

The

# DELTA SIG

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

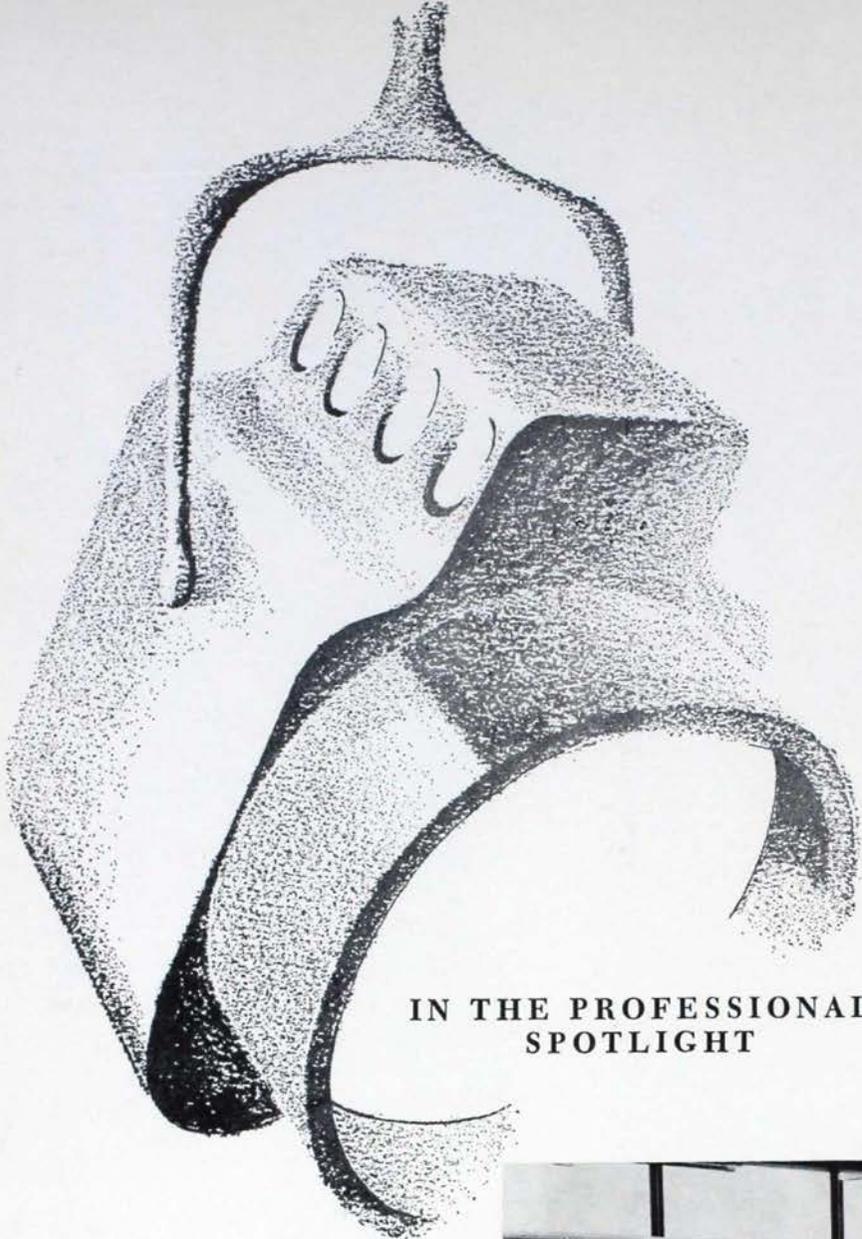


*Indiana University, Bloomington, Indiana*

**PROFESSIONAL BUSINESS ADMINISTRATION FRATERNITY**

FOUNDED 1907

**NOVEMBER 1966**



## 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



OUR PROFESSIONAL SPOTLIGHT focuses on a recent professional meeting of Gamma Omega Chapter at Arizona State University, "Should any Action be Taken on Section 14-B of the Taft-Hartley Act." Members of the panel are from left to right: Dr. Keith Davis, professor of management, John Evans, state secretary of the AFL-CIO, Dr. Joseph Schabacker, academic vice president, Dan Gruender, former field attorney for the National Labor Relations Board and Dr. John Lowe, associate professor of general business.

# The DELTASIG

OF DELTA SIGMA PI

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**Our Cover**

Our cover for this issue of The DELTASIG features the new School of Business at Indiana University, Bloomington, Indiana. A complete story on the new building will appear in the January issue.

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

# From The Desk of The Grand President

M. JOHN MARKO  
*Beta Rho-Rutgers*



JOHN FOSTER DULLES once remarked—"If we are only faithful to our past, we shall not have to fear our future."

Delta Sigma Pi was born in humble beginnings. Humble in the sense that it involved only four men. Humble in numbers but rich in principle and inspired by a deep fraternal dedication. A principle and a dedication which has enriched the lives of Brothers by the bonds of friendship and brotherhood. Bonds vitalized by energetic and willful efforts committed to the practical demonstration of our fraternity's worthy and enduring purpose.

This month marks the 59th year since the founding of our fraternity. We should be mindful of the proud history chronicled since that time. Every Brother, undergraduate and alumnus alike, should candidly ask of himself—"What have I done by example and by deed to form a part of this record? Could I have done just a little more or possibly a whole lot more? What has been the totality of my commitment to Delta Sigma Pi's ideals, traditions and objectives? Have I with heartfelt desire and genuineness been mindful of the admonitions of our Ritual and the oath taken to fulfill the obligations of mem-

bership? Have I been faithful to the past?"

Significant endeavors and achievements must be the hallmark of the answers and findings. Eloquent arguments are but idle efforts at justification in the absence of indisputable efforts and accomplishments. There is only one kind of acceptable performance—that which measures up to the highest standards.

With these thoughts in mind and in tribute to the Founders of our Fraternity, I urge each Brother to repledge his loyalty and devotion to Delta Sigma Pi and rededicate himself to the principles for which it stands. We must not only keep in mind our great past but also remain faithful to that past. I appeal to each Brother to solemnly promise to "add his bit" to an even greater future; a future which is not made by deciding what should be done tomorrow but by doing what is necessary today. As Thomas Carlyle observed in his Essays, *Signs of the Times*—

"Our grand business undoubtedly is,  
not to see what lies dimly at a distance,  
but to do what lies clearly at hand."



## A Word From The Central Office

IT SEEMS LIKE ONLY yesterday that we were still preparing for the end of the previous academic year. I guess the swiftness in the passing of time is an indication of how busy we have been at The Central Office this summer preparing for the current academic year.

In addition to the routine annual audit and biennial meeting of the Grand Council in Oxford, we completed the 20th Biennial Survey of Universities Offering an Organized Curriculum in Commerce and Business Administration and the revision of Parts III and IV of the Manual for Chapter Officers and the Manual for Pledge Education.

We were also busy preparing for the Regional Meetings, the "Deltasig of the Year" presentation and the installation of Zeta Upsilon Chapter at Virginia Tech. The "Deltasig of the Year 1966" was Adolph F. Rupp, *Kansas*, who received the Fraternity's highest award in ceremonies held in Covington, Kentucky, on October 29. Brother Rupp is a prominent businessman and head basketball coach at the University of Kentucky.

All in all, it has been a busy summer but as a result we anticipate a successful year in Delta Sigma Pi.—CHARLES L. FARRAR



# The DELTASIG

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

## Fraternity's Sixth Chapter in Louisiana Installed at Southeastern Louisiana College

THE SIXTH CHAPTER of Delta Sigma Pi in the state of Louisiana was installed at Southeastern Louisiana College in Hammond on Sunday, April 24, 1966. Other chapters in the state are Beta Zeta Chapter at Louisiana State University, Baton Rouge; Beta Psi Chapter at Louisiana Polytechnic Institute, Ruston; Gamma Mu Chapter at Tulane University, New Orleans; Delta Nu Chapter at Loyola University, New Orleans, and Epsilon Nu Chapter at Louisiana State University, New Orleans.

On hand for the installation of Zeta Sigma Chapter was Grand President M. John Marko, Rutgers University. Assisting him with the installation were Max Barnett, Jr., Tulane, Regional Director; Charles L. Farrar, Louisiana Tech, Executive Director; John E. Altazan, Dean of the College of Business Administration at Louisiana State University in New Orleans, and members from Beta Zeta Chapter, Delta Nu Chapter, Epsilon Nu Chapter and Gamma Tau Chapter at the University of Southern Mississippi in Hattiesburg.

The installation program began with the registration of the members and guests in the Old Library building on campus. Upon completion of the registration the members were conducted on a brief tour of the Southeastern Louisiana campus. After completing the tour the informal and formal initiations were also held in the Old Library building.

The evening program began with an informal get together at the Kellogg Dining Club. Max Barnett, Jr., acting as toastmaster continued the program with the introduction of Brother Luther H. Dyson, President of Southeastern Louisi-

ana College, who extended greetings to the members and guests and the new chapter. Brother R. Norval Garrett, Head of the Department of Business Administration was then introduced and gave a history of this department. Michael J. Boudreaux was then called on to give a brief history of Sigma Epsilon Fraternity, our petitioning group.

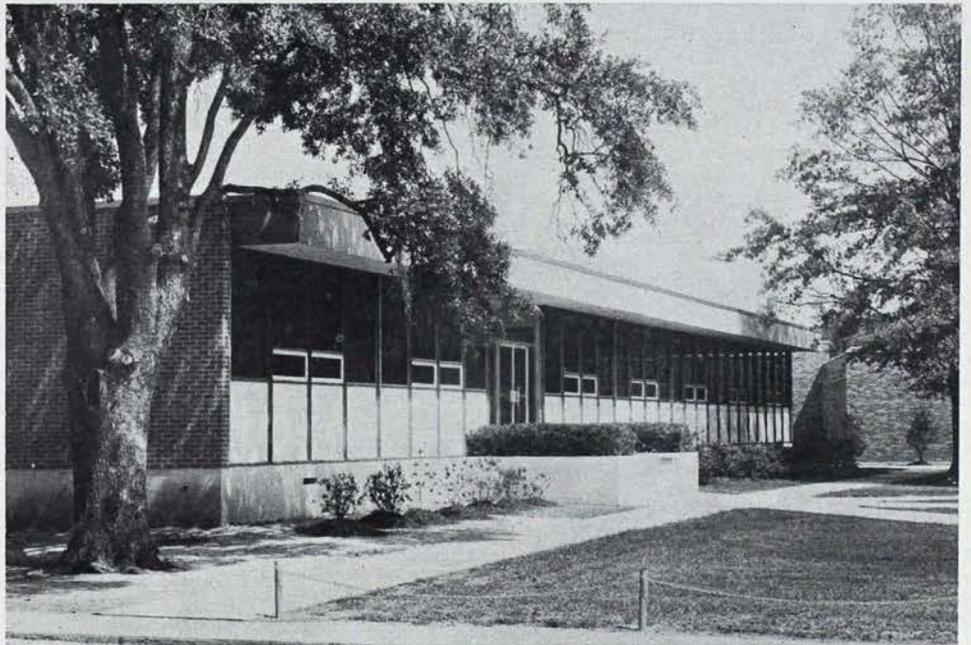
A moment that all had been waiting for arrived when Grand President M. John Marko recalled Brother Boudreaux to the rostrum to receive the charge and charter for Zeta Sigma Chapter. Brother Boudreaux accepted the charge and charter on behalf of his chapter after which he was presented with a gavel by Brother

Milton S. King as a token of the chapter's appreciation.

The program was concluded when Executive Director Charles L. Farrar extended his personal fraternal greetings to the new members and presented them with the many greetings from other chapters and alumni clubs which had been received in advance of the installation.

### History of Southeastern Louisiana College

Southeastern Louisiana College is the outgrowth of Hammond Junior College established in 1925, by the citizens of Hammond, Louisiana, and the sur-



PICTURED HERE IS THE modern Administration Building on the campus of Southeastern Louisiana College, Hammond, Louisiana, where Delta Sigma Pi recently installed its Zeta Sigma Chapter.

rounding parish. Originally the College occupied the facilities of the Hammond High School and provided a two-year curriculum in teacher education and the arts and sciences. In 1928, fifteen acres of the present campus were purchased, and the name of the college was changed to Southeastern Louisiana College.

In 1930, 60 additional acres of land were purchased, and a bond issue provided the means for badly needed buildings. At this time a third year was added to the curricula, with studies still directed toward teacher education and liberal arts. In 1937, the State Board of Education authorized the college to offer four-year curricula in Liberal Arts, Education, Business Administration, and Arts and Sciences. First degrees were granted in 1939.

Four-year curricula in Home Economics and Agriculture were authorized in 1940 and 1945 respectively. In 1946, emergency funds of \$84,675.00 were made available for the purchase of a 300 acre addition to the campus. At this same meeting the reorganization of the college into the Divisions of Liberal Arts,

Education, and Applied Sciences (to include Business Administration) was authorized. Southeastern Louisiana College has been served by eight presidents.

### History of the Department of Business Administration

The Department of Business Administration at Southeastern Louisiana College was established in 1931. Dr. R. Norval Garrett, who was the only instructor in the department at that time, still serves the department and is now its Head. The department received formal recognition from the Louisiana State Board of Education in 1938, and after being shifted to several divisions became a permanent part of the Division of Applied Sciences.

As a part of its philosophy, the department aids in building stronger relationships with students, faculty, administrators, and the entire business community. It is also sensitive to continuing changes and improves its standards and requirements to meet constant progress.

The department currently has a faculty of 25 and the enrollment of 1,395



ZETA SIGMA CHAPTER President Michael Boudreaux receives a gavel from Advisor Milton King as Grand President Marko looks on.

students represents one-third of the entire student body of 4,581 at Southeastern Louisiana College. Degrees are offered in General Business, Accounting, Marketing, and Secretarial Administration. The quality of these programs is reflected in the many successful graduates of the department serving in business and industry.

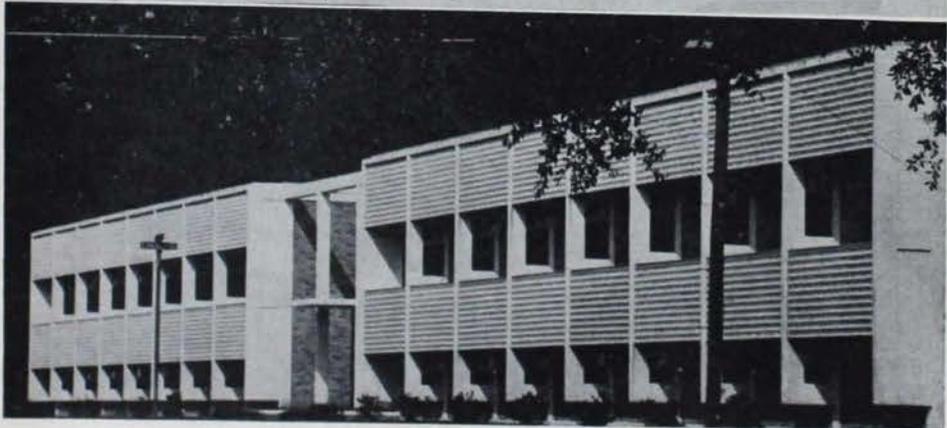
### History of Sigma Epsilon Fraternity

The idea of forming a local business administration fraternity which might later affiliate with Delta Sigma Pi first came to the minds of the students at Southeastern Louisiana College in April of 1965. An organizational meeting was held in May of 1965 following correspondence with The Central Office of Delta Sigma Pi.

In September of 1965 a seven man committee and two faculty members called a general meeting for all interested male students of Business Administration and Sigma Epsilon Fraternity was born. In following meetings, the Fraternity elected officers, wrote and approved its constitution, and hosted several professional programs. Regional and national officers of Delta Sigma Pi were guests of the fraternity during the fall and winter months, and the Fraternity exchanged visits with the Beta Zeta Chapter of Delta Sigma Pi at Louisiana State University in Baton Rouge.

Weekly business and professional meetings were held throughout the school year with the fraternity voting unanimously in the Spring of 1966 to petition The International Fraternity of

*(Continued on page 26)*



TYPICAL OF THE MANY modern buildings on the Southeastern Louisiana College campus is the Sims Memorial Library, above, and the classroom building, White Hall, below.

# Directors Appointed for Southeastern and Southwestern Regions

THE GRAND COUNCIL has appointed Regional Directors for the Southeastern and Southwestern Regions to fill the vacancies created by the resignations of William N. Bowen and Frank L. Strong. The new Directors are James R. Westlake and John A. Fincher.

has continued to participate in Delta Sigma Pi activities in the Atlanta area and was appointed District Director, a position he held until he was appointed Regional Director.

He attended the University of Missouri and Georgia State College and holds the Bachelor of Business Administration and Master of Business Administration degrees from Georgia State. He is now an Instructor on the part time staff of Georgia State. In addition to his activities in Delta Sigma Pi his other extra-curricular activities include membership in Beta Gamma Sigma and Sigma Chi Fraternities; Regional Director of the Society of Chartered Property Casualty Underwriters; Chairman of the Public Business Commission; Member of the Board of Georgia State College Foundation and the Georgia State College Athletic Association and the Legislative Commission of the Atlanta Agents Association.

Brother Westlake is also the State Representative from the 119th District in the State of Georgia. As a legislator he serves on the University System of Georgia Commission, the Insurance Commission and the Audit, Enrolling and Engrossing Commission.

Jim is President of Southern Agencies, Inc., and Great Southern Investment Company. He and his wife Joyce and four children live in Ellenwood, Georgia.

John A. (Jack) Fincher was appointed to fill the unexpired term of Southwestern Regional Director Frank L. Strong who submitted his resignation when he was transferred out of the Region by his company.

Like Brother Bowen, Frank was elected to the Grand Council at the 24th Grand Chapter Congress in Bedford, Pennsylvania, to fill the vacancy created when Regional Director Joe M. Hefner was elected Grand President.

Jack Fincher was initiated into the Delta Epsilon Chapter of Delta Sigma Pi at North Texas State University at

Denton in 1955. Jack entered college after four years in the armed services and was active in numerous campus organizations. He also held several offices in Delta Epsilon Chapter.

After receiving his Bachelor of Business Administration degree from North Texas State he moved to Dallas and was active in the Dallas Alumni Club where he also served as president. At the time of his appointment to the Grand Council he was serving as District Director in the Southwestern Region.

