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lan, Gary Yonke, Ronald Allaire, Ed Carroll, Larry Wiersma, Alan Young, Louis Butenschoen, Dan Foulkrod. BACK ROW—Steve Bramble, Robert Waldeck, Thomas Lamoreaux, Richard Lechleitner, Paul Keim, Dean Nash, Jack Butterick, M. Warren Carlson, Timothy Capron, Brian Klumpp.

Future Marketing Leaders

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Ivan Boynton, Kent Guinnup, Arthur Tank, Ormond Schade. ROW THREE—Pete Demgen, Bill Newton Jr., Kenneth Sahlin, Mike Foley, Gaylord Harrington, John Marin, Barry Norman, Donald E. Miller, Thomas Edwards, Ronald Mikat.



Mr. Richard H. Howland, Head of Marketing Department



Mr. Kingsley Keiber, Marketing Club Adviser

Pay Tribute To Advisers

The Ferris Marketing Club is affiliated with the American Marketing Association and is one of the largest and most active educational-professional organizations on campus.

Mr. Richard H. Howland, who founded the club in 1958, and Mr. Kingsley Keiber serve as its advisers. Under their direction and guidance the membership has steadily increased, and they have provided a series of outstanding programs in such areas as advertising, retailing, purchasing, wholesaling, marketing research, and sales management.

The students of marketing and members of the Ferris Marketing Club, therefore dedicate this page to Mr. Richard H. Howland and Mr. Kingsley Keiber in appreciation of their efforts to advance the knowledge of marketing principles and practices.

Herbert Smith, Tom Engles, Dan Crampton talk after meeting with special speakers George Lindrup, manager and Ernest Lany, store contact supervisor, of Muskegon Wholesale Coop.

