

THE  
**MASK**  
OF  
Kappa Psi Pharmaceutical Fraternity

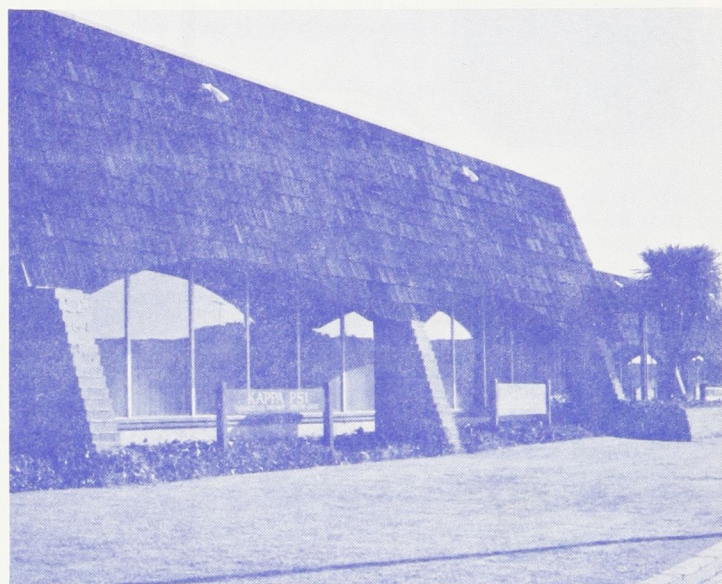
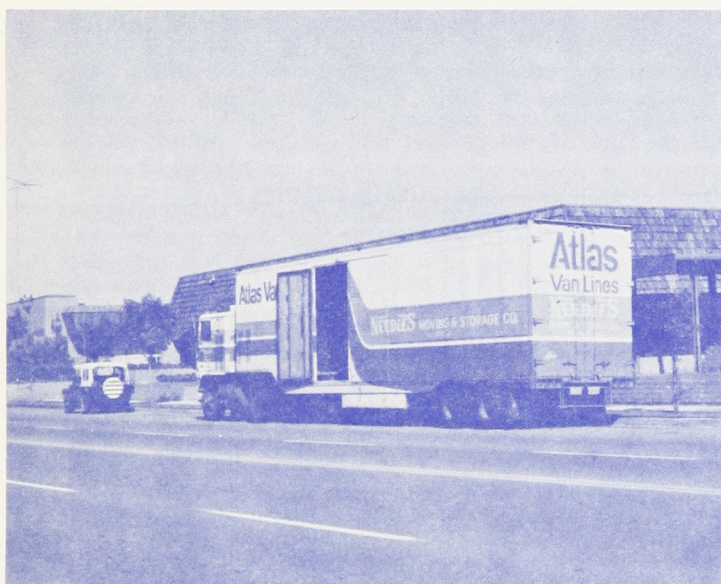


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**Rushing and Pledging**

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**SUITE 7**

**KAPPA PSI**  
**PHARMACEUTICAL FRATERNITY**  
**EXECUTIVE OFFICE**





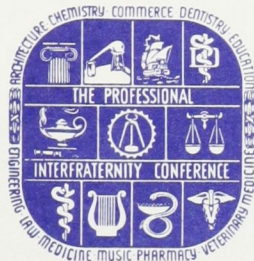
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**VOLUME 70, NO. 2 WHOLE NUMBER 281, APRIL-JUNE, 1973**

## COVER STORY

### "Kappa Psi's New Central Office"

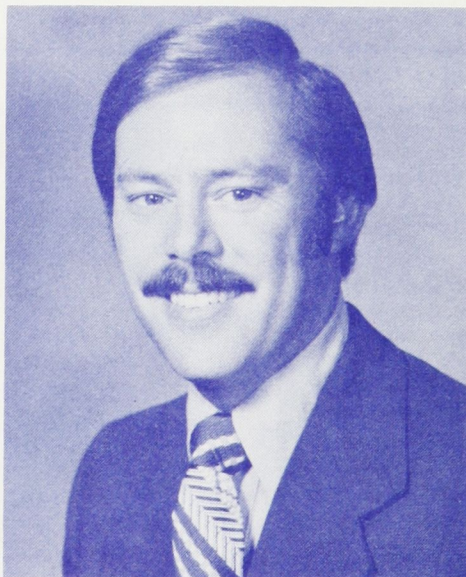
June 2, 1973 marked the opening of new headquarters for Kappa Psi, in a modern, exquisitely appointed office complex in Stockton, California. The Fraternity will occupy Suite No. 7. The new address of the Central Office is:

**1313 W. Robinhood Drive, Suite 7  
Stockton, California 95207**

Executive Secretary Donald G. Floriddia reports that an automated answering service is soon to be installed which will provide twenty four hour service to the Brothers of Kappa Psi. The Central Office telephone number is Area 209 477-4439, and is now in operation. When calling during regular business hours, Brother Floriddia reminds the Brothers to be aware of the time difference between the Pacific Coast and the Time Zone where a call originates. For example, there is a three hour difference between the East Coast and Stockton.

