

The

DELTA SIG

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

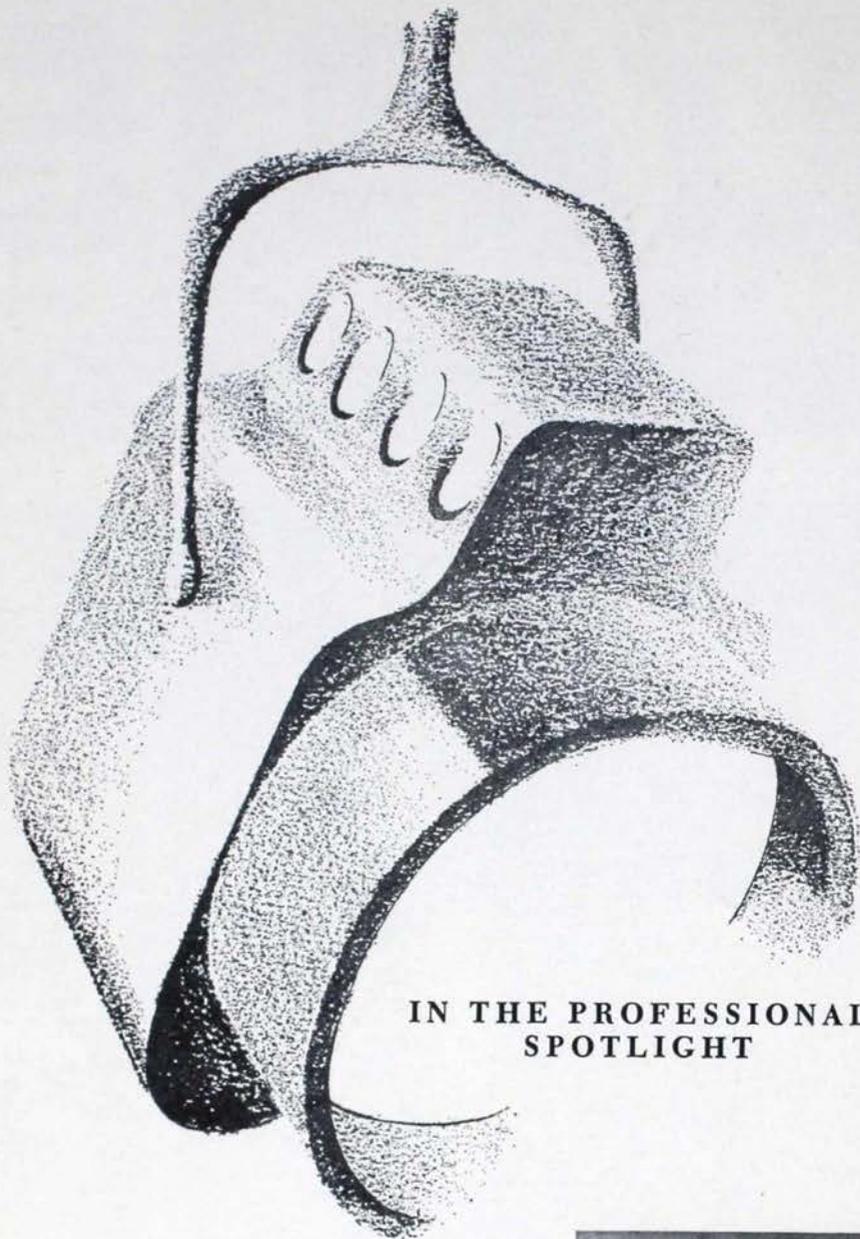


East Texas State University, Commerce, Texas

PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY

FOUNDED 1907

NOVEMBER 1965



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**

In this issue our Spotlight focuses on the members of Alpha Omega Chapter at De Paul University during a recent industrial tour of the American Motors plant in Kenosha, Wisconsin.



The DELTASIG

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

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Our Cover

This attractive building on the East Texas State University campus in Commerce, Texas, is the home of the Department of Business Administration.

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



M. JOHN MARKO
Beta Rho-Rutgers

THIS MONTH has a special significance for Delta Sigma Pi. It is our birthday! We are 58 years young and chapters and alumni clubs everywhere are honoring our founders—men of obvious vision; men who foresaw fifty-eight years ago the opportunities, high ideals and special values that we share today. They boldly set them forth in type in the Preamble to our organization's Constitution.

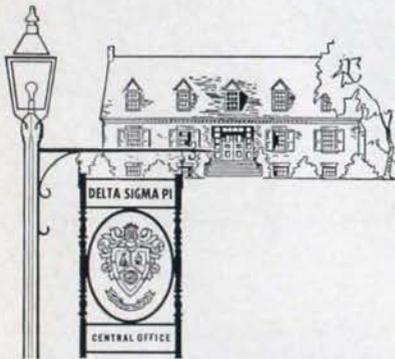
Down through the years, our predecessors have recognized and shared in the values and privileges established by our founders and with vigorous energy and vision have made their contributions to our continued growth and progress. Can we, the present bearers of this responsibility, do less? I believe not!

Delta Sigma Pi's history is a proud one. Each year since our founding, our growth and progress have been marked by an impressive record of achievement. Through our participation in worthwhile activities and our constant pursuit of excellence, we can not only maintain our enviable record of the past, but push our threshold of achievement to an even higher level.

We cannot and must not rest on our laurels! As Oliver Wendell Holmes once said, "I find the real thing in this world is not so much where we stand, as in what direction we are moving." Let our direction be UP!

Recently, at our 25th Grand Chapter Congress in the Bahamas, you honored me beyond my fondest expectations by electing me Grand President of Delta Sigma Pi. As I expressed on that occasion, and as I feel now, my emotional reaction to this great honor is composed of equal parts of humility and pride—humility in face of the confidence and trust you have placed in me, and pride in the opportunity it affords me to serve you and with you Delta Sigma Pi and the lofty goals set by our founders.

In this spirit of humility and pride, I accept the challenge and the opportunity to move forward and upward to new heights. I invite—no, I URGE—every fellow brother in Delta Sigma Pi to join with me enthusiastically and energetically in responding to this challenge of our founders!



A Word From The Central Office

THE SUMMER AND FALL schedule of The Central Office staff has been one of the busiest we have experienced in quite some time. First it was the preparation for the 25th Grand Chapter Congress at West End, Grand Bahama Island and then the preparation for the new academic year.

We began the new fiscal year on August 1 with the addition of Field Secretary Ben H. Wolfenberger and on August 15, Field Secretary Kenneth L. Vadovsky joined the staff of The Central Office. They are already well underway with their visitation program for the year.

If the new academic year preparations and the Grand Chapter Congress were not enough to keep us busy, we have also been making preparation for the installation of three new chapters at Lewis College, Lockport, Illinois; Menlo College, Menlo Park, California; and C. W. Post College of Long Island University, Greenvale, New York. We have been busy indeed, but we have also looked forward to what we believe will be another successful year for Delta Sigma Pi.

—CHARLES L. FARRAR



The DELTASIG

OF DELTA SIGMA PI

25th Grand Chapter Congress in Bahamas Truly International

THE 25TH GRAND CHAPTER CONGRESS of Delta Sigma Pi held at the Grand Bahama Hotel and Country Club, West End, Grand Bahama Island, Bahamas, on August 31-September 1-3, 1965, can truly be classified as the Fraternity's first international Grand Chapter Congress. It can also be classified as one of the largest and best of all Grand Chapter Congresses. Nearly 550 members, wives and children were on hand to enjoy the near perfect weather, the extensive business and social programs, and the numerous recreational facilities of the Grand Bahama Hotel.

The activities of the Grand Chapter Congress actually got underway on Tuesday morning, August 31 with the departure of the *M/S Grand Bahama* from West Palm Beach with almost 200 passengers and the special flights of Mackey Airlines from West Palm Beach and

Miami with another 300 passengers. Upon arrival at West End, Grand Bahama Island, everyone was quickly assigned their rooms and registered with the Fraternity for the four day convention. Grand President Joe M. Hefner gavelled the opening session to order at 3:00 P.M. on August 31. The invocation was given by Chairman of the Alumni Activities Committee Herbert W. Finney of Pittsburgh. Over 115 delegates from the chapters and alumni clubs responded to the Roll Call of Executive Director Charles L. Farrar.

An added feature of the opening session of this Grand Chapter Congress was the stirring "Keynote" address of Past Grand President Robert G. Busse of Indianapolis. Brother Busse appropriately pin pointed the objectives of the Fraternity and outlined the aims of the future. Grand President Joe M. Hefner preced-

ed Brother Busse with "The State of the Fraternity" report followed by the Report of Executive Director Charles L. Farrar. Also heard during the opening session were reports from Herbert W. Finney, chairman of the Alumni Activities Committee and William W. Myers, chairman of the Life Membership Committee. Past Grand President Homer T. Brewer, president of the Delta Sigma Pi Educational Foundation also presented a report of the Educational Foundation to the Grand Chapter Congress.

On Tuesday evening following the informal dinner in the Out Island dining room, the huge patio and terrace of the Grand Bahama Hotel was the scene of the Grand President's reception. The Grand Council and their wives forming a reception line greeted and welcomed over 500 members, wives and children to the 25th Grand Chapter Congress. The re-



The Grand Bahama Hotel at West End, Grand Bahama Island, Bahamas, was the site of the 25th Grand Chapter Congress of Delta Sigma Pi. Pictured here is the Olympic size pool at the Hotel.



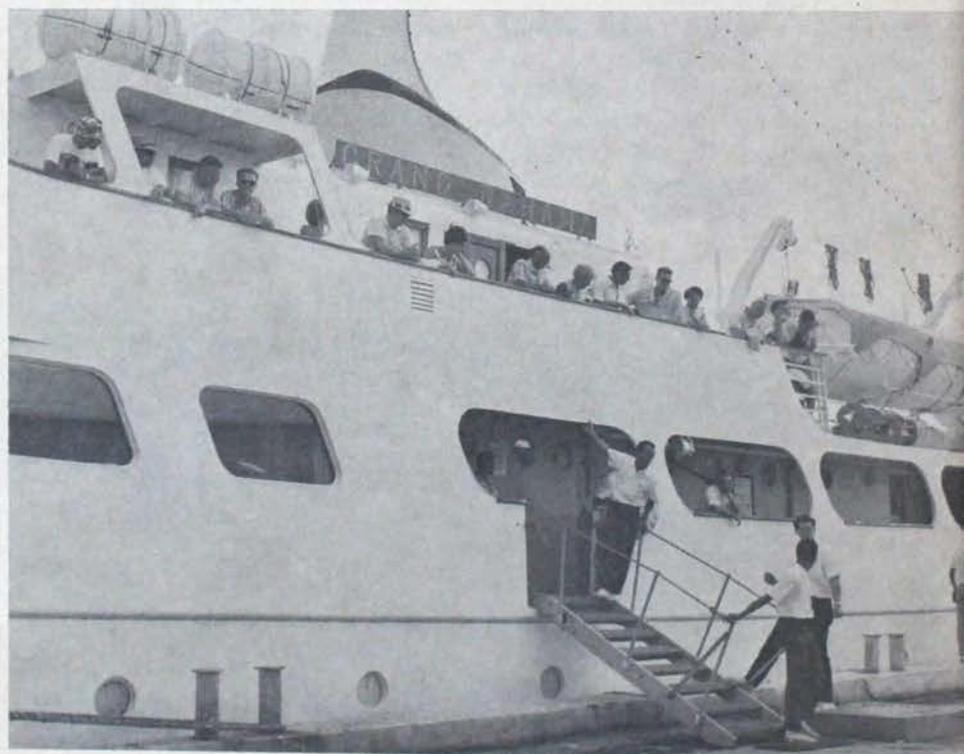
PASSENGERS ARRIVING by the *M/S Grand Bahama* for the 25th Grand Chapter Congress at West End, Grand Bahama Island, appear to be anxious to leave the ship and clear the Bahamas Customs and Immigration authorities.

ception was short lived as the members were soon on their way to the beach, the huge olympic pool of the Grand Bahama Hotel, the tennis courts, shuffle boards, the movie and other recreational facilities which had been provided for entertainment and recreation.

On Wednesday morning, as on Thursday morning, the schedule had been left open for golf on the championship Grand Bahama Country Club, deep sea fishing, swimming and other recreation as well as the informal exchange of ideas. Following the informal luncheon all members jammed the Abaco Room, the convention hall, to hear Brother Donald J. Hart, dean of the College of Business Administration at the University of Florida and secretary-treasurer of the American Association of Collegiate Schools of Business relate the first 50 years in the history of the Association and its relationship to higher education for business, its role in education for business today and Delta Sigma Pi's association with the AACSB. The remainder of the afternoon program was devoted to undergraduate and alumni club panel papers and discussion on the topics covered by the various members of the Grand Council.

During the evening storm clouds from hurricane Betsy appeared on the horizon but this did not dampen the enthusiasm

for the Bahamian Luau which was held on the patio and at pool side. In addition to the long tables of food that awaited the members, a native band was on hand



SEEN HERE are some of the nearly 200 Brothers, wives and children who arrived for the 25th Grand Chapter Congress of Delta Sigma Pi via the *M/S Grand Bahama* from West Palm Beach, Florida.

to provide entertainment during the evening. After dinner most everyone went native and tried the art of the Limbo dance. Capturing the crown of Deltasig Limbo Queen was Mae Ragland, Millington, Tennessee, wife of District Director George E. Ragland. Robert L. Higgins of Delta Theta Chapter at Oklahoma City University was crowned King of the Limbo contest. Following the Luau the ladies promptly adjourned to the Eleuthera Hall for the Pink Poodle initiation. Meanwhile the men were jamming the Abaco room for the horse races. Each member was provided with stage money in which to wager on the races covered in films of actual races. At the conclusion of the six races members with the highest winnings exchanged them for prizes. The top prizes were awarded to James L. Jackson, *Georgia Tech* and Lloyd N. Dosier, *Georgia State*.

Rounding out the activities for the evening the Ancient Independent Effervescent Order of the Yellow Dog met at the Grand Bahama school for fellowship and the initiation of new members. Over 200 new members were accepted into membership.

Thursday afternoon began as the undergraduates and alumni delegates resumed with the panel papers and discussions led by members of the Grand

TYPICAL OF THE INFORMALITY and attentiveness of the delegates at the 25th Grand Chapter Congress of Delta Sigma Pi is this scene in the Abaco room of the Grand Bahama Hotel, West End, Grand Bahama Island.

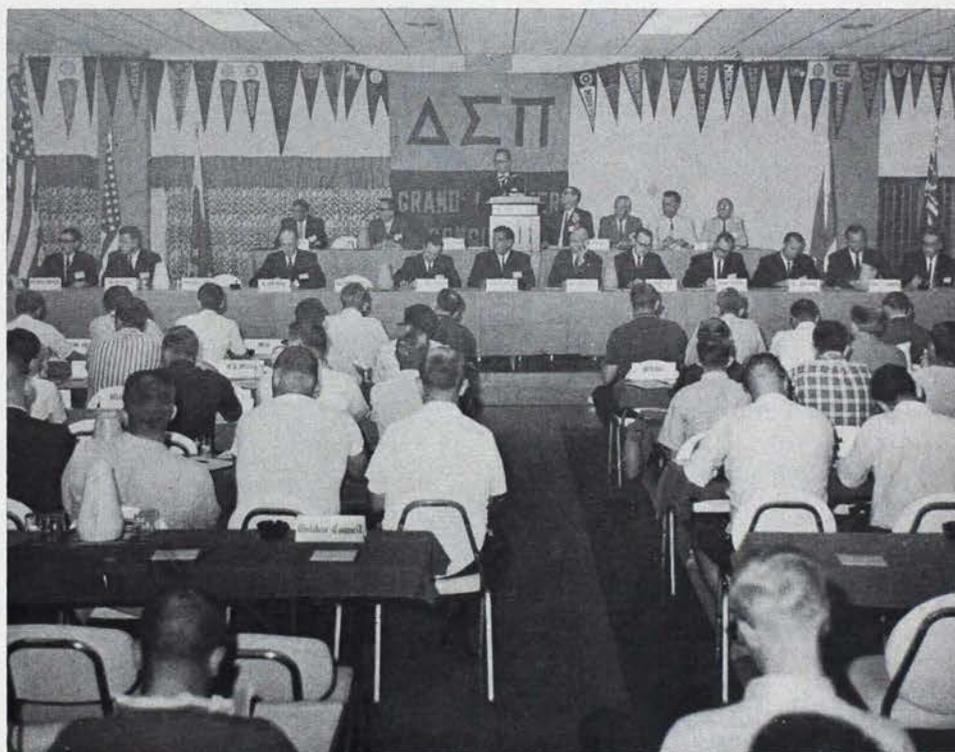


Council. During the afternoon Executive Director Charles Farrar interrupted the meetings to advise the delegates that the program was being accelerated to enable an earlier closing of the Grand Chapter Congress. This had been deemed advisable in view of the approaching hurricane Betsy and the possibility of rough seas on the return trip of the *M/S Grand Bahama*. In view of the accelerated program, the activities of the afternoon were longer than planned. First the Report of the Committee on Nominations was presented by Chairman Robert O. Hughes. Nominations were then received from the floor in order that the members might become better acquainted with the candidates during the evening and prior to the actual elections on Friday morning.

The informality of the program quickly changed as the members gathered in the Eleuthera Hall for the initiation of Ben S. Gilmer, executive vice-president of American Telephone and Telegraph Company, as Honorary Member-at-Large of Delta Sigma Pi. The model formal ritualistic ceremony was conducted by the Grand Council. The activities of the evening quickly moved back to the Abaco room for the 25th Grand Chapter Congress banquet. Grand President Joe M. Hefner, acting as toastmaster, introduced Director of Business Education Ralph C. Hook, Jr. who offered the invocation. The highlight of the banquet was the address by Ben S. Gilmer, "A Look Ahead at Education for Business."

Another highlight of the banquet was the presentation of a special resolution to Past Grand President Homer T. Brewer which had been adopted earlier by the members in attendance at the 25th Grand Chapter Congress. The award which was made by Grand President Hefner came as a complete surprise to Brother Brewer. On behalf of the members of the Fraternity Executive Director

Charles L. Farrar presented a diamond badge to Grand President Joe M. Hefner in affectionate appreciation for his outstanding contribution to the Fraternity as Grand President. Also commanding much attention at the banquet was the usual drawing for the diamond badge for the men, the pearl badge for the ladies and a prize for the children. Winner of the diamond badge was Brother Leroy



SHOWN HERE IS THE OPENING session of the 25th Grand Chapter at Grand Bahama Hotel as the delegates respond to the Roll Call of Executive Director Charles L. Farrar.



PRESIDING OVER THE 25th Grand Chapter Congress at West End, Grand Bahama Island Grand President Hefner appears to have told a 'Texas' story.

D. Wolff, a charter member of Alpha Epsilon Chapter at the University of Minnesota, who attended for the first time the Ninth Grand Chapter Congress in 1928 at Champaign, Illinois. The pearl badge was won by Jessica Fincher, wife of District Director John Fincher of Littlefield, Texas. Little Margaret O'Brien, daughter of Brother and Mrs. Joseph J. O'Brien of Detroit, Michigan, was awarded the prize for children; a collection of English coins.

