



# Torch and Trefoil



Preparing for Easter Egg Hunt

*(Story on page two)*



**TORCH and TREFOIL**

March, 1955

Issued regularly eight times a year, monthly  
October through May.

Subscription price \$1.00 a year

Entered as second class matter February 5,  
1938, at the post office at Kansas City, Mo.,  
under act of March 3, 1879. Office of publica-  
tion, 419 Columbia Bank Bldg., Kansas City,  
Missouri.

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

**National Officers of  
Alpha Phi Omega**

M. R. Disborough... Louisville, Kentucky  
*National President*  
George F. Cahill... Cincinnati, Ohio  
*National First Vice President*  
Irwin H. Gerst... Hawthorne, California  
*National Second Vice President*  
E. Ross Forman... Philadelphia, Pennsylvania  
*National Third Vice President*  
Joseph Scanlon... Yakima, Washington  
*National Treasurer*  
George H. Charno... Kansas City, Missouri  
*National Legal Counselor*  
A. G. Spizzirri... Kansas City, Missouri  
*National Editor*  
Sidney B. North... Kansas City, Missouri  
*National Secretary*

**Past National Presidents**

Frank R. Horton... Bangor, Pennsylvania  
Dr. H. Roe Bartle... Kansas City, Missouri  
Dean Arno Nowotny... Austin, Texas  
Prof. Daniel Den Uyl... West Lafayette, Ind.

**National Executive Board**

The Officers, Past National Presidents,  
and

Manfred O. Awe... Minneapolis, Minn.  
Prof. Harry C. Barnett... East Lansing, Mich.  
Dr. Glenn R. Barr... Oxford, Ohio  
Prof. R. J. Bradshaw, Jr... Chattanooga, Tenn.  
Dr. R. H. Bolyard... Lafayette, Louisiana  
Joseph A. Brunton, Jr... New Brunswick, N. J.  
C. J. Carlson... Riverside, California  
James G. Evans... Niceville, Florida  
Benjamin F. Fay... Philadelphia, Pa.  
Rev. J. J. Higgins, S.J... E. St. Louis, Ill.  
Dr. Lawrence L. Hirsch... Chicago, Ill.  
Stephen J. Horvath... DeKalb, Ill.  
Stanley Livingston... Ruleville, Mississippi  
Dr. Henry Miller... Huntington Station, N. Y.  
Rev. Robert J. Payne... Cos Cob, Conn.  
Harold F. Pote... New Brunswick, N. J.  
William S. Roth... Raleigh, N. Carolina  
Dr. Max A. Schneider... Buffalo, N. Y.  
Prof. Kent D. Shaffer... Pittsburgh, Pa.  
James W. Thomas... Arcadia, California  
Joe Paul Tupin... Austin, Texas  
Dr. Ray O. Wyland... Tujunga, California

**"BOX SCORE"**

Present number of chapters, in- cluding petitions approved.....	276
Total number of members since founding .....	45,670
Number of copies of this issue.....	13,000

**Honor Roll of Life Members**

Registered from January 1, 1953, to February 10, 1955

Listed here are those brothers who,  
upon application, subscribed for Life  
Membership in Alpha Phi Omega in  
the past two years:

Frank D. Wood, *Gamma Zeta*  
Dr. R. H. Bolyard, *Beta Phi*  
Joseph Scanlon, *Eta Xi*  
Lewis Norton Jones, *Beta Sigma*  
Jack W. Reed, *Alpha Eta*  
A. K. Prater, *Alpha Eta*  
Mohamad J. Meimandi, *Zeta Mu*  
Richard J. Barabino, *Epsilon Lambda*  
David Stoner Abell, *Delta Theta*  
James William Conner, *Delta Theta*  
Donald McNutt Fishback, *Delta Theta*  
Gordon Henry Fleischaker, Jr.,  
*Delta Theta*  
William Frederick Furnish,  
*Delta Theta*  
Forrest Eugene Grimes, *Delta Theta*  
Warren Charles Gutermuth,  
*Delta Theta*  
Andrew S. Hardt, Jr., *Delta Theta*  
Charles William Pfeifer, *Delta Theta*  
Stacy E. Stevens, *Delta Theta*  
Charles James Wetherell, *Delta Theta*  
Blaine B. Barker, Jr., *Zeta Epsilon*  
F. R. Saurmann, Jr., *Eta Epsilon*  
Martin Bernard Hellinger,  
*Gamma Delta*  
Vaughn F. Gehrt, *Upsilon*  
Gulab Bhawnani, *Kappa Mu*  
George Stephen Arneson, *Gamma Psi*  
Ralph E. Diddle, *Lambda Alpha*  
Donald Lawrence Hoskins,  
*Gamma Gamma*

Sverrer H. Lundh, *Zeta Kappa*  
Richard A. Mollicone, *Gamma Epsilon*  
John Cameron McDonald,  
*Gamma Gamma*  
O. Frank Kattwinkel, *Theta Alpha*  
William Walter Menninger, *Zeta*  
Richard N. Kinsley, Jr., *Alpha Phi*  
William Patrick Rice, *Eta Omega*  
Carl M. Westby, Jr., *Eta Omega*  
William Hacker, *Delta Sigma*  
John C. Bernson, *Eta Tau*  
Henry Benjamin Eisen, *Gamma Delta*  
Howard Alan Mesh, *Alpha Pi*  
Lloyd Newhall Johnson, *Lambda*  
Robert C. Wood, *Zeta Upsilon*  
Anthony J. Frost, Jr., *Iota Pi*  
Jon F. Naylor, *Epsilon Psi*  
David W. Bell, *Delta Sigma*  
Abraham Cass, *Delta Sigma*  
Theodore Herbert Kast, *Iota Pi*  
Michael D. Eckhart, *Alpha Gamma*  
Donald George Bruckner,  
*Lambda Gamma*  
Ronald Lawrence Bruckner,  
*Lambda Gamma*  
Philip Robert Luhmann, *Alpha Alpha*  
Berton G. Braun, *Gamma Pi*  
Lothar Leopold Petrover,  
*Gamma Epsilon*  
R. H. Schley, *Beta Sigma*  
Paul W. Shogren, Jr., *Alpha Beta*  
Paul V. Spillar, *Delta Zeta*  
Owen E. Thompson, Jr.,  
*Epsilon Epsilon*  
Edwin T. Hunter, *Kappa*  
Lawrence P. Sparks, *Epsilon Chi*

**ON OUR COVER**

One of the major annual projects of Gamma Beta Chapter is an Easter Egg Hunt for children of the students and faculty of San Jose State College. Last Easter about 200 children hunted for eggs and tried to find the golden ones and win prizes.

