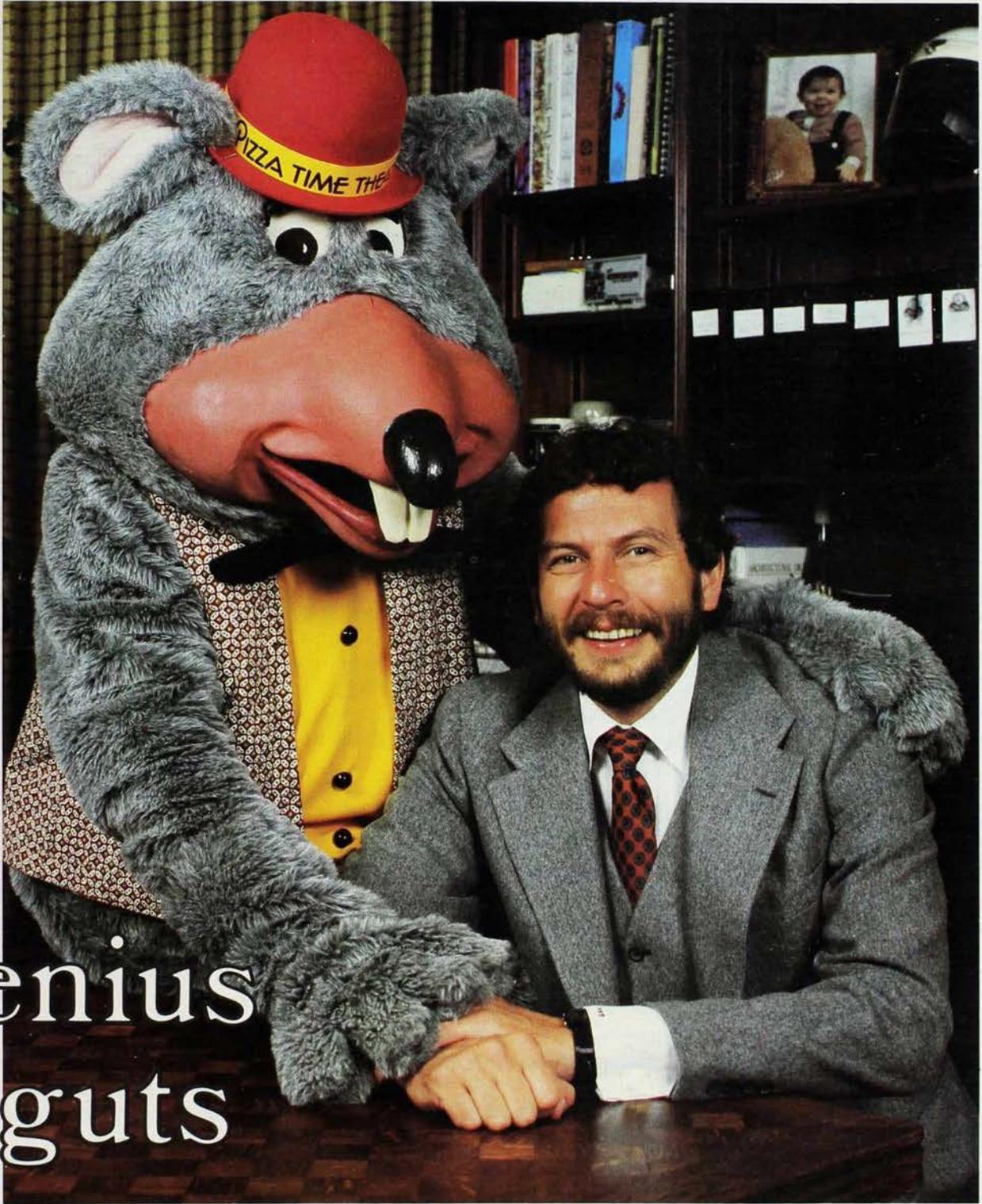


SHIELD & DIAMOND

OF PI KAPPA ALPHA

JUNE 1983



genius
'n guts

Chuck E. Cheese and Nolan Bushnell

Q: Successful and loyal alumni often ask...
How can I help my chapter if I live in another city or don't have a lot of spare time?

A: The answer — sponsor a Leadership or Academic Award for \$250 to \$1,000.
Why?

Because you will be:

- Encouraging academic excellence
- Rewarding leadership development
- Helping a brother who needs it
- Providing the chapter with a rush tool
- Because you said you wanted to do something

If you are interested in sponsoring an award, write: Pat Halloran, 6866 Corsica Dr., Memphis, TN 38119. Telephone: 901/525-7800 (days) or 901/754-8680 (evenings).

PI KAPPA ALPHA MEMORIAL FOUNDATION GRANT PROGRAM GIVES ALUMNI TAX DEDUCTION BENEFIT

PROCEDURE

The contributing alumnus is responsible for:

1. Committing an amount for the Annual Scholarship and for a specified number of years. (Preferably not less than three years and hopefully for as long as the alumnus lives.)
The amounts to include the cost of an engraved plaque will be \$300, \$550, and \$1,050.
2. The contributing alumnus designates the name of the award—most often it will be the name of the alumnus—and he decides whether it will be for leadership or academic excellence.
3. The alumnus has two choices for when his award will be given: at a chapter function or at the national convention.

CRITERIA

It shall be the responsibility of the Memorial Foundation Scholarship Committee to approve the recipients of these grants on the following basis:

Academic Award Recipients must meet the following criteria:

1. Must be a full-time student in good and regular standing with the university and the chapter.
2. Must have the chapter's highest accumulative average as of January 1, preceding the presentation.
3. Must have completed 30 credit hours per year, approved by the institution where the chapter is located.

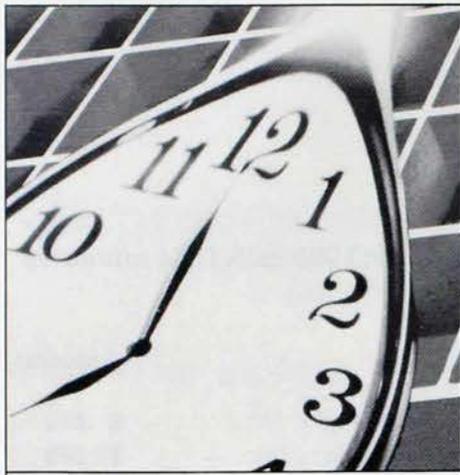
Leadership Awards will be determined on the following basis:

1. Applicants for the award must be full-time students in good standing with the university and the chapter.
2. The applicant must complete the Memorial Foundation Leadership Award form, and must have completed 30 accredited hours per year.
3. Nominations for the award can be made by any national officer, the chapter advisor, with the maximum number of nominations from the chapter being limited to two.
4. A nomination letter must accompany the award form signed by an administrator with the university and/or the chapter advisor.

SCHOLARSHIP UPDATE

The following list indicates those scholarships currently committed. The goal for 1983 calls for a minimum of two awards for each chapter.

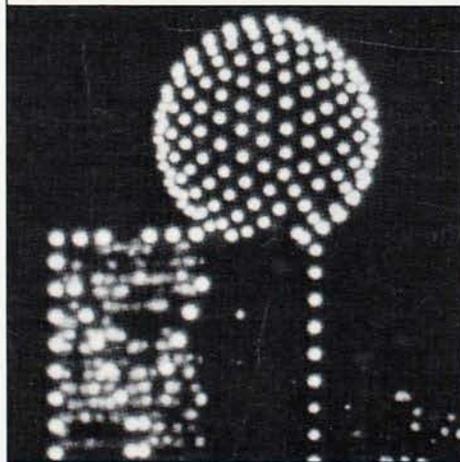
<u>Chapter</u>	<u>School</u>	<u>Donor</u>	<u>Type</u>	<u>Amount</u>
Alpha	Virginia	Paul Meaders	Leadership	\$ 250
Alpha	Virginia	William C. Parrish Memorial	Leadership	\$ 250
Zeta	Tennessee-Knoxville	Tom W. Wade	Leadership	\$ 250
Theta	Southwestern-Memphis	John S. Hille	Academic	\$ 250
Sigma	Vanderbilt	Sigma Alumni	Academic	\$ 500
Sigma	Vanderbilt	Sigma Alumni	Leadership	\$ 500
Upsilon	Auburn	Robert E. Lambert, Jr.	Academic	\$ 250
Omega	Kentucky	Wickliffe B. Moore	Academic	\$1,000
Omega	Kentucky	Wickliffe B. Moore	Leadership	\$1,000
Alpha Eta	Florida	E. Dixie Beggs	Academic	\$ 500
Alpha Iota	Millsaps	General Robert Blount	Academic	\$ 250
Alpha Xi	Cincinnati	Gary Kunkleman Memorial	Leadership	\$ 250
Alpha Xi	Cincinnati	Harold F. Nieman	Academic	\$ 250
Alpha Omicron	Southwestern-Texas	Robert E. Hardaway	Academic	\$ 500
Alpha Rho	Ohio State	Gary Gieser	Academic	\$ 250
Alpha Omega	Kansas State	Alpha Omega Alumni	Academic	\$ 500
Alpha Omega	Kansas State	Alpha Omega Alumni	Leadership	\$ 500
Beta Gamma	Kansas	Jack Kennedy	Academic	\$ 250
Beta Gamma	Kansas	Dean Kimmel Memorial	Plans are Incomplete	
Beta Eta	Illinois	Virgil McBroom	Leadership	\$ 500
Beta Mu	Texas	Coulter Sublett	Leadership	\$ 250
Beta Nu	Oregon State	Gordon & Priscilla Duncan	Academic	\$ 250
Beta Pi	Pennsylvania	T. S. Sotos	Leadership	\$ 250
Beta Sigma	Carnegie-Mellon	Joe Thomas	Leadership	\$ 250
Beta Phi	Purdue	Ralph Hofmann	Academic	\$ 250
Beta Phi	Purdue	Arthur S. Bowes	Academic	\$ 250
Beta Phi	Purdue	Arthur S. Bowes	Leadership	\$ 250
Gamma Alpha	Alabama	John E. Horne	Academic	\$ 250
Gamma Alpha	Alabama	Richard Ogle	Leadership	\$ 500
Gamma Omega	Miami	Howard Schnellenberger	Academic	\$ 500
Gamma Omega	Miami	Ron Stone	Leadership	\$ 500
Delta Nu	Wayne State	Dr. Thomas Clark	Leadership	\$ 250
Delta Xi	Indiana	John L. Lisher	Academic	\$ 250
Delta Xi	Indiana	Delta Xi Memorial Fund	Plans are Incomplete	
Delta Xi	Indiana	Lionel Storm Memorial Fund	Plans are Incomplete	
Delta Sigma	Bradley	James S. Long, Jr.	Academic	\$ 500
Delta Sigma	Bradley	James S. Long, Jr.	Leadership	\$ 500
Delta Chi	Omaha	Craig Hoenshell	Academic	\$ 500
Delta Chi	Omaha	Steve Sheppard	Leadership	\$ 500
Delta Chi	Omaha	Pat Halloran	Leadership	\$ 250
Delta Psi	Maryland	J. Allyson Ballenger	Leadership	\$ 500
Epsilon Gamma	Texas Tech	John K. Sosnowy	Leadership	\$ 500
Epsilon Gamma	Texas Tech	Don L. Wise by J.K. Sosnowy	Academic	\$ 500
Epsilon Iota	Southeast Missouri	John J. Lux	Leadership	\$ 500
Epsilon Omicron	Stephen Austin	Dr. Gary Henry	Academic	\$1,000
Epsilon Sigma	Tennessee-Martin	Dr. Paul Blaylock	Leadership	\$ 250
Zeta Kappa	Ferris State	Dr. Thomas Clark	Leadership	\$ 250
Eta Nu	Northern Illinois	Ric Anderson	Leadership/Scholarship	\$ 500
Theta Rho	Arizona	James C. Swain	Leadership	\$ 500
California	To Rotate	Quentin L. Richard	Leadership	\$ 500
California	To Rotate	Quentin L. Richard	Academic	\$ 500



15 Computer House by R. John Kaegi. Someday is today. The computer and the fraternity: a matched pair.



20 Nolan Bushnell by Larry Lunsford. Genius 'n Guts. Inventor of Pong; creator of Chuck E. Cheese.



36 Dallas Site of 1984 Pi Kappa Alpha national convention. Don't miss it.

S&D

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MASTHEAD

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MEMBER
COLLEGE FRATERNITY EDITORS ASSOCIATION

FORUM

SURPRISE

THIS IS just to let you know that the March *Shield & Diamond* turned out to be the surprise of my life — almost.

I'm talking about the *new* features in your magazine, so long neglected but much needed — "National Chaplain" and the "Alcohol Awareness Program." A little too late perhaps, but there is nothing like high hopes. "Hope springs eternal".

Let's never forget that we got this way because the booze interests keep up a continual brainwashing barrage at this nation's youth every day, every hour and every minute by way of deceitful advertising, until the kids are hooked on this *number one drug*.

If you just keep on presenting the facts it will be a challenge to college level intelligence to sort things out in a truly educated sort of way.

After all, what's the sense in spending \$40,000 for an old sheepskin just to learn to be an alcoholic? They don't train race horses by giving them alcohol do they?

It is time to get with it, really, don't you think? This will bounce off of the irresponsible members, that's for sure. There are still some left who have the courage to say IKA is going to shape up, and mean it. One of them is Brother Larry Lunsford.

Also, if the good people of Indiana do not send Ed Pease to Washington in due time they will have missed a golden opportunity to help save this nation. Pi Kappa Alpha already owes a lot to Ed Pease.

Fraternally,
Carl Portz
ΓΖ (Wittenburg), 1926

THANKS

I ENJOYED reading Ed Pease's article, *Oh, Brother* in the March *Shield & Diamond*.

It seems that he is a very valuable volunteer for Pi Kappa Alpha. Please pass on my praise to him!

Interfraternally,
Jeff Schwind
Asst. Executive Director
ΑΣΦ Fraternity

SORRY OSU

I WAS just reading the most-recent issue of *Shield & Diamond* and was pleased to see my old high school buddy, Foge Fazio's picture, on page eleven.

However, as I read through the story about the fraternity men who coached teams finishing in the "Top 20," I was shocked to see that Earle Bruce is now coaching at Arkansas. Whatever would Lou Holtz say!

It happens to the best of us... and you're among the best.

Cordially,
Dan L. Heinlen
Dir. of Alumni Affairs
Ohio State University

BRUTAL

DURING MY college days (more than thirty years ago) I expect I was considered somewhat of a leader of our chapter. And, during my business career have been actively associated with two of our alumni chapter's...and have made the usual annual contributions to the National office for use as they see fit. So, I expect I have been a loyal IKA. We have two children. Our son is a graduate of West Point and a career Army officer. A son, who I've always hoped would one day be assigned to ROTC duty and who might be considered as a future brother. Also, a daughter, just completing her first year of college which is the thrust of this letter.

This modest and somewhat shy young lady (but active in her high school years, as well as an average student) was excited about entering Rush Week, despite the fact her mother and I emphasized there is never a guarantee of being pledged. Yet, never in our wildest imagination did we anticipate the outcome. You already can guess what happened. Out of nearly five hundred girls she was one of seventy or so who were not pledged. Since Rush Week was in advance of the beginning of the school year, she came home immediately. I have never in my life seen such a disturbed and terribly hurt young lady. My heart went out to her and my words of comfort were not sufficient. As she cried so did her mother and I, for it suddenly occurred to us the brutality of the Greek rush system; a system, much to my shame I was a part of while I was in college...and have condoned. I can still recall saying to others..."God chooses my family, but I choose my friends."

In retrospect I know now the hurt I caused others as a leader in my chapter and at one time as rush

chairman, for seeing the hurt of our daughter and the scar she bears today, I can recall others who suffered years ago because of my vanity and others of my chapter brothers. The first inclination of my wife and I was to send our badges back to IKA and her sorority and forget we are Greeks. Not easy to do. So, we have quietly put them away. I tossed my university ring away with the IKA Greek letters and ordered a new ring. My wife has chosen to sever her ties with the Pan Hellenic organization, and I with the IKA alumni. These were difficult actions!

Shortly after Rush Week I telephoned the Greek Advisor for Women's Affairs at our daughter's university in an effort to ascertain what might have caused our daughter not being pledged. The response was unbelievable — "Well you know Rush Week is a very brutal affair. If a girl is not able to accept the outcome she should not take part."

It was only when I listened to this comment did I fully understand the total brutality of the Greek rush system...one that many years ago I relished in, for I truly believed we were something special. It appears to me, not as a discouraged and disgusted father, but as a human being, the Greek system should look deeper into the manner in which we "RUSH, PLEDGE, and REJECT." We should look more to those who genuinely want to pledge, participate and be part of our system...than those who seek membership for their personal gain and vanity.

This is the type of letter I would have never thought I would write, nor have the reason to do so, but as our daughter makes an effort to hold her head high as she completes this academic year, and prepares for her sophomore year, it is obvious the deep wound and hurt of this "light of my life" will always be there. As she said to me when she arrived home from Rush Week — "What is wrong with me?" A most difficult question for me or any father to respond!

Writing this letter is an agony for me as you can well imagine. Yet, should you see fit to print my comments, perhaps it will be an object lesson for all of IKA and perhaps the other Greek organizations should they have the opportunity to see it. By the same token, I expect I will be totally shocked if you do. By doing so, you will not help our daughter, but perhaps the son or daughter of someone who would become a super Greek. It is difficult to say "Fraternally," so I say:

Respectfully,
"An Unsigned and
Ashamed Greek"

UPDATE

PIKES RETURN TO OFF-YEAR ACADEMY

PIKE OFFICERS have an off-convention year officers' academy to anticipate this summer for the first time in a decade.

The 1973 Leadership Academy, widely regarded as the most successful and fruitful ever held in IKA, featured a human resources and leadership development format at Southwestern-at-Memphis. It was the last academy held until now.

Between 300-400 undergraduate chapter leaders and alumni officers are expected to converge on the same site August 10-14 for a return engagement. The conclave will include many of the same leadership topics, this time presented by personal enrichment experts Larry Traudt and John Lee. It will also focus on nuts and bolts chapter management.

Day-long sessions will be held for chapter SMCs, IMCs, ThCs, pledge coordinators and rush chairmen. The rush workshop will be divided into campus types for individualized attention. Special Interest Sessions are also scheduled on topics including scholarship, alumni relations, housing and kitchen management, pledge education and publications.

