



TORCH AND TREFOIL

Blood **AS A MEDICINE**

PLASMA
straw-colored liquid—
92% water, 7% protein,
1% sugar, traces of min-
erals, vitamins, hor-
mones, and enzymes

MAJOR SOURCE OF VALUABLE BLOOD DERIVATIVES

WHITE CELLS
disease fighters

PLATELETS
essential for blood clotting

RED CELLS
carry oxygen to all parts of the body

SERUM ALBUMIN
emergency treatment for shock; replacement of lost proteins in kidney and liver diseases

IMMUNE SERUM GLOBULIN
valuable against measles

THROMBIN-FIBRIN FILM AND FOAM
help to stop bleeding during surgery or from open wounds

ANTIHEMOPHILIC GLOBULIN
helps hereditary bleeders

OTHER PLASMA FRACTIONS
being separated and uses being determined

Procedures for separation recently developed.

used in treatment of anemia or severe burns

For use with The Story of Blood (ARC 1710), available from nearest Red Cross chapter

Need for Blood Continues

(Story on page two)

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"BOX SCORE"

Present number of chapters, in-
cluding petitions approved 271
Total number of members since
founding 42,598
Number of copies in this issue 13,000

"Strangers are friends we haven't
met yet."

—The Right Hand.

TORCH and TREFOIL

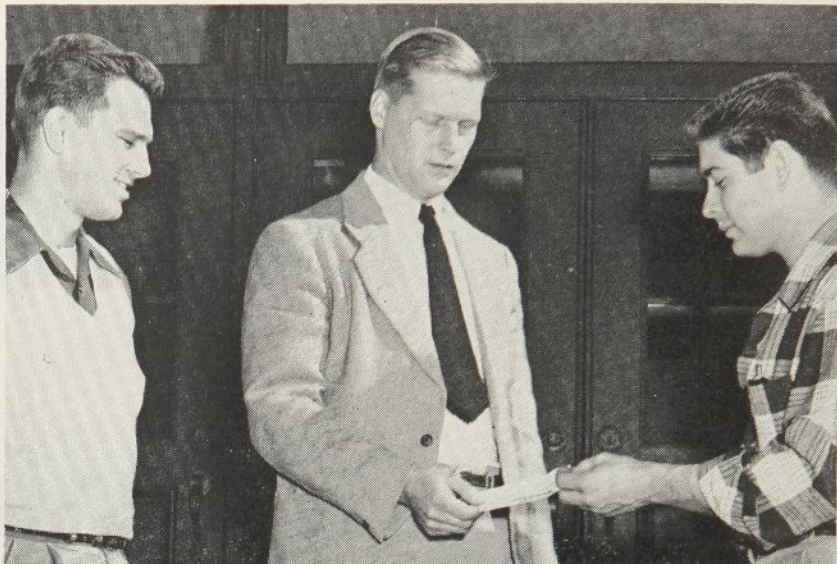
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MEMORIAL CONTRIBUTION AT CAL POLY



Jack Stolshek, right, now President of Zeta Omicron Chapter, is shown presenting a check to Ed Mattson, acting head of the OH department of California State Polytechnic College, while Harry Smith, Chapter Secretary, looks on. This contribution will be added to funds already collected toward construction of a memorial to Wilbur "Ted" Howes, former OH head, who was instrumental in the founding of Zeta Omicron Chapter in 1948.

ON OUR COVER

During a visit to the American Red Cross National Headquarters in Washington, D. C., Dr. Lucien Masse (right in cover picture), Professor of Surgery at the University of Bordeaux (France) and Director of the French Blood Program, Southwestern Area, confers with Dr. David N. W. Grant, Director of the American Red Cross Blood Program.

Dr. Masse, in his study of blood program operations in the United States on a fellowship of the World Health Organization, visited blood centers in Washington, New York, Chicago, Peoria, St. Louis, Boston, Philadelphia, and several centers in Canada.

The chart emphasizes the need for blood as a medicine. The article on the opposite page also points out the current need for blood donations and the pictures on page four show some campus blood drives in operation with Alpha Phi Omega cooperating with the Red Cross.

This year as in previous years Alpha Phi Omega Chapters in many colleges and universities have served as the sponsoring organization for bringing the Red Cross bloodmobile to the campus. This continues to be an important project.

IN MEMORIAM

Dr. George W. Edwards

Faculty Advisor
Gamma Epsilon Chapter
College of the City of New York

Dr. Herbert Spero

Faculty Advisor
Gamma Delta Chapter
School of Business, CCNY

Allen Smolin

Active Member
Gamma Epsilon Chapter
College of the City of New York

Dr. Stuart H. Condron

Faculty Advisor
Eta Tau Chapter
West Texas State College

WHAT TYPE ARE YOU?

**A Message from the
American National Red Cross
Washington, D. C.**

A, AB, B, and O are the four main blood types, as most college students who have donated blood through the American Red Cross have learned. In the next few months these letters will be appearing in an advertisement prepared by the Advertising Council in support of the nation's blood needs.

These needs have changed, not in the quantity of blood needed, but in the types of people needing the blood and its derivatives. With the end of the shooting war in Korea more civilians will be on the receiving end of the donations than soldiers. Some of these civilians will be the very soldiers—now veterans and civilians—who were so grateful for this life-lengthening gift when they were wounded in battle. Others will be children, women, or men who, through accident or illness, are found to be dependent on the blood of others.

