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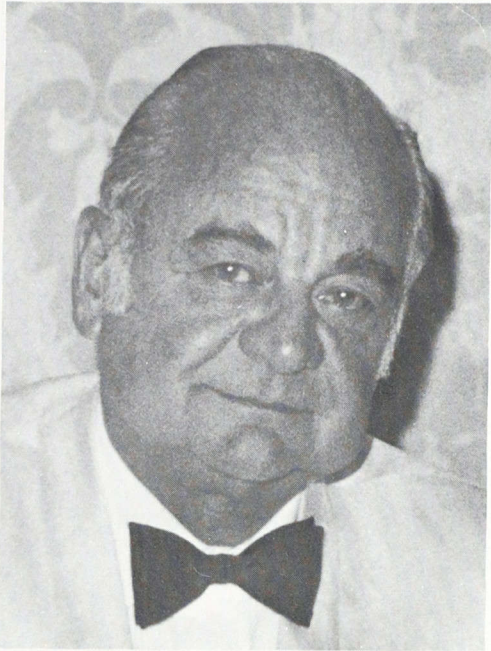
# Record

OF SIGMA ALPHA EPSILON MAY 1975 • VOLUME 95 • NUMBER 2

Dressing Up  
The Levi  
Generation

102-54

# A MESSAGE FROM THE ESA



## On Graduation

**T**his being my last article as your E.S.A. I want to devote it to those brothers in the Chapter Collegiate who will soon be going out into a different world from that of their collegiate atmosphere. As I have just recently completed visits to two mini-leadership schools and three Founders' Day Banquets I have talked with many brothers who have expressed their doubts and trepidations for the future, I would like to offer a few words of encouragement and a small amount of advice learned from my many years of experience as a business man.

As I look back to my own youth, I have a great sympathetic understanding. I too had even greater doubts and fears than you. Our country was in the great depression and there was even more unemployment and frustrations than there is today. This is a great country and we Americans are a very vigorous, ingenious and adaptable people. In spite of ourselves we seem to muddle through our numerous mistakes and somehow survive with an incredible amount of inventive initiative and drive. I personally feel there are more opportunities offered to you today than there were in my time, in spite of the fact that there is a recession.

What I want to say is that you can accomplish anything if you are willing to think, to work and have the determination and conviction to achieve the goals you set for yourself. I would like to express a few points that I have found so important to me during my career. The words so often expressed to me by my father still ring in my ears, "Make your word your bond." As I

became involved in business the importance of credibility became more and more important. Certainly the recent lessons we have learned through the Watergate hearings must have made an impression on everyone how devastating it is to be discredited. So it is in business, as so many transactions are done by word of mouth, and many contracts made by the shake of a hand, unless it be known that one's word cannot be counted on. I cannot stress too strongly the importance of integrity.

Many of our Brothers will be soon looking for a job. With the gloom of high unemployment and pessimism that hangs over this nation I would like to offer a ray of hope and dispel some uncertainties that so many of our younger brothers have. I, as well as some economists I have talked with, don't believe it is as bad as many of us are led to believe. This is a great country and there are tremendous opportunities for those who are willing to work and to think. As a business man I can tell you there is an amazing shortage of people who are willing to work and take responsibility. I would like to suggest you stress in your interview with a prospective employer that you are interested in his company, that you are willing, and want to work, and will take any responsibility offered to you. Be enthusiastic and confident in yourself. Confidence breeds confidence. Don't hesitate or be bashful about pointing out your good qualities, the jobs you have had in the past, as well as the responsibilities you have had in your chapter. You know, you can even describe the job of mowing a lawn with enthusiasm. Your interviewer can only know you from what you tell him, so speak with confidence in yourself and be positive. If you really want a job with any company I sincerely believe you can get employment even if you think you are making a pest of yourself.

There is an old saying that "if you don't do any more than you get paid for you will never get paid for any more than you do." This I find to be quite true. So once you find that job and you want to advance, don't be a clock watcher. Be a little different. Arrive at your job a little early and leave a little late. I assure you in time you will be rewarded for your efforts.

Above all don't stay with a job you don't like and aren't happy with. You will only be doing a disservice to yourself as well as the company you are working for. One has to like what he is doing in order to be successful. After all, the really successful man is the one who is happy and has peace of mind.

One last word is to cultivate the friendships the ΣAE brothers in your alumni association have to offer you. No man is sufficient unto himself. The bond of brotherhood in ΣAE has meant a great deal to me, and I am positive it can mean the same to you.

—J. A. Mancini

# the record

OF SIGMA ALPHA EPSILON MAY 1975 • VOLUME 95 • NUMBER 2

## Features

- DRESSING UP THE LEVI GENERATION: Does it mean donning a hair shirt? ..... 34
- INTO THE COLD, CRUEL WORLD: The trauma of college graduation ..... 38
- A TIME FOR CHANGE ..... 42
- THE NUMBERS GAME: The aristocrats are on the loose again .... 51

## Departments

- For the Record ..... 41
- Alumni Notes ..... 43
- Chapter News ..... 46
- Chapter Eternal ..... 49

THIS is my last issue of *The Record* as editor. The magazine will most certainly change in tone now because a publication reflects in some basic way the personality of its editor. But two things about *The Record* have been established that I hope will not change.

FIRST, THE base of contributors to these pages has been broadened. This means that a whole range of viewpoints and styles has appeared in the past two years adding variety and vitality to the magazine.

Rick Richard, author of our feature, "Dressing Up the Levi Generation," last wrote for *The Record* when in May 1974 he told us how to produce a chapter newsletter. His slightly oblique sense of humor always provides a fresh perspective on fraternity subjects.

Joe Walt reappears this month with an essay on chapter size; and we reintroduce Ed Heusinkveld, author of the graduation feature. He contributed another piece to the magazine a number of years ago.

THE SECOND development of the past two years is that *The Record* has built an independent spirit. It has not reflected official fraternity policy so much as it has examined from many points of view, the issues facing college educated people. Only in this way can it be informative and entertaining to you.

ILLUSTRATING OUR pages this time are some of our favorite artists and photographers. Ron Vallone reappears with a painting of the results of "dressing up the levi generation," and Dwayne Foster who did our cover last quarter casts his cartoonist's eye on the paradoxes of chapter size.

THE COVER was photographed by Dave Poe, our amateur photographer in residence. The masthead was sewn by editorial assistant, Barb Searle and we'll let you guess who the cover model is.

—MDT

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## DRESSING UP THE LEVI GENERATION

**M**ake no mistake about it—it was a very serious occasion indeed. In black robes with mortarboards and dour faces accompanied by pomp and circumstance we marched to our seats. Battle-scarred from the four-year college system, we sat in rows of twenty making up a sea of black, perusing our future, thinking how we would become masters of our fates, captains of our souls. The weary, tenuous training was over. At last we would emerge from the minor skirmishes of seminars, labs and lectures to the “big war” outside. The world of high finance, big business deals, the wave of the future. The hope of the free world. We were ready. Eagerly we waited for the words of encouragement from our commander-in-chief, the dean of the school, who would give us the first inside information on how to take on the world.

He approached the podium. There was a rustle along the black sea, a nervous clearing of throats. As the dean came nearer, eagerly we moved to the edge

of our seats. He cleared his throat, we strained to hear the words.

"Ladies and gentlemen," he began.

"Yes," we scarcely breathed, "yes, tell us, tell us."

"Get rid of your Levis," said the dean.

Silence, uncomfortable silence, the kind of silence you feel when you realize your pants are unzipped in front of a crowd while you're giving a speech. It started with that curly-haired guy in the back of the auditorium.

"What'd that clown say?" said the curly haired guy.

The dean, "Get rid of your Levis."

"That's what I thought he said." The curly haired guy threw his chair. The dean had to think fast.

"You there, you, the curly-haired fellow."

"What!" roared curly hair.

"Did you take the required course to graduate called Biology and the Family Plant Structure?"

Uh oh, cringed the audience. Everyone had some obscure course he was afraid the administration would spring on him the last two days before graduation with that ill line, "I'm sorry, young man, but you seem to be missing one small course to graduate."

Curly hair sat down.

They had us. The dean was prepared. He probably had enough stuff on each one of us to send us on one more trip through the bookstore for another semester. I hope he didn't know I never showed up for my required physical education course, Aerobic Dancing During Solar Eclipses. What's an aerobic anyway?

I leaned over and asked my buddy next to me, "Hey McGhee, did you ever finish that paper for that required course in Asian Civ.?"

He sank below his seat, "Shhh, remember the Formal was the week I was supposed to hand it in?"

Stirrings in the folding chairs, everyone was trying to look as if he had nothing to worry about. The dean certainly had nothing to worry about. He had each and every one of us.

The microphone crackled with renewed confidence; spoke the dean, "Almost (emphasis on almost) graduates, you will soon step out into the rank and file of the power of America—the upper middle class. When you do so, you must dress appropriately. Would you wear a bathing suit to the North Pole, a fur coat at the equator, a 'zoot suit' to the dance?"

"A what?" McGhee asked.

"Nineteen forties language," I replied. "We had it in a history course, like 'bees knees, baby' or the 'cat's pajamas'."

"Oh," said McGhee.

The dean continued, "In the business world there are certain rules you must follow according to dress. These rules, with few exceptions, consist of wearing suits with ties, socks and belts five days a week, nine

to five each day. When you are dealing with professionals you will be expected to dress accordingly. This is the world into which you will enter in just a few minutes. No more 'make-believe'; these are the rules you must follow."

McGhee whispered, "By make-believe, does he mean when you live in Disneyland you got to play by Mickey Mouse's rules?"

"Yeh," I said, "or when in Turkey do as the turkeys do."

Then there was a mumbling of magic words, a round of applause from the faculty, parents, life insurance salesmen, and we were pronounced "grad-je-ated."

"Good luck," said the dean.

"Yeah," said we.

The black-draped figures began to move toward the doors where our pre-fab, stamped-by-all-appropriate-officials diplomas awaited us. I should have been happy but for some reason I felt a sense of dread. I realized I would have to change from the wonderful feeling of slipping into my 1,098-times-washed, amazingly comfortable Levis every morning, to scraping on some funny-feeling things called dress pants. Alas, now I know why everyone at graduation ceremonies wears black. It's the same feeling I get at funerals. Almost to the door though, I didn't feel so bad. Sure enough, in front, in back, all around me, barely peeking from the bottom of everyone's robes was the unmistakable color of everyone's favorite blues—Levis.

We stepped into the sunlight, "Well, McGhee, let's go join the establishment. Know any good clothing stores?"

"To the yellow pages," cried crazy Bill McGhee. "Charge!"

"It'll have to be. No coins," said I.



"Is this the place?" I asked.

"Yeah, the ad says 'Clothes for the Progressive Businessman,'" said McGhee.

"Is that us?"

"I'm afraid so," answered McGhee. Back into the dark. As the little bell jingled on the door all salesmen's eyes turned to us.

"Hey, I hope that young guy over there waits on us. He looks cool," McGhee whispered.

"Yeah, but he's got somebody already. Hey, that other salesman is Eskridge. "Eskridge," I yelled, "Can you wait on us?" He acted as if he didn't see us.

"Hey McGhee, what's wrong with that jive turkey?"

Eskridge came nervously over and said, "I'm sorry guys but ya'll are graduates and ya'll need straight clothes. Mr. Bookter will have to wait on you. Sorry."

