



Torch and Trefoil

PHILADELPHIA IS CALLING . . .



**Benjamin Franklin Hotel
CONVENTION HEADQUARTERS**

**MARCH
1960**

**Alpha Phi Omega National Convention
December 28-29-30, 1960**

TORCH and TREFOIL

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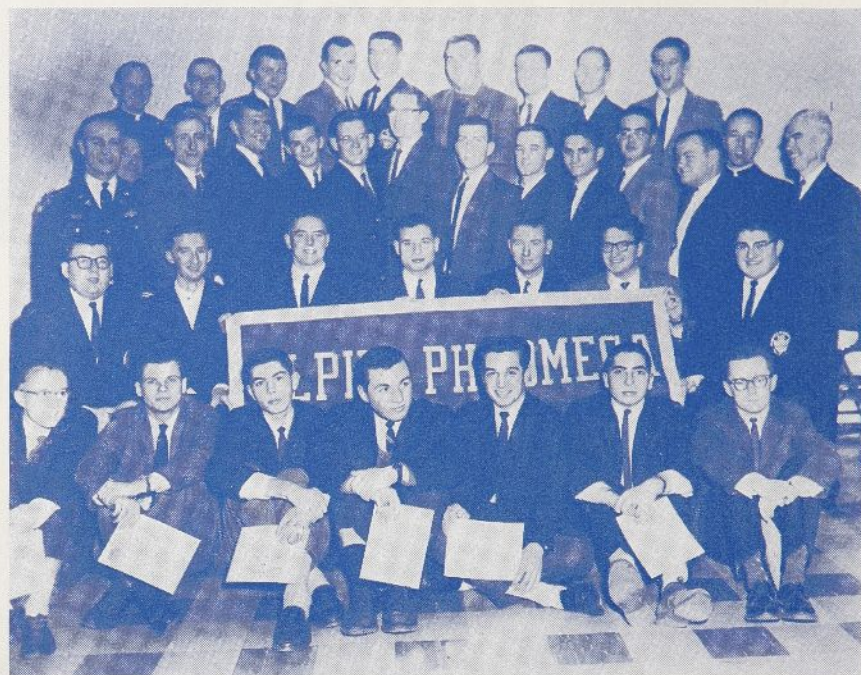
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MU PSI CHAPTER INSTALLED AT NIAGARA UNIVERSITY



At ceremonies on January 10, 1960, Mu Psi Chapter of Alpha Phi Omega was installed at Niagara University, New York. Shown above are the members and Advisors of the Mu Psi Chapter. The installation was conducted by Mr. Joseph Scanlon, former National Treasurer, who is a member of the National Executive Board. Heartiest best wishes are extended to Mu Psi Chapter as they enter the nationwide brotherhood of Alpha Phi Omega.

TRIBUTE TO SIDNEY B. NORTH

Upon his retirement as National Executive Secretary of ALPHA PHI OMEGA:

Loyal, faithful, untiring, and devoted are but a few attributes of Sidney B. North. He has distinguished himself and Alpha Phi Omega while serving as the National Executive Secretary for more than twenty-seven years. Through his tireless efforts our fraternity has grown in every section of our country.

Sid's friendly and cheerful attitude are known to all brothers. His decision to retire from active leadership will mean that his familiar signature will be missing on many communications that will be emanating from the National Office.

He has been honored on numerous occasions for his outstanding leadership in Alpha Phi Omega. He has proven to be a real inspiration to brothers everywhere. It is with a heavy heart that the brothers of our fraternity bid farewell to Sid as our National Secretary. Certainly, if anyone has demonstrated the meaning of leadership, friendship and service, it has been Sidney B. North.

Be in Philadelphia on December 28-29-30, 1960

As the National Convention moves East for the first time in the history of the fraternity

By E. Ross Forman,

Zeta Theta '50,

Former National Third Vice President,
Convention Arrangements Chairman

Convention headquarters at the famous Benjamin Franklin Hotel will afford not only excellent facilities during the Convention but will also be the focal point for visits to the historic founding places within three blocks of the hotel. Here is your chance to share fraternal fellowship and also see such points of interest in the founding of our great country such as the Liberty Bell and Independence Hall. Each chapter should begin putting aside money to send as many delegates and brothers as possible to this greatest of all National Conventions. The eight Philadelphia area chapters have already been meeting with National President Bill Roth and his convention staff to start the wheels rolling on a thrill-packed affair between December 28 and 30, 1960. The host Chapters have already raised substantial funds for the entertainment of their brothers from across the country and have planned a program that will never be forgotten.