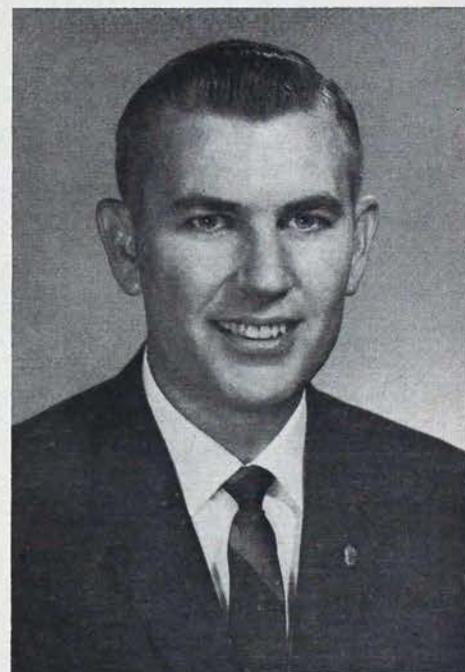
Jack is a District Sales Manager for Nipak, Inc. He currently resides in Littlefield, Texas, with his wife, Jessica, and daughters Cindy and Sandy. He is also active in church and civic affairs, particularly the Lions Club, where he is a Director and recently served as a delegate to the 1966 Lions International Convention in New York City.



THE NEW DIRECTOR of the Southeastern Region is James R. Westlake, *Georgia State*.

Brother Westlake was chosen to fill the unexpired term of Brother William N. Bowen as Director of the Southeastern Region. Brother Bowen was first elected to the Grand Council at the 24th Grand Chapter Congress at Bedford, Pennsylvania, in 1963. During his three years on the Grand Council he was active on a number of committees and also served on the Executive Committee. Serious illness in his immediate family caused him to submit his resignation.

Jim Westlake is no newcomer to Delta Sigma Pi. He was initiated into Kappa Chapter of Delta Sigma Pi at Georgia State College in December 1956, and served as chancellor. Since graduation he



JOHN A. FINCHER, *North Texas State*, is the new Director of the Southwestern Region.

# Views on Preparation for a Career in Marketing Research

J. Robert Miller, *Drake*, Professor of Marketing  
State University of New York at Albany

ONE OF THE MOST IMPORTANT decisions that we make in life is the one which pertains to our life's work. The problem of finding a suitable vocation is complicated by the small amount of information available about certain vocations or even a total lack of knowledge of many lesser known opportunities. In many cases these newer vocational opportunities would provide the satisfactions that one may seek in his life's work. The problem comes into focus as we attempt to learn more about the requirements for the job and the preparation necessary to handle it.

A vocation in marketing research may be one which you have not considered. Only a limited number of people are aware of its challenges and even a fewer number are aware of what kind of preparation and experience would provide the necessary background for a successful career in this type of work.

The background for this article stems from the experience of 33 university professors of marketing research in 18 states and 130 men and women now engaged actively in marketing research work throughout the United States. This latter group of practitioners are those employed in independent marketing research firms, research departments of advertising agencies, and directors of marketing research in manufacturing organizations.

Most practitioners of marketing research are agreed that prospective employees must have a higher-than-average level of intelligence. Beyond this, analytical ability, ability to express oneself both verbally and in writing, and creativeness in devising ways to approach problems, are all abilities that are extremely important. Coupled with this, then, one needs to have the training in certain academic disciplines. But what disciplines and how much of what?

We questioned both teachers and practitioners concerning the subject that students should major in to prepare them-

selves for marketing research. The recommended graduate major as well as undergraduate major was asked of each respondent. Although "marketing" was named most often as the appropriate major for both the graduate and the undergraduate major, a substantially higher percentage of teachers named "marketing" than did the practitioners. Table I shows in detail the percentage naming each subject field.

only make certain conjectures concerning the appropriateness of majoring in one field or another. Because of the nature of the work those engaged in strictly advertising research may have a greater need for a behavioral science background than those engaged in a wide variety of marketing research activities.

One crucial question which today's student must answer pertains to the value in this field of an advanced degree or de-

TABLE I

UNDERGRADUATE AND GRADUATE MAJOR COURSES OF STUDY RECOMMENDED FOR STUDENTS PREPARING TO BECOME MARKETING RESEARCH PRACTITIONERS BY PRACTICING RESEARCHERS AND TEACHERS OF MARKETING RESEARCH		
Major Courses	Practitioners of Research	Teachers of Research
<b>Undergraduate Majors</b>		
Marketing	45%	76%
Psychology	16	12
Economics	12	12
Mathematics	12	9
Business	12	6
English	10	—
Sociology	5	3
Journalism	2	—
Other	9	3
No Answer	3	3
Base:	130	33
<b>Graduate Majors</b>		
Marketing	47%	58%
Statistics	25	33
Psychology	22	9
Economics	8	3
Sociology	4	—
Anthropology	1	—
Other	3	3
No Answer	3	6
Base:	130	33

Among the university professors of marketing research a somewhat smaller percentage named "marketing" as the appropriate "major" for graduate work than they did for the undergraduate major. Further, three times as many practitioners named one of the behavioral sciences as the appropriate graduate major than did the teachers. One can

grees. With the mounting costs of education a given student has considerable money invested in his education if he stops with only a bachelor's degree and never pursues his education further. However, outstanding students can obtain scholarships, assistantships, and other grants-in-aid should they desire to continue their formal education.

When the respondents were questioned, all of the teachers of marketing research believed that advanced training was necessary. A total of 79% of them felt that a Master's degree was very important and another 21% felt that it was important. As for a Ph.D. degree 12% thought that it was very important, 46% thought it was important, and an additional 21% thought that it was somewhat important.

In contrast to the beliefs of the college teachers, fewer marketing research practitioners, in general, believed in the importance of advanced degrees. A total of 82% of the practitioners thought that advanced training was necessary. Further, only 38% of them thought that a Master's degree was very important, an additional 29% thought that it was important, and an added 14% thought that it was somewhat important. Only 5% thought that a Ph.D. was very important, an additional 21% thought that such a degree was important, and 23% thought that a Ph.D. degree was somewhat important.

Another crucial question which confronts the student today is the timing as to when he should get his advanced degree(s). While there are many alternatives open to him, the following are the ones with which he is most frequently faced:

- A) Before he leaves school
- B) Work for awhile and then return to school
- C) Get his degree while engaged in full-time employment

Among the teachers who thought that an advanced degree was necessary, 64% thought that a student should get his degree or degrees before he leaves school. A total of 21% of the college teachers thought that a student should work for awhile and then return to school. Only 6% thought that a student should get his degree while employed full-time. An additional 6% reported that it made no difference.

In contrast, only 33% of the marketing research practitioners thought that a student should get his advanced degree before leaving school. Further, 28% of them thought he should work for awhile before getting the advanced training, 16% of them thought it would be best to get his advanced schooling while on the job and 20% reported that it made no difference.

The college professors and the practitioners are not in complete agreement. From the side comments on the ques-

tionnaires returned, it is quite likely that many teachers had seen qualified students leave school with good intentions

In Table II below the ranking of each type of experience by the various groups of researchers is shown in detail:

TABLE II

Type of Experience	Among Researchers Employed by or as				Total
	Adv. Agencies	Ind. Res. Org.	Res. Dept. of Mfg. Firms	Teachers	
Small Ind. Research Org.	2	1	2.5*	1	1
Mkt. Res. Dept. in Adv. Agency	1	3	5	5	2
Large Ind. Res. Firm	4	2	4	2	3
Large Mkt. Res. Dept. in Mfg. Co.	3	5	1	4	4
Small Mkt. Res. Dept. in Mfg. Co.	5	4	2.5*	6	5
Univ. Research Bureau	6	6	6	3	6
Govt. Research Bureau	7.5*	—	7.5*	7	7
Adv. Medium's Res. Dept.	7.5	7	7.5*	—	8

\* Tied in Rank

of coming back but for different reasons never actually returned. Also many of those engaged in research found that there was much to be gained by on-the-job-training that would make the student's graduate work more meaningful than for him to continue his education uninterrupted.

Currently, at least, there is considerable mobility among people engaged in marketing research. Opportunities are available to those properly trained and with a minimum of experience to move to more lucrative and more responsible jobs than is true in some other types of business activity. However, there would appear to be no agreement among the teachers and the practitioners as to what constitutes the "best" job experience. For example, within the practitioner group those employed by advertising agencies named experience in that field first more often than any other. This compares to a ranking of third given to advertising agency research experience by those employed in independent research organizations. Teachers, in contrast, ranked advertising agency research department experience fifth among eight possibilities!

Apparently experience in a small independent research firm is well thought of by both practitioners and teachers. It was ranked first by teachers and independent researchers and second by those engaged in advertising agency research. Further, experience in a large independent research firm was considered to be worthwhile. It was ranked number 2 by both teachers and those employed by independent research firms but only fourth among researchers in advertising agencies.

Often students are concerned as to how important grades are and how important participation in extra-curricular activities are to those who hire students just out of college. While much depends upon what kinds of activities are engaged in, generally it can be said that more teachers felt that the higher grades earned were more important than did businessmen. In general, about a third of the business groups considered extra-curricular activities more important as compared with only twenty percent of the teachers.

When asked specifically whether a college course in marketing research was important to one going into the field, nearly one out of five of the total sample reported that it was "not important" or "not so important." However, all of the teachers responding to the questionnaire indicated that it was important to some degree to have had such a course.

More teachers also indicated that such a course in marketing research was very important than did the practitioners. About two-thirds of the teachers and only one-third of those engaged in business considered a course in "marketing research" as very important.

In the total sample of respondents only 4% did not have a college degree. Since none of the college teachers could obtain a teaching position without one or more, it is important to note that only 6% of those in business doing marketing research do not have one or more college degrees. And since nearly half of those in business have only a bachelor's degree it is significant that more than 40% of

(Continued on page 10)



# Through The Eyes of an Educator

## Pursuit of Excellence

by

Dr. Peter K. Ewald, Provost  
C. W. Post College,  
Long Island University



### About the Author

A native of New York City, Dr. Ewald earned his Bachelor's, Master's and Doctoral degrees from New York University. He began his teaching career at his alma mater in 1947 as an Instructor in General History and later became an Instructor in Political Science.

His development of a political science course which dealt with the relationship of government to business led to his appointment to the position of Assistant Professor of Corporate Finance at N.Y.U. in 1955. He held this position until his appointment to the post of Dean of the Undergraduate and Graduate College of Business Administration at St. John's University in 1960.

During his tenure at St. John's Dr. Ewald developed and wrote a new curriculum in public and private accounting, management and industrial relations, and developed extensive programs of study for the business community. Under Dr. Ewald's leadership the St. John's University Graduate Business School developed into one of the largest in the Metropolitan area.

He was appointed Dean and Director of the Evening Division and Director of the Division of Business Administration at C. W. Post in September 1963, and was elevated to the position of Provost in July 1964.

As Provost Brother Ewald is the chief academic and administrative officer of the College and campus.

THE PHRASE, "pursuit of excellence" is heard often in educational circles and is generally found in major addresses on education or in speeches delivered to new students during freshman orientation programs.

The words are meaningful, however, only if we know what they signify. To some the phrase refers to the ability of a student to become outstanding in a particular field or fields without artificial restraints being placed on him as an individual. To other educational leaders, "pursuit of excellence" means the opportunity to acquire an outstanding, distinguished faculty; and still others define the phrase as meaning superior academic programs.

The phrase, therefore, is really an ideal of perfection—an ideal to be sought after but perhaps never fully achieved since the criteria is in the heart, soul and mind of the seeker.

In drafting the Declaration of Independence, the authors finally settled on the phrase, "pursuit of happiness" which, like excellence, can be achieved only when a person is free to pursue.

To this one educator, the "pursuit of excellence" means giving the student on his campus the opportunity to acquire knowledge under an excellent faculty, in an environment conducive to inquiry.

Freedom to pursue knowledge, however, rests not alone on the campus and in the community of scholars, but in the whetting of the intellectual appetite of the students. The responsibility for creating an atmosphere of inquisitiveness rests, in my opinion, in equal proportions among the student, his family, and the campus community. If a student is not inquisitive it may be impossible for the other ingredients of his campus association to arouse him to his full potential.

Pursuit of excellence is striven for by individuals in a campus community. The administration strives to create an academic and physical environment capable of attracting and retaining outstanding scholars who, in turn, inspire and sometimes coerce students to achieve the excellence of their native talents, and even to develop them beyond their endowments.

I would like to add to the foregoing

comments my personal belief that fraternities such as Delta Sigma Pi play a very important role in the sum total of academic life. Fraternities, under wise direction, stimulate scholarship and set high ideals for their memberships.

The pursuit of excellence on any campus is made possible by the total effort of all who participate in the "groves of academe" or who receive the benefits of the finely trained alumnus who lives, works and plays in and for his nation and community.

EDITOR'S NOTE: Through the Eyes of an Educator, appearing for the first time in this issue of The DELTASIG, is a new feature in our publication. This series of articles will appear in future issues of The DELTASIG. In introducing this new feature, it is our desire to recognize some of the outstanding educators in Delta Sigma Pi. The topics of these articles will concern various subjects of current interest which should be both stimulating and interesting to undergraduates, faculty, and businessmen of Delta Sigma Pi alike.

# Arizona Occupies New Business and Public Administration Building

THE COLLEGE OF BUSINESS and Public Administration on the University of Arizona campus has expanded into a recently completed building. The building is a five-story structure designed for a two story addition. Offices of the Dean are located on the entry floor. The new structure also houses the Departments of Public Administration, Accounting, Geography and Area Development. The fifth floor is occupied by the Division of Economic and Business Research.

The building also includes offices for 50 faculty members, offices for 11 graduate assistants, classrooms for 456 students, and seminar rooms for 50 students. Laboratories accommodate 162 students including two special accounting laboratories and a cartography laboratory. The latter has a map mounting room for preparing maps and analyzing aerial photography. In addition, there is a large lecture-seminar room that will seat 100 people. It is equipped with chairs and tables for group discussions and lectures.

The total project cost was \$850,943.65 including landscape costs. The cost per square foot was \$17.36 with a total of 48,188 gross square feet. Additional ex-



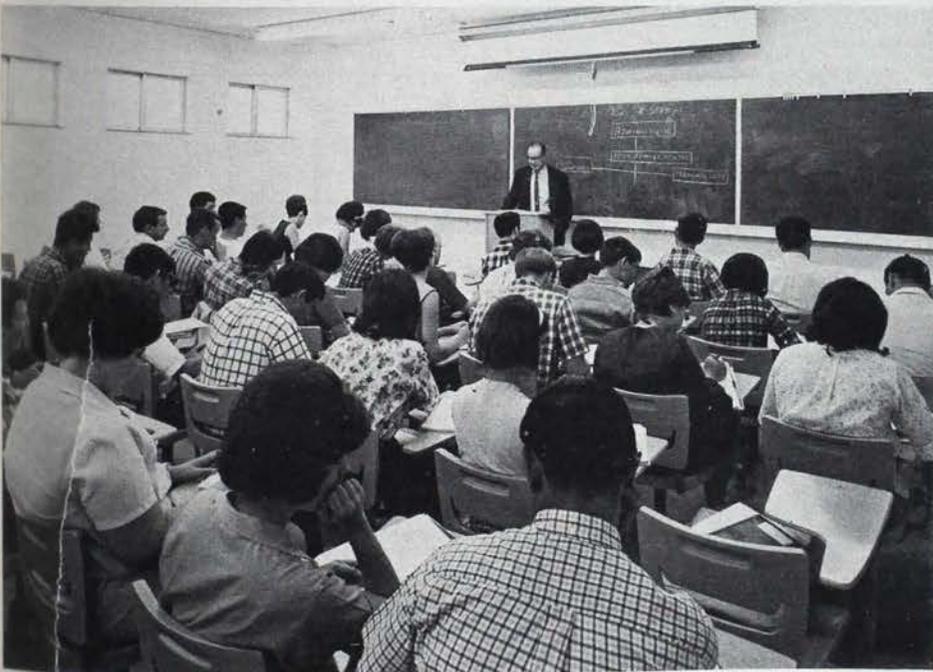
RECENTLY COMPLETED is this home of the College of Business and Public Administration at the University of Arizona in Tucson.

penditures for furniture and fixtures totaled \$120,000.00.

The building complements other adjacent buildings on campus with its simple design and compatible use of red rug-faced brick, exposed cast concrete and decorative clay screen tile. The building is entered over a landscaped terrace of pine and palm trees, covered porch, and glassed-in lobby.

The structure of the building is concrete frame, joists and floors throughout. Interior partitions are metal stud with lath and plaster finish; the ceilings are lift-out acoustical panels. The floors are covered with linoleum and vinyl asbestos tile; all the cabinets and millwork are hardwood, birch or walnut. The corridors or stairways are protected with vinyl fabric wainscots; all toilet room floors and wainscots are ceramic tile covered. Fluorescent lighting is installed throughout the building that is also equipped with year-round heating and air conditioning and one key-operated elevator. There is also a separate office wing and a separate classroom wing.

The old Business and Public Administration building has been renamed the



TYPICAL OF THE classrooms in the new College of Business and Public Administration Building at the University of Arizona is this one.

Economics Building. Remaining in this facility are the Director of Graduate Studies for the College of Business and Public Administration and the Departments of Management, Finance, Economics, Marketing, and Office Administration and Business Education. Offices of the Dean of Men and the Department of Sociology are also in this building.

During the academic year 1965-66 more than 2700 students were enrolled in the College of Business and Public Administration. Dr. William Voris is dean of the College of Business and Public Administration at the University of Arizona.

*(Continued from page 7)*

marketing researchers have one or more advanced degrees. A somewhat higher percentage of market researchers employed in independent research organizations than in other types of businesses have Ph.D. degrees. However, the percentage of employees in independent marketing research firms having advanced degrees is not significantly greater than those in other organizations doing market research work.

Many students, either from their desire to gain experience or from their need to earn part of their expenses, frequently ask about the possibilities of part-time employment in marketing research while they are in school. It was interesting and somewhat encouraging that 55% of the researchers who answered the questionnaire indicated that their firms did hire students on a part-time basis. Further, about two-thirds of those firms who do employ part-time students do so on a year-round basis. About one-fourth employ students only for the summer and the remainder during the school year only.

It would appear that prospects for part-time employment are greater in independent research organizations than in any of the other groups surveyed. A total of 79% of the independent firms reported hiring part-time student help. In contrast, manufacturing firms doing research only for themselves would appear to be the poorest prospects for students seeking part-time research positions. Only 36% of these firms reported hiring any part-time student help and less than half hire part-time student workers the year around.

Because of the newness of marketing research activities in business there has been great growth in this type of work, particularly since the end of World War



THE OFFICE OF THE Division of Economic and Business Research in the new School of Business and Public Administration Building at the University of Arizona in Tucson is shown here.

