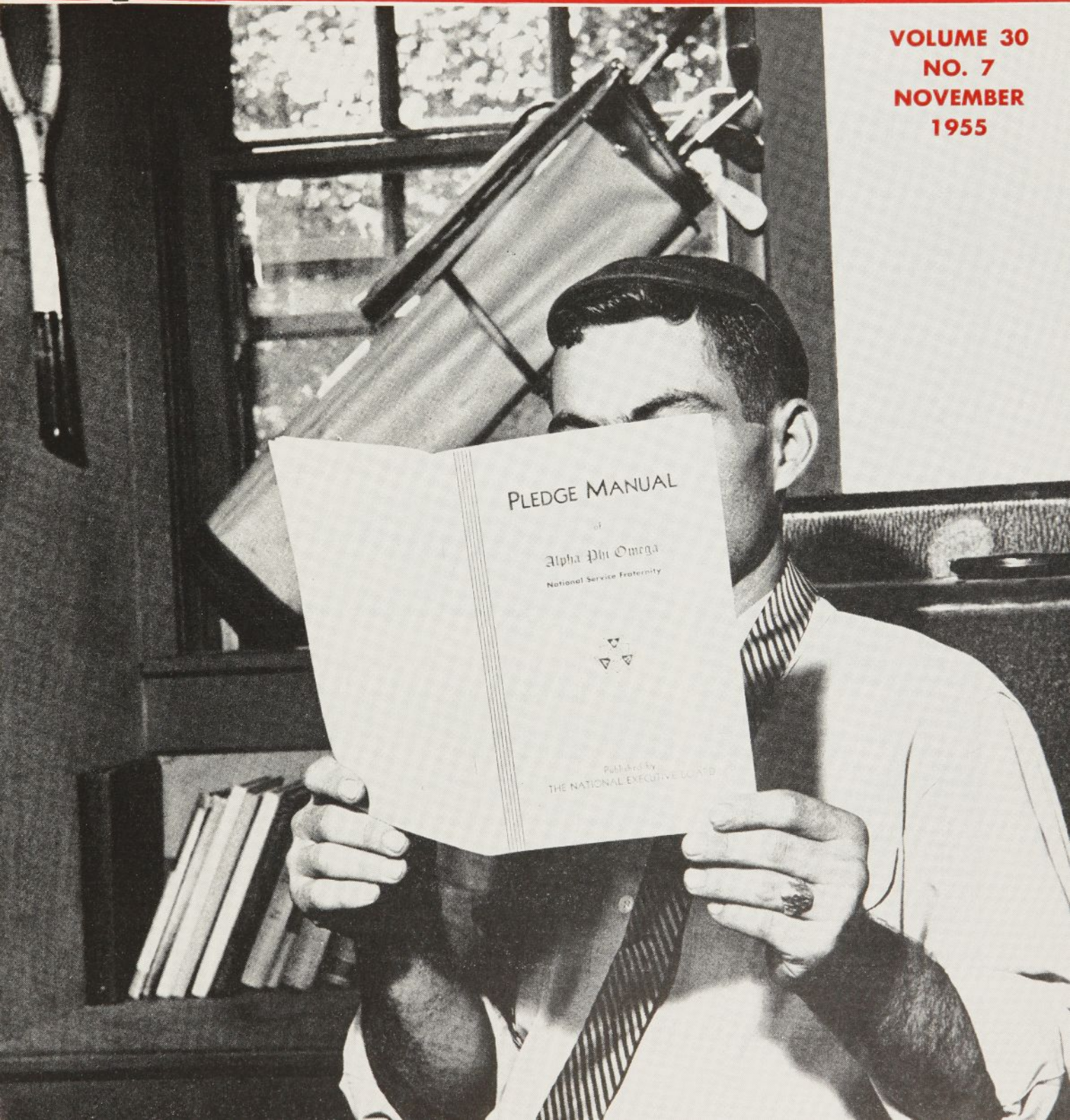




# Torch and Trefoil

VOLUME 30  
NO. 7  
NOVEMBER  
1955





## TORCH and TREFOIL

Volume 30, Number 7

November, 1955

Issued regularly eight times a year, monthly  
October through 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 publica-  
tion, 419 Columbia Bank Bldg., Kansas City,  
Missouri.

Printed by  
Smith-Grievies Company, Printers & Lithographers  
Kansas City, Missouri

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## Of Thee I Sing - - -

*Alpha Rho Chapter* at the University of Texas has pledged seventy-five new men this Fall, the largest pledge class in the chapter's history and the largest number of new men ever reported at one time by any chapter of Alpha Phi Omega.

*Several other chapters* have reported that their pledge classes this Fall are the largest in their history.

Howard R. Patton, Life Member and Presidential Representative, has prepared a complete list of all accredited colleges and universities in New York and New Jersey, indicating enrollment, AΦΩ status (chapter or prospective chapter) and has made it available to all men of the Regional Boy Scout staff for promotional use toward establishing new chapters. Our National Office is using Howard's report as a pattern for furnishing information to all regional staffs throughout the nation.

