

SHIELD & DIAMOND

OF PI KAPPA ALPHA

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**CAN OUR
UPROOTED YOUTH
FIND HAPPINESS
IN THE
GREEK COMMUNITY?**



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COMMENT

By John Kaegi
Editor

You may ask, "Why do you call this
an Educational Journal?" When you
read the focal feature of this issue, the
answer will become clear. It's always
been my feeling that the magazine
should "educate" its readers as well
as inform and entertain them. In this
case, we have taken on a massive
assignment involving behavioral
science and a subject that could be
somewhat controversial.

The obvious message from the
"Community" article is that in our
fury to get ahead, our generation has
created new roadblocks to friendship.
The future result may be damaging
if not fatal to Pi Kappa Alpha
Fraternity.

Therefore, we must educate our
constituents about the underlying
and sometimes unperceived changes
in society which may be hampering
their attempts at fraternalism. Not
only should the Fraternity's exoteric
publication take on that task, but
so should its informed members.

Once educated, we should follow
up by providing answers to problems
that have now been defined — how to
attract new members?; how to keep
old members?; how to improve the
opportunity for friendship on a firmer
and more lasting basis. This is another
responsibility of your magazine, one
that I feel was carried out in the
article.

Further, the magazine should be
the Fraternity's watchdog in such
matters. We must remain perceptive,
thinking and searching so that our
readers may rely on us for up-to-date
information and advice.

Clearly, an Educational Journal
is an important aspect of a national
fraternity communication effort. It is
impossible, though, without the

support of the Fraternity's loyal
contributors — alumni and
undergraduates alike. Costs of paper,
ink, time, et al are rising as you well
know. Our undergraduate fees have
remained constant for decades. Then,
it's our alumni who must bear the
burden of keeping the Fraternity
competitive and able to improve.

In the past few years, more and
more alumni have generously given
to the General Fund as well as to the
Memorial Foundation. This has
helped. We will continue, though,
to seek out additional alumni
donations for the benefit of our
beloved Fraternity — and, so we may
continually offer tangible results of
our work like this issue of our
Educational Journal.

NOTE: We inadvertently did not
credit Brother Harvey Thomas for
supplying the excellent Leadership
Academy photographs in the
December issue of the *Shield &
Diamond*. As always, thank you,
Harvey.

OPEN FORUM

A compliment

Please accept my congratulations for the outstanding work you have done in serving as Editor of the *Shield & Diamond*. I am not sure how its content is received by students, but the gradual metamorphosis from a "High School Newsletter" format, as it was many years ago, to the present stimulating and mature pattern is a great achievement.

I was particularly impressed with the issue "Religion: Students want it!" and I have quoted freely from it. With due acknowledgement to the source, of course.

Keep up the good work!

Harold E. Wagoner
Beta Sigma Chapter Alumnus

Rebuts Council action

I would like to express my regret in the unjust action of the Supreme Council against two brothers and six pledges at Gamma Chi Chapter, Oklahoma State University, in regard to a so-called "hazing" incident. That same decision was played-up in a recent edition of the *Week End Report*, thus succeeding in making an example of Gamma Chi chapter to other chapters. Unfortunately, the article did not include accurate information regarding the incident itself, nor did the article mention the fact that our Inter-Fraternity Council, who take a very strong stand against genuine hazing, shrugged off the Gamma Chi incident when an investigation revealed that no real hazing occurred.

Perhaps the *Week End Report* article should be clarified. A member of the Fraternity was the victim of a carry-out prank plotted by two brothers and six pledges and carried out by the six pledges. The victim was bound with athletic tape and left in a field near an intersection on the outskirts of town, where the brothers were to go pick him up. In the meantime, he was spotted and picked up by a passerby. This passer-by was the alumnus counselor for another fraternity who reported the incident. The total time that the victim waited for rescue was twenty-five minutes, not two

hours as reported in your publication. The brothers arrived about five minutes after the victim had been picked up.

Because the incident was reported, the Interfraternity Council Judicial Board investigated, and took no action. The Pi Kappa Alpha Supreme Council, seeing an opportunity to set an example, exercised a remarkable lack of judicial integrity. The action taken against those involved was unjust, and the error was compounded when the build-up of that action was made by the *Week End Report*.

At Oklahoma State University, the Greek System is strong and growing. Carry-out pranks such as the one we were punished for are a part of Greek life, and always will be as long as the system remains strong. We still throw brothers in the pond in underwear when they get engaged. We still go drinking together after the football games. We try to represent the noble traditions of the fraternity, and the fun traditions. Times are changing, and we are the first to agree that there is no place in fraternity life for genuine hazing; but when pranks and traditions which are a part of brotherhood become regarded as hazing, the justice escapes me.

B. Paul Choate
Gamma Chi Chapter

Editor's Note: The above letter was published in fairness to Gamma Chi chapter that it might offer an alternative viewpoint to the Supreme Council's hazing decision. The Council debated the significance of the incident and whether it truly constituted hazing. It determined that incidents of this nature could no longer be tolerated due to the possibility of physical injury. However, no conclusive definition of incidents of this type that constitute hazing was reached by the Council.

Wanted: horticulturist

Many thanks for the continuing interesting articles in the *Shield & Diamond*.

As a weekend (occasional) gardener, I have tried unsuccessfully several times to grow our flower. It might make an interesting article some time in the future if one of our alumni who is versed in the arts of horticulture, agriculture or botany could put an article together on growing a lily-of-the-valley. There's a lot of nationwide interest in growing things these days

and many alums probably would be interested in "planting a little patch of IKA."

Don Weisenhorn
Epsilon Pi Chapter Alumnus

Editor's Note: Well, do we have any horticulturists in the crowd?

Credit IKA's youth

Thanks so much for your (Memorial Headquarters) letter of December 1, 1973 — I thank you also for the opportunity of being a member of the GOLDEN CHAPTER. This is a great idea and my only hope is that we will have many, many more to become members of the GOLDEN CHAPTER.

I was pledged in September 1923 and became a member in January 1924 as the records in the Upsilon Chapter will indicate. It has always been great joy and certainly great pride to be associated with a group of men that have always kept PiKA above any petty feelings about non-fraternity and other fraternity men on the campuses of the various colleges and universities that I have visited. I feel sure that there are many Greek-letter fraternities that are very good, but none any better than Pi Kappa Alpha. I could name many of them, starting from local on up through state and national office holders. Not to mention John Sparkman, Judge Seybourn Lynne, Judge Clarence Allgood (I was in Auburn with both of them) in the old South Gay Street House. However, in closing I do want to say that I am proud of the Pi Kappa Alpha Fraternity and most of it is due to what our young men are doing now. I retired in 1969 and many others of my class are now retired, but the young men of Pi Kappa Alpha will keep the Fraternity going and probably much better than we old 1923 and 1924 ones did. I am a great believer in YOUTH and look forward to PiKA taking its place along with any and all.

Richard F. Ray
Upsilon Chapter Alumnus

Likes Certificate

Today I received my certificate from you of my fifty year (certificate of) membership beginning membership in the Golden Chapter of Pi Kappa Alpha. Thank you very much for it. It is an honor, and will awaken many happy memories of long ago at school.

David A. Weems
Beta Kappa Chapter Alumnus



JOHN FOSTER

WHERE IS THAT OLD COMMUNITY TOGETHERNESS ?

CAN OUR UPROOTED YOUTH FIND HAPPINESS IN THE GREEK COMMUNITY ?

By John Kaegi

Nostalgia is in. One just has to catch a glimpse of Bette Midler's popularly dated performance, or try to get tickets to see *American Graffiti* to know that. Atop the Nielsen ratings is the show that tells us like it was, *The Waltons*. And, among the most avid of antique collector's are our nation's youth. The trend-setters of America treasure yesteryear — those good ole days that we sweeten with fond memories to embellish any less-than-happy reminiscences.

“. . . the show
that tells us
like it was,
The Waltons”



Photo provided by Columbia Broadcasting Systems

The nostalgia phenomenon is lightly regarded by most, just another American fad. Perhaps the grass *was* greener back then. At least some think so. Sociologists are taking a scrutinous look at one of nostalgia's recurring themes — that "sense of community" feeling that once kept us secure and easy going. At the pull of a knob, we can relive that sercurity each week on *The Waltons*, or on *Happy Days*, *Rock 'n Roll Years*, et al. But, in our day-to-day life, it is slipping away from us. Where has that old community togetherness gone? The pre-50's kind where neighbors were neighbors, not strangers, and where grandma's house was the center of holiday fun?

Defining "sense of community" in terms of "brotherhood," like that emulating from a close-knit fraternity, is a

valid comparison. But brotherhood is based on need and without need it is obsolete. The popularity of nostalgia indicates the need remains, but our rapid-paced lifestyle, our mobility and progress leads us to a rootless existence in which we can easily take care of ourselves thus rejecting need of others. The result of this trade-off, says Vance Packard, author of *A Nation of Strangers*, is "rootlessness."

There is an inseparable relationship between rootlessness and nostalgia, the evidence of which is a growing national pessimism and insecurity. According to recent opinion polls, a majority of Americans feel "there is something deeply wrong with America." In two short decades we have evolved from the "era of good feeling" to what might be termed today, the "melancholy years."

The fraternity system is steadily being victimized ever so silently as is the rest of society. Students in the '70's are coming in increasing numbers from families which lack the "sense of community" security that characterized our country for nearly two centuries. Evidence mounts that our offspring will find the most valued aspects of small-group living — fraternities — less desirable; indeed, they will be less able to fit into a society which promotes brotherhood. Can we exist for long without the traditional attributes on which a nation, and fraternities, were founded? What must be our goal to reshape our "community togetherness" to fit our modern society?

Breeding rootlessness

"Rootlessness," says Vance Packard, is that "deep something" that is wrong with

America. It is the genesis of an ailing society. It is a growing, spreading social characteristic to which even the fraternities must adapt. Rootlessness, you understand, is the antithesis of "community," or the secure feeling of belonging to the persons and place where you now live. It is "community" that is the secret to the historical success of fraternity. It is our most saleable attribute, brotherhood, the acceptance by a group of close friends with whom we share common interests and concerns. Ironically, it is the fraternity's host, the college, which breeds the very disease that is undermining, possibly deforming, the fraternity system today.

For an historical perspective, consider the excitement and anticipation that going off to college meant to the 18-year-old 30 years ago. Then, he was in an elite minority, among 13 percent. He felt secure in the knowledge that he would be college educated. He would be venturing from home for the first time. Home. He remembers it as a close-knit, caring, sharing experience. It involved a whole community of friends and neighbors. And, little did he know that his upbringing was to be among the most treasured years of his life. Instead, he sought greener pastures. He advanced in the business world and evolved into the "white-collar, clipped-tie" generation.

Indeed, he climbed the corporate ladder. He placed high among his goals the education of his children who "would have the same opportunities he had," resulting in the growth of colleges in size and number.

Now, nearly 50 percent make the automatic extension from high school to college. Today, the collegian learns that to get ahead, he must put a premium on mobility. He finds advancement is proportional to his adaptability to new environments. That means making few, if any, close friends. Anyway, their friendship would soon be interrupted as our hero climbed to another peak in his career. He finds it an old joke when someone quips, "IBM really means, 'I've been moved.'"

So, today nearly half of our 18-year-olds automatically embark upon an experience — college — that could breed rootlessness into their lives. As we become a nation of intellectuals, we collectively teach the first lesson in impersonality, privacy and existing sans "sense of community." As important and valued as is education, its indirect impact on the togetherness of our society must be examined further. We will have to account for the yet undefined side effects

that mass education will have in the future.

Keeping mentally healthy

If the side effects of rootlessness include less sense of community, we may face coping with an extremely withdrawn future society. Psychiatrist Robert S. Weiss studies the kinds of human relationships that are necessary to maintain a sense of well being and security, both essential to sound mental health. Among the prerequisites are:

1. *Knowing people who share our concerns* and with whom we are socially integrated. Otherwise, we are left with a "sense of social isolation often accompanied by feelings of boredom."

2. *Knowing people we can depend upon.* Traditionally a function of nearby kins, the dispersal of families may cause us to have a "sense of anxiety and vulnerability."

3. *Having one or more really close friends.* Without them, we may experience a sense of "emotional isolation."

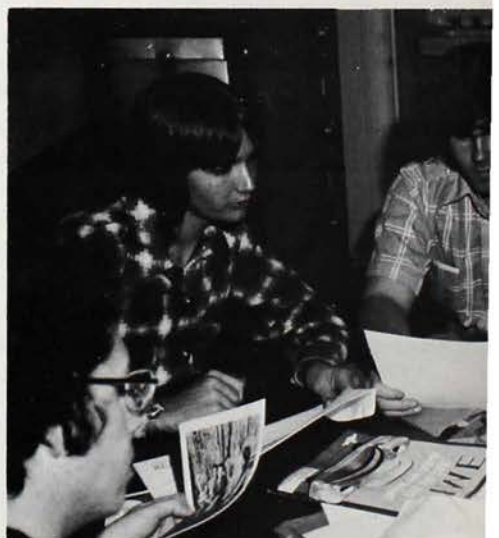
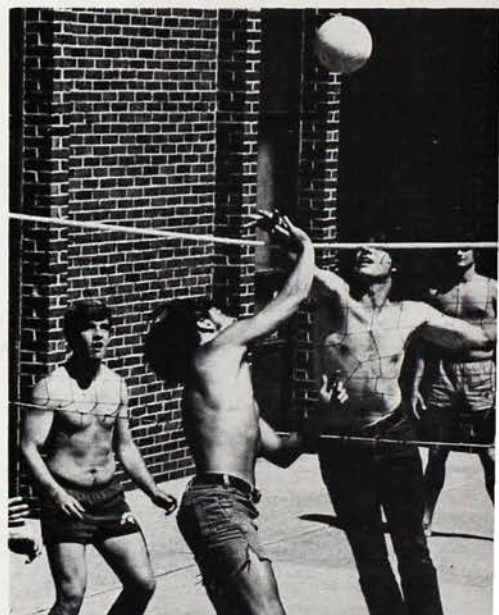
4. *Knowing people who respect our competence,* without whom we suffer from "decreased self-esteem."

Rootlessness is only one of many factors that have been frustrating Americans. Unfortunately, progress is a notable American tradition that now adversely affects many of us. Ralph Keyes, author of *We the Lonely People*, is concerned about many of our modern conveniences that actually limit our communication. Take the dishwasher for example. Dishwashing was once a dreaded, but salutary, family occasion. Communication that took place is largely gone today. And, consider the modern individual pudding servings. No longer is a compromise between chocolate and banana cream necessary. Or, the automobile — that personal escape opportunity which promotes mobility as well as privacy and anonymity as a way of life. Anonymity is at a premium. Apartment or mobile home living, for example, enhances anonymity as well as helping to decrease meaningful contacts. In addition, these temporary living arrangements encourage frequent moving.

We know that 40 million or more Americans move every year. Most of the uprooting takes place from one suburb to another — "bedroom cities" says Packard. Movement is the new American pastime. Physiologist Eugene Jennings invented the term "mobicentricity" to describe the mobility-centered person who sees movement as an end in itself. "The mobicentric man values motion because it is change, and change is his ultimate value," says Jennings.



"This instant p
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Effect of rootlessness

Ralph Keyes describes a decline in our meaningful relationships — companionship, satisfying group activities, trust and security — resulting from our lack of community cohesiveness. He says, "It encourages a shallowness in personal relationships and indifference to community problems." He notes also that it "contributes to a sense of powerlessness and insignificance" and that it encourages hedonism as a lifestyle. Much evidence exists to support the last claim. Rootless people tend to act in ways they normally wouldn't. And, very often, they either become resigned to aloneness or become skillful at making instant, but shallow, friendships. Keyes says, "This instant palship is producing new wide-spread blandness in human relations."