The National Convention is one place where you will find out what brothers of yours all across the nation are doing. Here you will get ideas on new service projects from men of AΦΩ from California to Texas to Florida. There will be new tips on meeting programs and some real solid training groups on rushing and pledging.

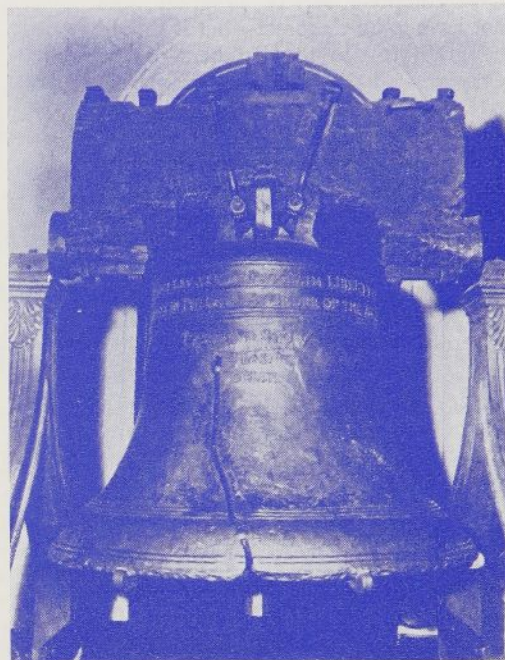
Most of the livewire chapters will bring exhibits and scrap books which will be displayed in the mezzanine of the Ben Franklin Hotel. Here you can pick up more ideas on your rushing program and publications.

You'll gain valuable experience in participating in the leadership training groups. Long-time friendships will be formed as well.

After the Convention you have an option of going to New York to see the bright lights of Broadway. On the way up to New York you can go by Easton and visit the founding place of our great Fraternity. See the original room and founding charter of the man who founded Alpha Phi Omega as the men of Alpha guide you around on personal tours.

Frank R. Horton, founder of our great Fraternity, will be at the Convention to meet each of you personally. You'll find that this will be one of the most inspirational moments of your life.

We, of the host Conclave Chapters, will be looking forward to meeting each of you at the Convention, so start saving your money. It's Philadelphia in 1960 for every red-blooded AΦΩ brother.



Plan to see the Liberty Bell in Philadelphia's Independence Hall.



The spacious Coffee Shop of the Benjamin Franklin Hotel.



The Betsy Ross House. Birthplace of "Old Glory"

SERVICE PROJECTS—THE REASON WE EXIST

By Gerald M. Plessner, Epsilon Epsilon '57

Service is the reason for ALPHA PHI OMEGA. By having an effective Service Program a chapter answers its responsibility to its campus, community, nation and Brothers.

A complete service program does not have to be elaborate—but it should be gratifying to the Brothers of the chapter. It does not have to be expensive—but it should lend prestige to the chapter in the eyes of the student body. It does not require any set number of projects a year—but each project plan should answer a need in one or more of the fraternity's service areas.

In order to effectively perform a complete service program, thorough planning is needed.

Let's see what goes into a complete service program by discussing Finding, Selecting, Planning, Conducting, Following Up, and Evaluating Service Projects.

Finding Service Projects

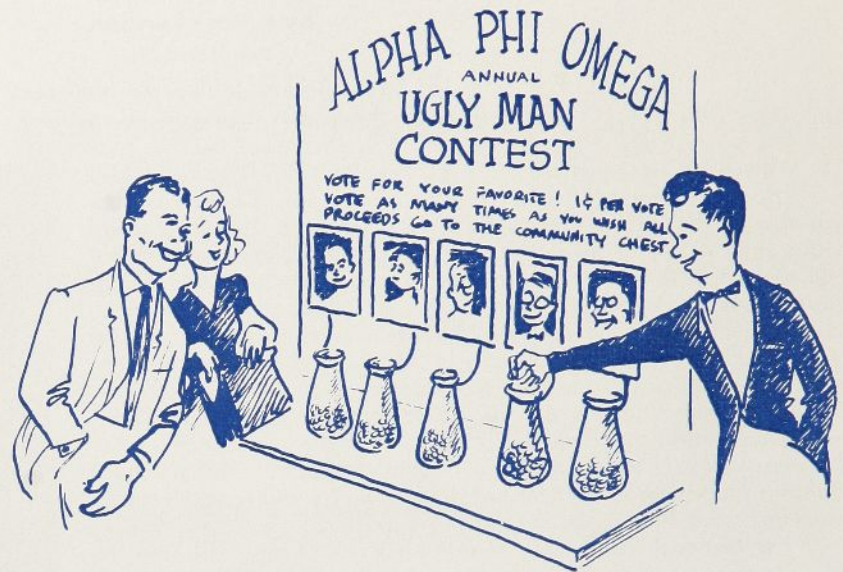
Gather ideas from every possible source: (a) Service projects which have been previously conducted by the chapter; (b) Suggestions from Advisors, campus and community officials, campus and community organizations, friends and the members; (c) The projects which are mentioned in TORCH AND TREFOIL and the MANUAL OF ADMINISTRATION; (d) Projects which you hear about at Sectional Conferences or the National Convention.