McGhee and I looked at each other, then we looked at Mr. Bookter, who was coming our way.

"Hubba Hubba fellas. What's the shot?"

We gasped. He was in a red coat, white shirt, red tie, red pants, white belt and white shoes.

"A strawberry sundae," McGhee whispered.

"Have I got some clothes for you two! What'll we start off with fellas?"

"How about a new salesman?" McGhee whispered.

"Well, I guess I need the whole show," said I. "I start next week working in an ad agency. Bill here will be in an accountant's office in a month. He just came today to observe," I told Bookter.

The salesman yanked out some snaky looking yellow thing and twirled it around his head. "Let's start with the measurements there, hot shot."

"Hey, wait a minute. What is that thing, anyway?" I asked.

"It's a measuring tape, Onassis. Stand up straight, millionaire." With the skill of a pickpocket, Bookter moved the tape up one arm down the other, across my back, up one leg, down the other, around my waist, and then threw the tape over his shoulder onto the counter.

"Bad news, Rockefeller," he said.

"What's that?" I gasped.

"You don't measure up, son. Ha. Ha."

I stood there astounded. Is this the beginning of my plan to save the world—a conversation with a strawberry sundae that tells bad jokes?

The sundae continued, "Alright sir, down to business. Let's see, you'll need to be wearing a coat and tie every day. That'll put you in need of at least two business suits. Step over here and we'll take a look at some."

We went to the back wall of the shop that was covered with racks of suits and then Bookter began his pitch.

"Here are our most elegant suits for the young executive. The ones to wear to assure you of a key to the executive bathroom."

"How much?" asked I the young executive.

"Well, this is a Hart Schaffner & Marx and will run you from \$200 to \$400."

I was in the wrong place. I felt like a Christian trying to talk sense to a Roman lion. "Let's move down, please."

"Ok, here's the medium range. Austin Reed or Michael Stern to name a couple. These are three-piece suits that run \$155 to \$175 apiece, or here are some Johnny Carson or Clubman, three-piece, running from \$120 to \$145. These are your standard business suits." Bookter's eyes met mine searching for my pocket-book in my pupils. I began to sweat. He was hypnotizing me.

McGhee saved me. "Look at these, Rick, these look alright." We moved down. Bookter cleared his throat, casting a glance at McGhee. "These are our lowest priced suits. Sewell here will run you about \$110 to

\$115, Marc Pierce around \$100 to \$115 and H.I.S., a popular make, will range from \$90 to \$100."

We were at the end of the wall but I still asked the inevitable question. "Are these the lowest priced suits you have?"

The sundae began to see his commission dwindle. "Well, son, you can get good suits at your large department stores such as Penney's or Sears for about \$80 to \$100 apiece. But rather than have you go through all that trouble let's step back to this suit here. I just remembered, we're going to put these on sale next week, but I tell you what I'm a gonna do. For you, because I like you, I'll let you have your pick of this group of suits priced at \$130 for \$110, provided you don't tell anybody."

"Hey, McGhee, you hear that?" McGhee was doing something in the mirror. "Yeah, let me try on that blue one there. I like it."

Bookter perked up, "Okie dokie," he handed me the suit, pointed me to the dressing room and went after McGhee.

In the dressing room, I checked out the walls. I always feel like someone is watching me. Hell, I thought, just this one suit is going to cost me \$110. Man, a pair of Levis only cost around \$13 and you can wear them for years. A good knock-around shirt cost about \$8. Damn, for \$20 and a splash of Jade East

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**"I realized I would have to change from the wonderful feeling of slipping into my 1,098-times-washed, amazingly comfortable Levis every morning, to scraping on some funny-feeling things called dress pants."**

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I used to be able to go out with the best of 'em. Gosh, I remember the day I bought my first pair of Levis. I was in the seventh grade. Six years later the old blues after faithful service and numerous patches, alas, just plumb wore out.

I cried.

Then I got the scissors and cut them off at the bottom of the pockets and I'm still wearing them. Ouch! what was that? Jeez, that's the pants legs of these hairy things. I have to wear these twice a week, and oh no, they come up to my navel. Yeech, is this success?

Ah, Levis, I remember a friend of mine at Tulane had his car stolen in the French Quarter. The only thing Wesler was upset about was that he had two pairs of "broken in" Levis in the back seat. Damn, how many buttons do these pants have? There, now for the coat. I opened the door and there was the sundae.

"Hey, it fits you like a glove."

"Alright, give me your 'unannounced sale' on this suit." I figured I'd get my second suit at the department store next week. I didn't have to go to the executive bathroom every day. I could hold it until I got home. "Ok, I need a few shirts, I guess, how much will they run me?"

"Shirt prices run from \$12 to \$17. You need at least five shirts, fella, for the week." McGhee had already picked out some Hawaiian tourist shirts. "How about these?" McGhee snickered. "Go check the underwear, McGhee." I picked out five different colored shirts and gave them to Bookter. "Oh yeah, give me a green, brown and maroon tie. How much they cost?"

"Seven-fifty apiece."

I coughed. "Next."

"Shoes, there Rockefeller. You can't wear earth shoes when you're shootin' for the moon, can you?"

"I guess not," I replied wearily. "Suggestions, Mr. Bookter," I managed.

"Yes siree, you sure fooled me. I thought you knew a lot about shoes."

"How's that?" I asked.

"Well, I heard your father was a loafer and your mother was a heel. Ha. Ha."

Why me, Lord, a conversation with a strawberry sundae that tells bad shoe jokes.

"Joke, son, just a joke," Bookter said. "How about these leather Nunn Bush or Jarman. This rack will run from \$30 to \$50 depending on style. A basic brown or black dress shoe will go with about anything you wear."

"Fine," I said, "if you got these in a 9½, I'll take them if they fit." He did, they did, I did. "Throw them on the pile."

"Next?" asked I.

"Socks, these here from \$1.50 to \$3. Black socks will go with any dress ensemble."

"Give me six pairs," I told Bookter.

"Yes, sir, sock six to ya!" flipping them over his shoulder on to the checkout counter.

McGhee gagged.

"That's got to be all, huh?" I asked.

"No sir, 007, you need a belt. What kind you prefer?" he asked, spinning the belt rack. For once I knew what I wanted. "Do you have any 34 waist alligator belts?"

"Ah, I'm sorry, son. You're the second one who has asked for one this week. We're all out of them. In fact I tried to get some last week and couldn't."

"What's the problem?" I asked, "shipment trouble?"

"No, man, dats not it at all" For some reason he started into a cajun accent. "May oui, I went lookin' for some alligator belts jus the other day. Me, I got into me pirogue and started paddlin' after a bunch of gators. Man, when dey saw me they took off like sky-



rockets through the marsh. Finally, one I get next to, enough to grab him, then pounce on him. Man, I mean to tell you he drug me thru the marsh, across the levees and through the brushes. But, man, finally I git the gator on his back and do you know what, may sha?"

"What's that?" I cringed.

"That dern alligator didn't have on his belt."

I really needed to go to the bathroom, but stifling a heave, I shouted, "THAT'S ALL BOOKTER, RING IT UP!"



Well, it's been two weeks since my trip to the world of high fashion and I must admit it's been quite a feat getting used to my new wrappings. All in all, with the exception of the much larger cost of a dress wardrobe compared to a Levi wardrobe, the change, however, is not as drastic as you may think. With a lot of smiling one can get over the transition stage. I do miss being a bona fide member of the Levi generation with all its hop, skip and go naked outings, but being in business doesn't mean you can't still slip into some nice-feelin' Levis on weekends.

Right now, however, I feel great, you know why? McGhee has to go get his wardrobe tomorrow and I called Bookter and told him he was coming. I wouldn't miss this for the world.

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*Rick Richard, Louisiana State '74 (Epsilon), is a recent graduate who appreciates the problems of the sartorial transition from jeans to suits. He is currently serving as Alumni Secretary for Louisiana in Province Theta.*

# Into The Cold, Cruel World . . .

**Graduating from College can be almost traumatic for even the most well-adjusted senior, unless he is prepared for the world that lies beyond the ivy-covered walls of Alma Mater.**

From Levis to Business Suit

by Dr. Ed Heusinkveld

The approach of graduation affects seniors differently, but it is a rare student who is not being affected more than he may realize. Four years of a unique experience are drawing to a close, and, like it or not, decisions and changes must be made. Most seniors are simultaneously both eager for and apprehensive about leaving college, often for differently perceived reasons.

When these same seniors entered as freshmen, they left the security and comfortable world of home and family to enter another world, that of college and its challenges. Most thought they had a pretty good idea of what they'd be facing on campus; only in unguarded moments will most pre-freshmen admit their fears and uncertainties concerning what lies ahead.

If life can be thought of as occurring in stages, college years represent a distinct period for those who become students, since they are forced to exchange family relationships for new, untried relationships on a daily basis. Vacations offer return to the familiar for many, but nevertheless an irreversible process has continued with respect to developing further independence and broadening social and intellectual maturity.

Graduation from college obviously offers seniors some of the same challenges faced by high school seniors. What will I do after graduation? Where will I go? With whom will I be associated? How will I make new friends? And for many college seniors, how will marriage now or in the near future affect what I will be doing? Four added years of maturity make a considerable difference in attitudes, to be sure, but the human and emotional dimensions of making im-

portant changes remain the same.

For most collegiates their campus years offer a once-in-a-lifetime opportunity to live in two worlds, late teens/young adult, and at times to assume or disregard the responsibilities and expectations of others about each of these worlds. The freedoms of college years are artificial or unreal in the sense that they frequently do not demand the same sort of accountability that exists in later adult life, because faculty, administrators, and other students are normally more tolerant and less critical of intellectual and social behaviors, in and out of the classroom. This makes both a negative and positive impact on students, but such freedom is highly unlikely to be repeated in adult life. The academic community, in spite of all its problems, supports a comfortable, personally rewarding life-style for most students, and indeed it even induces some to consider college teaching or administration as a career. Occasionally one meets those who admit they entered graduate school and eventually teaching because, among other reasons, they preferred not to face the problems of the "real world."

Employers in many occupations and job settings forbid or look askance at the diversity in personal life style, dress, and freedom of expression common on most campuses, although the last two decades have produced considerably more openness in this respect. Jeans and sneakers in the office? A beer during working hours? Sleep until noon? These personal choices fade quickly for most once the "ivory tower" is left behind, but perhaps they are less important as freedoms than as symbols of a life-stage.

Campus life offers considerable anonymity for most students, in the sense that they can seek the limelight of activities or the privacy of being left alone, provided they meet minimum academic expectations.

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*Dr. Ed Heusinkveld, Monmouth '49 (Ill. A), is Dean of Students at Wittenberg University, Springfield, Ohio.*



This disappears quickly in the typical employment situation of the first job, where one tends to feel very exposed in a strange setting of new associates and yet unfamiliar expectations. Four years of college usually develop a personal situation where a student has established an accepted identity in that setting, an identity composed of recognized roles as a

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**If his fraternity experience has been positive and supportive, the graduating Greek may well face graduation with even more nostalgia and regret than his non-fraternity contemporary. . . .**

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student, chemistry major, fraternity brother, class officer, participant in selected organizations, or whatever involvements have been sought or accepted. Although not all involvements yield the same satisfaction each is nevertheless understood by others on campus, and an individual student may relax to the extent that he is pleased or fulfilled by these roles.

