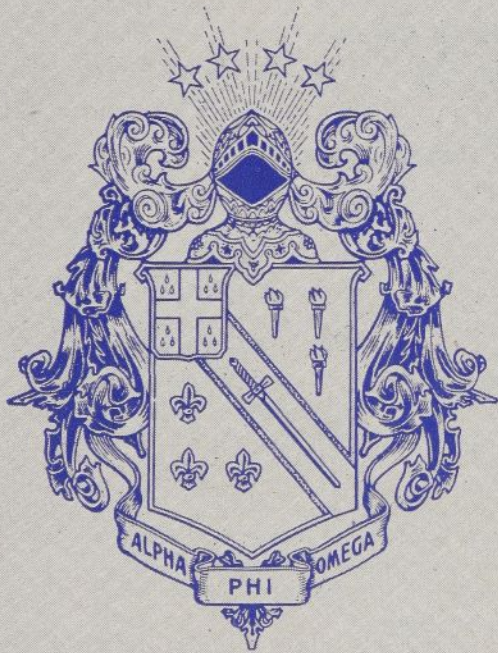


# TORCH AND TREFOIL



OCTOBER, 1960

*Let's Grow!*



## TORCH and TREFOIL

Volume 35, No. 6  
October, 1960

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## TAKE A CLOSE LOOK . . .

This is a new kind of TORCH AND TREFOIL! Loaded with ideas that will help your chapter attain a new high in service, this issue is different from cover to cover.

Study this issue closely and your chapter, your campus, your community and your nation will benefit. The material herein contained is up-to-date. You can use it this semester—and we hope you do.



### 1. On Our Cover . . .

The future of every chapter depends upon its ability to recruit manpower today. As a herald to the theme of this issue, the cover does well to show our Fellowship Circle being extended.

### 2. Table of Contents . . .

### 3. Introducing Joseph Scanlon . . .

Meet our new National Executive Secretary and Editor. New leadership for a growing organization!

### 4. Let's Grow!

We plan to have a theme for each of the future issues of TORCH AND TREFOIL, and this time it's "Let's Grow!" Here's loads of ideas to help your chapter recruit that needed new manpower. Be sure to study the following articles closely.

### 5. Conduct a Complete Prospect Census . . .

Some ideas to help you develop that most important tool, the Prospect Census.

### 5. Good Rush Meetings Are Important . . .

Better plan yours well! Use this article as an aid.

### 6. Be Sure to Follow-Up . . .

Personal contact is a most important part of a good rush effort. Is yours "up to snuff"?

### 6. Impressive Pledging Ceremonies . . .

An impressive ceremony can do the job when inspiration is a basic need. And where is inspiration more necessary than in a Service Program?

### 7. Here's How!

Your chapter can have top-notch pledge tests. We hope you like the "Here's How!" idea. There will be more in future issues.

### 10. Things Are Happening in Philly!

Our Brothers in Philadelphia are planning a big Convention! In Ed Tustin's report you'll read all about it. Better start planning to attend!

### 11. Fraternity to Help CARE Crusade . . .

Here's big news about a big project and how you, as the representative of ALPHA PHI OMEGA, might tour Europe in a jet airliner!

### 12. Chapter News . . .

We hope you like this feature well enough to respond to our plea for news from your chapter.



# INTRODUCING JOSEPH SCANLON . . .

**NATIONAL EXECUTIVE SECRETARY AND EDITOR  
OF ALPHA PHI OMEGA**



**Joe Scanlon**

The announcement of the selection and appointment of Joseph Scanlon as the National Executive Secretary and Editor of Alpha Phi Omega, effective September 1, 1960, brings to the national office a man qualified by more than thirty years of active interest, association and leadership in the fraternity.

Joe's interest in Alpha Phi Omega dates back to 1929 when he began fifteen years of service as a Scouting Advisor to various chapters. During this period he was part of a flying squadron engaged in extension work and new chapter formation.

During the same period he served on the Executive Staff of the Kansas City Area Scout Council, headed by the redoubtable H. Roe Bartle, now Mayor of Kansas City and Past National President of AΦΩ. Brother Bartle frequently designated Joe for keynote addresses to AΦΩ gatherings.

#### **National Officer**

In 1944 Brother Scanlon was elected to the National Executive Board and was re-elected in 1950. Subsequently he served as National First Vice President, National Third Vice President and National Treasurer. In 1958 he retired as National Treasurer and was elected to a six-year term on the Board. President Roth appointed him Chairman of the National Extension Committee, in which capacity he was serving when the office of National Executive Secretary became vacant. The National Selection Committee, composed of the Past National Presidents and President Roth, joined in naming Brother Scanlon to fill the vacancy.

