

Alpha Phi Omega's

TORCH AND TREFOIL



When making advance plans for 1947-48, study this list of ten guideposts for full success in your Chapter:

1. Give constant attention to service projects for the benefit of the campus, community and nation.
2. Be sure all chapter meetings are snappy and interesting, and conduct occasional parties, dances and outings for the enjoyment of members, pledges and guests.
3. Maintain a continuous rushing program to insure a steady flow of new members into the chapter.
4. Use the committee system to get things done, and give all members and pledges a definite part in the chapter activities. Include herein regular meetings of the Executive Committee (Officers and Advisors) to plan future activities.
5. Maintain a full advisory committee consisting of five or more Faculty Advisors and two or more Scouting Advisors.
6. Publish a regular newsletter for members and alumni.
7. Conduct all chapter business in accordance with the chapter constitution and by-laws and the national constitution and by-laws.
8. Choose carefully the new officers at each election, endeavoring to elect the most capable men for those responsibilities.
9. Keep thorough and accurate chapter records.
10. Keep in close contact with the national office and make use of the printed materials and other aids which are made available by the national executive board.

VOLUME 22—NUMBER 3
MARCH, 1947

IN MEMORIAM

**Dr. David S. Mosesson**

A Beloved Brother of Gamma Delta Chapter Dies

On January 22, death came to "Doc" Mosesson, a popular faculty advisor of A-Phi-O at C. C. N. Y. He was more than an advisor, even more than a friend. He was the guiding light, the spirit of his school. In the truest sense, Doc will never leave City College, for he has left a mark and a tradition of friendship and fair play which will be perpetuated by all who knew him. He personified the ideals of Alpha Phi Omega.

Nationally, the work of Doc Mosesson in the fraternity will be unending. The many songs from his pen are used in chapters from coast to coast. The entire fraternity mourns the death of this loyal brother.

THE EDITOR SAYS . . .

This is your publication, and we invite your interest and cooperation in making the contents fully useful in your chapter and in the fraternity as a whole.

Our Publications and Publicity Committee, including Dean A. C. Zumbrunnen, Tom Vedder Waber and myself, will surely welcome any suggestions you may send.

Particularly, pictures showing your members and pledges in action on service projects will be interesting to let other chapters know about your activities. We hope you will get the "camera bug."

Let's make "Torch and Trefoil" an increasingly valuable part of the A-Phi-O procedure.

James G. Allen,
National Editor

EDUCATED?

Dr. Arthur C. Willard, president of the University of Illinois, recently gave an outline of what he believes makes a cultured individual.

1. Ability to use and understand your native tongue in speaking and writing, to convey your thoughts and ideas effectively to others.
2. Ability to judge, compare and evaluate the ideas, thoughts and concepts of others—and engage in creative thinking for yourself.
3. Knowledge of men and affairs, gained through study of our own and other people's history, culture, customs, laws and religions.
4. Knowledge of the physical world and the universe, including some understanding of the forces of nature in all fields of natural science.
5. Knowledge of a profession or vocation, to earn a living and serve God and society as a competent and morally responsible individual.

DELTA SIGMA CHAPTER INSTALLED AT
UNIVERSITY OF CONNECTICUT

This enthusiastic group became charter members of Delta Sigma Chapter of Alpha Phi Omega at the University of Connecticut at ceremonies conducted January 12, 1947. The installation was conducted by Dr. Ray O. Wyland, officiating on behalf of the national fraternity, with cooperation of the Delta Nu Chapter degree team from Yale University. Preceding the ceremony, the new chapter was host to the visiting representatives.

In the picture, seated left to right, are: Marvin Stocking, Dr. Ray O. Wyland, Frank MacKeever, Edward Turn, treasurer, Richard Grant, president, Arthur Blumberg, vice-president, Ernest Schwam, secretary, Charles Cole, corresponding secretary, Harvey Parsons.

Second row left to right are: Sam Coombs, John Hansen, Mr. Cott, Mr. Bertrand Wood, Mr. Howard Rollins, Dean Dole, Mr. John E. Powers, Dr. Ernest R. Kline, Mr. George Goodrich, Mr. Bogan, Howard Biechele.