Many Uses for Blood

In TODAY'S HEALTH for March, Mr. E. Roland Harriman, National Chairman of the American Red Cross, points out that the use of whole blood runs the scale from treating disorders within the blood stream itself, through hemorrhage and burns, to chest, brain, and cancer surgery, where a great deal is needed. The use of gamma globulin will continue in the modification of measles and infectious hepatitis, even though it may be supplanted by other methods of combatting polio.

Blood procurement is not solely the responsibility of the medical profession and the Red Cross. It is the civic duty of healthy citizens to share the responsibility. Among the healthy, of course, one of the largest groups donating blood is of college age.

The cooperation of Alpha Phi Omega with the Red Cross chapters in lining up donors on college campuses is well known. What must be stressed is that this cooperation needs to be continued if the Red Cross is to supply consistently the blood and

blood derivatives needed by hospitals and physicians for patients.

The story of blood transfusion is a long one. It was not until 1900 that Karl Landsteiner, an Austrian physician, demonstrated that all types of blood do not match. For this discovery he won a Nobel prize. A few years later Jan Jansky and W. L. Moss, working separately, showed that the blood of every human being falls into one of the four main types mentioned at the beginning of this article.

One or two examples of the urgent need for certain types of blood may show why a constant supply is imperative.

Right Type Saves Life

It was at a hospital in Wellington, Kansas, that a baby son was born to parents with conflicting RH factors. A few years ago there would have been no chance for the baby to live, but the physician immediately diagnosed the baby's trouble. He must have two pints of type O, RH negative blood within a matter of minutes if he was to survive. The hospital refrigerator had none, but the Red Cross chapter, through its regional center, delivered the blood immediately. As a result, today the baby is living a healthy, normal life.

In Los Angeles, the Red Cross blood recruitment office received an emergency call for 30 pints of B-positive blood needed by a patient with a rare blood disease. A local hospital not only wanted this type, it specified that the blood should not be more than 24 hours old. The Red Cross had less than two days to deliver the blood. Their recruitment files revealed that 91 persons with B-positive blood were eligible to make a contribution by the required time. Telegrams were sent to those who could not be reached by phone, and forty persons with the B-positive type made their donations to an unknown man so that he might have a chance to live.

The list might go on indefinitely—the college girl in shock from an auto accident that left her in need of multiple operations and consequent blood replacement; the victim of a gunshot wound on a hunting trip; the brakeman whose leg was mangled by a train. They may be people you never saw before, but their lives depend on you.

A Student's Philosophy

One college student put it this way: "Inching along in the blood donor line, I have plenty of time to think about the relationship of my college and the international organization we call the Red Cross. We are here, both at school and at the bloodmobile, for a purpose—to try to build a better world in which all people can have the advantages, the opportunities of technology and education that we have. This ultimate goal sometimes seems far removed as we ponder the number who suffer in hospitals, on a battlefield, or even in the imprisonment of a handicap.

"But when we can work through the Red Cross, not only to give money but something of ourselves as well, we are putting into use some of the academic education that we receive in college. We study many subjects—sociology, philosophy, music, science, mathematics—but the Red Cross bloodmobile offers us an extracurricular 'department of good citizenship' that teaches us to care and to share."

During the last twenty-five years, in the words of Mr. Harriman, "blood transfusion has grown from an occasional method of therapy to a major weapon in the nation's medical arsenal." All the increase in scientific knowledge about blood means the need for more donors. For with all our scientific knowledge, blood must come from people and only people. The type of person you are determines what you will give to others. Granted that you are healthy, the rest is up to you.

THE BLOOD DRIVE IN PICTURES

Preparing



In Alpha Beta Chapter's blood drive at Penn State, Dick Snyder and Dick Eyster are shown helping set up the bloodmobile in cooperation with Red Cross staff.

Testing



This picture from Alpha Chapter's blood drive at Lafayette College shows the testing process. At far right is a member, Bob Alexander, and next to him is a pledge, Frank Shupp.

Giving



Here is shown Pledge Frank Shupp of Alpha Chapter giving blood. Publicity about the need for gamma globulin helped bring good response, totaling 172 pints in one day.

Receiving



This happy boy is one of thousands who will live because of blood donors. When a patient needs blood, it is needed quickly, and so donating for medicinal purposes is very important.

CONTACT THE RED CROSS CONCERNING A BLOOD DRIVE

The first step in planning a blood drive on the campus is to contact the Red Cross. In many cities there is a Red Cross office listed in the telephone directory and contact should be

made with that office. In smaller communities, contact should be made with the local Red Cross chairman or the county chairman. (Inquire of a physician, a hospital or the Chamber

of Commerce to locate the Red Cross chairman). Some chapters of $\Lambda\Phi\Omega$ may be located outside bloodmobile areas, but we hope all chapters which can will enter into this project.

SO YOU'RE GOING TO GIVE A TALK

By Captain O. Frank Kattwinkel, USAF

Faculty Advisor, Gamma Omega Chapter
University Heights College, NYU

Editor's Note: In our February, 1954, issue we presented Part I of this article, dealing with preparation of a talk. We now present the second and final part. We join with Brother Kattwinkel in hoping this material will be valuable to many Alpha Phi Omega members in preparing for and giving talks on various occasions.

PART II. PREPARATION TECHNIQUES

A. The Attributes of a Good Speaker

In the first installment of this article we discussed the procedure for preparing a talk. In this section we will concern ourselves with the techniques used in presenting the talk.