To assist in the operations of Central Office, Brother Floriddia has appointed a new Staff Secretary, Mrs. Diane Damos. Mrs. Damos is no stranger to Kappa Psi since she has had the opportunity of working closely with Gamma Nu Chapter while serving in a similar capacity at the University of the Pacific.

## Central Office Notes



Donald G. Floriddia

Elsewhere in this issue of the *MASK* is reported details of the recently adopted "Kappa Psi Liability Insurance Program." This new service available to *all* Kappa Psi Brothers, Collegiate and Graduate, is a worthwhile means to augment existing personal professional liability protection or to initiate such a program when a student begins his professional internship.

All Brothers, especially, our Graduate Brothers are reminded that the Kappa Psi Century Club is where the action is! Why not help shape the future and honor Kappa Psi as it approaches 100 years *young* by joining NOW! Your check for \$100.00 will insure the continued promotion of the *Principles of Kappa Psi*. All contributors receive a special Kappa Psi Century Pin and a Certificate to permanently recognize their commitment to our *Second Century*! You may send your contributions to Dr. Benjamin R. Hershenson, Kappa Psi Century Club, 179 Longwood Avenue, Boston, MASS 02115.

This issue of the *MASK* is devoted to a survey of rushing and pledging practices in Kappa Psi. It comes about in response to a directive of the 36th Grand Council to devote an issue of the *MASK* to this important endeavor. It is hoped that in it will be found something of value for each Chapter. No small amount of effort was expended in the preparation of the questionnaire or in compilation of the data. Your comments to the Editor would be appreciated.



# Rushing and Pledging. . .

## A Survey

By WILLIAM R. SMITH, R.Ph.  
Associate Editor of the MASK

Fraternity Rushing and Pledging is quite like the *wooing, wining, and marrying* of a *fair maiden*; it is vitally essential to the legitimate reproductive life cycle of the Organization. There is one major difference, however. The Fraternity must successfully woo and win each year a total quantity of times equal to 25% to 33% of its total membership. Should a Chapter fail to keep pace with this *reproduction rate* for even a couple years, it will swiftly duplicate the flight of a mortally wounded albatross, fast losing altitude on a terminal course to oblivion!

It was resolved by the 36th Grand Council, that an issue of the MASK be devoted to "Rushing and Pledging". Because of its indispensability concerning the future of Kappa Psi, the staff of the MASK has devoted maximum attention in preparing a most comprehensive study of "Rushing and Pledging".

The bulk of the material which follows in this study is the statistical data and commentary furnished by the Chapters of Kappa Psi in the rushing and pledging survey embarked upon in October of 1972. This study has not been compiled to formulate an *Ideal Rushing and Pledging Program* for an *Ideal Chapter* that does not exist! This study is a concentration of facts, figures, and ideas from which the enlightened Chapter Leadership may pick and choose to suit the unique requirements of a particular bailiwick.

To start at the beginning of the formal rushing program, the trend is obviously toward "Open Rushing", 73%; as opposed to "Closed Rushing", 27%. There is also a very definite trend away from direct College or University supervision of rushing with only 23% of the institutions exercising direct control. While 77% of the Colleges do not supervise rushing, we should not conclude that College administrators feel that Fraternities are mature enough not to need supervision; perhaps, they are indifferent toward the Fraternities. The following are some of the ways that Chapters use to select their pledges:

1. Rush limited to 3rd, 4th, and 5th year students only.
2. Chapter rushes for entire first semester; bids are sent during first week of second semester after a smoker.
3. Names of prospective pledges are brought before Chapter, and those deemed acceptable are invited to attend rush parties and pledge.
4. After attending rush parties, bids are sent to those prospective pledges deemed acceptable following a consultation and vote of the Chapter.
5. Black Ball session is held before actual pledging begins.
6. All men are invited to all parties, any one can pledge with no bid or invitation being necessary.

