



50th Anniversary



The Pearl 1975



***We Always Look Back With Pleasure
on our Days as
Brothers of
Pi Lambda Phi***

**Dade Federal Savings & Loan
Association of Miami**
101 East Flagler Street, Miami
Charter No. 72 in the U.S.A. (1933)
Assets over 800 Million
Joseph I. Lipton, Chairman
Pennsylvania, B.S.B.A. 1922

**Financial Federal Savings &
Loan Association**
401 Lincoln Road, Miami Beach
Charter No. 2 in the U.S.A.
Assets over 600 Million
Leo Rose, Florida Delta, AB,
LL.B. 1939
Counsel—Meyer, Weiss, Rose
& Arkin

**Washington Federal Savings &
Loan Association of Miami Beach**
1701 Meridian Avenue, Miami Beach
Assets over 450 Million
Arthur H. Courshon, Chairman of
the Board, Florida Delta, BA 1942
LL.B. 1948
Milton M. Gaynor, Vice President
Florida Delta, BA 1939

**Flagler Federal Savings & Loan
Association of Miami**
101 N. E. First Avenue
Assets over 275 Million
Paul H. Marks, Chairman of the
Board, Florida Delta, LL.B. 1930
Seymour D. Keith, Senior Vice
President, Florida Delta and
Omega Eta, LL.B. 1947
Herschel Rosenthal, Executive Vice
President, Omega Eta, BA 1949

International Bank of Miami
627 S. W. 27th Avenue
Assets over 75 Million
Richard A. Pallot, President
Florida Delta, LL.B. 1956
Edward A. Stern, Counsel
Florida Delta, LL.B. 1955

**Biscayne Federal Savings &
Loan Association in Miami**
1790 Biscayne Boulevard, Miami
Assets over 300 Million
E. Albert Pallot, President
Florida Delta, (Honorary 1950)

**Florida Federal Savings & Loan
Association of Highlands
County**
Sebring, Florida
Stanley H. Davis, President
Florida Delta, BS 1941

**Citizens Federal Savings &
Loan Association**
930 University Boulevard, North
Jacksonville, Florida 32211
Assets over 30 Million
Norman P. Freedman, President
Florida Delta, LL.B. 1950

**First Federal Savings of
Nassau County**
Fernandina Beach
Herbert W. Fishler, President
Florida Delta, LL.B. 1930

**Jefferson National Banks of
Miami Beach**
301 Arthur Godfrey Road
Miami Beach
Assets over 100 Million
Arthur H. Courshon, Chairman
of the Board, Florida Delta,
BA 1942, LL.B. 1948
Milton M. Gaynor, Director
Florida Delta, BA 1939
Jack R. Courshon, Director
Florida Delta, BA 1943
LL.B. 1948



The Creed of Pi Lambda Phi

That all men are created free and equal.

That no society of men can flourish unless members of that society are endowed with the opportunities and privileges of freedom.

That freedom implies the elimination of prejudice – that the elimination of prejudice means a better understanding twixt men.

That it is incumbent upon me to fight for such freedom even with my life.

That it is incumbent upon me in my personal life to be devoted to the highest standards of honesty and justice.

That because my country is dedicated to the highest standards of freedom and justice for all men of all creeds, I hereby pledge allegiance to my country, and to its national symbol."

BROTHER MINE FOREVER

(To the Chorus of "Keep the Home Fires Burning") Words by Jack Yellen

- | | |
|--|--|
| 1. Brother mine for-ev-er,
We are bound to-geth-er
By a bond that stronger grow
as years roll by.
Mystic words un-spok-en
Ho-ly vows un-brok-en
Hold us faith-ful to the tie
of Pi Lamb-da Phi. | 2. When the days are drea-ry
When the heart grows wear-y
Tho the dark clouds of des-pair
may hide the sky.
I shall ne-er be friend-less
For our love is end-less
Ev-en death can't break the tie
of Pi Lamb-da Phi. |
|--|--|

Pi Lambda Phi Fraternity

FLORIDA DELTA CHAPTER
UNIVERSITY OF FLORIDA
GAINESVILLE, FLORIDA



THE PEARL

NUMBER XX

MAY 1975

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DEDICATION: Dean Joseph Weil

It is with great pleasure that the 1974-1975 edition of the Pearl is dedicated to Dean Joseph Weil. Dean Weil was the first faculty advisor of Pi Lam's Florida Delta Chapter, and was instrumental in seeing that things went Pi Lam's way at the University of Florida. He became Dean of the College of Engineering here, and strove incessantly to improve and expand the teaching facilities and staff. Without Dean Weil's assistance and guidance, Florida engineering's inestimable scientific contributions to World War II could not have materialized.

The Dean graced 15 Frat Row when he arrived for the Alumni Weekend festivities. The brothers felt like he was an old friend. When he spoke, all listened with alert ears and open minds. He told us the beginning history of Delta Chapter, and how he saw to it that the Lammies got the best. Dean Joseph Weil is a scholar, a gentleman, and above all, the father of all Pi Lam's at Florida, past and present.



Dean and Mrs. Joseph Weil

Letter from the Editor

Nineteen hundred and seventy-five marks the fiftieth year for Pi Lambda Phi on the University of Florida campus. Throughout this tenure, Florida Delta Chapter has seen young men, just out of high school, grow and mature into well-rounded, cultured, and successful citizens. Many of our brothers have become reknowned doctors, lawyers, bankers, engineers, and top men in other fields. Alumni returned to Pi Lam this year for our Fiftieth Anniversary festivities.

Not for another fifty years will there be another Pearl like this. It was with this thought in mind that I chose to edit the 1974-1975 Pearl. This was a busy year — a good year — for Pi Lam. The Pearl represents a momento of the past, and perhaps a glimpse into the future of Pi Lam. This magazine is the culmination of many long hours of work, planning, and above all, cooperation and brotherhood. Many of us worked together to produce the pearl of Pearls. I want to thank Curt Rosner for his relentless effort to produce a wide variety of photos of professional quality. Without him this effort would all have been for naught. I hope you enjoy this Pearl and I hope you can sense the brotherhood emanating from the photos of our fraternity.

Fraternally,

James W. Lazear

James W. Lazear, Editor



Letter from the Rex

On behalf of the brothers of Pi Lambda Phi we bring you the twentieth edition of The Pearl magazine as a chronicle of our activities this past year. This was our fiftieth year on the University of Florida campus. We started off as Phi Beta Delta in 1941. Throughout the years we have strived to attain the highest standards of scholastics, athletics, social activities, and brotherhood. I think by reading this publication, you will see what I mean.

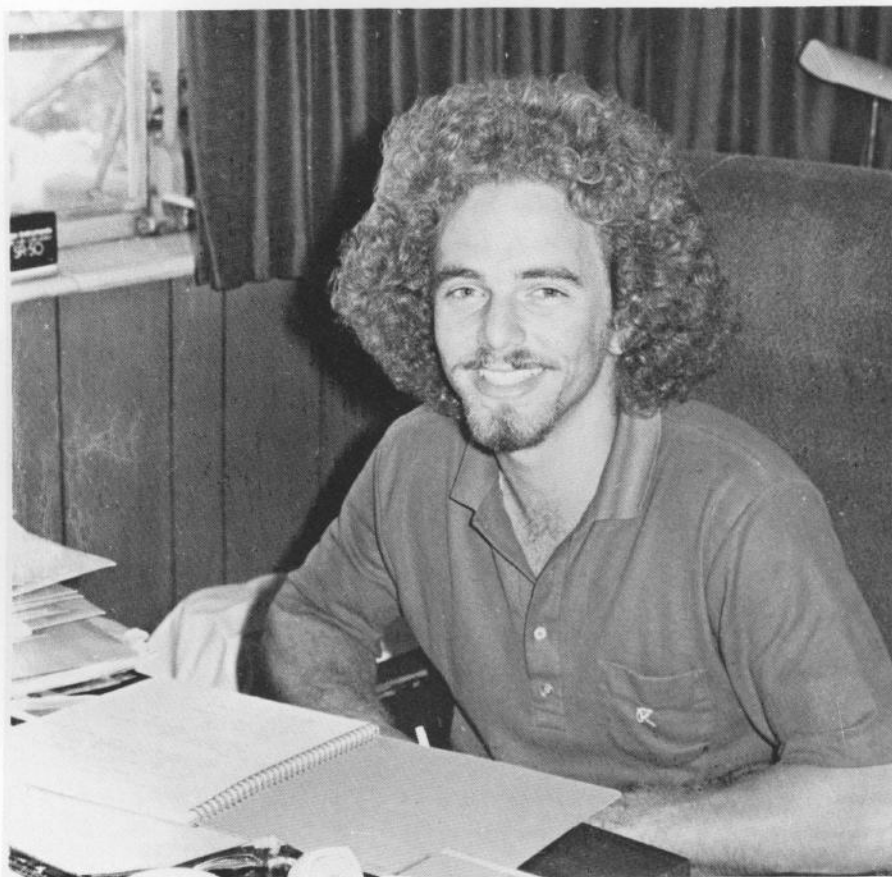
To incoming freshmen, I hope that you will come by our home and join our brotherhood. We are proud of who we are and what we have to offer. Through our many activities you will be able to enjoy your college life while maintaining a high scholastic standard.

To all of our alumni, I extend our open doors. "Not four years, but a lifetime" is a familiar phrase to all of us. We hope that you will continue to consider the house as your second home and will feel free to come by at any time, especially during football season.

Here's to a healthy and successful year.
Fraternally yours,

Robert J. Merlin

Robert J. Merlin, Rex



Backbone of Pi Lam



George Beck, Stephen Feinstein, Paul Marks

Behind the scenes of every organization there are always some men who discretely direct the direction of that organization. At Pi Lambda Phi, they are brothers Paul Marks, Byron Salter, Stephen Feinstein, and George Beck (National Secretary, Pi Lambda Phi). "Uncle" Paul sees to it that Pi Lam has plenty of money, and a good rush each year. Brother Byron makes sure that the Lammies' books are in order, and that we are "in the black".

Not enough can be said about Dr. Stephen Feinstein. As our faculty advisor, he is a regular at our brothers' meetings, and sees to it that our sights are set properly. He often adds many helpful and influential comments to make sure that his young men are heading in the right direction.

George Beck (George) visits our chapter several times each year and is always pleased with the men at 15 Frat Row. Pi Lam initiated the highest number of new brothers this year than any other fraternity in the country. George was happy with this, and his words of wisdom this year were "keep up the good work". All of the brothers look forward to George's visits.



Byron Salter

Cat, Irene & Leroy

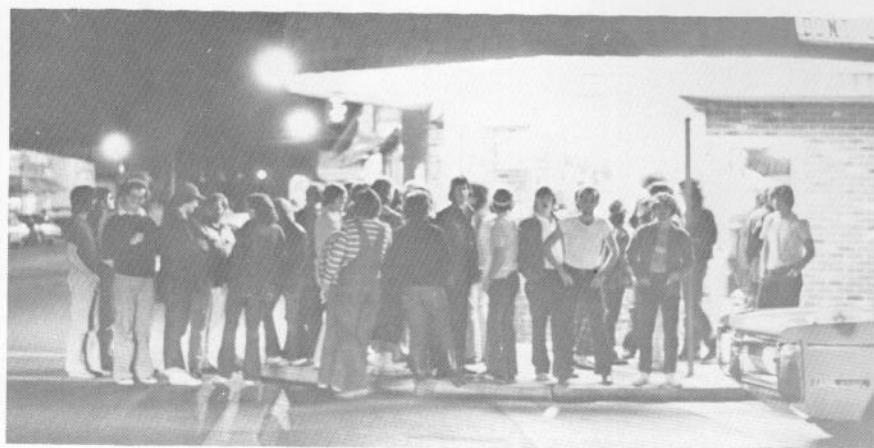
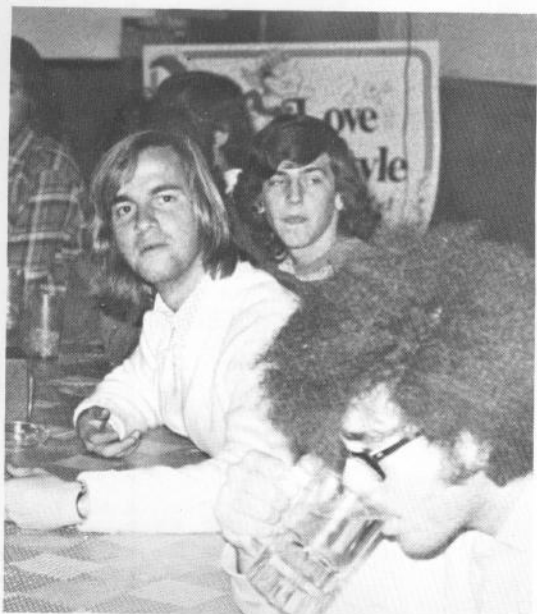
New to the house this year are Cat and Irene. Together, they feed the ninety brothers that eat at the house daily. Without a doubt, the brothers of Pi Lamb are the best fed on "the Row." Cat, our head cook, prepared many international dishes such as paella, Long Island duckling, as well as many of our domestic favorites such as roast beef, steak, hamburgers, and veal. Cat and Irene add a pleasant touch to the house, and are, indeed, friends to all the brothers of Pi Lamb.