Selecting Service Projects

After the Service Projects Committee has collected project ideas from every source, selection should be made of the projects that the chapter can and would like to carry out. The following steps are recommended for the selection of a top-notch semester service program:

(a) Each project idea is investigated by the Projects Committee to ascertain its value, need, size, cost, etc. More ideas that can possibly be used are looked into.

Keep in mind the projects that the chapter is already committed to do, but don't pass up any idea as out of the question. You may miss a real opportunity to be of service.



(b) The Projects Committee meets to select and prepare the ideas that will be presented to the Executive Committee. Evaluate each, considering (1) what will be achieved by this project? (2) Are the goals of the project consistent with the principles of both Alpha Phi Omega and your school? (3) Does the project answer a need in one of the service areas of Alpha Phi Omega? (4) Can your chapter successfully complete the project with the time, money, and manpower available? (5) How long will the project last? (6) Will it sustain the interest of the brothers? (7) Is the time and situation right for this project? (8) Is public opinion in favor of the project? (9) If outside help is needed, can it be easily obtained?

(c) After the Projects Committee designs what it feels is an ideal program, the chairman of the committee presents it to the Executive Committee of the chapter. He should be personally enthusiastic about the program he is selling. The Executive Committee reviews the proposals and adopts, for presentation to the chapter, the long-term service program.

(d) The tentative service program is presented to the chapter for discussion and adoption of the portion that the chapter wishes.

(e) The chapter should also be prepared for the short notice type of

project that they may be called upon to assist with. Projects of this nature should be carried out as conditions permit.

Planning Service Projects

The Chapter President, with the help of the Service Projects Chairman and the Chairman of the Advisory Committee, appoints a Chairman and a committee for each project.

Thorough planning is necessary to insure a successful service project. The project chairman and committee should meet together to plan in detail the project—keeping the chapter informed and involved. They should list each aspect of the project to be done, making sure that someone is responsible for each item to be completed. They should make sure to include in their planning: (1) What, exactly, is to be done? (2) When will it be done? (3) Where will it happen? (4) How will it be done? (5) How big is the project? How many people are involved? (6) Who is involved? (7) What publicity is needed? (8) What physical facilities are needed? (9) What will the project cost? (10) What clean-up will be necessary? (11) Who will be responsible for doing each part of the above?

The chairman and committee should keep tabs on the progress of each item, checking and double checking to

(Service Projects Cont.)

make sure that each part of the project will be ready on time.

Conducting Service Projects

Each project should be started, conducted, and ended on time. Make sure that the manpower needed is scheduled ahead of time and each person reminded of his responsibility in carrying out the project. In cases where appropriate, see that the campus and public is aware that the project is in process by suitable publicity. Wear Alpha Phi Omega armbands whenever possible.

Following Up and Evaluating Service Projects

Follow-up is important to any aspect of chapter organizations. This is particularly true in relation to service projects.

Make sure that the following are included:

(1) Physical clean-up. (2) Settlement of debts. (3) Thank you notes to all concerned. (4) Follow-up publicity. (5) Full written and oral report made to chapter. (6) Chapter should decide whether or not to consider conducting the project again.

Bloodmobile

ZETA KAPPA CHAPTER at *Bowling Green State University* recently aided the Red Cross by helping with the county bloodmobile. During the past ten years over 3,600 pints of blood have been collected on the campus with the help of Alpha Phi Omega. The chapter has assisted the Anti-Tuberculosis League by mailing out informative material and has maintained the used book store which has been in continuous operation for the past nine years. This year with permanent headquarters in the new Student Union, over 1,000 used books were exchanged. This is reported by Roy F. Meister, Chairman of Publicity Committee.

Don't be content with being average. That means you are as near the bottom as you are the top.

Ideas must work through the brains and arms of good and brave men, or they are no better than dreams.

