

The Edgecliff News

Cornell University Chapter of Zeta Beta Tau Fraternity

Volume 3

Ithaca, N. Y., June, 1960

Number 3

Newburger '29 Plays Prominent Role In Business and Community Affairs

Although Frank L. Newburger, Jr. '29 can in no way be considered what is commonly thought of as a "typical" man, his achievements, both in the world of business and civic affairs, are in many ways representative of Kappa men throughout the country. Like so many Kappas, Frank has managed to combine success in business with a high degree of service to his community and fellow man.

Forms Own Business

Frank has been in the brokerage business ever since leaving Ithaca, first as a partner in the firm of Newburger, Loeb & Co., and later in partnership with his brother, Dick, in the firm of Newburger & Co., Philadelphia, Pa. In the relatively short time that Frank's firm has been in existence (it was formed shortly after the war), it has grown to the point where it is now one of Philadelphia's leading brokerage concerns.

In conjunction with his business activities, Frank has been active in the stock exchanges of both Philadelphia and New York. He was a member of the board of governors of the Philadelphia-Baltimore Stock Exchange from 1946 until 1959, serving as vice-president in 1955 and president in 1956, 1957 and 1958. He is presently a member of the board of governors of the New York Stock Exchange, having been elected to the board in May, 1959.

Serves Many Charities

Over the years, Frank has given generously of his time and energy in the service of charitable and other civic institutions. To name a few of his activities, he was president of a Red Feather Settlement House, The Neighborhood Centre, from approximately 1950 to 1954, and is currently serving his fourth term as treasurer of the Albert Einstein Medical Center of Philadelphia. In 1956, he was elected vice-chairman of the Community Chest of Greater Philadelphia drive, and



FRANK NEWBURGER '29

for a number of years he has been a member of the board of trustees of the Federation of Jewish Agencies.

Some of Frank's other activities include service as a trustee of the Congregation Keneseth Israel, as a director of the Philmont Country Club, and as a member of the Bond Club of Philadelphia. Frank has also been active in Cornell alumni work, having been a governor of the Cornell Club of Philadelphia from approximately 1947 to 1950.

During World War II, he served with the U.S. Army. His wartime service took him overseas to the China-Burma-India theater of operations, where he spent nearly two and one-half years. He finished his military career in the Office of the Surgeon General with the rank of Major.

Frank has been married for many years to the former Dorothy Einstein of New York City. They have two children: a daughter, Mrs. Patrick Charnas; and a nine-year-old son, Frank L. Newburger III, known to one and all as "Terry." Frank's address is in care of his firm, Newburger & Co., 1401 Walnut Street, Philadelphia 2, Pa.

Board of Directors Hold Annual Meeting Elect New Officers

The board of directors of Kappa Foundation, Inc. held their annual meeting May 18 at the Cornell Club in New York City. The problems of the current year were reviewed and a plan for summer alterations and repairs was decided upon. The board also discussed the National Fraternity's plans for a possible pooling of resources and considered other matters concerning the administration and members of the Chapter. Terry R. Baker '62 is the worthy recipient of The Scholarship Award for the College Year 1960-61.

Directors Nominated

The nominating committee for Kappa Foundation, Inc., composed of Richard D. Turteltaub '48, S. Robert Sientz '28 and Robert H. Hartman '32, presented the suggested board of directors for the fiscal year 1960-61, as follows:

Theodore W. Adler '28, New York City, N.Y.; S. Robert Sientz '30, South Orange, N. J.; Eugene M. Kaufmann, Jr. '27, Philadelphia, Pa.; G. Ury Gantz '35, Larchmont, N.Y.; Richard D. Turteltaub '48, Newark, N. J.; and Harvey L. Jacobs '47, Brooklyn, N. Y.

Also B. Herbert Lustberg '18, Stamford, Conn.; George I. Roshkind '49, New Rochelle, N.Y.; Richard Gutwillig '58, New York, N.Y.; Robert H. Hartman '32, New York, N.Y.; K. Kaleman Marx '55, Elizabeth, N. J.; and Dick Schwartz '60, Shaker Heights, Ohio.

