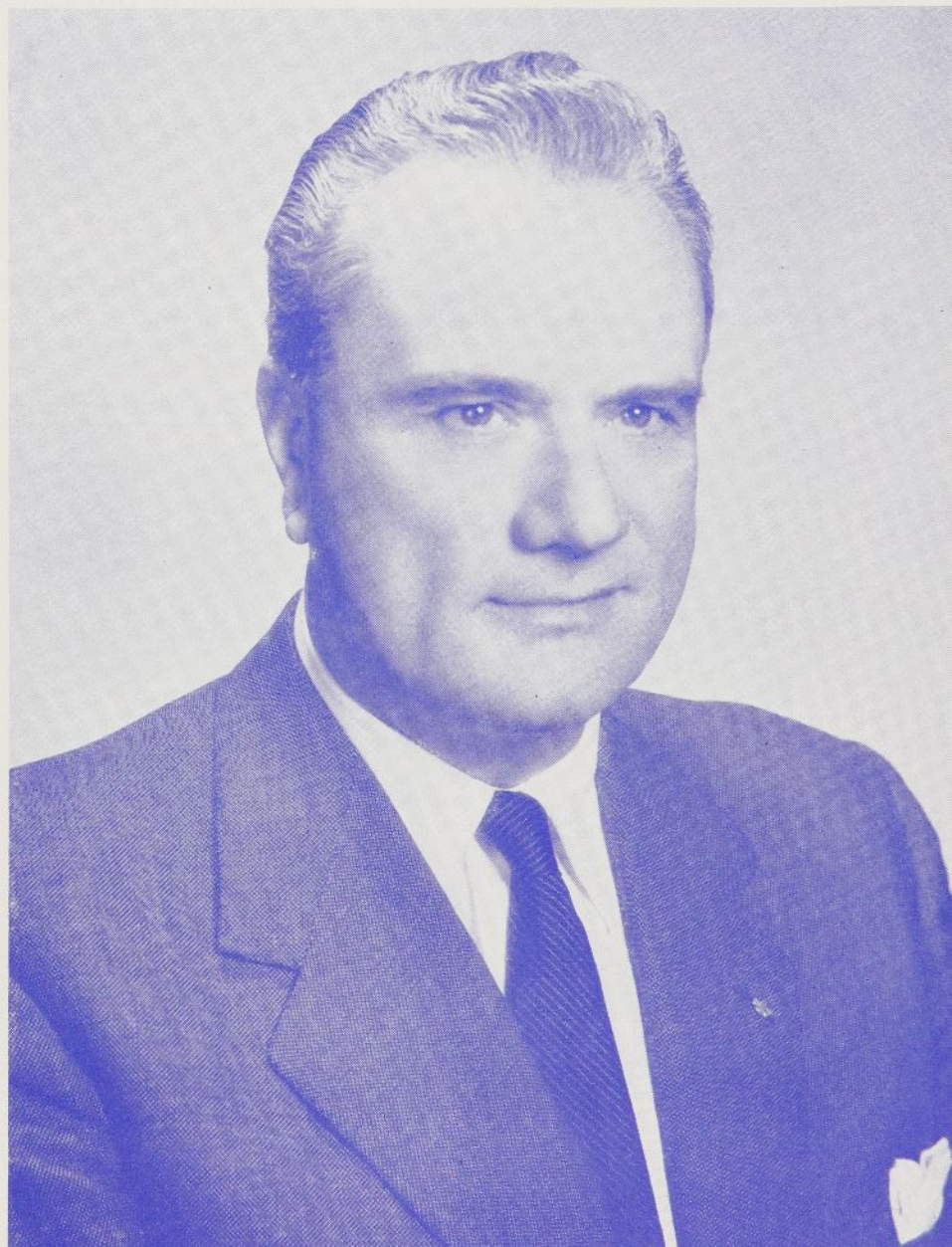
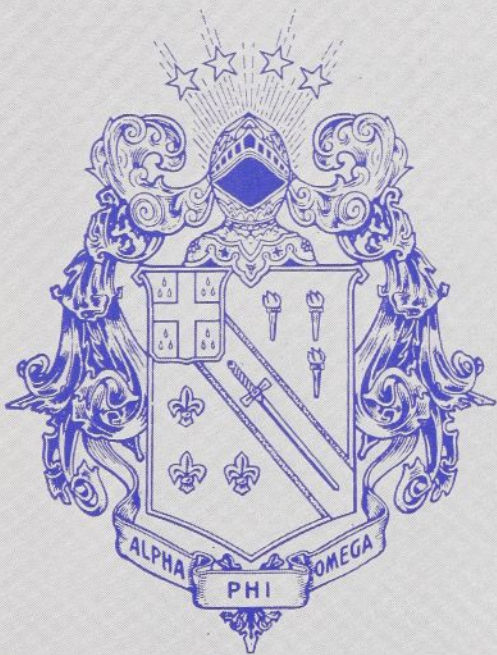


TORCH AND TREFOIL



NOVEMBER 1960

TORCH and TREFOIL

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November, 1960

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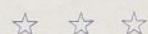
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IN THIS ISSUE . . .

Great things are happening! Meet our Fall Pledge Class Dedicatee, Brother Joseph A. Brunton, Jr.; get an advance look at the National Convention program; read about the successful operation of a Used Book Exchange. It's all Alpha Phi Omega and it can happen in your chapter!



1. On Our Cover . . .

Fall Pledge Class Dedicatee Joseph A. Brunton, Jr., Chief Scout Executive.

2. Table of Contents . . .

3. Fall Pledge Class to Honor Brother Joseph A. Brunton, Jr.

It is both fitting and proper that this Pledge Class be dedicated to one of Alpha Phi Omega's most distinguished Brothers.

3. A Salute to Our National Service Troop . . .

Meet the selected, dedicated group that represented your Fraternity at the National Boy Scout Jamboree last summer at Colorado Springs, Colorado.