—Emerson

ATTENTION, PLEDGEMASTERS

Work is underway now in various pledge activities. You, the pledgemaster have a most important job in the fraternity. On your shoulders lies the future of your chapter. You are the man that will instill into the pledges the principles of the fraternity—the responsibility for making leadership, friendship and service a reality is yours.

Your study assignments and projects are very important and necessary to a good, strong chapter. However, don't forget that personal contact and individual interest along with real sincerity of purpose is also essential. Many chapters lose good men after pledging due to the lack of well-planned pledge program.

A new edition of the Pledge Manual is now being prepared and will be available from the National Office for the Fall semester. You will find this new edition a big help to your pledge—especially the new sections for recording service hours, signatures of members and advisors, and personal membership information.

This year can prove to be the best year your Alpha Phi Omega Chapter has ever had, but only if you, the pledgemaster, do your best to carry out the serious duties and responsibilities that are yours. Your chapter's future is in your hands; what are you going to do about it?

COLORADO STATE UNIVERSITY LETTER

COLORADO STATE UNIVERSITY
Fort Collins, Colorado
Student Union

February 2, 1960

Dear Sirs:

Those of us in the student activity center at Colorado State University wish to commend our local Alpha Phi Omega chapter for outstanding contribution to campus life.

Through their efforts, our campus is a much better place to live and work.

Sincerely,
James K. Campbell
Activities Manager

LETTER FROM UNIVERSITY OF LOUISVILLE REGISTRAR

February 23, 1960

Dr. Philip Davidson, President
University of Louisville

I want to commend to you most highly, the members of the Alpha Phi Omega Fraternity for the splendid job they did in helping with the registration. The work they did in directing students, checking and filing cards, and doing other jobs was a real contribution to the University. The University is very fortunate in having this fine organization that is dedicated to service to the school. As Registrar, I am proud of the group and I want to express my appreciation for them and for their fine work.

Sincerely yours,
John M. Houchens
Registrar

JMH: hrb

Recent graduates receive complimentary copies of Alumni Directory.

By Manfred O. Aws, Jr.,
Gamma Psi,
National Third Vice President

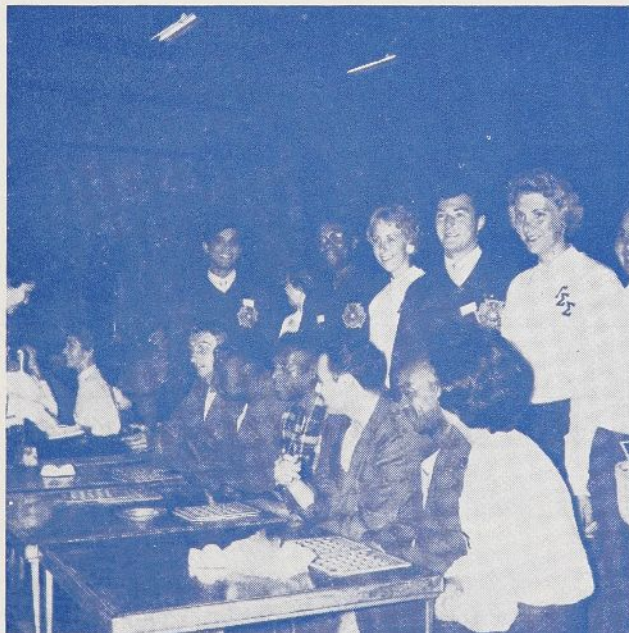
Complimentary copies of our First National Alumni Directory and life membership pamphlets were sent to 1959 graduates by the National Alumni Committee and the Life Membership Committee.

The two National Committees desire that all graduating will consider life membership and participate in our Alumni program.

The National Life Membership Committee is headed by one of our founders, Dr. Ray O. Wyland, 7123 Estepa Drive, Tujunga, California, and the National Alumni Committee by Manfred O. Aws, Jr., National Third Vice President, Alumni, 40 West Gay Street, Columbus 15, Ohio.



Shown above is Mrs. Dorothy B. Walls, executive secretary of the Heart Association in Youngstown, Ohio. The members of Epsilon Phi Chapter of Alpha Phi Omega at Youngstown University will help the Heart Association during February by picking up the reports from all of the campaign captains and transporting the funds to the bank. Shown are fraternity members (left to right) John Wilcox, Ron Getsay, Harry Finigan, Jim Wilhide, Tony Chila and Richard Dahman, with Mrs. Walls.



Shown above are a group of Alpha Phi Omega members, along with coeds from other service groups, as they entertained patients at the Wadsworth General Hospital at Sawtelle, California. With this project and twenty-one others, the members of Epsilon Chi Chapter at Los Angeles City College invested over 4,000 service hours in a recent semester.