Dr. Rees H. Hughes, President of Kansas State Teachers College at Pittsburg and Honorary Member of Delta Mu Chapter of Alpha Phi Omega, has been elected as new president of the American Association of Colleges for Teacher Education for 1956. Long a well-known educator, he has taken real interest in Alpha Phi Omega and was representative from the United States at the International Education Seminar in Paris a few years ago.

### NEW LIFE MEMBERS

Two more brothers have subscribed for Life Membership in Alpha Phi Omega since the previous list was published last month. We welcome:

William Lloyd Carter, *Zeta Omega*

Edwards Fiske, *Zeta Beta*

### ON OUR COVER

Meet Alphi, newest pledge to a chapter of Alpha Phi Omega. Somewhere—maybe on your own campus—the brothers were alert and recognized future leadership as this new freshman entered the Halls of Ivy for the first time. His identity is not important—nor his chapter—nor his school. The real significance of Alphi is in the fact that Alpha Phi Omega, our fraternity, will continue to grow and prosper and continue to be an integral part of campus life only if we, you and I, are alert to the opportunities in pledging new men.

### "THE DWIGHT D. EISENHOWER CLASS"

Much fine comment has been received about the naming of our 1955 Fall pledge class as "The Dwight D. Eisenhower Class." Members, advisors and pledges are enthusiastic about the dedication of this class in honor of the President of the United States.

Because of his deep and sincere interest in the Boy Scouts of America, President Eisenhower served as an active Scouter long before going to the White House and is a member of the national board of BSA.

As pictured in our October issue, a sheet is being sent to each Chapter President upon which to record the signatures of all new members initiated in the Eisenhower Class. The list is to include all men initiated into membership in this Fall semester. Then when the list is received in the National Office, the special identification card will be issued for each signer.

Now, as seen from here, our job is big, but simple. Pledge and initiate new members, return the signed sheet, and continue building a stronger service program on the campus week after week. Let's prove, through "The Dwight D. Eisenhower Class" that Alpha Phi Omega does truly exemplify *Leadership, Friendship and Service*.



## Leadership Feature - - -

## YOUR GUEST SPEAKER

**A guest speaker is a guest of your chapter. How he is received and treated reflects upon your entire membership.**

*Undoubtedly every Chapter Vice President in charge of programs will some day be responsible for securing a speaker for an annual banquet, initiation ceremony or other special occasion. Perhaps the following article, "How to Treat Your Guest Speaker" by C. W. Wright, President of C. W. Wright and Associates, Speech and Sales Consultants, will help. It is reprinted from a recent issue of "Canadian Business," published by the Canadian Chamber of Commerce.*

Once again the fall season is with us; and once again, meetings of all descriptions are the order of the day. Throughout the land, and every night in the week, a hushed expectancy pervades a myriad hall; the chairman raps for attention: "Gentlemen, may I have your attention, please! We now come to a very interesting part of our program. I refer, of course, to the address from our speaker this evening. Mr. Smith really needs no introduction to us; although a few words from myself at this point would seem to be in order."

Thus, another typical meeting is launched by a gentleman whose words are seldom either few or in order.

#### WHY DO SPEAKERS SAY NO?

Not all speeches begin under these unfortunate circumstances, of course. But it does happen all too often, and to that extent contributes to the ever-present problem of securing "good" speakers. Clubs, associations, organizations, need speakers. Many base their entire meeting around the speaker, his subject and his personality. There is an endless demand for speakers—a demand which many prudent businessmen choose to ignore. Nevertheless, many of these gentlemen would undertake the hazardous task of addressing an audience if they could be sure of the observance of certain amenities which would make their precarious path the more enticing.

Why do speakers refuse invitations?



And what can we do to ensure more frequent acceptance? Following are some do's and don'ts that will guarantee an improvement in our general batting average.

First of all, here's one general, all-embracing suggestion that will produce immediate and gratifying results: *Treat the speaker as you would a guest in your home.* Accord him the consideration and the courtesies that immediately designate the thoughtful host.

#### How to Treat Your Guest Speaker

##### SOME GOLDEN RULES . . .

When you first contact your prospective speaker, the man you really want, be sure that you:

*Give him a choice of dates*, if possible. It was Elmer Wheeler who said, "Give your prospect a choice between something and something—never between something and nothing." That is an excellent selling technique, and will help secure desirable speakers, too.

*Tell him how long you wish him to speak.* He may find the task of preparing a talk both arduous and distasteful; to prepare for an unknown length of time adds to his difficulties.

*Tell him your plans.* Tell him the type of audience he will meet; the

approximate number you expect; how much "other business" you contemplate. In short, offer him a general picture of the proceedings toward which he is expected to contribute.

*Confirm all your arrangements by letter.* We are prolific users of the telephone, and arrangements are often concluded in one call. But put the details in writing for future reference.

On one occasion I had arrived at an Eastern Ontario city, checked into the hotel and decided to rest during the hour before the meeting. Some thirty minutes later a violent attack on the door awakened me, and I was greeted with the breathless admonition to, "Hurry, everybody's waiting." The dinner had been called for one hour earlier than the telephoned arrangements had indicated.