The fourth and final day of the Grand Chapter Congress began at the unusual hour of 7:30 A.M., however the delegates were on hand eagerly awaiting the opportunity to cast their votes for the Grand officers. Prior to the elections the attendance award was presented by Grand President Hefner to Gamma Rho Chapter at the University of Detroit whose delegation had traveled the greatest total number of miles. The seconding speeches followed with each candidate receiving the same allocation of time for this purpose. By secret ballot the delegates elected M. John Marko of Elizabeth, New Jersey, the 22nd Grand President of Delta Sigma Pi. Past Grand Presidents Robert G. Busse, J. Harry Feltham, John L. McKewen and Kenneth B. White escorted Brother Marko to the rostrum for his acceptance. Brother

Marko is a charter member of Beta Rho Chapter at Rutgers University and has been Director of the Eastern Region since the 22nd Grand Chapter Congress in Cincinnati, Ohio, in 1959.

Following the election of Grand President M. John Marko, the delegates of the Eastern, Midwestern, Southwestern, Inter-Mountain and Western Regions were allowed time to caucus to elect directors for their regions. H. Melvin Brown, Bowie, Maryland, was elected Director of the Eastern Region; LaVerne A. Cox, Lincoln, Nebraska, was unanimously reelected Director of the Midwestern Region; Frank L. Strong, Dallas, Texas, was reelected Director of the Southwestern Region; Warren E. Armstrong, Albuquerque, New Mexico, was reelected Director of the Inter-Mountain Region and R. Nelson Mitchell, San Mateo, California, was elected Director of the Western Region. The delegates then reelected Charles I. Sutton, Scottsdale, Arizona, Director at large.

The program was concluded with the presentation of a Certificate of Appreciation by Past Grand President Joe M. Hefner to Burell C. Johnson, retiring Director of the Western Region. Grand President M. John Marko then presented a Certificate of Appreciation to Past Grand President Joe M. Hefner in recognition of his services as Grand President from August 22, 1963 to September 3, 1965. Grand President Marko also announced the reappointment of Ralph C. Hook, Jr., Tempe, Arizona, Director of Business Education.



KEYNOTE SPEAKER, Past Grand President Robert G. Busse, is shown here addressing the opening session of the 25th Grand Chapter Congress at the Grand Bahama Hotel.

The 25th Grand Chapter Congress racing to beat hurricane Betsy was closed by Grand President Marko by the Ritual of Delta Sigma Pi just as it had been opened by the Ritual. Thus ended, the first truly International convention of Delta Sigma Pi. It will long be remembered as one of the largest and finest of all Delta Sigma Pi Grand Chapter Congresses.

Keynote Address Robert G. Busse Past Grand President

Grand President Joe, Executive Director Chuck, members of the Grand Council and Golden Council, Brothers all:

This is truly an auspicious occasion; not only is this our 25th Grand Chapter Congress but it is our first meeting of the Grand Chapter outside the continental United States. It strengthens our claim to use "International" in our full name by demonstrating that we not only subscribe to it but conduct international commerce as identified in our coat-of-arms.

I am proud to have been asked by our esteemed Grand President, Brother Joe Hefner, to serve as your keynoter. This being the very first such attempt at any of our conventions, I happily am not bound by any traditions, yet tradition will form a great portion of the base of my remarks.

AN UNDERSTANDING GRAND PRESIDENT'S WIFE, Tommy Hefner, receives a kiss and the diamond badge from Grand President Hefner.



ATTENTION OF THE MEMBERS is now focused on the Keynote speaker, Past Grand President Robert G. Busse, at the opening session of the 25th Grand Chapter Congress at West End, Grand Bahama Island, Bahamas.



Delta Sigma Pi is a fraternity rich in tradition and accomplishments. It has been an agent in the development of many highly successful members and to the extent that it has produced men of leadership, it has had a quiet but major role in the growth of many businesses and professions. Its influence in our total economy has been more far reaching than any of you could ever imagine. Believe me, I say this with all sincerity from thirty-two years of active experience in Delta Sigma Pi and the predecessor local Fraternity to Beta Omicron Chapter which I joined in 1933.

During these years, I have been privileged to know a great many of our distinguished alumni business leaders; they are host. Most of them were inducted as undergraduates, like you and me; most of them were leaders in their chapters and on their campuses, like you and me; and most of them went on growing, never forgetting the basic lessons they absorbed and practiced during Chapter Days.

Of all I have met, I want to tell you briefly about two—one a founder and the other our Grand Secretary-Treasurer Emeritus. This fraternity can credit its existence to these two brothers—Alexander F. MacKay and H. G. (Gig) Wright.



A NATIVE BAHAMIAN COMBO was on hand to meet and welcome the passengers of the *M/S Grand Bahama* as they arrived from West Palm Beach, Florida.

Whereas Alpha No. 1, Alex MacKay, had the vision and dynamism to spearhead a new movement with high principles, Beta No. 1, Gig Wright, had the organizational ability and the sense of urgency of the times to recognize the growth potential for the embryonic operation and pursue it boldly once the responsibility was thrust upon him.

Whereas founder MacKay, an affable man of large build, conducted a highly successful CPA practice; was active in the formation of the New York State CPA Society; developed a chain of independent associations with CPA's in other cities for purposes of serving large clients properly (one of which was in cooperation with Harvard L. Mann, Gamma No. 1); spearheaded the alumni sports movement at his alma mater, New York University, that brought big time football and baseball to that school in the 20's and 30's; Beta No. 1, builder Gig Wright, gave up a successful coal and oil distributing enterprise, to expand the movement and to perfect a structure of organization and operation second to none in the professional fraternity world. Gig, with his personal acquaintanceship with business school deans and administrators, was, without a doubt, a strong factor in the expansionism of the commerce school movement. He saw the part



THE GANG PLANK on the *M/S Grand Bahama* is lowered for the arrival of Brothers, wives and children attending the Grand Chapter Congress of Delta Sigma Pi at West End, Grand Bahama Island.

a fraternity could play in the development of the professional business man and he was out in front leading the parade toward widespread acceptance of

the type of education you and I have received or are now experiencing. He was quick to seize the initiative with creative programs that gave impetus to the development of an entire new division of educational opportunity.

We ought to, on the occasion of this historic Grand Chapter Congress, pause to honor not only Founder Alexander F. MacKay and Grand Secretary-Treasurer Emeritus H. G. Wright but Co-Founders Alfred Moysello, Harold V. Jacobs and H. Albert Tienken as well. Let us rise for a moment of remembrance and gratitude in silence for their contributions to society and to us.

These great men gave us a set of goals and a code of business ethics that undeniably lead to success if pursued with the intensity of interest, purpose and desire that drove them to the pinnacle of their achievement. Following in their footsteps, every one of us took the pledge they espoused. What of that pledge we took?

As trainees for the world of business, we agreed not only to perpetuate but to foster and "further a higher standard of commercial ethics and culture and the civic and commercial welfare of the community."

Brothers, our challenge, as expressed in the preamble, as fraternity men and



THE 25TH GRAND CHAPTER CONGRESS banquet held in the Abaco Room of the Grand Bahama Hotel, West End, Grand Bahama Island, is shown here. Nearly 550 were on hand for this occasion.



THE 25TH GRAND CHAPTER CONGRESS banquet at the Grand Bahama Hotel, West End, Grand Bahama Island, Bahamas, is shown here.

leaders is tremendous. The pledge we took embodies our way of life. Herein also is the crisis we face in growth and survival.

Strong, hostile forces oppose fraternities; and it is just not a case of misunderstanding. We have unfortunately made ourselves a target through inaction, indifference and smug self-satisfaction. An indictment, yes, but we'd better face up to it and decide simply whether or not the fraternity system and our cherished Delta Sigma Pi with it, are long for this world.

History records that secret societies have always existed in one form or another but history also points out that they change and disappear when they cease to serve a real purpose. Didn't the pledge we took hold the promise of great reward for those faithful disciples who dared to work and challenge and fight?

Contrary to what you may now think, my brothers, I'm not a member of the gloom and doom fraternity. I am an extrovert, a salesman, a believer and above all, a purveyor of the power of positive thinking. *We* have a *problem*—fraternities are a big headache to society and in particular the university systems themselves. We no longer find ourselves wanted because we've been something less than useful and creatively active in our own spheres of influence. We've got to

GRAND PRESIDENT HEFNER presents the English coin collection to Margaret O'Brien, daughter of Brother and Mrs. Joseph O'Brien of Detroit. Equally thrilled are Andrew T. Fogarty and Past Grand President Homer T. Brewer on upper level and Directors LaVerne A. Cox and Frank L. Strong.

work our way (I'm tempted to say back but we can't go backward) into the mainstream of university and community life to make the vehicle called fraternity wanted and sought after.

Brothers, my message to you begins right here, making the pledge we took a living symbol of our desire and drive to put Delta Sigma Pi in the forefront of the entire fraternity movement. You, delegates to this 25th Grand Chapter Congress, have the power to make a



ALICE SEHM COLWELL, widow of Past Grand President Walter C. Sehm, is introduced at the 25th Grand Chapter Congress banquet at the Grand Bahama Hotel.

PICTURED HERE are the winners of the various prizes awarded at the horse race party at the 25th Grand Chapter at Grand Bahama Island.



solid contribution by implementing positive programs of influence and action.

Perhaps the major role you will play here will be your participation in the selection of national officers. This is crucial, for on the quality of the leadership you elect, rests the declaration for a dynamic program or one committed to "a do nothing but give me the glory of the job attitude." Don't be fooled by glib promises and a fancy front. Your new Grand President must be bold not suave. He must be knowledgeable in the policies and influences affecting campus life today, not complacently removed and satisfied with status quo. Above all he must be a worker, tireless and self-sacrificing, like predecessors of the stature of Gig Wright, John McKewen, Allen Fowler and Ken White, to name some of the outstanding ones of my era.

Before you cast your ballots, examine the record and make sure your man is a proven producer for Delta Sigma Pi. Tenure or length in office alone is no criteria for the high reward of the Grand Presidency or any national office. It's your job to go behind the scenes for a factual evaluation of qualifications and base your judgement on those characteristics that mark every successful individual, sometimes referred to as the triple A's—

- "Aptitude,"
- "Attitude,"
- "Accomplishment"



TYPICAL OF THE ALUMNI sessions is this one being conducted by Burell C. Johnson, director of the Western Region.



CERTIFICATES OF ACHIEVEMENT were awarded to these delegates in attendance at the 25th Grand Chapter Congress at West End, Grand Bahama Island, whose chapters had scored 100,000 points in the 1965 Chapter Efficiency Contest.

I shall not belabor you with further elaborations on these three essentials. Suffice it to say, we presume and expect you will exercise maturity and decisiveness in leadership selection using the triple A's for a guide. Forward strides toward greater recognition and achievement for Delta Sigma Pi rest on the strength you deliver to our ruling councils, however they be organized. Assuming dedicated leaders imbued with the determination and aggressiveness to seek new horizons, can the pledge we took be fulfilled? Is the destiny, for greatness and dynamic effectiveness, ours or anyone's, guaranteed without massive effort of a continuing sort on the part of the constituency? In other words, do we as a group push and pull as hard as we can to support our leaders and to deliver on the pledge we took to the fullest of our abilities in the light of the socio-economic needs of the times?

I have explored widely to confirm certain recently concluded opinions regarding the ability of fraternities generally to influence and deliver in the marketplace. For too long we have been content to act like inept organizations which gather up members in large numbers and go through the same undisciplined motions of providing a gathering place as a forum for a long unchanged format of operation. Typically the few rise to the top and profit greatly but the vast numbers leave with little gained or little contribution made. Fraternities currently ap-

pear to be in a plateau stage following the era of ascendancy and contribution of the 30 to 40 years prior to and a little beyond World War II. Axiomatically, a decline is bound to follow in the normal pattern of events; it is generally the way of all life unless something new is breathed into it. The pledge we took charges us with the responsibility to perpetuate the body. That we must do so, possibly with risk and expense if necessary, is a certainty, unless we don't care at all.

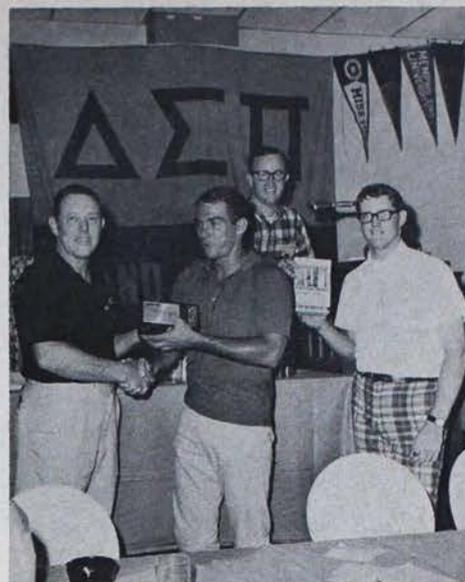
Therefore, I should like to propose two or three new thoughts of the type which I feel must be adopted to spark Delta Sigma Pi anew. Let the others emulate what success we have and follow.

I firmly believe Delta Sigma Pi must identify itself more with the community in which it resides. By the community, I mean the socio-economic-governmental structure that immediately surrounds us as a Chapter or as a Central Office. We can no longer afford to sit on the fringes drawing solace from our remote position of the campus and let a few individuals from our midst carry the banner, with the rest seeking glory by riding on their backs. Programs of individual chapters have scratched the surface in this area. What we must do further, to prepare the bulk of our members for their leadership

responsibilities as well as create more worthwhile endeavors for our chapters as units or teams, is to actively join in with civic organizations and movements that provide the healthy nucleus of any progressive community. A united fund or community fund program is the type of avenue for expression and usefulness I have in mind. It could also be a safety campaign with the Jaycees or Chamber of Commerce or a project sponsored by Rotary or Kiwanis. Every Chapter would benefit from this kind of exposure.

I further would say to you it is, in my opinion, basically the responsibility of The Central Office to uncover and join the many avenues of communication locally and nationally, as well as to establish the standards, to bring these types of activities into being. Working through alumni already very deeply involved in such matters would further strengthen the fraternity tie and bring greater recognition and acceptance by our alumni of the worthiness of our National Headquarters and fraternity purpose.

Here now we would have the professional fraternity playing its role as a developer of men, contributing with direct action to the welfare of the community and making the student acutely aware of the vital role of business interests in community prosperity and fullness of life.



GRAND PRESIDENT HEFNER is shown here presenting the top prize awarded at the horse race party to James L. Jackson, Georgia Tech, while Executive Director Farrar presents the second prize to Lloyd N. Dosier, Georgia State.

Much more could be said on the possibilities for community service by Delta Sigma Pi Central Office and Chapters. I can only, in the short time I have, suggest as creatively and challengingly as possible. The main objective is to explore new ways to get the fraternity movement, led perhaps by Delta Sigma Pi off dead center and check decline, thereby to discover greater fulfillment of our ideals and purposes. Yes, *do* something about the pledge we took.

Not too many years ago, Delta Sigma Pi published annually a directory of graduates. Others followed our lead as it served a worthy need during the immediate post war years. Due to changes in company recruiting techniques and the development of university placement facilities, it was properly discontinued, but we've done nothing since to fill the void in maintaining the Delta Sigma Pi image as a builder of outstanding campus personalities and potential business leaders. We just folded up shop and joined the rest of the fraternities in their acquiescence to the desire for status quo.

Brothers, many companies, national and local, would welcome the opportunity to undertake professional development programs for and with our members. It's a mutual way of exploring for new ideas and new people. Yet we haven't been astute enough or aggressive enough in our national policies to go beyond the traditionally established scope of our campus



SCENE OF PLENTY of excitement was the horse races at the 25th Grand Chapter Congress at West End, Grand Bahama Island. Some members appear to have done well judging from the stacks of stage money.



TYPICAL OF THE MANY large groups from the various chapters and alumni clubs attending the 25th Grand Chapter Congress is this one from Chi Chapter at Johns Hopkins University and the Baltimore Alumni Club.

operations to make the necessary contacts for establishment of such a forum. Isn't it in the nature of our relationship with business enterprise to promote closer affiliation between the commercial world and students of commerce? Isn't that one facet of the pledge we took?

Supplementing the possibilities for greater exposure to companies themselves, numerous business interest groups and associations such as National Sales Executives, National Association of Accountants, Data Processing Management Association, Purchasing Agents Society, etc., also offer much for a finer appreciation on the part of the undergraduate of his coming responsibilities; concurrently such activity programs would place Delta Sigma Pi more squarely in the center spotlight as a practicing agent of Executive Development. We owe it to our chapters, and the members that make them up, to prepare and implement outlines of programs and give guidance, as a minimum, for more complete indoctrination into the functioning of the business world as well as a better appreciation of the practical applications of business principles and tools of management.

Now let's get back to you. This is all fine, you say—But what's in it for me? NOW! I'm told by Placement Directors on campuses where I recruit that this is the immediate consideration the interviewer must answer. It has also been my observation that most students look on Fraternities in the same vein, as a place to make friends, satisfy their egos through association with a status symbol, and have a real good time. To be sure, it is a wonderful place to make life-long friends

and enjoy ourselves as well. But when this is the Alpha and Omega as it appears to be within the general fraternity groups, it's no wonder this kind of fraternity is in deep trouble under pending application of the Civil Rights Act of 1964 by Commissioner of Education Keppel. I'm sure enough of you are aware of his recent pronouncements on withdrawal of Federal aid from colleges and universities whose campus fraternities are not attuned to the realities of the times. Let us look beyond, for remember, we are a professional fraternity. Let us see to it that we stand apart by bearing our professional status proudly and making the pledge we took a mark of distinction that none can tarnish or erase.

Brothers, your undergraduate fraternity experience is but another opportunity to develop business skills; to train to be a professional in your chosen field of endeavor—preparation for management, if you please. Management is leadership and leadership is reserved only for those who want it. It's a tremendously stimulating and rewarding experience. You

GRAND PRESIDENT JOE M. HEFNER receives a diamond badge from Executive Director Charles L. Farrar in appreciation for his outstanding service as Grand President.



PAST GRAND PRESIDENT Homer T. Brewer accepts the Testimonial of Appreciation presented to him by special resolution at the 25th Grand Chapter Congress at Grand Bahama Hotel. Others shown at the head table are from left to right: Lenore Brewer, Charles L. Farrar, LaVerne A. Cox, Joe M. Hefner, and Frank L. Strong.

JESSICA FINCHER, wife of District Director John Fincher, receives a pearl badge from Executive Director Farrar. Those looking on are Lois Mocella, LaVerne A. Cox, Frank L. Strong, Jean Strong and Warren E. Armstrong.



Sigma Pi as a by-product, you'll welcome the natural springboard your fraternity chapter affords.

Are you listening to tomorrow?
Do you take the time to listen?

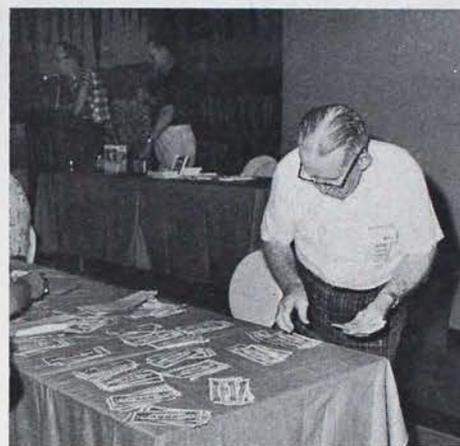
I hope you'll listen to the voices of our founder leaders and many another Delta-sig who acted in concert with the pledge he took. Reach out and grasp this ready opportunity for service above self. You'll never regret it and you'll be surprised how far it will carry you.