The chapter members colored and hid over 110 dozen eggs and presented over \$100.00 worth of prizes which were donated by various San Jose merchants.

The hunt took place in the college stadium on Easter afternoon. Children from ages one through ten were eligible. They were divided into three age groups, one through three years, four through six years, and seven through ten years.

The cover picture shows Brothers Stan Croonquist, Ron Gilpatrick and Tom Evans at work dyeing eggs. "To make the hunt exciting for the kids," said Tom Evans, general chairman of the hunt, "gold-colored eggs were hidden among others and each child finding one was given a prize—either a toy or candy." The doll held by Stan in the picture was one of the prizes. No child was permitted to receive more than one prize.

Many observers said it was hard to tell who had the most fun, the kids or the members of Gamma Beta Chapter. This is an excellent project and is recommended for the consideration of all chapters.





## A MESSAGE FROM OUR NATIONAL PRESIDENT

431 West Liberty Street  
Louisville, Kentucky  
February 28, 1955

Brothers of Alpha Phi Omega:

With humility in my heart, I address you as your new National President. I thank you for the honor and pledge to you my utmost in promoting our program of Leadership, Friendship and Service.

We had a great convention; enthusiasm was at an all-time high. We are on the threshold of big years in Alpha Phi Omega—years that you can help make a reality. HOW—by working on your campus and in your community. And by living the ideals of our fraternity, we *will* grow and prosper.

Our fellow students, faculties and community leaders are watching us at every turn. Make them proud of Alpha Phi Omega through *your* service to humanity. Leave no stone unturned to be of service to your fellow man. I know I speak for every man on our National Executive Board in offering our services to help you in your chapter activities.

May you have a great Spring term in your chapter and may we all have a great year nationally.

Fraternally yours,

M. R. Disborough  
National President

## A GAME WITH A PURPOSE

Reprinted from the Delta Lambda Chapter Newsletter

When Harry T. French, Assistant Scout Executive of the Robert Treat Scout Council, visited our open meeting in October, he said, "The men in APO represent the end result of what we try to do in Scouting. They convey the ideals of Service, Leadership and Friendship to those in their college who have not had the good fortune of Scout training."

Let us reminisce a moment back to the days of our Scouthood. Boy, what fun we had then. The hiking, camping, cooking in the open, learning the ways of the wild, the advancements in rank, troop and patrol meetings; all of these together gave us real fun and adventure. To us, as it is to over three million boys today, Scouting was a game.

And certainly, Scouting is a game, but it is a game with a very serious

purpose. For while we adventured through all that Scouting could offer us, we were imbued with certain principles and attitudes. We learned to love our country and cherish our citizenship. We were awed by the works of the Creator and developed a reverence for God. We performed a daily ritual called the Good Turn, and took a great deal of pride in being prepared to help others at all times. And we developed personal attitudes toward our own physical and mental well-being.

All of this and much more we learned from this game of Scouting. Yes, Scouting is a game, but like all games it has certain rules and regulations. The rules of the game are in reality the rules for a happy and worthy life. They are most succinctly expressed in the Scout Oath and Law.

Thank God for this game.

## A PARABLE

And in those days, behold, there came into the chapter a new member. And it came to pass that as the days went by, he prospered and grew, even unto being elected an officer.

And there were older members in the chapter who had not prospered, and those who spent their days passing out alibis were greatly astonished. And they said, one to another, "What the heck? How does he get that way?" And they crabbed and were exceedingly sore in the head.

And it came to pass that one day, many of them were gathered together at the campus sweet shop, sipping cokes. And a soothsayer comest among them. And he was one wise guy who knew whereof he spoke. And they spake and questioned him, saying, "How is it that this bird now enjoys position?"

And the soothsayer made answer to them, saying, "He of whom you speak is one hustler. He wasteth no time in crabbing and thinking up excuses when his assignment is hard, but he goeth out and doeth the job. And while you sitteth in this place, dreaming idle dreams of greatness, he is out on the business at hand. While ye, when the time is long past, sayeth unto all, 'Behold, we do not prosper for we have not the time to do our work.'

"He knoweth whereof he speaketh, and he worketh like heck. Verily, I say unto thee, go thou and do likewise."

## SUPPLIES

Our National Office stocks such items as pledge buttons, recognition buttons, arm bands, decals, chenille emblems, etc., providing immediate delivery to chapters or individuals. All orders are shipped the same day received. If your chapter does not have an order blank available which lists all of these materials, you may secure one by writing to the National Office.

## SEE YOU IN LOS ANGELES

The next National Convention of Alpha Phi Omega will be held in Los Angeles, California. The dates will be decided soon. Begin planning your convention fund now so your chapter will be represented.



## A FEATURE PROJECT - - -

# Mom and Dad Come to College

## A Service Project of Gamma Omega Chapter at University Heights Campus of New York University

By Ronald J. Steiner, 2nd Lt., Inf.