II. A natural question then might be as to whether the gains of the past 15-20 years will continue. Among those answering the questionnaire more than nine out of ten thought that the prospects in the next fifteen years were even better than they have been in the past 15 years. In contrast, only one percent thought that the prospects were worse.

From some of the comments made it was apparent that a few researchers thought that the prospects of becoming a marketing research director in the next 15 years will be poorer than what they were between 1947 and 1965. This thinking, no doubt, stems from the fact that many companies have established department heads who are relatively young. This, however, should not be a deterrent to those wishing to enter this field as there is much yet to research in marketing.

The Grand Council  
of  
DELTA SIGMA PI  
is pleased to announce the installation  
of  
ZETA UPSILON CHAPTER  
at  
Virginia Polytechnic Institute  
on  
November 19, 1966

EACH YEAR AT THIS time we jubilantly celebrate our Fraternity's birthday and proudly place on the record another great year to be added to those before and since our Golden Anniversary in 1957. A record molded in the highest standards of our ideals, traditions and objectives and portraying the intent and dedication of our membership.



**FOUNDER HAROLD V. JACOBS**, on the left, is shown here receiving the first certificate of "The Order of The Golden Helmet" from Grand President Marko. The presentation took place at a recent initiation banquet of Beta Omega Chapter at the University of Miami. The Order of the Golden Helmet recognizes 50 years of membership or more in Delta Sigma Pi.

One of the most appropriate measurements applied to an organization is the caliber of its membership which typifies the living force of its achievements. In this regard, it is possible to name a large host of members who are, or have been, ardent workers for Delta Sigma Pi. Complementing these efforts are the even greater number of Brothers who add their earnest interest and whole-hearted support. Thus has our proud heritage been achieved and will be expanded in the future.

How often, though, have we stopped for a moment to reflect that among these many Brothers are included some who have also attained and, in some instances, already passed their Golden Anniversary of membership. To be a Deltasig for even a day has its rewards, but the satisfactions of membership multiply with the years. No one can sit in the presence of one of these Brothers and make a pretext that membership in Delta Sigma Pi is but a campus interlude. Once exposed to our fraternal bond, its influence continues for a lifetime. For those who accept it, sincerely, the principles inherent in this bond can make a life that is full and rich in those things which do not perish.

# One Half Century or More

Accordingly, the Grand Council of Delta Sigma Pi has deemed it most proper to openly recognize these deserving Brothers and has approved a suitable scroll for presentation at appropriate functions. Recipients of this award will hereinafter be identified as having been elevated to the Order of the Golden Helmet. The significance of this designation is clear if one but associates the Golden Anniversary of membership with certain telling parts of our Ritual.

This recognition is intended for award by Chapters and Alumni Clubs at Chapter Birthday Celebrations, Founders' Day Observances or some other specially suitable occasion. It is designed for a Brother who has kept the oath to uphold his



**GRAND PRESIDENT MARKO** is shown here presenting "The Order of The Golden Helmet" certificates to Past Grand President Philip J. Warner and Past Grand President Francis J. McGoldrick at a recent New York Alumni Club Roundup dinner.

obligations of membership and has maintained a continuing interest in the activities of the Fraternity. In the judgment of his Brother Deltasigs, he has merited the following resolution which forms a part of the scroll depicted elsewhere herein—"In affectionate appreciation of his fifty years of membership and service, during which time his star has shone for the benefit of all mankind."

To initiate the presentation of this award, the Executive Committee selected the first four recipients and arranged for the presentations. All future recipients will be selected by a Chapter and/or Alumni Club and the award presented at

an occasion arranged by them. It is intended that the recipient be unaware of his selection until he is called forward to receive the recognition. The first four awards were presented, appropriately, to our surviving Founder and three Past Grand Presidents with fifty or more years of membership, in order of years of membership. In detail, including date and occasion, the awards were made to the following:

On May 8, 1966, to Founder Harold V. Jacobs, *Alpha Chapter*, on the occasion of an initiation banquet conducted by Beta Omega Chapter, University of Miami, Coral Gables, Florida.

On June 9, 1966, to Past Grand Presidents Philip J. Warner and Francis J. McGoldrick, both *Alpha Chapter*, on the occasion of the New York Alumni Club's Annual Roundup Dinner in New York City.

On June 16, 1966, to Past Grand President H. G. Wright, *Beta Chapter*, on the occasion of a dinner following the Chicago Alumni Club's Annual Golf Tournament in Chicago. Brother Wright is also Grand Secretary-Treasurer Emeritus.

Chapters and Alumni Clubs desiring to make this award should furnish name and chapter designation of recipient to The Central Office sufficiently in advance of presentation date. A scroll engraved with recipient's name and chapter will be furnished to the awarding group who will arrange for framing or mounting as they may desire.



**PAST GRAND PRESIDENT** and Grand Secretary-Treasurer Emeritus H. G. Wright is shown here receiving from Grand President Marko one of the first four certificates upon being elevated to "The Order of The Golden Helmet."

# Business Ethics

Monsignor Hubert Maino

St. Frances Cabrini Shrine Church, Allen Park, Michigan

The following is the text of an address delivered to a meeting of the National Association of Accountants

THERE SEEMS TO BE a widespread impression that Business Ethics are not as good as they used to be. Several times I've heard references to what I may call the "Moral Schizophrenia of The Businessman": "I feel that I am two different individuals . . . the one who serves his company from 9:00 to 5:00 and the man I am free to be the other hours of the day." This condition seems not to be confined to any one area of economic life. But it is found in government, in the professions, as well as in commerce and industry.

In government, there now exists a conflict of interest crisis. A few months ago *The Detroit News* published a series of articles outlining this problem. For instance, T. Lamar Caudle, assistant attorney general convicted in a tax fraud case, testified that it was his custom to park his car with the windows open and he was surprised that "somebody kept putting presents in the back seat."

Among more proficient wheelers and dealers, that practice would be deemed too crude. A favored tactic nowadays is to influence a legislator by making a fat contribution to his past or future campaign fund. The members of the Federal Communications Commission testified that when applications were made for radio or television licenses, it was their policy to favor a congressman if one were among the applicants.

The late Senator Robert Kerr of Oklahoma once said, "If everyone abstained from voting on grounds of personal interest, I doubt if you could get a quorum in the United States Senate on any subject."

In industry the picture of shady business practice is so varied it would take hours to present a comprehensive picture. Here are a few instances gathered mostly from that "Bible of Business Men," the *Wall Street Journal*.

There was that long controversial Congressional inquiry into the price of drugs. There's a story in connection with it: A wild eyed chap rushed into a drug store and demanded that his prescription be filled in a hurry. The druggist obliged, and told him: "That will be \$5.35." Apparently misunderstanding, the man dropped thirty-five cents on the counter and ran out. The druggist chased him to the door, but he'd disappeared, and said: "Oh well, twelve cents profit is better than nothing."

There were the court trials that resulted in multimillion dollar fines being assessed against some of the largest electrical manufacturing concerns. Some of their top officers were sent to prison for collusion, fixing prices and overcharging their customers, among whom were the Defense Department, some hardpressed public schools districts and other publicly supported institutions.

Then there was the case of the large automobile company whose top officials violated their trust and organized supplier companies that had the automotive firm for their only customer.

In the field of science there have been some scandals. A number of cases of rigged research were uncovered. Supposedly reputable scientists were found guilty of collecting fees for testing, among other things, a newly developed weight reducing pill. It was proved in court they had not tested the pill at all, and it was found to be completely useless for its intended purpose.

A man by the name of Tino DeAngelis recently pulled off one of the championship swindles of all time. He cheated banks and investment houses out of at least \$200 million dollars by fraudulent deals in vegetable oil. He leased a whole field full of oil tanks and filled most of them with water. An author wrote a book about this famous case and said: "DeAngelis succeeded because bankers, brokers and business men, despite the glaring indications that they were dealing with a crook, could not resist the bait of big profits. DeAngelis bribed his powerful business associates just as he passed out cash to lesser figures to enlist their help."

Finally, the *Wall Street Journal* reported numerous instances of a new dishonest tactic . . . the organizing of whispering campaigns, circulating defamatory rumors about competing firms . . . downgrading their financial stability, or the quality of their products. This, of course, scares off potential buyers, undermines employee morale, disturbs the stock-

holders (with possible harm to the value of the company's stock) and has threatened the very existence of certain companies.

I should not like to create the impression that I am pointing the finger at all business men, or even a large proportion of them. As Edmund Burke said, "You cannot indict a whole people." My point is that there seems to be a sufficiently sizeable total of shady characters operating in industry, banking and commerce to disturb our complacency.

Aside from the religious motives that ought to keep a man honest, aside also from the desire for respectability and the maintaining of a good reputation, it is evident that if such conditions continue, the very existence of our business system is threatened. I am well aware that business men object to, and very properly resent, the excessive intrusion of the strong arm of the government into economic affairs. But the only alternative to external control is internal regulation.

That is why I am encouraged to note that the subject you have invited me to discuss is engaging an increasing amount of attention in trade journals and in the deliberations of trade associations, such as your own. I congratulate business men on the fact that the various industries and professions are voluntarily policing their own ranks and are drawing up strict codes of professional and business ethics which the reputable members are expected to obey.

When instances of breach of trust and outright dishonesty are found in such profusion in the higher echelons of business community, it is not surprising that this bad example should have filtered down to the lower ranks.

And so we have the universally deplored abuses in the ranks of labor: featherbedding and loafing, officially established restriction of output.

Another unjust burden on the economy is the widespread practice of walking off the job with company property. This is not just petty pilfering, like taking

postage stamps and paper clips. Some fellows have managed to take out enough items of their company's product to put together an entire automobile, piece by piece.

This abuse is not confined to the blue collar ranks. White collar people are giving their employers similar headaches. The Detroit *Free Press* recently carried a story entitled: "Thieves in Gray Flannel Suits." One part time thief, by clever manipulation of his company's books, was pocketing about \$1200 a year. Another, this one a hospital pharmacist, went into the wholesale drug field. His stock was the hospital's supply of drugs. He was grossing \$40,000 a year, and it was all profit, because he had practically no overhead. This dishonest enterprise became known to other employees, but, instead of reporting him, they cut themselves in on the same racket.

The FBI estimates, according to the *Free Press* story, that white collar thieves are getting away with about twice as much as the conventional criminals whose names appear on a police blotter. This condition puts an additional burden on the economy . . . that is, the cost of security measures. The Michigan State University School of Police Administration reports they cannot meet the demand for security officers for American industry.

Finally, we come to what has become another abuse that has reached the proportions of a major illegal industry, that is shoplifting. The *Wall Street Journal* says this amounts to the astronomical sum of \$15 billion dollars per year. The vast majority of shoplifters, according to police records, are women and children . . . and most of them are not from the ranks of the poverty stricken. This certainly is a symptom of a critical moral illness in our society. I mention it, although it is not, so to speak, an internal problem of business, but because these persons come from the same families as those engaged in other illicit practices, and call for the application of a remedy at the source, which is the home.

Now we come to the search for causes . . . Why is it we are witnessing this serious breakdown in traditional moral standards in all these areas of American life? One respected authority blames warfare . . . In World War I, World War II, the Korean affair, and now in Vietnam, millions of men have been released from the conventional controls and inhibitions of civilian life. They were trained to kill and

to destroy. And, according to this theory, they have brought back these destructive attitudes to civilian life.

Others attribute the change to the good economic conditions we have enjoyed for the past twenty years. Our burgeoning prosperity has opened up new forms of pleasure and enjoyment . . . forms of indulgence that were formerly the privilege of the idle rich, but which are now available to the vast majority of Americans. They want more and more of the good things money will buy . . . mink stoles and vicuna coats, wall to wall carpeting, deep freezers and electrical dishwashers, Scotch whiskey, night clubs and football tickets, speedy and sporty automobiles, summer cottages and pleasure boats.

Our brethren of the advertising industry have done a successful job of awakening our appetite for all these assorted luxuries, and many people are determined to have them by fair means or foul.

Then there is the additional stimulus of competition . . . the race to keep up with, or a step ahead of, the Joneses.

And finally, the experts conclude . . . when you join the affluent state of our society with the nagging uncertainty as to the future . . . with the threat of the H-Bomb hanging over us . . . we want to

have our fun while we can, and so have become easy targets for the propaganda for materialism.

I would add still another influential cause of this moral decline and that is the deterioration of the cornerstone institution, the Family. Today women make up one third of the working force . . . and 50 per cent of all women who are the mothers of children under 18 are gainfully employed outside their homes. Of course, the vast majority of them will tell you that they are compelled to work. But it is obvious that many of them do not need to work for the necessities and the frugal comforts of life. It isn't that their husbands cannot support them in the style to which they are accustomed. They want more income in order to pay for a higher standard of living to which they wish to become accustomed . . . All this is in some ways admirable, but it has one tremendous disadvantage. These mothers necessarily neglect their chief responsibility as the moral teacher and guide of their children. Millions of American children are being raised by baby sitters, and as they grow beyond that stage, they are left unattended to learn and indulge in the pleasures of vandalism and shoplifting.

I might mention, too, the great increase in drinking. Figures show the consump-



FEATURED SPEAKER at a recent Recognition Banquet at Eta Chapter at the University of Kentucky was Brother Adolph F. Rupp, *Kansas*, Head Basketball Coach at the University of Kentucky. Also shown with Brother Rupp, seated on the left, is Miss Becky Snyder, "Rose" of Eta Chapter and Miss Kentucky (1965) and Jack Peters.

tion of hard liquor has doubled in this country in the last five years and there has also been a steady, but less spectacular increase in the figures for beer and wine. Too much alcohol blunts the moral sensibilities, and undoubtedly disposes the excessive drinker to illegal deeds he would not otherwise attempt.

Now that I have taken some time to outline the general problem and its causes, let me put before you a piece of scientific analysis. Two executives of Ford Motor Company collaborated on a dissertation for a graduate degree in business administration and took Business Ethics as the topic of their research. They sent out several hundred questionnaires to people in "middle management." That, I infer, includes just about everybody in a business firm . . . excluding only the president of the company and the lowliest manual worker at the other end of the spectrum. I'm not sure even he should be excluded because everybody, it seems, has someone to whom he is entitled to give orders. The story goes . . . After World War II, proud parents were asked "What did your boy do in the service?" Every answer began "He was in charge of . . ."

So middle management is the biggest, most comprehensive category. The two scholars turned up twenty situations that were the most frequent cause of moral and ethical problems:

The first five were: (1) The need to comply with their superior's requirements although they conflict with your own idea of right and wrong. (2) Job demands encroaching upon home obligations . . . High incidence of divorce among most successful men . . . Married to their jobs . . . practically divorced from their wives . . . or practicing a species of bigamy . . . trying (unsuccessfully) to serve two masters. (3) Unethical methods employed in competition for advancement. "Apple polishing" . . . being a "yes" man. Some accept it as an unwelcome necessity. Others stated, "If you maintain your integrity you lose your chance for promotion, or you lose your job." (4) Avoiding or hedging responsibility . . . Passing the buck . . . putting the blame for immoral policies or practices on someone else. (5) Trying to maintain integrity when it conflicts with being well liked.

Now it becomes my task to moralize. You know, when you invite a clergyman to address you, you must expect to be preached at. Let me point out that, of these causes of moral collapse in business



SHOWN HERE IS the new certificate for members elevated to "The Order of The Golden Helmet" in recognition of membership in the Fraternity for 50 years or more.

practice, in four of these five major areas there is one simple easy solution, and that is moral courage. You must have the courage to stand up and be counted. Have the moral stamina to dare to be different . . . if need be, to risk your standing with your boss and your chance for higher preferment, so that you can live with yourself, and be true to your conscience and convictions. (I have been told that often fear of the consequences is unfounded. Once someone has spoken out fearlessly in favor of what is reasonable and right, the supposed opposition melted away.)

From what source does a business man derive the sometimes heroic courage that is needed? In my opinion there is only one adequate source and that is Religious Faith. I am aware that, down through the ages, from as far back as the time of

Aristotle, systems of ethics have been worked out by philosophers on purely humanitarian principles. Today there are similar attempts on the part of psychologists and sociologists and other specialists in the sciences dealing with human behavior. But I know of no system of purely human based ethical doctrine that will supply the effective motivation necessary to move the wills of the masses of humanity. Here and there you may find the so-called "Virtuous Pagan" . . . the man whose training and background are entirely divorced from any religious factors, but he is the exception. You cannot expect to find many like him.

There are many men and women of unblemished character who are not church goers, or who acknowledge no particular religious affiliation. But re-

(Continued on page 27)

# Zeta Tau Chapter Installed at California State College at Hayward

THE ZETA TAU CHAPTER of Delta Sigma Pi was installed at California State College at Hayward, California, on Saturday, May 7, 1966. With the addition of this new chapter, the chapter roll reached 142 chapters, 10 of which are located in the State of California. Other chapters in California in addition to Zeta Tau Chapter are Rho Chapter at the University of California, Berkeley; Phi Chapter at the University of Southern California, Los Angeles; Gamma Xi Chapter at the University of Santa Clara, Santa Clara; Gamma Omicron Chapter at the University of San Francisco, San Francisco; Delta Omicron Chapter at San Francisco State College, San Francisco; Delta Sigma Chapter at Loyola University, Los Angeles; Epsilon Theta Chapter at Chico State College, Chico; Epsilon Phi Chapter at Sacramento State College, Sacramento; and Zeta Rho Chapter at Menlo College, Menlo Park.

In Hayward for the installation were Grand President M. John Marko, *Rutgers*; Executive Director Charles L. Farrar, *Louisiana Tech*; Regional Director R. Nelson Mitchell, *Johns Hopkins*; District Directors Harold E. Mackenthun, *Kansas*; and H. Nicholas Windeshausen, *Nebraska*; and Past Regional Director Burell C. Johnson, *Alabama*. Also on hand to participate in the ceremonies were delegations from Rho, Gamma Omicron, Delta Omicron, Epsilon Phi and Zeta Rho Chapters and the San Francisco Alumni Club.

Activities for the installation program began with the registration of the members and guests during the early afternoon followed by a brief tour of the new Hayward campus.

Regional Director R. Nelson Mitchell, acting as toastmaster for the installation banquet, began the evening program at the Oakland Airport Inn by introducing Mr. Lyle D. Edmison, Dean of Students at California State who in turn extended a most cordial welcome to the new chapter and the guests who had helped to install the new chapter. Chapter Advisor John H. Sims was then called on to present the Future Plans for the Division of Business and Economics after which

Brother L. Glen Strasburg presented the Future that Faces our Brothers.