For the student who has chosen fraternity membership, the undergraduate years bring a special problem upon graduation. Assuming that he pledges a fraternity during the freshman year, each member typically fits more completely into the brotherhood and community of his chapter as he moves through his four years. Sharing the lives of other young men in the relatively intimate, yet open, setting of a chapter house demands personal adjustment, a problem accepted and appreciated positively by most Greeks. All students face this adjustment in some ways, particularly if they live in residence halls, since group living makes demands on an individual just as surely as society makes other demands in post-college life, but it is a special adjustment for Greeks since they have actively sought this involvement and the specific responsibilities that come with it. In this respect their sense of community is usually stronger during college and in later life, with many Greek alumni testifying happily to the impact of membership on friendships and their lives. Non-Greek students also form close and meaningful associations, of course, but these tend to be composed of less structured, smaller groups of people with strongly shared interests, a situation less crucial in a chapter even with obvious diversity in members' interests.

If his fraternity experience has been positive and supportive, the graduating Greek may well face graduation with even more nostalgia and regret than his non-fraternity contemporary, because he is required to leave a particularly intensive and rewarding living situation and circle of brothers/friends. The poignancy of all this is increased because most senior

Greeks appreciate to varying degrees what it is they are leaving, and also because it is clear that much of it will never be recaptured, even at reunions or in alumni associations and activities.

**H**ow does an undergraduate find a job after graduation? This depends on many factors, and the whole process actually has begun much earlier in life when personal attitudes toward working in general, and various occupations specifically, have been formed, consciously or not. Attitudes derive from personal experience, opinions of family and friends, reading about occupations, and a host of other sources, and all of these interact to produce the college senior's frame of mind as he seeks to find a situation which will bring him whatever he perceives as being important to him in his work. Specific thinking about the world of work is something that develops gradually, and many college freshmen arrive with only the foggiest of notions about careers and employment. Even if they have made decisions about a college major and possibly post-graduate study or a job, they usually have little idea of exactly why that course of action appeals to them, and what it will be like to actually do what people in that occupation do 365 days a year. This testing of perceptions and knowledge, first about one's self and then about work, is a vital prerequisite to making a wise decision while in college about post-graduate employment. If one assumes that college prepares the student for a specific occupation only to discover that one can't find a job like that after graduation, it is easy to blame the college for being "irrelevant" or "worthless" when the real problem is within the individual, just as it has always been.

It is most helpful to enter college with the expectation that during those four years each student will learn more about himself, his interests, aptitudes, and skills, in such a way as to make a job choice objectively rather than subjectively. It is well known that people enjoy their work in part aside from their possessing the skills needed for success in that work. They respond very strongly to the people with whom they work. They respond also to recognition and appreciation of their work, together with other less tangible factors than salary. A good wage is important, but it may not be properly rewarding if it means enduring a tyrannical boss, vindictive associates, nervous tension, and possibly a case of ulcers. Interpersonal skills may be even more important than other factors in a given working situation, and many highly competent people have lost positions primarily because they were unable to get along with their working associates and/or the public.

Because ours is a rapidly changing society, infrequently can a graduate expect to follow a specific

career and have that work out exactly as planned in decades ahead. The average adult changes positions approximately five times in his working life, and that means flexibility, adaptability, and the ability to learn quickly may be far more important than a specific body of knowledge which may become obsolete all too soon. A liberal arts education is designed to provide this kind of background, and even specific academic preparation in areas such as pharmacy, accounting, or engineering may eventually lead into occupations not originally considered during college.

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When it is time for the senior to present himself as an active candidate for employment, the Career Services office will normally offer definite assistance in preparing a personal resumé, learning how to interview, making contacts and getting on recruiter schedules, and evaluating various job opportunities and offers.

**H**ow does one prepare to live alone, usually in a new city, with a new job and frequently no friends or family nearby? For any recent graduate it can be quite a shock in terms of suddenly feeling very much alone, but that shock can be alleviated or softened by some practical preparation before graduation. Living alone, or even with a roommate, requires independence in decision-making and life style which most people accept intelligently, and in time it produces definite satisfactions. Accepting full financial responsibility for one's life is probably the most difficult adjustment for the typical new graduate, and soliciting some advice from family and friends may be the smartest way to make a paycheck stretch to meet those startling utility and other bills. Housing will be an immediate concern, of course, and many employers offer advice and help in locating an apartment or other living accommodation. Obtaining a local newspaper before looking at housing is very helpful, and realtor's associations and the Chamber of Commerce may be contacted for assistance. Fraternity members may also solicit help with housing through alumni clubs or associations if available, or perhaps through identifying alumni in that city or area.

Selecting a place to live for the newly graduated usually is a process of finding an apartment, with or without a roommate to share expenses. Furnished apartments offer the least problem if affordable, and sizeable investments in furniture and appliances may

be regretted by the inexperienced. Apartment location is usually best sought reasonably near the place of employment, but shopping availability and personal interests ought to be carefully considered also. It is generally best to buy sparingly at first, and to shop extensively before making purchase decisions. Knowing how to live within a given income is not always a skill possessed by graduates, who have usually had parents to make the financial difference. Marriage may bring presents and money which are a big help for young couples, but even the newly married graduate faces basically the same problems.

One of the most difficult problems for recent graduates is frequently how to spend their leisure or personal time. College students live with an unending awareness that there is always more reading and preparation that could be done for courses, and time taken for recreational pursuits always ends with a return to studying, in contrast to many post-graduate occupations where job responsibilities end at 5:00 P.M. and weekends are generally free for personal needs. Handling this new freedom from the pressure to study can be unsettling, in part because one need no longer feel guilty about not studying or going to the library.

Some college interests such as individual sports and hobbies may be easily continued, but the typical array of activities found on most campuses may be sorely

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**The student . . . had better understand that most majors do not lead to specific jobs. . . .**

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missed. New friends often come easily through employment contracts, as well as gradual involvement and acquaintance in service clubs, Jaycees, civic organizations, church groups, fraternity alumni associations, and other groups. Those in graduate school fit into the same basic kind of life structure as undergraduates, but those entering employment may well feel a definite void in their new settings. A temporary personal depression is not uncommon. The whole tempo of living is frequently very different, and a sense of being pressured in new ways over longer periods can weigh heavily on many. In general, it is wise to move slowly into new personal involvements, because it takes time to not only assess new situations and friends, but also to evaluate oneself adequately in response to these factors.

All of the above may well produce questions as well as answers, but a college-educated person should have the confidence that he is prepared to assume responsibilities and enter career opportunities normally less or not available to others. Many graduates are experiencing difficulty in finding employment today, but one must wonder whether or not this is primarily because of lack of jobs or perhaps because they still lack realistic understanding about themselves and the world of work.

# for the record

## Prominence defined

Editor:

In the February 1975 issue you published a list entitled "Thirty of ΣΑΕ's Most Prominent Brothers." I am wondering precisely what criteria were used to select those who ΣΑΕ chooses to call "prominent."

Specifically, does one have to be an elected or appointed government official (two-thirds of those on the list!), entertainment, or sports figure to be well-known? I don't think so. Surely ΣΑΕ must have distinguished brothers in the fields of business and education. If not, we have certainly failed to select well-rounded pledge classes over the past 50 years at least, based on your list.

Fraternally,  
Tom Elam  
Union '69 (Tenn. Eta)

## Fraternity man portrayal?

Editor:

I never thought I would write to the editor of any magazine but I would like to comment on our magazine. My comment concerns the various illustrations used in the February *Record*. In particular, I find the cover of that issue to be offensive. Is our fraternity made of this type of man? After all the fraternity is its members. Is the sex crazed drunk portrayed on the cover of a publication of the national fraternity common to that of its members? I think not and hope I never see the day when it is.

I am a loyal member of this fraternity and infinitely proud of its heritage. I support the concept of brotherhood as I think I have really seen it. I hope others have been as fortunate.

In the bonds,  
Charles Carson  
Arizona '76 (Alpha)

Editor:

May I take this time to commend you on an excellent job you have done with *The Record*. I was particularly pleased with the last issue.

Your article "Ghosts" inspired me to write this letter; something I normally

do not do. It seems that fraternity critics fail to realize that many Greek-letter members were in the forefront of the various student movements. However, most were involved in the constructive side; something that seldom is pointed out. Fraternities have the capability of building character because of their standards.

In your article, you quoted a recent letter from Thad Peterson. Mr. Peterson's point was well made and certainly valid, however, let us never lose sight of the most important gift our fraternity can give us—true and lasting friends.

If we are to be criticized for going back to the very basics then so be it. We all know how much ΣΑΕ has given us and how hard it would be to explain. Let us dedicate ourselves to excellence and to strengthening what we already have and we will continue to prosper.

Sincerely and fraternally,  
Gary L. Garnand  
Idaho '70 (Alpha)

## Sorry!

Editor:

While reading the November *Record*, the brothers of Michigan Iota-Beta could not help noticing an error in the Chapter News column. The error concerns the oldest chapter house of Sigma Alpha Epsilon being situated in Worcester, Massachusetts.

Our house, here in Ann Arbor is seven years older as it was established on January 12, 1889. To our amazement, the same basic structure is still in use.

We just wanted to set the *Record* straight and let you know that the oldest ΣΑΕ house is both strong structurally and fraternally.

The Brothers of Michigan Iota-Beta  
University of Michigan

*After receiving this letter we checked our records and found that the chapter was installed on January 12, 1889 as they stated in their letter and the chapter house was dedicated May 24, 1893. However, this is three years prior to the dedication of the Massachusetts Delta chapter house at Worcester Poly-*

*technic and we apologize for the error.*

—Editor

## Reflecting fraternity life?

Editor:

The cover on the February issue of *The Record*, may be the "brightest cover in years," but to my thinking it doesn't do much for the ΣΑΕ image.

The picture is clever and funny as applied to dormitory life in some places, but as the possible depiction of ΣΑΕ fraternity house life it gave me a shudder. One thing, girls all over the place.

*The Record* is a fine publication and of course ΣΑΕ is the finest fraternity and I don't believe such pictures, particularly on the cover, do anything except downgrade both.

Yours in the bonds,  
H. Wayne Patterson  
Ga. Tech '12 (Phi)

Editor:

Somehow both the cover and the article "Ghosts" seemed out of place in the February 1975 *Record*. There is no question that we must be realistic as we observe current trends in active fraternity life, but the above mentioned items seemed in bad taste to present to the alumni of Sigma Alpha Epsilon.