Third row left to right are: Frank Hatch, six members of the Yale team, Robert Adams, Kenneth Risberg.

Back row are: Harris Hulburt, William Davenport, Curtis Mellen, Robert Spellman, Alan Stevenson, Howard Rollins, Jr., Raymond Grant, Fred Warren, Arthur Moxley, Herbert Holmes, Thomas Johnson. Absent from picture are: Warren Elges, Bernard Godfrey, Dr. A. L. Knoblauch, Mr. J. A. Manter, and Dr. A. S. Northby.

The Golden Rule Is Still Golden

By J. C. Penney

Founder J. C. Penney Company

Reprinted from The Rotarian by courtesy of the Editors.

It is my belief that Golden Rule principles are just as necessary for operating a business profitably as are trucks, typewriters, or twine. Many will deny this and will cite examples seeming to prove that it doesn't pay out. I can do that too.

When I was in my 20's, I purchased a butcher shop in Longmont, Colorado, for \$300, which I had saved while going to school and while working at my first job in a store. The best and most profitable customer of the shop was the leading hotel of the city. My meat cutter advised me, "If you want to keep their business, you will have to buy the chef a bottle of whiskey each week. He does the buying."

I accepted the advice, without much thought, and bought the customary bottle of liquor. But after I had done so, a strange feeling came over me. I asked myself, "Were he living today, what would my father say?" Very well I knew the answer—for father was opposed to the use of intoxicating liquors. And was it fair to my other customers to do for one what I would not do for them? Obviously not—so I determined then and there that never again would I bribe the cook, or anyone else, to get business.

I lost the trade of the hotel and because of that I also lost the butcher shop and the \$300 I had saved penny by penny. Up to that point, practicing the Golden Rule apparently didn't pay out. But I have always been thankful I did not yield to questionable expediency. Had I done so I might have become a successful butcher, but I would probably never have found my life-work in a wider field.

But I take no credit for that crucial decision. My father was responsible for it. He was a farmer and a preacher. As a very young boy, I had understood that he worked at two different callings, but only gradually did I come to see that my father, in his own mind, did not recognize any real difference between them. He plowed, he planted,

he harvested, and he applied his industry with just the same earnestness that he preached his sermon. Thereby he impressed me with the fact that he had one ministry: to serve.

That lesson was further impressed on my mind when I got my first job in a retail store. I had an in-born liking for handling and selling things, and my father, just before he passed on and realizing death was near, said, "Jim will make it. I like the way he has started out." I had occasion to think of his words later when other salesmen were taking customers away from me because they could make special prices. I had to deal with men to whom thumb-on-the-scale manipulation was a fine art, misrepresentation of products was cleverness, and dishonest advertising and labeling were "tricks of the trade."

But if "let the buyer beware" was the motto practiced by some businessmen, it was not characteristic of the majority. In these days when so many look to Government to regulate trade practices, we easily forget that businessmen themselves led the way. For every example of fraudulent dealing that has come to my attention in a long career, I can cite scores of examples of manufacturers, wholesalers, and retailers who voluntarily put the Golden Rule to work in their relations with employees, competitors, and customers. They know that the fly-by-night, chiseling, fraudulent operators are unfair both to legitimate business and to the public. That is why businessmen have organized into trade groups and why they have taken the lead in creating progressive legislation.

A typical example of the latter is the U. S. Pure Food and Drug Act. It was promulgated and urged by businessmen more than 40 years ago. It has had an increasing influence as manufacturers have learned that they must establish a reputation for consistency of quality in pure and unadulterated prod-

ucts, not because it is the law, but because it is to their own self-interest to serve their customers honestly. And they have found the value of advertising such products honestly.

I sincerely believe that employers should build something into a man instead of constantly taking something out of him. So I shall offer this advice:

Do not primarily train men to work. Train them to serve willingly and intelligently.