While these characteristics may have an indirect effect on fraternities, the important consideration is this. Children who are reared in an impersonal lifestyle, who have moved several times inhibiting their attempts at making lasting friendships, are the real losers. After nearly two decades of rootlessness, they become withdrawn students at the big, impersonal universities because they know that escape there is easy; that privacy and risk-free relationships are abundant; that they can get lost in the crowd.

Contemporary Physiology related in 1969, "Students are becoming more socially alienated, lonely and less able to establish close emotional ties with others. It is sobering that 36 percent of the senior men at Berkeley said they did not have a close friend of the same sex."

At nearby Stanford, a recent poll revealed two-thirds of the student body are unsatisfied with the present quality of student-faculty relations.

Harvard sociologist George Homans believes our rootlessness has left a "legacy of coldness." The lonely adult, he says, "will bring up children who have lowered social capacity. The cycle is vicious; loss of group membership in one generation may make men less capable of group membership in the next."

Homans and others agree that one reaction to having a reduced social capacity is to develop a cold personality, to retreat or shy away from friendship. Author Keyes fears the biggest barrier to the rediscovery of community may be our reluctance to become committed.

In past eras, we automatically developed a community togetherness out of need and from community stability. In so doing, we had fewer psychological defenses, because those with whom we associated understood us so well. They

know our faults, and our favors. Psychologist Chester Bennett explains, "There is minimal concern over privacy when people know each other." Community in this age when it is far from an automaton is dangerous. It requires a mutual trust and openness that is rare today. Says Keyes, "It's a paradox. We bend over backward not to display anything but our best side, but the only people we trust are those who have seen the worst, have seen us whole, and still accept us." It is a risk-free, convenient form of community we seek today — like pudding servings, no compromise is necessary, but little relevant communication takes place.

One fraternity alumnus who graduated from a large university during the height of anti-Greek sentiment recognizes these symptoms: "I remember the low group loyalty, the ill-defined purposes and direction, the deteriorating brotherly concern combined with an increasing desire for privacy. Brothers could no longer live with brothers. Few freshmen understood our sympathy toward the way brotherhood used to be expressed. Few seniors had developed really close friends."

Empathizing with this brother's opinion may be difficult if you did not recently graduate from a large, impersonal university. Studies show that a student's home background determines the kind of campus and education he ultimately seeks. Going a step further, the kind of campus and the students attracted to it may determine the success potential of a fraternity chapter. In other words, we can explain why Pi Kappa Alpha's most successful chapters are predominantly on smaller, state-supported campuses, while those chapters with the most cyclical hardships are located on large campuses. It is not the campus per se that influences the stability of a chapter, but the type of student attracted by that campus.

To test our theory, a survey was initiated by the *Shield & Diamond* staff. Students at small Delta State College in Cleveland, Mississippi, and at large, private Miami University in Florida were polled. The results show that the Delta State students have generally resided longer in one location, lived closer to relatives and enjoyed the friendship of more individuals than have the Miami students.

To the question, "In the past year, have you occasionally wished your life was less lonely?", fewer Mississippians answer yes — 46 percent compared to 52 percent at Miami. Only about a third of the Delta State students feel there are too

Continued page 30

VAIL:

Skiers
paradise
in the winter





Conventioneers paradise in the summer

To snow ski in Vail in the winter is exhilarating. But, to the summer visitor, Vail has just as much to offer.

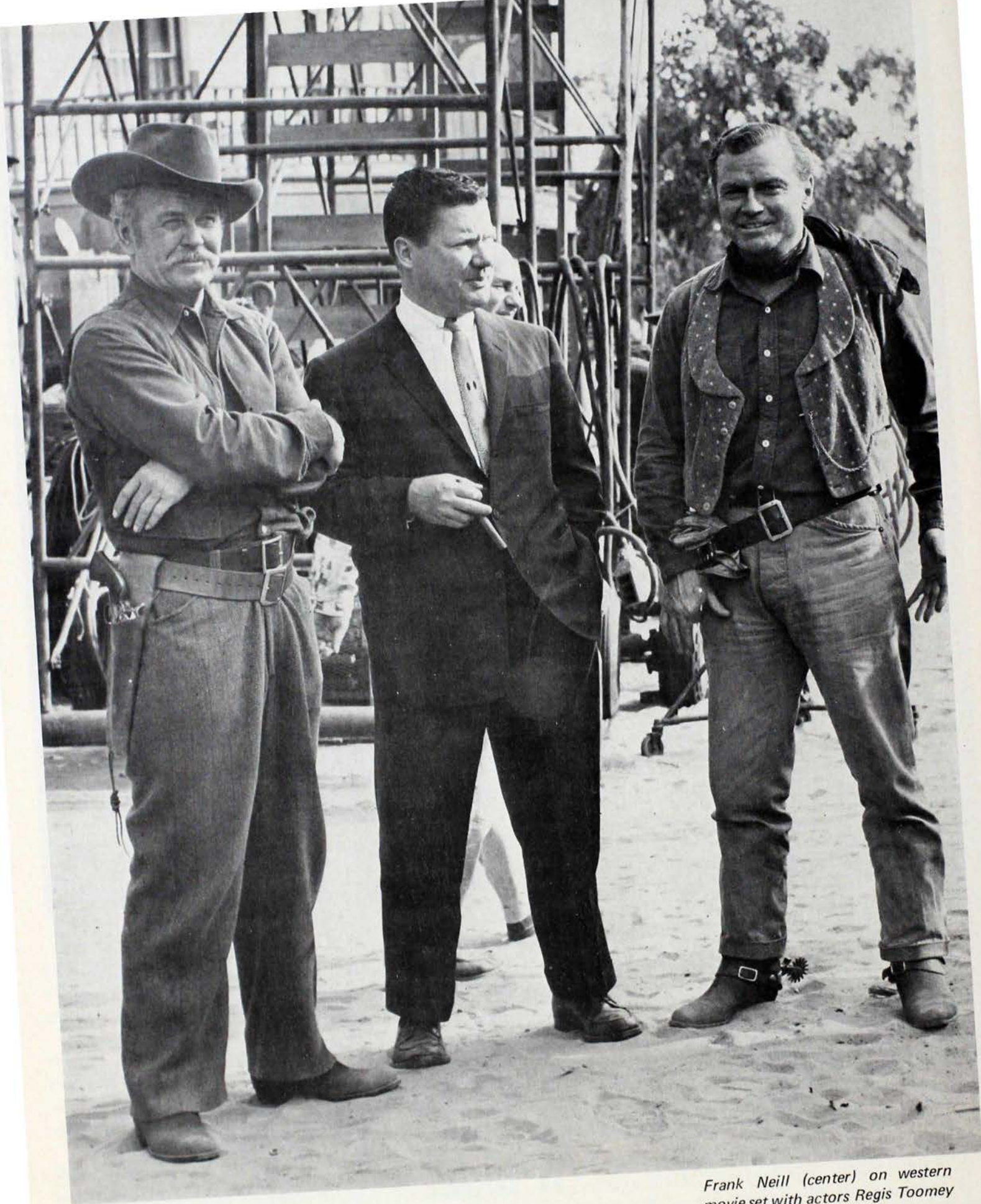
For the expected 400 participants in this summer's 1974 Pi Kappa Alpha International Convention, Vail will offer a variety of exciting activities. Like gondola

rides, tennis and golf, jeep tours, fishing, horseback riding, hiking and swimming. All that in addition to the usual electricity of a Pi Kappa Alpha convention with its legislation, caucus meetings, cohesiveness and spirit.

Rates have been fantastically reduced (details coming) by our host, Manor Vail Lodge (two hours drive west of Denver and near the convenient local airport). The spacious suites include ceiling-high stone fireplaces, all-electric kitchens and balconies.

Vail itself is a quaint town designed in Swiss Alps village tradition. Numerous specialty shops, restaurants and services will add spice to your visit.

Join us in Vail, Saturday, August 3 through Thursday, August 8, 1973. Every convention is a unique experience. Discover Vail.



Frank Neill (center) on western movie set with actors Regis Toomey (left) and Donald "Red" Barry.

FRANK NEILL PROFILE

How to compete for the Nielsen ratings

By John Kaegi

The dust swirled in Tombstone on this sweltering July afternoon as splintered buckboards and teams were removed from Main Street in anticipation of the duel ahead. It is sunset. The appointed hour of battle for the bandoleros who stirred attention in this frontier town already known for its multi-notched six-guns.

The tall one, thin, young, stepped out first. He expressed the confidence of a Pancho Villa. Momentarily, he caught sight of an Eastern journalist scribbling notes. Now, the older one stood on the saloon boardwalk. Slowly, deliberately, they approached one another. Who was the fastest gun? They stopped. Feet spread, knees locked, brows reflecting their tension. First one, quickly countered by the other, drew his gun. CUT! PRINT IT!

There was more than intercepts the camera's tunnel vision in this scene — the shooting of a gunfight by Twentieth Century-Fox Studios in Hollywood. And the man scribbling notes was not exactly an upstart journalist from the East. He was Frank Neill, Publicity Director for Fox Studios, former active in Alpha Theta Chapter at West Virginia University.

Frequently, one finds Brother Neill on the set jotting notes and ideas to make his tough job of promotion a little easier. He likes to get a feel for the program he is selling to an over-sold public. Most likely, he will emerge successful in his publicity efforts because, as he showed in his undergraduate years, Neill thrives on competition and on outsmarting his opponents.

He recalls running for senior class president in 1938. Since he had been working his way through school by distributing Doublemint Gum, among other projects, he decided to use this point of familiarity. He printed "Vote for Neill for President" on the backs of gum wrappers and passed them out to about 3,000 clients. He was elected.

Neill's competitive zeal was seen many times over. He tied the state high school 220 record, and he recalls being elected to head the campus Interfraternity Council. He later served in the U.S. Marine Corps. Now he says, "Being a member of IKA and being a Marine were the two great events of my life."

Achievement went unchecked, however. He now receives credit for many of the lines that made movie stars famous. As Marilyn Monroe's publicist, he

invented the retort to the question, "Is it true that you had nothing on when you posed for that famous calendar picture?" Miss Monroe's reply: "No, I had the radio on."

Neill studied journalism at West Virginia University, emerging in the true newspaper reporter style characterized by Humphrey Bogart some time ago.

"I got on a Greyhound bus and came out to Los Angeles," he recalls, "and I got a job at Republic Studios as a cub press agent through Brother Wilson B. Heller (Missouri)." He went on to do legwork for Erskine Johnson, the syndicated Hollywood columnist. After about a year at that, he moved on, this time to New Orleans, and more newspapers. International News Service transferred him to Miami to open a one-man bureau when the war broke out. He served for a time as a war correspondent out of Pearl Harbor before joining the Marine Corps as a combat correspondent.

"After I got out in 1945, I rejoined INS in San Francisco and later transferred to Los Angeles." It was in 1951 that he joined Twentieth Century-Fox.

Working with the stars for two decades has provided Brother Neill with a whole

repertoire of anecdotes. Of Miss Monroe — with whom he worked on six movies — he recalls her renowned distinction for being perennially late. "I always told her the appointment was an hour earlier than it really was so that she was reasonably on time," he chuckles.

Few of the stars, if any, would rebut Neill's ability to shine alongside them. Though most appreciated his candor, he recalls one who did not. Lauren Bacall once made the point, "I'm the star and I want to be treated like the star." Replied Neill, "Yes, I know; you've been my favorite actress since I was a little boy."

He's an active 56 now and heads up Fox's television publicity and advertising efforts — a massive assignment. A stocky man who, like an ex-Marine stereotype, chomps a cigar. But, happily he dispels the gruff image when he greets you with a pleasant tenor voice and an accommodating, concerned attitude. Undoubtedly, his offsetting traits embellish his worth to Fox Studios.

Chatting with Brother Neill, one learns that "simply promoting programs" involves a good number of not-so-simple assignments. Like getting most of the 1200 Nielsen monitor sets to tune in *M*A*S*H* in the scattered test markets. Since high ratings make the program, the studio depends heavily on Neill's expertise. Among the other Fox productions seen weekly on TV are *Room 222*, *The New Perry Mason Show*, *Roll Out* and *Return to Peyton Place*. Each program exemplifies Fox's ambition to turn out "just good entertainment." For that reason, the Fox "execs" aren't particularly concerned about bucking the censor system or planning for future permissiveness on TV like so many of the critics claim.

For the future, Neill does not anticipate a need for government censorship of TV programs like has been threatened for theater attractions. "Each network has its own watchdogs on matters of taste," he asserts. "Although I do think late hour shows are getting more permissive, all of the programs and feature films sold to networks are carefully edited." It's common practice today for producers to shoot two scenes where they once shot one — "to eliminate the profanity or nudity for the television version."

Many critics voice their concern about the effect of violence and sex on the viewers, particularly children. Assures Neill, "There is more and more tendency at Fox to remain aware of this. I think you're going to find more and better late

afternoon shows for younger people, particularly for the kids on weekends. There is no censorship per se on television, but it's much less permissive on violence and sex than you'd get at a movie theater."

Another of the aspects of his job is responding to what he believes are unfounded claims that TV sponsors dictate TV taste. "There was an old standby slogan," terms Neill, "that sponsors wanted to keep the product geared to the mentality of a 12-year-old. I don't think that's true, certainly not at Fox." He does point out the exception, though. "A well-known sponsor objected to our revealing Ben Franklin's 'affair' in an excellent two-hour documentary we made. I think it will eventually hit the air, but not soon."

Presenting popular entertainment in good taste remains foremost among Fox's goals. Neill observes that to do so in this supersonic age requires skill and tenacity. "It all boils down to the talent and ability of the individual writer, producer and director. The average movie for TV must be produced on about \$500,000 and done so in two weeks time. That's pretty rough."

But, for a good movie, rewards are eminent. *Mrs. Sundance*, a made-for-TV movie aired last fall, was produced for less than \$600,000, but it is expected to net \$3 million after being released as a box-office attraction abroad. "Your real profit comes after a series, for example, has been on the air for three or four years. When it is eventually cancelled, Fox syndicates it through its Domestic and International Sales Departments and to off-network stations."

Keeping it on the air for a number of years is perhaps the most difficult job, particularly when Fox deals with all three networks and sometimes finds its programs head-to-head across from one another on different networks. "The name of the game is numbers," says Neill about the rating system. "There are about 95-million televisions in America and only 1200 Nielsen monitored sets in 70 markets. The life and death of a prime time network show depends on those ratings."

For the present, Brother Neill wishes Nielsen would expand the number of monitors it provides. But, after coming to know him, all that would do is give some advantage to his colleagues at opposing studios. It's quite obvious that Twentieth Century-Fox is getting the kind of publicity it needs under the competitive direction of Frank Neill.

NOTE: Among the programs coming up produced by Twentieth Century-Fox Studios are: *A Tree Grows in Brooklyn* (90-minute NBC movie starring Cliff Robertson, Dianne Baker and Nancy Malone); *The Count of Monte Cristo* (90-minute special, NBC); *Double Trouble* (90-minute CBS detective comedy starring Shelley Winters); and *The Grapes of Wrath* (150-minute NBC adaptation of John Steinbeck's novel). All four are potential series. Also, *The Karen Valentine Program* (30 minutes, ABC), *Only in America* (30 minutes, ABC), *Planet of the Apes* (30-minutes, CBS) and *If I Love You, Am I Trapped Forever?* (30-minutes, CBS) are among upcoming series programs.