Sincerely,  
Walter B. Bull, Jr.  
Pennsylvania '58 (Theta)

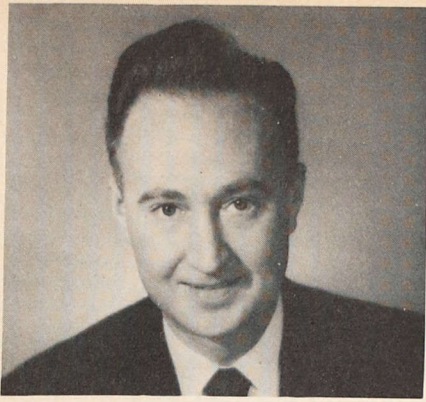
**The Record encourages its readers to submit letters to this column. Correct us if we are wrong, take exception to an article, agree with us if you wish or introduce a topic of debate. We will print everything, written in good taste, for which we have room.**

**We reserve the right to edit all letters to space.**

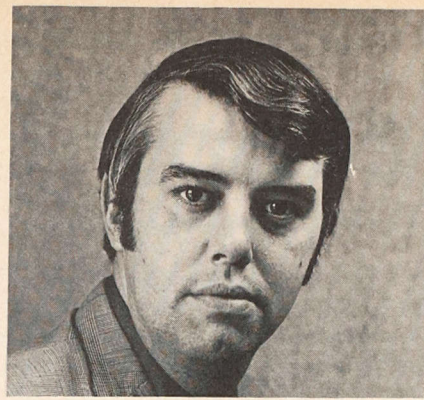
**Address all correspondence for this column to:**

**For the Record  
P.O. Box 1856  
Evanston, Illinois 60204**

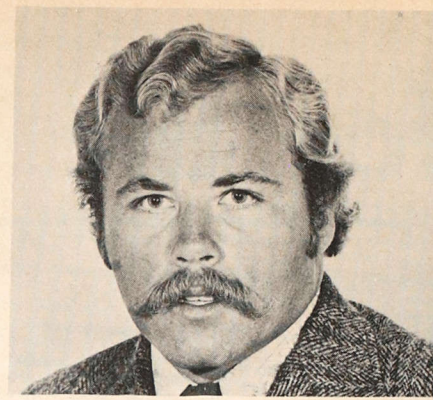
—Editor



Don Gable



Bill Lohrer



Mike Thomas

# A Time for Change

by Jack Hotaling

Change is an element of life and the way in which institutions are able to adjust and adapt to new circumstances is a measure of their ability to exist.

From 1938 to 1965, *The Record* was ably edited by Don Gable, Ohio Wesleyan '35 (Delta), except for a short time during World War II when he was called to military service. He functioned as a full-time employee of the National Office and carried on many other administrative duties. During this time, *The Record* developed a style that was uniform, comfortable and predictable. It chronicled well the events of the period and was topical in that it mirrored the attitudes of this time in terms of activities rather than issues; actions rather than thoughts.

A new direction was taken by Bill Lohrer, Ohio '61 (Gamma) when he said in his first issue, November 1965, "It is my ambition to present a product that will contain interesting articles in an attractive format that will stimulate, enlighten, and on occasion, even provoke the readers." The magazine was starting to take on a new face but with some slight hesitancy. Although there had always been important issues affecting the Fraternity, there was a growing sense that they should surface and be discussed, and in *The Record*.

The editorial office between 1965 and 1972 was in Brother Lohrer's home in Ohio and this proved to be a major obstacle in terms of communication difficulties and responsiveness to changing conditions and events. With grateful appreciation to Brother Lohrer for the way he did change the format, editorial responsibility was returned to the National Office in 1972.

Mike Thomas, UCLA '71 (Delta) took the challenge of an issue-oriented magazine in 1973 and ran with it. Not only would the next eight numbers under his editorial responsibility be provocative, they would also be controversial and at times prompt some good arguments. An idea for a feature would be like an explosion in the National Office and everyone would be caught up with its concept, display and implementation. A controversial letter was like a message from home; a piece of good artwork like a bonus from above. It was an exciting two years, and again reflected the desires of the Fraternity as it searched for answers to gnawing problems.

But again, change is inevitable and with this issue we bid farewell to Brother Thomas as he seeks new career opportunities.

However, we are fortunate also to introduce as the interim editor one of the greatest observers of  $\Sigma\text{AE}$  from so many vantage points, Dr. Joseph W. Walt, Tennessee '47 (Kappa). His  $\Sigma\text{AE}$  credits are too many to list but most important among them are his authorship of the historical work *The Era of Levere* and editor of *The Phoenix*. There are few tasks within  $\Sigma\text{AE}$  that he has not undertaken and done exceptionally well. A ritualist, a historian, a keen observer of college and student trends, he brings exciting skills and credentials to this new  $\Sigma\text{AE}$  responsibility.



Joe Walt

As to direction for the magazine, we will have to wait and see. But of this we can be sure; it will continue to mirror the attitudes and desires of those who feel that  $\Sigma\text{AE}$  is something worthwhile to them and to future generations.

# alumni notes



Miller is Founder #282.

## Miller Becomes Founder Member

Woodrow W. Miller, **George Washington '48 (Wash. City Rho)** became Founder Member #282 on November 18, 1974. The resident of Suitland, Maryland has been very active in civic affairs in the Washington, D.C. area.

His activities have included membership in both the Kiwanis Club of Washington, D.C. and of Oxon Hill, Maryland. He served as president of both clubs. He is also a member of the Prince George's, Maryland Chamber of Commerce and the U.S. Chamber of Commerce.

Miller is president and chairman of WMA Interstate Motor Lines, Inc. and also of WMA Transit Company. He was also a director of the American Transit Association.

John C. Donohue, **St. Johns '35 (Md. Rho-Delta)** of Baltimore received the award for service to football from the Greater Baltimore Chapter of the National Football Foundation and Hall of Fame. He spent more than 40 years playing, coaching and officiating football.

Donohue was one of the original members of the Baltimore chapter of the National Football Foundation and was a prime force behind the first Scholar-Athlete dinner, which has grown considerably since it was instituted in 1964.

He was the first referee to be wired for sound for television purposes during the 1958 Orange Bowl game.

Emmett J. Foster, **Marshall '57 (W.Va. Alpha)** of Marietta, Georgia has been appointed as Executive Vice President and a member of the Advisory Board of Directors of the National Bank of Georgia.

He joined the bank in 1964 and has since held the positions of Assistant Vice President, Vice President in charge of the Retail Division and Senior Vice President.

Foster created the bank's automobile leasing program and was responsible for their becoming the first bank in the Eastern United States to offer such a retail service.

In his new position, Foster will be responsible for branch banking, branch marketing, branch operations, retail lending, retail marketing and all leasing programs.

LtCdr Fred Murnane, **Bucknell '52 (Pa. Zeta)**; Capt. Gerry Woody, **Arkansas '49 (Alpha-Upsilon)**; Admiral Leo McCuddin, **Nevada '39 (Alpha)**; and LtJG Jim Mottern, **Idaho '70 (Alpha)** constitute the Guantanamo Bay, Cuba Alumni Association. The Association was formed in 1972 to provide companionship for all ΣAEs on the base and hospitality to those coming through. The activities of the Association are publicized in the base newspaper with the highlight being their Founders' Day celebration.

Roy P. McAllister, **Western Kentucky '69 (Beta)** has been chosen Communicator of the Year by the Kentucky chapter of the International Association of Business Communicators. He is in charge of South Central Bell Telephone's employee information program. His monthly newspaper was voted Best Newspaper and won more than a dozen awards for writing, design and photography. His company also received the Best Communication Program honors.

John B. Zellars, **Emory '50 (Ga. Epsilon)** has been appointed president of Atlanta Federal Savings and Loan Association. He has been associated with Atlanta Federal since 1951 and served as Executive Vice President since 1972.

Zellars is chairman of the development committee of the Board of Trustees of Mercer University and a member of the Atlanta Lions Club. He also is president-elect of the Institute of Financial Education.

Kenneth W. "Jack" Mollenkopf, **Bowling Green '29 (Ohio Kappa)** has been inducted into the Indiana Football Hall of Fame. The former Purdue coach took his 1967 team to the Rose Bowl and a victory

over Southern California. He retired as head coach in 1969 with a 84-39-9 record.

The Purolater burglary is going to become a full length feature film. The movie, based on the \$3.5 million Chicago burglary, will be produced by Herb Rodgers, **Franklin '56 (Ind. Alpha)** of Lansing, Illinois.

Rodgers is president of Rodgers Productions, Inc. and has produced documentaries, commercials, television programs, industrial and educational films. One of his better known feature films is "Black Like Me."

He will begin work on the film in April and Emmy Award winner George Lindsey will write the screenplay.

An annual memorial scholarship fund has been set up by the New York Chapter of the University of Alabama Alumni Association in the name of John Orr, **Alabama '48 (Mu)**. The scholarship will be awarded each year to a deserving student and this year the scholarship amounted to \$500. Plans are being made to offer additional scholarships in the future.

Richard W. Lane, **South Florida '68 (Delta)** has accepted a position as New Products Marketing Manager with R.J.R. Foods in Winston-Salem, North Carolina. He will be managing a joint venture between R.J.R. Foods and the Sunkist Growers Cooperative of California to develop a new line of consumer packaged goods. Previously, he spent five years with Colgate-Palmolive as a Brand Manager.



Gov. Ray accepting certificate.

Governor and Mrs. Robert Ray welcomed the members of the Des Moines Alumni Association and their wives to a Christmas Open House at the Governors Mansion. Governor Ray, **Drake '52 (Iowa Delta)** responded to the presentation of a Certificate of Appreciation to him by ESR Jack Hotaling by relating the value of his fraternity experience to the roll of leadership that he has assumed. ΣAE continues to be important to him as he serves as Governor of Iowa in terms of friendships made and experiences gained.

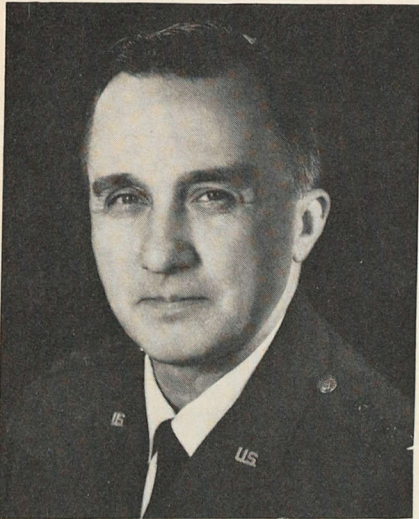
## Extraordinary Performance Cited

The Golden Plate Award of the American Academy of Achievement was presented to "fifty dynamic exemplars of extraordinary performance in the great fields of endeavor" this year. Ted C. Wetterau, **Westminster '52 (Mo. Gamma)** was one of those fifty honored.

Wetterau is chairman of the board of Wetterau Incorporated, one of the fastest growing companies in America. His company is considered one of the most progressive food distribution companies in the country and sales have risen from \$23 million in 1952 to \$600 million in 1974.

The company has diversified under Wetterau's leadership into a group of subsidiaries which contribute to the "parent company's profitability and to the success of the independent supermarket retail customer."

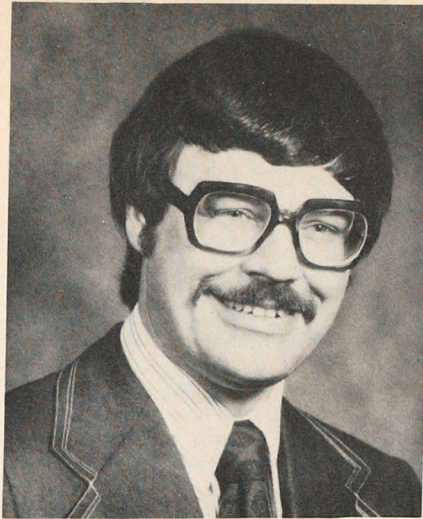
In addition to his business activities, Wetterau is a director of the First National Bank in St. Louis and of the International Council for Business Opportunity. He is also immediate past chairman of IGA (Independent Grocers' Alliance).



