

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



Christian Brothers College, Memphis, Tennessee

PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY

FOUNDED 1907

NOVEMBER 1964

The International Fraternity of Delta Sigma Pi

*Professional Commerce and Business
Administration Fraternity*

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

IN THE PROFESSIONAL SPOTLIGHT

Caught in our Professional Spotlight are the members of Epsilon Mu Chapter at Sam Houston State College, Epsilon Eta Chapter at Eastern New Mexico University, and Beta Phi Chapter at Southern Methodist University as they joined in a tour of the Republic National Bank of Dallas. Several other companies were also visited on this joint tour taken recently.



The DELTASIG

OF DELTA SIGMA PI

Editor

CHARLES L. FARRAR

Associate Editor

J. D. THOMSON

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Our Cover

Our cover features the modern and attractive campus of Christian Brothers College, Memphis, Tennessee, where our Epsilon Psi Chapter was installed on February 29, 1964. This continues our university series in full color begun in 1950.



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 Delta Kappa, Phi Epsilon Kappa, Phi Sigma Pi. 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, Nu Sigma Nu, Phi Beta Pi, Phi Chi, Phi Delta Epsilon, Phi Lambda Kappa, Phi Rho Sigma. MUSIC, Phi Mu Alpha Sinfonia. PHARMACY, Alpha Zeta Omega, Kappa Psi, Rho Pi Phi, Phi Delta Chi.

From the Desk of The Grand President

JOE M. HEFNER
Beta Upsilon—Texas Tech.



A PLEASANT but hard working summer has passed since chatting with you in this column of the May issue of *The DELTASIG*.

During this lapse of time many important things have happened in the history of Delta Sigma Pi. First, Brother James Thomson resigned as Executive Director to accept the position of Executive Secretary of the Budget Executives Institute. During his 18 years with Delta Sigma Pi he has given utmost leadership and service that will forever be reflected in the history of our fraternity. Your Grand Council feels that we are very fortunate in having an experienced man to promote to Executive Director, in Brother Charles L. Farrar, and he has been hard at work in this position since August 1.

During the past year we installed five new chapters, the youngest being Zeta Theta Chapter at Western Kentucky State College in Bowling Green, Kentucky. By the time you receive this issue of *The DELTASIG* we will have installed Zeta Iota Chapter at Mississippi College in Clinton, Mississippi. We are looking forward to other installations during the school year.

This past year has been a great one with 41 chapters attaining 100,000 points in the Chapter Efficiency Contest and 17 surpassing the 85,000 point margin. Our chapter roll has grown to 130 chapters with over 55,000 members, our national income is on the increase and a new all time high was reached in the purchase of Life Memberships. I am very

proud of our record and the many services rendered to our members from The Central Office during the past year. I am satisfied that we can do even better and my eyes are on the future and greater achievements for our fraternity. What about yours? What can you do for your chapter, alumni club or the fraternity that will truly make this a "Deltasig Year"?

November 7 marks the 57th anniversary of the founding of our fraternity at New York University. I hope that each brother, all chapters, and all alumni clubs will honor this day with appropriate festivities—surely its meaning becomes more and more significant as the years go by.

I am sure that our founding fathers never visualized a fraternity such as we have today—one that is a leader in the professional fraternity field and without a doubt the finest professional business fraternity in the world today. In order for us to maintain this position we must continue to develop capable leaders in our chapters, our alumni clubs and on the national level.

In conclusion, let me urge you on to greater heights in life and Delta Sigma Pi and may God be with you and yours during the coming Christmas Season and throughout the coming year.

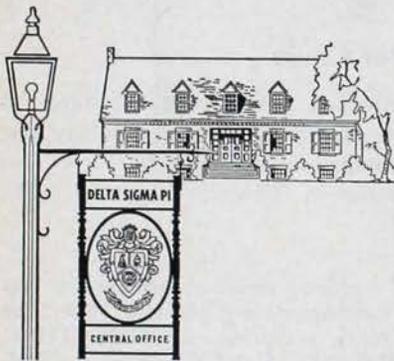
A Word From The Central Office

Plans are being formalized for the Founders' Day Celebration in Lincoln, Nebraska, at which time Gerald L. Phillippe of General Electric will be recognized as the "Deltasig of the Year 1964."

We are now preparing for the publication of our Nineteenth Biennial Survey of Universities Offering an Organized Curriculum in Commerce and Business Administration which will include the statistics of approximately 400 universities.

And, as if this were not enough to keep us busy, we have an extensive program of chapter and alumni club visitation which will bring Field Secretaries James D. Flynn and Gregory V. Gore and myself to a large part of the fraternity this fall.

We have met our challenge and look forward to another successful year in Delta Sigma Pi.—CHARLES L. FARRAR



THE SCHEDULE of The Central Office staff this fall finds us busily engaged in the planning and preparation for the coming year in Delta Sigma Pi. Commanding most of our attention in the early fall were the nine Regional Meetings for fraternity officers that were scheduled throughout the country. Much time and effort are devoted to making these meetings more successful and profitable for the fraternity.

Our attention is also focused on the installation of our 132nd chapter, at Mississippi College in Clinton, Mississippi.



The DELTASIG OF DELTA SIGMA PI

Charles L. Farrar Chosen to Succeed James D. Thomson as Executive Director

THE GRAND COUNCIL of Delta Sigma Pi has appointed Charles L. Farrar as Executive Director following the resignation of James D. Thomson on August 1, 1964. Brother Farrar has previously served as a Field Secretary and Executive Secretary, having joined the staff of The Central Office in 1959. During the last five years he has traveled extensively throughout the fraternity and is well known among the chapters which were his major responsibility as Executive Secretary.



CHARLES L. FARRAR
Louisiana Tech-Beta Psi
Executive Director

As a student at Louisiana Tech, Charles was very active in campus activities. In addition to his association with Beta Psi Chapter, he was treasurer of the Louisiana Tech Student Union and Wesley Foundation, president of the Society for the Advancement of Management and vice president of the Accounting Club.

Brother Farrar is a native of Louisiana

and a graduate of Louisiana Polytechnic Institute in Ruston, Louisiana. He was initiated as an undergraduate member of the Beta Psi Chapter of Delta Sigma Pi in 1957. Later he served this chapter as *The DELTASIG* Correspondent, vice president and finally as president. Prior to completing his education at Louisiana Polytechnic Institute he served with the U.S. Army and was employed by the Olin Mathieson Chemical Corporation as an accountant.

After 18 years of service to Delta Sigma Pi, Brother Thomson resigned his position as Executive Director to accept the appointment of Executive Secretary of the Budget Executives Institute, an association of 2,000 corporate and other executives interested in financial planning and control. The offices of this association have been moved to Oxford, Ohio, the home of The Central Office of Delta Sigma Pi, which makes it convenient for Brother Thomson to carry out his limited duties as Associate Director of Delta Sigma Pi, to which position he has been appointed.

Also assisting Executive Director Farrar with the work of The Central Office will be Gregory V. Gore and James D. Flynn who have been appointed to the staff as Field Secretaries. Brother Gore is a recent graduate of the University of South Carolina where he was a member of the Beta Gamma Chapter of Delta Sigma Pi. While at South Carolina he served as president of the Beta Gamma Chapter. Brother Flynn comes to The Central Office from the University of California where he was instrumental in the reactivation of the Rho Chapter of Delta Sigma Pi. Prior to enrolling at California, he attended the

University of San Francisco where he was initiated as an undergraduate member of the Gamma Omicron Chapter of Delta Sigma Pi. Both of these Field Secretaries will be visiting chapters and attending Regional Meetings this fall, relieving Executive Director Farrar of some of this responsibility which he had previously as Executive Secretary.

In addition to serving in an advisory capacity to The Central Office, Brother Thomson will complete his term of office as vice president of the Professional Interfraternity Conference and as treasurer of the Interfraternity Research and Advisory Council. Along with Brother Farrar he will represent Delta Sigma Pi at the meetings of the Council for Professional Education for Business and attend the annual meeting of the American Association of Collegiate Schools of Business, to which meeting Delta Sigma Pi is a guest.



JAMES D. THOMSON
Northwestern-Beta
Associate Director

Eastern Illinois University Receives Seventh Fraternity Chapter in State

THE CHAPTER ROLL in Delta Sigma Pi reached 129 on April 18, 1964, when Epsilon Omega Chapter was installed in the School of Business at Eastern Illinois University in Charleston, Illinois. This marked the seventh installation of a Delta Sigma Pi Chapter in the State of Illinois. Other Chapters are Beta Chapter at Northwestern University, Chicago; Zeta Chapter at Northwestern University, Evanston; Upsilon Chapter, University of Illinois, Urbana; Alpha Psi Chapter, University of Chicago (inactive); Alpha Omega Chapter, DePaul University, Chicago; and Gamma Pi Chapter, Loyola University of Chicago.

On hand for the installation were Grand President Joe M. Hefner, Executive Secretary Charles L. Farrar, Central Regional Director Thomas M. Mocella, Past Grand President Robert G. Busse, District Director Wayne McHargue and delegations from Upsilon Chapter and Delta Tau Chapter at Indiana State College in Terre Haute, Indiana. Also assisting with the initiation were the Chapter's advisors Timothy D. Gover and Fred Endsley.

The ceremonies began with the registration of the visitors in Old Main Hall on the Eastern Illinois campus. This was closely followed by a tour of the campus



THE TOWERS OF OLD MAIN, in which the School of Business is located on the Eastern Illinois University Campus, lend ancient beauty to the campus.

and an informal luncheon. Following the luncheon the informal and formal initiations were held on campus. The evening program of activities began when Thomas M. Mocella, who served as toastmaster, introduced Daniel Thornburg, director of information at Eastern Illinois University, who welcomed the Fraternity to the campus. James F. Giffin, director of the

School of Business then gave a history of the School of Business and the founding of the chapter.

The highlight of the day was reached when Grand President Joe M. Hefner presented the charge and charter to Lyle E. Nichols, president of Epsilon Omega Chapter, who accepted the charter on behalf of the charter members of the chapter. Executive Secretary Charles L. Farrar then extended the fraternal greetings that had been received by the chapter from throughout the Delta Sigma Pi fraternity world.

History of Eastern Illinois University

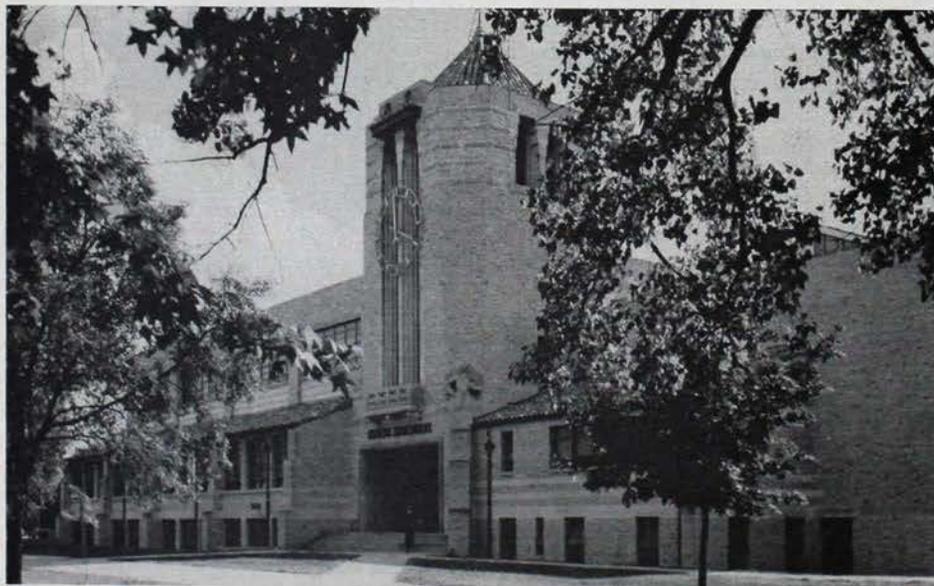
In order to provide more adequate facilities for the training of teachers for the public schools of the State, the General Assembly of Illinois, by an act approved May 22, 1895, established the Eastern Illinois State Normal School.