How true the precept—"He profits most who serves best."

who have sought after and won officer positions in your chapters have a great head start toward career success and happiness in living. All of us can't be great men or get to be Presidents of our companies or our chapter. But in our own circles, we can be leaders. This is what our four founders were and they left behind an ideal and an organization of 58,000 brothers. Yet outside of our fraternity, these men are little known; to us, they are great men—They are our leaders.

One of Oliver Wendell Holmes outstanding utterances was "Any idea or ideal can be great if greatly pursued." This I believe. What the business community can always use will be leaders who have learned that business is a profession which is to be pursued greatly—largely for others and not merely for oneself. It is also an occupation in which the amount of financial return is not the only accepted measure of attainment and success. But leaders are never yesterday men; they are tomorrow men. How fortunate you are that, in the budding stages of your careers, you can practice being tomorrow men in your chapters, without the excruciating penalties for failure that business imposes? If you are interested in doing something about your future and further the progress and welfare of Delta

PAST GRAND PRESIDENT Kenneth B. White, Boston University, appears to need help in counting the money of the 'house' at the horse race part held at the 25th Grand Chapter Congress in the Bahamas.



HOLDER OF THE DISTINCTION of having attended more Grand Chapter Congresses of Delta Sigma Pi than any one else in attendance at the 25th Grand Chapter Congress were Past Grand President Kenneth B. White and wife Claire who have attended 14 previous conventions of the Fraternity.



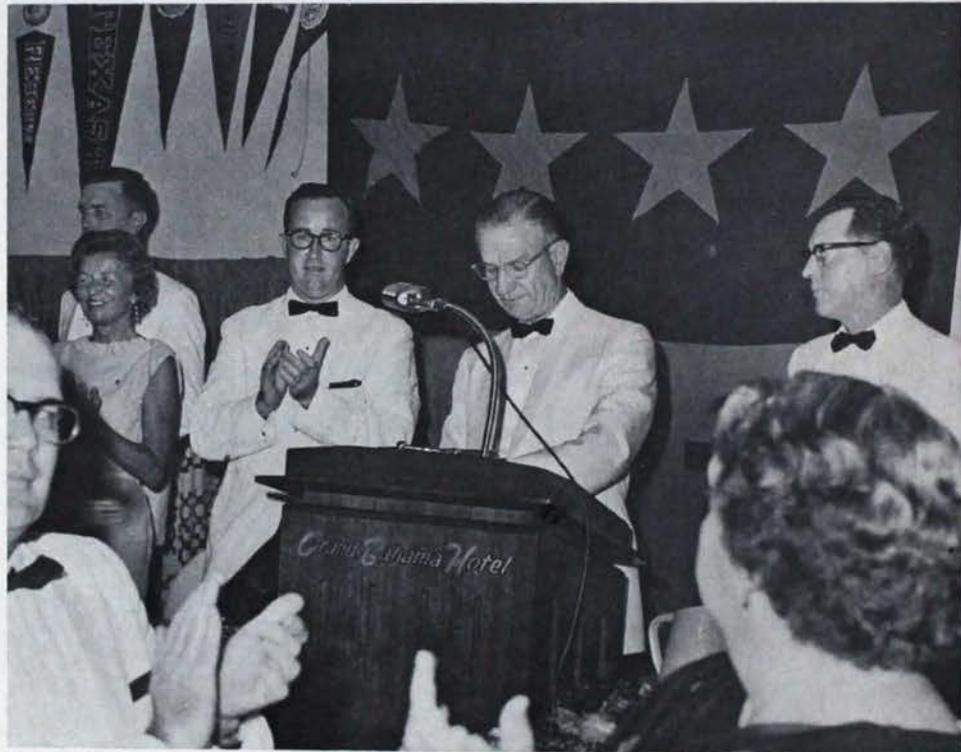
BROTHER DONALD J. HART, dean of the College of Business Administration at the University of Florida is seen here as he relays the aims and objectives of the American Association of Collegiate Schools of Business now celebrating its Golden Anniversary. Brother Hart is the current Secretary-Treasurer of AACSB.

Ben S. Gilmer Honorary Member-at-Large

Ben S. Gilmer, executive vice president of the American Telephone and Telegraph Company in New York is the eleventh Honorary Member-at-Large of Delta Sigma Pi. Other Honorary Members-at-Large are Walter D. Fuller, past chairman of the board of the Curtis Publishing Company; James F. Bell, past chairman of the board of the Curtis Inc.; the late Glenn L. Martin of the Martin Aircraft Corporation; Charles P. McCormick, president of the McCormick Spice and Tea Company; Ben H. Wooten, president of the First National Bank of Dallas; William A. Patterson, past



BURELL C. JOHNSON, past director of the Western Region receives a Testimonial of Appreciation from Past Grand President Joe M. Hefner for his many years of devotion to the Fraternity.



BROTHER BEN S. GILMER, Honorary Member-at-Large at the 25th Grand Chapter Congress, is given a standing ovation as he is introduced at the 25th Grand Chapter Congress banquet at Grand Bahama Hotel. Also seen in the photograph are Frank L. Strong, Homer T. and Lenore Brewer, Charles L. Farrar, Jean Strong and Joe M. Hefner.

president and now chairman of the board of United Airlines; Ernest R. Breech, chairman of the board of the Ford Motor Company and now chairman of the board of Trans World Airlines; James A. Farley, chairman of the board of Coca-Cola Export; Ernest S. Fields, president of Cincinnati Gas and Electric Company and Charles R. Sligh, Jr., former executive vice president of the National Association of Manufacturers.

Brother Gilmer began his business career with Southern Bell Telephone and Telegraph Company in 1926 and became its President in 1957, the position he held until August 1, 1965, when he was named Executive Vice President of the American Telephone and Telegraph Company. Born in Savannah, Georgia, Brother Gilmer moved as an infant to Montgomery, Alabama. It was in Montgomery that he received his elementary and secondary education. He enrolled at Auburn University, Auburn, Alabama, and was awarded the Bachelor of Science degree in electrical engineering. He also holds an honorary Doctor of Science degree from Auburn University. He is a member of Eta Kappa Nu Honorary engineering society and Kappa Sigma Fra-

ternity. He is also a trustee of Agnes Scott College in Decatur, Georgia and the Auburn University Foundation as well as being a director of numerous other associations and businesses.

He is married to Dorothy Cunningham and they have one daughter, Dorothy. He continues to make his home in Atlanta, Georgia, although he anticipates moving to the New York City area where his office is now located.

A Look Ahead At Education for Business

By Ben S. Gilmer, Honorary Member-at-Large
Executive Vice President American Telephone and Telegraph Company

PRESIDENT HEFNER, active and alumni members of Delta Sigma Pi, lovely ladies and distinguished guests:

It is a very great pleasure to be with you for this, the twenty-fifth Grand Chapter Congress. The honor of membership in Delta Sigma Pi will always remain a cherished symbol of brotherhood, and I am happy from this evening on to be privileged to address all Deltasigs as "Brothers."

Among other reasons for my pleasure in being allied fraternally with you of commerce is my longstanding friendship for and involvement with schools of business administration. This is borne out by the fact that in the case of The Southern Bell Company, with which I was associated so long, a substantial portion of its total college graduates have business administration degrees or majors.

Your selection of Grand Bahama Island as a meeting place was most pleasing, for not only has it given me an opportunity to meet many of you personally, but I am happy that it has brought you from many parts of the United States through or near that portion of the country in which I lived so long.

We are meeting in the fifty-eighth year of Delta Sigma Pi's history. This great fraternity was organized in the era of the founding of what we today call schools of business administration.

Schools of business administration were founded to meet new situations, opportunities, and problems posed by the advancing business development of this country. The upward thrust within a democracy by the broad mass of ambitious individuals required some adjustment of universities to meet the demands of the times.

In anticipation of this evening with you, I have been reflecting upon the history of business generally and of business education and upon the currently changing environment in which higher education and business are operating.

I have also tried to visualize something of the future of business and of business education in terms of the needs of society and of the individuals who will make it up.

It is with this background that I am especially moved by the pledge of Deltasigs that the world should be better because we have functioned within it as men of commerce, determined to serve man through an increasing abundance and an increasingly free flow of goods and services.

It is also with this background that I feel the students and business men here tonight should pay tribute to business school educators for their contributions of knowledge and training from which we all benefit. The high degree of dependency which we have on business education gives each of us a vested interest in the business schools and their continued effective operation.

Let us then spend the next few minutes discussing some of the needs of the business community as they relate to education for business.

My basic academic discipline was engineering. My business experience, however, leaves me with a deep awareness of the need of our company for many skills and talents in providing the communication services so important to our modern-day life.

We are even now preparing to widen unbelievably our horizons of communication. We need administrative talents in addition to scientific, technological, and other talents.

We must understand that graduates of business schools, in competing for leadership roles of our industrial organizations, must possess not only technical skills but those qualities of leadership which will permit them to qualify for important positions.

As a take-off point, it would seem well to acknowledge in the beginning that all of us have our problems. I would be the

first to admit that we of business have ours.

Novels and other writings in the vein of Whyte's "Organization Man" have certainly not enhanced the reputation of the business community. While not denying the presence of the "Organization Man," we have said that he is a product of the misconception of the needs of business rather than the result of the demands of business.

Several months ago, I became quite concerned over an article that appeared in the Wall Street Journal. This was the headline:

Scorning Business

More College Students Shun Corporate Jobs

Teaching, Peace Corps Lure Harvard Grads; Company Hiring Quotas Go Unfilled

Martinis, Ulcers and Profits

The first sentence of the text was:

"The word on the campus is that business is for the birds"

The article went on to say that:

"The image of the businessman and of corporate life found on the campus today is often highly unattractive—and, in the view of many executives, highly distorted. Students tend to look upon the business world as a high-pressure, conformist place where superficial values prevail."

In reflecting upon the article from which I have just quoted, I felt no resentment toward the reporter, but I deeply resent the generalizations of certain opinion makers who appear intent on perpetuating among our college students a reputation for business which business does not deserve. As long as this sort of thing continues, the business school suffers equally with the business community.

We usually concede there being some good in everything and in this case the

"good," I suppose, is the introspection that has occurred and continues to take place—along with corrective actions.

The whole social and political environment in which we operate has changed and is continuing to change at a revolutionary pace. While the moral and ethical conduct of people in business is on a higher plane generally than ever before, we have become the favorite whipping boys in some circles because of the alleged infractions of the few.

Sometimes it seems that the very survival of free enterprise, as we have known it, is in dire jeopardy. Believe me, I could go on and on with the problems of business, but I think you get the point.

You gentlemen who are involved in education for business also have your problems. Admittedly, you know more about this than I do, but I would guess that your problems may have been very well defined by some of the recent studies that have been critical of business schools.

Even if you should disagree with the conclusions of these studies, the fact of their having been made and of having been so widely publicized is bound to be disquieting to you.

Unfortunately, these criticisms keep cropping up. We were reminded of them again as recently as the December 1964 issue of *Fortune*.

I shall not dwell unduly on your problems, but I think one of Southern Bell's business administration graduates illustrated your problem very aptly recently when he said: "I tried to get a bachelor's degree in business, a military commission, qualification for passing the CPA examination, and a general education, all in four years. I succeeded fairly well in the first three, but I feel sadly crippled as far as my general education is concerned.

Now I am not an educator, and I should not attempt to say whether or not you can do a completely thorough job on this assignment; but if you can, then it is the best educational bargain on the market today.

Should any of you students feel that time or curricula are limiting your general education, I would remind you that, while you will one day finish your formal education, you will never finish learning, or if you do, you will have effectively finished your career.

As you take places of leadership in business or education, you will share all of the problems we are discussing and

will have need of all the knowledge and thinking power you can muster.

I believe we might ask ourselves two fundamental questions:

1. How well are we, within the business society, discharging our responsibilities to total society?
2. How well are we meeting the needs of the individuals who live and work within the framework of the business society?

If we are to give positive answers to these questions, we need to define our long-range objectives. To me, these objectives are all bound up in one package: the kind of man we want in business.

To describe this man is an ambitious undertaking, but we should do so as best we can. I would begin by saying that we want our man of the present and the future to be a **GROWING PERSON**—a man with motivation, even thirst for **GROWTH** in knowledge, skills, morality, perceptivity, and political acumen.

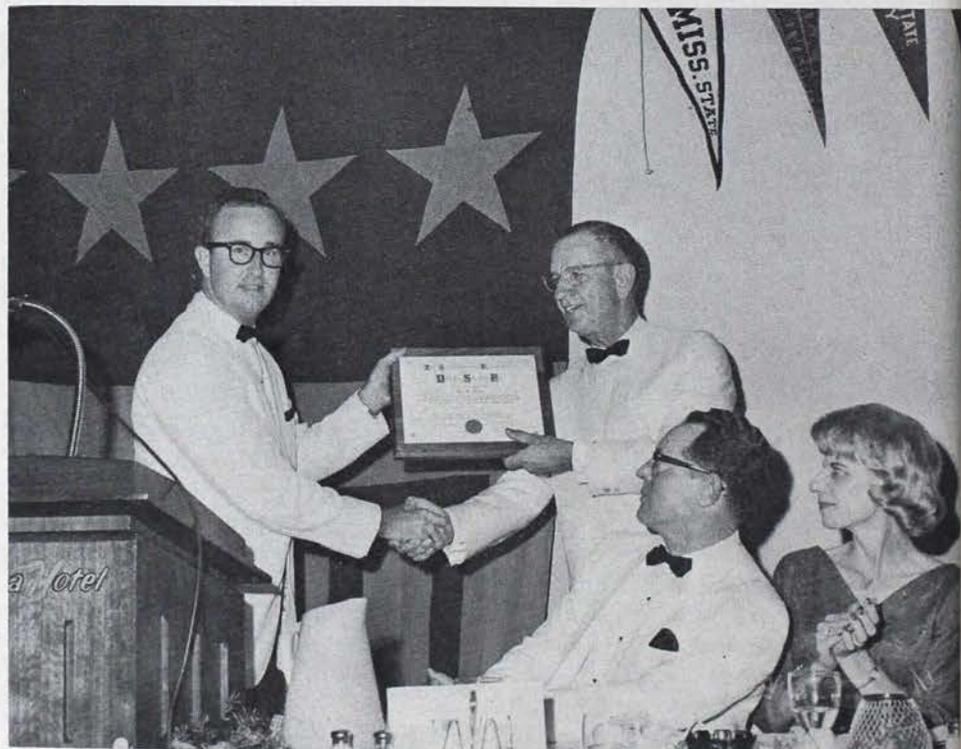
He should have a disciplined, reflective, flexible mind. He should be a man of intellectual and moral courage. He should be adaptable to whatever situations the future might bring. He should possess the tools of learning—a facility

with words and the language of mathematics.

Now having admitted that we do have problems, and having described the kind of man we want in business as being our objective, just how do we get from here to there? I must admit that I do not have the answer. There are, though, a few ideas that I would suggest for your consideration.

The man I have described would undoubtedly be a leader. Successful leadership being the indeterminate quality which observation teaches us it is, there is little probability that leadership roles will be the province of any one discipline. We seem to be moving into an era in which depth in one field probably points the route to advancement; but increasing breadth is the admission ticket to each gate along the way.

Basically, what I am saying is that we need a diversity of disciplines and schools; that we should honor each for its particular contributions; and that they should each be given full freedom to seek the finest possible development of their students in relation to the needs of this changing world. To this extent, we might find duplications developing, but this is needed in an age which cannot tolerate rigidity.



BROTHER BEN S. GILMER, Honorary Member-at-Large of Delta Sigma Pi and Executive Vice President of American Telephone and Telegraph Company, receives the Certificate of Membership from Executive Director Charles L. Farrar, as Grand President Hefner and Tommy Hefner look on.

Now, let us address ourselves specifically to the future of schools of business.

I am familiar with the observation that top management asks the universities for breadth; while the campus recruiters are seeking graduates possessing specific skills. There need be no conflict between these two objectives.

Schools of business administration will succeed or fail—as will schools of education, arts and sciences, and engineering—to the degree by which they meet their opportunities and challenges in providing tools of continued learning as well as developing appropriate skills.

The basic challenge to schools of business administration today is the development of breadth and perspective, *along with* an appropriate specialization.

The grand strategy of business must be directed toward the fostering of the basic values of western civilization—spiritual, economic, moral, ethical, political, social—in the lives of all employees and of the publics which each organization touches. Our business civilization will live or die to the degree that our citizens find it possible to function as individuals relatively free, and find satisfying challenges and fulfillment for their efforts.

Such freedom, such a sense of fulfillment, is absolutely essential to survival. Any civilization which does not create or properly apportion its values will inevitably lose drive and fall. Civilizations are sustained by a continued upward thrust of its people, and by good leadership. So are individual businesses. The process is universal.

As to the future, I suggest that the business schools are entitled to a sharper definition of the needs of business.

I am not going to propose graduate as contrasted to undergraduate business programs. I am not going to assume that specialization or generalization are, of themselves, either desirable or undesirable. I think that this nation needs all of these, and that standards of the accrediting bodies properly are flexible in this area.

What we might be doing within business schools, however, is to begin developing a deep consideration of the value-creating role of business. It may be that we should consider doing this within the framework of the business school itself, but I must leave the question of "the means" to educators.

Our schools of arts and sciences prop-

erly consider the world of values generally. The translation of these values within the framework of a business civilization should concern business schools. I wonder, therefore, if what the American Association of Collegiate Schools of Business—the accrediting body in the field of business—calls its core cannot be expanded to include some discipline in the area of values.

What do the students of history consider to be the elements of a civilization which are sought and expressed by people of all times—do these elements exist within the framework of our firms and our business society? If not, how can we go about insuring that company policies and decisions take these factors into consideration?

What satisfactions are needed by the individual and by the group? How can we measure whether or not these satisfactions are found within the framework of our organizations and our business civilization?

What is the role of art, in its most fundamental sense? Are we providing opportunity for the influence of art and literature within our organizations?

What are the interrelationships between business and government historically? What is a proper balance today between individual freedom and social order?

We may be assured that to the degree that business does not assume a responsibility of providing an environment in which the fullest demands of the individual for self expression are found, to that degree the business community will lose viability and to that degree government will expand to fill the void.

Those of us who seek the progressive expansion of a great business civilization, realizing the proper and creative role of government, believe that business should continue to be a prime mover of this society.

It is in the arena of values, then, it seems to me, that business schools should plunge formally, giving disciplined consideration to basic problems involving the relationships within our society, and the maintenance of the values inherent in the individual.

It is known that this is already being done by some innovators among business schools. We must not overlook that, among other results, a broader education of business faculties will result, and that

this broader orientation will of itself be most fruitful.

Speaking of the faculty, a southern college president said recently that "teachers are the college"—that the very word "faculty" literally means college. This suggests that the student often studies the teacher much more intently than he studies course content. This fact gives the faculty a unique opportunity to provide inspiration for wisdom and the spark of motivation—the living example—for a young person's becoming our man of the future.

This also suggests a caution and admonition to our student group here this evening. I would caution you to be careful as to whom you adopt as your model—whether faculty member or business man. In business particularly, there is a great danger of a young man's falling into the trap of thinking that there is **ONE** successful style of managing, and that one person, probably his boss, epitomizes that one style. This young man could be tragically wrong, for we know that there is no one exclusive style of management.