*Have copies of publicity available.* The speaker likes to know his "billing." If you send out a bulletin, then present the speaker with a copy. I have often asked for this during a service club luncheon. It's quite amusing to observe the chairman making a thorough search of all his pockets—often fruitlessly. Best of all, send the speaker an advance copy of your publicity so that he may, if he wishes, use it to help him slant his talk towards your requirements.

##### SOME DEADLY SINS . . .

##### Now for a few don't's:

*Don't insist that your speaker "see the town" before the meeting.* To deliver a good speech is a mental and physical challenge. Sight-seeing is tiring, diverts the speaker's mind from his subject and may not be too exciting for him at best.

*Don't deliver his speech in your introduction.* Just introduce the speaker, and allow him to unfold the plot. That's why you booked him in the first place.

*Don't try to be funny at the speaker's expense.* Don't indulge in mis-

(Continued on page eleven)



## A Feature Project - - -

# FORWARD MARCH

**The need for the March of Dimes is not yet over. Alpha Phi Omega has contributed much in the crusade against a dread disease, but . . .**

**By Ralph E. Frede**

**Past President, Alpha Rho Chapter, University of Texas;  
State Representative for Missouri,  
National Foundation for Infantile Paralysis**

Strange as it seems—polio isn't licked yet!

It's a new story now—a story of a vaccine that works against the nation's one remaining *epidemic* disease.

An inspiring story of volunteers working together against a common threat is revealed in the seventeen short years of the National Foundation for Infantile Paralysis' existence. Through unselfish service, people in every community have provided leadership and hours of sacrificial work to provide the funds which led to the development of the Salk vaccine.

Although the vaccine has now been proved safe and effective when properly produced, the hard fact is that a terrifying job must still be done. A psychological urge to "let down" must be resisted. The National Foundation has entered a most critical stage in the fight against polio. This is the stage when victory is in sight but not yet achieved.

In Massachusetts, the people still know polio isn't licked. By October, cases totaled 3,000 and all-out aid in the form of iron lungs, nurses, and dollars was rushed in by the March of Dimes organization. Massachusetts staggered under a polio load seven times greater than during 1954.

Even if polio were stopped cold tomorrow with no new cases occurring, there'd still be some terrific problems:

\*There'd remain the problem of *patient aid* for 70,000 victims of *previous* years. These patients still look to the March of Dimes for assistance.

\*There'd remain the problems of *research*. Further research is required; 1) to improve production methods and performance of the Salk vaccine; 2) to explore possibilities of developing other and better vaccines; 3) to carry on the search for remedial drugs; and 4) to improve methods of treatment and of total rehabilitation.

\*There'd still remain the job of *public education* with a goal of 100 per cent public acceptance and use of anti-polio vaccine—designed to bring the disease to a standstill in the shortest possible time.

\*There'd still remain the job of *professional education*—the training of physicians, physical therapists, nurses, and other medical personnel. Over 2,000 scholarships have been awarded physical therapists by the National Foundation—a tremendous contribution to a present day work force of 6,000 PT's.

No football team wants to stop on the 90-yard line; particularly, when the consequences in terms of saving and rehabilitating lives are so great.

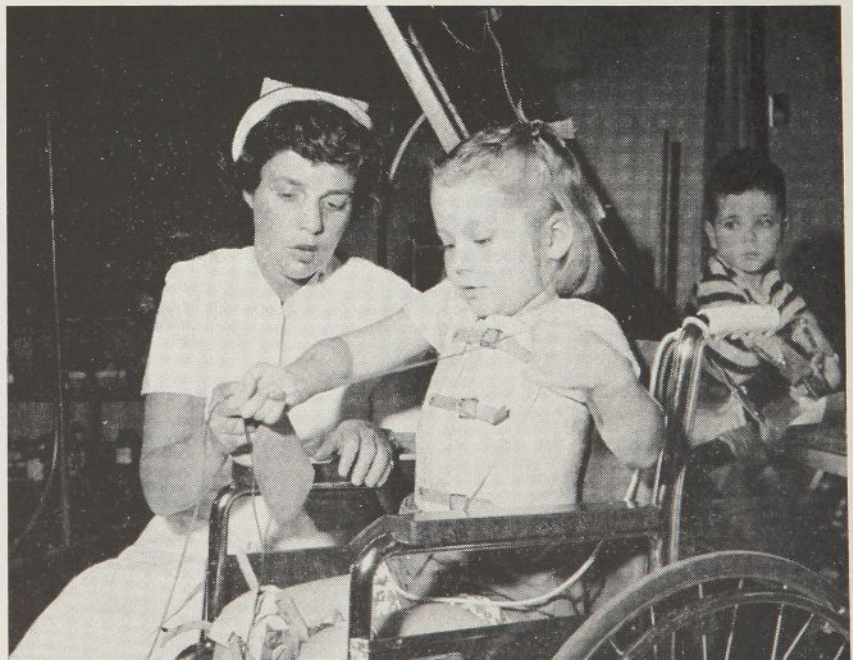
On many campuses across the land, Alpha Phi Omega has taken the lead in March of Dimes campaigns. These chapters have been an important part of the victorious march against polio.