The above slate of board of Directors was accepted by unanimous vote.

Elect New Officers

The election of alumni officers for the year 1960-61 was then held and these are the newly elected officers: Eugene M. Kaufmann, Jr., chairman of the board; Richard D. Turteltaub, president; S. Robert Sientz, vice-president; G. Ury Gantz, vice-president; and Robert H. Hartman, secretary.

Dick Graham '37 is the National President-designate for Zeta Beta Tau for the coming year.

(Continued on Page 2)

THE EDGECLIFF NEWS

Published regularly by the Kappa Foundation, Inc., Zeta Beta Tau Fraternity at Cornell University for its members and friends. News and pictures are welcomed at all times. Please address all communications to the Zeta Beta Tau Publication Office, 102 W. State St., Ithaca, N.Y.

Alumni Editor:

Robert H. Hartman '32 New York City
Historian:

Hershel M. Segall '62 -----Butler, Pa.

ALUMNI OFFICERS

Chairman:

Eugene M. Kaufmann, Jr., '27
Philadelphia

President:

Richard D. Turtletaub '48
New York City

Vice Presidents:

Robert Sientz '30 -----New York City
C. Ury Gants '35 -----Larchmont

Secretary:

Robert H. Hartman '32 New York City

Treasurer:

Theodore W. Adler '28 --New York City

Other Directors:

Theodore W. Adler '28 --New York City

G. Ury Gants '35 -----Larchmont

Richard Gutwillig '58 --New York City

Robert H. Hartman '32 New York City

Harvey L. Jacobs '47 -----Brooklyn

Eugene M. Kaufmann, Jr. '27
Philadelphia

B. Herbert Lustberg '18
Stamford, Conn.

K. Kalem Marx '55 --Elizabeth, N.J.

George I. Roshkind '49 --New Rochelle

Richard Schwartz '60
Shaker Heights, Ohio

S. Robert Sientz '30 South Orange, N.J.

Richard D. Turtletaub '48 Newark, N.J.

UNDERGRADUATE OFFICERS

President:

Paul Brickman '61 --Warrensville, Ohio

Vice-President:

Richard Stein '61 -----Chicago, Ill.

Secretary:

David Stern '62 -----Winetka, Ill.

Treasurer:

Michael Betten '62
Rockville Center, N.Y.

I.F.C. Representative:

Terry Baker '62 -----Pittsburgh, Pa.

Board of Directors . . .

(Continued from Page 1)

(That does not mean that we have "lost" him.)

After a serious discussion of the importance of alumni maintaining their support of the many supervisory activities of the Kappa Foundation through simply paying the nominal annual dues (whether it be \$2, \$6, or more if they so desire), the meeting was adjourned.

John S. Efroymson '49 is technical director of Flexible Products Co., 312 Dobbs Street, Marietta, Ga. Before joining Flexible Products two years ago, Ef spent six years with B. F. Goodrich Co. in Ohio and one year with Midwest Consultants in St. Louis, Mo. He is a member of the American Chemical Society and the Society of Plastic Engineers. Ef, his wife, and two-year-old Beth Ellen live at 2350 Palmour Drive, Atlanta 5, Ga.

Undergraduate House Members Enjoy Successful Social Season

A full and varied social season was enjoyed by Kappa during the spring term. Our activities included exchange dinners, parties, dances and, when the weather got warm enough, barbecues and picnics at the nearby state parks.

The month of April was highlighted by Parents Weekend and by Pledge Skit Night. The pledges' annual presentation was held this year in the basement, which has been redecorated, under the supervision of Mike Abrams '62, to look like a dungeon. Despite the sombre decor, both the pledge class and its highly critical audience managed to enjoy themselves tremendously.

Parties for Parents

Parents Weekend, held April 22-23, was the largest and most successful weekend of its kind ever arranged by the house. As a measure of its success, this was the first time in Kappa's history that Parents Weekend has broken even financially. About 35 parents were on hand Friday afternoon to attend a cocktail party, followed by a steak dinner at Taughannock State Park. The next day the parents were the guests of Kappa at a Statler Club dinner and at a dance held at the house. A special brunch was served for those parents still on campus late Sunday morning. Herschel M. Seegal '62 was in charge of arrangements for Parents Weekend.

