapter plan to have a very successful pledge program.

The Brothers have had two speakers in March. Dr. Robert Larson, history professor at West Liberty State, spoke on the "History of Business," on March 19. Then on March 26, Mr. Harold Besser, from Wheeling Pittsburgh Steel, spoke on "The New Marketing Concept."

Delta Omega Chapter is planning a career day for high school seniors around the Wheeling area who plan to major in business administration at West Liberty State. A special day will be set aside for the Brothers and faculty so they can conduct tours of the Departments of Accounting, Management, Marketing, and Economics, and the other departments associated with business administration. The Brothers and faculty hope that this procedure will encourage prospective high school seniors to enroll in the next school year.

Each year West Liberty State conducts a Miss Winding Road Pageant. The Brothers of Delta Omega Chapter have nominated Miss Alison Webb for their candidate. She is a freshman majoring in education. She comes from Washington, Pennsylvania. The winner of the pageant is chosen by a famous Broadway Star.

Deltasigs are planning their fraternity weekend on May 2-4. On Friday, May 2, we plan to have a hayride which will be climaxed by a steak barbecue. On May 3, the Brothers will have an initiation dinner dance at the Esquire Club in Wheeling, West Virginia, with entertainment by the Tiffany Shades. Sunday will be highlighted by a picnic at scenic Oglebay Park.

The Brothers of Delta Omega Chapter would like to invite all members of neighboring chapters to visit West Liberty State. Also, we wish all the chapters a prosperous and successful year.—ROBERT N. SUSKO

## SHEPHERD

EPSILON KAPPA CHAPTER is making May the month to tie ends together and close the books on another successful and educational fraternity year. As the Brothers will attest, April has been a long month filled with professional and social events. Our major endeavor came the weekend of April 12 when 40 Brothers and pledges trooped to Pittsburgh, Pennsylvania, to tour the facilities of the Westinghouse Corporation and Jones and Laughlin Steel Company. We left Pittsburgh relieved to know that the area will not soon forget Delta Sigma Pi or Epsilon Kappa Chapter at Shepherd College.

The cycle of coming in and leaving the undergraduate chapter is about to be completed. Fourteen Brothers will join the classification of alumni in June. The seniors however, feel confident that Epsilon Kappa Chapter will be guided responsibly by the returning Brothers in the Fall. We extend best wishes for continued success.

At Shannandale Country Club near Charles Town, West Virginia, Epsilon Kappa Chapter chose its 1969-70 "Rose." The date was February 1, and the lovely girl was a junior, Miss Denise Ruhl, from Silver Spring, Maryland. Her pinmate is Brother Rick Best, now an alumnus. Epsilon Kappa Chapter is proud to have Denise as our "Rose" and sincerely hope she enjoys her reign.

Our chapter is making a sincere effort during this second semester to engage in activities concerned with the college community. We were fortunate to be invited to assist in the inauguration of our new college president, Dr. James A. Butcher, on April 19. Our responsibility was concerned with the welcoming of the public to the college. Also, we are currently working on gaining new seats in the Student Senate for the forthcoming year. Lawson Hockman, current Senior Vice President, is campaigning for president of the Student Senate, with the full backing of the fraternity.

To the Brothers and alumni, don't forget our regular summer meeting and the Grand Chapter Congress at Mackinac Island, Michigan.

## WISCONSIN

GREETINGS FROM Psi Chapter's fox-hole on the outskirts of the occupied campus of the University of Wisconsin. After a week of real excitement, things have quieted down to a normal pace, and the National Guard and police riot squads are almost all gone. It is difficult to determine what effect the strike had on the men of Psi Chapter because we continued to attend our usual percentage of classes, and thus both sides claimed us as allies.

Activities at Psi Chapter have not been hampered in any way by the trouble. Our list of professional speakers is excellent and very diversified. It ranges from Ralph Hanson, who is in charge of the campus' security, to speakers from the business school as well as the business world. To round out our professional program, a field trip is planned to Chicago's Merchandise Mart in May.

The social calendar for the spring semester is a great one. Band parties, theme parties, and suppers are strategically arranged to provide the Brothers with a time for fun as well as a time for study. The social program will reach its peak with the Spring Formal in May.

