



# TORCH AND TREFOIL



**Campus Christmas Tree**

*(Story on page two)*

**VOLUME 28, NUMBER 8**  
**DECEMBER, 1953**



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### "BOX SCORE"

Present number of chapters, in-  
cluding petitions approved..... 269  
Total number of members since  
founding .....41,621  
Number of copies of this issue....14,000

### PATTERN FOR PRAYER

A mother heard her young son pray-  
ing and made a wise suggestion: "Son,  
don't bother to give God instructions;  
just report for duty."

## TORCH and TREFOIL

December, 1953

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### IT RUNS IN THE FAMILY



In addition to the fine service being rendered by Professor Daniel Den Uyl as National President, his three sons are active in Alpha Phi Omega, all in Alpha Gamma Chapter at Purdue University. In the picture, left to right, are President Den Uyl, Dean, Daniel II and Don. Dean is an alumnus and life member, now working in Chicago. In his student years he served as President, Vice-President, Secretary, Treasurer and Office Manager of the chapter. Don is a junior at Purdue this year and is now Corresponding Secretary of the chapter. Daniel II, a freshman this fall, is in the present pledge class to be initiated December 13, 1953. And Mrs. Den Uyl also takes a splendid cooperative interest in the activities of the chapter and national organization. Professor Den Uyl first became affiliated as a Faculty Advisor, then was elected to the National Executive Board, then National First Vice-President, then was elected National President in 1950 and was enthusiastically re-elected by the delegates at our 1952 National Convention. We extend hearty congratulations to the Den Uyl family upon their excellent service in Alpha Phi Omega.

### ON OUR COVER

The Campus Christmas Tree is an annual project of Alpha Omicron Chapter at Southern Methodist University. Ten brothers are shown under the giant cedar which the chapter erected and decorated last Christmas in the rotunda of Dallas Hall, the central building on the SMU campus. The main ornaments on the fifty-foot tree were gaily painted buckets. Into these buckets the students pitched several hundred dollars in small change so that Christmas would be brighter for underprivileged children in the Dallas area.

The TORCH AND TREFOIL

wishes for

All Members, Advisors and Pledges  
of Alpha Phi Omega

a Merry Christmas and Happy New Year



# ALPHA PHI OMEGA AND THE SPIRIT OF CHRISTMAS

By Richard G. Frohnen

President, Epsilon Chi Chapter  
Los Angeles City-State College

There once was a city boy who so earnestly desired a horse that he prayed for gasoline rationing.

Santa Claus had failed him before and Johnny—as we shall call him—had little confidence in the Old Gentleman with the Whiskers at that particular Christmastime. Johnny's dad could not afford to buy and keep a horse. The boy had been unsuccessful at saving his meager odd-job earnings for the purpose. So, to his nightly "gimme" prayer, he added a petition for gasoline rationing, thinking that this would make it necessary to replace the family car with, presumably, an entire stable of prancing steeds.

One may presume that God has no direct interest in gasoline rationing, but the United States government did ration gasoline during World War II, at the time Johnny was consistently asking the Lord to grant his childish desire. But the result was quite different than that which was anticipated—the boy did not get his horse; instead, it became necessary more often than before for him to find transportation other than the family car. An entire nation suffered with him.

Later, as a college man, Johnny recognized the selfishness of such childish thoughts and began to pray to God that his selfish mistakes might not adversely affect the lives of others. He became more in tune with the teachings of Jesus, whose arrival as the Son of God we commemorate at Christmas.

But, unfortunately, many others who have also reached physical maturity have not approached religious maturity. At this Christmas, 1953, there are selfish international forces, which recognize no God but force and destruction, constantly seeking to achieve their own ruthless ends regardless of human suffering and to enslave the entire world—including you and me. Subversion and outright aggression threaten to throw all of



humanity into World War III or, even worse, under complete dictatorial control. Does this vile, anti-God condition strike you as more authentic and realistic than the birth of Jesus Christ?

Jesus was born in Bethlehem instead of Nazareth because His parents had been forced by ruthless Roman dictatorship to go to Bethlehem to register for a hated tax. The dirty and drafty stable in which He was born, because there were no accommodations in Bethlehem's only inn, has no parallel in America today. Into a police state ruled by Herod, he was born amidst whining and cursing, suspicion and resentment, oppression and hopeless subservience. He barely escaped from the merciless slaughter of Jewish infants, ordered by Herod.

And when He was grown to manhood, He was crucified less than three years after He had begun His ministry.

Because in his birth, God Himself was born, the occasion is more eternally true than all of the more immediate and obvious events that temporarily invalidate and contradict it. Christmas is God Himself.

Because of insufficient leadership based on friendship and service, life was a struggle when Jesus lived—and it still is. But interest in a basketball game is high when competition is keen, while many leave when there is "no contest." Every member of a new generation is a potential starter at the next tip-off in the continuing struggle between the forces of good and evil.