Brother Joe is a graduate of St. Joseph, Missouri, Junior College, the St. Joseph School of Law, and the National Scout Executives Training School. His college major was sociology. He was admitted to the practice of law in the State of Missouri in 1928 but soon decided to make Scouting his career. Brother Scanlon has taken postgraduate work at the Kan-

sas City Teachers College and the University of Chicago. He taught Scouting Methods of Education for a time at Seattle University.

During the war years Brother Scanlon was named Assistant Director of War Finance for Kansas City and Jackson County, Missouri. More than half a billion dollars in war bonds and securities were sold in the campaigns in which he participated.

In 1943 he was named Commissioner of the Kansas City U. S. Junior Citizens Service Corps and was instrumental in setting up a special "S" flag award for Public and Parochial schools which met or surpassed Service, Savings and Salvage goals to support the war effort. Kansas City made a nationally outstanding record in this field.

#### **Active Civic Leader**

Brother Scanlon's interests include Rotary, the American Humanics Foundation and the Serra Club and for the latter he served as Governor in Washington and Oregon. He has participated actively in every AΦΩ National Convention but two.

Joe expects to contribute three fine sons to AΦΩ in future years. He and

Mrs. (Barbara) Scanlon are the proud parents of two daughters, Sally and Lois, aged fifteen and thirteen respectively. The boys are Royal, age eleven, and a Scout; David, a nine-year-old Cub Scout, and Kevin, who will be a Cub Scout next year.

Our introduction of Joe would not be complete without reference to the Kansas City, Missouri, Orphan Sponsors. This group was formed in 1934 to assist boys leaving the orphan home there to complete their education through high school and college, if possible. Funds had to be secured through public appeals, the sponsoring of athletic meets and the like. The organization had rough sledding in the days of the great depression but it survived and has served more than five hundred boys. Joe was president for several years and despite changes in location he has maintained his interest in this good work.

We know Joe pushes Alpha Phi Omega and is proud of his association with it. Those of us who have worked with him in Scouting and in Alpha Phi Omega are certain he will enthuse you when you meet him to renewed effort and achievement in our beloved fraternity.



# Let's Grow!

## HELP YOUR CHAPTER EXPAND ITS INFLUENCE

### THE FOLLOWING MATERIAL WILL HELP YOU GROW!

Ready to start the new semester? We hope so! As a Brother in ALPHA PHI OMEGA you'll want to start now to plan your activities for the coming semester. There's lots in store; rush programs, service projects, social and fellowship events, leadership experience.

In the coming year TORCH AND TREFOIL will give you more help than ever towards the accomplishment of your goals.

Take this feature, "Let's Grow!" for example. It's loaded with ideas that will help you strengthen and enlarge your chapter. You'll want to study what follows carefully.—The Editor.

It takes a lot of planning to conduct an effective rush program. You had better make sure that your chapter is off to a good start. Here are some ideas that will make your planning easier.

#### Semester Membership Plan

You saw the SEMESTER MEMBERSHIP PLAN in the May, 1960, issue of TORCH AND TREFOIL. If you are in any way involved in your chapter's membership extension effort—and every Brother is—you'll want to study that plan carefully. (Pages five and six are out of order in the May issue. Place them in proper order so as not to confuse yourself.—Ed.)

To use the plan: (1) Fill in the dates in the ACTUAL DATE column, (2) Assign each part of the plan to a fellow Brother and then, (3) Follow up to see that each job is completed on or before its deadline date.

#### Second Vice President Important

The Second Vice President is the "king-pin" in this entire phase of activity. He must call his Membership

#### BE SURE TO READ

|  |        |
|--|--------|
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| Good Rush Meetings Are Important .....   | Page 5 |
| Be Sure to Follow-Up .....               | Page 6 |
| Impressive Pledging Ceremonies .....     | Page 6 |

Committee together as soon as possible. At the first meeting of this committee the Second Vice President should make sure that everything gets off to a good start. (If the Second Vice President has not returned to campus, it is the Chapter President's job to get things rolling.)

All of the jobs on the SEMESTER MEMBERSHIP PLAN should be assigned to responsible persons. In assigning each job, the Second Vice President should make sure that the person involved: (1) Fully accepts his responsibility, (2) Understands the job that must be done, and (3) Knows when the job must be completed.

Effective rushing requires a degree of salesmanship. Every successful salesman realizes the importance of adequate planning. Any event that is inadequately prepared for is usually inadequately successful.

Be sure to study the SEMESTER MEMBERSHIP PLAN carefully and then spend the time necessary in planning to do the job properly.

The material on the following pages will help you make your rush program a success. Study it carefully, too!