A recognition banquet will climax the affair and feature the 1983 chapter awards presentation.

The \$125 per person fee covers all expenses including room and board, registration fee and conference materials and a mileage allowance to be rebated to the chapters. A maximum of five members from each chapter may attend. Registration materials have been sent to each chapter by the Memorial Headquarters. For more information, contact Mark Anderson at the headquarters address.

SURVEY CONFIRMS OUR POOR P.R.

A MARKET survey conducted by Sigma Phi Epsilon fraternity last August confirmed a very negative public opinion of fraternities among average Americans.

The fraternity was allowed to participate in an OmniTel survey conducted among 511 females and



THE REGISTRY Hotel-Dallas

REGISTRY TO HOST 1984 CONVENTION

NEWLY OPENED luxury hotel The Registry Hotel Dallas has been chosen to host the 1984 Pi Kappa Alpha biennial convention.

The convention is slated for Dallas, August 12-15, and is expected to attract one of the largest gatherings in IKA history. Part of the reason is the hotel itself.

A new standard of luxury and elegance was introduced in Dallas in April when The Registry Hotel Dallas opened. Only twenty minutes from the Dallas/Ft. Worth Regional Airport, the hotel features 570 spacious rooms including forty suites and the European tradition of

496 males who answer telephone survey questions to determine market trends for advertising agencies and marketing executives.

The Sigma Phi Epsilon question asked was, "How would you describe a college fraternity initiation?" When a response was given, a follow-up question was asked, "What other thoughts come to mind when you think of initiation into a college fraternity?"

Of the 1,007 adults surveyed, 334 or 33 percent made no response or said "I don't know." Of the remaining calls, only 80 (11 percent) of the responses could be considered positive.

Negative responses totaled 60 percent of the responses given which ranged from feelings that it is stupid and dumb to feelings that it is dangerous, rough and gruesome. Seventy-eight responses said it was a negative activity including drinking, drugs and hazing.

An article in *The Sigma Phi Epsilon Journal* editorialized, "It confirms that fraternities exist with an exceedingly poor public image, and drastic changes are needed to create a public awareness of all the positive aspects of fraternity life."

concierge service on two floors. The hotel features large indoor and outdoor swimming pools, four lighted tennis courts, two racquetball courts and men's and women's health clubs.

The facility also offers the largest ballroom in the Southwest for conventions, several restaurants and lounges and two shopping malls within walking distance. The seventeen-story hotel is the flagship of the Dallas-based Registry chain.

One of the world's outstanding hotel professionals, Maurice Briquet, was recently appointed vice president and general manager of the hotel. His service and sales team are among the most experienced in the country.

Pikes and their guests will enjoy one of the Fraternity's most elegant conventions in history next summer. More details are forthcoming in the *Shield & Diamond*.

RANKED 2ND AGAIN

RANKED NUMBER two in average chapter strength, Pi Kappa Alpha continued to show gains on number one in the 1982 National Comparisons of College Fraternities and Sororities conducted by the College Survey Bureau, Inc.

The bureau ranked 82.4 percent of IKA's 176 active chapters in the upper half on their respective campuses at the end of 1981-82. The survey was released at the end of 1982.

Sigma Chi led the fraternity world with 86.7 percent in the upper half. Sigma Alpha Epsilon was third with 81.4 percent followed by Sigma Phi Epsilon with 77.3 percent and Tau Kappa Epsilon with 72.2 percent. The next five in order were Sigma Nu, Beta Theta Pi, Kappa Alpha Order, Phi Delta Theta and Alpha Tau Omega.



Emcee John Horne, left with Rep. Tom Beville

150 ATTEND D.C. FOUNDERS DAY

SENATOR STROM Thurmond, Xi (South Carolina), greeted 150 members and guests of Pi Kappa Alpha at the Fraternity's annual Congressional Founders Day banquet held March 3 at the Rayburn House Office Building on Capitol Hill.

U.S. Representatives Tom Beville, Zeta (Tennessee), and Alan B. Mollohan, Gamma (William & Mary), were among the honored guests who attended the gala which is held each year to recognize IKA's in Congress. Others honored but who could not attend include Senators Walter D. Huddleston, Omega (Kentucky), and Thad Cochran, Gamma Iota (Mississippi), and Representatives John Paul Hammerschmidt, Alpha Zeta (Arkansas), and Pat Roberts, Alpha Omega (Kansas State), who served as sponsor and helped with facility arrangements.

Fraternity President Joe Turner presented the keynote address, "It's

Not Impossible."

The event was emceed by Alumni Commissioner John E. Horne and coordinated by Washington D.C. Alumni Association President Joe Pavelka. Other honored guests included Memorial Foundation Secretary George Denton, former Council Vice President Bill LaForge, Regional Presidents Andy Morse (Founders), Larry Lunsford (North Atlantic) and Doug Minor (Delta), Chapter Consultant Lou Quinto, Delaware Alumni Association President Ralph A. Olivier and Delta Psi Alumni Association President David A. Crow. Brother Crow also presented the first J. Allison Ballenger Memorial Leadership Award to Delta Psi (Delaware) chapter SMC Sean Lonergan.

Brother Richard A. Christian, Beta Alpha (Penn State), Washington's foremost magical entertainer, provided the evening's entertain-

FOUNDATION OUTLINES AID

THE FRATERNITY'S Memorial Foundation gives financial aid in five distinct ways.

Through its loan program, it provides funds for those who find a college education financially out of reach. Funds come solely from alumni contributions.

Alumni from many universities also sponsor scholarship awards for their respective chapters paid through the Memorial Foundation. Administered by the Foundation, a chapter may receive either a Leadership Award or an Academic Award, or both, to be given as a cash scholarship to a worthy brother.

Each year, the Foundation rewards the Fraternity's outstanding graduating seniors with the Powers' Award, \$500 to the national winner and \$250 to each of five runners-up (toward graduate school expenses). Other nominees also receive certificates for their achievements based upon minimum standards set by the Foundation's Scholarship Committee.

The Foundation also pays \$25 toward the membership fee for any member tapped into the national scholastic honorary Phi Beta Kappa.

Chapters which surpass the all-men's grade point average for two consecutive semesters or terms are eligible for the Foundation's \$50 Chapter Library Award. The grant may be used to purchase reference books, classics and novels for addition to the chapter library.

Alumni and undergraduates interested in more details about any of these programs may write Memorial Foundation Executive Vice President Dick Murgatroyd at the Memorial Headquarters.

CALENDAR AS MARKETING TOOL

ZETA THETA (Northern Iowa) recognizes the marketing value of producing a calendar, and like scores of other Pike chapters, produces a high quality calendar and distributes it to freshmen on campus.

The Pikes took the marketing angle a step further than other chapters, however, when they added a full-color poster to the calendar package.

The 17-inch by 22-inch poster gives the recipient a second look at the twelve girls featured in the calendar and is entitled "Pikes Starting Lineup." Each of the models in the calendar are posed in Pike t-shirts and shorts around the UNI symbol in the center of the campus gym. The posters were loosely inserted into the calendars which were distributed campus-wide.

In advertising, repetition is the key to recall. Zeta Theta chapter has learned that lesson and has applied it successfully in its marketing effort.



MOM (THELMA) Middlebrooks, left was recognized by Executive Director Dick Murgatroyd at the Lone Star Regional Conference recently for her fourteen years of service as Beta Zeta (SMU) chapter's housemother.

TWO ANGLES FUEL PIKE GIFT DRIVE

ALUMNI GIVING, historically important in Pi Kappa Alpha's growth, will be more significant than ever in the future of the Fraternity.

That is the conclusion of two arms of the Fraternity that solicit contributions from Pike alumni—the managers of IKA's General Fund budget and the trustees of IKA's affiliate Memorial Foundation.

Funds raised by these organizations help support a variety of activities that have pushed Pi Kappa Alpha to the top of the fraternity world—from a ranking of 12th among national fraternities in terms of chapter quality and strength a decade ago, to a position of second, on the heels of first, today. The two funds emerged with distinctly different purposes and grew in response to specific needs.

The Memorial Foundation had its origin in housing, but in its four decade history, the Foundation has been principally concerned with educational programs—scholarships, student loans, and occasional associated services. Because of its conformity in this regard to government regulations it has been the only vehicle for tax deductible gifts.

On the other hand, the General Fund through the Alumni Loyalty Fund was developed to channel alumni resources directly to chapter programming, professional consultation, individual and chapter management programs, chapter

advisor recruitment and training—and for publication of the *Shield & Diamond*. The growth of support for this fund has played a major role in the success our undergraduate chapters are enjoying and the consequential improvement of Pi Kappa Alpha's reputation nationwide.

"It has not always been easy," says Director of Alumni Billy Garrett. "There have been war years, economic disasters and social revolutions to contend with, but, IKA has done it—we've built a Fraternity of unparalleled strength and impact through a coalition of undergraduates and concerned alumni."

"Our future promises to be equally challenging," he adds; and, despite decreasing enrollment and increasing costs in government regulations, a bright outlook is forseen for Pi Kappa Alpha.

"We have identified alumni support as a key element in the plan for success for the future," says Executive Director Dick Murgatroyd. "We will concentrate great effort on making Pi Kappa Alpha an organization with which alumni will proudly affiliate and support. In that plan lies our future success."

Alumni have increasingly received greater attention throughout the past two decades. Until recently, efforts to involve alumni were sincere, but ineffective. In recent years, professional help and focus resulted in hearty alumni support. In fact,

over \$200,000 will be contributed to the Fraternity by its alumni this year compared to less than one tenth of that amount a decade ago.

The program now enters a new, even more sophisticated phase in which the two gift seeking arms coordinate their efforts and goals. This new partnership will encourage separate and distinct fund raising approaches. The General fund campaign will continue to emphasize the cumulative giving clubs established two years ago in seeking broad support for programs such as presidents' conferences, the magazine, chapter advisors and resident counselors. All new donors to the Loyalty Fund and especially members of the Century Club (minimum \$100 in cumulative gifts) and Executive Directors' Club (minimum \$250 in cumulative gifts) are depended upon for this support.

In addition to the programs that General fund gifts support, monies received by the Foundation improve its scholarship, grant and loan capabilities and serve as a base for program development in educational services and leadership training.

The Foundation, traditionally an association of IKA's most loyal alumni, has adjusted its membership criteria calling for a \$500 cumulative gift history to become a member (all former Foundation members will retain full membership, and all members may participate in the annual meeting to elect trustees and conduct regular business). Consistent with this move, all new Presidents' (minimum \$500 in cumulative gifts) and Founders' (minimum \$1,000 in cumulative gifts) club members also attain membership in the Memorial Foundation and in addition to their annual gifts, which are tax deductible because they are used strictly to support on-going programs of the Foundation, these alumni receive special updates on Foundation activities and are depended upon as a base of support for special Foundation campaigns.

While any member of Pi Kappa Alpha, regardless of his previous record of support, may earmark his gift to either fund, this historic, cooperative venture is expected to meet the projected needs of both funds and enable Pi Kappa Alpha to secure its place of prominence among college fraternities.

"Over 10,000 undergraduate members, countless thousands of future members, and a hundred thousand alumni depend upon the support and involvement of loyal Pike alumni," says Murgatroyd. "Together we can extend the legacy of Pi Kappa Alpha for generations to come."

LEADERS

THE RUSH MECHANICS

by Charlie Barnes, Vice President for Chapter Affairs and Tom Handler, National Rush Director

Q Our chapter consultant advises us to organize a summer rush program. Does it really give that much of an advantage to go to the trouble of rushing during the summer months?

THERE'S NOT a chapter in our Fraternity that wouldn't benefit substantially from a better summer rush program. In the West, where some chapters' summer rush budgets routinely go over \$10,000, a more efficient use of that money would yield many more than the twenty or thirty pledges usually gained. And in the North, and along the Atlantic Seaboard where summer rush is rare or non-existent, any chapter that seizes the opportunity can blow the doors off their competition.

The most important purpose of summer rush is to secure for your chapter the men you want, instead of just getting some guys to fill the house or pay bills. *Every* chapter, regardless of the type campus it's on, should conduct a summer rush. Fraternities are growing stronger everywhere in the country, and you can be sure that your rivals' national offices are racing to get their chapters to adopt effective summer rush programs as soon as possible. Competition for the best rushees is increasing, and we want our chapters to come out on top.

You need four things for a successful summer rush program: money, organization, execution (followthrough) and an attractive product.

Even the most rudimentary program requires MONEY. If there is little summer rush on your campus, then budget a little money and use it wisely. Don't send out thousands of letters to people you don't know. Identify the ones you want to court, and focus personal attention on them. It only costs \$30 to send 150 first-class letters, and a personal letter is miles ahead of one that begins, "Dear Potential Rushee..." Some of your budget will go for travel and entertainment. A personal letter is effective, but a personal visit (or even a phone call) is more so. Remember, personal contact is always better than anything else.

If yours is a system where rivals spend big bucks in the summer, then you have to compete in the mainstream (if you want the best pledge class), or build your membership during open rush until the chapter is large and strong enough to compete in the big leagues. If you do have a large summer budget, the danger is that you'll tend to use money instead of men. *Always use your men as the primary rush tool*, and let your money support them. That's how you get the most for your dollars.

Poor ORGANIZATION is the downfall of many chapters. If you're going to be successful in the summer, you've got to have a plan, and you've got to know what you want. If you're going to spend the money at the big summer rush campuses, then you should expect to have 35 to 40 pledges by August 1st. You don't want the rush chairman coming off the road saying that he didn't get many signed up but that he "spread a lot of good will for the Greek system." Organization, preparation and planning will show concrete results.

If there is little summer rush where you are, then the very least you want out of it is to identify a number of good, solid prospects (around 100), and get each man's full name, and where he'll be living in the fall. Then, when the new students hit campus in the fall, you send your rushers out to contact these "Pike-type" freshmen you've already identified, and you get to them before anyone else does. At Penn State, where there are 50 fraternities and little summer rush at all, our Beta Alpha chapter came from a lower-middle ranking to one of the top three in just a couple of years by using this very same method.

Failure to EXECUTE, or follow-through properly, is probably the most common problem with summer rush programs. An effective program hinges on an effective summer rush chairman. Too often, the chapter will allocate money, develop a plan, and then spoil it all by holding elections to see who wants to be in charge. Recruit your summer rush chairman, just like you'd recruit a thoroughbred quarterback to pull all the elements of your team together and make it a winner. One of the very best summer rush chairmen I ever saw not only wasn't an undergraduate, he wasn't even a member of the chapter he was working for! That's an extreme example, but the point is that if you want the best job done, you get the best man to do it. Carefully selecting and recruiting your summer chairman is the very best way for the chapter to protect its financial investment in summer rush.

Some people don't like to think of rush as "selling," but it is purely and simply that. Your PRODUCT is membership and all that goes with it. In the fraternity world, our product is YOU. Nobody joins the letters over the door. They join Pi Kappa Bob, or Pi Kappa George... That's why it is so important that the chapter members be well groomed and friendly. If the members appear to be slob or aloof and unfriendly, then that's the kind of rushee you can expect to attract. Rush is somewhat superficial, but that's the nature of the beast. It is highly competitive and fast-paced, and rushees do make their decisions fairly quickly. If you want to win this game, you have to understand the rules. That is why a chapter striving to be at their best during summer rush functions is not "putting on a front;" they're just trying to be the best they can be. Hopefully, it is *your* best, and not something less that you are selling.

As always, if either of us can help with any rush question, don't hesitate to contact us:

Charlie Barnes
P.O. Box 6091
Tallahassee, FL 32301
904/644-3484 (work)
904/664-2043 (home)

Tom Handler
1503 West Oakdale Ave.
Chicago, IL 60567
312/525-1299

ZETA PHI NAMED SUNDAE BEST

EXCITING IS just one word the men of Zeta Phi (Missouri-St. Louis) use to describe building the "World's Largest Ice-Cream Sundae" recently. The sundae consisted of 13,204 lbs. of ice cream, 848 lbs. of chocolate syrup, 200 lbs. of chopped nuts and 75 lbs. of cherries, strawberries and pineapple. The event, which was initiated for the Cystic Fibrosis Foundation by the Alpha Xi Delta sorority at UMSL, was just one of many community service events in which Zeta Phi participated this year. When first approached the Pikes could not imagine that the event would earn over \$3,000.

Ingredients and supplies for the event were donated by private businesses. The sundae was built in a 14-foot-wide by 4-foot-deep, aluminum swimming pool. The members of the chapter passed the frozen ice cream and toppings from the 32-degrees below zero, refrigerated truck into the pool. The sundae was finished in 20 minutes

and 35 seconds, just in time to avoid melting in the hot St. Louis sun.

Following the building of the sundae, coupons could be redeemed at the service tables set up for "all-you-can-eat" portions.

Closing the event was an Ice-Cream-Eating Contest in which many teams in the St. Louis area participated. Zeta Phi Pikes fielded a team that finished in second place, just two seconds behind the first place team.

John Roundtree, who was responsible for organizing the chapter's involvement in the event, thinks "Overall, it was pretty successful. There was certainly a lot of action for the thousand or so who showed up to see."

Another large community service project held by UMSL Pikes recently was their 13th Annual Thanksgiving Pumpkin Pie Eating Contest. Last fall, the contest was the conclusion of the fraternity's "St. Vincent Week" at UMSL. All \$700 proceeds from the week's activities were given to the St.

Vincent Home for Children, located near campus.

On the day of the contest the members of Zeta Phi's 22-man pledge class dressed as Indians, pilgrims and even Plymouth Rock to collect money around campus. The ladies' race featured individual competition, while the men's format involved three-man teams.

Providing coverage for the contest were several radio stations, newspapers and the local affiliates of the ABC and CBS television networks.

Community Service Chairman, Chuck Fischer, notes "In community service at UMSL, Pikes always try to be campus leaders, and this year was no exception."

To wrap up the year's community service projects, UMSL Pikes also participated in the annual Jerry Lewis Labor Day Telethon for Muscular Dystrophy and the American Red Cross blood drive on campus. The chapter has finished in first or second place in donations



Zeta Phi Pikes disassemble World's Largest Sundae

each semester for the past three years in the blood drive.