Members from Psi Chapter also travelled to Wisconsin State University at LaCrosse twice this semester. The first time was to pledge over 30 future Deltasigs and to tell them about Delta Sigma Pi and to get to know them, which we did quite successfully at one of the local establishments. The second time was to welcome them as our Brothers and to witness the initiation of another chapter of Delta Sigma Pi.

District Director Bob Neimon has been a frequent visitor to our house, and we cordially welcome any other Brothers to visit us. We also hope to host the 1970 Central Region Convention in Madison, so we're looking forward to seeing a great many of you then.—JEROME D. MAROHNIC



JERRY FRESCHI, on the left, treasurer of the San Francisco Alumni Club is being congratulated by Bob Lovejoy, past president of the Club.



BETA RHO CHAPTER at Rutgers University was honored at the Fall initiation to have a number of national officers on hand for the banquet. These officers are shown here with Dr. M. Radom, new faculty initiate and chapter President James H. Blaney. They are from left to right: Regional Director H. Melvin Brown, Grand President M. John Marko, Brother Radom, District Director William W. Myers, Executive Director Charles L. Farrar, and James H. Blaney.

## NORTH TEXAS STATE

ALL OF YOU MAY remember the January, 1969 article in The DELTASIG from Delta Epsilon Chapter at North Texas State University. If not, let me refer you to it before you continue, for there is a special and meaningful significance attached. When this current article is read, you will then understand more completely the importance of a desire to excel.

The Delta Epsilon Chapter has once again returned to its deserving position of prominence on the North Texas campus. It is not difficult to find the reasons for our success. It is simply that the Delta Epsilon Chapter has developed a well-conceived professional program, one that has captured the attention of not only the school administration but the business student as well. To give you an idea of what is underway—take note! We recently held an American Management Association Business Forum, during which time a guest speaker discussed "Management in the Year 2000," an entertaining topic that had no difficulty in holding the interest of the estimated 250 business students and faculty who attended the one-half day seminar. In March, we have scheduled a school-wide Job Interview Program, a program designed primarily to aid the student on the do's and don'ts of job interviews. Five films will also be viewed at various times during the month on several business topics followed by discussion sessions. Field trips are scheduled to the Federal Reserve Bank in Dallas and a weekend excursion to Tyler, Texas, to tour the General Electric facilities located there, followed by a brief trip to a Longview, Texas brewery. I say brief, but I wonder!?! And, of course, our annual Young Presi-

dents' Conference is approaching, where businessmen who have become Presidents of their respective companies before the age of 35 will have another chance to once again tell us how to do it. Those of us who are graduating are going to listen more carefully this time! And, to top it off, our 12 aspiring pledges have their own professional program schedule, the substance of which is unbeknown to the membership. We all enjoy pledge class surprises, don't we?

On the social scene, our "Rose" Ball this year will be an unusual affair. In fact, it should be one of the most exciting things to take place in Dallas in recent times. As it is currently being finalized, the North Texas State University and Southern Methodist University chapters will co-host the "Rose" Ball, presenting our respective Queens and their courts to an anticipated large attendance. A very few days following this gala affair, the Delta Epsilon Chapter celebrates its birthday by leaving for a fun-filled weekend on Lake Texoma, located on the Texas and Oklahoma border.

On the agenda, also, is our annual Keg Bowl with Texas Christian University, at which time the Delta Epsilon Chapter will try for its sixth consecutive victory. And we welcome the University of Texas at Arlington Chapter to our first confrontation on the football field. Perhaps, if they are not too disappointed after their expected loss, we may be able to arrange an annual Keg Bowl with them as well. We're ready, UTA!

As for the Chapter Efficiency Index, keep your eyes on the results!

And, lastly, there is another approaching event, one that is filled with both sadness and joyfulness. It is sad because the School of Business Administration at North Texas

will lose its Dean, a man who is both a gentleman and a highly-respected administrator and professor. And it is a happy occasion, for a well-deserved rest is the offing. After more than 20 years as our Dean, Brother O. J. Curry will retire at the end of this semester and, believe me, he will be greatly missed. We only hope that his retirement is filled with much happiness. At his retirement dinner, he will be honored as a man who, above all else, will long be remembered as a devoted brother—a true man of commerce! The world is better because he dwelt upon it!