Very few of us possess the oratorical abilities of a Patrick Henry or the wit of a Benjamin Franklin, but if we know what we like in speakers, there is nothing to prevent us from patterning ourselves after them. There are many good orators today, in our college work, in civic, school, fraternal and church organizations. Some of the more frequently noted attributes of a good speaker are as follows:

1. He Is Neatly Dressed and Groomed for the Occasion

Alpha Phi Omega men are in good position through their wide breadth of college activities to set a good example in this regard.

2. He Is Relaxed

This is more easily said than done. However, practice appears to be the remedy in this field as in most others. A deep breath immediately before commencing to speak, accomplishes miracles in quieting the butterflies in your stomach.

3. He Has Natural Gestures and Body Movements

How many times have you noticed the "stiff as a board" type of speaker? This is detrimental in two ways: first, it keeps the audience tense, so that they do not relax; and second, it keeps the speaker all tied up. By walking and moving around, one loosens his body both physically and mentally thereby

ABOUT THE AUTHOR

Captain Kattwinkel, who has given us this article entitled "So You're Going to Give a Talk," was a charter faculty advisor of Theta Alpha Chapter at Stevens Institute of Technology in 1949, and is now a faculty advisor of Gamma Omega Chapter at New York University. He is a life member of Alpha Phi Omega.

In Scouting, he received the Eagle rank and has been awarded the Scouters Training Key, International Woodbadge Award and is a fifteen-year veteran. He is a member of the Executive Board of the Alhaha Council and Explorer Coordinator in 1953. He was Dean of Faculty at the long term Air Explorer Encampments at Stewart Air Force Base, West Point, in 1951 and 1952.

Educationally, Captain Kattwinkel has received a Master's Degree in Engineering with high honor from Stevens Institute of Technology, and Master of Science in Industrial Management from Stevens and is a candidate for Doctor of Engineering Science in Personnel Administration at New York University. He is the author of published articles on Group Dynamics and Personnel Administration and contributing author of 1953 Edition of Air Force ROTC textbooks.

aiding the presentation. On the other hand, we must not forget the old Chinese proverb to "take the middle road," as gestures and body movements of a speaker can be carried too far sometimes.

4. He Is Friendly and Humorous

A friendly smile never hurt anybody and often brings much pleasure both to the giver as well as the receiver. Humorous examples put many a point over that would not get across otherwise.

5. He Has an Intense Interest in the Subject and Inspires It in His Audience

We human beings are basically mimics at heart. If someone is enthused about something, he exudes this and it becomes contagious to all those surrounding him. (Remember, you were asked to speak because you are the expert on the subject.) The best way to obtain audience interest is to put yourself in their place and think, "Now what would make *me* interested in this?" From that your plan of attack then develops logically.

6. He Does Not Read

When talks are read, contact with the audience is lost and as a result the interest of both speaker and audience wanes.

7. He Looks at His Audience

By shifting his gaze he maintains direct eye-contact showing that he is talking to you and me as individuals of a heterogeneous group and not as parts of a large mass.

8. He Uses a Minimum of Er's and Ah's

The best way to acquire this trait is to consciously "shut up" if you do not know what you are going to say next. A pause is often used for emphasis as well as serving to indicate the completion of a point.

9. He Sticks to His Topic

He always keeps his main objective foremost in the listeners' minds. If he wishes to digress, to stress a particular point, he tells his audience so. When he gets back to his main topic, he again informs his listeners so that they do not lose sight of the main objective.

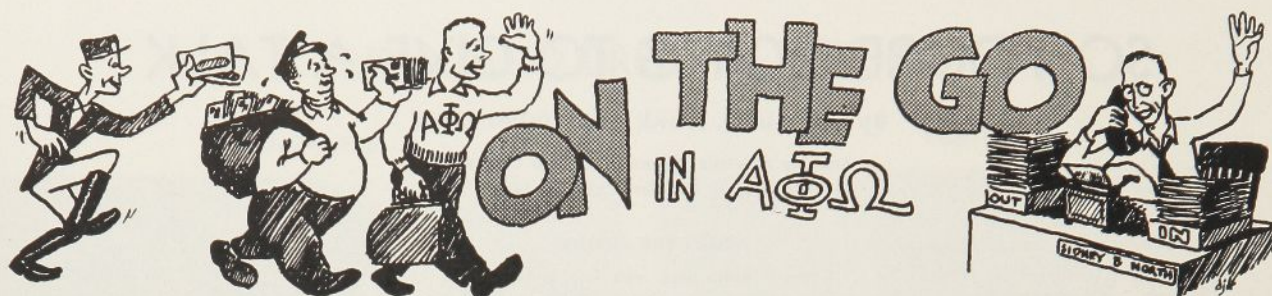
10. He Uses Illustrations

One picture is worth a thousand words, the Chinese tell us. By using illustrations or visual aids, the speaker impresses his audience much more than would a cavalcade of words. Psychologists tell us that the human mind retains that which it sees more readily than that which it hears. Visual aids in the form of large charts, diagrams, movies, slides, etc. also give the listener some mental exercise and diversion so that his mind stays active. When using these visual aids the good speaker never turns his back to his audience while talking.

11. He Utilizes Audience Participation

This does not mean that the audience actually gets up on the stage with the speaker, but such things as having the audience answer general opinion questions by a show of hands are very helpful. The author witnessed an excellent example of audience partici-

(Continued on page ten)



Student Directory

A very attractive Student Directory was published last fall by IOTA ZETA CHAPTER at *LeMoyne College*. The chapter did all of the work from the first listing of names to proofreading, selling ads and distributing the booklets. The cost was about \$450 for 1000 copies. Sales of the book and sales of ads more than covered the cost of this year's directory and the chapter gained a little profit from it besides rendering a real service to the entire student body and faculty. Copies were given free to all post office branches, the chief of police, newspapers, public relations firms, and the public library.