4. 16th National Convention Program Announced . . .

Here is the outline of that program. You'll want to study the proposal concerning a National Alumni Association. Your chapter can not afford to miss being represented at this event!

5. For Alpha Phi Omega Ladies Only . . .

An exclusive report on the activities scheduled for ladies at the forthcoming National Convention. This is really new!

6. Care Crusade in Full Swing . . .

6. Commemorative Envelope to Be Issued at Convention . . .

Here is an unusual item of interest to all Brothers and to the philatelists in particular.

7. Here's How!

Your chapter can conduct a Used Book Exchange. It's big business and a great service to the student body.

10. From a Dean . . .

A letter from Dean Byron H. Atkinson, of the University of California. A "pat on the back" to every Alpha Phi Omega Brother.

10. IN MEMORIAM

11. Presidential Representatives are Appointed to Serve Chapters.

National Executive Board Member E. Ross Forman tells them how to get the job done.

12. Chapter News . . .

Alpha Phi Omega is honored to dedicate the 1960 Fall Pledge Class to the distinguished new Chief Scout Executive of the Boy Scouts of America, Brother Joseph A. Brunton, Jr.

The person to whom a pledge class is dedicated must be outstanding in character and an exemplar of our Fraternity ideals of Leadership, Friendship and Service. Brother Brunton combines all of these in his lifetime of service to country and youth.

Gamma Omicron Chapter at Queens College, New York, proudly claims him as their most distinguished honorary member. The national Fraternity recalls with pride his vigorous promotion of Alpha Phi Omega as a member of the National Executive Board from 1952 to 1956.

Our National Service Troop at the 1960 National Scout Jamboree at Colorado Springs will never forget that his first official act as the new Chief Scout Executive for the United States was a talk with them in praise of their efforts and in furtherance of their service ideals.

Brother Brunton is now the national head of the Boy Scouts of America, which includes the programs of Cubbing, Scouting and Exploring, and is the largest organization of its kind in the entire world. He became the Chief Scout Executive in August, 1960, as successor to Dr. Arthur A. Schuck upon the latter's retirement.

Mr. Brunton was born and edu-

cated in Pittsburgh, Pennsylvania. He has been active in Scouting since 1914 when he became a Boy Scout. He attained Eagle Scout rank and later served in numerous volunteer capacities including six years as Scoutmaster, neighborhood and district Scout commissioner.

In his professional career he served as a Field Scout Executive, Assistant Executive and Scout Executive. In 1944 he became Scout Executive of the Greater New York Councils.

six United States delegates to the 17th International Scout Conference at New Delhi, India, in August, 1959. At the Tenth World Scout Jamboree in the Philippines in July, 1959, he was Assistant Camp Chief for the United States Contingent.

He is a member of the Youth Activities Committee of the People-to-People program. He is also a non-government organization observer to the United States Mission to the United Nations and an alternate dele-

FALL PLEDGE CLASS TO HONOR JOSEPH A. BRUNTON, JR.

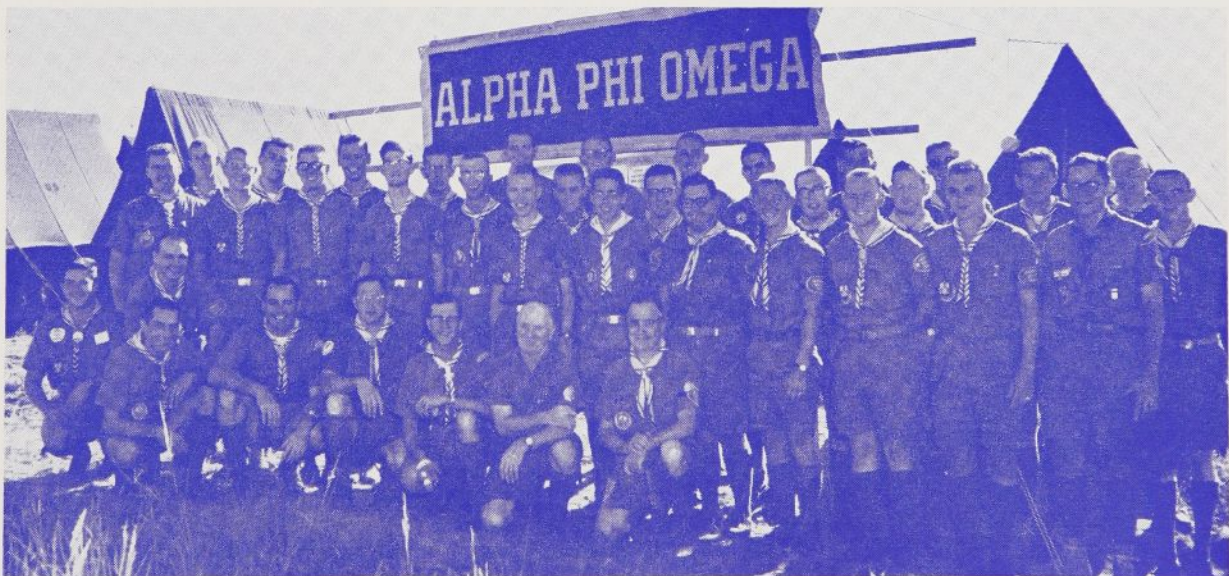
He has been Assistant Chief Scout Executive since August 1, 1957, supervising the work of the Relationships and Personnel Divisions and the Public Relations Service. The Relationships Division includes the Interracial Service, Rural Service, Civic Relationships, International Service, and cooperative relations with the Protestant churches, Catholic churches, Jewish groups, and the Mormon Church.

Mr. Brunton has long been interested in international youth movements. He attended several international Boy Scout conferences and World Jamborees. He was one of the

gate to the United States Committee for the United Nations.