To all brothers—better tomorrows!—  
MARTIN A. VERNON

## RUTGERS—Beta Omicron

BETA OMICRON CHAPTER is confronted with another exciting semester of professional and social events. Our smoker held on March 5 was quite a success, and at least eight new prospective pledges have emerged from it. On February 24 our semi-annual Faculty Day was held under the direction of Robert Hughes, our vice president. Faculty Day provides an opportunity for the exchange of opinions among the Economics faculty and the brothers. The professional program drawn up by John Hartman will attempt to acquaint the brothers with management and the workings of big business.

This semester the athletic committee is hard at work arranging and participating in the IFC basketball and volleyball league. We are optimistic about our future since none of the members of the team will graduate this year. Harry Bagrier and Bob Norris will co-captain the squad this season. Plans are being made for a fraternity trip to Madison Square Garden to watch the Knicks in action. Our chapter will arrange a basketball or softball game with another chapter of Delta Sigma Pi, which will be followed by an informal party.

Our social chairman, Don Palamara, has scheduled a number of social events which stand unequaled in the history of Beta Omicron Chapter. Among these events is a house party on March 15. Nightclub entertainment at the Village Gate will be scheduled for the month of April. In May, the brothers will have an outdoor picnic at one of the many lakes in North Jersey. Toward the end of May there will be a beach party at Belmar, New Jersey.—FRANK MOLINARI

## FERRIS STATE

DELTA RHO CHAPTER at Ferris State College has had a very successful year.

Our football and basketball teams did well in their leagues. The basketball team finished in a tie for second place while our football team placed third. We hope that our softball and volleyball teams do a little better.

Professionally we have had several tours and several outside speakers. Our last tour was of a packaging corporation in Grand Rapids, Michigan.

Some major events coming up are the election of new officers and our "Rose" Ball. We will also be going on more tours.—DONALD D. RANDOLPH, JR.

## ST. JOSEPH'S

ZETA PI CHAPTER is closing out another successful year, and we are especially proud of our recently inducted Brothers and recently installed officers. Congratulations, Brothers!

The Spring Semester saw an excellent balance between our professional and social programs. The highlights of the professional program, which was handled by Brother Joe Genuardi, were the marijuana Debate featuring Dr. Rosen from Eagleville Hospital, the organized crime lecture featuring Mr. Henry E. Peterson, Chief of Organized Crime and Racketeering Section of the Department of Justice, and our annual New York trip. The highlights of the social program, which was handled by Brother Jim Robinson, were an open party, stag event, and annual "Rose" Dance.

Chapter funds were supplemented by the annual chance book drive run by Brother Bob Gainer, an open party run by the Pledges, a license plate program run by Brother John Echtermeyer, and the Letterman concert ad booklet run by Brother Tom Scully.

The Brothers of Zeta Pi Chapter would like to take this opportunity to extend their best wishes for an enjoyable and prosperous summer to all our Brothers. See you at the Grand Chapter Congress!—JOHN R. DEL PIZZO

## CREIGHTON

THE BROTHERS OF Beta Theta Chapter enjoyed a very worthwhile and exciting year. Our prize winning float will be a memory of true brotherhood for our departing seniors and an inspiration for next year's members. Many long hours of construction and hard work went into the preparation of the float for homecoming, but they were all filled with the satisfaction of doing a good job. Special thanks to Tom Trienen for spending so much time as chairman.

Participating in the annual Midwest Region basketball tournament was another highlight of the year. We regret that all chapters did not compete, but hope that they will in the future. We did our part by letting another chapter win for a change and hope that more chapters will compete next year so our victory will be more gratifying. Our intramural teams have been outstanding this year with both our football and basketball teams tying for first place.

Our "Rose" dance which was held March 29 was surely a memorable event for each and every member.