The average number of rush parties held per rush period is 2.15, with the low being 1, and high being 15. The following were types of rush parties being currently utilized:

1. All social events utilized as rush parties.
2. Smokers only.
3. Dances only.
4. After game *Keg Party* (Note: Several states now allow consumption of alcoholic beverages by 18 year olds and older; thus in these enlightened jurisdictions beer parties are legal and socially acceptable.)
5. Formal stag dinner (or banquet).
6. Invite prospective pledges stag, then provide girls and entertainment such as band and belly dancers.
7. Formal stag dinner for first party, with a weiner roast for second party.
8. Stag cook-out with a keg.
9. Smoker first, followed by a drag party second.
10. Coffee hours.
11. Pizza party in a pizza parlor.
12. Joint party with Lambda Kappa Sigma.
13. Stag picnic.

A comment from several chapter was noted concerning dated rush parties: *Mixed or dated parties have proven to be unsuccessful*. It seems that Brothers with dates pay more attention to their dates than prospective pledges. Conversely, prospective pledges with dates also pay more attention to their dates than to Brothers talking about the Fraternity. The conclusion has been: To successfully capture the attention of prospective pledges, remove all competition for that attention.

In the selection of dates for rush parties only four methods of selection were submitted, they are: around test schedules, by the Pledge Master, by the "I.F.C.", and by drawing. Monday was a 2 to 1 favorite over any other day of the week for scheduling of rush parties. Sunday was considered best by only one Chapter. Tuesday, Wednesday, Thursday, Friday, and Saturday all ranked equally, half as popular as Monday.

The average number of pledge classes per year was 1.9, with the mode being 2. 27% of the Chapters have only one pledge classes per year; 50% of the Chapters have two pledge classes per year. An important factor here would be whether the school is on a semester, trimester, or quarter system.

Only one Chapter indicated that it used any kind of leaflets other than those provided by the National Fraternity. Of the Chapters responding, 45% utilize the leaflets provided by National, 55% do not. Films and/or slides do not seem to be too popular, with only 27% of the Chapters using them. The following types of visual projections are some that are currently being employed:

1. Football Highlights.
2. Slides of Chapter Activities.
3. General Sports Films.
4. Slide show of past year's events in the Chapter.

Formal presentations are utilized at rush parties by 64% of the Chapters. Of those Chapters utilizing formal presentations, 100% use their Collegiate Officers, 50% use Brother other than Officers, 64% use their Grand Council Deputies, and 71% use their Alumni. The question arises: Of the 36% of the Chapters that do not use any formal presentations or programs, could it be due to a lack of organization and planning? If this is the case, perhaps, the first impression, a poor impression, is the only impression that will be left with the prospective pledges.

In communicating the message, that rushing is on, 59% of the Chapters use the traditional *Formal Written Invitation*; 82% use personal telephone calls; 86% make personal visits to prospective pledges in their homes, dorms, etc.

82% of our Chapters use numerous forms of advertising. Those forms submitted were:

1. Kappa Psi Jerseys.
2. Kappa Psi Lapel Letters.
3. Kappa Psi Decals.
4. Kappa Psi Crests.
5. Display Cases.
6. Professional Events.
7. Talk to each Freshman Class by the Regent.
8. Posters.
9. Announcements in lecture halls (oral and posters)
10. Distribution of tables of Apothecary units and conversions to all units from Kappa Psi.
11. Bulletin Boards.
12. Send out letters before school starts.
13. Yearbook advertisements.
14. School news paper (daily publication).
15. Painted signs on cars.
16. Spot announcements on Campus radio and television stations.
17. Reception table at class registration.
18. Formal welcome party for all new students.
19. Kappa Psi Jackets.
20. Free Coffee Hour every morning during rush week.

Other local rush materials utilized are:

1. Chapter Scrapbook and photos on display.
2. Fliers with Kappa Psi rush schedule are distributed.
3. Local Chapter News Letter.
4. Banners at Smokers with slogans such as:
  - A. Kappa Psi is Positive Action.
  - B. Kappa Psi First in Pharmacy.
  - C. Kappa Psi the Breeding Ground of Leadership.
  - D. Kappa Psi the Space Age Fraternity.
  - E. Kappa Psi the Mark of Distinction.
  - F. Kappa Psi where it's at.
  - G. Kappa Psi the Thinking Man's Fraternity.
  - H. Kappa Psi Leads . . . Others Follow.
  - I. Kappa Psi when you care enough to be the Very Best.



# Rushing and Pledging . . . A Survey, Continued

Of the materials currently available from National, utilization is as follows:

1. 86% Handbook.
2. 63% Pledge Manual.
3. 77% The MASK.
4. 59% *The Responsibilities of Membership in Kappa Psi*, by Osborne.
5. 36% *Information Please*, by Sherman.
6. 32% *Kappa Psi Pharmaceutical Fraternity is for Your Son*, by DeNuzzo.
7. 50% *The Professional Fraternity*, by Neuroth.
8. 55% *May We Give You a Hand?*, by Fenny.
9. 91% Pledge Cards.
10. 91% "Form M" Cards.