In response to changing demands, Eastern Illinois State Normal School became, successively, Eastern Illinois State Teachers College (1921), Eastern Illinois State College (1947), and Eastern Illinois University (1957).

Courses leading to the degree of Master of Science in Education were announced in 1951; the first Master's degrees were conferred in a summer commencement, 1952. The Master's degree was recognized by the North Central Association of Colleges and Secondary Schools in March, 1953. In 1954 the Teachers College Board authorized the preparation of curricula leading to the degrees Bachelor of Arts and Bachelor of Science without preparation for teaching. The first degree under this authorization was conferred in June, 1955. In 1961 the Teachers College Board approved the establishment of curricula leading to the degrees of Master of Arts and Master of Science.

The grounds cover an area of 238 acres including the original tract of 40 acres which became the campus proper. The campus now consists of ten educational buildings, two administrative buildings, seven dormitories, the University

A RELATIVELY NEW STRUCTURE on the Eastern Illinois University Campus is the Lantz Gym pictured here.





THE BOOTH LIBRARY on the Eastern Illinois University Campus is most spacious and attractive.

Union, and the University Apartments for married students, consisting of sixty apartments. Buildings now under construction include a nine story women's dormitory, an annex to the Life-Science Building, and a new Clinical Services Building.

The present enrollment in the University is between 3,800 and 3,900 of which 20 per cent are enrolled in the School of Business.

History of the School of Business

A "Commerce Department" was organized at Eastern Illinois University in 1937. Since Eastern Illinois University had come into being, originally, to pre-

pare people for teaching careers, the newly created department had for its purpose the preparation of teachers of business subjects for the secondary schools. For a number of years this was the sole purpose of the department, and graduates of the department were awarded the professional baccalaureate degree Bachelor of Science in Education. To define more clearly the nature and spirit of its operation, the name of the department was changed to "Business Education Department" in 1946.

In 1954, Eastern Illinois University was authorized to grant the general degrees, bachelor of science and bachelor of arts. From that date on, students in general preparation for careers of their own choosing were able to work toward

the degree Bachelor of Arts. To signify that its activities and its purpose no longer were restricted solely to the field of teacher preparation, the name of the Department was changed again, in 1960, to "Department of Business."

To provide more effectively for greater numbers of students occasioned by the considerable growth in enrollment during the years previous to 1961, the University began a series of administrative reorganizations from which the Department of Business emerged, in October, 1962, as the School of Business with departments of Accounting, Business Education and Secretarial Studies, Management, and Marketing.

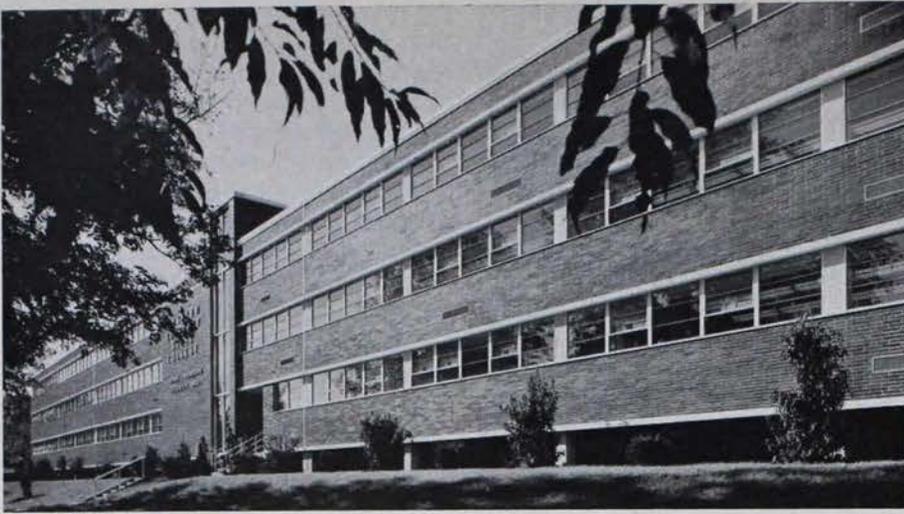
Early in 1963 the School of Business was authorized to offer work toward a second professional degree (the first being the Bachelor of Science in Education). The new degree is the Bachelor of Science in Business. The purpose of the Bachelor of Science in Business degree is to enable students to achieve, at Eastern Illinois University, a professional preparation for socially useful and personally satisfying careers of service in phases of business activity, such as accounting, sales, management and secretarial.

History of Phi Beta Mu

The formation of Phi Beta Mu began on October 10, 1963, when a group of interested business students decided to form a professional business fraternity on the Eastern Illinois University cam-

PICTURED HERE are various scenes of the installation of Epsilon Omega Chapter at Eastern Illinois University in Charleston. *Top row, from left to right:* The ritual team consisting of Grand President Joe M. Hefner, Past Grand President Robert G. Busse, Executive Secretary Charles L. Farrar, members of Upsilon Chapter at the University of Illinois and Delta Tau Chapter at Indiana State College. Grand President Hefner presents the Epsilon Omega Chapter Charter to President Lyle Nichols while Regional Director Thomas Mocella and Faculty Advisor Timothy Gover look on. *Bottom row, left to right:* Assembled here are the Faculty Advisors Fred R. Endsley and Timothy Gover, Grand President Joe Hefner, Chapter President Lyle Nichols, Regional Director Thomas Mocella and Past Grand President Robert G. Busse. James Giffin, Dean of the school of business at Eastern Illinois, relates the history of his school as Mrs. Fred Endsley, Mrs. Timothy Gover and Thomas Mocella look on.





THE KELLY THOMPSON SCIENCE BUILDING on the Western Kentucky State College Campus is the modern home for the departments of physics, biology and chemistry. (Story on the Western Kentucky installation will appear in the January issue)

pus. At this time, these students discussed this matter with Brother Fred R. Endsley, *Georgia*, and a former advisor to several chapters of Delta Sigma Pi, who enthusiastically agreed to become an advisor to the new organization. Another member of the faculty, Brother Timothy D. Gover, *Southern Methodist*, also agreed to serve as co-advisor. The object from the very beginning was to become a chapter of a national professional business fraternity.

With these ideas in mind, the group of students that had met in the early fall were organized and the name Phi Beta Mu chosen, denoting Professional Business Men. Officers were elected, a program of activities planned, by-laws and a constitution were adopted and submitted to the Dean of Student Personnel Services to gain recognition as an official campus organization and work began on the preparation of a petition for a chapter charter. Although the name Phi Beta Mu had been chosen for the organization the members referred to it as Delta Sigma Pi. Thus, at Eastern Illinois the name Phi Beta Mu and Delta Sigma Pi have been used interchangeably.

On February 6, 1964, Executive Secretary Charles Farrar visited the campus to outline some of the final steps necessary to become a chapter of Delta Sigma Pi. At that time the formal petition was presented and the entire group was pledged.

Realizing their reward, the following undergraduate and faculty members were initiated on Saturday, April 18, 1964, as charter members of Epsilon Omega Chapter of Delta Sigma Pi:

Lyle E. Nichols, Thomas W. Witkowski, Joseph F. Plesh, William C. Croy, David J. Ellison, Lamont L. Perington, Steven D. Kelley, Robert W. Ashbaugh, Lowell G. Brockway, Jr., Isaac A. Charlton III, Robert E. Griffith, John D. Hanula, Donald A. Huffmaster, David H. James, Kevin S. Jessup, Ronald E. Ludders, Roger M. Martin, Roger J. Maxedon, Jon P. Merz, Neil S. Nichols, John R. Osmundsen, Thomas W. Roberts, Milton P. Smith II, Kenneth L. Vadovsky, Larry E. von Nordheim, James E. Walden, Carl E. Watkins, Jr., Rich J. Williams, James F. Giffin and Bertrand P. Holley.



THE LINCOLN AND DOUGLAS HALL on the Eastern Illinois University Campus is a residence hall named after Lincoln and Douglas who held one of the famous debates in Charleston.

The Grand Council
of
DELTA SIGMA PI
is pleased to announce the installation
of
ZETA IOTA CHAPTER
at
Mississippi College in Clinton, Mississippi
on
November 14, 1964

The Goals of Business Education

Leonard S. Silk, Senior Editor, *Business Week*

This is the text of an address delivered before a meeting of the Council for Education for Business

THERE IS AN ENORMOUS TEMPTATION, when asked to discuss the goals of business education, to pontificate. *Goals* is a word rich in philosophical gravity and vagueness; *business* is a good word in this country—solid, earthy, manly, practical; and *education* is a bright, sacred word that confers civic virtue on him who mouths it. Nevertheless, I hope to resist the temptation to be pious.

What is the first goal of the student who undertakes to acquire a business education? I daresay it is to make money. You may think this a good and honorable goal, or a crass and dishonorable goal, but there it is, and I don't believe that I really need a Gallup or Harris or Nielson poll to prove that it is so. I have the experience of American life, as well as the novels of F. Scott Fitzgerald and John O'Hara, to convince me that making money, and advancing one's social position, is a major objective of those who pursue a business education.

Why should it not be? It is also a major goal of those who pursue a non-business education. As Professor Charles Frankel of Columbia has said, higher education is the great economic and social escalator in America. It was the search for a way to make the escalator work more efficiently and dependably that produced business education. Not everyone could be Horatio Alger, unassisted. A business education could give an ambitious young man a leg up.

Of course, by the time business education at the collegiate level began in the latter part of the 19th century, not every young man needed to ride an escalator upward. For quite a few, the main objective was to avoid riding the social escalator downward. For these, too, a business education was considered a splendid idea. When the financier and iron manufacturer Joseph Wharton gave \$100,000 to the University of Pennsylvania in 1881 to start our first collegiate program in business education, he declared that its purpose should be to educate "young men of inherited intellect, means and refinement."

Evidently, those successful gentlemen from whom the potential students at the business school had inherited their intellect, means, and refinement thought it would be a splendid idea if college could teach their sons how to take care of their worldly estates, so painfully assembled. At the same time, it would be sensible for the young men to learn to do something useful in college and not merely how to conjugate irregular Latin verbs or strum upon the mandolin. An American college education, Joseph Wharton observed sternly, was doing little toward fitting anyone "for the actual duties of life" except lawyers, doctors, and clergymen. If college could prepare young men for such careers, then why not for business? It would be another generation before an American President would say, "The business of this country is business," but I am sure that Mr. Wharton and many other fathers of his generation felt exactly the same way, and considered it about time that education for business took its place in the colleges and universities beside education for other respectable callings.

They were giants and master builders in those days. They wanted their sons to be taught, as Mr. Wharton put it, the necessity "of organizing under single leaders or employers great amounts of capital and great numbers of laborers, and of maintaining discipline among the latter." They wanted their boys to learn the facts of business and economic life; professors should teach "how an essential attribute of money is that it should be hard to get," or—as fathers have put the case to their sons down through the ages—to learn the value of a dollar.