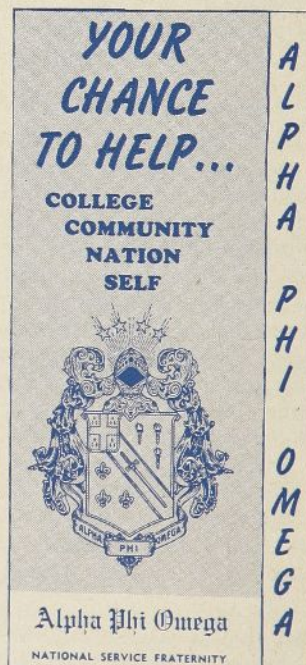
#### New Rush Pamphlet

In addition to the SEMESTER MEMBERSHIP PLAN, your National Office has a number of new aids available. "YOUR CHANCE TO

HELP . . .," the new rush pamphlet is a fine example in this area.

It's a new approach in ALPHA PHI OMEGA rushing. Written with your campus in mind, we know you'll enjoy using it! "YOUR CHANCE TO HELP . . ." has been designed for use in introducing ALPHA PHI OMEGA to the modern college and university student that is found on America's campuses today.

Study it carefully to refamiliarize yourself with the Fraternity, its principles and program. You'll need that study if you are going to tell others about our Brotherhood!



"YOUR CHANCE TO HELP . . ." A new pamphlet for use in Rush programs and other extension work.

Well, are you ready to start? For additional aid in the area of rushing, you'll want to read the articles on the following pages!



# CONDUCT A COMPLETE PROSPECT CENSUS

What is a prospect census? It is a complete list of the male students on your campus, separated as to scholastic class, type of residence (commuter or dormitory) and tenure at your college or university.

How is the census compiled? Start with the most complete list of male students available. In most colleges the Admissions Office mimeographs a complete student directory. Arrange to secure an advance copy of this list.

If no such list is available, names may be copied directly from the Admissions Office files, or from the campus post-office lists.

Once you have the complete list, it will be short work dividing it into the above mentioned classifications.

The guest books from past Rush Meetings will tell you a great deal about many of your prospects. These books should be carefully compiled and stored each year.

Go through old guest books and study each name. As you see the

names of men who might want to pledge now, make a special note to that effect on your census.

Every semester your chapter should distribute the census card to all Freshmen. These cards will tell you which of the Freshmen want to join ALPHA PHI OMEGA.

These are your hottest prospects. Their interest should be noted on your census.

The best place to distribute census cards is in an information booth at registration. This booth gives you an opportunity to give service to Freshmen while you get the census work done.

Many chapters mimeograph a rush letter which tells about ALPHA PHI OMEGA and has, as an enclosure, a census card, with a return address on the back. (These census cards are available free, from the National Office.)

The census may also be completed through personal contacts if the above

mentioned methods are not usable on your campus.

Effective rushing does not require that each student be contacted every semester. Rather, it requires that every man on your campus, during some time early in his attendance, be given an opportunity to join our Brotherhood.

Every time a person is reached, the census should find out at least the following: (1) Does this man have a desire to take part in a service program? (2) Has he been a member of the Boy Scout Movement or ALPHA PHI OMEGA?

The complete list should be compiled before the end of Freshmen "Orientation Week." As soon as your census is completed, you'll want to start using it to address invitations and assign names to Brothers for personal contacts.

You had better get started! You are going to need that completed list before you know it!

# GOOD RUSH MEETINGS ARE IMPORTANT

Good Rush Meetings are important and your Chapter must be prepared for them!

Why are good Rush Meetings important? The answer is obvious, and yet it is frequently overlooked. Active service is performed by active Brothers and Pledges. It is of great importance to ALPHA PHI OMEGA that pledge classes include the highest quality of college men. The chapter must work to attract such men and this is done through the rush program of which Rush Meetings are a most important part.

## Goals of the Rush Meeting

There are definite goals that the Rush Meeting should seek to achieve:

1. The ideals and purpose of the Fraternity must be presented. The prospect wants to know what he is getting into.
2. Past history and the planned future should be outlined. The potential Brother wants to know what the chapter does to achieve its goals.
3. Important campus personalities should be present. Each prospect wants to know what the campus community — both administration and students—thinks of the chapter.

4. A program containing complete information should be presented. Every man will want to know what obligations he is letting himself in for.

5. A social atmosphere should be maintained. Fellowship is an important part of our service program and we want to make sure that it is evident.

## How to Achieve the Goals

How should the Rush Meeting be planned to best meet these goals?

The Second Vice President must make arrangements and choose the speakers for the Rush Meeting. Consultation with the Chapter President will be valuable at this point. Also, spend some time studying the SUGGESTED RUSH MEETING PROGRAM (available from the National Office.)

## Publicity

The first thing you will want to do is get the publicity prepared. Recruit the best artists available and assign him the job of designing and producing some unusual posters. Make sure that you end up with at least one poster for each bulletin board on

campus.

Next, assign someone the job of sending out the invitations for your Rush Meeting. He will use the Prospect Census as his mailing list.

## Use the Best Location

The room in which the Rush Meeting is held must be well located and present a congenial atmosphere. There should be plenty of room to facilitate movement and comfort during the meeting.