Although community service ranks high at UMSL, Zeta Phi is not without other assets. The chapter placed three brothers in *Who's Who Among College Students* this fall, as well as having four members placed on the Student Senate.

New social activities this year included a "Clam Bake," held on a secluded island in the Missouri River, and a Water Slide Party. Roughly 100 people attended the clam bake, which provided a change of pace from the traditional fall hayride. The water slide party saw the chapter set the human chain record at Aqua Jet Water slide, the largest and fastest slide in the state.

Another new activity this year was the "'82 Pike Regional Bash" held in late December. Sponsored by the chapter's pledge class, the party was held for Pikes in the Midwest Region.



BRIBE JOB

IF THE other Greeks at Ohio State see the photo above, they will surely yell "bribe."

OSU Instructor Mitzi Prosser is pictured in a shirt that leaves no doubt about her affection. She is also a judge for homecoming and Greek Week!

Ms. Prosser adds, "The dinner was delicious, but the warmth and friendliness were what made the evening special."

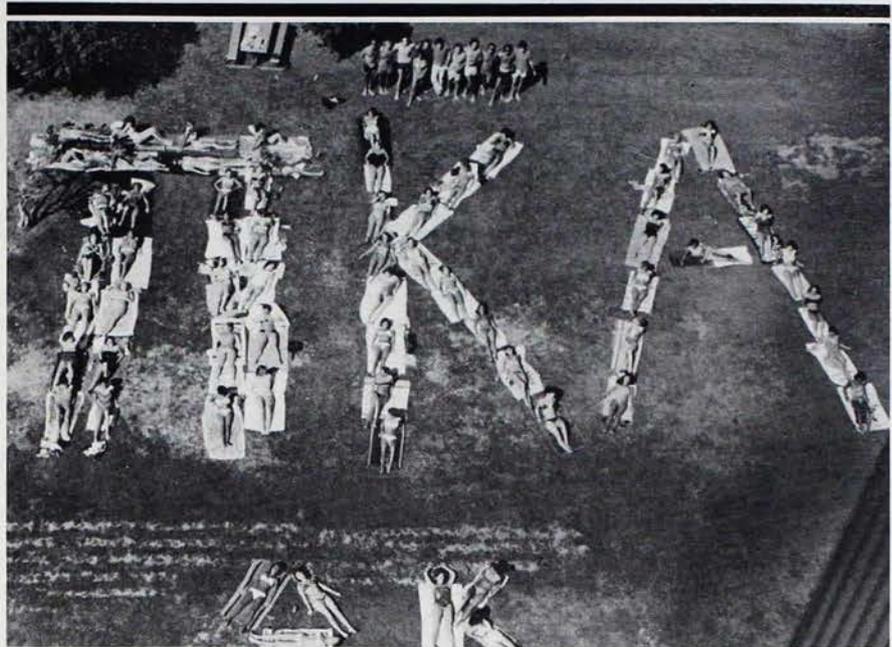
Pike Greg Bredbeck adds, "It adds strength and continuity to our chapter to foster friendships with faculty members like Mitzi. She lets our brothers see the fun side of academic life."

And the trophy side, too.

CAMPUS CONTROL

PIKES AT North Carolina State may make up less than one-quarter of one percent of the student population, but they control nearly a third of the student government.

Amazingly, of the fifty-two positions available in recent campus elections, Pikes won sixteen slots. Who says Greeks don't control the campus anymore?



HOW DO you spell relief? The men of Delta Kappa (San Diego State) got sixty-four sun bathers to form a "relief" of the Fraternity's Greek letters with, naturally a ΔΚ below.

PIKE APPEARS ON DONAHUE SHOW

A MARCH edition of the Phil Donahue Show featured a member of Epsilon chapter (Virginia Tech) who took part in a discussion about college alcohol use.

Brother Jeff Templeman, vice president in the VPI IFC, was selected for the show through his

work with Director of Alcohol Education David Anderson. Templeman and Anderson met at the Virginia Tech Fraternity Bowl, a competition between fraternities and sororities to see which group knows most about alcohol awareness.

Templeman's assignment: improve the fraternity image relative to drinking habits and myths.

"I condensed forty times what I had to say. You only get fifteen seconds to speak, and if you don't get it all in, that's it," says Templeman. He adds, "You don't have time to be nervous. You are just trying to stay on top of the situation."

Epsilon chapter recently included Anderson in an alcohol awareness workshop at the 1982-83 Founders Regional Conference which the chapter hosted.

DELTA ZETA'S COMEBACK STORY

SHORTLY AFTER winning the Smythe Award as the nation's best chapter in 1969, Delta Zeta (Memphis State) chapter began a tailspin that left the chapter near suspension for many years. Now, Delta Zeta is back — nearly as prominent today as its heyday in the sixties.

Delta Zeta was honored with best fraternity of the year at MSU at a recent All Greek Banquet. The chapter also won the award for having the highest grade point average on campus, and IFC President Maurice Hollingsworth, won Greek Man of the Year Award.

The chapter was runner-up last year in IKA's Harvey T. Newell Most Improved Chapter competition, but didn't quit improving with that. The chapter won the Pledge Education Award at the Cumberland Region Conference which it co-sponsored with Theta (Southwestern) and is battling for the campus intramural championship.

All of which spells a remarkable comeback for Delta Zeta chapter.

WORLD'S FAIREST PIKE PARTY

THE STROHAUS on the World's Fair site hosted the biggest party ever seen at the University of Tennessee as the men of Zeta chapter held the annual Pikes Peak Party.

Money raised from the event was donated to Big Brothers/Big Sisters of America. The party featured bands and refreshments, and has become the most popular social event at UT.

TURNAROUND COMPLETE

ONE HUNDRED-plus men call Pi Kappa Alpha home at the University of Missouri, Alpha Nu chapter. Being a Century Club chapter symbolizes a complete turnaround for the "Show Me" chapter from eight years ago when only sixteen men bothered to put on the Pike pin.

The national Fraternity took steps in 1975 to clean the "deadweight" out of the chapter and establish a strategic growth plan including a resident counselor team. The plan worked culminating last fall with a rush that netted thirty-eight pledges, tops on campus. Thirteen more pledged this spring pushing the chapter over the one-hundred man mark.

Pikes at Mizzou are also campus leaders. Student Body President Todd Mudd leads a contingent of Pikes in government which also includes Student Association Speaker Kevin Wilson and a host of others involved in twenty different campus organizations.

Two of the most important ingredients to IKA's success at Missouri are spirit and pride. On the Mizzou campus, that's known as "Pike Psych," a phrase that shows the respect their fellow students have for Pikes.

Alpha Nu won the Kappa Delta Banner Day competition for the third time in the past four years recently, a Pike was named Delta Gamma Splash King for the third year in a row and the chapter raised money with its third annual Little sister Olympics with proceeds presented to Big Brothers/Big Sisters of America.

With the work behind them to create a powerhouse on campus, the chapter has turned its collective

attention to the next order of business in the strategic plan: the house itself. Larger facilities are a must.

The Alpha Nu Building Corporation broke ground last November on a thirty man addition to the house. It will increase capacity to ninety men and provide a basement chapter room and recreation area.

Financing the addition will be accomplished in part by a Limited Partnership established by the house corporation. Each of twenty partners will invest \$10,000 for immediate tax relief and twelve percent annual interest.

A few years ago such a plan would have been out of the question. But the Pikes proved themselves, and now their alumni are believers.



HOMECOMING BRINGS AN brothers together



MR. AND Mrs. UNA both represent Pi Kappa Alpha this year. Theta Alpha IMC Brad Botes and Little Sister Valerie Franck won the honors for the University of North Alabama recently. Brad completed two years as Student Government Association president and you'll recognize the UNA homecoming queen as IKA's own national dream girl.

SERVICE WORK IS PIKE HALLMARK

MANY PIKE chapters sponsor literally hundreds of community service projects every year providing thousands of dollars and other resources to local and national philanthropies. Here are a few examples from this spring:

Delta Eta (Delaware) recently sponsored a forty-eight hour dance marathon for United Way. The chapter tripled its original goal and raised over \$3,000 with the project that took six months to organize.

Gamma Nu (Iowa) sponsored the largest fund-raiser in the campus' history with Pikefest '82 recently to benefit the Johnson County Pals (Big Brothers/Big Sisters). The fest took in nearly \$7,000 from over 6,000 tickets sold and concessions. Door prizes were raffled with a television set given to the fraternity that sold the most tickets. Pikefest goers were treated to a bratwurst roast, kissing booth and pie-eating contest.

Epsilon Tau (Eastern New Mexico) had a goal to raise \$3,000 for the Muscular Dystrophy Association in its year-long project which includes events such as charity dances and a wheelchair push (from Portales, New Mexico to Lubbock, Texas).



AKASHA SAX player at Gamma Nu's Pikefest.

AMERICANIZATION OF A BROTHER

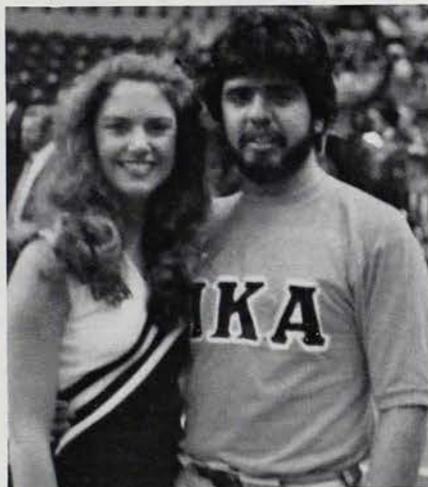
GOING TO school in America wasn't the choice facing Hugo Santana who finished high school living with a Salt Lake City family as an exchange student from Venezuela. His country gave him a scholarship to come here.

The choice was which school should he attend after high school? He chose Maryland, and now he's glad he did.

"I have met a lot of wonderful people making my stay here more pleasant," says Hugo. Besides, at Maryland, Hugo became a Pike.

"Being a IKA brother has a lot to do with it, too. It makes the university smaller because anyone can feel lost in a 40,000 student university, especially if he is from out of the country.

"Several reasons inclined me to join a fraternity," recalls Hugo. "As I wanted to learn the American culture, I saw that fraternities were a big part of it. They help shape the men who are going to be responsible for the direction of the country in a few years.



BROTHER SANTANA with UM cheerleader.

"Another reason was that I had several friends already in Pike. I noticed a positive change in their lives, so I decided to attend a few rush parties. Pretty soon, my friends who went with me and I decided that the only fraternity we liked was Pike because of the members and their way of being themselves.

"It was a double challenge for me pledging as a foreigner, but I enjoyed it very much. I am the only Latin American member, but that doesn't bother me or anyone else. When I look back at my college life in the United States, being a IKA brother will always be in my memory as a great learning experience. I know, too, that I will be sad to leave my brothers," adds Brother Santana.



IT WAS MILLER TIME RIGHT AFTER THE BETA XI (Wisconsin) Pikes won the campus Tug-o-War Championship. Miller Brewing Co. paid all expenses for the team to tug in the regional championships in Milwaukee in May.

MONOPOLY AT EAST TENNESSEE

EPSILON ZETA (East Tennessee) has been monopolizing the ETSU activities lately.

The chapter has won the Lambda Chi Alpha All-Sing Competition seven straight years and the school's homecoming competition four consecutive years. The chapter, naturally, is among the leaders contending for the campus intramural trophy as well.

Epsilon Zeta recently carried a football game ball from Johnson City to Boone, North Carolina for the Appalachian State game raising money for Big Brothers/Big Sisters of America.

CHAPTER B'DAYS

THREE CHAPTERS recently celebrated significant anniversaries with successful parties.

Epsilon Upsilon (Gannon) hosted Executive Director Dick Murgatroyd, Regional President Larry Lunsford and Chapter Consultant Lou Quinto among many alumni and guests in celebration of the chapter's twentieth anniversary recently.

In March, the men of Zeta Beta (Delta State) celebrated their twentieth birthday amid a large contingent of returned alumni. The day also featured recreation for all members of the family.

Eta Upsilon (Texas-Arlington) recently enjoyed its tenth anniversary with an alumni reception. The chapter was also celebrating the largest pledge class ever taken in its decade of existence.



PIKE SUPERDANCE BOOSTS MDA

HUNDREDS OF collegians danced the night away in Clemson, South Carolina recently, the culmination of months of hard work that paid off with a \$6,300 donation to the Muscular Dystrophy Association of America by Eta Alpha (Clemson).

The Superdance as it was tabbed was co-sponsored by Budweiser and radio station WANS which provided the sound system. Prizes were given to dancers who were recruited through a well organized Pike committee which included personal appearances at fraternities, high schools and churches.

TWICE AS GOOD

GAMMA KAPPA (Montana State) doubled its size this school year with the addition of fifty new members. The redoubled effort was rewarded recently with the most improved chapter award at the Rockies Regional Conference.

The Pikes also hold five of twenty positions in the MSU Student Senate and are in the running to win the intramural sports trophy.

PIKES STAR IN SOCCER

AT LEAST fourteen Pikes competed on collegiate varsity soccer teams in 1982-83, ten from Omicron (Richmond) alone.

Perhaps most valuable among the Richmond players was sophomore Jim Brady who scored more goals than any other collegian in the state of Virginia for three straight weeks during the season. He ended the season as the third most prolific scorer in Virginia this year.

Other Omicron brothers on the varsity team this year included senior Paul Sullivan, junior Daniel Getzewich, sophomores Allen Jones, Matthew Felix, Patrick Kancani and Brian Bischoff and frosh Daryl Plante, Thomas Streep and Scott McCormac.

Steve Sage, Sigma (Vanderbilt), has been a starter all three years on the varsity team which began as a team sport Steve's freshman year. He will be co-captain next year.

Steve Griggs, Gamma Theta is a junior three year starter at right wing for the Mississippi State Bulldogs. The MSU team has won the state title nine of the past twelve years and took third in the recent SEC tournament.

Eric Welles plays several positions for the Bradley University club. The Delta Sigma junior captained the Central Illinois Soccer League team Peoria United, for two years and has competed in international competition in England.

Delta Kappa's Craig Kazan is a starting senior on the San Diego State University varsity soccer team. This was his fourth year of competition for the Aztecs.

ALPHA XI ALUMNS GIVE SCHOLARSHIPS

ALUMNI OF Alpha Xi (Cincinnati) gave \$1,400 in scholarships to the undergraduate members of the chapter at the recent Southland Hall Alumni Association Founders Day celebration.

Over two hundred alumni took part including Past National President Gary Sallquist, Vice President Gary Menchhofer, National Music Director George Zimmerman and Mr. Alpha Xi Nick Shafor.

The College Educational and Charitable Foundation (Southland Hall Association) publicized the Founders Day with attractive newsletters, postcards and special mailings.



PIKES SPRING INTO ACTION

THE BETA Phi (Purdue) chapter has always enjoyed a reputation that it will spring into action to help others when asked. So, the Pikes capitalized on the reputation and held a twenty-four hour "jumpathon" recently.

Co-sponsoring the event with Gamma Phi Beta, the Pikes raised over \$1,750 to help finance a new cancer ward at local St. Elizabeth's

hospital. It was one of the most successful philanthropy projects on campus this year.

The chapter also took part in the annual Boiler Bouts which feature an all fraternity amateur boxing card. United Way received the receipts from some 1,500 paying fans who saw the Pikes win one, tie one and lose one of the bouts.

The annual underprivileged children Christmas party and the required pledge cleanup of local merchants' parking lots and alleys (under the direction of the mayor) capped a year of service for the Beta Phi contingent.

OLE MISS TAPS HALL OF FAME

SIX PRESTIGIOUS Pikes were inducted into Gamma Iota chapter's (Mississippi) newly started Hall of Fame recently.

U.S. Senator Thad Cochran flew to Ole Miss from Washington to attend the affair which included Mississippi Lt. Governor Brad Dye, Jr. (a former Supreme Council member), former

HOSPITAL GETS PLEDGE INJECTION

STILL CALLED "the old hospital," the Zeta Theta (Southwest Texas State) Pike house is beginning to resemble an overcrowded clinic. But not with patients — with pledges.

In the past two years, Pikes have received the highest percentage return on rush bids extended. In 1981-82 the chapter extended forty bids with thirty-eight accepting for a ninety-five percent return. This year, they nearly equalled the feat with twenty-six returns on thirty-one bids for eighty-three percent acceptance.

The house, in fact, is one of the attractions drawing pledges to the Pikes at SWTSU. Once used as a hospital, the Pike house recently passed its seventy-fifth anniversary. Listed as a historical landmark, it is rumored to be the second largest fraternity in a state where everything is big.



Dye

Cochran

football and baseball all-American Coach Jake Gibbs and Lt. Colonel Max Lee Waldrop. Also inducted, but unable to attend, were Joe Meadows and James Thomas Speed.

The chapter honored the six with a banquet and a special chapter room where their photos and biographies are prominently featured.