Shakespeare must have had something like this in mind when he had Polonius say, "To thine own self be true, and it shall follow as the night the day, thou canst not then be false to any man."

In a recent study, Dean Floyd A. Bond of the University of Michigan and his associates point out that the proportion of graduates of business schools emerging to top leadership positions is increasing. To a degree this is a reflection of growing graduate programs in business offered after a baccalaureate in engineering or arts. But we must remember that the great growth of business schools numerically followed World War II, and that these graduates are only now knocking on the corporate front doors.

These developments are very heartening to you, I am sure.

Let me conclude this evening by offering a challenge to each of you to continue your interest in your respective alma maters. You and your business school dean should be partners, and you owe it to yourself to take the initiative to support and sustain the proper continued development of schools of business so that they might be encouraged to maintain their share of responsibility for the development of a goodly proportion of our finest leaders.

Zeta Mu Chapter Installed at Arlington State College

THE ZETA MU CHAPTER of Delta Sigma Pi was installed at Arlington State College, Arlington, Texas, on Saturday, May 15, 1965. With the addition of the new chapter, the chapter roll reached 135 chapters, 12 of which are located in the State of Texas. Other Chapters in Texas are Beta Iota, Baylor University; Beta Kappa, University of Texas; Beta Upsilon, Texas Technological College; Beta Phi, Southern Methodist University; Gamma Phi, Texas Western College; Delta Epsilon, North Texas State University; Delta Eta, Lamar State College of Technology; Delta Upsilon, Texas Christian University; Delta Phi, East Texas State University; Epsilon Zeta, Midwestern University; and Epsilon Mu, Sam Houston State College.

In Arlington for the installation were Grand President Joe M. Hefner, Executive Director Charles L. Farrar, Southwestern Regional Director Frank L. Strong, Past Grand President Kenneth B. White, District Director C. Robert Chamberlin, and Past District Director and now Field Secretary Ben H. Wolfenberger. Also on hand to participate in the ceremonies were delegations from Beta Phi, Delta Epsilon, Delta Upsilon and Delta Phi Chapters.

The activities for the installation began with the registration of the guests during the late morning. Following a tour of the campus the members and guests assembled in the Student Union for an informal luncheon. After the luncheon the activities consisted of the informal and formal initiation.

Executive Director Charles Farrar, acting as toastmaster for the installation banquet, began the evening program at the Ramada Inn in Grand Prairie, Texas, by introducing the Reverend Dan Bolling, director of the Baptist Student Union who offered the invocation. Dr. Jack R. Woolf, president of Arlington State was then introduced and extended a cordial welcome to the new chapter

and the guests who had helped to install it. Dr. Wallace B. Nelson, head of the Division of Business and Economics was then called upon to present a history of the Division. The climax of the program was reached when Grand President Hefner presented David F. Williams, president of the petitioning group with the Zeta Mu Chapter Charter. He accepted the charter with appropriate remarks and then presented the Chapter's first "Rose," Miss Linda Williams, with a bouquet of red roses in appreciation for outstanding contribution to the new chapter in preparation of their petition for affiliation with Delta Sigma Pi.

The program was concluded when District Director Robert Chamberlin extended his personal fraternal greetings to the new members and Regional Director Frank Strong presented his greetings and those of the many chapters and alumni clubs that had arrived.

History of Arlington State College

The school now known as Arlington State College has shown a peculiar sensitivity and responsiveness to the needs of its area since its inception. Originally established as a private academy to fill a gap apparent in public school education, it gradually evolved into a semi trade school offering courses in agriculture and auto mechanics while its locality was primarily a farm region.

With the increasing urbanization and industrialization of the area, the school continued to respond readily to the need for engineering, business, and liberal arts courses to meet the higher degrees of sophistication becoming apparent, until it reached full senior college standings.

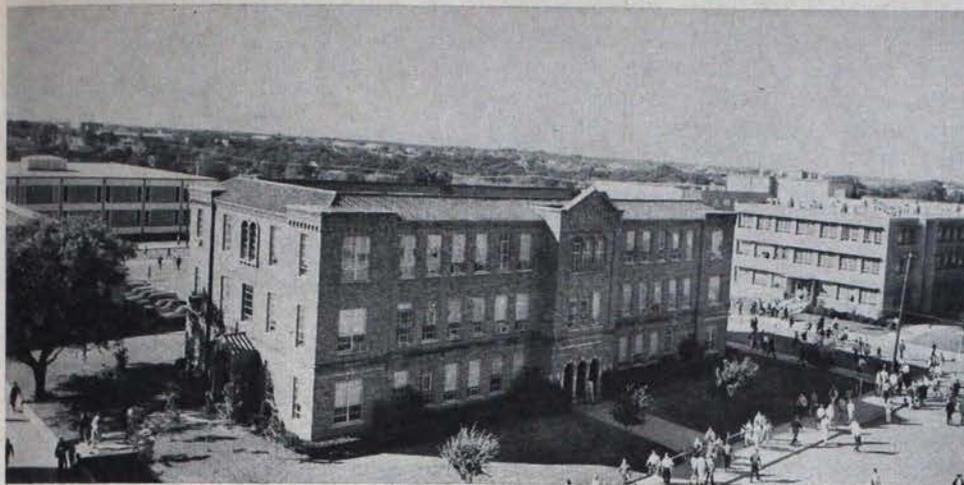
When the private academy, called Arlington College, was established on the campus in the Fall of 1895, it was designed to give the community a better type education. This academy and its successors—Carlisle Military Academy, Arlington Training School, and Arlington Military Academy—were influenced by the Webb School, a noted private academy at Bell Buckle, Tennessee. Each of the academies was headed by able educators who constantly strived to improve the quality of their service to the community.

Many of the leading citizens and the press of Arlington, Fort Worth, and Dallas worked diligently for the establishment of a vocational school at Arlington;



ZETA MU CHAPTER PRESIDENT David F. Williams is shown here receiving the Chapter Charter from Grand President Joe M. Hefner.

PICTURED HERE is a panoramic view of the Arlington State College campus in Arlington, Texas.



and, in the spring of 1917, the Texas legislature passed an act creating a junior college branch of the A & M College of Texas, named Grubbs Vocational College. In 1949, the College became the largest state supported junior college in the Southwest. New legislation that year changed the name to Arlington State College, and the title of the chief executive from Dean to President.

The ten year period 1949-59 saw greater changes in the College than it

had undergone during any other decade of its existence. In 1951 the enrollment was 1,317 but already the enrollment had begun to rise very rapidly and by 1959, the year the third year was added to the academic program, the enrollment stood at 6,528. Arlington State is now a fully accredited four year college with an enrollment of nearly 12,000 students, placing it fourth among the 18 fully accredited state supported colleges in the state.

History of the Division of Business and Economics

The growth of Arlington State College's Division of Business and Economics from the very beginning has been one of striving excellence for newer concepts and improved curriculum standards. Arlington State is now in the forefront in the Southwest in the promotion of the "New School of Business." The major premise of the "new look" in education for business is the assumption that education for business leadership must be fully as rigorous and demanding as education in engineering or the liberal arts.

In line with this general philosophy of broad-gauge, high level, and demanding education stressing the fundamentals, Arlington State offers three major degree programs in Business and Economics: a Bachelor of Business Administration, a Bachelor of Business Administration (accounting), and a Bachelor of Arts in Economics. Separate from the four year degree programs, but administratively a part of the Division of Business and Economics, is a two year secretarial program leading to an Associate in Science diploma.

The growth and size of the Division of Business and Economics is a significant



THESE STUDENTS under the Arlington State College sign seem to portray the friendliness of the entire campus. Arlington State College is a part of the University of Texas system.



TYPICAL OF THE MODERN buildings on the Arlington State campus is the engineering building which is also the current home of the Division of Business and Economics.

indication of the service it provides in this region. Over 3,000 students are enrolled in the Division, or almost one third of the total college enrollment. Although they will not go into effect until December 1966, the Division has already met the faculty preparation standards of the Southern Association of Colleges, the regional accrediting agency.

History of the Business and Economics Club

The Professional Business Club was organized on August 12, 1957, with 40 charter members. It soon increased to 320 members with the purpose of furthering the knowledge of business administration students by bringing business leaders to the campus. In 1962, the Professional Business Club merged with the Economics Club to form the Business and Economics Club.



MISS LINDA WILLIAMS, first "Rose" of Zeta Mu Chapter at Arlington State College poses with Grand President Joe M. Hefner and Zeta Mu Chapter President David Williams after being presented with a bouquet of red roses.

Numerous meetings and field trips were held with some of the Southwest's most prominent businessmen appearing before the Club.

After working for several months with Regional Director Frank Strong and Dis-

trict Director Robert Chamberlin, the Club voted to petition Delta Sigma Pi for a charter. The hard work and the desire to become a chapter of Delta Sigma Pi were realized on Saturday, May 15, 1965, when the following undergraduates and faculty became charter members of Zeta Mu Chapter of Delta Sigma Pi: David F. Williams, Curtis C. Mosley, Robert F. Hook, James D. McLendon, Carson W. Bays, Jr., Henry E. Blechl, Jr., Chester A. Pentecost, Ernest L. Brister, Jr., William O. Buttram III, Ronald M. Canter, Gary R. Christopher, Robert C. Coleman, David S. Curry, James M. Coburn, Phillip R. Craddock, Robert A. Fowler, Jr., Lawrence H. Hampton III, James I. Heide, Marion L. Hicks, Robert D. Jenkins, Jr., George F. Johns, William D. Long, Stephen E. Lutz, Wayne A. Meier, Thomas R. Montgomery, Roy E. Newman, Thomas H. Shipman, Robert L. Smith, James H. Voss, Jim F. Cook, Richard A. Hancock, and Charles E. Yeager.



EXECUTIVE DIRECTOR Charles Farrar presents the Zeta Mu Chapter gavel to President David F. Williams following the installation banquet at the Ramada Inn in Grand Prairie, Texas.



M. JOHN MARKO, newly elected 22nd Grand President of Delta Sigma Pi consults with the 21st Grand President Joe M. Hefner.

LIFE MEMBERS

- 3359 Phillip G. Brown, *Gamma Epsilon*, Oklahoma State
- 3360 Robert R. Giniecki, *Delta Lambda*, Ithaca
- 3361 Thomas B. Frederickson, *Sigma*, Utah
- 3362 Ronnie L. Wheeler, *Alpha Beta*, Missouri
- 3363 Edward W. Leary, Jr., *Delta Kappa*, Boston College
- 3364 Clifford A. Gehrt, *Epsilon Phi*, Sacramento State
- 3365 Robert M. Phillips, *Alpha Pi*, Indiana
- 3366 John D. Schraffenberger, *Alpha Pi*, Indiana
- 3367 J. Pennington Bailey, *Gamma Psi*, Arizona
- 3368 Daniel J. Ford, *Beta Omicron*, Rutgers
- 3369 Thomas L. Osborn, *Epsilon Mu*, Sam Houston State
- 3370 Albert E. Werner, *Alpha Theta*, Cincinnati
- 3371 Charles W. Holtzclaw, *Epsilon Chi*, Georgia Southern
- 3372 Louis A. Fries, Jr., *Alpha Kappa*, Buffalo
- 3373 Allan J. Clarkson, *Gamma Kappa*, Michigan State
- 3374 James D. Flynn, *Gamma Omicron*, San Francisco
- 3375 Ralph Page, *Kappa*, Georgia State
- 3376 Warren K. Schnabel, *Alpha Omicron*, Ohio
- 3377 Gregory V. Gore, *Beta Gamma*, South Carolina
- 3378 Franklin S. Yates, *Beta Gamma*, South Carolina
- 3379 Randall L. Sittler, *Alpha Delta*, Nebraska
- 3380 Clifford R. Cardwell, *Delta Epsilon*, North Texas State
- 3381 Floyd K. Wilson, *Alpha Beta*, Missouri
- 3382 James M. Lane, *Alpha Iota*, Drake
- 3383 Bruce B. Blackaby, *Beta Chi*, Tulsa

Cooperation Required in Planning for the Education of Tomorrow's Business Leaders

Robert F. Patterson, *South Dakota*, President
Council for Professional Education for Business

This is the text of an address delivered before the Beta
Gamma Sigma Banquet at the A. A. C. S. B. meeting

AN ACCELERATED RATE OF CHANGE has been the most distinctive mark of our time and there is no evidence that the pace of this phenomena will slacken in the foreseeable future. The implications of this social and scientific revolution for both the business community and higher education will require the highest calibre of business and educational leadership and statesmanship.

No segment of higher education must be more concerned with its responsibility in the training of tomorrow's business leaders than the schools of business, and in particular, those which are members of the American Association of Collegiate Schools of Business. This is of equal concern to the entire business community, represented here tonight by a group of distinguished business men and business women who have been deservedly honored by being elected to Beta Gamma Sigma.

But the great opportunity we have is that the business community and the business schools have a powerful and potential affinity of interests and objectives as we look forward to common needs and common goals in the uncertainties and the demands of a changing future. The business community has the inescapable and all-pervasive responsibility of production, distribution and management on a world-wide front. Never in business history has the character, the capacity, and the quality of management been more at a premium.

Business and society have a right to expect that the business schools will provide a continuing and highly qualified source of the kind of men who are needed for tomorrow's management. Business and society have a right to expect that the business schools will provide their students with a rigorous and mean-

ingful academic experience of the highest quality. In addition, this kind of collegiate education for business must do more than inculcate a sound understanding of the American business system and the basic factors of its functional operations. This additional priceless ingredient is a sympathetic understanding of the enterprise system plus a realization of the total human, social, political and economic environment in which the corporation and the business firm must operate. This kind of collegiate education for business requires schools of business of the highest quality and calibre in their teachers, their programs and in their goals and objectives.

Now if there is validity to what I have said about the business community and

the business schools, one conclusion is inescapable and of the utmost importance to both. Business and the business schools need each other. They have a vast common ground of needs, objectives, and goals. But the lack of mutual understanding and co-operation between the two still leaves a wide gap that needs to be bridged. It is to this pressing need that I address myself tonight on behalf of the Council for Professional Education for Business.

The last two decades might appropriately be called the "age of appraisal" so far as collegiate education for business is concerned. In these two decades no other segment of higher education has been more written about, more scrutinized, or more criticized. Beginning in 1947 the American Association of Collegiate Schools of Business came to a significant conclusion. This was that a reorientation of the purpose of the Association was necessary. It had existed for many years as a small informal group of Deans, meeting to discuss their problems and experiments in creating effective collegiate education for business. At that time there was a membership of only 56 schools. Prior to that time the Deans who represented these member schools had consistently denied that the Association was an accrediting agency, notwithstanding the fact that standards for membership had been developed. But circumstances, and particularly the deluge of students after the advent of the G.I. Bill, forced the accrediting of business schools upon the Association.

With the realization of this fact, it was evident that to be a force in accrediting would require far more effort than that which could be put forth with the limited resources and limited personnel available to the Association. A positive program of aiding schools to improve to a point



ROBERT F. PATTERSON, *South Dakota*, dean of the School of Business, University of South Dakota and currently president of the Council for Professional Education for Business.

where they might become members was inaugurated.

It was apparent at the same time that there was a need to secure the cooperation of the teachers of business administration and of business itself if adequate standards for accreditation were to be developed. As a first move in this direction, the collegiate schools of business and important businessmen combined in urging the American Council on Education to secure funds from some of the foundations with which they could make an intensive study of business education, since the funds of the American Association of Collegiate Schools of Business were wholly inadequate for this purpose. Circumstances which developed at that time indicated that it was inopportune for the American Council on Education to foster this study. The collegiate schools of business then immediately sought to bring about the creation of the Council for Professional Education for Business with a view to joining the subject matter area associations into a working arrangement with the business community and the American Association of Collegiate Schools of Business. In this activity, your organization, Beta Gamma Sigma, was one of the most effective participants both in lending moral support and in cooperation with the collegiate schools in giving substantial financial backing for its initial efforts.

Through these same cooperative efforts, funds were obtained to make a study which resulted in what is now known as the Kozelka Report on Business Education in 1954 and the Arden House conference of 1955.

In addition to these efforts put forth by the business schools themselves, there have been numerous other studies undertaken.

I have in my own files at least forty articles, pamphlets, reports, policy statements, and full length books devoted exclusively to an assessment and appraisal of the business schools. Almost without exception, these evaluations and criticisms are focused primarily on undergraduate education for business because this sector accounts for ninety percent of all those enrolled in collegiate education for business today.

We have been evaluated, particularly in the last ten years, by a wide range of appraisers. We have been appraised by deans and professors of business administration. We have been appraised by

economists, businessmen, foundations, business organizations, newspapers, magazines, ex-politicians, and by academicians from outside the field of business administration. More recently we are receiving "report cards" . . . in duplicate. In most respects, the more responsible of these appraisals have made some valid criticisms and constructive suggestions which have made a valuable contribution to the revolution which has taken place in collegiate education for business in the last twenty years. On the other hand, it cannot be denied that there have been some irresponsible statements and pronouncements that have been highly damaging and offensive, particularly to undergraduate education for business. Perhaps the greatest error of many of these appraisals is that those who sponsored and, in some cases those who prepared the reports, exaggerate the effectiveness of such reports and underestimate the task of implementing the most desirable of changes.

But, on balance, the net result of these two decades of appraisal with their valid criticisms and constructive suggestions has been a "new look" in collegiate education for business in an impressive number of schools all across the country. There are areas in which much still remains to be done. But we have reached the point where the record will now compel the appraiser of the future to recognize the progress which has been made on a wide front. This is particularly true of those schools which are members of the American Association of Collegiate Schools of Business as well as a number of other good schools and departments.

Out of all that has been written and said about collegiate education for business during the last two decades, three basic and fundamental needs have emerged. The full realization of these needs will reflect with credit upon the image of both business and the business schools.

1. The first of these is the academic house cleaning and re-conditioning that was long overdue in many schools of business. This was the primary target of our critics and appraisers. As I have indicated, it was also the objective of a great deal of self-examination that already had been in progress in an impressive number of good business schools as far back as 1947. Moreover, the American Association of Collegiate Schools of

Business merits far more credit than it has been given for the leadership role it has taken in the forward progress that has been made in business education since the opening of the decade.

So, out of the reappraisals have come stronger and better qualified faculties, enriched and rigorous curricula, upgraded admissions policies, and academic standards that have commanded the respect of our colleagues on the campuses of the country. We will always have unfinished business, for the perpetuation of quality and high standards in any area of higher education is a never ending process. We can never be perfect but we can always be better than we are. This is well illustrated by the theme of the annual meeting of The American Association of Collegiate Schools of Business which opens its sessions tomorrow on the threshold of its Golden Anniversary. It will devote its entire program to a re-examination of the subject areas which form the basic required core of the business school curriculum.

2. For a long time there has been a growing realization of the handicap under which we labor because the great field of business administration lacks a united voice and the mechanism which would provide an effective means of coordinating of our own goals and objectives. Such an organization would also make possible much closer cooperation and understanding between the business schools and the business community to the mutual advantage of both.

It is true that the American Association of Collegiate Schools of Business and Beta Gamma Sigma represent national organizations that play a significant and important role in the forward progress of the education of tomorrow's managers. But the membership of AACSB is confined to schools with representation chiefly composed of administrators. The record of a half century has demonstrated both the need and value of this organization and I would not change it. Beta Gamma Sigma, although a valuable ally, is a scholastic honorary society with its own objectives. Neither seemed ideally suited to undertake the co-ordinating job envisioned here.