Now is the time to renew old battle cries and to strengthen the lines for the 1956 March of Dimes which will be conducted January 3-31, the only source of funds of the National Foundation for Infantile Paralysis.

*Editor's Note: We must be constantly alert that no chapter of Alpha Phi Omega becomes "pegged" as a collection agency. However, across the nation, Alpha Phi Omega has taken the lead in the March of Dimes on numerous campuses. For that reason, we feature in this November issue this important project. Some chapters devote Ugly Man Contest money to this campaign. Others raise money through solicitation, placing containers on campus, "Mile of Dimes" and various other ways. We recommend the March of Dimes as a very worthy project for the consideration of your chapter.*

## TRAINING A POLIO PATIENT

**Young Eva Waldrop is shown below receiving instruction from Dorothy Jirgal, occupational therapist. Training to overcome handicaps is a part of the March of Dimes Program.**





## HOW MARCH OF DIMES MONEY IS USED

### PATIENT CARE AND RESEARCH



At Cleveland City Hospital, Cleveland, Ohio, Dr. Frederick W. Robbins, Director of Pediatrics and preceptor of Western Reserve rehabilitation program, is shown here with 3½-year-old polio patient, Stuart Miller, and Jo Ann Cornet, medical student. Prescribed treatments for patients is financed through donated funds.



Research has been an important and never-ending phase of the program of the National Foundation for Infantile Paralysis throughout the years, and resulted in development of the Salk vaccine. In the above picture, technician Frank Buscheck is shown at work in the Virus Research Laboratory, Municipal Hospital, Pittsburgh, Pennsylvania.



Laboratory workers use special microscopes to check polio vaccine for the National Foundation for Infantile Paralysis tests. The vaccine is triple-checked for safety by the companies manufacturing it; by Dr. Jonas E. Salk, the scientist who developed it; and by the United States government. The Foundation tests are financed by March of Dimes funds.

## Service in Khaki

By Ronald J. Steiner, 2nd Lt.

Past President, Gamma Omega Chapter,  
University Heights, NYU

Alumni Secretaries . . . don't forget your Brothers in the Service! Let them know what is going on in your chapter, and publish their military addresses. Nothing builds up a GI's morale as much as mail.

From Europe to Japan, from Greenland to the Hawaiian Islands, men of Alpha Phi Omega are meeting again as Brothers in Service. Many members graduated from college will spend and are spending at least two years in the service of our country, but they are not forgetting Alpha Phi Omega. Although they no longer wear arm bands and fraternity insignia on their clothing, they are seeking each other out because they have something in common other than GI haircuts and dog-tags. At training camps, in the field, and behind service textbooks I have met my brothers of AΦΩ.

Brothers Ken Phillips and Paul Kagen (CCNY-Uptown) met in Korea months after they had been graduated from college. Brother Harold Krause, now attending NYU-Uptown, met both Brothers Kagen and Phillips in Korea while on R & R. At Fort Meade, Maryland, and then while attending the Infantry School at Fort Benning, Georgia, I had the chance to meet many brothers from all over the country. While stationed at Fort Dix, New Jersey, I greeted two chapter brothers, Pvt. Les Goldstein and Lew Miller who were reporting to the reception station the same day. A few months later, while talking to the Battalion Duty Officer, Lt. Gale McClish, I found out that he too is a brother. The same day while speaking to the jeep driver of our company . . . well, you guessed it. Pvt. John Wohlever (CCNY-Business) was also an AΦΩ going through basic training just like Pvts. Elliott Palais and Stanley Nathanson (NYU-Uptown) at Fort Dix.

Today, these men are scattered throughout the world. Some are in Europe, some in the United States. How many other brothers we will meet in the Service no one can say, but they are looking for one another . . . these Brothers in Service. And when you who are now students shed the civies for the khaki or O.D.'s look around! *That GI next to you in ranks could be a brother.*



*Do you have a Scouting friend on another campus who could help start a new chapter of Alpha Phi Omega? Here is an outline about*

## HOW TO ORGANIZE A NEW CHAPTER

Chapters of Alpha Phi Omega may be established in accredited four-year colleges and universities in the United States (subject to the college regulations governing student organizations). The preparatory work for the organization of a new chapter is done by a group of students who take the initiative to form a local service club composed of former Scouts.

The following steps are recommended for the use of students, faculty men and Scouters who are interested in forming a new chapter:

Determine the eligibility of the school to secure an Alpha Phi Omega charter. Only accredited colleges and universities may affiliate.

Read thoroughly the Question and Answer pamphlet and Pledge Manual. These publications set forth the facts about the activities and policies of the organization.

Seek the approval and cooperation of the Dean of Men of the college and the local Scout Executive. Show them copies of the Question and Answer pamphlet and Pledge Manual as a basis for their consideration of Alpha Phi Omega.

Conduct a census of the men on the campus to locate those who are eligible and interested. This is done by means of Campus Scout Census cards furnished by the National Office. Whatever quantity of cards is needed will be sent upon your request.