Most of all, they hoped, like Mr. Wharton, that a specialized education "in the principles underlying successful business management and civil government would greatly aid in producing a class of men likely to become most useful members of society, whether in private or public life."

But that raised the essential problem that has dogged business education—and indeed all of higher education in America

—from the beginning: How *do* you produce a class of men, ready to assume leadership and command in practical and civil affairs?

Do you go at it directly by teaching men practical things—such as (Mr. Wharton's list) "the functions of clearing-houses; the phenomena and causes of panics and money crises; the nature of pawn establishments and of lotteries; the nature of stocks and bonds," together with business law, elocution, and other useful knowledge?

Or do you go at the job of producing such a class of leaders indirectly—by furnishing a young man's mind with classical and literary and philosophical learning, by training his powers of reason and memory through instruction in mathematics, logic, and science, by building his character not only in the classroom or professor's office but also in the chapel and on the football field, and, possibly, by teaching him manners and a distinctive and easily recognizable way of dressing and talking, calculated to impress the less fortunate members of society?

Here, in fact, are the two polar ideas in American education. The poles were planted in American soil long before Mr. Wharton thought of establishing his School of Finance and Economy at the University of Pennsylvania. From one pole various banners have flown at various times in our history—"Religion," "Classics," "Character," "A Liberal Education," or "Alma Mater, Mother of Men." From the other pole have waved such banners as "Practicality," "Utility," "Professionalism," and sometimes—tacked up there in the dead of night by foes from the opposite camp—"Vocationalism."

The history of American education is the story of march and counter-march between those two poles. On the plains between them, the forces of American education have been engaged in long and dubious battle. Spies and fifth-columnists have infiltrated the armies on both sides. Some have fought, like mercenaries, first for one side, then for an-

other. Others, like guerrillas, have attacked behind the lines. Yet the poles still stand, and the civil war in U.S. education is still real and important. It is within the context of this civil war—this war within the heart and mind—that we must seek to understand the problems and dilemmas of business education in the United States.

Let us reflect, then, on this historic contest between the so-called liberal learning and the so-called professional learning. A classic statement of the "liberal arts" position was that taken by proud and conservative Yale College in its famous report of 1828, which declared: "Professional studies are designedly excluded from the course of instruction at college to leave room for those literary and scientific acquisitions which, if not commenced there, will, in most cases, never be made."

The classic—though not classical—rebuttal of that view was made by Charles W. Eliot, who, on assuming the presidency of Harvard in 1869, declared: "The vulgar argument that the study of the classics is necessary to make a gentleman is beneath contempt." In his Inaugural Address—a declaration that both Sir Charles P. Snow and Professor F. R. Leavis might read with profit—President Eliot said: "The endless controversies whether language, philosophy, mathematics, or science supplies the best mental training, whether general education should be chiefly literary or chiefly scientific, have no practical lessons for us today. This university recognizes no real antagonism between literature and science, and consents to no such narrow alternatives as mathematics or classics, science or metaphysics. We should have them all, and at their best."

Since I speak here in the shadow of President Eliot's great university, and indeed on the same side of the river as its Business School, I think it not particularly risky to say that Eliot's doctrine carried the day, and that Harvard's influence has been deeper and more powerful in its impact upon American higher education, even in New Haven.

Yet the Eliot statement was not so crushing, final, and unanswerable as it sounded. For it led to certain vices that still must trouble us.

For one thing, it led to a wild proliferation of courses, under the elective system, according to which a professor who had written a doctoral dissertation

on some subject, could elect to insert into the curriculum a course on that subject, together with (as the years went by and his rank increased) several related courses that he and his graduate students had developed out of their research or material interests, and all his colleagues could do likewise, as long as they pitched in once in a while to help carry the mass introductory courses.

All of this doubtless helped knowledge to expand, and perhaps enriched the university as a totality. But what did it do for the student who was able to get through college with a sampling of courses, picked for ease of passage or pleasantness of professor, which soon after graduation (or sooner still) became a blur in his memory?

Or, at the other extreme, what did the multiplication of specialized courses do for the student who put all his thought and effort and time into a single area of study and emerged from college a learned barbarian, who had acquired some knowledge of mechanical engineering, or physical chemistry, or accounting, or, for that matter, ancient Greek but almost nothing else?

Indeed, it is the problem of producing civilized men—men of broad learning and character and capacity for intelligent action—that must concern us in an age in which, as Auden has said. . .

*"... the new barbarian is no uncouth
Desert-dweller; he does not emerge
From fir forests; factories bred him;
Corporate companies, college towns
Mothered his mind . . ."*

The task, then, of producing men who are far more than technically-competent barbarians must be a key goal of higher education including business education.

It is extremely difficult to know how to achieve that goal. As Dean Barzun of Columbia has said, "We may keep talking about the liberal ideals at Commencement but the Commencement platform is their last and only refuge. During the year, the college pursues a professional ideal." Indeed, Dean Barzun has gone so far as to say that the liberal arts tradition in American higher education "is dead or dying," although I am sure that a number of institutions—and even some undergraduates at Dr. Barzun's own institution—still contend that the announcement of the death or terminal illness of this liberal tradition is grossly exaggerated.

Let us at least hope that this is the case, and that the liberal tradition can be revived and strengthened, for I believe that everything we value in our Western civilization depends upon it. I have promised not to pontificate, and I shall not do so now; but I believe that unless we can produce better men, and not simply better machines or drugs or organization charts, everything that makes our society good—that is, free, respectful of the rights of the individual, not only his civic rights but his sacred rights, and dedicated to principles of truth and honor—will be undermined.

Yet, in seeking a revival of the liberal tradition, we cannot go back to a day when it was far easier to define the respective tasks of the American college and university graduate school. The balance that was struck, in the classic struggle between the liberal arts (that is the education of "the whole man") and the professions, in the latter part of the 19th century was this: the American undergraduate college would be modeled on the Anglo-Saxon colleges; a young man between 18 and 21 years of age would get a broad, liberal education, and, presumably, have his character improved in the process. But the American graduate school would be modeled on the Continental European universities; it would be a place where both faculty members and students considered themselves votaries of a particular science or profession, and they would dedicate themselves to advancing the science or profession. The colleges, then, would be *character-oriented* ("I'd die for dear old Siwash"); and the graduate schools would be oriented toward *subject matter* and professional practice. But this neat division has broken down.

The triumph of the latter philosophy—at both the undergraduate and graduate level—has resulted from the swift advance of science and technology and learning in all fields; from the increasing fracturing and specialization of both knowledge and life in a modern industrial society; and from the spread of mass education to the college level. It has become far more difficult to preserve a system of higher education that can worry a great deal about the character of the individual student in circumstances where, not hundreds, or thousands, but hundreds of thousands, eventually millions, of boys and girls are going to college. There is danger that education (which once meant

far more than training) is becoming an assembly-line process, capable of producing reasonably efficient technicians and amassers of currently-available information, but not much good at going deeper, at developing people who can think and struggle and fight to create something of social value or intrinsic merit or beauty, people who will be prepared to cope with the unknown problems of tomorrow and of the century to come.

It was this kind of concern that underlay the thinking of the authors of both the Ford and Carnegie reports on higher education for business. What they said was that a college education should serve the lifetime interests and objectives of students. While it is a perfectly desirable and time-honored purpose of a college education in this country to prepare a man or woman for a career, students should be prepared for their *whole* careers, not just for their first jobs.

For the long haul, the qualities most needed in business are analytical ability and balanced judgment, vigor of mind and of imagination, an ability to communicate ideas, an understanding of men and of the social and economic forces of our time. College cannot give a man all those desirable traits and abilities, but it can help him to learn how to try to acquire them over the years. That is the aim of a liberal education, which every businessman should have. Business studies can also serve the ends of a liberal education if those studies are analytic in content, designed to develop the student's ability to reason clearly and to think independently.

These objectives are fully in line with the highest American traditions of what a college education should do for a man. To quote once more from President Eliot's 1869 Inaugural Address: "To observe keenly, to reason soundly, and to imagine vividly are operations as essential as that of a clear and forcible expression; and to develop one of these faculties, it is not necessary to repress and dwarf the others."

Indeed, for the businessman, it is absolutely essential that all of these faculties be developed. He must be both a thinker and an actor, a man of balanced judgment and daring, a man who can lead and manage other men. It may be terribly old-fashioned to say, but his character, if he is to be a good and responsible

leader, is as important as his knowledge or analytical ability.

This concern with character is uppermost in the thinking of business leaders today. Over and over, business executives stress the importance for management of character, integrity, principled action, courage.

It is easy to scoff at these statements, to regard them as Sunday School sermons that do not correspond with the everyday reality of business life.

I do not regard them in that light—and I think I am reasonably well acquainted, through my own profession, with the realities of business life.

Rather, I see this heavy emphasis upon character in this way: First, businessmen who have made the grade know that the people they most need are those they can depend upon implicitly. There is simply a terrible risk in employing people who cannot be trusted to behave with honesty and integrity. Given the opportunities for cheating and thievery and other forms of mischief in our complex corporate world and economic system, and our dependence upon others' good faith and honor, a dishonest man is like a wolf coming down on the flock.

Secondly, business leaders know—as well as economics professors—that the corporation is the dominant institution in American life today. It has become, in effect, a quasi-political institution, with broad responsibilities not only to its stockholders, but also to its employees, to its customers, to the community generally, and to government units at many levels, both at home and abroad. Questions of ethics would not emerge if the corporation were nothing more than a profit-making mechanism. But increasingly, corporations find themselves confronted by such serious and difficult questions as these: What are our obligations to deal with problems of race relations in our community? What policies shall we follow in the employment and promotion of persons of different nationalities, races or religions? What obligations, if any, do we have to avoid damaging national interests? Have we any obligations to concern ourselves about the balance of payments, unemployment, or the advancement of public and private education? How shall we bring our force to bear on issues of taxation, or the Federal budget, or United States relations with Western Europe, the Soviet Union, Communist China, Latin

America? How can the way we run our business abroad serve—or at least avoid hurting—U.S. national interests?

If, in fact, corporate leaders—acting either as private individuals or as managers of important organizations—are to deal effectively with this great welter of issues, as well as run a successful business operation, they must be men of unusual intelligence, education, and character. If the corporations cannot recruit and develop such men, our system will be weaker; and, indeed, the large degree of freedom accorded to our corporate leaders will be contracted.

But, long before businessmen reach the top where their judgments and action on such important issues will be tested, there will be endless tests of their character—in how they make daily business decisions, in what kind of reports they give to their supervisors, in how they work with their colleagues and look out for and seek to develop those people for whom they themselves are responsible. Obviously, not everyone can reach the top in business—or any other field; but there are opportunities for a rewarding life and for useful service in business careers at all levels, for those who have the wit, the knowledge, the perspective, the courage, and the character to profit from their experiences and to grow with the years.

To be sure, there are other ways to get ahead in the world. This was never a world that guaranteed higher returns to virtue; all that was ever promised was that virtue is its own reward, in some mysterious sense. If other, more tangible rewards could be guaranteed as the consequence of virtue, who would be vicious or opportunistic or venal?

Indeed, I think it is, finally and simply, just that most business leaders are themselves decent men that makes them want decent men around them. I believe that it was that perceptive Frenchman La Rochefoucauld who said that, to judge the character of a prince, observe the men around him. Some, obviously, will be scoundrels.

For many reasons, then, our outstanding business leaders today do stress the need for finding and developing men of both ability and character. I believe they are being sincere, and not all at all pious, in urging greater attention to this double task upon the business schools. Obviously, a major part of the responsibility for the character of the young belongs with

their families, with schools and other social institutions other than the business school, with business organizations themselves, and most importantly, with people themselves, each responsible for his own blessed or damned character.