## Have Top-Notch Speakers

Care must be taken to insure trained and competent speakers. Appoint your speakers at the earliest date. Be sure that each speaker knows what he is to talk about and how long he is to talk.

There is no need to present all the facts at this one meeting. An interesting and dynamic presentation that covers the high points would be more worthwhile. Use your time to best advantage!

The purpose and ideals of the Fraternity should be presented and the Dean as well as the Chapter advisers should be present. Interesting exhibits should be arranged as well as a question and answer period.



# BE SURE TO FOLLOW-UP . . .

Be Sure to Follow-Up! Yes, personal follow-up is important at every stage of the membership extension effort.

In the program of ALPHA PHI OMEGA, fellowship is a most necessary ingredient. In order to be successful in expanding our circle, we must make sure that prospective Pledges understand that they are wanted not only as workers, but as individuals too!

## **Include Follow-up in Your Planning**

In developing your SEMESTER MEMBERSHIP PLAN you will want to make sure that personal follow-up contacts about meetings and personal invitations are guaranteed.

At the Closed Chapter Meeting held one week prior to the Rush Meeting, the entire personal follow-up plan should be established. At this meeting the Second Vice President assigns each prospect to a Brother for cultivation. It then becomes that Brother's responsibility to see that all personal contacts with that prospect are successful.

In the SEMESTER MEMBERSHIP PLAN there are a number of times when personal follow-up is important:

### **Personal Contact Prior to the Rush Meeting**

Personal contact enters the picture at an early stage. During the week prior to the Rush Meeting, every prospective Pledge should be contacted by a Brother. (We're talking about planned contacts—not the informal relationships that happen a million times a day everywhere!)

During this time, the Brother introduces himself as a member of ALPHA PHI OMEGA, reminds the prospect of the invitation extended to him to

visit the Rush Meeting, and explains very briefly and informally the basic principles and the program of the Fraternity.

It might be said at this point, that at no time is "hard selling" a part of the follow-up process. All of these contacts should be effective in only three areas: (1) To remind the prospect of the scheduled event; (2) To show him how ALPHA PHI OMEGA is interested in him as an individual; (3) and to answer any questions.

A desire to render service is not fast-talked into a man. The individual must recognize this desire himself and express it of his own free will or his fulfillment of that desire will be only half effective.

### **Next Personal Contact After Rush Meeting**

The second scheduled personal contact is an important one. After the prospect has been exposed to the Fraternity during the Rush Meeting, he probably has a number of questions and doubts running through his mind.

It then becomes the job of the Brother to answer all questions and make the prospect's thinking clear on ALPHA PHI OMEGA. At this contact, after the Rush Meeting and before the Pledging Ceremony, all doubts are cleared up and if the man is interested, a Pledge Application is filled out and secured.

Then, at this same contact, the Brother makes arrangements with the future Pledge to travel together to the Pledging Ceremony. This is the type of personal contact that, in its small way, strengthens a fellowship such as ours.

### **Pledging Ceremony**

We have already said that every

future Pledge should be escorted to the Pledging Ceremony by a pre-assigned Brother. This plan achieves a number of things: (1) It makes sure that the prospect gets there; (2) It makes sure that he gets to the right place and doesn't walk into the ceremony room, prior to the scheduled time, thereby embarrassing himself and the Brothers; (3) and it establishes in the mind of the Pledge the fact that this is a fellowship — a Brotherhood.

### **During the Pledge Period**

To extend the ideas of personal follow-up even further, many chapters establish a Big Brother plan for their Pledge Classes.

Each Pledge is assigned to a Brother who assists the Pledge in any way possible. This assistance would include help in studying for Pledge Tests or academic assignments, help in solving personal problems and assistance in work on service projects.

While the Big Brother idea is not officially a part of the ALPHA PHI OMEGA program, many chapters recognize it as a valuable tool in strengthening their organization.

Yes, planned personal contact is an important part of our membership extension effort. Your chapter will want to take all of the steps necessary to insure that an adequate amount of these contacts happen during your Rush program.

### **Initiation to Membership**

At the time of the Initiation to Membership, a plan similar to that used for the Pledging Ceremony is followed. Also, many chapters personally deliver the invitation to the Initiation to Membership.

## Impressive Pledging Ceremonies

As you plan your Chapter's Pledging Ceremony for this semester, be sure to consider the following:

**LOCATION**—Where will the ceremony be held? Is the room large enough? Is complete privacy guaranteed? Is the location convenient and does everyone involved know how to get there?

**SIZE OF THE GROUP**—Will you be able to handle the group in the ceremonial chamber? Will the ritual

team members need assistance? Do you have enough Pledge Manuals and Pledge Pins on hand?

**PARAPHERNALIA**—Is the ritual equipment used in this ceremony on hand, centrally located and ready to use? If your chapter doesn't have a set of equipment for this ceremony, will you want to assemble such a set?