During May, we held our annual exchange dinner with Kappa Kappa Gamma sorority and also a barbecue at Lower Enfield Park, followed by a dance at the house, with Delta Gamma sorority.

Enjoy Spring Weekend

The biggest social event during May was, as usual, Spring Weekend. Under the co-chairmanship of Neil Goldberger '61 and Buzzy Ruttenberg '62, the two-day event featured two "rock-'n'-roll" dances, held jointly with Sigma Alpha Epsilon and Delta Phi; a Saturday afternoon party with Sigma Chi; a steak dinner at the house; and our annual "French cuisine" dinner. The Octagon production of "Kiss Me Kate," with Mike Abrams and Mike Goldberg '60 in the leading roles, drew a large number of

Sports Note

The ZBT softball team, which last year boasted a fine 4-1 record, did not fare so well in intramural sports this year. The end of the season found us on the wrong side of the won-lost column, with a 2-3 record. About the only thing that can be said for this year's softball efforts is that we had as much fun as we made errors.

Kappas and their houseparty dates.

About 45 couples attended a final party at the house on Saturday afternoon, thus bringing to a close on a festive note both Spring Weekend and the year's social calendar.

Kappa Oarsmen Try For 1960 Olympics

Kappa will be represented at the Olympic Games in Rome this summer if three undergraduate brothers have anything to say about it. The three are Mike Hoffman '61, coxswain of the Big Red varsity crew; Don Spero '62, who pulls the No. 4 oar; and Dick Schwartz '60, who rows in the No. 6 position.

Although the Cornell crew was beaten at the IRA Regatta on Lake Onondaga in Syracuse, June 18, experts still rate the Big Red highly and give us a good chance to win the Olympic trials this July over the same Lake Onondaga course.

Mike, Don, and Dick will be staying at the house during the early part of the summer while training on Cayuga Lake. They will have plenty of company on the lake, since the California oarsmen, who won the IRA Regatta, are also training at Cornell. Let's hope the strong competition pulls our boys through.

Philip M. Blume '27 reports that he is vice-president-merchandise of National Shirt Shops, Inc., New York City. Phil is married and has one daughter, Katherine, 15. Address: 44 Colony Drive East, West Orange, N. J.

An Open Letter To Kappa Alumni

Dear Brother:

Your Kappa Foundation officers receive no compensation for their willingly given time and effort. They are pleased to assist in guidance and supervision of the Chapter's interest. They maintain the communications link with all members of Kappa.

However, there are operating expenses—expenses for your publication, The Edgecliff News; expenses for mailings and meetings. Even more important, the major part of the dues collected supports the Scholarships Awards that materially help qualifying and well-deserving members of the active Chapter.

Dues are voluntary but essential for support of Kappa Foundation. While a large number of you have paid your annual dues, there are an even greater number who have inadvertently not sent in their check. Don't wait until next year (whether it be \$2, \$6, or more). Do it now!

As Samuel Johnson (not a fraternity brother) once said: "He who waits to do a great deal of good at once, will never do anything." Don't wait until next year. Send in your check today to your Treasurer, Theodore W. Adler '28, 270 Madison Avenue, New York 16, N. Y.

Secretary

Sincerely (and C.F.)

Robert H. Hartman '32

Six Seniors Get Bachelors' Degrees

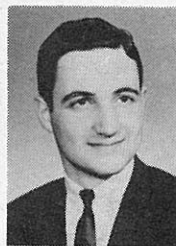
Six Kappas were graduated from Cornell's various Schools and Colleges on June 13. The Commencement exercises were held, as usual, in Barton Hall on the Monday following Reunion weekend.

The graduating seniors, their hometowns and the College or School from which they were graduated are Stephen G. Crane, Harrison, N. Y.; Industrial & Labor Relations; Richard S. D. Cassell, New York, N. Y., Arts & Sciences; I. Stephen Davis, Niagara Falls, N. Y.; Arts & Sciences; Richard C. Newman, Chicago, Ill., Architecture; Michael P. Stern, New Rochelle, N. Y.; Arts & Sciences; and Stephen Zax, Houston, Tex., Arts & Sciences.