Yet the business school has a special responsibility toward its people—and that responsibility goes beyond the teaching of subject matter alone. It should also pursue the traditional objective of a liberal education—to affect for good, to strengthen and develop, a man's entire character. I think I am quite aware of how difficult a goal I am suggesting. I certainly do not believe that the best answers to accomplishing this objective can be found overnight, or that the answers will ever be easy. They will require much thought and experiment and effort; and, at best, success can only be partial.

Many elements will be involved: The curriculum must be developed, course by course, in a way to serve the ends of a liberal education—in both business and nonbusiness courses alike. Not only business courses, but also the liberal arts courses need to be strengthened and revitalized—and, in many cases, made less vocational. The scientist should know the philosophy of science as well as how to dissect a guppy; the musician should know what Bach meant religiously, as well as harmonically; and the businessman should learn about power and history and politics and personal and social values, as well as about statistics and corporate finance.

Teachers must be found who will serve as models for young people. This is not to say that they must look or talk like Scoutmasters or YMCA secretaries. Indeed, on the observation car of the train that runs from Denver to Aspen this summer, I happened to sit next to a school teacher on her summer vacation. It turned out that she had been to the University of Wisconsin one summer, years ago, and had had a course in the History of American Labor with Selig Perlman, who was my own revered teacher at Wisconsin. That course, it seemed, had touched her as had nothing else in her life; she could still remember not only what Perlman taught, but how he taught it, in his weird Russian-Yiddish-Middle Western accent, head thrown back, refusing to look his class in the eye. We need teachers that our students will remember.

A related but not identical point: I believe that as much attention needs to

be given in business schools to *how* students are taught as to what they are taught. The businessman, like the violinist or the soldier or the physician, is a performer, a doer. Obviously, it is harder to teach the businessman the "doing" part of his trade or profession, since his environment for action is more difficult to simulate. We have had many experiments in how to put the student into a business situation—case studies, business games, team research, exercises in group dynamics, computerized and noncomputerized simulations, even internships in business. I have no fresh techniques to suggest, but only a general plea: That the simulations be as faithful to reality as possible; that they see business problems, and the business process, whole—in all their personal and moral complexity, with a real sense of the risks and dangers involved—dangers not only to the business enterprise, but to the values and personalities of the people involved. The goal of this kind of education is the same as it was in ancient times; it is, in Socrates' phrase, "to know thyself"; and not just to know others, for the purpose of adjusting to them or manipulating them. We must press on to discover new and better ways of helping people to know themselves, both as an end itself and as a means of helping them to become more

useful to their organizations and to society.

Finally, the business schools have heavy responsibilities, not only to their students but to the business world itself. They are inevitably joined to that practical world, just as are the professional schools to practitioners in every other field. But like all the others, the business schools need to aim at the goal, not of pleasing the practitioners, but of leading them, setting standards for them, attacking evils when they manifest themselves, conducting important research which will shape and influence and improve practice, and thereby benefit not just the practitioners but the wider society. I think that some of our business schools are already making an important contribution in this direction. It should be a goal for all. Schools that play this role will also inspire the respect of their students—while they have them in school, and when they are out in the world of affairs.

I know that I am making very heavy demands upon you, but I do not think they are unrealistic or visionary. As Francis Bacon said in his *Advancement of Learning*—

*They are ill discoverers
that think there is no land,
when they see nothing but sea.*

SCENES FROM ZETA ETA INSTALLATION BANQUET. Top row, left to right: Very Reverend Edward F. Clark, S.J. addresses assembly. Grand President Joe M. Hefner presents charter to Chapter President Robert J. Drew. Grand President Hefner charges the new chapter with their responsibilities. Bottom row, left to right: Executive Director James D. Thomson extends a fraternal welcome. Toastmaster M. John Marko conducts the installation Banquet Program.



Saint Peter's College Granted Zeta Eta Chapter

ON MAY 16, 1964, Zeta Eta Chapter of Delta Sigma Pi was installed in the School of Business Administration of Saint Peter's College in Jersey City, New Jersey. This fine chapter brings the total of Delta Sigma Pi chapters in the State of New Jersey to five, the others being Beta Xi Chapter at Rider College, Beta Omicron Chapter at Rutgers University, Beta Rho Chapter at Rutgers University and Epsilon Pi Chapter at Monmouth College.

On hand to properly install the new chapter were Grand President Joe M. Hefner, Executive Director James D. Thomson, Eastern Regional Director M. John Marko, Director of Business Education Walter A. Brower, Director at Large Charles I. Sutton, District Directors David S. Robinson and William W. Myers, Past Grand President Frank McGoldrick, and Golden Council Member George R. Esterly. Delegations were also present and assisted from Alpha Chapter, Beta Xi Chapter, Beta Omicron Chapter, Beta Rho Chapter, the Newark Alumni Club, and the New York Alumni Club.

The ceremonies began with registration of the visitors in Dineen Hall on the Saint Peter's College Campus in Jersey City. This was closely followed by the

Formal and Informal Initiations which required most of the afternoon. The Installation Banquet was held that evening in the Rose Room of Ilvento's Restaurant in Jersey City. Eastern Regional Director Marko served as toastmaster and began the evening's program by introducing Very Reverend Edward F. Clark, S.J., President of St. Peter's College, who extended a welcome to the new chapter. He was followed on the program by Reverend Leo P. McLaughlin, S.J., who told of the history of the School of Business Administration of which he is the dean. The founding of Sigma Pi Beta was then depicted by Walter E. Dzitko, Senior Vice President of the petitioning fraternity. Grand President Hefner was then introduced and he presented the charge and charter to Zeta Eta Chapter which was the highlight of the day's activities. With appropriate remarks, President Robert J. Drew accepted the charter on behalf of the chapter. In conclusion, all of the visiting dignitaries were introduced and Executive Director Thomson extended the fraternal greetings which had been received in the many letters and telegrams from fraternity officers, chapters and alumni clubs throughout the nation.



A BROTHERLY WELCOME is extended to Grand President Joe M. Hefner by Very Reverend Edward F. Clark, S.J., President of Saint Peter's College, on the occasion of the installation of Zeta Eta Chapter.

History of Saint Peter's College

On April 3, 1872, the Senate and General Assembly of the State of New Jersey incorporated Saint Peter's College, Jersey City, New Jersey, and conferred upon it the right "to appoint professors and provide instruction in the arts, science, law, literature, and medicine and to exercise all the powers, functions, and prerogatives of a University." The College was opened to students in the Liberal Arts on September 2, 1878.

Saint Peter's College was originally located in downtown Jersey City at the site still occupied by Saint Peter's Church and Saint Peter's Preparatory School. The Classic Baccalaureate in Arts was the only undergraduate degree conferred until its forty-first commencement in 1918, when faculty and student enlistment in the Army and Navy of World War I precipitated the suspension of the College.

ONE OF THE LATEST ADDITIONS to the Saint Peter's College Campus is this modern Jesuit Residence Hall located on Hudson Boulevard in Jersey City, New Jersey.



After a lapse of eleven years, the College reopened its doors in the Fall of 1930 in the Chamber of Commerce Building, not far from its former site. The revived Saint Peter's retained its distinctive character as a Jesuit College of Liberal Arts, but adapted its curricular offerings to include courses leading to the Baccalaureate in the Natural and Social Sciences. Official accreditation by the Middle States Association of Colleges and Secondary Schools, as well as certification by the New Jersey State Board of Public Instruction for Teacher-Training courses in Secondary Education, were promptly accorded. In the Fall of 1936, the College moved to its present site on Kennedy Boulevard. The enrollment at that time was four hundred students.



DINEEN HALL on the Saint Peter's College Campus houses the Administrative Offices of the College as well as a number of classrooms and other facilities.

History of the School of Business Administration

In October, 1932, the present School of Business Administration of Saint Peter's College was founded. It was an evening College only, and was acclaimed by educators and the press as "the only institution of its kind in Hudson County and the only Catholic Business College in the State." Because of the county in which it was located, it was named Hudson College. With the outbreak of World War II, students were called to the services in such great numbers that Hudson College was forced to suspend operations in September 1942. In September 1945, evening classes were again resumed and in September 1946, a day session was inaugurated offering a four year program towards a Bachelor of Science degree.

In order to dispel the confusion caused by the twofold names of both Saint Peter's College and Hudson College, the Board of Trustees decided in 1948 to discontinue the use of the latter name, Hudson College, and to bestow upon it the official name of the School of Business Administration of Saint Peter's College.

Candidates may enroll for the Bachelor of Science degree in Business Administration in the following areas of concentration: Accounting, Economics, Management, and Marketing.

While the College gives primary emphasis to formal learning through instruction and study in an enriched curriculum, it clearly recognizes that, in the complete education of the whole person, the student has many other needs, religious, personal, social, for which it must make provision. To serve these needs the College

offers a broad program of student personnel services. Within the framework of this non-instructional but nevertheless truly educational sphere of college life, the student has ready access to educational, spiritual and vocational guidance. The multiple student activities not only offer outlets for the cultivation of his special interests and enthusiasms, but they expose him to real life situations in which he finds a challenge to his initiative and leadership.

History of Sigma Pi Beta

During the Spring Semester of 1963, two students of the School of Business Administration of Saint Peter's College discovered a copy of "*The DELTASIG*" in the library. After careful thought and consultation with Professor William A. Huebner, they decided that the College was in need of a business fraternity.

On March 15, 1963, a letter was sent to the headquarters of Delta Sigma Pi, professional business fraternity, expressing interest in a fraternal organization on campus. Two weeks later information was received relative to rules, regulations and organizational details of Delta Sigma Pi.

On April 15, Robert Drew and Walter Dzitko called an informal meeting of interested students to discuss the advisability of establishing a professional fraternity in the School of Business Administration. The enthusiasm evidenced by the student body and especially those present at the meeting encouraged further investigation. Several faculty members were subsequently interviewed and they too expressed favorable opinions about such an organization. The faculty



A VIEW OF THE SPEAKERS' TABLE at the Installation Banquet of Zeta Eta Chapter at Saint Peter's College in Jersey City, New Jersey on May 16, 1964.



GANNON HALL is the home of the science department at Saint Peter's College and is equipped with a nuclear reactor and an electronic computer.

also felt that the students in the School of Business Administration were in need of a common and unifying bond.

On April 22, a formal meeting was held with two objectives in mind: the selection of a name for the campus fraternity and the election of officers.

On April 25, Mr. J. D. Thomson, Executive Director of Delta Sigma Pi, visited New York City to confer with representatives of the local fraternity. His visit proved to be most helpful to the fraternity. Both the President and Vice-President conferred with him regarding activities of Sigma Pi Beta and the steps required for petitioning the parent organization. The meeting proved not only to be informative but also the motivating force for the development of Sigma Pi Beta.

The committee, mindful of the advice of Mr. Thomson, began to develop a report for Administrative Officials of Saint Peter's College for their review and study. The report contained the following information: a petition signed by the student body, attitudes of the faculty, and a description of the fraternity, defining its purposes and activities.

During the Fall Semester of 1963, Sigma Pi Beta was approved by the school administration and recognized by the student council as an on-campus activity. Thus, the fraternity had acquired the recognition to perform as a club, permitting it to petition Delta Sigma Pi for possible membership.

On June 3, the brothers of Sigma Pi Beta held their first social activity, a picnic at Tallman State Park, New York. The purpose of the social was to get acquainted in a circle of friendship.