The directory includes a listing of the college officers of administration, faculty and staff, members of the board of regents, and the names, home addresses, telephone numbers and class designations of all students. It also includes a roster of officers, advisors and members of the chapter. The directory is a 42-page publication, on excellent quality paper, with a gold-colored cover. Nine pages were devoted to paid advertising. This news is from Robert J. Trenga, Past President.

Scout Camp Scholarships

Early last December, ALPHA CHI CHAPTER at *Massachusetts Institute of Technology* conducted its first Ugly Man contest and the purpose was to raise money to help send Scouts to summer camp. The proceeds brought enough to provide ten weeks of scholarships. The chapter reports that the fray proved, without a doubt, that Techmen have some little aesthetic sense, as the race was hotly contested between the Air Force ROTC Cadet Captain and the Army ROTC drillmaster, a Major. Robert Warshawer, a senior, emerged the victor over Major F. B. Moon of the Military Science Department.

No Deadwood

In reporting spring semester activities, Donald J. Heller, Treasurer of KAPPA BETA CHAPTER at *Polytechnic Institute of Brooklyn* enthusiastically predicted that this semester will round out the best program yet for this young and growing chapter. He said, "The only thing we seem to lack is deadwood." This term's book exchange and freshman information bureau were put over very successfully, and the second annual charity dance for the New York Heart Association has been conducted and an Ugly Man contest is scheduled for the first part of May. The calendar includes other activities for spring, and Kappa Beta Chapter is really on the go.

Scout Sustaining Membership Campaign

During National Boy Scout Week in February, the members of ALPHA DELTA CHAPTER at *San Diego State College* were asked by the San Diego County Council of Boy Scouts of America to participate in their annual sustaining membership campaign. The drive was conducted through twenty-seven kick-off dinners and breakfasts. The public was invited to these dinners in order to solicit pledges of monthly or annual contributions to the council.

Alpha Delta Chapter worked with the campaign director as aids in welcoming the guests, distributing literature, and collecting pledges. The mem-

LAMBDA ZETA CHAPTER INSTALLED AT RIPON COLLEGE



In this picture are shown part of the twenty-nine members of Lambda Zeta Chapter of Alpha Phi Omega, recently installed at Ripon College, Ripon, Wisconsin. Professor Daniel Den Uyl, National President, presided at this meeting and the ritual team of Epsilon Upsilon Chapter of Wisconsin State College at Oshkosh conducted the ceremony. We sincerely welcome Lambda Zeta Chapter into our nationwide brotherhood.

bers of the chapter worked in their particular areas throughout the week, attending these campaign meetings. The drive was a big success and netted the council about \$27,000.00 in pledges. Reports Philip H. Rapp, Historian, "Alpha Delta Chapter was congratulated by Mr. Dan Henry, Scout Executive, and by many others for our part in the success of this campaign. We are proud that we could be of service in this way to the Boy Scouts. We believe service of this kind reflects the true purpose of Alpha Phi Omega and suggest that all chapters take an active part in boosting the local Boy Scout activities in their respective councils."

CONTRIBUTION TO COMMUNITY CHEST



Morgan T. Lawrence, left, President of Theta Iota Chapter at the University of Arizona, is shown turning over a check for \$169.00 to Marvin Snodgrass, chairman of the clubs and organizations team for last fall's Red Feather campaign. The check represented proceeds from the Ugly Man Contest. Annually the chapter gives the proceeds to a local community project.

Christmas Party for Blind Children

EPSILON KAPPA CHAPTER at *Willamette University* put on a Christmas party complete with Santa Claus for children at the Oregon State School for the Blind. The members contributed toys and also secured donations from a few business firms in Salem. The children had a fine time at the party and each of the members enjoyed carrying out this event. This was reported by Lewis Schaad, Secretary.

PROGRAM FOR THE PILGRIMAGE TO LAFAYETTE COLLEGE

The following program outline for the Second Biennial Pilgrimage to Lafayette College has been announced by Douglas M. Harris, Coordinator.

Saturday, April 24, 1954

9:00 A. M. to 12:00 Noon—Registration and tours of Hogg Hall and the Lafayette campus.

12:00 Noon—Lunch.

2:00 P. M. to 5:00 P. M.—Opening Session—Addresses:

"Alpha—the Beginning" by Frank Horton, Founder.

"What Alpha Phi Omega Means to Me" (Panel Discussion).

"Symbol for an Ideal" by Dr. Everett W. Probst.

5:30 P. M.—Dinner.

7:30 P. M.—Initiation Ceremony and Rededication Services.

9:30 P. M.—Klatch.

Sunday, April 25, 1954

11:00 A. M.—Services at Colton Memorial Chapel, Lafayette College. Guest Minister, Reverend Robert Billheimer, World Council of Churches.

12:30 P. M.—Banquet.

Address, "To Be Continued," by Professor Daniel Den Uyl, National President.

Information about registration and cost has been sent to chapter presidents. Those chapters in distant parts of the nation which may not be able to send any student delegates may know of an alumnus or two in the East who could arrange to attend. We hope all chapters will give consideration to this possibility.