Grand President M. John Marko climaxed the program when he presented the charge and charter to William D. O'Brien, president of Zeta Tau Chapter, who accepted it with appropriate remarks on behalf of the members of the chapter. After the charter had been presented to the new members Executive Director Charles L. Farrar extended his personal fraternal greetings to the new chapter and its members and then called on District Director Harold E. Mackenthun to present the many greetings which had been received from other chapters, alumni clubs and national officers.

The program was concluded with the singing of "The Rose of Deltasig".

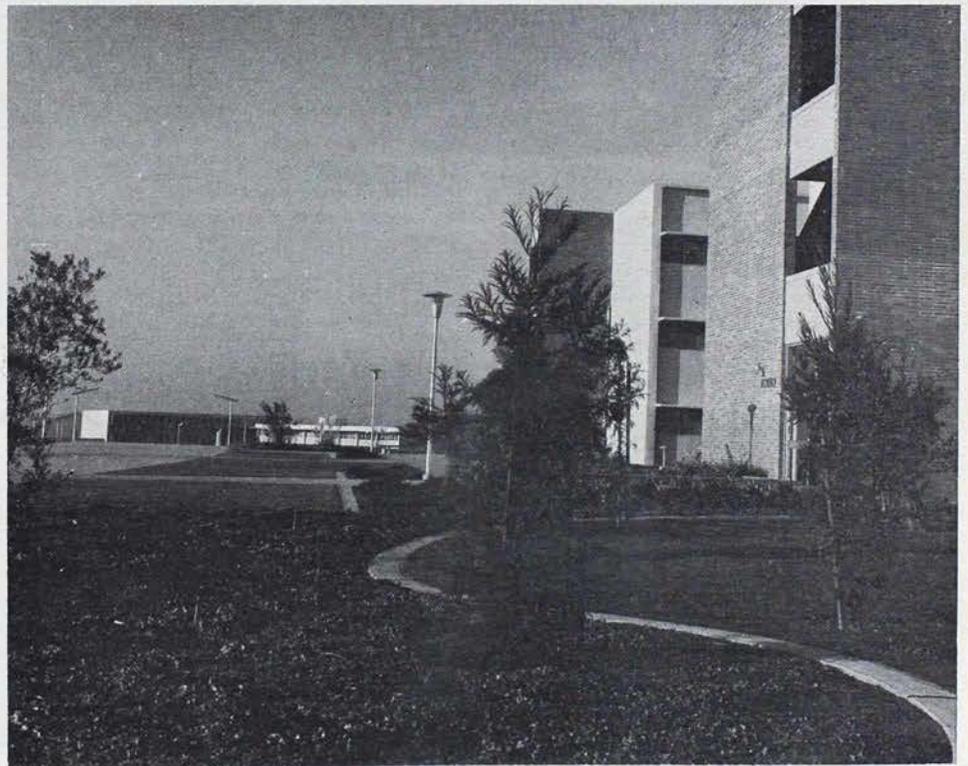
## History of California State College at Hayward

In 1959, classes were offered for the first time by a brand new institution of higher learning called State College for Alameda County. During September of

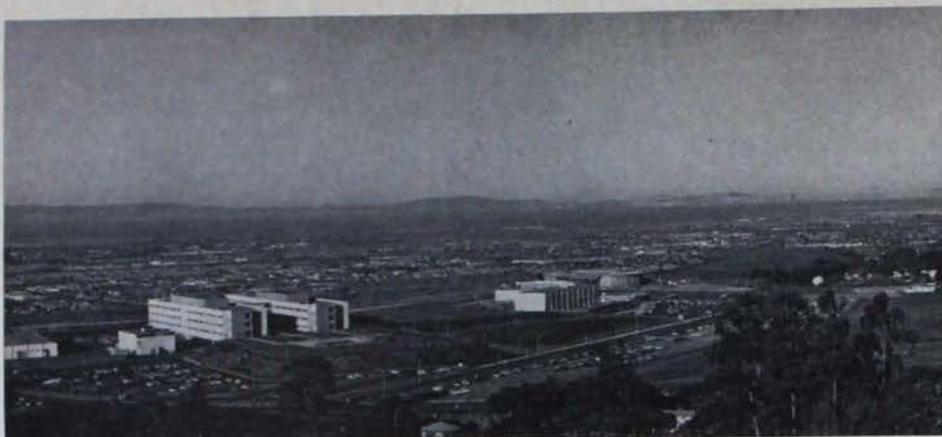
that year 400 students, 100 full time, started attending classes that were taught in temporary quarters in a newly constructed Hayward High School.

During the ensuing years, the College, renamed California State College at Hayward in 1963, more than matched the growth of the area that it was planned to serve. More than 5,000 students now attend classes, and by some estimates, the enrollment will be 11,000 students in 1970. Classes are now taught in three multi-storied buildings on the College's own 354 acre hill top campus. The growing physical plant is expected to include a physical education building and cafeteria and an additional classroom building this year. A speech-drama building and a library-audio-visual-administration building are expected to be completed by 1970. In addition to the one privately financed dormitory located across the street from the campus now, two more are to be completed in the near future.

Programs are offered at the College that lead to the baccalaureate degree in



TYPICAL OF THE buildings on the California State College Campus at Hayward are the Science Building at the right and the Fine Arts Building in the background.



SHOWN HERE IS a hillside view of the new California State College Campus at Hayward and the San Francisco Bay. Delta Sigma Pi recently installed its Zeta Tau Chapter here.

26 different majors, and the master's degree in education, mathematics, music and English. Other programs lead to teaching, pupil personnel services, and supervisory credentials. California State College at Hayward operates on the quarter system.

### History of the Division of Business Administration

The Division of Business Administration came into being when California State College was organized in 1959. This Division offers courses designed to equip individuals with the educational background and analytical tools for careers in business; to provide for the development of teachers of business subjects in the secondary schools, and to educate students in the fields of the professional economist. Analytical emphasis is a dominant characteristic of work in the Division.

The curricula offered in the Division of Business Administration and Economics leads to the baccalaureate degree in both majors and minors in business administration, economics and business education.

During the 1965-66 academic year there were 475 business administration majors, 58 economics majors and 48 students in the business education secondary credential program enrolled in the Division of Business Administration and Economics.

California State College is accredited by the Western Association of Schools and Colleges, official accrediting group for colleges and universities in this area. The general elementary teaching credential program is also accredited by the California State Board of Education.

### History of the Business and Economics Council

The Business and Economics Council was organized in 1962 for the purpose of unifying all business and economics students, academically and socially. Typical of the Council's varied activities are the business luncheons. Each quarter the Council has sponsored a luncheon to foster the study of business and economics and to solidify the members.

The Council has also sponsored a scholarship for a student in the Division of Business and Economics based on aca-

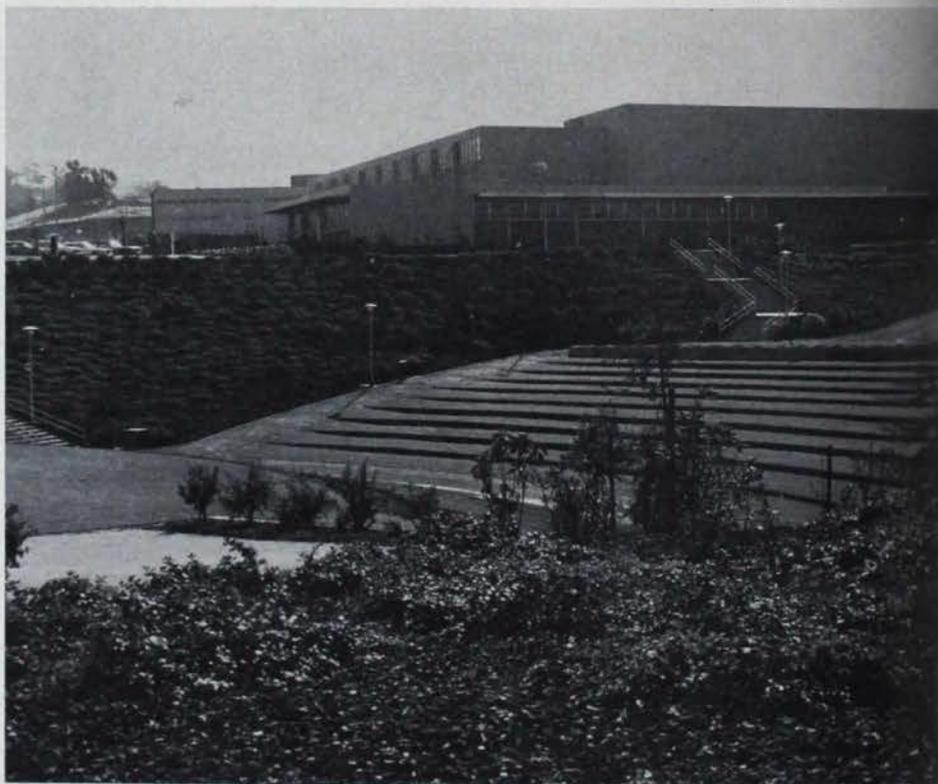
ademic achievement and outstanding participation in furthering the activities of the Council.

A day long business symposium is also a feature in the program of the Business and Economics Council. Various topics of business are discussed by participating students, faculty, and outside businessmen. Tour and Travel activities have also been very much a part of the program.

Other activities of the Council have been the participation in the College intramural sports program and the publishing of the Herd Book, a phone directory of all students, faculty and staff members at California State at Hayward.

After many hours of hard work and the desire to become a chapter of Delta Sigma Pi the dreams of the members of the Business and Economics Council were realized on Saturday, May 7, 1966, when the following undergraduates and faculty became charter members of Zeta Tau Chapter of the International Fraternity of Delta Sigma Pi: William D. O'Brien, Joseph C. Biondolillo, Jr., Mark L. Ehrlich, Carl E. Johnson III, Robert R. Barengo, Michael H. Ostrov, Kenneth J. Wilkinson, John W. Ashley, Richard B. Hoffman, William S. Jensen, John H. Sims, Louis G. Strasburg, Donald W.

*(Continued on page 27)*



THIS TERRACED AREA with the Fine Arts Building in the background is used for graduation exercises at California State College at Hayward. It is also typical of the beautifully landscaped campus.

# St. Louis is Host to PIC Meeting

ST. LOUIS, MISSOURI, was host to the biennial meeting of the Professional Interfraternity Conference at the Gateway Hotel on May 13-15, 1966. President Meredith M. Daubin, *Delta Theta Phi*, called the first session of the Conference to order Saturday, May 14, 1966 after which he called on Past President Edward L. Scheufler, *Delta Theta Phi*, to deliver the invocation.

Secretary William E. Koch, Jr., *Xi Psi Phi*, read the minutes of the previous meeting held in Atlanta, Georgia, and they were approved. The various officers of the Conference then presented their biennial reports.

Moderator for the panel discussion which followed was Dr. C. H. William Ruhe, *Phi Rho Sigma*, president elect of Professional Interfraternity Conference. The first topic, "The Present and Future of the Professional Fraternity" was

of the meeting were Joseph G. Maddox, *Sigma Delta Kappa*, Price Doyle, *Phi Mu Alpha Sinfonia*, Merle L. Griffin, *Alpha Chi Sigma*, and Robert E. Pope, *Theta Tau*.

Officers elected at the meeting were: President, C. H. William Ruhe, *Phi Rho Sigma*; President Elect, Robert J. Beals, *Sigma Phi Delta*; Vice President, Joseph G. Maddox, *Sigma Delta Kappa*; Secretary, William E. Koch, Jr., *Xi Psi Phi*; Treasurer, Robert E. Pope, *Theta Tau*; and Directors, Conrad A. Blomquist, *Phi Delta Chi*, two years; E. Marshall Carson, *Xi Psi Phi*, two years; Price Doyle, *Phi Mu Alpha Sinfonia*, two years and Meredith M. Daubin, *Delta Theta Phi*, four years.

Executive Director Charles L. Farrar and Field Secretary Ben H. Wolfenberger represented Delta Sigma Pi at the meeting.



PICTURED HERE is the luncheon of the Professional Interfraternity Conference Biennial meeting which was held in the Gateway Hotel in St. Louis, Missouri, on May 13-15, 1966.

covered by Wiley F. Schultz, *Delta Sigma Delta*, Robert W. Vesper, *Omega Tau Sigma*, Charles L. Farrar, *Delta Sigma Pi* and Fredrick J. Weitkamp, *Phi Alpha Delta*.

After the break for lunch in the Terrace Room of the Gateway Hotel the second panel on the "Development of New Fraternity Leaders" was presented by Merle R. Sheets, *Kappa Psi*, Edward O. Graff, *Xi Psi Phi*, William M. Jermain, *Sigma Phi Delta*, and John R. Ausband, *Phi Rho Sigma*. After a general discussion the meeting was recessed for a tour of the city of St. Louis which terminated in "Gaslight Square" where dinner was served at the "Port St. Louis."

Panelists for the third and final session

## PERSONAL MENTION

RICHARD J. BIELOT, *Dayton*, has completed the U. S. Army Flight School at Fort Rucker, Alabama and the Aviation Maintenance Officer Course at Fort Eustis, Virginia, and has been assigned to Vietnam.

BENNETTE E. WHISENANT, *North Carolina*, has entered the Air University's Squadron Officer School at Maxwell AFB, Alabama.

FRED M. KLEPPSATEL, JR., *Missouri*, has been decorated with the Bronze Star and the Distinguished Flying Cross for services performed in the Dominican Republic.

ROBERT E. MILSTEAD, *Texas*, has entered the Armed Forces Staff College at Norfolk, Virginia.

GARRY S. CREATH, *Texas*, has been promoted to First Lieutenant, and is assigned to Travis AFB, California.

JOHN F. STALLWITZ, *Kansas*, has been promoted to Captain, and is serving in Germany.

DAVID L. BERRIER, JR., *Florida*, has been graduated from the U. S. Air Force F-4C Phantom II pilot course at Davis-Monthan AFB, Arizona, and has been assigned to George AFB, California.

LEO K. TURNER, JR., *Baylor*, has completed the U. S. Air Force pilot training school at Webb AFB, Texas.

DAVID B. ROSEN, *Texas Western*, has been assigned to the 418th Medical Company, Vietnam.

ROBERT E. MILSTEAD, *Texas*, has been graduated from the Armed Forces Staff College at Norfolk, Virginia.

CHARLES E. FARRAR, *Texas Christian*, has been promoted to First Lieutenant and is assigned to the Pentagon.

ROBERT A. ENGELBRECHT, *Kansas*, has been commissioned a Second Lieutenant upon graduation from Officer Training School at Lackland AFB, Texas, and is being assigned to Vance AFB, Oklahoma.

PHILIP W. HULL, *Tulsa*, has been commissioned a Second Lieutenant upon graduation from Officer Training School at Lackland AFB, Texas, and is being assigned to Vance AFB, Oklahoma.

EVERETT D. DEMPSEY, *South Carolina*, has been promoted to Captain in the U. S. Air Force, and is assigned to England AFB, Louisiana.

WILLIAM G. KNEPFLE, *Detroit*, has been graduated from the U. S. Air Force Computer Operators Training Course at Sheppard AFB, Texas.

JERRY L. SMITH, *North Texas State*, has been promoted to First Lieutenant in the U. S. Air Force and is assigned to Mountain Home AFB, Idaho.

RICHARD A. PECK, *Iowa*, has been graduated from the Training Course for U. S. Air Force Supply Inventory Specialists at Amarillo AFB, Texas.

EARL F. THOMPSON, *Florida Southern*, has been commissioned a Second Lieutenant upon graduation from Officer Training School at Lackland AFB, Texas.

JOHN P. RIZZO, *Temple*, has been graduated at Brooks AFB, Texas, from the training course for U. S. Air Force Aeromedical Technicians and has been assigned to McGuire AFB, N.J.

WILLIAM H. TAYLOR, *North Carolina*, has been awarded the U. S. Air Force Commendation Medal at Lackland AFB, Texas.

JERRY M. LEERSTANG, *Oklahoma City*, has received the Purple Heart while serving in Vietnam.

CHESTER A. REEVES III, *Rider*, has been commissioned a Second Lieutenant upon graduation from Officer Training School at Lackland AFB, Texas, and is being assigned to Vance AFB, Oklahoma.

BERTRAM L. HAMBLETON III, *Florida*, has been awarded U. S. Air Force Silver Pilot Wings upon graduation at Moody AFB, Georgia, and is being assigned to MacDill AFB, Florida.

HAROLD M. KOERBER, *Temple*, has been commissioned a Second Lieutenant upon graduation from Officer Training School at Lackland AFB, Texas, and has been assigned to Craig AFB, Alabama.

JOHN P. MITCHELL, *Indiana*, has completed the U. S. Air Force Survival Course at Stead AFB, Nevada, and has been assigned to the Pacific Air Forces.

DAVID L. BERRIER, *Florida*, has been awarded U. S. Air Force Silver Pilot Wings upon graduation at Webb AFB, Texas, and has been assigned to the Pacific Air Forces.

MYRON C. COLEMAN, *East Tennessee State*, has been awarded Silver Wings upon graduation from U. S. Air Force Navigator Training at James Connally AFB, Texas and has been assigned to Pope AFB, N.C.

ROBERT D. BRADFORD, *Louisiana State-Baton Rouge*, has been assigned to Vandenberg AFB, California.

RONALD B. WILHITE, *Louisiana Tech*, has been awarded U. S. Air Force Silver Pilot Wings upon graduation at Reese AFB, Texas, and has been assigned to Europe.

ROGER D. SMITH, *Colorado*, has been promoted to First Lieutenant in the U. S. Air Force, and is assigned to the Niagara Falls Municipal Airport, New York.

WILLIAM P. NETISHEN, *Suffolk*, has been graduated from the U. S. Air Force Administrative Specialists Training Course at Amarillo AFB, Texas, and has been assigned to L. G. Hanscom Field, Massachusetts.

RAYMOND B. MARTINEZ, *Florida*, has completed the U. S. Air Force Survival School at Stead AFB, Nevada, and has been assigned to McCoy AFB, Florida.

GEORGE B. LAPHAM, *Babson*, has entered the Air University Squadron Officer School at Maxwell AFB, Alabama.

ROBERT T. COFFEY, *Pennsylvania*, has been awarded the Bronze Star Medal and the Oak Leaf Cluster for service in Vietnam.

WILLIAM T. CAUSEY, *Lamar Tech*, has been awarded U. S. Air Force Silver Pilot Wings upon graduation at Webb AFB, Texas, and has been assigned to Carswell AFB, Texas.

DUANE A. WEBBER, *Colorado*, has been commissioned a Second Lieutenant upon graduation from Officer Training School at Lackland AFB, Texas, and has been assigned to Amarillo AFB, Texas.