Past President, Gamma Omega Chapter

"How many times have your parents had the opportunity to visit the campus of your college or university?" That was the question thrown at an Executive Committee meeting of Gamma Omega Chapter a few years ago. Our answer to the question set into motion one of the most successful service projects ever initiated at the University Heights Campus of New York University by Alpha Phi Omega. Perhaps when you have read this article you may feel that such a project is deserving of your chapter's time and services; if so, you will be more than repaid for your efforts. When students, parents, and faculty get to know each other in an informal atmosphere you can be very pleasantly surprised by the result.

On April 3, 1954, a warm, pleasant spring day, Gamma Omega Chapter welcomed to the University Heights Campus some five hundred persons to the second Parents Visiting Day at NYU. Sponsored jointly by Alpha Phi Omega and the Student Council with the blessings of the Administration, Parents Visiting Day is fast becoming a tradition as a result of the enthusiastic reception it has received. The enthusiasm was evident as our guests listened and applauded the welcomes extended to them by Vice-Chancellors Harold O. Voorhis and Brig. General Frank L. Howley (U.S.A. ret.) and from Deans William B. Baer and Thorndike Saville. Then, the chairmen of all academic departments at the colleges were introduced by the chairman of the AΦΩ Parents Day Committee. Following this, Professor Alfred Greenfield conducted the New York University Glee Club in a recital of some of their most noted choral selections. The morning's activities then were concluded as AΦΩ guides

conducted the guests to the campus cafeteria for a prepared luncheon. Tours were available for the parents following the luncheon and those who participated were guided through various campus buildings in which special exhibits had been arranged and through the Hall of Fame for Great Americans which is located in the heart of this campus. Those not wishing to take the guided tours were free to roam the tree-shaded paths and vast lawns of the campus until 2 p. m. when five of NYU's professors gave model lectures and the parents sat where the students normally sit and listened as we would listen to subjects such as "The Literary Value of the Bible," "The Value of a College Education," "Understanding College Stu-

dents, or Bringing Up Parents," "The Origin of Modern Languages," and "The Devil and Daniel Webster." One difficulty encountered at this point was drawing the guests away from the lecturers at the conclusion of their talks so they could all attend a reception and tea given for the Parents Visiting Day guests at the Faculty Club. The day's activities ended at about 4:30 p. m., but the favorable comments continued to arrive at the offices of Gamma Omega Chapter for days afterward.

The set-up for Parents Visiting Day is really simple, but it takes a lot of leg work to get the results envisioned. Here is how the chapter does it by the committee method:

(Continued on page eleven)



Shown here are some of the parents viewing the Hall of Fame during the NYU Parents Visiting Day.





SAY,  
DID YOU  
KNOW?

Alpha Phi Omega continues to install new chapters each year, and there is now much interest on other campuses concerning establishing new chapters.

Arm bands with gold-colored letters of AΦΩ on blue felt are worn by many chapters when doing service projects. They help identify the organization. They are available from the National Office at actual cost, 30c each.

The Distinguished Service Key is widely used by chapters to honor the member each semester whom the chapter deems is most deserving of this award. If your chapter does not have full information about this award, write to the National Office.

Applications for new pledges should be sent to the National Office within three days after the pledging ceremony is held. (Require candidates for pledgeship to fill out the application and pay the pledge fee not later than the day you conduct the pledge ritual for them, thus you will be able to send in their applications promptly.)

Your chapter's Advisory Committee is very important to the success of your program. If you do not have a full Advisory Committee of at least five Faculty Advisors and two Scouting Advisors, select new advisors this Spring and have them ready to induct at your next initiation ceremony.

## This Is Your Magazine

Your reactions to content and make-up and your suggestions for items of interest to you are most welcome. Your editor has only one source of material, and that is YOU. Please keep us informed about your doings, include us in your chapter mailings and send particularly news clippings and pictures of your service projects. Thanks a million!

## KNOW YOUR FRATERNITY - - -

# NATIONAL COMMITTEES OF ALPHA PHI OMEGA FOR 1955 AND 1956

Appointed by M. R. Disborough, National President, these committees are for the purpose of serving you. Each has a definite part in the functioning of our National Executive Board.

### Service Committee

Irwin H. Gerst, Chairman  
Rev. John J. Higgins, S.J.  
Dr. Glenn R. Barr  
Joe Paul Tupin  
Dr. R. H. Bolyard

### Extension Committee

George F. Cahill, Chairman  
William S. Roth  
Dr. Henry Miller  
Dr. Lawrence L. Hirsch  
Prof. Kent D. Shaffer  
James W. Thomas  
Prof. Robert J. Bradshaw, Jr.  
Prof. Daniel Den Uyl  
Dean Arno Nowotny

### Publications Committee

A. G. Spizzirri, Chairman  
Rev. Robert J. Payne  
Stephen J. Horvath  
Dr. Max A. Schneider  
Manfred O. Aws  
Joe Paul Tupin  
Frank R. Horton

### Office Operations Committee

George H. Charno, Chairman  
Dr. H. Roe Bartle  
A. G. Spizzirri

### Advisory Committee

Dr. H. Roe Bartle, Chairman  
Dr. William H. Fettridge  
Dr. Ray O. Wyland  
John M. Schiff  
George H. Charno  
Robert K. Goodwin  
Dr. Arthur A. Schuck  
and such other Educators and  
Scouters as are appointed by the  
National President

### Finance Committee

Joseph Scanlon, Chairman  
M. R. Disborough  
George F. Cahill  
Irwin H. Gerst  
E. Ross Forman

### Scouting Relations Committee

Joseph A. Brunton, Jr., Chairman  
H. F. Pote  
Dr. H. Roe Bartle  
William S. Roth

### Convention Promotion Committee

Dr. Henry Miller, Chairman  
James W. Thomas  
Benjamin F. Fay  
C. J. Carlson  
Prof. Robert J. Bradshaw, Jr.