**PERSONNEL**—Does every chapter officer who has a part in the ritual know his job? Does he have a copy

of the ritual? Does he know what to wear for the ceremony? Will robes be used? Do all of the Brothers know what to wear for the ceremony?

**SUPPLEMENTAL**—Will refreshments be served after the ceremony?

Nuf' said? There's more than meets the eye when it comes to having an impressive Pledging Ceremony! If you agree with us that such a ceremony must be impressive, you'd better get with it!



# HERE'S HOW!

## YOUR CHAPTER CAN HAVE ...

### AN ORGANIZED PROGRAM FOR PLEDGES

If used properly, pledge tests can be a most important tool in preparing a man for initiation in ALPHA PHI OMEGA.

If our Fraternity is to succeed in its program of service, every new Brother must have a basic knowledge about his Fraternity, his chapter and his campus before he can be considered a full-fledged member.

Well before the Initiation to Membership, the chapter must have some idea of the amount of knowledge possessed in these areas by each prospective member. Pledge tests are one of the means used in most chapters to test this.

What goes into a good pledge testing program? How many tests are necessary? How much importance should be given to the tests themselves? Are tests as important as the Pledge's actual expression of his desire to render service?

All of these questions are important and to some degree this "Here's How!" will answer them. Specifically though, we want to talk about a well-planned and properly executed pledge testing program.

#### Instruction Important

The most important factor in relation to pledge tests is the instruction that they are based upon. Periods of instructions should be scheduled into every pledge training program.

For example: If your pledge training period is ten weeks long you might schedule three instruction periods where the Pledgemaster would act as "Professor of ALPHA PHI OMEGA."

If, during this ten-week period, your class meets ten times you would probably have instruction periods during the second, fourth and sixth meetings. Then, you could have tests during the third, fifth and seventh meetings.

#### Tests Should Cover Material Presented

On this and the following pages you'll find four printed boxes. The first box (on this page) is a series of questions that might stimulate your thinking and the thoughts of your Pledges.

In talking about the tests (Boxes

Number Two, Three and Four) let's remember this: They are presented in their suggested order of use. So, if you would use the test on ALPHA PHI OMEGA Principles and History at your third pledge class meeting, you would want to talk on Principles and History at your second pledge class meeting and so on.

### CAN YOU ANSWER THESE QUESTIONS?

When and where was ALPHA PHI OMEGA founded?

Who was the founder of ALPHA PHI OMEGA?

What is the purpose of the Fraternity?

What are the cardinal principles of the Fraternity?

What are the areas of service of the Fraternity?

Who is the present National President of the Fraternity?

Where will the next National Convention be held?

Where is the National Office of ALPHA PHI OMEGA?

When was your chapter founded?

Who are the officers of your chapter?

When was your college or university founded?

Who is President of your college or university?

Who is the Dean of Men on your campus or in your school?

What is the oldest building on your campus?

What are two traditions of your campus?

How does the ALPHA PHI OMEGA Toast Song go?



# HERE'S How!

YOUR CHAPTER  
CAN HAVE...

## GOOD PLEDGE TESTS

Watch for more Here's  
How! features in  
future issues of  
TORCH AND TREFOIL!

### Prepare Your Talk Adequately

After you decide how many tests you plan to have and what each one will cover, it will be easy to organize your talks on each of the subjects.

As research material you can use the new PLEDGE MANUAL, the MANUAL OF ADMINISTRATION and your personal knowledge and experience.

Some Pledgemasters develop a final examination that is given in addition to tests like the ones presented here.

On that test, or on these, for that matter, you could include some essay questions that solicit the Pledge's opinion of his experiences as a Pledge, what he feels ALPHA PHI OMEGA means to him, what he feels the chapter could do to improve its program, etc.

### Honor System Used

Most chapters use the honor system in their pledge tests. Certainly, that system is right at home in ALPHA PHI OMEGA.

### Importance of Pledge Tests

Although pledge tests can be an important part of the pledge training program, it is important that they be considered in the context of the entire pledge experience. The criteria by which your chapter elects Pledges to membership should include the Pledge Tests as an important part.

That criteria should also include the Pledge's participation in chapter and Pledge Class service activities and fellowship events, his attendance at meetings and any other factors that your chapter deems important.

In planning your Pledge training program you'll want to remember that

the pledge period is the most important part of a man's ALPHA PHI OMEGA experience. Make his experiences interesting, challenging and worthwhile.

If you are a Pledgemaster, the future of ALPHA PHI OMEGA is in your hands!