It was primarily this situation which brought the Council for Professional Education for Business into existence in 1952. "The Council is composed of associations directly related to the field of higher education for business." Presently

there are fourteen such associations constituting the Council (Delta Sigma Pi is one) and these include all of the major subject area groups in business administration. Two other associations have asked for representation on the Council this year. Therefore, in its purposes and in its membership, the Council fully represents the broad spectrum of collegiate education for business in the country. For many years before 1952 the several subject matter fields in business administration had developed their own organizations and were meeting as faculties in the separate disciplines. It became customary to refer to these organizations as "the allied social sciences." One of the oldest and largest of these groups is the American Economic Association and it became the practice for most of these "allied groups" to meet at the same time and place as the Economics group.

As each of these groups grew in numbers, attracted more interest and became increasingly concerned with development of meaningful activities of its own, the long-standing custom of meeting at the same time and place as the American Economic Association began to exhibit some obvious disadvantages. The sheer weight of numbers made the physical arrangements for meetings at a common time and place very difficult. It was also realized that the American Economic Association had its own professional and academic objectives of great importance but that these were not always of equal concern to other academic groups in business administration.

This situation gave rise to the suggestion that it might be advantageous for the subject matter groups in business administration to meet at a time and place other than that selected by the American Economic Association. This suggestion also contained the hope that if this change could be implemented that it might eventually lead to the formation of a national organization embracing the whole field of business administration.

During the past two years, the Council for Professional Education for Business actively explored the possibility of bringing the fourteen "allied groups" together in some kind of national organization. This was not intended to minimize in any manner the importance of the subject matter organizations nor to infringe upon their autonomy. But it was hoped that a new factor could be added in bringing about some joint sessions where the

whole field of business administration could meet together to discuss common interests and common goals and objectives. I regret that for a variety of reasons, which need not be detailed here, these efforts were not successful and presently there is no strong sentiment to depart from the traditional separate national meetings of the subject matter groups.

Since this conclusion was announced at the December meeting of the Council, a new and unique development has taken place which may be prophetic of things to come in the growth of coordination of effort in the field of business administration.

The Midwest Economic Association is a counter part on a regional basis of the American Economic Association. In this case the geographical delineation of "the midwest" is quite elastic because those attending come from the sprawling area embraced by the Ohio River and the Rocky Mountains. At the annual meeting of this group in Kansas City earlier this month, the traditional "allied groups" in business administration came together in an atmosphere of enthusiasm and expectation and organized the Midwest Business Administration Association. Those who took the lead in the formation of this promising new organization are of

the opinion that the initial support which was in evidence indicates that the Midwest Business Administration Association may well attain a membership of two thousand within the next two years. Indeed, if this prediction is realized, this new regional association may be the fore runner of other groups which may be welded into a great national organization of faculties in business administration.

I am pleased to report to you that in keeping with its role as a coordinating and unifying influence in business administration, the Council for Professional Education for Business is now sponsoring a conference to be held next July. The conference group will number approximately forty and will bring together representatives of member organizations in the Council and representatives from the business community. This is in full accord with the stated objective of the Council "to complement and serve the individual member associations who have as their purpose the promotion and improvement of higher education for business."

The conference could well be an event of historical significance to both business administration and the business community. The basic purposes of the conference will be three-fold. *First*, to explore



DIRECTOR OF BUSINESS EDUCATION Ralph C. Hook, Jr., second from left, is introduced to the 25th Grand Chapter Congress following his appointment by Grand President M. John Marko. Other members are from left to right: Charles I. Sutton, Homer T. Brewer, Grand President Marko, Andrew T. Fogarty and Past Grand President Joe M. Hefner.

ways and means by which member organizations of the Council can work together more effectively and cooperatively in providing business administration with an effective and unified voice in higher education. *Second*, to explore the continuing role of the Council and develop positive and forward-looking conclusions as to the responsibilities of the Council in the future. *Third*, and by no means third in importance, to explore with business leaders more effective and positive means of developing far better mutual understanding between the business community and the academic side of business administration.

This is an ambitious project but we are convinced that it has great potential value for both business and the business schools. The Council for Professional Education for Business, representing a broad cross-section of the major fields and interests in business administration, is the logical organization to assume leadership responsibility in an action program to build upon the three basic needs I have just described.

A substantial budget will be required to underwrite the cost of this project. Beta Gamma Sigma has taken the lead in offering both moral and financial support. Several corporate foundations have indicated not only interest in the objectives of the conference but also have indicated that financial support of such a project represents an appropriate use of corporate funds. We are hopeful that other companies and foundations will find it possible to give the current and long-range plans of the Council sympathetic and favorable support as it develops an on-going program to bring closer together the objectives and goals of both business and the business schools.

3. Finally, nowhere has the need for closer co-operation between business and business education been more effectively and cogently stated than in the policy statement of the Committee for Economic Development published and widely circulated last October. The fact that positive recommendations in this area came from an able group of businessmen has been most encouraging to those of us engaged in the academic side of collegiate education for business. These recommendations are so clearly and sympathetically stated that they merit summarizing here.

1. "We consider it the mutual re-

sponsibility of business and educational institutions to further the continuing education through life of persons pursuing business careers."

2. "Greater efforts must be made to solve the critical problem of how to develop managerial ability and the quality of leadership; educators and businessmen should work together to find better answers to this problem."
3. "Business should help attract outstanding young people to business education by providing scholarships and fellowships that recognize and reward students showing unusual promise."
4. "Research in graduate schools of business should receive strong emphasis and support. . . . Business organizations should recognize that their own long-run interests are served by helping the business schools to develop and disseminate important new knowledge."
5. "To do the job that needs to be done, the business schools will need more financial help and whenever they demonstrate that they deserve it, business organizations should give such schools strong support and not necessarily confined to the best known institutions. Then it was pointed out that in 1962-63 of 900 million dollars given in support of higher education only 1.7% was devoted to business schools."

Then, bearing directly on the current goals and objectives of the Council for Professional Education for Business, the CED report concluded:

"Mutual confidence between businessmen and business educators can develop only out of the actual experience of talking and working together over long periods of time. Instrumentalities to promote such cooperative relations . . . are highly desirable."

The Council for Professional Education for Business commits itself to serve as that kind of instrumentality and trusts that its dedication to that goal will merit wide confidence and support.

In conclusion, it is widely recognized that the corporation and the business

firm represent the most important social institutions of our time. Today's managers are more conscious than ever of the ethical obligations of both the corporation and the corporate executive. The businessman is playing an active and constructive role in his community and with a genuine sense of social and public responsibility.

Profiting from the ferment generated by both self-examination and outside appraisal during the past decade, the business schools have moved forward toward greater quality on a wide front. Moreover, it can be stated with confidence that the better business schools now provide the environment in which the business student can study the functional operations of the business firm. But what is equally important, they are now providing students with an understanding of the broad environmental conditions in which the business firm operates. This can be a truly liberal education for a career in business.

The business student has at least made an initial commitment of his objective to spend his career in the American business system when he enrolls in a school of business. It is not too much to say that out of his experience there he will not only emerge with a sympathetic understanding of the problems and goals of American business, but find in the business schools those teachers whose dedication is to the development of individuals who will assure the future health of the free enterprise system.

Now, more than ever before, it is imperative and to the mutual advantage of both that the business community and the business schools join hands in mutual respect and understanding as we move forward into a challenging world of change and opportunity.

The Council for Professional Education for Business dedicates its efforts and its goals to the realization of that objective and cordially invites you to join with us.

DIVIDENDS

To Brother and Mrs. Robert J. Danz, *St. Louis*, on May 8, 1965, a son, Mark Robert.

To Brother and Mrs. Louis LaSalle, *Rutgers-Beta Rho*, on April 15, 1965, a son, Michael Drew.

To Brother and Mrs. Carl W. Fitch, *St. Louis*, on April 25, 1965, a son, Carl, Jr.

To Brother and Mrs. Albert D. LeBel, *Sacramento State*, on April 28, 1965, a son, Anthony David.



42 Chapters Achieve First Place in 1965 Chapter Efficiency Contest

A TOTAL OF 42 CHAPTERS achieved the coveted goal of 100,000 points in the 1965 Chapter Efficiency Contest. Another 23 chapters scored 85,000 points or more to place on the Honor Roll of chapters participating in the Chapter Efficiency Contest. There were 121 chapters participating in the Chapter Efficiency with 53.7 per cent of

the chapters in the top position. The chapter average was 79,923 points with 70 chapters above the Fraternity average and 51 chapters below the average.

The purpose of this annual contest, started during the academic year 1931-32, is to provide a means by which one chapter, and The Central Office can compare the operation and efficiency

with other chapters. It also serves as an outline of the chapter responsibilities. It further creates a friendly competition between the chapters.

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 with a grand total of 100,000 points, which indicates a perfect year for the chapter.

This year's contest marked the 29th consecutive time that Kappa Chapter at Georgia State scored 100,000 points. No other chapter in the Fraternity matches this record.

1965 Winners

Life Memberships in Delta Sigma Pi were awarded to the following presidents of the 42 chapters that tied for first place in the 1965 Chapter Efficiency Contest:

- *THOMAS W. RANKIN, Kappa—Georgia State
- *JAMES D. WALSH, Lambda—Pittsburgh
- *JOHN H. WELCH, III, Mu—Georgetown
- *PETER A. BOUNPANE, Mu—Georgetown
- *SHERMAN D. HARMER, JR., Sigma—Utah
- *TIM C. BUENEMAN, Sigma—Utah
- *ELLSWORTH H. BREIHAN, JR., Alpha Beta—Missouri
- *LAURENCE G. BRECHLER, Alpha Beta—Missouri
- *DONALD G. LOEB, Alpha Eta—South Dakota
- *JAMES H. FREY, Alpha Eta—South Dakota
- *DONALD E. SCHMERBER, Alpha Theta—Cincinnati
- *COLEMAN D. ROSS, Alpha Lambda—North Carolina
- *WILLIAM F. WRIGHT, Alpha Lambda—North Carolina
- Michael B. Septon, Alpha Nu—Denver
- *CAREY M. HANNA, Beta Gamma—South Carolina
- *CLYDE C. RICE, JR., Beta Gamma—South Carolina
- *WILLIAM B. BOX, Beta Zeta—Louisiana State
- *JACOB KANSAS, Beta Zeta—Louisiana State
- *DAVID C. PHILLIPS, Beta Kappa—Texas
- *JERRY L. CLOWE, Beta Kappa—Texas
- *ANDREW YSKAMP, Beta Omicron—Rutgers
- *GEORGE A. DALE, Beta Omicron—Rutgers
- *DENNIS L. FEOLA, Beta Pi—Kent State
- *MICHAEL J. JOZSA, JR., Beta Pi—Kent State
- *JOHN J. CURRY, JR., Beta Rho—Rutgers
- *DOYLE A. HARDIN, Beta Upsilon—Texas Tech
- *TOM EDWARDS, Beta Upsilon—Texas Tech
- *THOMAS C. STEPHENS, JR., Beta Upsilon—Texas Tech
- *DAVID L. GLOER, Beta Psi—Louisiana Tech
- *WALTER M. WISE, Beta Psi—Louisiana Tech
- *RICHARD E. CHADWICK, Beta Omega—Miami (Florida)
- *GARY ROBINSON, Beta Omega—Miami (Florida)
- GARY D. TALLMAN, Gamma Eta—Omaha
- *THOMAS J. MOORE, Gamma Theta—Wayne State
- *CLIFFORD J. CROCKFORD, JR., Gamma Theta—Wayne State
- *PHILIP R. GRANGER, Gamma Kappa—Michigan State
- *ROBERT L. HART, Gamma Kappa—Michigan State
- *DAVID V. PAVESIC, Gamma Lambda—Florida State

- *JOHN W. BONINO, Gamma Lambda—Florida State
- *JAMES B. BONDS, Gamma Tau—Southern Mississippi
- *Kyle S. Wood, II, Gamma Tau—Southern Mississippi
- *MICHAEL L. CAPPAERT, Gamma Tau—Southern Mississippi
- JAMES M. DEGARMO, JR., Gamma Phi—Texas Western
- RALPH C. HUGHES, JR., Gamma Psi—Arizona
- *RUSSELL E. BROWN, Gamma Omega—Arizona State
- *ROBERT N. JOHNSON, Gamma Omega—Arizona State
- *THOMAS R. VROOMAN, Delta Theta—Oklahoma City
- *PERRY K. HILL, Delta Theta—Oklahoma City
- DAVID R. SCHROEDER, Delta Nu—Loyola (New Orleans)
- NORMAN G. CLARK, Delta Xi—East Tennessee State
- *WILLIAM F. HANSEN, Delta Tau—Indiana State
- *MORRIS Q. WATSON, Delta Tau—Indiana State
- *PETER W. ARTZER, Delta Chi—Washburn
- *KENNETH D. DAVID, Delta Chi—Washburn
- FRANK D. TRABUCCO, Delta Psi—Suffolk
- *LARRY L. GARDNER, Epsilon Eta—Eastern New Mexico
- *RICHARD M. AMERSON, Epsilon Eta—Eastern New Mexico
- RUSSELL F. BOCKHOP, Epsilon Theta—Chico State
- *RICHARD C. SCHNEIDER, Epsilon Iota—Mankato State
- *FRANK A. TIMMERS, Epsilon Iota—Mankato State
- GERALD E. HILLS, Epsilon Lambda—Rochester Tech
- BRUCE B. CROSS, Epsilon Xi—Ball State
- *WILLIAM C. THOMPSON, Epsilon Omicron—Western Michigan
- *ROBERT M. BEAM, Epsilon Omicron—Western Michigan
- *JAMES MAULUCCI, Epsilon Tau—Dayton
- *THOMAS P. MOTT, Epsilon Tau—Dayton
- DONALD L. STOKES, JR., Epsilon Chi—Georgia Southern
- *LYLE E. NICHOLS, Epsilon Omega—Eastern Illinois
- *MICHAEL P. KELLY, Epsilon Omega—Eastern Illinois
- DOUGLAS N. PEARSON, Zeta Eta—St. Peter's

*In cases where two or more presidents served a single chapter during the year, each received partial credit toward the cost of a Life Membership.

THE CENTRAL OFFICE REGISTER

Recent visitors to The Central Office were: HARVEY M. HILLER, *Epsilon Rho*, Port Jervis, N.Y.; MR. & MRS. WILLIAM JENKINS, *Phi Kappa Tau*, Oxford, Ohio; STEPHEN C. SHARER, *Alpha Upsilon*, Barrington, Ill.; JOHN KELLAM, *Alpha Upsilon*, Bay Village, Ohio; JAMES C. WELLER, Oxford, Ohio; HAROLD WELLER, Dayton, Ohio; ERIC L. JOHNSON, Cincinnati, Ohio; DONALD F. VOELKER, Detroit, Mich.; GARY R. ANTROBUS, *Alpha Theta*, Cincinnati, Ohio; JUDY ROOT, Cincinnati, Ohio; RANDALL BENDER, *Alpha Theta*, Cincinnati, Ohio; DALE ROSS, *Alpha Upsilon*, Oxford, Ohio; KATHLEEN BREWER, Decatur, Ga.; NANCY ZIEGLER, Oxford, Ohio; MATTHEW ZIEGLER, Oxford, Ohio; MARTHA ZIEGLER, Oxford, Ohio; LINDA BROWN, Hamilton, Ohio; FRED HEATH, *Eta*, Newport, Ky.; PAUL KRAMER, *Alpha Theta*, Cincinnati, Ohio; KENNETH L. VADOVSKY, *Epsilon Omega*, Charleston, Ill.; WILLIAM A. BIDDINGER, *Alpha Upsilon*, Hamilton, Ohio; ROY VON BRIESEN, *Chi*, Cincinnati, Ohio; JAMES F. RAPP, *Nu*, Columbus, Ohio; WILLIAM H. LUKEN III, *Epsilon Tau*, Dayton, Ohio; CHERYL GEYER, Hamilton, Ohio; JAMES D. WRIGHT, *Epsilon Xi*, Jonesville, Ind.; JOHN E. DOLIBOIS, Oxford, Ohio; WILLIAM F. SANDY, *Beta Upsilon*, Houston, Tex.; JOHN A. MYERS, JR., *Beta Pi*, Columbus, Ohio; PHILIP SCHLAEGER, *Alpha Theta*, Cincinnati, Ohio; DAVID A. GRAY, JR., *Epsilon Phi*, Sacramento, Calif.; REX D. GITZEL, *Nu*, Hamilton, Ohio; RAY J. NEILSEN, *Epsilon Phi*, Watsonville, Calif.; BEN H. WOLFENBERGER, *Beta Upsilon*, Dallas, Tex.