**Lt. General Poe promoted.**

Lieutenant General Bryce Poe II, **Colorado School of Mines '45 (Lambda)** has been named Vice Commander-in-Chief, United States Air Forces in Europe. He was promoted to the rank of three-star general and appointed to this position in July 1974.

Poe has served in the military for 31 years and his assignments have sent him to Japan, Korea, Norway, Vietnam and Germany. Prior to his recent appointment he served as Deputy Chief of Staff, Logistics, Headquarters of the U.S. Air Force in Europe.



**New Iowa legislator, Bina.**

Robert F. Bina, **Northern Iowa '64 (Chi)** has been elected to the Iowa State Legislature. He will serve as representative for the Davenport, Iowa district.

Bina has served as two-term president of the Scott County, Iowa Young Democrats and as First District Committeeman of the Iowa Young Democrats.

He currently is serving a six-year term on the Board of Trustees of the Davenport, Iowa Municipal Art Gallery.

James M. Lamb, **Oklahoma '66 (Kappa)** has been appointed vice president of the public relations division of Ackerman Incorporated in Tulsa. He will supervise the public relations programs for Oklahoma and out-of-state clients served by the Tulsa office. Ackerman Inc. is Oklahoma's largest advertising-public relations agency.

Lamb has formerly served as public relations manager for the U.S. Jaycees, editor of *Future*, the Jaycee's national magazine and sales manager for *Communications* magazine.

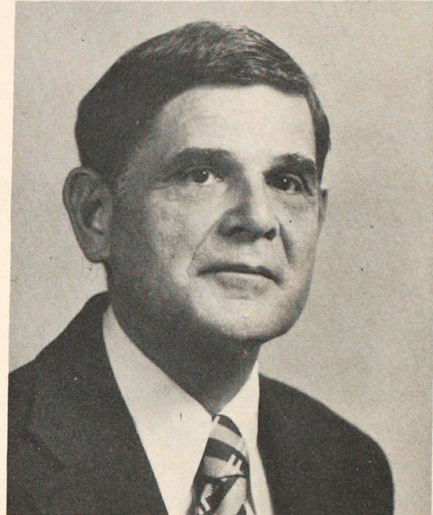
Burt L. Rawlings, **New Mexico State '55 (Phi)** has been appointed to the Junior Advisory Committee of the First National Bank of Dona Ana County, New Mexico. He is one of five new members of the board.

Rawlings is associated with Stryker Realty in Las Cruces, New Mexico. Also, he and his wife manage Books Galore and More in a local shopping center. He is a member of the Las Cruces Lions Club, the Chamber of Commerce and is past chairman of the Dona Ana County March of Dimes.

The Ohio Association of Realtors recent elected James B. Schomaeker, **Bowling Green '58 (Ohio Kappa)** as vice president

of District 4 which includes the Greater Toledo area and 19 Northwestern Ohio counties.

Schomaeker is owner of Gooding Gallery of Homes in Lima, Ohio. He has served as president of the Lima Board of Realtors in 1973 after having served as first and second vice president. He was also the recipient of the Board's Associate of the Year award in 1965 and Realtor of the Year in 1973.



**Wallace appointed senior consultant.**

Dr. James A. Wallace, **Virginia '37 (Omicron)** has resigned as Superintendent of the Tennessee Psychiatric Hospital and Research Institute after 12 years of service. He has been appointed Senior Consultant for Training and Research at the Hospital.

Friends and colleagues presented a portrait of Wallace to the hospital and the hospital library has been named in his honor.

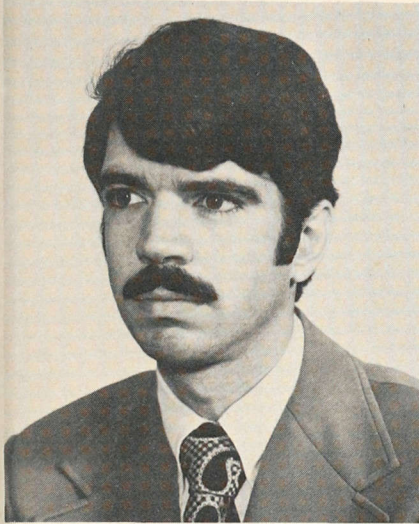


**Meeting of SAEs in Honolulu.**

Three SAE alumni recently met at the annual meeting of the American Bar Association-Young Lawyers Section which was held in Honolulu, Hawaii. John D. Liber, **Purdue '60 (Ind. Beta)**, Bill R. Martin, **Union '63 (Tenn. Eta)**, and Richard P. McCully, **Memphis State '65 (Tenn. Sigma)** were delegates. Liber and McCully also served on the Executive Council of the Young Lawyers Section.

Ray E. Wachter, Jr., **DePauw '55 (Ind. Delta)** has been appointed Loan Officer for the First Savings Bank of Downers Grove, Illinois. He will coordinate loan activities with an emphasis on sales to the secondary mortgage market.

He has served in all phases of mortgage loan processing at the bank and prior to joining First Savings he sold residential real estate for Holm and Associates in Downers Grove.



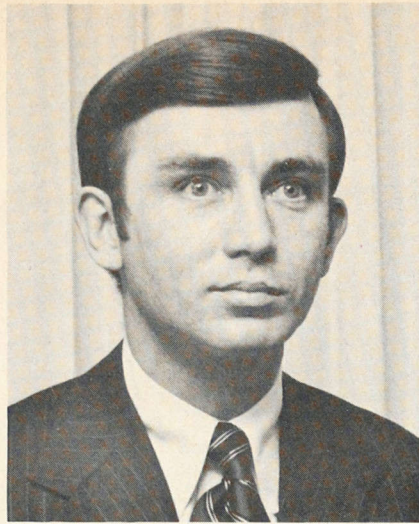
**Assistant Produce Manager Fancher.**

David E. Fancher, **Franklin '64 (Ind. Alpha)** has been promoted to assistant product marketing manager for Eaton Laboratories Division of Morton-Norwich Products, Inc. His marketing assignment will be with the Vivonex R group of chemically defined elemental diets.

Ronald C. Rawson, **UCLA '73 (Calif. Delta)** is editor of the *Off Camera* publication of the San Francisco chapter of the National Academy of Television Arts and Sciences. The magazine is a small trade publication which services the television industry in San Francisco. *Off Camera* provides information on local programming, local talents and new industry developments.

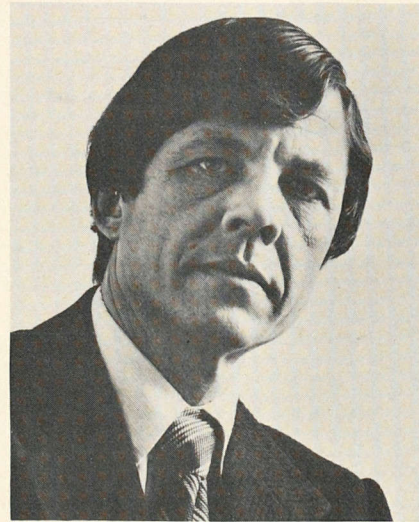
Stanley S. Czarnecki, **Drake '51 (Iowa Delta)** has been promoted to inspector and assigned to the Inspection Division of the FBI in Washington. He was formerly assistant special agent in charge of the FBI in Kansas City.

Norman V. Lovett, **Colorado School of Mines '42 (Lambda)** was recently elected Vice President of the Human Resources division of Earth Resources Company. He just recently joined the firm and previously had held the same position for Reed Tool Company in Houston.



**Gaines superintendent of agencies.**

Jim Gaines, **Middle Tennessee State '69 (Beta)** has been promoted to Superintendent of Agencies for the West Coast with Massachusetts Mutual Life Insurance Company. He has been agency supervisor for that company in the Jacksonville, Florida area. He will now be based in Fresno, California.



**Zola elected to board of Herculite.**

The new Executive Vice President and member of the Board of Directors of Herculite Protective Fabrics Corporation is J. Richard Zola, **Michigan State '56 (Gamma)**. He joined the supplier of hospital, marine, industrial and upholstery fabrics, in 1968 as a marketing manager and then progressed to Director of Marketing and Vice President of Sales.

Albert J. Maziarz, **Utah State '70 (Upsilon)** recently received a Doctor of Dental Surgery degree from Case Western Re-

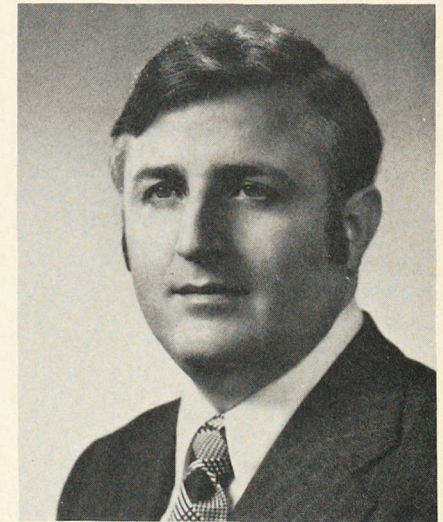
serve University. He is a member of the Omicron Kappa Upsilon Honor Society and received both the Alpha Omega Fraternity Scholarship Award and the Psi Omega Dental Fraternity Scholarship Award. Presently, he is serving as a Captain in the U.S. Army Dental Corps in Fort Hood, Texas.

John A. Greathouse, **Illinois '60 (Beta)** was recently named vice president of the commercial lending division of the American National Bank & Trust Co. of Chicago. He joined American National in 1963 as a credit analyst. He advanced to second vice president, commercial lending in 1969 and since January, 1974 has served in the bank's loan review division.

Hunter R. Mann III, **Maryland '69 (Beta)** has achieved the designation of Charter Life Underwriter (CLU) of the life insurance industry. The awarding of the CLU designation marks the end of an extensive course of study and is regarded as a high mark of professionalism.

Mann represented Lincoln National Life in Bethesda, Maryland for five years. He has recently opened a Lincoln office in Salisbury, Maryland.

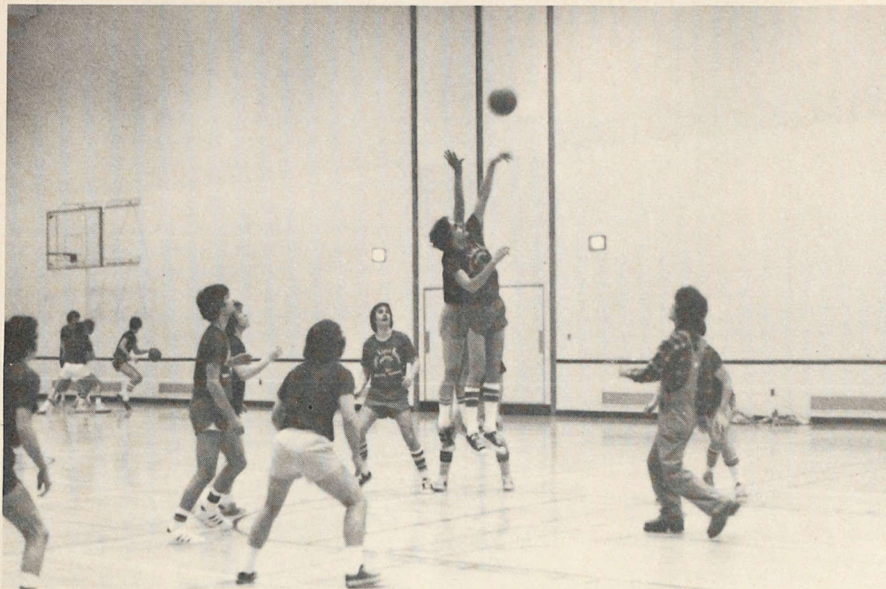
Thomas L. Schwartz, **Northwestern '60 (III. Psi-Omega)** has been named director of the Choral Guild of Atlanta, a metropolitan community chorus established in 1939 for the performance of great choral literature.