In behalf of the struggle for good, our beloved fraternity is constantly dedicated. Alpha Phi Omega and the Spirit of Christmas may mean—in the deeper sense—a new awareness by each brother of the need for Leadership, Friendship and Service and a determination to be an individual force for good and for God in every-day life through the threefold purpose of Alpha Phi Omega. Christmas does not belong only to the Christians—it is big enough for all. Every brother can participate in the Spirit of Christmas, whatever his religious beliefs.

During the weeks approaching Christmas and during the two weeks or so of Christmas vacation, most brothers will find particularly appropriate situations in which this Spirit of Christmas may be applied. Chapter Christmas projects across the nation will include opportunities for dedicated brothers to serve their school, community, chapter and nation in numerous specific ways. For some away at school, Christmas vacation will occasion the first trip home since the fall semester began. Even those who live at home will find new opportunities to apply the spirit of Leadership, Friendship and Service in their homes. Many brothers will reach decisions during the holidays to make their entire lives exemplifications of the Spirit of Service of Alpha Phi Omega and will dedicate their lives to worthy causes. They will give their lives away to save them.

(Continued on page nine)



## WE PAUSE TO HONOR

By Sidney B. North  
National Secretary

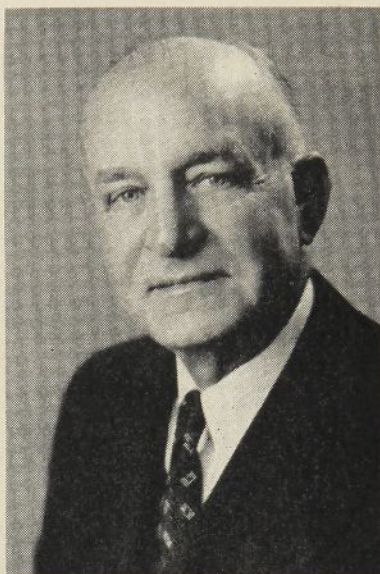
An important factor in the growth and success of Alpha Phi Omega is the service of our official jeweler in furnishing quality insignia at reasonable prices. From the very inception of Alpha Phi Omega, we have purchased our pins and keys and other insignia from the L. G. Balfour Company—and now we pause to pay tribute to the company which is celebrating its 40th anniversary this year.

Although it is a commercial firm, in business for profit, it has rendered exceptional service to Alpha Phi Omega and other college organizations by keeping prices low during a time in which prices of most other commodities have more than doubled. There has been no increase in the prices paid to the company for our jewelry during World War II and thereafter. The only increase has been for the federal tax.

In the early days of Alpha Phi Omega, when our fraternity was just getting started and the only chapter was Alpha Chapter at Lafayette College, Frank R. Horton, our founder, contacted the Balfour Company about manufacturing our insignia of the design drawn by Everett W. Probst, one of the original members of the chapter. Mr. Balfour had faith in our organization and his firm made expensive dies for our pin and key without charge and without knowing whether very much of this insignia would ever be ordered. His faith helped the first chapter spread AΦΩ to other colleges.

In addition to maintaining rigid specifications of quality, the L. G. Balfour Company does a good job in protecting the use of our insignia by making sure of having national approval of each order before shipping it. This is a real advantage to us, as some jewelers would willingly sell to just anyone regardless of membership.

The development of the L. G. Balfour Company is in itself an inspiring story of American free enterprise. We believe you will be interested in the



**L. G. Balfour**

following story of the company which makes our insignia, and in presenting it we extend hearty "thanks" to Mr. L. G. Balfour and his associates for the fine service rendered to Alpha Phi Omega through the years.

No elaborate ceremony launched the company which was to become the largest manufacturer of fine jewelry in the world. Three young men broke through the cobwebs into an ancient, unused loft in an old New England town, and the L. G. Balfour Company was born. The day was Friday, June 13, 1913, and the country was in the depths of a severe recession.

The beginning seemed inauspicious, and the apparent assets of the new jewelry company were not imposing. A nucleus of craftsmen—a few dollars saved and borrowed—a dozen machine tools in a dusty Attleboro garret. There were no orders on the books, and chaotic conditions prevailed in the fraternity jewelry trade. The leader of the venture was undeniably confident and ambitious, but possessed neither skill nor experience in manufacturing.

Lloyd G. Balfour was a native of Kentucky, educated in the public schools of Louisville. He had gone on to take a B.A. degree at the University of Louisville and an LL.B. degree at Indiana University. Business, however, had held a greater attraction for the young man than the legal profession, and for five years he served as traveling representative for a manufacturer of fraternity jewelry. In this capacity he observed the lack of standardization which plagued the industry. Emblem designs were often unrecognizable. Prices varied widely from campus to campus. Quality, in many instances, had deteriorated to brass, lead, and cheap imitation stones. Deliveries depended on the whim of the manufacturers; guarantees were fictitious. The fraternal organizations had no control over the distribution of their insignia; itinerant peddlers could secure badges and sell them at will. Mr. Balfour—or "Bally" as he was affectionately called by a widening circle of friends—determined to set up his own company.