LLOYD M. GLAZER, *Miami-Florida*, has completed the Army Administration Course at Fort Dix, New Jersey.

GEOFFREY ELTING, *Tampa*, has been commissioned a Second Lieutenant upon graduation from Officer Training School at Lackland AFB, and has been assigned to Amarillo AFB, Texas.

JAMES A. BOYD, JR., *Wake Forest*, has been commissioned a Second Lieutenant upon graduation from Officer Training School at Lackland AFB, Texas and has been assigned to Mather AFB, California.

DAVID M. GILBREATH, *Texas*, has been assigned to Wurtsmith AFB, Michigan, for flying duty with the Strategic Air Command, upon graduation at Webb AFB, Texas. Second Lieutenant Gilbreath is a KC-135 Strato Tanker pilot.

EUGENE L. BARNHART, *Kansas*, is being assigned to Carswell AFB, Texas, for flying duty with the Strategic Air Command, after graduation at Vance AFB, Oklahoma. He is a second lieutenant.

# Chapter Efficiency Contest Renamed; 43 Chapters Score 100,000 Points

THE CHAPTER EFFICIENCY CONTEST of Delta Sigma Pi, first inaugurated by the Grand Council in 1931-32, has been renamed the Chapter Efficiency Index. No longer just a contest, this performance index provides each chapter with a yardstick of measurement of its activities, local achievements and exhibited degree of initiative and administration. It sets forth the major elements of endeavor inherent to a program of activities of an Ideal Chapter and serves as a basis for practicing the management techniques of establishing objectives, directing the attainment of objectives and measuring, evaluating and controlling results. In addition to measuring perfor-

mance against a standard, it also provides a means whereby a chapter may compare its operation and efficiency with other chapters.

This Chapter Efficiency Index also serves as a means of demonstrating to the Grand Council a chapter's management ability in conducting a successful program of activities for the members of the chapter.

A total of 43 chapters achieved the coveted goal of 100,000 points in the 1966 Chapter Efficiency Index to be placed on the Honor Roll. Another 18 chapters scored 85,000 points or more to place on the list of Honorable Mention Chapters. There were 125 chapters participating in

## 1966 Winners

Life Memberships in Delta Sigma Pi were awarded to the following presidents of the 43 chapters that tied for first place in the 1966 Chapter Efficiency Index:

\*CHARLES H. FRANCKOWIAK, Delta—Marquette  
\*PETER M. MAHONEY, Delta—Marquette  
JERALD D. PHILLIPS, Kappa—Georgia State  
TIM C. BUENEMAN, Sigma—Utah  
\*WILLIAM B. LOCANDER, Upsilon—Illinois  
\*JOHN L. McLAUGHLIN, Upsilon—Illinois  
\*LYNN A. HARMON, Alpha Beta—Missouri  
\*DAVID G. ELSTON, Alpha Beta—Missouri  
\*BYRON R. VANIER, Alpha Delta—Nebraska  
\*RODNEY L. STARK, Alpha Delta—Nebraska  
\*BERNARD R. VOGEN, Alpha Epsilon—Minnesota  
\*DWIGHT D. WIRZ, Alpha Epsilon—Minnesota  
\*JAMES H. FREY, Alpha Eta—South Dakota  
\*MICHAEL L. KEHRWALD, Alpha Eta—South Dakota  
C. ANDREW BELEW, Alpha Theta—Cincinnati  
\*JACK L. STOPKOTTE, Alpha Rho—Colorado  
\*PATRICK J. DAUGHERTY, Alpha Rho—Colorado  
CLYDE W. ENGLE, Alpha Upsilon—Miami  
\*JOHN A. GORYL, Alpha Omega—DePaul  
\*NEIL F. BRODZINSKI, Alpha Omega—DePaul  
\*FRANK E. POPE III, Beta Gamma—South Carolina  
\*JAMES H. CUSHMAN III, Beta Gamma—South Carolina  
RALPH K. VAN DUZEE, Beta Zeta—Louisiana State  
\*CYRIL M. HORVATH, Beta Theta—Creighton  
\*RONALD D. KETCHAM, Beta Theta—Creighton  
\*DAVID S. TAYLOR, Beta Kappa—Texas  
\*WILLIAM H. MOSES, Beta Kappa—Texas  
\*JAMES C. VAN RHEIN, JR., Beta Sigma—St. Louis  
\*PAUL R. VOELLINGER, Beta Sigma—St. Louis  
\*THOMAS C. STEPHENS, Beta Upsilon—Texas Tech  
\*BILLY W. NESMITH, Beta Upsilon—Texas Tech  
\*CURTIS F. SIBLEY, Beta Omega—Miami—Florida  
\*RONALD L. MAGRAM, Beta Omega—Miami—Florida  
\*MONTROSE M. WALDRON, Gamma Epsilon—Oklahoma State  
\*CHARLES D. LINDLEY, Gamma Epsilon—Oklahoma State  
\*ROBERT L. HART, Gamma Kappa—Michigan State  
\*DAVID E. FARNER, Gamma Kappa—Michigan State

\*MICHAEL L. CAPPAERT, Gamma Tau—Southern Mississippi  
\*RICHARD S. SIMS, Gamma Tau—Southern Mississippi  
CHARLES S. WAKEEM, Gamma Phi—Texas Western  
ROGER L. BROWN, Gamma Psi—Arizona  
ROBERT R. SHORT, Gamma Omega—Arizona State  
ALVIN M. STEPHENS, Delta Eta—Lamar Tech  
ROBERT L. PEREZ, Delta Nu—Loyola—New Orleans  
MORRIS Q. WATSON, Delta Tau—Indiana State  
ALAN R. DOLAN, Delta Omega—West Liberty State  
LAWRENCE R. MARONI, Epsilon Theta—Chico State  
\*JAMES A. MANDERFELD, Epsilon Iota—Mankato State  
\*JEFFREY D. JONES, Epsilon Iota—Mankato State  
JAMES E. STITELY, Epsilon Kappa—Shepherd  
\*BARRY R. HELWEG, Epsilon Mu—Sam Houston State  
\*JOHN D. WEAVER, JR., Epsilon Mu—Sam Houston State  
JAMES D. LEE, Epsilon Xi—Ball State  
\*HARRY J. PEARCE, Epsilon Sigma—LaSalle  
\*WALTER M. MIGRALA, JR., Epsilon Sigma—LaSalle  
\*RAY J. NIELSEN, Epsilon Phi—Sacramento State  
\*WILLIAM T. LIGGETT, Epsilon Phi—Sacramento State  
DON C. BAGWELL, Epsilon Chi—Georgia Southern  
DONALD J. BEZUB, Epsilon Psi—Christian Brothers  
\*MICHAEL P. KELLY, Epsilon Omega—Eastern Illinois  
\*FRANK J. DUMAS, Epsilon Omega—Eastern Illinois  
\*LARRY T. GARRETT, Zeta Theta—Western Kentucky  
\*BOBBY M. MELTON, Zeta Theta—Western Kentucky  
WENDELL BARRY SLATEN, Zeta Kappa—Western State  
FORBES BAKER, Zeta Nu—Texas A & I  
HOWARD A. COLLINS, JR., Zeta Xi—Lewis

\*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 1966 Chapter Efficiency Index. In addition to the chapters which were on the Honor Roll or received Honorable Mention, another 16 chapters exceeded the Fraternity average of 79,530 points.

The five major divisions in the Chapter Efficiency Index are: Professional Activities, Scholarship, Membership, Finance and General Activities. The rules governing many phases of the Chapter Efficiency Index have also been revised

for use in the 1967 Index, although these new regulations did not affect the Index during the 1965-66 academic year.

During the years of World War II the Chapter Efficiency Contest was discontinued. Except for those years Kappa Chapter at Georgia State College and Alpha Beta Chapter at the University of Missouri have each achieved 100,000 points 25 consecutive times or more. In addition to these two chapters nine other chapters have maintained perfect scores of

100,000 points during the last five years. These chapters are: Alpha Eta at the University of South Dakota, Beta Gamma at the University of South Carolina, Beta Upsilon at Texas Technological College, Gamma Tau at the University of Southern Mississippi, Gamma Psi at the University of Arizona, Gamma Omega at Arizona State University, Delta Nu at Loyola University of the South, Epsilon Theta at Chico State College and Epsilon Iota at Mankato State College.

## DELTA SIGMA PI CHAPTER EFFICIENCY INDEX

### Previous Winners

- 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, 1965.  
 LAMBDA, Pittsburgh—1963, 1964, 1965.  
 MU, Georgetown—1948, 1949, 1952, 1956, 1964, 1965.  
 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.  
 SIGMA, Utah—1965.  
 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, 1965.  
 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, 1965.  
 ALPHA THETA, Cincinnati—1952, 1953, 1954, 1956, 1957, 1959, 1964, 1965.  
 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, 1965.  
 ALPHA MU, North Dakota—1962, 1964.  
 ALPHA NU, Denver—1948, 1950, 1951, 1965.  
 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, 1965.  
 BETA EPSILON, Oklahoma—1940, 1941, 1956, 1959, 1960, 1961.  
 BETA ZETA, Louisiana State (Baton Rouge)—1959, 1965.  
 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, 1965.  
 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, 1965.  
 BETA PI, Kent State—1948, 1949, 1950, 1951, 1952, 1953, 1956, 1958, 1964, 1965.  
 BETA RHO, Rutgers—1953, 1954, 1955, 1958, 1959, 1960, 1961, 1962, 1963, 1965.  
 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, 1965.  
 BETA PHI, Southern Methodist—1953, 1959.  
 BETA CHI, Tulsa—1954, 1956.  
 BETA PSI, Louisiana Tech—1950, 1956, 1957, 1958, 1959, 1960, 1961, 1963, 1965.  
 BETA OMEGA, Miami (Florida)—1953, 1954, 1955, 1957, 1958, 1959, 1964, 1965.  
 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, 1965.  
 GAMMA THETA, Wayne State—1950, 1951, 1952, 1953, 1955, 1957, 1961, 1965.  
 GAMMA IOTA, New Mexico—1955, 1957, 1959, 1961, 1962.  
 GAMMA KAPPA, Michigan State—1950, 1951, 1952, 1953, 1954, 1955, 1956, 1964, 1965.  
 GAMMA LAMBDA, Florida State—1963, 1964, 1965.  
 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, 1960, 1961.  
 GAMMA SIGMA, Maryland—1954, 1957, 1958, 1963.  
 GAMMA TAU, Southern Mississippi—1953, 1959, 1962, 1963, 1964, 1965.  
 GAMMA UPSILON, Babson, 1952, 1959, 1960, 1961, 1962, 1963.  
 GAMMA PHI, Texas Western—1955, 1965.  
 GAMMA PSI, Arizona—1957, 1961, 1962, 1963, 1964, 1965.  
 GAMMA OMEGA, Arizona State—1953, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965.  
 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, 1965.  
 DELTA IOTA, Florida Southern—1958, 1959, 1962.  
 DELTA KAPPA, Boston College—1960, 1962, 1963, 1964.  
 DELTA LAMBDA, Ithaca—1959, 1960.  
 DELTA MU, U. of the Americas—1959, 1960.  
 DELTA NU, Loyola (New Orleans)—1962, 1963, 1964, 1965.  
 DELTA XI, East Tennessee State—1965.  
 DELTA OMICRON, San Francisco State—1962, 1964.  
 DELTA RHO, Ferris State—1960, 1961, 1962, 1963.  
 DELTA TAU, Indiana State—1961, 1962, 1964, 1965.  
 DELTA UPSILON, Texas Christian—1960, 1961, 1963.  
 DELTA PHI, East Texas State—1963.  
 DELTA CHI, Washburn—1962, 1963, 1964, 1965.  
 DELTA PSI, Suffolk—1961, 1963, 1964, 1965.  
 DELTA OMEGA, West Liberty State—1961, 1962.  
 EPSILON ZETA, Midwestern—1962.  
 EPSILON ETA, Eastern New Mexico—1961, 1962, 1963, 1964, 1965.  
 EPSILON THETA, Chico State—1962, 1963, 1964, 1965.  
 EPSILON IOTA, Mankato State—1961, 1962, 1963, 1964, 1965.  
 EPSILON KAPPA, Shepherd—1964.  
 EPSILON LAMBDA, Rochester Tech—1962, 1965.  
 EPSILON MU, Sam Houston State—1963, 1964.  
 EPSILON NU, Louisiana State (New Orleans)—1963.  
 EPSILON XI, Ball State—1964, 1965.  
 EPSILON OMICRON, Western Michigan—1963, 1964, 1965.  
 EPSILON PI, Monmouth—1963, 1964.  
 EPSILON TAU, Dayton—1964, 1965.  
 EPSILON UPSILON, New Mexico State—1964.  
 EPSILON CHI, Georgia Southern—1964, 1965.  
 EPSILON OMEGA, Eastern Illinois—1965.  
 ZETA ETA, St. Peter's—1965.

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 Index was not conducted during the war years of 1943, 1944, 1945, and 1946.



## DELTA SIGMA PI CHAPTER EFFICIENCY INDEX

### 1966 FINAL PERFORMANCE INDEX

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.	Δ	Marquette	100,000	20,000	20,000	20,000	20,000	20,000
	K	Georgia State	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
	U	Illinois	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
	AΔ	Nebraska	100,000	20,000	20,000	20,000	20,000	20,000
	AE	Minnesota	100,000	20,000	20,000	20,000	20,000	20,000
	AH	South Dakota	100,000	20,000	20,000	20,000	20,000	20,000
	AΘ	Cincinnati	100,000	20,000	20,000	20,000	20,000	20,000
	AP	Colorado	100,000	20,000	20,000	20,000	20,000	20,000
	AU	Miami - Ohio	100,000	20,000	20,000	20,000	20,000	20,000
	AΩ	DePaul	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
	BΘ	Creighton	100,000	20,000	20,000	20,000	20,000	20,000
	BK	Texas	100,000	20,000	20,000	20,000	20,000	20,000
	BΣ	St. Louis	100,000	20,000	20,000	20,000	20,000	20,000
	BU	Texas Tech	100,000	20,000	20,000	20,000	20,000	20,000
	BΩ	Miami - Florida	100,000	20,000	20,000	20,000	20,000	20,000
	ΓE	Oklahoma 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
	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
	ΓΥ	Arizona	100,000	20,000	20,000	20,000	20,000	20,000
	ΓΩ	Arizona State	100,000	20,000	20,000	20,000	20,000	20,000
	ΔH	Lamar Tech	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
	ΔT	Indiana State	100,000	20,000	20,000	20,000	20,000	20,000
	ΔΩ	West Liberty State	100,000	20,000	20,000	20,000	20,000	20,000
	EΘ	Chico State	100,000	20,000	20,000	20,000	20,000	20,000
	EI	Mankato State	100,000	20,000	20,000	20,000	20,000	20,000
	EK	Shepherd	100,000	20,000	20,000	20,000	20,000	20,000
	EM	Sam Houston State	100,000	20,000	20,000	20,000	20,000	20,000
	EE	Ball State	100,000	20,000	20,000	20,000	20,000	20,000
	EE	LaSalle	100,000	20,000	20,000	20,000	20,000	20,000
	EΦ	Sacramento State	100,000	20,000	20,000	20,000	20,000	20,000
	EX	Georgia Southern	100,000	20,000	20,000	20,000	20,000	20,000
	EΥ	Christian Brothers	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
	ZΘ	Western Kentucky	100,000	20,000	20,000	20,000	20,000	20,000
	ZK	Western State	100,000	20,000	20,000	20,000	20,000	20,000
	ZN	Texas A & I	100,000	20,000	20,000	20,000	20,000	20,000
	ZE	Lewis	100,000	20,000	20,000	20,000	20,000	20,000
44.	ZH	St. Peter's	96,700	19,200	20,000	20,000	17,500	20,000
45.	ΓZ	Memphis State	96,500	19,000	20,000	17,500	20,000	20,000
	EU	New Mexico State	96,500	20,000	20,000	16,500	20,000	20,000
47.	ΓP	Detroit	93,200	20,000	20,000	14,000	20,000	19,200
48.	EO	Western Michigan	93,100	16,600	20,000	20,000	16,500	20,000
49.	ΔX	Washburn	93,000	20,000	20,000	18,000	15,000	20,000
50.	ΔΘ	Oklahoma City	92,650	17,900	20,000	19,750	15,000	20,000
51.	EN	Louisiana State	91,900	16,900	20,000	20,000	15,000	20,000
52.	AI	Drake	90,750	20,000	20,000	19,500	15,000	16,250
53.	Υ	Wisconsin	90,200	15,200	20,000	20,000	15,000	20,000
54.	AN	Denver	88,400	20,000	17,900	10,500	20,000	20,000
55.	E	Iowa	88,150	11,900	20,000	20,000	20,000	16,250