The fraternity was visited on October 3 by Regional and District Directors John Marko and William Myers. A formal discussion was held on the aims, purposes, and methods of organization for Delta Sigma Pi. Mr. Marko presented a history of Delta Sigma Pi while Mr. Myers answered all questions asked by the members.

On December 5, the fraternity was honored by the visit of the Grand President of Delta Sigma Pi, Mr. Joe M. Hefner, the Executive Director, Mr. J. D. Thomson, the Eastern Regional Director, Mr. John Marko, and the Eastern District Director, Mr. William Myers. At this time, Professor William A. Huebner, Fraternity Moderator, discussed the en-

thusiasm of the members and its progress towards the petitioning phase for eventual affiliation.

On Saturday, May 16, 1964, the following undergraduates were initiated as charter members of Zeta Eta Chapter of the International Fraternity of Delta Sigma Pi: Robert J. Drew, Walter E. Dzitko, Vincent J. Arnot, Jr., Anthony J. Orrick, Samuel L. Tagliareni, Alexander L. Skwiot, Anthony D. Backus, John F. Belby, Jr., Arthur L. Bergamini, Richard J. Betz, Gerald E. Coleman, Richard J. Collins, Carl P. Conway, Thomas F. Conway, Thomas L. Curcio, Joseph A. DeFrank, Bernard D. Dugan, Jr., Gerald J. Galdieri, Donald J. Gallo, Francis W. Gasiorowski, Joseph P. Giannetto, Raymond P. Goger, Richard J. Graham, Thomas F. Guterl, John J. Halpin, Michael G. Helliwell, Kenneth E. Jasinkiewicz, William Kraut, Michael L. Lofaro, Richard A. Marino, Thomas J. McGovern, Robert E. Meehan, Jr., Louis J. Panepinto, Victor R. Pappania, Douglas N. Pearson, Anthony L. Pelliccia, Anthony J. Perosi, Theodor O. Posselt, Anthony J. Rotella, Jr., Ronald S. Scaglione, John L. Scerbo, Robert S. Stomber, Gerald J. Takacs, John F. Viggiano, Gerald A. Walters and faculty initiates Edward F. Clark, S.J., Leo P. McLaughlin, S.J., Leo B. Barrows, S.J., Victor R. Yanitelli, S.J., Frank Bianco, Robert F. Bonagura, William A. Huebner, Benjamin A. Michalik, Maurice A. Walsh, Jr., and George P. Sorrentino.



A GROUP OF NATIONAL AND CHAPTER OFFICERS in attendance at the Zeta Eta Chapter installation at Saint Peter's College. *Left to right:* Senior Vice President Walter Dzitko, District Director William Myers, Executive Director James Thomson, Grand President Joe M. Hefner, President Robert J. Drew, Director-at-Large Charles I. Sutton, Eastern Regional Director M. John Marko, and Chapter Advisor William A. Huebner.

ABOUT 55 MILES east of Palm Beach, Florida, lies the Grand Bahama Island and the Grand Bahama Hotel and Country Club which has been selected for the 25th Grand Chapter Congress of Delta Sigma Pi. The convention is to be held on August 31 and September 1-3, 1965. These are the Tuesday, Wednesday, Thursday and Friday preceding the Labor Day week-end in 1965.

The Resort

The fabulous Grand Bahama Hotel and Country Club occupies one entire end of the Grand Bahama Island and is in itself a city, having shops, restaurants and many acres of land. Accommodations are available for about 800 in the attractive chalets surrounding the Hotel. There



A FAVORITE SPOT for relaxing at the 25th Grand Chapter Congress will be the Witch's Light where tropical refreshments may be consumed to native music.

planes land at the West End Airport on the island which is owned by the Grand Bahama Hotel and Country Club and is adjacent to the grounds. This modern airport is now large enough to accommodate four engine DC6 planes which Mackey Airlines uses to fly to and from the island and is being enlarged to handle small jet aircraft. At all three airports in Florida and at the Jack Tar wharf in West Palm Beach there is ample parking facilities for those that wish to drive to that point.

The Program

The three full days of the 25th Grand Chapter Congress are loaded with activities, however, two mornings have been

Fabulous Grand Bahama Resort Awaits 1965 Grand Chapter Congress

are four dining rooms that will cater to the delegates in attendance and several banquet rooms that will be used for special functions of the 25th Grand Chapter Congress. The Bahamian service is excellent and adds the finishing touch to the foreign atmosphere that prevails on this lush tropical island.

For the sports enthusiast, the Grand Bahama Hotel & Country Club is a paradise. Not only do they have an outdoor pool that is three times the size of an olympic pool for swimming, but also the ocean and a mile of beach that stretches before the Hotel. For the golfer there is a championship 18 hole course bordered by the ocean, a huge putting clock and a driving range. A number of lighted courts serve the tennis player, with ping pong tables and shuffleboard courts in quantity for those seeking a milder sport. A fleet of deep sea fishing boats is on hand for those after the big game ones, and a number of sailboats are available for those that like to sail. Two Chinese junks with brilliant red sails make frequent trips to other islands for picnics and a small fleet of motor boats complete the flotilla which provides sailing for all. Bicycles and a stable of horses make exploring the island easy for those that do not want to walk about the extensive grounds. Almost continuous entertain-

ment in one of the three Hotel night spots can round out a full day of sport and pleasure on the island.

The Transportation

Despite the fact that the Grand Bahama Island is a foreign country, no passport or immunization shots are needed to visit there and return to the United States. Transportation is also frequent and special schedules have been arranged for the 25th Grand Chapter Congress. For those that like to sail, the 150 foot motor ship, Grand Bahama, will be available. It can comfortably hold about 200 on its many decks and in its lounges which have just been beautifully refurbished. It will sail on Tuesday morning from the Jack Tar wharf in West Palm Beach, Florida, and make the trip to the island in about four to four and one-half hours. A complimentary lunch will be served on board and all customs will be taken care of en route, so that no time will be wasted when once you have reached the island. For those that do not care to sail and want to get there fast, Mackey Airlines have flights leaving frequently for the island from West Palm Beach, Fort Lauderdale, and Miami, Florida. The flying time is 25 minutes from the closest point which is West Palm Beach. All

saved for recreation of your choice. The first planned session will commence on Tuesday afternoon and the last session will be concluded just before lunch on Friday. In the three days in between, a Grand Chapter Congress Banquet is planned. A President's Reception, a Sea-food Jamboree, an Evening at the Races, a meeting of the Ancient, Effervescent, Independent Order of the Yellow Dogs, a Pink Poodle Party and Initiation, Panels on Chapter Operation, and Alumni Club Panels will all take place. All this is in addition to the customary business of a Grand Chapter Congress. A late evening program which offers several choices is also scheduled for those that want to participate. No matter what you enjoy in the way of sports and entertainment, you will find it at the 25th Grand Chapter Congress in August 1965 on the Grand Bahama Island.

About Your Plans

We urge you to set aside the dates of August 31 and September 1-3, 1965 now and look for registration and reservation details in the January Issue of *The DELTASIG*. This is one Delta Sigma Pi convention that you do not want to miss.



WITH THE

ALUMNI

THE WORLD OVER

Among the Alumni Clubs

SAN FRANCISCO

The San Francisco Alumni Club has held four luncheon meetings since its reactivation last spring with an average of 23 brothers in attendance. In all, 36 out of 60 members have participated at one time or another. We expect to have a large representation at the Western Regional Meeting scheduled for San Francisco this fall.—HAROLD E. MACK-ENTHUN

LUBBOCK

The Lubbock Alumni Club is planning a program designed to find employment for the undergraduate members of Delta Sigma Pi who are interested. We also hope to assist wives of members who are interested in finding employment. The Lubbock Alumni Club feels that the undergraduates, who do need to work and can do so without injuring their grades, deserve assistance in finding adequate jobs for the school year.—WILLIAM MCGINNIS

CINCINNATI

The Cincinnati Alumni Club has started its year with a bang and hopes to continue the energetic pace established at the beginning of the year.

Operating under its new set of by-laws and organizational structure, the Executive Committee has planned a professional program that includes speakers, tours and combined meetings with the undergraduate chapter at the University of Cincinnati as well as such social events as a picnic, informal parties and the annual Founders' Day dance planned and presented by the Delta Dames. Emphasis this year is being placed on the program and membership functions. It is believed that an interesting program will generate an increase in membership, but all intents are to supplement the program with a vigorous drive for the largest actively participating membership since the organization of the Cincinnati Alumni Club. With the help of Mrs. Fogarty's Delta Dames pushing from the woman's angle, the Club can't help but be the success everyone is hoping for and expecting.

The '64-65 season started with an informal party at the Meier's Wine Stube, one of the most picturesque places of its kind in the area. The first professional meeting of the year was held on September 18 at Jack & Klu's Steakhouse. The professional program for the opener made the situation such that the balance of the year's program will really have to go far to top

that one. October 2 brought a combined dinner-tour with the undergraduate chapter to the Cincinnati Gas and Electric Company. Sponsored by Brother William Zimmer, the meeting was a well planned professional highlight.

For the first time in the history of the Cincinnati Alumni Club, a bi-monthly publication entitled *The Alumni Abecedarian* is being produced and sent to all alumni in the area interested in the creation of a going club. With all the added incentives to belonging to the Cincinnati Alumni Club, this is bound to be the biggest year yet.—JAMES L. HARPRING

CHICAGO

In June the Chicago Alumni Club held its last meeting of the '63-'64 year with a golf outing and banquet and the election of officers at the Midwest Country Club in suburban Hinsdale. The most popular hole was the 19th. Brother Robert Mocella was elected president for the current year.

On Thursday, September 17, Round-Up Night was held and this initiated the 1964-65 season. A sumptuous buffet was consumed and followed by an evening of fun, games and fellowship at the Illinois Athletic Club. Many new faces were seen and we welcome this new blood into the club.

On October 13, we again met at the Illinois Athletic Club with the theme of the

evening being "politics." At this meeting several last minute appeals were made to the brothers in behalf of various candidates for public office in the Chicago area.

The weekend of October 23 and 24 was devoted to the Central Regional Meeting held at the Knickerbocker Hotel. Early arrivals on Friday night attended a party hosted by Gamma Pi Chapter at Loyola University in their chapter house. Saturday afternoon we attended the special alumni panel covering all aspects of alumni activity. Saturday evening we hosted a party for all alumni and their wives and prepared a few of our men for the secret ritual of the Yellow Dog. Later that evening we attended the Beta Chapter dance, "Bouncing Ball," at Northwestern University. We also understand the program planned for the wives in attendance was quite a success, but the prices at some of those Michigan Avenue shops—!!

Founders' Day will be celebrated with a banquet and evening of fellowship on November 10, and we expect a huge turnout for this annual affair. On Saturday, December 5, the brothers and their wives, or dates, are invited to our annual Winter Party.

The Chicago Alumni Club welcomes all Deltasigs in the Chicago area to join the club and attend our various monthly affairs. Inquiries may be addressed to 42 East Cedar Street, Chicago, Illinois 60611.—DONALD F. HOLEM



DISCUSSING THE INSTALLATION PROGRAM of Zeta Eta Chapter at Saint Peter's college are the four members of the Grand Council in attendance. *Left to right:* Eastern Regional Director M. John Marko, Grand President Joe M. Hefner, Executive Director James D. Thomson, and Director-at-Large Charles I. Sutton.