COMPUTER HOUSE



SOMEDAY IS TODAY

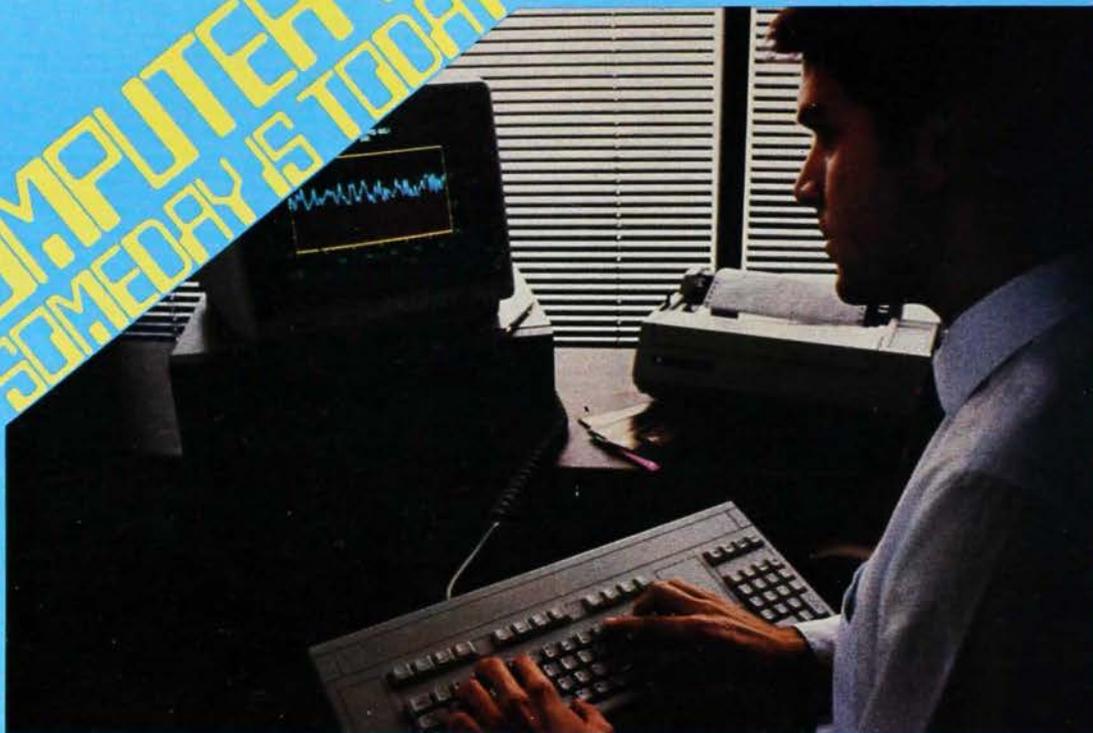
BY R. JOHN KREGG

AS EXCITEMENT for the new movie Computer House mounts among the movie goers of America this fall of 1984, throes of collegiate Greeks have set their sites on the premier of National Lampoon's latest sequel to Animal House. Starring Dan Akroyd and Bill Murray as a couple of misguided, super-charged pledges, the story line has our heroes on a mission to Glork the campus of Phirogs and Spazzs using the fraternity chapter's LISA tied into the campus mainframe.

continued on page 16

COMPUTER HOUSE SOME DAY IS TODAY

TEXAS INSTRUMENTS photo



Grok? (Oh, for you Phrogs, that means "to understand." Originally, it was a Martian word in Robert Heinlein's *Stranger in a Strange Land*, but it has been adopted into the language of a strange new breed of computer "hackers" rapidly evolving on our college campuses today.)

Well, understand or not, by 1984 you will not only grok, you'll probably be interfaced with the whole computer vocabulary. Mark my word, 1984 may seem close, but the computer revolution is underway. And it will center its strategem on our college campuses. Fraternities, Pi Kappa Alpha in particular, will not escape the impact of the computer. Indeed, they will revel in it; they will buy them and use them to account for chapter money, save money, make money, recruit pledges, reduce turnover, plan meals and hundreds of other jobs.

Already, taking a byte out of an Apple delegates thoughts of Adam and Eve to the Dark Ages. But this revolution born of microchip technology will more than broaden our vocabularies. How da ya like dem apples? And you don't need an IBM PC or a LISA to compute the impact it will have on organizations.

Soon, nearly all incoming college freshmen will be weened on micros. Obviously, an organization built around the premise that it meets the needs of its members is going to enlist in the computer revolution — voluntarily.

Just to satisfy the skeptics, several Pi Kappa Alpha chapters have already joined the battle. At least a dozen chapters own, rent or utilize computers for a variety of jobs around the house.

Gamma Alpha (Alabama) recently voted unanimously to invest chapter savings into an Apple IIe, a floppy disk drive, and a printer. The hardware package cost about \$3,100 plus another \$300 spent to purchase two software packages (computer programs).

"I talked to the president of the housing corporation and our chapter advisor," recalls SMC Hal Kimbrough, "and they all thought it was a good idea to buy the Apple. No one, not even anyone in the chapter, ever objected to it."

Though the chapter exceeded the \$3,000 budget they set to buy the equipment and programs, no one is complaining now that time and money are being saved with its use.

Individual records of undergraduate members, including their chapter accounts and vital backgrounds, are kept in disk storage and updated monthly. Rush information — rushee addresses, high school, orientation date, desirability factors—are also maintained. So is an alumni file. The printer even provides labels for alumni communications. The chapter is considering buying more software to allow personalized alumni computer letters for fund raising.

"We're even thinking about renting time on the computer to the members to play games on it," says Kimbrough. "We keep it in the chapter room and any active brother can use it," he adds, which brings up another hidden advantage: the chapter's computer is an asset to students who can use it in their school work. Simply having it available reduces incidence of upperclassman boredom and inactivity.

Consider it as a rush advantage for a moment. Increasingly, frosh will be coming from high schools and homes where personal computers are commonplace. How will they view PKA and its computer compared to computerless competitors?

"I think it does give us a rush advantage," confirms Kimbrough. But more importantly, he says, "it gives the members a lot of hands-on experience with a computer which is very educational." He adds, "We're trying to run our fraternity like a business to compete with all the other fraternities on campus. The computer is more like a business machine than a house improvement."

Gamma Alpha foresees buying a modem one day to allow a telephone hookup with their outside auditor for faster, less expensive accounting and auditing. They also plan to utilize it to plan chapter meals, keep inventory in the kitchen and, well we could go on and on.

Gamma Lambda (Lehigh) hasn't purchased their own system yet, but uses the computer available to it at the Fraternity Management Association on campus. They are already producing chapter house bills and budgets by computer which they credit for helping them amass a \$7,000 surplus at the end of last year. (They ended the previous year in the red.)

The chapter also recently won the regional alumni award for its sophistication in alumni relations. SMC Doug Muha credits the computer for that, too. Alumni records, contribution histories and the like are kept on file and used in communications with alumni. By the way, Gamma Lambda is considering buying an Apple II system much like Gamma Alpha's.

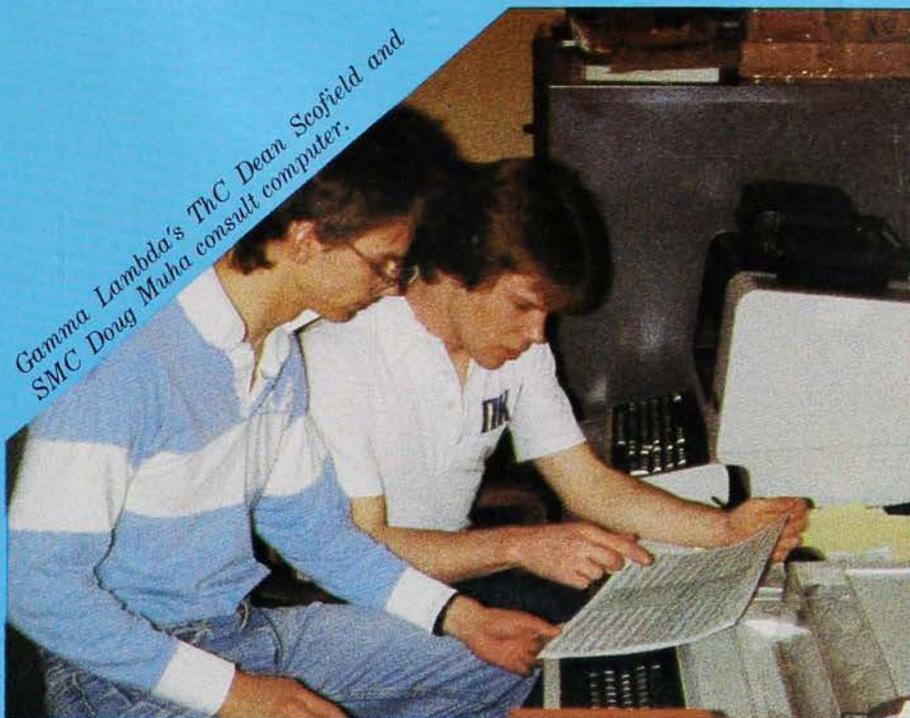
In East Texas, Theta Xi (East Texas State) Chapter Advisor Robert Hacker (an appropriate name) bought an IBM PC (Personal Computer) and finds it dominated by chapter needs.

His PC has a large memory (128K bytes), two diskette drives and a printer. The system cost approximately \$5,500 plus several hundred dollars worth of software, much of which is dedicated to chapter use.

Theta Xi likes the word processing capabilities of one program that allows continual adding and updating of material in its pledge education program as well as its alumni newsletter *Pike Line*. The PC will soon be used for planning the chapter budget and issuing house bills. Another program is maintaining the alumni mailing list and for writing personalized letters to the alumni.

"The chapter pays for the supplies used for their support so that my inventory can be maintained," says Hacker. "The use of my computer has greatly aided Theta Xi, and with further development," he adds, "it can be used to a much greater

Gamma Lambda's ThC Dean Scofield and SMC Doug Muha consult computer.



extent."

Clearly, the computer has found a niche among our chapters. But, wait a moment, spazz, we've only scratched the surface here.

There are giant data bases out there just waiting for a phone call from an inquisitive undergraduate. The fifteen hundred assorted data bases that now exist in America range from general information services like the Source, A *Reader's Digest* subsidiary which can provide anything from movie reviews to stock prices, to more specialized services including research about nearly any subject under the sun. (Who needs you, term paper writing service?)

Anyone with a terminal and a modem can telephone one of these services for a nominal fee and access the information they need.

Charles Manly, III practices law in Grinnell, Iowa, a town without a law library, so he pays \$425 a month to connect his CPT word processor to Westlaw, a legal data base in St. Paul. At the moment, Manly needs precedents in an auto insurance case. He dials the Westlaw telephone number, identifies himself by code, then types: "Courts (Iowa) underinsurance." The computer promptly tells him there is only one such Iowa case, and it is fourteen years old. Manly asks for a check on other Midwestern states, and it gives him a long list of precedents in Michigan and Minnesota.

Argues Harold Todd, executive vice president at First Atlanta Bank: "Managers who do not have the ability to use a terminal within three to five years may become

organizationally dysfunctional." That is to say, useless.

Another revolutionary use, you ask? How about teleconferencing?

How much do Pikes pay to travel across the region or the country, for that matter, to attend the myriad conferences and conventions put on by this organization? Someday, Pikes will sit in the comfort of their own chapter rooms and learn how to be better at anything from rush to big brothers; they will vote on timely PKA issues; they will elect regional and national officers. In short, the computer will make travelless conferencing possible. Well, as the commercial so aptly says, SOMEDAY IS TODAY. All we lack is the hardware — the technology is in place.

One More? One of these days soon Pi Kappa Alpha will invest in a mainframe computer. It will sit there in the accounting office on the first floor of the Memorial Headquarters building in Memphis, Tennessee, and it will do nearly everything PKA now pays consultants, accountants and lawyers to do now. In addition, it will index every bit (no pun intended) of information accessible in the Harvey T. Newell, Jr. Memorial Library making research a breeze. And it will keep incredibly valuable alumni records — everything from involvement and expertise to contribution history and positions held within PKA.

So what? To access all of that storehouse of information, a chapter need only have a compatible computer and a modem. Ma Bell does the rest. Chapters could communi-

cate with their alumni utilizing the master list; they could teach their pledges history, their officers leadership and even their little sisters protocol by tying into the mainframe at 577 University Blvd.

"Computerization, some call it the second industrial revolution, some say it is the most important technological innovation since electricity," wrote an editor of *Omni* magazine recently. *Time* magazine went so far as to name the computer its "Man of the Year."

"What's all this got to do with computers? you ask," writes *Time's* Roger Rosenblatt, "I'll tell you. They reopen the territory, that's what they do. Oh, not the land, of course. That's gone like the topsoil, with the wind. But the land was never our real territory anyway. It was the dream, my friends; the territory was always the New World idea. We don't ever want to run out of that, do we? Goodbye land. Hello space. This here screen and keyboard might have come along any old decade, but it happened to pop up when it did, right now, at this point in time, like the politicians call it, because we were getting hungry to be ourselves again."

In 1982, the year many will identify as the birth of the revolution, more than one hundred companies sold 2.8 million units for \$4.9 billion.

"Clearly this (1982) is the year of the home computer," says an analyst group from Boston. "The speed with which it has happened has surprised almost everyone."

Utah State University President Stanford Cazier says, "We are in the midst of a computer revolution. Our students need to become familiar with the role, the language and the fun of the technology of computers. Soon, they will have become a part of every home and every classroom."

There are now more than 100,000 computers in U.S. schools, compared with 52,000 only eighteen months ago. This is roughly one for every four hundred pupils. Minnesota leads with one for every fifty children and a locally produced collection of seven hundred software programs. Even more shocking, beginning in 1986, Carnegie-Mellon University expects to require all of its students to have their own personal computers.

Predictions for 1983 say three million units will be sold. "We'll see fifty million worldwide by 1985," says *Newsweek*.

The ability to put a computer on a chip — microchip technology — is the source of all this wealth and excitement. It brought the cost of owning a computer down and the practicality of it up.

Today, computers are more affordable than ever. Timex Sinclair

markets a \$79 version, though it is very limited. Commodore's VIC-20 (\$199) has outpaced the market with nearly one million sold last year alone. The Commodore 64 may be the best buy for the money anywhere — 64k memory for under \$500; it could be the big seller in 1983.

Texas Instruments also pushes a model for under \$500 selling over a half-million in 1982 closely followed by Radio Shack's TRS-80 for under \$1,000.

The top of the line in personal computers is claimed by Apple (its Apple II Plus is \$1,330) and IBM (PC: \$1,565). Osborne (\$1,795), the first

AND WHAT ABOUT GETTING SERVICE?

GETTING SERVICE for your new computer is a big worry, and rightfully so, on the minds of buyers. Until recently, only manufacturers and a handful of dealers would service your equipment — and dealers would only service what they sold.

"Depending on the equipment you have and the service you want, maintenance for a microcomputer system can be hard to find," says Ellen Benoit of *Business Computer Systems* magazine.

And service arrangements are expensive — from six to thirty percent of a system's price over the course of a year.

Why is service so expensive and hard to find? Primarily, the cost relationships faced by the manufacturers make it hard to justify full service. The big vendors are the only companies offering such, and it could cost as much as \$200-500 for a field service call.

Users, however, be heartened. Most manufacturers are stepping up service agreements and centers. Any recognized manufacturer today provides many service centers around the country. (Don't throw away your packing boxes, dummy.)

Also, many third party service firms are popping up throughout the country. Most are spin-offs from the ranks of manufacturer service teams, so they really know the equipment.

Two of the best known are TRW, Inc. in Fairfield, New Jersey, and the Sorbus Service Division of Management Assistance in Frazer, Pennsylvania.

While service is a concern, it is available. It is readily available enough to discount it as a reason for not shopping around for a system if you need one.

WANG photo



portable computer, claims to be the most complete for the money as it supplies peripherals that cost extra for all other systems.

The peripherals, indeed, lighten the pocketbook. The basic price usually covers only the keyboard — the screen, disk drive or tape drive, modem, printer, etc., are all extra, and can drive up the base price to the \$5,000 level. We're not even talking software yet.

Many of the ready-made computer programs cost as much as \$1,000, though personal use software packages are available for as little as \$50 for dozens of programs that fit Commodore equipment.

And cost is coming down. One computer expert illustrates the trend by estimating that if the automobile business had developed like the computer business, a Rolls-Royce would now cost \$2.75 and run three million miles on a gallon of gas. And that's expensive compared to what's ahead.

A Lebhar-Friedman Report estimates the wholesale cost of personal computers will drop from the \$300 average range of today to about \$150 in 1985 while, simultaneously, computer capacities and capabilities will dramatically improve.

"By the mid-eighties," says Commodore CEO Jack Tramiel, "the computer is going to look entirely different. You will carry one in the pocket, and one in the briefcase. You'll have one in the office and one at home — and not just one to a home."

An estimated three hundred machines now being prepared for introduction in 1984 and 1985 will be less expensive, easier to use and far more powerful than any unit in the stores today. The new models "will be as different from today's computers as the Porsche is from the Model T," predicts San Francisco software



consultant David L. Ferris.

Computers for the home will cost as little as \$50. Apple Computer, Inc., for example, has been discussing a new home computer dubbed E.T. that would sell for under \$1,000 and incorporate some of the easy-to-use features introduced on Apple's \$10,000 LISA. Competition will be especially intense after the Japanese arrive in force. Richard E. Kors, vice president of Fujitsu America, Inc., estimates that more than a dozen products in the \$100 range are being prepared in Japan for introduction here.

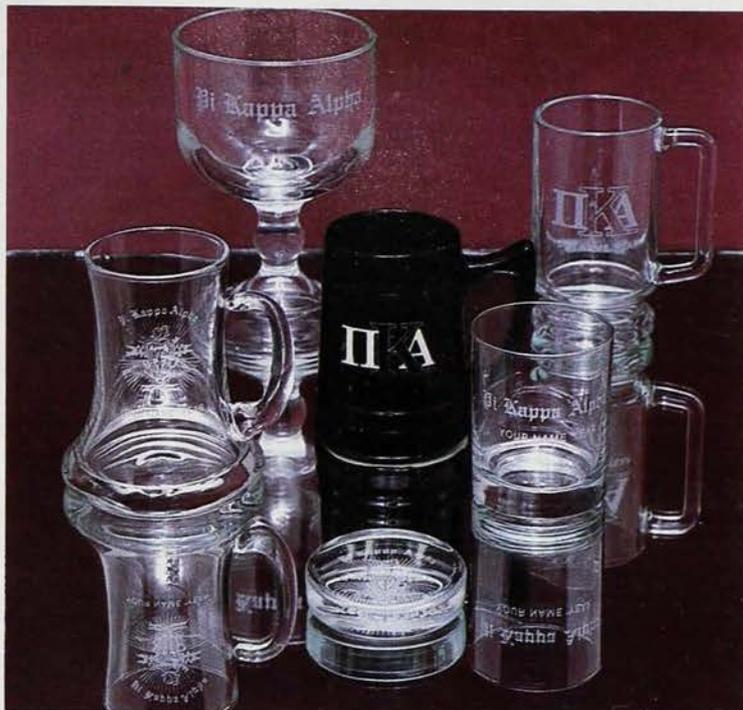
In the meantime, American technology is again leading the world. And leading the world of American technology are three Pike alumni.

Perhaps most famous, for starting Atari and later Pizza Time Theatres, is Nolan Bushnell, Gamma Epsilon (Utah State). (See article about Bushnell in this issue.) His youthful Atari enterprize started another wiz kid's explosive career — Steven Jobs, the man at the core of Apple. The twenty-seven year old phenomenon started his career bucking heads with the free-wheeling Bushnell at Atari.