57.	ΔK	Boston College	88,150	16,700	20,000	20,000	16,000	15,450
58.	Π	Georgia	88,000	20,000	8,000	20,000	20,000	20,000
59.	ΓO	San Francisco	87,650	18,400	20,000	9,250	20,000	20,000
60.	BΦ	Southern Methodist	86,800	17,800	20,000	18,000	14,000	17,000
61.	ZI	Mississippi College	86,250	16,500	20,000	19,500	20,000	10,250
62.	EP	Tampa	85,050	19,500	20,000	20,000	13,500	12,050
63.	ΓH	Omaha	84,750	18,000	20,000	11,500	20,000	15,250
64.	ΔP	Ferris State	83,400	16,400	20,000	20,000	15,000	12,000
65.	BI	Baylor	83,300	16,000	12,100	19,500	19,000	16,700
66.	Γ	Boston	83,200	9,200	20,000	20,000	20,000	14,000
67.	N	Ohio State	83,150	20,000	10,300	18,000	15,000	19,850
68.	ΓN	Wake Forest	82,850	18,700	11,300	18,500	16,500	17,850
69.	BT	Western Reserve	82,600	14,500	20,000	10,000	20,000	18,100
70.	Λ	Pittsburgh	82,500	14,800	12,000	20,000	20,000	15,700
71.	M	Georgetown	82,350	13,100	13,500	20,000	20,000	15,750
72.	ΔZ	East Carolina	81,950	16,200	7,400	20,000	20,000	18,350
73.	BP	Rutgers	81,200	15,200	20,000	11,250	20,000	14,750
74.	ΔΦ	East Texas State	80,800	15,500	14,000	20,000	13,000	18,300
75.	X	Johns Hopkins	80,300	14,400	18,900	9,500	17,500	20,000
76.	AK	Buffalo	80,000	20,000	20,000	8,500	13,500	18,000
77.	ΠH	Loyola - Chicago	80,000	14,100	20,000	15,500	13,500	16,900
	A	New York	79,600	11,600	20,000	8,000	20,000	20,000
	FRATERNITY AVERAGE		79,530	15,116	15,265	17,151	16,888	15,110
78.	ΔΨ	Suffolk	79,200	11,700	13,000	14,500	20,000	20,000
79.	ΔE	North Texas State	78,850	16,000	12,000	20,000	13,500	17,350
80.	EΠ	Monmouth	76,400	15,900	20,000	11,500	13,000	16,000
81.	EA	Rochester Tech	75,350	15,400	7,200	13,000	20,000	19,750
82.	I	Kansas	74,850	16,000	20,000	20,000	13,000	5,850
83.	AM	North Dakota	74,050	13,800	20,000	19,250	12,000	9,000
84.	BY	Louisiana Tech	73,550	8,300	13,000	20,000	16,500	15,750
85.	ZM	Arlington State	73,250	7,000	20,000	20,000	14,000	12,250
86.	Θ	Detroit	72,150	18,000	11,100	9,750	20,000	13,300
87.	ΓI	New Mexico	70,850	13,700	9,300	19,500	15,000	13,350
88.	ΔO	San Francisco State	70,850	19,700	20,000	5,500	14,000	11,650
89.	ΔA	Ithaca	70,300	6,500	18,600	11,000	20,000	14,200
90.	ΓΘ	Wayne State	67,300	19,000		20,000	13,500	14,800
91.	ΓΣ	Maryland	66,900	10,600	12,000	17,750	17,500	9,050
92.	AΓ	Pennsylvania State	66,750	13,600	15,000	18,250	13,000	6,900
93.	AΠ	Indiana	66,400	9,000	12,000	20,000	20,000	5,400
94.	EH	Eastern New Mexico	65,000	9,000	12,000	20,000	20,000	4,000
95.	ZA	Georgia Tech	64,750	7,700	20,000	12,600	15,000	9,450
96.	ΔU	Texas Christian	64,700	12,100		15,000	20,000	17,600
97.	AΦ	Mississippi	64,300	10,000	20,000	18,750	8,000	7,550
98.	P	California	61,400	11,000	1,000	18,000	20,000	11,400
99.	ET	Dayton	60,950	12,700	12,000	9,500	13,000	13,750
100.	AO	Ohio	60,700	6,100	13,000	20,000	11,500	10,100
101.	AΞ	Virginia	60,650	11,800	20,000	7,250	13,500	8,100
102.	AΣ	Alabama	60,650	8,400	12,000	19,000	15,000	6,250
103.	ΔE	East Tennessee State	57,400	7,400	20,000	12,500	13,000	4,500
104.	BO	Rutgers	57,250	14,000	12,000	6,750	13,500	11,000
105.	AA	North Carolina	56,800	12,300	20,000	14,500	5,000	5,000
106.	ΔI	Florida Southern	55,300	4,800	12,500	15,500	13,500	9,000
107.	H	Kentucky	54,850	8,100	20,000	9,000	11,500	6,250
108.	ΓA	Florida State	54,750	7,000		20,000	20,000	7,750
109.	BΠ	Kent State	53,800	9,000		20,000	15,000	9,800
110.	Z	Northwestern	51,800	9,300	500	17,500	13,500	11,000
111.	BE	Rider	48,450	2,200		19,500	20,000	6,750
112.	ΓA	Mississippi State	48,300	9,800	13,500	19,000	5,000	1,000
113.	ΓU	Babson	42,000	7,500		20,000	8,500	6,000
114.	B	Northwestern	40,600	13,300			10,000	17,300
115.	ΔM	U. of the Americas	40,200	9,400		9,000	15,500	6,300
116.	BE	Oklahoma	40,150	2,300		19,750	13,000	5,100
117.	BN	Pennsylvania	37,250	2,200	9,000	6,000	15,000	5,050
118.	ΔΠ	Nevada	36,800	5,300		14,500	12,000	5,000
119.	EZ	Midwestern	33,200	2,200		13,000	15,000	3,000
120.	AZ	Tennessee	33,000	2,500	1,000	19,000	6,500	4,000
	ΓE	Santa Clara	33,000	3,000	1,000	18,000	10,000	1,000
122.	BH	Florida	32,950	5,200		12,000	12,000	3,750
123.	BA	Auburn	29,100	100		18,000	10,000	1,000
124.	Ω	Temple	22,700	5,700		5,500	6,000	5,500
125.	ΔΣ	Loyola - Los Angeles	16,600	10,600		2,000	1,000	3,000



WITH THE

# ALUMNI

THE WORLD OVER

## Deltasig Lodge in Atlanta Sold

The Deltasig Lodge in Atlanta, Georgia, was formed back in the depression as a place of relaxation for members of Kappa Chapter at Georgia State College and the Atlanta alumni. The original tract of 25 acres was bought for less than \$10 an acre. During the years additional acreage was bought making a total of 125 acres and an investment in land of about \$8,000.

Over the years the Lodge meant a lot in fraternal association and pleasant recreation. It did not, however, ever become a fully self-supporting organization, requiring continual fund solicitation from local members to maintain the facilities and pay regular costs such as property taxes, notes and etc. It was often necessary to advance money to the Lodge to make required payments on time.

Another factor in the economic problems of the Lodge was the fact that the entire make up of its potential members changed from that of single, night school undergraduates having very little money for recreation and dating to a group of mature, married students who, in many cases, had good jobs and could afford more expensive forms of recreation. In any event, enthusiastic interest in the Lodge, which included willingness to spend a lot of time and effort in building and maintaining the facilities, dwindled to a point where attendance at regular affairs was often very poor. However, all local Deltasigs were proud of the Lodge as a good example of fraternal effort and wanted to hold on to it as long as possible.

During the recent years the property surrounding the Lodge has been developed residentially and commercially so that the tax assessments for undeveloped property became relatively high and difficult to cover with nominal dues. In addition to the \$8,000 investment in land, their fixed assets brought the grand total cost to around \$40,000.

About three years ago the Lodge sold 40 acres of the property for a gross price of \$118,830 or \$3,000 an acre. From this amount, all debts on the property were paid and two trust funds were set up of \$40,000 each. In the meantime there were many meetings and arguments as to whether the remaining property with its house and 25-acre lake should be sold and other less expensive property acquired for the Lodge on which to operate. Last spring it was finally decided to accept \$450,000 for the remainder of the property, making a total of \$568,000 realized on a land cost of \$8,000.

There are not many fraternity projects that match this story for enterprise and inflation. While no one who had investments in the Lodge ever expected to realize anything financially, there are now plans to merge the Lodge with Fraternal Investment Company, a real estate investment company of Deltasig stockholders. After the merger, a substantial part of the funds will be held for the Deltasig Lodge to obtain and maintain a recreational facility more in line with today's desires and economics.

## Reynold E. Carlson Is New Ambassador to Colombia

Brother Reynold E. Carlson, *Northwestern*, has been appointed the new Ambassador to Colombia. Prior to assuming his new duties in Bogota, Brother Carlson was Associate Director (Latin American and Caribbean) of the Ford Foundation in New York. He was also resident representative of the Ford Foundation in Rio de Janeiro, Brazil for four years. He has been Professor of Economics and Director of the graduate program of Economic Development at Vanderbilt University, Nashville, Tennessee; Senior Economist for the International Bank Reconstruction and Development (World Bank) in Washington, D.C.; Associate Professor of Economics and Director of the Institute for Brazilian Studies at Vanderbilt; Economic Affairs Officer of the United Nations Economic Commission for Latin America in Santiago, Chile, and Instructor and Assistant Professor of Economics at Johns Hopkins University, Baltimore, Mary-



REYNOLD E. CARLSON, *Northwestern*, shown here, is the new Ambassador to Colombia.

land, and has had numerous other professional experiences.

Brother Carlson received his Bachelor of Science degree from Northwestern University in 1936 and his Master of Arts degree in 1937 from the same university. He received his Ph.D. degree from Harvard University in 1946.

The 54-year-old Ambassador was born in Chicago, Illinois, and married Patricia Proctor Roehm of Nashville, Tennessee.

Brother Carlson was initiated into Delta Sigma Pi at Zeta Chapter at Northwestern University in 1934 and was later Chancellor and President of that chapter. He was also Faculty Advisor of Chi Chapter at Johns Hopkins University when he was on the staff there. Brother Carlson is also a Life Member of Delta Sigma Pi.

Other clubs and fraternities of which he is a member include the Harvard Club of New York, Phi Beta Kappa and IATE (Yacht) Club of Rio de Janeiro.

## Deltasigs to Tour Sweden

Dr. Ralph C. Hook, Jr., Director of Business Education and professor of general business administration in the College of Business Administration, Arizona State University, and director of its bureau of business research and services for the past eight and one-half years, has been granted a sabbatical leave of absence from July 1 to December 31.

Dr. Hook's leave becomes effective on the day he assumes the vice-presidency of the American Marketing Association, which will enable him to visit major marketing centers and educational institutions to conduct research on the practical and theoretical aspects of marketing.

Brother Hook plans "to research successful marketing, to discover the elements of marketing strategy involved in successful performance," with special attention to the impact of new quantitative tools available to marketing managers.

From September 1 to October 1, Dr. Hook will accompany Brother Glenn D. Overman, dean of the College of Business Administration, Arizona State University, to Sweden where they will tour business and industrial firms and technical schools and universities.

They will be participating in the "Meet Modern Sweden" project of the Experiment in International Living program, at the invitation of the Swedish Government and the American Association of Collegiate Schools of Business.

## DALLAS

Would you believe the Dallas Alumni Club is going to emblazon the Greek letters Delta Sigma Pi on the moon this year? Well, no matter how we do it, Dallas will know the Dallas Alumni Club is here and is interested in being an asset to the community and the business world.

Our philosophy is that membership in the organization can be fun (like at one of our Las Vegas or Bingo parties); and can also be rewarding (like taking a group of underprivileged children to a Dallas Cowboys football game); and also be professionally beneficial (like at a dinner meeting featuring a talk by an outstanding businessman or educator).

Our officers this year are C. H. Hermann, president; Gary Dockery, vice-president; Vince Morley, treasurer; and Russ Brown, secretary.

Our August patio party at Temple and Gary Dockery's was honored by the attendance of the new Regional Director of the Southwestern Region, Jack Fincher, who, incidentally, is a Past President of the Dallas Alumni Club.

Regular meeting night is the third Monday of each month, and all Brothers, either living in or visiting the area, are cordially invited to attend.—C. H. HERMANN

## OMAHA

The second annual Omaha Alumni Club Las Vegas party was held at the Palazzo Taliano on June 24 with over 30 members and their wives or dates attending. After a couple of hours playing at the tables an auction was held with prizes going to the biggest winners.

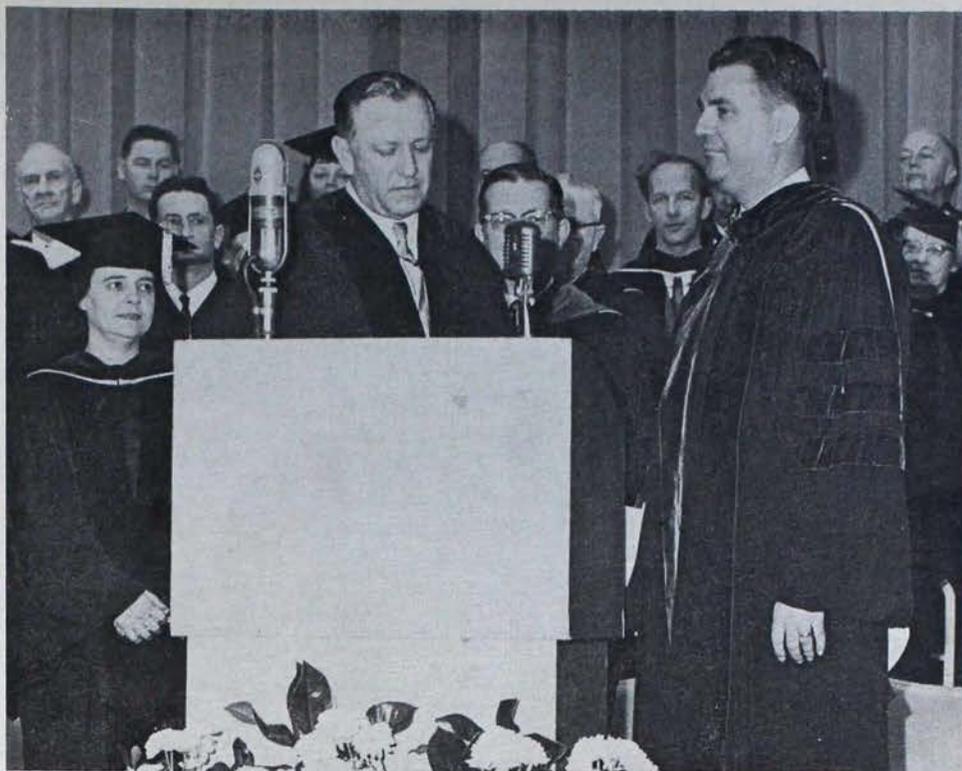
On Sunday, August 7, a picnic was held at Lake Platte View. The Omaha Alumni Club is also planning a trip to Lincoln to see the Nebraska-Texas Christian game on September 17. Arrangements have been made for a chartered bus with refreshments on board.—WAYNE M. HIGBY

## GREATER DETROIT

After sponsoring a very successful golf outing in late August, the Greater Detroit Alumni Club is looking forward to our first fall professional business meeting. This meeting will be held at the Dakota Inn in Detroit on September 8, 1966 and will feature Mr. Thomas Poindexter, candidate for Recorder's Court Judge.

Our calendar for the coming year has now been completed and we are anticipating a very eventful year. The Greater Detroit Alumni Club is composed primarily of brothers of Gamma Rho Chapter at the University of Detroit, Xi Chapter at the University of Michigan, and Delta Rho Chapter at Ferris State College. We welcome any Deltasig alumni in the Detroit area in good standing. Those interested may contact Richard B. Crowley, 19501 Bradford Avenue, Detroit, Michigan, for information.

Hope to see many brothers at the Regional Meeting in Chicago.—RICHARD B. CROWLEY



FLORIDA STATE UNIVERSITY'S new President, Brother John E. Champion, right, is shown here receiving the charge of office from Chester Ferguson, chairman of the Florida Board of Regents.

## John E. Champion is Named President

### of Florida State University

Brother John E. Champion, *Georgia*, has been inaugurated president of Florida State University in Tallahassee. He was appointed president last year after serving for a time as acting president, a position to which he was appointed after President Gordon W. Blackwell resigned to return to his alma mater, Furman University, as president.

A native of Chipley (now called Pine Mountain), Georgia, Brother Champion earned the bachelor of business administration and master of business administration degrees from the University of Georgia and a Ph.D. in business administration from the University of Michigan.

A professor of accounting, he is the co-author with fellow faculty member Brother Homer A. Black, *Georgia*, of a widely used textbook, "Accounting in Business Decisions."

Prior to becoming acting president on February 1, 1965, Dr. Champion had served as vice-president for administration at Florida State.

Inaugurated before a cap and gown assemblage of delegates from some 250 educational institutions, learned societies, educational and professional associations and foundations, along with members of the Florida State faculty, Dr. Champion declared that superior instruction of students would be the primary basic goal for Florida State University, an institution he said has "a distinguished tradition upon which to build an equally distinguished future."

The formal charge to the new president, only the fourth in the history of Florida State University, was presented by Chester Ferguson of Tampa, the chairman of Florida's Board of Regents.

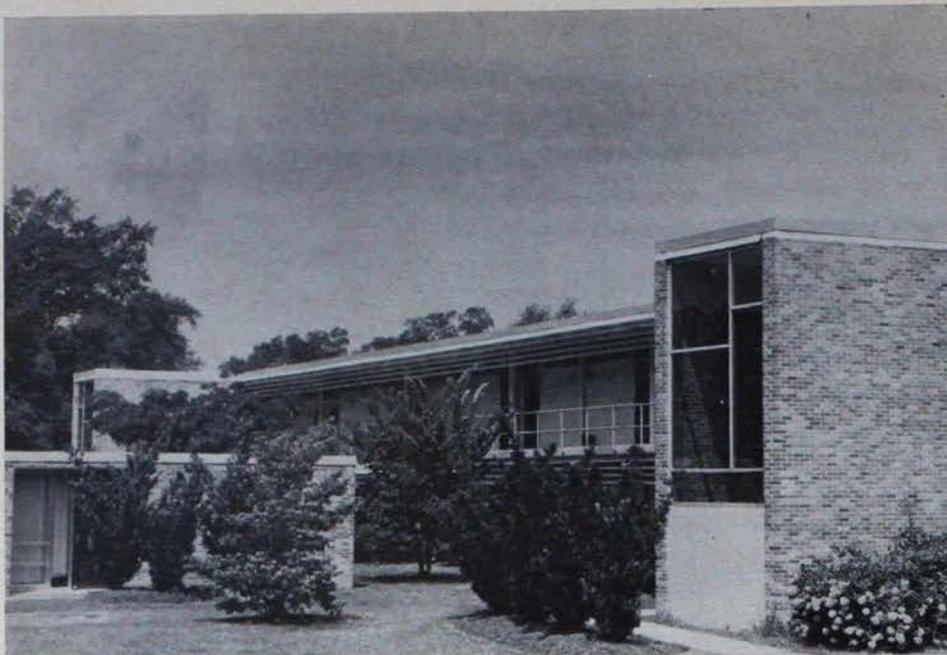
## CLEVELAND

It gives us a great deal of pleasure to be able now to place Cleveland's name among the cities that have Delta Sigma Pi alumni clubs. Too many years have passed since the Deltasigs in Northeastern Ohio have been represented by an organized group.

Our founding group, started last spring, has held several dinner meetings and in June received its charter from The Central Office. Our summer picnic afforded an opportunity for all the new members and their wives and families to get better acquainted. Our first fall meeting, September 14, will include dinner (optional for those who want it), a short business session, and an expert talk on personal investing.

We are also interested in the names and addresses of any alums in the Akron-Cleveland area that we may have missed in our previous mailings. Anyone interested in our program is urged to write or call Brothers Joe Davidson, 6858 Lantern Lane, Parma Heights, Ohio, phone 842-5127, or Walt Johnson, 525 Park Avenue, Kent, Ohio., phone 673-7914.

Our group is small, but growing, and we need your help!—WALT JOHNSON



HOME FOR THE Department of Business Administration at Southeastern Louisiana College at Hammond is Tinsley Hall shown here.