Critical problems derived from this decision, and a single error in judgment could have been fatal. Location of the enterprise in Attleboro, Mass., was wise. Here, literally, was the hub of the jewelry industry, where skilled hands might be found to assist a young company. With infectious enthusiasm, "Bally" enlisted the services of a production man, a tool-maker, a die-cutter, and a stone-setter—each an outstanding craftsman in his respective field. The same enthusiasm held the group together through the crucial organizational period when the total weekly payroll was only \$90 and orders were non-existent.

Before his small backlog of capital had entirely melted away, the first fraternity contract was obtained. Skill and meticulous care in manufacturing the pins resulted in a superior product. The price was right; the delivery was prompt. Here, on its very first order and despite primitive operating conditions, the L. G. Balfour Company

(Continued on page ten)





### Handicapped Scouts to Game

Sixteen Scouts of Troop 133, Buffalo, New York, which is composed of physically handicapped boys, were guests of EPSILON SIGMA CHAPTER of the *University of Buffalo* at the U. B. Findley football game on October 24. The chapter's Ugly Man Contest conducted this fall was again very successful and the proceeds were divided between the Campus Barrel (for various community charities) and a fund for campus improvements. Active members and the pledge class of sixteen men had an excellent opportunity to render service at their fall semester campout November 6 to 8, including cleaning of cabin and grounds and woodcutting. This news is from Fredrick R. Bazley, Treasurer.

### Chapter Pledge Manual

ALPHA RHO CHAPTER at the *University of Texas* has recently published a chapter Pledge Manual for the use of all pledges, supplementing the Pledge Manual furnished by the National Office. It includes pertinent information concerning the chapter and is valuable to all pledges. Features are a history of Alpha Rho Chapter and chapter traditions, including "Elmer T. Zilch" and "Egyptinella" and other traditions. It also includes an organizational chart of the chapter showing how all officers and committees fit into chapter operation. Pledge requirements are listed and there is a space for each pledge to keep his record of hours of service on each project. The chapter constitution is included giving each pledge his own copy of the regulations which govern Alpha Rho Chapter. This is a valuable publication for chapter use and we extend compliments to J. B. Rives, Jr., Editor, and all who worked with him in compiling this manual.

### Record Book Exchange

EPSILON ZETA CHAPTER has reported that its projects started off on the right foot this fall when the Book Exchange turned out to be the largest ever conducted at *Rensselaer Polytechnic Institute*. The Lost and Found project is also functioning again this fall and the chapter has aided in erecting several buildings at Camp Rotary, the Troy Area Boy Scout Camp. This is reported by Robert N. Rickles, Publicity Chairman.

This fall's Book Exchange at GAMMA DELTA CHAPTER, *CCNY*, was the most efficient ever conducted by the chapter, reports Philip Yablon, Corresponding Secretary. The exchange did \$6,400.00 in sales and was a real benefit to the entire student body.

### Chapter Newsletter

The first issue of "The Pioneer" was published by ETA RHO CHAPTER at *Marquette University* this fall. It is a printed publication with James Riester and James Scheder serving as co-editors. It reports about last year's service projects and describes the purpose of Eta Rho Chapter. It tells of the four-year history of the chapter and includes pictures of two recent pledge classes. It is a very attractive and useful publication and we extend congratulations to Eta Rho Chapter.

### Explorer Encampment

LAMBDA CHAPTER was host for an Explorer encampment on the campus of the *University of Kansas*, October 17 and 18. It was a very successful and enjoyable event.

## AID TO A FAMILY AT SAN JOSE STATE



Gamma Beta Chapter conducted a special fund drive to aid Mr. and Mrs. William Elder when their youngest son, Kenneth, age 3, died of injuries suffered when he was struck by a car. This picture shows counting of money which was collected in the campus-wide solicitation. The day of the accident, the chapter called a special meeting, decided upon the drive, organized it, and promptly carried it out.



## APO MEMBERS AT NATIONAL TRAINING SCHOOL FOR SCOUT EXECUTIVES



At the 166th National Training School for Scout Executives, nine members of the class of forty-four are former active members of Alpha Phi Omega. In the front row, left to right, are Stephen J. Cornett, Alpha Zeta Chapter, University of Kentucky; Lewis P. Maddox, Gamma Kappa Chapter, Texas Christian University; and Robert H. Thoun, Gamma Eta Chapter at Springfield College. In the second row, left to right, are Robert A. Hanawalt, Mu Chapter, Indiana University; Phillip W. Robins, Kappa Theta Chapter, Wake Forest College; Frank Hermann, Delta Upsilon Chapter, East Stroudsburg State Teachers College; and David A. Rice, Gamma Gamma Chapter, University of California. Standing are Billy Flanagan (left), Epsilon Iota Chapter at Mississippi State College, and Jack Weintraub, Zeta Gamma Chapter at Valparaiso University.

