

THE BERNARD M. BARUCH SCHOOL OF BUSINESS
AND PUBLIC ADMINISTRATION



FIFTIETH
1968 1969
ANNIVERSARY

THE BERNARD M. BARUCH COLLEGE



A Tradition of Achievement
—*A Future of Excellence*

A Tradition of Achievement

1919 . . . School of Business and Civic Administration established as a separate unit of the City College of New York.

1929 . . . School moved into its new building at Lexington and 23rd Street, the original site of the City College.

1953 . . . School renamed the Bernard M. Baruch School of Business and Public Administration.

1960 . . . Baruch Student Center opened at 137 East 22nd Street.

1965 . . . Doctoral Program in Business inaugurated.

1968 . . . The Baruch School became The Bernard M. Baruch College, an independent senior unit of the City University.



A Personal Message



Greetings and best wishes to all loyal alumni upon this most auspicious occasion—our 50th anniversary celebration! Although my faculty association with the Baruch School began 40 years ago, since I am a member of the class of '23B I have been there virtually from the start.

As I now retire from the Deanship, in which post I have served during the past 12 years, I should like to review some of the significant changes which took place during that period: Our undergraduate curriculum was strengthened in the basic general education section, especially in the behavioral science and quantitative areas, and the content of our professional concentration groups made less specialized. Honors programs and exemption and advanced placement examinations were introduced. Our graduate curricula now rest on a solid undergraduate foundation. An extensive computer operation is currently available for purposes of research and instruction. Outstanding visiting professors and the Wollman Distinguished Lecturers also enrich our graduate studies immeasurably. The importance of our evening-session work has been recognized in the appointment there of 42 full-time instructors, augmented by further interchanges with our day staff. Faculty work-loads have been substantially reduced and many important new staff appointments—both undergraduate and graduate—have been made. Each student now receives more individualized attention. Our new freshmen are introduced to college life in a pre-opening Colloquium, and their parents are oriented soon after in a Parents' Day program. A Student Center was acquired and equipped. Curricular and personal guidance resources and those of our placement office have been expanded.

Fifty years of progress have revolutionized both the American business community and education for business. The Baruch School has consistently kept pace with these new developments in both theory and practice. I salute the new Baruch College as it begins the second half-century of its educational mission, and am certain that it will grow from strength to strength in the service of its students and our city, state and nation.

Emanuel Saxe

EMANUEL SAXE

Dean

August 31, 1968

Respite

Adspice

Prospect

The genesis of the Baruch School a half century ago was preceded by a special program of study started by the City College of New York in September 1916. For a number of years, a "School of Commerce and Administration" had been on the college's agenda. But spirited disagreement among interested parties was as characteristic of those days as it is of the contemporary scene. So while the problem of a separate school was being resolved, a new Division of Vocational Subjects and Civic Administration was created. This modest beginning consisted of non-degree programs leading to diplomas and certificates in several fields of business.

Finally, in June of 1919, a separate constituent unit of the College—the School of Business and Civic Administration—opened its doors with courses of study culminating in the BBA and MBA degrees.

Since that time, some 25,000 persevering men and women have gained degrees from this exceptional educational institution, and many thousands more have taken courses, day-time and night-time, in all seasons, acquiring knowledge and inspiration, molding pathways to achievement. Nor should it be forgotten that this invaluable prize of quality education carried no price tag other than conscientious endeavor. For a great number, there would have been no alternative to free higher education.

On July 1st of this year, a great era ended and one with even greater promise began, when the Bernard M. Baruch School of Business and Public Administration became The Bernard M. Baruch College of the City University.

Thus on the occasion of celebrating the Fiftieth Anniversary of our great and revered school, with a mixture of nostalgia and excitement we note the passing of the old and the arrival of the new with its challenging commitment to quality education and community service.

In its fifty-year history, the Bernard M. Baruch School has deservedly achieved an outstanding and unique reputation. Its graduates have distinguished themselves in business, in public administration and in academic posts throughout the country.

I feel certain that now, with the status of a senior college in its own right, Baruch will continue to grow and will add to its present fine reputation in the fields of Business and Public Administration. New specializations leading to the Bachelor of Arts and the Bachelor of Science degrees will open new fields for educational accomplishment.