Call a meeting of those who have expressed interest and eligibility to discuss how Alpha Phi Omega would fit into the campus life of your college. Discuss the information provided in the Question and Answer pamphlet, and review the service projects listed on pages 7 to 10 of the pamphlet. (When you desire to arrange this meeting, a quantity of the information pamphlet will be sent for general distribution to those who attend.)

Elect temporary officers, particularly a President and Secretary.

Effort should be made to include in the group men from all social fraternities and a similar number of independents, and men from all departments of the college.

Select one or two projects which the group wishes to launch immediately, and assign all interested men to various responsibilities in connection with those projects.

Select Faculty and Scouting Advisors to cooperate in campus and community activities.

Request the necessary application forms from the National Office.

Make arrangements for a suitable meeting room on the campus.

Regular meetings should be held weekly or bi-weekly.

### The Requirements

The following are the requirements for securing an Alpha Phi Omega charter:

Twenty-five or more undergraduate students, who have been previously affiliated with Scouting, established in an active local service club.

Five or more faculty advisors and two or more Scouting advisors, including the Scout Executive and one volunteer Scouter.

A suitable program of activities during the preparatory period and an outline of the objectives of the new organization for its first year.

Charter fee of \$25.00.

Individual initiation fees of \$10.00 each for the student members. (There is no charge for advisory membership.)

Letter of approval from the College.

Letter of approval from the local Scout Council.

### The Petition

The forms for petitioning include an Application for Charter and individual membership applications in duplicate. Each man in the preparatory group should sign two copies of the Application for Charter, one for the National Office and the other for local historical records. Likewise, each man should fill out two copies of the individual application, the blue copy for chapter use and the white copy for the National Office. Students use the active membership form, and there is a separate form for use by the faculty and Scouting advisors.

When the petition is received in the National Office, the information concerning it is transmitted to all chapters and Executive Board members for approval.

### Installation

After the approval of the petition, a date is set at the convenience of the petitioning group for the installation ceremony. The ceremony is conducted by a member of the National Executive Board with assistance of a visiting degree team from a nearby chapter.

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The above outline is the procedure recommended by our National Extension Chairman, George F. Cahill, for establishing a new chapter. If you know someone on another campus who may be interested, clip out the outline and send it to him. Or if you would prefer to obtain a mimeographed copy for this purpose, please request it by writing to Alpha Phi Omega, 419 Columbia Bank Building, Kansas City 6, Missouri.





### Fast Start

Numerous early Fall activities have been conducted by THETA NU CHAPTER at *Hamline University*. The group operated an information booth during new-student days and sponsored a sight-seeing tour of the Twin Cities for new students. This tour definitely fulfilled a need at Hamline because a great majority of students come from outside the local area. The chapter took the initiative and sponsored a bus to transport Hamline students to the first football game at Augsburg College. As Homecoming draws near, the pledge class is busily engaged in preparing the float which is an annual job for Theta Nu's Fall pledges. This is reported by Theodore O. Carlstrom, Corresponding Secretary.

### An Alumnus at Work

Rjurik Golubjatnikov, Past President of ETA EPSILON CHAPTER at *Millikin University* who is now stationed in Honolulu with a U. S. Army Medical Laboratory, is giving splendid assistance toward establishing a new chapter of Alpha Phi Omega at the University of Hawaii. He has contacted students and Scouters, and real progress is being made toward developing a new chapter.

### Compliments

In an editorial in the latest issue of ALPHA GAMMA CHAPTER's newsletter, Jerry Clark particularly complimented two prominent service projects committees, those being the Hospital Visitation Committee and the Swimming Committee. The visitation group has charge of contacting students in the *Purdue University's* infirmary and the swimming committee conducts instruction for Scouts of Lafayette and vicinity. Scouts have come from as far as fifty miles away to attend Alpha Gamma Chapter's swimming classes.

### Present Banner

At the installation ceremony of LAMBDA XI CHAPTER last spring at *Pan American College*, DELTA CHI CHAPTER of *Texas College of Arts and Industries* presented a large Alpha Phi Omega banner to the new chapter after conducting the ritual. This was a fine fraternal gesture on the part of A & I brothers and the banner will be useful on many occasions. The TORCH AND TREFOIL extends compliments to Delta Chi Chapter upon this presentation.

### In Charge of Mascot

PI CHAPTER at *Kansas State College* takes the college mascot, a wildcat, to football and basketball games. The wildcat is housed at the veterinary hospital on the campus.

### Big Blood Drive

In mid-October, BETA BETA CHAPTER conducted its annual blood drive on the campus of *Michigan State University* with cooperation of the dormitories, fraternities and sororities. As in the past, this was very successful. A total of 840 donors contributed. Another Fall term project of Beta Beta Chapter is "Books for Asia." Jim Grau, in charge of this project, reported over 300 books donated by faculty and students.

Last Spring, Beta Beta Chapter topped its own previous nation-wide record by raising over \$4,200.00 through its Ugly Man Contest and this amount was donated to the Community Chest. This is reported by Ed Last, Corresponding Secretary.