Brother Neill holds the 1971 Les Mason Award presented to him on behalf of the Hollywood Publicists Guild by British actress Sarah Miles.



THEY NEED YOUR SUPPORT TODAY!

These men count on the Alumni Loyalty Fund.

Alumni contributions to the general fund help offset the spiraling costs of running a fraternity. Thus far we have managed to keep fees at a reasonable level. Alumni generosity has enabled more young men to participate in the fraternity experience.

Much of the highly regarded Pi Kappa Alpha leadership program is financed by the general fund. Included are the district

and regional conferences, the leadership academy and the upcoming International Convention.

Loans will be requested of the Fraternity's Memorial Foundation by many undergraduate members who wish to continue their education. The Foundation needs your tax-free gifts to expand the present \$30,000-a-year loan limits. The Foundation also provides scholarships, educational programs and scholastic incentives (library reference

books will be given to any chapter which scores above the all-men's average for two consecutive terms).

Membership in Pi Kappa Alpha is an experience in itself. No need convincing you of that. You'll be counting on them some day, so let them count on you today.

THE 1974 PI KAPPA ALPHA LOYALTY FUND

(Mail checks to IKA Loyalty Fund, 577 University Blvd., Memphis, Tenn. 38112)

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Undergraduate Supreme Council Members: Students' link to National

In our third roundtable discussion, three undergraduates, members of the Supreme Council, discuss their impressions of their first Council meeting experience. Among the gamut of sub-topics the participants come up with ideas for improving already strong chapters and have some very definite opinions on the size of the Headquarters staff.

David Blair is a senior for Zeta chapter (Tennessee) and like all three young Council members, is a past SMC. Mark Kizzire hails from Zeta Omicron chapter (California State at Northridge) while John Aumiller is finishing his final year at Zeta Phi chapter (Missouri at St. Louis). They are the fourth group of student members to represent the undergraduate population on the Supreme Council. Moderator for the roundtable was Dick Burt, Gamma Eta chapter alumnus (Southern California).

MODERATOR: *You all have just finished participating in your first Supreme Council meeting as undergraduate members. Your impressions?*

BLAIR: Well, as far as the individuals, it strikes me that they are a very diversified group, and intelligent and knowledgeable of the Fraternity; they all seem to come from varied backgrounds and all have fairly different views.

KIZZIRE: The undergraduate needs to know this. I feel undergraduates know very little about the Supreme Council.

I've really come to respect them. They are diversified so that not one man dominates the meeting.

AUMILLER: I was a little surprised to find the Council meeting to work much like a chapter meeting. There were those who expected everything to go bang, bang, with little discussion; there are members who want to pursue a point until everyone has his views expressed. I don't particularly like the thought of incomplete discussion, but, it is going to be interesting at year's end to see how much we can get done in just three or four short meetings. With the vast material pressing before each Council meeting, it wouldn't surprise me if we left some things hanging.

MODERATOR: *What do you think your contribution — your input — ought to be to the Council?*

AUMILLER: I feel that our contribution is going to be more significant than any one Regional Vice President because we are at the chapter level. I am certain that our opinions will be weighed heavily because of this.

BLAIR: I agree. Still, I think we can reflect some of the things that they overlook in particular discussions.

KIZZIRE: This Council seems to be idea oriented. It is hard to do that and take care of the routine policy matters incumbent. They want to talk about new things, yet there are old things to be discussed. That is why we should meet more often.

We talked last night about how we felt the Council hasn't been traveling enough. The three of us have visited a lot of chapters. I think that's an important role consideration for the future.

BLAIR: I agree that it is our function to provide perspective and to try to empathize with other chapters expressing their viewpoints. We provide a valuable link between them and the Council and staff.

During the Council meeting, I felt the staff's input was great. They are really the people the undergraduates know best. So,

much of our role will be valuable to the staff, too.

AUMILLER: It really impressed me because I wasn't expecting the staff to be sitting in on the meeting. Even though the staff members are alumni themselves, like the Councilmen, they seem to compliment our opinions more.

KIZZIRE: I noticed that the Council meeting was run more like a big business board of directors meeting. The Chapter House Commission report today, for example, was amazing. It was just like big business.

BLAIR: The Council was constantly delegating authority, especially through Pat. That, I suppose, is the extent that a body like this, with as many problems as it considers, can accomplish anything.

MODERATOR: *Would you say that they're closer to the individual chapter's needs and wants than it first appeared to you?*

AUMILLER: You hear National say all the time, "We work for the undergraduate," but one doesn't really believe it until he knows the officers and the staff personally.

KIZZIRE: But how can the Council communicate that to the undergraduates?

AUMILLER: That's the problem.

BLAIR: The fact that a lot of the problems discussed concern weaker chapters which feel as if they are being picked on when they are approached with help, is a contributing factor to the problem. In some cases that may not be the point — sometimes they welcome all the help they can get. On the other hand, you have the better chapters which don't have to be pampered. Members in those chapters sometimes say the Council doesn't care about them. That is a fallacy. It's just that their time and energy must be concerned with problems of weaker chapters.

AUMILLER: I think the Council makes an effort to aid weaker chapters. Conversely, it waits for the better chapter to ask for help they might need in particular areas. I think a lot of strong chapters think National can't help them, that they must do it on their own. So, they don't

look for help from National. A weak chapter, though, does not have the resources to help itself — a strong chapter does.

KIZZIRE: Perhaps the better chapters should think of National as an insurance policy.

AUMILLER: Good point.

MODERATOR: *What concerns for the future of "National" do you feel from the Council frame of reference?*

KIZZIRE: In discussing how they are handicapped because the concerns of the Fraternity are growing greatly, I can't help but see the staff growing and the Council expanding.

BLAIR: I'm not sure the Council will or should grow. But, after this weekend, I have strong reservations about our staff remaining constant in size. It appears that it needs to be growing on a continual scale. For example, we are feeling more inclined today towards developing alumni programs. We now need a man directly and completely involved in alumni affairs

who could spend all of his time on that area. As Mike Moore said, right now we have only one-half a resource person in that field.

AUMILLER: Sure, but I think a better way to phrase it would be, "It would be nice if we *could* have a man . . ." It would be nice to have a staff member who just sent compliments to chapters on their accomplishments during the year. But, you get into a financial problem. As far as the Council meeting more often, sure, that would be nice. But we have a budget to stick to — one that isn't that large.

When we were going over the chapter accounts receivable, it really had an impact on me for the first time — what the chapters owe, no matter how much it is, contributes to the financial strain on the Fraternity. You don't realize that when you are just looking from the perspective of your own chapter.

BLAIR: Well, look at it another way. Suppose we hired a man specifically involved with alumni affairs who makes

such a concerted effort that he draws additional alumni income — something that would cover his salary.

MODERATOR: *What are you going to do differently now that you have been to one meeting, and how do you think your year will be in terms of what you will be doing for the Fraternity?*

BLAIR: As far as being a Council member and looking at individual chapters and absorbing problems, I can't help but think that I'll be trying to relate all their situations and attempting to put them into the whole perspective of the Fraternity. It will add pressures as far as my work in the Fraternity, especially going back in my chapter, because people are automatically going to be expecting certain things. They will be wondering what National is going to do about certain issues and they may not see eye to eye with me on some things. They weren't there when the facts were presented, though. For them, I will be able to offer valuable input in terms of National-level decisions.

Roundtable participants are from left: John Aumiller, Dick Burt, David Blair and Mark Kizzire.





Undergrad Council Member Mark Kizzire hears Richard Ogle's point.



USCM's David Blair and John Aumiller listen attentively during recent Supreme Council meeting.

AUMILLER: I think it is going to be a significant experience for me simply because I was SMC last year and not SMC this year. And now, I find members of Zeta Phi who listen to me more than when I was SMC. I have to carefully consider what I say in chapter meetings because, if I am wrong about something, it could upset the apple cart.

KIZZIRE: Not only on your chapter level, but if you are influential in your district and your region, then I would imagine that at various conferences people will be asking sticky questions.

AUMILLER: I am anxious to see the effect it has on the undergraduates that there are three of us on the Supreme Council — how much they are going to ask for our opinions. For example, at the Miami Convention, most of us weren't aware of who they (the undergraduate Council members) were. I doubt if we utilized them sufficiently. I really question how important the undergraduate council member is when he is not utilized.

BLAIR: That's a good point. I can relate back to the Convention. I felt that they were removed from us. They were a little special and I didn't feel I could really go up and speak to them. That, I would like to change, especially at the individual chapter. Within my chapter, I have no problems whatsoever. But, as far as other undergraduates, I certainly would like to destroy any barriers to their using us.

MODERATOR: *How do you think you will do that?*

BLAIR: You have a personality problem

if you don't come across. At the Convention, you just have to get out and get down with the people. And so many times, I think it happens to officers in the chapter; they say that they have a job restraint and confine themselves to it and don't try to relate on a personal level like they once did.

MODERATOR: *But that's at the end of your terms. From here on out, what will you be doing to make your functioning here more effective?*

BLAIR: I would like to be able to participate more in some of the chapter activities within my region. If there are problems that someone needs help with, I think that the undergraduate member would be helpful in accompanying a council member.

AUMILLER: I think that would be a big help. Obviously, we aren't going to get to all of the chapters in our region. Actually, we're not just representing the chapters in our own regions.

I really think it would be a big help if we could set the foundation and go to as many chapters as we can, personally. Also we should correspond and send an initial letter explaining the fact that we are not some big giant from the Supreme Council — that we're still undergraduates just like they are.

BLAIR: We have certain restraints in the fact that we are still undergraduates. We have to attend school and we have a social schedule to keep up. It's not as if you just take your full year off and devote it to the Fraternity. Yet, there are

times that we could get around and see the chapters and other individuals.

Being in a different environment is going to reflect on our opinions and consequently when we express them to the Council, there are going to be more attentive listeners.

AUMILLER: The consultants and the Council concentrate on the weaker chapters as we agreed upon earlier. Maybe it would be our role to bring up the ideas of the strong chapters since that subject really isn't covered adequately by any other programs in the Council meeting.

BLAIR: They are at a certain point and maybe need just a little something extra to kick them off to doing a big project.

MODERATOR: *This is good. You really expressed well what you'd like to do, what you think needs to be done and how you hope people will accept you. That's going to tell them a lot about who you are and what you think and what your reactions are to the Council.*

BLAIR: It's very important that we listen a great deal on the scene. We can express our opinions when we get back to the Council meeting, but we shouldn't be opinionated when we're in a chapter situation.

AUMILLER: The role of the undergraduate should be defined as the students' link to National, not vice versa. I don't know how many undergraduates realize it, but it was the undergraduates who decided their peers should be on the Supreme Council — not the alumni. ■

Learning a lesson on gaining and maintaining fraternity position

By Larry Lunsford



Billy Briscoe

Various national officers and other Pikes will gather in Knoxville April 5 and 6, to celebrate Zeta chapter's 100th anniversary on the University of Tennessee campus. The last time that such a group of Pikes gathered in Knoxville was 1892, when Zeta was revived for a second time from a dormant status.

The history of Zeta chapter is not just unique in itself. It reflects the history of the fraternity system and also that of the dark and more prosperous years of UT.

Dr. Freeman H. Hart wrote that Zeta got its start through the interest of Dr. George Summey, Beta chapter. Summey had tutored two brothers, W. W. and J. H. Jones and at the same time reflected the ideas of fraternity life upon them. He encouraged the brothers to approach the mother chapter (Alpha) for a charter at what was then East Tennessee University.

The two brothers entered the university and engaged another student, W. W. Cook, to apply to Alpha for a charter which was granted on March 23, 1874. The three kept the charter for that school year but failed to initiate any new members. None of the three returned to school the next fall, and the chapter fell silent.

It remained so until May 20, 1886, when three students, J. R. Campbell, Dan L. Carmichael, and H. B. Nelson, re-obtained Zeta's charter. Their record with the Fraternity drew the same results as that of their predecessors. They failed to initiate any new men, and again the chapter was dormant within a year.

Five years passed before Zeta was rejuvenated. This time it came through the efforts of a brother from Pi Chapter who had transferred to UT in his senior year from Washington and Lee University. William N. Briscoe, affectionately known as "Uncle Billy" to Pikes over the nation, became the Robert A. Smythe of Zeta Chapter.

Delegates from seven of ten chapters attended the Fraternity convention held in Knoxville December 21-23, 1892. They voted in a new coat of arms and discussed such matters as northern expansion and partial initiation of females. A most important action to come out of

the small convention was the suggestion by Uncle Billy that Zeta chapter be revived.

The proposal was accepted and a charter granted December 27, 1892, to E. E. Stone, William Atherton Long, and Joseph Ervin Broches. Uncle Billy remained in Knoxville to watch the chapter prosper from that moment until his death September 23, 1952. Chapter minutes from February 5, 1923, read: "Since (1892) Zeta Chapter has had an uninterrupted growth, It has learned a lesson from former occurrences that a chapter cannot exist without men, but Zeta has been conservative in her policy of pledging and only takes in the best. We have been assisted in our pledging policy by Brother W. N. Briscoe of Pi, who has always been a standby to Zeta Chapter and to whom we owe our prosperity to a large extent."

His son, W. Russell Briscoe, is most likely the pledge with the longest wait in the chapter's history. He first pledged Zeta in 1918 but left school shortly thereafter when he joined the Marines during World War I. Although he failed to return to school after the war's end, he maintained his ties with the chapter and

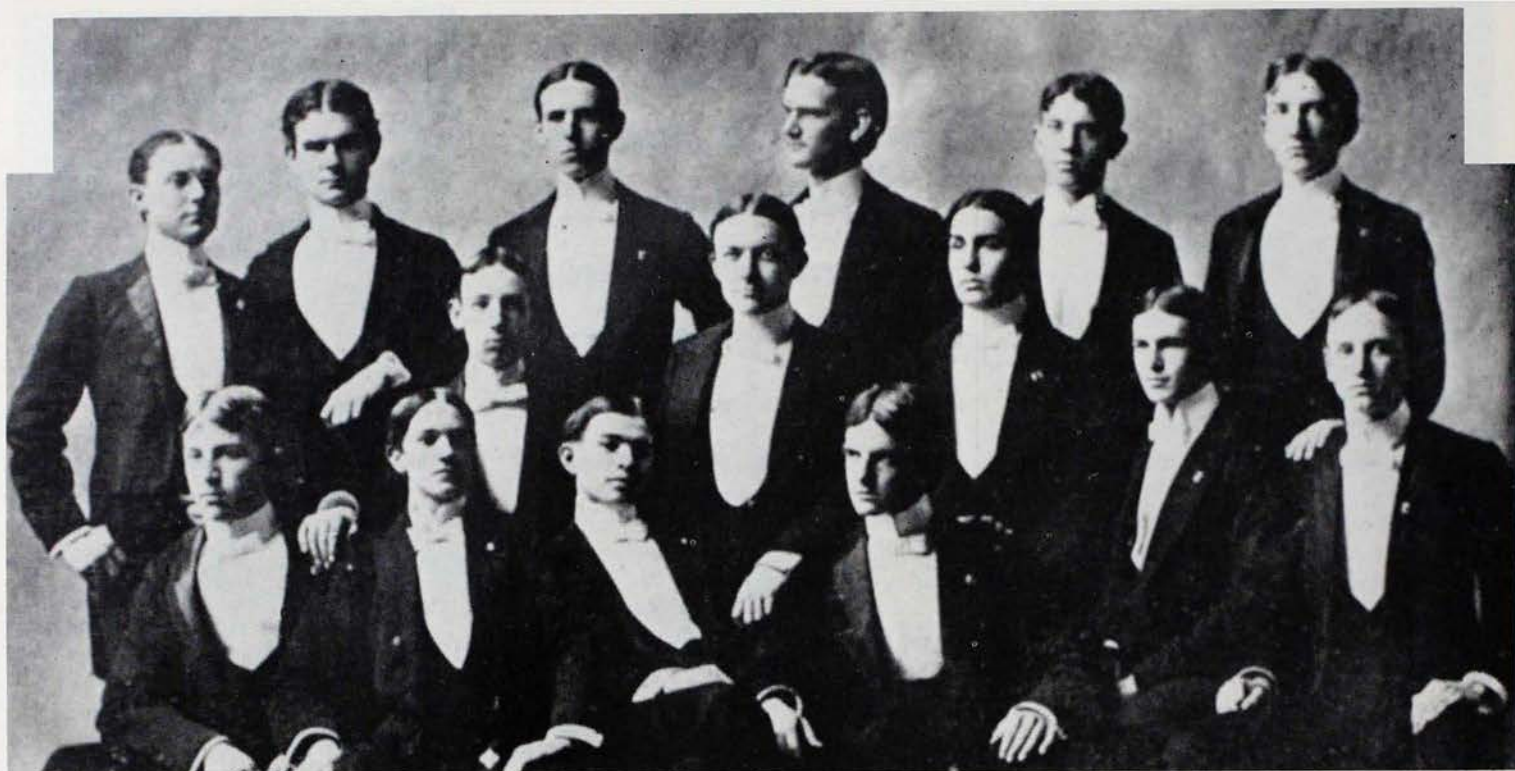
subsequently was initiated into the chapter on March 5, 1966.