**Barton appointed market manager.**

David I. Barton, **Connecticut '60 (Beta)** of Simsbury, Conn. has been appointed market manager, and will be the industrial sales manager. He has been with Loctite Corporation since 1965 and has been in charge of industrial distribution and was also Eastern district manager.

# chapter news



Tip-off at Province tournament.

## Prov. Tau holds successful tournament

Basketball was the key to a successful weekend staged by the men of Province Tau. The nine chapters of the Province participated in the first annual Province Tau Basketball Tournament held February 15 at Iowa State University. In all, fourteen teams were entered in the single elimination tournament.

The chapters arrived on the ISU campus Friday, February 14 and the tournament began at 9:00 A.M. the following morning. The finals paired Iowa Chi (Northern Iowa) against Iowa Sigma (Simpson). Iowa Chi's team was victorious, 36 to 26.

The chapter was presented a plaque by Province Archon Dan McGowan and each chapter received a complimentary plaque for entering the tournament.

The weekend's events were organized by Mark Plavac, Drake '76 (Iowa Delta), Collegiate Council Chairman for the Province.

Also, the men of Iowa Sigma and Iowa Delta revived an old custom. During the 1950's it was traditional for the Iowa chapters to gather in the spring for an initiation day. The practice died in 1959. But, because of the work of Mark Plavac and Kenneth Johnsen, Drake '75 (Delta) the tradition was revived.

Johnsen and Plavac coordinated the event with Iowa Sigma and jointly initiated 33 men during the ceremony.

While preparations were being made for the ceremony, Dr. Joseph Walt, fraternity historian, discussed the rites of initiation with the pledges. The ceremony itself was conducted by undergraduates and alumni of Iowa Delta and Sigma, ESW Dr. Louis Smith, ESDA Russell P. Heuer, Jr. and Past ESA Roy Miller. The day concluded with a dinner at the Olmsted Center on the Drake University campus.

However, Plavac's work was not limited to the Province Tournament and initiation day. He also conducted Iowa Delta's Alumni Relations program this fall. Seven alumni dinners were held during the fall months which brought 34 Iowa Delta alumni back to the chapter. The dinners were held Sunday evenings following the chapter's general, pledge and active chapter meetings. The alumni also attended the chapter's fall formal pledging ceremony, Little Sister tapping, Sunday serenading and Greek Week activities.

The final event, the Game Dinner, was held December 15. The men of the chapter donated game birds, homemade applesauce, ice cream and pies to the event.

The driving force behind all three events was Plavac and his work assured their success.

The men of Arizona Beta at Arizona State University won the "A" and "C" All-University Football Championships last November. This was the first time in the history of the University that a single fraternity had won both titles in the same year.

The "A" league won their title after they trounced the Sigma Chi's 20-0. It was only the second time in the last ten years that the Sigma Chi's had lost the grid crown.

The "C" team dethroned the Theta Delta Chi's, two-time previous champions, by a score of 13-0.

Both teams were much smaller than their opponents but utilized their speed to win many of the contests. They also played the season with the youngest players ever to compete, several sophomores and freshmen.

### Champion team awaiting opponents.



Sixty underprivileged children were entertained by the men and little sisters of Nevada Alpha at the University of Nevada. The Christmas party was held at the chapter house and consisted of lunch, games, dancing, a trip to Reno's planetarium and then back to the chapter house for dinner. Santa Claus, played by Conrad Pugh '75, distributed gifts which were purchased by the chapter and little sisters.

The chapter also participated in the activities of the University's centennial homecoming. They were the winners in a skit presentation held at Reno's Pioneer Auditorium. Theirs was a satire comedy which included 25 of the chapter's 65 members. The play was written by Mark Jager '77 and Bill Shearer '75.

### Santa dancing at Nevada Alpha.







Illinois Epsilon's benefit team.

## Police Beat Ill. E.

The third annual "Stretch" Miller Multiple Sclerosis Benefit football game was held October 20, 1974 between the men of Illinois Epsilon at Bradley University and the Peoria, Illinois Police Department. The Police Department once again was victorious by defeating the chapter 42 to 6.

For the second year in a row Michael K. Harrity '77 was named Most Valuable Player of the game by area sports-writers.

Police Department members, chapter members and Little Sisters raised \$2,000 for the local Multiple Sclerosis chapter.

The game this year was organized by Bob Solger '76 and Jim Wilson '77 and plans are now being made for next year's contest.



Erickson award established.

In honor of Gunnar Erickson, Massachusetts' 19 (Kappa), Donald H. Parker, Massachusetts '44 (Kappa) established the Gunnar Erickson Award which will be given each year to the senior who best exemplifies loyalty and dedication to Massachusetts Kappa.

The award was dedicated October 26, 1974 at the Homecoming ceremonies at the chapter.

Erickson was instrumental in the establishment of the chapter in 1937 and also served as chapter advisor for many years.



Food for needy Morehead families.

Needy families of Morehead, Kentucky received a much needed gift from the members of Kentucky Gamma at Morehead State University when over 700 pounds of food was gathered for needy families. The Thanksgiving food drive is held annually by the chapter and members of the Morehead Jaycees.

The pledges of Ohio Kappa at Bowling Green State University spent a day in jail. The painting of the city jail was one of the community service projects performed

by the chapter last fall. Charles E. Bartlett, Bowling Green '49 (Ohio Kappa), Mayor of Bowling Green, commended the men on a "job well done" and one which was appreciated by the entire community.

Also, several members of the chapter participated in the annual Wood County Red Cross blood drive. This is the second year these men have become involved in the drive by working several nights setting up and taking down tables.

## Ohio Kappa pledges paint jail.



## Colo. Delta Demonstrates Zeal

Since 1956 the John O. Moseley Award for Fraternity Zeal has been presented at Leadership School. It is awarded to the chapter demonstrating the greatest amount of fraternity spirit, efficiency, good scholarship, integrity and real zeal during the past year. Those qualities were found in Colorado Delta at Colorado State University and during the final banquet at the 1974 Leadership School the chapter received the award.

A banquet was also held on the Colorado State University campus to honor the chapter. ESA Joe Mancini, Past ESA Gurnett Steinhauer and ESR Jack Hotaling were in attendance.

## ESA Mancini presents Zeal Award.



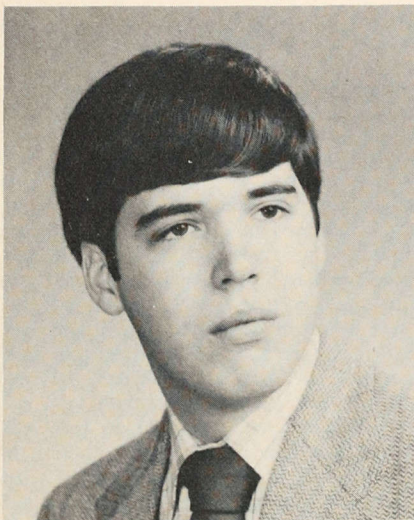


**ISU intramural champions.**

The new 1974-75 Fraternity Intramural Football Champions of Ball State University are the men of Indiana Zeta. This was the first win in the chapter's history and they now plan to challenge Indiana Gamma's intramural champions. The match will occur at the Province Psi State Day activities on February 15.

First place in the all-campus trike race was also captured by the chapter and second place was captured by the little sisters in the all-campus bike race.

Besides athletics the chapter has also contributed more to Ball State's 1974 campus chest, an annual charity event, than any other Greek organization.



**Wiley selected for Who's Who.**

Miles C. Wiley, North Dakota '75 (Alpha) has been selected for *Who's Who Among Students in American Universities and Colleges*. He was chosen by a committee composed of students and faculty at the University whose criteria for the selection included community involvement, service to the University, scholarship, potential for future usefulness and participation and leadership.



**Bailey coaching flag football team.**

Coaching flag football for fourth and fifth grades has been an annual activity for the men of Ohio Sigma at Mount Union College. Mark Bailey '76 served as head coach of two teams and was assisted by several other chapter members. The teams are sponsored each year by the Alliance, Ohio YMCA.

At the conclusion of the season the two teams were entertained at the chapter house.

Delta Sigma Phi was beaten by the men of North Carolina Alpha at North Carolina State during the championship intramural football game. The 13-6 victory over Delta Sigma Phi has been preceded by a 25-20 victory over Sigma Phi Epsilon in the semi-finals.

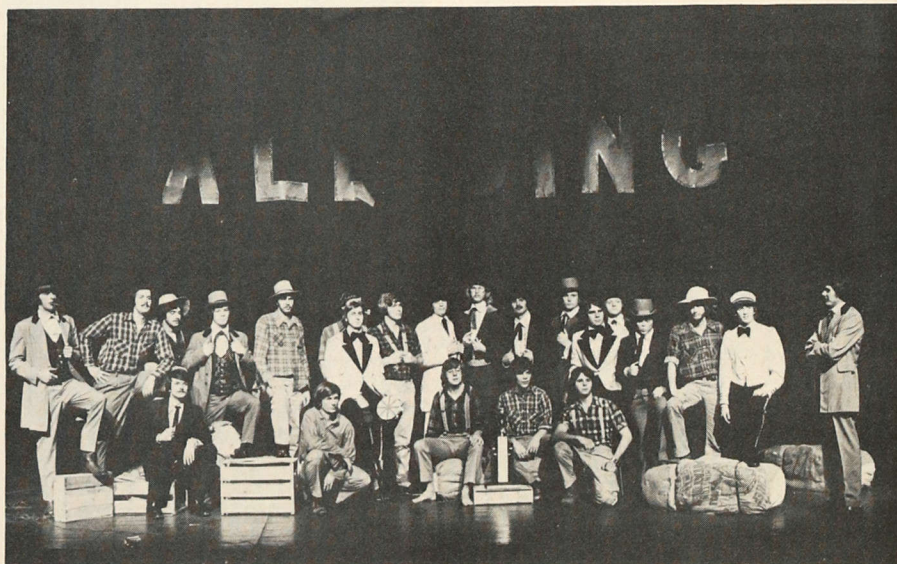
The team had a 6-0 record for the regular season and 3-0 in the playoffs. There are four conferences which feed into the playoffs consisting of two teams from each conference. Each team is made up of nine men and the game is two-hand touch football.

The men of Florida Delta at the University of South Florida participated in a Halloween Carnival sponsored by CAUSE (Community and University Service Encounter). Florida Delta and other fraternities and sororities on the campus solicited funds from local businesses and prizes were also furnished by local businesses.