Dr. Gilbert Amelio, Alpha Delta (Georgia Tech), recently was named president of the Electronic Devices division of Rockwell International and will lead a Rockwell move to become a major merchant in the semiconductor supply business. Yet another Pike, Ray Wagner, president of Mattel Toys, is deeply involved in computer games. Mattel is introducing a new computer within the next year.

It's only appropo that Pikes are involved in computers at either end of the business. And it's only a matter of time—short time at that—until a Pike won't graduate who doesn't Glork at a Frobnitz when it inevitably Glitches.

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Nolan Bushnell

Inventor of Pong; Creator of Chuck E. Cheese

EVERY YEAR millions of dollars are pumped into video games. Video games are not only the craze of the child's and teenager's world, but they capture the attention, as well as the wallets, of many adults, too. They've led to a surge in the computer industry like no other time in history. They've proved to be educational, and they've proved to be controversial. Regardless of individual and public sentiment about video games, they're here to stay. And we owe it all to the person who invented the first video game, Brother Nolan Bushnell, Gamma Epsilon (Utah State) and Alpha Tau, (Utah), the founder of ATARI, Inc. and Pizza Time Theatres.

It all started back in the mid-1960's when Brother Bushnell transferred to the University of Utah from Utah State and built what was then a "simple" homecoming display on the front lawn of Alpha Tau's chapter house.

"I built my first game on the front lawn of the fraternity house," he said. "It was a large pin ball machine for homecoming. We took an old hayloader, painted a volleyball silver and put it on top and made it come down and hit the bumpers. We won first place with that display in the decorative contest." He repeated the win again the next year with another display.

But how does one get from designing and building a yard display to inventing an arcade game called Pong? Remember Pong? It was the first of the so-called video games that featured a simulated tennis game where two players used

hand controls to hit a ball back and forth to each other, and when one player missed the ball, the other player scored a point.

Bushnell says that his and another fraternity brother's late night excursions to the university's computer center led to his interest in computers and ultimately in inventing Pong and other video games.

"I played around with the university computers late at night," he said. "I began to see that these things could be made more cost effective and that a lot of people would pump quarters into them." He said that it took him a long time to develop Pong, but once computer prices fell drastically, he knew that he was in business.

That initial interest in computers has made Nolan Bushnell to the computer and video game industries what Steven Spielberg has become to the science fiction motion picture industry. It has also made him a multi-millionaire.

Although Bushnell is now one of the world's leading entrepreneurs and innovators after launching the electronics games revolution, he said that he was not much of a leader while an undergraduate at either Utah school. "I was more active at Gamma Epsilon than at Alpha Tau, but I didn't hold any chapter offices. I just partied and drank a significant quantity of beer!" he laughed.

Why did he pledge a fraternity? "I have always felt that the experience I would get through a fraternity organization would be very important. I liked the idea of a

nuclear fraternity family. I felt that the fraternity experience would be valuable and that good business skills would be developed through fraternity involvement."

He says that he pledged Pi Kappa Alpha "because it was the best house on campus." When asked what he thought was the highlight of his fraternity career, he said "I believe that it was the whole initiation process. It was really meaningful and memorable."

Bushnell, who is 39 years old, had an interest in electronics even as a youth when he tinkered with amateur radio and repaired radios, washing machines, and television sets. Following his graduation from Utah in 1968 with a degree in electrical engineering, he went to work as a research engineer for Ampex Corporation. He and a partner contributed \$500 each to start an electronic game company which became ATARI, Inc. (Atari is

"I BUILT my first game on the front lawn of the fraternity house.

It was a large pinball machine for homecoming."



I FELT THAT GOOD BUSINESS SKILLS WOULD DEVELOP THROUGH FRATERNITY INVOLVEMENT.

a Japanese expression of warning that is equivalent to the word "check" in chess.)

Bushnell invented the game of Pong and ultimately developed and manufactured 35 types of video games before selling the company to Warner Communications in 1976 for \$28 million.

He stayed on with Warner for a while as its board chairman and

founded another company, Pizza Time Theatre, a new concept in family entertainment which combines a pizza restaurant with electronic games and amusements. The restaurants also feature the Pizza Time Players which are computer robot characters. The first small unit, planned as a prototype, opened in 1977 in San Jose. During its first year of operation, Pizza Time

Theatre was a division of ATARI. In June, 1978, Bushnell purchased all assets and rights from ATARI, setting up a separate California corporation. In 1979, Bushnell resigned from ATARI and became Pizza Time's full-time chairman of the board.

There are now 220 Pizza Time Theatres in several states. The restaurants feature robots Chuck E.



PIZZA TIME PLAYERS IN ACTION

Cheese, Mister Munch, and Madame Oink who perform vaudeville acts and tell corny jokes. Pizza Time became a \$100 million business in just five years. Bushnell and Pizza Time's President, Joseph F. Keenan, were quoted in an interview for *Business Week* that they expected advancements and expansion in the company to lead to \$1 billion sales in five years.

Most recently Bushnell has founded a group called Catalyst Technologies whose business is to mass produce small companies. The Sunnyvale, California-based group encompasses a variety of small research and development projects in high technology fields. Support provided to these fledgling enterprises includes seed capital, business plans, office space and services, and a search for financing.

Bushnell also founded the Alliance for American Innovation, a nonprofit organization dedicated to promoting policies and legislation that will help individuals create new business based on their innovative ideas.

And, the good brother has several

HE HOPES to pull a "sente" on the competition by dominating the advanced arcade video game industry in the near future.

other irons in the fire. One will lead him to direct competition with his former employer at Warner Communications who bought ATARI from him. When Bushnell sold ATARI, he signed a noncompetition agreement that expires in October. Following that date, Bushnell plans to hit the market with new video games so impressive that "in three years they will have 40 percent of the expected \$900 million market."

This new video game enterprise he will launch is called Sente, another Japanese term that is similar to the word "checkmate" in chess. According to *Business Week*, Sente Technology, Inc. will produce advanced arcade video games developed largely by Video, Inc., a game software company composed of ex-ATARI engineers. Bushnell bought the latter company in January for \$2.2 million.

Along with Sente, he is also developing a computer-aided animation group called Kadabra-scope. In this venture, he is teaming animation experts from Walt Disney Productions and Hanna-Barbera Productions, Inc. The latter are the creators of the *Smurfs* and the *Flintstones*. He hopes to join the efforts of the cartoonists with a sophisticated computer graphics company to develop a cartoon series based on Chuck E. Cheese, the giant grinning rat that is Pizza Time's mascot. Bushnell says that the first showings will be in the Pizza Time Theatres and that he hopes to later sell them to the cable television market.

Pizza Time executives have been upset recently by the appearance of an ATARI-developed competitor, Gadgets. The latter restaurants

incorporate many of the decor elements—video games, animated characters—that distinguish Pizza Time's 220 Chuck E. Cheese eateries.

Bushnell revolutionized the arcade business. Many of his competitors say that he has spread himself too thin and has his hands in too many ventures at the same time. Being recognized as one of the world's leading entrepreneurs and innovators, Bushnell has been featured in interviews with *Time*, *Business Week*, and *Playboy* magazines, and he was on the cover of *Success* magazine. *Time* included an excerpt about him in its January, 1983 article naming the computer as Machine of the Year. (*Time* picked a Machine of the Year for 1982 instead of its annual Man of the Year.)

It is refreshing that Bushnell credits much of his success to the business and "people" skills he gained in his affiliation with Pi Kappa Alpha. He discounts the critics who say that he is going in too many directions at the same time, and hopes to pull a "sente" on the competition by dominating the advanced arcade video games industry in the near future.

As if he didn't have enough to occupy his time, Bushnell, a resident of the San Francisco Peninsula, enjoys sailing and participates biannually in the Trans Pacific Ocean Yacht race.

He is also married and the father of five children, three of whom are boys. "I think there'll be another Pike in the family someday," he said. With that statement as well as the way he answered the phone after his secretary put my call through to him (he answered "Phi Phi K A"), I had no doubt that Nolan Bushnell had not forgotten he is a Pi Kappa Alpha.

ALUMNI



Rockwell has recently started operating a new \$30-million CMOS fab line at its Newport Beach facility. The firm has reported division sales increased twenty-seven percent during 1982. Last year, the division introduced twenty-five new products and signed a cross-licensing agreement with NCR and Ricoh, a Japanese computer hardware manufacturer.

Amelio joined Rockwell from Fairchild Camera and Instrument Corporation where he last served as general manager of the Microprocessor Division. He began his career at Bell Laboratories assigned to the Device Development Department. Since then he has accumulated fifteen years of semiconductor industry experience in engineering, marketing, finance, product development and wafer fabrication and assembly. Among his accomplishments are sixteen patents and credit for being a co-inventor of the industry's first charged-coupled device.

Dr. Amelio holds both a bachelor's and master's degree in physics and was awarded his doctorate in 1968.

ROCKWELL NAMES AMELIO PRESIDENT OF DIVISION

ROCKWELL INTERNATIONAL'S Electronic Devices Division is now led by Dr. Gilbert F. Amelio, Alpha Delta (Georgia Tech), who hinted at his potential while in college while serving as a class officer all four years.

Brother Amelio has direct profit and loss responsibility for the electronics division which consists of two core businesses, Microcomputer Products and Telecommunication

Products. Both businesses have separate marketing, engineering and product development functions.

Brother Amelio also heads the division's Central Manufacturing and Worldwide Sales organizations.

"We're quite serious about being a major merchant semiconductor supplier," says Amelio who adds that he expects to guide the division through a period of "substantial growth."

Compiled and edited by Karen Null, Copy Editor

ARKANSAS-FAYETTEVILLE:

Robert C. Hayes '75 (130 Greenwood, Hot Springs, AR 71901) married Beverly J. Hicks... Her brother **Buddy Hicks '75** (6050 Melody Ln. No. 324, Dallas, TX 75321) married Jody Lameuraux in January... **Walter C. Hudson, III '75** (Rt. 2, Box 201 A1, Dover, AR 72837) is doing carpentry work with Herbert Millsaps' Custom Homes. He and his wife, Melinda, are expecting their first child.

ARKANSAS STATE: J. Q. Armstrong, III '75 (Rt. 1, Box 221, Lake City, AR 72437) is a cotton buyer for Mayfair Mills, Spartanburg, SC... **Gerald P. Smith '59** (6221 N. 33rd St., Paradise Valley, AZ 85253) in December resigned his post as vice president of sales at Greyhound Computer Corp. He has now been named vice president of Oakcreek Funding Corp., a lessor and dealer of computer equipment.

ARMSTRONG STATE: Patrick C. Rossiter '79 (520 E. Bryan, Savannah, GA 31401) is teaching economics and coaching football, soccer, and track at Benedictine Military School in Savannah, GA.

AUBURN: Joseph B. Stickney, IV '75 (Suite 201, 8955 Katy Freeway, Houston, TX 77024) is employed by American Hoechst Corp. as a marketing specialist for the Petrochemicals Division.

ALABAMA: Robert Lewis Conley '77 (2928 Pawnee Ave. Apt. 15, Birmingham, AL 35205) manages the 19 story Daniel Building and two local apartment complexes for Daniel Realty Corporation... **John E. Horne '33** (Suite 810, 1090 Vermont Ave., N.W., Washington, D.C. 20005) has been appointed to the Adams-Bibby Chair of Free Enterprise in Troy State University's School of Business and Commerce. His activities will include lectures, writing for publications, and holding seminars and workshops. He is the first person to occupy the Chair since its creation... **William Watkins Whitman '75** (207 South Anniston Ave., Sylacauga, AL 35150) is a special agent for the Prudential Insurance Co. of America. He had a son in May, 1982.

ALABAMA-BIRMINGHAM: Donald Herbert Busby '75 (103 Lafayette Street South, Lafayette, AL 36862) is practicing dentistry in Lafayette, AL. He and his wife,

Shari, had their first child, Christopher Wade, in August.

BIRMINGHAM SOUTHERN: Donald A. Brown '56 (204-F Heathrow Dr., Florence, AL 35630) was recently appointed editor of the *Florence Times Daily* newspaper.

BOWLING GREEN STATE: John R. Hassett '75 (3432 Brecksville Rd., Richfield, OH 44286) is claims manager for Waite Hill Services, Inc... **Jeffrey William Heldt '74** (1681 Granada Dr. No. 5, Erie, PA 16509) is a sales representative for Saint Regis Paper Co.-Container Division.

CALIFORNIA STATE-NORTH-RIDGE: Nicholas John Formisano '75 (13725 Osborne St., Arleta, CA 91331) works as a pharmaceutical representative for Bristol Myers. His



Smith



Hirth

territory covers the central coast of California... **Raymond Henry Niesslein '75** (6641 Wynne St., Reseda, CA 91335) is a stockbroker with Dean Witter Reynolds. He is president of the San Fernando Valley Alumni Association, and is in the process of organizing a Los Angeles Alumni Association.

CASE WESTERN RESERVE: John R. Burns '75 (1220 Chambers Rd., Columbus, OH 43212) graduated from Ohio State Medical School in May and is presently employed by Mount Carmel Medical Center as an intern... **John M. Laisy '75** (32761 Willow Brook Ln., N. Ridgeville, OH 44039) married Ellen Martin in October '81. They have a daughter, Anna Elizabeth, born in January. He is employed by R.W. Beckett Corp., as a project engineer.

CENTRAL ARKANSAS: Ritchie R. Mathis '74 (Riverview Apts No. A5, Dardanelle, AR 72834) married Lisa Cathey in October of 1982.

CINCINNATI: Douglas Hoge '39 (2911 Alpine Terrace, Cincinnati, OH 45208) has been inducted into the U.S. Jaycees Hall of Leadership. He is president and chairman of the board of Hoge-Warren-Zimmerman Co., and served as Ohio State

president, U.S. Jaycees national vice president, and Jaycees international president.

CLEMSON: John H. Tabor '75 (1001 Pineborough Rd., Charlotte, NC 28212) is in charge of design at Middleton, McMillan Architects. He is also involved in two national committees for the American Institute of Architects.

CONCORD: Philip M. Hutchison '75 (P.O. Box 127, Wayne WV 25570) is an extension agent-4H, and the area representative to the West Virginia 4-H Extension Agents Association.

CORNELL: Charles R. Mateus '75 (1933 Bayview Ave., Belmont, CA 94002) is in his first year of law school in San Francisco... **Brad Smith '77** (68 River Bend Dr., Chesterfield, MO 63017) is buying and selling hotels for Montgomery Realty.

DAVIDSON: John R. (Casey) Jones '38 (1475 Cave Rd. NW, Atlanta, GA 30327) recently received an Outstanding Faculty Vice President Award at Emory, from Beta Alpha Psi.

DELAWARE: Marc Jay Bernstein '75 (Suite 1107, 1420 Walnut St., Philadelphia, PA 19102) has a law office specializing in the entertainment field... **Douglas M. Francisco '75** (4 Carnaby Hall, Newark, DE 19711) has a son, Douglas Charles, born in June, 1982... **David Joseph Hango '75** (707 Harrell Ave., Woodbridge, NJ 07095) graduated from the University of Dayton School of Law, and is an associate of the Healy, Falls, & Maloney law firm in Middletown, NJ... **Keith C. Stanton '75** (2016 19th Ave., Nashville, TN 37212) was recently married to Janice Anderson. He works as manager of Financial Planning at Det Distributing, as general manager of Goldcrest Leasing Co., treasurer of Technical Data Systems, and Tennessee Data Systems, and secretary of Consumer Lease Network.

DRAKE: John E. Hirth '73 (9701 Dee Rd., Des Plaines, IL 60016) was recently promoted to midwest advertising sales manager for Chain Store Age General Merchandise, Labhar-Friedman, Inc.

DUKE: Ian Glaser '75 (160 Kinderkomack Rd., River Edge, NJ 07661) recently graduated from the University of North Carolina School of Dentistry and is now enrolled in the graduate orthodontic program at Fairleigh Dickinson University. He is working on Saturdays in a private practice.

THE COLONEL AND THE PIKES

By Ann Brooking

TWENTY OF the 21 pledges who were initiated into the Delta Mu chapter of Pi Kappa Alpha fraternity at the University of Southern Mississippi this week are 18 or 19 or 20 years old. The other one is 48.

Tommy Palmertree is also a colonel in the U.S. Army and professor and chairman of the Military Science Department at the university. Now he has joined the ranks of the Pikes and is entitled to wear the social organization's jewelstudded pin and to use its secret handshake.

When Palmertree "put out the word" last fall that he was interested in joining a fraternity, he was making a "highly unusual" move, according to Dick Murgatroyd executive director. Normally, he said, someone of Palmertree's age joins the fraternity only when asked to by the chapter and only because he has contributed his time and efforts to the organization.

For Palmertree to have made the first move and for him to have gone through the eight-day initiation, is very unusual.

Rick Wright, Assistant Dean of Students at USM, agreed. For someone Palmertree's age, he said, joining a fraternity is usually honorary. He said he would be very surprised if this had happened before on the USM campus.

Palmertree said he wanted to join a fraternity for the comradery.

He didn't join one when he was an undergraduate student at Mississippi State University, he said, but he observed that fraternity members were proud, had respect and trust for each other and were drawn together.

"It was the same with units in the Army," says Palmertree, and he liked that.

A Pike will always have a common bond with other Pikes, he said, not only with those in his chapter but also those from other schools.

Also, he said, he likes young people and he thinks being a fraternity member will be the character building process for him that it is for the regular members.

"There's a set of ideals the Pikes have," he adds, "that if you abide by you can't help but be a better person." Those ideals, he said, are those

associated with the all-American, well-rounded man. He declined to elaborate further because of the secrecy the fraternity requires about some of its organization.

But, "these young people are going to rise to leadership positions."