## NEW CHAPTERS IN 1953

During the calendar year of 1953, eleven new active chapters and two new alumni chapters have been installed in Alpha Phi Omega. The TORCH AND TREFOIL extends hearty congratulations to these chapters and wishes all of them continued success. The new chapters of the past year are:

- KAPPA TAU CHAPTER—The Citadel, Charleston, South Carolina
- KAPPA UPSILON CHAPTER—East Carolina College, Greenville, North Carolina
- KAPPA PHI CHAPTER—St. Lawrence University, Canton, New York
- KAPPA CHI CHAPTER—Creighton University, Omaha, Nebraska
- KAPPA PSI CHAPTER—The Agricultural and Technical College, Greensboro, N.C.
- KAPPA OMEGA CHAPTER—The Cooper Union, New York, New York
- LAMBDA ALPHA CHAPTER—East Tennessee State College, Johnson City, Tennessee
- LAMBDA BETA CHAPTER—Houghton College, Houghton, New York
- LAMBDA GAMMA CHAPTER—Manhattan College, New York, New York
- LAMBDA DELTA CHAPTER—Newark College of Engineering, Newark, New Jersey
- LAMBDA EPSILON CHAPTER—St. Cloud State Teachers College, St. Cloud, Minn.
- BUFFALO AREA ALUMNI CHAPTER—Buffalo, New York
- GREATER NEW YORK AREA ALUMNI CHAPTER—New York, New York

## Cancer Drive

DELTA PSI CHAPTER at *Eastern Illinois State College* has reported collecting \$141.00 in their recent campus drive for the American Cancer Society. The drive was in conjunction with the national campaign and was directed by Sam Von Brock. The chairman of the Charleston cancer fund drive, Lester Hunt, expressed appreciation for the participation of students and faculty.

## Founders' Day Banquet

At the recent Founders' Day Banquet of ZETA ETA CHAPTER of the *University of Chattanooga*, Dean Reuben Holland, Dean of the Summer School and Registrar of the University, was principal speaker. He recounted the history and growth of the chapter, and pointed out the path of service to the school and nation and self that marks the way for Alpha Phi Omega in the years to come. A report of projects at the banquet included the used book exchange, food baskets at Thanksgiving for the needy of Chattanooga, erecting the campus Christmas tree, blood drives in conjunction with the Red Cross, ushering at football games and assisting as guides during Freshman Week and the Science Fair. The banquet honored the new initiates of the past year. This news is from James W. Henry, Past President.

## Chapter Newsletter

The first issue of Delta Rhythm was published November 5, 1953, by DELTA XI CHAPTER at *Ball State Teachers College*. It is well written and is valuable to the entire chapter. We congratulate Delta Xi Chapter upon starting this newsletter.

## Student Directory

BETA KAPPA CHAPTER at *Central Missouri State College* has again published the student-faculty directory this fall which is an outstanding service to the entire college. Other recent projects include service on Parent's Day, assistance in freshman orientation week and a book exhibit. The chapter held its fall initiation ceremony at the nearby Scout cabin with a steak dinner prepared by a committee of members. This news is reported by Emmett McFarland, President.



### Looks Great

Brother Chuck Fisk, Past President of GAMMA THETA CHAPTER, writes that it looks like a great year in the  $\Lambda\Phi\Omega$  at the *University of Colorado*. Thus far, this fall, the chapter has maintained the Lost and Found department, cared for bulletin boards, and served as co-hosts for the Sub-Regional 8E Order of the Arrow Conference which met on the campus this past Thanksgiving vacation. The chapter has decorated the goal posts for each home game so far with the competing and CU colors and have earned hearty thanks from the Buff Pep Club. The group ushers for Little Theater productions with *Spur*, a Sophomore women's honorary. In addition, the

chapter is setting up Scout swimming the same as last year in the university pool and has charge of the Scout cabin located on a mountain near the campus.

### Donation to March of Dimes

Approximately \$1,100.00 was contributed to the March of Dimes from this year's Ugly Man Contest of ALPHA OMICRON CHAPTER at *Southern Methodist University*. Candidates this year included not only men from all of the fraternities and ISA but also representatives from the Theology and Law schools.  $\Lambda\Phi\Omega$  members and pledges manned voting booths in the rotunda of Dallas Hall and at the campus postoffice while keeping up to

date blackboard totals of the vote for the different candidates. An innovation was introduced by Bob Welch who was head of this year's contest. All candidates were asked to make campaign speeches on soap boxes in front of Dallas Hall during between class periods. This and fine coverage by "The Campus," student newspaper, kept interest high for the contest. This was reported in the  $\Lambda\Phi\Omega$  Parade, chapter newsletter.

### Overnight Camp

GAMMA CHAPTER at *Cornell University* recently held a very successful overnight camping trip in which most of the pledges and active members participated. This is reported by Charles Heyman, Vice-President.

## FRESHMAN ORIENTATION AT PENN STATE



Here are four scenes from Alpha Beta Chapter's fine service in the orientation of freshmen at the Pennsylvania State College. In upper left, the chapter's information booth is shown, under canopy, where members answered a multitude of questions. In upper right, six groups are shown beginning the campus tour. In lower left, Hat women are shown collaborating with APO in handling a tour. The lower right picture shows members of Alpha Beta Chapter helping with registration by answering questions of bewildered new students. Twenty-eight brothers returned to the campus early enough to give a total of 356 man-hours during orientation and registration. At the front table, from left to right, are Dick Walchli; Gail Bimber, President; Dick Updegraff, Treasurer; Skip Famous, Orientation Week Chairman; and Dick Schuler (with outstretched hand), Past President.