Do not train men merely to obey orders that they may or may not fully understand. Train them to study the job, to develop perception of what is to be done, then to turn loose upon it their understanding, initiative, and effort.

Do not train men merely to be as your shadow. Train them to bring as much of their ability into action as they can reach, deep down in themselves. Encourage them to believe that there is in themselves a mine pocket full of riches. You can, by your careful and thoughtful training of them, make them wealthy in developed ability.

I was fortunate, as a young man, in getting employment with a retail store that advertised itself to be responsible to the customer, not in a general way, but in the specific spirit of the Golden Rule. This was to me inspiring. It generated energies and developed talents which I was called upon to exercise when, after an apprenticeship, I was considered worthy to take over the managership of a store. When I was given the privilege of buying a one-third interest in the store, I discovered that management opened responsibilities that I welcomed as a challenge. I began to take count of my new responsibilities, mastering them as I could. As a result of my study, I reached the conviction that I could master them only in accordance with Golden Rule principles I had seen practiced by my father.

Young men today should have

(Continued on page 7.)



CLEANINGS

FROM CHAPTER

CORRESPONDENCE



DELTA TAU CHAPTER INSTALLED AT UNIVERSITY OF NEW MEXICO

By George H. Pittman

Press Representative, Delta Tau Chapter.

The first A-Phi-O chapter in New Mexico was installed at the state university in Albuquerque, February 22, 1947. The meeting was held in the Greer Room of the Hilton Hotel, with twenty-six members and seven advisors accepting the obligations of the fraternity. The ritual was conducted by the degree team of Beta Sigma Chapter of Texas Tech, headed by Harold Tunnell, president, and Frank A. Kelley, chairman of the advisory committee.

Following the initiation, dinner was served, as arranged by James Fretwell, social chairman. Andrew J. Mitchell was toastmaster. He introduced Mr. Kelley who in turn introduced all of the Tech delegation.

Next, Sidney B. North, national secretary, gave a brief history of the fraternity and presented the charter to the new chapter. Then Brother North installed the following men as officers for the ensuing term: William A. James, president; Andrew F. Mitchell, first vice-president; William Johns, second vice president; Jon Hommel, secretary; Ted Thorson, treasurer; P. V. Thorson, historian; James Fretwell, social chairman; Dr. H. G. Alexander, chairman of the advisory committee; Dr. Wilbur S. Gregory and E. L. Thomson, Lyndon T. Grant and William Postma, advisors.

The toastmaster then introduced Dean J. L. Bostwick, who spoke on "Doing the Impossible." He charged the fraternity to fully carry out its responsibilities on the campus.

A special vote of thanks was given to E. L. Thomson for his strong part in developing the new chapter.

At nine o'clock a semi-formal dance was held in honor of the visitors from Texas Tech.

OREGON STATE COLLEGE

Our Chairman of Advisory Committee, Mr. Delmer M. Goode, was recently awarded the Silver Beaver Award for distinguished service to boyhood. The presentation was made January 31, 1947, at Eugene, Oregon, during the 22nd Annual Meeting of the Oregon Trail Council. He has long been interested in Scouting, having organized Troop #1 in Corvallis about 26 years ago, and is still on the Troop Committee. At the present time he is Vice-President of the Council, after serving for the past year as the District Chairman for the Benton County District. He also helped to organize the Senior Scout Unit in Corvallis, and gave invaluable help in getting our chapter organized last year.

—Fred W. Linton, Past President.

IOWA STATE COLLEGE

Our March of Dimes campaign brought in over \$1100, very successfully conducted.

—Don Anderson, President.

PURDUE UNIVERSITY

Professor Daniel DenUyl, Chairman of our Advisory Committee, and a member of the local council Board of Directors arranged for me to address the Board of Directors at a recent meeting. Many of those men were not familiar with the work of Alpha Phi Omega so we believe this meeting has strengthened the ties between the local council and our chapter.

—Norman V. Benedict, Past President.