LeRoy, the best friend a Pi Lamb ever had, has been working at 15 Frat Row for 21 years! When he is not making our beds, cleaning up after a band party, waxing the floors, or seeing that the bathrooms are sanitary, you can usually find him in one of the rooms rapping with a brother. LeRoy can tell you everything you would ever want to know about each and every brother that ever lived in this house. He is a friend to all, and considered a brother by many.



Pledge Class '74



The fall rush of 1974 was most likely a typical rush. However, for the majority of rushees passing through the Pi Lambda Phi house for the first time, it was the beginning of an entirely new experience.

A week of parties, dinners, and friendly conversation provided a quick transition to the better side of college life. It was a time to make new friends from the vast sea of strange, but friendly faces. The atmosphere was warm and many of us decided to make this our home. The week was highlighted by a trip to the smoke-filled room of a Las Vegas casino in which big gambling rushees cleaned the house of prizes offered for sale by the brotherhood. The next night found us in the midst of a rocking band party. The climax of rush week came Sunday morning as the pledge class of 1974 signed the lambskin among boisterous cheers.

With classes beginning the next day, life quickly settled into a daily routine. For the majority of the pledges, new experiences were abundant. The first few weeks of class proved to be the most trying, and as a result, our numbers were slightly reduced.

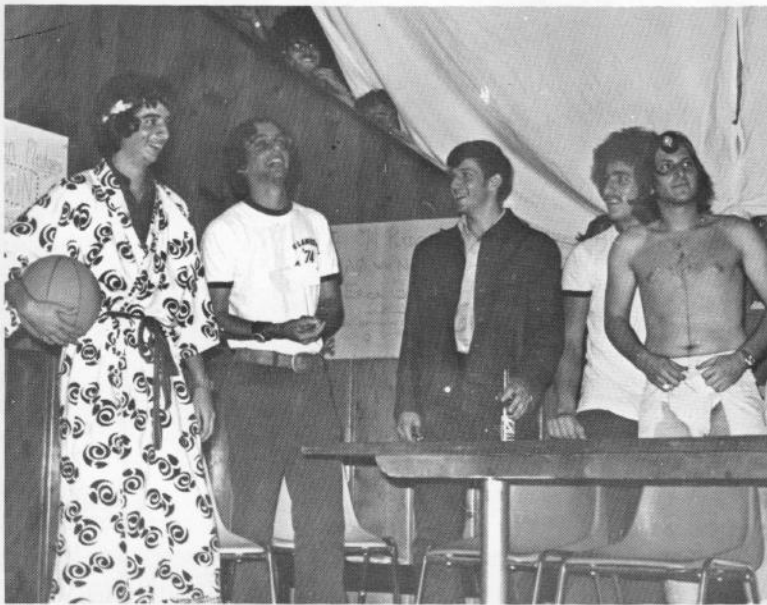
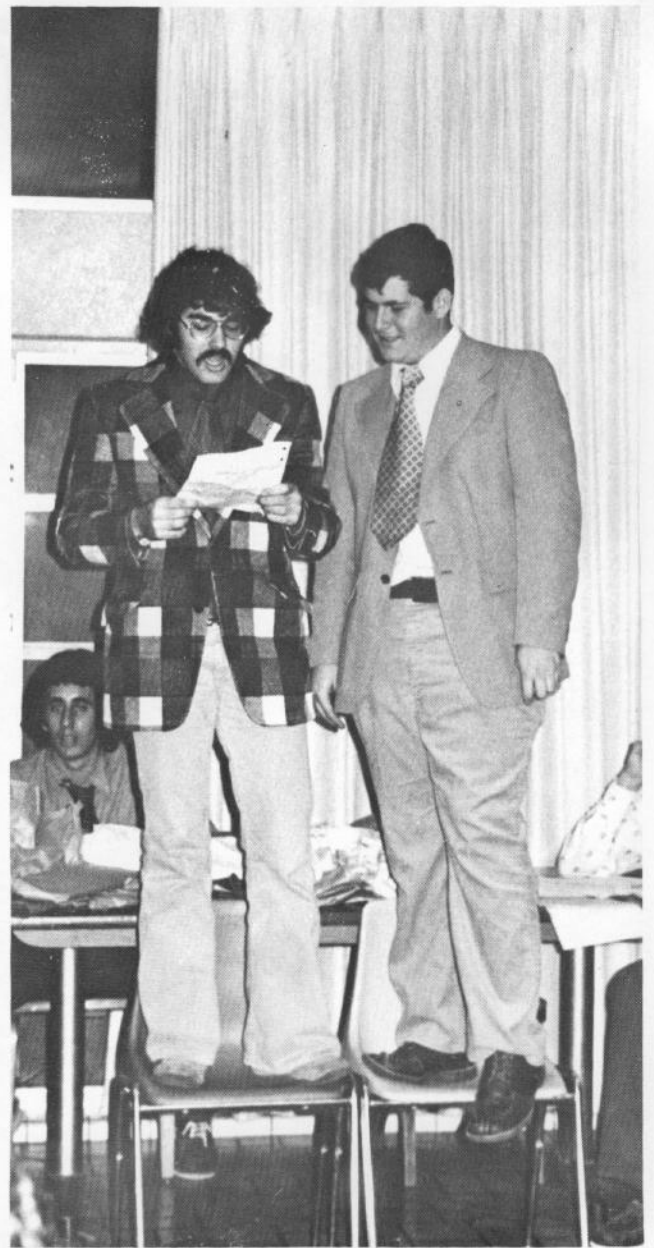
The greatest problem confronting the pledge class of '74 was one of unity. The brothers had the difficult task of molding such a large group of individuals into a single class. This, we were told time after time, was the purpose of the annual Nosebowl. The transition was gradual, but after two months of preparation for a single 24-minute football game, we were one.

The turning point seemed to have come with one pledge class effort. After a week of newspaper collections, our ranks filled the upstairs hallway with crumpled newspaper. The brothers were then arisen at 5:30 A.M. by cheers and songs from outside only to find that their door knobs had been tied together. The prank remained a topic of conversation and a key to unity throughout the year.

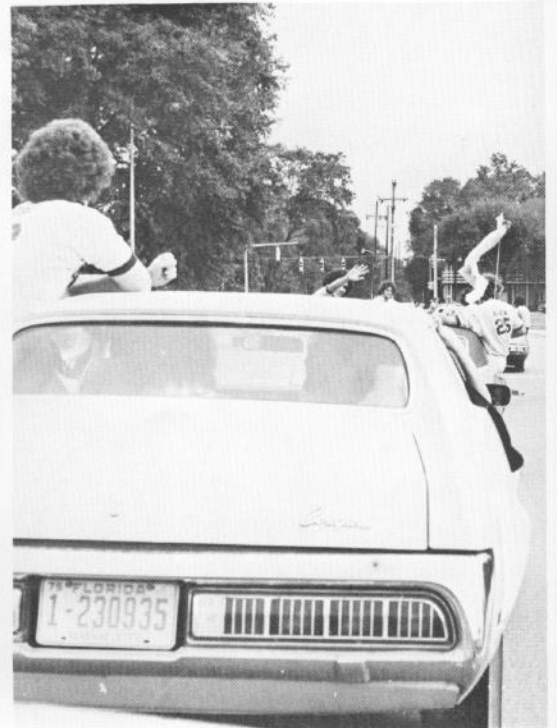
Suddenly it seemed that Nosebowl was upon us. Throughout Nosebowl week, as the cheering grew, so did our anticipation. We were confronted by varying opinions on the purpose of Nosebowl. The resolution was to win, but to win as Pi Lams, and as Pi Lams we won 25-12.

Nosebowl Sunday was the climax of the quarter. With Thanksgiving and the frantic struggle to catch up on our studies before finals, the pledge program temporarily tapered off. We hastened to finish our pledge books and departed for Christmas vacation anticipating the day we would wear our brother's pins.





Nosebowl '74



The Nosebowl is the premier event in the pledge program of Pi Lambda Phi, and is possibly the most valuable learning experience in which any young man might have the good fortune to participate. The Nosebowl is an excellent example of where the means are an end in themselves, a contest where preparation is the goal, and the score is displayed in the hearts and souls of the contestants. The Nosebowl is where a young man learns the magic of Pi Lambda Phi.

Character, and particularly fraternalism, are abstract thoughts and intangible entities that cannot be taught, but can only be learned and absorbed through cooperation, desire, and victory over physical and mental challenge. Fraternalism is exemplified by the devaluation of the ego (without losing self identity), the elevation of others, the unselfish drive to succeed together, and the raw-gut feeling of love between men. Character is steady composure during taxing times, mature and unrestrained elation during triumph, sober reflection during misfortune, and the sincere expression of pride through tears.

The Nosebowl is a two-hour-long football game of our pledge class versus that of Tau Epsilon Phi, and is the display grounds of our months of tireless work. The pledge class of 1974 showed the fruits of their lessons, playing in the mold of true and faultless gentlemen with an inexhaustible drive motivated by the realization of the growing experience of the past two months. For some spectators, the thrill of the match ended shortly after our 25-12 victory, but for the Pi Lams, the electric feeling of the win was but a step towards the ultimate goal of brotherhood.



The Nosebowl is Pi Lambda Phi, and Pi Lambda Phi IS fraternalism and character: and in that one afternoon, the men wearing the purple and gold jerseys displayed the strength that makes this fraternity the vanguard of the Greek system. Nineteen Hundred and Seventy Four's was an exemplary pledge class. Through the determined and continuous reaffirmation of our essence, and the Grace of God, may we forever grow stronger.