## JUDGING INDIAN GEAR AND COSTUMES

Three members of Lambda Iota Chapter at *New Mexico A & M College* are shown below inspecting the Indian gear and costumes of the Explorers of Post 74, *White Sands Proving Grounds*. This was at a recent Merit Badge Exposition held at *Las Cruces* for the Scout units of the Sunshine District, *Yucca Council*. This report and picture are by courtesy of Jack R. Detwiler, Corresponding Secretary.





## Presenting

**ANOTHER NEW CHAPTER****LAMBDA PI CHAPTER, LASALLE COLLEGE**

Recently installed as Lambda Pi Chapter, this group is carrying on the program of Alpha Phi Omega at LaSalle College, Philadelphia. Officiating for the National Executive Board were Brothers E. Ross Forman and Benjamin F. Fay and the ritual was conducted by a combined team of members from the University of Pennsylvania, Temple University and Drexel Institute of Technology. The TORCH AND TREFOIL extends a hearty welcome to this fine new chapter.

**A RUSH PARTY BRINGS JOY TO CHILDREN**

A group of Nu Chapter members and rushees are shown at a party given for the children's ward of Orange Memorial Hospital. It was a chapter rush party. Two television sets and individual gifts were presented along with ice cream and cake. It was hard to tell who had the most fun—the members and rushees or the children. This is reported by Charles E. Jackson, Publicity Chairman.

**Explorer Ball**

Starting plans months ahead, BETA ALPHA CHAPTER conducted the Explorer Ball last Spring on the campus of the *University of Wichita*. Using committees to handle the preparations, this event went off in fine style. The week before the dance, two Explorer Posts assisted in decorating the gym and setting up tables and chairs. The charge was \$3.00 per couple which included a good band, punch and cookies, and a beautiful corsage for each girl. This was a fine event for Explorers in Wichita and was ably handled by AΦΩ, reports Dean Hanshew, Past President.

**Party for Orphans**

At *Drexel Institute of Technology*, ZETA THETA CHAPTER conducted a very successful party for orphans last Easter. The girls service sorority on the campus, Gamma Sigma Sigma, cooperated. The chapter brought several clowns from the WCAU-TV television studios, along with a story teller, and plenty of Easter eggs, cake, candy, ice cream and soda pop donated by local firms.

**Hobby Show**

KAPPA TAU CHAPTER at *The Citadel* assisted in putting on an Explorer Hobby Show last Spring. Booths were set up on two floors of the Bethel Methodist Church in Charleston, South Carolina. Exhibits included arrow heads, model trains, Cub crafts, conservation, photography, Order of the Arrow, bee-keeping, short wave radio, and others, plus several games and concessions. The chapter did a magnificent job on this, reports Tom Galt, Presidential Representative.

**Manhattan on the Go**

"Through numerous projects, we hope to impress upon our pledges the true spirit of AΦΩ," reports Patrick J. McNelis, President of LAMBDA GAMMA CHAPTER at *Manhattan College*. Among the group's projects this term include the Lost and Found bureau, distribution of religious bulletins, blood donors drive, outing for orphans, assistance in college publicity campaign, photographing of freshmen, providing posters for school functions and other services which arise. Our service program is a prominent part of campus life at Manhattan.



### Receives Top Award

ZETA IOTA CHAPTER has been awarded the annual Magnet Award as the best service fraternity on the campus of *Temple University*. The plaque was recently presented and has been placed in the trophy case at the university.

Congratulations were extended to the chapter by the administration for the fine job done on the book exchange at the beginning of this semester. The group also aided the Health Service at the University Hospital during freshman physical examinations and received a letter of thanks from the director of the health service for a job well done. This is reported by Irvin S. Merlin, Corresponding Secretary.

### Pointing the Way

ETA CHAPTER has erected a directional sign at the entrance of the *Northern Illinois State College* campus and has put up signs to identify the various buildings. Proceeds from the chapter's last annual Ugly Man Contest were contributed toward the fight against muscular dystrophy. This is reported by Carl Nemecek, Recording Secretary.

### Explorer Conclave

On October 8, BETA ZETA CHAPTER conducted its annual Explorer Educational Conclave on the campus of the *University of Georgia*. It was highly successful, reports Fleming Weaver, Chairman of the chapter's Scouting Activities Committee.

## IOTA RHO CHAPTER STUDIES THE HEAVENS



Dr. Alex E. S. Green, Chairman of the Advisory Committee of Iota Rho Chapter, recently gave a lecture on "The Constellations of Autumn," under the sponsorship of Alpha Phi Omega, in the Florida State University planetarium. It is part of the chapter's project of bringing better understanding and appreciation of the different subjects offered at the university. In the picture, from left to right, are Dr. Joseph M. Doggett; Daniel J. Gorham, chapter president; Rodger D. Herndon, Robert M. Jernigan, Dr. Green, and Harold C. Euler, Jr., Historian.

### Census Aid

The English department of *Grace-land College* aided ZETA ZETA CHAPTER this Fall by distributing our Campus Scout Census cards to all men enrolled, thus helping in pledging a fine group.