As the College plans, in the next few years, to deepen its commitment to urban problems, we hope and expect that it will contribute increasingly to the betterment of our urban society and our minority groups.

On behalf of the entire Board of Higher Education, I extend our heartiest congratulations to the alumni, administration, faculty and students of the Bernard M. Baruch School on the occasion of its Fiftieth Anniversary. I am certain the past half century is but a preface to the important services that will be rendered to the City and the Nation in the coming decades.

PORTER R. CHANDLER
Chairman
Board of Higher Education



It is fitting that the Baruch School's 50th Anniversary coincides with its new status as an independent college of The City University of New York. This comes at a time when urban business and government face unique challenges.

Baruch's new and expanded role is partially a consequence of the current of our times, but for the most part it has been earned by generations of students, alumni, and faculty members whose scholarship has made a large and lasting contribution to public service and private industry.

It is also fitting that Baruch's enlarged responsibility coincides with what is now recognized as a revolution within management, when there is critical need to close the growing gap between theory and practice, between the development of new ideas and the application of those ideas in solving the practical problems of an urban society. The significance of this mission is demonstrated by the fact that the first president of Baruch College will be a scholar who returns to an academic career from the United States Cabinet where he has been intimately involved in testing the capabilities of private and public sector resources to develop solutions to the major domestic problems of our time.

Baruch's tradition is a source of enormous pride to The City University. We anticipate that its future role will enhance that tradition.

ALBERT H. BOWKER
Chancellor
The City University of New York

A golden anniversary is a time for a long look back, a time to feel proud of past accomplishments and a time to dream of a bigger and better future.

The Baruch family — faculty, students and alumni — have reason to be proud of the school's past achievements. The Bernard M. Baruch School has enjoyed a fine reputation as a model urban institution of higher education.

The Baruch School's reconstitution, on July 1, 1968, as an autonomous college of The City University of New York was fitting recognition for fifty years of excellence in preparing our City's youth for careers in business and public administration.

The new College is pleased and anxious to accept the challenge of its broadened mission with increased emphasis on the liberal arts, and faces a bright future as it moves into the last third of the twentieth century.

SAMUEL F. THOMAS

Provost

The Bernard M. Baruch College



Our School had its roots in events as remote as the 1909 starting of The City College Evening Session and the 1913 introduction of the Federal income tax. The income tax gave rise to a need for accountants, and forward-looking leaders volunteered to teach evening classes in the subject. This interest, extended to include other fields, soon backed up into the Day Session and by 1919 led to establishing the School of Business.

One of the early comers in the field of collegiate education in business, our School assumed the task of trail blazing in an undeveloped field. Moreover, the field itself has ever been in a state of flux mirroring the most revolutionary changes ever experienced in history. As a consequence, in its half century of existence our School coped with a rate of change in scope and content together with a burden of development perhaps unknown to any other discipline ever added to college offerings.

I feel confident that the maturity and position of leadership attained under these circumstances will carry over and that there is a most promising future for Baruch College.

ROBERT A. LOVE

Director, Evening and Extension Division
The Bernard M. Baruch College



When a son or daughter leaves home to strike out on his own, there is usually pride and pain in the parting. This can be true of institutions as well as of people. The departure of the Bernard M. Baruch School of Business and Public Administration on its fiftieth anniversary to become the Baruch College is such an occasion.

This newest member of the City University complex is truly a child of The City College. Its students were students of the college; its faculty was part of the City College faculty. The alumni of the Baruch School have upheld the City College tradition by compiling a distinguished record of personal achievement and public service in business, government and the professions. They have taken to heart the words of the College's Ephebic Oath which pledges them to "transmit this City and College not only not less, but greater, better and more beautiful" than it was transmitted to them.

The rebirth of the Baruch School as Baruch College is an important and joyous event. But it is a solemn occasion, too. We salute the Baruch School and have the confidence of proud parents in the future of Baruch College. To the Baruch students, faculty and alumni who are working to realize this future, we say, "Farewell and Hail!"