Brother Briscoe remembers the early days of Zeta chapter when he would visit the house with his father to participate in various activities. Brother Briscoe has witnessed the Pikes' progress from a couple of rooms in a dormitory through three other houses into their present \$350,000 home on the new fraternity row at UT. "The first location they had wasn't a house," says the younger Briscoe. "They had several rooms in a dormitory near old South College. The University itself only had about 500 students and just a couple of buildings. There were few dormitories, and the students lived in houses."

The early Zetas forged ahead in all student activities and made it their policy to be first in everything. They were the first fraternity to purchase a permanent house. Prior to World War I, the need of a chapter house was felt; but the plans did not materialize until after the war's end.

In the spring of 1919, they bought their first house which was located on the corner of Fifth (later changed to Thirteenth) and Clinch Streets. The house was only two blocks away from the University and seven blocks from town. Before the Pikes were allowed to buy the house, the local chapter had to become incorporated. On April 15, 1919, W. N. Briscoe, J. Pike Powers, Williston M. Cox, C. Raleigh Harrison, and John W. Hudson received a charter of incorporation from the state and the financial arrangements were completed. The charter was granted "for the purpose of operating a club for social enjoyment and for the encouragement, support and maintenance of education, literature and the fine arts among students."

Those early days were prosperous for Zeta, yet, they indicated the sign of the times — rough and rugged. Pledging occurred at any time, and new men were initiated whenever the chapter deemed them worthy of initiation. There was no pledge period, and they were not required to make any particular grades to be initiated. In fact, men were pledged even before they entered the University.



"The early Zetas forged ahead and made it their policy to be first in everything"

About the only chores required of pledges were to work on the University's carnival or circus and occasionally clean up around the house or mow the grass. There was a tremendous amount of harassment in those days. The young men were constantly beaten with paddles, and "goating" was routine.

World War I drafted most of the chapter's members, and what men were left had to belong to the Students Army Training Corps. The chapter of about 30 suddenly dropped to about eight or nine, but those few carried the chapter through.

After 1920, fraternity life perked up, and the house began to show the results. The fraternities at the University were scattered all over town in various dwellings. Prohibition was in effect, but the Pikes were known to get possession of that East Tennessee brew, corn liquor. The house showed signs of wear and tear with curtains half hung, beds unmade, and trash around the house. At that time, the fraternity was free of University control; and there were no house mothers. Once the conditions worsened, fraternities were to fall under University regulations and later house mothers would be required.

Then followed years of growth within the chapter, both in numbers and activities. In 1926, the brothers decided their house was inadequate, and the decision

was made to expand. Through the chapter and the local alumni, headed by Bob Clemens, a system of financing was arranged through Zeta Incorporated.

Since the location of the house was a plus to the chapter, it was decided to keep the house and rebuild it from the foundation up. Reconstruction began in May, 1927; the new brick veneer house was opened up the next fall. Built as a fraternity house, it had 13 bedrooms and one large guest room, a large and commodious bathroom, showers, and a large sleeping porch.

Thirty brothers returned that fall, and the rush season was one of the best in the chapter's history to that date. Twenty men were pledged.

Zeta chapter's first half-century was essential to its development into the fraternity it is today. Those were the days of the crucial tests of survival which were met successfully and would prepare the chapter to meet the crisis of the 1960's when social concern and student activism almost killed the Greek system on many campuses.

In those early days, Pi Kappa Alpha and the other fraternities ran the show. "If you were non-fraternity, you were considered nothing," says Russell Briscoe. At one time there was great criticism about fraternities because they dominated the entire campus. The

University itself was once called "a temple of aristocracy for rich men's sons," and there were great prejudices against higher education.

Pi Kappa Alpha survived those days, but then the Depression hit. Membership dropped somewhat, but the majority of students were still the children of wealthy individuals, so Zeta trudged on into the 1930's.

Zeta Chapter enjoyed good times in the 30's. The chapter remained dominant in campus and community activities. It was a Pike, Robert Horton, who initiated All-Sing at the University, now a major event every winter quarter at UT. All-Sing started as a group singing competition in 1932, and it just so happened that Zeta chapter won the men's division in that year's debut.

Parties were a highlight as tea dances were held at the house or at a local country club, and all other fraternities were invited to attend. Much of Zeta's success during that decade can also be attributed to Dr. James Hoskins who was president of the University and a Zeta Pike. He not only remained active in the Fraternity, but played a major role in the continuing development of education. He was awarded the Fraternity's Distinguished Achievement Award in 1940.

The 1940's remained much the same, as did the early 1950's. World War II took



'Now, the stiffest challenge of all faces the chapter — how to stay number one.'

few members from the chapter, but fraternity life began to show signs of apathy even though the actives were given tests on the Ritual and history of the Fraternity at active meetings. In 1942, the Pikes ranked 13 out of 14 fraternities in scholarship and their pledges ranked 12. The hazing of pledges at this time is seen by a typical announcement reading: "Hell week with work sessions and mild goating, paddling only when pledges refuse to do what they are told, and no goat trip on hell night." One brother "cussed the sorry cooperation he had received from the chapter on the last goating trip," and added, "Christmas licks are now in order."

Along came the classic 50's with the first major challenge to Zeta's stability in 70 years. The 50's brought the deaths of two of the strongest supporters of the chapter. Uncle Billy died in 1952, and Miss Frances Johnnie Johnson died January 24, 1958.

Miss Johnnie, as she came to be known, first associated herself with the chapter in 1902. She was employed by the University in 1915, and later she became the assistant registrar at UT in 1925. She held that position until her retirement in 1949. She became the first "Dream Girl" of Zeta Chapter about

1918 because of her work with rush and public relations for the chapter. It is said that she would pick out the sharper rushees during registration and send them over to the house.

Thus, with the loss of these two strong pillars, the chapter headed downhill. Apathy hit the chapter in 1959, with the workers of the Fraternity calling it quits and walking out. A major split had occurred.

The next five years were crucial ones for Zeta. A large fund-raising campaign had been going on to raise money for the new chapter house on fraternity row. The fall of 1965 saw 3000 men go through rush and Zeta pledged 56, but national headquarters was still worried; and they contacted Dan F. McGehee, newly elected SMC at Epsilon Iota (Southeast Missouri), to come to Zeta for his senior year as a resident counselor. The decision had to be made whether to commit the money and allow Zeta to move into their new house in the winter of 1967. As Brother McGehee puts it, "Things perked up and we broke ground, so they let the money go."

That appears to have been a wise decision as Zeta grew and prospered once they moved into the new house. They won three out of the next five Homecoming competitions that decade. The

years of student unrest and anti-Greek sentiment hurt all the Greeks equally at UT. They no longer controlled the campus. They quickly became the minority and still hold that role today. But Zeta survives!

"Changing with the 70's" became the new theme. The fall pledge class of 1970 had 57 members and the chapter witnessed one of the best years in its history. As a result of their efforts that year, Zeta was awarded the coveted Smythe Award for overall proficiency. Again last summer, the chapter was presented the Smythe Award at the Leadership Academy in Memphis.

Today Zeta thrives as probably the strongest fraternity on the UT campus. The many Pikes at Zeta such as Uncle Billy, James Hoskins, Dean F. M. Massey of UT, national presidents J. Pike Powers and David C. Powers, Lt. Henry L. McCorkle, the first Gold Star Member, and various others who met and conquered the challenges that confronted Zeta have enabled the chapter to climb to the top. And now the stiffest challenge of all faces the chapter — how to stay number one.

(Larry Lunsford has served two terms as Zeta chapter (Tennessee) IMC. He is a senior Journalism major.)



1974 IKA All-American Basketball Team

By Tom Wilkinson
Director of Development

The 1973-74 IKA All-American Basketball Team is of classic balance. In the five players on the first team are excellent shooters, rugged rebounders, good ball handlers, and a very tough, aggressive defense.

Even though this year's team is very balanced, there are two standouts in the form of Randy Rountree, who is a senior center for West Georgia State College, and Rich Knarr, a sophomore guard for Mississippi State University. Rountree was selected as part of the United States' team to tour Brazil and play several exhibition games against the Brazilian team. Randy is certainly a force to be reckoned with and is a big part of the West Georgia Basketball team which has posted the best record in the state of Georgia — 18 wins and 3 losses. West Georgia is currently ranked in the top fifteen of the NCAA College Division. Rountree is 6'-8" tall, averaging nine points and 10 rebounds per game thus far this season. He is certainly a candidate for all-conference honors in the South Atlantic Conference and will look forward to some college division all-American honors.

In addition to Randy's outstanding contributions on the basketball floor, he has served Eta Sigma chapter in several capacities. At the present time Randy is the IMC of the chapter.

As a freshman Rich Knarr averaged 18 points per game and scored a total of 467 points. Rich was the only freshman listed

Left. High school All-American Rich Knarr (Gamma Theta — Mississippi State) drives against Georgian defender.

in the top ten scorers in the Southeastern Conference last season.

This year Rick's exceptional ball handling and leadership has lead Mississippi State to several impressive victories over schools like Florida and L.S.U. Mississippi State recently lost a one-point SEC Conference game to nationally-ranked Vanderbilt, which exhibits the kind of competition Rich faces and handles quite well.

The 6'-2" Knarr is currently averaging 18 points per game which gives him a sixth place ranking in the Southeastern Conference among all leading scorers. He is leading the SEC in assists with 5.7 per game and is shooting a fantastic 89% from the free-throw line. Look for more from Rich in the next two years.

The first team

Joe Couch, a senior forward from State College of Arkansas is making his second appearance as a IKA All-American. Last year as a junior Joe was selected to IKA's second team. During the current season Joe has been a tremendous leader of his team and is always the player the team turns to in the clutch situations. Couch has averaged 15 points and six rebounds per contest.



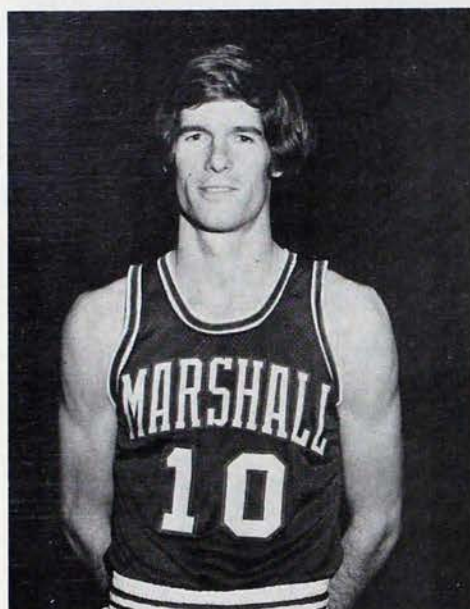
Randy Rountree, West Georgia

The other forward on IKA's All-American basketball team is Rob Pinnell, a junior from Eastern Illinois University. Rob received honorable mention honors last year and because of his excellent performance this year he was selected to IKA's first team. So far this season Rob has pulled down a total of 106 rebounds for an average of eight per game and has scored an average of 10.8 points per outing. Rob is relied on by his team for his consistency as well as his fine defensive play.

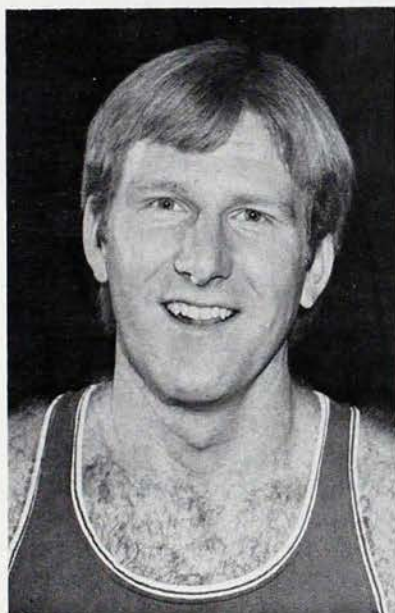
To round out IKA's first five, we go to Marshall University and pick a 6'-3" guard, Tom Ferrell. Tom, a senior who for most of the season has been leading the nation in free-throw percentage, is currently shooting .923 from the foul line. Tom is also an excellent playmaker and always seems to be in the right place at the right time. Ferrell is averaging 14.5 points per game and has managed to pull down over five rebounds a game while playing in the back court.

Second team

The back court men for IKA's All-American second team are senior Gary Rentsch of Carnegie-Mellon and senior Reggie Jones, an associate member at



Tom Ferrell, Marshall



Joe Couch, State College of Arkansas

Millsaps College. For Rentsch, this is his third appearance on IKA's second team, while Jones is making his first appearance as an associate member on IKA's All-American basketball squad. Rentsch is shooting 46% from the field and averages seven points per game. Jones has the edge in this department where he is averaging over 20 points per game to lead his team in scoring.

State College of Arkansas is providing the second team with both forward positions. Joe Tabor, a 6'-4" senior, is averaging better than 10 points per contest and holds down one side of the court while teammate Neill Blackwood, a 6'-5" junior and repeater from last year's All-American second team, holds down the other forward position.

At center is Hampden-Sydney's Charlie Capito, a repeater from the 1972-73 second team. Capito, a 6'-5" sophomore averaging 12.5 rebounds and 13.5 points per outing, would certainly be an asset to any college team. Capito is an all-round basketball player and will certainly be in the running for IKA first team honors next year.

Rounding out the team are the following players selected for honorable mention.

Guards: Mark Lynch and Mark Sorgenfrei, Millsaps; Chuck D'Angelo and Mike Wegener, Carnegie-Mellon; David "Slick" Farris, Mississippi State; Bruce Piker, West Virginia; and Doug Sharpe, Florida Institute of Technology.