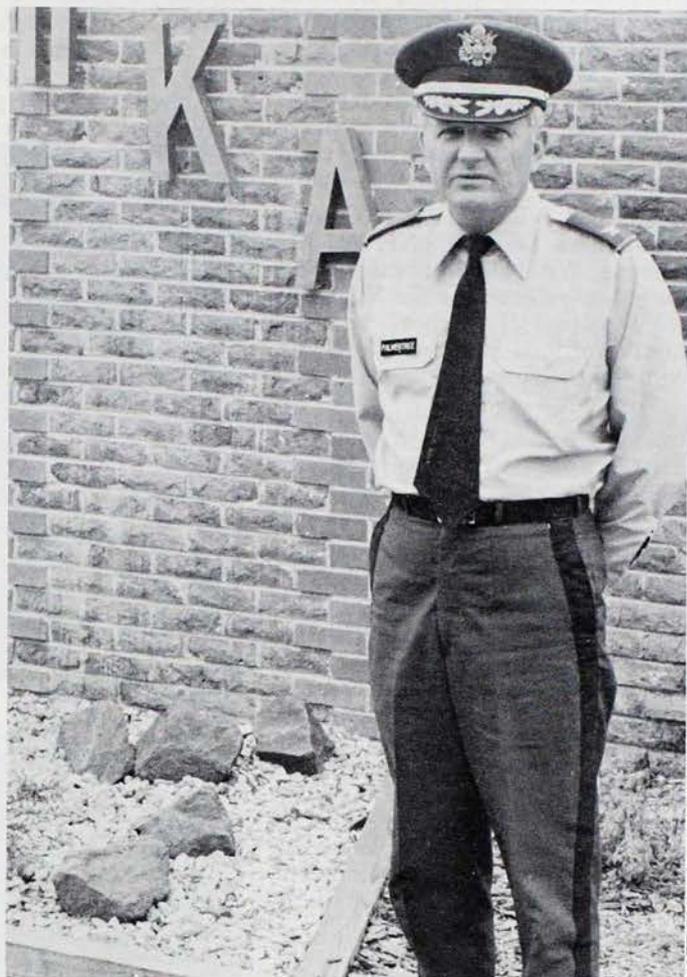
The local chapter was also glad to have the colonel as a member, said Chuck Roberts, a junior marketing major from Biloxi who is pledge trainer.

"There's a real honor and pride about him," Roberts says. He adds that Palmertree wasn't given any special consideration because of his age or position. He had the same duties of any other pledge during the initiation week.

There is nothing to be gained monetarily by his joining a fraternity, Palmertree said, only the association with a group of young men he likes.

"There's 36 (active members) and 21 (new members) people over there," he said. "Twenty-one I know real well. They're people you can count on."

(Reprinted by permission of the Hattiesburg AMERICAN).



Col. Palmertree

HATTIESBURG AMERICAN PHOTO

EASTERN KENTUCKY STATE: **Captain James E. Thomas, Jr.** '78 (USAG M.P. CO, Fort George G. Meade, MD 20755) is serving as commander of a Military Police Unit responsible for operating a Military Police station and military corrections facility in the U.S. Army.

EASTERN NEW MEXICO: **John P. Bourassa** '66 (13703 NE 10th Pl., Bellevue, WA 98005) a teacher and coach, was selected by the NCAA as the Division II highest ranking aquatics official for the 1983 NCAA swimming/diving championships.

FERRIS STATE: **Michael W. Hogan** '75 (7532 Sussex, Canton, MI 48187) is president of Phoenix Group, Inc., a Detroit area marketing, merchandising and advertising firm.

FLORIDA INSTITUTE OF TECHNOLOGY: **William L. Jordan, II** '77 (142 Orange Blossom, Irvine, CA 92714) is in graduate school at the University of California Irvine studying structural mechanics...**Michael E. Kukie, III** '75 (405 Woodcombe, Houston, TX 77062) is a corporate pilot flying lear jets...**Richard P. Scherch** '77 (3069 Thornton St, NW, North Canton, OH 44720) is an engineer in defense systems research and development with Goodyear Aerospace Corp.

FLORIDA SOUTHERN: **Alan F. Ainsworth** '75 (11500 N. Dale Mabry, No. 607, Tampa, FL 33618) is a sales representative for Apollo Cable Co...**Brian E. Mills** '75 (4604 Neeson, Northville, MI 48167) is manager of employee benefits at Corroon & Black of Michigan, Inc., and the father of Steven Alexander, born in February, 1983.

GEORGIA TECH: **Jeffery M. Grant** '75 (8201 SW 3 Pl., North Lauderdale, FL 33068) is account manager for the Jerrold Division of General Instrument Corp...**Capt. James T. Murfee, IV** '75 (1402A Flag Circle, Barksdale AFB, LA 71110) serves as the executive officer for the deputy commander of operations. In October he will be transferred to the Pentagon to serve a one year tour in the Air Staff Training Program... **Rick Purser** '77 (2999 North Texas St., Apt. 20, Fairfield, CA 94533) works as a process supervisor for the Clorox Company.

INDIANA: **Steve Cotner** '77 (632 F Street, NE, Washington, D.C. 20002) was named to a staff assistant position on the Republican Presidential Task Force, a division of the National Republican Senatorial Committee...**Thomas R. Galganski** '75 (4341 Forest Park, St. Louis, MO 63108) is an associate with the Selner,

Glaser, & Komen, P.C. law firm and attends Washington University School of Law...**David J. Scruby, M.D.** '71 (8255 E. 500 S., Zionsville, IN 46077) is staff physician in the industrial medicine department at Eli Lilly and Company.

IOWA STATE: **Scott A. McQueen** '75 (910 N. 13th St., Fort Dodge, IA 50501) works for Northwestern Mutual Life, and qualified for the Million Dollar Round Table in 1981, and 1982.

KANSAS: **David P. Baker** '52 (1639 Glasgow, Wichita, KS 67206) is president of Southwest Federal Savings & Loan. He was recently initiated into Omicron Delta Kappa, a national leadership honor society.

KANSAS STATE: **Allan K. Silverwood** '77 (325 Penny Circle, Land of Lakes, FL 33539) was married in November and is employed in the data processing department of Busch Gardens, Tampa, Florida.

LINFIELD COLLEGE: **John F. Larsell** '75 (2002 Cedar, McMinnville, OR 97128) was recently promoted to sales manager at Motorola Communications and Electronics. He is planning a June marriage to Joanne Harris.

MARSHALL: **Robert C. Brown** '75 (805 Hamilton Cl., Charleston, WV 25311) is serving in the Air Force in England.

MEMPHIS STATE: **Joseph Patrick Gattas, III** '75 (316 Ridge Meadow Dr., Chesterfield, MO 63017) is marketing manager for Key Accounts with Sealy Southeast. He married Peggy Morgan, and will celebrate his fifth wedding anniversary this year...**Robert E. Heffelfinger** '68 (4362 Winterpark Dr., Memphis, TN 38115) was recently promoted to Corporate Credit Manager with Federal Express Corporation. He is a member of the National Association of Credit Management, and is the recipient of the Fellow Award, the senior designation of the National Institute of Credit.

MIAMI UNIVERSITY—OHIO: **John M. Markovich** '75 (Citibank International, 444 South Flower St., Los Angeles, CA 90071) is an account officer responsible for Asian and European new business development in Southern California and Arizona...**Kenneth C. Baker** '75 (938 S. West St., Findlay, OH 45840) serves as the athletic director and football coach with Arcadia Local Schools.

MILLSAPS: **Paul R. Graham** '75

(33 South Parkwood Dr., Gulfport, MS 39503) married Roma Rabaim. He is senior environmental engineer for Mississippi Power Co., is on the board of directors of RSVP program of Harrison County, and president of Toastmasters Club...**David W. Carroll** '75 (631 N. Hairston Rd., Stone Mountain, GA 30083) will be graduating from Candler School of Theology at Emory University in May, and will take a pastoral appointment in the North Mississippi Conference of the United Methodist Church...**Carlton M. Ikner** '75 (1038 Mariner Ln., Daphne, AL 36526) is employed at Springhill Memorial Hospital as a medical technologist.

MISSOURI-ROLLA: **David L. Kreher** '75 (Rt. 1, Box 11, Vanceburg, KY 41179) was married to Jan Hayes on April 16, and is building and remodeling homes for low income families in his area...**Robert C. Welsh** '75 (1101 N. 2nd St., San Jose, CA 95112) was recently in a motorcycle accident which left him partially paralyzed. He is partially recovered with good signs. He is very active in wheelchair basketball, tennis and track.

MISSOURI-ST. LOUIS: **Andrew P. Blassie** '75 (832 N. Cherry, No. 2, O'Fallon, IL 62269) recently married Joanne Thomas, and is employed as director of accounting for Wetterall Incorporated.

MONTEVALLO: **Samuel Knox Mills** '75 (3572 Campion Ave., Virginia Beach, VA 23462) was recently promoted to district sales manager with Allegheny International Hardware Group. He has a new daughter, Alana.

MOREHEAD STATE: **Douglas S. Crawford** '75 (2307 Hillcrest Rd., Ashland, KY 41101) just completed his first season of Enduro Road Racing, competing in the "Reed Heavy" class, with a rest finish of fifth at the Road Atlanta National Points Race, and 18th overall for the season.

NICHOLLS STATE: **John W. Rougeau** '74 (Rt. 1, Box 204-D, Braithwaite, LA 70040) works for Kerr-McGee Corp. in New Orleans.

NORTHEASTERN OKLAHOMA STATE: **Donald R. Hendrick, Jr.** '75 (P.O. Box 165, 7500 E. Carson St., Long Beach, CA 90822) is a special agent with the Naval Investigative Service assigned to the Resident Agency. (NISRA). He spent three years in Okinawa, Japan.

NORTHERN ILLINOIS: **Steven M. Traina** '75 (221 W. Wisconsin, No.



"We are extremely fortunate that Dr. McGovern has agreed to assist us," says Jeffrey.

Additionally, Dr. McGovern recently received the Distinguished Service Award of the Coalition of National Health Education Organizations.

The Coalition, comprising eight national health education organizations, represents some 45,000 health professionals. The award cites Dr. McGovern for his significant contributions to health education and medicine and acknowledges his tireless work in the promotion of health and a better quality of life for Americans.

Born in 1921 in Washington, D.C., Brother McGovern went on to become one of the most honored and recognized physicians in America. He is past president or chief elected officer of fifteen organizations including the American College of Allergists and the American Osler Society, and is the author or co-author of fourteen books and over 175 scientific articles.

His service to governmental agencies includes a Presidential appointment to the Board of Regents of the National Library of Medicine which he chaired in 1973-74, and he was the first president of the Texas School Health Association.

MEDICAL GROUP ESTABLISHES JOHN P. McGOVERN LECTURESHIP

INTERNATIONALLY RECOGNIZED physician, educator and allergist Dr. John P. McGovern Alpha Alpha (Duke), earned yet another honor recently when the Medical Library Association established the John P. McGovern Award Lectureship.

The Lectureship series will bring a significant national or international figure to the annual meetings of the Association to speak on a topic of

great importance to health sciences librarianship.

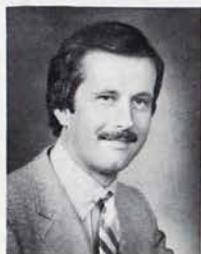
Dr. McGovern, director of the McGovern Allergy Clinic, the nation's largest private allergy clinic, also was recently named an adjunct professor in journalism at the University of Texas.

Dr. Robert Jeffrey, dean of the College of Communication, says McGovern will help plan new science writing curriculum.

1B, Chicago, IL 60614) will finish his orthopedic residency program next year at Cook County Hosp...**James Timothy Graham '75** (P.O. Box 12, Dekalb, IL 60115) is employed as sports editor of the Daily Chronicle in Dekalb.

NORTHERN KENTUCKY STATE
Jeffrey Lee Fangman '75 (102 International, Crescent Springs, KY 41010) works as an account manager for Ner Corp. Business Forms and Supplies Division...**Bill N. Meyer '75** (RR 1, Box 18, Manilla, IN 46150) is sales and purchasing manager at Indiana Wood Preserving, Morristown, Indiana.

NORTH TEXAS STATE: Bruce Alan Cook '75 (1218 Baylor, No. 104, Austin, TX 78703) became a certified public accountant in February, 1983.



Scrubby



Woodward

OREGON STATE: Steven G. Uerlings '75 (3129 N.E. Powderhorn Pl., Corvallis, OR 97330) is a partner in Barker Insurance, recently received the professional designation of Certified Insurance Counselor, and was named an Outstanding Young Man of America for 1982.

PARSONS: Brian W. Marquis '67 (R.D. 1, Box 1, Pine Bush, NY 12566) is married and has two sons. He is copartner in a commercial roofing firm.

PEMBROKE STATE: John K. Nicholson '75 (125 Depot St., Mocksville, NC 27028) works for Confederation Life Insurance Co. as a life underwriter.

PENNSYLVANIA: Leslie T. Hirsch '75 (3 Spr. Rdg., 13th & Fairmont St., Whitehall, PA 18052) was recently promoted to production engineer for Pfizer, Inc...**Brian W. Loehwing '75** (286 Tabettha Ct., Bricktown, NJ 08723) recently accepted the position of director of operations with Displayco Instore Advertising, a division of Schiftenhaus Packaging Corp.

PITTSBURGH: Timothy G. Ellinger '75 (No. 831, 5310 Keller Spring Rd., Dallas, TX 75248) works for IBM, covering N. Texas and Oklahoma.

PRESBYTERIAN: Wade A.

Watson, III '69 (3016 Martindale Rd., Columbia, SC 29206) was named Columbia region lending officer for First Federal of South Carolina.

PURDUE: Daniel Gerhard Burge '75 (547 60th St., Indianapolis, IN 46220) married Juli Lee in March, 1982. He is employed by Texas Instruments selling factory automation systems...**Bruce L. Marshall '75** (2799 Pembroke, Birmingham, MI 48008) recently received his juris doctorate from the Detroit College of Law, and is associated with the law firm of Schmier, Feach and Ellis, P.C....**Charles R. Woodward '50** (396 Treeside Dr., Stow, OH 44224) was appointed as vice president and general manager of GSE/Voorlas, a unit of General Signal.

SOUTH CAROLINA: Thomas W. Clark '75 (1816 Nottingwood Dr., Columbia, SC 29210) is programmer analyst with the Policy Management Systems Corp...**Phillip E. Richardson, Jr. '75** (180 Wallace Rd., V-24, Nashville, TN 37211) travels Kentucky, Tennessee, Arkansas, Louisiana, Kansas and Missouri working for the Republican National Committee as a local political director.

SOUTHEAST MISSOURI STATE: Richard D. Nadler '75 (301 W. 53rd, No. 7-B, New York, NY 10019) was promoted to manager with the accounting firm of Peat, Marwick, Mitchell & Co.

SOUTHERN MISSISSIPPI: Michael A. Sieg '75 (17830 Sherman Way, No. 324, Reseda, CA 91335) is an actor. He has been in over 15 movies, and also works in commercials.

SOUTHWESTERN: Terry Furgieue, M.D. '66 (800 W. Olney, Norfolk, VA 23507) is director of Pediatric Intensive Care Unit at the Children's Hospital of the King's Daughters...**Robert Waldemar Schoen, Jr. '75** (1205 Milford, Houston, TX 77006) is an orthopedic surgery resident at Hermann Hospital in Texas Medical Center.

SOUTHWEST MISSOURI STATE: James O. Wheelan '76 (420 E. Market, Warrensburg, MO 64093) works with Piper, Jaffray & Hopwood, Inc. a Minneapolis based investment firm, as a registered representative...**Mark W. Melson '75** (6600 Claremont, Kansas City, MO 64133) graduated in May from University of Missouri-Kansas City School of Dentistry, and is practicing in Raytown, Missouri.

TENNESSEE: Charles Blackard, III '75 (2008 Boxwood Dr., Franklin, TN 37064) recently passed the Tennessee Bar, and is working as a legal research assistant for the State Attorney General.

TENNESSEE-MARTIN: Anthony Paul Bradley '75 (4044 Brompton, Memphis, TN 38118) is the wrestling coach at Germantown High School. He married Julie Allem, and has an infant, Jason Paul.

TEXAS TECH: Robert D. Beauchamp '75 (100 Market, No. 47 Ave. D, Galveston, TX 77550) married Shannon Riordan. He graduated from the University of Texas Medical Branch in May and is now in residency in general surgery there.

TOLEDO: Patrick J. Hoehn '75 (2255 Havenwood, Toledo, OH 43614) is employed by Photonics Technology as an electronic technician, and has an infant daughter, Amy Marie.

VALPARAISO: Randy J. Clements '75 (3029 Devon Dr., Fort Wayne, IN 46815) works for Central Electric Contracting Co. as an electrical estimator...**Donald C. McLean '75** (4257 S. 35th St., Arlington, VA 22206) is a trial attorney with the Criminal Section, Tax Division of the U.S. Department of Justice in Washington, D.C.

VANDERBILT: John Hermann '75 (1948 N. Mohawk, Chicago, IL 60614) works as an associate with the law firm of Winston and Strawn...**James H. Smolenski '75** (10950-82 Darryl Dr., Baton Rouge, LA 70815) is head of Special Loans Department, and assistant vice president at Fidelity National Bank.

VIRGINIA: Charles B. Ceisel '78 (1022 Oakmont Pl. No. 2, Memphis, TN 38107) is assistant vice president of Morgan, Keegan & Co. He has served as secretary, vice president, and president of Memphis Security Dealers Association, and is a member of the budget subcommittee of the United Way of Memphis.

WAKE FOREST: Clinton D. Flagg '77 (4160 Bonita Ave., Miami, FL 33133) is doing civil trial litigation in the law firm of George, Hartz, Burt & Lundeen...**Mark E. Hollern '75** (Box 219, Jacksonville Rd., Burlington, NJ 08016) is a financial analyst in the Marine Group of United States Lines...**Bob Klatte '75** (30-78 Fair Lawn Pkwy., Fair Lawn, NJ 07410) works for the A.C. Niesen Company as an account executive.

THE HART OF DELAWARE'S YOUTH SERVICES PROGRAM



LET'S HEAR it for fraternity service projects.

Beyond the money they raise, the blood they donate, the cans of food and boxes of clothing they gather, the community service projects sponsored by Greeks have lasting impact.

One need only look as far as Jim Hart to prove it.

Brother Hart was an undeclared major as a sophomore at Florida State University when his Delta Lambda chapter encouraged him to get involved in the first of many service projects. Today, of course, service is synonymous with fraternities in many people's minds, but in the early sixties, it was the newest thing Greeks employed to counteract an image problem on campus.

Though he never held a major office in the chapter, Jim Hart was always active in the service projects. And soon an undeclared major became a social welfare major and after his 1966 graduation, a social work master's degree, and the rest is history.