## ATLANTA

The Atlanta Alumni Club of Delta Sigma Pi meets regularly throughout the year at the Deltasig Lodge, Tucker, Georgia. The August meeting was attended by over 40 members. The next meeting will be skipped because of the Deltasig Lodge annual barbecue on September 10. The Alumni Club is thriving and enthusiastic. Members were formerly almost entirely from Kappa Chapter but now there are many from other chapters.

Thoben Elrod was our August speaker and gave plans for the formation of the new Deltasig Lodge on the land being furnished by Fraternal Investment Company on the Chattahoochee River at Bull Sluice. Enthusiasm for the new lodge is intense. Building will start before Fall and occupancy is expected before Christmas.—JAMES T. STRICTLAND

## CHICAGO

The Chicago Alumni Club inaugurated the 1966-1967 season in September with the traditional 'Round-Up Night.' Charcoal broiled steaks and salad were served at the Deltasig House and the fellowship of the evening insured the success of the record turnout.

Our October meeting will be in connection with the Regional Convention to be held October 14th through 16th at the Knickerbocker Hotel. For brothers arriving Friday evening, Gamma Pi Chapter is hosting a get-together party at the Deltasig House which they guarantee will be an event hard to match at future meetings. On Saturday there will be morning and afternoon workshops on fraternal matters and organization. Grand President M. John Marko will be the luncheon speaker. The evening festivities will include the initiation of those brothers not current members of the Ancient, Independent, Effervescent Order

of the Yellow Dog. Following this secret ritual, the brothers will then attend Beta Chapter's annual 'Bouncing Ball.' Final meetings will be held Sunday morning and the luncheon is guaranteed to keep the brothers well-nourished until they arrive at their respective home bases. At this time the travel trophy will be presented.

On November 9, the Chicago Alumni Club will hold its annual Founders' Day Banquet at the Illinois Athletic Club. January 14, 1967, the brethren and their ladies attend a party (dress-up affair) at Shanghai Lil's. Our February meeting is a dinner and social meeting followed by a trip to the Chicago Stadium to see the Blackhawks win another.

The March meeting will be the annual Rogue's Gallery (Past Presidents' Night) to be held at the Deltasig House. A dinner and theatre party is scheduled for May and in June the annual golf outing will be held at the Midwest Country Club.

The Chicago Alumni Club, with Tony Fernandez as our President this season, welcomes all Deltasigs in the Chicago Metropolitan area to join the club and attend our various monthly affairs. Inquiries may be addressed to 42 East Cedar Street, Chicago, Illinois, 60611.—DON F. HOLEM

## DETROIT—Gamma Theta

Gamma Theta Alumni Club's summer activities have included a recent family picnic at Camp Dearborn and a stag party featuring films of the local sports. Both events were well attended, considering the competition of the splendid summer attraction of Michigan.

Otherwise, the Gamma Theta Alumni Board is busy formulating a Fall program, possibly to include group transportation to the Regional Meeting in Chicago.—HARRY LEE

## SAN FRANCISCO

THE SAN FRANCISCO ALUMNI CLUB was very successful last year and many activities are planned for the coming year. Our June meeting was held at the Penthouse of the San Francisco Playboy Club, and the gathering was tremendous. All in attendance enjoyed the atmosphere and fine cuisine.

September 17 was the date that the brothers enjoyed themselves at Candlestick Park when we saw the Giants and New York Mets play baseball. Everyone had a good time cheering for San Francisco to get into the World Series.

Believing that variety is the spice of life, our club has many activities planned for the future. Not only do we have an annual Founders' Day Banquet, Giants Baseball game, Playboy Club luncheon, and fellowship at the Joseph Schlitz Brown Bottle Hospitality Room planned, but we are also planning a golf tournament, "Rose of Deltasig" dance, and possible tour to the Napa wineries.

Our monthly luncheons are held on the first Thursday of every month and we always have a guest speaker to talk on business or other topics of interest. We invite all brothers who may be in the San Francisco area on the first Thursday to meet us at the "Inn the Alley" which is located in the financial district of San Francisco. Looking forward to seeing you soon.—GERALD J. FRESCHI

## THE CENTRAL OFFICE REGISTER

Recent visitors to The Central Office were: NORMAN DAVIS, *Epsilon Theta*, Modesto, California; DAVID EICHNER, *Epsilon Theta*, Ione, California; MICHAEL DELAPLAIN, *Epsilon Theta*, Stockton, California; MARK ANTHONY COATS, *Epsilon*, Stratford, Iowa; Mr. & Mrs. C. VADOVSKY, Chicago, Illinois; FRED W. HOSTER, Oxford, Ohio; HARRY J. BUCKEL, JR., Cincinnati, Ohio; JERRY F. LUTTENEGGER, Cincinnati, Ohio; DON CARRICO, *Nu*, Columbus, Ohio; JAMES F. RAPP, *Nu*, Columbus, Ohio; ROBERT A. HUDSON, Oxford, Ohio; CHARLES R. WISNIEWSKI, Bedford, Massachusetts; ROBERT C. MAGNUS, Succasunna, New Jersey; JOHN W. PECK, Oxford, Ohio; THOMAS C. FEY, Oxford, Ohio; CHARLES FICEBURGER, Oxford, Ohio; ROGER B. CRAVEN, *Alpha Upsilon*, Oxford, Ohio; JEFFREY STOLTZ, *Alpha Upsilon*, Oxford, Ohio; PAUL V. HAVENER, Oxford, Ohio; R. GREG BOUDON, *Alpha Upsilon*, Oxford, Ohio; WILLIAM JON WELLS, *Alpha Upsilon*, Mt. Clemens, Michigan; JACK E. KOCH, *Alpha Upsilon*, Oregon, Ohio; J. V. HARRISON III, *Alpha Upsilon*, Oxford, Ohio; DAVID B. BRADEN, *Alpha Upsilon*, Oxford, Ohio; RONALD P. HELMAN, Oxford, Ohio; WILLIAM H. LUKEN III, *Epsilon Tau*, Dayton, Ohio; SAMUEL R. FUSCO, *Epsilon Tau*, Dayton, Ohio; CHARLES C. WATSON, *Beta*, Evanston, Illinois; TIMOTHY PALMER, *Alpha Upsilon*, Oxford, Ohio; ROBERT R. CARMICHAEL, JR., *Pi*, Dayton, Ohio; JOE M. HEFNER, *Beta Upsilon*, Lubbock, Texas; ANDREW T. FOGARTY, *Alpha Theta*, Cincinnati, Ohio; M.

JOHN MARRO, *Beta Rho*, Elizabeth, New Jersey; LAVERNE A. COX, *Alpha Delta*, Lincoln, Nebraska; CHARLES I. SUTTON, *Gamma Omega*, Scottsdale, Arizona; J. D. THOMSON, *Beta*, Oxford, Ohio; KIETH BOWEN, *Ypsilon*, Michigan; BETTY JUDD, Trenton, Ohio; JOE BYRNE, *Epsilon Tau*, Dayton, Ohio; JOHN KAWA, *Epsilon Tau*, Dayton, Ohio; and PETER C. KUIKEN, *Beta Omicron*, Clifton, New Jersey.

### Arthur W. Mason, Jr. is Appointed Dean of the College of Business at Denver

Dr. Arthur W. Mason, Jr., *Denver*, until recently director of doctoral studies at the Graduate School of Business, Washington University, St. Louis, has been appointed dean of the College of Business Administration at the University of Denver. Announcement of the appointment was made by Dr. Wilbur C. Miller, vice chancellor for academic affairs.

Brother Mason, who was a faculty member at the University of Denver in 1948-49 and again in 1951-52, was chosen from a large field of nominees to succeed Dr. Theodore H. Cutler, who is retiring as dean of the College of Business Administration to return to full time teaching duties in the college.

The new dean earned his bachelor's degree in business administration at the University of Nebraska in 1942, and also did undergraduate work at the University of Iowa. He also earned his master's degree at the University of Nebraska, concentrating his studies in the fields of economics and mathematics. He earned the Ph.D. degree at the University of Pennsylvania working chiefly in the fields of insurance and economics.

His organizational affiliations in addition to Delta Sigma Pi are the American Risk and Insurance Association, Sigma Chi Fraternity, the American Society of Chartered Life Underwriters, and the American Society of Insurance Managers.

Dean Mason assumed his new duties in September of this year.



DR. ARTHUR MASON, JR., recently appointed Dean of the College of Business Administration at the University of Denver.

The DELTASIG of DELTA SIGMA PI

### Frederick Amling Named Dean of the College of Business Administration at Rhode Island

Dr. Frederick Amling, *Miami-Ohio*, former professor of business administration and chairman of the Department of Finance at Miami University, Oxford, Ohio, has been named dean of the College of Business Administration at the University of Rhode Island, Kingston, Rhode Island. He succeeds Dr. George A. Ballentine as dean at that institution.

Brother Amling, author of a book on investments, and widely known as a consultant on investments and management, first began his association with Miami University as a graduate assistant in 1947 and has been a full fledged member of its faculty since 1955. He was named chairman of the Department of Finance in 1963 and held full professorship since 1964.

A native of Cleveland, Ohio, Brother Amling attended Baldwin-Wallace College before and after Navy service. He received the degree of Master of Business Administration from Miami in 1949 and the degree



NEW DEAN OF THE College of Business Administration at the University of Rhode Island, Kingston, Rhode Island, is Brother Frederick Amling.

of Doctor of Philosophy from the University of Pennsylvania in 1957. He has taught at the University of Maine, University of Pennsylvania and the University of Connecticut before returning to Miami University.

He has spent several summers gaining additional professional experience to broaden his teaching. These have included work with the International Business Machines Corporation in Philadelphia; two grants from the Federal Reserve Bank of Boston for research in the investment aspects of timberland, participation in the Chrysler Conference of Business Management and a six-week observation period with the Marine Midland Trust Company in New York as a project sponsored by the Foundation for Economic Education. He has also been at work on a computer program for forecasting stock market yield and variance and stability of earnings analysis.

Dr. Amling is a member of Alpha Upsilon Chapter of Delta Sigma Pi at Miami University and Beta Gamma Sigma.



BROTHER BARTON C. BURNS, *Minnesota*, shown here, is the new senior vice president of North American Life and Casualty Company in Minneapolis.

### Barton C. Burns Receives Promotion

Brother Barton C. Burns, *Minnesota*, has been appointed to the newly created post of senior vice-president-operations of the North American Life and Casualty Company in Minneapolis, Minnesota. He will direct the overall internal departmental operations of the company and will also head the law department.

Prior to joining North American in 1961, Brother Burns was associated with the accounting department of the Pillsbury Company and Touche, Ross, Bailey and Smart. He is a 1954 graduate of the University of Minnesota and a member of Alpha Epsilon Chapter of Delta Sigma Pi. He is also the recipient of the Delta Sigma Pi Scholarship Key, symbolic of the highest academic average in the School of Business Administration upon graduation. He has also received the L.L.B. degree from the William Mitchell College of Law in St. Paul, Minnesota.

Brother Burns is a member of the American Institute of Certified Public Accountants, American Bar Association, National Association of Accountants; Association of Life Insurance Counsel, American Accounting Association and the Minnesota Society of Certified Public Accountants. He is also a past president of the Minneapolis C. P. A. Tax Roundtable and a joint committee member of the American Life Convention and Life Insurance Association of America.

North American Life and Casualty Company ranks among the top four per cent of all life companies having more than 2.6 billion dollars of life insurance in force.

### TOPEKA

The Topeka Alumni Club of Delta Sigma Pi under the fine leadership of President Jack Porteous has commenced a membership drive that is expected to boost the enrollment in our growing organization. Brother Don Farrell, vice-president, is to be commended also for the outstanding array of speakers he has obtained for our monthly meetings.—KENNETH D. DAVID



GREETINGS ARE EXTENDED to the members of Zeta Sigma Chapter and their guests by Brother Luther Dyson, president of Southeastern Louisiana College and Brother R. Norval Garrett, head of the Department of Business Administration, on the occasion of the installation of the chapter.

(Continued from page 4)

Delta Sigma Pi for a chapter charter. On April 24, 1966, the Zeta Sigma Chapter of Delta Sigma Pi was installed, ending the history of Sigma Epsilon Fraternity.

The undergraduate and faculty members initiated as charter members of Zeta Sigma Chapter of the International Fraternity of Delta Sigma Pi were: Charles R. Ainsworth, Robert L. Anderson, Henry D. Alexander, Bert F. Artigues, James W. Baggett, Jr., Michael S. Bannon, Frank S. Bellavia, Michael J. Boudreaux, Peter L. Bua, Thomas J. Bush, Michael G. Crowe, Arnaude A. Delle, Dale D. Douglas, William H. Drumm, Dennis T. Edmon, Lester A. Falgout, Wesley A. Favalaro, Paul C. Fleming, Carl J. Fontanille, Lawrence C. Frederick, Maurice D. Galatas, Jr., Joseph F. Gildner, Robert E. Giraud, Pierce E. Goertz, Jr., Herbert J. Gomez, Jack K. Gray, Charles F. Hackett, Howard W. Handy, Robert J. Hanrahan, Robert P. Jones, Dominic J. Latino, Wallace L. Layne, Calvin J. LeBlanc, Rodney P. LeBlanc, Joseph A. Luquet, James J. Ray, Jay Reid, Vincent Salito, Jr., Johnnie J. Seal, Jr., Johnnie D. Vaughan, Leo F. Wegmann, Jr., Luther H. Dyson, R. Norval Garrett, Milton S. King, and William Thames.

## MERGERS

Arnold D. Phillips, *Texas Tech*, on August 21, 1965, to Sue Ann Thompson, at Pampa, Tex.

James R. Bates, *Ferris State*, on June 12, 1965, to Roberta Armitage, at Grand Rapids, Mich.

Thomas Forbes, *Florida*, on August 14, 1965, to Barbara Jenerette, at Jacksonville, Fla.

LeRoy A. Wickstrom, *Northwestern-Beta*, on December 30, 1965, to Belva Wickstrom, at Minneapolis, Minn.

Jerome F. Mello, *Boston College*, on August 1, 1964, to Claire Joyce, at Schweinfurt, Germany.

Lloyd S. Wallace, *Missouri*, on July 7, 1965, to Irene Hightchen, in Williams Lake, B.C., Canada.

Robert K. Little, *Eastern Illinois*, on August 21, 1965, to Sandra M. Gard, in Marshall, Illinois.

## Philip J. Warner Trophy Established

by the National Association of Accountants

The National Association of Accountants has established a new award, the Philip J. Warner Trophy, for presentation to one of its chapters for providing the most effective services to the members of the chapter. It was the desire of the National Association of Accountants in establishing the new award to further encourage the participation of smaller chapters and former accounting groups in the activities of the Association.

When the National Board voted to establish the Warner Trophy, its objective was to name the new award after a past national president whose services to the Association had been particularly outstanding. Thus the trophy was named in honor of Philip J. Warner, president of the Association in 1956-57.

Brother Warner, president of the Ronald Press Company in New York City, is a member of Alpha Chapter at New York University and was first Grand President of Delta Sigma Pi. He has also recently received another honor in being chosen one of the first four members of the Fraternity to receive the coveted "Order of the Golden Helmet" certificate for membership of 50 years or more in Delta Sigma Pi.

The Trophy itself was designed by Joseph E. Renier, a well known sculptor. As conceived by the artist, the Trophy is a simple and somewhat classical sculpture. The laurel wreaths are symbolic of the wreaths award-

ed the victors in the Greek games during the Golden Age of the Hellenic world. The quill pen, classic tool of the accountant, symbolizes the accountant's communication function in today's modern technology.

Ray Spence, *Georgia State*, on December 12, 1965, to Cynthia Mayann Young, in Atlanta, Ga.

Steven J. Nowaskie, *Christian Brothers*, on February 14, 1966, to Laura Jane Richardville, at Vincennes, Ind.

Carl A. LaPonte, Jr., *Christian Brothers*, on February 19, 1966, to Beth Ann Weischaus, at Birmingham, Ala.

Bruce W. Woolman, *Arizona State*, on December 26, 1965, to Margaret Elizabeth Kilbourne, at Mesa, Ariz.

Louis R. Fisher, *Loyola-Los Angeles*, on December 18, 1965, to Diane Herford.

Howard E. Wheeler, *Texas A & I*, on December 28, 1965, to Nancy E. Sloan, at Jacksonville, Fla.

William Dow, *Lewis*, on January 22, 1966, to Ginny Bussey, at Joliet, Ill.

David Dow, *Lewis*, on December 17, 1965, to Marty Sharp, at Joliet, Ill.

Roy M. Wulatin, *De Paul*, on February 19, 1966, to Madeline Van Hecke, at Chicago, Illinois.

Larry J. Broadhead, *Mississippi State*, on August 21, 1965, to Margo Anne Grimes, at Gulfport, Miss.

Jere W. Hess, Jr., *Mississippi State*, on June 6, 1965, to Jo Etta Spooner, at Moss Point, Miss.

Thomas J. Henke, *Missouri*, on June 5, 1965, to Linda G. Erickson, at Cleveland, Ohio.

Charles Loeffler, *Missouri*, on January 29, 1966, to Donna Jo Shoe, at Kansas City, Mo.





MEMBERS OF ZETA SIGMA Chapter await the arrival of guests and National Officers for the installation of the chapter at Southeastern Louisiana College. The members are Peter L. Bua, seated, and from left to right Robert P. Jones, Wallace L. Layne, Lester A. Falgout and William H. Drumm. Meanwhile the chapter advisors William Thames and Milton King exchange ideas with Executive Director Charles Farrar and John E. Altazan, dean of the College of Business Administration, Louisiana State University, New Orleans.

(Continued from page 14)

member, in our Western culture, we are living upon the accumulated spiritual capital of twenty centuries of Christianity. That capital has by no means become entirely dissipated.

Therefore, my prescription for restoring business ethics to the high level that is necessary to maintain the health and prosperity of our society is three-fold:

First of all, cultivate the religious heritage into which you were born. The Catholic, Protestant and Jewish faiths are in one hundred per cent agreement on the Code of Conduct that all of us ought to follow. It is found in the Book of Exodus and was written about 3500 years ago. It is called the Ten Commandments. This code covers all the problems and all the relationships that can occur in even the most advanced technological society.

Second, business men must function as fathers of their families. You must not abdicate your responsibility and leave the moral indoctrination of your offspring to your wife, or the clergy, or the school teachers. They will do their part, but your teaching and your example are the most authoritative and influential guide of your boys and girls.

Finally, carry your religion into the market place. There are those, of whom cynics say, "Pray on their knees on Sunday, and prey on their neighbors the rest of the week." Be a religious man, not only in your worship life, but in your function as a member of your profession or business, as a member of the economic and political community. Then the Christmas Spirit, the Spirit of Good Will to all men, will last all year.