Forwards: Mark Vranderic, Carnegie-Mellon; Greg Holland, Hampden-Sydney; Charlie McShane, Florida Institute of Technology; and Scott Barnado, Millsaps College.



Bob Pinnell, Eastern Illinois

FIRST TEAM

Rich Knarr	Mississippi State University	Guard	6'-2"	Sophomore
Tom Ferrell	Marshall University	Guard	6'-3"	Senior
Rob Pinnell	Eastern Illinois University	Forward	6'-7"	Junior
Joe Couch	State College of Arkansas	Forward	6'-4"	Senior
Randy Rountree	West Georgia State College	Center	6'-8"	Senior

SECOND TEAM

Gary Rentsch	Carnegie-Mellon	Guard	6'-0"	Senior
Reggie Jones	Millsaps College	Guard	6'-2"	Senior
Joel Tabor	State College of Arkansas	Forward	6'-4"	Senior
Mel Blackwood	State College of Arkansas	Forward	6'-5"	Senior
Charlie Capito	Hampden-Sydney College	Center	6'-5"	Sophomore

Lending a hand to job hunters

Pi Kappa Alpha began offering job search assistance to its recent graduates last spring through Lendman Associates, a leading job placement organization. Lendman Career Weekends is a revolutionary concept for bringing job candidates into contact with large and small businesses and industrial concerns. It is a well-planned meeting which permits about 200 college degreed job candidates to hear representatives of 20 or more participating firms describe their opportunities. Several monthly programs are scheduled in luxury hotels located in principal cities nationwide.

Prospective employees listen to job openings then schedule interviews with the firms of greatest interest to them. Thirty-minute interviews take place on Saturday and Sunday in the company representatives' hotel rooms. Applicants who must travel to the meeting from another area receive special room rates from the hotel. There are no other costs involved for the applicant.

Additional benefits from the Weekend include helpful seminars, panel discussions and direction from counselors.

The positions represented at Career Weekends are at the beginning or moderately advanced level, so that applicants with more than about five years of work experience are usually not interested. A strong demand exists at the Weekends for applicants with technical backgrounds, MBA's, accounting graduates, as well as for men interested in production management and sales and marketing assignments.

To become a Lendman applicant, one must have a minimum of a four-year college degree and from one to five years of business or military experience. For further information, contact Stephen M. Campbell at the Corporate



Headquarters of Lendman Associates, P. O. Box 14027, Norfolk, Virginia, 23518. Advise them that you are a member of Pi Kappa Alpha when you contact their office.

COMING LENDMAN CAREER WEEKENDS

March

15-16 Boston, Massachusetts
22-23 San Francisco, California
29-30 Jacksonville, Florida
29-30 Washington, D.C.

April

5 - 6 Saddle Brook, New Jersey
19-20 Dallas, Texas
26-27 Denver, Colorado
26-27 Atlanta, Georgia
26-27 Washington, D.C.

May

10-11 Virginia Beach, Virginia
10-11 Los Angeles, California
17-18 Boston, Massachusetts
17-18 Chicago, Illinois
May 31 - June 1 Atlanta, Georgia

June

7 - 8 Cincinnati, Ohio
14-15 Saddle Brook, New Jersey
21-22 Denver, Colorado
21-22 Washington, D.C.
28-29 Dallas, Texas
28-29 Jacksonville, Florida

(CLIP OUT AND MAIL)

Notice is hereby given of the Annual Meeting of members of the Pi Kappa Alpha Memorial Foundation, which will be held at 577 University Boulevard, Memphis, Tennessee, 38112, June 7, 1974 at 10:00 a.m.

THE PI KAPPA ALPHA MEMORIAL FOUNDATION
577 UNIVERSITY BOULEVARD
MEMPHIS, TENNESSEE 38112

Bob Williams, Secretary

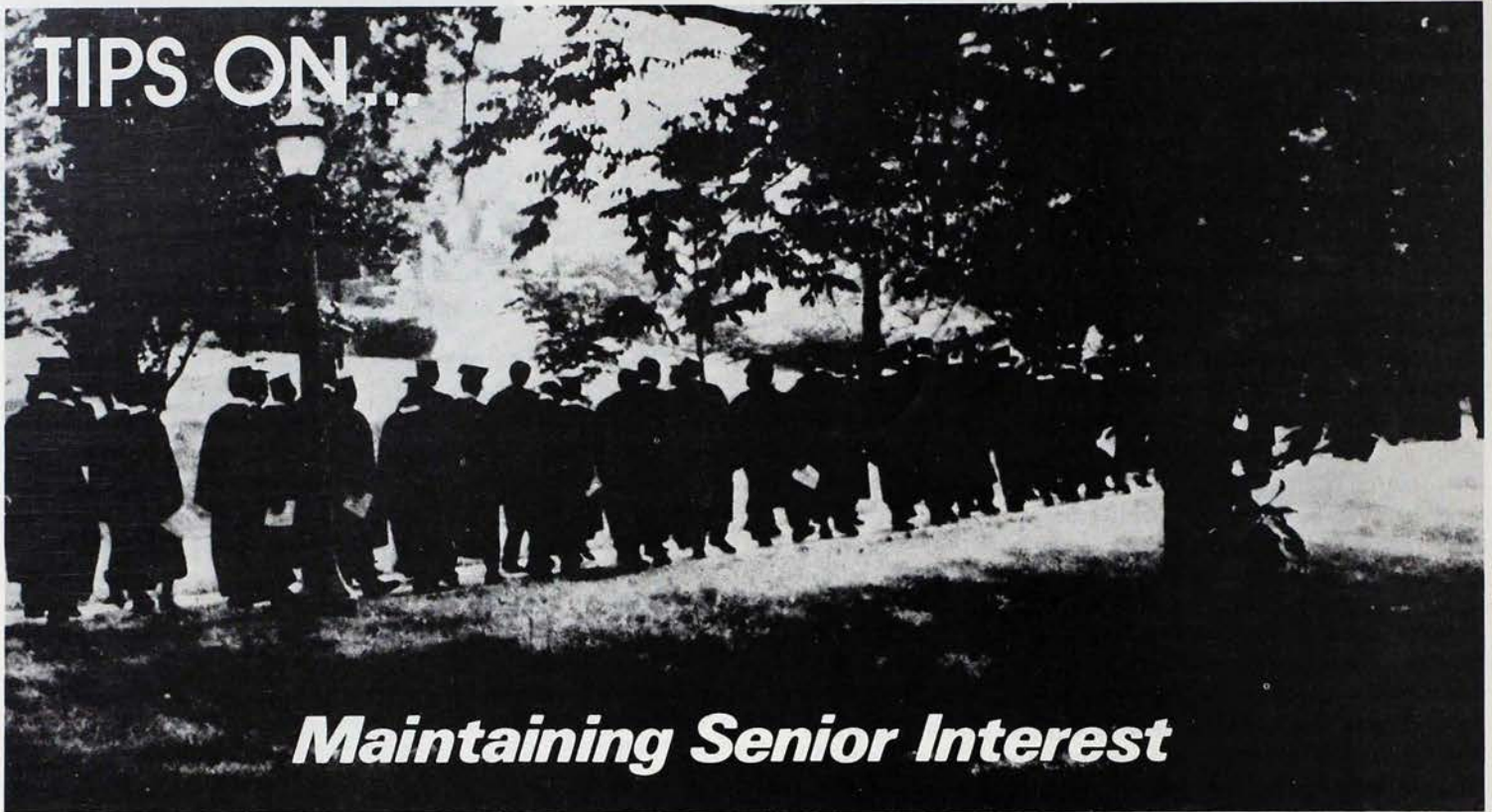
I hereby designate and authorize Patrick Halloran or Bob T. Williams or to vote in my proxy at the meeting of the members of the Pi Kappa Alpha Memorial Foundation in Memphis, Tennessee, June 7, 1974.

DATE _____ SIGNATURE _____

(Print Name under Signature)

NOTE: Members and relatives of Pi Kappa Alpha who have contributed twenty-five dollars or more to the Pi Kappa Alpha Memorial Foundation are voting members.

TIPS ON...



Maintaining Senior Interest

Membership retention is a problem area starting to receive as much, if not more, attention than rush. Following the declining rushee years the Fraternity has witnessed and somewhat capitalized on today's increased numbers of interested freshmen. Therefore, rush, although a perennial concern, is becoming more relaxed and successful. On the other hand, many chapters today are losing more of their upperclassmen to the lure of apartment life than ever before. Retaining your membership should receive as much attention as rush.

Until recently, little was known about the factors which determine membership retention. We supposed, for example, that seniors become disinterested because of dwindling numbers in their class; or, because of inadequate programming to meet their needs and interests; or, because they are increasingly interested in heterosexual relationships as marriage approaches. All three of these hypotheses are, to a degree, correct in influencing a chapter's membership retention. However, new information has surfaced which places much of the blame for senior loss on underlying interpersonal relationships.

As noted in this issue's focal feature, more students are going to college who are reared with fewer close friends and less club involvement. This is due to their family's "rootless" nature — moving from one place to another around the country

while climbing the corporate ladder. Through such behavior, children are reared in a rootless environment, one in which they have little opportunity to cultivate close friendships. They lose the ability and the desire to make friends who know them as they really are. They develop defenses to hide their less-than-ideal personality traits. Psychiatrist Chester Bennet notes, "There is minimal concern over privacy when people know each other." But privacy, like anonymity and individualism is at a premium today. Why? Because few people really know their friends — they can't break the defense barriers, nor do they want to let their own defenses rest.

What it all leads to is less ability to make the most important aspect of the fraternity — brotherhood — work. In other words, by the time an individual has gone through two or three years of the fraternity, he may have found it an unsatisfactory experience due to his lack of experience in similar friendship-sharing circumstances in the past. Therefore, he withdraws to his apartment life quitting the struggle to maintain a risk-free brotherhood relationship.

Naturally, this is not always the case. However, if only a few juniors and seniors in a chapter drop out because of this phenomenon, and quite likely most chapters experience it to such degree, then the

upperclasses begin to dwindle in number. Then, deprivation of the classes by the remaining hangers-on is eminent.

Another factor which influences senior drop-out is the chapter's sometimes irrelevant programs. Collegians today are much more sophisticated than they were a decade or more ago. We all agree to that. So why does the fraternity continue to offer shallow associate member orientation programs and rely on its social program to maintain senior interest? Perhaps the underclassmen are not fully aware of their needs yet, but the upperclassmen are — and those needs include a much broader range of activities than mere beer-guzzling and hazing.

Develop a variety of interesting, inspiring and involving programs for the chapter agenda. Allow seniors to coordinate the associate member program. Give upperclassmen time following chapter meetings to hold class meetings to plan cohesion-developing activities among each other and for the overall chapter. Possibly let the seniors develop a budget arrived at by applying a percentage of their dues to a senior treasury. The money could be used for house improvement or programs developed by the seniors. Let them feel they are a viable part of the fraternity structure.

Understand the societal trends which influence behavior, then creatively attack them.



GROUP-TALK

By

DR. ROBIN WIDGERY
LEADERSHIP CONSULTANT

This is the first "Group-Talk" department in a series. Questions concerning the broad scope of chapter or corporate leadership are welcome and should be mailed to Editor, 577 University Blvd., Memphis, Tenn., 38112.

QUESTION: How can an ordinary member of the chapter — a non-officer — affect the direction of the chapter? I'm interested in influencing the decisions made with regard to the chapter's food policy.

Not only should each member have an opportunity to influence the policy within his chapter, it is his responsibility to speak up when his opinion can be useful in providing direction for the group. Few social groups ever achieve equality of influence among their members. However, fraternity life should provide the type of supportive climate that will maximize each member's chance to be heard.

As in any other democratically directed organization, the officers hold positions to serve the group. Those who forget that this is so, weaken the underlying foundations of the fraternity experience. Officers are elected to give direction and mold policy and respond to the collective feelings and desires of the group. History has shown that the great leaders have been men who were most sensitive to the beliefs and attitudes of those they have led. Exceptional leadership is usually by an ability to clearly articulate the collective will of the followers.

Nonetheless you are confronted with the need to know how you can influence the food policy. You have two basic considerations governed in a democratic

system. First you must speak on the subject from an informed position. If you feel that other members share your opinions, then how many? How strong is their feeling on the subject? What is the source of the problem? What are alternative solutions? Second, you have a common problem of everyone who wishes to influence others. What is your credibility with the group and with the officers? The ability of one to influence others is directly proportional to one's credibility or person image. Generally speaking, we are all judged by at least three standards: our ability, trustworthiness, and personality. In short your reliability as a person, your knowledge of the issue (a policy) and your likableness will carry the weight as you attempt to influence others.

QUESTION: Our SMC is hardheaded and railroads through every piece of legislation that he proposes for the chapter's by-laws. Most of us just let him have his way to avoid a fight. How can we best inform him that his singlemindedness is hurting the chapter?

Allowing an SMC or any other officer to ramrod his will in the group at the expense of his fellow members undercuts the essence of the fraternity spirit. This individual is abusing the responsibilities of his leadership role. However, those who will sacrifice their democratic system for the sake of harmony are equally in error. There are times in every group when conflict is unavoidable and even healthy. This example that you cite is such a case. Tyrants are bred in permissive and apathetic environments where people are willing to turn away blandly in the name of peace.

For the welfare of your chapter and for the good of your SMC, he needs to be curbed. If Brotherhood is to have any meaning at all it means that we tell our brothers when they are wrong as well as right. The way he is informed of his errors is critical, however. Being able to level with others about their faults is a very important ability in human relations. Approached in the spirit of brotherly helpfulness such feedback can pay great rewards for both parties. Your task is to find the right moment with the right parties to initiate such an encounter. A private moment with someone well-respected by the SMC is essential.

QUESTION: As a recent graduate who has little experience in the supervision of subordinate employees, I am interested in your theories regarding "group-centered" leadership as a way of motivating greater employee interest. Please offer some ideas relating to motivation of secretaries.

Trying to prescribe a motivational cure for your secretary is like diagnosing an illness by phone and giving treatment in the same medium. It will be helpful for you to remember that work is essential to the life of every normal individual. This basic element of motivation is already at work. Supervisors, however, generally do more to demotivate their people than to motivate them. My general axiom is to find ways that a person's job can be made more important to him. Ask yourself, "Does this person's job offer new challenges? Does it offer opportunities for decision making, either in a group or individually? Does the job give the worker a chance for personal growth and development? Is the employee made to feel that her presence makes a difference in the successful operation of the department?"

Notice I have not mentioned financial incentive. Even though a person's salary is an important ingredient of that person's satisfaction with the job, it is a poor motivator. This may seem counter-intuitive, but research within my organization (General Motors) and many other companies support this assumption. When seeking to know what will motivate an employee I have found it helpful to ask this question: "How can I involve this person in a more interesting or important way in the functioning of the department?" Your answer should be tempered by a realistic assessment of the person's individual needs and abilities and an accurate perception of the demands of the task. A mismatch of the person with the task can be frustrating and costly, but in most instances you will discover that the employee has developed himself and you have enriched your human resources.

ALUMNI NOTES

INITIATION DATES 1920 to 1949

Alfred Bunn (New Mexico) recently received his 50 year membership certificate in Pi Kappa Alpha. He has retired after 49 years in the insurance business in Beverly Hills. Brother Bunn is now living in Carlsbad, California.

Col. Charles R. Burton, USAF (Kentucky) has been appointed Staff Judge Advocate of Tactical Air Command at Langley Air Force Base. He was the first National Field Secretary under Executive Director Bob Lynn.