BUELL G. GALLAGHER
President
The City College



A distinguishing characteristic of the C.C.N.Y. Business School graduates these past fifty years has been their staunch loyalty to Alma Mater, most notably reflected in their continuing concern about the students' welfare.

The Business Alumni leaders have succeeded in capturing the interest support and talents of thousands of their fellow graduates to assist in opening new horizons of educational opportunity to those who have sought the benefits of free public higher education. In doing so, the alumni have enriched their own lives and made more meaningful their ties to the College.

JUDGE JOHN M. MURTAGH '31
President
C.C.N.Y. Alumni Association



After nearly forty years of service, the Baruch School Alumni Society begins a new career. Even though the ranks of our alumni will no longer be expanding, the Society will continue to be meaningful and important to the twenty-five thousand living alumni who share an unbreakable common bond.

The Society will continue to sponsor a year-round schedule of fraternal events and programs aimed at the specialized interests of these alumni.

Baruch School alumni will also have the opportunity to join the newly-formed Baruch College Alumni Association, and we hope many of you will be supporting the offspring as well as the parent.

As we salute the past with pride and affection, we greet the new Baruch College.

WILLARD FREEDMAN
President
Baruch School Alumni Society

On the occasion of . . .

The 50th Anniversary

The Baruch Alumni Society Presents . . .

Commemorative Awards

to . . .



EMANUEL SAXE '23B, '25

For Outstanding Service to and on behalf of
the Bernard M. Baruch School of
Business and Public Administration
of The City College
As Distinguished Professor of
Accountancy, Dean and Provost

ROBERT A. LOVE

For Outstanding Service to and on behalf of
the Bernard M. Baruch School of
Business and Public Administration
of The City College
As Distinguished Professor of
Management and Evening and
Extension Division Director

of the Baruch School

Awards of Achievement



For Outstanding Excellence
In Career Accomplishment
*in Business, Education, the
Arts and Sciences, and
Government*

to... ►►►

Awards of Achievement



Herbert Arkin '27B



Abraham D. Beame '28B



Mary Ascher '23B



Herbert Bienstock '45B



Herman Badillo '51B



Abraham J. Briloff '37B

Herbert Arkin '27B

Chairman and Professor, Statistics Department of The Bernard M. Baruch College; statistical consultant to numerous private and public organizations.

Abraham D. Beame '28B

CPA; consultant and business executive; former Comptroller and Budget Director of the City of New York.

Mary Ascher '23B

Artist, writer, educator; recipient of numerous awards for her oil paintings including Women of the Old Testament and Apocrypha.

Herbert Bienstock '45B

Regional Director of the United States Bureau of Labor Statistics; author and lecturer on labor economics and finance.

Herman Badillo '51B

Borough President of the Bronx; Attorney at Law and CPA; member of the President's Committee for Community Relations.

Abraham J. Briloff '37B

CPA, educator, and author of numerous publications on accounting communication, taxation and economics.



Awards of Achievement



William C. Freund '49B



Martin Ives '48B



Ira J. Gordon '43B



Oscar Lasdon '30B



B. Bernard Greidinger '28B



Margaret Mary J. Mangan '30B

William C. Freund '49B

Vice President and Economist of the New York Stock Exchange; Adjunct Professor of Finance; Member and former Chairman of the Economic Policy Council for the State of New Jersey.

Ira J. Gordon '43B

Director of the Institute for Development of Human Resources of the University of Florida; Professor and a leading authority in the fields of educational psychology and human development.

B. Bernard Greidinger '28B

CPA; Professor of Accounting; member of the Mayor's Temporary Commission on City Finances.

Martin Ives '48B

CPA; Deputy Comptroller of the State of New York; author on audit concepts and techniques; officer of numerous professional societies.

Oscar Lasdon '30B

Financial Editor; former member of the New York Stock Exchange; consultant to industry and to government regulatory agencies.

Margaret Mary J. Mangan '30B

Justice of the Supreme Court — First Judicial District; one of the first women admitted to membership in the Bar Association of the City of New York.