## PITTSBURGH

The Pittsburgh Alumni Club closed out its 1965-66 year with a dinner at Pitt's Student Union. Mrs. Ann Groves, manager of the Robinson Township Water Authority, presented a very interesting excursion behind the water faucet for us. The 1966-67 officers were presented to the membership. Frank Lentz will serve as president, Jack Stack, vice-president; Vic Scrivo, secretary; and Weldon Barto, treasurer.

The annual family picnic was held at North Park on July 16. Both Lambda Chapter members and the Pittsburgh Alumni joined to make this event an outstanding success.

## Deltasigs Have Leading Role in Midwest Region of International Association of Evening Student Councils

During a recent meeting of the Central Midwest Region of the International Association of Evening Student Council, Deltasigs were very much in the forefront. The Business Education Conference was held at the downtown Chicago campus of DePaul University. Brother Charles B. Miller, District Director in Northern Illinois and Wisconsin, was the moderator of the seminar, the theme of which was "The Contribution of Adult Education to the Business World." Panelists were drawn from the Chicago business community, evening university faculties and student leaders.

Of those in attendance at the meeting about one-half were members of Delta Sigma Pi. Some of the members were as follows: Daniel R. Lang, *Northwestern*, dean of the Northwestern University Evening Divisions, Thomas M. Mocella, *Northwestern*, Director of the Central Region who was a panelist representing the Harris Trust Bank, Erwing R. Espe, *Northwestern*, representing the Northwestern University Evening student government and Niel Brodzinski, *DePaul*, representing the DePaul University student viewpoint. Also on hand for the meeting were Field Secretary Ben H.

Our Executive Committee is hard at work for this coming year's events. Among the meetings will be a square dance, a Founders' Day banquet. Some hockey games, football games, and the annual stag weekend will be interspersed with professional meetings and joint meetings with Lambda Chapter.

Because the Pittsburgh Club works so closely with Lambda Chapter some Deltasigs from other active chapters apparently feel the Pittsburgh Alumni is an adjunct of Lambda Chapter. This is not the case! And we'd like ALL Deltasig alumni residing in this area to continue their fraternal association with the Pittsburgh Alumni Club. Brothers from many chapters, other than Lambda Chapter, are very active with the Pittsburgh Alumni—we'd like to meet more of them. Look one of us up. We'll get you to the meetings.—BERNARD J. MICHALEK

(Continued from page 16)

Crowder, Jack D. Doyle, James W. Ellis, George W. Franklin II, William C. Gash, Robert K. Higday, Alfred G. Jones, Peter Q. Lee, Gerald E. Mitchell, Thomas P. Monahan, Wesley B. Moore, Jr., Thomas E. Moore, William A. Moody, Stephen J. Keys, Richard N. Oliver, Walter W. Pickett, Jr., Edward M. Pollastrini, Russell F. Schrader, Theodore A. Palmer, Robert H. Tsurui, Stephen E. Wakefield, Lee A. Wingerd, Nigel H. Winsor, and Frederick C. Yeager.

Wolfenberger and Regional Director La Verne A. Cox and the "Rose" of Beta Chapter at Northwestern University, Miss Clare Stoddard.



SHOWN HERE ARE members of Delta Sigma Pi and the "Rose" of Beta Chapter attending the Central Midwest Regional meeting of the International Association of Evening Student Councils. The members are from left to right, Dean Daniel R. Lang, Field Secretary Ben H. Wolfenberger, District Director Charles B. Miller, Regional Director Thomas M. Mocella and Miss Clare Stoddard.

# AACSB Celebrates

## Golden Jubilee Meeting

Concern for the future as well as pride in the past dominated the Golden Jubilee Meeting of the American Association of Collegiate Schools of Business.

The meeting, held April 25-29, 1966, at the Hotel del Coronado in Coronado, California, was highlighted by men of prominence speaking on the theme "Increasing the Productivity of Collegiate Schools of Business."

Conference papers were presented by Dr. Frederic P. Morrissey and Dr. C. West Churchman, both of the University of California, Berkeley; Dr. John A. Winterbottom, program director, Educational Testing Service; Mr. Oscar B. Lubow, executive vice president, Young & Rubicam, Inc.; Dr. Leonard S. Silk, senior editor, "Business Week"; and Dr. Henry David, head, Office of Sciences Resources Planning, National Science Foundation.

Also speaking were Dr. Harold F. Smiddy, Electric Bond & Share Co.; Dr. Norman Topping, president, University of Southern California; and Dr. Ormsbee W. Robinson, director of educational affairs, International Business Machines Corp.

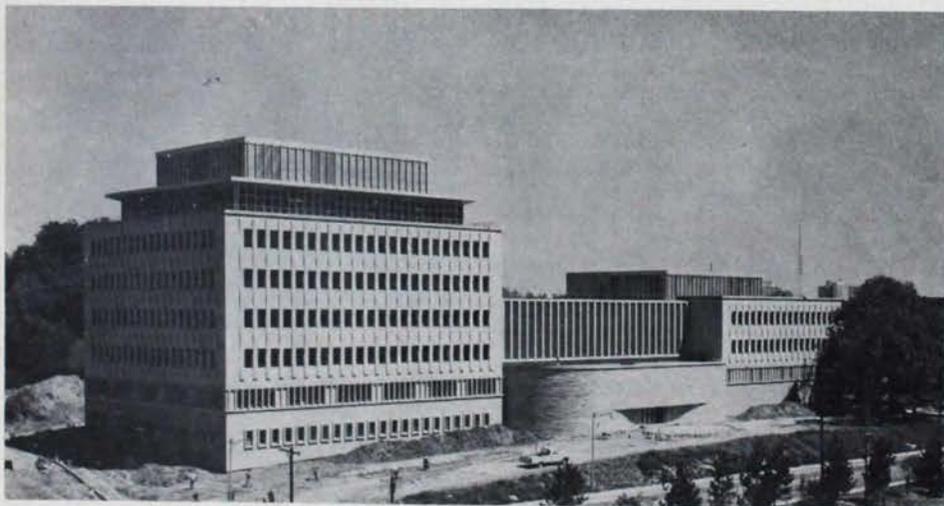
Discussing the past, present and future of higher education for business were Dr.

Ewald T. Grether and Dr. John T. Wheeler, both of the University of California, Berkeley, and Mr. R. A. Peterson, president, Bank of America National Trust and Savings Association.

At the business meeting the following schools were admitted to membership in the Association with full accreditation standing: University of Akron, College of Business Administration, Akron, Ohio; University of Delaware, College of Business & Economics, Newark, Delaware; and Virginia Polytechnic Institute, College of Business, Blacksburg, Virginia.

The officers installed are: president, Dean Willis J. Winn, University of Pennsylvania; vice-president, Dean Donald J. Hart, University of Florida; secretary-treasurer, Dean Floyd A. Bond, University of Michigan, and executive secretary, James F. Kane. Dean Hart and Dr. Kane are both members of Delta Sigma Pi. Executive Director Charles L. Farrar and Dr. Ralph C. Hook, Jr., Director of Business Education, represented Delta Sigma Pi at the meeting.

The next meeting of the American Association of Collegiate Schools of Business will be held April 30-May 5, 1967, at the Chase-Park Plaza Hotel in St. Louis, Missouri.



FEATURED ON THE cover of this issue of The DELTASIG and shown here is the new School of Business building at Indiana University, Bloomington, which will be ready for occupancy this Fall.

### LIFE MEMBERS

- 3567 Charles S. Simon, *Gamma Mu*, Tulane
- 3568 Richard W. Kuzyma, *Gamma Theta*, Wayne State
- 3569 J. Thomas Paxson, *Epsilon Xi*, Ball State
- 3570 Clay M. Drexler, *Beta Omega*, Miami-Florida
- 3571 Albert H. Reed, *Beta Iota*, Baylor
- 3572 Edward N. Ryan, *Beta Rho*, Rutgers
- 3573 William Kraut, *Zeta Eta*, St. Peter's
- 3574 Steven D. Kelley, *Epsilon Omega*, Eastern Illinois
- 3575 Lorne A. Moats, *Alpha Beta*, Missouri
- 3576 Kenneth L. Vadovsky, *Epsilon Omega*, Eastern Illinois
- 3577 Robert O. Briggs, *Beta Omega*, Miami-Florida
- 3578 Theodore C. Bauries, *Beta Xi*, Rider
- 3579 George R. Simkowski, *Psi*, Wisconsin
- 3580 Nicholas C. Fronzaglia, *Alpha Gamma*, Pennsylvania State
- 3581 Wayne C. Buss, *Epsilon Mu*, Sam Houston State
- 3582 Ralph P. Willsey, Jr., *Delta Lambda*, Ithaca
- 3583 LaVerne R. Williamson, *Delta Chi*, Washburn
- 3584 Edgar C. Smith, *Delta Theta*, Oklahoma City
- 3585 John G. Morris, *Epsilon Iota*, Manhattan State
- 3586 Robert A. Welborn, *Epsilon Omicron*, Western Michigan
- 3587 Jerry L. Wisenor, *Epsilon Theta*, Chico State
- 3588 Roy J. Daniel, *Gamma Theta*, Wayne State
- 3589 Thomas W. Rankin, *Kappa*, Georgia State
- 3590 James D. Walsh, *Lambda*, Pittsburgh
- 3591 Donald G. Loeb, *Alpha Eta*, South Dakota
- 3592 Donald E. Schmerber, *Alpha Theta*, Cincinnati
- 3593 Michael B. Septon, *Alpha Nu*, Denver
- 3594 John J. Curry, Jr., *Beta Rho*, Rutgers
- 3595 Gary D. Tallman, *Gamma Eta*, Omaha
- 3596 Philip R. Granger, *Gamma Kappa*, Michigan State
- 3597 James M. DeGarmo, *Gamma Phi*, Texas Western
- 3598 Ralph C. Hughes, Jr., *Gamma Psi*, Arizona
- 3599 Norman G. Clark, *Delta Xi*, East Tennessee State
- 3600 Frank D. Trabucco, *Delta Psi*, Suffolk
- 3601 Russell F. Bockhop, *Epsilon Theta*, Chico State
- 3602 Gerald E. Hills, *Epsilon Lambda*, Rochester Tech
- 3603 Bruce B. Cross, *Epsilon Xi*, Ball State
- 3604 James Maulucci, *Epsilon Tau*, Dayton
- 3605 Donald L. Stokes, Jr., *Epsilon Chi*, Georgia Southern
- 3606 Douglas N. Pearson, *Zeta Eta*, St. Peter's

## PERSONAL MENTION

JOHN J. RYERSON, *Rutgers-Beta Rho*, has joined the Donahue Sales Corporation in New York as Director, Management Systems.

DALE E. RUNKEL, *Sam Houston State*, has been named assistant vice president and controller of Brazosport Savings and Loan Association in Freeport, Texas.

CHARLES W. SHAEFFER, *Pennsylvania State*, has recently become head of the T. Rowe Price and Associates, Inc., Baltimore, Maryland.

DANIEL F. COLLINS, *DePaul*, comptroller of Schwitzer Corporation in Indianapolis, Indiana, has been elected a national director of the National Association of Accountants.

HERBERT V. PROCHNOW, *Wisconsin*, president of the First National Bank of Chicago, has been named the 1966 recipient of the Ayres Leadership Award by the board of regents of the Stonier Graduate School of Banking.

THOMAS J. ROWE, *Rutgers-Beta Rho*, has joined Computer Applications, Inc., New York, as vice president for finance.

LEMUEL JONES, *Rutgers-Beta Rho*, has been named vice president of the Newark Regional Council of the Alumni Association of Rutgers University College.

HOWARD P. NEU, *Rutgers-Beta Omicron*, was elected president of the Rutgers Alumni Federation's Board of Governors.

BEN S. GILMER, *Honorary Member at Large*, executive vice president of American Telephone and Telegraph, recently was the recipient of the first Distinguished Business Management Award presented by the School of Business Administration and Graduate School of Business, Emory University, Atlanta, Georgia.

RONNIE L. WHEELER, *Missouri*, has a new position as salesman in the Chemicals for Industry Department of Swift and Co., Chicago, Illinois.

GERALD A. GORAY, *Detroit-Gamma Rho*, has recently become associated with the Emery, Parsons, Bahr, Tennent and Hogan Law Firm of Detroit, Michigan.

BUFORD A. DUFF, *Texas Tech*, has been named city administrator for Slaton, Texas.

ODIE D. RIPPY, *Texas Tech*, is a terminal operations manager for Roadway Express in Worth, Illinois.

DONALD E. LEDWIG, *Texas Tech*, has been assigned to Vice Admiral Rickover's staff, Washington, D.C. His job is in the naval research division of the U. S. Atomic Energy Commission.

A Joseph C. Pillion Memorial Scholarship has been established in the name of the late JOSEPH C. PILLION, *Miami-Ohio*, through a gift of \$2,500 from his widow, Mrs. Dorothy Pillion, augmented by memorial contributions from friends, colleagues and former students. The fund is intended to provide an annual scholarship for a student interested in insurance.

CARL R. MICHEL, *Rutgers-Beta Omicron*, has been promoted to director of marketing services in the Permacel Division of Johnson and Johnson in New Brunswick, New Jersey.

RUSSELL R. GOGEL, *Rutgers-Beta Rho*, has

been promoted to commercial manager in the Orange, New Jersey, office of New Jersey Public Service Electric and Gas Co.

FRED G. HAUMACHER, *Rutgers-Beta Rho*, was recently elected secretary of Rutgers University College Alumni Association.

ROBERT GOLLINGS, *Pittsburgh*, was recently appointed manager of Systems and Pro-

cedures at the Michigan City, Indiana, plant of Joy Manufacturing Company.

RODNEY W. BLACKWELL, *Texas Tech*, is now Sales Representative for Pet Milk, Incorporated, in Odessa, Texas.

JOHN M. CRAWFORD, JR., *Texas*, is now the Executive Director of the Texas Nursing Home Association, Austin, Texas.



# DIRECTORY

## The Central Office

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

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*Director of South Central Region:* MAX BARNETT, JR., *Gamma Mu-Tulane*, 5534 S. Galvez St., New Orleans, La. 70125

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

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WILLIAM E. WILSON, *Gamma Omega-Arizona State*, 809 W. Meade Lane, Flagstaff, Ariz.

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FRANK J. MCGOLDRICK, *Alpha-New York*, 103-09 Puritan Ave., Forest Hills, N.Y. 11375

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*Executive Director and Treasurer:* ROBERT O. LEWIS, *Beta-Northwestern*, 970 Waverly Rd., 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*

William N. Bowen—*South Carolina*

\*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*

Earl J. Bush—*Northwestern*

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*

Thoben F. Elrod—*Georgia State*

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. Kilian—*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. Marinovich—*Southern California*

Francis J. McGoldrick—*New York*

John L. McKewen—*Johns Hopkins*

George V. McLaughlin—*New York*

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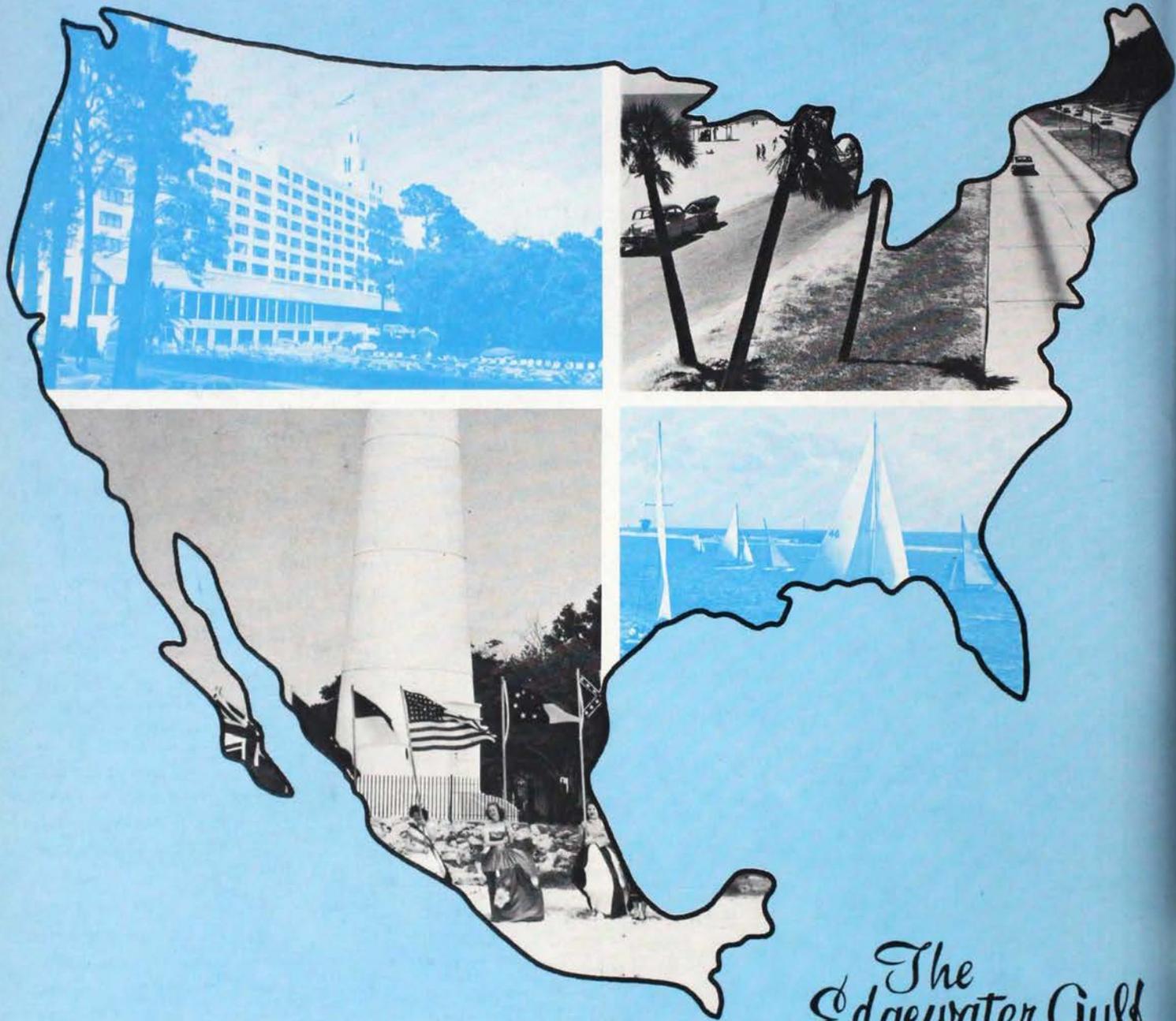
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