## STATISTICS CONCERNING THE UGLY MAN CONTEST

Latest information from chapters which have conducted the Ugly Man Contest shows the following facts about the voting and the use of funds collected in this project.

### I. Cost Per Vote.

Different voting denominations used by chapters are as follows:

- One cent.
- Five cents.
- Ten cents.
- Contribution of a dime for March of Dimes.
- One cent equal to five votes.
- One cent or 1,000 votes for a pint of blood.
- One dollar admission to a dance.
- Ten per cent bonus for those casting fifty votes (50c) at one time.

### II. Financial Returns.

- Highest total: \$2,500.00.
- Highest average per student: \$4.00.

### III. Agencies to Which Proceeds Were Donated.

The following is a list of various agencies to which chapters have given the funds collected in Ugly Man Contests. This indicates a broad field of use of the proceeds from this project.

- Community Chest.
- Campus Chest.
- March of Dimes.
- World Student Service Fund.
- Red Cross.
- CARE.
- Christmas party for orphans.
- American Cancer Society.
- Fresh Air Camp.
- Save the Children Federation.
- Campus Emergency Fund.
- Infantile paralysis ward of hospital.
- Campus projects carried out by Alpha Phi Omega.
- Equipment for college.
- Thanksgiving baskets for needy families.

### IV. Coordination with Other Events.

The survey indicated that the Ugly Man Contest has been coordinated with many different campus activities, as follows:

- Campus-wide WSSF drive.
- Senior Week.
- Interfraternity Council Week.
- Spring Carnival.
- Campus Chest and Community Chest drive.
- Talent Show.
- Homecoming Week.
- Pan-Hellenic Week.
- College Open House.
- Big Game.
- Nationwide March of Dimes drive.
- Alpha Phi Omega Charity Ball.
- Sports Night.
- High School Music Festival.
- Fresh Air Camp Fund drive.
- Many were not coordinated with any other event.

### V. Awards.

These various kinds of awards have been given to winners of Ugly Man Contests.

- Ugly Man key.
- Ugly Man mug.
- Plaque.
- Certificate.
- Trophy.
- Rotating cup.
- Fountain pen.
- Gifts from town stores.
- All-expense evening with a local celebrity.
- Kiss from a campus queen.
- Loving cup to organization sponsoring winner.

## Camp Leadership Meeting

ALPHA IOTA CHAPTER at *Ohio State University* has made plans for a leadership training program in which to assemble students who are interested in being leaders in camps of various kinds. The reason for this is that sometimes camps have difficulty finding leaders of the proper sort and the chapter will render service in recruiting students who would like to have camp jobs for next summer. The other activities of the chapter are also going along splendidly this fall, reports David Morgan, Second Vice-President.

## Publicity

IOTA ETA CHAPTER has received excellent publicity on this fall's Ugly Man Contest at *American International College*. The student newspaper, "Yellow Jacket," has given fine coverage to this project. Slogans were adopted by several of the candidates. One was "Quality, not quantity" being the platform of Harry Cookas of Phi Delta Mu. He admitted that he is the smallest man in the race but claimed that his ugliness is more concentrated and therefore more meaningful. A new song to the tune of "Four Leaf Clover" was heard on the campus, this being the campaign song of Tom Govern, candidate of the Choral Club. The first line runs "Ugliness is my middle name." The simplest platform is that of Gordon Jenks who expressed confidence of victory, stating that when elected he will "just be ugly as usual." This news is reported by Charles M. Katz, President.

## Double System

To locate former Scouts among the new students at *Millikin University* this fall, ETA EPSILON CHAPTER used a double system. First, the chapter had access to the lists of new students through the Office of Admissions, and as those lists do not have complete personnel records, the chapter used the census cards furnished by the National Office during registration. From these sources the chapter secured names of freshmen who were interested in pledging, and also found interest among many returning students. This was reported by Rjurik Golubjatnikov, President.



## ALPHA PHI OMEGA AND THE SPIRIT OF CHRISTMAS

(Continued from page three)

At least one brother has written to his home Community Chest headquarters and will use Christmas vacation in service to an agency of the Chest. Others will give leadership to winter camps for Scouts and Explorers, assist in gathering and delivering gifts for needy families, support the Christmas worship, social and charity programs of their churches, and in many individual ways manifest the deeper meaning of Alpha Phi Omega and the Spirit of Christmas.

When a chapter gives new opportunity to a less-chance family at the Yuletide, the emphasis is often—"Let's give them food and other gifts that will last beyond Christmas." So it is with the Christmas Spirit of Alpha Phi Omega—it finds particular expression in the many representative symbols of Christmas. And throughout the year there are more than forty thousand brothers of Alpha Phi Omega daily working, daily striving, ever more to be men of mature and unselfish Leadership, Friendship and Service.