DELTA SIGMA PI CHAPTER EFFICIENCY CONTEST

1965 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
	Σ	Utah	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
AH	South Dakota	100,000	20,000	20,000	20,000	20,000	20,000	20,000
	AΘ	Cincinnati	100,000	20,000	20,000	20,000	20,000	20,000
	AA	North Carolina	100,000	20,000	20,000	20,000	20,000	20,000
	AN	Denver	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
BZ	Louisiana State	100,000	20,000	20,000	20,000	20,000	20,000	20,000
	BK	Texas	100,000	20,000	20,000	20,000	20,000	20,000
	BO	Rutgers	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
	BP	Rutgers	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	20,000
	BΥ	Louisiana Tech	100,000	20,000	20,000	20,000	20,000	20,000
	BO	Miami - Florida	100,000	20,000	20,000	20,000	20,000	20,000
	ΓH	Omaha	100,000	20,000	20,000	20,000	20,000	20,000
	ΓΘ	Wayne State	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	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
	ΓΦ	Texas Western	100,000	20,000	20,000	20,000	20,000	20,000
	ΓΨ	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	20,000
	ΔΘ	Oklahoma City	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
	ΔE	East Tennessee 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	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
EA	Rochester Tech	100,000	20,000	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
	ET	Dayton	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
EΩ	Eastern Illinois	100,000	20,000	20,000	20,000	20,000	20,000	20,000
	ZH	St. Peter's	100,000	20,000	20,000	20,000	20,000	20,000
2.	ΓP	Detroit	97,600	19,100	18,500	20,000	20,000	20,000
3.	Θ	Detroit	97,500	20,000	20,000	17,500	20,000	20,000
4.	AA	Nebraska	95,800	20,000	18,300	20,000	17,500	20,000
5.	ΔH	Lamar Tech	95,600	17,600	20,000	18,000	20,000	20,000
6.	AI	Drake	94,850	18,600	20,000	16,500	20,000	19,750
7.	EM	Sam Houston State	94,750	20,000	20,000	20,000	20,000	14,750
8.	BΦ	Southern Methodist	94,500	20,000	20,000	14,500	20,000	20,000
9.	ΓO	San Francisco	93,200	18,200	20,000	15,000	20,000	20,000
10.	ΔO	San Francisco State	92,600	20,000	20,000	18,000	20,000	14,600
11.	EK	Shepherd	92,000	20,000	20,000	12,000	20,000	20,000
12.	H	Kentucky	91,700	16,600	18,600	16,500	20,000	20,000
13.	ΔE	North Texas State	90,850	11,700	20,000	20,000	20,000	19,150
14.	ΓΔ	Mississippi State	89,900	12,900	20,000	20,000	20,000	17,000

15.	ZI	Mississippi College	89,750	16,800	20,000	19,500	20,000	13,450
16.	AP	Colorado	89,150	17,900	20,000	20,000	20,000	11,250
17.	EII	Monmouth	88,450	19,200	20,000	13,500	17,500	18,250
18.	BΣ	St. Louis	87,350	15,100	20,000	13,500	20,000	18,750
19.	ΔO	West Liberty State	87,050	16,200	20,000	20,000	20,000	10,850
20.	ΔA	Ithaca	86,600	20,000	15,600	11,000	20,000	20,000
21.	AM	North Dakota	86,200	15,300	20,000	16,000	20,000	14,900
22.	EY	Christian Brothers	86,050	19,000	20,000	17,000	13,000	17,050
23.	ΔU	Texas Christian	85,700	13,700	20,000	17,500	15,000	19,500
24.	BT	Western Reserve	85,050	14,400	19,300	12,000	20,000	19,350
25.	AE	Minnesota	84,850	20,000	18,800	17,000	13,000	16,050
26.	ZΘ	Western Kentucky State	82,400	14,000	20,000	20,000	13,000	15,400
27.	A	New York	81,150	18,800	20,000	9,000	13,500	19,850
28.	AO	DePaul	80,800	17,300	20,000	7,750	20,000	15,750
29.	ΓN	Wake Forest	80,300	11,000	20,000	16,750	20,000	12,550
FRATERNITY AVERAGE			79,923	15,087	16,100	16,578	17,219	14,938
30.	E	Michigan	79,900	18,000	20,000	8,500	15,500	17,900
31.	EΣ	LaSalle	79,500	11,000	14,500	17,500	16,500	20,000
32.	I	Kansas	79,000	11,200	20,000	20,000	16,500	11,300
	BE	Oklahoma	79,000	12,000	20,000	17,750	20,000	9,250
33.	EN	Louisiana State	78,050	12,400	20,000	17,500	15,500	12,650
34.	U	Illinois	75,950	15,200	12,000	20,000	20,000	8,750
35.	API	Indiana	74,750	8,100	20,000	17,500	20,000	9,150
36.	ΓZ	Memphis State	74,100	16,100	20,000	11,500	13,500	13,000
37.	AE	Virginia	73,950	8,000	20,000	14,500	16,500	14,950
38.	E	Iowa	73,650	11,200	20,000	20,000	14,000	8,450
39.	ΔP	Ferris State	73,400	11,700	20,000	20,000	15,000	6,700
40.	AΦ	Mississippi	72,150	13,500	15,000	19,250	15,000	9,400
41.	AO	Ohio	71,150	12,000	12,000	17,500	13,000	16,650
42.	AU	Miami - Ohio	71,050	9,300	13,000	20,000	20,000	8,750
43.	B	Northwestern	70,200	17,100	20,000	8,000	13,000	12,100
44.	II	Georgia	69,700	19,100	13,200	13,750	10,000	13,650
45.	ΓΣ	Maryland	69,400	12,200	19,500	15,750	13,000	8,950
46.	AK	Buffalo	69,250	15,000	20,000	10,000	14,000	10,250
47.	EΦ	Sacramento State	68,950	9,000	10,300	20,000	20,000	9,650
48.	AI	Pennsylvania State	68,900	13,900	16,000	16,500	16,000	6,500
49.	ΔZ	East Carolina	66,400	11,400	18,400	14,500	13,000	9,100
50.	ΓII	Loyola - Chicago	65,950	10,100	12,000	13,000	20,000	10,850
51.	BΘ	Creighton	65,550	9,000	6,500	14,500	20,000	15,550
52.	Ψ	Wisconsin	64,500	18,700	9,500	9,000	15,000	12,300
53.	BN	Pennsylvania	63,700	13,200	20,000	8,500	15,000	7,000
54.	ΔK	Boston College	62,650	18,200	6,000	19,250	10,500	8,700
55.	EU	New Mexico State	61,450	10,500	12,000	10,250	17,500	11,200
56.	BH	Florida	61,300	16,400		16,000	16,000	12,900
57.	ΔΦ	East Texas State	61,000	10,500		18,750	20,000	11,750
58.	X	Johns Hopkins	60,800	14,700	12,000	4,500	13,500	16,100
59.	ΔΣ	Loyola - Los Angeles	59,800	10,500	20,000	9,500	15,000	4,800
60.	EZ	Midwestern	58,700	8,800	10,800	15,000	11,500	12,600
61.	ΓU	Babson	58,550	2,300	16,000	20,000	13,500	6,750
62.	ΓE	Oklahoma State	55,600	6,800	20,000	7,500	5,000	16,300
63.	BI	Baylor	53,600	10,500	11,100	16,500	11,500	4,000
64.	AZ	Tennessee	52,900	7,200	8,500	17,500	13,000	6,700
65.	Δ	Marquette	52,850	4,100		20,000	20,000	8,750
66.	Ω	Temple	50,300	20,000	4,500		10,000	15,800
67.	AΣ	Alabama	48,950	8,000		13,500	20,000	7,450
68.	BE	Rider	47,750	9,300	6,000	19,250	8,000	5,200
69.	ΓI	New Mexico	44,600	7,400	1,000	13,500	15,000	7,700
70.	N	Ohio State	43,000	6,300	7,200	9,500	11,500	8,500
71.	EP	Tampa	42,300	4,100		18,750	13,000	6,450
72.	ΔI	Florida Southern	39,050	4,100		16,250	13,000	5,700
73.	ΔII	Nevada	31,100	100		18,000	10,000	3,000
74.	Z	Northwestern	28,300	300		11,000	13,000	4,000
75.	BX	Tulsa	26,550	100	12,000	4,000	5,000	5,450
76.	P	California	20,450	200		2,500	14,000	3,750
77.	ΔM	U. of the Americas	20,400	900		12,000	6,500	1,000
78.	BA	Auburn	16,400	2,400		8,000	5,000	1,000
79.	ΓE	Santa Clara	12,500			1,500	10,000	1,000

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
 BETA, Northwestern (Chicago)—1934, 1935, 1938, 1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1956, 1957, 1959, 1960, 1961
 GAMMA, Boston—1953
 DELTA, Marquette—1934, 1939, 1940, 1941, 1942, 1949, 1952, 1953, 1954, 1955, 1956, 1960, 1961, 1962, 1963
 EPSILON, Iowa—1949, 1950, 1951, 1952, 1953, 1960
 ZETA, Northwestern (Evanston)—1949, 1950, 1951, 1957, 1962
 THETA, Detroit—1951, 1952, 1953, 1961
 IOTA, Kansas—1954, 1955, 1956
 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, 1964
 LAMBDA, Pittsburgh—1963, 1964
 MU, Georgetown—1948, 1949, 1952, 1956, 1964
 NU, Ohio State—1948, 1949, 1950, 1951, 1958
 XI, Michigan—1947, 1948, 1949, 1950, 1952, 1953, 1954, 1955, 1958
 PI, Georgia—1937, 1938, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1962, 1963
 RHO, California—1956, 1959
 UPSILON, Illinois—1959, 1961, 1963
 PHI, Southern California—1953, 1954, 1955, 1956
 CHI, Johns Hopkins—1940, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958
 PSI, Wisconsin—1949, 1950, 1953, 1955, 1956, 1959, 1960, 1962
 OMEGA, Temple—1952
 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, 1964
 ALPHA GAMMA, Pennsylvania State—1949, 1950, 1951, 1953, 1954, 1957, 1958, 1959, 1960
 ALPHA DELTA, Nebraska—1939, 1940, 1941, 1942, 1947, 1948, 1949, 1950, 1951, 1953, 1954, 1955, 1959, 1960, 1961, 1962, 1963, 1964
 ALPHA EPSILON, Minnesota—1940, 1941, 1942, 1947, 1950, 1951, 1954
 ALPHA ETA, South Dakota—1950, 1951, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964
 ALPHA THETA, Cincinnati—1952, 1953, 1954, 1956, 1957, 1959, 1964
 ALPHA IOTA, Drake—1952, 1953, 1958, 1959, 1962, 1963, 1964
 ALPHA KAPPA, Buffalo—1952, 1953, 1954, 1955, 1956, 1957, 1958, 1960, 1962
 ALPHA LAMBDA, North Carolina—1951, 1954, 1955, 1960
 ALPHA MU, North Dakota—1962, 1964

ALPHA NU, Denver—1948, 1950, 1951
 ALPHA XI, Virginia—1952, 1953, 1954, 1955
 ALPHA OMICRON, Ohio—1954, 1955, 1956, 1957, 1963, 1964
 ALPHA PI, Indiana—1949, 1950, 1951, 1964
 ALPHA RHO, Colorado—1939, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1958, 1960
 ALPHA SIGMA, Alabama—1940, 1949, 1950, 1953, 1955, 1958, 1959, 1960, 1961
 ALPHA UPSILON, Miami (Ohio)—1941, 1942, 1949, 1952, 1957, 1958, 1963
 ALPHA PHI, Mississippi—1950, 1951, 1952, 1955, 1963
 ALPHA OMEGA, DePaul—1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1959
 BETA GAMMA, South Carolina—1948, 1956, 1957, 1958, 1960, 1962, 1963, 1964
 BETA EPSILON, Oklahoma—1940, 1941, 1956, 1959, 1960, 1961
 BETA ZETA, Louisiana State (Baton Rouge)—1959
 BETA ETA, Florida—1932, 1950, 1956, 1957, 1958, 1959, 1960
 BETA THETA, Creighton—1948, 1949, 1950, 1951, 1952, 1954, 1955, 1957, 1958, 1959, 1960, 1961
 BETA IOTA, Baylor—1941, 1942, 1952, 1957
 BETA KAPPA, Texas—1939, 1942, 1947, 1949, 1950, 1960, 1961, 1962, 1963
 BETA LAMBDA, Auburn—1954, 1959
 BETA XI, Rider—1948, 1949, 1950, 1951, 1952, 1953, 1955, 1956, 1957, 1962
 BETA OMICRON, Rutgers—1940, 1947, 1948, 1949, 1950, 1951, 1953, 1954, 1956
 BETA PI, Kent State—1948, 1949, 1950, 1951, 1952, 1953, 1956, 1958, 1964
 BETA RHO, Rutgers—1953, 1954, 1955, 1958, 1959, 1960, 1961, 1962, 1963
 BETA SIGMA, St. Louis—1955, 1956, 1958, 1959, 1960, 1962, 1964
 BETA TAU, Western Reserve—1948, 1949, 1951
 BETA UPSILON, Texas Tech—1950, 1952, 1953, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964
 BETA PHI, Southern Methodist—1953, 1959
 BETA CHI, Tulsa—1954, 1956
 BETA PSI, Louisiana Tech—1950, 1956, 1957, 1958, 1959, 1960, 1961, 1963
 BETA OMEGA, Miami (Florida)—1953, 1954, 1955, 1957, 1958, 1959, 1964
 GAMMA DELTA, Mississippi State—1950, 1953, 1955, 1956, 1961
 GAMMA ZETA, Memphis State—1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963
 GAMMA ETA, Omaha—1950, 1951, 1956, 1958, 1961, 1962
 GAMMA THETA, Wayne State—1950, 1951, 1952, 1953, 1955, 1957, 1961
 GAMMA IOTA, New Mexico—1955, 1957, 1959, 1961, 1962
 GAMMA KAPPA, Michigan State—1950, 1951, 1952, 1953, 1954, 1955, 1956, 1964
 GAMMA LAMBDA, Florida State—1963, 1964

GAMMA MU, Tulane—1951, 1952, 1953, 1954, 1955, 1957, 1958, 1959, 1960, 1961
 GAMMA XI, Santa Clara—1951, 1953, 1954, 1955, 1956, 1958, 1959, 1960, 1961
 GAMMA OMICRON, San Francisco—1952, 1953, 1954, 1955, 1956
 GAMMA PI, Loyola (Chicago)—1952, 1953, 1954, 1955, 1956, 1958, 1959, 1960, 1961
 GAMMA RHO, Detroit—1955, 1956, 1957, 1958, 1959, 1961, 1962, 1963
 GAMMA SIGMA, Maryland—1954, 1957, 1958, 1963
 GAMMA TAU, Southern Mississippi—1953, 1959, 1962, 1963, 1964
 GAMMA UPSILON, Babson—1952, 1959, 1960, 1961, 1962, 1963
 GAMMA PHI, Texas Western—1955
 GAMMA PSI, Arizona—1957, 1961, 1962, 1963, 1964
 GAMMA OMEGA, Arizona State—1953, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964
 DELTA EPSILON, North Texas State—1955, 1956, 1960, 1961, 1962, 1963, 1964
 DELTA ZETA, East Carolina—1958
 DELTA ETA, Lamar Tech—1959, 1960, 1961, 1962, 1963, 1964
 DELTA THETA, Oklahoma City—1960, 1961, 1962, 1963, 1964
 DELTA IOTA, Florida Southern—1958, 1959, 1962
 DELTA KAPPA, Boston College—1960, 1962, 1963, 1964
 DELTA LAMBDA, Ithaca—1959, 1960, 1961
 DELTA MU, U. of the Americas—1959, 1960
 DELTA NU, Loyola (New Orleans)—1962, 1963, 1964
 DELTA OMICRON, San Francisco State—1962, 1964
 DELTA RHO, Ferris State—1960, 1961, 1962, 1963
 DELTA TAU, Indiana State—1961, 1962, 1964
 DELTA UPSILON, Texas Christian—1960, 1961, 1963
 DELTA PHI, East Texas State—1963
 DELTA CHI, Washburn—1962, 1963, 1964
 DELTA PSI, Suffolk—1961, 1963, 1964
 DELTA OMEGA, West Liberty State—1961, 1962
 EPSILON ZETA, Midwestern—1962
 EPSILON ETA, Eastern New Mexico—1961, 1962, 1963, 1964
 EPSILON THETA, Chico State—1962, 1963, 1964
 EPSILON IOTA, Mankato State—1961, 1962, 1963, 1964
 EPSILON KAPPA, Shepherd—1964
 EPSILON LAMBDA, Rochester Tech—1962
 EPSILON MU, Sam Houston State—1963, 1964
 EPSILON NU, Louisiana State (New Orleans)—1963
 EPSILON XI, Ball State—1964
 EPSILON OMICRON, Western Michigan—1963, 1964
 EPSILON PI, Monmouth—1963, 1964
 EPSILON TAU, Dayton—1964
 EPSILON UPSILON, New Mexico State—1964
 EPSILON CHI, Georgia Southern—1964

PERSONAL MENTION

DARYL T. YAMAMOTO, *Loyola-Los Angeles*, has recently received his commission as a 2nd Lt. in the U. S. Air Force following graduation.

JOHN A. LEMBY, *South Carolina*, has been graduated from the training course for U. S. Air Force weapons controllers at Tyndall AFB, Florida.

JOHN C. GRAYSON, *Iowa*, has been commissioned a 2nd Lt. upon completion of the Air Force Reserve Officer Training Corps program at the University of Iowa.

ALONZA L. CALDWELL, *Auburn*, was recently graduated from the U. S. Air Force Air Command and Staff College at Maxwell AFB, Alabama.

JACK A. SMITH, *Florida Southern*, has been promoted to Master Sergeant in the U. S. Air Force at Orlando AFB, Florida.

ROBERT S. MCGUIRE, *Christian Brothers*, has recently graduated from the training course for U. S. Air Force accounting and finance officers at Sheppard AFB, Texas.

WALTER L. KUTSCHER, JR., *Ohio*, has been appointed manager of the Warren Office of the First National Bank of Arizona.

RALPH A. BLOCK, *Rutgers-Beta Omicron*, is now affiliated with International Standard Engineering, Rome, Italy.

ROBERT D. HOWELL, *Drake*, recently graduated from the U. S. Air Force Air Command and Staff College at Maxwell AFB, Alabama, and is being reassigned to March AFB, California.

BYRON H. POLLITT, *Georgia State*, has been promoted to Director of Manpower for Pacific Mutual Life Insurance in Los Angeles.

CORDELL F. RAGLAND, *Memphis State*, has

been awarded the U. S. Air Force Outstanding Supply Officer Certificate at Homestead AFB, Florida.

WILLIAM T. CAUSEY, *Lamar Tech*, has recently been commissioned 2nd Lt. in the U. S. Air Force upon graduation from OTS at Lackland AFB, Texas.

FRANCIS S. PITTMAN II, *Florida State*, was awarded silver wings upon graduation from U. S. Air Force navigator school at James Connally AFB, Texas.

EILERT R. WEITZEL II, *Texas*, has been commissioned a 2nd Lt. upon graduation from OTS at Lackland AFB, Texas.

JOHN N. MOE, *Chico State*, was recently commissioned a 2nd Lt. in the U. S. Air Force at Lackland AFB, Texas, and will be assigned to Chanute AFB, Illinois.

MITCHELL L. APPELROUTH, *Miami-Florida*, has recently opened his own real estate brokerage office in Richmond, Virginia.

Chapter 136 Installed at Texas A & I

THE 136TH CHAPTER of Delta Sigma Pi was installed on Sunday, May 16, 1965, at Texas College of Arts and Industries, Kingsville, Texas. It was also the 13th chapter of the Fraternity in the State of Texas.

The program for the day began with the registration of the guests who had arrived to assist with the installation. These guests included Grand President Joe M. Hefner, Executive Director Charles L. Farrar, Regional Director Frank L. Strong, Past Grand President Kenneth B. White and delegations from Beta Kappa Chapter at the University of Texas, Delta Eta Chapter at Lamar State College of Technology and Epsilon Mu Chapter at Sam Houston State College. Following an impressive tour of the campus, the guests and members of Delta Sigma Tau, the petitioning group, traveled to the El Jardin Restaurant for an informal luncheon and entertainment which included a Mexican Hat Dance. Following the luncheon, the group was conducted on a tour of the world famous King Ranch by Brother Julio L. Morales, *Louisiana State*.

Upon returning to the Texas A & I campus the members of Delta Sigma Tau were conducted through the informal and formal initiations of Delta Sigma Pi. The evening program began when Executive Director Charles Farrar, acting as toastmaster, introduced Dr. James C. Jernigan, president of Texas A & I who welcomed the chapter and the visitors to Kingsville and the Texas College of Arts and Industries campus. Brother Dennis B. Ford, *Texas*, director of the Division of Business Administration was then called upon to present a history of his Division. Historian Richard G. Melms then gave an enlightening history of Delta Sigma Tau Fraternity. Grand President Joe M. Hefner then brought the program to a climax when he presented the Zeta Nu Chapter Charter to the chapter president, Forbes Baker, who accepted the charter on behalf of the 42 charter members of the chapter.

History of Texas College of Arts and Industries

Following an organized campaign by pioneer educators and civic-minded citi-



FORBES BAKER, president of Zeta Nu Chapter at Texas College of Arts and Industries receives the chapter charter from Grand President Joe M. Hefner.

zens of South Texas, the Texas Legislature enacted a law in April, 1917, to provide for the creation and establishment of a coeducational South Texas Normal School. The law provided for a locating committee and a specified appropriation for the erection, equipment, and maintenance of the institution.

On July 14, 1917, the locating committee completed its assignment by announcing the selection of Kingsville as the site of the new school. Meanwhile the start of World War I delayed the implementation of other provisions of the law and it was not until 1923 that progress toward the establishment of the South Texas school was resumed. The first academic building was accepted in May, 1925, and South Texas State Teachers College became a functioning institution in June. In less than five years there had developed an urgent need for a major institution of higher learning that would more adequately serve the area. In 1929 a bill was passed by the Texas Legislature that changed the name of South Texas State Teachers College to Texas College of Arts and Industries and at the same time enlarged the purpose and scope of the college.