Today, he is executive director of the Delaware Diagnostic Youth Center, appointed recently by Governor Pierre S. du Pont. He reports directly to the governor as he surveys youth services and advises him of "service gaps." Such gaps

might require agencies to be created to provide youth counseling or residential placement or mental health facilities.

"The state of Delaware is doing something quite unique," says Brother Hart, "in that it is not creating another department to do this, but a branch of the governor's administration that reports directly to him".

Hart has over fourteen years of experience in supervising youth-serving agencies in both the public and private sectors. He recently left a position as head of the Hannah More Center in Reistertown, Maryland, a private, non-profit facility serving emotionally handicapped adolescents. His experience includes designing and implementing youth-serving agencies from conceptual ideas. In fact, that is what Governor du Pont asked him to do in creating the Diagnostic Youth Center which opened in January.

"Jim Hart has a distinguished record of planning, administrative and leadership skills," says Governor du Pont. "I am confident that his experience as a leading advocate of children's services will be a tremendous asset as we seek to make improvements in services to youth in this state."

The Center is one of the few such state-operated facilities in the nation,

and will have the capability to diagnose a youth's problems, identify potential causes and recommend remedies. The Center also serves as an out-patient treatment resource center, compiles and coordinates information related to youth services and identifies youth service deficiencies and recommends improvements.

Brother Hart also served in the Nixon and Ford administrations as Commissioner of Youth Development at the Department of Health and Human Services in Washington.

He credits his career path to early Pike service projects.

"We had a pretty dynamic chapter," he recalls. "We were particularly active in community service which sparked my interest to take classes related to social welfare which ended up being my major."

He also points to the brotherhood and personal relationships with his brothers as highlights of his Pike days at FSU.

"We had a good cross section of people. I was raised in New York and moved to Florida. We had among seventy-five brothers people from all corners of the country and people represented in every academic school at Florida State."

Pi Kappa Alpha has certainly affected Jim Hart. And a lot of kids in Delaware are grateful for it.

WASHINGTON: **Dean Downing '38** (3331-A Bahia Blanca E., Laguna Hills, CA 92653) retired last August from Cambro Manufacturing.

WASHINGTON STATE: **John W.D. Humphreys '58** (P.O. Box 36, Paddock, 4244-Republic of South Africa) is involved in breeding and selling South African Boer Goats and Dorper Sheep...**Michael C. Pedersen '75** (2828 Washington Way, Longview WA 98632) married in July.

WESTERN CAROLINA: **William D. Hawkins, III '75** (409 Camperdown Way, Greenville, SC 29601) is a narcotics and vice officer for the Greenville City Police Dept.

WESTERN MICHIGAN: **Armand L. LaCasse '75** (1305 S. Margo Dr.,

Tempe, AZ 85281) is the personnel administrator and loss control director for Carnation Dairy. He is working on an M.B.A. from Arizona State, and manages a Junior Achievement Center...**Victor R. Frazier '75** (2001 Wright St., No. 6, Sacramento, CA 95825) is a first lieutenant in the U.S. Air Force, and a navigator on a KC-135.

WEST VIRGINIA: **James Baker '75** (3046 Algonquin St., Poland, OH 44514) is office manager for Household International, Lock Haven, Pennsylvania...**Richard L. Rawlings '63** (1432 Fox Ln. Grafton, WI 53024) was recently appointed general agent for the state of Maine for Northwestern Mutual Life.

WILLIAM AND MARY: **William R. Van Buren, III '75** (4405

Chesapeake Ave., Hampton, VA 23669) is working as an attorney for Kaufman and Caroles in Norfolk, VA.

WITTENBERG: **George J. Bode '75** (4575 W. 226th St., Fairview Park, OH 44126) with his father formed their own business, Eikon Graphics & Design.

WOFFORD: **Harley E. Davidson '75** (168 St. Andrews Blvd., Charleston, SC 29407) is a student of the Medical University of South Carolina, and will receive a doctor of pharmacy degree. He and his wife are expecting their first child...**David F. Wood '75** (225 Hillbrook Dr., Spartanburg, SC 29302) is practicing law at Wood Law Offices in Spartanburg.

MISSING PERSONS BUREAU

If you know the addresses of any of these "lost" members, listed here by school, please notify Pi Kappa Alpha Memorial Headquarters, 577 University Boulevard, Memphis, Tennessee 38112.

UNIVERSITY OF ARIZONA:

Stephen Norman Grulich

AUSTIN PEAY STATE

UNIVERSITY: Kevin Carter

BOWLING GREEN STATE

UNIVERSITY: Douglas Gordon Bugie,
Walter Charles Liska

UNIVERSITY OF CINCINNATI: John

David Lehman

UNIVERSITY OF DELAWARE: Joseph

Sedita Salvatore

FERRIS STATE COLLEGE: David Roy

Hafer, Lansing W. Pritchard, Danny
Charles Spear

UNIVERSITY OF FLORIDA: Jerome

Uhran, Paul Roger Wyatt

FLORIDA INSTITUTE OF

TECHNOLOGY: James Richard
Duwe

FLORIDA STATE UNIVERSITY:

Clayton B. Bullock, Jesse Charles Vance

INDIANA STATE UNIVERSITY: Brian

Richard Moore, Terrence Keith Mullins,
Douglas E. Pfaff

IOWA STATE UNIVERSITY: John Hughes

Fliehler

UNIVERSITY OF KENTUCKY:

Stephen Anthony Clark, Gregory A.
Reusch

LINFIELD COLLEGE: Byron

Eugene Brown

LOUISIANA STATE: David A. Powell

MEMPHIS STATE UNIVERSITY:

Michael Joseph Alford, Richard Thomas
Edwards, Daniel C. Hoffman, Jr., Lonnie
Daniel Utley

UNIVERSITY OF NORTH

DAKOTA: Paul Wayne Duerre, James
Dean Hough, Val Daran Hardy

NORTHERN ILLINOIS: Howard A. Jaffe,

John R. McCollom

NORTHWESTERN UNIVERSITY: Cory

V. Clayton

OHIO UNIVERSITY: Frank Thomas Vrettas

OHIO STATE UNIVERSITY:

Charles L. Shafer Vitelli

UNIVERSITY OF OREGON:

Frederick Roy Steen

UNIVERSITY OF PITTSBURGH: Jerry

Ralph Bittner

SAM HOUSTON STATE

UNIVERSITY: Edward G. Oliver

SOUTHEAST MISSOURI STATE

UNIVERSITY: Mark William Dorris, Tab
Alan Heeb, Dan G. Picarella, Stephen
Michael Striebel

SOUTHERN METHODIST

UNIVERSITY: Phil Scarborough

UNIVERSITY OF SOUTHERN

MISSISSIPPI: John R. Ennis, III

SOUTHWESTERN-AT-MEMPHIS: Steve

Guy Phillips

SOUTHWESTERN UNIVERSITY:

Larry Earl Nobles

STETSON UNIVERSITY:

Carl W. Bradbury

UNIVERSITY OF TEXAS-ARLINGTON:

William Paul Arndt

TRANSYLVANIA UNIVERSITY: Stanley F.

Jones

UNIVERSITY OF UTAH: Frank

Forsberg, Jerry Sharp

WASHINGTON STATE: Kevin Michael

Boyle

WAYNE STATE UNIVERSITY: Paul

Louis Quaglia

WEST VIRGINIA UNIVERSITY: Robert P.

Newcomer, III

WESTERN KENTUCKY

UNIVERSITY: John Franklin

Thornbury

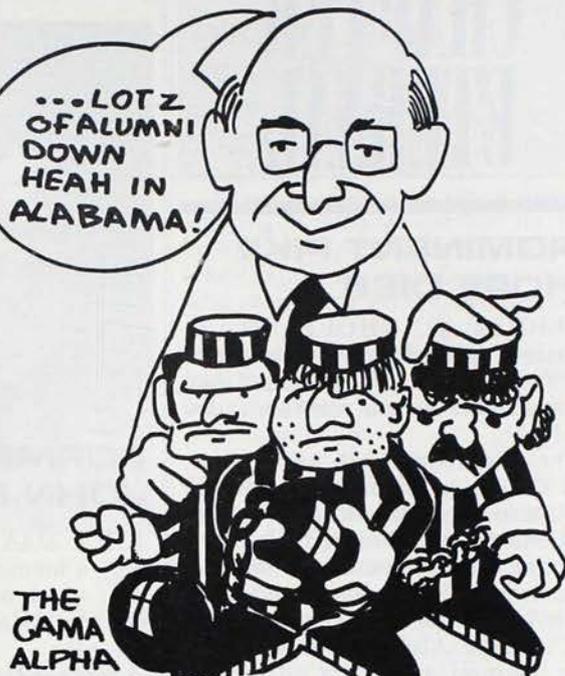
UNIVERSITY OF WINDSOR:

James W. Coughlin



TYPICAL OF MOST AMBITIOUS BOYS, DR. M. WORKED AS A NEWSBOY, A SODA JERK & A STOCKBOY WHILE GROWING UP IN HUNTSVILLE, AL. HE WENT ON TO CIVIC, SOCIAL AND FRATERNAL INVOLVEMENT SERVING AS PRESIDENT OF MANY CIRCLES.

DR. WILLIAM M. KRISACK



THE GAMA ALPHA INITIATE SERVES AS THETA PI'S ADVISOR. HE WAS WITH SEN. JOHN J. SPARKMAN AS A CHARTER MEMBER OF TA AND KNEW BOB SMYTHE INTIMATELY. HE ALSO ORGANIZED HUNTSVILLE'S FIRST ALUMNI ASSOC. & WAS AWARDED OUTSTANDING ALUMNUS IN 1975.

LOOKS LIKE YALL GONNA LOZE DAT WING BOAH...



THE 81-YR. OLD PHYSICIAN IS STILL MAKING HOUSE CALLS AND DOING OBSTETRICAL SURGERY AND IS THE SURGEON FOR THE LOUISVILLE AND NASHVILLE RAILROAD. HE OFTEN WAS ACCUSED OF PINNING PIKE PINS ON NEWBORN MALES.

CHAPTER ETERNAL

PROMINENT PIKE CHOPE DIES

WILBERT E. CHOPE, 59, an initiate of Alpha Rho (Ohio State) and the Fraternity's 1964 Distinguished Achievement Award recipient, died in March.

The co-founder, with his brother, and former president of Industrial nucleonics (now AccuRay Corp.) was also chairman of world Neighbors, Inc. and was named one of the Ten Outstanding Young Men of America in 1957. A frequent large contributor to Pi kappa Alpha, Brother Choche was named to the Centennial Committee of 100 and was listed in the Bicentennial year among the two hundred Pikes who contributed most to society.

Among the many awards and honors he received were these: OSU Alumni Centennial Award, Benjamin G. Lamme Medal for meritorious achievement in engineering and Outstanding Young Electrical Engineer of 1955.

He is survived by his wife, Joanne.



Choche

Engle

GRID GREAT RIP ENGLE DIES

CHARLES "RIP" ENGLE, former head football coach at Penn State, died in March.

A lengthy illness ended the life of the coach who projected the Nittany Lions to national prominence through fifteen successful years at Penn State.

Among the greats his program spawned were Rosey Grier, Dick Hoak and Galen Hall. Following a coaching stint at Brown University, Engle went to Penn State with an assistant coach and former Brown quarterback Joe Paterno who later became Penn State's mentor.

The Beta Alpha (Penn State) grad was often honored within the pages of

the *Shield & Diamond* and always responded to Pike requests for support.

FORMER MAYOR JOHN DAY DIES

JOHN DAY, Beta Beta (Washington), a former advisor to his chapter who went on to become mayor of Mercer Island, Washington, died recently.

Brother Day also served on the city council eight years in the late sixties and early seventies and was known as a "city father."

A Mercer Island columnist wrote of the 79-year old Day, "With John Day's passing, we mourn a style of public service that sometimes seems on its way out. He gave of his time and talent to his community without interest in personal gain."

Keith R. Banks (Arkansas), 1/20/80, Fayetteville, AR.

Emmett David Bates, Jr. (Samford), 1/14/83, Birmingham, AL.

Francis E. Brenner (Kansas State), 12/14/82, Leavenworth, KS.

William F. Brubaker (Rutgers), 11/9/82, Burbank, CA.

Dr. A. Reid Clayton (Texas Wesleyan), 2/16/83, Amarillo, TX.

Wilbert E. Choche (Vanderbilt), 3/16/83, Coral Gables, FL.

Harold Compton (Kansas), 11/82, Pittsburg, KS.

Jack C. Curtice, Jr. (Transylvania), 8/19/82, Santa Barbara, CA.

C. Dean Dinwoody (Utah), 2/7/83, Kensington, MD.

Harold A. Disney (Iowa State), 8/25/82, Boone, IA.

William C. Havelaak (Cincinnati), 1/23/83, Laguna Hills, CA.

Paul M. Hutcherson (North Georgia College), 3/18/82, Macon, GA.

C.W. James (Ohio State), 9/13/82, Cincinnati, OH.

William M. James, Jr. (Northwestern), 9/14/82, Glenview, IL.

Britt Jenkins (Missouri-Columbia), 8/16/82, Saint Louis, MO.

Dr. Steele M. Kennedy (Texas), 1/22/83, Cincinnati, OH.

Arthur W. Kurtz (Western Reserve), 12/17/82, New Paltz, NY.

Rev. William M. Latta (Trinity College), 7/82, Wilmington, NC.

Hesten L. McCune, Jr. (Texas), 2/20/83, El Paso, TX.

Philip M. Moser (Cincinnati), 11/19/82, Cincinnati, OH.

Clyde V. Mullins (Georgetown), 1/83, Birmingham, AL.

Edward T. Nunnally (Samford), Birmingham, AL.

George W. Ohler (Oregon), 5/24/82, Fountain View, CA.

Alvin A. Outland (Samford), 12/23/82, Birmingham, AL.

William Postle (Ohio State), 12/14/82, Winnfield, LA.

Dr. Herbert S. Ripley, Jr. (Michigan), 10/8/82, Seattle, WA.

John T. Rouse (Cincinnati), 12/82, Billings, MT.

Edward Lee Russell, M.D. (Millsaps), 2/4/83, Santa Anna, CA.

Alfred W. Schlosser, Jr. (Auburn), 11/20/82, Atlanta, GA.

Thomas Bell Shook (Tennessee), 8/24/82, Knoxville, TN.

Clarence L. Smith (Ohio), 5/23/82, Clarksburg, WV.

Roy Smith (Samford), 7/24/82, Atlanta, GA.

Maxwell C. Snyder, Jr. (Florida), 6/2/82, Jacksonville, FL.

Dr. Donald L. Struve (Rensselaer Polytechnic Institute), 12/23/82, Los Angeles, CA.

Malcolm C. Tarver (Georgia), 10/16/82, Dalton, GA.

Sidney R. Vandenberg (Kansas State), 3/18/82, Long Beach, CA.

Horace G. Williams (Samford), 11/26/82, Tuscaloosa, AL.

Thomas K. Wilson (California-Berkeley), 8/82, Escondido, CA.

PIKE PLAN IS REVEALED

AN ORGANIZATION without a plan is like a ship without a rudder, goes the old management adage. Pi Kappa Alpha is about to unveil its new rudder.

Participants at the 1983 Officers' Academy in August (see related story in Update) will be among the first to hear and respond to a long range plan developed this spring and summer at the Memorial Headquarters.

Memphis State University management professor Dr. Barry Gilmore has led the Supreme Council and particularly the professional staff through a half-year long series of planning meetings that use the most sophisticated techniques to develop strategic planning. During several weekly meetings, Dr. Gilmore guided the participants to key assumptions which were developed into objectives which, in turn, were used to determine long range plans for the Fraternity.

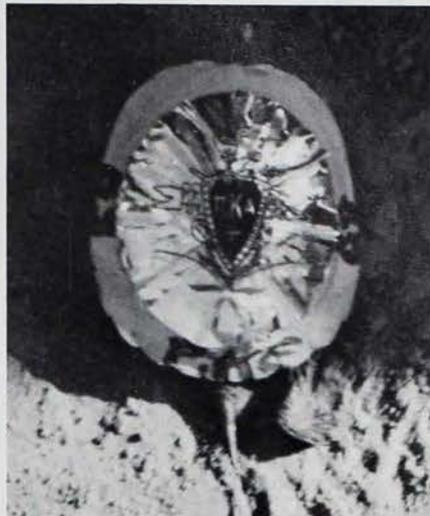
Initially, the group surveyed major strengths and weaknesses of the Fraternity and its environment, evaluated current programs and drew a profile of the Fraternity as it now operates. Talk then centered on future trends, favorable and unfavorable, and opportunities ahead. The profile of a typical member was developed and tentative short range goals were set.

Assumptions such as "Alumni are important to the future of Pi Kappa Alpha" and "Personal requirements of members (for housing) are increasing in relation to space needs," were designated by the staff with Dr. Gilmore serving as a facilitator. From the information gathered, objectives were stated and reviewed by the Supreme Council as well as the heads of each of the Fraternity's commissions who met in Memphis in mid-May.

The final long range plan will be revealed to those who attend the 1983 Officers' Academy, August 10-14 in Memphis, and then in the September issue of *Shield & Diamond* magazine.

SOUPED UP

WHEN YOU'RE jock, you're jock. So it only follows that the chapter that can win intramural sports titles also fields the fastest turtle in the First Annual Coors Light Turtle



Love Turtle

Downs held recently in Kellys, Louisiana.

Gamma Psi (Louisiana Tech) owned the thoroughbred reptile as well as an enviable sports record that includes winning table tennis, basketball free throw, bicycling and Greek Week Olympics this year. But, it was the turtle race that generated the most excitement as Coach Sammy Coughenour, who won the best dressed trainer honors, aptly positioned the Love Turtle for two victories in preliminary heats and then the finals itself.

The Pikes took home a four-foot trophy and two kegs of Coors (the second awarded for having the largest contingent of rooters).

CHAPTERS EARN HIGH GRADES

TWO CHAPTERS are due high marks for their emphasis on scholarship this year.

At Beta (Davidson), eight Pikes were tapped into Phi Beta Kappa. The group comprises twenty percent of the total population selected for the honorary this year.

Alpha Omicron (Southwestern) won five awards at the annual Lone Star Regional Conference recently, the most prominent of which was for scholarship. The chapter achieved a 3.1 all-chapter grade point average. No wonder the chapter also won a Chapter Excellence award, the Campus Involvement Award, the Publications award and honors for highest (100 percent) pledge retention in the region. In addition, the chapter has courted its alumni with tough football games and gettogethers in an effort to get their support for a house renovation.