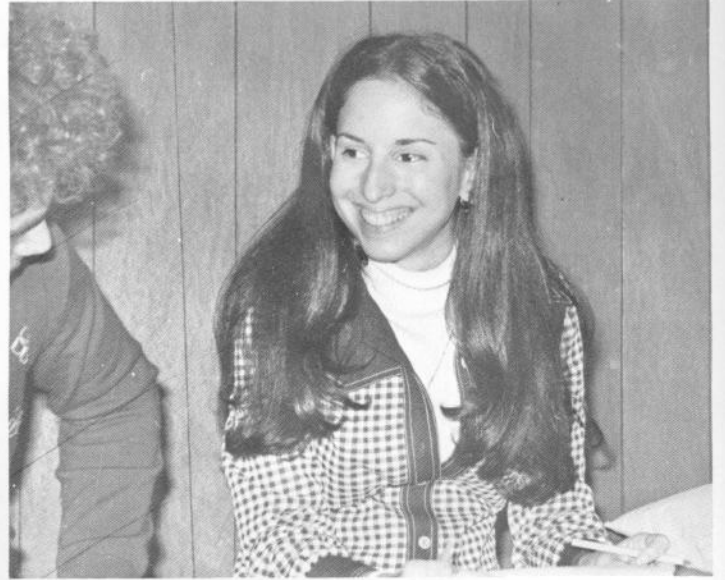


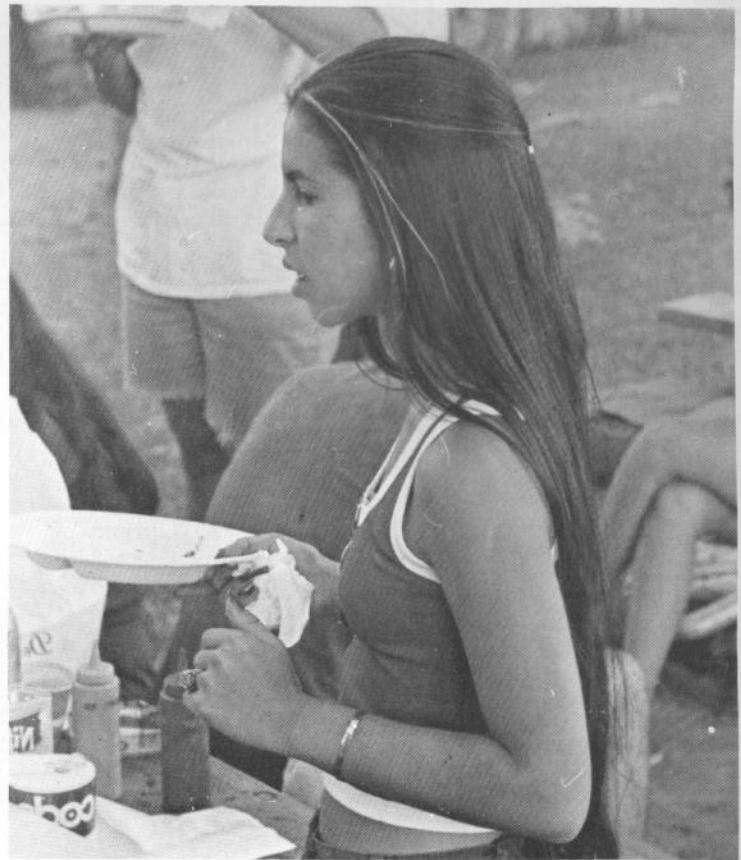
Little Sisters of the Pearl



Rarely has a fraternity been graced by such lovely young women as Pi Lam has been by our Little Sisters. These young ladies add quite a bit of class to the house, at "home" and at our fraternity ball games. The Little Sisters bake for the brothers, bring us coffee and doughnuts during finals week, help us during rush and pledge functions, and occasionally surprise us with parties and pranks. We of Pi Lam are proud of our Little Sisters, and feel that each has earned the honor of wearing the Pi Lambda Phi jersey.







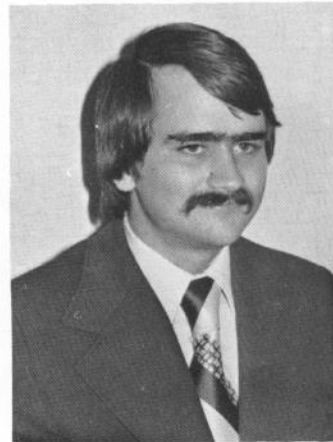
Scholarship

Continuing in the Pi Lam tradition, scholastics were placed in proper perspective for the 1974-75 academic year. Lammies have always found the proper balance of work and play, as evidenced by their high scholastic averages.

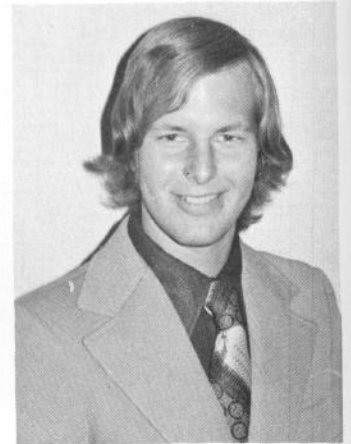
The new brothers of Pi Lam from the pledge class of 1974 lead the way in scoring six of the house's seven perfect 4.0's. Top averages were received by Steve Aronow, Neil Freeman, Fred Shaw, Leonard Sokolow, Jeff Taub, Gregg Truxton, and Ed Wotitzky.

High grade points were also turned in by Robert Meek (3.8), Mark Sipe (3.8), Mark Kraemer (3.7), Joel Manis (3.7), Joel Marks (3.6), Josh Rodstein (3.6), Jim Lazear (3.6), and Steve Meisel (3.5). The ranks of those bettering 3.0 included Jon Aibel, Ed Aronson, Ben Baum, Elliot Brown, Andy Caplan, Mark Flock, Terry Forman, Howard Freedman, Reed Helman, Bob Merlin, Keith Olin, Keith Rosen, Mike Schine, Chip McChristian, and Harvey Sheldon.

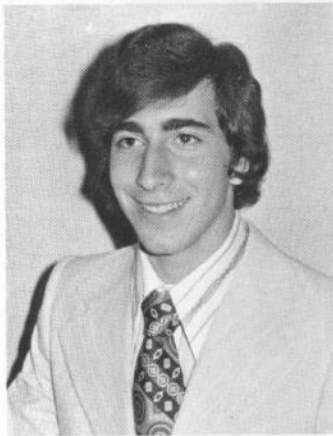
The Lammies pledged a continuing devotion to studies as the key to successful academic lives at the University of Florida in the years ahead.



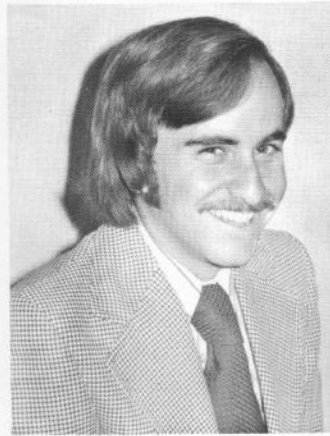
Roland Farris



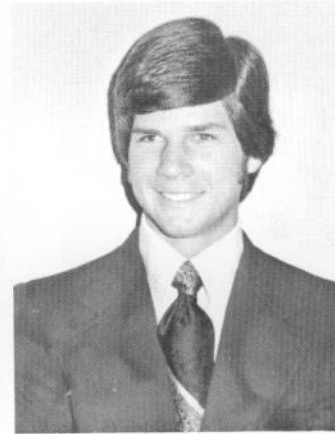
Neil Freeman



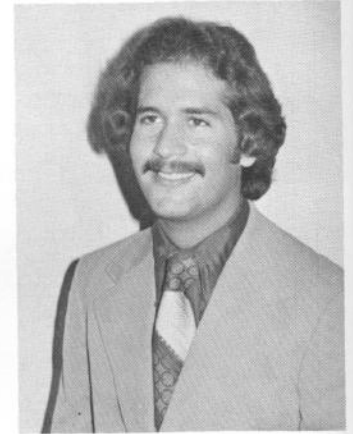
Mark Kraemer



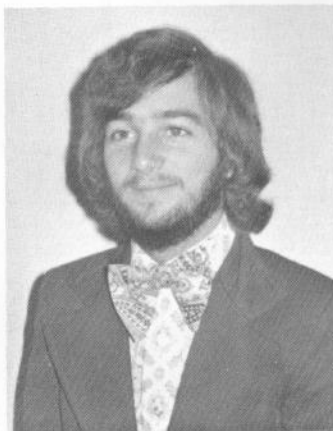
Joel Marks



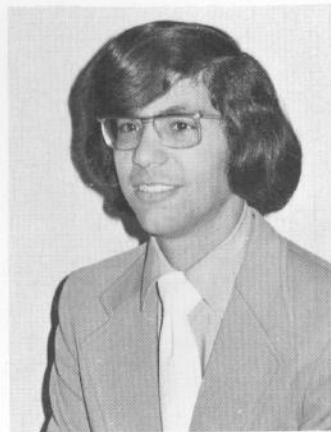
Bob Meek



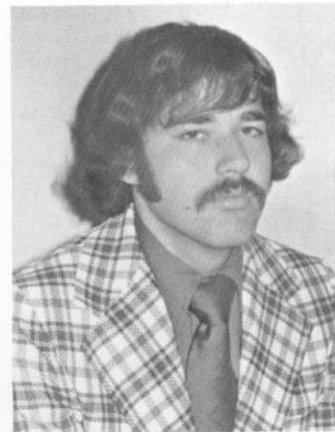
Lenny Sokolow



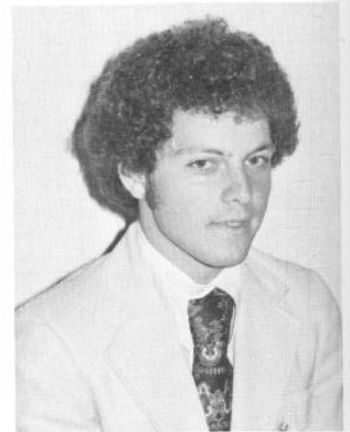
Jeff Taub



Gregg Truxton



Howard Vogel



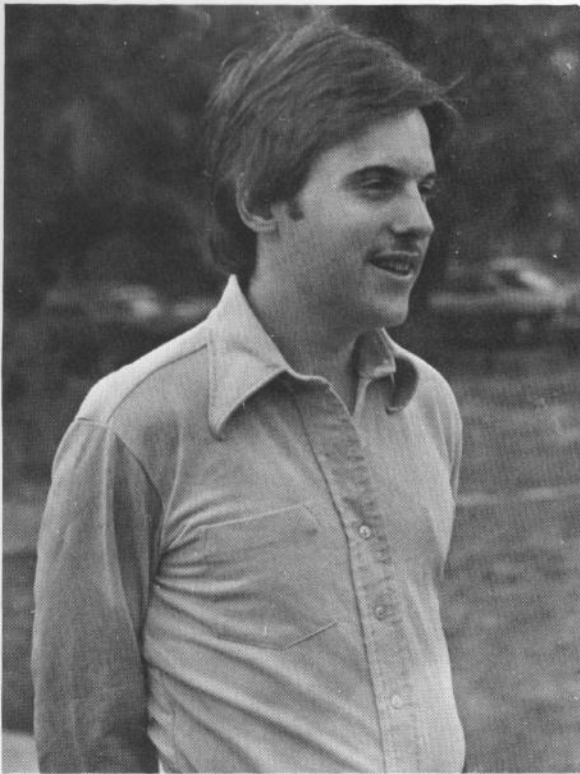
Ed Wotitzky

Campus Leaders

It has often been said that Pi Lam is the fraternity of leaders. We are well represented in all campus organizations, and in many hold high executive positions. Dave Arnold is the Service Chairman of the Inter-Fraternity Council. Jim Lazear is serving his second year as Ombudsman for the I.F.C., Sandy Simon is the manager of the "Fighting" Gators Varsity Basketball team. Bobby Goldsticker worked on the Gator Growl Fall Frolics. Howard Freedman is a Samson volunteer, a community service, on-campus organization.

On the political scene this year, Josh Rodstein was elected to the Student Government Senate, while Ed Wotitzky was elected to the Honor Court. Mark Kraemer and Irl Marcus both campaigned actively for political parties on campus.

Other active campus leaders include Rick Blau, Bruce Kleinberg, Robert Klausner, and Sandy (Matthew Crooks Cameron) Chisholm, III.