Our professional program has been especially worthwhile, thanks to Leo Pieper, our moderator, who has been so instrumental in lining up tours for us. Falstaff Brewing Company, Northern Natural Gas Company, and Western Electric were three of the most interesting tours. The many fine speakers at our professional meetings were also enlightening.

Perhaps our most thrilling moment of the year came when the sororities on campus announced that Delta Sigma Pi was the most outstanding undergraduate fraternity on Creighton's campus.—BILL FRANCIS

# Fraternalism—for Life

BEING A MEMBER OF Delta Sigma Pi provides the college student many opportunities. Meeting fellow students with mutual interests, becoming an officer and gaining administrative experience, working closely with faculty members, touring business operations or helping out on a service project . . . all of these activities are regular events which a Deltasig may participate in. The student realizes these opportunities for one, two or perhaps three years while on campus. Graduation day arrives and he is off to make his mark in that 'big world outside.' But why shouldn't you keep in touch . . . For Life.

The DELTASIG Magazine will keep you informed about your old chapter and you can read about activities of your local alumni club. Occasionally the merger or dividend section carries interesting news of former classmates and brothers. Articles of business information are regular entries and prove helpful to the business man. This is one of the ways you can keep in touch . . . For Life.

Activities of the alumni clubs throughout the Deltasig world are published in the Alumni News. This publication is distributed regularly and provides a Deltasig one more way to keep in touch . . . For Life.

After graduation a member of our fraternity still has many opportunities through continued fraternal affiliation. One of the greatest of these is continued

brotherhood and fraternalism . . . For Life. The best method of assuring this connection is through the purchase of a Life Membership. You will get The DELTASIG Magazine . . . For Life.

Life Members of Delta Sigma Pi never pay any more national alumni dues . . . For Life. They receive a beautifully embossed membership certificate. All of this for just \$50.00. Or, if you become a Life Member while still an undergraduate the price is reduced to \$40.00. If your chapter achieves the Honor Roll or Honorable Mention in the Chapter Efficiency Index, and you exercise the option to purchase a Life Membership before December 31 of the same year, the cost is reduced to \$35.00. Purchase may be made by full cash payment or by equal monthly installments.

In addition to the benefits to individuals through Life Membership purchases, the Fraternity as a whole benefits. All proceeds from these purchases are placed in the National Endowment Fund. The principal of this fund may only be used for loans to chapters, or Brothers needing financial assistance to complete their college education. The interest earned on the fund is used to help defray rising costs of operating the Fraternity.

Receive all of the benefits of continued brotherhood—help build your fraternity and keep in touch through the purchase of a Life Membership. This is fraternalism . . . For Life.

CUT AND MAIL TO: DELTA SIGMA PI, 300 SOUTH CAMPUS AVENUE, OXFORD, OHIO 45056

DELTA SIGMA PI	
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From _____	Chapter _____
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I am enclosing my check for \$ _____ to cover _____ payment(s) of \$5.00 each.	
RECORD OF \$5.00 PAYMENTS	
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3. <input type="checkbox"/> _____	8. <input type="checkbox"/> _____
4. <input type="checkbox"/> _____	9. <input type="checkbox"/> _____
5. <input type="checkbox"/> _____	10. <input type="checkbox"/> _____



**WINNER OF THE Eastern Region "Rose" title is Miss Ann Kimball, an architecture major at Pennsylvania State University who represented Alpha Gamma Chapter in the "Rose" contest.**



**THE EAST CENTRAL REGION was represented in the "Rose" contest by Miss Connie Foreman, a student at West Liberty State College. She is the "Rose" of Delta Omega Chapter.**



**THE "ROSE" OF Gamma Theta Chapter at Wayne State University, Miss Kris Wandzel represented the Central Region in the "Rose of Deltasig" contest.**

"Rose of Deltasig" contest. A native of David City, Nebraska, she is a music major at the University of Nebraska. She is a member of Delta Gamma Sorority and Mu Phi Epsilon, an honorary music society. She is also a Nebraska Career Scholar of the School of Music and a Pom Pom Girl on the yell squad.