CHARLOTTE ALUMNI CLUB SCENES of a recent Las Vegas Night Party are shown here. *Left photo:* Alumni and their dates gathered at the gaming tables. *Center photo:* Club President and Mrs. Charles Banks greet Brother and Mrs. Frank Strausbaugh. *Right photo:* Here we find the gamblers busy eating in the Banquet Room.

CHARLOTTE

How would you like to parley 100 grand into 17 million dollars? That is exactly what happened when the Charlotte Alumni Club staged a "Monte Carlo" Party during the late spring. Some 50 couples gathered at the Sharonview Country Club where roulette, dice, and blackjack were played with stage money. Each person was supplied with 100,000 dollars and there were no limits on the betting. Excitement mounted with each throw of the dice and turn of the card as the professionals in business became hardened gamblers. Tension was obvious as the crumpled, sweaty bills were placed on the table. "Nine is the point" could be heard from one table while at another a feminine voice shrilly yelled "21."

All games were stopped at a predetermined hour in order to auction off the many valuable prizes. The final bet covered was for 4.5 million. A seven rolled out and the house lost. Believe it or not, the top prize went for 17 million dollars. With some 20 prizes up for auction, the minimum bid was one million dollars. You guessed it, the house went broke.

Yes sir, it was a gala affair. So popular, in fact, it will probably be added as an annual affair. This time, however, the house will be prepared as we now have someone training in Las Vegas.—CHARLES W. BANKS

Gorman New President of Western Electric

PAUL A. GORMAN, *Missouri*, of Chatham, New Jersey, has become the new president and chief executive of Western Electric Company.

Western Electric is the ninth ranking industrial on *Fortune's* list of 500. In financial areas, Western Electric's credit is automatically deemed as good as gold because of the standing of its principal stockholder. American Telephone & Telegraph Company owns 99.8 percent of Western Electric's shares and a small handful of outsiders, a little over 500, own the remaining 0.2 percent.

Brother Gorman joined Western Electric as an accounting clerk in 1929, just out of

the University of Missouri's business administration program. From then on, Gorman never left the system, though he moved all over it. He served at various times in administration, industrial relations, personnel, finance and production before leaving in 1958 for a term as a vice president and later president of New Jersey Bell Telephone Company. His present job ranks him as a likely future candidate for top A. T. & T. management.

Gorman has also recently been named a director of the National Association of Manufacturers. Brother Gorman was also selected as "Deltasig of the Year" of Delta Sigma Pi in 1960.

PERSONAL MENTION

EDWIN H. STYFFE, JR., *St. Louis*, has become a member of the staff of Thomas W. Parry and Associates, a public relations counseling firm located in the Security Building, 319 North Fourth Street, St. Louis, Missouri.

ROY J. STEINBRINK, *Pittsburgh*, has been promoted from assistant cashier to cashier of the Pittsburgh Branch, Federal Reserve Bank of Cleveland, in Pittsburgh, Pennsylvania.

LARRY C. SMITH, *New Mexico State*, has been appointed a sales representative of the Connecticut Mutual Life Insurance Company and will be associated with the Charles H. Gibson Agency in El Paso, Texas. Brother Smith was president of Epsilon Upsilon Chapter and in his senior year won the *Wall Street Journal* Student Achievement Award. He lives with his family in Las Cruces, New Mexico.

E. KENNETH STRONG, *New York*, was honored on June 4, 1964, with the Sportsmanship Brotherhood Award for 1963. Brother Strong enjoyed great success as a professional star with the New York Giants and is New York University's only representative in the Football Hall of Fame.

ROY A. KLAGES, *Mississippi State*, has a new position as Professor and Chairman of the Marketing Department in the School of

Business at the State University of New York in Albany, New York.

DON T. SWALL, *Colorado*, has accepted a position as a staff accountant with Eli Lilly International Corporation. He lives with his wife at 6036 Cape Charles Drive in Indianapolis, Indiana.

RICHARD W. BAUM, *Indiana*, has joined the staff of Chicago Title and Trust Company as Personnel Officer and Manager of the Personnel Department. Brother Baum and his family make their home at 955 Hawthorne Lane, Northbrook, Illinois.

JOE A. DULL, *Missouri*, has been appointed by Governor Otto Kerner of Illinois for his third term as representative to the Interstate Oil Compact Commission for the State of Illinois. Brother Dull lives in Mount Vernon, Illinois.

CHARLES F. BENGSTON, *Rutgers-Beta Rho*, has been promoted to Office Manager of the Burry Biscuit Division of the Quaker Oats Company in Buena Park, California. He makes his residence at 214 Juanita Way, Placentia, California.

DIVIDENDS

To Brother and Mrs. Lindsey Marchbanks, *Southern Methodist*, on March 7, 1964, a daughter, Patricia Bertie.

To Brother and Mrs. Frank W. Strausbaugh, *South Carolina*, on October 22, 1963, a daughter, Glenda Ann.

To Brother and Mrs. Dan L. Owen, *Missouri*, on March 3, 1964, a son, Todd Stephen.

To Brother and Mrs. Robert C. Havard, *Missouri*, on January 5, 1964, a son, John.

To Brother and Mrs. Francis B. Curtin, *Kent State*, on April 23, 1964, a son, Francis Edward.

To Brother and Mrs. Thomas O. Pass, Jr., *North Carolina*, on February 26, 1964, a son, Thomas Owen III.

To Brother and Mrs. Ronnie G. Smith, *North Texas State*, on July 16, 1964, a daughter, Cynthia Kay.

To Brother and Mrs. Harold L. Bledsoe, *Louisiana Tech*, on July 17, 1964, a daughter, Pamela Kay.

To Brother and Mrs. Timothy D. Gover, *Southern Methodist*, on August 26, 1964, a son, Edward Timothy.

LIFE MEMBERS

Some of the recent new Life Members. Additional ones will be published in the next issue of *The DELTASIG*.

- 3203 Frank A. Smith, *Chi*, Johns Hopkins
3204 Walter R. Stockton, *Alpha Eta*, South Dakota
3205 James L. Bloodworth, *Gamma Tau*, Southern Mississippi
3206 Robert J. Muck, *Beta Pi*, Kent State
3207 Brice R. Luedtke, *Alpha Delta*, Nebraska
3208 Wilford G. Parsons, *Iota*, Kansas
3209 Guy A. Fiorenza, *Beta Theta*, Creighton
3210 Glenn D. Whiteman, *Gamma Mu*, Tulane
3211 Samuel W. Bomberger, *Beta Xi*, Rider
3212 James J. Myers, *Epsilon Tau*, Dayton
3213 Stuart H. Schulhof, *Alpha Omicron*, Ohio
3214 Ronald J. Pierce, *Alpha Beta*, Missouri
3215 Robert H. Campbell, Jr., *Epsilon Kappa*, Shepherd
3216 F. Randolph Hachtel, *Beta*, Northwestern
3217 William C. Majors, *Beta Epsilon*, Oklahoma
3218 Edward T. Madey, *Alpha Kappa*, Buffalo
3219 Robin L. Welker, *Gamma Omega*, Arizona State
3220 Walter L. Johnson, *Beta Pi*, Kent State
3221 John H. Gilcrest, Jr., *Nu*, Ohio State
3222 James M. McNamara, *Delta*, Marquette
3223 Jack A. Smith, *Delta Iota*, Florida Southern

Active Life Membership

MORE THAN 3300 DELTASIGS are now *Active Life Members* of Delta Sigma Pi. The number is growing daily. Are you an *Active Life Member*? If not, we recommend that you join today!

Active Life Memberships are still a bargain—\$50. For your convenience, payments may be made in \$5 installments.

Why should you sign up? You will become an active supporter of your National Endowment Fund. In turn, you will be helping your brothers since these funds are used primarily for student loans and for chapter house loans.

Don't hesitate! Send your check to The Central Office *today*. You will receive an attractive Life Membership Certificate, a Life Membership Card, a Life Recognition Pin, a life subscription to *The DELTASIG*, and your national dues will be paid for life. Best of all, you will be actively supporting your fraternity—Delta Sigma Pi!

W. W. Myers, *Chairman*
National Committee on
Life Membership

- 3224 Harrold J. Manger, *Epsilon Pi*, Monmouth
3225 Lawrence V. Nagle, *Theta*, Detroit
3226 Thaddeus B. Holbrook, *Pi*, Georgia
3227 Paul A. Lammert, *Epsilon Tau*, Dayton
3228 Henry R. Heller, Jr., *Mu*, Georgetown
3229 Harold C. Klein, *Delta Upsilon*, Texas Christian

Plan Your Financial Future

YOU CAN MAKE NO PLANS for the future that do not depend, for their completion, upon the certainty of future income.

The time to plan for your financial future is NOW. A fundamental part of a sound financial program is life insurance protection against premature death. Protection is essential for present and future family and financial obligations.

Delta Sigma Pi's official life insurance program is an outstanding opportunity to add to your present life insurance portfolio with extra protection at really low cost, and the built-in flexibility offers you a variety of benefit plans to suit your specific needs.

Our Delta Sigma Pi program includes these outstanding features:

- 1) *Term Life Insurance up to \$20,000 . . . and Accidental Death benefits up to \$40,000 (depending on your age) . . . both for only \$104 per year.*
- 2) *Generally no medical examination.*
- 3) *Term coverage to age 70—and beyond, using the liberal conversion feature.*
- 4) *No premiums to pay while you are totally and permanently disabled.*
- 5) *An optional Family Plan to insure your wife and children for only \$11.00 per year.*

This outstanding program is underwritten by The Minnesota Mutual Life Insurance Company of St. Paul, a company with over \$4 billion of insurance in force. A significant portion of that insurance is with professional organizations such as ours.

Here are just a few of the provisions of the program which will make it attractive to you:

A. The cost is extremely low and dividends from good financial experience may make premiums even lower.

B. These are individual policies with all the guarantees to which you are ac-

customed. You keep your policy no matter where you live.

C. You may name or change your own beneficiary. You may transfer the ownership of the policy to remove benefits from your estate—a real tax advantage. The policy is assignable. It may be used as business insurance to fund a Buy and Sell agreement.

D. Benefits for your beneficiary may be arranged in a number of ways—choose the best to suit your needs.

E. The policy may be continued even while you are in military service.

F. If you fly your own plane, you'll be glad to know that the Accidental Death benefit even covers private flying.

Interested? We'd like to see you participate. To do so just complete and return the application you received in the mail recently. Or, we'll send you another descriptive brochure and application.

The Company will notify you when your insurance is effective.

Greetings

THE ALUMNI ACTIVITIES COMMITTEE heartily welcomes the world of Deltasigs at the beginning of the new season. We, as your committee, thank you, the alumni clubs, for helping in the making of a good year that has just closed. Throughout our alumni organization some worth-while things have been accomplished. The committee thanks everyone for the renewed cooperation and for the work and energy that was necessary in having meetings, social activities, etc., announcements of which reached us. There were meetings with excellent programs and speakers, Round-up Nites, Founders' Day Celebrations, Presidents' Banquets, Golf Outings, Picnics, Dances (*Round and Square*), Opera Night, Sports-A-Ramas, Senior Night honoring graduates, a Mardi Gras, a Wine Party, and many more. **KEEP UP THE PEP.**

The Committee also was glad for the improved financial support given by the clubs. We expect more improvement. **YOU CAN HELP.**

TO THE UNDERGRADUATES: We are holding our doors open for you. It has been interesting through the Delta Sigma Pi publications to learn of the fine work that is being done in the undergraduate chapters. Give the alumni clubs the benefit of this training when you graduate.