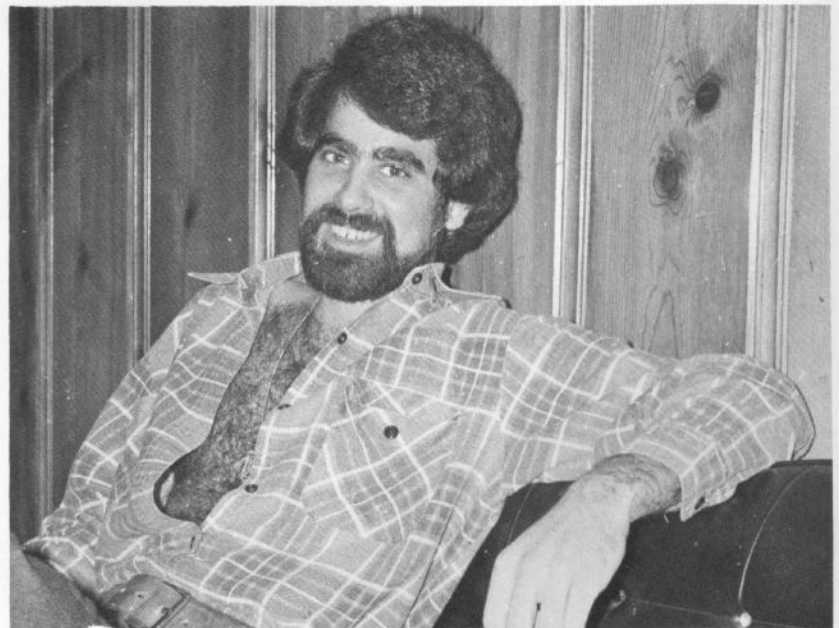
BRUCE KLEINBERG



SANDY CHISHOLM



BOB KLAUSNER



RICK BLAU

Service

The Pi Lamb spirit of support and dedication has mushroomed this year. Whether in support of the Gators or in community service, we have made many new inroads.

In the fall of '74, Pi Lams accomplished organizationally the largest scale service project ever achieved by a social fraternity on this campus. This was to direct the relief effort for Honduras after the hurricane disaster. We collected over \$400 by soliciting students for donations. At the end of that week, we highlighted the event with a concert featuring four bands that raised, again, over \$400.

Pi Lam held its traditional Halloween party for underprivileged children just eleven days after the Honduras concert. We entertained, with the help of two sororities, over forty children from the Kennedy Homes Day Care Center.

This year we started a new tradition of helping the Heart Fund during the second quarter of every year. Initiated with the understanding of the brotherhood that without new medical research, open heart surgery performed on one of our brothers would not have been possible.



Pi Lams amassed the third largest financial sponsorship for their entries in the first annual I.F.C. Hike-Bike for the retarded which incidentally, was organized by a brother in our house.

Other functions in which the Lammies have always participated are the annual I.F.C. Blood Drive, and the Delta Phi Epsilon ice cream eating contest for cystic fibrosis.

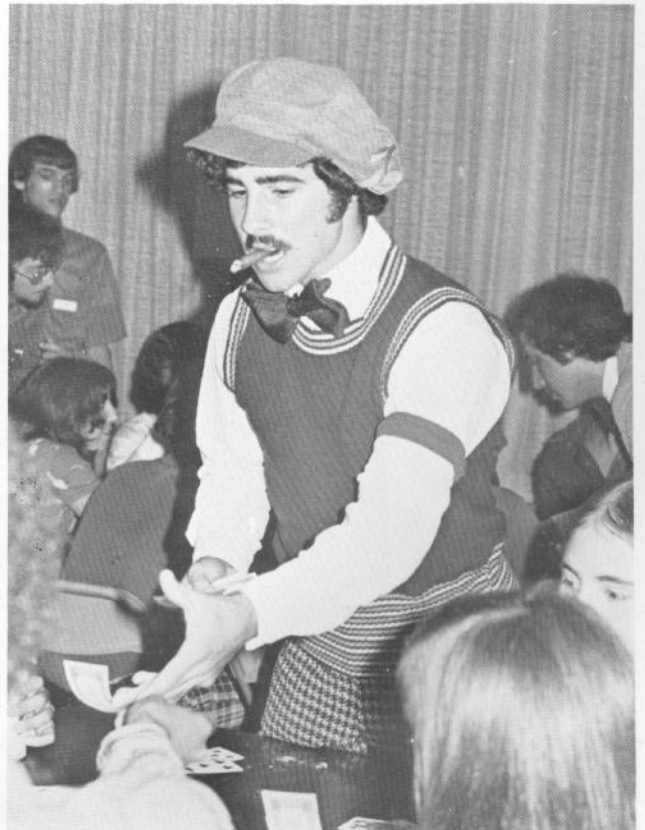
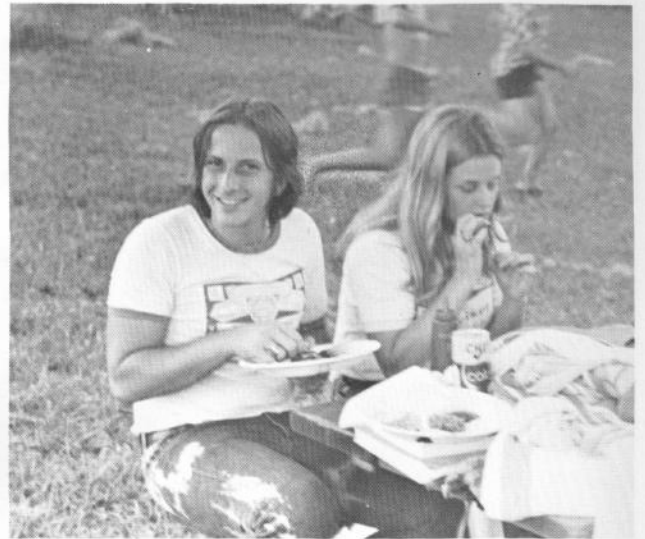
We feel that we are developing stronger and greater personal character by extending our help to others, and shall continue to do so as the needs arise.

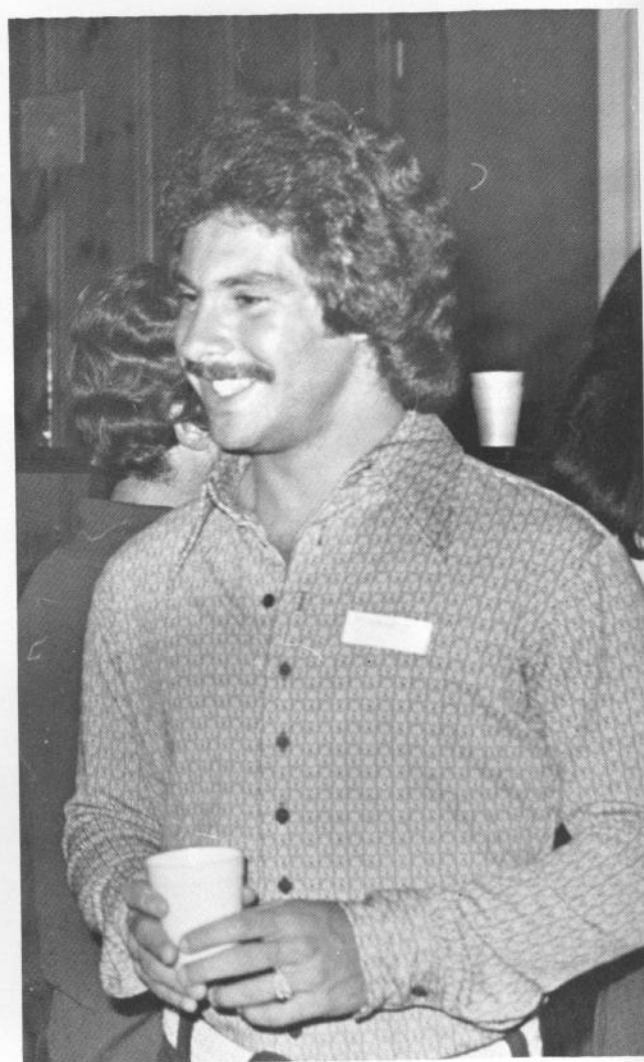


Social

The Lammies work hard and play hard. The Pi Lambda Phi social program is second to none at the University of Florida. With Barry Kay and Mark Reisfield at the helm, every weekend during the school year is planned so that the Lammies can get away from their studies and partake in the finer things of life. With band parties, movie parties, thumper parties, casino nights, picnics, retreats, banquets, and sorority socials to occupy most weekends, Mark and Barry applied their creative talents to institute new social functions this year. We have enjoyed barbeques, tubing,

bufus, and going to the beach as a new twist in our continuing social program. Mark's latest innovation was a food fight with a neighboring fraternity house. Often, spur of the moment softball games, and the perpetual hearts, poker, and spades games round out our fine social calendar.

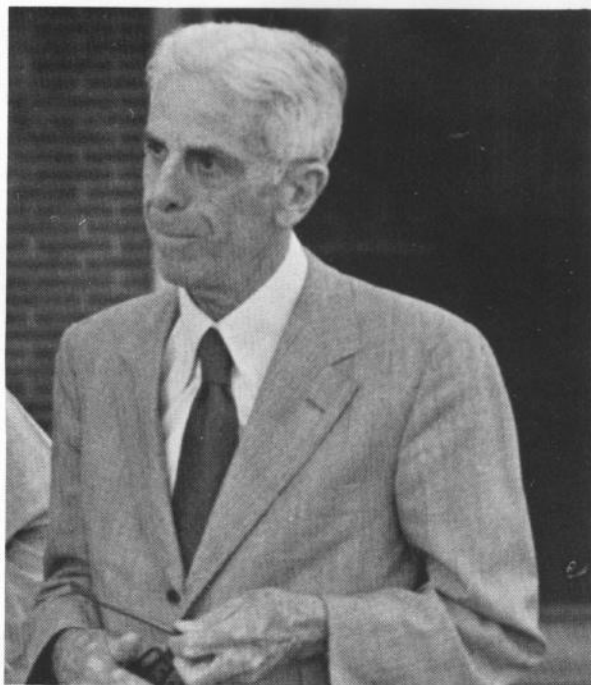




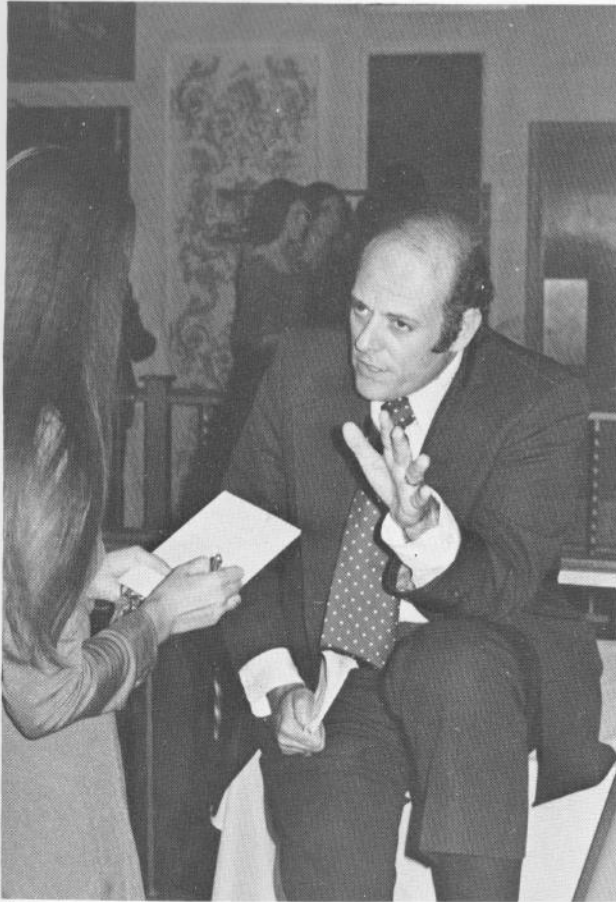
Alumni 1925-1975

Nineteen hundred and seventy five marked Pi Lambda Phi's twenty-fifth year on the University of Florida Campus. Pi Lamb's 50th Anniversary celebration saw over one hundred alumnus' return to their old home on 15 Frat Row, and look back at the "old days." The banquet, held at the Flagler Inn, was emceed by Brother Paul Marks (President-Flagler Federal, Miami). Attorney General, Brother Robert Shevin, spoke about his political future, and of the good times he had as a Pi Lamb. Dean Weil highlighted the evening with a fine speech.

The alumni of Pi Lamb show a strong interest in their home, and are always available for personal advice. Brother Paul Marks is president of the Miami Pi Lamb Alumni Association, and takes an active part and interest in directing Pi Lamb's future. This weekend proved to all of us in the house now that Pi Lambda Phi truly means, "Not four years, but a lifetime. . ."