### Convention Program Chairman

A. G. Spizzirri

### Convention Arrangements Committee

Irwin H. Gerst, Chairman  
Representatives of California Chapters

### Alumni Committee

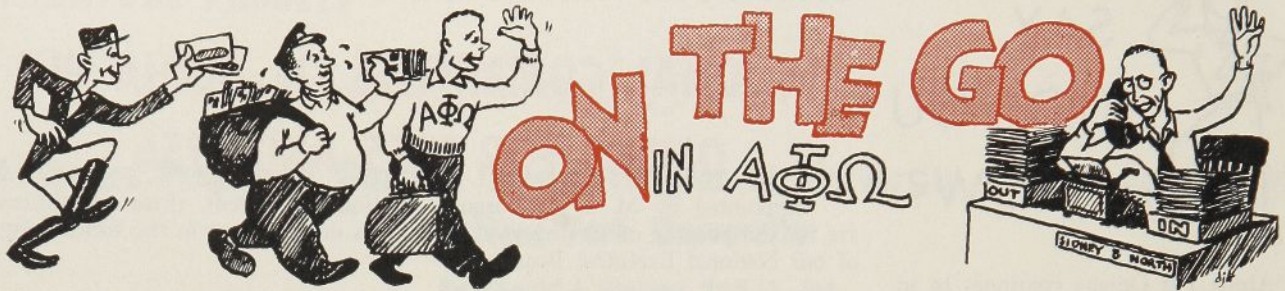
E. Ross Forman, Chairman  
Manfred O. Aws  
Prof. Harry C. Barnett  
James G. Evans  
Dr. Max A. Schneider

### Trustees

Stanley Levingston, Chairman  
Dr. H. Roe Bartle  
Dean Arno Nowotny  
Prof. Daniel Den Uyl

These committees will be at work for this two-year period to promote the growth and development of Alpha Phi Omega. Your cooperation with them can be a real asset.





### CARE Instead of Cards by Gamma Phi

Earl Penno, Past President, reports that instead of sending Christmas cards this past holiday season, GAMMA PHI CHAPTER at *Western Michigan College* used the money to send a CARE package for a needy family in Europe. A Christmas tree was obtained and decorated in front of the Union. Other recent projects included building the Homecoming bonfire, donating \$125.00 to purchase picnic tables for Kanley Park, infirmary visitation giving assistance to students confined, checking of coats at the Homecoming dance and securing more adequate coat racks for future use, refinishing student office desk, and others. The group went Christmas caroling with YWCA girls, visiting two homes for the aged and this was followed by a snack at Dr. Seibert's home.

### Eta Mu Has Good Attendance Record

"We've been having a 66 per cent attendance at regular weekly meetings of ETA MU CHAPTER here at *Utica College*. The chapter was pleased to send two delegates to the National Convention in Milwaukee. For service projects we have painted the recreation room at the House of Good Shepherd Orphanage, helped at Camp Ballow (Boy Scout camp) reforestation project, conducted a block party for Freshmen at request of the college administration, assisted with Bloodmobile visit, and helped in campus and community Christmas projects. We are all enthusiastic about the organization, its aims and purposes." This is quoted from an excellent report from Dr. Paul J. Steele, Chairman of the Advisory Committee.

### POSTER SERVICE AT ROCKHURST



A rather unique project of Gamma Xi Chapter is the providing of poster service for other organizations on the Rockhurst College campus. Shown here is Jim Wallington at work on a poster, and in the background are numerous signs which have been prepared and used in connection with various campus events. This service has proved to be much appreciated by the entire campus, and is helpful to the other organizations and to the faculty.

### Alpha Alpha Makes Christmas Real

The Fall semester newsletter of ALPHA ALPHA CHAPTER published in January brings news that the chapter again hosted the annual Huling Home Christmas party this past holiday season. Campus groups donated gifts for the children. These were distributed by "Santa Claus," Dave Williams entertained the twenty-one children and the chapter members with a program of magic.

Another Christmas activity of the chapter was decoration of the Broad-

walk lamp posts on the *University of Illinois* campus, each with a large red bow and some greenery. This was supervised by Ellis E. Reid.

Still another project of Alpha Alpha Chapter at Christmastime was cooperation with the local Boy Scout units by assuming responsibility for the harvesting of trees from the 10,000-tree evergreen forest at Camp Drake, the local Scout camp. These were sold and funds derived are applied to improvements at the camp. Dick Reichelt was in charge of this assistance in the tree harvest, and the sales.



### Principal-Freshman Conference

Recently GAMMA PI CHAPTER furnished guide service at the Principal-Freshman Conference at the *University of Michigan*. This conference gives opportunity for new freshmen to talk over with their former principals their high school program with respect to college courses. Last Fall the chapter supplied thirty-five men to work during registration and their job was to direct and advise the 18,500 students in the "why and wherefores" of registration. The three-day job was handled better and faster than in past years, reports the Registrar of the University, Edward Groesbeck, who is a chapter advisor. The chapter office is staffed every day from noon until five and on Saturday mornings. This gives those requesting service opportunity to easily contact the chapter. The office provides ditto service for other student organizations on the campus. Thanks to Richard P. Bloss, Corresponding Secretary, for this news.

### Bean Feed

This quarter's pledges of GAMMA BETA CHAPTER at *San Jose State College* are working with the actives on bean feed for promising high school athletes. Additional projects include assistance in Religion in Life Week, lining school parking lots, and others. —David Hannon, Treasurer.

### GOAL POST DECORATIONS AT WICHITA



A Fall project of Beta Alpha Chapter was the wrapping of the goal posts in school colors at each home football game of the University of Wichita. Shown above are several members at work. For each game they wrapped one goal in Wichita's colors of black and gold and the other goal in the visiting team's colors.

An annual project of the chapter is the Ugly Man Contest which this year brought in \$184.63. This amount was donated to the Community Chest Red Feather drive. The chapter also recently sponsored the Bloodmobile on campus for the Red Cross, assisted with ground breaking ceremonies for the new Fine Arts Building and aided the Registrar during matriculation and registration period, and is now working on plans for a party for Explorers.