Your many comments and evaluations of the above materials have been most gratefully received; they are being forwarded to the Publications Committee for their consideration. We are most pleased that 77% of the Chapters find that they can utilize the MASK in their Rushing and Pledging Programs. If the MASK helps to project an accurate picture of what Kappa Psi really is, then it is serving its purpose. We are not content, however, that the MASK is not of use to 100% of the Chapters. To this end, the MASK is constantly undergoing re-evaluation as to how it can better serve the Brotherhood; suggestions are always welcome.

Concerning the fact that 14% of our Chapters are presently not using the Handbook, *I find myself utterly possessed with an overwhelming compulsion to pontificate ex cathedra*. There can be no reason, justification, or mitigation whatsoever for any Chapter to not utilize the Handbook of Kappa Psi. We are the largest national Pharmaceutical Fraternity. We did not arrive at this position of prominence and concatenation by exercising slovenly procedures at the local Chapter level! Any Brother of Kappa Psi, regardless of what Chapter he has been initiated in MUST be familiar with the high standards of Kappa Psi as outlined in the Handbook. Any Chapter that fails to implement these uniform standards of our Order is short-changing its Membership!

Only 23% of the Chapters responding felt they received strong competition from General (social) Fraternities in their Rush Programs. 73% of the Chapters reported that there were other Pharmaceutical Fraternities on their Campuses. Thus, 27% were without significant competition.

73% of the Chapters felt that their Alumni were of help in their Rushing Programs in the following ways:

1. Speaking.
2. Contacts with prospective pledges via work.
3. Some are instructors.
4. Financial support for parties.
5. Demonstrate to the prospective pledges that there is an active continuation of Membership and Association after Graduation.

When the question, *What are the features of your Rush Program that have contributed most toward success?* was asked, the answers were most diverse, even to the point of contradictoriness. Because of unique local differences what may be ideal for one Chapter, might be unsuitable for another. The following is a compilation of features that have contributed toward the success of some Rush Programs:

1. Fraternity House.
2. Personal Contact.
3. Support of Alumni.
4. Support of Faculty.
5. Stag Rush Parties.
6. Well organized presentation at Rush Parties.
7. Never speaking ill of other Pharmacy Groups.
8. Formal Rush Dinner.
9. Stag Picnic.
10. Showing genuine interest in prospective pledges.
11. Having well publicized Rush Parties which demonstrate that an active student organization exists.
12. Personal visits to prospective pledges.
13. Total participation by the Brothers.
14. Specifically assigning Brothers from near or in home town of prospective pledge to welcome to campus.
15. Take slides of all prospective pledges attending Rush Parties, and allow all Brothers to see slides to familiarize themselves with men showing an interest in Kappa Psi.
16. Emphasize both social and professional aspects of Kappa Psi at Rush Parties.
17. Start personal contact before school starts.
18. Help Freshmen organize their classes.
19. Sell Freshmen used books, cheap! or even loan!
20. Rent a pool hall and have a party (Other variations of pre-rush

parties are possible.)

21. Rush the prospective pledges girl friends.
22. Use "Little Sisters" as hostesses.

The following list (of don't's) were those features that many of our Chapters suggest be avoided like the plague:

1. Boring guest speakers.
2. Relying on blanket invitations.
3. Over-emphasize social aspects.
4. Parties with JUST soft drinks.
5. Form Letters.
6. Using the telephone in place of personal visits.
7. Poor location for party (inaccessible).
8. Drag Rush Parties.
9. Parties too far in advance of rush (they forget too quickly).

While 50% of the Chapters have a Chapter News Letter, only 23% of the Chapters found it of use for Rushing and Pledging. Thus, Chapter News Letters are not being significantly utilized as tools in Rushing.

In the area of salesmanship all of the following techniques could probably be incorporated into one good program.

1. Sincerity.
2. Personal Contact.
3. Brotherhood — the common bond.
4. Stress NO hazing or poor conduct.
5. Professional and social relationships with peers.
6. Kappa Psi has something for everyone.
7. Services to the Profession.
8. Super Soft Sell — See the opposition and then come back to us!