A section of the bill designated four major divisions: Liberal Arts, Industrial Arts and Commerce, Education, and Military Science. Another section provided for a board of nine directors to manage the affairs of the College, independent of all other boards of state support-



PICTURED HERE is the old Administration Building at Texas College of Arts and Industries in Kingsville. It now houses the Division of Business Administration.



MEMBERS AND GUESTS seated at the head table are from left to right: Dr. & Mrs. James Jernigan, Grand President Joe M. Hefner, Executive Director Charles Farrar, Forbes Baker, president of Zeta Nu Chapter, Dr. Dennis B. Ford, director of the Division of Business Administration, Dean of the College and Mrs. Robert Rhode, Donald Fleming, chapter advisor and Past Grand President Kenneth B. White. Seated at the table but not shown in the photo is Frank L. Strong, regional director.

ed schools. Since then the College has made continuous progress in its physical plant, technological development, and scholastic recognition. In the Fall of 1935 the Board of Directors authorized the organization of a Graduate Division offering work leading to the degrees of Master of Arts and Master of Science. In 1947, the College was reorganized into six divisions: Agriculture, Arts and Sciences, Business Administration, Engineering, Teacher Education and Graduate Studies.

Texas College of Arts and Industries is a state supported coeducational college with a student body of more than 4,200 students. It is fully accredited by the Southern Association of Colleges and Secondary Schools.

History of the Division of Business Administration

At Texas College of Arts and Industries the Division of Business Administration offers degrees in any one of five different fields. These include a general Bachelor of Business Administration and the Bachelor of Business Administration with a major in accounting, finance, management, or marketing. The College has also recently acquired two computers and the Division of Business Administration is offering sufficient work in data processing to meet the needs of its majors. Other courses will be added as work in this field is expanded.

Although known by other titles, there has always been a Division of Business Administration at Texas A & I. There

are currently over 500 students in the Division of Business Administration comprising better than 10 per cent of the total student body.

During the Spring Semester of 1965, Executive Director Charles Farrar met with a large group of male students who had expressed interest in organizing a professional fraternity for the male students in the Division of Business Administration. It was decided that there was sufficient interest in such an endeavor and several other organizational and introductory meetings were held. Officers were elected and committees appointed to prepare a program of activities and a

constitution and by-laws. Dr. Dennis B. Ford, director of the Division of Business Administration and faculty members Donald E. Fleming, Kenneth M. Gibson and Leslie L. Melbern were selected as co-advisors to work with the new fraternity. All are members of Delta Sigma Pi.

It was further decided that Delta Sigma Tau, the newly organized Fraternity would immediately seek a chapter charter from Delta Sigma Pi and worked unceasingly toward that goal throughout the entire Spring semester. On Sunday, May 16, 1965, that desire became a reality when the following 42 members of Delta Sigma Tau became charter members of Zeta Nu chapter of Delta Sigma Pi: Forbes Baker, Peter F. Malek, Jackie W. Kilpatrick, Jack H. Miller, Ralph D. Turner, Frank L. Bain, Jr., Richard G. Melms, John G. Ashe, Joe C. Ballenger, James R. Beasley, Joseph E. Brown, Robert L. Butts, Jr., Gary W. Carpenter, Wesley A. Carson, Richard F. Clark, Patrick K. Comeaux, Josiah P. Dove, Jr., Jeffrey P. Dunning, Curtis C. Faske, Thomas E. Fisher, Jr., George M. Green, Milledge B. Hart, Jr., Lloyd L. Hutchens, Olin C. Linke, Jack B. McCord, James P. McCormick, James N. McKinney, Thomas P. McLaughlin, Ernest Meyer, Nelson W. Miller, Jr., Lee P. Milne, Stephen W. Orsak, Roy M. Patton, Daniel J. Pollock, Jr., William A. Rickel, James E. Rude, John D. Rude, John B. Smart, Jr., Dennis W. Vickery, Paul T. Wendland, Jr., Howard E. Wheeler and Richard S. Williams.



THIS MODERN STUDENT UNION building on the Texas A & I campus was the scene of the informal and formal initiations for the charter members of Zeta Nu Chapter at Texas A & I.



PORTRAYING THE TYPICAL Spanish architecture that is the campus of Texas College of Arts and Industries in Kingsville is College Hall which houses the administrative offices and the library.

LIFE MEMBERS

- 3384 Peter C. Kuiken, *Beta Omicron*, Rutgers
- 3385 Brian R. Hedman, *Alpha Pi*, Indiana
- 3386 James J. Mollison, *Epsilon Omicron*, Western Michigan
- 3387 Dennis L. Feola, *Beta Pi*, Kent State
- 3388 Jeffrey P. Cowan, *Epsilon Phi*, Sacramento State
- 3389 Allen J. Greb, *Gamma Omega*, Arizona State
- 3390 Saul L. Sinderbrand, *Beta Epsilon*, Oklahoma
- 3391 Everal G. Parmenter, *Epsilon Phi*, Sacramento State

- 3392 Joseph W. Oberlander, *Gamma Rho*, Detroit
- 3393 James R. Commager, Jr., *Gamma Tau*, Southern Mississippi
- 3394 Joseph M. Baker, Jr., *Alpha Zeta*, Tennessee
- 3395 William H. English, Jr., *Gamma Sigma*, Maryland
- 3396 John M. Shutts, *Gamma Upsilon*, Babson
- 3397 E. Vernon Carbonara, *Alpha*, New York
- 3398 Dale W. Wrenick, *Delta Chi*, Washburn
- 3399 William A. Huebner, *Zeta Eta*, St. Peter's
- 3400 Ilmars N. Dzilna, *Epsilon Rho*, Tampa
- 3401 Carl C. Shellabarger, *Epsilon*, Iowa
- 3402 George W. Henry, Jr., *Beta Rho*, Rutgers
- 3403 James H. Slocomb, *Iota*, Kansas

NEW FIELD SECRETARIES JOIN THE CENTRAL OFFICE STAFF

TWO NEW FIELD SECRETARIES joined the staff at The Central Office during the late summer to begin preparation for an enthusiastic travel schedule for the academic year. They are Ben H. Wolfenberger, Dallas, Texas, and Kenneth L. Vadovsky, Chicago, Illinois. They fill the vacancies left by former field secretaries Gregory V. Gore and James D. Flynn and Associate Director James D. Thomson.

Ben Wolfenberger is a native of Weatherford, Texas, and attended Weatherford Public School, Weatherford Junior College and Texas Technological College. At Texas Tech, where he was initiated into Delta Sigma Pi, he was secretary of *Beta Upsilon Chapter* for three terms in addition to serving the chapter in a number of other capacities. He has attended a number of Regional meetings, chapter installations, and the 23rd Grand Chapter Congress in Asheville,

North Carolina. Prior to joining the staff at The Central Office he also served as a District Director in the Southwestern Region.

Kenneth Vadovsky is a charter member of *Epsilon Omega Chapter* at Eastern Illinois University. A native of Chicago, he attended secondary schools there and enrolled at Eastern Illinois. He too was secretary of his chapter and has also attended a Regional meeting.

With the addition of the Field Secretaries, Executive Director Charles Farrar will devote more time to the administrative duties of The Central Office.



FIELD SECRETARY Kenneth L. Vadovsky, Epsilon Omega Chapter, Eastern Illinois University.



FIELD SECRETARY Ben H. Wolfenberger, Beta Upsilon Chapter, Texas Technological College.

New Grand Council Elected at West End, Grand Bahama Island

THE GRAND COUNCIL that will be administering the affairs of Delta Sigma Pi during the next two years was elected by the delegates to the 25th Grand Chapter Congress at West End, Grand Bahama Island, Bahamas. After a closely contested race M. John Marko of Elizabeth, New Jersey was elected the 22nd Grand President of Delta Sigma Pi. Other members either continuing their term of office or elected to the new Grand Council are as follows: *Director of the Eastern Region*, H. Melvin Brown of Bowie, Maryland; *Director of the Southeastern Region*, William N. Bowen of Columbia, South Carolina; *Director of the East Central Region*, Andrew T. Fogarty of Cincinnati, Ohio; *Director of the Central Region*, Thomas M. Mocella of Palatine, Illinois; *Director of the South Central Region*, Max Barnett, Jr. of New Orleans, Louisiana; *Director of the Midwestern Region*, LaVerne A. Cox of Lincoln, Nebraska; *Director of the Southwestern Region*, Frank L. Strong of Dallas, Texas; *Director of the Inter-Mountain Region*, Warren E. Armstrong of Albuquerque, New Mexico; *Director of the Western Region*, R. Nelson Mitchell of San Mateo, California; *Past Grand President*, Joe M. Hefner of Lubbock, Texas; *Director at Large*, Charles I. Sutton of Scottsdale, Arizona; *Director of Business Education*, Ralph C. Hook, Jr. of Tempe, Arizona and *Executive Director*, Charles L. Farrar of Oxford, Ohio. Sketches of each of these members of the Grand Council follows:

M. JOHN MARKO

Grand President

The new head of the Grand Council is a man who is heavily experienced in the affairs of Delta Sigma Pi and is deeply dedicated to its aims and ideals. From a charter member of Beta Rho Chapter at Rutgers University, he has gone on to serve as the chapter president, president of the North Jersey Alumni Club, District Director, and Director of the Eastern Region. As a member of the Grand Council, he has served on many com-

mittees, including the Executive Committee. More recently he has been a Director and Vice-President of the Delta Sigma Pi Educational Foundation, and through his efforts the Committee for Recognition of Founders and Grand Presidents, Professional Publications Committee, and the Chapter Efficiency Contest Study have shown marked progress.

While attaining a highly successful career in many management executive capacities of Western Electric Company, John has still found time for the many activities of Delta Sigma Pi. In addition, he has attained his M.B.A. degree from New York University and is currently completing his doctorate at New York University in management, statistics, and economics, both being done while he maintains his position with Western Electric.

John also is active in many civic, church, and college activities near his Elizabeth, New Jersey home. Among these are the Boy Scouts of America, the Rutgers University College Alumni Association (having received its Distinguished Alumnus Award), the Rutgers Fund Committee, and the Rutgers Alumni Federation.

CHARLES L. FARRAR

Executive Director

Charles has just completed his first year as the Executive Director of Delta Sigma Pi and with his untiring efforts the Fraternity continues to make great forward strides in all areas of activity, the highlight of which was the 25th Grand Chapter Congress at West End, Grand Bahama Island, Bahamas.

Initiated into Delta Sigma Pi in 1957 by Beta Psi Chapter at Louisiana Polytechnic Institute, he served his chapter as the DELTASIG correspondent, vice president and later president. Prior to entering Louisiana Tech he served with the armed forces and was employed by the Olin Mathieson Chemical Company in Arkansas.

Brother Farrar joined The Central

Office staff in 1959 as a Field Secretary. After working closely with the chapters during the next two years he was appointed Executive Secretary in 1961, a position he held until August 1, 1965, when he was appointed Executive Director. He is active in the Masons and is a member of the Methodist church. Although time does not permit, he still enjoys the visits to the chapters when he is able to do so.

JOE M. HEFNER

Past Grand President

Joe is one of our most dedicated members and after such a fine record as the Grand President from 1963 to 1965 he hardly needs any introduction. In his eighteen years of service to the fraternity he has served in most every position of leadership in the Fraternity from the undergraduate chapter to the Grand Council. Most of the scholarship and incentive programs of Beta Upsilon Chapter at Texas Technological College where he was a charter member bear his name and were created by him. From the chapter, he moved to the founding of the Lubbock Alumni Club and served as its president. From the position of District Director he moved to Regional Director of the Southwestern Region and on to the Grand Council, Executive Committee, and Grand President.

His career as an agent and special representative of the Amicable-American Life Insurance Company began seventeen years ago and his success is reflected in his membership in many insurance associations such as the Million Dollar Round Table and the Texas Leaders Round Table.

Joe, his wife Tommy, daughter Janie, and son Mike live in Lubbock, Texas where they are active in their church, the Civic Lubbock Club, Red Raider Club, and the Tech Alumni Club.

As Past Grand President, Joe will continue to serve on the Grand Council and the fraternity anticipates many more years of loyal service and devotion from him.



M. JOHN MARKO
Rutgers University
Grand President



CHARLES L. FARRAR
Louisiana Tech
Executive Director



JOE M. HEFNER
Texas Tech
Past Grand President

H. MELVIN BROWN
Director
Eastern Region

Elected Director of the Eastern Region at the 25th Grand Chapter Congress at West End, Grand Bahama Island, to fill the unexpired term left by Brother Marko's elevation to Grand President is H. Melvin Brown. Mel was formerly District Director and Director at Large.

As a member of Chi Chapter at Johns Hopkins University, where he was initiated into Delta Sigma Pi, he served as social chairman and president. He was also the official chapter delegate to the 20th Grand Chapter Congress in Detroit, Michigan.

He is currently a Systems Accountant with the Department of Health, Education and Welfare responsible for the Automatic Data Processing installations in over 38 different locations in the United States. He is now completing over twenty years as a government employee.

Mel lives with his wife Ruth and "Aunt Bert" in Bowie, Maryland.

WILLIAM N. BOWEN
Director
Southeastern Region

William N. Bowen became a member of Beta Gamma Chapter at the University of South Carolina as an undergraduate and held several chapter offices including the presidency. Following his graduation he continued his Deltasig activities by participation in Regional Meetings and as District Director, prior to moving to the Grand Council as Regional Director in 1963.

In Columbia, South Carolina, where he makes his home, Bill serves as the executive vice president of the South Carolina Savings and Loan League. He has been assistant treasurer of the University of South Carolina, executive secretary of the alumni association, director of the alumni activities, and executive director of the educational foundation, all associated with the University of South Carolina.

ANDREW T. FOGARTY
Director
East Central Region

Continuing as Director of the East Central Region for another two years is Andrew T. Fogarty of Cincinnati, Ohio. Andy is a member of Alpha Theta Chapter and the Cincinnati Alumni Club. Initiated into Delta Sigma Pi in 1950, he served as president and was twice elected the official delegate of his chapter to the Grand Chapter Congress. He has also served as treasurer, vice president and president of the Cincinnati Alumni Club.

After completion of his military training he joined International Business Machines in the capacity of Senior Marketing Representative of the Cincinnati Branch office. Recognized as the leading salesman in the Midwestern Region Andy won for he and his wife Rosemary, a trip to Hong Kong to represent his company in a sales meeting.

Prior to being elected Director of the East Central Region at Bedford, Pennsylvania, Andy also served as District Director of that region.

THOMAS M. MOCELLA
Director
Central Region

In his very successful undergraduate career, Tom became a member of Beta Chapter at Northwestern University in Chicago. He earned the Delta Sigma Pi Scholarship Key, two Commerce Club awards, the H. G. Wright Scholarship Award of that Chapter and the Northwestern University Service Trophy. In addition to these achievements he also served as president of his senior class.

Brother Mocella is a part time faculty member of Northwestern University's Chicago campus in addition to his full time position in the Public Relations Department of the Harris Trust and Savings Bank in Chicago. He is a past vice president of the Chicago Junior Association of Commerce and Industry and was named one of Chicago's ten outstanding young men in 1959.

Tom's brother, Robert A. Mocella, also a member of Beta Chapter, is active in national Fraternity affairs. Also very much a part of Brother Mocella's Delta Sigma Pi activities are his wife Lois and their three children, Michael, John and Pattie. The Mocellas live in Palatine, Illinois, a Chicago suburb.

MAX BARNETT, JR.
Director
South Central Region

Max Barnett, Jr., continues the devotion to Delta Sigma Pi that started when he was initiated on January 13, 1952, by Gamma Mu Chapter at Tulane Univer-

sity. Appointed by the Grand Council in 1961 to fill the unexpired term of Director of the South Central Region, he was elected for a full four year term at the 24th Grand Chapter Congress in Bedford, Pennsylvania in 1963.

The dedication, activities, and philosophy of Max can best be stated as that of service. He has been an officer of Kiwanis Youth Foundation, Tulane Association of Business Alumni, the Chamber of Commerce, Civic Council, Boy Scouts of America, Japan Society, Executives Club of Louisiana, Safety Council, Muscular Dystrophy Association of America, Circle K and many other civic, and cultural groups in the Crescent City. In addition, he has twice received the Outstanding Young Man Award given by the Louisiana Junior Chamber of Commerce. He has also traveled to European and South American countries as ambassador of good will.

Max lives in New Orleans with his mother, Mrs. Ruth Barnett.

LAVERNE A. COX

Director
Midwestern Region

Alpha Delta Chapter is fortunate to have one of its own alumni on its campus faculty at the University of Nebraska and Director of the Midwestern Region. LaVerne served this chapter for many years as Chapter Advisor and has been active in the Lincoln Alumni Club as well as serving on the Board of the Alpha Delta Chapter Housing Corporation.

As a faculty member of the University of Nebraska, he has recently completed work on his Ph.D. and has been pro-

moted to Assistant Professor of Business Organization and Management in the areas of Information Systems and Data Processing.

Prior to his association with the college, he worked with The United States Treasury Department and The Federal Security Agency. He has also been active in the National Association of Accountants, and the Systems and Procedures Association.

FRANK L. STRONG

Director
Southwestern Region

Director of the Southwestern Region is Frank L. Strong, a native of Pennsylvania. He, his wife Jean, and their son John now live in Dallas, Texas where Frank is employed as an accountant in the Crude Oil Supply Department of Atlantic Refining Company. He is also the chief accountant of two Atlantic Refining subsidiaries, Iran Atlantic Company and Atreco, Inc.

In Beta Nu Chapter at the University of Pennsylvania where Frank was initiated into Delta Sigma Pi he held many offices and also served as an officer of the Philadelphia-Beta Nu Alumni Club. After his transfer to the Southwest by Atlantic Refining he served as treasurer and president of the Dallas Alumni Club prior to being named District Director. When Joe M. Hefner was elected Grand President in 1963, Frank was elected to fill his unexpired term as Director of the Southwestern Region. He was reelected by the delegates to the 25th Grand Chapter Congress for a full four year term as Regional Director.

WARREN E. ARMSTRONG

Director
Inter-Mountain Region

Warren E. Armstrong is continuing his service to the fraternity in returning to the Grand Council for a new term as Director of the Inter-Mountain Region. His active participation in Delta Sigma Pi began with his undergraduate membership in Gamma Iota Chapter at the University of New Mexico where he served as its President. In continuing his service, he has served as President of the Albuquerque Alumni Club, and as a District Director, participating in many Regional Meetings and in helping to secure new chapters in the area.

Warren and his wife Mildred live in Albuquerque, New Mexico, where he is the owner of Armstrong Chemical Company.

He is active in many civic affairs such as Lions International and his hobby of flying his personal plane is an asset to his busy schedule.

R. NELSON MITCHELL

Director
Western Region

The newest member of the Grand Council is R. Nelson Mitchell, an alumnus of Chi Chapter at Johns Hopkins University. In his chapter he held several offices and was later actively associated with Beta Chapter and the Chicago Alumni Club while living in Chicago. After serving in World War II, Nelson became active in the San Francisco Alumni Club serving as its Secretary-Treasurer and later President. As a Dis-



M. MELVIN BROWN
Johns Hopkins University
Eastern Region



WILLIAM N. BOWEN
Univ. of South Carolina
Southeastern Region



ANDREW T. FOGARTY
University of Cincinnati
East Central Region



THOMAS M. MOCELLA
Northwestern University
Central Region



MAX BARNETT, JR.
Tulane University
South Central Region

LAVERNE A. COX
University of Nebraska
Midwestern Region

FRANK L. STRONG
University of Pennsylvania
Southwestern Region

W. E. ARMSTRONG
University of New Mexico
Inter-Mountain Region

trict Director of the Western Region, he has assisted in every chapter installation and reactivation since 1946.