Long interested in youth service in the hard-to-reach areas, Mr. Brunton served from June, 1955, to December, 1955, as the Executive Director of the New York State Temporary Commission on Youth and Delinquency.

May the Pledge Class of 1960 dedicated to Joseph A. Brunton, Jr., reach out in the years to come toward the Leadership, Friendship and Service record which he has established and which he so happily shares with us and with the 5,000,000 families which are the Boy Scouts of America.



Alpha Phi Omega National Service Troop at the National Scout Jamboree, Colorado Springs, Colo., August, 1960. All praise to this selected group of men ably led by National President William S. Roth, fourth from left, front row. The sixth man is National Executive Board member Dr. Delmer H. Wilson. Chief Scout Executive Joseph A. Brunton, Jr., personally congratulated the troop for its helpful services.

16th National Convention Program

TUESDAY, DECEMBER 27, 1960

7:00 P.M.—National Executive Board Dinner Meeting

WEDNESDAY, DECEMBER 28, 1960

9:00 A.M.—Registration begins

Meetings of National Executive Board committees

12:00 Noon—Lunch on your own

1:00 P.M.—OPENING PLENARY SESSION OF THE CONVENTION

Presiding—National President William S. Roth

Invocation, Advancing the Colors and Pledge of Allegiance.

Welcome by Host Chapters, Welcome by City of Philadelphia, Welcome by the Philadelphia Council, Boy Scouts of America, Response for the Delegates.

Presentation of the Convention Program, Credentials and Roll Call, Memorial Service.

Keynote Address by George F. Cahill, National Executive Board.

3:30 P.M.—REPORTS OF NATIONAL OFFICERS

of the National President

of the National First Vice President

of the National Second Vice President

of the National Third Vice President

of the National Treasurer

of the National Executive Secretary and Editor

Announcement of Convention Policies

6:00 P.M.—Dinner on your own

7:30 P.M.—SECOND PLENARY SESSION

Presiding—M. R. Disborough, Past National President

Address: "The Challenge of This Convention"

Presentation of Invitations for the 1962 National Convention

Roundtable Discussion of AΦΩ Program and Policies

9:30 P.M.—Informal reception for all delegates and visitors

Meetings of Legislative and Standing Committees

THURSDAY, DECEMBER 29, 1960

8:00 A.M.—Meeting of chairmen of Leadership Training Groups

9:00 A.M.—THIRD PLENARY SESSION

Address: "Why I Came 3,000 Miles to Attend this Convention"—Dr. Harold F. Pote, National Executive Board

9:30 A.M.—Kick-off of Leadership Training Program

"Training for Service"

10:00 A.M.—Meetings of Leadership Training Groups, Series A

Meetings of Legislative and Standing Committees continue

12:30 P.M.—CONVENTION LUNCHEON in honor of Advisors

Presiding—Robert J. Hilliard, Member of National Executive Board

Invocation

Attendance Award

"What Advisorship Means to Me"—By a Faculty Advisor

"What Advisorship Means to Me"—By a Scouting Advisor

"The Values of the Advisors in Every Chapter"—By a Student

Address—Dr. Glen T. Nygreen, Kent State University

2:00 P.M.—Meetings of Leadership Training Groups, Series B

Meetings of Legislative and Standing Committees continue

3:30 P.M.—FOURTH PLENARY SESSION

Report of Constitution and By-Laws Committee

Report of Nominating Committee and Election of Officers

7:00 P.M.—CONVENTION BANQUET

Dean Arno Nowotny, Toastmaster, Past National President

Invocation, National Anthem, Dinner Music.

Introduction of Distinguished Guests

Promptly at 1 o'clock Wednesday afternoon, Dec. 28, 1960, National President William S. Roth will gavel to order the 16th National Convention of Alpha Phi Omega.

This will be the first ever held on the East Coast and promises to be one of the most exciting and stimulating. The Eastern chapters are out to set the pace for courtesy, efficiency and fellowship. Every convention has been a thriller but Program Chairman Robert J. Hilliard and his cohorts, working with the fine teams led by Arrangements Chairman E. Ross Forman and Thomas D. Hannon, Coordinator of Host Committees, promise a "new look" in Fraternity doings.

Alumni Meeting Arranged

There will be a special wing of the convention led by National Third Vice President Manfred O. Aws, Jr. Alumni members will be holding a convention of their own to form a National Alumni Association, authorized by unanimous action of the National Executive Board at its meeting September 24 in Kansas City, Missouri.

Convention chapter delegates will be asked to consider and approve the National Alumni Association plan. Your Chapter President and Advisory committee chairman have been sent copies of the proposal to share with their chapter Brothers and Advisors.

Ladies' Program Planned

The ladies who attend this convention will enjoy a special program of their own. Be sure and read the article by Mrs. Ben Fay, wife of one of our National Executive Board members, in this issue.

Every chapter in fairness to itself must send delegates to the convention. The convention is the supreme governing body of Alpha Phi Omega. This is one of the two occasions in a four-year college period when you have the chance to go to such an event.

Meet National Officers

Come and meet your national officers, led by President Roth. Get ac-

National Distinguished Service Awards
 Installation of Officers
 Acceptance remarks by the National President
 Address by Hon. H. Roe Bartle, Mayor of Kansas City and
 Past National President
 Toast Song
 Convention Photograph at Banquet

10:00 P.M.—Continue Constitution and By-Laws report, if needed

FRIDAY, DECEMBER 30, 1960

9:00 A.M.—FIFTH PLENARY SESSION

"Let's Pause to Honor"

Time and Place Selection for 1962 National Convention

Commemoration of the 35th Anniversary of Alpha Phi Omega

"The Founder Speaks"

Rededication to the Principles of Alpha Phi Omega

Address—"The Next 65 Years"

quainted with the new National Executive Secretary Joe Scanlon. Select the officers and fill the board vacancies for the next two years.