From this survey it appears that the average Male College enrollment is about 300, the smallest being 120, and the largest being 750. The average Chapter size according to this survey is 38, the smallest being 6, and the largest 80. From these figures, by dividing the average Chapter size by the average College size, it would seem that we are attracting about 13% of the male enrollment. The query that we should entertain at this juncture is, are we doing a good enough job of recruiting for Kappa Psi, or are we letting too many men who should be Kappa Psi get away? As with anything quantitative, until you reach 100% efficiency, there is always room for improvement. Certainly our recruitment figure of 13% deserves some review. Perhaps, after close scrutiny we might decide that is should be a little higher, possibly 15% to 20%. It won't hurt to examine our own efficiency!

The figures provided for our pledge class sizes provided some very interesting data. First, our recruitment rate is about 33% of total Chapter size on an annual basis. Thus, our *reproductive rate* is perpetuating us at our current size. Second, after all the wooing our winning and marrying rates are quite good. To translate into statistical terms, 95% of all men who pledge Kappa Psi finish their pledge training program. 94% of all men who pledge Kappa Psi are initiated. Thus, of all the men who complete their pledge training, 98% will be initiated. This being the case, two favorable conclusions might be drawn about our Rushing and Pledging Programs:

1. Screening processes are good.
2. Most judicious use of the black ball.

68% of our Chapters give their pledges the Ritual Pledge Oath. For the 32% that do not utilize the Pledge Oath, it is suggested that you refer to page 9 of the Ritual. 82% of our Chapters utilize the Ritual Pledge of Secrecy. For the 18% that don't, it is suggested that you refer to page 10 of the Ritual.

The fact that only 32% of the Chapters surveyed give their pledges formal written rules might indicate a marked trend to shy away from them. However, the fact that 68% of our Chapters do not utilize written rules does not necessarily indicate that this practice is in the best interest of the Fraternity. The lack of formal written rules would seem to make it more difficult for a pledge to know exactly what is expected of him and when.

73% of the Chapters require a minimum honor point average of 2.0 (on a 4 point scale) for a pledge to go active. Only 27% of the Chapters require Membership in APhA.

86% of the Chapters reporting use a *Big Brother System* in their pledge training program. The average pledge training program lasts for 7.5 weeks, with the shortest being 1 week, and the longest being 16 weeks.

The question was asked if Chapters conducted formal lectures in 7 areas of pledge training. The affirmative results were as follows:

1. 45% Governmental Organization and Functioning of Kappa Psi.
2. 45% History of Kappa Psi.
3. 55% History of the Local Chapter.
4. 55% Handbook of Kappa Psi.
5. 55% National Officers of Kappa Psi.
6. 50% Province Officers.



# Rushing and Pledging . . . A Survey, Continued

## 7. 64% Chapter Officers.

It is interesting to note, however, that the vast majority of Chapters surveyed recognize the need for improvement in the pledge training programs. When the following question was asked, *Do you think that National should provide detailed instructional material for the above?* 68% replied YES! 82% of the Chapters conduct written examinations of pledges during pledging; 68% conduct a written final examination.

In the organization of the Rushing and Pledging Programs, 68% of the Chapters utilize an Assistant Pledge Master, and 64% have a separate Rush Chairman.

91% of the Chapters require their pledges to wear the Pledge Pin. To the 9% that do not, it is suggested that you refer to page 13 of the Pledge Manual. 73% of the Chapters require pledges to wear distinctive attire during pledging such as; shirt and tie, sport coat or lab coat, shined shoes, red carnation, red tie, spatula with a KY in the coat pocket, etc. *Neatness and tidiness seemed to be the most stressed points of appearance.*

82% of the Chapters require pledges to obtain personal interviews with ALL actives. However, only 36% require interviews with the Grand Council Deputies. It should be noted at this point, that the Grand Council Deputy is an Officer of the Chapter and as such should be accorded the same courtesy as any other Brother of the Chapter.

Questioning of pledges at Chapter Meetings takes place in 59% of the Chapters. Pledge participation is allowed at Meetings in 32% of the Chapters, and in Committee Meetings in 36% of the Chapters. In 82% of the Chapters questioned the Pledge Class elects its own "Pledge Captain". Pledges have regularly scheduled meetings in 73% of the Chapters at the rate of about 1.2 per week. However, in only 41% of the Chapters does the Pledge Captain preside at pledge meetings. The average number of black ball sessions during each pledge training period is 1.25, with the low being 0, and the high being 3.