Herbert W. Finney, *Chairman of the Committee, Pittsburgh*
H. Melvin Brown, *Baltimore*
Robert J. Elder, *Detroit*
Andrew T. Fogarty, *Cincinnati*
Thomas M. Mocella, *Chicago*



DELTA SIGMA PI CHAPTER EFFICIENCY CONTEST

1964 Final Standings

RANK	CHAPTER	UNIVERSITY	GRAND TOTAL POINTS	Division A	Division B	Division C	Division D	Division E
				Profes- sional Activities	Scholar- ship	Member- ship	Finances	Chapter Adminis- tration
MAXIMUM NUMBER OF POINTS PERMITTED.....			100,000	20,000	20,000	20,000	20,000	20,000
1.	K	Georgia State	100,000	20,000	20,000	20,000	20,000	20,000
	Λ	Pittsburgh	100,000	20,000	20,000	20,000	20,000	20,000
	M	Georgetown	100,000	20,000	20,000	20,000	20,000	20,000
	AB	Missouri	100,000	20,000	20,000	20,000	20,000	20,000
	AA	Nebraska	100,000	20,000	20,000	20,000	20,000	20,000
	AH	South Dakota	100,000	20,000	20,000	20,000	20,000	20,000
	AΘ	Cincinnati	100,000	20,000	20,000	20,000	20,000	20,000
	AI	Drake	100,000	20,000	20,000	20,000	20,000	20,000
	AM	North Dakota	100,000	20,000	20,000	20,000	20,000	20,000
	AO	Ohio U.	100,000	20,000	20,000	20,000	20,000	20,000
	ΑΠ	Indiana	100,000	20,000	20,000	20,000	20,000	20,000
	BΓ	South Carolina	100,000	20,000	20,000	20,000	20,000	20,000
	BΠ	Kent State	100,000	20,000	20,000	20,000	20,000	20,000
	BΣ	St. Louis	100,000	20,000	20,000	20,000	20,000	20,000
	BU	Texas Tech	100,000	20,000	20,000	20,000	20,000	20,000
	BΥ	Miami - Florida	100,000	20,000	20,000	20,000	20,000	20,000
	ΓK	Michigan State	100,000	20,000	20,000	20,000	20,000	20,000
	ΓΛ	Florida State	100,000	20,000	20,000	20,000	20,000	20,000
	ΓT	Southern Mississippi	100,000	20,000	20,000	20,000	20,000	20,000
	ΓΥ	Arizona	100,000	20,000	20,000	20,000	20,000	20,000
	ΓΩ	Arizona State	100,000	20,000	20,000	20,000	20,000	20,000
	ΔE	North Texas State	100,000	20,000	20,000	20,000	20,000	20,000
	ΔH	Lamar Tech	100,000	20,000	20,000	20,000	20,000	20,000
	ΔΘ	Oklahoma City	100,000	20,000	20,000	20,000	20,000	20,000
	ΔK	Boston College	100,000	20,000	20,000	20,000	20,000	20,000
	ΔN	Loyola - New Orleans	100,000	20,000	20,000	20,000	20,000	20,000
	ΔO	San Francisco State	100,000	20,000	20,000	20,000	20,000	20,000
	ΔT	Indiana State	100,000	20,000	20,000	20,000	20,000	20,000
	ΔX	Washburn	100,000	20,000	20,000	20,000	20,000	20,000
	ΔΥ	Suffolk	100,000	20,000	20,000	20,000	20,000	20,000
	EH	Eastern New Mexico	100,000	20,000	20,000	20,000	20,000	20,000
	EΘ	Chico State	100,000	20,000	20,000	20,000	20,000	20,000
	EI	Mankato State	100,000	20,000	20,000	20,000	20,000	20,000
	EK	Shepherd	100,000	20,000	20,000	20,000	20,000	20,000
	EM	Sam Houston State	100,000	20,000	20,000	20,000	20,000	20,000
	EE	Ball State	100,000	20,000	20,000	20,000	20,000	20,000
	EO	Western Michigan	100,000	20,000	20,000	20,000	20,000	20,000
	EΠ	Monmouth	100,000	20,000	20,000	20,000	20,000	20,000
	ET	Dayton	100,000	20,000	20,000	20,000	20,000	20,000
	EU	New Mexico State	100,000	20,000	20,000	20,000	20,000	20,000
	EX	Georgia Southern	100,000	20,000	20,000	20,000	20,000	20,000
2.	BP	Rutgers	98,750	20,000	20,000	18,750	20,000	20,000
3.	BO	Rutgers	98,500	20,000	18,500	20,000	20,000	20,000
4.	ΓH	Omaha	91,750	20,000	20,000	19,500	15,000	17,250
5.	ΔZ	East Carolina	91,500	20,000	20,000	11,500	20,000	20,000
6.	AE	Minnesota	91,400	17,100	15,800	18,750	20,000	19,750
7.	BΥ	Louisiana Tech	90,750	18,500	20,000	20,000	17,500	14,750
8.	ΓP	Detroit	90,500	20,000	20,000	17,500	13,000	20,000
9.	ΓZ	Memphis State	90,000	19,000	20,000	19,750	13,000	18,250
	ΔΛ	Ithaca	90,000	20,000	20,000	13,500	16,500	20,000

10.	ΔP	Ferris State	89,350	17,600	20,000	16,500	17,500	17,750
11.	ΔO	West Liberty State	87,300	19,500	20,000	12,500	15,500	19,800
12.	E	Iowa	87,250	20,000	20,000	20,000	16,500	10,750
13.	AK	Buffalo	86,550	15,200	19,500	20,000	20,000	11,850
14.	E	Michigan	86,500	19,800	18,700	20,000	15,000	13,000
15.	AU	Miami - Ohio	86,300	14,900	20,000	20,000	20,000	11,400
16.	AZ	Tennessee	85,400	11,700	20,000	20,000	20,000	13,700
17.	AΣ	Alabama	85,100	19,600	20,000	17,500	20,000	8,000
18.	BK	Texas	84,350	15,100	20,000	20,000	14,000	15,250
19.	AΦ	Mississippi	83,750	10,000	20,000	15,000	20,000	18,750
20.	I	Kansas	83,700	19,000	20,000	19,750	13,500	11,450
21.	ΓΠ	Loyola - Chicago	83,300	14,300	20,000	14,000	15,000	20,000
22.	BΘ	Creighton	82,350	17,000	20,000	20,000	14,000	11,350
23.	Π	Georgia	80,850	18,100	20,000	11,500	11,500	19,750
24.	BE	Rider	80,500	19,700	11,600	20,000	12,000	17,200
25.	EΦ	Sacramento State	80,300	10,700	17,700	20,000	17,500	14,400
		FRATERNITY AVERAGE	79,650	15,483	16,183	16,493	16,552	14,850
26.	A	New York	79,300	18,300	20,000	8,000	13,000	20,000
27.	EZ	Midwestern	78,900	19,000	20,000	11,000	14,000	14,900
28.	ΓΣ	Maryland	77,350	18,600	20,000	11,500	15,000	12,250
29.	EΣ	LaSalle	77,100	16,000	20,000	20,000	15,500	5,600
30.	ΓI	New Mexico	76,800	11,200	19,800	19,250	16,000	10,550
31.	BΦ	Southern Methodist	76,650	12,900	20,000	11,500	17,500	14,750
32.	AA	North Carolina	75,400	10,400	13,000	18,000	20,000	14,000
33.	Ψ	Wisconsin	74,850	15,600	8,000	16,250	15,000	20,000
34.	EP	Tampa	74,050	20,000	3,000	20,000	15,000	18,750
35.	BT	Western Reserve	73,850	18,000	11,600	18,000	13,500	12,750
36.	ΓΦ	Texas Western	73,650	12,300	20,000	18,500	15,000	7,850
37.	Δ	Marquette	73,550	12,300	20,000	20,000	13,500	7,750
38.	ΓO	San Francisco	73,200	14,200	20,000	11,000	10,000	18,000
39.	ΓU	Babson	72,250	10,500	16,000	20,000	16,000	9,750
40.	ΓN	Wake Forest	72,150	15,100	17,000	14,250	13,500	12,300
41.	ΔI	Florida Southern	71,700	7,900	20,000	19,000	15,500	9,300
42.	U	Illinois	71,650	6,400	13,000	20,000	20,000	12,250
43.	ΔΣ	Loyola - Los Angeles	71,250	16,000	19,600	6,000	17,500	12,150
44.	BE	Oklahoma	71,000	9,700	20,000	15,500	13,000	12,800
45.	BN	Pennsylvania	70,500	15,000	20,000	8,000	15,000	12,500
46.	Θ	Detroit	68,700	14,800	20,000	11,500	15,000	7,400
47.	EΛ	Rochester Tech	68,250	9,200	20,000	6,500	16,000	16,550
48.	ΓΘ	Wayne State	65,100	11,000	6,600	20,000	13,500	14,000
49.	AN	Denver	61,250	17,000	15,000	7,000	17,500	4,750
50.	B	Northwestern	60,700	12,300	13,000	9,500	8,500	17,400
51.	BI	Baylor	60,250	14,700		17,750	11,500	16,300
52.	AP	Colorado	58,650	5,200	20,000	9,750	14,500	9,200
53.	ΓE	Oklahoma State	58,150	8,100	11,400	18,750	13,000	6,900
54.	BH	Florida	58,100	8,900	20,000	11,500	11,500	6,200
55.	Σ	Utah	56,750	12,900	8,800	7,000	17,500	10,550
56.	Z	Northwestern	56,500	9,500	16,000	12,000	13,000	6,000
58.	Ω	Temple	56,450	15,800	3,000	7,000	15,000	15,650
59.	EN	Louisiana State - N. O.	55,550	11,800		13,000	17,500	13,250
60.	X	Johns Hopkins	53,100	12,100	20,000	8,750	6,500	5,750
61.	ΔU	Texas Christian	52,700	8,200		19,500	15,000	10,000
62.	AΓ	Pennsylvania State	51,100	6,500	9,000	17,000	14,000	4,600
63.	N	Ohio State	49,800	7,300	16,000	5,000	13,500	8,000
64.	BX	Tulsa	44,300	6,100	9,600	7,000	15,500	6,100
65.	ΔΦ	East Texas State	43,200	16,200		11,000	10,000	6,000
66.	ΔE	East Tennessee State	40,000	7,000	1,000	17,000	13,000	2,000
67.	AO	DePaul	38,950	12,400	3,900	5,500	10,000	7,150
68.	BZ	Louisiana State - B. R.	36,600	3,100		17,000	11,500	5,000
69.	ΓE	Santa Clara	34,300	300		20,000	13,000	1,000
70.	AE	Virginia	33,600	1,600		6,500	19,000	6,500
71.	ΔM	U. of the Americas	31,500	3,000	5,000	6,000	10,000	7,500
72.	ΓΔ	Mississippi State	27,100	100		13,500	11,500	2,000
73.	H	Kentucky	26,850	4,500		7,000	11,500	3,850
74.	BA	Auburn	22,450	4,300		9,000	6,500	2,650
75.	ΔΠ	Nevada	21,200	400		6,500	11,500	2,800

First Place Achieved by 41 Chapters In 1964 Chapter Efficiency Contest

THE COVETED GOAL of 100,000 points in the 1964 Chapter Efficiency Contest was achieved by 41 Chapters. Another 17 chapters scored 85,000 points or more to place on the Honor Roll, making a total of 58 chapters, or 50.9 per cent of the chapters in the top position of the 114 participating chapters.

The Chapter Efficiency Contest was inaugurated by the Grand Council of the fraternity during the college year 1931-32 and has proven to be one of the most interesting and beneficial activities

of the fraternity.