Explorer Rendezvous

Recently, the Lake of the Ozarks Council, Boy Scouts of America, held an Explorer Rendezvous on the campus of *Missouri Valley College*. Mr. L. E. Moody, Scout Executive, has enthusiastically complimented EPSILON EPSILON CHAPTER for its service as host for this event.

The rendezvous was a training for Explorers. The arrangements included having a member of AΦΩ as an advisor to each of the discussion groups. An Explorer was appointed in advance as a presenter for each group, and another Explorer to preside for each group. The chapter rendered a fine service to the council in this project. In charge of the complete activity was Hank Bartels and the chapter presi-

dent is Dick Corwin. Both of them have been particularly complimented for their leadership, and the entire chapter deserves congratulations for the excellent job they did for the Lake of the Ozarks Council in planning and conducting this training session.

Red Cross Drive

EPSILON PSI CHAPTER conducted the Red Cross membership and finance drive on the campus of *Kent State University* early in March. It was very successful and brought more funds than ever before collected from the student body for the Red Cross. Much enthusiasm is being shown by the new pledges and the chapter is growing. "We are on our way up," reports Ned Underhill, President.

ORANGE JUICE GETS IN SQUEEZE



Early one morning in December, the Sooner Chuckwagon of the University of Oklahoma was parked in the 200 block on West Main Street in Oklahoma City. The purpose was to sell orange juice in a promotional campaign to "squeeze" out as many contributions as possible to help send the OU band to Miami for the Orange Bowl on New Year's Day.

Sponsoring Operation Orange Juice was Delta Beta Chapter of Alpha Phi Omega, and it was Clarence Unruh, Vice-President, who conceived the idea. The wagon was manned by APO members throughout the day. The above picture shows the orange juice stand with members on duty and some of the band members who were there to add enthusiasm to the occasion.

The product, naturally, came from Florida oranges. The fruit, along with dispenser and stand, was provided by the Florida Citrus Exchange, with cooperation of the Bouldin Fruit Company of Oklahoma City. The project received fine publicity from the press and radio stations and chapter members appeared in a TV newscast concerning it.

Last fall, Delta Beta Chapter found opportunity to increase its treasury by providing sellers for seatbacks at all home football games. The next major project was the Ugly Man contest in conjunction with the Campus Chest. The chapter was able to turn in \$640.00 from this event despite the fact that there were fifteen other methods used to extract money from students that week, and this was the largest contribution of any organization. This year, the chapter also started a "Prof. Snarf" contest for faculty members. Permission was obtained from Bibler to use his copyrighted name and the race was on. This contest was very popular with the faculty and students and the chapter offers this as an idea to other chapters to help add pep to their campaigns. While those projects were going on, the chapter also operated the regular lost and found bureau, conducted four campus elections and served as ushers at the annual Scouters Recognition Dinners at Norman and Oklahoma City.

AUCTION OF GIANT DOUGHNUTS AT MICHIGAN TECH

The annual "Coffee Day" at the Union at *Michigan College of Mining and Technology* proved very successful again this year. Students were generous in contributing a total of \$209 for the Polio Fund. Highlighting the day's program was a giant doughnut auction which brought in \$87.50. The coffee and doughnut donations added \$121.20. Last year's Coffee Day grossed \$148 for the March of Dimes.

The giant doughnut auction was lively and exciting. At 12:30 noon the organizations started coming into the snack bar. By 12:40 the snack bar was

filled to capacity. Jim Hussin, chairman of the Houghton drive through Alpha Phi Omega, gave the signal for the auctioneer, Ben Peterson, to start the sale.

The auctioneer hushed the crowd and proceeded to sell a giant doughnut. The first bid was a dime. From then on, bidding was fast and furious, reaching \$20.00 two minutes later. The Delta Sigma Phi fraternity ended the bidding with \$20.30 for the first huge doughnut.

Then the second doughnut came up for auction. Ben walked around the

snack bar in a very lively manner bringing the bid up to \$18.00 offered by Theta Tau. The next bid was \$19.00 by the OPA bowling team and it caused much merriment as Ben got befuddled by confusing OPA (Our Poor Average) with APO. Bruce Carlson quickly told Ben that there was quite a difference, and Ben immediately rectified his mistake by receiving another bid from the Dorm Club. After much lively bidding, the Dorm Club was successful in winning the huge doughnut for \$26.50.

The third and final doughnut was then brought up for auction. Beginning at \$5.00, the bidding was vigorous. The Co-eds bid \$24.00, OPA bid \$25.00, Theta Tau bid \$26.00. After much furious bidding, Kappa Delta Psi's bid was \$40.00. Not to be outdone, Theta Tau fraternity bid \$41.00 to top off the highest price ever paid on the Michigan Tech campus for a doughnut.

In conducting this project, EPSILON LAMBDA CHAPTER has again brought forth a big contribution to the March of Dimes. The chapter expressed special thanks to Frank Harwood, manager of the Memorial Union, for donating coffee, time, and the use of the snack bar for the annual Coffee Day, and also expressed appreciation to all the students who helped make this event such a big success. This report is from a newspaper account sent in by Graham N. Bennett, Corresponding Secretary.

Listings of Committees

In the latest issue of ALPHA GAMMA CHAPTER's newsletter, a listing of committees for the spring semester at *Purdue University* is included. On the list are the Pledge Committee, Projects Committee, Publicity Committee, Elections Committee, Tours Committee, Charity Ball and Campus Chest Committee, Scouting Committee, Hospital Visitation Committee, Sales Committee, Constitution Committee, Program Committee and Fellowship Committee. Each has a chairman and several members, and nearly all committees have faculty advisors working with them. The list shows an expansion of the regular list of operating committees recommended nationally, and includes all regular committees plus some in charge of particular chapter projects.