### Buy Equipment

ALPHA OMEGA CHAPTER continues its purchases of equipment for the hospital of *Kirksville College of Osteopathy and Surgery* from profits from Coke machines owned and serviced by the chapter.



## PRESENTING ALPHA PHI OMEGA AT ORDER OF THE ARROW CONCLAVE

Recently, Beta Zeta Chapter at the University of Georgia publicized Alpha Phi Omega at an Order of the Arrow area meeting. A delegation of six chapter members attended the conference and set up the booth and display board shown at left. The display included pictures and clippings which were informative concerning the many service projects of the chapter. Professor R. L. Brittain, Faculty Advisor, conducted a discussion session for all OA members in attendance to provide details about Alpha Phi Omega.

Discussion about Alpha Phi Omega is also being held at other Order of the Arrow area conclaves throughout the nation. Through the cooperation of Phillip W. Robins, National Secretary of Order of the Arrow, information and a discussion outline has been sent to all area chiefs to enable them to include APO on their conference programs.



*Beyond the Call of Duty—***NEW NATIONAL AWARDS CREATED**

Do you know a member, advisor, presidential representative, or a chapter whose service has been outstanding to our fraternity?

If so, by action of the National Executive Board, you can help bring tribute and recognition to the person or group in addition to the personal feeling of achievement and the current chapter distinguished service award.

Inasmuch as there is already an award for chapter use, outstanding service on a broader scale than a single chapter is implied in the conferring of the new awards.

There will be two types of awards, one reserved for presentation at National Conventions only; the other can be awarded at conclaves, conferences and other special fraternity occasions.

The first, a key for distinguished service to Alpha Phi Omega on a national basis, will, of course, be limited to a small number of leaders each year. The first such keys will be awarded at the 1956 National Convention, August 28 to 30 at Long Beach, California. Selection will be made by a committee composed of all Past National Presidents of Alpha Phi Omega. The committee will receive nominations from now until the deadline of April 1, 1956, for the presentations at the next convention. Nomination letters should include a brother's full record of service in Alpha Phi Omega, other civic and community activities and the specific reasons for feeling that the person should receive the highest award bestowed by our fraternity. The full particulars should be sent to the National Office of Alpha Phi Omega (419 Columbia Bank Building, Kansas City, Missouri) by April 1, 1956.

The second, a certificate for distinguished service, can be presented either to an individual brother or to a chapter for service beyond and exceeding the scope of the chapter distinguished service key. For example, taking the lead in the establishment of a new chapter of AΦΩ, doing an outstanding job in connection with a Sectional Conference, or developing a service project for several chapters, could be considered for this award. Nominations for the citations can be made at any time by sending a letter with full information to the National Office. The National Service Committee will handle the nominations and the presentation of the awards.

—William S. Roth  
Chairman of Committee for  
Developing of the New Awards

**ETA CHAPTER ASSISTS  
AT SCOUT CAMP**

Above are two views of members and pledges of Eta Chapter of Northern Illinois State College helping clean up and repair the camp area of Camp Ke-De-Ka, the local Boy Scout Camp near Aurora, Illinois. The group had a very successful and enjoyable day. The camp has also been the site of initiation ceremonies and banquets of the chapter. This is reported by Carl Nemecek, Recording Secretary.

**ONE WAY TO EARN MONEY  
TO SEND DELEGATES TO  
THE NATIONAL  
CONVENTION**

A project of Delta Mu Chapter at Kansas State Teachers College, Pittsburg, coat checking at campus functions brings money into the chapter treasury. Coat checking is handled in numerous other chapters, too, as a means of earning funds. Shown at work in picture at left are John C. Rhoades and Bob Van Hoozer.

This is an excellent way to obtain money to help send your chapter delegates to the National Convention in Long Beach, California, next August.

A convention fund is important to help insure having your chapter represented at this meeting. Talk it up in your chapter. If you have not already started a convention fund, now is the time to do it.







## SAY, DID YOU KNOW?

—That the Fall pledge class of Alpha Phi Omega each year is dedicated on a nationwide basis. This year our entire Fall pledge class in all chapters is named "The Dwight D. Eisenhower Class" as was announced in the October issue of TORCH AND TREFOIL.

—That each Spring each chapter of Alpha Phi Omega is given opportunity to dedicate its Spring pledge class in honor of a local leader, either an Advisor, College official, Scouter or other leader who has given exceptional service.

—That chapter news is welcomed for use in our magazine. Send news items, and pictures whenever you can, particularly pictures which show members and pledges in action on service projects.

—Pins and keys of Alpha Phi Omega are the same price as before World War II except for the federal tax. See the pictures and price list on the back page of this issue. If you do not yet have a pin or key, we urge you to secure one as soon as convenient. Wear it with pleasure and honor.

—Membership registrations for new active members should be sent to our National Office ten days prior to conducting the ceremony. This policy was established by vote of the delegates at the 1954 National Convention and is now stipulated in our national constitution. Upon receiving the advance applications and fees in the office, identification cards are promptly issued and are sent to be presented in the ritual.