Dr. Robert A. Greene (Alabama) has been presented a certificate to commemorate his membership in the Pi Kappa Alpha Golden Chapter representing 50 years of service to Pi Kappa Alpha.

Dr. Vance S. Jennings (Oklahoma) has been promoted to Associate Professor and appointed Acting Chairman of the Department of Music at the University of South Florida.

George F. Johnston (Colorado) has been elected vice president and named Chief Planning Officer of the Armstrong Cork Company. Johnston is a Diamond Life Member of Pi Kappa Alpha and served as vice president of Beta Upsilon Chapter at the University of Colorado in 1946-47.



Johnston



Roland

INITIATION DATES 1950 to 1959

Frank H. Roland (Alabama) has been named President of Varco-Pruden, a division of Dombrico, Inc. He is a certified public accountant. He also pitched for the University of Alabama and won All-American honors.

Michael Baker, Jr. (Penn State), chairman of the board of Euthenics Systems Corporation, has been re-elected to his second three-year term as a member of the board of trustees of Tri-State College at Angola, Indiana.

Jerry Halsell (Arkansas State) was recently presented the Special Governor's Leadership Award by the Governor of Missouri. He is the Director of Public Relations and Community Development for the Arkansas-Missouri Power Company.

Richard M. Hufnagel (Penn State) has been elected to a two-year term on the board of Governors of the National Security Traders Association at NSTA's 40th annual convention held at Boca Raton, Florida.

Allen F. Johner (California State at San Jose and Missouri at Rolla) has been promoted to Chief Engineer for Brown Shoe Company. He had been Assistant Chief Engineer since 1968.

Charles E. Shockley (East Tennessee State) was recently promoted to Divisional Claims Superintendent of State Farm Insurance Company in the Eastern Pennsylvania Regional Office. It was his sixth promotion in 13 years with the company.

INITIATION DATES 1960 to 1969

Donald N. Anderson, Jr. (Oregon) graduated from the Thunderbird Graduate School of International Management in Glendale, Arizona recently.

Dan A. Baggett (Florida) is currently in Optometry School at the University of California at Berkeley.

Dr. Charles F. Bahen, Jr. (Richmond) has moved from Cape Charles to Richmond, Virginia, where he will practice general dentistry.

Carl J. Bauer, III (Miami) is a District Manager for American Express International Banking Corporation and is living outside of Nuernberg, Germany.

Stephen D. Coker (Southern Mississippi) recently accepted a position as special agent for all of Mississippi with Crum & Foster Insurance Company in Jackson, Mississippi.

Farrell A. Cole, M.D. (Cincinnati) graduated from the University of Cincinnati Medical College and received his M.D. degree in June of 1973. He is now a resident doctor at Bethesda Hospital in Cincinnati specializing in obstetrics and gynecology.

Eugene W. Faust (Oregon State) was recently promoted to treasurer of Amfac, Inc. He is based at the company's western regional office in San Francisco.

Brian P. Gilfedder (Transylvania) is associated with Jerico Corporation in Lexington, Kentucky as a corporate attorney.

Edmond M. Jacoby (George Washington) has joined the Washington staff of Representative Garner E. Shriver (R-Kansas) as Special Assistant for Research and Press Relations. Previously, Jacoby was Director of Publications for the Institute of Traffic Engineers. He is a member of the National Press Club and resides with his family in Reston, Virginia.

Dwayne K. Klossner (Syracuse), of Chenango Forks and the Binghamton/Southern Tier general agency of National Life Insurance Company of Vermont, is among 16 selected field and company representatives taking part in the current career advancement courses at the firm's home office.

Charles Kurz, II (Trinity) is serving as Class Agent for the class of 1967 at Trinity College. He recently returned home from a 9-day visit to the USSR for his family business, Keystone Shipping Company. He attended the ceremony of the first two America flag ships to call in the port of Leningrad in over 10 years. He expects improved commercial business relations between the two nations as a result of his trip.

William J. Crosby (Millsaps) was recently promoted in a major re-alignment of personnel in Holiday Inn, Inc. food and lodging division. He is a new division vice president assisting the senior vice president. Crosby will be in charge of projects development.

Dale T. Krynak (Bowling Green) is an instructor of health and physical education at Firelands Campus, Bowling Green State University. He is also assistant Director of intramurals and is currently residing in Sandusky, Ohio.

William G. Logan, Jr. (Carnegie-Mellon) recently accepted a position as an associate architect with Commonwealth Associates, Inc., in Jackson, Michigan.

Jack McMullen (Florida State) was recently elected Vice President of Corporate Loans of First National Bank of Tampa.

Harry L. Nolan, Jr. (Duke) is President of

the Nolan Marketing Group, Inc. in Tampa, Florida.

Silas D. Snow (State College of Arkansas) is President of the State College of Arkansas.

Lee Stepleton (Houston) has been selected as the Territory Manager for Singer Graphic Systems for the greater

south Texas area. He will be based in Houston to aid in marketing Singer's computer-typesetting equipment.

Joseph P. Wojak (Tennessee at Martin) recently married Leslie F. Powell of Memphis. He is employed with the I.R.S. as a field agent and will graduate from Memphis State Law School in May 1974.

Hubert H. Young (Washington & Lee) was just discharged from active duty in the Navy JAG Corps and has joined a Dallas law firm.

FRATERNITY PRO-FILE



INITIATION DATES 1970 to 1973

Eugene J. Carracino (Seton Hall) was recently promoted to Assistant Treasurer and Assistant Secretary of West Orange Savings and Loan Association in West Orange, New Jersey.

Ron Page (Florida Tech) is credited with luring President Nixon to the FTU campus commencement last year. He is an executive of WDBQ Broadcasting Company.

Steve Prefontaine (Oregon) was recently honored as AAU Athlete of the Year and then proceeded to blast that organization. He has been a vocal critic of the AAU since his first European track tour four years ago. The top 5000 meter runner in America does not plan to run in any further AAU championships because of adverse experiences with tournament regulations and handling of athletes. Pre says the AAU should hold more training camps and encourage employers to give jobs back to athletes who have competed for their country. He also says the new NCAA rule permitting athletes to turn pro in one sport and still compete as amateurs in others will mean little for top trackmen until the AAU and Olympic Committees agree.

2nd Lt. William A. (Bill) Wilhelm, USAF (Auburn) is presently a Cost Analysis Officer for the Air Force Plant Representative Office at Rockwell International. He is stationed in Los Angeles and plans to attend USC next fall to work for his Masters.

John Van Zonneveld (Oregon) is a salesman for Audio Electronics in Portland, Oregon.

Donald E. Dickson, Bowling Green



Donald Edward Dickson, called by some "an evangelist in fraternity affairs," died in December, after suffering an extended illness. The fifteenth National President of Pi Kappa Alpha, Brother Dickson, a Delta Beta (Bowling Green) alumnus, served in that capacity the final two years of the Fraternity's first 100 years, from 1966-68.

During the Dickson era many notable events and programs took place. An energetic scholastic improvement push was generated by alumni leaders concerned about rumblings of an anti-Greek wave on the campuses. Similar motivation spurred the development and introduction of Ingress, a pre-initiation ceremony designed to inculcate the meaning of initiation in the pledging period. In addition, the stage was set for the Fraternity's greatest year in pledging and initiation by the celebration of the Fraternity's Centennial at the Richmond Convention. Perhaps the most significant event occurred in the final days of the Dickson

administration when, at the Convention, chapters were given complete autonomy in the selection of their members, thus freeing chapters from near disaster on many demanding college campuses.

With a sales background, Brother Dickson recognized the value, as well as the need, of effective and far-reaching Fraternity alumni relations. His theories and program ideas pertaining to alumni development are predominant in today's programs.

A 1950 graduate of Bowling Green State University, Dickson went on to receive a masters degree from the University of Illinois. At Delta Beta chapter, he served as secretary, treasurer, and president of the Delta Beta alumni corporation. He served many years as Director of Development for Hampden-Sydney College. He was recently promoted to Vice President for Development at the Hampden-Sydney College.

He leaves his wife, Peggy, and sons Keith and Scott.

VIP ALUMNI

Dr. Earl Brian, Duke

Dr. Earl Brian, 31, a distinguished medical scholar and graduate of Duke University, was recently named one of America's Ten Outstanding Young Men for 1974.

The ten young men noted for selfless devotion to the betterment of mankind were honored in Mobile, Alabama in January by the United States Jaycees, the organization which has sponsored the TOYM selection since 1937. All are between the ages of 18 and 35 — age limits traditionally observed for membership by this country's more than 320,000 Jaycees.

Twelve other specific criteria are the basis for selection including personal improvement, financial success and economic innovation, social improvement to major contemporary problems, philanthropic contribution or voluntary service, politics or government service, scientific or technological contributions, legal reform, cultural achievement, academic leadership, athletic accomplishment and example, moral and religious leadership, and success in the influence of public opinion.



Brian

Dr. Brian's work is significant in testing innovative methods of delivering health care more efficiently and less costly through California's Department of Health Care Services. He has initiated a massive restructuring of the entire Health and Welfare Agency in his state, which has become a major effort of Governor Reagan's administration in 1973. A strong believer in the free enterprise system, he has achieved success as an entrepreneur in the stock market and has written a book on his investment technique.

He was featured in the December issue of the *Shield & Diamond*.

Dr. Richard Timmins, Iowa

A new academic building at Huron College, Huron, South Dakota has been named the "Timmins Fine Arts Center" in honor of Dr. Richard H. Timmins, a member of Gamma Nu chapter,

The honor was extended because it was through his leadership and direction that the nearly \$1 million facility became a reality. Dr. Timmins is in his sixth year as President of Huron College. Prior to accepting this position, he was assistant to the president at Tarkio College in Tarkio, Missouri.

The Timmins Fine Arts Center



HISTORICAL NOTES

By Dr. Paul Blount
Historian

1949 & 1950

The years 1949 and 1950 were good years. A glance through copies of the *Shield & Diamond* from this period reveals familiar names and some familiar problems. As example:

Founders' Day observances were in full swing with formal banquets the order of the day. In 1949, Senator A. Willis Robertson, Omicron Democrat from Virginia, and John E. Ponfret, Beta Pi (President of William and Mary), were distinguished guests at the Founders' Day observance at William and Mary. Ken Scott presided as SMC.

Also that year, L. A. McCall spoke at one Founders' Day at Beta Phi at Purdue; Millsaps in Jackson, Mississippi, entertained National President Andrew H. Knight. National Alumni Secretary Powell McHaney spoke at Miami University Founders' Day banquet at Oxford, Ohio.

John Hippel spoke at Founders' Day in Memphis on March 4, 1950, and that year Beta chapter honored its first initiate, Dr. George L. Sumney.

Dream Girls of Gamma Eta at the University of Southern California were guests of Hollywood motion picture stars and posed for the picture with a young looking Fred MacMurray and Maureen O'Hara. Honorary Dream Girl Elizabeth Taylor, of MGM, presented the trophy to Marilyn Lindberg.

In 1949, the Supreme Council requested National Educational Advisor John Finche to represent Pi Kappa Alpha in the presentation of a composite monetary gift from members and chapters to CARE, Inc.

That year, J. Blanford Taylor retired as editor of the *Shield & Diamond* and that year also Harvey T. Newell, Jr., Chairman of the Ritual Committee, presented the national office with the complete revised printing of the Pi Kappa



Alpha Fraternity Ritual on November 1, 1949. Copies were distributed to the various chapters. The committee, appointed at the 1948 convention, had been hard at work since that time. Their task, we are told, was not to bring in a "new" Ritual, but to "enhance the beauty and increase the effectiveness of the present Ritual by retaining its spirit and refining its arrangement." Harvey Newell praised the hard-working and devoted committee made up of Pat Clendenning, Alpha Iota; L. A. McCall, Mu; William K. Widger, Gamma Mu; Liston O. Mills, Beta; Edward Speed Noell, Alpha Epsilon; William J. Binder, Alpha Xi; Todd Eager, Alpha Tau; Donald Ashworth, Gamma Psi; and John Teague, Xi.

The December, 1949 issue of the *Shield & Diamond* carried a book review by National Chaplain U. S. (Preacher) Gordon of Freeman Hart's revised edition of *The History of Pi Kappa Alpha*. Gordon commented: "One wonders how Dr. Hart was able to assemble so many ancient photographs of the individuals and of chapters and how it was possible to secure as large a collection of original manuscripts."

Dr. Albert Lukken, of the University of Tulsa; Dr. Dale Vliet, of the University of Oklahoma; and Professor Russell L. Wiley, University of Kansas, were selected as a committee to revise the Pi Kappa Alpha Songbook. In 1950, Kay Starr recorded the IKA version of "Honey-moon" for Capitol Records.

At the Rose Bowl on January 2, 1950, the teams of two Pi Kappa Alpha coaches

were pitted against each other — the team at the University of California (Berkeley) coached by Lynn "Pappy" Waldorf, and the team of Ohio State University coached by Wesley Fesler. Ohio State won 17-14.

A meeting of the Supreme Council in Washington, D.C. saw Hell Week and drinking as two main problems facing the Fraternity.

Delta Rho at Linfield College became Pi Kappa Alpha's ninety-ninth chapter. Delta Nu became Michigan's fourth chapter in 1950 and L. A. McCall presented a charter at the University of Indiana.

The Women's Auxiliary of Theta chapter presented a \$110 check for the Memorial Foundation and members examined plans for the new memorial building. Plans for the new memorial building went forward when the Memorial Foundation had architectural drawings prepared, to be of Georgian architecture. A sketch printed in the *Shield & Diamond* is of the proposed Fraternity Library. A major portion of the library would be books written by members of the Fraternity. The *Shield & Diamond* asked for copies of books to be autographed to the Pi Kappa Alpha Memorial Foundation.

For 1950, the University of Cincinnati was chosen as National Convention site, with Chapter Officers' School at the University of Kentucky at Lexington. At that Convention Powell McHaney was elected National President. Other officers were L. A. McCall, Vice President; Harvey Newell, Jr., Secretary; Julius Fink, Treasurer; Earl Wagner, Alumni Secretary; and John F. E. Hippel, Counsel.

TOGETHERNESS, continued

many strangers in their area compared to nearly 60% of the Miamians. Ninety percent of the small college students say that Delta State is a friendly campus. Only 49 percent of the Miamians agree about their own campus. To another key question, an average of 11.3 people would probably come to the aid of a Delta Stater, compared to 4.8 average at Miami. (Complete survey results on page 32.)

The survey was given to members of the IKA chapters on each campus as well. Generally, the fraternity men scored even higher than the non-Greeks on their respective campuses in pertinent questions. This implies that certain kinds of individuals are attracted to fraternities just as they are to different kinds of campuses. Students who are reared in a community environment (such as the Delta State students), we may conclude to a greater degree, are more likely to attend smaller colleges and to join fraternities. Conversely, students who lead largely rootless lives, like those of Miami, are less likely to seek abundant close friendships and tend to live alone, value privacy more and resist fraternity affiliation.

Supplementing this thesis is Ralph Keyes, once a critic of Greeks himself. He says, "I had all the reflex prejudices against fraternities — that they seemed to exclusive, snobbish, irrelevant and bigoted. However, I think I've come to a more balanced outlook now. I see fraternities as an opportunity to give more people experience in feeling close to others in a community environment. This need for human community isn't being met by other traditional institutions. That, I guess, is the reason for the fraternity resurgence."

Author Vance Packard says, "Blue-collar types tend to be the most community oriented. You find overwhelming numbers of students who were raised in this environment at the community level colleges." On the other hand, he adds, "students who are looking for specific types of education, who are seeking a more worldly outlook, are often influenced to attend universities away from home."