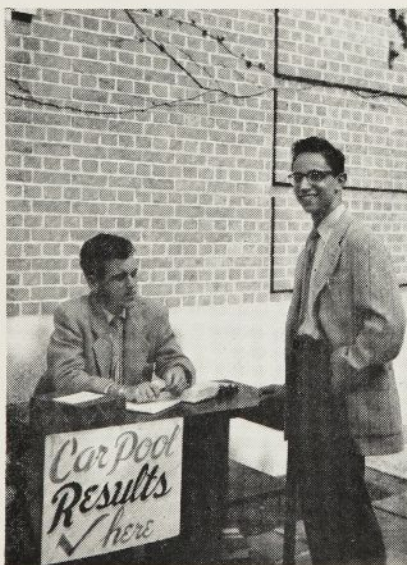
Student Government Election

Again this year, as is the usual procedure, the Student Government of the *University of Wisconsin* called upon BETA THETA CHAPTER to conduct the elections. The chairman chosen by the chapter for this project was William Brisse and his aids were Paul Moors, assistant chairman; Andrew Cochrane, in charge of the polls; and Thomas J. Bauer, in charge of candidates. The election committee has now become a permanent committee of the Student Board and will be comprised of AΦΩ members.

Last fall, the United Givers Fund of Madison called upon Beta Theta Chapter to assist in distributing posters and packets of material to various points on the campus for this annual drive.

Several members of Beta Theta Chapter are giving assistance to local Scout units. These include Carl R. Salzer, Glenn Gritzmacher, Paul Moors, Donald R. Kroes, Antone Weiler, Charles G. Baumbach and Lester Mack. This report is from the "Beta Theta News."

CAR POOL SERVICE AT MANHATTAN COLLEGE



Shown at desk is Paul Denzler of Lambda Gamma Chapter working on the car pool project. This is one of numerous services conducted by the chapter since its founding at Manhattan College just a year ago.

CAMPUS EDITORIAL

SERVICE WITH A SMILE

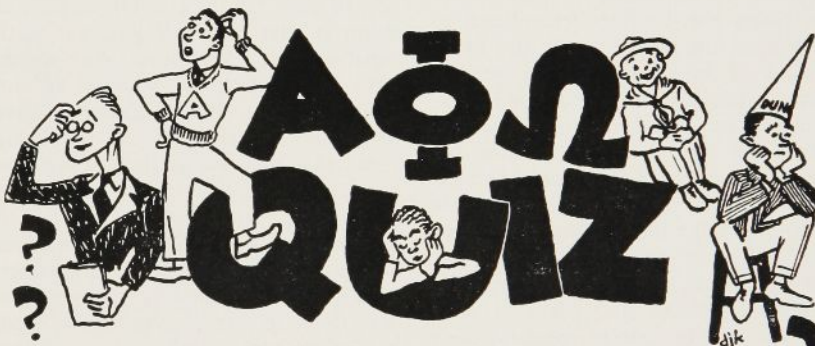
It came as no surprise to many last week that the Queens College Book Exchange set a new record for books sold. According to all reports, the Exchange also set some sort of record for efficient service. Lines were shorter and there were fewer mixups.

If there is anything which most people hate to do it is to stand in line for something. It is especially annoying when you have a hundred other things to do, as in the case with most students early in the term.

Credit for relieving this major student headache goes to Alpha Phi Omega and Gamma Sigma Sigma, the two organizations in charge of the Exchange. The fellows and gals behind the counters were directed by manager John Lee and his assistants, Dan Grabenstein and Murry Helfman. They all did a fine job.

Anyone who has experienced the annoying task of buying books in the past can realize the outstanding service which the Book Exchange has rendered. We hope it will continue to fill an important place on campus.

This editorial is a fine tribute to the Book Exchange of Gamma Omicron Chapter at Queens College at the opening of the Spring term. A new record was set for the Queens Exchange, with 5,500 books being handled for a total value of \$9,600.00. The Exchange has been conducted for the past four years.



By Joseph Scanlon

1. What commemoration is displayed at Lafayette College concerning the founding of Alpha Phi Omega?
2. Where was the next chapter established after the original chapter?
3. When was the first chapter formed west of the Mississippi?
4. When was the first chapter started on the Pacific Coast?
5. In what college was the first chapter established in the deep South?
6. In what year did the first delegates assemble for a National Convention?
7. Who was first National President of Alpha Phi Omega?

ANSWERS ON PAGE 11

SO YOU'RE GOING TO GIVE A TALK

(Continued from page five)

pation at a Schiff Scout Reservation training course. The instructor was discussing the bandaging of one's finger with the other hand and the teeth while keeping the sterile bandage from becoming contaminated. Everyone was given a sterile compress and a roll of sterile gauze and actually had to do the bandaging himself. Some of the results looked mighty sorry, but all of us definitely got the point.

12. He Prepares His Audience Emotionally

Most speakers begin with a humorous anecdote, pertinent to the occasion to put everyone in a pleasant frame of mind. Double meaning or obscene jokes have no place in your talk since they only serve to lower the speaker in the estimation of his audience.