PIKES LEAD IN QUEST

SEVERAL PIKE chapters led the quest for intramural glory going into final events this spring.

Epsilon Beta (Valparaiso) is making a strong bid for its fifth AllCampus sports crown in six years. The chapter won golf, football, soccer and swimming and placed second in bowling, wrestling and cross country. The chapter also competed recently in the Valparaiso Songfest, an event they have won three of the past four years.

Eta Sigma (West Georgia) won football, basketball, swimming and the bike race on its way to first place in the All-Sports trophy competition.

Gamma Omega (Miami) recently won the Budweiser Super Sports Competition as well as the basketball championship. The chapter was second in intramural football, but placed highest among fraternities, and was ranked first in volleyball and racquetball at presstime.

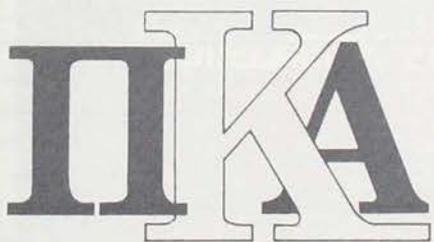
Eta Omicron (Northwest Louisiana) recently won NLU's annual Greek Week championship, its second victory in as many years. After falling behind early, the chapter fought back in the track and field events and swept the final day's events to win by over twenty points.

SOUTHERN HOSPITALITY

THE MEN of Delta Mu (Southern Mississippi) have demonstrated their Southern hospitality to the community this year with a string of service projects.

The chapter counsels mentally handicapped children at the Ellisville State School, distributed food to the needy via Meals-onWheels and won both the United Way Volleyball Tournament and the March of Dimes philanthropy award.

The Pikes also recently won the Delta Region's most improved chapter award and is in the thick of the competition for the all-campus intramural championship.



The Pike Collection

Style 104 V-Neck Football Jersey	\$11.95
Style 977 Hooded Sweatshirt	\$15.95
Style 676 Sweatpants	\$11.95
Style 103CS Classic Football Jersey	\$11.95
Style B-16 Baseball Cap	\$ 5.95

Style 908 V-Neck Sweater with 2" Tackle Twill Greek letters	\$13.95
Style 908 V-Neck Sweater with monogrammed Greek letters or monogrammed "Pikes"	\$16.45
Style 117 Baseball Shirt with 4" Greek letters	\$ 8.95
Style 117 Baseball Shirt with I ♥ IKA	\$10.15
Style 151 Polo Shirt with 2" Greek letters	\$13.95
Style 151 Polo Shirt with Monogrammed Greek letters or monogrammed "Pikes"	\$16.45
Style 165 Tank Top	\$ 7.95
Style 535 Shorts	\$ 7.95
Style V-13 Visor	\$ 4.45

ORDERING INFORMATION

- When ordering please use our order form if possible and fill in EACH SPACE. Be sure your order contains correct style numbers, colors, sizes and complete lettering information.
- Fill in all blanks. Do not use ditto marks. Please use ink (not pencil) to fill out order form.
- Be sure to specify light blue, royal or navy—do not write just blue.
- All orders must be paid in full before they will be processed. Make checks payable to: *The Jacket Man* (not to Pi Kappa Alpha).
Mail order and checks to:
The Jacket Man
1823 Hillandale Avenue
Columbus, Ohio 43229
- Orders can be processed faster with receipt of one money order or house checks. DO NOT send cash.
- Advise the Jacket Man Staff in writing of any special arrangements their staff may have discussed with you.
- Make and keep a clear copy of your order.
- Please check the incoming order against your copy and against the enclosed packing slip BEFORE you distribute the items. You must notify us immediately if there are any discrepancies.

PHONE ORDERS

Orders may be placed by phone but processing will not begin until full payment has been received in the office. No collect phone calls please.

DELIVERY

We will ship your order via U.P.S. within 2-3 weeks following receipt of the order (with full payment) in our office. (Special order garments or lettering may require additional time.)

INQUIRIES

All requests for information concerning orders should include the customer's name, address, fraternity, school, date of order and order number if known. If you have any questions about your order, don't hesitate to write or call for information. We regret that we cannot accept collect telephone calls.

RETURNS

No returns will be accepted without a proper return authorization form from the company. To obtain a return authorization form, please contact the company by phone or mail. Returns will be accepted only if merchandise is defective due to manufacturing or workmanship or differs from the original order. Merchandise cannot be returned after 30 days for any reason.

PRICE LIST: Effective Until May 31, 1983

Style 822 Baseball Jacket with Flannel Lining	\$33.95
Note 899 Baseball Jacket with Quilt Lining	\$35.95
NOTE: For Pikes (script embroidery) on back of jacket add	\$ 3.00

GENERAL INFORMATION

NO MINIMUM ORDER

There is no minimum order on garments shown in catalog with tackle twill or embroidered lettering. A \$1.50 charge is required on orders of less than three items.

IMPORTANT: Please use ink (not pencil) to fill out form.

Fraternity or club _____ School _____
 Name _____ Dorm _____ Box _____
 Address _____ Phone () _____
 City _____ State _____ Zip Code _____

THE JACKET MAN

1823 Hillandale Avenue
 Columbus, Ohio 43229
 Area Code (614) 891-2275

FOR OFFICE USE ONLY

Date Received	Invoice #
CM #	Shipping Date
Date of Order	
Special Instructions	

	CUSTOMER'S NAME	CUSTOMER'S PHONE NUMBER	STYLE	GARMENT COLOR	SIZE	LETTER COLORS		GREEK LETTERS	CUFF AND BACK LTR COLOR	BACK LETTERING OR NAME ON POCKET	GARMENT PRICE	2 COLOR LETTER PRICE	BACK LETTERING PRICE	SUB TOTAL	TAX (OHIO)	SHIP	TOTAL	PAID	
						INSIDE	OUTSIDE												
	Example: Doe	880-4301	977	White	L	Maroon	Gold	TTKA	-	-	15.95	2.50	-	18.45		50	18.95	Check	
1																			
2																			
3																			
4																			
5																			
6																			
7																			
	CUSTOMER'S NAME	CUSTOMER'S PHONE NUMBER	STYLE	GARMENT COLOR	SIZE	LETTER COLORS		GREEK LETTERS OR SCRIPT	CUFF AND BACK LTR COLOR	BACK LETTERING OR NAME ON POCKET	GARMENT PRICE	SCRIPT PRICE	BACK LETTERING PRICE	SUB TOTAL	TAX (OHIO)	SHIP	TOTAL	PAID	
						INSIDE	OUTSIDE												
1																			
2																			

Checks payable to: The Jacket Man
 Payment in Full with order
 Tax charge only Ohio customers (5½%)
 \$1.50 Service charge for orders of less than 3 garments.
 SIZES: Small (34-36), Medium (38-40)
 Large (42-44), X-Large (46)
 (except Style #153)
 Orders shipped within 3 weeks after receipt in office

SCRIPT LETTERING
 • Up to 3 letters No charge
 • Additional letters 60¢ ea
 • Tail sweep \$2.00 ea

TWO COLOR LETTERS
 All prices include two or three ONE color letters. For two color letters just add \$2.50 per garment

ALL PRICES INCLUDE 2 or 3 LETTERS FOR ADDITIONAL LETTERING PLEASE ADD

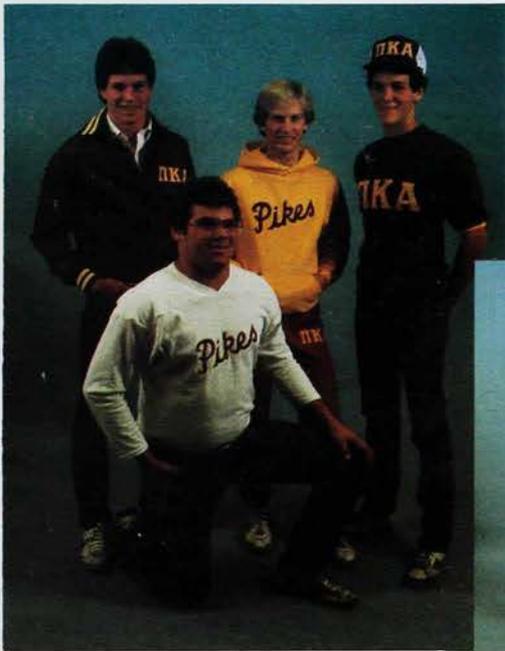
SIZE	TYPE	PRICE
2"	Greek letters	60¢ ea
4"	Greek letters	60¢ ea
6"	Numerals	60¢ ea
2"	Block letters	60¢ ea
4"	Block letters	60¢ ea

TOTALS OFF USE

GARMENT PRICE	LETTERING PRICE	BACK LETTERING PRICE	SUB TOTAL	TAX (OHIO)	SHIP	TOTAL	PAID

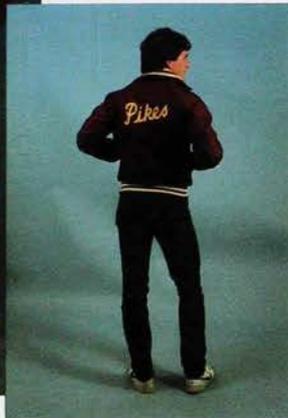
Embroidered Lettering Only

Tackle Twill Lettering Only



Style 822—FLANNEL-LINED BASEBALL JACKET*

Heavy-duty oxford cloth nylon jacket with raglan sleeves, hug knit collar, knit cuffs and waistband, two reinforced slash pockets and snap closure.
 SIZES: S, M, L, XL
 COLORS: Maroon; Trim: Maroon with two gold stripes featured in white



Style 977—HOODED SWEATSHIRT

Pullover design by Russell Athletic made of 50% polyester/50% cotton with front pouch pocket, drawstring and ribbed cuffs and bottom.
 SIZES: S, M, L, XL
 COLORS: Navy, white, red, kelly, gold, burgundy, black, royal blue

Style 676—SWEATPANTS

50% cotton/50% polyester medium-weight fleece pants by Russell Athletic with drawstring waist and elastic at the ankles.
 SIZES: S, M, L
 COLORS: Navy, white, red, kelly, gold, burgundy, black, royal blue

(XL in Navy, red, gold, burgundy)

Style 103CS—CLASSIC FOOTBALL JERSEY

The Russell Athletic medium-weight jersey made of 100% combed cotton with short sleeves and contrasting knit cuffs.
 SIZES: S, M, L, XL

COLORS: Navy, white, red, kelly, gold, Columbia blue, maroon, purple, silver, black
 CUFF COLORS: Navy, white, red, kelly, gold, Columbia blue, maroon, purple, silver, black, royal blue, pink

Style 151—POLO SHIRT

Men's shirt made of 50% cotton/50% polyester with knit collar and 3-button rugby style placket.
 SIZES: S, M, L, XL
 COLORS: White, navy, light blue, kelly, red

Style 117—BASEBALL JERSEY

50% cotton/50% polyester shirt with white body and contrasting 3/4 length sleeves and neck trim.
 SIZES: S, M, L, XL

COLORS: Body of shirt: White
 Sleeves and neck trim: Navy, red, kelly, gold, light blue, maroon

Style V-13—TENNIS VISOR

60% cotton/40% polyester visor with adjustable cloth headband.
 SIZES: One size fits all
 COLORS: White, navy, red, kelly, light blue

Style 165—TANK TOP

A light-weight 100% cotton tank top by Russell Athletic; ideal for basketball, jogging or casual wear.
 SIZES: M, L, XL
 COLORS: White, gold, royal blue, red, kelly

Style 535—SHORTS

100% nylon knit shorts with elastic waist and a v-notch on the side of the leg for comfort and fit.
 SIZES: S, M, L
 COLORS: Navy, red, kelly, Columbia blue, royal blue, white, gold, black, maroon, purple

Style 899—QUILT-LINED BASEBALL JACKET*

Same as Style 822 jacket except it has set in sleeves and is lined with a quilt fabric in the body and sleeves.
 *Note additional charge on price list for script embroidery on back of jacket.

Style 104—V-NECK FOOTBALL JERSEY

Heavy-weight, full-cut, Russell Athletic jersey, 50% cotton/50% polyester with double yoke, 3/4 length sleeves and V-neck.
 SIZES: S, M, L, XL
 Colors: Royal blue, white, red, kelly, gold

Style B-16—BASEBALL CAP

Baseball cap with solid knot front and visor; the mesh back has adjustable snap fastener.
 SIZES: One size fits all
 COLORS: Maroon front and visor, gold mesh back only



Style 908—V-NECKED SWEATER

Comfortable sweater made of 50% creslan/50% rayon with ribbed cuffs and bottom and V-neck.
 SIZES: S, M, L, XL (MEN'S SIZES)
 COLORS: White, navy, burgundy, red, light blue

PI KAPPA ALPHA FRATERNITY JEWELRY



MONOGRAM BUTTON GOLD FILLED
 (MG/11) \$6.00



LAVALIER, Vertical Letter 10K Gold Charm with 18" Gold Filled Chain.
 (3LL/02V) \$22.00

LITTLE SISTER PINS
 Badge Outline with Crest. Gold Plate.
 (LS/40) \$9.00



BADGES



SIZE NO. 1
 Plain Bevel Border 10K Yellow Gold.
 (111) \$45.00



SIZE NO. 2
 Plain Bevel Border 10K Yellow Gold or Gold Tone.
 (212) \$60.00
 10K Gold Tone \$8.00*



SIZE NO. 2
 Alternating Pearl & Ruby. 10K Yellow Gold.
 (233) \$101.00



SIZE NO. 3
 Alternating Pearl & Garnet. 10K Yellow Gold.
 (340) \$115.00

CHAPTER GUARDS



	PLAIN NO. 06	PEARL NO. 08
1 Letter	\$18.00	\$38.00
2 Letter	\$25.00	\$53.00

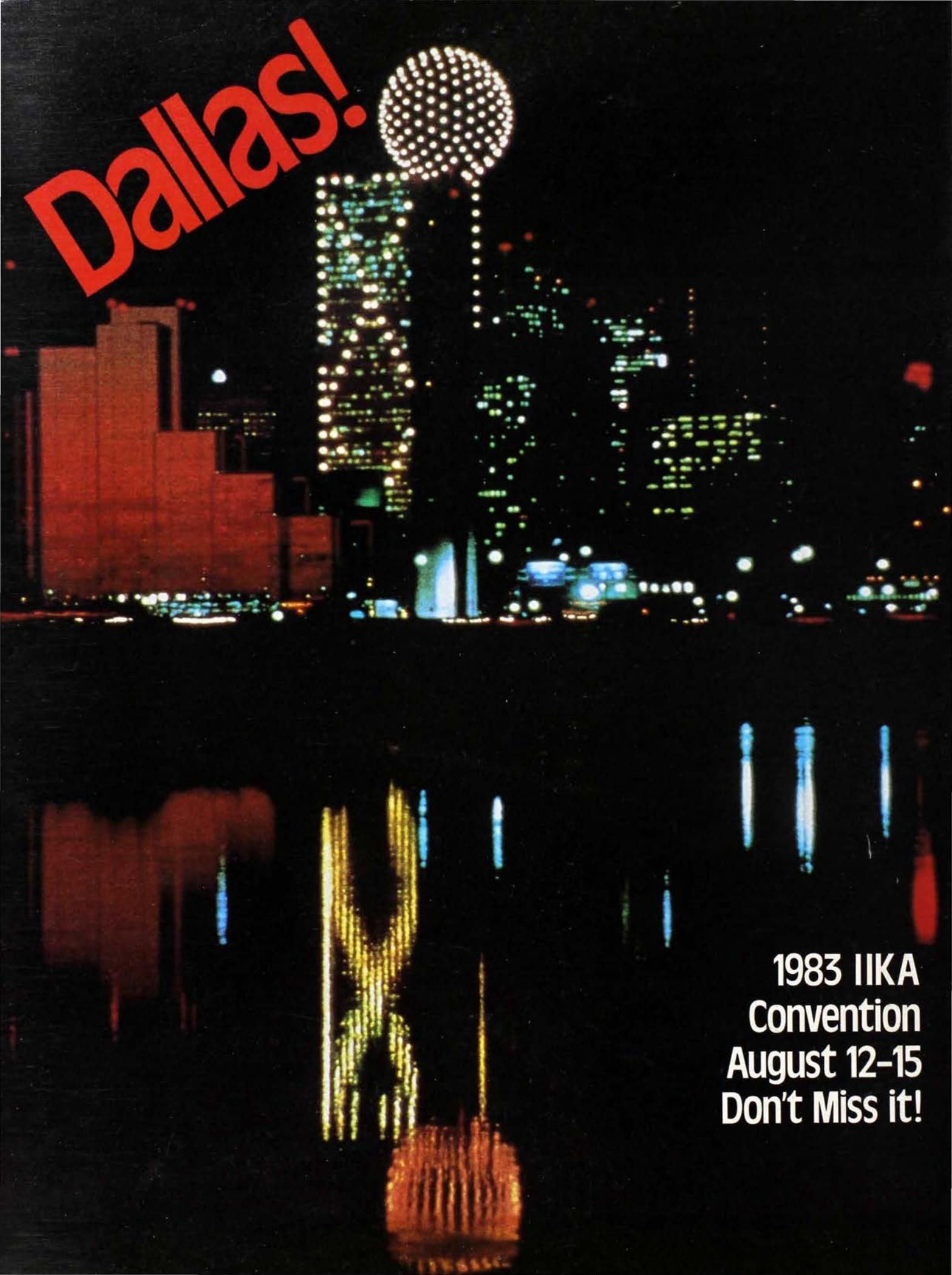
Full color complete price list available on request.

J. O. POLACK CO.

1700 Irving Park Rd.
 Chicago IL 60613
 (800) 621-1904
 (312) 477-2100 (IL)

Major Credit Cards Accepted

*Gold Tone available only in size No. 2 Plain.

A nighttime photograph of the Dallas skyline. The Reunion Tower, a spherical structure covered in lights, is the central focus, with its lights reflecting in the water below. Other skyscrapers are visible in the background, their lights also reflecting in the water. The word "Dallas!" is written in a large, red, stylized font in the upper left corner.

Dallas!

**1983 IIKA
Convention
August 12-15
Don't Miss it!**