When the question was put for examples of Pledge Class Projects, the results were most interesting. Here are some seeds from the Kappa Psi Idea Farm:

1. Refinishing Coat of Arms.
2. Clean the Library.
3. Donate Blood.
4. Plan a Party.
5. Decorate for Homecoming.
6. Create displays for display cases at school.
7. Organize the "File" Cabinet.
8. Testing for diabetes.
9. Make drug abuse kits.
10. Paint Fraternity House.
11. Make a sign for the Chapter House.
12. March of Dimes Drive.
13. Make a Group Paddle with Pledge Names on it.
14. Put on a Skit Show.
15. Scavenger Hunt or Treasure Hunt.
16. Carwash.
17. Clean up "Ralph's Tavern".
18. OTC Week Display.
19. Clean up, Fix up, Paint up of Chapter House.
20. Christmas Party for Children in Hospital.
21. Raise funds for retarded children.
22. Give tours of College.
23. Help remodel the Dean's Office.
24. Establish a Blood Bank.
25. Community Display on Poison Prevention.
26. Make furniture for Chapter House.
27. Sell Local Chapter Kappa Psi Bonds.
28. Bake Sale.
29. Make a "Mini Park" in the ghetto.
30. Christmas Party for Old Folks Home.

82% of the Chapters hold a formal banquet either after each pledge training period, or at least once annually. About 25% of the Chapters include the cost of the Banquet in the initiation fee of the pledge.

After thorough review of the question, *Do you hold an informal initiation, help day, help weekend, help week, etc?* it would seem that our Chapters remain in accord with National Fraternity Policy in that

*traditional hell periods* of unproductivity remain forsaken. 50% of the Chapters answering this survey conduct constructive windups to their pledging programs which seem to be excellent alternatives to the otherwise wasted time and energy of *traditional hell nights*. The key here would seem to be the abandonment of *hell* and the embracing of **HELP**. Many of the previously listed "Pledge Class Projects" could be implemented during "Help Day", or "Help Weekend".

In evaluating the answers to the question, *Total cost to pledge from start to finish*, a problem arises. The query seems to have been misinterpreted. The original intent was to determine an average cost of pledge out-of-pocket expenses, banquet fees, initiations fees, advance dues payments, party costs, Big Brother gift, etc. The highest figure quoted was \$100. A large number of Chapters reported in at the \$50 to \$75 figure. 9% of the Chapter reported that they collect a down payment of \$10 or more. No Chapters required installment payments during pledge training.

The following are the affirmative results of the question, *Exactly what does the pledge receive for his total initiation payment?*

1. 100% National Initiation Fee.
2. 100% Local Initiation Fee (if there was one).
3. 41% Due paid in advance (average 3 to 4 months).
4. 77% Kappa Psi Lapel Letters.
5. 18% Badge of Kappa Psi.
6. 0% Recognition Pin of Kappa Psi.
7. 0% Kappa Psi Crest for Blazer.
8. 5% Kappa Psi Car Decal.
9. 77% Constitution of Kappa Psi.
10. 45% Local Chapter By-Laws.
11. 18% Local Chapter Article XVII of By-Laws.
12. 40% Key to Chapter House (of those having a Chapter House).
13. 0% Kappa Psi Wind-Breaker.
14. 0% History of Kappa Psi, by Eby.
15. 0% Other.

It is rather disturbing to note the number of Chapters that do NOT give their new Brothers a copy of the Constitution, Chapter By-Laws, and Article XVII of the By-Laws. It is strongly suggested that the Regents of these Chapters refer to paragraph 70 and its footnote on page 25 of the Ritual!

The final question of the Rushing and Pledging Questionnaire was, *What are the features of your present Pledge Program that contribute MOST to its success?* The following are the comments to that query:

1. Stress unity.
2. Stag Parties.
3. Big and Little Brother System.
4. Learning Chapter Songs.
5. Stag Party thrown by pledges.
6. Scavenger Hunt.
7. Hard Work.
8. Muscular Dystrophy Balloon Sale.
9. Initiation Banquet.
10. Writing Pledge Songs (must be original).
11. Personal Interviews with Actives.
12. Signature Book for Actives.
13. Professional Activities.
14. Not running down other groups.
15. Christmas Party at a Nursing Home.
16. Chapter News Letter.
17. Drug Identification Project.
18. Beer Parties.
19. Pledges attending Chapter Meetings.
20. Pledge vs. Active Football Game.

Public relations for the Fraternity boils down to the fact that the Fraternity needs bad publicity in about the same degree that a moose needs a hatrack. If a Rushing and Pledging Program has some shortcomings they can be easily obliterated with a blitzkrieg of positive action. *"The Captains and the Kings depart, the tumult and the shouting die . . ."* Where and what will Your Chapter of Kappa Psi Pharmaceutical Fraternity be in years to come? The answer is yours. You are the masters of your own destiny!

# Excellisior!



# Things That Should Not Be Changed

The *Tomahawk* of Alpha Sigma Phi, following the recent death of Dr. Reinhold Niebuhr, Alpha Sigma Phi, carried an impressive eulogy which included the famed theologian's widely used "Serenity Prayer": "God, give us grace to accept with serenity the things that cannot be changed, courage to change the things that should be changed, and the wisdom to distinguish the one from the other."