### Freshman Orientation

KAPPA UPSILON CHAPTER started the ball rolling this quarter by helping *East Carolina College* get about 900 freshmen settled into college life. During enrollment, the chapter helped register the freshmen and guided them to various places on the campus. Other projects already carried out this fall by the chapter include the selling of programs at all home football games, assisting with the first Explorer Scout Conference ever held on the campus, obtaining student tickets at reduced rates for the annual Pitt County Fair and furnishing a beautiful float in the homecoming parade. Four thousand napkins were used to decorate the float and it was praised by many students and alumni. The chapter is working hard this quarter, having a lot of fun doing it and interest is running higher than ever, reports William B. Rogers, Corresponding Secretary.

### Diversified Projects

From selling over \$10,000.00 worth of books in the Book Exchange to card filing in department offices, GAMMA IOTA CHAPTER carried out a

greatly diversified program during the past year at *Brooklyn College*. Sixty-five different projects were conducted, including the nonprofit ticket service operated throughout the school year and handling transactions of about \$200.00 per week, ushering at concerts, aiding in a library five cent book sale, mailing the school newspaper to servicemen, visits to two Brooklyn hospitals to give entertainments, aiding in handling the intercity high school track meet, serving as hosts at a tea for high school officials, mailing the alumni association newspaper, acting as guides during a New York City "Meet Your College" week, serving as hosts for the Dean's scholarship tea, sorting and distributing the students' extra-curricular record cards, and putting on an inter-troop swim meet for Scouts. The cooperation of the members as a whole has been wonderful and contributes immeasurably to the success of the chapter, says Bob Mayo, President, who reported this news.

### Homecoming Program

DELTA PSI CHAPTER sponsored the 39th Homecoming Program at *Eastern Illinois State College* this fall. It is a very attractive booklet dedicated to Dr. Robert Guy Buzzard in tribute of his twenty years as president of the college. The program chairmen were David Hannah and Sam Von Brock. The cover, designed by Ron Neupert, featured the five buildings which have been built on the campus since Dr. Buzzard became president. They include the Booth Library, Lantz Gymnasium, Science Building, Lincoln and Douglas Dormitories and the Home Management houses.

The chapter sold the advertising for the program, helped with the layout, and then sold the programs during the three-day homecoming festivities. Dr. Buzzard is an honorary member of the chapter and takes real interest in the activities of Alpha Phi Omega. This news about the homecoming program is from Robert Foltz, President.



By Joseph Scanlon

1. Does Alpha Phi Omega grant honorary membership?
2. To whom may honorary membership be given?
3. Is it permitted to grant honorary membership to students?
4. Is it permitted to grant honorary membership to women of the faculty as recognition for assistance to Alpha Phi Omega?
5. Is there a fee for honorary membership?
6. Is a certificate issued for honorary membership?
7. Is the number of honorary members limited?

ANSWERS ON PAGE 11



## TIME AND PLACE COMMITTEE

The Time and Place Committee as appointed by Professor Daniel Den Uyl, National President, is considering invitations for the location of our 1954 National Convention. The membership of the committee is as follows:

Chairman—William S. Roth, Rho Chapter, University of North Carolina  
 Advisor—Dean Arno Nowotny, Alpha Rho Chapter, University of Texas  
 Advisor—George F. Cahill, Alpha Gamma Chapter, Purdue University  
 Richard A. Borders, Alpha Iota Chapter, Ohio State University  
 G. A. Churukian, Eta Epsilon Chapter, Illinois State Normal University  
 David Deitsch, Beta Iota Chapter, New York University  
 Edward Dillingham, Theta Alpha Chapter, Stevens Institute of Technology  
 David C. Disbrow, Beta Beta Chapter, Michigan State College  
 David Frost, Delta Sigma Chapter, University of Connecticut  
 Jim Gabriel, Gamma Psi Chapter, University of Minnesota  
 E. T. Hunter, Kappa Chapter, Carnegie Institute of Technology  
 Philip Lester, Epsilon Chi Chapter, Los Angeles City-State College  
 Hal Mahon, Delta Eta Chapter, Oregon State College  
 Allyn S. Norton, Rho Chapter, University of North Carolina  
 Edward G. Polivka, Jr., Epsilon Mu Chapter, University of Maryland  
 A. Erwin Sandefer, Gamma Chi Chapter, Howard College  
 E. H. Stech, Omaha Area Alumni Chapter  
 O. A. Thomas, Delta Beta Chapter, University of Oklahoma  
 William F. Weiss, Upsilon Chapter, Wisconsin State College  
 Chester M. Wright, Zeta Upsilon Chapter, Boston University  
 Peter Way, Delta Zeta Chapter, University of Pennsylvania  
 Sheldon Halpern, Gamma Epsilon Chapter, City College, CCNY  
 John C. Liljgren, Nu Chapter, Upsala College

## Faculty Man Receives Ugly Man Honors

Dr. Albert Kline, of the science department of *Northeast Missouri State College*, was the winner in EPSILON CHAPTER'S Ugly Man Contest this last spring. The name of each year's winner is engraved on a plaque which hangs upon the wall in Baldwin Hall. The proceeds from this contest were donated to purchase a school flag pole. This was reported by Edward F. Cox, Secretary.