Twenty-Four Constitutional Changes to be Acted Upon at Convention

Important business will be transacted. There are 24 constitutional amendment proposals to be acted on. Everyone in attendance will share in at least two well-planned "know how" leadership training sessions.

Come with Enthusiasm. Share in the Fellowship. Leave with renewed Faith and Vision.

For Alpha Phi Omega Ladies Only

Word from Mrs. Ben Fay on the Ladies Program Planned for Convention

From past experience it has been found that the gals spend a great deal of time at conventions just waiting. This year a Ladies Program Committee has prepared an agenda to help interestingly fill those leisure hours.

We're proud of Philadelphia — there's lots to see and do. At the time of the Convention, the Christmas decorations will still be up in "Center City," the stores will be holding post-Christmas sales, and of course, Philadelphia's landmarks will be ready and waiting. Following is a tentative schedule of the Convention events for the ladies.

Wednesday, December 28, 1960

REGISTRATION — 9:00 A.M.
 Time to unpack and make sure you have a comfortable pair of walking shoes.

LUNCH—12:00-1:00 P.M. Plan this with your husband. How about the Automat. It's a must for the tourist!

FREE TIME—1:00-5:00 P.M. Tour of the Benjamin Franklin Institute on Benjamin Franklin Parkway. Lots of gadgets to operate yourself, and a huge scale model of the human heart to stroll through. In the same building you'll find the Fels Planetarium, which will be presenting the "Star of Bethle-

hem Display" at that time. It is an especially lovely program.

DINNER — 6:00-7:30 P.M. On your own, so happy dining!

FREE TIME—7:30-9:30 P.M. An excellent time to buzz over to John Wanamaker's to shop and see the beautiful Christmas display on the first floor. Each evening during the holidays, they have an organ concert and "fountain of colors" which you can enjoy standing by the famous "Wanamaker's Eagle."

INFORMAL RECEPTION — 9:30 P.M. Back at the hotel.

Thursday, December 29, 1960

BREAKFAST — 9:00 A.M. Better eat with your "conventioneer" because you won't see much of him today!

TOURS OF HISTORIC PHILADELPHIA — 10:00 A.M.-5:00 P.M. Some of the high spots of historic Philadelphia are within walking distance of the hotel. Let's go down Chestnut Street to Independence Hall and see the Liberty Bell. This area had a terrific face-lifting recently, and we're very proud of it.

From there we'll go to the Betsy Ross House on Arch Street. Betsy, as you know, sewed a mighty fine seam on our first official American flag. Her quaint, little house still stands as a tribute to her.

Close by is Old Christ Church on Second Street, a charming example of Colonial architecture. Many famous people worshipped here, including George Washington. This is one of the few places left from Colonial times that doesn't claim that "Washington slept here!" These are just a few of the places to see in Old Philadelphia!

During our tour we'll want to have lunch, so let's go to "Old Original Bookbinders" near the foot of Walnut Street. This restaurant is famous for its seafood, and has a variety of other dishes for the deviates in the group.

After lunch, on our way back to the hotel, we'd like to take you through the "Society Hill" area. This is an old, old neighborhood, which is being reborn with the help of private individuals who are moving back and restoring the houses to their original beauty.

BANQUET—7:00 P.M. We're invited to this so let's enjoy ourselves.

Friday December 30, 1960

You'll want to take Friday morning and do as you please. Pack, shop or sightsee on your own.

Well, that is our program, and we think it sounds like fun. We hope you plan to come to Convention along with your Alpha Phi Omega guy. We look forward to seeing you in Philadelphia!

CARE CRUSADE IN FULL SWING

Special for college students...

Join the **\$1,000,000 VICKS CARE CRUSADE**

WIN

- A two week jet luxury trip to Europe. Visit Rome, Athens, Istanbul and Paris!
- 20 Revere "50" Cine Bron Cameras

FIRST PRIZE:
TWO WEEK TRIP TO EUROPE FOR TWO!

SECOND PRIZE:
20 REVERE "50" CINE BRON CAMERAS

Help raise \$1,000,000 for CARE

TAKE FREE ENTRY BLANK HERE

This poster will be used to herald the CARE Crusade. The posters will be distributed by ALPHA PHI OMEGA.

Alpha Phi Omega is creating an opportunity for one of its Fraternity Brothers to represent the 319 chapters as a flying good-will ambassador to Europe.

The Brother will be chosen by the Alpha Phi Omega National Service Committee as being representative of the chapter that is most active in fostering support of a special contest for college students. The contest, sponsored by Alpha Phi Omega in connection with the joint Vicks CARE crusade, is aimed at raising \$1,000,000 for food and self-help aid to needy people in 28 overseas countries.

The Vicks CARE Crusade is a nationwide contest, open to anyone who contributes 50 cents or more to CARE and, in 25 words or less, completes the statement: "Americans should CARE about their neighbors abroad because . . ."

The contest began October 10 and closes November 26. Entries must be postmarked on or before midnight of the closing date and be received no

later than December 3. CARE will acknowledge all contributions.

The first prize for contest winners in each of the fifty states and the District of Columbia is a trip to Europe for two. In addition, there are two prize winners from American colleges under the special contest sponsored by Alpha Phi Omega among college students.

During their jet trip, starting March 6, the good-will ambassadors will visit Rome, Athens, Istanbul and Paris and will have an opportunity to observe CARE's work of bringing American people-to-people aid to needy families and communities in Italy, Greece and Turkey. They will return to New York from Paris on March 17. Contest winners will be determined by the Reuben H. Donnelly Corporation.

Some 10,000 posters have already been distributed by Alpha Phi Omega chapters. Entry blanks are available at dining-hall bulletin boards, dormitories, student libraries and other gathering points of every campus that has an Alpha Phi Omega chapter.

To make certain that its own participation will win the proper recognition, each Alpha Phi Omega chapter will stamp or mark the entries received on its campus with its school name.