TEXAS TECH

On Friday December 13, Beta Sigma Chapter held its annual Founder's Day Banquet. This year we tried something different. The setting of our banquet was a very rustic place called the "Jersey Lilly" where the law "West of the Pecos" is the rule. The attendance was very good, over eighty percent of active membership was present. Somehow we Texans just don't like too much formality. Our guest speaker was G. M. Unger, the Scout Executive of this area.

—Harold A. Tunnell, President.

UNIVERSITY OF FLORIDA

In the past Christmas vacation the first issue of "Tau's Tales" was published and sent to all members.

We hope this will be the first of a regular chapter publication for members and alumni.

—Thomas M. Parker, President.

LOUISIANA STATE UNIVERSITY

This semester was started off with a bang and we have had very successful meetings. All members show a real interest in our program. Projects that have been completed and that are underway are: Helping to organize the Scout Troop here on the campus, sponsoring a series of movies of an intellectual nature, and several members are taking the Scoutmasters Training Course and will help the local Scout office in some of its work.

—Esper K. Chandler, President.

BROOKLYN COLLEGE

Gamma Iota Chapter did the following this Fall term of 1946-47: Aided freshman orientation, sold buttons (on a schoolwide scale) for the annual community test drive, checked clothing the complete term in the student lounges, ran the lounge for two entire days during the absence of the lounge director, ran a successful "Keep the Cafeteria Clean" Campaign; ran one of the most successful dances of the term, the proceeds of which were used to (1) send two delegates to the convention (2) donate some money to the Student Aid fund, and (3) establish an annual Alpha Phi Omega Award and Plaque to be given at each annual commencement to that student who has best shown "Leadership, Friendship and Service." In addition to all of this, some of the brothers helped in different school shows which were produced to raise money for various charities, for instance, the Cancer Fund. We also attended social functions like the Infantile Paralysis Fund Dance en masse.

—Murray Warschauer, Past President.

WASHINGTON STATE COLLEGE

Alpha Xi has men of leadership. Vern Jacquish is president of Phi Sigma Kappa fraternity house, Frank Horsfall, president of Ferry Hall; and Andrew Adams, editor of the college paper, The Evergreen.

—Joshyo Kinoshita, Past President.

INDIANA UNIVERSITY

Mu Chapter has recently started a new community service program. The main point is to help underprivileged children in the city. Activities for the children have been discussed including recreation at lunch time in one of the city's schools. Another is a three-hour recreational project every Saturday morning plus tours of interesting places.

—William B. Meyer, Past President.

UNIVERSITY OF IDAHO

We are going ahead on our plans for our annual "Gaudy Gert and Ugly Ike" contest, which will probably be held sometime in May. This is to help us in raising the funds to build a bronze memorial to the men from the University who were killed in World War II.

—Harry J. Townley,
Corresponding Secretary.

SYRACUSE UNIVERSITY

On Scout Sunday, Phi Chapter attended worship services at which Dean Charles C. Noble spoke.

—Robert E. Temple, Historian.

UNIVERSITY OF PENNSYLVANIA

We have recently acquired office space in the Student Union Building, Houston Hall. It is separate from our meeting room, and will be shared by other activities, but we are delighted with this opportunity to have a permanent, central "base of operations." We are in process of establishing ourselves there, and plan to have an APO man at the desk during the afternoons and evenings. This, we hope, will be of value particularly during the membership drive.

—George Lawn, Secretary.

NORTHWEST MISSOURI STATE TEACHERS COLLEGE

Last month during the March of Dimes, the men of Beta Upsilon Chapter, with the aid of our girls' Bearcat organization, collected a total of \$107.85 for the Infantile Paralysis Fund by using a Big Target made out of sheeting. Our slogan, which really went over was, "Hit the bullseye for the March of Dimes."

—Leslie Parker, Secretary.

SOUTHEAST MISSOURI STATE COLLEGE

Various activities are being carried out by Beta Psi Chapter. Our immediate project being the decoration of five store windows in the city for the coming Red Cross drive.

—Freeman D. Lewis, President.