"Mitch" is presently Supervising Underwriter, Fidelity and Surety Division, of The Travelers Indemnity Company.

RALPH C. HOOK, JR.
Director of Business Education

As a relatively new member of the Grand Council, Ralph has been doing a fine job in the post of Director of Business Education. Having been appointed to fill the unexpired term of the previous director, he will be serving a full term appointment in the coming two years.

Brother Hook received his B.A. and M.A. degrees from the University of Missouri and later his Ph.D. degree from the University of Texas. Prior to joining the staff of Arizona State University in 1958, he served on the faculties of the

University of Missouri, Texas A and M University, the University of Texas, and the University of Kansas City. Currently he is vice president-elect of the American Marketing Association, past president of the National Council for Small Business Management Development, past president of the Tempe Rotary Club, a member of Beta Gamma Sigma Honor Fraternity and in 1965 was awarded a Foundation for Economic Education Business Fellowship.

Ralph is Director of the Bureau of Business Research and Services and Professor of Business Administration at Arizona State University in Tempe.

CHARLES I. SUTTON
Director at Large

A returning member of the Grand Council is Charles I. Sutton of Scottsdale, Arizona. Buzz is a past Director of the Inter-Mountain Region and

has served one previous two year term as Director at Large.

Brother Sutton was born in Indiana and grew up there. In 1945, he moved to Phoenix, Arizona, where he now lives with his wife Stonie in the Phoenix suburb of Scottsdale. After moving to Arizona he spent several years in business and completed his degree requirements at Arizona State University where he graduated cum laude. It was during this time that he became a member and later president of Gamma Omega Chapter of Delta Sigma Pi. Later, he was to be District Director prior to his election as Regional Director.

At the present time Brother Sutton is the manager of the Phoenix office of the Arizona State Employment Service. Active in a number of civic organizations, he is most proud to be a member of the Coconino County Mounted Sheriff's Posse.



R. NELSON MITCHELL
Johns Hopkins University
Western Region



RALPH C. HOOK, JR.
Arizona State University
Director Business Educ.



CHARLES I. SUTTON
Arizona State University
Director at Large



WITH THE ALUMNI THE WORLD OVER

PITTSBURGH

THE SUMMER MONTHS have found the Pittsburgh Alumni Club very active. Seventy-five Alumni members and friends toured the Duquesne Brewery with a social hour in the Bierstaub with old time harmony enjoyed by all.

The annual family picnic was held in South Park's Edgebrook Grove this year. We found that some members of the distaff side are very adept at throwing things, particularly horseshoes. The day was filled with softball games, races and prizes for the children and balloons galore.

Our delegate to the Grand Chapter Congress left for Florida on August 28. Brother Bob Rees and his wife, Helen, plan to vacation there before the Congress convenes. Brothers Herb Finney and Ed Langer will also attend. Brother Langer will go via Tennessee.

The forthcoming year looks promising. Officers have been installed and committees selected. Plans are underway for a big year for Deltasigs residing in and near Pittsburgh.—BERNARD J. MICHALEK

SAN FRANCISCO

AS YOU ARE WELL AWARE, our Alumni Club is still far from its potential of full time participation by the nearly six hundred eligible Deltasigs in the Bay Area. The past two years have shown significant progress in this regard. While we did not schedule any functions for July and August, we do have an ambitious program for the coming year. I would appreciate mention of the following facts: The financial status is the soundest in years; Burell C. Johnson was nominated for the office of Grand President; and the election of new officers at the June meeting was as follows: President, Marshall E. Noel; 1st Vice President, James L. Heddon; 2nd Vice President, Clifford L. Franz; 3rd Vice President, Antoine J. Arnauady; Secretary, George M. Carr; and Treasurer, Leo Piovano. The first annual Deltasig Baseball Outing took place on Saturday, September 25, when the Milwaukee Braves played the San Francisco Giants.

All members are well and individually enjoyed their summer, especially Brother Burell C. Johnson, R. Nelson Mitchell and Harold E. Mackenthun, our official delegates to the 25th Grand Chapter Congress.—MARSHALL E. NOEL

Charles J. Dirksen Elected AACSB President

Charles J. Dirksen, *St. Louis*, dean of the School of Business at the University of Santa Clara was elected president of the American Association of Collegiate Schools of Business at its 47th annual meeting in New York City in April. Brother Dirksen succeeds Dean Paul Garner of the University of Alabama as president.



CHARLES J. DIRKSEN, *St. Louis*, is the new president of the American Association of Collegiate Schools of Business.

Dean Dirksen has been a member of the executive committee of the American Association of Collegiate Schools of Business since 1959. He was elected secretary-treasurer in 1963, and vice-president in 1964 prior to being named president. He also has a wide academic background, having been a visiting professor at St. Louis University, University of Tennessee, University of San Francisco, University of Southern California, University of California, Stanford University and Harvard University in addition to being dean of the School of Business and professor of marketing at the University of Santa Clara since 1938.

Other officers of the Association are: Vice President Willis J. Winn, dean of Wharton School of Finance and Commerce, University of Pennsylvania; Secretary-Treasurer Donald J. Hart, dean of the College of Business Administration, University of Florida and Executive Secretary James F. Kane.

Dean Dirksen, the new president, Dean Donald J. Hart, the secretary-treasurer and James F. Kane, the executive secretary, are members of Delta Sigma Pi.

NORTH JERSEY

TWO MAJOR EVENTS are in the planning stage by the North Jersey Alumni Club. The first is a trip to West Point for the Rutgers-Army football game. The second event is a cocktail party to be held in February or March.

The North Jersey Club is encouraging the alumni of Beta Xi, Beta Rho and Zeta Eta chapters to place their names on the mailing list by writing to E. Schwall, 336 Hoe Ave., Scotch Plains, New Jersey 07076.—EDWARD P. SCHWALL

CINCINNATI

THE CINCINNATI ALUMNI CLUB is looking forward to an even more improved club this year. Under the capable hands of our new president, Jim Morris, we are hoping to expand our membership to an all time record high. Our program outlined for the year should provide the impetus and interest to have all graduates in the Cincinnati area attend each meeting.

Our last year was ended with a combined Active-Alumni Meeting at the Cincinnati Club, featuring the awarding of tokens to those seniors graduating from an active status. The summer picnic at Mt. Airy Forest provided an opportunity for the alumni members and their families to get together to talk over recent additions to the family, job changes . . . and, of course, to rave about the great steaks provided for the meal.

An outstanding event of the summer was highlighted in the Active Chapter Picnic to which the Alumni Club was invited. All those who managed to attend were impressed with the activities.

This year has been started with our first Professional Meeting on September 17, featuring a discussion of taxation. All the committees, including the Delta Dames, are busy preparing plans for the balance of what should be a great year.—JAMES L. HARRING

DALLAS

THE AUGUST MEETING of the Dallas Alumni Club was a cocktail and swimming party. Brother Edward C. Gilmore was elected the delegate to the 25th Grand Chapter Congress at West End Grand Bahama Island, Bahamas. The meeting was held in the swank Continental House Apartment in Dallas.

The Dallas Alumni Club has already exceeded in this first month of their membership year the total enrollment of the past year.—G. G. ROBISON, JR.

Atlantic Steel Promotes Howard B. Johnson

Past Grand President Howard B. Johnson, *Georgia State*, until recently president of Atlantic Steel Company in Atlanta, Georgia, has been named Chairman of the Board. Brother Johnson was named president of Atlantic Steel in 1956 and has been chief executive officer since the resignation in 1958 of the company's last board chairman. As the new board chairman he will continue as Atlantic Steel's chief executive officer.

A native of Tallapoosa, Georgia, Brother Johnson was graduated from Georgia Tech and has been with Atlantic Steel since 1933. He was initiated into the Fraternity by Kappa Chapter when it was at Georgia Tech and prior to its being transferred to Georgia State College.

Howard was elected Grand President at the 18th Grand Chapter Congress in Dallas, Texas, in 1951, and in 1957 was named "Deltasig of the Year."

MERGERS

ROY J. DANIEL, *Wayne State*, on July 3, 1965, to Sally K. Kocher, at Detroit, Michigan.

CONNIE MACK MCCOY, *Oklahoma City*, on July 10, 1965, to Mary Carolyn Corbin, at Fort Worth, Texas.

HAROLD E. MACKENTHUN, *Kansas*, on April 24, 1965, to Gail Emily Sough, at Oakland, California.

RANDALL G. GODEKE, *Minnesota*, on April 9, 1965, to Jan DeJong, at Tease, Minnesota.

JERRY K. REID, *Georgia Southern*, on July 8, 1965, to Sara Beth Homon, at Big Spring, Texas.

BOBBY C. JOLLY, *Mississippi College*, on June 2, 1965, to Peggy Ann Miller, at Glasgow, Kentucky.

CHARLES E. McNULTY, *DePaul*, on July 31, 1965, to Mary Patricia Mulligan, at Chicago, Illinois.

LAWRENCE METZ, *DePaul*, on August 14, 1965, to Loretta Kutz, at Chicago, Illinois.

THOMAS C. BIELINSKI, *DePaul*, on August 21, 1965, to Marianne Budzikowski at Chicago, Illinois.

DANIEL W. CAPE, *Missouri*, on August 30, 1964, to Diane Vineyard at Steelville, Missouri.

JERRY W. CARVER, *Missouri*, on December 19, 1964, to Marlene E. Eggers, at St. Clair, Missouri.

THOMAS E. KOETTING, *Missouri*, on June 27, 1964, to Margaret Brundick at Pacific, Missouri.

STEPHEN K. LAMBRIGHT, *Missouri*, on July 11, 1964, to Barbara LaBar at St. Louis, Missouri.

RICHARD D. SCOTT, *Missouri*, on June 7, 1964, to Eunice Mitchell at Quincy, Illinois.

Marlin Y. Evans, *Shepherd*, on July 18, 1964, to Joyce Riggleman, at Media, Pennsylvania.

Ronald Goldfarb, *Rider*, on October 22, 1964 to Patricia Farnsworth, at Trenton, New Jersey.

PERSONAL MENTION

HAROLD J. KNEUKER, *New York*, has been named a member of the national finance and budget committee of the National Association of Credit Management.

ROBERT M. STRICKLAND, *Florida Southern*, has been appointed a Commercial Agent for the Atlantic Coast Line Railroad Company in Baltimore, Md.

J. WESLEY BERGEY, *Pennsylvania State*, has been promoted to Assistant Manager of the Lehigh Valley Office of New York Life Insurance Company, Allentown, Pennsylvania.



DIRECTORY

The Grand Council

Grand President: M. JOHN MARKO, *Beta Rho-Rutgers*, 1341 North Ave., Elizabeth, N.J. 07208.

Executive Director: CHARLES L. FARRAR, *Beta Psi-Louisiana Tech*, 330 South Campus Ave., Oxford, Ohio 45056

Director of Business Education: RALPH C. HOOK, JR., *Gamma Omega-Arizona State*, 1721 La Rosa Dr., Tempe, Ariz.

Director of Eastern Region: H. MELVIN BROWN, *Chi-Johns Hopkins*, 12704 Beav-erdale Lane, Bowie, Md. 20715.

Director of Southeastern Region: WILLIAM N. BOWEN, *Beta Gamma-South Carolina*, 3111 Kershaw St., Columbia, S.C.

Director of East Central Region: ANDREW T. FOGARTY, *Alpha Theta-Cincinnati*, 1308 Voll Rd., Cincinnati 30, Ohio. 45230

Director of Central Region: THOMAS M. MOCELLA, *Beta-Northwestern*, 250 North Lytle, Palatine, Ill. 60067

Director of South Central Region: MAX BARNETT, JR., *Gamma Mu-Tulane*, 5534 S. Galvez St., New Orleans 25, La.

Director of Midwestern Region: LAVERNE A. COX, *Alpha Delta-Nebraska*, 101 Social Science Building, U. of Nebraska, Lincoln, Neb. 68508

Director of Southwestern Region: FRANK L. STRONG, *Beta Nu-Pennsylvania*, 10524 Solta Dr., Dallas, Tex. 75218

Director of Inter-Mountain Region: WARREN E. ARMSTRONG, *Gamma Iota-New Mexico*, 1002 Idlewild Lane, SE, Albuquerque, N. Mex. 87108

Director of Western Region: R. NELSON MITCHELL, *Chi-Johns Hopkins*, 550 California St., San Francisco, Calif. 94104.

Director-At-Large: CHARLES I. SUTTON, *Gamma Omega-Arizona State*, 5840 East Windsor, Scottsdale, Ariz. 85257

Past Grand President: JOE M. HEFNER, *Beta Upsilon-Texas Tech*, 2107 Avenue Q, Lubbock, Tex. 79400.

The Central Office

330 South Campus Avenue, Oxford, Ohio 45056. Phone Area Code 513 523-4178.

Executive Director: CHARLES L. FARRAR, *Beta Psi-Louisiana Tech*.

Field Secretaries: KENNETH L. VADOVSKY, *Epsilon Omega-Eastern Illinois*; BEN H. WOLFENBERGER, *Beta Upsilon-Texas Tech*.

Staff Members: PEGGY DONIVAN, BETTY HEROLD, JANE NELSON, BEVERLY NORRIS, BETTY SHEARD, CAROLYN WALLACE, PEGGY WHITELAW.

Executive Committee

Chairman: M. JOHN MARKO, *Beta Rho-Rutgers*, 1341 North Ave., Elizabeth, N.J. 07208.

Members: LAVERNE A. COX, *Alpha Delta-Nebraska*, 101 Soc. Sci. Bldg., University of Nebraska, Lincoln, Neb. 68508; ANDREW T. FOGARTY, *Alpha Theta-Cincinnati*, 1308 Voll Rd., Cincinnati, Ohio 45230; JOE M. HEFNER, *Beta Upsilon-Texas Tech*, 2107 Avenue Q, Lubbock, Texas 79400; CHARLES I. SUTTON, *Gamma Omega-Arizona State*, 5840 E. Windsor, Scottsdale, Ariz. 85257.

Alumni Activities Committee

Chairman: HERBERT W. FINNEY, *Lambda*,
6510 Landview Rd., Pittsburgh, Pa. 15217

Educational Foundation

President: ROBERT G. BUSSE, *Beta Omicron-Rutgers*, Burroughs Corp., 970 N. Meridian St., Indianapolis, Ind. 46204
Vice President: WILLIAM B. HALES, *Beta-Northwestern*, 605 W. 116th St., Chicago, Ill. 60628
Vice President: KENNETH B. WHITE, *Gamma-Boston*, 4911 Greenville Ave., Dallas, Tex. 75206
Secretary: JOHN L. MCKEWEN, *Chi-Johns Hopkins*, 402 Blackstone Apts., Charles and 33rd, Baltimore, Md. 21218
Executive Director and Treasurer: ROBERT O. LEWIS, *Beta-Northwestern*, 970 Waverly Rr., Glen Ellyn, Ill. 60137

Grand Secretary Treasurer Emeritus

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

Grand Presidents

*W. N. Dean, *Alpha-New York* . . . 1914
P. J. Warner, *Alpha-New York* . . . 1914-1915
*H. C. Cox, *Alpha-New York* . . . 1915-1916
F. J. McGoldrick, *Alpha-New York* . . . 1916-1917
*C. J. Ege, *Alpha-New York* . . . 1917-1920
H. G. Wright, *Beta-Northwestern* 1920-1924
*C. W. Fackler, *Epsilon-Iowa* . . . 1924-1926
H. O. Walther, *Psi-Wisconsin* . . . 1926-1928
*R. C. Schmidt, *Theta-Detroit* . . . 1928-1930
E. L. Schujahn, *Psi-Wisconsin* . . . 1930-1936
*E. D. Milener, *Chi-Johns Hopkins* . . . 1936-1939
J. L. McKewen, *Chi-Johns Hopkins* . . . 1939-1945
K. B. White, *Gamma-Boston* . . . 1945-1947
*A. L. Fowler, *Beta Nu-Pennsylvania* . . . 1947-1949
*W. C. Sehm, *Alpha Epsilon-Minnesota* . . . 1949-1951
H. B. Johnson, *Kappa-Georgia State* . . . 1951-1953
R. G. Busse, *Beta Omicron-Rutgers* . . . 1953-1955
J. H. Feltham, *Chi-Johns Hopkins* 1955-1957
Homer T. Brewer, *Kappa-Georgia State* . . . 1957-1961
Franklin A. Tober, *Alpha Kappa-Buffalo* . . . 1961-1963
Joe M. Hefner, *Beta Upsilon-Texas Tech.* . . . 1963-1965
* Deceased

The Golden Council

(Men who have served on the Grand Council)

Robert F. Andree—*Western Reserve*
J. Elwood Armstrong—*Johns Hopkins*
Royal D. M. Bauer—*Missouri*
*Frederic H. Bradshaw—*Northwestern*
Frank C. Brandes—*Georgia State*
Homer T. Brewer—*Georgia State*
Warren F. Brooks—*Boston*
Walter A. Brower, Jr.—*Rider*
H. Melvin Brown—*Johns Hopkins*
Herman H. Bruenner—*New York*
Robert G. Busse—*Rutgers*
Burnell C. Butler—*Southern Methodist*
D. H. Chandler—*New Mexico*
*James A. Civis—*Northwestern*
*Charles Cobeen—*Marquette*
John F. Conway—*Boston*
A. Keate Cook—*Utah*
*Henry C. Cox—*New York*
*E. Coulter Davies—*Northwestern*
*Walter N. Dean—*New York*
J. Buford Edgar—*Northwestern*
*Charles J. Ege—*New York*
George E. Eide—*Minnesota*
Robert J. Elder—*Detroit*
George R. Esterly—*Kansas*
*Clarence W. Fackler—*Iowa*
J. Harry Feltham—*Johns Hopkins*
Raymond W. Flodin—*De Paul*
Fred W. Floyd—*Pennsylvania*
*Allen L. Fowler—*Pennsylvania*
Frank A. Geraci—*Northwestern*
Arthur W. Gray—*Johns Hopkins*
Waldo E. Hardell—*Minnesota*
Harry G. Hickey—*Denver*
Earle R. Hoyt—*Northwestern*
Robert O. Hughes—*Pennsylvania*
Rudolph Janzen—*Minnesota*
Burrell C. Johnson—*Alabama*
Howard B. Johnson—*Georgia State*
Francis J. Kenny—*New York*
Daniel C. Killian—*New York*
H. Clyde Kitchens—*Georgia State*
*Joseph A. Kuebler—*Boston*
Monroe M. Landreth, Jr.—*North Carolina*
Robert O. Lewis—*Northwestern*
Henry C. Lucas—*Nebraska*
P. Alistair MacKinnon—*Arizona*
*Alexander F. Makay—*New York*
Harvard L. Mann—*Boston*
Andrew P. Marincovich—*Southern California*
Francis J. McGoldrick—*New York*
John L. McKewen—*Johns Hopkins*
George V. McLaughlin—*New York*
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