A special press kit has been made available to all Alpha Phi Omega chapters, containing general material about the CARE Crusade and the Vicks contest, "fillers" and radio material for the use of college publications as well as the regular local press and radio stations.

COMMEMORATIVE ENVELOPE TO BE ISSUED AT CONVENTION

The host chapters of the 16th National Convention of Alpha Phi Omega will issue a special cacheted envelope commemorating the 35th Anniversary of our Fraternity.

This special souvenir is being prepared to provide a lasting and historic memento of this occasion. The cachet, printed on the left side of the envelope, will be done in the Fraternity colors and will feature the Alpha Phi Omega badge design.

It is believed that this is the first time Alpha Phi Omega has been honored on a philatelic item such as this. Many Scout, fraternal, philatelic and other organizations have had covers of this type prepared, and Gamma Theta Chapter at the University of Colorado prepared two such envelopes honoring the Order of the Arrow in 1954.

All Alpha Phi Omega men will want one of these interesting conven-

tion souvenirs. They make nice display pieces in a scrapbook and are desirable trading items at conventions, jamborees, etc. The cost is a nominal 20c each, or 6 for \$1.00. A special rate of 25 for \$3.50 has been established for chapters wishing to order a cover for each member. These will be sent postpaid to the chapter address.

Only a limited number are being prepared. Orders should be placed early and not later than December 15th. Send them to Sylvan Hersh, 5231 C Street, Philadelphia 20, Pennsylvania. Sylvan is a Brother of Zeta Theta Chapter at Drexel Institute of Technology. All covers will be franked with a commemorative stamp and postmarked December 28th, the opening day of the Convention.

The committee in charge is headed by Brother Bill Marsh, Alpha Chapter, Lafayette College.

HERE'S HOW!

YOUR CHAPTER CAN HAVE...

A USED BOOK EXCHANGE

Does your campus have a Used Book Exchange?

As in all successful business operations, there is more than meets the eye when it comes to running a Used Book Exchange. Just look at some facts. Gamma Iota Chapter at Brooklyn College, Brooklyn, New York a large college, handled 10,000 books in one semester and grossed \$16,000! Delta Chapter at Auburn University, Auburn, Alabama, a smaller school, served 394 different customers and had a gross money turnover of \$2,679.00!

Any way you look at it, on small campus or large, the Used Book Exchange is a big operation and it requires top-notch leadership, planning, coordination and management.

Administrative Approval

Before you start operating a Used Book Exchange, have representatives of your chapter discuss the idea with your school administration. To be successful you will need their complete approval and cooperation. Only the administration can provide a list of the books that will be used during the coming semester or quarter, and give you a room that will adequately house your operation. Their assistance in handling the finances and the accounting of funds will be needed and on many campuses required as well. You'll see how these items fit into the picture later. Right now, let's go on to discuss how to plan the project.

Committee Organization

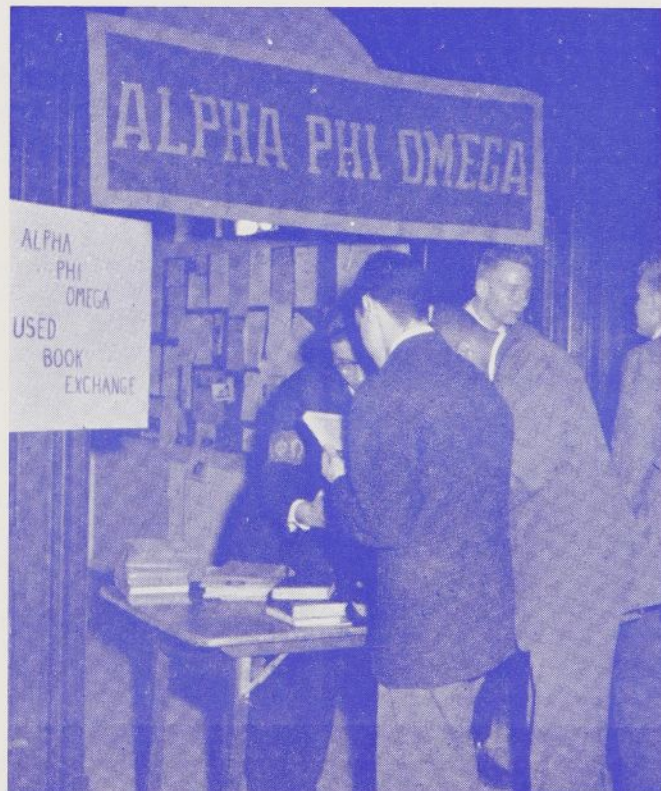
Most chapters place a three or four man committee in charge of their Book Exchange. This committee is responsible for all publicity, supplies, manpower, and operation.

The chairman is appointed by the Chapter President as the man most suitable to operate the exchange. Look for a Brother experienced in this field. In any event he must be a top man. He is completely responsible for the entire operation of the exchange. He is the "Corporation President" and his decisions must be respected.

The other members of the committee are either selected by the Chapter President or the Exchange Chairman. These Brothers are assigned responsibility by the chairman.

Sometimes one Brother is given the job of planning and coordinating publicity. Another is made responsible for coordinating personnel, supplies, equipment and books. A third Brother may serve as the comptroller, responsible for the handling, accounting and banking of all funds.

However you do it, it is important that everyone knows what his job is and, when a decision is made, respects it. To help guarantee success, you might also have a Book Exchange Advisor, a businessman in the community. He can give you lots of ideas on businesslike management.



Your chapter can have a Used Book Exchange—Here's How!



Planning Starts Early

The chairman and his committee should be appointed no later than three months before the end of the semester or quarter.

As soon as possible, they will have to establish the days and hours of Book Exchange operation, order the needed supplies, start plans for the necessary publicity, and get Brothers signed up to work in the exchange.