The purpose of this annual contest is to provide means by which one chapter may compare its operation and efficiency with other chapters. It also outlines all of the major responsibilities of each chapter, stimulates friendly competition between our many chapters and provides each chapter with a yardstick of measurement of their activities and local achievement.

This year's contest marked the 28th consecutive time, discounting the war

years when the contest was not conducted, that Kappa Chapter at Georgia State has scored 100,000 points. Only two other chapters come close to matching this record. They are Alpha Beta Chapter at the University of Missouri with 24 wins and Beta Chapter at Northwestern University (Chicago) with 20.

The five major divisions of the Chapter Efficiency Contest are: Professional Activities, Scholarship, Membership, Finance, and Chapter Initiative and Administration. A maximum of 20,000 points is permitted in each division, thus a final standing of 100,000 points indicates a perfect record for the chapter during the year.

DELTA SIGMA PI CHAPTER EFFICIENCY CONTEST

Previous Winners

The dates following the names of the chapter and university denote the previous years in which the chapter has been in first place. The Chapter Efficiency Contest was not conducted during the war years of 1943, 1944, 1945, and 1946.

ALPHA, New York—1947, 1955, 1963	ALPHA XI, Virginia—1952, 1953, 1954, 1955	GAMMA KAPPA, Michigan State—1950, 1951, 1952, 1953, 1954, 1955, 1956
BETA, Northwestern (Chicago)—1934, 1935, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1956, 1957, 1959, 1960, 1961	ALPHA OMICRON, Ohio U.—1954, 1955, 1956, 1957, 1963	GAMMA LAMBDA, Florida State—1963
GAMMA, Boston—1953	ALPHA PI, Indiana—1949, 1950, 1951	GAMMA MU, Tulane—1951, 1952, 1953, 1954, 1955, 1957, 1958, 1959, 1960, 1961
DELTA, Marquette—1934, 1939, 1940, 1941, 1942, 1949, 1952, 1954, 1955, 1956, 1960, 1961, 1962, 1963	ALPHA RHO, Colorado—1939, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1958, 1960	GAMMA XI, Santa Clara—1951, 1953, 1954, 1955, 1956, 1958, 1959, 1960, 1961
EPSILON, Iowa—1949, 1950, 1951, 1952, 1953, 1960	ALPHA SIGMA, Alabama—1940, 1949, 1950, 1953, 1955, 1958, 1959, 1960	GAMMA OMICRON, San Francisco—1952, 1953, 1954, 1955, 1956
ZETA, Northwestern (Evanston)—1949, 1950, 1951, 1957, 1962	ALPHA UPSILON, Miami (Ohio)—1941, 1942, 1949, 1952, 1957, 1958, 1963	GAMMA PI, Loyola (Chicago)—1952, 1953, 1954, 1955, 1956, 1958, 1959, 1960, 1961
THETA, Detroit—1951, 1952, 1953, 1961	ALPHA PHI, Mississippi—1950, 1951, 1952, 1955, 1963	GAMMA RHO, Detroit—1955, 1956, 1957, 1958, 1959, 1961, 1962, 1963
IOTA, Kansas—1954, 1955, 1956	ALPHA OMEGA, De Paul—1949, 1951, 1952, 1953, 1954, 1955, 1957, 1959	GAMMA SIGMA, Maryland—1954, 1957, 1958, 1963
KAPPA, Georgia State—1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963	BETA GAMMA, South Carolina—1948, 1956, 1957, 1958, 1960, 1962, 1963	GAMMA TAU, Southern Mississippi—1953, 1959, 1962, 1963
LAMBDA, Pittsburgh—1963	BETA EPSILON, Oklahoma—1940, 1941, 1956, 1959, 1960, 1961	GAMMA UPSILON, Babson—1952, 1959, 1960, 1961, 1962, 1963
MU, Georgetown—1948, 1949, 1952, 1956	BETA ZETA, Louisiana State (Baton Rouge)—1959	GAMMA PHI, Texas Western—1955
NU, Ohio State—1948, 1949, 1950, 1951, 1953, 1953, 1954, 1955, 1958	BETA ETA, Florida—1932, 1950, 1956, 1957, 1958, 1959, 1960	GAMMA PSI, Arizona—1957, 1961, 1962, 1963
XI, Michigan—1947, 1948, 1949, 1950, 1952, 1953, 1954, 1955, 1958	BETA THETA, Creighton—1948, 1949, 1950, 1951, 1952, 1954, 1955, 1957, 1958, 1959, 1960, 1961	GAMMA OMEGA, Arizona State—1953, 1957, 1958, 1959, 1960, 1961, 1962, 1963
PI, Georgia—1937, 1938, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1962, 1963	BETA IOTA, Baylor—1941, 1942, 1952, 1957	DELTA EPSILON, North Texas State—1955, 1956, 1960, 1961, 1962, 1963
RHO, California—1956, 1959	BETA KAPPA, Texas—1939, 1942, 1947, 1949, 1950, 1960, 1961, 1962, 1963	DELTA ZETA, East Carolina—1958
UPSILON, Illinois—1959, 1961, 1963	BETA LAMBDA, Auburn—1954, 1959	DELTA ETA, Lamar Tech—1959, 1960, 1961, 1962, 1963
PHI, Southern California—1953, 1954, 1955, 1956	BETA XI, Rider—1948, 1949, 1950, 1951, 1952, 1953, 1955, 1956, 1957, 1962	DELTA THETA, Oklahoma City—1960, 1961, 1962, 1963
CHI, Johns Hopkins—1940, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958	BETA OMICRON, Rutgers—1940, 1947, 1948, 1949, 1950, 1951, 1953, 1954, 1956	DELTA IOTA, Florida Southern—1958, 1959, 1962
PSI, Wisconsin—1949, 1950, 1953, 1955, 1956, 1959, 1960, 1962	BETA PI, Kent State—1948, 1949, 1950, 1952, 1953, 1956, 1958	DELTA KAPPA, Boston College—1960, 1962, 1963
OMEGA, Temple—1952	BETA RHO, Rutgers—1953, 1954, 1955, 1958, 1959, 1960, 1961, 1962, 1963	DELTA LAMBDA, Ithaca—1959, 1960, 1961
ALPHA BETA, Missouri—1937, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963	BETA SIGMA, St. Louis—1955, 1956, 1958, 1959, 1960, 1962	DELTA MU, U. of Americas—1959, 1960
ALPHA GAMMA, Pennsylvania State—1949, 1950, 1951, 1953, 1954, 1957, 1958, 1959, 1960	BETA TAU, Western Reserve—1948, 1949, 1951	DELTA NU, Loyola (New Orleans)—1962, 1963
ALPHA DELTA, Nebraska—1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1953, 1954, 1955, 1959, 1960, 1961, 1962, 1963	BETA UPSILON, Texas Tech—1950, 1952, 1953, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963	DELTA OMICRON, San Francisco State—1962
ALPHA EPSILON, Minnesota—1940, 1941, 1942, 1947, 1950, 1951, 1954	BETA PHI, Southern Methodist, 1953, 1959	DELTA RHO, Ferris State—1960, 1961, 1962, 1963
ALPHA ETA, South Dakota—1950, 1951, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963	BETA CHI, Tulsa—1954, 1956	DELTA TAU, Indiana State—1961, 1962
ALPHA IOTA, Drake—1952, 1953, 1958, 1959, 1962, 1963	BETA PSI, Louisiana Tech—1950, 1956, 1957, 1958, 1959, 1960, 1961, 1963	DELTA UPSILON, Texas Christian—1960, 1961, 1963
ALPHA KAPPA, Buffalo—1952, 1953, 1954, 1955, 1956, 1957, 1958, 1960, 1961, 1962, 1963	BETA OMEGA, Miami (Florida)—1953, 1954, 1955, 1957, 1958, 1959	DELTA PHI, East Texas State—1963
ALPHA LAMBDA, North Carolina—1951, 1954, 1955, 1960	GAMMA DELTA, Mississippi State—1950, 1953, 1955, 1956, 1961	DELTA CHI, Washburn—1962, 1963
ALPHA MU, North Dakota—1962	GAMMA ZETA, Memphis State—1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963	DELTA PSI, Suffolk—1961, 1963
ALPHA NU, Denver—1948, 1950, 1951	GAMMA ETA, Omaha—1950, 1951, 1956, 1958, 1961, 1962	DELTA OMEGA, West Liberty State—1961, 1962
	GAMMA THETA, Wayne State—1950, 1951, 1952, 1953, 1955, 1957, 1961	EPSILON ETA, Eastern New Mexico—1961, 1962, 1963
	GAMMA IOTA, New Mexico—1955, 1957, 1959, 1961, 1962	EPSILON THETA, Chico State—1962, 1963
		EPSILON IOTA, Mankato State—1961, 1962, 1963
		EPSILON LAMBDA, Rochester Tech—1962
		EPSILON MU, Sam Houston State—1963
		EPSILON NU, Louisiana State (New Orleans)—1963
		EPSILON OMICRON, Western Michigan—1963
		EPSILON PI, Monmouth—1963

1964 Winners

Life Memberships in Delta Sigma Pi were awarded to the following presidents of the 41 chapters that tied for first place in the 1964 Chapter Efficiency Contest:

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 WELDON D. BARTO, Lambda—Pittsburgh
 BARRY C. MALONEY, Mu—Georgetown
 *ROGER D. JOSEPH, Alpha Beta—Missouri
 *DAVID R. DAVIS II, Alpha Beta—Missouri
 *DENNIS E. JOHNSON, Alpha Delta—Nebraska
 *RANDALL L. SITTNER, Alpha Delta—Nebraska
 *WARREN W. WATERMAN, Alpha Eta—South Dakota
 *DONALD G. LOEB, Alpha Eta—South Dakota
 JEROME R. CLARK, Alpha Theta—Cincinnati
 *LEE M. BURKEY, Alpha Iota—Drake
 *JAMES M. LANE, Alpha Iota—Drake
 *PETER J. NYGARD, Alpha Mu—North Dakota
 *RICHARD S. BECKER, Alpha Mu—North Dakota
 *RICHARD W. CONFER, Alpha Omicron—Ohio U.
 *CHARLES W. YORK, Alpha Omicron—Ohio U.
 *ROBERT M. PHILLIPS, Alpha Pi—Indiana
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 *GREGORY V. GORE, Beta Gamma—South Carolina
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 CARL G. MILLER, Beta Sigma—St. Louis
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 *ALLAN J. CLARKSON, Gamma Kappa—Michigan State
 *PHILIP R. GRANGER, Gamma Kappa—Michigan State
 JACK L. WHICKER, Gamma Lambda—Florida State
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 *JAMES B. BONDS, Gamma Tau—Southern Mississippi
 *JON P. BAILEY, Gamma Psi—Arizona

*FREDRIC J. MONTGOMERY, Gamma Psi—Arizona
 JACK F. O'NEIL, Gamma Omega—Arizona State
 *RICHARD L. DOUTHITT, Delta Epsilon—North Texas State
 *CHARLES C. ORSBURN, Delta Epsilon—North Texas State
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 *PAUL R. BOREN, Delta Theta—Oklahoma City
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 CLIFFORD P. REEVES, Epsilon Pi—Monmouth
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 *JAMES MAULUCCI, Epsilon Tau—Dayton
 LARRY C. SMITH, Epsilon Upsilon—New Mexico State
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*In cases where two presidents served a single chapter during the year, each received a credit amounting to one-half the cost of a Life Membership.

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* Deceased

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