In a day marked by so many uncertainties for Fraternity Row, this brief prayer appears especially appropriate for fraternity service. But how may one distinguish between the beneficial changes that confront the fraternity world — that should be embraced — from the detrimental changes that should be avoided? What is the literature and what is the teaching available to us for cultivating the proper wisdom?

We are told that the rituals of our orders chart a journey and that it is a good journey; wholesome fraternity experience has taught hundreds of thousands of young men and women how to live uprightly. We testify eagerly that the ritual highlights the inspiration of divine guidance and the instruction of brotherly and sisterly love. Experience teaches that the chapters steadfastly guided by its values survive; those that are not, perish.

Regarding the rights of association, we were recently reminded by Mrs. Mary Love Collins,

president emeritus of Chi Omega, of the United States Supreme Court decision, handed down on June 12, that social groups are not required to take in blacks. The request for a court ruling was registered by the Moose Lodge.

A fundamental lesson of fraternity living has it that "where hearts are of each other sure" there is brotherly or sisterly love, and there is also divine love. Those whom God joins together in brotherly or sisterly love, even as in conjugal love, should not be put asunder. Conversely, those for whom a high degree of spiritual homogeneity is not present, although they may be labeled brothers and sisters in broad social theory, cannot be brothers and sisters in the heart. Also, where there is love, the heart rather than the mind is the primary agent of response; where there is love, there cannot be indifference of selfishness, for to love is to give. These are the principles that give the fraternity chapter at its best the blessed identity that sets it apart from any small group that can be indiscriminately assembled by merely counting so many heads.

However, without a thorough understanding of these principles, we are helpless to apply sound reasoning in answering such arguments, for example, as that all-male fraternities are guilty of discrimination if they do not open the doors to females. Without such knowledge we are unable to apply knowledge of behavioral

science to fraternity problems. Pertinent to the coeducational chapter, for example, Professor Lionel Tiger of Rutgers University has written an illuminating book entitled *Men in Groups*, in which he asserts: "If males bond because it is 'in the nature of the beast' to do so, then this places a considerable burden both on women seeking to join these bonds, and on those men willing to allow females into groups when this may signally affect the groups and the relation between group members."

"One intriguing example of this is the secret society; only exceptionally are those heterosexual. They are mostly all-male and when women do join them, this appears to mark the end of the society's particular drama and the effect on its surroundings." Thus the findings of the anthropologist support the intangible principles of the Greek-letter society.

Knowledge of the Civil Rights Act of 1964 and the Higher Education Act of 1965, both of which improved the position of the fraternity system, are helpful but especially so when accompanied by an understanding of the fundamental principles they are intended to support.

*Reprinted from Banta's Greek Exchange, July, 1972.*

*The above article does not in any way reflect the position of the Executive Committee or Grand Council of Kappa Psi Pharmaceutical Fraternity.*

## How to Make Friends with Prospective Pledges

By RONALD L. SMITH

Theta XI, General Motors Institute

When you first call on a freshman, take some time to talk with him and get to know him, his interests, and the things you have in common. Talk with him in his room — on "his ground," where he will be more comfortable in talking openly and getting acquainted. *Be a good friend!*

Invite your friend to your fraternity house frequently — at least twice each week. When you extend such an invitation, do so in person. He is twice as likely to accept your invitation if it is extended in person rather than by telephone. If you telephone, he may think he is just one name on a long list you are contacting "the quick way" by telephone.

When you invite your friend to your fraternity house, make specific time and place arrangements to pick him up and bring him to the house. When he is by himself, it is a long, lonely walk from the residence hall to the house full of strangers at 1103 Fraternity Row.

Remember that you have the responsibilities of being a good host; your friend is *your* personal guest. Introduce your guest to your brothers and their guests. Try to find out what activity your friend would enjoy most. This is a good time for the two of you to become better acquainted — to become even better friends.

Stay with your friend throughout the event. If you invited a friend to your family home, you wouldn't seat him in the living room, excuse yourself, and not return. Not if he is *really* your friend. As a host, you are responsible for seeing to it that your friend has a good time. That means staying with him and *helping* him have a good time. If you have to leave him for a period of time, make sure another brother fills in as "acting host" in your absence.

If you've been to a party or other group activity, use your best judgment about how to end the event in a pleasant, friendly way.

Perhaps you or your friend will want to go out for something to eat or drink together.