13. He Talks in Your Language

This is one of the most important qualities of a successful speaker. He has taken the trouble beforehand to determine just what the age and background of his audience will be. He then "tailors" his talk to insure understanding by *all* of the listeners, not just a few. He checks to see that his material in no way is possible of misinterpretation. No matter what you are going to talk about, find out what your audience will be composed of; put yourself in their place; then write your speech from that point of view and you will be sure to speak in their language.

14. He Uses a Variety of Tones, Voice Levels, and Volume

Many of us fall asleep listening to the monotonous sound of train wheels rolling over the rails when we travel by train. A one-toned speaker often produces the same results. Variety in speech serves to tell the listener when an important point is to be made so that he sits up and takes notice. It also shows the audience that the speaker is interested enough in his subject to become excited over it.

15. He Does Not Run Over His Time

Many speakers are given an approximate time limit, and the better ones heed that restriction. Long-drawn-out talks accomplish very little in the way of arousing audience interest. The best talks start with a *bang*, are short, to

the point, exude enthusiasm, and end with a *bang*. Rather than pull his watch from his pocket or glance at his wrist from time to time, thereby disturbing the trend of thought and distracting his audience, the better speaker places it before him on the podium.

16. He Has a Natural Body Stance

Many of us have watched the seesaw type of speaker and often wondered when he would topple over. Natural body movements will practically always eliminate this fault, in keeping with the old theory of replacing a bad habit with a good one.

B. How Do We Acquire These Traits?

"All right," you say, "That is all well and good, but just how do I go about acquiring these traits?" It is not as tough as it may sound. First, you list all the things you like in a speaker and keep adding from time to time to it as you observe new advantageous traits. Next, you need a few observers, the more of these the better. They can be close fraternity brothers, friends, members of your family, etc. The important thing is that they tell you the truth constructively. Whenever you speak, have them check off whether or not you are doing the things you have listed, and note any faults or distracting items that they see or hear. Then you can set to work to improve yourself by practicing at home before a full-length mirror. This will help you to discover and eliminate any distracting mannerisms you may possess or acquire, prevent these accidental mannerisms from becoming habit, and thus assist you to become a better speaker. Admittedly, the first time you talk to yourself in the mirror you will feel silly and awkward, but persevere, and you will begin reaping the rewards of diligent practice almost immediately. Talking to collegiate, fraternal and civic groups as well as at fraternity meetings is an excellent way of gaining self-confidence and the ability to think while standing before a gathering of people.

C. The Actual Delivery

Now the big moment is here. You are seated on the platform with your cards in your hand, ready to give your talk. A typical sequence follows:

1. The toastmaster introduces you to the group.
2. You rise, take a deep breath—hold it a moment, and then begin.
3. You thank the toastmaster, then

address the various dignitaries on the platform or at the speakers' table in order of decreasing importance (you can get this information from the toastmaster if you are not sure of the order) ending with the audience in general.

4. The audience is put in a good frame of mind by a humorous incident which you give bearing some relation to the occasion.

5. Audience interest is stirred up by some startling fact that makes them want to learn more about this particular aspect of the subject. For instance, if you are going to talk about water safety to a group of campers you might instill interest by saying, "Did you know that of all the deaths due to drowning in the United States in 1951, about half were due to actual swimming in the water, while the other half were due to people stumbling, slipping, or falling into the water either from land or boats?" This wakes up the audience; they begin to think maybe there is something to this water safety idea around swimming and boating areas if 50% of the drownings are due to non-swimming fatalities.

6. You give a brief background of the subject, review any facts that you assume your audience is acquainted with, and define any ambiguous terms or words that you expect to use.

7. The main points that you want to discuss are given, along with a brief outline of how you propose to do it.

8. You enumerate each point, one by one, and dispose of each one separately, remembering to take your time, to use varying voice levels, and to emphasize the main points. Your enthusiasm for your subject spills all over and the audience cannot help but be interested. The visual aids you made and/or procured come in handy here, allowing you to walk around a bit and feel relaxed. You speak in clear, resonant tones with few *er's* and *ah's*. You are careful to use audience participation whenever the opportunity arises. Periodic glances at your watch on the podium tell you that you are running along on schedule. (This is because you practiced beforehand.) You maintain a friendly attitude and give an occasional smile. You are sure the material is getting across because you took time to learn the age and background of your audience, and you are talking in their language.

9. The main points are briefly summarized with little catch phrases or universal truths to make them stick.

10. You sit down, on schedule, amidst appreciative applause.

11. As soon as possible after everything is over you have a little conference with your critics concerning the talk and your presentation techniques.

D. Summary

The successful speaker does not just get up and talk extemporaneously; he has spent time beforehand compiling, rearranging, and editing his talk to conform to the age and background of his audience. He has also practiced his talk enough so that minor, unexpected disturbances will not affect him. The things to remember are as follows:

1. You can do the job. The reason you were asked is because you are the expert in your field.

2. Determine exactly what you want to accomplish or prove and do not allow yourself to be sidetracked.

3. Consider the age and background of your audience.

4. Talks consist of three main parts like a meal:

a. The Introduction (Appetizer)

It stimulates a desire to learn more about the subject (emotional preparation). It brings everyone up to the same starting point (background); it prevents any misconceptions (definitions of terms); it gives the main points to be covered; and it gives the plan of attack to be followed.

b. The Body (Main Course)

It takes the points, one by one, and disposes of them in a logical sequence. It should answer the *What, Why, When, Where, How, for Whom, and How Many* questions that apply to each point discussed.

c. The Conclusion (Dessert and Review)

It summarizes the main points discussed.