Publicity

Briefly, let's review some of the things you can do to publicize your Book Exchange.

POSTERS that tell what, when, where, etc., are a must. Many chapters hold a number of poster parties at which all posters are made.

necessary details, or they can be in hand-bill form, announcing the Book Exchange in advertisement-type language.

OTHER PUBLICITY IDEAS include give-away free book covers that contain advertising. The advertising pays for the cost of the covers and there is adequate room left for a few words about Alpha Phi Omega and the Used Book Exchange.

Radio advertising on the campus or community stations is good, too. Try for free public service announcements or buy radio advertising time.

Method of Operation

There is great similarity in the methods used by chapters in the management of Used Book Exchanges.

One part of this card is attached to the book and the other is given to the seller as a receipt. At this time the seller sets his price.

The next phase occurs when a purchaser comes in to buy a certain book. Gamma Iota Chapter has developed a request form that cuts down on errors.

After the buyer makes his purchase, the book slip is removed from the sold book and marked properly, the money exchanged, and the book card retained in a designated file or drawer.

When book transactions are completed, the Exchange Committee must get the money to the people whose books have been sold and return unsold books to original owners. There are various ways to do this.

COURSE OF BOOK _____ YOUR NAME _____ ADDRESS _____ NAME OF BOOK _____ \$ _____ Price _____ A Phi O. Keeps This Card. Auburn Printing Co., Inc.	THE FIRST NATIONAL BANK of Auburn No. 61-519 611 ALPHA PHI OMEGA BOOK EXCHANGE Auburn, Alabama _____ 19____ Pay Sum of _____ \$ _____ To The Order of: _____ Name _____ _____ Street & No. or Dormitory _____ _____ City _____ Zone _____ State _____	ALPHA PHI OMEGA NON-PROFIT STUDENT BOOK EXCHANGE <div style="border: 1px solid black; height: 40px; width: 100%; margin: 10px 0;"></div> <p><small>This Receipt must be presented to withdraw unsold Books.</small></p> <p><small>Your book is accepted on consignment only. When your book is sold you will be paid by check. A PHI O. will hold this book for one year from date.</small></p> <p>YOU KEEP THIS CARD</p> <p>\$ _____ PRICE _____ NAME OF BOOK _____</p> <p><small>There is a service charge of 10% on all books priced over \$1.00.</small></p>
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BOX ONE—The Book Card used by Delta Chapter, Auburn University, is actually a bank check. The card is filled out except for validating signature at the time of sale.

NEWSPAPERS — Your campus newspaper will want to have at least one article announcing the time, location and method of operation of your exchange. Be sure they have all the needed information in plenty of time for their deadlines.

You might consider paid advertisements. Here you have the opportunity to say exactly what you want to, in the form that you desire.

LETTERS TO FRESHMEN will help. Send them a mimeographed letter telling about the exchange and explaining with emphasis the values derived from participation.

LEAFLETS DISTRIBUTED AT REGISTRATION is one sure way of reaching your entire public. Such leaflets can be in one of two forms. They can contain a short letter giving the

Differences relate to tools used such as printed forms, accounting systems, etc., developed to implement the methods. Most of these are caused by variance in the size of campuses.

Most exchanges open to receive books approximately three days prior to registration and begin selling the next day. Receiving and selling operations continue simultaneously for one or two weeks, with the receiving operation closing a day earlier.

At the end of the sales period set an adjustment day. That gives every customer a chance to exchange wrong purchases without disrupting the regular sales process.

Exchange Process

This process begins when the seller brings in a book to be turned over to the exchange. A book card is filled

Delta Chapter at Auburn University sets up a bank account for their Book Exchange and the book card they use to record each transaction (see Box One) is in the form of a check that is mailed to the seller. The check is filled in, except for validating signature, at the time of sale. The checks are mailed one week after the exchange is closed. Postcards are mailed at the same time to those who must pick up unsold books. Finally a book-return day is held.

Gamma Iota Chapter at Brooklyn College pays the seller through their school cashier on days that are printed on their book card (see Box Two). On a designated day, a numerical list of all book cards that are eligible for payment is posted on a prominent bulletin board. If you see your number, you get paid. If you don't, you pick

up your unsold book on a day designated.

Zeta Chapter, Stanford University, California, uses a Book Exchange bank account. Book cards list names of owners and sales price. Checks for books sold are distributed at the exchange on designated days and unsold books picked up at the same time.

Pricing System

Resale prices are generally set at seventy-five percent. of original cost for a book in excellent condition, and fifty percent. of original cost for a book in good or fair condition.

The chapter usually charges ten percent. of the resale price as commission.

Manpower Needs

The exchange is manned by the Brothers and pledges on a schedule basis. There must be enough people there at the right time and everybody must realize that things are being run in a businesslike manner.

Supplies and Equipment Necessary

Supplies and equipment needed in running a Used Book Exchange include publicity materials, book cards, reminder postcards, cash register or money drawer, counter or tables, and adequate shelf space.

Unreturned Books

After the money is distributed, and unsold books returned, you are ready to close out your operation for the semester or quarter.

If you have books left over, you can offer them to your library as a gift or give them to one of the agencies that collects books for distribution to needy countries.

Profits

Determine your profit. Plan carefully the use of funds for worthwhile purposes.

Well, that's how it can happen on your campus. It's a big project—and a good one, too!

BOX TWO—The Book Card used by Gamma Iota, Brooklyn College, shows a system that has been developed to meet the needs of a large operation. By circling the right numbers, the sale price is shown. By putting an "X" in the right box, the chapter commission is shown. By circling the right fraction, the resale value (by percentage) is shown.

YOUR RECEIPT

A 15636

A 5538

A.P.O.-G.S.S. U.B.E.

PRICE _____

SALES \$

PRICE C.