ALABAMA TECH

Delta Chapter is planning to help sponsor a big park here at the college. The city and state are putting up \$12,000 and are turning it over to us to name the park. Because of this honor, we are going to erect the color-lighted fountain in the center of the area or build a closed hut for the barbecue fireplaces and tables. To raise enough money to do this we are giving a big dance in Montgomery (Alabama's Capitol) on May 3. Our plans are to make \$1,000.

—Jack Anderson, President.

UNIVERSITY OF WISCONSIN

Beta Theta Chapter held a plaid shirt party at Blackhawk Lodge, a lodge operated by the Wisconsin Union. There were about 30 couples that took part in the dancing, refreshments, games and a good old fireside song fest. Our chapter is taking on an international aspect with one fellow from Paris and one from Venezuela.

—Richard K. Hile, Past Secretary.

UNIVERSITY OF OKLAHOMA

This semester Delta Beta is concentrating mainly on Service to Scouting. We have already held a field meet for the Norman Cubs and had 175 take part. On March 21 and 22 we will have an over-night field meet for the Scouts in this District and on May 1, 2 and 3 we will help with the Scout Circus in Oklahoma City.

—Walter Mahoney, President.

MICHIGAN STATE

Our recent ceremony was as fine as any since the original installation of our chapter.

—Professor Harry C. Barnett,
Chairman of Advisory Committee.

ST. NORBERT COLLEGE

Alpha Nu Chapter is planning an Easter Egg Hunt for the orphans on Easter Sunday. The local stores and organizations are furnishing the decorations and the main item, eggs. At our recent meeting we had a smoker and movies for the new members and also all those who were interested in joining the fraternity. We are planning a Memorial Mass and ceremonies on Memorial Day.

—Lawrence Held, Past President.

C. C. N. Y.

As this is the centennial year at City College, Gamma Epsilon has been asked by the Faculty Centennial Committee to prepare a program for Charter Week. We will be in charge of carrying out the program as well as planning it. Also, we will usher at the Centennial Exhibit and at the various Centennial Lectures besides helping with the Centennial Ball to be held May 3. We are still running the Lost and Found and supervising the Friday Night Dances. On March 22 we will be the Hosts at the Dean's Freshmen Reception and will help with the coat checking. Gamma Epsilon put on a very impressive exhibit on Scouting in the Lincoln Corridor of the college.

—Fred Kugler, Secretary.

UNIVERSITY OF TEXAS

We have been conducting various projects. We are aiding in the Y. W. C. A. Youth Canteen in the afternoons. This is a project in which we aid in the social activities for high school students. We also conducted our annual election work for the University. This year was one of the best years for Alpha Rho as far as efficiency in the election work goes. We also aided in the Texas Personnel Conference as guides and aided as guides for the Modern Language Conference held on the university campus.

—Clark Jenkins, Historian.

KANSAS STATE TEACHERS COLLEGE

Delta Mu Chapter's work on the March of Dimes resulted in \$187.38, the largest amount ever given by the student body and faculty for the Infantile Paralysis Fund.

Our chapter cooperated in the District Boy Scout exposition on February 10 in the Civic Auditorium.

—Bob Hughes, Secretary.

ROCKHURST COLLEGE

Gamma Xi Chapter conducted the March of Dimes campaign and a benefit movie raising a total of \$71.46. We are also handling registration of attendance at all student assemblies.

—E. Frank Downey.

MISSOURI SCHOOL OF MINES

Beta Omicron Chapter has published and distributed 2000 desk size blotters issued to the entire enrollment of the school. These are useful to all students. We have also secured a new chapter room, about twice the size of our old one which should be ready for spring use. Our chapter is growing steadily.

—James R. Fisher, Historian.

WHOOOPS, HOW DID SHE GET IN HERE?

... Introducing Miss Margaret "Midge" Lovell, queen of the "March of Dimes Ball" sponsored by Beta Zeta Chapter at the University of Georgia. In the drive for the Infantile Paralysis Fund, more than \$1200 was collected, far surpassing the quota. The features included the campus-wide dance, an all-student talent show on the stage of a local theatre, and containers placed in all housing units of the university. Alpha Epsilon Pi fraternity was presented a trophy for contributing the largest amount of money in the campaign. The ball was termed a huge success by all who attended, a large crowd being present to dance to the music of the Georgia "Bulldog" orchestra. This campaign is an annual event in the program of Beta Zeta Chapter.