### "BOX SCORE"

Present number of chapters, including petitions approved.....	282
Total number of members since founding .....	47,892
Number of copies of this issue.....	13,000

### YOUR GUEST SPEAKER

(Continued from page three)

placed witticisms, either before or during the meeting. This warning could be supported by some almost unbeliev-

able, but nevertheless true, examples. Don't embarrass your speaker in any way. Remember he's your guest.

*Don't cut short his allotted time.* Tell him when you arrange for his appearance how long you would like him to talk, and then arrange your program accordingly. No speaker likes to have his assigned time seriously curtailed. Your club will quickly secure an unfavorable reputation if you practice this "time saving" technique too often.

*Don't forget to send a thank-you letter.* The speaker, of course, receives your regular vote of thanks at the meeting, and he appreciates that, too. But he can't show that to his friends. Send him something that proves that he was there, and that you enjoyed having him.

So much for the more obvious errors to avoid. Let me relate three experiences of my own from which a host of morals may be drawn.

The Secretary of a Western Ontario Advertising Club arranged for my appearance before his Association. Within the next few days I received by mail:

A confirmation of our arrangements.  
Copy of: the secretary's letter to the president, advising him of my acceptance of the date; club letter to the hotel, arranging my reservation, and the hotel reply confirming it.

List of head table guests.

Copy of: agenda for the meeting; club notice and newspaper announcement of meeting.

Within three days of my return to Toronto I received:

A friendly letter of thanks.

A copy of newspaper report of the meeting.

Some audience comments (favorable!).

A salute to Harold Donaghue, efficient Secretary of the London Advertising Club. This club is by no means the largest in Canada, but it has secured the outstanding speakers of two countries. Its treatment of speakers is no small factor in this accomplishment.

Next, an unexpectedly delightful experience. The meeting had started when the chairman conveyed some startling information. Said he: "Immediately after the meal our program begins. I introduce the head table. Then you will be introduced. Following your formal thanks from the audience, there will be a five-minute intermission. If you wish, you may retire at this point, and your action will be

completely understood by all of us. It's our plan of operation. If you wish to stay for our business session, however, you will be entirely welcome, and may participate whenever you like." What thoughtfulness and originality!

A salute to the Young Men's Advertising & Sales Club of Toronto. Its members believe that an after-dinner speaker comes after dinner—*immediately* after.

(Editor's Note: There are many Alpha Phi Omega functions when the speaker of the evening is used to put an inspirational capstone on the program. When such is the case, the speaker should appear *last* on the program, followed only by an expression of thanks and *immediate* adjournment.)

### A LONG MEMORY IS AN ASSET . . .

Finally, an experience to challenge the operation of many clubs, small and large. I had completed my talk and received the usual "thank you" speech. This speech was the occasion for the presentation of a small paperweight, inscribed with the name and address of the sponsoring club.

Two days later I received a nicely worded letter of thanks and some reference to audience comment. But, that did not close the issue. In early January the following year I received a letter from the chairman of the speakers' committee. The letter said that the club had just held its annual meeting, and a very hearty vote of thanks had been tendered to the speakers' committee for its successful year. The committee, concluded the letter, would like to share this appreciation with me, because I had helped secure it with my talk delivered last June.

Certainly every speaker for that year received a similar letter—all 52 of them — but that in no way diminished my appreciation. I know, too, that my friends send Christmas cards to many people, but I still enjoy the one that comes to me.

A salute to the Kiwanis Club of Belleville. Its members believe that good speaker relations is a year-round job. They are right, too.

*Don't take speakers for granted.* Treat them as guests, minister to their comforts. Demonstrate your appreciation of their efforts both while they are with you and after they leave. Then that most potent advertising force, the spoken word, will redound to your credit, and almost eliminate the problem of securing the speakers you want.



# BULLETIN BOARD

## ELECTIONS

November is election month in Alpha Phi Omega in accordance with the semi-annual schedule set forth in the National Constitution. The new term extends until April. Officers may be re-elected once if so desired by the chapter.

In most chapters a nominating committee is used, with additional opportunity for nominations from the floor. The qualifications are important. Consider all nominees carefully.

It is recommended that a Training Conference be conducted by the Chairman of the Advisory Committee to aid the new officers in becoming acquainted with their jobs.

## NEW DIRECTORY

Activities in the months ahead offer fine opportunities to invite neighboring chapters to send representatives to one of your special occasions, initiation, banquet, or major service project. Interchapter visits are interesting and helpful.

Our new Directory of Chapter Presidents was completed October 22 and a copy was mailed to each president. We recommend using the president's name and address for correspondence rather than just addressing a letter to a chapter name.

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

Select Your  
**ALPHA PHI  
OMEGA  
INSIGNIA**  
from this  
list



Official Jeweler

**L. G.  
BALFOUR  
COMPANY**

Attleboro,  
Mass.

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).....	24.25
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 10 per cent federal tax, and any state or city tax which applies in your locality)  
Official order blanks are available from your Chapter Treasurer or from the National Office.