Seller's Name (Please Print) _____

Seller's Address _____

DEPT. - Course Number _____

Author — Edition _____

Title _____

I relinquish my right to book if I do not appear by Feb. 19 and my money by March 9, 1960. I further accept the price indicated.

BUYER'S NAME _____

Signature _____

0	0	0
1	1	
2	2	5
3	3	
4	4	
5	5	1/2
6	6	
7	7	
8	8	3/4
9	9	

SELLER'S RECEIPT

A 15636

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FROM A DEAN

University of California

Student Personnel Services

Office of the Dean of Students

Recently I was asked to give an opinion on student activities, and to pick out an organization which was particularly representative of the more worthwhile aspects of that phase of a college education.

It has been said that participation in the university way of life in its many aspects is necessary to produce a well-rounded individual after four years of college. There are many ways in which one may derive value from student activities. One that is especially satisfying is service to one's fellow students and to one's community.

In my position as Dean of Men I have had many opportunities to look into the activities of organizations on the campus. One in particular epitomizes these ideals of service: ALPHA PHI OMEGA, a national service fraternity, and an organization which is recognized by the student body and faculty alike as being the official service organization on the UCLA campus. Both on a national scale, and at UCLA, this group has distinguished itself by providing valuable service, not only to university students, but also to youth and the community.

During the seventeen years that I have been privileged to serve the University I have had many occasions to call on ALPHA PHI OMEGA; they have unfailingly met my expectations of a job well done. I recommend this group highly to any man who wishes to follow through with leadership, service, and fellowship as a satisfying road to better citizenship.

Sincerely,

Byron H. Atkinson

Dean of Men

IN MEMORIAM

Dean Elting H. Comstock

Professor Emeritus of Mines and Metallurgy,
The University of Minnesota, Minneapolis
Former Member, National Executive Board, Alpha Phi Omega
Charter Chairman of Advisory Committee, Gamma Psi Chapter,
The University of Minnesota, Minneapolis

Doctor M. C. Hayes

Former Member, National Executive Board, Alpha Phi Omega
First Life Member of Alpha Phi Omega
Chairman, Advisory Committee, Eta Chapter
Northern Illinois University, DeKalb

Doctor H. F. S. Jonah

Chairman, Advisory Committee, Alpha Gamma Chapter
Purdue University, West Lafayette, Indiana

Professor William O. Satterley

Faculty Advisor, Alpha Gamma Chapter
Purdue University, West Lafayette, Indiana

Robert Donald Crowder

Zeta Eta Chapter
University of Chattanooga, Chattanooga, Tennessee

Doctor Franklin S. Harris, Sr.

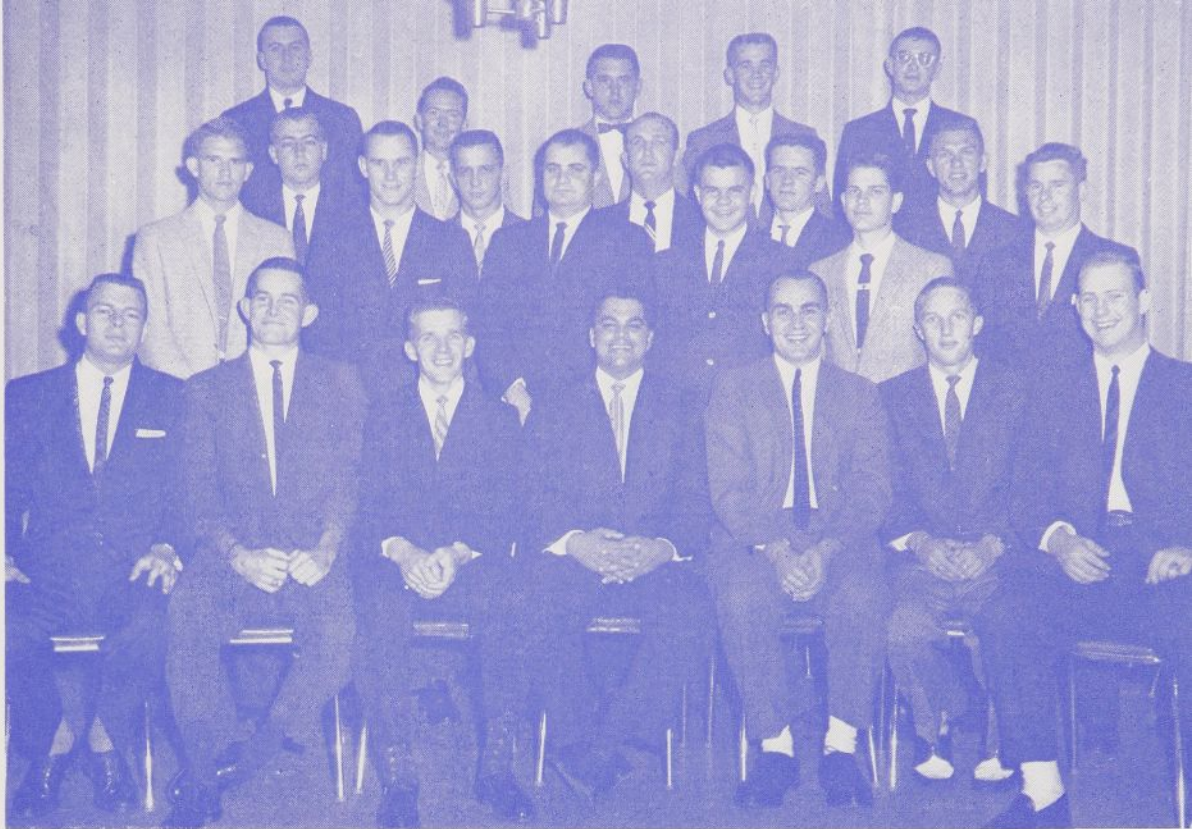
Honorary Member, Iota Psi Chapter
University of Utah, Salt Lake City, Utah

Professor W. E. Morris

Charter Member, Beta Pi Chapter
University of Tulsa, Tulsa, Oklahoma



Welcome to Mu Omega Chapter of University of Tampa! The new Brothers were installed last semester by Iota Rho of The Florida State University.