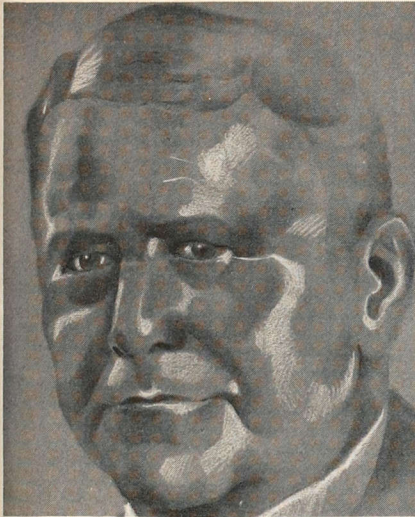
The underprivileged children who attended were between the ages of 3 and 5 years. There were game booths and one ride, which was run by the chapter. Also in attendance were senior citizens who simply enjoyed a day in the fresh air and sun.

For the fourth consecutive year the men of Tennessee Beta at Middle Tennessee State University have won the male chorus division of the campus All-Sing. This also marks the chapter's sixth win in the past seven competitions. They chose a riverboat medley and were directed by Ron Fryar '73.

**All-Sing winners, Tennessee Beta.**



# chapter eternal



Marvin E. Holderness

## Past ESA dies at 97

Marvin Early Holderness, **Vanderbilt '02** (**Tennessee Nu**) died January 20, 1975 in Columbia, Tennessee at the age of 97.

Mr. Holderness served on the Supreme Council in the positions of Eminent Supreme Archon, Eminent Supreme Deputy Archon, Eminent Supreme Recorder (when it was part of the Council), and editor of the *Phi Alpha*. As **ESDA**, Levere and the Fraternity charged him with the responsibility of bringing Col. Rudolph to the 50th Anniversary Convention in Atlanta. He said he would appear at the convention with Col. Rudolph or not come himself. Both arrived after a train trip from Pleasant Hill, Alabama and following the convention he wrote an article for *The Record* entitled "A Closer View of Our Grand Old Man." He said later on Rudolph's passing 'Col. Rudolph's left as a legacy to the Fraternity the memory of one who was in every sense a man.'

Upon his election to the post of Eminent Supreme Archon, Mr. Holderness actively promoted the idea of a full-time salaried **ESR** and visitation officer. He realized the position of **ESR** was becoming too cumbersome for it to change hands every two years and he also did not want to lose the services of Billy Levere, whom he served under as **ESDA** for two terms. His regard for Levere was great and in his memorial he stated: "Levere was the incarnation of all those noble qualities and high principles that have

perpetuated **SAE** through nearly three quarters of a century, and he was forever touching with a kindly spirit ten thousand young lives, 'to make them happier and brighter and better.'"

When elected **ESA** his term spanned the years 1912 to 1914. At the 1914 Chicago Convention there was a movement to draft him for another term but he refused. However, upon his retirement from the Council he made one request, that of the installation of a chapter at the University of Florida. He later said at the installation, "In saying goodbye to the official family of the Fraternity . . . I went before the Committee on Extension and told them I wanted **Delta Pi Lambda** to have a Chapter . . . it remained for the Supreme Council to fill my cup of joy to overflowing when they entrusted to me as a kind of farewell service to the Fraternity the installation of this Chapter."

That was not his farewell. One of his last official acts for the Fraternity, although his unabiding interest and concern continued for many years, was his service as Acting **ESR** while Levere was in Europe. His familiarity with the office of **ESR** stemmed from his service in the position from 1910 to 1912. In 1917 when he again assumed these duties he accepted no salary. For 20 months he made the trip to Evanston from St. Louis nearly every weekend, managing to discharge the important business, those matters which required his immediate attention. What he did not accomplish over the weekend would return with him to St. Louis. He answered correspondence at night during the week and Past **ESA** Lauren Foreman said of his work, "His action in coming to the help of the fraternity in this time of need constitutes one of the finest acts of unselfish devotion which have been chronicled in **SAE's** history."

Mr. Holderness held other fraternity offices. He was president of both Province **Epsilon** and **Iota** and attended most national conventions until recent years when his health began to fail.

Outside of his fraternity activities he served as vice president of both the Third and First National Banks of St. Louis. He was the author of several books and articles on financial advertising and conceived the idea of organizing the Financial Advertising Association. In 1932 he was elected president of the Missouri Bankers Association. 1946 saw his retirement as a bank executive when he became manager of the Aviation Council of Metropolitan St. Louis, Inc. He also served on the Airport Commission for the construction of the St. Louis airport.

Also active in civic affairs, he was a founder and treasurer of the St. Louis Municipal Opera and author of its history. He was very active in the Boy Scout

Organization of America and one of its first officers.

However, while serving as Acting **ESR** and business manager for *The Record*, Mr. Holderness wrote an article for the December 1917 magazine. In it he expresses his reasons for active involvement in the Fraternity. He said ". . . human nature was going to be my best weapon—and fraternity life seemed to offer the best opportunity to find out what men think, how they think, and why they think it." After his many years of devoted service, he must have found the answers.

## Alabama

### **Mu**

Dr. Thomas E. Carter, Jr., M.D., '43, of Greenville, Ala., on June 17, 1974.

Maj. Thomas W. Newton, '23, of Washington, D.C., on July 27, 1974.

Palmer H. Shaffer, '32, of Memphis, Tenn., on April 25, 1974.

## Allegheny

### **Pa. Omega**

Robert M. Ingram, '27, of Pittsburgh, Pa., on May 6, 1974.

Dr. John W. Shirer, '23, of Pittsburgh, Pa., on July 6, 1974.

## Arizona

### **Alpha**

Albert S. Brooks, '30, of Agana, Guam, on October 21, 1974.

## Arkansas

### **Alpha-Upsilon**

Archie W. Harville, '14, of Little Rock, Ark., on December 20, 1974.

Larry B. Hogue, '53, of Greenville, Texas, on December 6, 1974.

## Bard

### **N.Y. Sigma-Phi**

Rev. George R. Morrell, '32, of Wethersfield, Conn., on February 6, 1974.

## Birmingham-Southern

### **Ala. Iota**

William R. McMahon, '51, of Birmingham, Ala., on July 29, 1974.

## Boston

### **Mass. Beta-Upsilon**

Cdr. Henry E. Kingman, '23, of Boston, Mass., on February 25, 1974.

## Bowling Green State

### Ohio Kappa

Kenneth W. Albertson, '50, of Columbus, Ohio, on September 15, 1974.

John W. Berie, '43, in Ridgewood, N.J., on February 25, 1974.

Lloyd A. Helms, '25, of Fairmount, Ind., on December 22, 1974.

## California-Berkeley

### Beta

Robert V. Oliver, '56, of Davis, Calif., on March 16, 1974.

## California State-Fresno

### Iota

Robert E. Ambrose, '49, of Fresno, Calif., on February 2, 1975.

## Case Western Reserve

### Ohio Rho

Thomas M. McNiece, '07, of Scarsdale, N.Y., on April 21, 1974.

## Centre

### Ky. Kappa

James W. Berryman, '29, of Ashland, Kan., on May 12, 1974.

Charles J. Chandler, '25, of Wichita, Kan., on December 15, 1974.

Ralph N. Sinclair, '22, of Fort Wright, Ky., on January 16, 1975.

## Chicago

### Ill. Theta

A. Boyd Pixley, '12, of La Jolla, Calif., on August 22, 1974.

## Cincinnati

### Ohio Epsilon

Dr. David C. Peters, '39, of Iron Mountain, Mich., on November 17, 1974.

Oran P. Ward, '15, of Atlanta, Ga., on June 22, 1974.

## Colorado

### Chi

Tom T. Freeman, '21, of Denver, Colo., on September 20, 1974.

Merwin H. Mitterwallner, '22, of El Cajon, Calif., on November 1, 1974.

Walter H. Ziegler, '15, of Woodland, Calif., on November 15, 1974.

## Colorado School of Mines

### Lambda

James V. Adams, '22, of San Antonio, Texas, on November 12, 1974.

Charles H. Stewart, '25, of Scabrook, Texas, on May 30, 1974.

## Columbia

### N.Y. Mu

Frederick L. Hill, '45, of Reno, Nev., on July 8, 1974.

## Cornell

### N.Y. Alpha

H. Dillon Winship, '28, of Atlanta, Ga., on January 8, 1975.

Harry D. Wright, Jr., '24, of Lima, Ohio, on October 28, 1974.

## Cumberland

### Tenn. Lambda

William L. Stryker, '40, of Little Falls, N.J., on October 26, 1974.

Rudolph B. Watson, '07, of Frostproof, Fla., on August 24, 1974.

## Dartmouth

### N.H. Alpha

Stacey B. Irish, '08, of Boise, Idaho, on November 24, 1974.

## Davidson

### N.C. Theta

Raymond T. Carroll, '18, of St. Augustine, Fla., on May 21, 1974.

## Denison

### Ohio Mu

Glenn A. Jordan, '48, of Granville, Ohio, on November 30, 1974.

## Denver

### Colo. Zeta

Rollin D. Chittenden, '14, of Akron, Ohio, on July 20, 1974.

## Drake

### Iowa Delta

Judge Stanley M. Doyle, '22, of Polson, Mont., on January 16, 1975.

## Emory

### Ga. Epsilon

Tandy E. Bush, '13, of Tampa, Fla., in July, 1974.

## Florida

### Upsilon

C. Fred Arrington, '43, of Tallahassee, Fla., on November 25, 1974.

Duncan R. Autrey, '28, of Atlanta, Ga., on February 28, 1975.

George V. Salzer, Jr., '31, of Jacksonville, Fla., on November 26, 1974.

# In Memoriam

Memorial gifts to The Levere Memorial Foundation are used to beautify and maintain The Levere Memorial Temple in Evanston, Ill., and to enlarge endowments for members' services such as student loans, tutorial assistance, libraries and others.

The Foundation and the Fraternity are grateful for the special contributions in remembrance of ΣΑΕ Brothers and friends of ΣΑΕ. Memorial contributions can be sent to Jack R. Hotaling, Secretary, The Levere Memorial Foundation, P.O. Box 1856, Evanston, Illinois 60204.

Contributions have recently been received in memory of:

Robert E. Ambrose, by the Fresno Alumni Association

Marvin E. Holderness, by

Mr. Kenneth N. Bacon

Mrs. Lee Douglas

Mr. George A. Erickson

Mrs. Douglas Henry

Mr. Marvin E. Holderness, Jr. (Son)

Mrs. N. Baxter Jackson

Mr. and Mrs. Ralph Leftwich

Ms. Martha Lindsey

Mr. Frank Malley

Ms. Dorothy D. Maskaleris

Mr. and Mrs. Baker A. Mitchell

Miss Celia Ridley

Mr. and Mrs. W. H. Ridley

Mr. Franklin E. Schaffer

Mr. J. B. Schwab

Mr. and Mrs. Walter Stokes, Jr.