Awards of Achievement



Michael J. Murphy '55B



Victor Riesel '40B



Louis A. Pagnucco '29B



Edith S. Sands '56B



Carl Ravens '63B



Emanuel Saxe '23B, '25

Michael J. Murphy '55B

Former Police Commissioner of the City of New York; former Executive Director of the Waterfront Commission; former Assistant Dean of the Baruch School for Police Studies.

Louis A. Pagnucco '29B

Judge of the Family Court of the State of New York; former Justice of the Domestic Relations Court; former City Magistrate and Assistant District Attorney of New York County.

Carl Ravens '63B

Inspector and Commanding Officer of the Planning Division of the New York City Police Department, specializing in studies designed to improve police service, procedures, recruitment and public relations.

Victor Riesel '40B

Newspaper columnist and labor commentator. Recipient of his profession's highest awards for distinguished service to the community in the fields of journalism and television.

Edith S. Sands '56B

Associate Professor and Chairman of the Department of Business Finance at the Brooklyn Center of Long Island University; author of articles on finance and on selection of executive personnel.

Emanuel Saxe '23B, '25

Illustrious accounting educator, author and editor; eminent college administrator; former Dean and Department Chairman of the Baruch School of The City College.



Awards of Achievement



Michael Schiff '36B



George Weissman '39B



Jerome J. Steiker '41B



Eugene C. Zorn, Jr. '37B



Stanley B. Tunick '19B



Leon W. Zucker '40B

Michael Schiff '36B

Chairman of Accounting Departments at the Graduate School of Business Administration and School of Commerce of New York University; well known management consultant.

Jerome J. Steiker '41B

President, First National Bank of Rochester; Director and Finance Chairman City College Alumni Association; National Race Relations Chairman for the Anti-Defamation League of B'nai B'rith.

Stanley B. Tunick '19B

Professor Emeritus and former Chairman of the Accountancy Department at the Baruch School of The City College; Chairman of the New York State Board of CPA Examiners.

George Weissman '39B

President and Chief Operating Officer of Philip Morris Incorporated; designated "Executive of the Year" in the tobacco industry.

Eugene C. Zorn, Jr. '37B

Senior Vice President and Economist of the Republic National Bank of Dallas; author of numerous articles on economics and financial matters.

Leon W. Zucker '40B

CPA; Vice President-Finance of the Memorial Sloan-Kettering Cancer Center, the Sloan-Kettering Institute for Cancer Research and Memorial Hospital.



THE BARUCH SCHOOL ALUMNI SOCIETY

Preamble

"The purpose of the Society shall be to promote the general welfare of the students, faculty and alumni and to support the principle of free public higher education."



Sponsorship of Alumni Activities and Services:

- Fraternal Medical Specialist Plan
- "Alumni Minutes" Newsletter
- Employment Placement Services for Alumni
- Annual Dinner-Dance
- Spring Weekend
- Annual Meeting

Sponsorship of Student Activities:

- Freshman Colloquium
- Baccalaureate Brunch
- Senior Reception
- Scholarship Program
- Student Leadership and Achievement Awards

Officers

(1968-1969)

President.....	WILLARD FREEDMAN '38
1st Vice President.....	MORTON KANER '50
2nd Vice President.....	RICHARD A. GOLDBERG '51
3rd Vice President.....	DAVID H. OLIN '53
Secretary.....	LEONARD LAKIN '53
Assistant Secretary.....	JEFFREY GOLD '64
Treasurer.....	PAUL A. DOUGLAS '57
Historian.....	JOHN PICK '58

Board of Directors

(1968—1969)