5. Almost all good talks are short talks.

6. Talks should be brief, show enthusiasm, begin and end with a bang and not be read verbatim.

7. Keep your eyes open; note the good characteristics of successful speakers and try to emulate these through practice.

8. Have associates critically analyze your talks and methods of presentation.

9. Practice before a full-length mirror and speak whenever the opportunity arises. Practice, practice, practice, for "practice makes perfect."

10. Be friendly and humorous in your presentation.

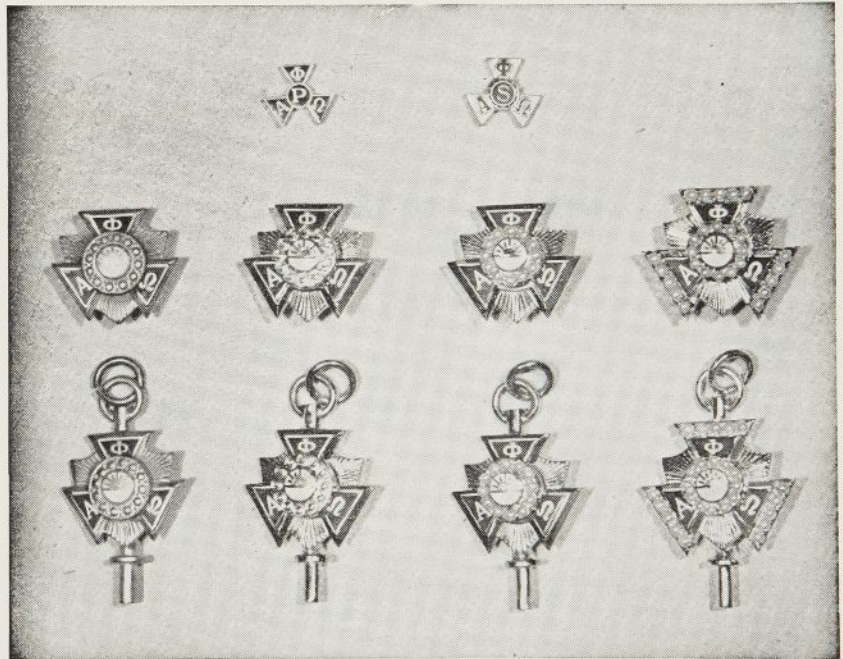
And that, Brother of Alpha Phi Omega, is what we can do to improve our oral presentations. It may sound like some work, but anything worthwhile requires some effort, and you will find it develops into a lot of fun to boot.

Happy oration, Brother APO.

Answers to APO Quiz for March

1. A bronze plaque, presented in honor of our twenty-fifth anniversary in 1950, is displayed on the wall of Hogg Hall at Lafayette College, the building in which the first Alpha Phi Omega meeting was held. It bears the coat of arms, an inscription about the founding, and the names of the twenty founders. The second biennial pilgrimage to Lafayette College, commemorating the founding of APO, will be held April 24 and 25, 1954.
2. The second chapter of Alpha Phi Omega, Beta Chapter, is at the University of Pittsburgh, and was established in 1927.
3. The first chapter west of the Mississippi was also established in 1927, this being Epsilon Chapter at Northeast Missouri State College.
4. The first chapter on the Pacific Coast was formed in 1928, this being Zeta Chapter at Stanford University.
5. The first chapter in the deep South was established at Alabama Polytechnic Institute. This is Delta Chapter, chartered in 1927.
6. The first assembly of delegates was at the National Convention in St. Louis, Missouri, in 1931.
7. The first National President was Frank R. Horton, founder of the fraternity. He served as president until 1931.

INSIGNIA OF ALPHA PHI OMEGA



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 center and arms (third from left, middle row).....	13.25
Standard badge, crown set pearl center and arms (extreme right, middle row).....	24.50
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 20 per cent federal tax, and state sales tax.)

Official order blanks are available from your Chapter Treasurer or from the National Office.

BULLETIN BOARD

INTERCHAPTER VISITS

Spring activities offer fine opportunities to invite neighboring chapters to send representatives to one of your special occasions, initiation, banquet or other event. Interchapter visits are interesting and helpful.

The Directory of Chapter Presidents issued in February is useful for contacting other chapters (and where new elections have been held we are confident the past president will bring your invitation to the attention of the new president).

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

ELECTIONS

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

Election in April will give your new officers full opportunity to become acquainted with their jobs before the close of the Spring term.

Study carefully the qualifications of each candidate, in an effort to select the most capable man for each job. Then it is recommended that a joint meeting be held of old and new officers to discuss their responsibilities.

DISTINGUISHED SERVICE KEY

Alpha Phi Omega's Distinguished Service Key is available for award purposes and may be secured by chapters wishing to present a special gift to a member who has given outstanding service in the fraternity.

Orders for this key are accepted at the National Office only, not direct to the jewelers.

Three qualities are obtainable: 10K at \$9.25, gold plated at \$3.25, and sterling silver at \$2.25, plus 20% tax.

Further information about the key may be secured whenever desired by writing to the National Office.

CHAPTER NEWS

There will be two more issues of **TORCH AND TREFOIL** for this Spring term. News items about the latest projects of your chapter are invited for use in those issues. Pictures are also desired, showing members and pledges in action on service work.

You have opportunity for nationwide publicity concerning your chapter activities by sending news and pictures to our National Office.

Also, if you know of any active member who has not been receiving our publication, we will appreciate your sending his name and address to the office.