### SAFETY THEME IN FLOAT AT NORTH CAROLINA STATE



In cooperation with the Raleigh Police Department, Iota Lambda Chapter prepared a Homecoming float to promote careful driving. Two views of the impressive float are shown above. One of the signs says, "He only ran a red light." Another warns, "If this football fan had stopped, he, too, would be seeing the game."



## SPECIAL FEATURE - - -

**"YOUR PRIVILEGE AND MINE"**

By George F. Cahill

National First Vice-President

*Editor's Note: Brother Cahill has been appointed National Extension Chairman, a responsibility which includes promotion of new chapters. He invites you and your chapter to assist toward establishing additional chapters.*

Perhaps the most unique characteristic of the American way of life is that those who share in and benefit from its great institutions have always been crusaders, in an effort to share their benefits with others. Such is true of Alpha Phi Omega. From a handful of men in the year 1925 our fraternity has prospered and grown and become an adult among fraternal organizations around the world. In but 30 years, a mere moment in the span of time, the ideals of Leadership, Friendship and Service have so sparked the imagination of men on college campuses throughout America that the fraternity to which you and I owe allegiance has spread from one campus to another with the rapidity of contagion.

This growth has not been accidental; it has been inspired because of the basic ideals of our fraternity, but specifically it has come about because individuals enjoy the privileges of serving others under the banner of Alpha Phi Omega on one campus, have through the years lifted high the spirit and the banner and offered it in friendship to the students and administrators of neighboring campuses.

Your privilege and mine, then, is the continuation of this very satisfying type of growth and experience. Perhaps the men who have derived the most from AΦΩ and the chapters that have prospered most are those that have "fathered" another AΦΩ chapter. I covet for the President of every successful chapter the privilege of experiencing, under his guidance and during his presidency, the thrill of knowing that due to the efforts of his chapter, another campus is receiving the benefits that are derived from a well-organized, dedicated and successful chapter of our fraternity.

**HOW DO WE GO ABOUT IT?**

1. Have a capable member of your chapter determine what nearby colleges and universities do not have a chapter of AΦΩ. Be certain that these prospects are fully accredited colleges and universities.
2. Write or phone the Dean of Men at the college and the local Scout Executive. Send a select delegation from your chapter to visit these men and explain the program of AΦΩ. Leave with them pertinent information.
3. Attempt to find students on the prospective campus who have been Scouts and make contact with them. During the same visit sell them the idea of service in AΦΩ.
4. Write the National Secretary and the National Extension Chairman, telling them of your plans and the date of your visit. Upon receiving your letter they will write the Dean of Men and the Scout Executive a personal promotional letter.
5. Once you have convinced these two key people and they have expressed their desire to have a chapter, make an appointment with the President for the Dean of Men and Scout Executive, accompanied by key young men on the campus you have contacted and select individuals from your chapter. Visit with the President and seek his endorsement.
6. Form the group into a preparatory body.
7. Conduct a census of the student body and hold an open meeting recruiting additional prospects.
8. Elect temporary officers.
9. Select several service projects, administer them carefully, and make them successful.
10. Recruit and enthuse Faculty and Scouting Advisors.
11. Obtain national application forms from the National Secretary.
12. Establish regular meetings and set up a budget and dues—put the petitioning group on a sound financial basis.
13. Complete the application form, assist the petitioning group's activities during the period of organization.
14. In correspondence with the National Secretary and Extension Chairman, establish an installation date and plan a ceremony.
15. Have an installation group from your chapter attend the ceremony and install the chapter.

**OUR DIVIDEND**

One of the greatest satisfactions that can accrue to any man's efforts during his college career is the thrill that comes from playing an intricate part in seeing a new and soundly organized functioning AΦΩ chapter on another campus. One can do few things in life which will mean so much to so many over a period of years. Never was there in the history of our great nation a greater need or opportunity for taking this heritage which someone gave to you, the heritage which lives in the ideals of Leadership, Friendship and Service, and placing them, for the benefit of many, on a neighboring campus. This, then, is your privilege and mine. *This privilege is not something "conferred," it is something seized,* and I hope that you personally will seize this meaningful privilege and I covet for you the satisfaction that it shall bring.



## FROM AFAR - - -

A very interesting Christmas newsletter was received from the Otto J. M. Smith family. Dr. Smith is a former Faculty Advisor of Gamma Gamma Chapter, University of California. Knowing of his many friends in  $\Lambda\Phi\Omega$  across the nation, we share a portion of it with you, with more to appear from time to time.

Instituto Tecnológico de Aeronautica  
Sao Jose dos Campos, Est. Sao Paulo  
Brasil

December 1, 1954

Dear Friends:

Greetings from Brasil at this Christmas season! As many of you know, Otto is on leave of absence from the University of California to do teaching and research at the Instituto Tecnológico de Aeronautica here in Sao Paulo, and 150 miles from Rio, on the road between the two.

We left our Berkeley home on June eighth, having rented it and stored most of our furniture. The De Soto carryall, loaded to the ceiling with luggage and little Smiths, and surmounted by a groaning luggage rack, traveled cross-country with numerous stops for pictures. Otto and Phyllis have both become first degree camera fans with the acquisition of a 35 mm Exakta camera. Our route included Las Vegas and the desert, Bryce Canyon National Park, the Grand Canyon, Walnut Canyon cliff dwelling, and Stillwater, Oklahoma, where we had a grand visit with Otto's parents. The little Smiths played, swam and caught horned lizards with their cousins. Next we went to Springfield, Missouri, to see Otto's Grandmother Smith (age 93) and his Aunt Allie and Uncle Billy. We explored the third largest cave in the United States in southern Missouri (one that Otto's father had visited as a boy when he floated down the White River), and enjoyed the scenery of Arkansas, Mississippi and Louisiana before arriving at picturesque (and hot) New Orleans where Smiths, baggage and De Soto boarded the SS Del Norte bound for Santos. The two weeks at sea were pleasantly relaxing, with hours around the swimming pool or in deck chairs, lots of good food, the acquisition of new friends, and a very large and comfortably furnished air-

conditioned stateroom where we listened to Portuguese language records.