- Abrian, Sally Rosenberg '38
Albert, Arnold '59
Ausubel, Herbert '55
Barnett, Martin N. '56
Beldock, Saul '47
Bickman, Helen '60
Broudy, Jacob N. '54
Brown, Alfred W. '43
*Douglas, Joseph '30
Fassler, Harry '28
*Feldman, David D. '33
*Feldman, Saul '41
Fialkow, Steven '65
Field, Arthur N. '55
Field, Doris H. '56
*Futerman, Jerome G. '33
Gelman, Paul '42
Glick, Carl '42
Goldschmidt, Oz '49
Grant, Stanley Charles '61
*Greidinger, Dr. B. Bernard '26
Hart, Stanley W. '41
*Heller, Joseph '23
Heller, Martin '41
Herman, Lewis '62
Hoffman, Milton N. '30
Kaplan, Fred '35
*Karpf, Irwin '46
Kass, Harry '44
Klein, Kenneth A. '62
Koenigsberg, Stella E. '35
Lansner, Lawrence A. '47
Leeder, Martha F. '33
Lehrman, Joseph '46
Lesser, Lawrence B. '39
Lieberman, Henry '34
Meckler, Sydney '48
Mann, Stephen '57
Mason, Eli '40
Meyers, Richard N. '53
Michaels, William '43
*Minkoff, Harry '40
Neuwirth, Benjamin '23
Neuwirth, Paul D. '57
Newman, Lillian '34
*Oberfest, Abraham '33
*Orenstein, Charles '24
Perelson, Samuel S. '56
Piltzen, Norman M. '50
Pine, Arthur '38
*Pollack, Abraham A. '32
*Ranhand, Dr. Samuel '40
Rosenblatt, Jules '51
*Ross, I. Arnold '19, '22
Rubenstein, Samuel '53
Salomon, Jacob '64
Sandman, Stewart '60
*Schnuer, William '34
Seidman, Robert N. '58
Seitelman, Dr. Nathan '30
Solomon, Ralph '60
Solotoff, Larry '68
*Thornton, Dr. Frank A. '26
Walker, Joel M. '61
Weiser, Herbert J. '61
*Zimering, Prof. Max '33

*Past President of the Society and Life Director.

C.C.N.Y. ALUMNI ASSOCIATION



For over one hundred years the Alumni Association of The City College has been the major force in the community seeking increased funds for support of the College's expansion without jeopardizing the century-old tradition of free public higher education. It has suggested many curriculum improvements; it has been resolute in defense of academic freedom; it has supported the free inquiry of educational pursuits on the part of the student body.

In addition to its basic purpose of advancing the interests of the City College of The City University of New York, the Alumni Association has also fostered a spirit of fraternity among graduates and former students of the college and has promoted other appropriate activities, all directed to further the interests and welfare of The City College.

To this end, the Alumni Association has offered its 25,000 dues-paying alumni the opportunity to organize into constituent societies (based on professional school attendance), affiliate groups (based on common interests, e.g. House Plan Alumni, Alumni Varsity Association, etc.), classes, and chapters (for alumni residing away from New York).

For the cultural enrichment of its alumni and the students, the Association sponsors concerts, arranges for lectures and organizes flights overseas at reduced rates. It sends to its members the "Alumnus" magazine with news of college developments and articles of interest relating to higher education. The "Beaver Bulletin", which it publishes quarterly, features a calendar of events highlighting alumni activities.

To accommodate the students on campus, the Alumni Association cooperates with the College Placement Service in soliciting job openings and provides an information service on available scholarship and loan funds. The College's Student Aid Fund was founded by the Alumni Association in 1853.

Through the Association, alumni and their families have the opportunity to purchase low-cost life insurance and hospital indemnity insurance.



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50th Anniversary Program

1968-1969

● *Baruch Alumni Society Annual Dinner . . .*

October 18, 1968

DISTINGUISHED ALUMNI AWARDS

COMMEMORATIVE AWARDS



● *50th Anniversary Wollman Lecture . . .*

November 19, 1968

SPEAKER—Leonard Savoie—Executive Vice-President,
American Institute of
Certified Public Accountants

TOPIC—Issues in Corporate Accountability

PLACE & TIME—George Washington Hotel
Regency Room—8:00 P.M.
Lexington Ave. & 23rd St., N. Y. C.

(Alumni are invited—for details write to: Baruch Alumni Society,
Box 150, 17 Lexington Ave., N. Y., N. Y. 10010)

● *City College Alumni Association Annual Dinner . . .*

November 20, 1968

● *Baruch Alumni Society Annual Meeting . . .*

June 5, 1969

50th Anniversary Fund

*I*t is fitting indeed that Dean Emanuel Saxe, under whose leadership the Bernard M. Baruch School of Business and Public Administration became The Bernard M. Baruch College, should be honored by the City University with the establishment of the Emanuel Saxe Distinguished Chair in Business.