PR TOPICS

by E. Ross Forman
National Executive Board

Presidential Representatives have been an important part of ALPHA PHI OMEGA for over six years. Under Past President M. R. Disborough and now under President William S. Roth, PR's have been making a significant contribution to our Fraternity.

Officially, the PR is the right-hand man of the National President. His job is to visit the chapter assigned to him and observe its operations about twice a year. Then, he prepares a confidential report for the National President.

If the chapter is in trouble, the PR helps faculty advisors and students solve their problems.

Many times the PR has numerous contacts in industry which enable him to furnish the chapter with services not readily available. These services have included entertainment for rush meetings, transportation, and job opportunities for graduates.

As a part of the "middle management" of our Fraternity, this man is a Brother who is knowledgeable in terms of our operations by virtue of his experience in other chapters.

Any Brother who is not an undergraduate may qualify for this important assignment. At present, ALPHA PHI OMEGA has some of the high-

est quality of men from the ranks of industry, Scouting, and academic life active in this phase of our program.

If you are interested in serving as part of the Fraternity's middle management team, and are no longer a part of an undergraduate chapter, let President Roth know of your interest or contact the National Executive Board member in your area.

To give you an idea what two fine PR's are doing—

Westinghouse Executive Reactivates Beta Chapter

Glenn E. Rausch, Epsilon Sigma '52, Industrial Relations, Westinghouse, was appointed PR to Beta Chapter upon moving to the executive headquarters of Westinghouse in Pittsburgh. Upon his arrival, Beta was having a great deal of trouble. PR Rausch has helped get a dynamic faculty advisory group going and the chapter itself is now in fine shape.

Beta was snowed in at the time of the Eastern Sectional Conference in February, 1960. They pooled their funds and sent in a group of Brothers by airplane. A hearty vote of thanks is due Brother Rausch for his work in this area!

Well-Known Professor Leads Reactivation

PR Dr. Ernest R. Kline, Delta Sigma, Professor, University of Connecticut, led the members of Delta Sigma Chapter in the reactivation of Iota Eta Chapter at American International College. Dr. Kline has pushed

New Year - New Location for Alpha Phi Omega

The National Executive Board of Alpha Phi Omega has announced that, after January 1, 1961, the National Office of the Fraternity will be located at 1100 Waltower Building, 823 Walnut Street, Kansas City 6, Missouri.

"We've been considering possible new quarters for some time," said National President William S. Roth, in making the announcement. "Last September 24, the National Executive Board, at its meeting in Kansas City, authorized Executive Secretary Joseph Scanlon and myself to make the change. The two of us visited a number of office buildings and found the best space for our purpose in the Waltower Building."

The new area consists of 1380 sq. feet of well lighted office space for efficient handling of Fraternity business and mailings. A wood paneled reception room makes a fine improvement over the presently occupied space.

The office staff in addition to Joe Scanlon, includes Mrs. Muriel M. Tucker, Office Secretary and Comptroller; Mrs. Violette Armstrong, Registrar; and Estuardo Sobalverro, in charge of the mailing department.

for a strong set of Faculty Advisors to replace the inactive group at Iota Eta and the chapter is booming.



CHAPTER NEWS



- * * * PACIFIC COAST CHAPTERS will hold a Leadership Seminar at Santa Monica, Nov. 11-13. Chi chapter of the University of California at Los Angeles is spearheading this important gathering. Here's hoping that delegates are invited from prospective charter groups and from colleges and universities which should be in Alpha Phi Omega.
- * * * ALPHA MU, William Jewell College, Liberty, Mo., reports a first pledging ceremony involving six candidates and is planning a second one to double that number. National Executive Secretary Joe Scanlon was guest of honor Oct. 6.
- * * * DELTA, Auburn University, Auburn, Alabama, reports 739 men indicated an interest in Alpha Phi Omega in a survey just completed, National Executive Board member R. L. Brittain reports.
- * * * GAMMA CHI, Howard College, Birmingham, Alabama, hosted the National Executive Secretary October 21. The visit included contacts with Birmingham Southern College, Snead College, and Jacksonville State Teachers College and a formal check with DELTA Chapter.
- * * * THE TOP TEN CHAPTERS IN THE UNITED STATES in the number of men initiated in 1959-60 college year, excluding newly formed chapters, were, in order: BETA SIGMA, Texas Tech; ALPHA RHO, The University of Texas; ALPHA BETA, Penn State; ETA RHO, Marquette University, Milwaukee; IOTA RHO, The Florida State University; BETA XI, Westminster College, Fulton, Mo.; IOTA LAMBDA, North Carolina State; EPSILON LAMBDA, Michigan College of M & T, Houghton; DELTA SIGMA, University of Connecticut; EPSILON CHI, Los Angeles City College.
- * * * PROSPECTIVE GROUPS NEARING COMPLETION include Newark State College, Newark, New Jersey; and The College of Osteopathic Physicians and Surgeons at Los Angeles. If your chapter is in the vicinity lend a hand and help these groups complete their petitions.
- * * * ALPHA RHO, The University of Texas, is the first chapter to report its delegates for the 16th National Convention in Philadelphia next December. Who's next?
- * * * CHAPTER DIRECTORY of Presidents and Advisors for Fall, 1960, may be in your hands by the time this issue reaches you. All but 61 chapters responded within ten days to the request for this information. Thanks to one and all.
- * * * TORCH AND TREFOIL will continue to be sent in bulk to each chapter president unless the chapter has a mailing address of its own.

DON'T MISS:

16th NATIONAL CONVENTION
DECEMBER 28-30 ☆ PHILADELPHIA, PA.