PURDUE UNIVERSITY

At our Spring initiation and banquet April 20, President Hovde of Purdue University will be installed as an honorary member, and President Sparks of Wabash College will be present. Delmer H. Wilson, National Treasurer, will be on hand as speaker of the occasion, and we anticipate having Father Cunningham of Notre Dame present as a special guest.

—George F. Cahill, Vice-President.

TORCH and TREFOIL

March, 1947

Issued regularly eight times a year in September, October, November, December, February, March, April and May.

Subscription price \$1.00 a year.

Entered as second class matter February 5, 1938, at the post office at Kansas City, Mo., under act of March 3, 1879. Office of Publication, 407 Land Bank Bldg., Kansas City, Missouri.

EMORY UNIVERSITY

Delta Kappa Chapter started its first complete academic quarter as a chartered organization on the campus and we lost no time in getting our campus activities underway.

In order to raise funds for the University-wide plan to honor Emory men who gave their lives in World War II, we have undertaken the job of selling subscriptions to popular magazines to the faculty and student body, and at present have raised a goodly sum toward that end.

We are publishing a student directory, which we hope to have distributed throughout the campus within a very short time. The members of the chapter have served as ushers at a University Glee Club Concert, and more recently, have aided the alumni organization by acting as receptionists and waiters at the annual University Charter Day Banquet. Along a more permanent line, we have taken over the supervision and maintenance of the University bulletin board. For the future we are planning a student book exchange, to aid in the alleviation of traffic congestion on the campus, and to start a campaign to organize more chapters of APO in this area.

—Irving Goldberg, Historian.

KANSAS STATE

Pi Chapter conducted a very successful March of Dimes campaign bringing a total of \$401.24 from solicitations at basketball games and from a dance.

—John A. Treed, Secretary.

QUEENS COLLEGE

Gamma Omicron Chapter is looking forward to 1947 as a year of great promise. Several outlined plans which extend all of our activities and enlarge our services are underway. Our delegates returned from the convention with shining inspiration and their reports have aided us tremendously.

—Martin Roeder, President.

SAN DIEGO STATE

All alumni of Alpha Delta Chapter are being invited to the campus for the celebration of our college's fiftieth anniversary. We have pledged 24 new men for our spring class.

—Bob Sutherland, Secretary.

NORTH DAKOTA STATE COLLEGE

Our reorganized chapter is now carrying on three projects: ushering at college convocations, sponsoring the All-College Spring Sing, and arranging for Keep-off-the-Grass signs to aid in campus beautification. As Alpha Lambda Chapter grows, we plan to take on more projects.

—James O. Kyser, President.

NORTH TEXAS STATE TEACHERS COLLEGE

Designed to aid veterans in need of assistance in college courses, a new Alpha Phi Omega tutoring service will be started on the campus next Wednesday, it was announced this week by Jimmy Hopper, Denton, chairman of the program.

Directed by members of APO, service organization, the program will be available to all campus vets who need help in their classes, Hopper said. The service will be given entirely free of charge.

—"The Campus Chat."

AN EDITORIAL FROM THE COE COLLEGE NEWSPAPER

By habit I am usually a sardonic person and enjoy poking fun at the world in general. This may be the fault of the world, or perhaps just some of the people that habitate it, yet I have come upon one thing that I can't ridicule or jest about. On the contrary, I feel humbled by the experience.

Several days ago I was invited to a fraternity function. There I had expected to see a group of care-free lads busily engaged in a social theme. What did confront me was far from anything I ever imagined to exist on a modern college campus.

At this meeting a small gathering of Coe students were seriously discussing the things they had done. Not simple personal matters, but services rendered to the school and city of Cedar Rapids. It seemed strange to find a group of young men in this day and age talking of ways to better our immediate conditions, stranger yet to know that this same group was actually doing something to make this little acre of ours a nicer place for all.