Further explanation is offered by Professor Frie Bronfenbrenner who says, "Such qualities as trust, kindness, cooperation and social responsibility are learned from others who exhibit these qualities. Transmission cannot take place without the active participation of the older generation."

Restoring community

It's obvious that society will continue to change, that people will become more transient and will value their standard of living (materially) to greater extents in the future. That is our nature. So restoring community to traditional levels might be the wrong approach, if not the futile approach. Perhaps the kinds of communities and the types of relationships that are more easily attained in this age could be enhanced to effectively provide a sense of belonging and worth to our lives. Certainly the college fraternity must be exemplary, it must educate its members about society's anti-community character so that impersonal barriers might be scaled.

One student at a giant multiversity shows that the potential remains untapped. He asserts, "I no longer want to define community as just a group of people who are incidentally related. The dorm I live in is this sort of community and since I don't value it, I won't discuss it. The type of community that is important to me is one that I *feel* I am a member in and want to be."

There is more than just a glimmer of hope for the fraternities if they concentrate on making their community opportunity a successful, rewarding experience, but it won't be easy. Two of the prerequisites include aspects of the Greek system that are frequently criticized — exclusiveness and commitment.

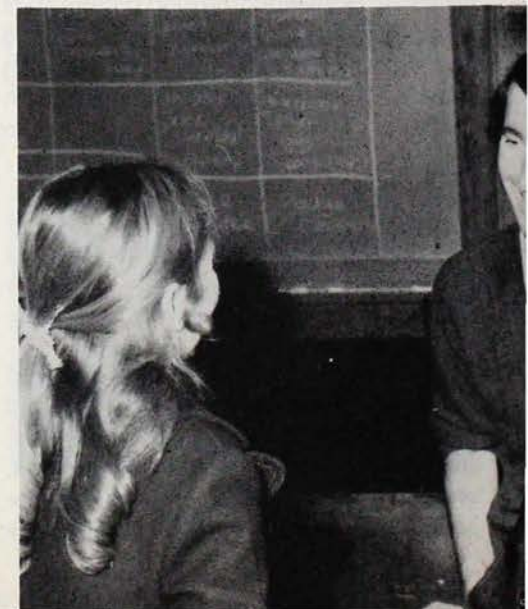
In a change of tune, Keyes observes, "There is an inescapable relationship between brotherhood and oppression. Any group setting out to build community must anticipate this relationship and deal with it. Being in a community doesn't make you more free; it takes away some of your freedom in exchange for warmth of membership. Ignoring or denying that trade-off just makes it harder to confront."

Of the second aspect, Keyes explains, "A community simply cannot be built from people in a hurry. Commitment is basic. There is no way that a community can be forced from people trying to make up their minds about whether to belong."

Among the other attributes comprising a successful fraternity community is effective *group-centered* leadership. *Group-centered*. That is a leadership concept Pi Kappa Alpha is learning more about these days. To dispel feelings of powerlessness and insignificance, a group must sensitize itself to the opinions of each member. Everyone must provide input into the decision-making process.

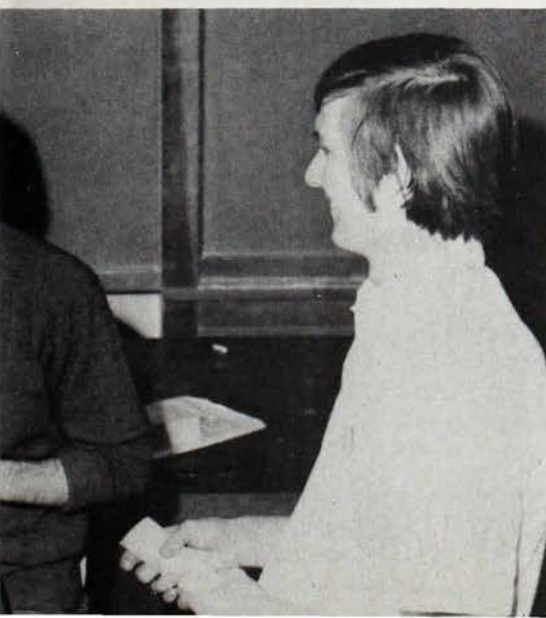


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Professor Brontenbrenner adds, "Where group norms emphasize achievement, the members perform accordingly."

A UNESCO study developed these four criteria for a healthy group:

1. The important social groupings are small (usually, a group of 40 should be capable of dividing into five small groups of eight each with any combination of members able to effectively relate to any other combination).
2. All the aspects of life are closely integrated.
3. Social belonging is automatic.
4. Changes occur relatively slowly, and their purpose and direction are apparent.

Finally, Keyes provides us with these observations he gathered in the course of his study: "First, common work will submerge personal differences and help promote community. Second, liking each other is highly overrated as a tool for developing community, but being tolerant and sharing commitment to reaching higher goals is necessary. Third, adventures should be shared. It's a whole new way of being together and learning new things about one another. Fourth, variety is important. Some who are not so good on the work projects might be responsive in the encounter groups. Variety could expose more, making people feel closer and more a part of the group."

Preventative Measures

If the American people are to re-capture their community outlook, author Vance Packard lists many of the aspects of our society that must be reconsidered. Briefly, the ways we may improve society's outlook include:

1. By re-examining the assumption of organizations that they can feel free to shift personnel on the basis of utilization of talent.
2. By working near home.
3. By encouraging the present trend toward developing really good four-year community colleges within commuting distance of every young person.
4. By developing a stronger family solidarity.
5. Perhaps the greatest and most challenging possibility is by bringing more stability to neighborhoods of large cities.
6. Finally, by educating the people to quit glorifying growth for growth's sake.

Fraternities ought to be adaptable in providing all of the above. Keyes says, "In my experience, people who try to build a community purely out of a desire or need to have a community, usually are disappointed. Organizations like fraternities which have a variety of reasons for being, other than purely community, are most likely to develop an ongoing, lasting community."

As the cliché goes, "an ounce of prevention is worth a pound of cure." And if our society could grasp the significance of promoting a "community sense," the colleges and the fraternities would be better off. But, such mass education is a monumental task, one that is unlikely to occur.

1984. It's just a decade away from George Orwell's fictional but enlightened prediction of a sterile, impersonal pseudo-humanity. His omen was strategically developed through an on-going propaganda effort aimed at youth. America's youth, in the past two decades, have been propagandized into seeking privacy, valuing mobility. Will they discover the key to security and well-being at college in the fraternity? Or will our youth become another of Eugene Jennings' "mobi-centrics," a descriptive term even suitable for a George Orwell fiction novel.

*So far away — doesn't anybody stay
in one place anymore . . .
Travelin' around sure gets me down
and lonely,
Nothin' else to do but close my
mind,
I sure hope the road don't come
to own me . . .*
— Carole King

Note: Especial thanks to authors Vance Packard and Ralph Keyes for providing me insight and research material through their fine books.

III

QUESTION		ZB CHAPTER	DELTA STATE	ΓΩ CHAPTER	MIAMI UNIV.
No. of address changes in lifetime	0-2	68%	56%	57%	42%
	3-6	29%	35%	30%	41%
	over 6	2%	9%	13%	18%
Parent's (main breadwinner) occupational status	white collar	51%	46%	43%	41%
	blue collar	29%	29%	17%	15%
	professional	20%	25%	39%	44%
Years residence at last address prior to high school graduation	0-1	10%	9%	7%	8%
	1-4	15%	22%	17%	24%
	over 4	76%	69%	74%	67%
Nearness of closest relative from college address	under 20 miles	46%	40%	17%	39%
	20-100 miles	34%	32%	0%	18%
	over 100 miles	20%	27%	83%	43%
In the past year, have you occasionally wished your way of life was less lonely?	Yes	20%	46%	61%	52%
	No	80%	54%	39%	48%
Do you feel that too many people in this area are strangers?	Yes	15%	34%	48%	58%
	No	85%	66%	52%	42%
Are you active in the affairs of a church beyond possible attendance at weekly services?	Yes	34%	25%	4%	10%
	No	66%	75%	96%	90%
Do you know a doctor within 20 miles of your school who would feel personally concerned if you became seriously ill?	Yes	41%	31%	30%	33%
	No	59%	69%	70%	67%
Do you think of this as a relatively friendly campus?	Yes	98%	90%	41%	49%
	No	2%	10%	59%	51%
Number of local teachers and/or school administrators who know you well enough to chat with you by first name?	Average	10.9	7.8	4.1	2.7
Other than in your own living complex (dorm, apt., fraternity house), how many people living within 100 yards of you do you know well enough to chat with in a neighborly fashion?	Average	38.9	20.2	10.4	12.0
If you had an emergency need for a lift some night around midnight and no cab was available, how many people in this town would, if you called them, be glad to give you such a lift?	Average	28.3	11.3	20.4	4.8
How many people (would you guess) would come to visit you at the local hospital if you were there recovering from a broken leg?	Average	37.3	19.1	22.1	11.5
If you had an emergency need for money temporarily, how many people within 20 miles would you be willing to ask for a loan of say \$50 for a few days as a favor?	Average	13.5	4.4	7.5	5.0
When you applied to this school, did you have in mind as a positive aspect of it, the size and location of the school?	Yes	82%	82%	70%	86%
	No	18%	18%	30%	14%

Results of SHIELD & DIAMOND Survey:

The S&D survey, conducted in January, determines uprootedness and its effect on making close friendships. A random sampling of students (columns two and four) at small Delta State College and large Miami University were surveyed as were members of IKA on each campus.

The responses to the first four questions show the small college students are more locally oriented, thus, experienced more friendship-making opportunities during upbringing. (Note: The largely agrarian backgrounds of Delta State students is seen by the numerous "blue-collar" responses, but could be even more predominant, as most interpreted farm management as a "white collar" occupation.)

Delta State students feel less lonely and rank their school as more friendly than the Miamians. Note the average number of individuals who will give a Delta State student a late-hour ride compared to the average at Miami. Similar responses are given to other questions except in the money-lending situation where it is estimated that fewer Delta Staters have money to loan.

In the last response, students on both campuses give high desirability ratings to their campuses. This indicates the friendship expectancies of students attending the contrasting campuses are considerably different. Students at Delta State value the friendship scope of the small campus above those attributes that Miami students value about their campus.

The results indicate a certain kind of student, reared with a solid "sense of community" is more likely to value close friendship and to attend a small college and/or join a fraternity.

1974 SHIELD & DIAMOND COMMUN- ICATION ARTS COMPETITION

- * \$150 first prize
- * \$75 second
- * \$25 3 thirds



The 1974 Communication Arts Competition is open to any and all students who attend colleges at which a chapter or colony of Pi Kappa Alpha Fraternity exists. This second annual competition rotates from one communication art to another. Photography is this year's competitive art area.

STUDENTS WHO NEED STUDENTS is the theme of the photo competition. The theme may be depicted by the photographer as desired.

All entries must be black and white, glossy photos, three-by-five-inch parameters or larger. Entries become the final property of the *Shield & Diamond* magazine of Pi Kappa Alpha Fraternity.

Prizes will be awarded following the competition. First prize is \$150, second prize is \$75. Three third prizes will be awarded of \$25 each.

Entries will be judged on the basis of content, expression

and technical accuracy by photo experts *who are not associated with Pi Kappa Alpha Fraternity*. Impartiality is guaranteed. Results will be mailed to you at your request.

Entry deadline is June 1, 1974 postmarked. All entries must include the name, address, age and major of the photographer and be sent to:

Communication Arts Competition
The Pi Kappa Alpha Fraternity
577 University Blvd.
Memphis, Tennessee 38112

Winning and honorable mention entries will be published in the *Shield & Diamond*, the national magazine of Pi Kappa Alpha (circulation nearly 100,000) in the September, 1974 issue. Complimentary copies will be provided all entrants upon their request.

ON CONTRACTING A GRADE*



***Thoughts of one educator
about an idea presented in
last September's roundtable**

By Dr. John M. Hargis

(Editor's Note: Following the presentation of our first roundtable discussion, on grading procedures, Dr. Hargis challenged us to further develop some of the better grading alternatives. We, in turn, asked Dr. Hargis to explain the contract grading system which he employs that successfully combines the traditional "A-B-C-D-F" recognition factor with new methods of evaluation.)

Introduction — Shortcomings

The A-B-C-D-F system is nationally accepted at all levels of education. It is generally adopted without considering alternatives to it, though there is much publicity favoring change. The traditional system promotes competition among students which serves to defeat the education process because:

- a) In any comparison, the student who is academically weaker cannot, therefore will not, compete with more talented classmates. His participation is forced resulting in negative attitudes largely visible by the dropout phenomenon;
- b) The academically gifted will not be sufficiently challenged to compete for any length of time. The traditional grading system has no mechanism which entices them beyond the confines of classwork to develop their skills.

Another reason to change the traditional exists within the methods used in determining grades. With A-B-C-D-F, the objective is to find some simple method of dividing a range of numbers (percentages of correct answers) into equal plateaus. The equal jumps stair-step from the highest level to a point some-

where above midrange. At that point, one, last, large, fatal step — the cliff of failure — looms.

It is improbable that any teacher can accurately measure progress by virtue of testing. Initially, no attempt is made to ascertain the subject expertise that the student brings with him into the course. Additionally, tests are man-made and fallible since test items are chosen from only one frame of reference to dictate importance.

Tests, papers or projects marked lower than a grade of "A" reflect a second-rate or worse outcome which often produces corresponding negative attitudes. Although the effort expended may have been the highest possible by the student, the evaluation as determined by the teacher (and that is the dilemma!) was less than maximal.

Finally, the testing situation differs from real life in that the pressure to achieve "under fire" is present. In the working situation a "contract" is more the case. The worker must utilize his initiative and creativity to achieve within a given structure. The traditional testing situation leaves no control to the student. He must respond to the teacher's rules, to the teacher's instrument, within the teacher's environment and within the teacher's time frame. Any negative mental determinant causes the result to be sub-par. Yet, some subjectively-arrived at grade is assigned. The student may then be branded as proficient at that certain level.

For an alternative grading system to surpass the traditional in effectiveness, it must provide the following improvements:

1. Transfer student competition from peers and instructor to self motivation to achieve goals;

2. Remove parameters which isolate the body of material to be studied so the student may discover new information;
3. Eliminate pressure from the testing station, especially as the culmination of one's learning;
4. Lessen the impact of subjective teacher evaluation so that his is only to determine acceptability, rather than levels of acceptability;
5. Institute a life-like situation in which the student is responsible for determining how and when he will approach the subject matter;
6. Leave the choice of evaluative tools to the student so he is afforded the best chance to demonstrate knowledge;

HOW CONTRACT GRADING S

SUBJECT MATTER EXPLORED OUTSIDE CLASS

The teacher isolates all subject matter the students will be exposed to via text and articles. This is represented by the contract system forces students to that infinite body of knowledge lying that isolated by the teacher. His grade on this latter study by a student-teacher contract specifying terms of study. Inside the pencil is basic matter which teacher is obliged to present. The representing the basis of a grade is here by the paper.

7. Eliminate the magic time frame from consideration to decrease anxiety and to make education an on-going process.

The contract grading model which follows is flexible to allow for the incorporation of the above factors. It has been personally tested and found fulfilling as an evaluative tool.

Contracting a grade — Utopia?