## WE PAUSE TO HONOR

(Continued from page four)

established the basic policies which were consistently to guide the business in years to come.

Other orders followed. The Balfour reputation for quality, integrity, and service spread from campus to campus, and the company at length began to contract directly with the national fraternity and sorority offices. The implications of this system of marketing were revolutionary. It made possible the control by those offices of emblem distribution. It also made possible the introduction and maintenance of uniform specifications, prices,

and quality standards. The large orders, in turn, enabled the Balfour organization to utilize manufacturing techniques which simultaneously increased the quality of the line and lowered the price. Competition in the trade continued to be active, but in the space of a surprisingly few years the L. G. Balfour Company had become known on every school and college campus in America, and throughout the world.

There is little need to trace in detail the steady enlargement of the business. Balfour sales offices spread across the country; the working force grew from a half-dozen into hundreds; time and again manufacturing operations outgrew existing plant facilities. Expansion and changing times put old policies to severe test and created new opportunities.

Two strong forces were molding the shape of the organization. The Balfour reputation was attracting new types of business; at the same time, the stress laid by the company upon quality and service was leading it to take over functions which had hitherto been entrusted to subcontractors.

When institutions and organizations familiar with Balfour fraternity

insignia began to ask for intramural medals and plaques, company operations were expanded to manufacture these and a line of fully modeled miniature baseballs, footballs, basketballs, cups, hollow ware, and other athletic trophies.

The Balfour name also became familiar outside collegiate circles. In 1922 a new department was set up to manufacture and sell high school rings and insignia—a branch of the business which rapidly came to rival in importance the college line. Two years later the fraternal insignia department was organized to supply pins and badges to Masonic lodges, Eastern Star, the Knights of Columbus, the Elks, and many other such groups. Inquiries were also being received from many industrial and commercial firms for service insignia, safety awards, and commemorative medals. This demand became so insistent that in 1928 a commercial department was created and many names of American and Canadian foremost corporations were inscribed in Balfour order books.

As the resources of the firm expanded, new measures looking toward quicker and better service were made possible. Facilities were established to purchase precious stones at the source of supply. A corps of skilled artists were available to assist customers on special projects. A paper products division was created to handle the engraving of certificates, diplomas, invitations, stationery, and announcements. A leather and a ceramic factory joined the others. Arrangements were completed to carry the famous Bluecrest line of diamond engagement and wedding rings. No other company in the industry could match the comprehensive services which Balfour provided.

The policy of diversification, in part forced upon the company by insistent market demand, created formidable managerial problems. The founder-salesman also proved himself to be an administrator. The critical transition from a small company to a large one was successfully effected. Capable men within the organization were promoted, and where new skills were required competent experts were brought into the company. An exceptionally talented managerial team was assembled. Mr. Balfour chose well



and delegated responsibility. The company was never a one-man organization. Its vitality is derived from co-operative effort.

This effort was not confined to top managerial levels in the company. Attleboro people were anxious to work for the Balfour Company, and the Balfour payroll became an increasingly important factor in the economic life of the city. Eighty per cent of the employees own their own homes. A spirit of unity and loyalty has always existed in the shop as a result of fair and democratic managerial procedures.

This spirit was nourished by efforts to remedy the notorious employment fluctuations which had always afflicted the jewelry trade. In the depths of the great depression of the early 1930's—when many firms suspended

operations entirely—the L. G. Balfour Company continued all operations with more than 500 employees on a normal basis. The problem of the summer slack period in fraternity jewelry sales was resolved by new product lines with different seasonal patterns and by encouraging the placement of orders in the spring rather than in the fall. The effect of these circumstances and policies was to reduce labor turnover almost to the vanishing point; sons followed fathers into the company's employ, and the daughters followed mothers. This was, and continues to be, a Balfour tradition.

The loyalty of its employees, the respect of the industry, the esteem of the community, the confidence of its customers—these are the great assets which the Balfour Company has

painstakingly created. Such ends could not have been achieved without skillful and adaptive business management, but the Balfour story involves much more than this.

Over the span of years continuity of ownership and administration has been unbroken. Profits other than the portion set aside for expansion and emergency needs of the business have continuously been turned over to employees in the form of bonuses and to customers in the form of better products, reduced prices, and enlarged services. Substantial contributions have been made to scholarship funds and to educational and charitable foundations. These are the terms in which the L. G. Balfour Company prefers to measure its gains over the first 40 years; these are the criteria for performance in the years which lie ahead.