During the meeting I thought of all the many class hours and free moments that I had wasted. While I and my associates were bickering over trivial matters, these honest, sincere fellows went out into the town and actually helped some people enjoy life a little more. Needless to say why these young men did this. They did not contemplate gaining social prestige nor figure this as a method of getting a tax reduction. No, these local chapter members tried to live up to a fraternity standard to the best of their ability.

Cynical as I am, I felt compelled to ask just what they did. Here's a partial list:

1. Maintain a blood bank at St. Luke's Hospital, with all of the fraternity members as donors.
2. Entered the Christmas parade, won first prize, used the prize money to adopt a needy family.
3. Repaired and painted toys during the Christmas season and gave them as gifts to some underprivileged children.
4. Sponsored "The March of Dimes" on Coe campus.
5. Operated the check room during the games and used the money to buy cards for the Dry Dock.

These are some of the things done. How many other groups do you know of that have contributed as much?

Today we are apt to think in large terms or mass psychology, many times forgetting the common man. When this is done we seem to drift away from one of our Christian mottos. I'll leave it up to the social scientist to compute the value of individual aid in helping our fellow man.

Alpha Phi Omega, my hat is off to you and your ideals. Even though I am not a member of your fraternity, I feel that every college and civic organization would accomplish much more if they took your simple code and tried to live by it. I wish to thank your group for showing me that in our uncertain post-war era there are people who act as well as talk about making this a better world to live in.

Arthur Harrington.

UNIVERSITY OF KANSAS CITY

Alpha Eta Chapter is preparing for its annual card party to be held April 18, 1947. The benefits are used as a scholarship for one-half the year's tuition of a deserving student entering the University next year. Prizes are donated by local merchants.

—R. W. Mudge, Corresponding Secretary.

LOUISIANA STATE UNIVERSITY

Alpha Epsilon Chapter is growing steadily. We have initiated the "staggered meeting" system, that of one meeting being a luncheon during noon hour, and the following week a regular business meeting in the evening. This is working fine and everyone is very enthusiastic about the arrangement of meetings and programs to come.

—Edwin Marcotte, Secretary.

UNIVERSITY OF MISSOURI

Our March of Dimes dance cleared well over \$1,000 for the Infantile Paralysis Fund. In place of corsages, we arranged for everyone to contribute to the Fund so that alone amounted to over \$450.

—Bill Walker, President.

UNIVERSITY OF PENNSYLVANIA

I am happy to announce that Delta Zeta has also been accomplishing much during these few months. Besides maintaining an office and doing committee work, we have just completed the Red Cross drive here on the Penn campus in conjunction with a girl's organization. We handled two booths, spent fifty man-hours, and collected over half of the total amount collected.

We have contacted the various Deans of the colleges and they are enthusiastic about APO. Already the Dean of the Wharton School of Finance and Commerce has asked us to usher at an important assembly of business men of Philadelphia and to help in distributing and collecting important data during the meeting. The Dean was the first entity to receive the Army-Navy "E" Award in the United States. The Dean of the School of Education has asked our chapter to usher at the Schoolmen's week assemblies at which time many notables even from Congress will be present for discussion on the present system of education which they are considering introducing into schools and colleges.

—James Manis, President.

THE GOLDEN RULE IS STILL GOLDEN

(Continued from page 3.)

similar opportunities to prove and improve themselves. Employers should train them with a view toward partnership participation in the business they help to create. It is my experience that employees will respond to the stimulus of fairness and liberality. Partnership participation makes a man dig into himself to qualify. He becomes eager to master the technique of a job greater than the one he has.

Developing men brings as much—even more—satisfaction as making profits. H. G. Wells, the late distinguished English author, puts it this way:

"Success has absolutely nothing whatever to do with a man's reputation, or material possessions, or social prominence.

"True success is the relation between what a man is today (that is what he has finally become) and what he could have become had he made the most of his ability and opportunity through all the years of his working life."