Shown above are student Margie Kile and Alpha Phi Omega member Al Waltemyer, of State Teachers College, Millersville, Pennsylvania, measuring the coins in the chapter's "Money Line" raising money for CARE. Masking tape was put down in front of the dining hall and in front of the Student Center. 3,000 coins contributed to this Alpha Phi Omega project helped send food through CARE to Iran, Greece, and Italy.

NEWS FROM ALPHA

In October the chapter ushered at "The Diary of Anne Frank," a play in "The Little Theater" by the Lafayette Players. Many brothers ushered at the five performances under the leadership of our projects Chairman, Vice President Robert Detweiler. TB posters were also placed throughout Easton during the United Fund Drive.

In November the annual Ugly Man contest was held. The contestant from Kirby Dorm won in a contest that netted the chapter about \$190. This money is put in the Dean's Scholarship Fund and goes to a needy student selected by the Dean of the College.

Also in October the chapter was able to go on its long-awaited Appalachian Trail Trip. This was an all-day affair under the leadership of Chapter President John Cost and Lewis Powell. Five miles of the trail were cleared and blazed. Many pledges started their service career in AΦΩ on this trip.

December was a very busy month for Alpha Chapter. Our two main projects were directly connected with the Christmas season. Early in December lights were placed on the many evergreen trees surrounding our beautiful Colton Memorial Chapel. This is the chapel with the colored windows which inspired the drawing of our Fraternity Crest. The colored lights on the trees could be seen well over the campus and for miles around in the surrounding towns. During the annual Lafayette College Choir Vesper services (six in all), the chapter supplied ticket takers, ushers and candle lighters. These men helped make these performances a large success. The tree decorating was accomplished under the fine leadership of John Keim.

Lewis N. Powell
Corresponding Secretary

The essential element in personal magnetism is a consuming sincerity—an overwhelming faith in the importance of the work one has to do.

—Bruce Barton

UGLY MAN CONTEST LETTERHEADS AVAILABLE

Gamma Gamma Chapter is making available for chapters that would like to order them, Ugly Man Contest letterheads. They will fill orders in lots of 100. The letterheads are \$2 per hundred, \$4 for five hundred and \$7.50 for a thousand, plus postage charges. Please write direct for further information or orders to: Ugly Man Contest, Alpha Phi Omega, Room 10, Eshleman Hall, University of California, Berkeley 4, California.

This letterhead helped Gamma Gamma Chapter make \$5,500 with its Ugly Man Contest last year.



The "Ugly Man" Contest on the Georgia Tech campus netted \$1,000 for the Atlanta United Appeal. Officers of the Alpha Phi Omega fraternity, which sponsors the contest, are shown presenting the check to L. E. Oliver, Sears Vice President and Chairman of the Greater Atlanta United Appeal Drive. From left are: Malcolm Davies, Treasurer; L. E. Oliver, Woody Glenn, Vice President; and Philip Ellwanger, President.



The Alpha Phi Omega team shown above from the St. Olaf College, last month claimed the world's record in the 6-mile cross country bed push race held at the college. These Iota Tau members from the Northfield, Minnesota, College went the 6 miles in one hour and 5 minutes. On board was Joyce Anderson, the fraternity's candidate for Queen of Winter Sports Days held at the college. Left to right: Paul Thisted, Chuck Kassen, Dick Lillquist, Joyce Anderson and Bud Weber.



Alpha Phi Omega

National Service Fraternity

National President
WILLIAM S. ROTH
POST OFFICE BOX 10,186
RALEIGH, NORTH CAROLINA

Dear Brothers:

Are you giving your best to your Chapter and the building of our service program? I am confident that you are but you may wish to liken some of your acquaintances to the following which is adapted from "Be a Wonder to Yourself," by David MacLennan:

A lot of A-Phi-O members are like wheelbarrows—not good unless pushed.

Some are canoes—need to be paddled.

Some are like kites—if a string isn't kept on them, they'll fly away.

Some are like kittens—they are more contented when petted.

Some are like footballs—you can't tell which way they'll bounce next.

Some are like balloons—full of wind and ready to blow up.

Some are like trailers—they have to be pulled.

Some are like lights—they keep going on and off.

And many, thank God, are like the North Star—there when you need them, dependable, ever loyal and a guide to all people.

What about you?

Thanks for your personal efforts put forth in Alpha Phi Omega and for your being like the North Star.

Faithfully yours,

William S. Roth

NATIONAL PRESIDENT