Creswell T. Pigot, by Mrs. D. B. (Susan) McCormick (Sister)

William E. Robinson, Jr., by Judge Edwin D. Fulcher

Charles Ruzicka, by Mrs. Lois W. Ruzicka (Wife)

Robert A. Willis, by Mrs. Ida B. Willis (Wife)

**Editor's note:** More Chapter Eternal will appear in the August issue of The Record.

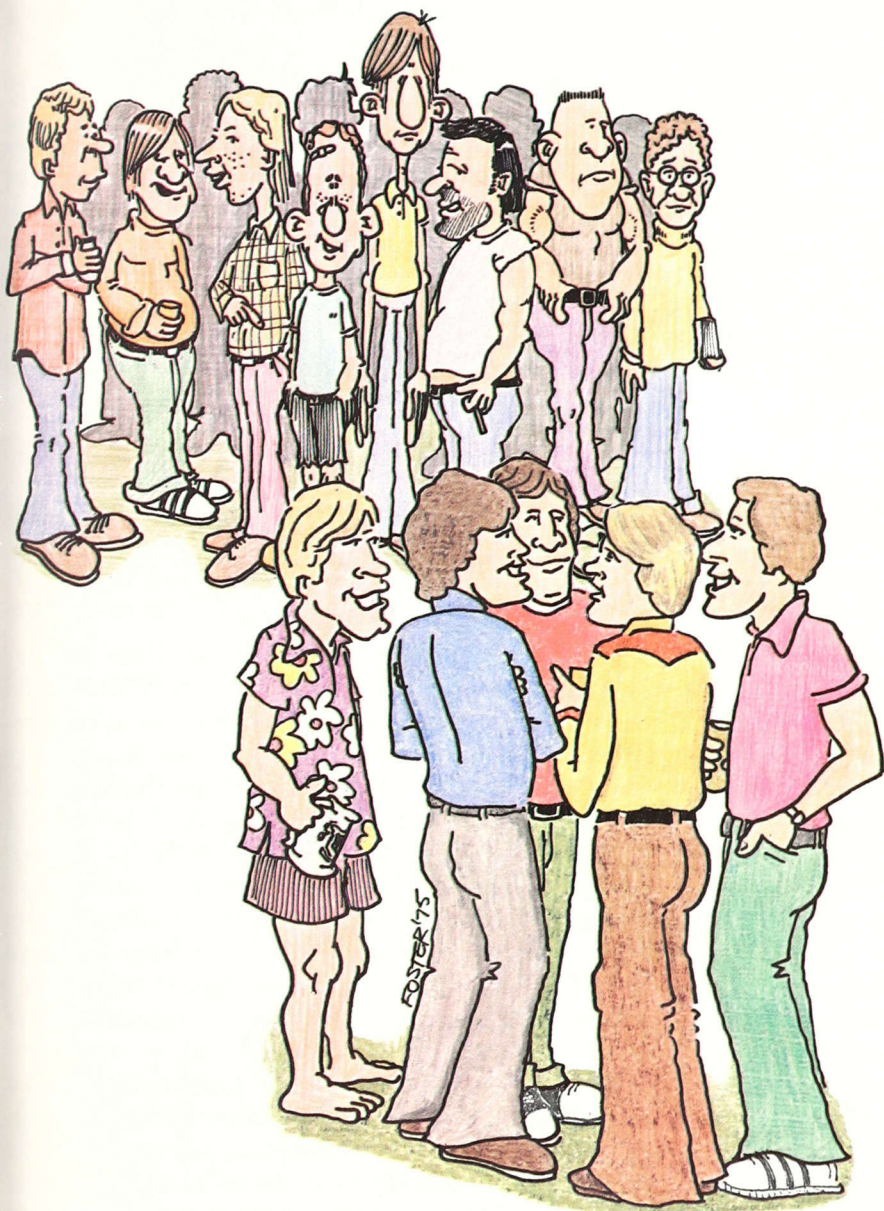


Illustration by Dwayne Foster, Southern California '75 (Gamma).

## THE NUMBERS GAME

or

## The Aristocrats Are on the Loose Again

October, 1974. All across the country,  $\Sigma$ AE chapters have completed their fall rushing, and the results are in. Some chapters are bulging with new members; others have a fairly large pledge class, maybe just a little smaller than last year; still others have taken only a handful of new men; a few can count only one or two who accepted their bid.

The bad news is plentiful. A New England chapter reports that "the freshmen don't seem to be interested in fraternity membership." At a small midwestern college the  $\Sigma$ AEs pledge only half as many as in 1973; "the crop of new students," protests the E.A.,

"was bad this year." Out on a West Coast campus a half dozen youngsters are pledged by a visiting  $\Sigma$ AE delegation from another college because the chapter had permitted its membership to decline to near zero. A once-flourishing chapter at a major university starts the year with no returning members at all, its former impressive house standing gaunt and empty. Many other houses, if not empty, are far from full.

There are many reasons for this lamentable state of affairs on those campuses where membership in our chapters is down. It would be silly, and possibly dangerous, to offer an oversimplified explanation of

"Sigma is . . . the best chapter out of the thirteen in our university . . . We number only six members. . . . You have no idea of the competition." Va.  $\Sigma$  chapter letter, Nov. 5, 1876.

"No new initiates were taken in until the opening of the spring term. Among the newcomers there was little fraternity material, there being only two men who possessed the qualities necessary. . . ." Tenn.  $\Delta$  chapter letter, in *The Record*, March, 1906.

"We rushed a lot of new freshmen, but most of them were just not  $\Sigma\text{AE}$  material. We are pleased to introduce our three new pledges. . . ." Chapter newsletter, December, 1974.

"If we can't have the largest fraternity, we can have the best." " $\Sigma\text{AE}$  is an aristocratic institution." Phi Alpha, Apr., 1941.

"Bro. Basenger and myself felt our weakness, but chose to remain so rather than increase our number by receiving men who we could not feel sure would prove themselves worthy in every respect." Ga.  $\Delta$  letter in *The Record*, Oct., 1886.

". . . and two graduated, leaving our bunch rather small. What we lack in quantity, however, we make up in quality." Pa.  $\Sigma\text{-}\Phi$  chapter letter in *The Record*, Dec., 1916.

"Phi has always been extremely conservative in taking new men. . . . We have certainly lost nothing by our precautions in this respect." S.C.  $\Phi$  letter in *The Record*, Mar., 1896.

"We are getting too large." Terry Allen at *The Boston National Convention*, Dec. 29, 1926.

this phenomenon. The malaise has many causes.

But one persistent problem looms large in all these failures. It is common in very nearly all chapters. It is as old as the fraternity; it has haunted us relentlessly down through the years; and it is obvious to anyone who has taken the trouble to notice.

It is not the only reason for low membership. But it is one of the most serious.

The problem is the *myth of aristocracy*.

The myth goes something like this: a fraternity is an exclusive society whose members are selected with great care. Membership is a privilege granted only to those who are worthy of it. And the worthy will be few. Further, the chapter should remain a small band of men, for too many members make impossible the kind of intimate brotherhood our order enjoins. The small chapter suggests solid quality, strong tradition, and high standards. The large chapter, on the other hand, suggests indifference to quality, indiscriminate selection, and sloppy standards.

Through the years this myth of aristocracy has been more widely accepted in  $\Sigma\text{AE}$  than many of us care to admit. That it persists to the present day is evident in chapter after chapter. Not in all of them, of course, but in far too many. Now, most of us would not like to be called aristocrats—our democratic roots run too deeply for that—but the effect of our attitudes and actions often suggests a conscious or unconscious acceptance of a standard that seems more adapted to the 18th century than to the 20th.

What is astonishing about all this is the hardy persistence of the concept that the small chapter somehow breathes quality and the large chapter a lack of

it. It would appear that the undergraduate chapter is the last haven of the aristocratic pure in heart who are unaffected by the cult of bigness that dominates America and much of the world. For in almost every part of our lives we are confronted by the American gospel of growth and bigness: a big city is better than a little town, a big university is superior to a small college, a big corporation offers more than a small business—the list could go on. So long has superiority been expressed in quantitative terms that we have taken for granted that smallness suggests stagnation.

But not in many of our fraternity chapters, where smallness is equated with virtue.

To be sure, there is nothing particularly compelling about the argument that underlies the American cult of growth. There is no particular merit in the idea of size for its own sake. There is, however, even less to recommend a philosophy of smallness based on exclusivity or qualitative superiority.

What is really important is that the myth of aristocracy be exposed for what it is: *a myth*.

Large, successful chapters rarely take refuge in the myth. Most small, less successful chapters frequently do. Nearly *all* chapters do so once in a while.

Because most undergraduates—and alumni too—don't like to think of themselves in aristocratic terms, they shroud the myth in all kinds of verbiage. But if one listens with care, the myth comes through.

For in our chapters what we say is one thing; what we mean is often something quite different. One has to listen closely to what is said and have at hand a ready translation for what is really meant. The following handy guide will assist our readers to recognize the aristocratic myth when they confront it:

---

*What they say:*

- "Our chapter believes in quality, not quantity."
- "You wouldn't want to pledge ATΩ; they run a damn hotel."
- "Most of the new freshmen were just not ΣAE material."
- "We are very conservative in our selection of new members."
- "Nobody's going to call us Sigma Alpha Everybody!"
- "Among the rushees he's just one of the hundreds of squirrels."
- "The Betas will pledge any two-headed bookworm."
- "Go ahead and pledge Fiji if your idea of eating is slopping at the trough with 60 porkers."
- "This is a year of quality rebuilding for Alaska Alpha."
- "We could have placed first in intramurals this year if we had been willing to pledge a whole army of jocks like the Sigma Nus did."

*What they mean:*

- "The Phi Delts have 63 members and we have 22."
- "We have 18 empty beds in the house."
- "We had a rotten rush this year."
- "The new freshmen were very conservative in their selection of us."
- "Our membership is down 30% this year."
- "I forgot to invite him to the Wednesday rush party."
- "The Betas won the scholarship trophy again this year."
- "We lost \$2,000 on the kitchen last year because only 18 brothers boarded at the house."
- "Alaska Alpha's membership is down to 12 and we probably can't get more than 5 pledges next fall."
- "We placed last in intramurals."

---

The above items are not imagined or invented. The author has heard each of them in chapter houses from coast to coast. So have you. And you could add more of your own.

The myth of aristocracy is, of course, a way of covering up poor performance in chapters. It relates to excuse-making for small membership and the weakness that goes with it. At its best the myth allows an exercise in self-delusion; at its worst it justifies acts of shocking dishonesty.

What is being said here must not be taken as an argument for lowering the quality of our chapter membership or in favor of indiscriminate, wholesale pledging. Such a simple choice as *either quality or quantity* does not have to be made. Any chapter with reasonable effort and the right rushing techniques can have *both*.

As we look across the Realm of Minerva in the spring of 1975, we can find hardly a chapter of ΣAE that could not be markedly improved by the addition of, let us say, ten new members—ten carefully selected new members. On every campus the men are there. The chapter has but to go after them.

What is the optimum membership for a chapter?

Here, of course, each chapter must determine for itself its own ideal size. But this writer believes that in a small college 40-50 men should be regarded as a minimum and in a large institution, 70-80 members. How big dare a chapter be? While more than 100 members can be unwieldy, there are remarkable compensations for any problems created by large size. The author was once a member of a chapter—under unusual post-World War II circumstances—which found itself with 159 members, not to speak of 56 pledges. Unwieldy, yes. Unfraternal, no. It was an extreme case, and not necessarily recommended for emulation by any chapter in 1975. But it worked and worked well.

As our chapters look to the future, whether they have 40 or 100 members, it is to be hoped that they will recognize the myth of aristocracy in its many guises and relegate it quite properly to the place where it belongs—to the ash heap of outmoded ideas.

We sincerely believe that each of our chapters should be motivated to expand its membership to the maximum number it can comfortably—or even a little uncomfortably—handle. Strong, healthy chapters typically attract strong, healthy members. What could be a better prescription for success?

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and learn the practical side  
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