## SAMPLE PLEDGE TEST

### ALPHA PHI OMEGA PRINCIPLES AND HISTORY

1. Where was ALPHA PHI OMEGA founded?
2. When was the Fraternity founded?
3. Who is the founder of the Fraternity?
4. What is the purpose of ALPHA PHI OMEGA?
5. What is the Fraternity magazine called?
6. What are the cardinal principles of ALPHA PHI OMEGA?
7. Who is the current National President of the Fraternity?
8. List the four service areas of the Fraternity.
9. What are the Membership fees of the National Fraternity?
10. What is the name of your pledge book?
11. How many active chapters are there in ALPHA PHI OMEGA?
12. Are there any Fraternity houses in ALPHA PHI OMEGA?
13. How often is the National Convention held?
14. Where and when will the next one be held?
15. Is there any hazing in ALPHA PHI OMEGA?
16. Where is the Fraternity National Office located?
17. Who is the Executive Secretary of ALPHA PHI OMEGA?
18. In the space below, write the Fraternity Toast Song.



## SAMPLE PLEDGE TEST

### CHAPTER HISTORY

1. What is the name of our chapter?
2. When was our chapter founded?
3. Name the chapter members still on campus.
4. How many actives are there in our chapter at the present time?
5. Who is the Chairman of the Advisory Committee?
6. Who is the Pledgemaster?
7. How many chapters were there before us?
8. Name two money-raising projects of our chapter.
9. List the Chapter Officers by name and give their office.
10. List the Chapter Standing Committees.
11. In addition to the Chairman, who are the other members of our Advisory Committee?
12. How often does our chapter elect officers?
13. List two campus service projects of our chapter.
14. List two community service projects of our chapter.
15. List the Greek Alphabet.

## SAMPLE PLEDGE TEST

### CAMPUS TRADITION AND HISTORY

1. When was (Name of your College or University) founded?
2. Who was its first President?
3. What type of University (or College) is \_\_\_\_\_?
4. Which is the last department ( or college) to be started?
5. Who is Director of Student Placement?
6. Who is our Alumni Secretary?
7. What is our school motto?
8. What is the tradition about the arch with the ball on top of it?
9. What is the oldest building on campus?
10. Who is the President of \_\_\_\_\_?
11. Who is the Dean of Men?
12. Who is Dean of Women?
13. What is the nickname of the school teams?
14. Name three famous graduates of our school.
15. What are the most famous departments of our school?



# Things Are Happening In Philly!

by Ed Tustin

(Zeta Theta Chapter)

Chairman of Publicity, 1960 National Convention

Every Brother in the know is aware that in December we are holding the National Convention in Philadelphia.

Each Chapter President has been receiving—and will continue to receive right up to Convention time—letters informing him as to what preparations are going on in the Philadelphia area in order to make each delegate's visit an enjoyable one. In case you haven't seen these letters, here are a few excerpts from them:

#### From Zeta Theta Chapter at Drexel Institute of Technology

"Zeta Theta Chapter is doing the publicity work and making arrangements for a number of Convention souvenirs. Many items have been secured from leading companies to be distributed to the delegates. We are also planning to give each delegate an ALPHA PHI OMEGA souvenir ash tray and some other surprise gifts.

Also, each one of the thirteen Sections has been asked to bring to the Convention souvenirs representative of their area. So you can see that you are going to need an extra suitcase to take all the material home."

#### From Mu Eta Chapter at Albright College

"We are the Supply Committee for the Convention and will be selling ALPHA PHI OMEGA emblems and insignia as well as other Fraternity material. If you need it, we'll have it! Also, a Balfour Company representative will be at the Convention to talk to you about Fraternity jewelry."

#### From Alpha Chapter at Lafayette College

"The preparations for the Convention are being made by the Convention Committee of the Delaware Valley Area Conclave. You can be assured that we are doing our best to see that this is the greatest National Convention that ALPHA PHI OMEGA has ever seen. Alpha Chapter will be conducting the registration in the Benjamin Franklin Hotel. All efforts are being made to insure a speedy registration process."

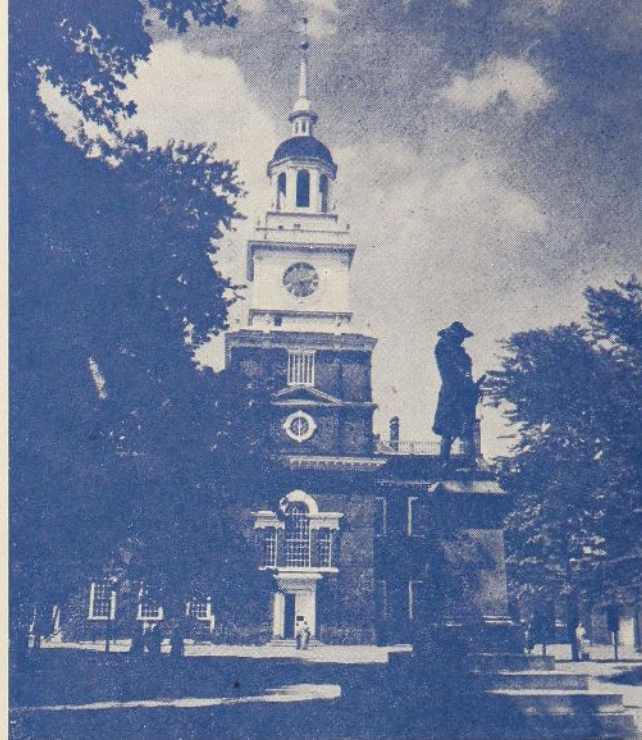
#### Zeta Sigma Chapter at the University of Delaware

In their letter, they made a special request to each Chapter of the Fraternity to send in their college pennant. If you know that your chapter has not yet done this, please make an effort to see that it happens. Mail your pennant to: Mr. Tom Hannon, 3453 Hartville Street, Philadelphia 34, Pennsylvania.