Southwestern Region—The Southwestern Region was represented in the "Rose" contest by Miss Tonie Edwards, a 19 year old home economics major at Sam Houston State College, Huntsville, Texas. A native of Houston, Texas, Miss Edwards is the candidate of Epsilon Mu Chapter at Sam Houston State.

Inter-Mountain Region—Eta Lambda Chapter's "Rose," Miss Connie Roberts, represented the Inter-Mountain Region in the "Rose" contest. Miss Roberts is an elementary education major at Weber State College at Ogden, Utah.

The "Rose of Deltasig" contest was established at the 16th Grand Chapter Congress at Minneapolis, Minnesota, in 1947 at the suggestion of Beta Xi Chapter at Rider College, Trenton, New Jersey. It remained much the same until last year when one photograph was chosen from each of the nine Regions of the fraternity to serve as finalists. From the finalists the winner and the first and second runners-up are chosen.

We are deeply indebted to the United States Jaycees and their national officers at Tulsa, Oklahoma, who served as judges for the "Rose of Deltasig" contest this year.



### SAN FRANCISCO STATE

THE SPRING SEMESTER is well under way and chapter activities are again on the rise. On December 22, 1968, we initiated five new brothers. They are Donald E. Berry, Dwight W. Chao, Frank J. Espina, Albert W. Lacy and A. Thompson Montgomery. Brother Montgomery is an Associate Professor of Accounting and joins our other distinguished Deltasigs on the faculty. The officers for the Spring semester are James Ryan, president; Richard Vassar, senior vice president; Michael Prendergast, vice president; James Ridgway, chancellor; Wayne Glazier, secretary; Frank Espina, treasurer; and Albert Lacy, historian. Our pledge recruitment effort was severely limited this semester. The result was the pinning on February 28 of six new pledges. Our professional chairman, Donald Berry, has scheduled several speakers this semester, including Brother Montgomery. April 9, 1969 marked the 10th anniversary of Delta Omicron chapter at San Francisco State. In closing, may we add that we are looking forward to the Grand Chapter Congress and the chance to meet with Brothers from all over the United States.—WAYNE GLAZIER



**AMERICAN ASSOCIATION OF COLLEGIATE SCHOOLS OF BUSINESS, May 9-14, 1969, at Detroit, Mich.**

**DELTA SIGMA PI, 27TH GRAND CHAPTER CONGRESS, August 20-23, 1969, Mackinac Island, Mich.**

### SOUTHERN MISSISSIPPI

GAMMA TAU CHAPTER began its winter quarter activities with a formal rush that was highlighted by the pledging of ten prospective new brothers. Brother Bill Donahue served as pledge trainer in the absence of graduating senior Brother Vincent Jesse.

Adding to our professional program at Gamma Tau Chapter was the annual field trip. New Orleans was the site of our trip, with the Federal Reserve Bank, Falstaff Brewery, and the International Trade Mart serving as the principal stops on our schedule.

The election of officers exemplified the meaning of brotherhood and typified the progressive nature of our brothers. Serving as the officers of Gamma Tau Chapter for the 1969-70 school year will be: president, Wayne Mcleod; senior vice president, Mike Rountree; vice president, Calvin J. Ladner; secretary, Donald Keuhn; treasurer, Ralph Pitts; and chancellor, David White. The election of Gamma Tau Chapter's "Rose" was also held this quarter. The results of this election will be announced at our annual "Rose" Formal.

The officers and brothers of Gamma Tau Chapter extend our wishes for success to all our brother chapters and predict that once again we will attain our 100,000 points in the Chapter Efficiency Index.—R. DOUGLAS JERKINS



**MISS JEANNE EBERLY, "Rose" of Alpha Delta Chapter at the University of Nebraska at Lincoln was the winner of the Midwestern Region "Rose" title.**



**ETA LAMBDA CHAPTER'S "Rose," Miss Connie Roberts, an elementary education major at Weber State College, represented the Inter-Mountain Region in the "Rose" contest.**



**THE SOUTHWESTERN REGION was represented in the 22nd annual "Rose" contest by Epsilon Mu Chapter's "Rose," Miss Tonie Edwards a home economics major at Sam Houston State.**



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