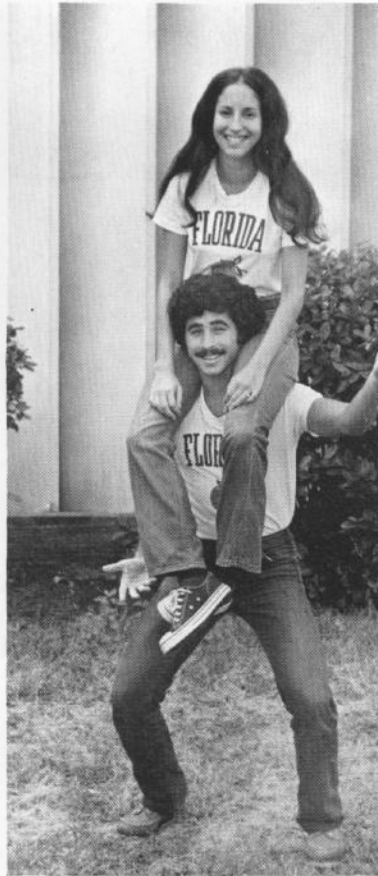




LOVERS AND



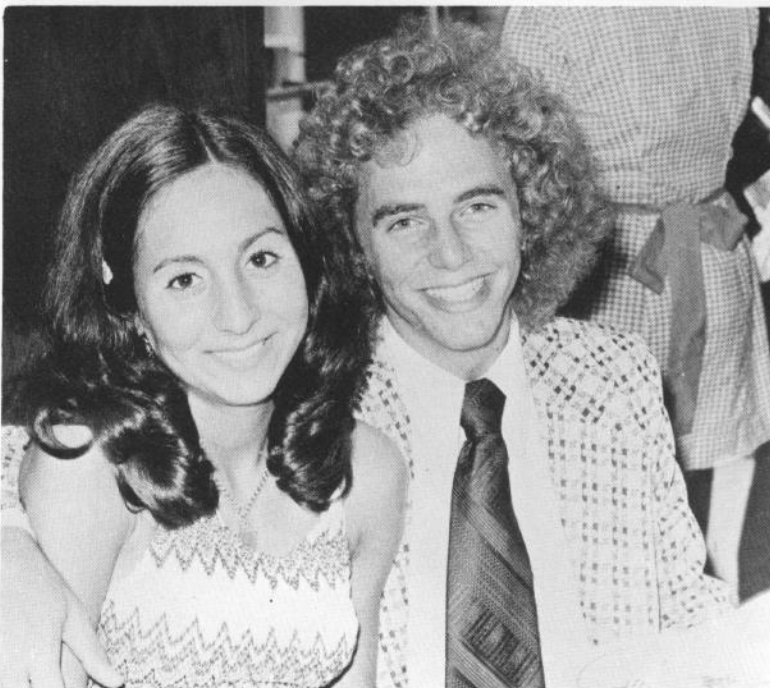
BOB and KAREN



MARK and SUE



TERRY and CAROL



BOB and SHARON



JOEL and RACHEL

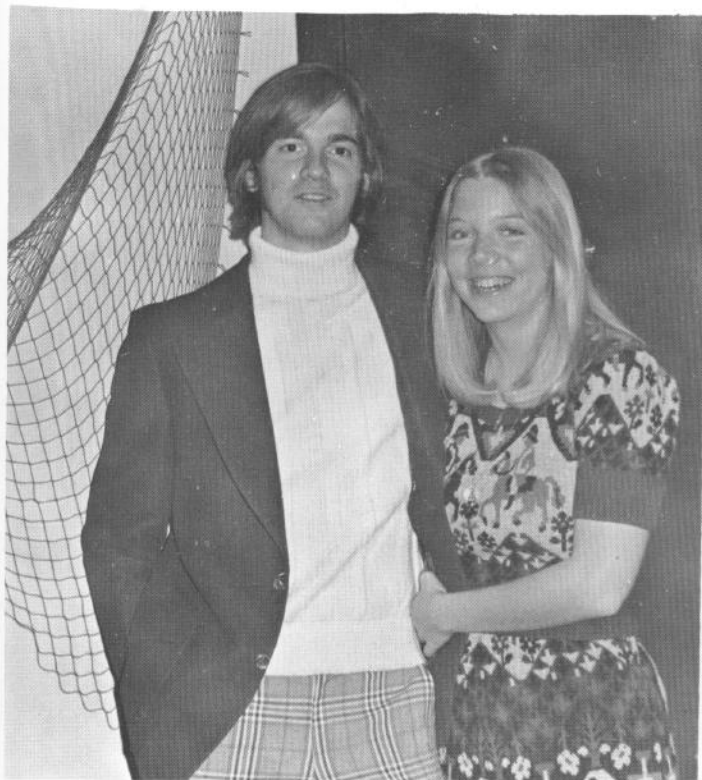
OTHER STRANGERS



DEAN and LAURIE



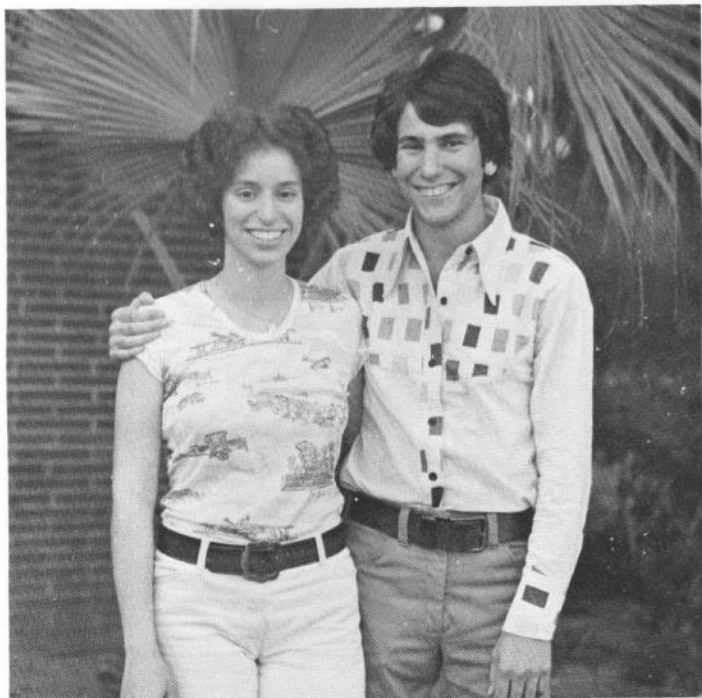
ROLAND and DIANE



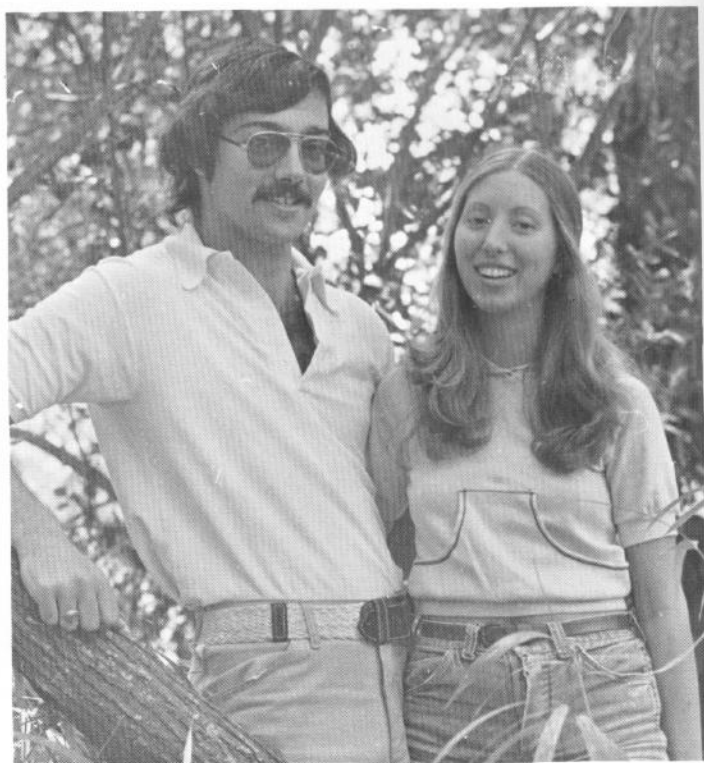
MARK and DIANE



BARRY and LISA



JIM and HELEN



DAVE and NANCY



BOB and NANCY



JOSH and PAM



Athletics

The Lammies are very diversified in their interest in sports. The Pi Lam Flying Association includes three pilots and ten skydivers. They fly and jump regularly on weekends.

Pi Lam continued its domination of the campus athletics scene in 1974-75 by capturing three Orange League titles and being in strong contention in three others.

Volleyball led off the season, and the Lammies followed their tradition of excellence in this sport by capturing the title. The team consisted of Mark Michelson, Barry Meyerson, Jon Saulson, Sheldon Sager, Nick Aradi, Joey Hecht, and freshmen sensations Reed Helman and Roy Wronker.

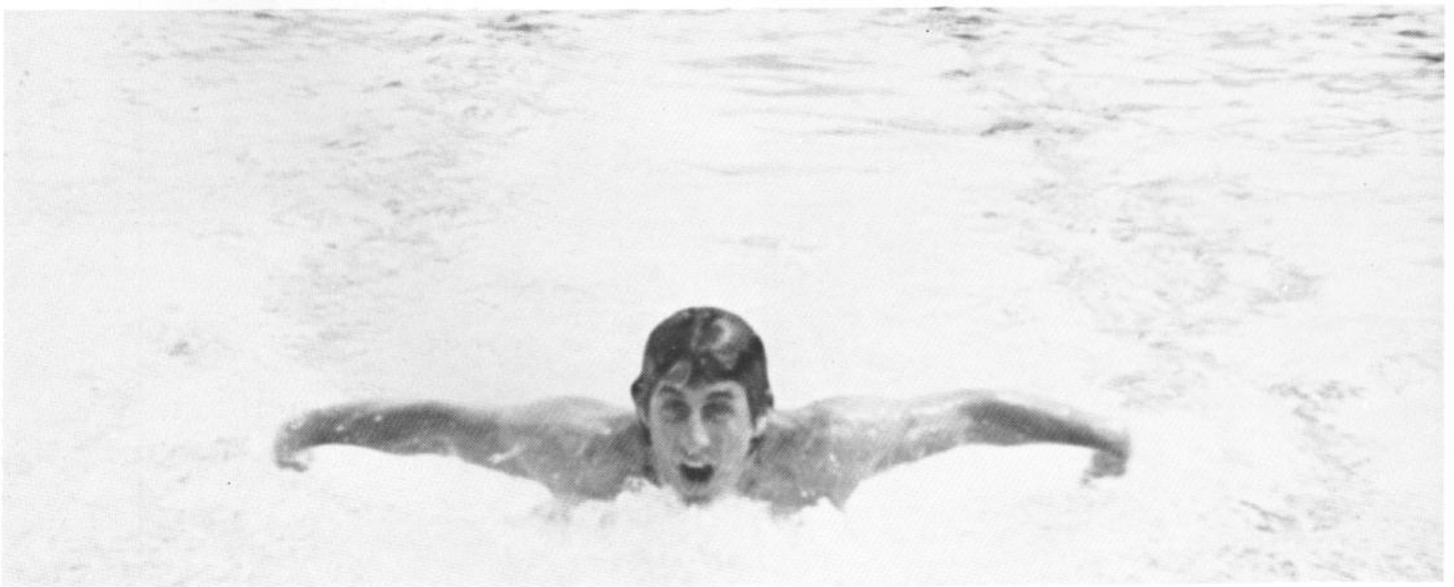
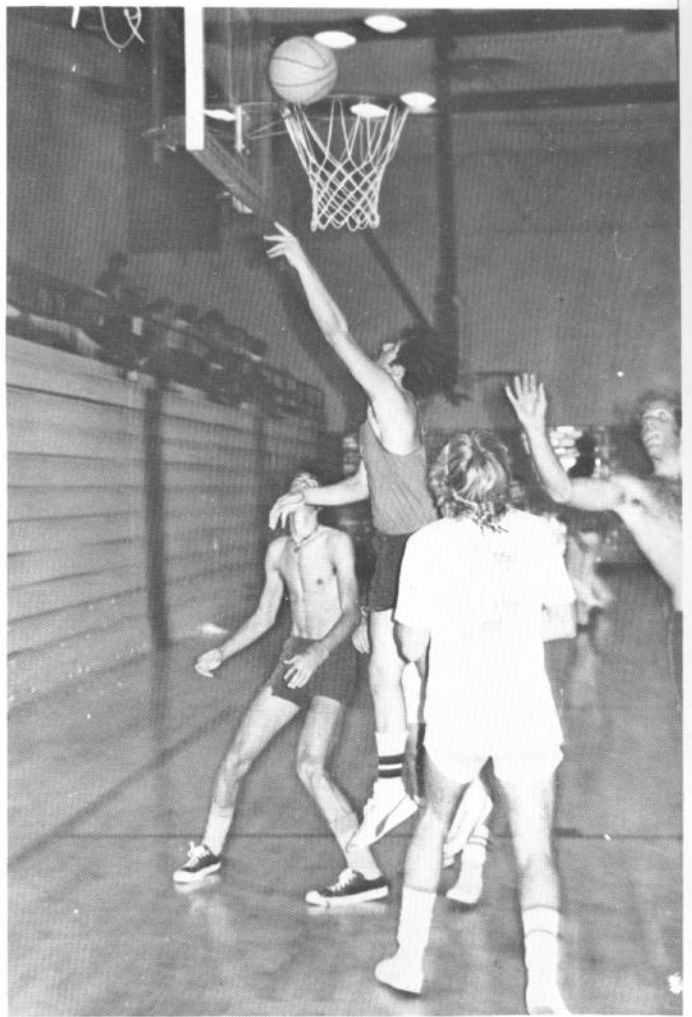
Football was next on the athletics agenda and Pi Lam supplied much exciting action. The high scoring offense was paced by Sager, Aradi, Hecht, Meyerson, Steve Seidler, and Chip McChristian. The defense was led by Aradi, Saulson, Sammy Slom, and Bob Merlin.