Thank your friend for spending time with you and your brothers. If you enjoyed his company, tell him so! Too often we're reluctant to express the good feelings we have about people — having a good time together at a party, enjoying the process of getting better acquainted, discovering the mutuality of interests that results in human friendship.

Don't rush anyone into the fraternity. Yes, *don't* rush. Form friendships instead. The fraternity is a brotherhood, not a business. We're together for personal relationships, not to market a product. If your new friend wants your fraternity, you and he will discover that through your friendship.

*Reprinted from Banta's Greek Exchange, January, 1972.*



# The Kappa Psi Liability Program

No legal development of this past century has become more deeply rooted in the American scene than the right of an injured person to recover for negligence. Although physicians and hospitals have been the prime target for these malpractice suits, pharmacies, pharmacy proprietors and their employees are also becoming involved in such legal actions more often now than ever before.

Unfortunately, not all of these suits are initiated by plaintiff patients. A growing number are the result of actions and counteractions taken by the attorneys representing the insurance companies of hospitals and doctors. The typical insurance company attorney is less hesitant than ever to cross-file or subrogate against another party if it will serve his purposes in the defense of his hospital or physician client!

We all recognize that whether a pharmacist is employed by a community pharmacy or a hospital pharmacy, he derives a great deal of protection under the doctrine of "respondent superior." This ancient legal principle from English common law states that in a master-servant relationship the employer has a primary liability for the acts of negligence of his employees. Thus if you work for a pharmacy, and regardless of where located, the man who is responsible for paying you is also responsible for your acts while you are in his employ.

If there were no limitations to this principle, professional employees would rarely be sued and vir-

tually all malpractice claims would be the liability of the employer. Obviously, however, the growing tendency to focus upon the individual "wrong doer" substantiates the fact that any employer, or his insurance company, can deny protection to a careless employee if: (1) his work was below the standard of performance expected (gross negligence), (2) he deviated from the practice of his own profession (wrongly practicing another profession), or (3) he was guilty of "omission of professional duty" (failure to act).

There are numerous examples of each of these denials, and one is thus forced to conclude that the prudent professional does not leave his legal and financial destinies in the hands of another. He assumes this most fundamental responsibility by owning his own liability insurance, and with limits of protection of his own choosing.

Your newly created Kappa Psi Program is indeed unique. It not only covers you both Professionally and Personally, 24 hours a day, but in addition, it is the **ONLY** plan available that offers the Registered Pharmacist \$1,000,000 Limits of Liability!

Material will soon be released to all members, both collegiates and graduates. Here is a preview of this outstanding benefit of your Kappa Psi membership. When your copy arrives, do not delay your enrollment. Remember, Liability Insurance is like a storm shelter—it is most appreciated when the legal tornado strikes.

PLAN	LIMITS OF LIABILITY PROFESSIONAL, PERSONAL	GRADUATE		COLLEGIATE	
		ANNUAL	3 YEAR COST	ANNUAL	3 YEAR COST
1	\$1,000,000/1,000,000	\$18.95	\$45.15	\$14.45	\$35.75
2	200,000/600,000	13.95	35.90	11.95	29.40

## The Kappa Psi Liability Program

Medical Payments of up to \$250.00 are payable to each person making claim against you; all attorneys fees and court costs are paid by the Insurance Company. There are no restrictions for age, travel or residence. (The Program does not cover your engaging in another business or profession, or while operating a motor driven vehicle.

**NOTE:** if you own your business, be sure to submit full details; proposal can then be prepared for you.

For further details, please write to our Plan Administrator, Charles A. James, President, American Professional Agency, Inc., 845 Chicago Avenue, Suite 216, Evanston, Illinois 60202.

## The Kappa Psi Liability Program





**KAPPA PSI PHARMACEUTICAL FRATERNITY**  
**1313 W. ROBINHOOD DRIVE**  
**STOCKTON, CALIFORNIA 95207**

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## **“The Kappa Psi Century Club”**

### **WHAT IS IT?**

**A FUND TO PAY TRIBUTE TO THE SECOND CENTURY OF  
KAPPA PSI SERVICE.**

### **WHY SHOULD YOU BE A MEMBER?**

**TO HELP SHAPE THE FUTURE BY CONTINUING TO  
PROMOTE THE PRINCIPLES OF KAPPA PSI.**

### **HOW CAN YOU BECOME A MEMBER?**

**BY YOUR CONTRIBUTION OF \$100.00 OR MORE. ALL CONTRIBUTIONS  
SHOULD BE SENT TO:**

**DR. BEN HERSHENSON  
KAPPA PSI CENTURY CLUB  
179 LONGWOOD AVENUE  
BOSTON, MA 02115**