The professor, as an employee of the institution, has the obligation of identifying and presenting the basic subject matter to his students. It can be presented in any manner — I prefer the class lecture-group discussion-group presentation method which equates traditionally-conducted classes. The teacher also has an obligation to the student, as well as countless external parties (parents, professional schools, etc.), to evaluate and report achievement in the form of a final grade. I use the A-B-C-D-F system since it is most clearly understood. It is at this point, however, that my contract method departs from the traditional.

In identifying the material to be examined, I choose the text, add lectures, require out-of-class reading assignments and test at convenient intervals.

The student earns his grade by exploring subject matter outside the classroom, in the area represented by the paper in the diagram. He spends the first weeks of the semester deciding the grade toward which he will work and the projects he will complete to justify that

grade. He then schedules an appointment with me for negotiation. When we agree on the projects and the grade, a contract is drawn and signed by both parties. I keep the contract and check off the projects when they are submitted in acceptable form.

I require in every contract, class attendance, participation and acceptable test scores. I define "acceptable test scores" as equal to the contracted final grade. If the student contracts for the grade of B, I expect him to earn a B or more on each in-class test, as subjectively measured by any traditionally accepted standard. If he fails to do so, I work with him during out-of-class hours and he repeats the tests until he earns a score at that level of content mastery. This requirement is the only tie that in-class tests have with the final grade.

When students do not complete their projects by the end of the semester, the grade of "I" (incomplete) is assigned. This grade remains until the projects are completed, regardless of that length of time. I assist students with their projects. This provides me an opportunity to serve as a resource person or facilitator rather than a judge or evaluator.

I will allow the student to alter his contract and aim for a higher grade if, for example, he has completed his projects before the course has ended. I will not, however, allow him to change the contract to a lower grade because the semester has ended and some of his projects are unfinished.

Observations

First, my experience with the contract grade has found that a small percentage of the students have difficulty in deciding upon projects. I prepare a "model" contract which suggests some range of work which justifies each grade level. Often, however, students try to adopt this model as their contract and complete the work listed. I discourage this situation and appeal to their creativity to arrive at projects which they perceive as being beneficial and enjoyable.

Second, only a minute percentage of students try to get a high grade by doing very little work. The vast majority volunteer to do much more than I would expect for their chosen grade level.

Third, students are very realistic about their capabilities (or motivation) and the grades are usually distributed evenly along the C, B, and A range. This affords the opportunity to the student who is heavily involved with extra-curricular activities to do less and receive less. Mainly, it eliminates the worry or anxiety since the student chooses the grade that

he will earn. The situation of "I finally earned that B" develops, rather than "Oh, he gave me a B."

Fourth, the student is much more eager to speak with candor on controversial points since the threat of a grade is removed. His grade is already fixed in writing, so he is free to speak out.

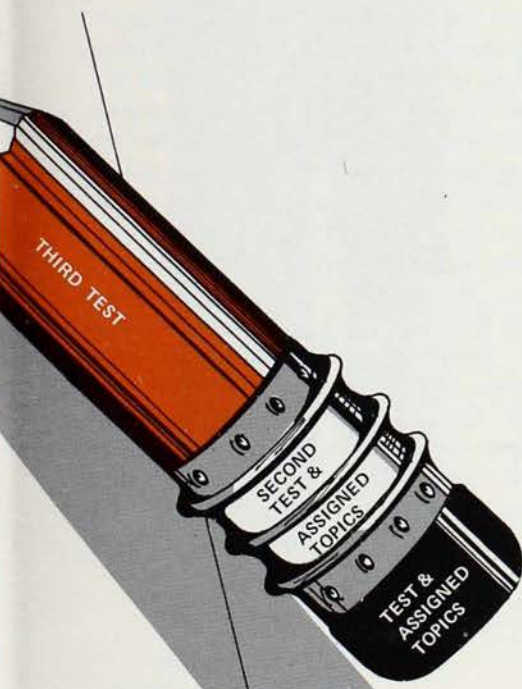
Fifth, the only group of students who do not, generally, profess to prefer the contract over the traditional grading system are the students with high grade point averages. I assume they are forced to do more work under the contract system, or that they are denied the competitive-testing system under which they have become very competent.

Sixth, contracted projects have varied from term papers, in-class readings, book reports, or group presentations, to regularly-scheduled work with children in the community, tutoring in the public schools, tutoring during after-school hours as arranged by the public schools, or preparation of teaching materials for future usage. Publishable research projects have resulted from extended on-the-job experience in a favorite area, research studies-of-studies, and in-depth research leading to doctoral theses are not uncommon at higher levels. The value rests in the fact that the student is allowed to select a topic of his interest and to pursue it to his level of satisfaction. The responsibility for learning is transferred from the professor ("teach me") to the student ("I found that...").

Finally, it is obvious that failure under this system is unlikely. It is improbable that any student would contract for an F. Should he fail to attend or to prepare a contract, I would assign the grade of N (no grade, no credit, but no harm to overall grade point average). Should he prepare a contract but never fulfill it, the grade of I (incomplete, no credit, no harm to GPA) is appropriate. A non-failure system is appropriate because, although failure in education only certifies that a student came up short of his teacher's expectations, it unfortunately implies that he is incapable of success in the area. The facilitation of this concept, however, demands that entire faculties alter their perception of the role of the professor. This thought is, in itself, another entire article.

Author Dr. John M. (Mike) Hargis, 29, graduated from State College of Arkansas (Epsilon Phi chapter) and later received his Ed.D. from Indiana University. He is currently the Director of Academic Enrichment and Learning Skills Center and Assistant Professor of Education at Indiana State University. He was SMC of Epsilon Phi during the 1965-66 academic year.

M WORKS





Above. Valencia Little Sisters



Right. Little Sisters at Mississippi (Gamma Iota)

AN OPEN LETTER

THE Little Sister organization

We think our Brothers are the greatest, and even better, they think we are too! We are the Little Sisters of the Eta Chi Chapter at Valencia Community College in Orlando, Florida.

Being a Pi Kappa Alpha Little Sister is a great honor, and we are striving to maintain high ideals in our organization, our primary goal being the betterment of our chapter.

Two of us attended the Leadership Academy in Memphis last summer, and it was there we realized that not all chapters enjoy a good relationship with their Little Sisters, or even have them! By telling you something about the activities of our group, I hope our efforts will inspire you to form or strengthen your own Little Sister organization.

Last year we were really busy helping our Brothers attain their goal of becoming an official chapter, hostessing many national officers and guests during inspection and installation. This year — it's been full steam ahead.

Before school started, we held a Dad's Day picnic to honor fathers of brothers and Little Sisters alike. Plenty of food and a rowdy softball game helped bring us closer to our fathers and helped them better understand what we are all about.

With the start of school, rush received the efforts of brothers and Little Sisters together. With the girls recruiting the guys and vice versa, we came out on top with the best prospectives on campus. Little Sisters can work wonders for a membership program!

We obtained official recognition as a women's organization at Valencia beginning this fall, and this enabled us to begin participating in intramural sports and competition for service awards. Now we have two teams on campus working for the glory of IKA.

Our first big event after initiation of prospectives was an outing for children of an Orange County orphanage. Little Sisters prepared a picnic lunch and all helped entertain the children with swimming and games. It really gave our future members a chance to get to know us by working with us, and gave them an idea of what we are about.

In November we fed our brothers well with a Thanksgiving dinner, and honored one of our special alumni, Walter Eichhorn, with a plaque. We had each other, and that's a lot to be thankful for.

With Christmas and the holiday season a few days away, the tree went up and children of the Head Start kindergarten program from a nearby church invaded

the Fraternity house for refreshments and gifts from Santa Claus. To top off the holidays, brothers and sisters pooled funds for a super New Year's Eve party. With a fantastic group of newly initiated members to help us out, we brought in the new year full of great expectations.

We have just returned from our district convention in Melbourne, where Little Sisters turned out in full force to represent their chapters. We exchanged ideas on how to better serve and strengthen our brothers; even more important, we shared ideas and joined forces in order to strengthen ourselves and become better organized, our common bond being a love of and devotion to Pi Kappa Alpha.

We would like to see more chapters across the country benefit by a good Little Sister program as ours has. With a few genuinely interested girls, and brothers with an understanding of what a Little Sister can and should be, every chapter can enjoy the support of a Little Sister organization that cherishes the ideals of brotherhood as they do, and who will help them to strive to attain their goals.

Sincerely,
Lynn Yardley
IKA Little Sister

Coming your way soon!
An exclusive membership benefit for IKA Brothers . . .

The PI KAPPA ALPHA GROUP HOSPITAL INCOME PLAN

This year, IKA is again offering supplemental hospital care protection for IKA Brothers and their families.

During the current enrollment period, you can enroll in the Plan and collect generous cash benefits whenever you're hospitalized . . . from the very first day you're hospitalized, regardless of any other insurance you may have.

Hospital costs are rising at an incredible rate . . . and most basic hospital insurance plans are not keeping pace. This fraternity benefit is an excellent way to secure added financial coverage when illness or injury strikes.

Complete information on this valuable plan is on its way to your home. Watch your mail for all the details.

We believe it's an excellent way to be better prepared for the unexpected.

The PI KAPPA ALPHA GROUP HOSPITAL INCOME PLAN

. . . A special fraternity program for
your family's financial security.



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Directory

The complete Pi Kappa Alpha officers and chapter directory is updated and published twice annually. For your complimentary copy of the comprehensive directory, simply write the Memorial Headquarters at the above address.

MOVING?

ATTACH OLD LABEL HERE
(or name, chapter and old address)

New Address _____
Street

city state zip

☐ Please inform me of nearest alumni association.

☐ Please use the following news in Alumni Notes.

Forward to: The Pi Kappa Alpha Memorial Headquarters,
577 University Blvd., Memphis, Tenn. 38112.

UPDATE NEWS

Initiation rise noted

A nearly 10% increase in Pi Kappa Alpha initiations was recorded through the month of January for the 1973-74 academic year. In the same period, pledgings were very slightly off, indicating greater retention of associate members once they are pledged.

On February 1, 1974, a total of 1,291 initiations were recorded compared to 1,079 during the same period last year. The 1972-73 total initiation figure was 2,895.

A total of 2,530 pledgings were recorded through January compared to 2,553 at the same time last year. Pledgings numbered 4,082 for the entire 1972-73 year.

Proposed Ritual Revisions Studied

Several pilot study chapters were recently selected by the Supreme Council to review the proposed changes in the Fraternity's Ritual. The changes were outlined at the 1972 Miami Convention and the standing Ritual Committee's recommendation regarding them was adopted by the delegates.

The Committee, headed by Father Henry N. F. Minich, Chaplain, suggested that the changes be reviewed by all chapters and actually put to use by a select few in order to judge their merit. On the basis of a survey distributed during this academic year to all chapters, and on the more in-depth reports of the pilot study chapters, certain changes would be proposed to the 1974 Vail Convention. The proposed changes mainly concern modernization of phraseology and re-arrangement of some parts. Little change has been suggested for the actual experiences or physical processes in the various Ritual parts.

Chapters not designated among the pilot study group, but wishing to be included, must petition the Supreme Council for permission to use the proposed Ritual. All chapters received copies of the proposed Ritual and should voice their opinions in the related survey as well as on the floor of the Convention next August.

EXPERIMENTAL TABLOID TO REPLACE JUNE S&D

The *Shield & Diamond* June issue will appear in a high-quality tabloid newspaper format. The experimental, news-oriented issue is an attempt to separate the functions of the traditional magazine by using different media forms.

Becoming popularly known as a "mixed media concept," the magazine-tabloid combination is already in use by many college alumni publications. The Pi Kappa Alpha plan proposes three feature-oriented magazines and two news-oriented tabloid newspapers to be published during each fiscal year. It totals five publications to be mailed to alumni and undergraduate members annually, instead of the usual four magazines.

A heavy emphasis of alumni, chapter and alumni association news will be

placed in the upcoming, and future, tabloids. Reports of Founders' Day activities, lists of contributors and new members, questionnaires, requests for lost alumni addresses and special departments will be included. The present format will be retained for the tri-annual magazine leaning mostly to feature and department articles.

Proposed publishing dates are as follows: Magazine — August 15 (Sept. issue), December 1 and March 1; Tabloid — October 15 and April 15.

The mixed media concept is subject to the final determination of the Supreme Council at their meeting during the 1974 International Convention in Vail. A survey of participants and reactions will be used as input for any final decision.

Coming — 100,000th initiate

The Fraternity is approaching the historic initiation of its 100,000th member. All chapters have been polled to determine their initiation dates and expected number of initiates to estimate the date of the occasion.

When the 100,000th initiation occurs, the Memorial Headquarters hopes to have a representative on hand who will photographically record the event. The special initiate will receive a jeweled pin and if he is initiated prior to the 1974 International Convention, he will be an honored guest in Vail for that occasion. In addition, the chapter will receive a plaque marking the date and place of the 100,000th initiation into Pi Kappa Alpha Fraternity. A framed photograph of the initiate will likewise be hung in the Memorial Headquarters and the photograph will appear on the *Shield & Diamond* magazine or tabloid cover.

Eta Psi, Omega installed

Eta Psi and Eta Omega are recently installed chapters of Pi Kappa Alpha at Texas Wesleyan College (Forth Worth) and Pembroke State University (North Carolina) respectively. Rounding out "Eta" chapter designations, the Fraternity is now ready to begin chartering chapters under the "Theta" designation for the first time ever. The installations

bring the total number of active IKA chapters to 162.

Currently, the Fraternity has eleven colonies working toward their installations. Colonies are located on the following campuses: Delaware, Florence State (Alabama), Francis Marion (South Carolina), Georgia College, Johns Hopkins (Maryland), Mars Hill (North Carolina), Montevallo (Alabama), Northeastern State (Oklahoma), San Diego State (California), Tyler Junior College (Texas) and Wright State (Ohio).

Dick Burt Retires

Dick Burt, who served for one and one-half years as Associate Director of Housing at the Memorial Headquarters while completing his law degree at Memphis State University, recently retired his Fraternity position. Upon receiving his Juris Doctor he accepted a position with a firm in Miami, Florida.

Dick graduated from the University of Southern California (former SMC of Gamma Eta chapter) in 1967. He received his Masters degree from Miami University two years later.

While on the Headquarters staff, Dick helped gain new services and exposure for chapter housing and finance and played a viable role in the development of numerous programs. The *Shield & Diamond* also utilized his communication talents in its first three roundtable discussion articles.

The year 1974 marks the 20th anniversary of the Memorial Headquarters building serving Pi Kappa Alpha. It was dedicated September 5, 1954 in memory of IKA's who died in service to America. It is uniquely constructed to serve a dual purpose of archives and office building, remaining such today in tribute to the stability of the fraternity concept.

The administration of Pi Kappa Alpha funds and programs officially began after Memorial Fund Chairman Powell B. McHaney accepted the building keys during the impressive dedication ceremony two decades ago. Today's funds and programs are, naturally, expanded and refined. The projects of a modern fraternity include leadership development, membership education and community service, all to a degree that would have inspired even IKA's Founders. In 1974, five traveling consultants are needed to locally serve the Fraternity's undergraduates while professional staff members provide chapter and alumni services from the Headquarters itself. As expansion continues to attract quality local fraternities, IKA approaches the "Theta" Chapter designations. Annually, the Headquarters' many visitors are impressed by the functional, well-kept structure which emphasizes the intertwining of tradition and progress necessary for the maintenance of an international fraternity.

"It is a symbol of something man cannot recreate in bricks and mortar," said the late Brother McHaney at the dedication. It remains symbolic today. Especially to the permanence of American brotherhood and cooperation.



1974-- OUR 20th ANNIVERSARY