Dean Saxe has long epitomized the highest ideals of educational leadership, sound professional standards, and a commitment to excellence. He has won the respect, admiration, and affection of the Alumni of the Baruch School who revere him as a teacher, as a colleague, as a friend, and as a fellow alumnus.

We are sure the Alumni of the Baruch School will want to share in this testimonial by adding to the many generous gifts, that have already been made by friends of the College. For this reason, the Alumni Society in celebrating the Fiftieth (50th) Anniversary of the Baruch School is inaugurating a Special Fund for this endowment. The goal is \$100,000.

Your contribution should be made payable to the "Baruch Alumni Society 50th Anniversary Fund", and mailed to: Baruch Alumni Society, Box 150, Bernard M. Baruch College, 17 Lexington Ave., New York, N.Y. 10010.



THE BERNARD M. BARUCH COLLEGE

OFFICERS OF ADMINISTRATION

(September, 1968)

ROBERT C. WEAVER, Ph.D., L.H.D., LL.D., D.C.I., D.S.S., D.P.A.....	*President
SAMUEL F. THOMAS, M.S. in P.A., Ph.D.....	†Provost
ROBERT A. LOVE, Ph.D., LL.D.....	Director, Evening and Extension Division
JEROME B. COHEN, Ph.D.....	Acting Dean, Graduate Studies
DAVID NEWTON, Ph.D.....	Acting Dean of Students
FRANK SAIDEL, Ph.D.....	Associate Dean, Curricular Guidance
ANDREW LAVENDER, Ph.D.....	Acting Associate Dean and Secretary of the Faculty
RAYMOND KESTENBAUM, M.A., LL.B.....	Acting Assistant Dean
BERNARD T. ULITZ, B.B.A.....	Associate Registrar
AARON SKLAR, B.B.A.....	Business Manager

DEPARTMENT EXECUTIVES

Accountancy.....	PROFESSOR NATHAN SEITELMAN, Chairman
Art.....	MR. VIGO SAULE, Department Representative
Biology.....	PROFESSOR MORRIS WINOKUR, Department Representative
Chemistry.....	PROFESSOR AUBISON T. BURSELL, Department Representative
Economics and Finance.....	PROFESSOR MAURICE C. BENEWITZ, Chairman
Education.....	PROFESSOR GERALD LEINWAND, Chairman
English.....	PROFESSOR ANDREW LAVENDER, Chairman
Germanic and Slavic Languages.....	PROFESSOR JEAN JOFEN, Department Representative
History.....	PROFESSOR SELMA BERROL, Chairman
Law.....	PROFESSOR EDWARD G. TARANGIOLI, Chairman
Management.....	PROFESSOR SAMUEL RANHAND, Chairman
Marketing.....	PROFESSOR HENRY EILBIRT, Chairman
Mathematics.....	PROFESSOR ROBERT K. STRANATHAN, Chairman
Music.....	PROFESSOR WALTER E. NALLIN, Department Representative
Philosophy.....	PROFESSOR MICHAEL WYSCHOGROD, Department Representative
Physical and Health Education.....	PROFESSOR YUSTIN SIRUTIS, Chairman
Physics.....	PROFESSOR AUSTIN J. O'LEARY, Department Representative
Political Science.....	PROFESSOR NORMAN J. POWELL, Chairman
Psychology.....	PROFESSOR BENJAMIN BALINSKY, Chairman
Romance Languages.....	PROFESSOR ALEJANDRO ARRATIA, Chairman
Sociology.....	PROFESSOR M. O. L. KLEIN HUTHESING, Department Representative
Speech.....	PROFESSOR LOUIS LEVY, Chairman
Statistics.....	PROFESSOR HERBERT ARKIN, Chairman
Student Personnel Services.....	PROFESSOR DAVID NEWTON, Chairman

* To assume office January 1, 1969.

† Until December 31, 1968.

—A Future of Excellence