Concluding first quarter, Bob Merlin led the Pi Lam tracksters with a third place finish in the low hurdles.



Winter quarter proved to be very fruitful as Pi Lam won two championships and fared well in the quarter's two other sports. The first event was basketball and the Lammies completed their finest season with a 4 and 2 record. The team, coached by Neil Freeman, was paced by the scoring punch of Helman, Michelson, and Andy "Gino" Caplan with rebounding support coming from Chip McChristian and Barry Meyerson.

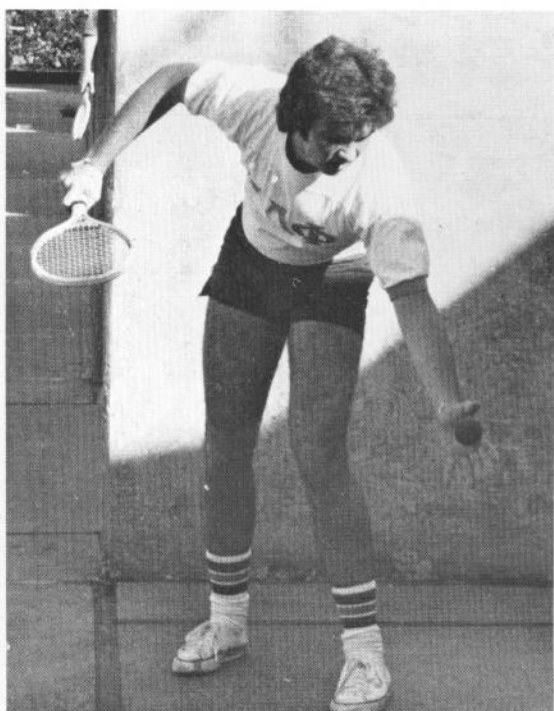
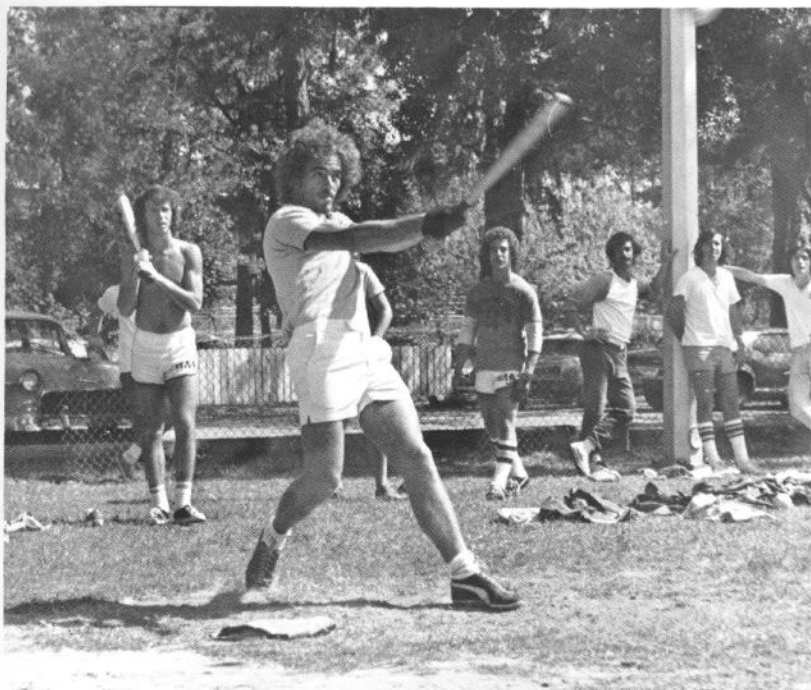
Racquetball was the second sport of the quarter and it provided Pi Lam with its second championship of the year. Captain Vic Alonso led the team which included Aradi, Merlin, Harvey Kornstein, Josh Rodstein, Steve Seidler, Mark Reisfield, and Mark Kaufman.



Bowling followed with yet another title. Led by Rick Gilman, Terry Forman, Henry Volpe, Denis Laroche, and Caplan, the Lammie bowlers rolled over the opposition for their second consecutive Orange League victory.

Handball culminated the sensational winter quarter as the Pi Lam's nearly achieved another championship. Led by the team of Saulson, Aradi, Sager, Meyerson, Ed Wotitzky, Dave Tillis, and Dave Sheydwasser, the Pi Lam contingency worked for a 4 and 2 mark.

Winter quarter, Pi Lam was the hottest fraternity athletically, and currently stands second in the race for the coveted President's Cup. Pi Lam again demonstrated its superiority both with their competitive spirit and sportsmanship. With swimming, golf, tennis, and softball remaining, the Lammies appear headed for another spectacular athletic season.



Best Senior Athlete



Shelly "Moe" Sager, Outstanding Senior Athlete for 1975, has been a leader of Pi Lams on the athletic field since pledging in 1971. That year Shelly was one of the bright spots on the Pi Lam Nose Bowl team.

Shelly has played numerous sports for the house including football, volleyball, softball, and handball, besides running track. "Moe" was a key to Pi Lam's campus volleyball championships in 1972 and 1974 along with the runnerup spot in 1973. On the football field Shelly has played numerous positions — from quarterback to linebacker.

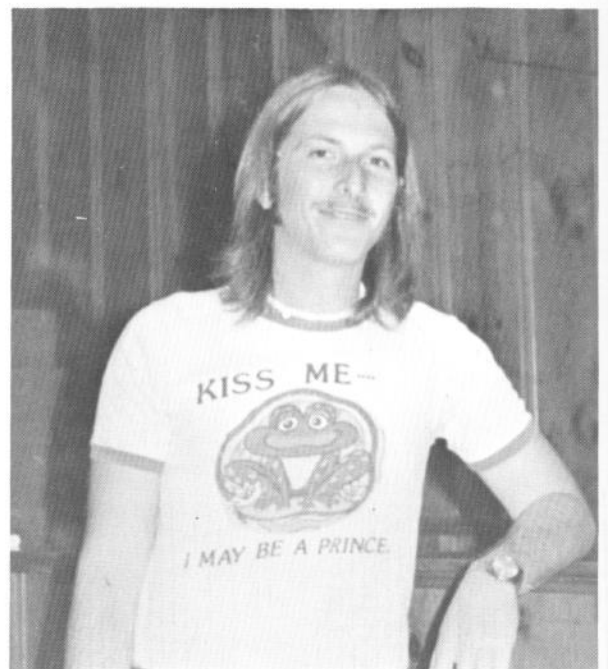
Sager has helped bring the Lammies to the forefront of fraternity athletics at Florida, and a contender for the much desired President's Cup. Sheldon Sager — Outstanding Senior Athlete 1975 — a truly deserving recipient.

Best Freshman

The award of Best Freshman is given to the new brother in the house who is felt to display the highest qualities of a Pi Lam. Irl Marcus received the award this year after much consideration by the brotherhood.

Irl was a leader in his pledge class helping to give the final push to his pledge class just prior to initiation. Since initiation Irl has not disappeared from around the house, but is found working on many projects or just cleaning up Sunday morning after a band party.

Irl, whether he is joking around or is working on keeping the house grade point average high, is well liked and respected by all. Congratulations Irl.



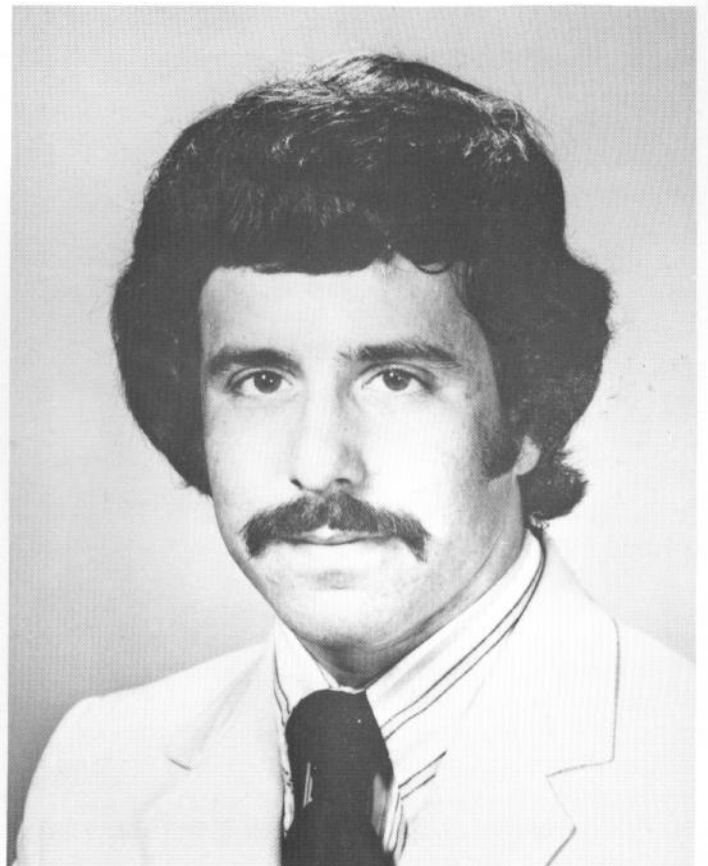
Best Seniors

The highest award a brother can earn is that of Outstanding Senior Brother. This year, the brotherhood decided that two brothers have earned this award. They are Steve Seidler and Rick Gilman.

Steve has served the house in many capacities. Foremost among these is his tenure as K.O.E. Steve took over the position of K.O.E. during troubled times, and provided much needed leadership and guidance.

Rick Gilman, Pledge Class '71, had been most active in the house during the two years he lived in the house. As Pledgemaster, Rick molded many of the brothers now living in the house into Pi Lamb's.

Steve will be attending dental school in the Fall, while Rick starts Law School here in the Fall. We wish them both the best of luck along with many thanks.