New Officers to Guide House During Coming Fall Semester

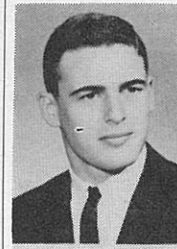
New house officers were elected for one year terms at a meeting held in the chapter house last February. They are Paul M. Brickman '61, president; Richard A. Stein '61, vice-president; David Stern '62, secretary; Michael G. Betten '62, treasurer; Terry R. Baker '62, I.F.C. representative, and Herschel M. Segall '62, historian.

Paul will be a senior next year in the arts College, where he is majoring in Government. He is co-chairman of the I.F.C. Leadership School and has served ZBT as vice-president, social chairman, Parents' Weekend chairman, and pledge president. After attending ROTC summer camp, Paul will be at the National Convention of ZBT in August. His home is in Moreland Hills, Ohio.



Dick hails from Chicago Ill., and will be a senior next fall in the Hotel School. Since coming to Cornell in his sophomore year as a transfer student from the University of Colorado, he has been active in undergraduate affairs. He has served as vice-president of the Interfraternity Council and on the board of the Student Council Activities Review Board. Last spring he was chosen to be a member of Sphinx Head, the senior honor society. Dick, who will be working in California this summer, also plans to attend the National Convention.

Dave has just completed his sophomore year in the College of Arts & Sciences. He plans to enter medical school after he is graduated from Cornell. Like our newly elected vice-president, Dick Stein, Dave's home is also in Chicago.



Terry, a native of Pittsburgh, Pa., is entering his junior year in the College of Arts & Sciences, where he is a pre-medical student. Terry is president of the junior class and is the recipient of the Trustees' Scholarship Award for the academic year 1960-61.



Herschel, our new historian and chapter editor of the Edgecliff News, comes from Butler, Pa., and will be a junior next year in the college of Arts & Sciences. He is an economics major, with an eye to entering the foreign business field when he leaves Cornell. Herschel is a member of the varsity track team, the Cornell Pre-Law Society, and the Outing Club, and was ZBT's Parents Weekend chairman. He plans to spend this summer in Verona, Italy.

Arnold B. Tofias '44 is working in the industrial development field with Julius Tofias & Co., Inc., Brockton, Mass. Tofe is married to the former Evelyn Diamond '47 and they have four children: Donald, 13; Bruce, 10; Laurin, 5; and Elsie, 3. Home address for Tofe is 81 Ridge Avenue, Newton Center, Mass.

* * *

David Meadow '56 is an accountant executive with the firm of J. R. Williston & Beane, New York City. His address is 113 Cooper Drive, New Rochelle, N.Y.

News From Kappa Brothers Everywhere

Frederick M. Gans '58 writes that he now lives at 2255 Hearst Ave., Berkeley 9, Cal., and is working as a security analyst at the Wells Fargo Bank in San Francisco. Fredo left Cornell after completing his sophomore year and attended Western Reserve University, where he received the BA in 1958. Last year he was awarded the MS from Columbia. Fredo is married to the former Ann J. Terris, an alumna of Columbia.

* * *

Elliott H. Stone '53 is a partner in the law firm of Stone & Stone, 92 State Street, Boston, Mass. Elliott left Cornell to attend Harvard, where he was graduated magna cum laude in 1953. He received his LLB at Harvard in 1956. In addition to his work as an attorney, Elliott has been active in politics, having served two years ago as the Republican nominee for U.S. Congress in the 11th Congressional District in Massachusetts.

* * *

Dr. Francis S. Greenspan '40 has a medical practice in San Francisco, Cal., where he lives at 59 Monzonita Avenue. Francis, who received the MD at the Cornell Medical College in 1943; is a member of the American College of Physicians and is an associate clinical professor of medicine at the University of California School of Medicine. He and Mrs. Greenspan have three children, Ricky, 11, Bobby, 9, and Susan, 7.