#### Other Chapters Are Involved

The above are just four of the many letters that will be mailed out. One letter will come from Delta Zeta Chapter at the University of Pennsylvania. Their job is to organize and conduct tours around the Philadelphia area. They will also operate a booth for registration, lodging, transportation and other information.

Another letter will come from Zeta Iota Chapter at Temple University. They are handling all of the banquet arrangements. And what banquets they will be! Meals fit for a king, complete with decorations that you will remember for a long time!



Philadelphia, the location of such historical buildings as Independence Hall, will on December 28-29-30, 1960, be the location of the Sixteenth National Convention of ALPHA PHI OMEGA.

Still another letter will arrive from Lambda Pi Chapter at La Salle College. They are assigned the task of decorating the Hotel, both inside and out. They have big plans! All of Philadelphia will know that ALPHA PHI OMEGA is in town!

One other letter is being sent out by Lambda Upsilon Chapter at Ursinus College. Lambda Upsilon is the Convention Reception Committee and they will see to it that you receive a hearty welcome as you enter the Benjamin Franklin Hotel. They will also help each delegate find his assigned room.

Letters from these four chapters will be sent out soon. Chapter presidents should make it a point to post these letters so that each Brother can see them.

#### Alumni Chapter Involved

While discussing preparations we don't want to forget the Philadelphia Area Alumni Chapter. It is their duty to plan and conduct activities of interest for the wives of ALPHA PHI OMEGA Brothers who attend the Convention, and to assist the collegiate chapters as called upon.

#### Will You Be There?

Yes, things are happening in Philadelphia. Will your Chapter be represented? We hope so.

During your first business meeting this Fall you'll want to discuss the Convention. Talk over your delegation. Start thinking about whom you want to represent your Chapter.

You get tremendous returns on the money you invest in a Convention delegation. The Brother and Advisor that you send will return with loads of new ideas to help your chapter perform more and better service.

Select the best men available to represent you. Then plan to help them travel by raising money to pay all or part of their travel, lodging and food costs. It will return big dividends!

And, remember, though only two of your Brothers may vote, every one of your men can be a delegate to a National Convention. Plan to be with us in Philadelphia on December 28-29-30!



# FRATERNITY TO SPONSOR CARE CRUSADE ON CAMPUSES

ALPHA PHI OMEGA chapters will Help the Vicks-CARE Crusade on college campuses this Fall. Sponsorship of the Crusade is a major national project for ALPHA PHI OMEGA chapters which desire to participate.

The Crusade is a joint effort by CARE (the Cooperative for American Relief Everywhere) and the Vicks Chemical Company to raise \$1,000,000 for needy people in other lands. It is set up as a nationwide contest in which people must send at least a 50c contribution to CARE and complete the following statement in 25 words or less: "Americans should CARE about their neighbors abroad because . . ."

Entry blanks for college students will be available on posters distributed on campuses by ALPHA PHI OMEGA. No purchase will be required to enter the contest—only the donation to CARE.

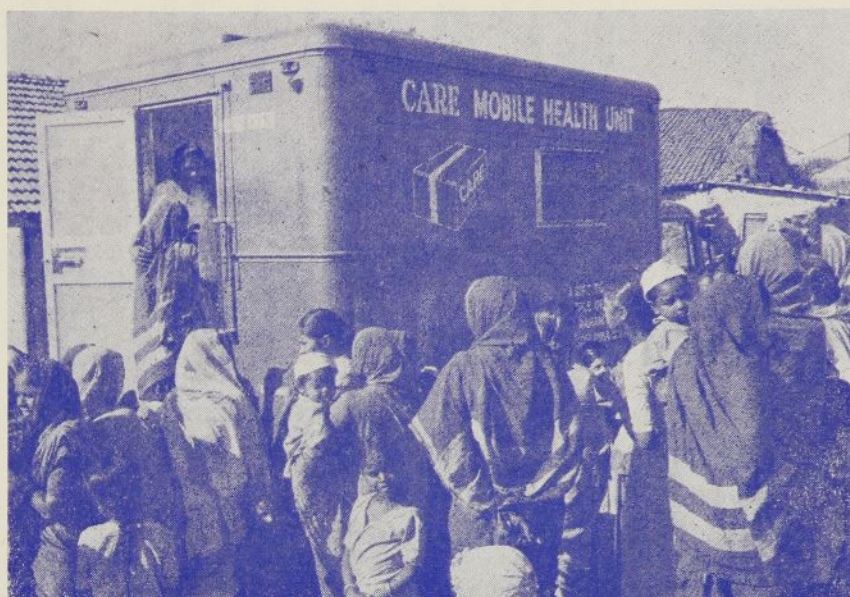
First prize winners from each state will serve as person-to-person goodwill ambassadors on a two-week jet trip to Europe, during which they will visit Rome, Athens, Istanbul and Paris and see CARE projects in action in Italy, Greece and Turkey.