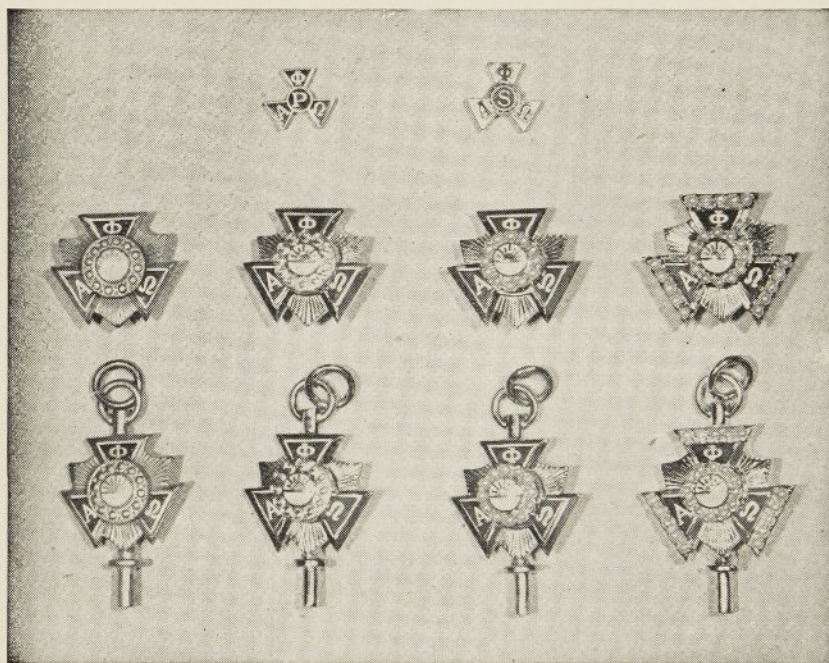
### Sports Show

EPSILON OMICRON CHAPTER assisted at the recent Sports Show at Long Island University. Members sold tickets and ushered. This was one of several projects carried out by the chapter last spring, as reported by Elliott Baumel, Treasurer.

### Answers to APO Quiz for December

1. Yes. Our National Constitution makes provision for honorary membership.
2. Honorary membership is intended for prominent educators and Scouters, such as the college president and local council president whom the chapter deems to have merited this recognition.
3. No. Honorary membership in APO is not granted to students. In the case of a student who has given exceptional cooperation to APO, but who cannot become an active member, it is recommended the chapter present a plaque or gift.
4. No. Membership is restricted to men. In the case of a woman on the faculty whom the chapter wishes to honor for assistance to APO, it is recommended that a certificate of appreciation or a gift be presented.
5. There is no fee for honorary membership.
6. Yes. A certificate is issued to each honorary member.
7. It is recommended that the number of honorary members in a chapter be carefully limited in order to keep this award on a very high plane.

### INSIGNIA OF ALPHA PHI OMEGA



Pledge button (shown above at top left).....	.35
Service button (top right).....	.35
Standard badge, gold plated (extreme left, middle row).....	2.50
Standard badge, 10K (second from left, middle row).....	6.50
Standard badge, crown set pearl plain arms (third from left, middle row).....	13.25
Standard badge, crown set pearl center and arms (extreme right, middle row).....	24.50
Standard key, gold plated (extreme left, bottom row).....	3.25
Standard key, 10K (second from left, bottom row).....	8.50
Standard key, crown set pearl center plain arms (third from left, bottom row).....	15.00
Standard key, crown set pearl center and arms (extreme right, bottom row).....	26.00

(To all prices add 20 per cent federal tax, and state sales tax.)

Official order blanks are available from your Chapter Treasurer or from the National Office.



# BULLETIN BOARD

## MARCH OF DIMES

In January comes the annual March of Dimes to support the fight against infantile paralysis. In past years, many Alpha Phi Omega chapters have been in charge of the campus campaign for this cause and many have already indicated plans for sponsorship this year.

Several means of solicitation are used, some conducting the Ugly Man Contest for this purpose, others placing containers on the campus, others contacting fraternities, sororities and various campus groups.

This is a most worthy service and deserves your attention.

## INTERCHAPTER VISITS

Have you recently invited a nearby chapter to send representatives to one of your special occasions, initiation, banquet or other event? Interchapter visits are interesting and helpful.

The Directory of Chapter Presidents issued this Fall is still useful for contacting other chapters (and where new elections have been held we are confident the past president will bring your invitation to the attention of the new president).

The opportunity for interchapter fellowship will benefit both the hosts and the guests. Try it!

## DISTINGUISHED SERVICE KEY

Alpha Phi Omega's Distinguished Service Key is available for award purposes and may be secured by chapters wishing to present a special gift to a member who has given outstanding service in the fraternity.

Orders for this key are accepted at the National Office only, not direct to the jewelers.

Three qualities are obtainable: 10K at \$9.25, gold plated at \$3.25, and sterling silver at \$2.25, plus 20% tax.

Further information about the key may be secured whenever desired by writing to the National Office.

## REGISTRATIONS

Certificates and cards for new members are issued immediately when the applications arrive at our National Office. We urge the chapter officers to give careful attention to sending in the applications promptly when each initiation ceremony is held.

By sending the registrations *before* the ceremony, you can obtain the pocket cards in time to be presented as part of the ritual, and thus add to the impressiveness of the ceremony.

When new members are initiated into your chapter, give them the joy of receiving their official credentials at the earliest possible time!