Fraternity Songs

THE PURPLE AND THE GOLD

(To the tune of "Coast Guard Marching Song")

Hail to the Purple and the Gold;
 Long may her colors wave.
 The emblem of Pi Lambda Phi —
 A symbol of her brave
 Mighty in loyalty are we;
 No other love so true.
 We stand with might —
 For all that's right.
 Hail Pi Lambda Phi
 Hail Pi Lambda Phi
 Hail Pi Lambda Phi to you.

—Words by Warren P. Greene

JOLLY LADDIES

(To the tune of "There's a Tavern in the Town")

We are Jolly Laddies, Jolly Laddies we,
 And firm united is our com-a-ra-de-rie,
 So we'll all join in, to make the wel-kin ring.
 While to Pi Lambda Phi we sing.

So let's join in jolly chorus,
 While our Youth is still before us,
 Let us ev-er joy-ous be,
 Pi Lamb-da Phi in scribedin ev'ry loy-al heart,
 Fra-ter-nal friendship till in death we all do part
 So we'll all join to make the welkin ring,
 While to Pi Lambda Phi we sing.

BROTHER MINE FOREVER

(To the chrous of "Keep the Home Fires Burning") — Words by Jack Yellen

1. Brother mine for-ev-er,
 We are bound to-ge-th-er
 By a bond that stronger grow as years roll by.
 Mystic words un-spok-en
 Ho-ly vows un-brok-en
 Hold us faith-ful to the tie of Pi Lamb-da Phi.

2. When the days are drea-ry
 When the heart grows wear-y
 Tho the dark clouds of des-pair may hide the sky.
 I shall ne-er be friend-less
 For our love is end-less
 En-vn death can't break the tie of Pi
 Lamb-da Phi.

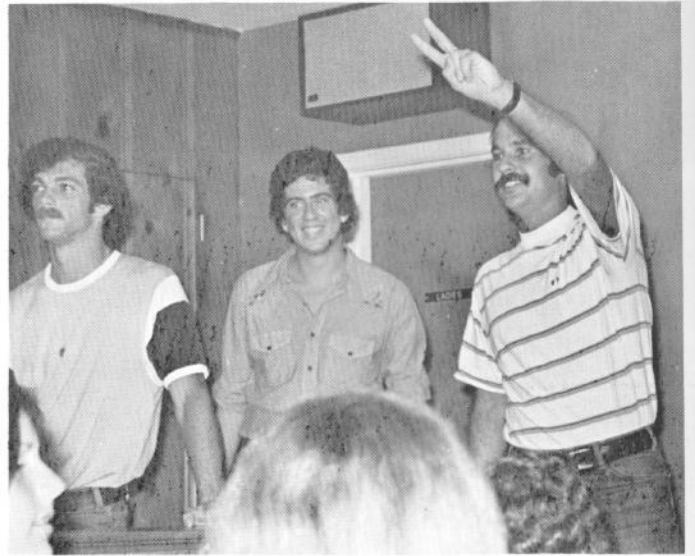


GANG 1975





Sure as you're ugly, Bitch.



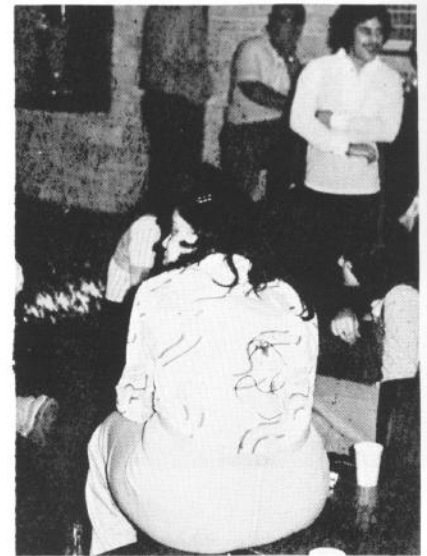
"Peace, Motherbrother."



Mike "Big Daddy's" Cohn



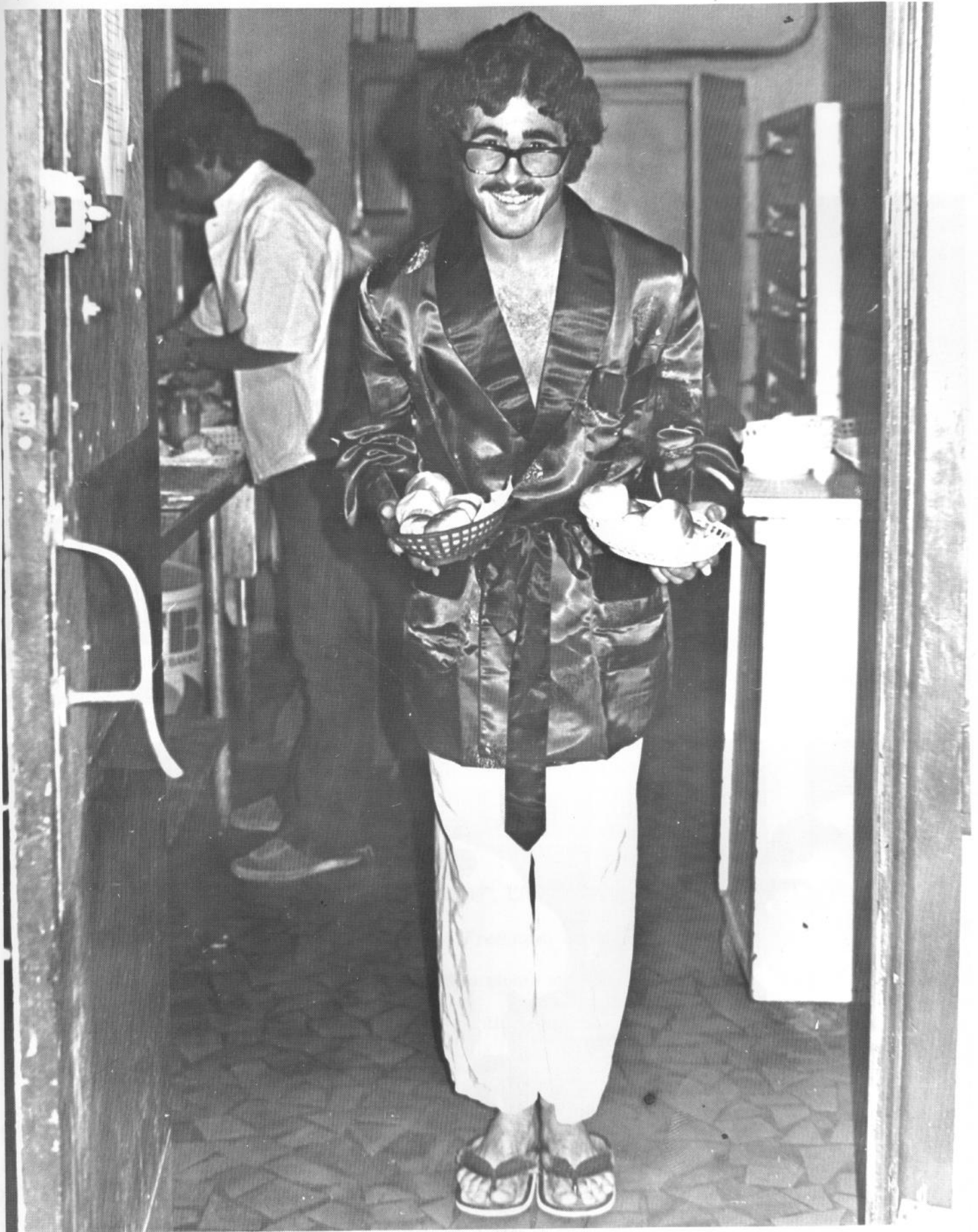
"Where is she?"



"Here I am, Honey."

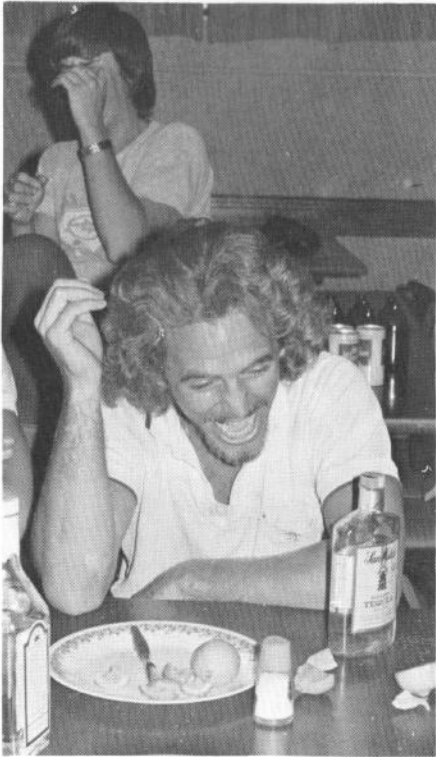


Strange lover and loving stranger

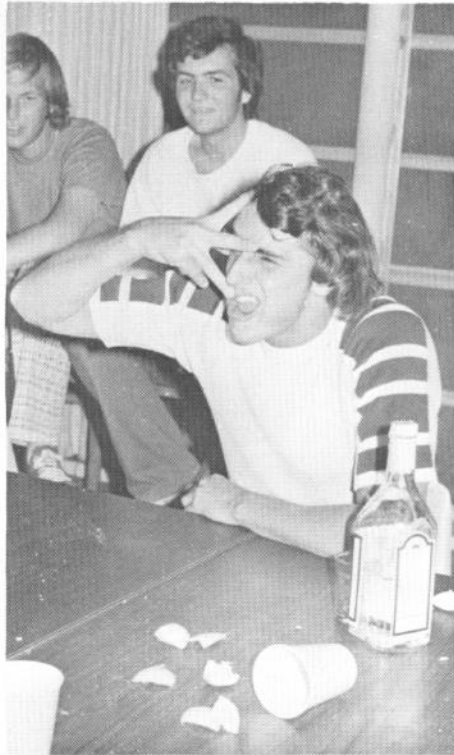


“Welcome Pi Rambda Phly.”

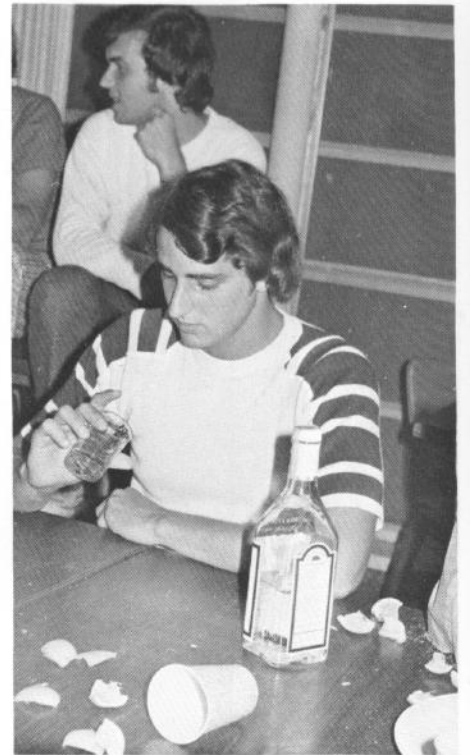
Thumper



Right Signal



Wrong Signal



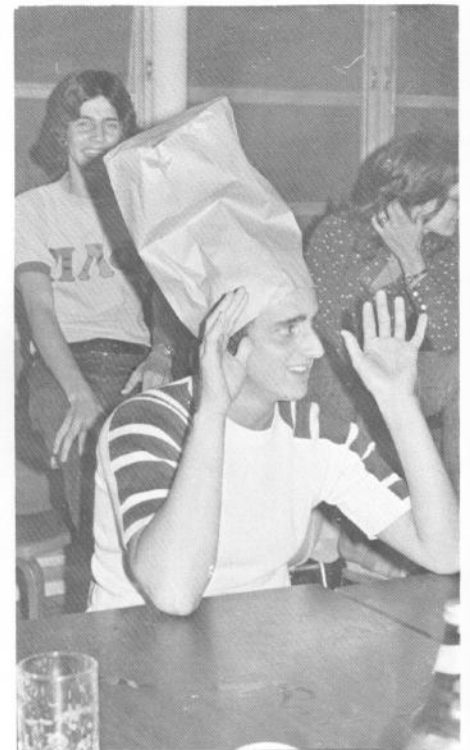
"Drink all that?"