Two weeks after we left New Orleans we sailed into Rio—a spectacular and exciting entrance into the sunset-lit bay—one of the busiest harbors in the world, with literally hundreds of ships of all nations waiting to dock, while commuter-ferries of all sizes and shapes scuttled like waterbugs among them, and airplanes landed or left the airport in the harbor in a constant stream. Above it all soared the mountains—wild, rocky and wooded, so steep that the hillside dwellings in which Rio abounds merely lap at the bottom of them. The cable car on Pao de Acucar slowly spun its web above the harbor, like something out of a travel folder come to life. The statue of Christ the Redeemer atop Corcovado swam out of mist into sunset light and back into mist again. The lights of the city winked on as we began to dock, and while giant railroad cranes swung into action on the port side of the ship under the intense electric lighting, on the other side small cargo boats, oar-propelled, nudged up to the boat to unload there, while the men called directions to one another through the darkness in musical Portuguese. After six months in Brasil, we feel that this first impression we had, of yesterday and tomorrow working side by side, is the dominant impression of Brasil that we will eventually take home with us. We spent the next day acquiring a brilliant impression of this water-bound, mountain-dominated city with its mosaic sidewalks, bright flowered formal gardens (where in the Praca Paris, below the windows of modernistic apartment houses, a woman was doing her wash in one of the fountains) palm-lined waterfront, tree-shaded streets, wild traffic, and the kindest, friendliest people in the world.

We rode the cable car up Pao de Acucar and got a truly bird's-eye view of the city, with symmetrical parks, scalloped beaches, and toy houses laid out below us like an animated cyclorama. A group of excursioning school-teachers from Sao Paulo taught us carnival songs and gave Otto a lesson in the Samba, and everywhere we met with kindness and tolerance of our limping Portuguese. Several times, when we asked directions for omnibus or bonde, the person asked would leave his own course of travel to wait with us until we had boarded the proper vehicle, or even accompany us to our destination.

(To be continued)

## Newsletter Clips



Twin City Alumni Association: "In Milwaukee on December 28 to 30, the thirty fraternity alumni present from all over the nation pledged solidarity on a future alumni program. We now have a unified effort to help strengthen our fraternity on campuses in our communities. Quoting Ross Forman, National Third Vice-President: 'We are

the business world section of our great fraternity. You are aware of the mark that  $\Lambda\Phi\Omega$  has made on the campus. Our aim is to make the alumni a great force in the community and nation.' "

Bulletin of Interfraternity Research and Advisory Council: "The United States News on December 17, 1954, quotes some figures from the Institute

of Life Insurance on the value of education. The Institute says that the average college graduate can expect to earn about \$300,000 during his life span; the high school graduate can expect to earn about \$200,000, but the person with only an elementary education can anticipate only about \$100,000." (Ed. note—You can't cheat education.)

There are 2,472,000 now enrolled in the colleges and universities of the United States. This is the highest number on record according to Dr. J. Kenneth Little, U. S. Deputy Commissioner of Education.



## LEADERSHIP FEATURE - - -

## SO YOU'RE PUBLICITY CHAIRMAN

## ---And the Anchor Man in Your Chapter's Public Relations Program

What your chapter does is important—important enough for the campus newspaper, the community newspaper, and for radio and TV.

It isn't always possible for your chapter to find a journalism student to serve as publicity chairman. In such a case, the chapter should pick on the basis of interest and enthusiasm.

For those who have no previous newspaper training, here are some pretty good reference books (for the chapter library):

"Publicity, How to Plan, Produce, and Place It"—Herbert M. Barrs, Harper & Bros.

"So You're Publicity Chairman"—Frances Fiske, McGraw-Hill.

Editors of home town newspapers like news—news with *names*. Your campus editor feels the same. And so does every other editor, for Names Make News!

The chapter must create the news by a dynamic program of service, fellowship, and brotherhood. You then, Mr. Publicity Chairman, must report that news.

Examples of news that would be interesting (and, of course, all are obvious to the experienced publicity man, but this is for the neophyte, too):

Service Projects on Campus  
Service to Youth  
Service to Community  
Social Events  
Resolutions  
Drives  
Contributions



Elections  
Guests  
Awards  
Announcements  
Initiation Ceremonies  
Meeting Notices  
Sponsored Programs

Now, for a bird's-eye view of how it's done:

1. Get the news out fast! Nothing is as perishable as news. If you've already heard it, it "ain't" news.
2. Be accurate. Your editor, even if a close friend, will turn thumbs down on you if you cross him up. Don't guess. Always check. Get it there fast, but get it there right.
3. Remember the basic 5 W's—who, what, when, why, where. Then add an H—how.
4. Check with the editor involved on how he wants the story. Some want only data—others want full story. Do it his way.

5. Type releases on one side of paper only.
6. Always double space your copy.
7. Leave top half blank on first page—start half-way down. For editor's notes, headlines, etc.
8. Always send originals. Carbons are not well thought of by the fourth estate.
9. Keep it short.
10. This form is usually acceptable:  
From:  
Omega Omega Omega Chapter  
Alpha Phi Omega  
Alma Mater College  
Northberg, Missouri  
Charles A. Charles  
News Chairman  
Central 1111

## FOR IMMEDIATE RELEASE

11. Use "action" pictures.
12. Work closely with the press of your area. Be sure to keep them informed. Their job is publishing the news. Your job is reporting it.

So — there you are — a journalism course in three columns. Just one additional word (or maybe two):

Always remember that the editor is running a business. He may not use your story. If he does, thank him (the cheapest public relations device ever invented is "thanks"). If he doesn't, don't whine, but continue to feed him worthwhile news.

And, oh yes—for Pete's sake—spell his name right!