Besides this nationwide contest open to everybody, the Crusade will feature the special, separate contest for college students. Two winners will be picked to represent the college youth of America on the European trip. For the college contest, entry blanks will be available at convenient campus locations. College entrants will make the same minimum contribution to CARE.

ALPHA PHI OMEGA has taken on the assignment of getting contest information and entry blanks onto U. S. campuses. Brothers will distribute 10,000 posters and 2,000,000 entry blanks on college campuses.

## Fraternity Represented on World Tour

Because the Fraternity is sponsoring the college contest, it will have the privilege of sending a representative on the European trip. Thus, one seat is being reserved on the jet for a Brother from the chapter that does the most effective job of carrying out



Fraternity's Effort Will Bring Health to Millions!

this project, as selected by the National Service Committee. The Committee will make its decision based upon the number of entrants and percentage of campus participation as reported to the Committee by the Rueben H. Donnelly Corp., contest directors. Runners-up will be eligible for valuable second prizes.

Briefly, here's what ALPHA PHI OMEGA will be doing: Each chapter will place posters and entry blanks on main bulletin boards in dining rooms, dormitories and other important places starting October 3. Posters will be refilled as soon as entry blanks are depleted; each chapter will stamp the name of its school on each entry blank. Press kits will be available to help tell the Crusade story through campus newspapers and radio programs.

Further details of participation will be sent to all chapters. Posters, entry blanks, instructions and press kits should reach chapters before October 1.

APO sponsorship of the Vicks-CARE Crusade will give several million U. S. students a chance to help less fortunate people in some 26 foreign countries. We are proud that

ALPHA PHI OMEGA has been selected to assist in the very worthwhile work being done by CARE.

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

## 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 35" Cine Brown Cameras

**PRIZES:**

**1ST PRIZE:** TWO WEEK TRIPS TO EUROPE FOR TWO!

**2ND PRIZE:** 20 REVERE 35" CINE BROWN CAMERAS

Help relieve 1,000,000 of CARE

TAKE FREE ENTRY BLANK HERE





# CHAPTER NEWS



- \* \* \* KAPPA UPSILON, East Carolina College, Greenville, N. C., led the way for the 1960 Easter Seal Campaign in Pitt County, N. C. A check for \$150.00 provided a real spark for what turned out to be a highly successful campaign.
- \* \* \* KAPPA MU, Johns Hopkins University, Baltimore, has for several years run an Emergency Blood Donor Service in conjunction with a nearby hospital. Recently, in answer to an emergency call, nine pints of blood, of the required type, were obtained within twenty-four hours of the initial request. How's that for service?
- \* \* \* Your chapter has news too! TORCH AND TREFOIL hopes to expand this Chapter News feature greatly and we want you in the picture. Send news of your chapter's successes to Chapter News, ALPHA PHI OMEGA, 419 Columbia Bank Building, Kansas City, Missouri.  
  
Let us know what happened, where, when, who was involved and all the other facts that you feel like "crowing" about. Make sure your chapter gets that deserved "pat on the back." Pictures of Brothers in action are needed too!
- \* \* \* "Off the Sod, Clod" was the byword at Michigan State University during the BETA BETA Save Our Grass Campaign. Signs were put up on all student-made paths to discourage short cuts and encourage grass growth.
- \* \* \* IOTA RHO, Florida State University, Tallahassee, helped last Spring in the collection of over one thousand dollars to help an Alumnus suffering from lymphatic cancer.
- \* \* \* At Brooklyn College, GAMMA IOTA handled over 10,000 books during their Spring Used Book Exchange. Can your chapter top that?
- \* \* \* ZETA, Stanford University, California, was recipient of the Region XII, Boy Scouts Service Award. This award is given for outstanding service to boys through the Scouting program.
- \* \* \* To encourage cross-country equestrian tourists, ZETA NU, Southern Illinois University, Carbondale, blazed a new trail through rugged countryside in Southern Illinois. The weekend trip turned out to be a fine fellowship event.
- \* \* \* An Audio yearbook is published by MU NU, Western Illinois University, Macomb. The twelve inch long-playing record, called "Sounds of '60", includes sounds of sporting events, queen crownings, outstanding speeches and other important happenings.

## DON'T MISS:

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