ALL OF IT



"SWALLOW IT!!"



"I did it! I did it!"

Graduating Seniors

RICK GILMAN — Miami, Advertising; Pledgemaster; IFC Frolics; Marshall; Bowling; Softball; "LFMFT".

STEVE SEIDLER — Miami, Chemistry; KOE; Racquetball; Tennis; Football; Tripod; "Side"; Georgetwon Dental School.

SHELDON SAGER — Miami, Accounting; Best Freshman; Football; Volleyball; Handball; Softball; Track; Trolled for blowfish; Schroederbeach; "Moe Sager".

BRUCE KLEINBERG — Hollywood, Finance; Lived with Gnome, Byer, Robin; "To cool to live in house", Fat lady syndrome; Pissed on by General.

DAVID STEIN — Hollywood, Real Estate; Sophomore at large; Large Cheeks, Not fast but, "Rolled off blocks and picked up five".

MICHAEL PLASKER — Hollywood, Real Estate; Tennis; Softball; Bowling; Married Queen of Spades; Goldberg's Little Brother; "Ten Percent Plasker".

ROBERT GARFIELD — Miami, Marketing; "The Mind", Lives at Publix.

ALAN ECKLOFF — Jacksonville, Accounting; Best Freshman; Lived in room 20 bridal suite.

TOM STARK — Miami, Finance; Captain "Q"; Slept a month straight; Owned a van.

MARC WHITEHOUSE — Miami, Accounting; Lived with Kram; "Whitehorse".

JAY COHEN — Miami, Marketing; "Color Man"; Co Kid.

BARRY KRAM — Miami, Criminology; Michelson's little brother.

JIM BOGGS — Frostproof; Broadcasting; Desperito's little brother; Lived with Smith; "Otis".

JOEL MARKS — Miami, Pension Insurance; Shtup; Peaches La Tour; Lived with Givel and Kleinberg; Lives for 144 Award; Comedian Supreme; Bugle.

PI LAMBDA PHI IS GOLDEN

Compliments

of

JOEL KREBS

Pledge Class of '59

My Son the Creative Genius.



All mothers want their sons to be doctors or lawyers. And it appears a great many Pi Lambda Phi alumni have made their mothers very, very happy by entering these professions in record numbers.

As a result, too many people think *all* Pi Lams are legal counselors or physicians. And that just isn't so.

Many of us, in fact, have developed into excellent communicators. Copywriters, advertising agency executives, broadcasters, graphic artists and photographers.

Most conspicuous, perhaps, is Brother Howard Cossell, from the New York Gamma Chapter (Pledge Class '36) at NYU. Though his formal education is in law, millions of people know and respect Mr. Cossell because of his paramount abilities in broadcasting.

The Florida Delta Brothers can be equally proud. Scores of alumni from this chapter are making their skillfull, yet subtle, mark in the creative world. Here are a few:

Ian Martin Davis (Pledge Class of '65) is an account executive for the New York City advertising firm of Dancer, Fitzgerald, Sample. He supervises the Hardee's food chain account and two resorts in Mexico, including internationally publicized Cancún (see *Sports Illustrated* cover story, January 27, 1975), a sun-splashed island off Yucatan.

Art Ehrens (Pledge Class of '64) is a free lance writer and producer of radio, television and print commercials

in Washington D.C. Art has already earned two "Addy" Awards for newspaper advertising, writing and production, and a third for television commercials.

Bob Feldman (Pledge Class of '65) handles creative account work as Executive Vice President for Warren Adler Ltd. in Washington D.C. Bob's recent work for a Ft. Myers community gained him an award for the "Best Newspaper Campaign" from the Florida Newspaper Guild.

Jay Gartman (Pledge Class '69) is a writer and publication specialist for Florida Power & Light Co. in Miami. His feature writing and magazine editing have earned him two awards each from the Florida Magazine Association and the Florida Public Relations Association. Sigma Delta Chi Journalism Society named him regional "Award of Excellence" recipient for feature writing.

Robert S. Hurwitz (Pledge Class of '49) is President of Robert S. Hurwitz & Associates, political strategists in Miami. A member of the American Association of Political Consultants, his firm has been retained to handle public relation functions in Presidential Primaries for former Vice President Hubert Humphrey, the late Senator Robert Kennedy, and Senator Birch Bayh. He has also managed state political campaigns for Attorney General (and Pi Lam alumnus) Robert Shevin, Gerald Lewis and Ralph Turlington, among others.

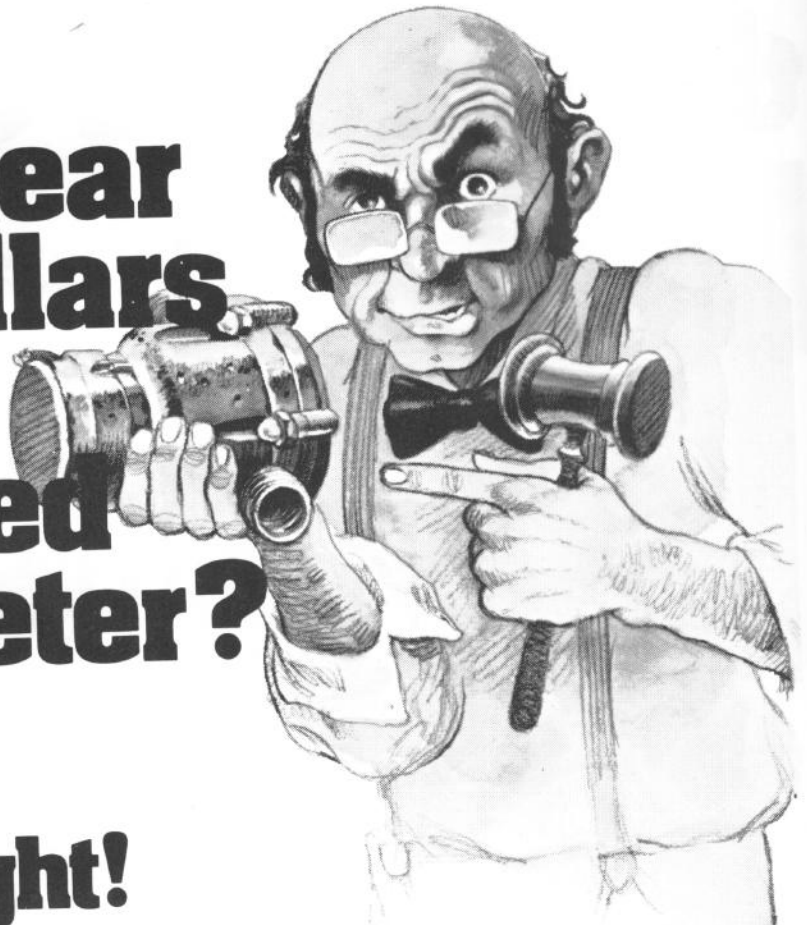
Steve Klausner (Pledge Class '66) has already garnered two creative writing awards as a copywriter with J. Walter Thompson Advertising Company in New York. Steve's kudos were earned while writing for Eastman Professional Motion Picture Film. His other clients include Kodak Cameras, Holiday Inns, Ford Mustang II, and Planters Peanuts.

Allen Soden (Pledge Class '65) handles radio broadcasting sales for WSB AM and FM radio stations in Atlanta. Allen's civic efforts include presidency of Atlanta's UF Alumni Association, member of the Dekalb County Industrial Development Authority, and Board Member of that city's B'nai Brith, AZA and Dogwood Festival associations.

There are other Lammies in the communications field. A printer in Jacksonville. A cinemaphotographer in San Francisco. A photographer in Philadelphia. Numerous others. Not doctors, or lawyers. We're Pi Lam Communicators.

Our mothers are proud of us, too.

Did I hear Five Dollars for this old, busted water meter?



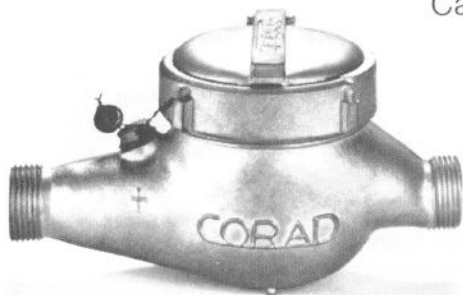
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\$5.00 for each tired, brass water meter up to the total value of your purchase order for our new, high accuracy Corad water meters. We'll even pay the freight, collect.

Now you can replace those old meters with the industry's best.

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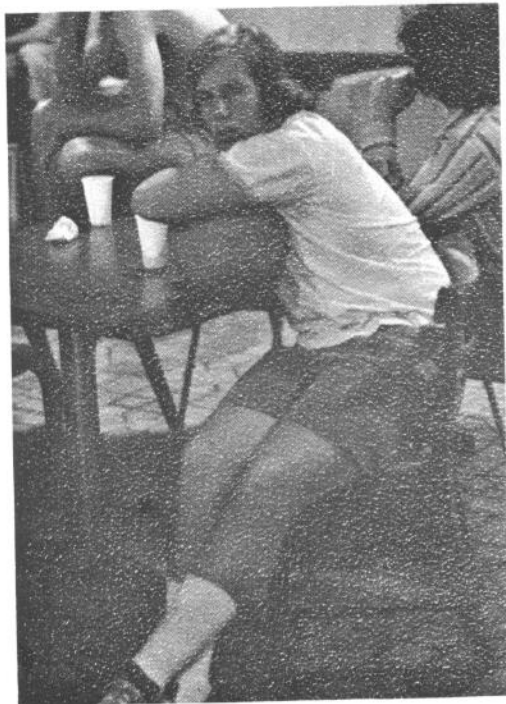
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In all languages, PI LAM'S ARE THE BEST!

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“Rub those thighs,
Lammies!”

PI LAM ONE TIME . . .

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**Chicken
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Family Restaurants
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Every night 4 pm to 10 pm

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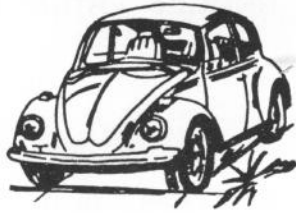
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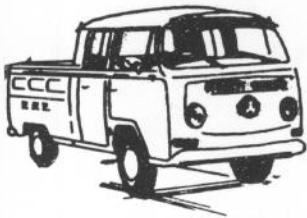
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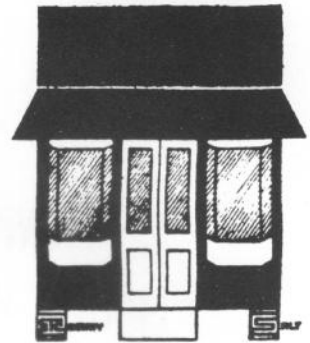
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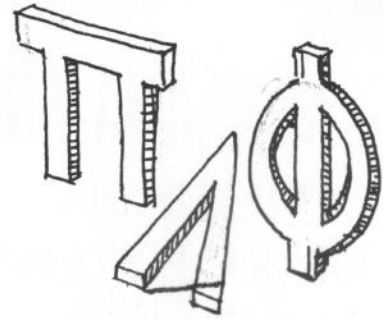
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LL.B. 1948
Milton M. Gaynor, Vice President
Florida Delta, BA 1939

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Seymour D. Keith, Senior Vice
President, Florida Delta and
Omega Eta, LL.B. 1947
Herschel Rosenthal, Executive Vice
President, Omega Eta, BA 1949

International Bank of Miami
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Florida Delta, LL.B. 1956
Edward A. Stern, Counsel
Florida Delta, LL.B. 1955

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Florida Delta, (Honorary 1950)

**Florida Federal Savings & Loan
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County**
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Stanley H. Davis, President
Florida Delta, BS 1941

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Florida Delta, LL.B. 1950

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of the Board, Florida Delta,
BA 1942, LL.B. 1948
Milton M. Gaynor, Director
Florida Delta, BA 1939
Jack R. Courshon, Director
Florida Delta, BA 1943
LL.B. 1948