## Alpha Psi Enjoys a Good Press

A feature article in "Brown and White," a student newspaper of Lehigh University, gave an excellent description of Alpha Psi Chapter's plans for the year. "Offering opportunities for Leadership and Service, Lehigh's chapter of the National Service Fraternity, Alpha Phi Omega, has undertaken an ambitious program in fulfilling its three-fold purpose," begins the article.

Description of the chapter's projects in campus service, community service and in service to the members is included. Projects mentioned are the conducting of guided tours of the campus, work during freshman week, sponsoring the Freshman Frolic, conducting the annual used book sale, ushering at the concert series and at the Music Festival, mimeographing and distributing basketball programs and manning the polls at class elections. Community services include assisting local Scout

troops, conducting the annual Explorer Visitation Day in which several thousand Explorer Scouts visit the campus, and participation in the National Research project concerning Exploring.

A picture was published with this article showing officers of the chapter assembled and planning this year's program. Shown in it were Bob Zecher, President; Ken Varker, Vice President; Don Haines and Jim Keith. The chapter maintains an office on the third floor of Drown hall.



**Mom and Dad Come to College***(Continued from page four)*

A. The Arrangements Committee confers with the Administration to obtain funds (for mailing, publicity, reception), sets a suitable date, and sees that buildings will be open. Also, getting cooperation of Administration for faculty participation is most important. This group also makes arrangements for luncheon for the guests and an afternoon reception and tea. This group must provide guides for campus tours the day of the affair and make certain these guides are well rehearsed.

B. The Publicity Committee mails letters to the parents of all students inviting them to Parents Visiting Day and by means of enclosed return forms, determines in advance how many people will attend and how many will desire to have luncheon on campus and attend the reception and tea. Letters are also sent to all academic department heads asking for faculty cooperation, and follow-up letters are sent to each member of the faculty. This committee makes use of all available publicity media (newspapers, radio, posters, handouts, and letters) to place this project clearly before each and every person on the campus. This group also sends publicity releases on the project to available community publicity agencies and to the University Public Relations Office.

C. The Program Committee works out the time schedule for Parents Visiting Day and arranges for the members of the faculty who will give the model lectures and their subjects. The Program Committee also makes the necessary arrangements for suitable demonstrations and displays to be set up by the departments for viewing by the guests. It is in making the contacts with the faculty that Alpha Phi Omega faculty advisors and honorary members can be of great benefit.

Well, that is how we did it at Gamma Omega in 1952 and 1954. Parents Visiting Day is next planned for the Spring of 1956 at NYU and you can carry it through just the same as we did. If you have any questions about this project just drop a line to: Service Committee Chairman, 2nd Vice-President, Gamma Omega Chapter of Alpha Phi Omega, New York University, University Heights, Bronx 53, New York.

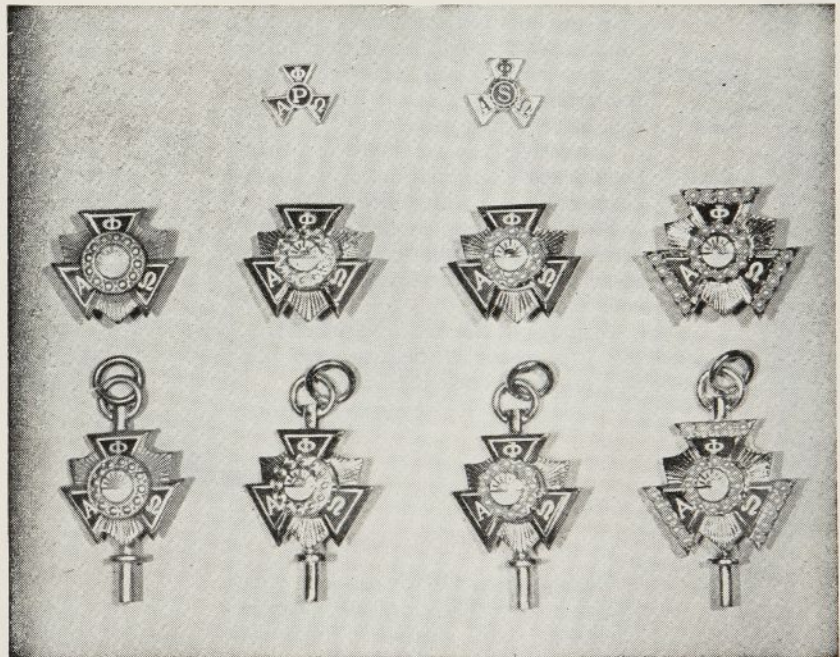
Good luck!

**Kappa Psi Talent Show Benefit**

KAPPA PSI CHAPTER recently presented its first annual Talent Show at the *A & T College* of North Carolina. This program was in the Richard B. Harrison Auditorium and was for the purpose of raising funds for an annual scholarship and campus beautification. The program included vocal solos, piano solos, a medley, trumpet solo, rumba tap and other selections. In all there were thirty-three renditions. These were all by students except one guest piano solo. The program was very successful and as a result of it a worthy high school senior will be aided in entering the college next Fall, and several trees are being purchased to be planted on the campus.

**NYU Gets Books for Veterans**

At *New York University*, BETA IOTA CHAPTER recently conducted a campus-wide drive to collect books for donation to veterans' hospitals. This is one of numerous successful projects reported in a feature article in the "Square Bulletin," campus newspaper. Other projects mentioned include the semi-annual book exchange which enables many students to purchase their texts at great savings, the Ugly Man contest from which the proceeds are donated to charity, an information bureau, assistance in student elections, mimeographing service for other clubs and organizations, sponsoring the Red Cross blood drive, and participation as wardens in civil defense drills.