* * *

Working as a mechanical engineer for Louis Allis Co. of Milwaukee, Wis., is Samuel E. Rogers '51. Sam, his wife, and two children, Laurel Ann, 5, and Eric Charles, 2, live at 100 East Chateau Place in Milwaukee.

* * *

In our March issue we reported that Jonas Weil '58 was serving as officer of a basic training company at Ft. Knox, Ky., but was looking forward to an imminent "return to a life of Agrarian Contemplation." We are now happy to inform you that Jonas has returned and is presumably contemplating his farmlands in Lexington, Ky., with appropriate satisfaction. Jonas's address in Lexington is 270 South Ashland.

Everyone likes to read of the current activities of his alumni brothers, and we're more than happy to publish these news notes when we get them. Needless to say, however, printing such information depends entirely on you.

With this issue of The Edgecliff News, the editors have completely exhausted their supply of alumni news notes. You can help relieve the drought by filling out the enclosed "Our Own Who's Who" form and returning it to The Editor, The Edgecliff News, 102 West State Street, Ithaca, N.Y. Not only will this enable us to publish the latest news about you, but it will also help us in maintaining an accurate and up-to-date address file.

Barry B. "Cuda" Zacks '58 writes from San Francisco, Cal., that he is working as a manufacturer's representative for R. G. Barry Corp. of New York City. Married and the father of one son, Cuda lives at 125 Cambon Drive, Apt. MB, San Francisco, 27, California.

* * *

Word comes from Ensign Stephen G. Yusem '58 that he is serving on board the USS Loyalty. His address is in care of the ship, MSO 457, FPO, San Francisco, Cal.

* * *

Marvin Handler '30 is working as an attorney in San Francisco, Cal. He is married and the father of two children, Marvin II (Mike), 12, and Carolyn (Penny), 17, who has just completed her freshman year at Cornell. Marvin's address is 625 Market Street, San Francisco, Cal.

* * *

Charles H. Barnett '43 is working as an executive of The Foundry Equipment Co., Cleveland, Ohio. Chuck's address is 22549 Shelburne Road, Shaker Heights 22, Ohio.

* * *

A change of address is noted for David S. Hirsch '57. Dave has moved from Buffalo, N. Y. to 35 West 11th Street, New York 11, N. Y.

A new address is reported for Sewell Shuger '46, who can now be reached at Great Oak, Box 5868, Pikesville 8, Md. Sewell is an executive with the Baltimore Paint & Chemical Corp. and is married to the former Virginia Garfink '46. They have three children: Nancy, 11, Scott, 8, and Lisa, 4.

* * *

Richard J. Helfman '52 is serving as an Air Force physician at Eglin Air Force Base in Florida. He and Mrs. Helfman are the parents of Stephen Jay, 3, and five month-old twins, Amy and Lori. Dick's address is 613 Gaffney Road, Ben's Lake, Fla.

* * *

Working as an insurance salesman for the Equitable Life Assurance Society is Howard A. Kline of 2800 East 130th Street, Cleveland, Ohio. Before joining Equitable, Howie was with Bankers Life & Casualty Co. He is married to the former Florence DeHuller, an alumna of Centenary College.

* * *

Erwin H. Wolf '56 reports that he is an engineer physicist with Sylvania Electric Products, Inc., Buffalo, N. Y. Erwin, his wife and son live at 162 Red Oak Drive, Buffalo.

* * *

Home address for Leonard R. Casner '37 is 411 Stegman Parkway, Jersey City, N. J. Len also works in Jersey City, where he is manager of industrial relations for Westinghouse Electric Corp., Elevator Division. He is married and has a son and a daughter.

* * *

Kappas in the market for office equipment should get in touch with Richard D. Pomerantz '57 who is with the office equipment firm of A. Pomerantz & Co., Philadelphia, Pa. Dick and his wife live at 707 B Valley Road, Philadelphia 26, Pa.

* * *

Former Varsity crew man Dan K. Silverberg '56 writes that he is working as sales manager of Wood County Packing Co., Fostoria, Ohio. His address in Fostoria is P.O. Box 268.