It is an astonishing contrast that Mr. Wells makes in the two conditions:

(1) not what anyone of us is in the later years of life, but

(2) what we could have become had we done the utmost with all our ability, understanding, and control directed upon a worth-while ultimate purpose.

Success in business does not depend upon genius. Any young man of ordinary intelligence who is morally sound and not afraid to work should succeed in spite of obstacles and handicaps if he plays the game fairly and keeps everlastingly at it. When I see a youngster identifying himself so closely with his work that the closing hour passes unheeded, I recognize the beginnings of success. He is doing more than is required of him—that is, more than his employer requires of him, but not more than his conscience requires.

Here are six searching principles which I believe form the essentials



These are not Powers models, but they do a good job showing off the new T-Shirts which Alpha Alpha Chapter is securing for national distribution. These handsome brothers are (left to right): Kenneth E. Gerler, president of Alpha Alpha Chapter; Maynard H. Meyers, social chairman; and Harry L. Burruss. Within a few weeks a full range of sizes will be available to deliver to all who desire them. Further information may be secured from Brother Louis McCreight, Box 57, University Station, Urbana, Illinois.

of business success. I offer them in the hope that they will be passed on to young men and women just starting their business careers:

1. **Be prepared.** Know all about your business—a little more than anyone else knows. You will, as a rule achieve what you are prepared for.

2. **Work hard.** The only kind of luck that you are justified in banking on is that based on hard work. This means sacrifice, persistent effort, and dogged determination. Growth is never by chance, it is the result of effort.

3. **Be honest.** By this I mean the finer honesty of purpose that will not allow you to give less than your best; that will make you count not your hours, but your duties and opportunities; that constantly urges you to enlarge your information and to increase your efficiency.

4. **Have confidence in men.** A man's value increases when he receives responsibility and feels that he is being relied upon. One must exercise common sense and good business judgment, of course, but believing in yourself and trusting in your fellow man pay off.

5. **Appeal to the spirit in man.** One of the wisest men who ever lived said, "The letter killeth, but the spirit giveth life." Every organization in which I have been associated has proved that if its members are motivated by an indomitable desire to succeed, the organization will succeed.

6. **Practice the Golden Rule.** It sums up all I have said—and here it is as it was enunciated on the hillsides of Judea nearly 2,000 years ago: "Therefore all things whatsoever ye would that men should do to you, do ye even so to them."



BULLETIN BOARD

ELECTIONS

April is election month in Alpha Phi Omega, in accordance with the semi-annual schedule set forth in the national constitution. Officers may be reelected once if so desired by the chapter.

Election now will give new officers full opportunity to become acclimated to their jobs before the close of the Spring term and thus be prepared to carry over into Fall activities.

It is recommended that a Training Conference be conducted by the Chairman of the Advisory Committee, including all old officers and all new officers, to study their responsibilities in each phase of the chapter program.

WORLD ALMANAC

Those interested in statistical information, the 1947 World Almanac contains an extensive section on colleges and organizations.

It includes a complete list of senior colleges, teachers colleges, and junior colleges, showing enrollment figures and names of the governing officials.

Also it includes a roster of fraternities and sororities, professional organizations, honor societies and recognition societies. Alpha Phi Omega is listed as the only undergraduate Service organization, page 342. (Since this data was compiled, 14 new chapters have been chartered in APO, bringing our present total to 118.)

SUMMER ACTIVITIES

In the years from 1943 to 1946, many APO Chapters remained active throughout the summer months as well as during the regular school year, because of the accelerated program. Summer activities this year, of course, will depend upon your local conditions and desires. If a large number of members of your chapter will be attending the summer session, it would be appropriate to continue at least a partially active program. The summer months offer especially fine opportunities for outings and other fellowship events.

NEW PETITIONS

Since the February issue, new petitions have been received from the University of North Dakota, the Florida Agricultural and Mechanical College and the Kansas State Teachers College (Emporia). These have been submitted to the chapters and executive board.

Several other preparatory groups have indicated plans to send their petitions in time to be approved for installation before the close of the spring term. And still other groups are looking toward receiving charters in the Fall. Interest runs high in the development of new chapters.