**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 plain arms (third from left, middle row).....	13.25
Standard badge, crown set pearl center and arms (extreme right, middle row).....	24.25
Standard key, gold plated (extreme left, bottom row).....	3.25
Standard key, 10K (second from left, bottom row).....	8.50
Standard key, crown set pearl center plain arms (third from left, bottom row).....	15.00
Standard key, crown set pearl center and arms (extreme right, bottom row).....	26.00

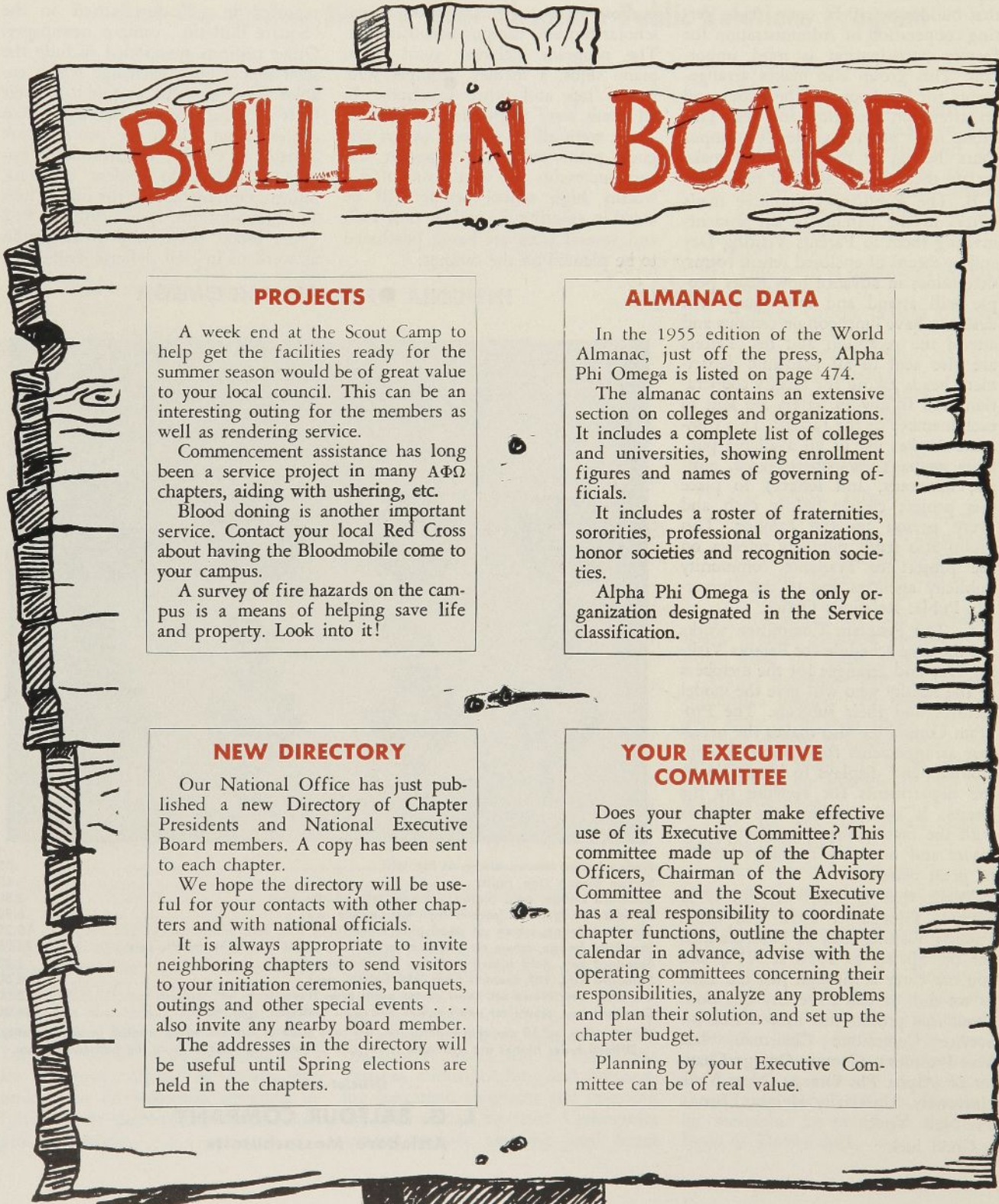
(To all prices add 10 per cent federal tax, and any state or city tax which applies in your locality)

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

Official Jeweler

**L. G. BALFOUR COMPANY**  
Attleboro, Massachusetts





# BULLETIN BOARD

## PROJECTS

A week end at the Scout Camp to help get the facilities ready for the summer season would be of great value to your local council. This can be an interesting outing for the members as well as rendering service.

Commencement assistance has long been a service project in many  $\Lambda\Phi\Omega$  chapters, aiding with ushering, etc.

Blood doning is another important service. Contact your local Red Cross about having the Bloodmobile come to your campus.

A survey of fire hazards on the campus is a means of helping save life and property. Look into it!

## ALMANAC DATA

In the 1955 edition of the World Almanac, just off the press, Alpha Phi Omega is listed on page 474.

The almanac contains an extensive section on colleges and organizations. It includes a complete list of colleges and universities, showing enrollment figures and names of governing officials.

It includes a roster of fraternities, sororities, professional organizations, honor societies and recognition societies.

Alpha Phi Omega is the only organization designated in the Service classification.

## NEW DIRECTORY

Our National Office has just published a new Directory of Chapter Presidents and National Executive Board members. A copy has been sent to each chapter.

We hope the directory will be useful for your contacts with other chapters and with national officials.

It is always appropriate to invite neighboring chapters to send visitors to your initiation ceremonies, banquets, outings and other special events . . . also invite any nearby board member.

The addresses in the directory will be useful until Spring elections are held in the chapters.

## YOUR EXECUTIVE COMMITTEE

Does your chapter make effective use of its Executive Committee? This committee made up of the Chapter Officers, Chairman of the Advisory Committee and the Scout Executive has a real responsibility to coordinate chapter functions, outline the chapter calendar in advance, advise with the operating committees concerning their responsibilities, analyze any problems and plan their solution, and set up the chapter budget.

Planning by your Executive Committee can be of real value.